

Kure Beach Double Sprint Triathlon – e-mail (7/26)

Folks – we need your help. We’re trying to salvage the Kure Beach Double Sprint Triathlon. This is an iconic event in the Inside-Out Sports NCTS. In 2012 we held the race for the sixteenth consecutive year. Kure Beach was the very first triathlon in the U.S. to offer up the unusual format; swim, run, bike, run, swim. The race has capped out at 500 participants for the past ten years (we only had 480 in 2012).

But the Town of Kure Beach is considering denying our race application for 2013. This year, when all the planning was said and done, and with only two weeks to go before race day, we received an invoice from the town of Kure Beach for more than twice the amount of what we are normally charged for their services (park rental, police support, etc). In reviewing the invoice it was very clear that there were some trumped up charges included.

During the July Town Council meeting, I went before Council to dispute these charges and to let them know that they were out of line with anything we have paid in the past and also much higher than fees we pay in other communities in which we produce races. Please understand, Set Up Events never expects to get services for free and is always willing to pay its fair share. The fees charged to us by Kure Beach, however were WAY more than any reasonable person would consider as "fair share". I have asked the town to reconsider the fees paid, not only for this year, but for coming years.

Here’s where we could really use your support. The race brings 500 people to Kure Beach every year – many of you stay in Kure Beach hotels/motels, eat at Big Daddy’s, or Jack Mackarels, or Freddie’s. The race brings a lot of economic impact to this sleepy little beach town whose main industry is tourism. That was my bottom line message to Town Council on 7/19 – “if special events are important to the Town, you need to make some changes or you won’t attract any events.” Event producers simply won’t be able to afford to bring their events to Kure Beach.

I really need some folks to send an e-mail to the members of the Kure Beach Town Council showing your support for the race. If you stay in Kure on race weekend please mention that in your e-mail. Your e-mails may go a long way towards convincing Kure Beach Town Council members that the Kure Beach Double Sprint Triathlon is an important economic boost to the local economy each year.

Here are the e-mail addresses for the five Kure Beach Town Council members.
(Please BCC me on the e-mails)

deanlambeth@townofkurebeach.org
stevepagley@townofkurebeach.org
chuckkeener@townofkurebeach.org
emilieswearingen@townofkurebeach.org

davidheglar@townofkurebeach.org

Thanks very much for your help.

Bill Scott
Set Up Events