



January 22, 2022

To: Mayor, Mayor Pro-Tem and Town Council of the Town of Carolina Beach

From: Pleasure Island Chamber of Commerce

Re: Request for Room Occupancy Tax (ROT) Funds

In an effort to draw tourists to our beautiful Coastal community. The Pleasure Island Chamber of Commerce submits this request to the Town of Carolina Beach for a donation to support the following events and activities:

#### **The 36 Annual Beach Music Festival – June 4, 2022**

Last year, even with a high tide during the middle of this event, the Beach Music Festival attracted a sellout crowd of 2000 participants, which was the limit set by the Town. Nauti Dogs on the boardwalk had their biggest day of sales. After speaking to a number of other area restaurants and hotels/motels/individual rentals were at their maximum capacity. We anticipate this year's event to be an even greater success. A side note is that this will be the 36<sup>th</sup> annual Beach Music Festival held on the beach at Carolina Beach.

#### **Pets in the Park – October 8, 2022**

This first year event for the Chamber was a great success. The pet business is estimated to be a \$109 billion business in the US. Carolina Beach is certainly a pet friendly town, thus the need for the Pets in the Park attraction. It brought many people from surrounding areas to Carolina Beach and after watching or participating in the different contest, having their pets blessed and buying merchandise from the vendors, they left to explore the town, enjoy shopping and to eat at local restaurants or at the Carolina Beach Fire Departments BBQ fundraiser that was happening that day. An example is, Pawsitively Perfect a local pet business on the island told us it was one of the best events and she had a big day of sales.

#### **Cape Fear Kite Festival – November 5 & 6, 2022**

2021 was the first year the Pleasure Island Chamber of Commerce hosted this three-day event and, due to extremely high winds, it was cancelled. But the kite flyers are a hardy, fun-loving bunch and made lemonade out of lemons by doing demonstrations and other events in the ball room at the Courtyard by Marriott Carolina Beach Oceanfront. We had flyers in from seven states and as far as California. The festivals in the past have between 15,000 and 20,000 people in attendance. The Courtyard alone booked 86 room nights, and other motels and Air bb had good bookings. Additionally, we were told many restaurants had great business as well. We intentionally hold this event during a shoulder season to support our Business community and Carolina Beach. Hopefully this year's event days will have blue skies and favorable wind speeds.

#### **Office and Lobby Renovation**

The Chamber office and lobby area is one of the first things visitors see when they enter the Carolina Beach Town Hall. The film industry used the lobby space and left it messy and in disarray. The carpet in the Chamber office is threadbare and extremely dirty and the desks are old and worn as well. It is the Chamber's intent this year to upgrade the office space and the space in the lobby that is in front of the Chamber office to present a cleaner and more inviting space for anyone visiting the Chamber and Carolina Beach Town Hall.

#### **2<sup>nd</sup> Annual Pleasure Island Chamber Golf Tournament - March 24, 2022**

As a reminder this event was postponed in 2021, however we invite you to have a 4 person team and enjoy some time with others on the Island.

**Total Request for donation - \$17,500**

As you are planning the budget for the Town of Carolina Beach, we ask that you please consider donating \$17,500. We are hopeful that the Town will support the Chamber in these endeavors and will agree that the future projects planned by the Chamber are responsible and beneficial investments to not only our visitors but make our community a better place to retire or raise a family.

With the assistance from the Town, and the help provided by thousands of volunteer hours provided by the Chamber and local businesses and residents, we can continue to make our Town the preferred family coastal vacation destination.

Sincerely,  
Directors of the Pleasure Island Chamber of Commerce