



Application for Grant Funds for SETRAC
Special Events, Tourism and
Culturally-Related Activities

Funding Cycle: July 2014

Application Deadline: Friday, May. 9, 2014 at 5:00pm

Notification Deadline: July 31, 2014

I. Agency Profile

1. Organization/Agency: Greensboro Aquatic Center

2. Address: 1921 West Lee Street, Greensboro, NC 27403

3. Project Director: Matt Brown Daytime Phone:(336) 373-7406

4. E-mail Address: matt.brown@greensboro-nc.gov

5. Source of Operating Funds for Organization/Agency: City of Greensboro

6. Total Budget Amount for Organization/Agency: \$ \$1,309,050 (for Greensboro Aquatic Center)

7. Does Your Organization/Agency receive any tax funding: [X] YES [] NO

If so, how much? \$614,243

Is source of tax funding: [X] Local [] State [] Federal

Does organization receive funding from a Foundation(s): [] YES [X] NO

If funding has been received from a Foundation(s) in this current fiscal year. Please list the Foundation(s) and the amount received:

8. Is your Organization/Agency [] For Profit [X] or Non-Profit

All sections of applications must be completed for application to be considered

II. SETRAC Project Summary

Please keep information brief and specific. Additional documents are discouraged

9. Narrative Description of Project (Must include need assessment/purpose of project, outline of project procedure, intended results of project. Attachments will not be accepted.) (300 word limit)

The expansion of the west pool deck will create additional space for the GAC to more effectively host large, national swimming and diving meets, thus increasing the facility's ability to attract future large meets and draw more visitors to Greensboro.

The west pool deck is one of the primary locations competitors gather prior to, and during, their individual races. For some of the large scale events the GAC has hosted – and continues to bid on for future years – the number of competitors can approach nearly 2,000 athletes. Thus, at its present size, the existing west pool deck area becomes extremely congested and difficult for participants, meet officials and staff to navigate through at peak race times. In reviewing feedback from event organizers on the GAC's performance and hosting capabilities of elite meets, the size of the west pool deck has been consistently cited as the one area where the facility needs to be improved/expanded. With future USA Synchro, YMCA and NCAA Championships (that will draw between 1,000-2,000 competitors each) already booked over the next three years, the expansion of the west pool deck is a critical component for the GAC to continue to recruit and retain large, prestigious national championship level events.

10. Anticipated Visitor Attendance from outside 50 mile radius: (100 word limit)

The GAC hosted 46 meets in Fiscal Year 12-13, featuring 17,352 participants with a total attendance of 74,051. Projections for FY 13-14 include 62 events with 28,934 participants and an attendance total of over 100,000. The Greensboro Area Convention & Visitors Bureau has estimated the economic impact of GAC events to date at \$73.9 million. In addition, the GACVB estimates the economic impact of all GAC bookings (through 2018) at more than \$92 million.

11. Anticipated Hotel/Motel Room Nights generated: (100 word limit)

Significant hotel/motel occupancy has been created as Greensboro Aquatic Center events have generated over 65,000 hotel room nights (estimated by GACVB) since its opening in the fall of 2011. In addition, the GACVB estimates the total number of hotel/motel room nights for all GAC bookings (through 2018) at over 83,000.

12. What steps, if any, has Applicant taken to collaborate with the Hotel/Motel Community for room accommodations and tracking method?

The Greensboro Aquatic Center partners with the Greensboro Area Convention & Visitors Bureau to book and track room nights through the GACVB.

The Greensboro Sports Commission partnered with the Greensboro Aquatic Center to host the 2012 USMS Spring National Championships and the 2012, 2013 & 2014 YMCA National Short Course Swimming Championships and rooms booked in conjunction with those events were tracked through the GACVB.

In addition, the GAC will be working with the CVB to book and track rooms for upcoming 2015 NCAA Division I Women's Swimming and Diving National Championships, 2016 Division III Men's and Women's Swimming Championships, 2018 Division II Men's and Women's Swimming Championships.

III. SETRAC Financial Information

13. SETRAC Project Name: Expansion of West pool deck at Greensboro Aquatic Center

14. Date of Project to Begin: August 1, 2014

Date of Project Completion: September 1, 2014

15. SETRAC Project Budget: *Must indicate where SETRAC funds would be used.

A. Total Project Budget	\$ 76,758
B. Amount of SETRAC Grant Funding Requested	\$ 76,758
C. Funds provided by Applicant	\$

D. Capital Improvements Detail:	Removal of two existing "X" brace supports	\$ 38,379
	and restructuring of steel support to create	\$ 38,379
	additional available foot traffic space on west	\$
	pool deck.	\$

E. Marketing Promotions Detail: *To be considered, all media expenditures must be outside a 50 mile radius of Greensboro.

\$
\$
\$
\$

F. Collateral Materials Detail: (Specify type and number printed, include breakdown of design, layout and printing cost.) *Printed material is honored on a 1:1 basis

\$
\$
\$
\$

G. Other (Be specific.)

All sections of applications must be completed for application to be considered

If a SETRAC Grant is awarded, please list the organization name the check should be made out to along with the mailing address:

Greensboro Aquatic Center
1921 West Lee Street
Greensboro, NC 27403

Matt Brown, Managing Director, Greensboro Coliseum Complex

Signature (Project Director)

Print Name & Title

matt.brown@greensboro-nc.gov; (336) 373-7406

Email address and phone

May 7, 2014

Date

Andrew Brown, PR Manager, Greensboro Coliseum Complex

Signature (Authorized Administrative Official)

Print Name & Title

andrew.brown@greensboro-nc.gov; (336) 373-7456

Email address and phone

May 7, 2014

Date

Return Application to:



**Attn: SETRAC Grants Administrator
2200 Pinecroft Rd., Suite 200
Greensboro, North Carolina 27407
Phone: 336-274-2282**

No applications will be accepted after deadline

All applicants will be notified by letter. The status of your application will not be discussed by telephone prior to notification of all applicants.

SETRAC Grants Application Advisory Committee

Committee members are available to assist you with questions concerning project development

**Please contact James Watterson at
336-335-1582 or jwatterson@VisitGreensboroNC.com
for more information**

All sections of applications must be completed for application to be considered