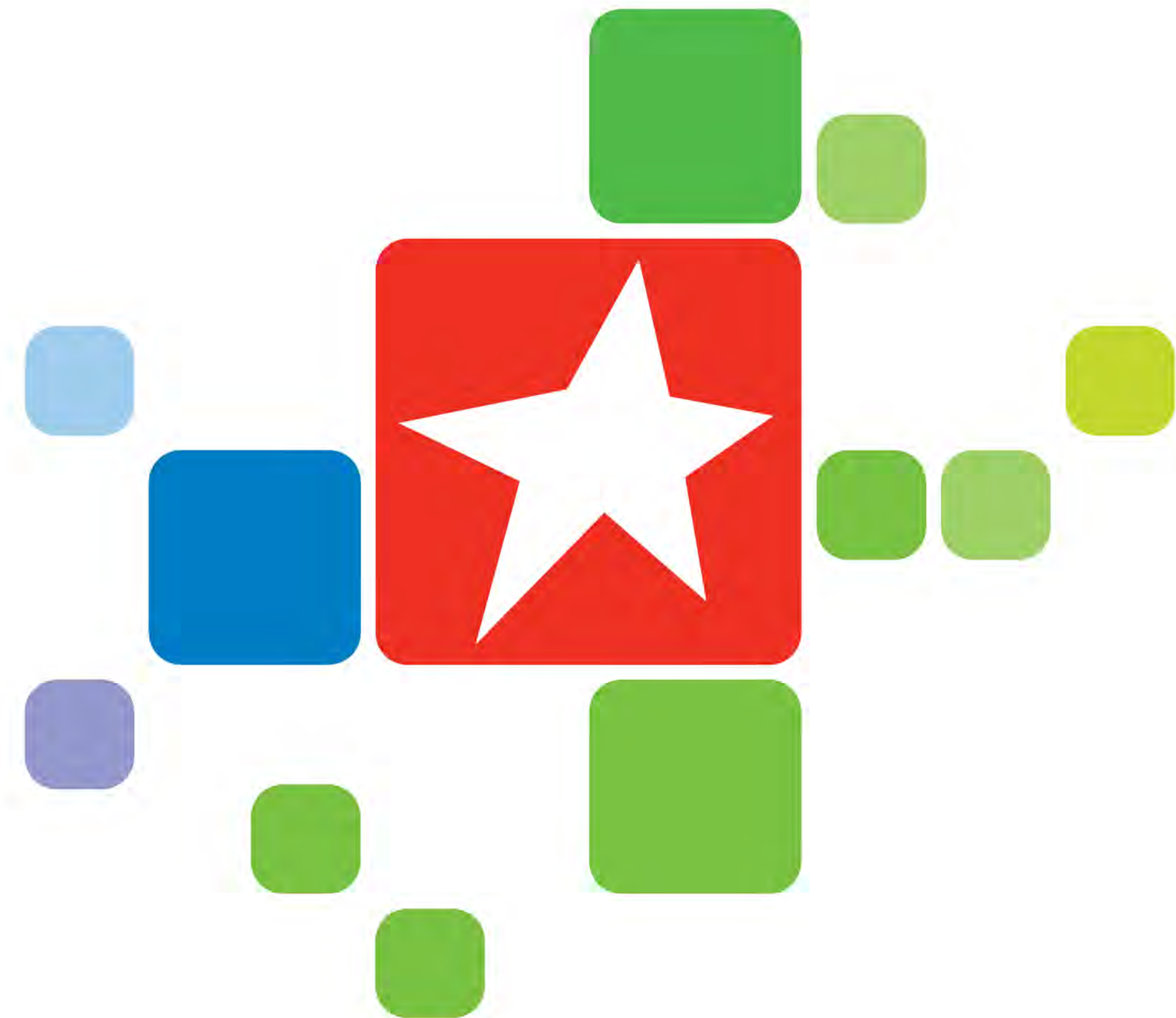




Welcome!

