



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Budget Ordinance Amendment #2023-3

Board Meeting Date: January 12, 2023

Prepared By: Sonia Johnson, Finance Director

Overview: Grant Funding Request:

Swansboro Historical Association submitted a grant application to market events and the revisions and printing of the popular walking tour pamphlet. Requesting \$5,000 to be appropriated from fund balance for its intended purpose.

Source of Funds-Appropriate Fund Balance

Front Row Communications- Proposing an additional ad placement for consideration.

Swansboro Tourism Development Authority (STDA) has contracted for a total of (Five) print ad placements with Our State Magazine for the 2022/2023 Fiscal Year.

September 2022

October 2022

March 2023

May 2023

June 2023

If the Board would like to add the month of April 2023, costs are an additional \$1,334.

Source of funds: Appropriated Fund Balance

Background Attachment(s): Budget Ordinance Amendment #2023-3

Recommended Action: Motion to approve Budget Ordinance Amendment #2023-3

Action: _____

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 Historical Association, Inc.

Name of Event, Activity or Project to be Funded*

Swansboro Area Heritage Center and Swansboro Historical Association Marketing

Is Applicant a 501c3? *

☒ Yes

☐ No

Is Applicant Tax Exempt? *

☒ Yes

☐ No

Application Contact Person*

Amelia Dees-Killette

Title*

President, SHA

PO Box 1574

Mailing Address

City

Swansboro

State *

N.C.

Zip Code

28584

Primary Phone

910-467-5875

Alternate Phone

845-559-9691

Email Address

sahc502@gmail.com

Date or Dates of Activity or Project *

Jan. 1 2023 — Dec. 31, 2023

Amount Requested *

\$ 5,000.00

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?

Our mission is to encourage and promote public knowledge of, and interest in the history and culture of all the peoples of Swansboro, and its adjacent waterways, through education and preservation.

Please limit to 3 lines of text

Number of years organization has been in business

61

Number of years organization has operated as IRS tax exempt

61

Does the Organization have a Board of Directors?

Yes

[*See attachment for Section 2](#)

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 organization leadership is all volunteer and includes a board, president, secretary, and treasurer. The board is made up of no less than 5 or more than 9 members. The president is a member of the board but cannot be the chairman of the board. The board votes on expenditures. The general membership elects the board and officers. By-laws changes are approved by the general membership. The board approves who will administer these funds.

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 All Volunteer

Chief Executive Officer

Chair of the Board-Dr. Gloria Sanders

Phone

910-330-4978

Email

onslowrehabcenter@yahoo.com

Note if any

Chief Financial Officer

Treasurer-Larry Philpott

Phone

910-322-4736

Email

lphilpott1@ec.rr.com

Note if any

Our treasurer is not a member of the board and is not required to be according to our by-laws.

Other Administrator

Sean McGill

Title

Co-Secretary, for Technology and board member

Phone

845-559-9601

Email

sahc502@gmail.com

Note if any

Alternate email sean.mcgill@onslow.k12.nc.us

Section 5. Activity Administrators, if different

Primary Responsible Person

Amelia Dees-Killette-President of the SHA and board member

Phone

910-467-5875

Alternate Phone

910-467-6492

Email

swansborohistory@gmail.com

Note if any

Chief Financial Contact for matters related to this activity

Amelia Dees-Killette

Phone

910-467-5875

Email

swansborohistory@gmail.com

Note if any

Any Other Administrator responsible for this activity

Sean McGill

Title

Co-Secretary, for Technology

Phone

845-559-9601

Email

sahc502@gmail.com

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

To market events and the Swansboro Area Heritage Center Museum. Also, to fund revisions and printing of our popular walking tour pamphlet.

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

☒ NA

What is the target audience for the event?

Tourists and visitors, potential SHA members from out of town, and the community at large.

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 organization has managed the funding for marketing from the TDA in the past. We had a balance which went back into the fund in the summer of 2022. Hurricane Florence and the Covid 19 shutdowns interrupted our programs and museum hours. We ask that you grant us money to replace that which was lost. We also are asking for additional funds to help us with outreach. We are a volunteer organization with committed officers and a board, the majority which have been with us for over five years.

