

# 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: \*

Swansboro Military Affairs Committee

Name of Event, Activity or Project to be Funded\*

Military Appreciation Day 2025

Is Applicant a 501c3? \*

Yes  
 No

Is Applicant Tax Exempt? \*

Yes  
 No

Application Contact Person\*

Catherine Madison

Title\*

Secretary of the MAC

104 Elizabeth Way

Mailing Address

City

Swansboro

State \*

NC

Zip Code

28584

Primary Phone

843 301 3913

Alternate Phone

252 764 1805

Email Address

admin@swansboromac.org

Date or Dates of Activity or Project \*

June 7, 2925 — One day

Amount Requested \*

\$2000.00

## 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?

The Military Affairs Committee (MAC) fosters positive relationships between the military and civilian communities in the Swansboro area. It serves as a communications link between local military commands and surrounding towns. MAC strengthens this bond through events that honor active-duty and retired military members, showing appreciation for their service.

Please limit to 3 lines of text

Number of years organization has been in business

15

Number of years organization has operated as IRS tax exempt

2

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.\*

The board of directors for the Military Affairs Committee (MAC) plays a crucial role in ensuring the effective operation and success of the committee's mission. Each member brings a specific set of skills and expertise that contributes to the organization's overall function and goal of fostering military-civilian relationships. For complete Board List is attached.

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 **See attached roster**

Chief Executive Officer

Phone

Email

Note if any

Chief Financial Officer

Phone

Email

Note if any

Other Administrator

Title

Phone

Email

Note if any

### Section 5. Activity Administrators, if different **Same Board Members**

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

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?

This free event serves military personnel, veterans, and their families from bases like Camp Lejeune, Marine Corps Air Station New River, and Marine Corps Air Station Cherry Point. Set against the park's scenic 1000-acre backdrop, MAD offers a respite from the daily pressures faced by military families while providing valuable resources and community connections.

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?

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.

The board members possess a strong blend of leadership, organizational, and community engagement skills, with significant backgrounds in hotel management, social media, military service, and event coordination. This diverse expertise ensures that MAC's activities, including dinners, meetings, and other events, are executed professionally and efficiently. Several staff members, including Ms. Linda Thornley (Chairman), Ms. Kelley Brown (Treasurer), and Ms. Mary Pat Smey (Social Media Manager), have previously been involved in the leadership of similar events for the Swansboro Chamber of Commerce and other community initiatives. Their experience in event planning and management enables them to handle the complexities of large-scale activities while ensuring the needs of both military and civilian attendees are met.

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.

See attached.

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.

See attached

Section 10. Promotional & Marketing Activity

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.

Included in our last attachment

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?

–

Budget attached

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

Narrative

This is included in what was presented so far.

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

Also included in our budget

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?

January — December

Please see budget for most of what is requested below

5 years previous Salaries & Benefits

N/A All volunteer  
  
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

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.

See Attached

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

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.

See attached

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

See attached

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

Yes with the Hampton Inn & Suites in Swansboro

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

N/A

#### 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.

We addressed some of that in the previously mentioned tourism related goals.

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

Yes of course

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

Yes, as expressed earlier many members of the board have been part of the event for up to 10 years.

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

Helping us expand our reach into all the area bases.

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.

Authorized Signer for Organization

*Catherine Madison*

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.



## **Activity Information: Military Appreciation Day (MAD) - June 2025**

Military Appreciation Day (MAD) is an annual event held on the first Saturday in June at Hammocks Beach State Park, a scenic 1000-acre park in Onslow County. This event honors military personnel, veterans, and their families from nearby bases, including Camp Lejeune, Marine Corps Air Station New River, Marine Corps Air Station Cherry Point, the Marine Corps Auxiliary Landing Field Bogue, and the Coast Guard Special Missions Training aboard Camp Lejeune.

