

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*

Tree Lighting Ceremony / Flotilla

Is Applicant a 501c3? *

Yes
 No

Is Applicant Tax Exempt?

Yes
 No

Application Contact Person*

Justin Webb

Title*

Downtown facilities Coordinator

601 W Corbett Ave.
Mailing Address

City

Swansboro

State*

NC

Zip Code

28584

Primary Phone

910.326.4428

Alternate Phone

Email Address

jwebb@ci.swansboro.nc.us

Date or Dates of Activity or Project

NOV - DEC

Amount Requested

\$2000.00

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?

Local Government

Please limit to 3 lines of text

Number of years organization has been in business

Since 1783

Number of years organization has operated as IRS tax exempt

Does the Organization have a Board of Directors?

Yes

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 gov annually decorates town for Christmas Holiday

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

Town Manager Jon Barlow

Phone 910 326 4428

Email jbarlow@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

Title Phone Email

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Justin Webb

Phone 910 326 4428

Alternate Phone

Email jwebb@ci.swansboro.nc.us

Note if any

Chief Financial Contact for matters related to this activity

Donia Johnson

Phone

910 326 4428

Email

djohnson@ci.swansboro.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?

Beautify/Decorate downtown for Christmas Holiday

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?

all residence and visitors to Swansboro

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 TOWN HAS ANNUALLY DECORATED THE DOWNTOWN FOR CHRISTMAS HOLIDAYS - THE PUBLIC WORKS DEPARTMENT HAS BEEN RESPONSIBLE FOR DECORATING ALL OF TOWN FOR 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.

Requesting funds to purchase a new Christmas tree for the downtown Christmas tree lighting which is done annually in partnership w/ the downtown merchants for the Swansboro by Candlelight event.

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 towns Christmas tree is erected annually in November and participants in the annual (Tree lighting) Swansboro by Candlelight.

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.

The town promotes the event every year thru Social Media and flyers. The TDA also sponsors the event thru multiple (front row communications) Outlets.

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 <input type="text"/> Actual	State 4 years previous <input type="text"/> Actual	State 3 years previous <input type="text"/> Actual	State 2 years previous <input type="text"/> Actual
State 1-year previous <input type="text"/> Estimated	State Current <input type="text"/> Budget		

County 5 years previous <input type="text"/> Actual	County 4 years previous <input type="text"/> Actual	County 3 years previous <input type="text"/> Actual	County 2 years previous <input type="text"/> Actual
County 1-year previous <input type="text"/> Estimated	County Current <input type="text"/> Budget		

Authority 5 years previous <input type="text"/> Actual	Authority 4 years previous <input type="text"/> Actual	Authority 3 years previous <input type="text"/> Actual	Authority 2 years previous <input type="text"/> Actual
Authority 1-year previous <input type="text"/> Estimated	Authority Current <input type="text"/> Budget		

Other 5 years previous <input type="text"/> Actual	Other 4 years previous <input type="text"/> Actual	Other 3 years previous <input type="text"/> Actual	Other 2 years previous <input type="text"/> Actual
Other 1 year previous <input type="text"/> Estimated	Other Current <input type="text"/> Budget		

Activity 5 years previous <input type="text"/> Actual	Activity 4 years previous <input type="text"/> Actual	Activity 3 years previous <input type="text"/> Actual	Activity 2 years previous <input type="text"/> Actual
Activity 1-year previous <input type="text"/> Estimated	Activity Current <input type="text"/> Budget		

Total 5 years previous <input type="text"/> Actual	Total 4 years previous <input type="text"/> Actual	Total 3 years previous <input type="text"/> Actual	Total 2 years previous <input type="text"/> Actual
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Total 1-year previous
Estimated

Total Current
Budget

Narrative

The town requests \$2,000.00 for the purchase of a new Christmas tree for downtown.

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.

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?

July - June

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.

The town will be funding the remainder of the trees cost.

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.

The town currently uses a single company (MOSCA DESIGN) for all its Holiday decorations. The cost of the tree is \$14,300.00 without any discounts applied.

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.

The Swansboro by Candlelight/Tree lighting Event excitement draws thousands of people to a night of festive fun for the lighting of the tree and opening to the Christmas season.

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

Businesses and downtown restaurants also benefit from this event.

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.

Information is gathered from local hotels and surveys taken during Swansboro festivals and events. The attached data sheet provides economic data from all Swansboro festivals which includes Swansboro by Candlelight.

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 of Swansboro strives to bring visitors to its downtown to support its local businesses and promote a happy, family oriented experience during the opening of the Christmas Holidays.

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

Yes.

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

Yes. Town staff coordinates the lighting of the tree each year.

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

The current tree is 15 years old. Its becoming difficult to assemble due to its condition. The life expectancy of a tree like this is 5-8 years. While we've been able to extend its life by taking extra care, time is taking its toll.

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

[Signature Line]

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.

SWANSBORO FESTIVALS				
	2022-23	2023-24	2024-25	Notes
Attendance	43,000	45,000	45,000	surveys not completed past couple years- staffing
Travel >100 miles				
Overnight Stays w/code	28	32	7	not all festivals tracked
Overnight Stays	325	396	408	Info gathered from hotel & numbers from Onslow Co. Grant.app
TOS Employess	845	907	1219	man hours
Volunteers	75	64	30	
Economic Impact-Day	\$249,937.00	\$261,562.00	\$261,562.00	
Economic Impact-Overnight	\$62,725.00	\$76,428.00	\$78,744.00	Information taken form Onslow Co. Grant App
Economic Impact-total	\$312,662.00	\$337,990.00	\$340,306.00	

