

# OCEAN ISLE PROPERTY OWNERS ASSOCIATION

March 3, 2020

To the Ocean Isle Beach Town Commissioners:

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On behalf of the Ocean Isle Property Owners Association (OIPOA), we would like to address the recent information that was presented to our Board regarding the restrictive “guidelines” for the Summer Concert Series sponsorship advertising at the new Town Center Park and its amphitheater.

As you are aware, each year the OIPOA coordinates the Ocean Isle Beach Summer Concert Series to showcase the fun, family-friendly appeal of our island; all for the mutual benefit of the Town, as well as its merchants, residents and visitors. The Summer Concert Series is an integral part of our community and has been for many years. This year marks the 20<sup>th</sup> Anniversary of the OIB Summer Concert Series. We would like the Town Commissioners to please understand and consider the following information:

1. The planning for the concert series begins well in advance of the first annual concert; typically, once the previous year’s concerts have ended. We continue to proceed with planning the concerts in the manner we have done each previous year.
2. The funding to pay for the expensive costs of these concerts is provided by our local area merchants in the form of Concert (Advertising) Sponsorships. We have solicited and received approximately 50 sponsorship agreements and commitments for the upcoming season. Receipt of all sponsorship funds is required by March 15.
3. We have solicited and received approximately 50 sponsorship agreements and commitments for the upcoming season. The total income amount of which we anticipate will cover the costs of the concerts completely.

4. In exchange for their sponsorship support, we agree to provide each sponsor with an advertising space commensurate with their level of contribution. These agreements require that their advertisements will be placed on banners that are visible throughout the Summer Concert Series, 24 hours a day and 7 days a week, for the duration of the concert season. These agreements were made as to maximize their return on investment (ROI) and brand awareness.
5. After submitting the permit application for the Summer Concert Series, it was brought to our attention that the Town is planning to impose some (currently undocumented) “guidelines” for signage in the new Town Center Park. These guidelines apparently require that the banners be temporary, no more than 12 ft. tall x 8 ft. wide or 15 ft tall x 6 ft wide in size. We were also told that they must be installed directly before and removed immediately following each concert.
6. **The result of abiding by these proposed “guidelines” necessitates that the OIPOA breach all of our existing sponsorship agreements.** Rather than receiving advertising visibility throughout the Summer Concert Series, local area vendors would stand to receive only approximately 51 hours of advertising. Many of our merchants have indicated that this level of ROI is simply *not* worth making a financial contribution.
7. This year, we have signed, executed contracts with 17 bands; each of whom are scheduled to perform between May 22-sept. 11, 2020 and we are contractually obligated to pay them.
8. Without the committed sponsorship money, the OIPOA simply *cannot afford* to produce the Summer Concert Series.

Our board members are planning to attend the upcoming Town Commissioner’s Meeting to present and discuss the gravity of this situation. If you have any questions, comments or concerns that you would like us to consider and address, please contact us at [oceanislepoa@gmail.com](mailto:oceanislepoa@gmail.com). We appreciate your time and consideration.

Respectfully,

The Ocean Isle Property Owners Association  
2020 Board of Directors