

As of 10/20/22

ONE Community Program Overview

The Titans ONE Community (ONE) platform includes individual agreements based on opportunities to build on existing partnerships and initiatives together. These agreements enhance the Titans' existing commitment to serve and empower neighborhoods and communities.

ONE partners will work with the Titans on their individual programs, as well as the development of an ecosystem dedicated to overarching initiatives like community space development, neighborhood campaigns and other initiatives.

I. OPPORTUNITY

1. *Titans Economic Inclusion Plan*

Disenfranchised Business Enterprises and Workforce Development

Don Hardin Group (DHG), an established entity in construction management and consulting works directly with clients and identified projects to assist in achieving leading edge goals for minority and women owned business inclusion.

The Titans and DHG will build a program for economic inclusion, disenfranchised business enterprises and workforce development in the initial and ongoing stadium plans.

DHG will implement a three phased approach to ensure inclusion within the Titans organization and establish a framework to develop relationships that will serve as a critical component to the overall success of the construction of a new stadium.

- **Phase One will consist of three critical components to setting the foundation and informing decisions associated with the stadium project:**
 - **Phase 1A:** Reviewing all existing policies currently adopted by the Titans including data of past spending trends to capture opportunities of improvement and/or areas of continuation.
 - **Phase 1B:** Set goals for the project by doing the following:
 - Review disparity studies to determine how they can apply to the Titans' goals.
 - Research federal, state, and local construction wages against rates in the foreseeable market rates.
 - Write process for monitoring against wage theft.
 - Set goals around workforce development

- **Phase 1C:** Plan and conduct a series of outreach sessions that will include the following:
 - Research local MBE/SBE/DBE vendors that are currently certified at the federal, state, and local levels.
 - Outreach to MBE/SBE/DBE advocates.
 - Expand client supplier outreach efforts through events and communications.
- **Phase Two will consist of three subcategories: implementation of a diversity program; enforcing workforce development; and adaptation of fair work wages led and organized by DHG. This will include the following:**
 - **Diversity Program**
 - Organize and facilitate two trade-focused diverse business subcontractor outreach events.
 - Digital sharing of contract opportunities in collaboration with the Titans Information Technology team and a selected list of IT professionals.
 - To ensure credibility, a verification process will be implemented for certifications on the local, state, and federal level. This will include the encouragement of existing Titans' vendors to become certified.
 - Host onsite diversity trainings for project leads, managers, and superintendents.
 - DHG will work collaboratively with Titans procurement and legal teams to develop and enhance policies around diversity.
 - Create a formidable Fast Pay process that caters to small businesses.
 - Implement Fair Wage Rates into the RFP and purchasing processes.
 - **Workforce Development**
 - Set up a job site trailer to receive applications and resumes from the general public.
 - Connect contractors associated with the project with potential applicants with specific trade skills.
 - Visit union halls for applicants such as 413 Strong, Nashville State, etc.
 - Recruit prime contractors to host Lunch & Learn sessions at high schools and colleges/universities.
 - **Fair Work Wages**
 - Administer the process to monitor compliance of workers being paid the wage rates established by the Titans leadership team.
 - Use prudent methods and record-keeping to share accountability data and progress reports with the community.

2. 1st & Goal Small Business Support Program

Fund Providing Grants or Loans to Small and Diverse Businesses

Citizens Bank is the oldest, continuously operating, minority-owned bank in the United States and is designated as a Community Development Financial Institution (CDFI).

Citizens and the Titans will create the “Titans 1st and Goal Small Business Assistance Program.”

- The Titans commit to establishing a dedicated fund through contributions totaling \$2M over the next four years.
- The fund will provide grants or loans to qualified small and minority-owned businesses who need access to capital. This will also include monetary support for incubation programs to help businesses build capacity.
- The terms of the awardee criteria and fund allocation will be agreed upon by both parties. Citizens will oversee the application process and coordinate with a selection committee of community leaders including a Titans representative, community member, legal advisor, and banking advisor.
- The fund will be overseen and managed by Citizens with final decision authority to be held by the selection committee.

