

## Carteret County Tourism Development Authority Event Funding Application

April 13, 2016

**Event Name:** Emerald Isle Beach Music Festival

**Proposed Event Location(s):** Western Ocean Regional Access, located off Islander Drive, Emerald Isle

**Proposed Event Date:** Saturday, September 24, 2016

**Funding Request Amount (\$):** \$ 35,000, to be matched with \$15,000 from Town of Emerald Isle

**Number of Participants / Attendees in past:**

*if this is first year, provide projection* 2016 is first year of event, which hopes to re-create a popular event from the 1980s and 1990s in Emerald Isle that routinely drew approximately 10,000 – 15,000 people to Emerald Isle

**Total Budget of Event:** \$50,000

**Please provide a short description of the event:**

The new Emerald Isle Beach Music Festival will be held at the Western Ocean Regional Access, and will be a free community event. A temporary stage will be erected on the existing beach viewing platform between the volleyball courts and the handicapped ramp, and musical performers will face the ocean. The crowd will view the musical performers from the beach strand, and the main beach access walkway will remain open for attendees to freely move between the beach strand and the restroom / parking area. Food and other vendors will set up in the Western Ocean Regional Access parking area. Event parking will be located on the wide NC 58 right of way, and will be handled in a similar manner as the annual St. Patrick's Festival. We are also hopeful that many attendees will walk to the event via the beach strand or the Town's popular bicycle path. The event will likely begin at 11 am, and continue until 5 pm or slightly later. A total of 4 – 5 bands, including popular beach music performers from the original festival and popular regional bands will perform for approximately 1 hour each, with DJ services during breaks.

As is the case every day, beer and unfortified wine will be permitted to be consumed on the beach strand that day, and we anticipate that many attendees will bring their own beverages. EIPD and NC ALE officers will be on hand in sufficient numbers to prevent underage consumption and maintain order at the event. No beer or unfortified wine will be permitted to be consumed on the grounds of the Western Ocean Regional Access (above the flat beach strand and dune line), in accordance with current regulations. A special family-friendly zone will also be established in this area, potentially near the volleyball courts. Please see the attached aerial photo map of the Western Ocean Regional Access indicating the general setup for the event.

**Please provide a short history of the event:**

The original Emerald Isle Beach Music Festival, produced by Emerald Isle businessmen in the 1980s and 1990s, was hugely successful and routinely drew crowds of up to 15,000 people in Emerald Isle during the spring each year, often introducing new people to Emerald Isle. The Town now plans to re-create this highly successful event, and hopes to draw a crowd of 10,000 or more to Emerald Isle for the weekend of September 24, 2016. The Town hopes to capitalize on the nostalgia of the original event, lure past attendees back to Emerald Isle for the new event, and introduce a whole new generation of visitors to Emerald Isle. A key goal for the event is to hold the event on the beach strand itself, as events held on the actual beach strand have been routinely requested in Town surveys and other feedback.

**Please explain how TDA funds will be used:**

As noted above, we have established a total budget of \$50,000 for the event. This amount includes:

\$ 35,000	musical entertainment
\$ 3,000	stage rental
\$ 3,000	portable toilet rental
\$ 6,000	electrical improvements or generator
<u>\$ 3,000</u>	advertising and marketing
\$ 50,000	TOTAL.

Total event revenues include:

\$ 35,000	Tourism Development Authority "Event Funding"
\$ 5,000	vendor fees
\$ 5,000	sponsorships
<u>\$ 5,000</u>	t-shirt sales
\$ 50,000	TOTAL.

TDA funds are a critical funding component for the event, and would be used for various event-related expenses.

The Town of Emerald Isle will also be devoting significant in-kind resources for production of this event, including the event venue, planning, marketing, emergency services personnel, event setup and cleanup, and other associated tasks. The dollar amount associated with these expenses is estimated at approximately \$15,000.

**Please describe a typical participant and/or attendee of the event (e.g. teenage athletes and parents, recreational fisherman, foodies, or art lovers, etc.):**

As noted above, the Town hopes to capitalize on the nostalgia of the original event, lure past attendees back to Emerald Isle for the new event, and introduce a whole new generation of visitors to Emerald Isle. We expect people of all ages and from all backgrounds to attend the event, which will essentially be a huge beach party. The air temperatures and low humidity are perfect in late September, the water is still warm, and the lure of music, food, and drink should result in a high attendance for the event. The Saturday date should lure people into Emerald Isle on Friday or sooner, and lead them to stay until Sunday or later.