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 funding will go first for marketing the museum, public programs, and events that occur within the next 18 months, specifically: posters, pamphlets, rack cards, and our website. We also plan to revise our popular walking tour which is requested by visitors' centers throughout the state. We would also like funding to get started on membership marketing with online software to bring more people into town for our popular programs and events.

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.

The marketing funds for posters, pamphlets, rack cards, and website will cover programs and museum marketing for the next 18 months. The website software for membership will be purchased in early 2023 and will cover our organization until the summer of 2024. The funds for marketing can be distributed on a quarterly or semi-annually basis over the next 18 months which will be the end of the fiscal year 2023-2024. Allowances will need to be made for the online software payments so that we can enroll prior to services starting. The walking tour revisions and printing would take place in the first 6 months of calendar year 2023. *See attachment for specific amounts for these funds. The money is administered by the board and officers of the organization. The board meets the second Wednesday of the month... January, February, June, July, Dec. at 3:30 pm and March, April, May, August, Sept. Oct. and Nov. at 5:30 pm. and has called meetings as needed.

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.

We have used the website, posters, rack cards, and banners for marketing the museum and our popular quarterly programs in the past. The previous funding by TDA paid for graphic design, web creation and traditional advertisement that has led to numerous visitors from out of town visiting the Heritage Center Museum and attending programs, homes tours, etc. The 2022 NC Maritime History Council Annual Conference was held at the museum and other sites around town. They chose Swansboro as the site because we have the Heritage Center Museum which has been supported by the TDA in the past.

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?

– [See attachment for parts of sections 11, 12, and 13](#)

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

Our 501c3 non-profit funded some of the marketing and all of the online membership expenses for the last five years. Other funding came from the TDA but as noted above, 2018-2019 and 2020-2021 have limited expenditures due to a hurricane and a pandemic. The original walking tour pamphlet was funded over 10 years ago by Onslow County Tourism.

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

None

Section 12. Summary of expenditures for the activity for the past five years. [See attachment.](#)

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.

NA

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 attachment](#)

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

Museum, programs, special events, school groups, etc. for the 2 years before Covid Shutdown 750-1,000 Potential total with funding 2,500+.

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

Marketing will increase the numbers of people traveling over 100 miles.

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

Overnight stays vary from year to year. This year with the NC Maritime History Council Meeting and with tourism, we have had more than in the previous two years.

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

No paid employees work for the SHA. It is all volunteer.

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

NA

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

The marketing funding, administration will involve 2-5 people plus the SHA Board. All are volunteers. Graphic design, etc. will be a combination of SHA volunteers and paid private contractors.

2 years previous Estimated Value of Overnight Stays from Previous Activity*

NA

*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 attachment for section 15

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?

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.

See attachment for Section 17

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?

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

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 Note: Two of our requests are for software that we will sign up for online, Word Press and Wild Apricot. We respectfully request that if these funds are approved the town will work with us to pay for them as we sign up. We intend for them to be one time only so that we can assess how they increase tourism. We would expect to pick up these payments after June 2024.
- ☐ No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application?

- ☒ Yes Note: The timeline for marketing the Heritage Center Museum may have to be adjusted to allow repairs to the building as a result of grant money awarded through the Emergency Supplemental Historic Preservation Fund (ESHPPF).
- ☐ 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

Amelia Dees-Killette

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.

TDA Grant Application Attachment for January 2023 Application

Section 2. Organization Information

Though the SHA has been an incorporated organization in the state of N.C. since 1961, after the passing of its founder it lay dormant from the late 1980s until the early 2000s. It was revived with new by-laws and updated articles of confederation and amendments to the original articles by a number of interested citizens in July, 2008. Several of these citizens are still board members.

Sections 11 and 12. Sources and Expenditures for website, membership, and advertisement

Sources for these items over the last 5 years have been SHA funds, in-kind volunteer contributions and a previous TDA marketing/website grant.

