



Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, April 27, 2023

I. Call to Order

II. Reports

a. Financial Report

Presenter: Sonia Johnson, Finance Director

III. Business

a. Funding Requests

Presenter: Sonia Johnson, Finance Director

The following funding requests have been received.

- Swansboro Baseball & Softball League, Inc – Cal Ripken Tournament
- Seaside Arts Council – Swans by the Sea

Recommended Action:

1. Approve funding request for Swansboro Baseball & Softball League, Inc – Cal Ripken Tournament
2. Approve funding request for Seaside Arts Council – Swans by the Sea
3. If needed, motion to approve Budget Ordinance Amendment #2023-3

b. Marketing & Advertising Quarterly Update/Additional Opportunities

Presenter: Anne Marie Bass

c. Proposed FY 23/24 Budget

Presenter: Sonia Johnson, Finance Director

d. Set date to hold a Public Hearing/Adoption of Budget

Presenter: Sonia Johnson - Finance Director

A unit's governing board must hold at least one public hearing on the budget. The board must wait at least ten days from the date that the budget officer submits the proposed budget to adopt the budget ordinance. And, as stated above, the unit must make the proposed budget available for inspection and hold at least one public hearing on the budget before taking final action.

Recommended action: Set date to hold a public hearing for budget.

e. National Tourism Day

Presenter: Sonia Johnson, Finance Director

IV. Board Comments

V. Adjournment

SWANSBORO TOURISM DEVELOPMENT AUTHORITY						
FINANCIAL SUMMARY ANALYSIS						
FY 2022-2023						
		BUDGET		BUDGET	BUDGET	ACTUAL
		2022-2023		AMENDMENT	REVISIONS	07/1/22-03/31/23
Fund Balance @ 6-30-2022						\$ 161,958.12
Revenue:						
Acct #						
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 92,000.00			\$ 92,000.00	\$ 84,248.31
	Donations-Downtown Merchants				\$ -	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 2,500.00		\$ 7,334.00	\$ 9,834.00	\$ -
		\$ 94,500.00		\$ 7,334.00	\$ 101,834.00	\$ 89,248.31
Expenditures:						
Acct #						
70-800-501910	Services - Auditor	\$ 2,500.00			\$ 2,500.00	\$ 2,500.00
70-800-503910	Advertising/Promotions:				\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00			\$ 5,660.00	\$ 3,900.00
	General advertising	\$ 23,223.00		\$ 1,334.00	\$ 24,557.00	\$ 19,985.45
	Front Row Communications	\$ 26,400.00			\$ 26,400.00	\$ 16,497.00
	Liz Honeycutt Advetising			\$ 5,000.00	\$ 5,000.00	\$ 3,735.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ -			\$ -	\$ 4,527.90
70-800-502995	Administrative Services	\$ 4,100.00			\$ 4,100.00	\$ 3,075.00
70-800-502010	Supplies	\$ 500.00			\$ 500.00	\$ 28.70
70-800-503100	Travel / Conference	\$ 800.00			\$ 800.00	\$ 276.00
70-800-504540	Insurance	\$ 300.00			\$ 300.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00			\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -			\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -		\$ 6,000.00	\$ 6,000.00	\$ 4,698.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 30,667.00		\$ (5,000.00)	\$ 25,667.00	.
		\$ 94,500.00		\$ 7,334.00	\$ 101,834.00	\$ 59,773.05
ACTUAL CASH BALANCE @ 03/31/23						\$ 191,433.38
AVAILABLE FUND BALANCE @ 03/31/23						\$ 191,433.38
	First Citizens Bank(Facebook Ads)	\$ 4,083.18				
	Our State	\$ 6,592.00				
	Raleigh Magazine	\$ 3,375.00				
	Swansboro Area Chamber of Commerce	\$ 1,100.00				
	Front Row Communications	\$ 16,497.00				
	Emerald Isle Realty	\$ 765.00				
	Web Design City	\$ 161.73				
	Total General Advertising	\$ 32,573.91				
				07/1/22-03/31/23		
				Beginning FB	\$ 161,958.12	
				Revenues	\$ 89,248.31	
				Expenditures	\$ 59,773.05	
				Cash balance	\$ 191,433.38	
				Available FB	\$ 191,433.38	

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
ANALYSIS OF REVENUE/ EXPENSES
APPLICATION OF 2/3 AND 1/3 RESTRICTIONS

07/01/22-03/31/2023

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 89,248.31	\$ 59,498.87	\$ 29,749.44
TOTALS		\$ 567,163.45	\$ 283,581.74

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 59,773.05	\$ 56,038.05	\$ 3,735.00
		\$ 496,049.91	\$ 163,261.90

AVAILABLE FUNDS AS OF 03/31/23

\$ 71,113.54

\$ 120,319.84

\$ 191,433.38



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Funding Requests**

Board Meeting Date: **April 27, 2023**

Prepared By: **Sonia Johnson, Finance Director**

Overview: The following funding requests have been received.

1. Swansboro Baseball & Softball League, Inc – Cal Ripken Tournament
2. Seaside Arts Council – Swans by the Sea

Background Attachment(s):

1. Swansboro Baseball & Softball League Inc – Application & supporting documents
2. Seaside Arts Council-Swans by the Sea – Application & supporting documents
3. Budget Ordinance Amendment #2023-3

Recommended Action:

1. Approve funding request for Swansboro Baseball & Softball League, Inc – Cal Ripken Tournament
2. Approve funding request for Seaside Arts Council – Swans by the Sea
3. If needed, motion to approve Budget Ordinance Amendment #2023-3

Action: _____



OUTSIDE ORGANIZATION FUNDING APPLICATION SWANSBORO TOURISM DEVELOPMENT AUTHORITY

APPLICATION CATEGORY

- ☐ Marketing or Promotion
- ☒ Special Event or Program
- ☒ Tourism-Related Facility Improvement

PROJECT NAME 2023 Cal Ripken State Tournament

AMOUNT REQUESTED Any PROJECT COST \$42,250

PROJECT DATES OR TIME PERIOD June 24-28, 2023

APPLICANT ORGANIZATION Swansboro Baseball & Softball League Inc.

ADDRESS P.O. Box 381 Swansboro NC 28584

CONTACT PERSON Dr John Vanandele TITLE: CEO

E-MAIL ADDRESS CFO@Swansborobaseballsoftball.org

NON-REPLACEMENT

Does the applicant declare and certify that the funding requested is not already being provided by the organization or another source for this purpose, unless the previous source of funding has been lost or the request is for expansion of a program or activity?

X Yes ___ No

NON-DUPLICATION

Has your organization requested and/or been awarded funding for the same purpose from another organization?

___ Yes X No

COOPERATION/COLLABORATION

Does your proposal include cooperation, collaboration, or partnership with any other organizations for the purpose of promoting travel and tourism in Swansboro? If yes, please describe.

No. The event will be promoted by SBSL &
Cal Ripken.

LEVERAGE

TDA funding, if awarded, will result in an additional funding effort by the organization itself or the availability of funding from another organization, please describe the additional funding that will be provided or generated.

SBSL will cover all costs not covered
by TDA funding.

UNMET NEED

If the proposal will fulfill a previously unmet need for the promotion of travel and tourism in Swansboro, please describe the previously unmet need and how it would be met.

Currently, there are very few organizations in this area that are capable of hosting large tournaments. These organizations have proven year over year that large scale tournaments bring spending to local economies.

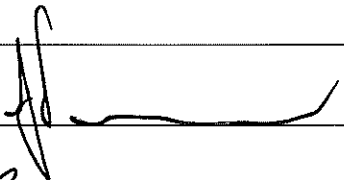
GENERAL

- a. A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- b. For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- c. Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- d. The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

CERTIFICATION

The undersigned authorized representative of the applicant organization certifies that the information provided in this application is accurate and agrees to ensure compliance with the terms and conditions of funding, if provided.

Title CEO

Signature 

Date 2-2-23

Name Printed Dr. John Vannanale

Event

- Cal Ripken State Tournament
- 30+ teams from all over Eastern North Carolina
- 5-day tournament (June 24-28)
- Historically, this tournament has been hosted by Winterville Parks & Recreation. We were approached to host the event because of the significant renovations we conducted at the park.

Attendance Statistics

1. Players & Coaches
 - Cal Ripken estimates 30+ teams will attend the tournament.
 - Each team has a minimum of 12 players with 3 coaches.
 - 15 players/coaches (x) 30 teams = 450 total
 - This is a conservative estimate for the following reasons: (a) most teams will bring an additional 3 players to provide injury/pitching support and (b) Cal Ripken estimates that over 30 teams will attend.
2. Spectators
 - Cal Ripken states that on average each player will have 3 family members in attendance.
 - 12 players (x) 3 spectators = 36 spectators per team
 - 36 spectators per team (x) 30 teams = 1,080 total
 - We are not estimating the number of families with children that are NOT playing in the tournament that will come support their team/friends in the tournament.
 - This is a conservative estimate for the following reasons: (a) most teams will bring an additional 3 players to provide injury/pitching support, (b) Cal Ripken estimates that over 30 teams will attend, and (c) as the tournament progresses Cal Ripken states that the attendance average per player increases.
3. Support Staff
 - 3 Cal Ripken Representatives
 - 1 Umpire-in-Charge
 - 20 game umpires
 - Most teams will have their League President & other officials in attendance.
 - 3 Cal Ripken Officials (+) 1 UIC (+) 20 game umpires (+) 30 League Presidents = 54 total
4. Local vs Visitors
 - It is recommended that the host league enter (1) team in each age group. So, we will have (3) teams playing in the tournament. Our best practice is to utilize a full roster (15 kids). So, 45 total players and 9 coaches will be from Swansboro.
 - 45 total players (x) 3 spectators = 135 spectators
 - 45 players (+) 135 spectators (+) 9 coaches (-) 1 League President/Swansboro = 188 of the attendees will be from Onslow County.
 - We conservatively estimate that a minimum of 1,396 visitors will attend the tournament. These visitors will be from outside Onslow County.
 - Historically, the other leagues close to us (Western Park, Down east & Pamlico) do not send teams to the Cal Ripken State Tournament. Historically, the only league in our district that

occasionally sends a team to the Cal Ripken State Tournament in New Bern. It is highly likely that most teams will be coming from 1-3 hours away.

