



**OUTSIDE ORGANIZATION FUNDING APPLICATION
SWANSBORO TOURISM DEVELOPMENT AUTHORITY**

APPLICATION CATEGORY

☐ Marketing or Promotion

☒ Special Event or Program

☒ Tourism-Related Facility Improvement

PROJECT NAME 2023 Cal Ripken State Tournament

AMOUNT REQUESTED Any PROJECT COST \$42,250

PROJECT DATES OR TIME PERIOD June 24-28, 2023

APPLICANT ORGANIZATION Swansboro Baseball & Softball League Inc.

ADDRESS P.O. Box 381 Swansboro NC 28584

CONTACT PERSON Dr John Vanandele TITLE: CEO

E-MAIL ADDRESS CFO@Swansborobaseballsoftball.org

NON-REPLACEMENT

Does the applicant declare and certify that the funding requested is not already being provided by the organization or another source for this purpose, unless the previous source of funding has been lost or the request is for expansion of a program or activity?

☒ Yes ☐ No

NON-DUPLICATION

Has your organization requested and/or been awarded funding for the same purpose from another organization?

☐ Yes ☒ No

COOPERATION/COLLABORATION

Does your proposal include cooperation, collaboration, or partnership with any other organizations for the purpose of promoting travel and tourism in Swansboro? If yes, please describe.

No. The event will be promoted by SBSL &
Cal Ripken.

LEVERAGE

TDA funding, if awarded, will result in an additional funding effort by the organization itself or the availability of funding from another organization, please describe the additional funding that will be provided or generated.

SBSL will cover all costs not covered
by TDA funding.

UNMET NEED

If the proposal will fulfill a previously unmet need for the promotion of travel and tourism in Swansboro, please describe the previously unmet need and how it would be met.

Currently, there are very few organizations in this area that are capable of hosting large tournaments. These organizations have proven year over year that large scale tournaments bring spending to local economies.

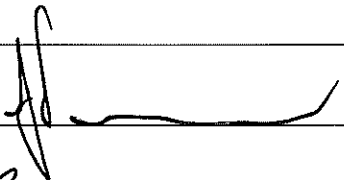
GENERAL

- a. A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- b. 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.
- c. Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- d. 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.

CERTIFICATION

The undersigned authorized representative of the applicant organization certifies that the information provided in this application is accurate and agrees to ensure compliance with the terms and conditions of funding, if provided.

Title CEO

Signature 

Date 2-2-23

Name Printed Dr. John Vannanale

Event

- Cal Ripken State Tournament
- 30+ teams from all over Eastern North Carolina
- 5-day tournament (June 24-28)
- Historically, this tournament has been hosted by Winterville Parks & Recreation. We were approached to host the event because of the significant renovations we conducted at the park.

Attendance Statistics

1. Players & Coaches
 - Cal Ripken estimates 30+ teams will attend the tournament.
 - Each team has a minimum of 12 players with 3 coaches.
 - 15 players/coaches (x) 30 teams = 450 total
 - This is a conservative estimate for the following reasons: (a) most teams will bring an additional 3 players to provide injury/pitching support and (b) Cal Ripken estimates that over 30 teams will attend.
2. Spectators
 - Cal Ripken states that on average each player will have 3 family members in attendance.
 - 12 players (x) 3 spectators = 36 spectators per team
 - 36 spectators per team (x) 30 teams = 1,080 total
 - We are not estimating the number of families with children that are NOT playing in the tournament that will come support their team/friends in the tournament.
 - This is a conservative estimate for the following reasons: (a) most teams will bring an additional 3 players to provide injury/pitching support, (b) Cal Ripken estimates that over 30 teams will attend, and (c) as the tournament progresses Cal Ripken states that the attendance average per player increases.
3. Support Staff
 - 3 Cal Ripken Representatives
 - 1 Umpire-in-Charge
 - 20 game umpires
 - Most teams will have their League President & other officials in attendance.
 - 3 Cal Ripken Officials (+) 1 UIC (+) 20 game umpires (+) 30 League Presidents = 54 total
4. Local vs Visitors
 - It is recommended that the host league enter (1) team in each age group. So, we will have (3) teams playing in the tournament. Our best practice is to utilize a full roster (15 kids). So, 45 total players and 9 coaches will be from Swansboro.
 - 45 total players (x) 3 spectators = 135 spectators
 - 45 players (+) 135 spectators (+) 9 coaches (-) 1 League President/Swansboro = 188 of the attendees will be from Onslow County.
 - We conservatively estimate that a minimum of 1,396 visitors will attend the tournament. These visitors will be from outside Onslow County.
 - Historically, the other leagues close to us (Western Park, Down east & Pamlico) do not send teams to the Cal Ripken State Tournament. Historically, the only league in our district that

occasionally sends a team to the Cal Ripken State Tournament in New Bern. It is highly likely that most teams will be coming from 1-3 hours away.

