

## 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: \*

Town of Swansboro

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

Swansboro Festivals: Arts by the Sea (2024), July 4, Mullet Festival, and Flotilla for 2023

Is Applicant a 501c3? \*

☐ Yes

☒ No

Is Applicant Tax Exempt? \*

☐ Yes

☒ No

Application Contact Person\*

Anna Stanley

Title\*

Parks and Recreation Director

\*  
601 West Corbett Ave  
Mailing Address

City

Swansboro

State \*

NC

Zip Code

28584

Primary Phone

910-326-2600

Alternate Phone

Email Address

astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project \*

July 1, 2023 — June 30, 2024

Amount Requested \*

\$6500

### 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?

See attached sheets

Please limit to 3 lines of text

Number of years organization has been in business

69

Number of years organization has operated as IRS tax exempt

Does the Organization have a Board of Directors?

Town (BOC) Parks and Rec (Advisory Board)

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 Parks and Recreation Dept oversees the festivals. Festival committees consist of Management (Parks & Rec, Administration, Fire, PD, Public Works), Vendor, and Entertainment). The festival relies heavily on volunteers to execute festival day activities.

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

Paula Webb, Town Manager

Phone

910-326-4428

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Town of Swansboro, Sonia Johnson

Phone

910-3226-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley, Parks and Recreation Director

Title

Festival Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

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

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?

see attached sheets

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?

All demographics, families, adults, seniors

#### 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.

See additional sheets

#### 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 additional sheets

#### 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 additional sheets

## 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.

See additional sheets

## 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.

[See additional sheets](#)

What constitutes your fiscal year?

—

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

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. [See additional sheets](#)

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 &amp; Benefits

Actual

4 years previous Salaries &amp; Benefits

Actual

3 years previous Salaries &amp; Benefits

Actual

2 years previous Salaries &amp; Benefits

Actual

1-year previous Salaries &amp; Benefits

Estimated

Current Salaries &amp; 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.

## 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 additional sheets

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. [See additional sheets](#)

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.

The Mullet Festival has taken place for the last 68 years. People travel to Swansboro just to attend this annual event. The Mullet Festival is a two day event encouraging people to stay overnight. The other three festivals have taken place for at least 30 years. Vendors are encouraged to stay overnight, many of them come from several hours away.

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

The Mullet Festival is the longest running festival on the East Coast. Visitors travel from outside of Swansboro each year to attend the annual event. The department receives messages and calls from out of towners every year confirming the date for the festival so they can make arrangements to stay overnight. The other three festivals have a large economic impact for daily visitors.

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

In previous years the Town has partnered with the Hampton Inn to provide hotels for the entertainers for the July 4 celebration and the Mullet Festival. A large portion of the rooms were paid from the festival budget and a 3-5 rooms were provided by the Hampton Inn.

Beginning in 2022, the department is working with the Hampton Inn to provide a specific link to provide to vendors, entertainers, and patrons. These links are sent to vendors several times before the festivals and links are also posted on the Swansboro Festivals website for both vendors and patrons.

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

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

#### 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?

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

The current Parks and Recreation Director has over 20 years' experience in festival administration and planning. Another staff member who assists the director in organizing the festival served on the Swansboro Festival Committee for 20 years. She has been an integral part of the transition and aiding the department.

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

The TDA receives the occupancy tax and revenue is generated through daily visitors.

#### 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

*Anna Stanley*

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.



## **Section 2. Organization Information**

### ***What is the purpose of the Organization***

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

In 2023, it is estimated that the festivals will cost \$124,653. The Town of Swansboro Parks and Recreation Department is asking for \$6,500 to assist with covering the increasing cost of fireworks, entertainment, a professional sound company, and new methods to advertise the festivals. The Town of Swansboro Parks and Recreation Department hopes that Swansboro Tourism Development Authority will provide additional funds to support the four community festivals.

***\*\*\*The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 or match the funds that Onslow County Tourism provides each year.***

## **Section 6. Nature of the Activity**

### ***What is the purpose of the activity?***

Provide recreational and shopping opportunities and entertainment, celebrate holidays, showcase Swansboro's history, and offer unique experiences for visitors and citizens of Swansboro. Not only do the festivals provide recreational opportunities, but they also showcase the town for first time visitors and our future viability, growth, and perception of Swansboro and Onslow County. The festivals are an integral part of Swansboro, have become a tradition for the local and surrounding communities, and provide a significant amount of economic impact. Festivals, such as the ones the Town hosts are local community traditions that many times are the "first date" to prospective new residents. Many times, it is the first time they visited, and the goal is for them to return throughout the year.