- All the Cal Ripken Officials live between 1-3 hours away. The UIC lives in Greenville. The game umpires are sent from a Cal Ripken pool of approved umpires & they are not local. All League Presidents besides the one representing Swansboro reside outside Onslow County.

Potential Economic Impact

1. As the host of the Cal Ripken State Tournament our organization is given contact information for every team. Historically, the host provides teams with information relating to their area (restaurants, hotels, things to do, etc.). Our organization will send a digital fact sheet to every team. Our primary recommendations will be our league sponsors.
2. Hotels
 - Our organization will approach local hotels for group rates. We hope to receive the best rate from our local Hampton Inn. If the Hampton Inn provides us with the best group rate, then they will be the ONLY hotel we recommend to our visitors. Obviously, families will decide which hotel is best for them, but it is logical to choose the Hampton Inn as it is about a mile from the park. With tournament meetings and early/late game times it is unlikely that families will want to stay in other areas.
 - Guaranteed Rooms: 4 hotel rooms for 5 nights paid for by the league for the umpire in charge and Cal Ripken Officials.
 - Visitor Hotel Rooms: We cannot guarantee that every family will reserve a room. Some parents are willing to make the drive every day from their given areas. Some families share hotel rooms. It is very likely that some families from each team will stay in a hotel for 1-5 nights depending on how they advance in the tournament. Our minors team played in the state tournament last year in Winterville which is roughly an hour and a half drive from Swansboro. We had some families that simply could not afford to stay in hotel rooms but most of the actual players stayed with teammates who could afford to stay in hotel rooms. I believe we reserved 8 hotel rooms as a team and 2 families rented RV spots.
 - The hotels in Winterville book up quickly for the tournament. Given the proximity to beach and time of year it is highly likely that families will want to stay in hotels so that they can enjoy the area when they are not playing.
3. Restaurants
 - Our organization will send a digital fact sheet to every team. Our primary recommendations will be our league sponsors as a perk of sponsoring our league is promotion at tournaments and events.
 - Guaranteed Food Spending: Our league will breakfast for the first day coaches meeting. Our league will provide several meals for umpires and league officials throughout the tournament.
 - Potential Food Spending: It is difficult to predict how much money will be spent on food throughout those 5 days. Cal Ripken stated that restaurants in Winterville were filled throughout the tournament especially for dinner. Our minors team played in the state tournament last year in Winterville and even the families who did not stay in hotels ate several meals in Winterville. Since, we believe that many families will want to stay in this

area due to proximity to beaches and time of year we think it is likely that restaurants will receive a boost in sales during the 5-day tournament.

4. Things To Do

- Within the digital fact sheet we will recommend several things to do in the area.
- Two of those recommendations will be the Swansboro Downtown and Hammocks Beach.

5. Extended & Future Travel

- The Cal Ripken State Tournament takes place June 24-28. Those dates fall within the summer travel period, and we believe that many families will choose to make this tournament a vacation by extending their travels plans beyond the dates of the tournament. It is very common for families to come earlier than the tournament start date and to stay past the tournament end/team elimination.
- Given the beauty of our area it is our prediction that many families that have not been to this area before will want to include Swansboro and the surround areas as part of their future travel plans.

6. Future Impact

- Winterville Parks and Recreation has hosted the Cal Ripken State Tournament for the last few years. Given all the renovations it is likely that we will host the tournament every other year.
- Our park is forever dedicated to recreational baseball and softball but it was part of our long term plans to capitalize on tournament play. Our complex rivals many of the large city/county funded parks and the flexibility we offer tournament directors is something that cannot be matched by other facilities. It is very likely that following the successful completion of this state tournament we will attract large scale tournaments from private organizations across the Eastern United States.

Budget

Funding Source	Transaction	Cost
Swansboro Baseball	Scoreboards on 4 fields. *** Scoreboards will be installed on the outfield fence. *** Unit will be wireless to allow scorekeepers to control the scorekeeper from behind the plate. *** Installation requires trenching & a high voltage electrician.	\$4,000.00 per scoreboard/\$1,000.00 per field install. \$20,000 total *** scoreboards might cost up to \$7,000.00 with shipping & wireless upgrades.
Swansboro Baseball	Fees due to Cal Ripken for trophies, support & balls.	\$3,500.00
Tournament Revenue	Umpire in Charge fee	\$900.00 (minimum)
Tournament Revenue	Game umpire fee	2 umpires per game at \$45.00 each/\$3,000.00 total estimate
Swansboro Baseball	Hotels	4 rooms/5 nights/\$100.00 per room estimate/\$2,000.00
Swansboro Baseball	Park beautification	\$4,000.00

	*** sod, grass seed, power washing, debris removal, etc.	
Tournament Revenue	Security	Roaming security/\$45 per hour/\$2,250.00
Swansboro Baseball	Cost of Goods *** Food, drinks, candy, etc.	\$4,000.00
Swansboro Baseball	Field Maintenance Supplies *** Chalk and paint.	\$600.00
Total		\$40,250

*** Estimate is based on a previous multiple day tournament hosted by Swansboro Baseball and Softball League, Inc. It is likely that the cost of scoreboards/installation will be higher than \$20,000. It is likely that the cost of goods sold will be over \$4,000.00 and that the field maintenance supplies will exceed \$600.00. It is likely that the cost of UIC and game umpires will exceed estimates.

*** Our organization is funding this entire event with revenue generated through league operations.

*** It is likely that the league will take a loss to make it happen but will profit in future years as the scoreboards consume a large portion of the budget. We had budgeted for scoreboards in early 2024 but this tournament requires them to be installed so we are accelerating our plans.

Event Timeline

1. Our league will have recreation play until roughly the end of May.
2. We will cut a check for \$3,500.00 to Cal Ripken for the state tournament fees.
3. We will install scoreboards throughout the season (1 field at a time). We will still be able to have regular season play as the construction will happen outside of the fence. *Project will be complete by the end of May.*
4. Following the regular season, we will begin practices for our All-Star Teams. During this time, we will isolate teams to (1) field so that we can prepare all the other fields for tournament play. We will begin our park beautification process so that our visitors have a beautiful park to play.
5. Three weeks before the tournament we will secure hotel rooms.
6. Following district tournaments, we will begin to communicate with visiting teams. We will recommend hotels and restaurants to these teams so that they can prepare for their trip.
7. The week before the tournament we will purchase all the goods required for concession stand and field maintenance.
8. Throughout the five-day tournament we will have coaches meetings, umpire meetings, dozens of games, & a large opening ceremony.
9. **Dr. John A. Vanande is the only contact person for the complex & tournament. His contact information can be found below.**

Organizational Chart

Dr. John A. Vanande
Chief Executive Officer/Director
724.413.0295
cfo@swansborobaseballsoftball.org

Scott Johnson
Chief Development Officer/Director

Paul Cunningham
Director of Complex Operations/Director

Reimbursement Check

Payable to Swansboro Baseball and Softball League, Inc.

Mail to SBSL PO Box 381 Swansboro NC 28584

Conclusion

Our league has completed over \$400,000 in renovations since April 2021. All renovations were funded through league operations, sponsorships & investments. We have not asked the town or county for funds as we are privately funded and fiercely independent. These renovations have resulted in 8 tournaments and 1 private event that brought visitors to Swansboro. For instance, we hosted a 23-team softball tournament that brought in teams from outside Onslow County. Many of those visitors reserved hotels and I am confident that restaurants received a boost in sales. We have never once requested funds from the city, county or TDA to help with those events and it is our belief that tourism to the area has increased because of the events we've hosted.

Though we are not dependent on TDA money it would be nice to receive support as it is difficult to imagine any event hosted in Swansboro that will attract these many visitors from outside Onslow County. We do these events with no town resources and require not time/effort from town staff. The successful completion of this tournament will attract large scale tournaments from organizations across the Eastern United States. Additionally, it is likely that our organization will host this tournament every other year which will allow our organizations to forge a more measurable outcome. We see this as a starting point for our relationship with the TDA as our events place no burden on town resources and contribute to tourism and economic growth.

We appreciate your time and consideration.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

SWANSBORO BASEBALL AND SOFTBALL LEAGUE
PO BOX 381
SWANSBORO, NC 28584-7728

Date:
07/06/2021
Employer ID number:
86-3348615
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 19, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053518005501

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

• Upload a PDF Filing • Order a Document Online • Add Entity to My Email Notification List • View Filings

Non-Profit Corporation

Legal Name

Swansboro Baseball and Softball League, Inc.

