

NORTH CAROLINA DEPARTMENT OF COMMERCE		POLICY # Marketing 1
Title: Guidelines for Use of <i>Carolina Hurricanes</i> Tickets		
Effective Date: November 1, 1999	Administering Authority: Assistant Secretary - Administration	
Revisions:		
Statutory Authority (if applicable):		

Purpose: To implement appropriate restrictions on use of Department resources.

Scope: Staff involved in economic, tourism, sports and film development and the Office of the Secretary

Policy:

Background: The department has purchased four (4) Season Tickets to the 1999-2000 *Carolina Hurricanes* games in the Entertainment and Sports Arena in Raleigh. The tickets may only be used for legitimate economic, tourism, film, or sports development activities. The seats are located in Section 201, Row D, Seats 19, 20, 21, 22 in the Club Level, which includes in-seat service. Included with the tickets is one (1) VIP parking pass and access to the Arena Club restaurant.

Allowable Use:

- Tickets may only be used to entertain business clients. Business clients are defined as company executives, consultants, or other professionals involved in economic, financial resource, tourism, film, or sports development activities whose actions have the potential to create jobs and investment in the State of North Carolina. Business clients do not include firms under contract to the Department of Commerce or private or public sector economic development allies.
- Tickets are not available for use by Commerce staff, legislators, or other government officials unless they are accompanying a business client.

Procedure:

- Individual requesting use of tickets completes “Request for *Carolina Hurricanes* Tickets” form and submits to the appropriate Division Director for approval.
- Approved requests are forwarded to Margaret McGlohon in Sports Development.
- If no other requests are received for the same date within one week of game, the requestor is notified that tickets are reserved.
- In the event of conflicting requests for the same game:
 - Conflicting requests from a single Division will be prioritized by the Division Director.
 - Conflicting requests from economic development will be prioritized by the Assistant Secretary for Economic Development.
 - Conflicting requests within Tourism, Film and Sports Development will be prioritized by the Executive Director.
 - In the event of unresolved conflicting requests between economic development and Tourism, Film, and Sports Development, the Secretary will determine priority.
- Reports on utilization of the tickets will be reviewed bi-weekly by Senior Staff (number of tickets used by Division, number requested for future weeks by Division, number of tickets not used, number available with no pending reservations for future weeks.)

Request for *Carolina Hurricanes* Tickets

Date Requested:	Number of Tickets Requested:
Employee Requesting:	
Division:	
Project Name or Number (Client, Activity, etc.):	
Other Commerce Staff Attending:	Other Guests *: <small>* In case of confidential projects, only indicate number of non-Commerce staff guests.</small>
Approved by (Division Director or designee): <hr/> Signature	