Expenditures:

2021-2022: \$1,342.83

2020-2021 \$781.35.

Previous years expenditures averaged \$800.00 due to the Covid-19 shutdown and damage to the SAHC museum building with Hurricane Florence. The initial grant that helped us establish the website was done in partnership with the town over five years ago and was handled jointly with the town. There were some initial expenditures from their side as well.

The membership software is a new expense, so these numbers don't reflect that expenditure.

We didn't initiate the walking tour but assisted Onslow County Tourism with it over 10 years ago. We wrote all the text and provided pictures and they had the graphics and printing done. They funded it completely for two printings of around 10,000 pamphlets distributed to visitors' centers through the state.

The SHA and the Swansboro Area Heritage Center's expenditures over the last five years have been less than in the previous five years due to a slow down in museum expenditures. That will be picking up in the next several years as completion of the repairs to the Emmerton School take place thanks to the federal ESHPF grant that our volunteers helped write.

Exhibits in the Heritage Center in 2017 were created by in-kind donations and a paid graphic and printing company. The out-of-pocket cost was around \$6,000. Some of the printing cost in addition to this amount was also donated. The average cost of exhibits for the space we have remaining could cost up to \$100,000 if all done professionally. We also must consider the need for more contract services for the museum as our volunteer pool changes. Any help with marketing will allow us to use our own funds to make the museum an even more popular destination.

Section 9 and 13 Activity Budget Detail

1. Posters, Rack cards, Pamphlets-18 months (until June 30, 2023)

paid as bills come in quarterly or semi/annually

Graphic Design \$150/quarter, \$300/semi-annually,

- \$900.00 for Graphic Design

Printing at \$250.00/ 1000x3

- \$750.00 for Printing

Total: \$1650.00

2. Website and Maintenance

Word Press \$75/quarter, \$150/semi-annually, \$450.00/18 months

Maintenance figured at \$20/ hour, \$120/quarter, \$240.00/ semi-annually, \$720.00/18 months

Total: \$1170.00

3. Walking Tour Design and Printing

-Graphic Designer, Amy LaChance formerly of NC Coast Magazine: \$250.00

-Printing Cost: To be determined

Rough Estimate for design and 3000 pamphlets completed by end of fiscal year 2022-2023

Total: \$1,100

4. Museum and Association Membership Software

Wild Apricot \$180/quarter, \$360.00 semi-annually, \$1080.00/18 months

Total: \$1080.00

Overall Total Funding Requested: \$5,000

Section 14,15, and 17 Comments Tourism Impacts

The Swansboro Area Heritage Center Museum and its sponsoring organization the Swansboro Historical Association are a good investment for the Swansboro Tourism Development Authority. The SHA has quality programs by statewide historians and organizations. Our partnership with the town's Historic Preservation Commission is becoming stronger. Our membership has committed historians and community members willing to volunteer numerous hours. Importantly the SAHC Museum is constantly bringing in guest from out of state to research their local family origins and most recently was chosen as

a host site for the N.C. Maritime History Council Conference bringing in overnight guests and restaurant patrons during an off-season weekend.

Our quarterly programs and special events have been well attended. Thanks to posters professionally created and posted on our website and social media, we bring in more visitors. One of these events was a program for the Onslow County Historical Society in June which brought around 30 members from the western part of the county. While touring the museum many of them shared fond memories of eating out in Swansboro during the sixties and seventies and they then ate downtown during their visit. Entities contact us on a regular basis for our popular printed walking tours.

Efforts to increase membership we have seen lead to more visitors. We hope this grant will allow us to grow our membership even more. One of the members of the Maritime History Council board is a SHA member from out of town as our several others, an indication that a growing membership increases visitation and sales.

There are efforts taking place to strengthen the SHA and the Heritage Center's partnership with the town's Historic Preservation Commission. A recent architectural survey of the historic district encouraged the town to work with our 501c3 to strengthen the historic character of the district and the town in general. That strategy was presented as a major strategy in preservation.