Prev Legal Name

Swansboro Baseball and Softball League

Information

SosId: 2173644

Status: Current-Active ⓘ

Date Formed: 4/19/2021

Citizenship: Domestic

Annual Report Due Date:

Registered Agent: Vanande, Dr. John

Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *

Seaside Arts Council

Name of Event, Activity or Project to be Funded*

Swans by the Sea

Is Applicant a 501c3? *

☒ Yes

☐ No

Is Applicant Tax Exempt? *

☒ Yes

☐ No

Application Contact Person*

Rich Wells

Title*

President

P.O. Box 431

Mailing Address

City

Swansboro

State *

NC

Zip Code

28584

Primary Phone

910-325-8391

Alternate Phone

571-330-5399

Email Address

rjoewells@gmail.com

Date or Dates of Activity or Project *

—

Amount Requested *

\$3000

Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

Section 2. Organization Information

What is the purpose of the Organization?

To promote the arts in Swansboro, Eastern Onslow County, and Western Carteret County

Please limit to 3 lines of text

Number of years organization has been in business

13

Number of years organization has operated as IRS tax exempt

13

Does the Organization have a Board of Directors?

Yes

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.*

Item III - a.

Rich Wells, President Seaside Arts Council, retired Boeing Senoir Principal Engineer with a background of planning and executing government contracts, Debra Pylypiw, lead for Swans by the Sea retired teacher, with a history of leadership for the various Swansboro Festivals.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro *

☒ Yes
☐ No

Members or related to members of Swansboro Tourism Development Authority? *

☐ Yes
☒ No

Potential beneficiaries of the activity for which funds are requested? *

☐ Yes
☒ No

Paid providers of goods or services to the activity or having other financial interest in the activity? *

☐ Yes
☒ No

Section 4. Organization Administrators

Chief Executive Officer

Richard Wells

Phone

517-330-5399

Email

rjoewells@gmail.com

Note if any

Chief Financial Officer

Casandra Burt

Phone

Email

Note if any

Other Administrator

Title

Phone

Email

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

Item III - a.

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

Is this a fundraiser for the organization?

☒ Yes

☐ No

This does not disqualify the activity for funding

Is admission or a fee charged?

☐ Yes

☒ No

What is the target audience for the event?

Visitors to Swansboro

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

Rich Wells, retired Boeing engineer, organizer of SwanFest the past 4 years. Debra Pylypiw, retired teacher with history of Helping organize various Swansboro Festivals, Will Baker, retired utilities engineer for Hillsboro NC, and current Mayor of Cape Carteret. The Seaside Arts Council board is made up of people who have a history of accomplishing goals. We are a 100% volunteer organization of people with a history of giving to the community and bringing their life work experiences to the benefit to the community

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

The Swans by the Sea project will provide a tangible artistic draw to visit the Swansboro area. Like the Bears in New Bern, the intent is to add to the list of things to do and see in Swansboro, and the Swansboro area.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

The project is in the kick off stage at this time. We have paid for a mold and purchased two initial Swans. We have had positive response to the concept, from several businesses and the Town of Swansboro is putting a line item in the town budget to purchase a Swan. The intent is for this to become a self sustaining project with early purchases providing the capital for growing the flock. See attached brochure for project promotional details.

Section 10. Promotional & Marketing Activity

Item III - a.

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

Representitives of the board have made presentations to the Swansboro Chamber of Commerce and the Swansboro Rotary to promote the concept. The Seaside Arts Council will to contact local businesses with information regarding the project.

Section 11. Summary of sources and amounts of funding for the activity for the past five years

If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year?

Jan 1 — Dec 31

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

 Estimated

Total Current

 Budget

Item III - a.

Narrative

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Section 12. Summary of expenditures for the activity for the past five years.

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

 —

5 years previous Salaries & Benefits

 Actual

4 years previous Salaries & Benefits

 Actual

3 years previous Salaries & Benefits

 Actual

2 years previous Salaries & Benefits

 Actual

1-year previous Salaries & Benefits

 Estimated

Current Salaries & Benefits

 Budget

5 years previous Promotion, Media, or Advertisements

 Actual

4 years previous Promotion, Media, or Advertisements

 Actual

3 years previous Promotion, Media, or Advertisements

 Actual

2 years previous Promotion, Media, or Advertisements

 Actual

1-year previous Promotion, Media or Advertisements

 Estimated

Current Promotion, Media, or Advertisements

 Budget

5 years previous Awards, Music, Performers, Art

 Actual

4 years previous Awards, Music, Performers, Art

 Actual

3 years previous Awards, Music, Performers, Art

 Actual

2 years previous Awards, Music, Performers, Art

 Actual

1-year previous Awards, Music, Performers, Art

 Estimated

Current Awards, Music, Performers, Art

 Budget

5 years previous Payments for lodging

 Actual

4 years previous Payments for lodging

 Actual

3 years previous Payments for lodging

 Actual

2 years previous Payments for lodging

 Actual

1 year previous Payments for lodging

 Estimated

Current Payments for lodging

 Budget

5 years previous Any Other Expenses

 Actual

4 years previous Any Other Expenses

 Actual

3 years previous Any Other Expenses

 Actual

2 years previous Any Other Expenses

 Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - a.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See Attached budget

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

☐ Annual (it has occurred twice)

☐ Hoped to be Annual

☐ One Time Activity

If checked, do you plan to become self-sustaining

☐ Yes ☐ No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

2 years previous Estimated Total
Participants

Actual

1-year previous Estimated Total
Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who
travel more than 100 miles

Actual

1-year previous Estimated Participants who
travel more than 100 miles

Actual

Current Estimated Participants who travel
more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for
this Activity

Actual

1-year previous Estimated Overnight Stays for
this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees
assigned to this Activity

Actual

1-year previous Organizational Paid Employees
assigned to this Activity

Actual

Current Organizational Paid Employees assigned to
this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

2 years previous Estimated Value of Overnight Stays from Previous Activity*

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

Swansboror has a lot to offer, and the Swans by the Sea project will provide an additional reason for people to come to our town. Unlike a single event or festival, Swans by the Sea will conintue to attrack tourist ove the long term.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

Bringing tourist into Swansboro to see the Swans will benefit all of Swanboro retail and resuatant businesses by increasing the foot traffic through the town

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

Section 16. Volunteers

Does this Activity intend to use volunteers?

☒ Yes

☐ No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

Yes

Item III - a.

C. Is there professional management or a demonstration of competence among the operators?

The Seaside Arts Council is 100% volunteer. All of our board members bring strengths to the management of the Council to include planning and execution, responsible fiscal management, and all of the primary arts.

D. How does the involvement of the Authority or staff benefit this Activity?

By helping the Seaside Arts Council absorb a portion of the initial capital investment, it release resources need to actively promote the project

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

☒ Yes

☐ No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? *

☒ Yes

☐ No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

A

[



I accept the conditions *

☒ Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to:
Sonia Johnson, Finance Director
Town of Swansboro
601 W. Corbett Ave.
Swansboro, NC 28584
- A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.



Seaside Arts

Council

P.O. Box 431
Swansboro, NC
28584

EIN 36-4731367

Swans by the Sea Detailed Budget

Upfront capital investment: \$5,780

\$4800.00 Sculpt & Mold NEW ITEM #691 Floating Swan
\$795.00 Initial Floating Swan 36"H primed white with flanges
\$185.00 Shipping and Handling Fees

Price per swan: \$3000

\$795 for the sculpture
\$185 Shipping (may be less if ordering in quantity)
\$600 for the artist
\$50 Clear coat (Note: B&S Body shop has agreed to do this for cost)
Total Cost per swan: \$1630

Margin per Swan: \$1370

Breakeven point: 3.5 Swans

Breakeven With grant request: 1.5 Swans

Seaside Arts Council is a nonprofit organization under section 501(c)(3) of the Internal Revenue Code. As such, your donation or a portion of it may be eligible for a tax deduction.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

Seaside Arts Council

MISSION

The Mission of the Seaside Arts Council is to promote, advance and provide performing arts opportunities, appreciation and education for residents of and visitors to the Swansboro and Western Carteret County Area.

We execute this mission by Hosting the SwanFest Summer Concert Series, hosting art shows featuring local artists, offering scholarships to promising local students, and much more.

VISION

The Seaside Arts Council of Swansboro and Western Carteret is the voice of the arts, dedicated to promoting dynamic and diverse arts to our community and surrounding areas. The Arts Council strives to connect the positive power of the arts and music to educate and inspire our youth while uniting people across all cultures, building a strong community that is a quality place to live, work and play.

Serving Swansboro and Western Carteret

Established in 2009, the Seaside Arts Council exists to promote, advance and provide performing and visual arts opportunities, appreciation, and education for residents and visitors to Swansboro and Western Carteret County area. The SAC is an established nonprofit organization under the terms of section 501(c)(3) of the U.S. Internal Revenue Code.

Financial information about this organization and a copy of its license are available from the State Solicitation Licensing Branch at 919-814-5400. The license is not an endorsement by the State.

Visit us on Facebook for updates and current information.

Swans by the Sea



*Swans
Painted by
area artist
for display at
your business*



Swans are available in two sizes

Large \$3000

59" x 31" x 36"

Outdoor Freestanding



Small \$1200

18" x 7" x 9"

Tabletop Sculpture



The Seaside Arts Council is excited to work with our community organizations, businesses, and artists to bring the Swans by the Sea to life.

Every Swan adopted supports the Arts in our area for the present and the future.



