

TDA Grant Application Attachment for January 2024 Application

Section 2. Organization Information

Though the SHA has been an incorporated organization in the state of N.C. since 1961 it lay dormant after the passing of its founder in the 1990s and 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 are some initial expenditures from their side as well.

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 on the 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.

Section 9 and 13 Activity Budget Detail

1. Posters, Rack cards, Pamphlets, Banners, Signage and fliers, including graphic design, tickets

\$1500

2. Reception for homeowners

\$1200

3. Liability insurance

\$300

Overall Total Funding Requested: \$3000

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 guests 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. The return of the Historic Homes Tour is expected to bring visitors to the downtown area who will support local restaurants and businesses.

Our quarterly programs and special events continue to be well attended and during the past year we have brought in several speakers for our quarterly meetings.. Thanks to posters professionally created and posted on our website and social media we bring in more visitors.

Efforts to increase membership we have seen leads to more visitors. We hope this grant will allow us to grow it even more. One of the members of the Maritime History Council board is also a SHA member from out of town. These types of events and visitors enrich our historic character.

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. Let's not stop now. 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.