The Swansboro Historical Association members have contributed 1000s of hours of in-kind donations promoting the town. Our volunteer partnered with the town in writing much of the ESHPF application which resulted in over \$400,000 for repairs and resiliency efforts for the former Emmerton School/Old Town Hall which is a town owned building. The SHA realizes that money from the TDA for improvements to the building since 2016 helped us create the museum. This valuable partnership brings in visitors who enjoy the historic atmosphere which promotes preservation of our coastal heritage. The more we retain our unique maritime character the more people will make Swansboro a vacation (and educational) destination. The Heritage Center Museum, programs, and partnerships are a worthwhile investment for tourism generated funds.

Ending ~~May~~ June 31

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
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REVENUE													
Membership	\$ 10.00	\$ 10.00	\$ 140.00			\$ -	\$ 160.00		\$ 465.00			\$ 75.50	\$ 860.50
Membership - PayPal	\$ 30.00	\$ 50.00				\$ 45.00		\$ 60.00	\$ 100.00			\$ -	\$ 285.00
Merchandise Sales													\$ -
Fish Fry													\$ -
Candlelight					\$ 1,212.29								\$ 1,212.29
Flotilla						\$ 1,453.58							\$ 1,453.58
Virtual, Edu. & Outreach					\$ 180.00								\$ 180.00
Mullet Festival													\$ -
Cruise & Walking Tours													\$ -
Other Fundraising Projects													\$ -
Event Sponsors													\$ -
Special Donations					\$ 303.09				\$ 190.00				\$ 493.09
Transfer from Savings													\$ -
Grants													\$ -
Museum Visitor Donations	\$ 10.00				\$ 20.00	\$ 25.00	\$ 78.00					\$ 70.00	\$ 203.00
Miscellaneous												\$ 0.50	\$ 0.50
Change Fund	\$ 100.00												\$ 100.00
Total REVENUE	\$ 150.00	\$ 60.00	\$ 140.00	\$ -	\$ 1,715.38	\$ 1,523.58	\$ 238.00	\$ 60.00	\$ 755.00	\$ -	\$ -	\$ 146.00	\$ 4,787.96

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
EXPENSE													
Office, Janitor Suppl, etc.		\$ 77.04	\$ 21.34									\$ 15.97	\$ 114.35
Website, Software Teleph			\$ 228.00		\$ 162.42	\$ 300.00	\$ 74.88						\$ 765.30
Mbrshp & Misc. Mtgs					\$ 200.00	\$ 5.68	\$ 184.06					\$ 12.75	\$ 402.49
Virtual, Edu. & Outreach							\$ 149.90						\$ 149.90
Fish Fry													\$ -
Candlelight						\$ 409.96							\$ 409.96
Flotilla						\$ 33.00							\$ 33.00
Mullet Festival	\$ -												
Cruise & Walking Tours													\$ -
Other Fundraising Projects													
Merchandise Inventory										\$ 76.81			\$ 76.81
Merchandise Sales Tax													\$ -
Postage/PO Box								\$ 156.00					\$ 156.00
Liability/Hazard Insurance			\$ 300.00		\$ 500.00								\$ 800.00
Advertisement	\$ 150.00	\$ 37.79											\$ 187.79
Security System		\$ -	\$ 165.00										\$ 165.00
Exhibits, Preserv & Collect	\$ 80.66												\$ 80.66
Lease, Bldg Improvemnts							\$ 6.00						\$ 6.00
Associaion Donation								\$ 100.00					\$ 100.00
PayPal Fees	\$ 1.77	\$ 2.24				\$ 3.03		\$ 3.08	\$ 5.64			\$ -	\$ 15.76
FC Bank Fees	\$ 15.00	\$ 15.00	\$ -				\$ -						
Dues for Chamber, etc.							\$ 26.25					\$ 125.00	\$ 151.25
CC Fees							\$ 6.06						
Change Fund	\$ 100.00												\$ 100.00
Total EXPENSE	\$ 347.43	\$ 132.07	\$ 714.34	\$ -	\$ 862.42	\$ 751.67	\$ 447.15	\$ 259.08	\$ 5.64	\$ 76.81	\$ -	\$ 153.72	\$ 3,750.33
SHA Savings Account	10846.43	10846.71	10846.97	10847.25	10847.52	10847.79	10848.07	10848.32	10848.6	10848.86			