The purchase price includes

- Fiberglass sculpture
- Artist fees
- Protective Clear Coat
- Inclusion in our online gallery with your organization's name and a link to your website.

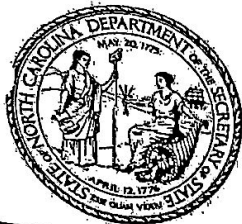
General Information

- Purchasing organizations choose from a selection of artist submitted designs.
- We will work with partnered artist and organizations to tailor designs where possible.
- Customized options are available
- Logos are not permitted
- Once designs are finalized and agreed upon, the swan should be ready in 90 days barring unforeseen circumstances
- Organizations are responsible for final transportation, on site installation, and maintenance of their swan.

Questions?

Please contact project leader Debra Pylypiw, at dpylypiw@ec.rr.com

Interested artist are invited to contact us.



NORTH CAROLINA

Department of The Secretary of State

To all whom these presents shall come, Greetings:

I, **ELAINE F. MARSHALL**, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF INCORPORATION

OF

SEASIDE ARTS COUNCIL

the original of which was filed in this office on the 17th day of May, 2012.



IN WITNESS WHEREOF, I have hereunto
set my hand and affixed my official seal at the
City of Raleigh, this 17th day of May, 2012

Elaine F. Marshall

Secretary of State

Document Id: C201213500216

SOSID: 126010 Item III - a.
 Date Filed: 5/17/2012 11:11
 Elaine F. Marshall
 North Carolina Secretary of State

C201213500216

State of North Carolina
 Department of the Secretary of State

ARTICLES OF INCORPORATION
 NONPROFIT CORPORATION

Pursuant to §55A-2-02 of the General Statutes of North Carolina, the undersigned corporation does hereby submit these Articles of Incorporation for the purpose of forming a nonprofit corporation.

1. The name of the corporation is: SEASIDE ARTS COUNCIL
2. ☒ (Check only if applicable.) The corporation is a charitable or religious corporation as defined in NCGS §55A-1-40(4).
3. The street address and county of the initial registered office of the corporation is:
 Number and Street 714 WEST CORBETT AVENUE, SUITE 18
 City, State, Zip Code SWANSBORO, NC 28584 County ONSLOW
4. The mailing address *if different from the street address* of the initial registered office is:
PO BOX 431, SWANSBORO, NC 28584
5. The name of the initial registered agent is:
LINDA P. FREEMAN
6. The name and address of each incorporator is as follows: LINDA P. FREEMAN
714 WEST CORBETT AVENUE, SUITE 18
SWANSBORO, NC 28584
7. (Check either a or b below.)
 a. ☒ The corporation will have members.
 b. ☐ The corporation will not have members.
8. Attached are provisions regarding the distribution of the corporation's assets upon its dissolution.
9. Any other provisions which the corporation elects to include are attached.
10. The street address and county of the principal office of the corporation is:
 Number and Street 714 WEST CORBETT AVENUE, SUITE 18
 City, State, Zip Code SWANSBORO, NC 28584 County ONSLOW
11. The mailing address *if different from the street address* of the principal office is:
PO BOX 431, SWANSBORO, NC 28584

12. These articles will be effective upon filing, unless a later time and/or date is specified: _____

This is the 9th day of MAY, 20 12.

Linda P. Freeman
Signature of Incorporator

LINDA P. FREEMAN, INCORPORATOR

Type or print Incorporator's name and title, if any

The names and addresses of the persons who are the initial directors of the corporation are:

Linda Freeman
100 Laurel View Drive
PO Box 1549
Durham, NC 27614

Linda Freeman
100 Laurel View Drive
PO Box 1549
Durham, NC 27614

Linda Freeman
100 Laurel View Drive
PO Box 1549
Durham, NC 27614

Linda Freeman
100 Laurel View Drive
PO Box 1549
Durham, NC 27614

No part of the net assets of the corporation shall be used for the purpose of providing services rendered and to any person or entity who is not a member of the corporation as set forth in Article One hereof. The net assets of the corporation shall be the carrying on of the business of the corporation, including the purchase and sale of real estate, and for corporate purposes shall be used for the purpose of maintaining the property or distribution of the net assets of the corporation to the members of the corporation for the purpose of providing services rendered and to any person or entity who is not a member of the corporation as set forth in Article One hereof. The net assets of the corporation shall be the carrying on of the business of the corporation, including the purchase and sale of real estate, and for corporate purposes shall be used for the purpose of maintaining the property or distribution of the net assets of the corporation to the members of the corporation for the purpose of providing services rendered and to any person or entity who is not a member of the corporation as set forth in Article One hereof.

NOTES:

1. Filing fee is \$60. This document must be filed with the Secretary of State. For section 37, see the North Carolina Code, or the law of the State of North Carolina, which shall be the law of the State of North Carolina.

Revised January 2000

CORPORATIONS DIVISION

P. O. BOX 29622

RALEIGH, NC 27626-0622

Form N-01

SEASIDE ARTS COUNCIL
ADDITIONAL PROVISIONS

1. Said corporation is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code.
2. The names and addresses of the persons who are the initial directors of the corporation are as follows:

Linda Freeman
220 Harbour View Drive
PO Box 1649
Swansboro, NC 28584

Angie Cooper
231 Wild Oak Drive
Swansboro, NC 28584

Kathy Kelly
5310 Bogue Sound Drive
Emerald Isle, NC 28594

James Meves
501 Windsong Street
Swansboro, NC 28584
3. No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article One hereof. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

**SEASIDE ARTS COUNCIL
ADDITIONAL PROVISIONS
PAGE 2**

4. **DISTRIBUTION OF THE CORPORATION'S ASSETS UPON ITS DISSOLUTION**
Upon the dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

SEASIDE ARTS COUNCIL BYLAWS

I. Name

The name of this organization shall be the Seaside Arts Council.

II. Structure

The Seaside Arts Council, which is organized for cultural and educational purposes, shall be an unincorporated nonprofit subsidiary organization of the Swansboro Area Development Foundation.

III. Purpose

The purposes of the Seaside Arts Council shall be to promote, advance, and provide performing arts and visual arts opportunities, appreciation, and education for residents of- and visitors to the Swansboro and Western Carteret County area.

IV. Activities

The activities of the Seaside Arts Council shall include, but shall not be limited to, the following:

A. Appreciation. Organization, provision, and promotion of opportunities for public enjoyment and appreciation of the performing arts (such as music, theatre, and dance) and the visual arts (such painting, drawing, sculpture, photography, filmmaking, and ceramics).

B. Education. Organization, provision, and promotion of opportunities for adult and youth education regarding the arts.

C. Support. Support of the arts in a variety of ways, including but not limited to the following:

1. Fundraising. Raising funds to support art opportunities, appreciation, and education through event admissions, solicitation of donations, solicitation of memberships, applications for grants, and fundraising events.
2. Planning. Developing and adopting plans to help focus, direct, and implement the purposes of the Council.
3. Advocacy. Promoting support for the arts, arts education, arts in schools, and the importance of the arts in the culture of the community.
4. Marketing. Publicizing Council programs and activities and other arts opportunities that may be available in the region.
5. Patronage. Providing support to persons who are creatively engaged in the performing and visual arts.

6. *Research.* Undertaking studies, surveys, and other research to determine the arts-related needs of the community being served by the Council.

V. Membership

The membership of the Seaside Arts Council shall be open to any individual who supports the purpose of the organization and who fulfills any dues requirements and conditions of membership set by the Board of Directors.

VI. Governance

A. Board of Directors.

1. *Authority.* The business and activities of the Seaside Arts Council shall be governed by the Board of Directors.
2. *Composition.* The Board of Directors shall consist of not less than seven (7) nor more than twelve (12) members of the Council. The specific number of directors shall be determined at the annual meeting each year, except that up to three additional directors may be added by action of the board of directors between each annual meeting.
3. *Election.* The directors shall be elected at the annual meeting of the Council. Candidates shall include those persons nominated by the Nominating Committee and any additional candidates nominated from the floor. The persons elected shall be those who receive a plurality in relation to the number of positions to be filled. The members of the board of directors, following election, be confirmed by governing board of the Swansboro Area Development Foundation.
4. *Term.* Directors shall serve a two-year term, beginning on the first day of the fiscal year of the Council.
5. *Vacancies.* Vacancies on the board of directors may occur (a) if a director resigns by written notice to the president or (b) if a director is removed by the board of directors, when in the judgment of a board majority, such removal is in the best interests of the Council. The removal of a director must be confirmed by the governing board of the Swansboro Area Development Foundation. Vacancies shall be filled by the board of directors from nominations provided by the Nominating Committee, and persons appointed to vacancies shall serve for the unexpired term of their predecessor.
6. *Meetings.* Regular meetings of the board of directors shall be held at least quarterly at a time and place selected by the board. Meetings may be held more often (such as monthly) at the discretion of the board. Special meetings may be called by the president or by any three directors. Notice of special meetings shall be given to all directors, stating the purpose of the meeting, at least three days prior to the meeting.