- All the Cal Ripken Officials live between 1-3 hours away. The UIC lives in Greenville. The game umpires are sent from a Cal Ripken pool of approved umpires & they are not local. All League Presidents besides the one representing Swansboro reside outside Onslow County.

Potential Economic Impact

1. As the host of the Cal Ripken State Tournament our organization is given contact information for every team. Historically, the host provides teams with information relating to their area (restaurants, hotels, things to do, etc.). Our organization will send a digital fact sheet to every team. Our primary recommendations will be our league sponsors.
2. Hotels
 - Our organization will approach local hotels for group rates. We hope to receive the best rate from our local Hampton Inn. If the Hampton Inn provides us with the best group rate, then they will be the ONLY hotel we recommend to our visitors. Obviously, families will decide which hotel is best for them, but it is logical to choose the Hampton Inn as it is about a mile from the park. With tournament meetings and early/late game times it is unlikely that families will want to stay in other areas.
 - Guaranteed Rooms: 4 hotel rooms for 5 nights paid for by the league for the umpire in charge and Cal Ripken Officials.
 - Visitor Hotel Rooms: We cannot guarantee that every family will reserve a room. Some parents are willing to make the drive every day from their given areas. Some families share hotel rooms. It is very likely that some families from each team will stay in a hotel for 1-5 nights depending on how they advance in the tournament. Our minors team played in the state tournament last year in Winterville which is roughly an hour and a half drive from Swansboro. We had some families that simply could not afford to stay in hotel rooms but most of the actual players stayed with teammates who could afford to stay in hotel rooms. I believe we reserved 8 hotel rooms as a team and 2 families rented RV spots.
 - The hotels in Winterville book up quickly for the tournament. Given the proximity to beach and time of year it is highly likely that families will want to stay in hotels so that they can enjoy the area when they are not playing.
3. Restaurants
 - Our organization will send a digital fact sheet to every team. Our primary recommendations will be our league sponsors as a perk of sponsoring our league is promotion at tournaments and events.
 - Guaranteed Food Spending: Our league will breakfast for the first day coaches meeting. Our league will provide several meals for umpires and league officials throughout the tournament.
 - Potential Food Spending: It is difficult to predict how much money will be spent on food throughout those 5 days. Cal Ripken stated that restaurants in Winterville were filled throughout the tournament especially for dinner. Our minors team played in the state tournament last year in Winterville and even the families who did not stay in hotels ate several meals in Winterville. Since, we believe that many families will want to stay in this

area due to proximity to beaches and time of year we think it is likely that restaurants will receive a boost in sales during the 5-day tournament.

4. Things To Do

- Within the digital fact sheet we will recommend several things to do in the area.
- Two of those recommendations will be the Swansboro Downtown and Hammocks Beach.

5. Extended & Future Travel

- The Cal Ripken State Tournament takes place June 24-28. Those dates fall within the summer travel period, and we believe that many families will choose to make this tournament a vacation by extending their travels plans beyond the dates of the tournament. It is very common for families to come earlier than the tournament start date and to stay past the tournament end/team elimination.
- Given the beauty of our area it is our prediction that many families that have not been to this area before will want to include Swansboro and the surround areas as part of their future travel plans.

6. Future Impact

- Winterville Parks and Recreation has hosted the Cal Ripken State Tournament for the last few years. Given all the renovations it is likely that we will host the tournament every other year.
- Our park is forever dedicated to recreational baseball and softball but it was part of our long term plans to capitalize on tournament play. Our complex rivals many of the large city/county funded parks and the flexibility we offer tournament directors is something that cannot be matched by other facilities. It is very likely that following the successful completion of this state tournament we will attract large scale tournaments from private organizations across the Eastern United States.