Avg
\$ 399.00
\$ 312.53
\$ 86.47

Monthly
Average

\$ 71.71

\$ -

\$ 101.02

\$ 121.13

\$ 15.00

\$ -

\$ -

\$ -

\$ -

\$ 41.09

\$ -

\$ -

\$ 16.92

\$ 0.04

\$ 8.33

\$ 399.00

Average

\$ 9.53
\$ 63.78

\$ -
\$ 34.16
\$ 2.75

\$ 6.40
\$ -
\$ 13.00
\$ 66.67
\$ 15.65
\$ 13.75
\$ 6.72
\$ 0.50

\$ 1.31

\$ 12.60

\$ 8.33
\$ 312.53

FY23 SHA Finance Report														thru 12/7/2022	
July 1 2020 Balance	\$ 23,404.63														
Total Revenue	\$ -	\$ 1,170.00	\$ 360.00	\$ -	\$ 1,594.78	\$ 938.30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,063.08	\$ 338.59
Total Expenses	\$ -	\$ 285.37	\$ 502.91	\$ 370.00	\$ 992.19	\$ 187.77	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,338.24	\$ 194.85
NET (Income - Expenses)	\$ -	\$ 884.63	\$ (142.91)	\$ (370.00)	\$ 602.59	\$ 750.53	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,724.84	\$ 143.74
Projected End Balance	\$ 23,404.63	\$ 24,289.26	\$ 24,146.35	\$ 23,776.35	\$ 24,378.94	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47		
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun		Total	Monthly Average
REVENUE															
Membership		\$ 330.00	\$ 50.00		\$ 30.00	\$ 110.00	\$ -		\$ -			\$ -	\$ -	\$ 520.00	\$ 43.33
Membership - PayPal	\$ -	\$ 770.00				\$ -		\$ -	\$ -			\$ -	\$ -	\$ 770.00	
Merchandise Sales														\$ -	\$ -
Fish Fry														\$ -	
Candlelight					\$ 1,221.78									\$ 1,221.78	\$ 101.82
Flotilla						\$ 828.30								\$ 828.30	\$ 69.03
Virtual, Edu. & Outreach					\$ -									\$ -	\$ -
Mullet Festival														\$ -	\$ -
Cruise & Walking Tours														\$ -	\$ -
Other Fundraising Projects														\$ -	\$ -
Event Sponsors														\$ -	\$ -
Special Donations			\$ 310.00		\$ 343.00				\$ -					\$ 653.00	\$ 54.42
Transfer from Savings														\$ -	\$ -
Grants														\$ -	\$ -
Museum Visitor Donations	\$ -	\$ 70.00			\$ -	\$ -	\$ -					\$ -	\$ -	\$ 70.00	\$ 5.83
Miscellaneous														\$ -	\$ -
Change Fund	\$ -													\$ -	\$ -
Total REVENUE	\$ -	\$ 1,170.00	\$ 360.00	\$ -	\$ 1,594.78	\$ 938.30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,063.08	\$ 338.59

[illegible]

BUDGET ORDINANCE AMENDMENT #2023-2

AMENDMENT TO THE FY 2022/2023 BUDGET ORDINANCE

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2023:

Section 1. To amend the annual budget with the following changes:

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$92,000	-	\$92,000
Appropriated Fund Balance	\$4,500	\$6,334	\$10,834
Total	\$96,500	\$6,334	\$102,834

Appropriations

Tourism Related Expenses	\$96,500	\$6,334	\$102,834
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This change is to appropriate funds from fund balance for additional advertising expenditures.

Section 2. Copies of this budget amendment shall be delivered to the Finance Officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section 3. This ordinance shall be effective upon its adoption.

Adopted by the Swansboro Tourism Development Authority in regular meeting session, January 12, 2023.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director