MAD provides a much-needed break for military families who face high-stress environments both on and off base. The event offers a day of fun, entertainment, and valuable community connections, all at no cost to attendees. Activities include a variety of food, entertainment, and informational booths, providing a range of services and support to military families in the surrounding areas. In addition to enjoying a fun-filled day, attendees have the opportunity to connect with organizations such as the USO, local veterans' posts, businesses, educational institutions, and government agencies.

The event is organized entirely by volunteers, supported through donations, grants, and fundraising efforts. The board members also contribute financially, underscoring their commitment to supporting the military community. Last year, the event saw over 5000 attendees, a significant increase from previous years, with activities such as serving over 4000 hot dogs, preparing 125 watermelons, serving 65 pizzas, and creating more than 500 snow cones. This year, we aim to do even more to enhance the experience for attendees, including a newly added information booth and volunteer teams circulating to gather feedback and engage with the crowd.

To assess the event's impact, we will gather feedback from attendees through surveys and direct conversations. Our military liaison, who is part of our board, will also help track outcomes through collaboration with base commands, ensuring that we effectively measure the success of the event.

As part of our commitment to diversity, equity, and inclusion, MAD is designed to be accessible to all military personnel and veterans, regardless of background. We make an effort to include individuals from all walks of life, even providing transportation for veterans in assisted living to attend the event.

### **Weather Contingency:**

The event will take place rain or shine, as we have successfully worked through various weather conditions in past years. While we do not have plans to move the event indoors, should the weather become hazardous, we would cancel the event for safety reasons. In that case, any grant funding allocated for MAD will be redirected to other events managed by the Military Affairs Committee (MAC) that serve our military and veteran communities.

This initiative plays a vital role in strengthening the relationship between the military and civilian communities. With grant funding, we will continue to enhance the event and support our military heroes with the appreciation they deserve.

## Detailed Timeline for Military Appreciation Day (MAD) – June 2025

This timeline outlines the key planning, organizing, and promotional milestones for Military Appreciation Day (MAD) leading up to the event on June 7th, 2025. It includes organizational meetings, sponsor solicitation, promotional activities, funding needs, weather-related contingency planning, and coordination with **Hammocks Beach State Park** and the **Friends of Hammocks Beach** group, as well as the **Bear Islander**.

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### January – March 2025: Initial Planning and Sponsor Solicitation

#### January

- **Planning Begins:** Initial meeting of the MAC board to review past events, define goals for MAD 2025, and begin assigning responsibilities for event logistics, sponsorships, and promotions.
- **Sponsor Solicitation Begins:** Early outreach to potential sponsors, including local businesses, veterans' organizations, and community groups. Sponsor packages are developed to include opportunities for event visibility and community engagement.
- **Coordination with Hammocks Beach State Park & Friends Group:** Confirm park reservation with Hammocks Beach State Park for the event date. Contact the **Friends of Hammocks Beach** group for assistance with event promotion, resources, and potential volunteers. Coordinate with **Bear Islander** for any boat shuttle arrangements or transportation needs to the park.
- **Budget Preparation:** Board finalizes the event budget, considering expected expenses for food, entertainment, equipment, supplies, and any additional contingencies.

#### February – March

- **Ongoing Sponsor Solicitation:** Continued outreach and follow-ups to secure event sponsors. The goal is to have 50%-75% of sponsorships secured by early March.
  - **Promotion Plan Finalized:** Social media, print materials, and community outreach plans are developed. The promotion strategy will include both targeted campaigns and broad awareness efforts.
  - **Event Volunteer Recruitment:** Begin reaching out to volunteers, including organizing a volunteer sign-up sheet for those willing to help with activities, food service, and event coordination.
  - **Coordination with Hammocks Beach State Park:** Check in with park management to confirm facility needs, including tables, tents, and access to utilities. Verify the availability of specific areas of the park for the event's activities.
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### April 2025: Promotion Launch, Finalizing Logistics