## **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 Parks and Recreation Department oversees the management of the festivals. The current Parks and Recreation Director has 23 years' experience in festival administration and planning and has over seen the Swansboro Festivals since 2019. Another staff member assists the director in organizing the festival and served on the Swansboro Festival Committee for 20 years. She continues to be an integral part organizing and aiding the department. The festival has been through three management changes since 2017. Challenges since the Town has taken over is consistent leadership, raising sponsorship funds, and the COVID pandemic. It is going to take time to rebuild relationships with sponsors and recover from the economic impacts of the pandemic.

The current Director has overseen the festivals since July 2019 and in that time as created a detailed and true cost of the festivals as well as the in-kind contributions, created a new sponsorship brochure, began to repair broken sponsor relationships, recruited new sponsors, and secured new media partners. In 2019, festival

sponsorships collected were \$8350. Since 2019, sponsorships have increased each year and in 2023 funds have more than doubled. In 2023, the Director has raised an additional \$16,500 over 2019 funds, which is an increase of 197%. The goal is to continue to increase sponsorships each year, as there is already new interest for 2024.

## **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 Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. In 2022, all the festivals had a record attendance

**Arts by the Sea** is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this annual event. This is a juried art show where unique products are in abundance for visitors to view and purchase. The festival will showcase local performing artists including dancers, musicians, vocal artists, and more. Approximately 4-6,000 patrons visit Arts by the Sea every year. This past festival, June 10, 2023, sold 86 vendors spaces, which has been the highest since 2019. The festival also has presold over half of the spaces for 2024.

**July 4<sup>th</sup>** attracts over 3-5000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

**The Mullet Festival** will celebrate its 69<sup>th</sup> anniversary in 2023. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The weekend festivities kick off with The Blessing of the Fleet to honor boat owners that have passed. This is followed shortly with a parade leading downtown where festival goers can browse over 150 vendors and listen to live music. The kids' zone offers a variety of inflatables, slides and crafts allowing younger patrons to burn off some energy while parents relax under the tent. The Mullet Festival attracts over 30,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond. Just as with Arts by the Sea, the vendor spaces for Mullet Festival were the largest they have been since 2017 and is almost sold out for 2023.

**The Swansboro Christmas Flotilla** is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 4,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River. Boat captains vie for attention by transforming their boats with bright lights, music, and Christmas characters, all to please the crowds. Santa arrives, via boat, at the Church Street Dock to the delight of hundreds of children. He settles at the Pug Pavilion where he greets each child with a gift, listens to their Christmas wishes while allowing parents to take the Santa photo.

## **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.***

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held for each festival several times prior to the even. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather a rain date is selected.

## **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.***

Swansboro Parks and Recreation utilizes every media source as well as personal contacts to advertise the four festivals. Efforts include three Swansboro websites (Town of Swansboro, Parks and Recreation Department, and the festivals), banners, posters, tourism website, community event calendars, and social media outlets. The department is a member of NC Festival and Events Association which promotes the four festivals on their website. The site has an average of 480,000 visitors per month. This membership attracts vendors, performers, and entertainers from Georgia to Virginia. The Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past three years marketing all the festivals.

### **Advertising Efforts**

#### **Radio**

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson
- \$6000 in radio ads

#### **Newspaper Ads**

- In-kind sponsorship with Tideland News

#### **Marketing Firms**

- In 2022 began working with Front Row Communications-Facebook ads directed to [www.visistswansboro.org](http://www.visistswansboro.org).
- In 2023 began working with DFS Agency- digital targeted marketing.

#### **Festival Organizations**

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Featured events, promote festival, call for vendors, entertainment

## 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? July 1- June 30

### **Narrative:**

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023. Please note that the chart below does not reflect vendor revenue.

