

CAROLINA BEACH

Town Council Workshop
Meeting

Tuesday, March 23, 2021 – 9:00 AM

Council Chambers, 1121 N. Lake Park Boulevard, Carolina Beach, NC



AGENDA

CALL TO ORDER

DISCUSSION ITEMS

- [1.](#) Public Hearing to Receive Requests from the Chamber of Commerce for Room Occupancy Tax Funds
- [2.](#) Manager's Update

NON-AGENDA ITEMS

ADJOURNMENT



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward

DEPARTMENT: Town Clerk

MEETING: Town Council – 3/23/2021

SUBJECT: Public Hearing to Receive Requests from the Chamber of Commerce for Room Occupancy Tax Funds

BACKGROUND:

Debbie Elliott will present a request on behalf of the Chamber of Commerce.

ACTION REQUESTED:

Council will hear presentations for room occupancy tax funding requests. No action is needed at this time. Council will discuss the requests at a budget workshop.



TO: Honorable Mayor, Mayor ProTem, Councilmen and Staff
FROM: Board of Directors and Staff, Pleasure Island Chamber & Visitors Center
DATE: March 15, 2021
RE: ROT Funding Request

The Pleasure Island Chamber & Visitors Center respectfully submits the following requests to the Town of Carolina Beach for ROT funds to support the following activities and events for 2021. These funds will go a long way to assist us in drawing tourists to the island, helping our member businesses grow and improving the quality of life in Carolina Beach and Kure Beach.

VISITORS CENTER (300 Cape Fear Blvd, Carolina Beach)

- Carolina Beach: \$47,500.00
- Kure Beach: \$22,500.00

The Pleasure Island Chamber & Visitors Center is very enthusiastic about the opportunity to relocate our offices and Visitors Center to 300 Cape Fear Blvd in Carolina Beach and is submitting a request for \$47,500 to fund an immediate renovation and a long-term design. Of the total requested, \$35,000 (with an additional \$15,000 requested from Kure Beach) will fund a renovation of 300 Cape Fear Blvd to enable the Chamber to house its offices here for 12 to 24 months while creating a design for a Phase II renovation to create a state-of-the-art Visitors Center, Chamber offices and Board room. \$12,500 of the funds requested (and an additional \$7,500 from Kure Beach) will go to the development of a Phase II design, budget and timetable to transform the office building. When fully renovated, the property will perform three primary functions:

1. Serve as the offices of the Pleasure Island Chamber of Commerce to accommodate its current needs and allow for future growth.
2. Serve as an engaging and dynamic Visitors Center to tout the various attractions, accommodations, restaurants, etc. in both Carolina Beach and Kure Beach. We believe that a well-designed, free-standing Visitors Center will be a substantial asset to local business residents and tourists alike
3. Create an all-purpose meeting room to accommodate the Pleasure Island Chamber Board and its various committees. Also make this room available for rent to outside groups at an affordable rate to benefit the community and to create a modest revenue stream for the Chamber.

Once we have a budget and timetable in hand for Phase II renovations, it is the intent of the Chamber to approach both Carolina Beach and Kure Beach for additional ROT funds to renovate the property, with a proposed completion date by year-end 2024. The Chamber also intends to launch a Capital Campaign to raise funds for the renovation to supplement those provided by the Towns.

BEACH MUSIC FESTIVAL

- Carolina Beach \$15,000.00
- Kure Beach \$5,000.00

The Beach Music Festival, which is scheduled for August 14, 2021, is in its 35th year at Carolina Beach and is one of the most well-attended events on Pleasure Island. On average, the Festival attracts more than 5,000 visitors and is a significant boon to the island's hospitality industry. The Beach Music Festival is a beloved local tradition that attracts both local residents from across the island and tourists from near and far. This Festival benefits the business owners of Carolina Beach by driving traffic into their restaurants, bars, accommodations, etc., and it benefits the residents by providing a much-loved source of entertainment for the entire family.

FORT FISHER CONCERT SERIES

- Carolina Beach \$5,000.00
- Kure Beach \$10,000.00

The Fort Fisher Concert Series, a series of six concerts held at the Ft. Fisher Recreation Area in June, July and August and routinely draws hundreds of locals and tourists to these free, evening concerts. The concerts are a popular event for both tourists and local residents throughout the island and have great appeal to people of all ages. As these concerts are free and open to the public, they also build incredible community goodwill.

