



Item: CG: A-1b

COMMUNITY AND GOVERNMENTAL RELATIONS COMMITTEE
TUESDAY, APRIL 21, 2020

SUBJECT: APPROVE NAMING OF UNIVERSITY ELEMENTS

PROPOSED COMMITTEE ACTION

Recommend that the BoT approves naming of the banquet seating area of the FAU Tech Runway Café and Lounge at Tech Runway. The proposed name of the seating area will be the “Banquet Seating in the FAU Tech Runway Café and Lounge provided by George T. Elmore and Marti M. LaTour”.

BACKGROUND INFORMATION

Donation:

George T. Elmore and Marti LaTour are donating Fifty Thousand Dollars (\$50,000) for the naming of the banquet seating area of the FAU Tech Runway Café and Lounge located within Tech Runway.

Gift Purpose:

In honor of the generosity of the Donors, Tech Runway is requested to name the banquet seating area as described above within FAU Tech Runway. The FAU Tech Runway facility (“Facility”) is a 27,500 square foot facility located within the Research Park at FAU owned by Florida Atlantic University. The Facility currently houses the administrative offices of Tech Runway, Tech Garage, Tech Runway startups, and College of Medicine offices. FAU Tech Runway supports startups because FAU will house, educate, mentor and train the entrepreneurs from inception through venture funding. The impact strategy for FAU Tech Runway is to provide access for startups in three areas:

- Access to a space which inspires creativity and growth.
- Access to a platform of entrepreneurship providing educational resources, workshops, events and activities supporting all aspects of launching a startup.
- Access to people such as mentors, investors, educators, and other collaborating entrepreneur

Donors' Background:

George T. Elmore is the founder and president of Hardrives, Inc., a paving company organized in 1953 and located in Delray Beach, Florida.

Mr. Elmore is from Pennsylvania. In 1947, after he graduated high school, his family moved to Fort Lauderdale. He attended the University of Miami for one year and served for three years in the United States Army. He and his first wife, Wilma (d. 2011), moved to Delray Beach where they started Hardrives. Today, the company continues to be a family-owned business. His son, Craig, serves as vice president and his daughter, Debra, serves as secretary for the company.

In 2000, George Elmore and his late wife established the Elmore Family Foundation. Today, George, his son and daughter serve as trustees for the foundation.

Mr. Elmore and Marti LaTour met in 2016. The couple resides in Gulf Stream, Florida.

Marti M. LaTour is a limited partner of BELLE Capital, LP, an angel fund that invests in women-owned companies. She also serves as the director of marketing for A.I.D. Group, a wealth management firm with an office located in Fort Lauderdale, Florida.

Ms. LaTour served as a vice president for BMO Private Bank, and as a vice president and financial advisor for Bernstein Wealth Management. She has also served as a sales director for PepsiCo, vice president for the Florida division of PepsiAmericas, and president for Pepsi Cola General Bottlers in Illinois.

Marti LaTour earned an M.B.A. in finance and marketing in 1993 and a B.A. in marketing in 1989 from Lewis University. She has lived and worked in Illinois, Wisconsin, and Florida.

FISCAL IMPLICATIONS

The estimated cost of signage and installation is a maximum of \$400.00 for design and execution of the signage for the named asset.

IMPLEMENTATION PLAN/DATE

Upon Board Approval.

Presented by: Danita D. Nias

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