#### 5. Summary of sources and amounts of funding of project/event for up to five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Federal					
Local-Swansboro TDA	0	6500	6500	6500	6500
County	6500	10000	15000	15000	15000
Sponsors	19750	22000	23000	24000	25000
Total	26250	38500	44500	45500	46500
In-kind	28820	33659	33000	33000	33000

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

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$15,000 from the Non-profit Tourism Assistance Grant for the 2023-24 fiscal year. In 2022-23 Onslow County awarded the Swansboro Festivals \$10,000 and the proposed budget for Onslow County awards the Town of Swansboro \$10,000 for the 2023-24 fiscal year.

## 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 expenditure can be used for each of the categories.**

Fiscal Year: June 1-July 30

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance in March 2023. Since then, the expenditures have been adjusted to \$124,653.

#### 6. Summary of expenses directly related to this project/event for up to five years

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries & Benefits	23645	26660	29843	30000	30000
Operating Expenses	94159	97662	112905	113000	115000
Fixed Assets					
Other					
Total	117804	124322	142748	143000	145000

Budget					
Income			Expenses		
Source	Amount		Salaries & Benefits	Amount	
Federal	\$			\$	28152
State					
County	10000		Operating Expenses:		
Sponsors	24000		Advertising	8250	
Vendors	43000		Supplies	8225	
Admission	0		Professional Services	34640	
Swansboro Tourism Development Authority	6500		Entertainment	29850	
Town of Swansboro	41153		Insurance		
			Rental Equipment	15536	
			Fixed Assets/New Equipment		
Total Income	124653		Total Expense	124653	

TOWN OF SWANSBORO  
EXPENDITURES FY 2023-2024

FESTIVALS & EVENTS							
		FY 2020-21	FY 2021-22	FY 2022-23	FY 2022-23	FY 2023-24	FY 2023-24
LINE ITEM	DESCRIPTION	ACTUAL	ACTUAL	BUDGETED	PROJECTED APRIL 30, 2023	DEPT. REQUEST	MGR. RECOMMENDATION
11-455-1220	SALARIES-OVERTIME	2,019	-	18,500	17,500	17,380	17,380
11-455-1230	SALARIES-PARTIME	-	-	3,000	3,000	7,128	5,911
11-455-1810	FICA	733	-	1,645	1,568	1,875	1,712
11-455-1820	RETIREMENT-General -15.90%	-	-	1,574	1,574	689	826
11-455-1820	RETIREMENT-LEO-19.10%	-	-	2,116	2,116	2,490	2,324
11-455-2010	SUPPLIES-DEPARTMENT	-	460	1,490	1,600	1,050	1,600
11-455-2016	PARADE EXPENSES	-	-	1,500	1,608	1,500	1,700
11-455-2017	MULLET FESTIVAL EXPENSES	56,558	909	44,820	28,326	42,525	40,000
11-455-2018	JULY 4TH EXPENSES	9,149	500	25,595	16,206	30,500	30,000
11-455-2019	FLOTILLA EXPENSES	3,881	-	7,064	6,862	5,795	6,000
11-455-2022	ARTS BY THE SEA	-	-	7,080	7,080	7,750	6,500
11-455-2029	PUBLIC PERFORMANCE LICENSE	-	-	1,090	1,090	850	850
11-455-2500	SUPPLIES-GAS/OIL	-	-	800	800	600	200
11-455-3100	TRAVEL/CONFERENCE	-	-	1,040	-	1,960	-
11-455-3310	UTILITIES	1,083	834	1,000	415	1,000	850
11-455-3540	R/M-MAINTENANCE GROUNDS	-	-	200	53	200	100
11-455-3910	ADS & NOTICES	-	780	5,575	5,575	18,725	8,250
11-455-4910	DUES/SUBSCRIPTIONS	419	1,814	360	804	450	450
DEPARTMENT TOTAL		\$ 73,841	\$ 5,297	\$ 124,449	\$ 96,177	\$ 142,466	\$ 124,653

