



Nice Matters!

Town of Emerald Isle

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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



**RESOLUTION AUTHORIZING TOURISM DEVELOPMENT AUTHORITY FUNDING
REQUEST - EMERALD ISLE BEACH MUSIC FESTIVAL**

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

Whereas, after a long absence, the Town presented the new Emerald Isle Beach Music Festival on Saturday, August 27, 2016, with an estimated crowd of 9,000 people enjoying a great day of music on the beach, and

Whereas, the Town is planning the 2017 Emerald Isle Beach Music Festival, to be held on Saturday, September 30, 2017 at the Western Ocean Regional Access, with another great lineup of beach music performers offering a free concert on the beach, and

Whereas, the Town continually seeks to improve every aspect of our community, and strives to produce high quality special events aimed at bringing more visitors to Emerald Isle during the fall, winter, and spring months, and

Whereas, the Town seeks to enhance the visitor experience for the 2017 Emerald Isle Beach Music Festival by offering a companion ticketed concert event with a high quality national recording artist performing in Emerald Isle, and

Whereas, the Town seeks to offer the ticketed concert event either on Friday, September 29 or Sunday, October 1, in an effort to enhance the visitor experience for the 2017 Beach Music Festival weekend and draw additional visitors to Emerald Isle, and

Whereas, the Town is seeking "Event Funding" from the Carteret County Tourism Development Authority to fund a portion of event expenses for the free beach music concert on the beach strand on Saturday, September 30, and is also seeking "Event Funding" for production expenses associated with the ticketed concert event to be held on Friday, September 29 or Sunday, October 1, and

Whereas, the Town intends for ticket sale proceeds to fully recover the Tourism Development Authority's investment in the ticketed concert event, 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 \$250,000 for the 2017 Emerald Isle Beach Music Festival. Requested funding is as follows:

- 1) A total of \$35,000 is associated with the free beach music concert on the beach strand on Saturday, September 30, and will be matched with \$19,000 from the Town for a total free beach music concert budget of \$54,000. The Town will also

provide significant in-kind production, setup and cleanup, and public safety services associated with the event.

2) A total of \$215,000 is associated with the ticketed concert event, which will enable the booking of a high quality national recording artist to perform on Friday, September 29 or Sunday, October 1. The Town anticipates recovering this cost via concert ticket sales, and seeks funding for cash flow and loss guarantee purposes only. The Town will also provide significant in-kind production, setup and cleanup, and public safety services associated with the event.

Adopted this the ____ day of _____, 2016.

Eddie Barber, Mayor

ATTEST:

Rhonda Ferebee, Town Clerk. CMC