



The Friendly City by the Sea

**OUTSIDE ORGANIZATION FUNDING APPLICATION
SWANSBORO TOURISM DEVELOPMENT AUTHORITY**

APPLICATION CATEGORY

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

PROJECT NAME Military Affairs Committee 1) Fall Social & 2) Veterans Dinner

AMOUNT OF FUNDS

REQUESTED 1,000.00

PROJECT DATES OR TIME

PERIOD October 12, 2023 & December 7, 2023

APPLICANT

ORGANIZATION Swansboro Area Chamber of Commerce Military Affairs Committee

ADDRESS 714 W Corbett Ave Suite 14 Swansboro NC 28584

CONTACT

PERSON Mary Pat Smey

E-MAIL ADDRESS mpsmey@gmail.com

TYPE OF ORGANIZATION

- Governmental OTHER (SACC committee)
- IRS Tax-Exempt Organization*
- Tourism-Related Business or Marketing Association**

ORGANIZATION DESCRIPTION

Describe the purpose, activities, and membership of your organization:
The MAC exists to facilitate cooperative interactions between our Swansboro community
and businesses with the area military bases and their personnel. We host officer socials,
quartely recognition luncheons, Military Appreciation Day & a Veterans Dinner.

*Attach proof of your organizationís tax-exempt status N/A
 ** Attach your organizationís corporate charter and/or by-laws establishing its purpose

1. PROJECT DESCRIPTION

** Our Fall Officer Social will be held this year at Hammocks Beach State Park.
We have chosen Oktoberfest as our theme and will feature entertainment
by our local school kids, food and drinks by area businesses.

** Our Annual Veterans Dinner will be held this year at Swansboro Town Hall.
Our theme is Christmas, and we will feature entertainment by our local area kids
and food and drink by area businesses.

We have invited Officers from Camp Lejeune, MCAS New River, MCAS Cherry Point, USCG
Stations Emerald Isle, Fort Macon & SMTC.

2. TRAVEL AND TOURISM IMPACT

How will the requested funding contribute to increased travel and tourism within the town of Swansboro, in the form of spending for local accommodations, in restaurants, or other shopping? How many tourists or visitors do you expect your project or program will bring to Swansboro? What will be done to help insure this travel and tourism impact? How will you measure attendance?

These events will be opportunities for us to showcase some of what the Swansboro area has to offer. We will have tables with local displays & featuring downtown walking maps, rack cards, menus, photos etc to promote some of the wonderful things our friendly little City by the Sea has to offer.

3. BUDGET

Please attach a budget for the requested project, initiative, program, or facility, showing the sources of funding and the detailed costs.

We will utilize existing funds, in-kind donations & sponsorships to cover our fixed costs.

4. IMPLEMENTATION PLAN

Please describe your plan and specific timetable for carrying out the proposed program, initiative, event, or project, including the persons who will be responsible for implementation of the plan.

We plan to utilize as many local area resources as are available to provide special evenings out/away for these officers +1. Dates and locations secured...we're working the rest. The MAC board will be responsible for delivering these events in a timely fashion.

5. 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?

Yes No

6. NON-DUPLICATION

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

Yes No

7. 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.

We are collaborating with the Town of Swansboro, the SACC, Hammocks Beach SP
hotels and, as stated, intend to work with area F & B businesses to coordinate the rest.
We are looking to assemble "Staycation in Swansboro" packages.

7. LEVERAGE

If 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.

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8. 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.

During our last (June '23) Military Appreciation Day, we encountered many folks who live on area bases who are not aware of our town and what we have to offer. We see these events as great opportunities to promote Swansboro - travel and tourism - to a large unfamiliar local population.

9. GENERAL

- a. A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- b. Applications are considered on an annual basis at the Authority's October quarterly meeting. For consideration, an applicant must submit an application on or before October 1st. Grants will be awarded up to \$2,000.00.
- 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.

10. 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 VP

Signature 

Date September 9, 2023

Name Printed Mary Pat Smey