TOWN OF SWANSBORO  
EXPENDITURES FY 2023-2024

REVENUES							
		FY 2020-21	FY 2021-22	FY 2022-23	FY 2022-23	FY 2023-24	FY 2023-24
LINE ITEM	DESCRIPTION	ACTUAL	ACTUAL	BUDGETED	PROJECTED APRIL 30, 2023	DEPT. REQUEST	MGR. RECOMMENDATION
11-300-0100	TAXES-AD VALOREM - CURRENT F/Y	1,817,714	1,870,187	2,352,648	2,218,978	2,467,679	2,467,679
11-300-0110	TAXES-AD VALOREM - PRIOR YEARS	13,588	19,478	13,000	4,837	13,000	13,000
11-300-0120	TAXES-PENALTIES/INTEREST	6,754	5,688	5,000	3,172	5,000	5,000
11-310-0200	TAXES-SALES & USE TAX	1,147,380	1,298,345	1,214,213	1,350,000	1,350,000	1,350,000
11-310-0250	TAXES-OCCUPANCY	78,930	102,689	95,850	95,850	110,000	110,000
11-310-0260	TAXES-BEER & WINE	13,898	15,695	14,000	14,000	14,000	14,000
11-310-0270	TAXES-UTILITY FRANCHISE	230,090	235,150	230,000	234,520	230,000	230,000
11-310-0300	POLICE DONATIONS	1,505	1,000	1,500	4,180	1,500	1,500
11-320-0310	FIRE DONATIONS	225	50	300	100	300	300
11-320-0320	PARK DONATIONS	-	-	-	-	-	-
11-330-0400	SIDEWALK DEVELOPMENT FEE	2,270	12,550	-	-	-	-
11-330-0405	FEES/COURT FACILITIES	3,762	6,307	4,000	6,931	4,000	4,000
11-330-0410	TDA ADMINISTRATIVE FEE	6,470	9,185	9,410	9,410	9,410	9,410
11-330-0415	TOWN MARINA FEES	26,750	34,917	24,000	20,512	32,000	32,000
11-330-0430	FEES-BLDG PERMITS,INSPECTIONS, PLANNING & ZONING	293,725	160,646	175,000	95,937	175,000	75,000
11-330-0440	HOMEOWNER'S RECOVERY FEES	1,470	820	500	270	500	500
11-330-0460	LEASES (Spectrum;106 Church St; 502 Church St; Community Room)	45,379	66,853	73,510	73,510	73,510	73,510
11-340-0305	REC PROGRAM-INSTRUCTIONAL CONTRACTS	-	-	-	2,516	17,635	17,635
11-340-0306	CONCESSIONS	-	-	-	-	1,500	1,500
11-340-0500	RENTAL FEES-OTHER ROOMS	460	1,660	1,800	1,670	1,000	1,000
11-340-0501	RENTAL FEES - PARKS	2,130	6,180	3,300	3,821	5,500	5,500
11-340-0502	RENTAL FEES - RECREATION ROOMS	10,025	23,995	17,000	15,600	21,000	21,000
11-340-0503	REC PROGRAM/CONTRACT FEES	26,073	38,594	51,585	31,165	34,005	34,005
11-340-0504	RENTAL FEES-OLD TOWN HALL	-	150	500	-	500	-
11-340-0506	REC PROGRAM-DOG PARK AND GYM ANNUAL MEMBERSHIP	-	-	-	1,900	3,000	1,500
11-350-0525	SOLID WASTE DISPOSAL TAX	2,320	2,756	2,119	2,272	2,203	2,203
11-355-0550	REFUNDS-GAS TAX	10,216	10,426	12,100	12,100	14,600	14,600
11-360-0600	STATE RD - POWELL BILL	80,205	108,171	111,526	110,084	110,084	110,084
11-365-0700	COUNTY FUNDING/FIRE DEPT	170,995	174,087	177,037	177,037	183,133	183,133
	COUNTY FUNDING/3% FIRE TAX	-	-	-	-	105,002	105,002
11-365-0701	TAXES-ABC DISTRIBUTION	62,126	58,103	60,000	60,000	60,000	60,000
11-370-0800	INVESTMENT EARNINGS/GF	1,080	1,650	1,000	16,544	1,000	1,000
11-370-0801	EASEMENTS	-	-	-	10,000	-	-
11-370-0810	SALE OF FIXED ASSETS	1,306	14,277	-	-	-	-
11-370-0820	ONWASA-SATELLITE OFFICE PAYMENT	35,000	32,083	35,000	35,000	35,000	35,000
11-370-0830	MISCELLANEOUS INCOME	48,243	1,969	-	7,292	1,000	1,000
11-370-0843	PARADE	(25)	1,325	1,500	1,325	1,500	1,325
11-370-0845	FESTIVALS & EVENTS	7,355	75,520	46,600	51,444	45,000	45,000

