



MEMORANDUM

To: Mayor and Members of the City Council

From: Montre' Freeman, City Manager

Date: October 11, 2024

Re: Consideration – Ratify Submission of TDA Application for Splash

BACKGROUND/ANALYSIS:

Splash is Elizabeth City's "very own artistic getaway." This is the 10th year of the event, and this year's festivities will run from October 15th through October 19th. This year will culminate in the first ever Splash Art Fair on Saturday, October 15th from 11:30 a.m. to 2:30 p.m.

Splash is the only city-wide art festival of its kind in North Carolina and it's always a week filled with live painting, drawing, artistic demos, photography and much more. Visiting and local artists of various mediums gather in downtown Elizabeth City to draw inspiration from one another and create in the spirit of collaboration. Arts of the Albemarle will serve as this year's headquarters.

An application has been prepared for a \$3,000 request for this year's Splash. As there was a time crunch to get the request over to the TDA, we are asking the Council to ratify the action after the fact. The City historically supports this cause each year. As this is a weeklong festival and there will be many artists traveling and staying locally, there will be a positive economic impact for the City.

STAFF RECOMMENDATION:

By motion, ratify submission of the application to the Tourism Development Authority in the amount of \$3,000 to support Splash 2024.



Elizabeth City – Pasquotank County Tourism Expenditure Restricted Funds APPLICATION

Please complete the following form and questions to submit your funding request.

Local Government Name	City of Elizabeth City
Contact Person & Title	Lauren Luther
Email Address	lauren@artsaoa.com
Phone Number	252-338-6864
Project Name	SPLASH
Project Address	516 E. Main Street
Website	www.artsaoa.org
Total Cost of Project	\$9,850
Tourism Funding Requested	\$3,000

Please thoroughly answer the following questions.

1. Provide a detailed description of Project. Include goals and outline intended results.
2. What is the anticipated Project timeline, including start and finish dates?
3. Provide an outline of the scope of work and anticipated costs, including an itemized budget.
4. Describe information about proposed firm or partnership contracted for the project, if any.
5. Does this Project have the potential to attract new overnight visitors? Explain.
6. Does this Project have the ability to attract visitors on a continuing basis? Explain.
7. Describe how this Project will increase the economic impact to the region.
8. How will this Project enhance Elizabeth City and Pasquotank County as a travel destination?

The EC PC TDA reserves the right to bring up questions and request additional or supporting information.

Submit Completed Applications to:

Visit Elizabeth City | 501 South Water Street | Elizabeth City, NC 27909

Info@VisitElizabethCity.com

*Applications must be received no later than the second Thursday of a given month in order to be placed on the upcoming committee agenda and subsequent Authority meeting agenda. [Check our website](#) or call to confirm up-to-date meeting schedules as meetings are not held every month.

1. Provide a detailed description of Project. Include goals and outline intended results.

Splash is a celebration of arts and artists all of mediums, and North Carolina's only citywide retreat for the visual arts. This year is the 10th installment, and will see downtown Elizabeth City turned into an "artistic getaway" where locals and visitors, young and old can take part in workshops, demos, exhibits and more. Arts of the Albemarle will be the headquarters for this year's events.

2. What is the anticipated Project timeline, including start and finish dates?

This year's Splash will be held the week of October 15th – 19th. The Saturday, October 19th closeout will be the first ever Splash Art Fair from 11:30 a.m. to 2:30 p.m.

3. Provide an outline of the scope of work and anticipated costs, including an itemized budget.

(attached)

4. Describe information about proposed firm or partnership contracted for the project, if any.

5. Does this Project have the potential to attract new overnight visitors? Explain.

Many of the artists and art lovers participating in the workshops and demos are traveling specifically to Elizabeth City for this event and will be staying here for multiple nights as Splash is a week-long event.

6. Does this Project have the ability to attract visitors on a continuing basis? Explain.

Yes. Splash is an annual event and will draw visitors to explore more of Elizabeth City's downtown.

7. Describe how this Project will increase the economic impact to the region.

As a week-long event with many well-known artists and exhibits coming in for the occasion, there will be many visitors needing lodging, dining at our restaurants and generally spending money in our city.

8. How will this Project enhance Elizabeth City and Pasquotank County as a travel destination?

Splash engages our local community and visitors through artistic expression. People will feel inspired to create when surrounded by the beauty of our downtown and waterfront.



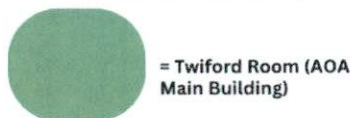
October 15—19

2024 SCHEDULE

Please note, this schedule is subject to change and will be updated with more classes and events as Splash Week draws near.

Tuesday	Wednesday	Thursday	Friday	Saturday
Welcome, artists! Open Studio 9 AM-6 PM	Open Studio 9AM-6PM			
	Line & Wash Landscape with Rebecca Davis 10 AM-1 PM	Plein Air Painting with Ben Hamburger at the Dismal Swamp Welcome Center 9AM-1PM		
Open Demo 11-1 PM (free)	Open Demo 11-1 PM (free)	Open Demo 11-1 PM (free)	Open Demo 11-1 PM (free)	Open Demo 11-2 PM (free)
	Boosting Your Art Sales with Martin Brossman 4-6 PM (free)	Big Red Dance Workshop 3:30-5:30 PM		Splash Art Fair* 11:30AM-2:30PM (free) Kids Activities Artisan Sales Music
Line & Wash Floral Still Life with Rebecca Davis 6-9PM	Photography Masterclass with Bryce Lankard 6:30-8:30 PM		Splash in the Park Field Trip* 9AM-12PM (free)	
Meet & Mingle at Seven Sounds Brewery 6-9PM (free)	Wine Wednesday at Pine & Porch 6-9PM (free)	Nocturne Painting with Ben Hamburger at Seven Sounds 6-9PM	Big Red Dance Concert* 7:00 PM	Manteo Murphy Concert* 7:30 PM

*Denotes community-forward events.



= Twiford Room (AOA Main Building)



= Maguire Theater (AOA Main Building)



= Gallery (AOA Main Building)



= Madrin Studio (Poindexter St.)



= Other

Splash Expense - Projected 2023

Welcome Bags	\$500
Marketing & Print Material	\$1,000
Banner	\$250
Amentities	\$500
Art hanging/Paint Supplies	\$250
Personnel	\$250
Workshop Artists	\$1,000
Accomodations for Visitors	\$600
Visiting Mural Artists	\$5,000
Mural Supplies	\$500
	<hr/>
	\$9,850