## Early April

- **Marketing Campaign Launches:** Begin promotion of MAD on social media platforms, local news outlets, and community bulletins. Email blasts to local residents, military bases, and veteran organizations begin. Digital ads and flyers are distributed in key locations like military installations and local businesses.
- **Coordination with Friends of Hammocks Beach:** Collaborate with the **Friends of Hammocks Beach** group to distribute event materials and increase awareness within the local community.
- **Finalize Event Activities & Vendors:** Confirm participation of food vendors, entertainment, and local organizations offering information or services to military families.
- **Coordination with Bear Islander:** Finalize boat shuttle arrangements with **Bear Islander** for transportation to Hammocks Beach if necessary and confirm schedule for ferrying attendees to and from the park.
- **Contingency Planning:** Review weather plans and confirm that the event will take place rain or shine. Discuss with local weather agencies and establish communication procedures for any weather-related emergencies.
- **Sponsor Acknowledgment:** Sponsors who have committed by early April are recognized in promotional materials and on social media.

## Mid to Late April

- **Finalize Volunteer Roster:** Confirm and assign volunteer roles for the day of the event, including greeters, food servers, activity supervisors, and safety personnel.
- **Fundraising and Grant Follow-ups:** Contact any outstanding sponsors or grant opportunities, ensuring all funding is in place for event expenses.
- **Event Logistics Finalized:** Confirm all transportation, sound systems, tents, and equipment rentals are booked, and verify final catering and service details (food quantities, delivery schedules, etc.).
- **Coordinate with Hammocks Beach State Park:** Final check on park-specific requirements such as permits, parking, and security. Confirm any park services needed, including trash management and restroom facilities.

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## May 2025: Final Preparations

### Early May

- **Promotions Intensify:** Social media and print ads ramp up, with a specific focus on the week leading up to the event. Email reminders and event details are shared with military personnel and families.

- **Final Meeting of Organizers and Volunteers:** Review event day logistics and assign specific duties. Ensure that all volunteers know their roles, parking logistics, and emergency procedures.
- **Confirm all Sponsorship Deliverables:** Ensure sponsors have provided any logos, banners, or other promotional materials they wish to have displayed at the event.
- **Coordinate with Hammocks Beach State Park & Friends Group:** Check final logistical details with the park, such as access to electricity, special event set-up areas, and any last-minute needs. Work with **Friends of Hammocks Beach** for any park-specific volunteer support.

### Mid to Late May

- **Promotional Push Continues:** Final push through social media platforms, email newsletters, and local media channels.
- **Confirm Food and Beverage Details:** Final check on food orders (hot dogs, watermelons, pizzas, snow cones, etc.) and ensure everything is in place for production on event day.
- **Weather Contingency Revisit:** Confirm plans in place for rain or extreme weather. If the weather looks hazardous, the decision will be made to cancel by no later than 24 hours before the event, and alternate plans for reallocating grant funding will be discussed.
- **Coordinate with Bear Islander:** Confirm shuttle schedule and capacity with **Bear Islander**, ensuring transportation is in place for expected crowds.

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## June 2025: Event Week and Day-of Execution

### June 1st - 3rd

- **Final Preparations:** Event signage, tents, and equipment are delivered and set up. Volunteers arrive to help with early-stage event preparations.
- **Final Reminders:** Send out final social media blasts, email reminders, and phone calls to ensure attendees know the event details (location, time, what to bring, etc.).
- **Coordinate with Hammocks Beach State Park:** Confirm the park's readiness for the event and ensure all logistical requirements (staff, facilities, etc.) are met.
- **Coordinate with Friends of Hammocks Beach:** Ensure volunteer coordination with **Friends of Hammocks Beach** for on-site support, such as staffing the information booth and assisting with park maintenance needs.

### June 5th (Two Days Before Event)

- **Event Day Coordination:** The final team meets on-site to review logistics and ensure all supplies and equipment are in place.

- **Confirmation with Sponsors:** Ensure sponsor presence and logo placements are confirmed for the event.