7. *Quorums and Actions.* A majority of the board of directors shall constitute a quorum for the transaction of business, and a vote of a majority present and voting shall be sufficient to approve actions of the board.
 8. *Procedures.* The conduct of business shall be governed by *Suggested Rules of Procedure for Small Governing Boards*, by Fleming Bell, University of North Carolina School of Government, latest edition.
 9. *Committees.* The board of directors may establish such standing or special committees as it considers necessary to conduct and facilitate the business and mission of the Council, including the purpose, size, and duties of such committees. All committees shall report regularly to the board of directors.
 10. *Compensation.* No director or officer shall receive any compensation, other than the reimbursement of expenses, for his or her services, and no funds of the Council shall inure to the benefit of any director or officer.
- B. Officers. The officers of the Seaside Arts Council shall be a president, a vice president, a secretary, and a treasurer.
1. *Election.* The officers of the Council shall be elected by the board of directors from among the membership of the board. The election shall take place at the first meeting of the board following the annual meeting (which meeting may, if desired, take place immediately following the annual meeting). Officers shall serve a two-year term of office.
 2. *Vacancies.* Vacancies among the officers may occur (a) if an officer resigns by written notice to the board of directors or (b) if an officer is removed by the board of directors, when in the judgment of a board majority, such removal is in the best interests of the Council. Vacancies shall be filled by the board of directors, and persons appointed to vacancies shall serve for the unexpired term of their predecessor.
 3. *Duties.* The duties of the officers of the Council shall be as described below and those usual and customary to such offices.
 - a. *President.* The president shall preside at all meetings of the board of directors and the executive committee, shall be an ex-officio member of all committees, shall appoint and remove the members of standing and special committees, and shall execute such written documents and instruments as may be authorized by the board of directors. The president shall also perform such duties as may be incident to the office or such additional duties as may be assigned by the board of directors or executive committee.
 - b. *Vice President.* The vice president shall exercise the authority and functions of the president in the absence or inability of the president.
 - c. *Secretary.* The secretary shall keep the minutes of the board of directors and the executive committee, shall have custody of official records and documents of the Council, shall execute (with the president) written documents and instruments authorized

by the board of directors, and shall perform any additional duties as may be assigned by the board of directors or executive committee.

d. **Treasurer.** The treasurer shall have the following duties and responsibilities:

- (1) The treasurer shall have charge of all monies, bills, and financial instruments of the Council;
- (2) The treasurer shall monitor and make deposits of all monies and other valuables to the credit of the Council in such depositories authorized by the board of directors;
- (3) The treasurer shall keep the accounts of the Council, shall be responsible for the payment of bills, shall render financial reports to the board of directors at least quarterly, and shall, at the expiration of office, transmit all property, accounting records, and funds to the incoming treasurer.

C. **Executive Committee.** The executive committee shall consist of the officers of the Council. The executive committee shall, subject to any limits imposed by the board of directors, conduct any necessary business of the Council between meetings of the board of directors and shall report such actions at the next board meeting. The executive committee shall have such additional powers, duties, and responsibilities as may be delegated by the board of directors.

D. **Nominating Committee.** The nominating committee be appointed by the board of directors and shall consist of three arts council members, at least one of whom shall not be a member of the board of directors.

VII. Finance

A. **Books and Records.** The Council shall keep correct and complete accounting records. All records shall be maintained for a minimum of seven years.

B. **Fiscal Year.** The fiscal year shall be January 1 through December 31.

C. **Contracts.** The board of directors may authorize any officer or officers to enter into any contract or to execute and deliver any instrument on behalf of the Council. Such authority may be general or confined to specific instances.

D. **Financial Obligations.** No debt obligations shall be entered on behalf of the Council unless authorized by a resolution of the board of directors.

E. **Checks and Drafts.** All checks, drafts, and other orders of payment of money issued in the name of the Council shall be signed by such officer or officers as may be authorized by the board of directors.

F. **Depositories.** All funds collected on behalf of the Council shall be expeditiously deposited to the credit of the Council in such depositories as designated by the board of directors.

G. **Audits.** The financial records of the Council shall be annually reviewed through a procedure selected by the board of directors, which may include review by an accounting professional, review by an audit committee, or review by another appropriate method. The results of the review shall be reported to the board of directors. The financial records of the Council may

also be reviewed from time to time by the Swansboro Area Development Foundation, so long as the Council remains its subsidiary.

VIII. Other Provisions

- A. Amendments. Provided that a quorum exists, these Bylaws may be amended by a two-thirds vote of the members present at any regular meeting of the board of directors, provided that at least twenty-five days notice, in writing, has been given of intention to amend the Bylaws at such meeting and the proposed Bylaw change(s) is provided with such notice.

Adopted in first annual meeting, February 11, 2010.

BUDGET ORDINANCE AMENDMENT #2023-3

AMENDMENT TO THE FY 2022/2023 BUDGET ORDINANCE

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2023:

Section 1. To amend the annual budget with the following changes:

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$92,000	-	\$92,000
Appropriated Fund Balance	\$9,834	\$3,000	\$12,834
Total	\$101,834	\$3,000	\$104,834

Appropriations			
Tourism Related Expenses	\$101,834	\$3,000	\$104,834

This change is to appropriate funds from fund balance for additional tourism-related expenditures.

Section 2. Copies of this budget amendment shall be delivered to the Finance Officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section 3. This ordinance shall be effective upon its adoption.

Adopted by the Swansboro Tourism Development Authority in special meeting session, April 27, 2023.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director



**Quarterly Status Update Report of 3.17.23
For the April 13, 2023 STDA Board Meeting
Submitted by: Anne Marie Bass**





Table of Contents

1. Status Updates & Comments

2. Swansboro Visitor Brochure

- Visitor Guides produced in Onslow County that Feature Swansboro
- Considerations & Questionnaire for the STDA Board – to Discuss and Vote

3. Facebook Ad Reports

4. Print Ad Placements & Earned Media

5. Social Media Stats

6. Appendix

- STDA Approved 2022-2023 Budget Snapshots – as of 3/17/23
- NC Welcome Centers
- Concept Mock up of Swansboro Visitor Brochure
- Print Quote from Zoo Printing



STATUS UPDATES & COMMENTS





Status Updates & Comments

2023/2024 SWANSBORO DESTINATION MARKETING & ADVERTISING PLAN – To follow in the next few days

- Per Randy's suggestion, I will include a questionnaire that is tied to specific input and feedback from the Board.

DOWNTOWN MERCHANT & RESTAURANT GUIDE – Spring 2023 Refresh & Reprint

- Currently working on gathering all of the ADDS, EDITS, DELETES from various merchants
- Printing should be completed, shipped and delivered **by early April**.
- As was done previously. Shipment will be sent to Swansboro Town Hall.
- Storage will be at the Visitors Center.
- As was done in the Fall, I appreciate help distributing the new guide to the local merchants and restaurateurs.

SWANSBORO VISITOR BROCHURE – Currently planned for Spring 2023

- A Swansboro Visitor Brochure is planned to be produced.
- Given all of the dynamics – and to ensure a common understanding for all involved, of the overall strategy and ongoing investment, Anne Marie is sharing more details so that the STDA Board could have an opportunity to discuss and vote at the April 13th 2023 STDA Board Meeting.



**VISITOR GUIDES BEING PRODUCED IN ONSLOW COUNTY
THAT FEATURE SWANSBORO**



Onslow County Tourism & Jacksonville TDA Visitor Guide

The Jacksonville Onslow County Visitor Guide is produced and funded entirely by OCT & JTDA.

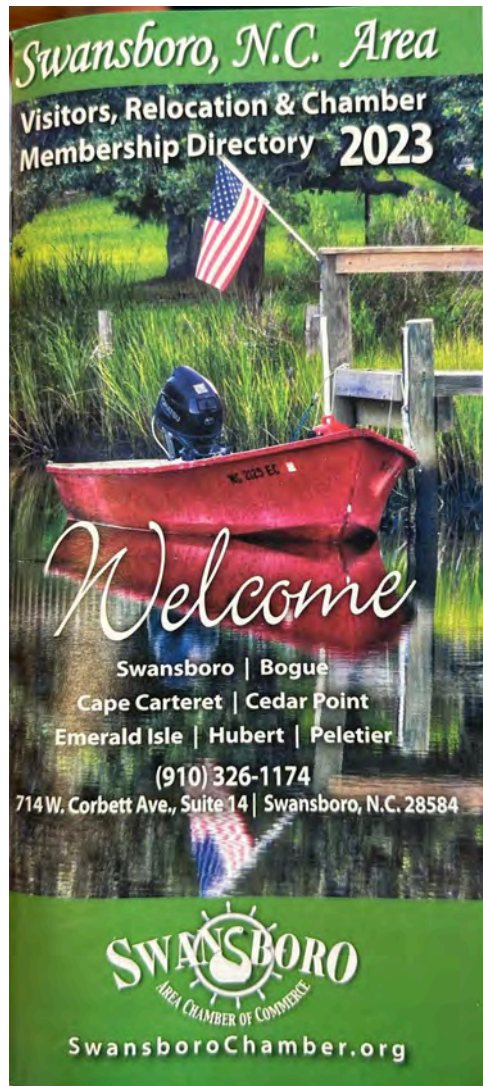
Currently being distributed at the NC Welcome Centers.

Swansboro features:

- **Hammocks Beach State Park – full page spread**
- **Downtown Swansboro – small feature box.**



<https://www.onlyinonslow.com/download-visitors-guide/>



Swansboro Area Chamber – Visitors, Relocation & Chamber Membership Directory - 2023

Traditionally, this guide has been the print asset from the Town Swansboro, and has served dual purposes, as the Visitor Guide at the NC Welcome Centers, in addition to being the Relocation & Chamber Guide for the Swansboro area. It is produced annually by the SACC.

