



AGENDA ITEM COVER SHEET

Meeting Date: January 10, 2017

Agenda Item #: 12

ITEM TO BE CONSIDERED

Title: Resolution Authorizing Tourism Development Authority Funding Request - Emerald Isle Beach Music Festival

Brief Summary:

The Board will formally consider a funding request to the Carteret County Tourism Development Authority in the amount of \$250,000 for the 2017 Emerald Isle Beach Music Festival. Of this amount, a total of \$35,000 would fund approximately 2/3 of the cost of a free beach music concert on the beach strand at the Western Ocean Regional Access - essentially duplicating the 2016 event that was well-attended - on Saturday, September 30. A total of \$215,000 would be used to produce a companion ticketed concert event featuring a national recording artist on either Friday, September 29 or Sunday, October 1. Town staff intend for the TDA investment in the ticketed concert event to be used for cash-flow and loss guarantee purposes only, and intend to recover the TDA's full investment via ticket sales. The ticketed concert event would be held at one of three potential outdoor venues in Emerald Isle - the Emerald Isle Public Boating Access Area, the Western Ocean Regional Access, or Bogue Inlet Pier.

The Town continually strives to lure more visitors to Emerald Isle in the fall, winter, and spring seasons, and the Emerald Isle Beach Music Festival is intended to ultimately become a premier fall event to lure more visitors to Emerald Isle. The 2016 Beach Music Festival was a great start toward this goal, and the addition of a ticketed concert event with a national recording artist will greatly enhance the entire event, and hopefully result in even more visitors to Emerald Isle during the weekend of September 29 - October 1, 2017 and beyond.

Suggested Motion:

Motion to approve the Resolution Authorizing Tourism Development Authority Funding Request - Emerald Isle Beach Music Festival

BACKGROUND

Originating Department / Individual:

Frank Rush, Town Manager

Attachments:

- 1 Memo from Rush
- 2 Resolution
- 3 Aerial photo map - free beach music concert layout
- 4 Photo - 2016 crowd
- 5 Aerial photos - potential ticketed concert venues
- 6 _____



ACTION TAKEN:

Motion By: _____

Carried: _____