### June 7th – Event Day

- **Set-Up:** Volunteers arrive early to help with booth setups, food prep, and activity stations.
  - **Event Execution:** The event runs from the morning into the afternoon, with activities, food, and entertainment provided. Volunteers circulate, interact with attendees, and gather survey feedback.
  - **Coordinate with Hammocks Beach State Park & Bear Islander:** Work closely with park staff and **Bear Islander** for transportation logistics, crowd control, and managing any weather-related concerns.
  - **Post-Event Wrap-Up:** After the event, volunteers help with cleanup and breakdown. Feedback surveys are reviewed, and immediate debriefs occur among the board members.
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### Post-Event (Mid-June 2025)

#### June 10th – 15th

- **Impact Assessment:** Gather and review feedback from surveys, military liaison reports, and sponsors to evaluate the success of the event.
  - **Post-Event Promotions:** Thank you posts on social media and acknowledgment of sponsors and volunteers. Summary of event success shared with local media.
  - **Financial Reporting:** Submit final financial reports, including any remaining grant funds, and provide updates to stakeholders about the event’s outcomes.
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### Funding Needs and Expenditure Timeline

- **January - March 2025:** Initial sponsor solicitations, securing major sponsors, and grant applications.
  - **April 2025:** Early funding or grant approval may be needed to secure necessary equipment, food, and entertainment services.
  - **May 2025:** Final funding confirmations required to secure all event logistics, such as food and vendor deposits.
  - **June 2025:** Any remaining funding needs to be covered to finalize event-day costs (last-minute purchases, supplies, etc.).
- 

### Marketing Type:

MAD’s promotion includes both broad “blast” type outreach (social media, email newsletters,

local media) and more targeted, institutional efforts (partnering with military bases, veteran organizations, and local businesses). Social media will be the primary channel for reaching military families, while flyers and posters will be distributed in key locations in the community.

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### **Contingency Plans for Weather**

As noted, MAD will take place rain or shine. However, if there are hazardous weather conditions, the event may be canceled up to 24 hours before, and grant funding will be redirected to other MAC activities. We will work with event sponsors and partners to determine a new use for the funds, ensuring they still support the mission of helping military families and veterans.

## SWANSBORO MILITARY AFFAIRS - BOARD MEMBERS 2025

MAC TREASURER, MS. KELLEYBROWN- HAMPTON INN & SUITES SALES MANAGER  
kelley.brown@hilton.com

MAC SECRETARY, MS. CATHERINE MADISON- HAMPTON INN & SUITES GENERAL MANAGER  
catherin.madison@hilton.com

SOCIAL MEDIA MANAGER, MS. MARY PAT SMEY- VOLUNTEER OF THE YEAR FOR SWANSBORO  
CHAMBER OF COMMERCE AND TUNNEL TO TOWERS CHAIRPERSON mpsmey@T2T.com

VICE CHAIRMAN, MS. MARY PAT SMEY  
mpsmey@gmail.com

MAC CHAIRMAN, MS. LINDA THORNLEY- CROWN HOTEL & TRAVEL MANAGEMENT VP OF  
OPERATIONS Cell (843) 301-3913 linda@crownhoteltn.com

MAC SGT OF ARMS/MILITARY LIAISON, MGySgt BYRON JACOBSON JR.- U. S. MARINE CORP  
byron.r.jacobson@usmc.mil

## PROGRAM/PROJECT BUDGET

Enter your organization's name here: Swansboro Military Affairs Committee Military Appreciation Day

Total Program/Project Amount: 13500

Total Amount Requested: 2000

### INCOME

#### Other Funding Source for this Program/Project

Be specific, EXCEPT for individual donor names.

#### Status of Funding Pending

or Committed?

