

**TOWN OF EMERALD ISLE  
Board of Commissioners**



**AGENDA ITEM COVER SHEET**

**Meeting Date:** March 13, 2018

**Agenda Item #:** 13

**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 \$20,000 for the 2018 Emerald Isle Beach Music Festival. This amount is equal to the 2017 funding award, and would be matched with \$34,000 from sponsorships, t-shirt sales, vendor fees, and the remaining balance from previous events. The 2018 event is scheduled for September 29, 2018.

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 developing into one of the Town's premier events to lure more visitors to Emerald Isle. The 2016 and 2017 events had a total attendance of approximately 8,000 - 9,000 people on the beach strand enjoying a beautiful fall day in EI, and we hope to duplicate and exceed that attendance in 2018.

**Suggested Motion:**

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

**BACKGROUND**

**Originating Department / Individual:**

Alesia Sanderson, Parks & Rec Director



**Attachments:**

- 1 Memo from Rush
- 2 Resolution
- 3 Aerial photo map - free beach music concert layout
- 4 Photo - 2016 crowd
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_

**ACTION TAKEN:**

**Motion By:** \_\_\_\_\_

**Carried:** \_\_\_\_\_