**to Tourism
Talk Live!**

at Courtyard by Marriott
Raleigh Cary/Crossroads
Thurs., May 19, 2022 • 10am



Andrew Baker

Marketing Manager

919.645.2684

abaker@visitRaleigh.com



S.A. Corrin

**Arts Grant Director
Raleigh Arts**

919.996.4886

sarah.corrin@raleighnc.gov

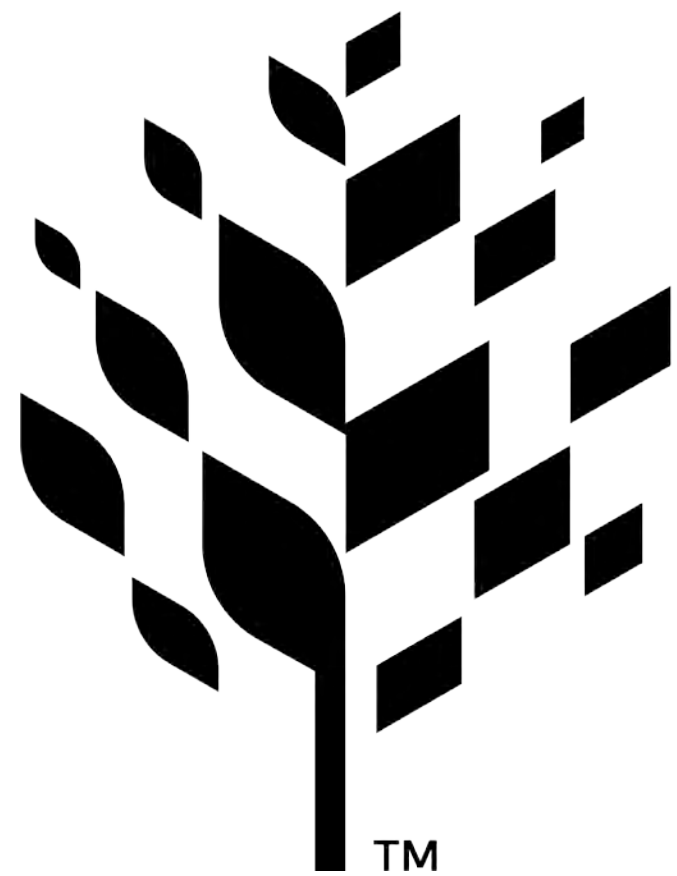


Raleigh's Creative Life Vision



“Raleigh is a community connected through arts and culture, where every person is empowered to lead the creative life they envision.”

— The Raleigh Arts Plan



Raleigh Arts

**Raleigh
Arts
Commission**

- **Raleigh Arts Partners**
- **Block Gallery**
- **Municipal Art Collection**
- **Small Public Art Projects**
- **Medal of Arts**
- **Citizen-Initiated Public Art**

**Public Art
& Design
Board**

- **Percent for Art Program**
- **Other Large Public Art Projects**

**Pullen &
Sertoma
Arts
Centers**

- **Arts Education**
- **Studio Space**

Universal Design



“Universal design is design that's usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.”

