



STAFF REPORT

Meeting Date: Sept. 8, 2015

Agenda Item #: 11c

TO: Mayor and Town Council
FROM: Bonnie Schwerd, Finance Director
THRU: Susan Parker, Town Administrator
TITLE: Outside Agency Funding Requests
ATTACH: Agency Request Table

Summary: The Town of Sunset Beach has customarily received funding requests from non-profit agencies as a part of the annual budget planning process. Funding was then granted to various agencies, at the discretion of the Town Council, to perform activities within the community.

For the current 2015-2016 fiscal year, funding awards were delayed to allow approval of an outside agency funding policy. The Town Council adopted the policy at its last meeting and also requested that staff bring back the summary of funding requests for Council to review at the September meeting.

Please note that some of the requests may have been time-sensitive. Some of the agency requests may have included activities that the agency would have planned to undertake in the summer, the community's prime tourist season. Additionally, at the time of the agency requests, the Town's policy requiring a match in funding had not yet been put into place. Therefore, staff requests clarification as to whether any potential funding awards are to be awarded solely for the specific activities originally cited in the agency requests, or if the Council wishes for the agency to be able to provide an alternate request for the Town Council's designated funding amount.

The Town Council budgeted \$40,000 in the Accommodations Tax Fund for funding tourism-related activities. The Town Council awarded \$15,000 for tourism activities at the August 2015 meeting, leaving \$25,000 available in the approved budget.

If the Town Council awards funding (1) for Tourism-Related amounts in excess of the available \$25,000 OR (2) for any amount of award for general activities that are not Tourism-Related, such action would prompt the need for a budget amendment to appropriate monies from Contingency or Fund Balance.

Recommendation:

- (1) Staff recommends that Town Council review the chart of non-profit agency funding requests and make a decision on the agencies and amounts to fund.

- (2) Staff requests Town Council select a. or b. below:
 - a. Potential award amounts that Council approves will be approved for the specific services indicated in the original requests only.
OR
 - b. Agencies that receive potential funding awards will be permitted to provide an alternate request this transitional year.

**Town of Sunset Beach
FY 2015-2016 Outside Agency Funding Requests**

Agency	Request Amount	Service Description	Activity Type	Service Area	No. to be served	Admin % of budget	Org Structure
Sunset Beach Merchants Association	\$100,000	Increase revenue for all Sunset Beach businesses	Economic Development	Sunset Beach	15000	18%	501(c)3
Communities In Schools	\$2,000	Tutor/Mentor children	Education / Human Services	Brunswick County	800+	7%	501(c)3
Brunswick Search and Rescue Team	\$1,000	Boots to be used in rescue efforts	Public Safety	Brunswick & New Hanover region	All	5%	501(c)3
Brunswick County Chamber of Commerce	\$3,000	Walk the Beach event to gather info from tourists & disseminate data	Tourism / Economic Development	South Brunswick Islands	30000	74%	Not answered
Sunset Beach Concerts	\$5,000	Summer concert series	Tourism / Recreation	Sunset Beach	75000	0 - All Volunteer	501(c)4
SECU & Hospice House of Brunswick	\$2,500	Marketing materials for Bereavement Services	Human Services	Brunswick County	5728	Not answered	Not answered
Brunswick Family Assistance	\$1,500	Emergency financial assistance	Human Services	Brunswick County	19500	8.10%	501(c)3
Old Bridge Preservation Society	\$500	Speaker honorarium, story books, arts and craft supplies & materials	Education / Recreation	Sunset Beach	2000	0 - All Volunteer	501(c)3
Ingram Planetarium	\$10,000	Summer movie series	Recreation / Tourism	Sunset Beach	21655	49%	501(c)3

Total Requests \$125,500