

# Application for Swansboro Tourism Development Authority Grant

The Swansboro Tourism Development Authority (STDA) is responsible for administering funds to promote travel, tourism, and conventions in Swansboro. It sponsors tourist-related events and activities, and finances tourism-related capital projects. The Authority must allocate at least two-thirds of the room occupancy tax proceeds to promote travel and tourism, including advertising, market research, and promotional materials. The remaining funds can be used for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers.

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality.

## Organization & Grant Overview

Legal Name of Organization: Swansboro Military Affairs Committee Date: 4/26/26

Person Requesting on Behalf of Organization: Cassie Madison

Title or Board Position of the Above-Named Person: Secretary

Event, Activity or Project to be Funded: Year long activities of the MAC Including Military Appreciation Day

Is Organization a 501(c)3  Yes  No Employer ID #: 99-0568237

Is Organization Tax Exempt  Yes  No (If Yes, provide copy of IRS exemption Letter. Label this document 1)

Have you filed Articles of Incorporation with the State of North Carolina  Yes  No  
(If Yes, provide copy of cover sheet of Articles of Incorporation. Label this document 2)

Address of the Organization: 104 Elizabeth Way Ct.

City: Swansboro State: NC Zip Code: 28584

Phone Number: 8433013913 Email Address: admin@swansboromac.org

Website URL: www.swansboromac.org Years In Existence: 2002

Years Operated as IRS Tax Exempt: 2 Does your organization have a board of directors:  Yes  No

In 250 words or less please state the mission or objective of the organization

The mission of the Swansboro Military Affairs Committee is to strengthen and continually improve the relationship between military and civilian communities. We serve as a vital link between local military installations—including Camp Lejeune, MCAS New River, MCAS Cherry Point, and Coast Guard units—and the surrounding communities. Through volunteer-led events and outreach, we foster connection, appreciation, and mutual support for active-duty service members, veterans, and their families. Our efforts are centered on creating meaningful opportunities for engagement, recognizing the sacrifices of those who serve, and enhancing quality of life within our shared community.

In 250 words or less please state how your organization's event or project aligns with the goals of the STDA in promoting travel, tourism, and conventions

The Swansboro Military Affairs Committee's Military Appreciation Day strongly aligns with the goals of the STDA by driving regional travel, increasing visitation, and supporting local tourism and economic activity. Held annually in Swansboro, North Carolina, the event attracts thousands of attendees, including active-duty service members, veterans, and their families from Camp Lejeune, MCAS New River, MCAS Cherry Point, and surrounding areas. Attendance has grown from approximately 2,000 participants pre-COVID to over 7,500 in 2025, demonstrating its increasing reach and ability to draw visitors from across Eastern North Carolina and beyond. This influx of attendees directly benefits local tourism by increasing demand for accommodations, dining, retail, and recreational activities. Many families travel into the area for the event and take advantage of Swansboro's proximity to coastal attractions, state parks, and beaches, often extending their stay and contributing to the local economy. Additionally, Military Appreciation Day promotes Swansboro as a welcoming and vibrant destination. Through partnerships with local businesses and community organizations, the event enhances visibility, encourages repeat visitation, and strengthens the town's reputation as a place that values both tourism and community connection. By combining large-scale attendance with meaningful community engagement, the event supports the STDA's mission to promote travel, tourism, and economic growth while showcasing Swansboro as a destination that honors and supports those who serve.

Amount Requested: \$2000.00 Grant will only be awarded up to \$2,000 unless by special exception by the TDA.