Nashville Business Incubation Center (NBIC) is an organization committed to cultivating the growth and development of small business owners, with a focus on women, minorities, and veterans, through 360-degree business support, knowledgeable mentors, and a results-driven curriculum.

- The Titans will incorporate NBIC’s Mighty Oak Pathway incubation program as a catalyst to the Titans ONE Community platform and referral program in conjunction with the 1st & Goal Small Business Support program.

Corner to Corner (CTC) is a local nonprofit committed to finding creative ways to help individuals by offering resourceful programs to the Nashville community.

- The Titans will work with CTC’s The Academy (TA) by supporting the launch and growth of Black businesses through TA’s 10-week program that equips community members with the skills they need to plan, start, and grow their own small business
- The Titans will work with CTC to incorporate TA in the ONE Community platform as a catalyst to support the 1st & Goal Small Business Support program.

3. *Titans Hope & Imagination Center*

12,000 sf multi-purpose community space in new stadium

The Titans, in partnership with local nonprofit organizations, will open the Titans Hope & Imagination Center, a 12,000 square-foot multi-purpose community space to be located within the new stadium.

The Hope & Imagination Center will be a large, flexible space for the community to utilize when hosting gatherings of all sizes, such as seminars, trainings, celebrations, community incubator space, food and clothing drives and more.

4. Real Estate Development Leadership Council

Paid virtual internship program/adult professional program focused on real estate and stadium development

Project Destined (PD), a Memphis-based nonprofit, provides diverse high school students, undergraduate students and select adults with training in financial health, entrepreneurship, and real estate.

The goal with the Titans' partnership with PD is so individuals to become owners and stakeholders in the communities in which they live, work and play.

The Titans commit to sponsoring PD programs starting in the 2023 school year through 2027. The Titans will sponsor five (5) program cohorts in schools and/or communities specifically in addition to the existing PD program at Tennessee State University:

- Two High Schools –ten (10) student fellows per school
 - Rutherford County (1) High School
 - Montgomery County (1) High School
- Two Colleges and/or Universities – ten (10) fellows per school
 - Fisk University
 - Nashville State Community College
- One Adult Program – ten (10) fellows
 - Tennessee Kurdish Community Center (TKCC)
 - New Americans Community

PD will also incorporate its Sports Venue Real Estate Development Bridge Program curriculum, which will be directly related to the development of the new Titans stadium. Bridge program participants will:

- Earn an additional \$500 scholarship
- Learn about the fundamentals of sports venue development
- Explore the fundamentals of sports venue design and construction
- Learn about building minority and women owned business partnerships
- Learn about various careers in sports venue development

Collectively, PD and the Titans will partner to brand and market both ESG and Talent Development Impact to highlight the unique offerings and benefits of the program to the public.

II. NEIGHBORHOODS

5. *Home Field Advantage Catalyst Fund*

Dedicated housing fund providing loans and grants to shovel-ready affordable and workforce housing projects

North Nashville Community Economic Development Consortium (Consortium) is a group of community economic development centers in Nashville. Titans and Consortium will partner on Titans Home Field Advantage Catalyst Fund, a new dedicated grant fund that will support countywide affordable housing and development initiatives in Nashville. The new fund will provide up to a total of \$5 million dollars.

- The fund, housed at Citizens Bank, will provide grants and loans to qualified applicants seeking capital to develop and build HUD-defined affordable and workforce housing throughout the city.
- The terms of the grant and loan criteria and fund allocation will be agreed upon by the to be determined Governing Committee.
- The William Franklin Buchanan CDC, as fiduciary to Consortium, will oversee the application process and coordinate with a Governing Committee of community leaders including a Consortium representative, Titans representative, community member, legal advisor, and banking advisor.

6. *Keep Nashville Home Campaign*

Promotional campaign to encourage eligible seniors to apply for assistance programs

Urban League of Middle Tennessee (ULMT is a historic civil rights and urban advocacy organization, providing direct services that impact and improve the lives of thousands in underserved communities across Middle Tennessee.