Explanatory Notes (Optional)

	Total Amount	Status of Funding Pending or Committed?	Explanatory Notes (Optional)
Private Donations	\$2,500	Committed	Our volunteers contribute this amount each year- some in kind
Duke Energy Grant	\$500	Pending	
Team Chevrolet of Swansboro	\$1,000	Pending	We have submitted a grant request and should hear in the next couple
In kind donations from local businesses	\$1,000	Committed	These are donations we receive every year and have received verbal
Swansboro TDA Funding	\$2,000	Pending	We received a grant last year and hope to do so again this year.
Onslow County Funding	\$2,000	Pending	We are asking them for the 1st time for a matching grant like we got from the Swansboro TDA
NC Friends of State Parks	\$1,000	Pending	We are asking them for the 1st time for a grant
Town of Swansboro	\$1,000	Pending	We are asking them for the 1st time for a grant
<b>Total Income</b>	<b>\$ 11,000</b>		

### EXPENSES

Item

Total Cost

Amount Requesting  
from this grant program

Explanatory Notes (Optional)

Food for the event	\$7,500		The total amount obtained will be used to provide food for the event so that no military person, veterans or retired military and the families of those people will have to pay that day.
Activities for the Event	\$2,500		T-shirt station, games, scavenger hunts for wildlife, floral and fawna that we set out, face painting, 10' Uncle Sam
Advertising for the event	\$2,500		
Set up and clean up of the park	\$500		
<b>Total Expenses</b>	<b>\$ 13,000</b>		



## **Encouraging Overnight Stays in Swansboro Lodging Facilities and Tourism Possibilities**

While Military Appreciation Day (MAD) primarily serves as a day of fun and appreciation for military personnel and their families, it also provides a unique opportunity to showcase the beauty and hospitality of Swansboro and the surrounding areas to attendees who may not yet be familiar with all the attractions the region has to offer.

### **1. Exposure to the Area's Natural Beauty and Attractions**

Hammocks Beach State Park, where MAD is held, is one of the region's most stunning natural resources. By hosting the event at such a picturesque location, attendees are given a firsthand look at the beauty of Swansboro and the nearby areas. With the event's proximity to local waterfronts, parks, and historical sites, participants are likely to be inspired to explore further. The event offers a chance to highlight Swansboro's scenic charm and unique local attractions, which can lead to longer stays in the area.

### **2. Opportunities for Future Travel to the Area**

While most MAD attendees live locally, their experience at the event will encourage them to recommend the area to others, particularly those who might want to visit for extended periods. Whether it's for a relaxing weekend getaway or to explore the surrounding nature and coastal activities, attendees who enjoy the event will be more inclined to consider Swansboro as a vacation destination in the future. This includes staying in local hotels, visiting local restaurants, and exploring the shops in downtown Swansboro.

### **3. Encouraging Overnight Stays Through Event Timing**

The event's timing in early June coincides with the start of the summer season, a time when many people are planning vacations. By making MAD an annual fixture, Swansboro can capitalize on this timing, encouraging attendees to extend their stay to enjoy a weekend or longer visit to the area. Many military families may not have considered Swansboro for an extended stay before, but the exposure to the area through MAD could spark interest in exploring Swansboro's attractions beyond the event.

### **4. Highlighting Local Restaurants and Hotels**

During MAD, local restaurants, hotels, and businesses can be featured as partners or sponsors. This will expose attendees to the high-quality dining and lodging options available in the area. By working with local accommodations and restaurants to offer special discounts, meal deals, or packaged stay options for event participants, MAD can encourage attendees to book overnight stays. For example, offering discounts to military families who attend the event or promoting package deals that include meals at local restaurants and stays at participating hotels can increase the likelihood that attendees will return for a longer visit.

### **5. Building Long-Term Economic Impact**

While many event participants live locally; word-of-mouth exposure is powerful. Attendees who enjoy the event will likely share their experience with friends and extended family, potentially bringing more visitors to Swansboro in the future. Local lodging facilities can see a boost in bookings as military personnel and their families, who may have enjoyed their visit during MAD, decide to return for a more leisurely stay or as tourists. Additionally, families from other areas may

be encouraged to visit for future editions of MAD, bringing in new guests to local hotels and restaurants.

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By showcasing the unique offerings of Swansboro and offering incentives to extend their stay, Military Appreciation Day serves not only to honor military families but also to build long-lasting relationships between the community and local businesses. Through strategic collaboration and effective promotion, MAD can play a key role in increasing tourism and supporting the local economy by encouraging overnight stays at Swansboro's lodging facilities.