## Grant Request Information

Are you requesting grant funds for the 2/3 portion of room occupancy tax  Yes  No  
(these are funds to promote travel and tourism, including advertising, market research, and promotional materials)

Are you requesting grant funds for the 1/3 portion of room occupancy tax  Yes  No  
(these are funds for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers)

Please state in 250 words or less the purpose of the grant you are requesting from the STDA, be sure to note if it is an event or project

The Swansboro Military Affairs Committee is requesting funding support for Military Appreciation Day, an annual event held in Swansboro, North Carolina. This large-scale, community-driven event honors active-duty service members, veterans, and their families while also serving as a significant driver of regional travel and tourism. The purpose of this grant is to support event execution and targeted promotional efforts that will expand attendance and enhance the visitor experience. Funding will be used for event infrastructure, family-friendly activities, and marketing initiatives designed to attract attendees from surrounding counties and military installations, including Camp Lejeune, MCAS New River, and MCAS Cherry Point. Military Appreciation Day has grown from approximately 2,000 attendees pre-COVID to over 7,500 in 2025, demonstrating its strong regional draw. As attendance increases, additional resources are needed to maintain quality and accessibility. In addition to promoting this event, grant funding will support year-round visibility for Swansboro and the STDA through MAC's ongoing programs, including Base Command Recognition events, and the Veterans Holiday Dinner. These initiatives continue to bring visitors into the area and reinforce Swansboro as a welcoming destination beyond a single event. By supporting Military Appreciation Day and related programming, this grant will drive visitation, support local businesses, and promote Swansboro as a vibrant coastal destination that honors and supports those who serve.

### **TWO DOCUMENTS REQUIRED- LABEL THEM 3 & 4**

Please provide a complete budget for the event or project you are requesting grant funding for, showing both expenses and revenue. This should include any other grants that have been planned, requested, received, or are pending. You are also required to attach the full organizational budget for your fiscal year. **Failure to provide these documents will result in the grant application not being considered.**

Dates of Event, Completion time of project or desired funding date

Timeline: From 6/1/2026 To 12/31/2026  
Start Date End Date

Please describe in 250 words or less the measurable objectives and goals you aim to achieve through this event or project. What specific outcomes will indicate its success, and how do you plan to measure these outcomes? Include any methods or tools you will use to track progress, gather feedback, or assess the impact of the event or project.

The Swansboro Military Affairs Committee aims to continue expanding the reach and impact of Military Appreciation Day while enhancing the visitor experience and supporting local tourism. A primary objective is to increase attendance beyond 7,500 participants by attracting more visitors from surrounding regions and military installations. Success will be measured through year-over-year attendance growth using gate counts and volunteer tracking at event entry points. Additional goals include increasing engagement with local businesses and community partners, as well as improving awareness of available support services for military families. This will be measured by tracking the number of participating vendors, sponsors, and service organizations, along with their level of interaction with attendees. To assess tourism impact, we will gather feedback from attendees and vendors through informal surveys and on-site conversations, focusing on travel patterns, length of stay, and local spending. We also plan to collaborate with local partners to better understand increases in visitation during the event timeframe. Marketing effectiveness will be evaluated through social media engagement, website traffic, and event promotion reach. Event photography and documentation will provide visual evidence of participation and engagement. As a fully volunteer-led event, success is ultimately measured by sustained growth, strong community participation, and the ability to deliver a high-quality, no-cost experience that continues to attract visitors and strengthen connections between military and civilian communities.

## Organization Capacity and Board Organizational Chart

Are any of your board or organization paid employees  Yes  No (If yes, please explain below)

What is your organization or board's experience with the project or event for which you are requesting grant funding?

The Swansboro Military Affairs Committee has extensive experience planning and executing Military Appreciation Day, an annual event that has become a cornerstone of community engagement in the region. Our volunteer-led board has successfully organized this large-scale event for many years, coordinating logistics, vendors, sponsorships, entertainment, and outreach to thousands of attendees. Our leadership brings deep, sustained experience to the event. Chairman Linda Thornley has been involved for over 12 years, including 3 years as Board Chairman and 7 years serving on the board supporting Military Appreciation Day. Kelley Brown has been involved for a similar length of time, and both Cassie Madison and Mary Pat Smey each bring over 7 years of experience. This continuity has been critical to the event's growth and success. That experience is reflected in the event's expansion from approximately 2,000 attendees pre-COVID to over 7,500 in 2025, while maintaining a high-quality, well-organized experience. The board works closely with local municipalities, military installations such as Camp Lejeune and MCAS New River, and community partners to ensure seamless coordination. As a fully volunteer-run organization, we have developed efficient systems and strong partnerships that allow us to consistently deliver a safe, impactful, and no-cost event for attendees. This depth of experience positions us to effectively manage and maximize grant funding.