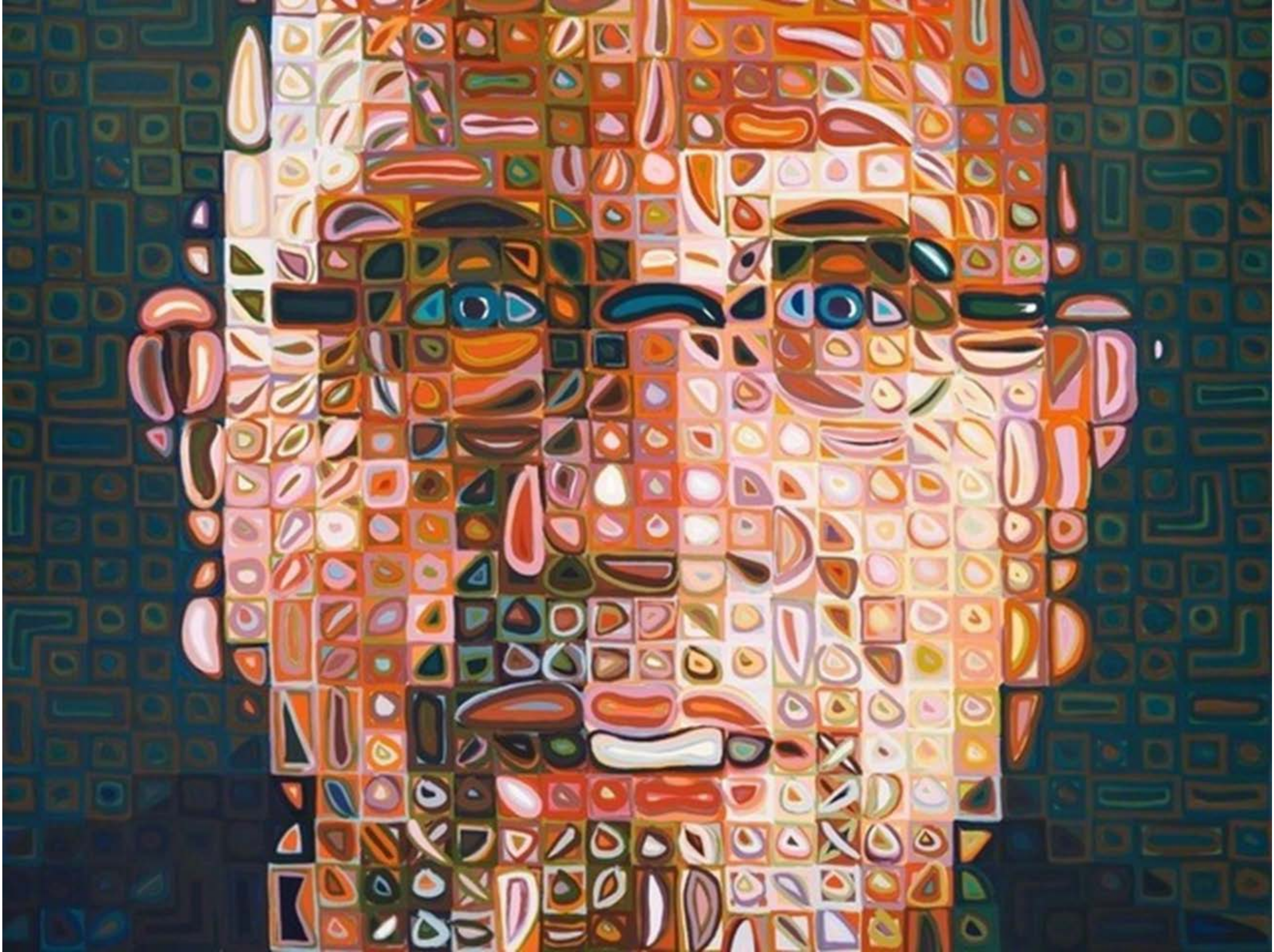
— Ron Mace

**Founder, NCSU Center for
Universal Design**





Self-Portrait
by
Chuck Close







Disability



“Disability is not a 'brave struggle' or 'courage in the face of adversity' ... Disability is an art. It's an ingenious way to live.”

