

The Mayor has developed two event ideas for May 2016, and would like Council approval to move forward with both of them as Town sponsored events:

1. Park to Park bike ride-schedule for May 14, 2016. Co-sponsored with the Brunswick County Parks and Recreation Department. This will be a free family fun ride that morning that will travel from the Ocean Isle Park on Old Georgetown through the Sea Trail community to the Sunset Beach Park, and back after a break in the park.
  - a. The County has agreed to provide the amphitheater at their park at no expense, and provide assistance in promotion of the event. The event will start at OIB Park due to the available parking.
  - b. Traffic control assistance will be asked of from the Sheriff's Department and our police staff.
  - c. Limited expenses anticipated to help provide refreshments at the break-all will be covered by solicited business sponsorships as needed.
  - d. First year goal would be 50 or more riders.
  
2. Arts in the Park-May 28, 2016. Anticipated co-sponsors are the Brunswick Arts Council and the Waterway Arts Association. The general goal is to expose existing artists to the community while involving elementary school students in the creation of art that would be displayed as well.
  - a. There are four scheduled activities for the event:
    - i. Artist Display-artists will display their work along the path in the park for a nominal fee.
    - ii. Student Display-we plan to work with an area elementary school in the spring and display their works.
    - iii. Park Plein Air Event-we will invite artists to participate for part of the day in this event, with awards given at the conclusion of the show.
    - iv. Music-we plan for jazz and classical musicians to participate through the day
  - b. Funding will be provided primarily through two grants-a NC Grassroots program request for \$2,500 is pending, and a matching grant of \$2,500 from a community arts endowment has been offered. Any remaining funds for the first year will be solicited from sponsorships and participant fees.

Though some staff time will be necessary to coordinate before and after the events, the goal is to keep this to a minimum. The Mayor will seek interested community volunteers to help with each event. No direct Town funds are needed for either event.

Promotion will be primarily through social media, with a goal of involving both our community as well as visitors to Sunset Beach based on their interests. We'll work with the Sunset Beach lodging partners to encourage their past guests to visit on these weekends as well.