

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*

Visitors Center Improvements - Interior

Is Applicant a 501c3? *

☐ Yes

☒ No

Is Applicant Tax Exempt? *

☐ Yes

☒ No

Application Contact Person*

Paula Webb

Title*

Townmanager

601 W. Corbett Ave.

Mailing Address

City

Swansboro

State *

NC

Zip Code

28584

Primary Phone

9103264428

Alternate Phone

Email Address

jwebb@ci.swansboro.nc.us

Date or Dates of Activity or Project

Winter - 2024

Amount Requested

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?

Interior Improvements to provide amenities patrons/transient boaters have requested.

Please limit to 3 lines of text

Number of years organization has been in business

1783

Number of years organization has operated as IRS tax exempt

NA

Does the Organization have a Board of Directors?

Board of Commissioners

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.*

Local Government - provide services to its citizens, patrons who visit our downtown historic waterfront.

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

Phone

910 326 4428

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone

910 326 4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Gerald Bates

Title

Public Works Director

Phone

910 326 4428

Email

gbates@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Paula Webb

Phone

910 326 4428

Alternate Phone

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Contact for matters related to this activity

Sonia Johnson

Phone

910 326 4428

Email

sjohnson@clswausboro.nc.us

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?

Interior Improvements to Visitors Center

Is this a fundraiser for the organization?

☐ Yes

☒ No

Is admission or a fee charged?

☐ Yes

☒ No

This does not disqualify the activity for funding

What is the target audience for the event?

Transient boaters, visitors to downtown historic district

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 attached writeup and preliminary plan layout. Public works department will do some work - framing, sheetrock, painting. Trade work will be done by Contractors.

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.

So not to disrupt summer tourist season, it seems appropriate we would complete work during the winter of 2024.

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 attached.

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 - June

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

\$20,000 FY 21/22
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:

County did not recommend since they funded \$20K in FY 21/22.

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?

—

5 years previous Salaries & Benefits

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.

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.

Inland	Purchased Items	Plumbing \$21,550
Building \$3500	Washer/Dryer	Electrical \$16,450
Sheetrock \$4500	2 shower units	Mechanical \$9,870
Flooring \$3500	& toilets/sinks	Contingency \$8,130
Painting \$3800		41,870 = \$50,000

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 - as boaters/tourist see what our downtown area and amenities offer, they will return to stay in other lodging facilities.

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

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

The Town has and is always willing to be a partner to bring tourist to our Town.

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

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.

The Town has been / remains committed to make improvements to the Visitors Center and other areas of town that will draw tourism to our Town and assure we remain a destination.

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

Yes, it will support our entire downtown, but more importantly fulfill years of interest for these amenities, for our transient community.

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

The FY 23/24 Budget adopted on June 12, 2023 supports a FT Dockmaster/Downtown Manager, along w/ part time attendants, all of which will operate from the Visitors Center to better support our downtown historic waterfront.

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

Tourism funding shows support for our Town/our destination.

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

Gaila Webb

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.

ONslow COUNTY NON-PROFIT AGENCY TOURISM ASSISTANCE GRANT

Description and Justification for Swansboro Visitor Center Improvements

The Town of Swansboro currently has three separate locations at which an individual traveling the local waterways or even Atlantic Intercoastal Waterway can access the Downtown Swansboro waterfront and beyond.

The Town Dinghy Dock is in the heart of Swansboro's downtown at the end of the Main Street. The dock is intended for smaller vessels.

The Moore Street Dock is located at the foot of Moore Street and provides similar access as the Town's Dinghy dock.

The Church Street Dock is the Town's main facility for transient boaters. It is located at the intersection of Front and Church Street in the Town's Historic Downtown area. The facility has 10 slips available for day docking and overnight stays for vessels 26 feet or larger. The facility is also located 1 block from the Town's Visitor's Center.

For years, the Town has fielded questions from visitors on when more amenities may be available for transient boaters. The Town has looked at the potential for additional services and feels the best location will be its Visitor's Center due to its proximity to the Church Street Dock, also located in the heart of the downtown Historic District.

The decision of what amenities to provide was based off conversations with patrons using the facility through the years and review of the East Carolina University/Sea Grant presentation entitled "Transient boaters potential for economic development of communities that are proximate the Atlantic ICW" by Hans Vogel song. The presentation documents that boaters are most interested in amenities such as restrooms, showers, and/or laundry facilities as they travel the waterways.

Background from 2021 - The Town petitioned and was awarded \$20,000 from Onslow County to assist with improvements in FY 21/22. The original award was given for interior improvements. Shortly after the award and in discussion with the State Historic Preservation Office (SHPO) it was discovered that before we could begin interior improvements, we needed to make exterior improvements to prevent the Town from being subject to FEMA Flood regulations regarding substantial improvements. SHPO recommended that we re-locate the entry stairs to their original orientation to return/preserve the historic contributing status of the structure. Omitting this step would limit the Town to only making improvements under 50% of the tax value of the structure per year.

With permission from the County, the awarded funds assisted in the relocation of the exterior stairs and the re-instatement of the contributing status. (before and after photos below)

The Town received a Variance from its Flood Ordinance definition on "substantial improvements" and a Certificate of Appropriateness through the Historic Preservation

Commission. All documentation was provided to SHPO Restoration Specialist John Wood for submittal back to the National Parks Service so the contributing status of the structure could be re-instated.

The Town is now ready to proceed with interior improvements. Updated cost estimates are contained herein. Currently, the Visitor's Center houses 1 unisex restroom with no showers and no after-hours access. The proposal is to upgrade the interior of the facility to include a second restroom, two showers, a coin operated washer/dryer, and the ability for after-hour access.

The interior project cost was estimated at roughly \$60,000 in 2022. The Town of Swansboro was able to purchase some of the interior equipment with funding provided by the Onslow County Tourism Grant in FY 21/22; washer/dryer, two shower inserts, two commercial toilets and sinks. In kind work by the Town of Swansboro Public Works Department is also shown at \$15,300. The remaining project cost estimate, including a contingency amount total \$50,000. The Town of Swansboro respectfully requests funding support from the Swansboro TDA.



2014 image of the structure as it sat further down Water Street.



2022 image, several years after its re-location to 203 Church Street.



Galaxy A52 5G



Galaxy A52 5G

2023 images after re-orientation of front entry steps as recommended by the State Historic Preservation Office.