**— Neil Marcus, Actor, Playwright,
Performance Artist**



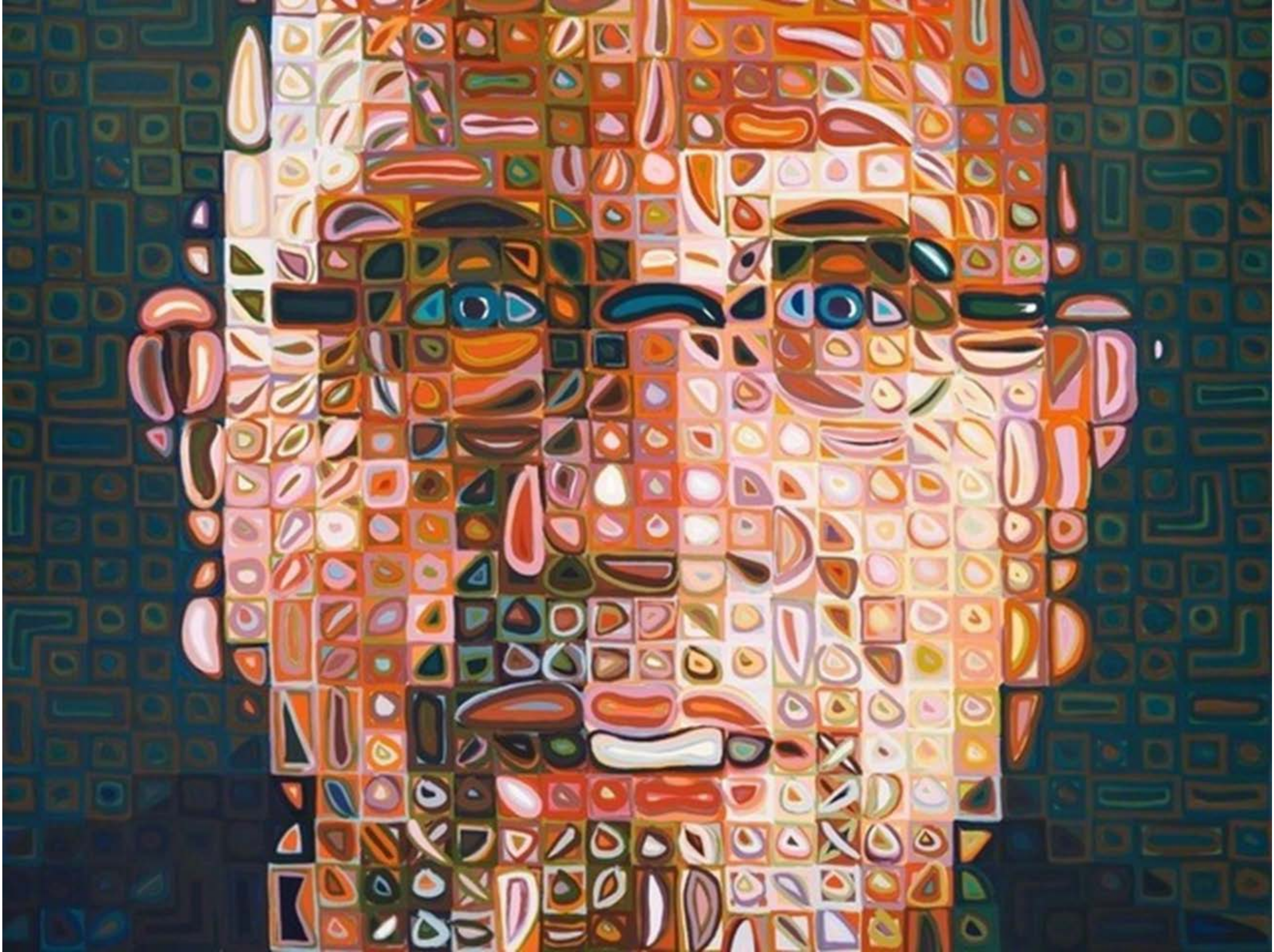
***Kris
Lenzo***



<https://vimeo.com/nataliestone/ripped#t=274s>



Self-Portrait
by
Chuck Close



Leveraging

LEAD®



Leadership Exchange in Arts & Disability Conference

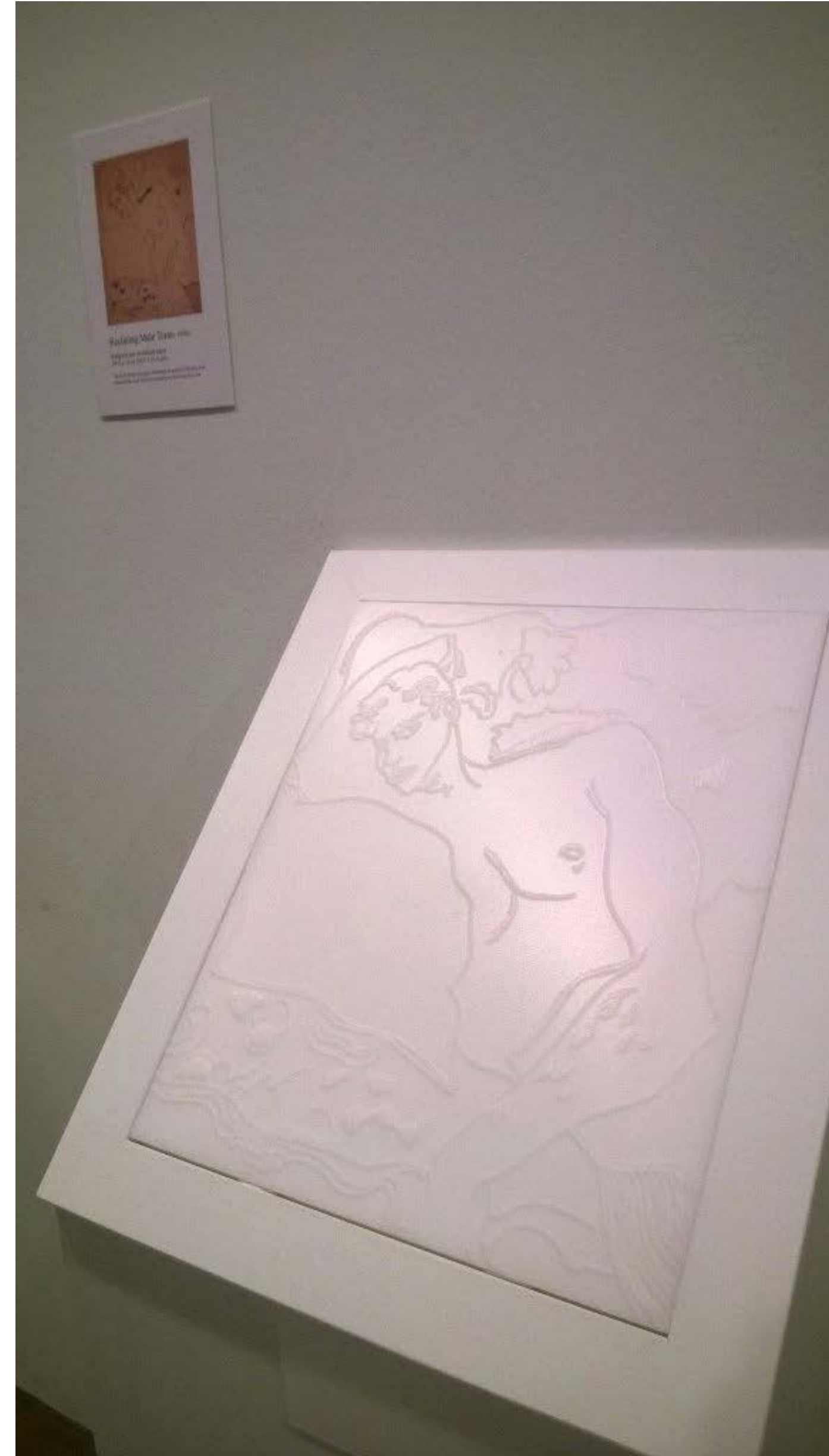


**The
Kennedy
Center**



August 1-5, 2022
Raleigh Convention Center







Local Partners



DowntownRaleigh
Alliance



North
Carolina
Arts
Council
*Fifty years
of leadership*



City of Raleigh

- Raleigh Arts
- Raleigh Convention Center
- Parks, Recreation & Cultural Resources



***The Raleigh
Roam Around***

What can you do?