Budget

Funding Source	Transaction	Cost
Swansboro Baseball	Scoreboards on 4 fields. *** Scoreboards will be installed on the outfield fence. *** Unit will be wireless to allow scorekeepers to control the scorekeeper from behind the plate. *** Installation requires trenching & a high voltage electrician.	\$4,000.00 per scoreboard/\$1,000.00 per field install. \$20,000 total *** scoreboards might cost up to \$7,000.00 with shipping & wireless upgrades.
Swansboro Baseball	Fees due to Cal Ripken for trophies, support & balls.	\$3,500.00
Tournament Revenue	Umpire in Charge fee	\$900.00 (minimum)
Tournament Revenue	Game umpire fee	2 umpires per game at \$45.00 each/\$3,000.00 total estimate
Swansboro Baseball	Hotels	4 rooms/5 nights/\$100.00 per room estimate/\$2,000.00
Swansboro Baseball	Park beautification	\$4,000.00

	*** sod, grass seed, power washing, debris removal, etc.	
Tournament Revenue	Security	Roaming security/\$45 per hour/\$2,250.00
Swansboro Baseball	Cost of Goods *** Food, drinks, candy, etc.	\$4,000.00
Swansboro Baseball	Field Maintenance Supplies *** Chalk and paint.	\$600.00
Total		\$40,250

*** Estimate is based on a previous multiple day tournament hosted by Swansboro Baseball and Softball League, Inc. It is likely that the cost of scoreboards/installation will be higher than \$20,000. It is likely that the cost of goods sold will be over \$4,000.00 and that the field maintenance supplies will exceed \$600.00. It is likely that the cost of UIC and game umpires will exceed estimates.

*** Our organization is funding this entire event with revenue generated through league operations.

*** It is likely that the league will take a loss to make it happen but will profit in future years as the scoreboards consume a large portion of the budget. We had budgeted for scoreboards in early 2024 but this tournament requires them to be installed so we are accelerating our plans.

Event Timeline

1. Our league will have recreation play until roughly the end of May.
2. We will cut a check for \$3,500.00 to Cal Ripken for the state tournament fees.
3. We will install scoreboards throughout the season (1 field at a time). We will still be able to have regular season play as the construction will happen outside of the fence. *Project will be complete by the end of May.*
4. Following the regular season, we will begin practices for our All-Star Teams. During this time, we will isolate teams to (1) field so that we can prepare all the other fields for tournament play. We will begin our park beautification process so that our visitors have a beautiful park to play.
5. Three weeks before the tournament we will secure hotel rooms.
6. Following district tournaments, we will begin to communicate with visiting teams. We will recommend hotels and restaurants to these teams so that they can prepare for their trip.
7. The week before the tournament we will purchase all the goods required for concession stand and field maintenance.
8. Throughout the five-day tournament we will have coaches meetings, umpire meetings, dozens of games, & a large opening ceremony.
9. **Dr. John A. Vanande is the only contact person for the complex & tournament. His contact information can be found below.**

Organizational Chart

Dr. John A. Vanande
 Chief Executive Officer/Director
 724.413.0295
cfo@swansborobaseballsoftball.org

Scott Johnson
Chief Development Officer/Director

Paul Cunningham
Director of Complex Operations/Director

Reimbursement Check

Payable to Swansboro Baseball and Softball League, Inc.

Mail to SBSL PO Box 381 Swansboro NC 28584

Conclusion

Our league has completed over \$400,000 in renovations since April 2021. All renovations were funded through league operations, sponsorships & investments. We have not asked the town or county for funds as we are privately funded and fiercely independent. These renovations have resulted in 8 tournaments and 1 private event that brought visitors to Swansboro. For instance, we hosted a 23-team softball tournament that brought in teams from outside Onslow County. Many of those visitors reserved hotels and I am confident that restaurants received a boost in sales. We have never once requested funds from the city, county or TDA to help with those events and it is our belief that tourism to the area has increased because of the events we've hosted.

Though we are not dependent on TDA money it would be nice to receive support as it is difficult to imagine any event hosted in Swansboro that will attract these many visitors from outside Onslow County. We do these events with no town resources and require not time/effort from town staff. The successful completion of this tournament will attract large scale tournaments from organizations across the Eastern United States. Additionally, it is likely that our organization will host this tournament every other year which will allow our organizations to forge a more measurable outcome. We see this as a starting point for our relationship with the TDA as our events place no burden on town resources and contribute to tourism and economic growth.

We appreciate your time and consideration.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

SWANSBORO BASEBALL AND SOFTBALL LEAGUE
PO BOX 381
SWANSBORO, NC 28584-7728

Date:
07/06/2021
Employer ID number:
86-3348615
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 19, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053518005501

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. 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,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

• Upload a PDF Filing • Order a Document Online • Add Entity to My Email Notification List • View Filings

Non-Profit Corporation

Legal Name

Swansboro Baseball and Softball League, Inc.

Prev Legal Name

Swansboro Baseball and Softball League

Information

SosId: 2173644

Status: Current-Active ⓘ

Date Formed: 4/19/2021

Citizenship: Domestic

Annual Report Due Date:

Registered Agent: Vanande, Dr. John