Swansboro features:

- **Branded editorial content “About Swansboro”**
- **A Full page ad – funded by the STDA**



Considerations & Questionnaire for the STDA Board for Vote

Current Situation:

- **The Downtown Merchants & Restaurant Guide & Map** is used “in market” by Swansboro’s visitors to Historic Downtown, when they arrive. A digital version of the map is also can be found on the www.visitswansboro.org website.
- In an overall STDA “destination marketing” strategy, an **Official Swansboro Visitor Brochure** – could be produced and made available to **prospective visitors “on their way” from drive in markets throughout the State of North Carolina, and beyond.**

From a Budgetary Perspective:

The initial design and printing of a Swansboro Visitor Brochure has already been approved. Investment in the STDA Branded Photo Library was the first step in the process. (Specifically, the design is budgeted from the current 2022/2023 Marketing Contingency Fund. An initial printing and shipping budgetary estimate is included also in the 2022/2023 budget (See Appendix)

From a Strategic Perspective:

Adding an official Swansboro Visitor Brochure would be an important marketing asset to add to the destination marketing strategy and should be considered with the thought of it being an ongoing investment.



Considerations & Questionnaire for the STDA Board for Vote

Ongoing Fulfillment of Visitor Brochures:

There will be an ongoing need to keep up with requests from the NC Welcome Centers for shipments of Visitor Brochures for replenishment in their respective rack card displays.

Two Possible Approaches:

- **OPTION 1:**
 - All printed Visitor Brochures get sent directly from the printer to the Town of Swansboro.
 - Town staff working at the Visitor Center stocks and fulfills shipment requests when they come in from the NC Welcome Centers. (Anne Marie will be the point of contact and liaison with the Welcome Centers.)
- **OPTION 2:**
 - Visitor Brochures are printed in North Carolina (near Anne Marie – in Piedmont region)
 - Anne Marie provides direct oversight and works with printer to provide packing, shipping and fulfillment of Visitor Brochures to the NC Welcome Centers
 - A smaller supply of Visitor Brochures can be stocked locally in Swansboro for the Swansboro Visitor Center rack card displays and and local area needs that arise.



Considerations & Questionnaire for the STDA Board for Vote

Questions for Discussion and Vote:

Given the background provided and the current situation, does the Board want to continue with the plans to produce an Official Swansboro Visitor Brochure?

If yes, should Anne Marie continue (now) with the design of the brochure?

Next step...What thoughts are there towards how ongoing fulfillment to the NC Welcome Centers are best handled given ideas on two possible approaches? (Option 1 or Option 2)

PRINTING ESTIMATES:

Anne Marie is in the process of obtaining print quotes from two printers:

1. **Zoo Printing** – they have been printing the Downtown Merchant & Restaurant Guide (wholesale printer in CA) It looks like we could print about 8,000 qty with the budgetary estimate line item of \$1,400. I had made a guesstimate of about \$400 in shipping costs to NC Welcome Centers, but that is TBD (ball park only.)
2. **Immedia Print** – they are a printer located in Winston-Salem and have the ability to print and provide ongoing storage, packing, shipping and fulfillment of Visitor Brochures to multiple locations (NC Welcome Centers), where Anne Marie can oversee directly. I am waiting on the estimate for this option.

FACEBOOK AD REPORTS, PRINT & DIGITAL AD PLACEMENTS & EARNED MEDIA





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Fall Fishing Getaway to Swansboro” Video Ad Campaign – Aug/Sept 2022 - COMPLETE

Target was men age 45+, travel intenders - **Raleigh & Charlotte, Hampton Roads, VA Markets**

“Plan Your Fall Getaway to Swansboro for Mullet Festival” Ad Campaign – September 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

“Join Us for Mullet Festival” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

“Kick off the Holiday Shopping Season – Swansboro by Candlelight” Ad Campaign – October 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh & Charlotte Markets**

“Swansboro by Candlelight Winter Getaway Contest” Ad Campaign – November 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh Market**

“Swansboro by Candlelight Facebook Event” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

Swansboro Galentines Day Getaway- Ad Campaign – February 2023 – COMPLETE

Target Women age 35 +, **Raleigh Metro Area**

Swansboro Spring 2023 General Video Ad Campaign – March 2023 – THIS IS ACTIVELY RUNNING





Plan A Galentine's Day Weekend Getaway to Swansboro // Raleigh Market – February 2023

RESULTS	
Feb 7, 2023 - undefined	
18,359 People Reached	588 Link clicks
\$200.00 spent	
Show Details ▾	
AUDIENCE	
Gender	Age
Women	
Link clicks	579
Cost per Link clicks	\$0.34
Reached	18,035
PERFORMANCE	
Cost per Link clicks	\$0.34
Reach	18,359
Frequency	2.11
ENGAGEMENT	
Post Reactions	208
Post Comments	14
Post Shares	49
Link Clicks	588
Page Likes	--

Visit Swansboro NC
 Sponsored ·

Feel the LOVE and Discover the Charm of Swansboro this GALENTINE'S DAY Weekend or anytime in February!

Take a break to enjoy a coastal getaway and our over 40 unique shops and eateries in our historic coastal North Carolina town. We'd love to... See more

visitswansboro.org
Welcome to the Town of Swansboro NC
[Learn more](#)

AUDIENCE			
Gender	Age	Placements	Location
18-24			
Link clicks			2
Cost per Link clicks			\$0.14
Reached			40
25-34			
Link clicks			7
Cost per Link clicks			\$0.37
Reached			472
35-44			
Link clicks			15
Cost per Link clicks			\$0.53
Reached			1,236
45-54			
Link clicks			50
Cost per Link clicks			\$0.43
Reached			2,481
55-64			
Link clicks			171
Cost per Link clicks			\$0.36
Reached			5,854
65+			
Link clicks			343
Cost per Link clicks			\$0.31
Reached			8,275

Our State Magazine // NC Coast Host Ad – March 2023 Issue



NORTH
Swansboro
CAROLINA



Raleigh Magazine // February 2023 Issue



NORTH
Swansboro
CAROLINA

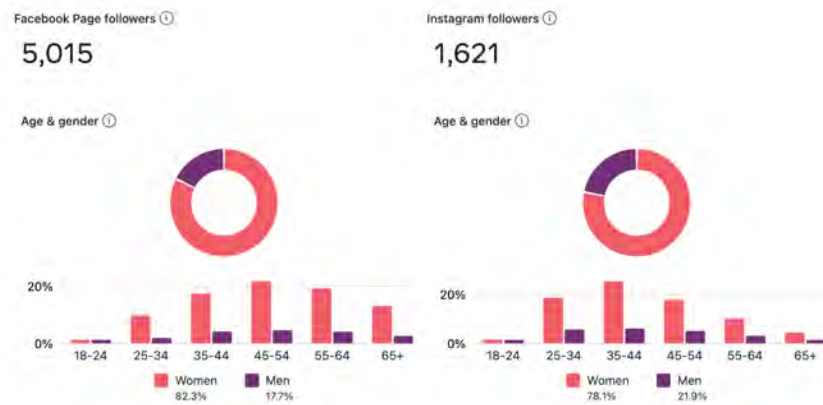
SOCIAL MEDIA STATS

December 2022 through March 2023



Social Media Stats for Last 90 Days

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram



Top Performing Organic Post –
Followers were excited about the Boro Girl Boutique Grand Opening

Highest reach on a post



Facebook post
🎵 Oh, what a beautiful morning! Oh, what a...
Mar 5, 2023, 6:57 AM

This post reached **629%** more Accounts Center accounts (9,123 Accounts Center accounts) than your median post (1,251 Accounts Center accounts) on Facebook.

Instagram followers

1.6K

Similar to others
Typically: 1.1K

New Instagram followers

37

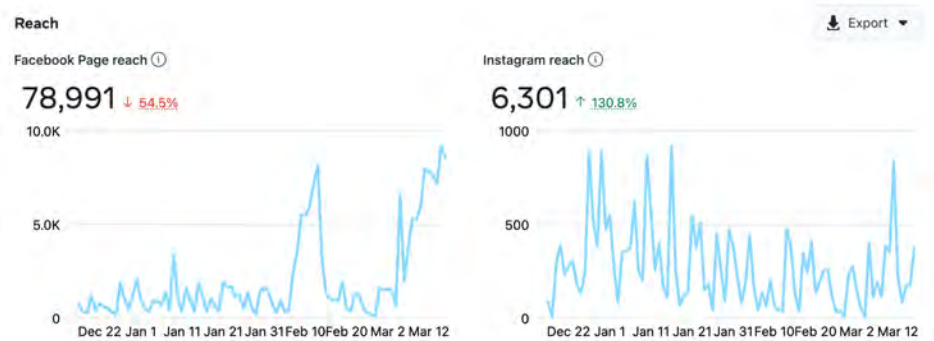
Similar to others
Typically: 34

Content interactions

499

Higher than others
Typically: 280

Facebook & Instagram Pages Reach



Business Benchmarks – our posts are receiving a lot more content interactions than other pages! 😊