Please provide a complete board organization chart, including phone numbers and email addresses for each member. **Label this as document 5. Failure to provide these documents will result in the grant application not being considered.**

**The following questions should be answered by the person requesting grant funding on behalf of the organization. Please be prepared to discuss any answers when you present to the STDA.**

Are any Board Members, employees, or staff of the organization responsible for executing this event or project, or any of their immediate family members or business associates, employees of the Town of Swansboro or related to an employee of the Town of Swansboro?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, members of or related to members of the Swansboro Tourism Development Authority?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, potential beneficiaries of the activity for which grant funds are requested?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, paid providers of goods or services to the activity or have other financial interest in the activity?  Yes  No

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization?  Yes  No

Do you, on behalf of the organization, understand that a representative of the organization will be required to attend the STDA meeting at which the application is to be considered and if one is not present your application will not be considered, and you may have to reapply at a later date?  Yes  No

Do you, on behalf of the organization, understand that grant funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred?  Yes  No

Do you, on behalf of the organization, acknowledge receipt of the STDA Outside Organization Funding Policy and agree to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use?  Yes  No

Does the Organization agree to adhere to other provisions and conditions that could be part of the motion to approved grant funding?  Yes  No

Do you, on behalf of the organization, acknowledge that the application must be submitted at least 30 days prior to the next scheduled quarterly TDA meeting? Grant awards are typically up to \$2,000 unless a special exception is made by the TDA. Applications submitted less than 30 days before the meeting may not be considered until the following quarter, and no special meetings will be held.  Yes  No

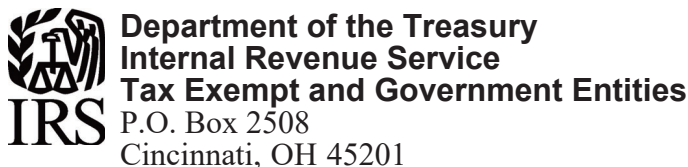
I certify that, should grant funding be awarded, the organization may be required to use STDA-approved marketing and promotional companies. Additionally, the organization agrees to display the STDA logo as a sponsor on all marketing and promotional materials for the event or project funded by the STDA through this grant.  Yes  No

I certify that I am authorized to sign on behalf of the organization and that all information provided, including attachments, is accurate and complete to the best of my knowledge. I also certify that the organization has reviewed and agrees to accept the terms outlined in the Outside Organization Funding Policy, should funding be approved.  Yes  No

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality. Applications may be submitted to: Sonia Johnson, Finance Director Town of Swansboro 601 W. Corbett Ave. Swansboro, NC 28584 A completed W-9 should be attached to this application as well as the 5 required attachments. Sign and confirm below:

Authorized Signer for the Organization: Catherine Madison Are all 6 attachments included?  Yes  No

Date Submitted to the Finance Director: \_\_\_\_\_ Date of STDA Meeting to be Reviewed: 5/7/2026



SWANSBORO MILITARY AFFAIRS COMMITTEE  
104 ELIZABETH WAY  
SWANSBORO, NC 28584

**Date:**  
01/18/2024  
**Employer ID number:**  
99-0568237  
**Person to contact:**  
Name: Customer Service  
ID number: 31954  
Telephone: (877) 829-5500  
**Accounting period ending:**  
December 31  
**Public charity status:**  
509(a)(2)  
**Form 990 / 990-EZ / 990-N required:**  
Yes  
**Effective date of exemption:**  
January 01, 2024  
**Contribution deductibility:**  
Yes  
**Addendum applies:**  
No  
**DLN:**  
26053410001584

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements





# NORTH CAROLINA

## Department of the Secretary of State

### Document 2 for Swansboro TDA Grant

To all whom these presents shall come, Greetings:

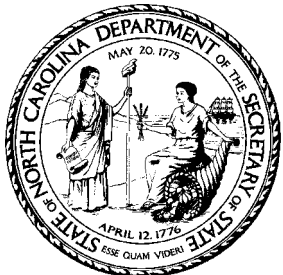
I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

#### ARTICLES OF INCORPORATION

OF

#### SWANSBORO MILITARY AFFAIRS COMMITTEE

the original of which was filed in this office on the 7th day of March, 2024.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 7th day of March, 2024.