**Please list the primary places (cities, states, regions) from your attendees will travel to the Crystal Coast.**

We hope to lure returning and new visitors to Emerald Isle from the Raleigh-Durham area, eastern North Carolina, Virginia, and elsewhere to the event. We anticipate significant radio station exposure in these markets, as well a significant social media advertising campaign.

**Primary Contact Name:** Frank Rush, Town Manager  
**Contact Phone:** 252-354-3424 or 252-241-6995  
**Contact E-mail:** frush@emeraldisle-nc.org





Nice Matters!

**Town of Emerald Isle**  
7500 Emerald Drive  
Emerald Isle, NC 28594

252-354-3424 voice  
252-354-5068 fax

[www.emeraldisle-nc.org](http://www.emeraldisle-nc.org)

**Mayor**  
Eddie Barber

**Mayor Pro-Tem**  
Floyd Messer, Jr.

**Board of Commissioners**  
Candace Dooley  
Steve Finch  
Jim Normile  
Maripat Wright

**Town Manager**  
Frank A. Rush, Jr.  
[frush@emeraldisle-nc.org](mailto:frush@emeraldisle-nc.org)



## RESOLUTION AUTHORIZING TOURISM DEVELOPMENT AUTHORITY FUNDING REQUEST FOR EMERALD ISLE BEACH MUSIC FESTIVAL

**Whereas**, the Town continually seeks to develop activities and amenities that will promote increased visitation to Emerald Isle in the spring, fall, and winter months, and

**Whereas**, the Emerald Isle Beach Music Festival, produced by Emerald Isle businessmen in the 1980s and 1990s, was hugely successful and routinely drew crowds of up to 15,000 people in Emerald Isle during the spring each year, often introducing new people to Emerald Isle, and

**Whereas**, after a long absence, the Town is now working to recreate the success of the original Emerald Isle Beach Music Festival in an effort to draw more visitors to Emerald Isle in late September each year, and

**Whereas**, the Town, in conjunction with the Emerald Isle Business Association, is currently in planning stages for a new version of the Emerald Isle Beach Music Festival to be held primarily on the beach strand at the Western Ocean Regional Access, with food vendors and other vendors set up in the parking area of the Town's flagship beach access facility, and

**Whereas**, the Town hopes to draw a crowd of 10,000 or more to Emerald Isle for the weekend of September 24, 2016, with future goals to eclipse the attendance of the original Emerald Isle Beach Music Festival and eventually rival attendance at the Town's St. Patrick's Festival (in excess of 25,000) held annually in March, and

**Whereas**, the Town hopes to create a series of high attendance events in the spring, fall, and winter each year, including the St. Patrick's Festival (March), Emerald Isle Marathon-Half Marathon-5K races (late March / early April), new Emerald Isle Beach Music Festival (September), and Christmas Parade (November), and

**Whereas**, the Town is seeking "Event Funding" from the Carteret County Tourism Development Authority to fund a portion of event expenses for the inaugural 2016 event to be held on September 24, and

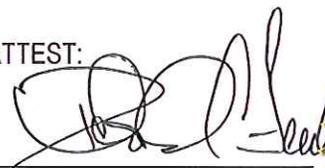
**Whereas**, the Town Manager is the chief administrative officer for the Town,

**Now, therefore, be it resolved** by the Board of Commissioners that the Town Manager is hereby authorized to submit an application to the Carteret County Tourism Development Authority for "Event Funding" in the amount of \$35,000 for the 2016 Emerald Isle Beach Music Festival. The Town will match these funds with \$15,000 generated from event revenues, for a total event budget of \$50,000.

Adopted this the 12<sup>th</sup> day of April, 2016.

*Eddie Barber*

ATTEST:

  
Rhonda Ferebee, Town Clerk. C

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Eddie Barber, Mayor



**Conceptual Layout  
Emerald Isle Beach Music Festival  
Western Ocean Regional Access**

**Vendor Area**

**Family Friendly Area**

**Stage**

**Audience**

Google