Access/NSA

The Kennedy Center

A Jean Kennedy Smith Arts and Disability Program

Leadership Exchange in Arts & Disability

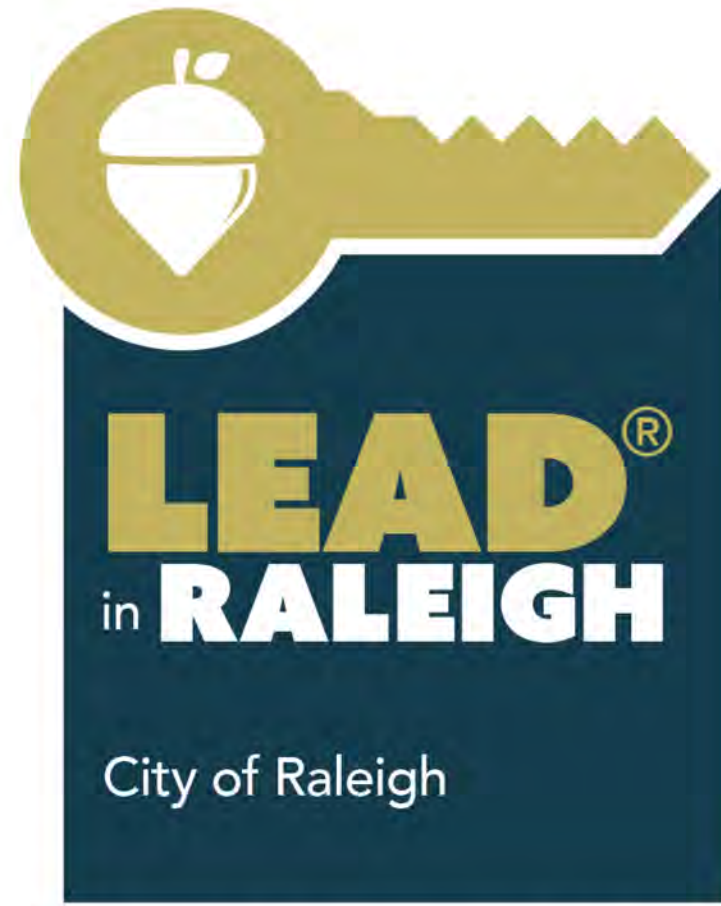
2022 Conference

ALL
ACCESS
Wake County





A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



A collaborative community project
in partnership with The Kennedy Center



QUESTIONS?

S.A. Corrin
Arts Grant Director

Sarah.corrin@raleighnc.gov

919-996-4686

GRELOC

RALEIGH

NORTH CAROLINA



PLAY. WATCH. MAKE.

ACHIEVEMENTS



\$5m FOR ESPORTS INDUSTRY GRANT FUND
North Carolina Senate Bill 105 – Annual Appropriations



\$16m FOR ESPORTS FACILITY & MOBILE TRUCK
North Carolina Senate Bill 105 – One-Time Appropriation



ATTRACTED MAJOR ESPORTS EVENTS
local / community leagues, national / international championships



APPLIED RESOURCES & ECONOMIC INCENTIVES
supporting an array of gaming and esports programs, events and activities



HELPING GUIDE ECONOMIC DEVELOPMENT
and job growth in all sectors through esports and gaming events and programs