KITE FESTIVAL

- Carolina Beach \$15,000.00
- Kure Beach \$5,000.00

The Kite Festival is one of the most successful events on Pleasure Island and can attract upwards of 10,000 visitors over a 2-day period in November, which is typically a slow time for the local business community. The Chamber has been approached by the founders of this event to purchase the rights to the Festival and to take over its implementation in Fall 2021. The funds requested will allow the Chamber to purchase the rights to the event for \$10,000 and will provide additional seed money to handle the costs of planning and logistics. Our goal is to build upon the Kite Festival's success and to make it an even bigger draw for the island, as well as a substantial revenue generator for the Chamber.

CAROLINA BEACH SUBTOTAL:	\$82,500.00
KURE BEACH SUBTOTAL:	\$42,500.00

Profit & Loss

January 1, 2020 - December 31, 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
Advertising	
Visitor Guide Advertising	1,135.00
Total Advertising	1,135.00
BEACH BACON AND BEER	
Food Vendor Application Fee	75.00
BEACH BACON AND BEER - Other	149.20
Total BEACH BACON AND BEER	224.20
Beach Music Festival Income	
Sponsor	2,500.00
VIP Tent Space	1,750.00
Total Beach Music Festival Income	4,250.00
Dues Income	
Business Dues	51,680.00
Local 501(c) 3 Membership	1,150.00
Total Dues Income	52,830.00
Golf Tournament	
50/50	285.00
Beer Sales (Net)	417.55
Cash Bank	2,000.00
Closest To Pin Sponsor	250.00
Gambling Hole	159.00
Golf Team	1,200.00
Hole Sponsor	2,200.00
Longest Drive Sponsor	400.00
Major Sponsor	2,500.00
Mulligans	1,101.46
Player	4,006.50
Putting Contest	80.00
Total Golf Tournament	14,599.51
Holiday Decorating Sponsor	250.00
HOLIDAY SHOPPING SPREE	
Partcpant Payment	40.00
Total HOLIDAY SHOPPING SPREE	40.00
Marketing Income	260.00
Postage Income	37.80
Rock The Beach Festival	
Advance Ticket Sales	50.00
VIP Tents	800.00
Total Rock The Beach Festival	850.00
SB&J Income	
Sponsors	
Sponsor Donations	2,500.00
Total Sponsors	2,500.00
Total SB&J Income	2,500.00
Seafood Blues & Jazz Festival	
SB&J Poster Sales	15.00
Total Seafood Blues & Jazz Festival	15.00

Pleasure Island Chamber of Commerce

Profit & Loss

January 1, 2020 - December 31, 2020

	Jan - Dec 20
Summer Concert Series	
KB TDA FUNDING	6,533.33
Summer Concert Series - Other	2,900.00
Total Summer Concert Series	9,433.33
Trash To Treasure Yard Sale	
Booth Rental	1,020.87
Cash Bank Return	600.00
Drinks	6.00
Raffle	652.93
Tshirt Sale	271.95
Total Trash To Treasure Yard Sale	2,551.75
Uncategorized Income	1,255.00
US Treasury Stimulus 2020	17,057.00
Wedding Planner	5.00
Total Income	107,293.59
Gross Profit	107,293.59
Expense	
Bark In The Park	
Advertising	250.00
Total Bark In The Park	250.00
BEACH BACON & BEER FESTIVAL	
Ice	529.65
Total BEACH BACON & BEER FESTIVAL	529.65
CASINO NIGHT EXPENSE	
Advertising	600.00
Total CASINO NIGHT EXPENSE	600.00
Donation / Contributions	50.00
Golf Tournament Expenses	
Cash Bank	2,000.00
Golf Fees	2,184.00
Prizes (Not Donated)	100.00
Soft Drinks/Water	76.53
Trophies	124.98
Total Golf Tournament Expenses	4,485.51
Healthcare	
Group Healthcare	4,708.32
Healthcare - Other	104.68
Total Healthcare	4,813.00
Holiday Decorating Contest	497.69
Insurance	
Director's Liability	854.00
Total Insurance	854.00
License Plates	-10.00