- The Titans and ULMT will continue the Keep Nashville Home program in conjunction with Trustee Erica Gilmore and NAACP.
- The Titans will work with ULMT to incorporate RED Academy in the ONE Community programs, including Titans Economic Inclusion Plan, DBE and workforce development program, and 1st & Goal Small Business Support Program

Erica Gilmore, Metropolitan Trustee (Trustee) administers the State of Tennessee tax relief program, tax deferral program, tax freeze program, collects and processes delinquent taxes, central business improvement district taxes, gulch central business improvement district taxes and vegetation liens.

7. *Neighborhood Business Spotlight*

Provide promotional and financial support to minority-owned businesses located in historic or anchor neighborhoods

Inspired by historic Jefferson Street, the Titans will select a group of businesses representing cultural mainstays to highlight each year. Selectees receive a direct financial contribution and media and brand promotions through social media platforms and public recognition.

8. *Looby Community Center Support*

Partner with Looby Center to fund physical improvements and coordinate player and staff engagement with the center

Looby Community Center, a Metro Parks' facility, serves as an anchor institution in the North Nashville area having been named after the late former Metro Councilman and civil rights leader Dr. Z. Alexander Looby.

- The Titans commit to establishing a "Friends of Looby Center" organization and campaign to support efforts to make capital improvements to the Looby Center facility including upgrades to kitchen, computer lab, game room and outdoor playground.
- The Titans commit to strengthening its existing relationship with Looby through active engagement from players and staff. Titans and Looby will work to identify opportunities for players, staff, and leadership to visit the facility, participate in events and support programming at the center.
- In partnership with Metro Parks, the Titans will offer Girls Flag Football to the North Nashville community and will partner with Looby to promote and implement the program.

9. *Mental Health Initiative*

Trauma-informed therapy training and sessions for the following communities

Cheatcode Foundation (CF) offers a best-in-class mental health tools and experiences, and provides services to currently available to the Titans players and coaches. CF's commitment to providing tools to heal trauma and in turn liberate and empower families and individuals to live a purpose driven life.

- CF agrees to train fifteen (15) Meharry Medical College associated therapists/psychologists/social workers in the Cheatcode Methodology.
- CF will offer twelve (12) sessions of trauma informed, brain-based therapy to fifty (50) members residing in the following zip codes: 37206, 37209, 37218, 37228, 37208 and 37216

- CF will train one hundred (100) leaders and front-line workers in the Nashville community on the impacts of trauma and integrating trauma informed care into their roles.
- CF will provide community engagement events featuring athletes, musicians and community influencers who will help promote the city's mental health infrastructure.
- Collectively, Titans and CF will explore the creation of high-level storytelling content to promote the partnership and its impact on members of underserved communities.
- Titans will identify the mental health professionals, community leaders, frontline workers and community recipients for the services listed above.

III. EDUCATION

10. *Tennessee State University Partnership*

TSU and Titans are launching a new partnership that will incorporate athletics, academics, students and university support through scholarship and job shadowing programs and professional development opportunities

Titans will serve as the annual presenting sponsor of the John Merritt Classic and partner with TSU to expand gameday activation and expanded branding opportunities.

An additional formal announcement will follow.

11. *Internships and Other Community Partnerships with Local Universities*

- Bud Adams Fellowship Program
- NFL Diversity in Medicine Partnership with Meharry Medical College
- Vanderbilt Next Steps

12. *Metro Nashville Public Schools (MNPS)*

An expansion of the partnership with MNPS will be announced in the coming weeks that will include health and wellness programs, literacy initiatives, athletics and internships

Titans will continue existing partnerships with MNPS, including the expansion of girls flag football into MNPS high schools, enhancing the high school football game experience and Titans staff volunteer efforts

IV. Existing Programs

The Tennessee Titans will continue their standing commitments to the Greater Nashville and surrounding community through a variety of programs and financial contributions.