SUPPORTING
local arts, businesses and communities

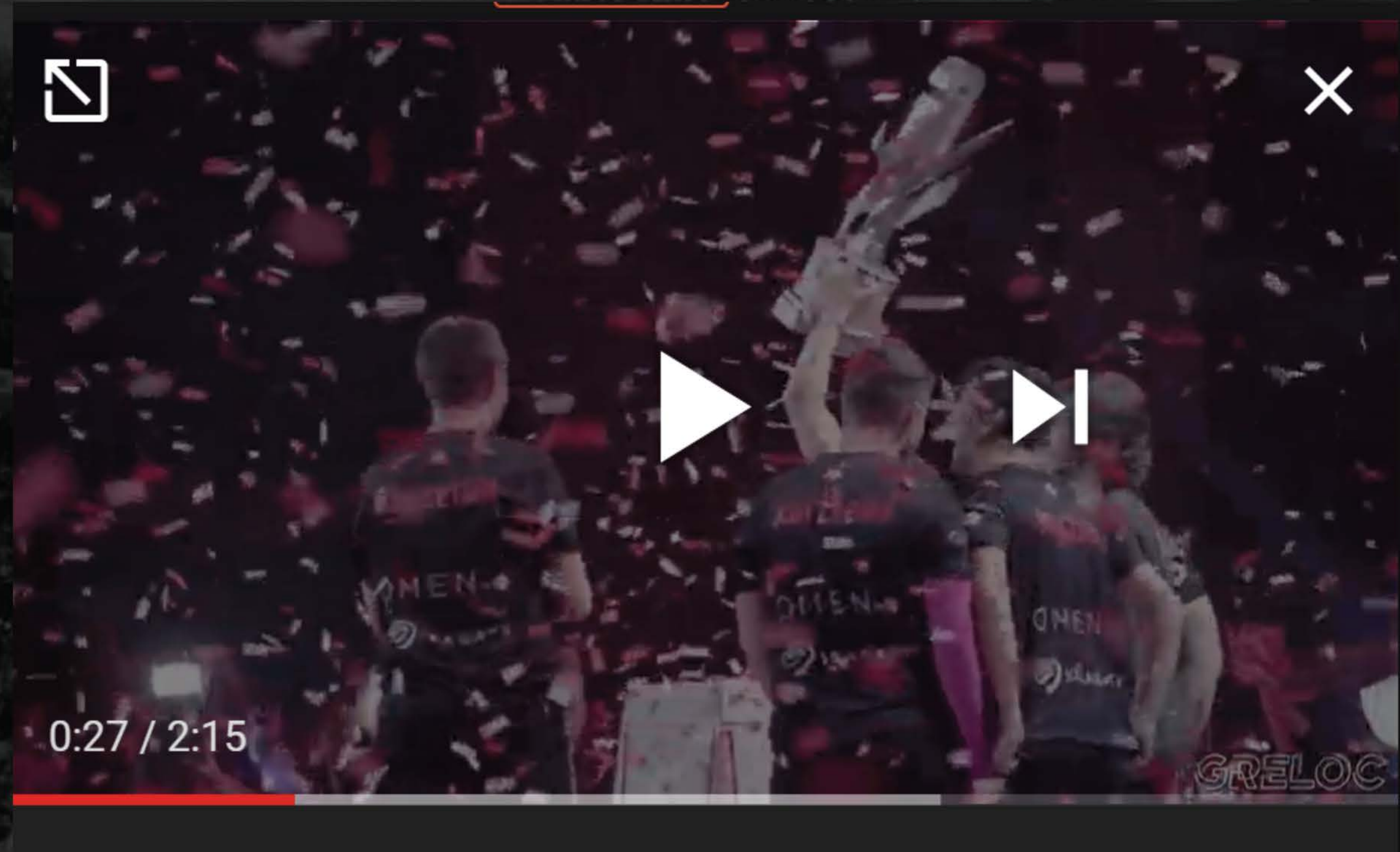


COMMUNICATIONS
raleighsports.gg website, media relations and social media content



PROMOTIONAL VIDEO

WE ARE RALEIGH



PROMOTIONAL VIDEO

8-BIT TO 5G



2022-2023 OBJECTIVES

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh

2022-2023 OBJECTIVES

Solicit, review, reply & provide guidance on RFPs and bids

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh

2022-2023 OBJECTIVES

Identify and engage local and regional gaming communities looking to establish partnerships, events and activities

Solicit, review, reply & provide guidance on RFPs and bids

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh

2022-2023 OBJECTIVES

Define programming tactics and propose experiences that deliver on the brand promise of Greater Raleigh

Identify and engage local and regional gaming communities looking to establish partnerships, events and activities

Solicit, review, reply & provide guidance on RFPs and bids

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh

2022-2023 OBJECTIVES

Develop media, marketing, experiences and branded content programs and assets as it relates to esports and gaming

Define programming tactics and propose experiences that deliver on the brand promise of Greater Raleigh

Identify and engage local and regional gaming communities looking to establish partnerships, events and activities

Solicit, review, reply & provide guidance on RFPs and bids

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh

2022-2023 OBJECTIVES

Conduct partnership sales and business development outreach on behalf of GRELOC

Develop media, marketing, experiences and branded content programs and assets as it relates to esports and gaming

Define programming tactics and propose experiences that deliver on the brand promise of Greater Raleigh

Identify and engage local and regional gaming communities looking to establish partnerships, events and activities

Solicit, review, reply & provide guidance on RFPs and bids

Develop and execute the strategic vision, positioning, business approach for esports in Greater Raleigh



GOALS

SECURE Founding Members that collectively contribute over \$500,000 in annual funding

APPLY funds toward supporting a wide array of gaming and esports programs, events, and activities

ATTRACT 6-8 events per year including Local, Regional and National / International productions

DRIVE Economic Development and Job Growth in all sectors through esports and gaming events and programs

CONVERT Tourists into Local Talent, Students, Advocates and/or Residents

SUPPORT specialized curriculum and education initiatives at the County, Community and Collegiate levels





\$ 1,320,064

Direct Visitor Spending



2,650

Daily Attendees



10,516,620

Twitch + YouTube Views



4,216,632

Livestream Hours Watched



9

Countries Represented



3,453

Estimated Hotel Room-Night Demand



911

Reported Hotel Room Nights



\$ 54,500

Raleigh Convention Center Rental



\$ 96,750

Event Incurred Cost



\$ 36,872

Catering



\$ 23,128

Concessions



ESPORTS INCENTIVE GRANT FUND (HB 945)

Championed by Rep. Jason Saine and signed into the State's budget by Governor Roy Cooper this past November

Provides up to \$5 million to encourage esports productions in N.C.