TOWN OF SWANSBORO  
EXPENDITURES FY 2023-2024

11-370-0855	POLICE REIMBURSEMENT	2,467	2,350	-	304	-	-
11-370-0860	POLICE DRUG SUBSTANCE	-	-	-	190	-	-
11-370-0870	LOAN PROCEEDS/GENERAL FUND	110,701		123,000	96,000	132,104	125,938
11-370-0880	INSURANCE PROCEEDS	9,126		8,213	5,568	-	-
11-380-0900	POLICE GRANTS	-	3,169	-	2,500	-	-
11-380-0910	FIRE GRANTS	1,729		56,649	-	56,649	56,649
11-380-0920	GRANT - WELLNESS/WORKERS' COMP(NCLM)	-		5,000	-	5,000	5,000
11-380-0927	GRANT-SWANSBORO TDA-Festivals \$6500/VC 30000	-		6,500	6,500	6,500	36,500
11-380-0930	GRANTS-VARIOUS-Festivals 10500/VC 30000	329,368	171,375	13,000	318,656	13,000	40,500
11-390-0950	TRANSFER FROM OTHER FUNDS	-				-	-
11-390-0951	TRANSFER FROM CAPITAL RESERVE	123,634	60,000	36,000	36,000	-	6,166
11-390-0952	TRANSFER FROM PARK & REC RESERVE	-				-	-
11-399-0990	FUND BAL-POWELL BILL	-		24,304	-	-	-
11-399-0991	GF FUND BALANCE APPROPRIATED	-	-	115,505	-	-	385,883
	<b>TOTAL GENERAL FUND REVENUES</b>	<b>\$ 4,724,444</b>	<b>\$ 4,627,401</b>	<b>\$ 5,122,168</b>	<b>\$ 5,137,695</b>	<b>\$ 5,341,813</b>	<b>5,683,022</b>
	ENTERPRISE FUNDS						
	REVENUES						
	<b>SOLID WASTE</b>						
	USER FEES		\$ 455,102	\$ 446,121	\$ 430,154	\$ 483,907	\$ 463,922
	TRANSFER FROM GENERAL FUND		\$ 1,446	\$ -	\$ -	\$ -	\$ -
	APPROPRIATED FUND BALANCE			\$ -	\$ -	\$ -	\$ -
	TOTAL:SOLID WASTE		\$ 456,548	\$ 446,121	\$ 430,154	\$ 483,907	\$ 463,922
	<b>STORMWATER</b>						
	USER FEES		\$ 150,813	\$ 255,788	\$ 250,762	\$ 135,239	\$ 128,652
	NCDOT-MOWING CONTRACT/STREET MAINTENANCE		\$ 5,555	\$ 5,415	\$ 5,415	\$ 4,861	\$ 4,861
	GRANTS-VARIOUS		\$ 4,480				
	TRANSFER FROM GENERAL FUND		\$ 68,708			\$ -	\$ -
	APPROPRIATED FUND BALANCE		\$ -		\$ -	\$ -	\$ -
	TOTAL:STORMWATER		\$ 229,555	\$ 261,203	\$ 256,177	\$ 140,100	\$ 133,513
	TOTAL REVENUES FOR ENTERPRISE FUNDS		\$ 686,103	\$ 707,324	\$ 686,331	\$ 624,006	\$ 597,435
	<b>TOTAL REVENUES</b>		<b>\$ 5,313,504</b>	<b>\$ 5,829,492</b>	<b>\$ 5,824,026</b>	<b>\$ 5,965,820</b>	<b>\$ 6,280,457</b>



## Section 14. Tourism Related Impacts

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023.

### Economic Impact of Most Recent Event:

Overnight Stays Impact:

Actual Number of Rooms Used		County Impact Dollar		Overnight Impact:
396	X	193.00	=	76,428.00

Daytime Visitor Impact:

Number of Attendees	Average Family Size		Attendees Spending Outside of Event		County Impact Dollar		Daytime Impact:
44,000	/ 4	=	11,000	X 0.25 = \$ 2,750.00	X	93.00	= 255,750.00

Economic Impact:	Overnight Impact		Daytime Impact		
	76,428.00	+	255,750.00	=	332,178.00