Profit & Loss

January 1, 2020 - December 31, 2020

	Jan - Dec 20
MARKETING	
Advertising (summer)	32.09
Banners	30.34
Holiday Shopping Spree	166.92
Meeting Expense	25.84
Membership Plaques	1,201.76
Optimization and Maintenance	92.95
Ribbon Cuttings	214.00
Total MARKETING	1,763.90
Meeting Expense	
Seminars	54.74
Total Meeting Expense	54.74
Merchant deposit fees	170.63
Office Operations	
Cable	616.33
Copiers	3,229.35
E-mail & Internet Service	2,880.00
Electronics	251.76
Furniture	98.42
Phones & Long Distance	2,418.68
Postage	486.18
Supplies - Office	404.81
ZOOM Subscription	119.92
Total Office Operations	10,505.45
Payroll Expenses	
Consulting Contract	7,385.46
FICA	4,418.69
FUTA	244.06
Medicare	1,033.40
Salary	32,576.81
SUI	82.85
Payroll Expenses - Other	42,384.71
Total Payroll Expenses	88,125.98
Payroll Taxes	135.96
Professional Fees	
Accounting	1,811.00
Total Professional Fees	1,811.00
Rent	3,000.00
Rock The Beach	
Advertising	886.25
Total Rock The Beach	886.25
SB&J Expenses	
SBJ Banners	167.96
Total SB&J Expenses	167.96
SEMINARS	21.61
Storage	2,920.00

Profit & Loss

January 1, 2020 - December 31, 2020

	Jan - Dec 20
Summer Concerts	
Band	3,000.00
Beer	30.56
CASH for Bands	3,000.00
Liability Insurance	252.86
Misc Expense	29.95
Sound	3,000.00
Summer Concerts - Other	-700.00
Total Summer Concerts	8,613.37
TRASH TO TREASURES	
Advertising	45.15
Cash Bank	600.00
Event Liability Insurance	167.74
Raffle	368.98
Trashy People	232.00
Total TRASH TO TREASURES	1,413.87
Travel & Entertainment	
Meals	304.88
Total Travel & Entertainment	304.88
Uncategorized Expenses	0.00
Visitor Guide	
Cape Fear Distributors	550.00
Total Visitor Guide	550.00
Workshops	
Food	1,054.72
Workshops - Other	74.20
Total Workshops	1,128.92
Total Expense	133,644.37
Net Ordinary Income	-26,350.78
Net Income	<u>-26,350.78</u>

Pleasure Island Chamber of Commerce Budget 2021

Item 1.

INCOME	Proposed 2021
Chamber & Visitor Center Renovation	\$ 70,000
Dues Income	\$ 50,000
Event Revenue	
Annual Dinner & Success Awards	\$ 4,000
Beach Music Festival	\$ 63,750
Chamber Connect Luncheon	\$ 1,000
Golf Tournament	\$ 25,000
Holiday Decorating Contest	\$ 500
Holiday Shopping Spree	\$ 300
Kite Festival	\$ 20,000
Pets in the Park	\$ 20,000
Summer Concerts (KB)	\$ 10,000
Trash to Treasure	\$ 4,000
Wedding Planner	\$ 1,000
Workshop/Educational Events	\$ 9,000
US Treasury Stimulus PPP	\$ 18,000
Webmaster	\$ 4,800
Total Income	\$ 301,350
EXPENSE	Proposed 2021
Chamber & Visitor Center Renovation	\$ 90,000
Event Expense	
Annual Dinner & Success Awards	\$ 8,000
Appreciation Event Towns of KB/CB	\$ 5,000
Beach Music Festival	\$ 22,000
Business After Hours	\$ -
Chamber Connect Luncheon	\$ 250
Golf Tournament	\$ 9,000
Holiday Decorating Contest	\$ 600
Holiday Shopping Spree	\$ 300
Kite Festival	\$ 15,000
Pets in the Park	\$ 10,000
Summer Concerts	\$ 10,000
Trash to Treasure	\$ 2,000
Workshops/Educational Events	\$ 1,750
Employee Cost	
Employee Healthcare	\$ 7,500
Payroll (36K Alannah + 35K new)	\$ 71,000
Payroll Taxes	\$ 6,900
Event Insurance	\$ 4,000
Insurance - Business	\$ 900
Marketing	\$ 9,000
Merchant Deposit Fees	\$ 500
Office Expenses	
Office Operations -	\$ 14,032
Webmaster	\$ 5,302
Professional Fees	\$ 3,000
Rent	\$ 3,000
Storage	\$ 2,016
Travel & Entertainment	\$ 300
Total Expense	\$ 301,350
Net Income (Loss) (Building Fund)	\$0



AGENDA ITEM COVERSHEET

PREPARED BY: Bruce Oakley, Town Manager

DEPARTMENT: Executive

MEETING: Town Council Workshop 3/23/2021

SUBJECT: Manager's Update

BACKGROUND:

Town Manager Bruce Oakley will update Council on current and future projects.