

BUS 300 - Fall 2017
Final Writing Assignment
NBA All-Star Weekend

You are an assistant city manager of your city.¹ The city manager is currently advocating for the city to propose itself and a major local venue to the NBA as a location for its February 2020 All-Star Weekend. Some city commissioners as well as some residents have voiced concerns about whether hosting such an event would be positive for the city and its population. The city manager has asked you to draft a memorandum to the city commission convincing commissioners to move forward with the proposal. In your report, you should:

1. Explain how and to what extent can the city expect All-Star weekend to affect its economy. Your response should discuss the economic impact of similar events on comparable cities and give a detailed discussion on the specific groups that can expect the largest economic effects.
2. Discuss the major preparations and necessary resources the city will need for All-Star Weekend and explain how the city is capable of providing such necessities.

Your memorandum should include a proper memorandum heading (i.e. “To”, “From”, “Re”, and “Date” lines). In addition, you should use Times New Roman 12-font type with one-inch margins and double-space your memorandum. The word count for this assignment is a minimum of 650 words and a maximum of 1,000 words (exclusive of the memorandum heading and any interim headings). **You will not receive credit for submissions below 650 words.**

Upload your memorandum to the folder labeled “Final Writing Assignment” under the “Assignments” tab on Blackboard by no later than the deadline. If you have trouble uploading your memorandum, email a copy of the memorandum to your professor by that deadline. Late submissions will be subject to the policies in the course syllabus. If you have any questions regarding Final Writing Assignment, please contact your professor.

Research and Citations:

In accordance with the University of Miami’s plagiarism policy, you must include citations to give credit to the authors of any ideas that are not your own by identifying the source. Citations also enable readers to evaluate the quality of your research and to verify the information in your analysis. You must consult at least eight separate sources, each of which should be accurately cited in footnotes and listed in a Bibliography page.

Your citations should conform to the MLA citation format and include a superscript footnote following the punctuation mark after any idea that is not your own or information that you obtained from any source. A corresponding footnote at the bottom of the page should include the last name of the author of the source. You should also include a Bibliography page listing the full citations of the sources that you consulted. The footnotes and Bibliography page will not count towards the word limit for the assignment.

¹ For this assignment, your city is the same as that used during your final group oral presentation.