*Elaine F. Marshall*

Secretary of State

State of North Carolina  
Department of the Secretary of State

ARTICLES OF INCORPORATION  
NONPROFIT CORPORATION

Pursuant to §55A-2-02 of the General Statutes of North Carolina, the undersigned corporation does hereby submit these Articles of Incorporation for the purpose of forming a nonprofit corporation.

1. The name of the nonprofit corporation is: Swansboro Military Affairs Committee.

2.  (Check only if applicable.) The corporation is a charitable or religious corporation as defined in NCGS §55A-1-40(4).

3. The name of the initial registered agent is: Linda W Thornley.

4. The street address and county of the initial registered agent's office of the corporation is:

Number and Street: 104 Elizabeth's Way Ct

City: Swansboro State: NC Zip Code: 28584 County: Onslow

The mailing address *if different from the street address* of the initial registered agent's office is:

Number and Street or PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: NC Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

5. The name and address of each incorporator is as follows:

Name	Address
<u>Linda W Thornley</u>	<u>104 Elizabeth's Way Ct. Swansboro NC, 28584 United States</u>
_____	_____
_____	_____

6. (Check either "a" or "b" below.)

a.  The corporation will have members.

b.  The corporation will not have members.

7.  Attached are provisions regarding the distribution of the corporation's assets upon its dissolution.

8.  Attached are provisions regarding the limitation of activities of the corporation.

9. Any other provisions which the corporation elects to include are attached.

10. The street address and county of the principal office of the corporation is:

Principal Office Telephone Number: (843) 301-3913

Number and Street: 104 Elizabeth's Way Ct

City: Swansboro State: NC Zip Code: 28584 County: Onslow

The mailing address *if different from the street address* of the principal office is:

Number and Street or PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

11. Principal Office Email Address: Privacy Redaction

12. **(Optional):** Listing of Officers (See instructions for why this is important)

Name	Address	Title
Mary Pat Smey	221 KNIGHTHEADS DRIVE Swansboro NC, 28584-0109	Chairperson of the Board
Kelley Brown	203 CEDAR TRAIL Hubert NC, 28539 United States	Treasurer

13. **(Optional):** Please provide a business e-mail address: Privacy Redaction.  
The Secretary of State's Office will e-mail the business automatically at the address provided at no charge when a document is filed. The e-mail provided will not be viewable on the website. For more information on why this service is being offered, please see the instructions for this document.

14. These articles will be effective upon filing, unless a future time and/or date is specified: \_\_\_\_\_

This is the 3rd day of March, 2024.

\_\_\_\_\_  
Incorporator Business Entity Name

Linda W Thornley

*Signature of Incorporator*

Linda W Thornley Incorporator

*Type or print Incorporator's name and title, if any*

NOTES:

1. Filing fee is \$60. This document must be filed with the Secretary of State.

Purpose of Corporation

The corporation is organized for the following purpose(s): (check all that apply):

- Religious
- Charitable
- Educational
- Testing for public safety
- Scientific
- Literary
- Fostering national or international amateur sports competitions, and/or
- Prevention of cruelty to children or animals.

#### The Dissolution Clause

Upon the dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

#### The Limitation of Activities Clause

No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these Articles. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office.

Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

(Continued) Additional Officers/Officials - Swansboro Military Affairs Committee

Kelley Brown - Treasurer Signature: Kelley Brown

Address: 203 CEDAR TRAIL Hubert NC, 28539 United States

Scarlet Harris - Secretary Signature: Scarlet Harris

Address: 122 STRATFORD ROAD Jacksonville NC, 28540-5334 United States

# PROGRAM BUDGET 2026

Enter your organization's name here:

Swansboro Military Affairs Committee

Document 3 for Swansboro TDA Grant

Total 2026 Program Budget:

16500

Total Amount Requested:

2000

## INCOME

Other Funding Source for this Program/Project

Status of Funding Pending

Be specific, EXCEPT for individual donor names.