Provides \$12 million to build an Esports Performance & Education Center at N.C. State University

Provides \$4 million to build an Esports Truck & Mobile Education Unit



THE GROWTH OF ESPORTS

- Total revenue expected to surpass \$1B in 2021
- \$740M in digital ad revenue 2018-2021
- \$234.4M in prize money awarded in 2019
- \$4.5B in investments in 2018

BILL AIMS TO CREATE INCENTIVES FOR ESPORTS IN NC

gamesindustry.biz

Home | Development | Publishing | Business | Events | Video Games Jobs | Academy

North Carolina establishes fund to attract esports events

State will pay up to 25% of qualifying expenses for gaming competitions, committing up to \$5m a year

When North Carolina Governor Roy Cooper signed the state's annual budget into law last week, he also established the Esports Industry Grant Fund to encourage gaming companies to hold their competitions within the state.

Brendan Sinclair
Managing Editor
Tuesday 23rd November 2021

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EXPLORING A CERTIFICATION PROGRAM



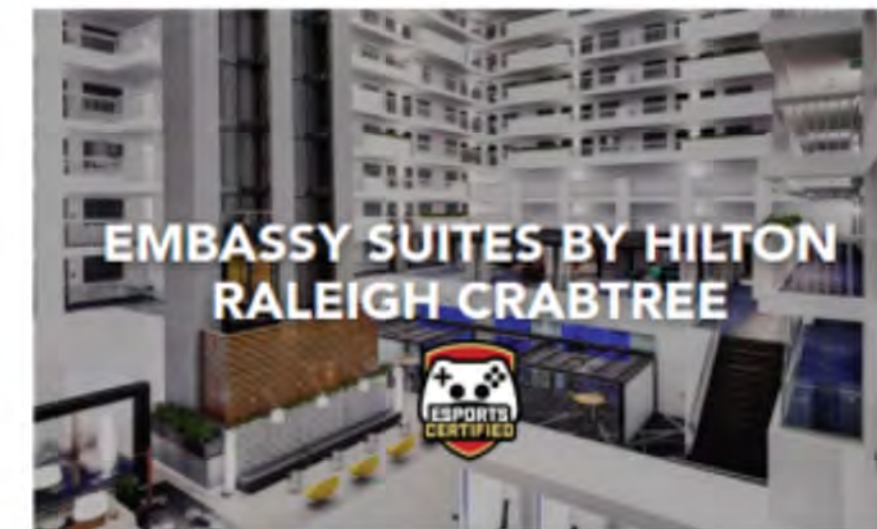
PROPRIETARY & CONFIDENTIAL

BADGE HOTEL MOCKUPS



Hotels Servicing Esports Venues and Facilities in Greater Raleigh

We know the importance of making your guests, staff, sponsors, vendors... but most importantly, your attendees and players feel welcomed and accommodated. In partnership with the Greater Raleigh Alliance and Greater Raleigh Esports Local Organizing Committee, our local hotel properties below have all graduated from our (unofficial) ESPORTS 101 certification program and are ready to game! They even have cosplay-friendly guest policies.



RALEIGH, NC USA



THANK YOU!



GRELOC



SUBNATION

Thank you!

Ed Tomasi

**Greater Raleigh Esports
Local Organizing Committee**

etomasi@raleighsports.gg



Business Plan

GRCVB's annual Business Plan contains:

- a visitor profile for Raleigh/Wake County;
- new and revised goals and talking points for the coming year;
- each CVB department's major goals, objectives and strategies, as tracked against the Wake County Destination Strategic Plan's implementation (Destination 2028);
- and measurable performance outcomes for 2021-2022.



2022-2023 Business Plan

Greater Raleigh Convention and Visitors Bureau
421 Fayetteville St., Ste. 1505
Raleigh, N.C. 27601-2995
www.visitRaleigh.com • [#visitRaleigh](https://twitter.com/visitRaleigh)





Future Meetings

**Downtown State Museums'
June Hospitality Open House**
Mon., June 13, 2022 • 1-4pm

GRCVB Annual Meeting
Thurs., Aug. 18, 2022 • 9-11am

Fall Tourism Talk Live
Thurs., Nov. 10, 2022 • Smoky Hollow • 421 N. Harrington St.

