



Providing for the Future of High School Athletics

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April 30, 2003

Mayor Kevin Foy  
 Town of Chapel Hill  
 306 North Columbia Street  
 Chapel Hill, NC 27514

Dear Mayor Foy,

The North Carolina High School Athletic Association (NCHSAA) would like to be considered to receive Town funds through the hotel/motel tax grant program. As you may be aware, the NCHSAA has received funding in the past from the Town of Chapel Hill. For several years, we have appreciated the Town's support of our nonprofit, 501(c)(3) organization - support that has assisted us in offsetting expenses associated with the championship events we hold in Chapel Hill in University of North Carolina at Chapel Hill facilities.

As a nonprofit, we must rely on grants and corporate sponsorships to underwrite our championship events. In some host cities, we are fortunate to receive complete event funding since they have sports consortiums or sports commissions that provide funding through local businesses. In Chapel Hill, we do not have this kind of support and therefore, have relied on financial support through pledges from the Chamber of Commerce, two local banks, and the Town of Chapel Hill.

During the current school year (July 1, 2002 through June 30, 2003), we have held the following events in Chapel Hill: 3 football championship games, 4 basketball championship games, indoor track championships, and the 3A swimming and diving championships — all in UNC-CH facilities. Naturally, there are expenses associated with holding these events not only in Chapel Hill, but on UNC-CH's campus as well. In fact, our expenses for these events totaled approximately \$38,000.

We feel that we meet the Visitor Information Services criteria because our events attract a large number of visitors to Chapel Hill. In doing so, we fill the hotel/motels during times that are somewhat down-times because many UNC-CH events are either being held out of town or the University has finished its sports season or is on break.

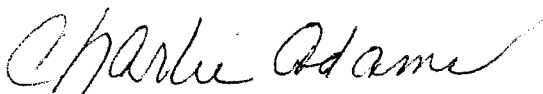
We have been in Chapel Hill for eighty-nine (89) years and feel that we are a recognized, bona fide community organization. We have demonstrated the potential for bringing together different

segments of the community by hosting many different athletic events in Chapel Hill. This of course, enhances the well-being of the community and its visitors.

We are appreciative of what you have done for us in the past. However, we continue to require your financial support. We feel that an investment of \$10,000.00 can be justified because of the returns the Town of Chapel Hill receives by our events being held here on an annual basis. The fact is that we bring in the most visitors to Chapel Hill on an annual basis, second only to the University of North Carolina.

We appreciate your continued support and thanks again for considering our request.

Sincerely,



Charlie Adams  
Executive Director

CC: Chapel Hill Town Council members  
Bill Webster, Chapel Hill Parks and Recreation