Total Amount

or Committed?

Explanatory Notes (Optional)

Private Donations	\$1,500	Committed	Our volunteers contribute this amount each year- most in kind
Marine Federal Credit Union Sponsorship	\$5,000	Paid	
Navy Federal Credit Union Sponsorship	\$2,000	Committed	
Duke Energy Grant	\$500	Paid	
ONH Properties, Inc.	\$500	Paid	
Team Chevrolet of Swansboro	\$500	Paid	
Onslow County Funding	\$2,000	Committed for 2025	The grant was awarded to us so late last year that we didn't bill them for anything until 2026
Rhett and Sharon Raynor	\$1,000	Paid	
Town of Swansboro	\$2,000	Pending	We are asking them for the 1st time for a grant
Moore's BBQ & Seafood	\$500	Committed	In kind donation of 2000 hot dogs
<b>Total Income</b>	<b>\$ 15,500</b>		

## EXPENSES

Item

Total Cost

Amount Requesting from this grant program

Explanatory Notes (Optional)

Food/Activities/Marketing for Military Appreciation Day	\$11,000		The total amount obtained will be used to provide food and activities for the event so that no military person, veterans or retired military and the families of those people will have to pay that day.
Awards & Meal for Military Person of the Quarter	\$500		The MAC pays for the honoree for their lunch or dinner and his or her spouse. We also present them with a plaque for this distinguished award.
Food/Activities/Marketing for the Veterans Holiday Dinner	\$5,000		The total amount obtained will be used to provide food , hall rental and music for the event so that no attendee will have to pay that day.
<b>Total Expenses</b>	<b>\$ 16,500</b>		

# PROJECT BUDGET

Enter your organization's name here:

Swansboro Military Affairs Committee Military Appreciation Day

Document 4 for Swansboro TDA Grant

Total 2026 Project Budget:

11000

Total Amount Requested:

2000

## INCOME

Other Funding Source for this Program/Project

Status of Funding Pending

Be specific, EXCEPT for individual donor names.

Total Amount

or Committed?

Explanatory Notes (Optional)

Private Donations	\$1,500	Committed	Our volunteers contribute this amount each year- some in kind
Marine Federal Credit Union Sponsorship	\$5,000	Paid	
Navy Federal Credit Union Sponsorship	\$2,000	Committed	
Duke Energy Grant	\$500	Paid	
ONH Properties, Inc.	\$500	Paid	
Team Chevrolet of Swansboro	\$500	Paid	
Onslow County Funding	\$2,000	Committed for 2025	The grant was awarded to us so late last year that we didn't bill them for anything until 2026
Rhett and Sharon Raynor	\$1,000	Paid	
Town of Swansboro	\$2,000	Pending	We are asking them for the 1st time for a grant
Moore's BBQ & Seafood	\$500	Committed	In kind donation of 2000 hot dogs
<b>Total Income</b>	<b>\$ 15,500</b>		

## EXPENSES

Item

Total Cost

Amount Requesting from this grant program

Explanatory Notes (Optional)

Food for Military Appreciation Day	\$8,000		This includes soda, water, hot dogs (partial this year due to donation), pizza, watermelon, ice, snow cones cups, snow cones syrup, popcorn, food machine rentals, buns and condiments. We had to eliminate the funnel cakes this year due to finances.
Activities for Military Appreciation Day	\$1,500		Trail bingo cards and gifts for children, t-shirts, paints, stamps, bouncy house and other inflatable items, parking signs and directional signs.
Marketing for Military Appreciation Day	\$1,500		Banners, real estate signs to promote the week before, radio advertising, day-of radio coverage.
<b>Total Expenses</b>	<b>\$ 11,000</b>		