NORTH
Swansboro
CAROLINA

ADDENDUM



STDA Marketing Budget Snapshot as of 3.17.2023



SWANSBORO TDA / FY 2022-2023 // APPROVED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2023 Merchant Map Printing Estimate (based on prior years actual) (cost split between TDA and merchants)	600.00	0	600.00	8 1/2 x 14 size double gate, 5,000 quantity, specs: 80# gloss text - in market piece produce in Spring (April 2023) UPDATED ESTIMATE of 3.17.23 - \$634 (delivered) (per piece print cost - 11.5 cents)
				Reprint in August 2022 - Expense paid from Downtown Merchants Fund
2023 Trifold Visitor Brochure Printing Estimate	1,400.00	0	1,400.00	9 x 16 size double gate, 5,000 or 8,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents) UPDATED PRINT & SHIP ESTIMATES IN PROCESS AS OF 3.17.23
2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative estimated shipping costs - February 2022 timeframe
Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	COMPLETE
2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	CONTRACT SIGNED 6/8/22: 5 ADS: \$1334/each - Sept 22, Oct 22, Mar 23, May, 23, Jun 23
2022/2023 Our State - Sunday Mornings Sponsored Eblasts	2,590.00	2590	0.00	CONTRACT SIGNED 6/8/22: 2 EBLASTS: \$1295/each - Sept 14, Nov 27; 1 more to sign up for (depending on STDA promotional items budget/need)
2022/2023 Raleigh Magazine - Travel Section	3,000.00	3000	0.00	CONTRACT SIGNED: 2 Branded Editorials and 1 1/6 Page Ad
2023 NC Coast Host Membership Dues	350.00	350	0.00	COMPLETE
2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	CONTRACT SIGNED: Comes up in October 2022 for March 2023 pub date
2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	CONTRACT SIGNED 5.23.22 (going to print in June 2022)
2022/2023 Facebook Advertising - STDA + Parks & Rec Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	2192.22	2,607.78	Spent and Remaining to Date - As of 3.17.23
Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	COMPLETE December timeframe
Swansboro Bags	1,295.00	851.52	443.48	COMPLETE
OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	COMPLETE AMB Updating Video with NEW Photos from 2021 & 2022
MARKETING & ADVERTISING TOTAL	29,773.00	24,458.74	5,314.26	
Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
Marketing Promotions Contingency Budget	4,400.00	2,151.25	2,248.75	Applied to video production, visitor guide design, ad design requiring Adobe format
GRAND TOTAL	56,169.00	48,605.99	7,563.01	




STDA Marketing Contingency Budget Snapshot as of 3.17.2023

2022/2023 Approved Marketing Contingency Budget	4,400.00	
Fall 2022 Downtown Merchant Guide Refresh & Update + Candlelight Poster Design & Video Productions / Sight Sound Media	450.00	Front Row Invoice
Raleigh Magazine - Remnant Ad Purchase Oct 2022 Issue	375.00	PAID by STDA
Mullet Festival - Drone Photo & Video (Dini Photo)	250.00	PAID by STDA
Sight Sound Media - Flotilla Square Format Video	150.00	Front Row Invoice
Candlelight Photography (Samantha Ann Photo)	401.25	Front Row Invoice
Ad Design & Updated Logo Vectors	300.00	Front Row Invoice - November 2022
Spring 2023 Downtown Merchant Guide Refresh & Update	225.00	Front Row Invoice - March 2023
SPENT AS OF 3.17.23	2,151.25	
REMAINING BALANCE from \$4400	2,248.75	
ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295	443.48	
GRAND TOTAL REMAINING BALANCE AS OF 3.17.23	2,692.23	
The plan is to use these funds for the Visitor Brochure Design + any additional expenses that arise as needed.		

NC Welcome Centers

North Carolina Department of Commerce – Visitor Services Administration
Wally Wazan - Visitor Services Program Manager
Phone: (919) 814-4649
wwazan@commerce.nc.gov

<p>1 Kathy West Manager I-26 East Welcome Center [UPS: Mile marker 68] Box 249 Columbus, NC 28722 Phone: 828-894-2120 kathywest@commerce.nc.gov</p>	<p>Vickie Sealock Manager I-26 West Welcome Center [UPS: 6178 I-26 West] PO Box 1210 Mars Hill, NC 28754 Phone: 828-689-4257 vsealock@commerce.nc.gov</p> <p>4</p>
<p>2 Samantha Sherrill Manager I-40 West Welcome Center [UPS I-40 -mile marker 10.5 Eastbound Lane] PO Box 809 Waynesville, NC 28786 Phone: 828.627.6206 samantha.sherrill@commerce.nc.gov</p>	
<p>3 Jeff Mills Manager I-77 North Welcome Center [UPS: 158 I-77 Southbound] Box 1066 Dobson, NC 27017 Phone: 336 320-2181 jmills@commerce.nc.gov</p>	<p>Louie Comer Manager I-77 South Welcome Center [UPS: 9301 South I-77 28210] Box 410724 Charlotte, NC 28241-0724 Phone: 704 588-2660 ccomer@commerce.nc.gov</p> <p>5</p>
<p>6 Jeff Mills Manager I-77 North Welcome Center [UPS: 158 I-77 Southbound] Box 1066 Dobson, NC 27017 Phone: 336 320-2181 jmills@commerce.nc.gov</p>	<p>8 Louie Comer Manager I-77 South Welcome Center [UPS: 9301 South I-77 28210] Box 410724 Charlotte, NC 28241-0724 Phone: 704 588-2660 ccomer@commerce.nc.gov</p>
<p>7 Cherie Nielsen Manager I-85 North Welcome Center [UPS: 231 I-85N] Box 156 Norlina, NC 27563 Phone: 252 456-3236 cherie.nielsen@commerce.nc.gov</p>	<p>9 Victoria Bingman Manager I-85 South Welcome Center [UPS: I-85 at Mile Marker 2] 5 Northbound I-85 Kings Mountain, NC 28086 Phone: 704 937-7861 victoria.bingman@commerce.nc.gov</p>

North Carolina Department of Commerce – Visitor Services Administration
Wally Wazan - Visitor Services Program Manager
Phone: (919) 814-4649
wwazan@commerce.nc.gov

NC Welcome Centers

Kat Littleturtle
 Manager
I-95 South Welcome Center
(UPS: I-95 at Mile Marker 5)
 Box 999
 Rowland, NC 28383
 Phone: 910 422-8314
klittleturtle@commerce.nc.gov
Closed Through January 2024
(Major constructions project)
Temp Location – Fayetteville Rest Area
(Will receive lesser quantities)

Fulfill later in 2024

James Kinard
 Manager
I-95 North Welcome Center
[UPS: 3683 I-95 Southbound
Mile Marker 181
Pleasant Hill, NC 27866]
 Box 52
 Roanoke Rapids, NC 27870
 Phone: 252 537-3365
james.kinard@commerce.nc.gov

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(NC DOT Rest Area - Green Visitor Center)

NW NC VC- Wilkes County
 2121 E. HWY 421- N. Wilkesboro, NC 28659
 Tel: 336-667-1259
 E-mail: northwestncvc@embarqmail.com

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Print Recommendations from Wally Wazan (Visitor Services Program Manager from State of North Carolina)

- Print **5,000 qty** (for Welcome Centers)
- Initial Shipment - 300 qty. to each Welcome Center – this would be 3,900 total

I-73/74 Visitor Centers- (NC DOT Rest Area -Visitor Centers)

Randolph County

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Annette Cagle – Director of Visitor Services
 North Bound Center:
 4393 US HWY 220 BYPASS
 Seagrove, NC 27341
 Contact: Visitor Center Manager
 Telephone: 336-626 – 0364 ext. 107
 Email: Annette.cagle@heartofnorthcarolina.com

South Bound Center:
 4390 US HWY 220 BYPASS
 Seagrove, NC 27341
 Contact: Visitor Center Manager
 Telephone: 336-626 -0364 ext. 106
 Email: Annette.cagle@heartofnorthcarolina.com

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Additional Request

Piedmont Triad Visitor Center
 700 NC Hwy. 700
 Pelham, NC 27311
 336.388.9830
 Attn: Hosanna Pennell

