



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

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

**VISITORS CENTER (300 Cape Fear Blvd, Carolina Beach)**

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

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

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

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

### BEACH MUSIC FESTIVAL

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

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

### FORT FISHER CONCERT SERIES

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

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

### KITE FESTIVAL

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

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

<b>CAROLINA BEACH SUBTOTAL:</b>	<b>\$82,500.00</b>
<b>KURE BEACH SUBTOTAL:</b>	<b>\$42,500.00</b>