

The following message is being sent on behalf of the Kure Beach Town Council in response to email communications received regarding Set Up Events annual triathlon. Individual email addresses are not shown as a courtesy.

Thank you for taking the time to let us know that you enjoy coming to Kure Beach to participate in the annual triathlon. The Town, as always, welcomes you.

The total fees that the Town of Kure Beach charged for this year's triathlon were \$1,860.00. Mr. Scott has not paid \$240 of that bill. At the July Town Council meeting, Mr. Scott discussed with the Council his position that the Town was charging excessive fees for his event. He was directed to put in his application for next year's event, so that the Council could work with him on reaching agreement to prevent this issue from occurring again. Additionally, Council directed staff to re-invoice Set Up Events for the remaining \$240.

In 2010, the Town charged \$2,250 for the event and in 2011, the Town charged \$2,400. The fees actually went down in 2012. Surveys of other venues that Mr. Scott's organization has operated in, show that regionally (Myrtle Beach, Wrightsville Beach, Wilmington, Raleigh), Kure Beach charges significantly less for this event than similar events.

The Town Council is open to working with Mr. Scott in hosting next year's event. For the first seven years of the event, the Town charged nothing, with the citizens bearing the cost of a for profit company's event. Since the Town began charging in 2007, it has only charged the Town's costs of the event. The Town Council will utilize the public safety professionals (Police Chief, Fire Chief and Public Works Director) to define the necessary staffing for the event and will charge for staffing requirements based on what the Town's adopted Fee Schedule rates require.

Kure Beach has a history of providing a welcoming atmosphere to all visitors by providing lifeguard coverage, professional and courteous police and fire personnel and a family friendly atmosphere. The fees charged to for profit organizations are in line with other communities in our area and are in almost all cases lower than other communities. The total fees for the Sprint Triathlon are not only reasonable, but in 2012 were lower than the previous two years. This in a year when the citizens of Kure Beach experienced a tax increase due to the financial requirements of the Town.

The Town Council certainly hopes this will be resolved by Set Up Events, because the Town in no way wishes to impact future triathlons.

Sincerely,

The Town Council of Kure Beach