Swansboro Visitor Brochure // Concepts for Design Quote

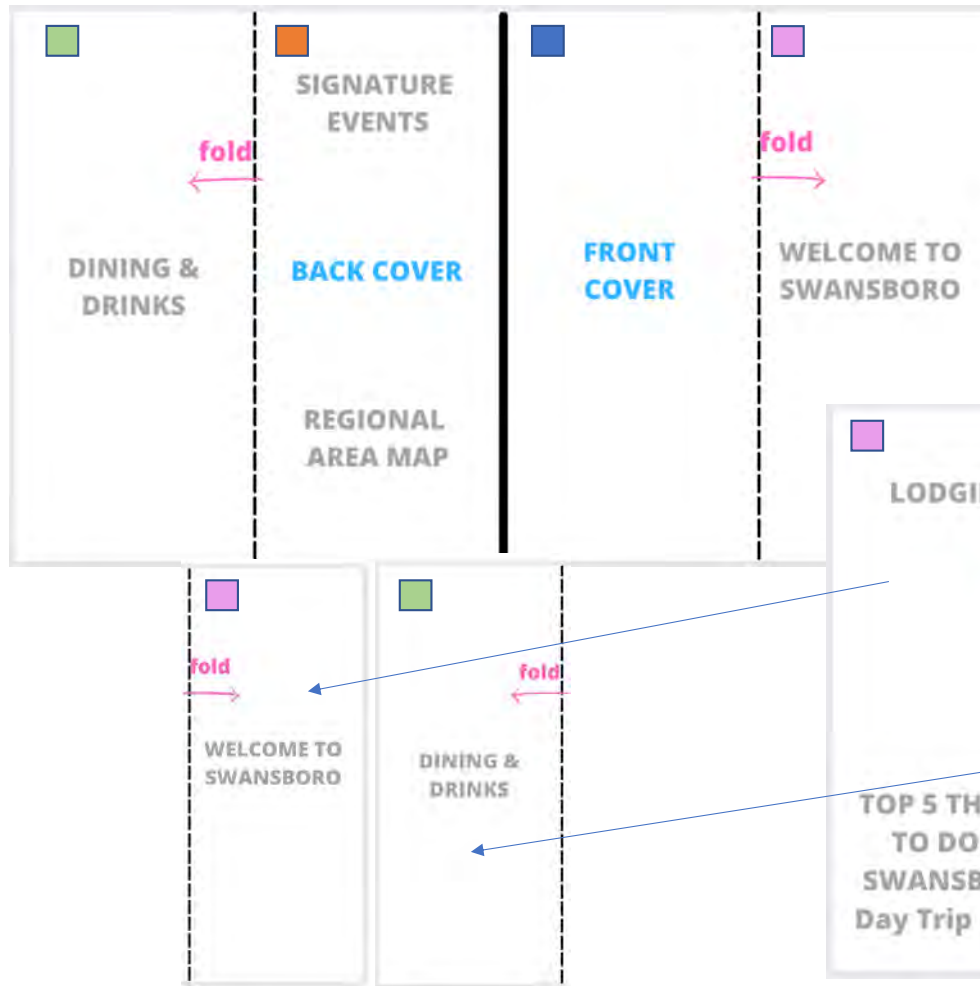
9 x 16

Folded down to 4 x 9 – rack card size brochure

4/4 Full Color

Double gate fold

(same fold as the Merchant & Restaurant Guide – just slightly larger in dimension)



Job Information		Additional Options	
Product:	Brochures	Job Name or PO#:	
Size:	9 X 16	Custom Trim Size:	9 X 16
Paper:	80# Gloss Text	Folding:	Double Gate Fold
Color:	4/4 (Full Color Both Sides)	Artwork & Proof Options	
Coating:	AQ 2 Sides (Semi-Gloss Coat)	File Format:	PDF - Acrobat
Turnaround:	GANG 3-4 Day	File Delivery:	Web/FTP Upload
Quantity:	5000	Proof Type:	Online PDF Proof - \$5
Versions:	1	Proof Email:	annemarie@frontrowcom.com
Product Price: \$809.14 X 1 = \$609.14			

Swansboro Visitor Brochure – Print Quote 1

PRINT QUOTE – Zoo Printing

5,000 quantity

Double gate fold

4/4

80# gloss text

AQ 2 Sides Semi-gloss coating

9 x 16

Shipping					
Ship From	Ship To	Method	Price	Quantity	Remove
Front Row Communicatic 51 E 4TH ST, APT 715 WINSTON SALEM, NC 27101-4245 US	Swansboro Tourism Deve 601 W CORBETT AVE SWANSBORO, NC 28584-8451 US	UPS Ground	\$123.22	5000	
WILL CALL NOT AVAILABLE					

UPS does not deliver to P.O. Boxes!

Order Totals	
Product Total:	\$609.14
Proof / Prepress Total:	\$5.00
Folding / Bindery Total:	\$135.00
Shipping & Handling Total:	\$123.22
Sales Tax:	\$0.00
Coupon:	-\$0.00
Order Total:	\$872.36
Place Order	

HubspotCollectedForm:

Job Information		Additional Options	
Product:	Brochures	Job Name or PO#:	
Size:	9 X 16	Custom Trim Size:	9 X 16
Paper:	80# Gloss Text	Folding:	Double Gate Fold
Color:	4/4 (Full Color Both Sides)		
Coating:	AQ 2 Sides (Semi-Gloss Coat)		
Turnaround:	GANG 3-4 Day		
Quantity:	8000		
Versions:	1		
Product Price: \$993.15 X 1 = \$993.15			
Artwork & Proof Options			
File Format:	PDF - Acrobat		
File Delivery:	Web/FTP Upload		
Proof Type:	Online PDF Proof - \$5		
Proof Email:	annemarie@frontrowcom.com		

Swansboro Visitor Brochure – Print Quote 2

PRINT QUOTE – Zoo Printing

8,000 quantity

Double gate fold

4/4

80# gloss text

AQ 2 Sides Semi-gloss coating

9 x 16

Ship From	Ship To	Method	Price	Quantity	Remove
Front Row Communicat 51 E 4TH ST, APT 715 WINSTON SALEM, NC 27101-4245 US	Swansboro Tourism Deve 601 W CORBETT AVE SWANSBORO, NC 28584-8451 US	UPS Ground	\$200.51	8000	

UPS does not deliver to P.O. Boxes!

Order Totals	
Product Total:	\$993.15
Proof / Prepress Total:	\$5.00
Folding / Bindery Total:	\$195.00
Shipping & Handling Total:	\$200.51
Sales Tax:	\$0.00
Coupon:	-\$0.00
Order Total:	\$1,393.66
Place Order	

HubspotCollectedForm

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
BUDGET MESSAGE
FY 2023-2024**

To: Board of the Swansboro Tourism Development Authority
From: Sonia Johnson, Finance Director

OVERVIEW

The Town of Swansboro levied a 3% Room Occupancy Tax effective September 1, 2011. The revenue received from this tax is being used to help promote, market, and enhance the travel and tourism segment of the local business economy. The Town is currently receiving monthly collections from Six (7) businesses.

REVENUES

In projecting revenues for the 2023-2024 fiscal year, an analysis was done on the actual revenues received during the period July 2022 thru March 2023. Based on these collections, and estimating collections for the remainder of the fiscal year, a calculation was performed and the revenues determined accordingly.

APPROPRIATIONS

Based on the estimated revenues, the budget for appropriations was determined. Appropriations have been made for professional services, supplies, travel, insurance, and other tourism-related expenses.

SUMMARY

In summary, the proposed budget is the result of our best efforts to project future revenues and expenses based on activity from the past several months. Changes may be warranted as the year progresses. Overall, this is a sound fiscal budget, and includes information that will provide adequate guidelines to the Authority.

Respectfully submitted,

Sonia Johnson
Finance Director

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2023-2024

REVENUES

70-320-0309	Donations	\$	4,000	Swansboro Downtown Merchants
70-399-1991	Transfer from General Fund	\$	106,700	Net proceeds, room occupancy tax
Total Revenues		\$	110,700	

EXPENSES

70-800-1910	Services - Auditor	\$	3,000	Annual fee for required audit per statute
70-800-3910	Advertising / Promotions:			
	TOS-Visitor Center	\$	5,660	Management fee - \$1,415/quarter (estimated)
	Front Row Communications	\$	21,996	\$5,499/quarter-Marketing/Advertising Services
	General advertising	\$	32,527	\$8,131.75/quarter (Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Downtown Merchants	\$	4,000	Swansboro by Candlelight FY 23/24
70-800-2995	Administrative Services	\$	4,100	\$1,025/quarter paid to Town for administration
70-800-2010	Supplies	\$	1,000	Misc office supplies, forms, books, binders, postage, checks, etc
70-800-3100	Travel / Conference	\$	2,000	Travel expenses
70-800-4540	Insurance	\$	500	Bond for Finance Officer
70-800-4910	Dues and Subscriptions	\$	350	Membership fees to various organizations
70-800-7920	Grants - Capital	\$	35,567	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$	110,700	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/14/14
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Total Committed FY 23/24	\$5,000.00
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Remaining funds available	\$30,567
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Note: Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ;
the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **National Tourism Day 2023**

Board Meeting Date: **April 27, 2023**

Prepared By: **Sonia Johnson, Finance Director**

Overview: The I-95 North Welcome Center in Pleasant Hill (on the VA/NC State Line) will be having their Annual Tourism Day event on Thursday, May 11th from 10:00 a.m. to 2:00 p.m. This day offers an opportunity to talk with tourists about attractions, events hotel/motels, restaurants, and other North Carolina Products. See attached invitation exented to all board members.

Action: _____



NATIONAL TOURISM DAY 2023

Thursday, May 11th! I-95 NORTH WELCOME CENTER



Dear Valued North Carolina partner,

The I-95 North Welcome Center in Pleasant Hill (on the VA/NC State Line) cordially invites you to participate in our National Tourism Week Celebration on Thursday, May 11th, from 10:00 a.m. to 2:00 p.m. This day offers an opportunity to talk with tourists about attractions, events, hotel/motels, restaurants, and other North Carolina products. The event reaches people from all over the United States and many foreign countries, and we estimate several hundred visitors will be in attendance. This is a wonderful opportunity allowing you to reach visitors that may not know much about your area.

You will be provided with a highly visible space to place your tent and/or tables to display what is great about your area. Contributors are encouraged to give away free items such as samples, discount coupons, stickers, etc. to help promote your destination. We have learned that many visitors come into the Welcome Center not realizing all the wonderful things to do and see in North Carolina. Here's an opportunity to talk with visitors and promote your locality. What a fantastic way to showcase how spectacular your area is and why they should visit!

Please let me know if you or other representatives from your area will be able to join us for this exciting day and help showcase why North Carolina is a fun-filled destination. I encourage you to share this letter with local businesses seeking visibility outside your vicinity.

Should you have any questions, please contact me at your earliest convenience. We look forward to hearing from you and hope to see you on May 11th!

James M. Kinard, Manager james.kinard@commerce.nc.gov 252-537-3365