13. Youth and High School Football Outreach

- Youth Football Camps
 - For several years, the Titans have heavily invested in providing Youth Football Camps throughout the Greater Nashville community, most recently also extending the program into Knoxville, Chattanooga and Memphis. These camps offer instruction from top football coaches, Titans players and alumni.

- Youth Football Coaches Certification Clinics
 - In 2022, the Titans committed to cover the costs of 200 youth football coaches across the state through in-person clinics and online courses.

- High School Game of the Week
 - The Titans have donated more than \$270,000 to support the High School Game of the Week Program which aims to provide financial support to athletics programs across the state.

 - Each week throughout the season, a panel of media members will select the top high school football matchups from around the state. These nominations are then eligible to be selected as the Tennessee Titans High School Game of the Week. Fans are encouraged to vote for their preferred matchup throughout the week at. The game with the most votes will become the Tennessee Titans High School Game of the Week, with the winning head coach being named the Tennessee Titans High School Coach of the Week. Winning coach receives a grant in the amount of \$1500 for his school's football program.

- High School Recruiting for under-recruited high school student athletes
 - Each April, the Titans partner with the Tennessee Football Coaches Association to host the Tennessee Titans High School Football Recruiting Fair at Nissan Stadium. The event brings Tennessee high school coaches and top college football programs from the southeast together. Recruiters can watch film, evaluate transcripts, and discuss each prospective student-athlete with the people who know them best – their high school coaches. Last year we had 150+ high schools from Tennessee and 66 colleges/universities from 22 different states participate

- Williamson County and Metro Nashville Public Schools Girls Flag Football
 - In 2021, the Titans announced a partnership with Williamson County Schools Athletics and TSSAA to launch a pilot program offering the state's first-ever Interscholastic Girls Flag Football league. The season

was so successful in Williamson County, the Titans quickly scaled the program to launch in Metro Nashville Public Schools Spring of 2023.

- TSSAA Tennessee Titans Mr. Football Awards

14. Additional Programs and Investments

- **Dairy Alliance**
 - The Titans have partnered with Dairy Alliance for several years and will continue supporting NFL Play 60 and Fuel Up to Play 60 initiatives, offering youth wellness programs and campaigns encouraging kids to get physically active for at least 60 minutes a day.
- **T-Rac School Shows**
 - Each year the Titans visit several schools across the state with Titans mascot, T-Rac, offering fun and engaging opportunities to learn about staying active and making healthy choices.
- **Take A Titan to School**
 - Through a longstanding partnership with WKRN (News Channel 2 ABC), the Titans orchestrate an effort to bring a Titans player to local schools each week throughout the regular season.
- **Rookies Read**
 - The Titans engage students through its 'Rookies Read' initiative in collaboration with the Governor's Early Literacy Foundation (GELF). This event is typically held in the summer and will include intentional engagement by utilizing players and other stakeholders to encourage young learners and reduce the negative effects of summer learning loss. The Titans will work MNPS to engage students in the Promising Scholar programs.

15. All Staff Serve

The Titans engage with several local organizations per year offering hands on support through organized staff volunteerism efforts.

- **2022 Impact (as of October)**
 - 1,073 hours of volunteerism
 - 272 staff participation
 - Packed 14,000 backpacks for United Way of Greater Nashville
 - Donated and assembled 300+ strollers and car seats for The Hispanic Family Foundation
 - Raised 21,000 meals for Second Harvest Food Bank of Middle Tennessee

16. Event Sponsorships and Support

- **Impact**
 - Event sponsorships span more than 135 nonprofits

- More than 15,000 preseason and game day tickets donated in 2022
- More than 1,000 community appearances by Titans players

17. Game Day Community Drives:

Home games are utilized to highlight local nonprofits and encourage game attendees to support Titans Community Drives.

- **Local nonprofits featured:**
 - PENCIL Foundation
 - Second Harvest Food Bank of Middle Tennessee
 - Toys for Tots
 - Nashville Humane Association
 - United Way of Greater Nashville
 - Coat Drive benefiting local homeless and domestic violence shelters
 - MotherToMother
 - Nashville Fire Department