



**Village Council
Agenda for Work Session Meeting of July 22, 2025
Assembly Hall
395 Magnolia Road, Pinehurst, NC 28374
Pinehurst, North Carolina
4:30 PM**

1. Call to Order
2. General Business
 - A. Update on Library Construction Bids
 - B. Discussion of Potential Projects to Submit for the CVB One-time Grant Fund Program
3. Motion to Adjourn

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement.



Update on Library Construction Bids ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;
DATE OF MEMO: 07/15/2025

MEMO DETAILS

We are approaching a major milestone in the Given Memorial Library project. Construction bids will be received on Tuesday, July 22, shortly before our Council meeting that evening. We will provide a full update during the meeting.

Last week, we held a pre-bid meeting with potential contractors, and turnout was solid — suggesting healthy interest in the project.

- If bids come in under budget: We can count our blessings and begin evaluating our options — whether that's moving ahead as planned, enhancing features, or reserving the savings.
- If bids come in over budget: We'll explore value engineering options, potential scope adjustments, or a modest increase in the project budget using fund balance or other available sources. Early projections suggest that FY25 ended stronger than expected due to salary lag and unspent funds, which could provide additional flexibility.

Project Overview

The new Given Memorial Library has been decades in the making and is a significant investment in the Village's future. This 9,250-square-foot facility, designed by Oakley-Collier Architects, will be constructed on Magnolia Road. It will replace the current building on the Village Green, while the Tufts Archives will remain and be renovated later. This new space will support:

- Expanded educational programming
- Youth and community events
- A more functional and welcoming library experience
- Long-term preservation of Pinehurst's history

The project is estimated at \$6 million, and construction is expected to begin shortly after the bidding process concludes.

We'll continue to keep you and the community informed as we move forward.

ATTACHMENTS

None



Discussion of Potential Projects to Submit for the CVB One-time Grant Fund Program

ADDITIONAL AGENDA DETAILS:

FROM: Doug Willardson, Village Manager
CC: Village Council;

The Convention & Visitors Bureau (CVB) has officially opened applications for the One-Time Project Fund (OTPF) Grant – Round 2. This competitive grant provides up to \$100,000 in matching funds (50/50) for capital projects that promote tourism, attract overnight visitors from 50+ miles away, and create long-term economic and tourism impact. The application window runs through September 12, and grants will be awarded in December.

Staff recommends that the Village submit an application. Below is a list of possible eligible projects we've discussed or are exploring that could qualify for this funding. Final selection will depend on alignment with the OTPF goals, feasibility, and readiness.

Potential Project Ideas

- **Fair Barn Enhancements (Strongest Candidate):**
 - Most likely to increase overnight stays via weddings, events, and corporate rentals
 - Potential upgrades: improved lighting, partitions for flexible use, bridal suite addition
- **Camelot Playground Renovation**
 - Opportunity to modernize one of our most visible park assets for residents and visitors alike
- **Airport Road Trail**
 - Could connect visitors to parks and trails between Pinehurst and Southern Pines
- **Restroom Facility at West Pinehurst Park**
 - Includes well and septic installation; enhances park usability for visitors
- **Digital Walking Tour Expansion**
 - Audrey has made excellent tour that we are planning on putting on MyVOP; potential to expand to a standalone mobile app to improve visitor experience
- **Village-Wide Trolley Shuttle**
 - Circulates tourists between golf courses, retail centers, downtown, parks, and event venues across Southern Moore County. Would likely need to coordinate with Moore County Transportation Services to operate long-term.
- **Permanent Amphitheater/Stage at Arboretum**
 - Supports live events, festivals, and concerts that draw visitors

into the heart of the Village

- **Arboretum Expansion (across from Village Hall)**
 - Add trails, benches, and natural landscaping to extend an already popular attraction
 - Potential to clean up and activate the “jungle” space at McCaskill & Magnolia; may include piping the gully to create usable green space
- **Harness Track Amenities**
 - Public restrooms already in progress; options like bleachers or minor upgrades have been discussed, but lack strong tourism draw
- **Tufts Archives Museum Enhancements**
 - While ideal in theory, project timing and readiness may not align with this grant cycle

Next Steps

Council is asked to select the two project ideas you feel are the strongest candidates. Once we have your direction, staff will prepare the necessary materials and submit the grant application ahead of the September 12 deadline.

DATE OF MEMO: 07/15/2025

MEMO DETAILS

ATTACHMENTS

1. MCTDA-One-Time-Project-Fund-2.0-GRANT-GUIDELINES-2025



MOORE COUNTY TOURISM DEVELOPMENT AUTHORITY

One Time Project Fund (OTPF) 2.0

2025 Grant Guidelines

The **Purpose** of the **One Time Project Fund (OTPF)** is to encourage creation or expansion of capital projects that will showcase Moore County's unique offerings and will attract overnight visitors from outside a fifty (50) mile radius, thus generating overnight stays and creating economic/destination impact for Moore County.

The Moore County Tourism Development Authority (MCTDA) aka Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB) is the legislatively mandated entity responsible for collecting occupancy tax for all paid accommodations in the county and determines by law the allocation of those dollars to drive overnight visitation. The MCTDA collects a 3% occupancy tax and invests those funds in a variety of tourism marketing efforts.

All Grants will be awarded to Capital Projects and are defined as follows:

New construction, expansion, renovation, or a replacement project for an existing facility or facilities. The project must have a minimum budget of \$100,000. All grants will be awarded on a competitive basis, with primary consideration given to applications that focus on the following:

- Enhance the destination experience for both visitors and residents
- Attract overnight visitors from more than fifty (50) miles outside of Moore County
- Shovel-ready projects will be preferred
- Project funding is up to a 50/50 match for all applicants
- No studies or maintenance projects

All awarded One Time Project Funds must be used by December 31, 2026

The MCTDA cannot guarantee that all applicants will be awarded funding. Funding may be awarded for less than the amount requested or not at all. Limited funds may not allow all projects to receive funding. Preference will be given to the projects that best demonstrate the above criteria. Final decisions regarding the award of grant funds are at the sole discretion of the MCTDA Board of Directors. Once granted, awarded funding may still be dependent upon achieving certain project milestones. An extension of the project timeline may be considered, but not guaranteed. Any extensions would need to be approved by the CVB Board of Directors.

Who is on the OTPF Review Committee?

The OTPF Review Committee will be comprised of a total of five (5) members. Three (3) of those members will be CVB Board Members and two (2) will be independent community business members.

Who is eligible to apply for the OTPF?

Municipalities and federally registered non-profits (with a tourism appeal) in Moore County. Where applicable, applicants must have substantial control over the entity/property to be used for the project, such as ownership or long-term lease.

What are examples of the type of eligible projects?

- Greenway or Trail Projects
- Facility Enhancements
- Parks & Outdoor Recreation Development
- Arts, Historical or Culturally Based Attractions
- Other projects that will expand, strengthen and sustain local tourism and create opportunities for overnight stays from visitors to Moore County.

What are the OTPF grant requirements?

All applications are assessed on the following requirements. If an application fails to meet the requirements of the OTPF Review Committee, it can deny consideration of funds.

- Funding must be for capital investments only. Cannot include operational expenses in funding request.
- All projects must demonstrate that it will create substantial new and incremental overnight stays in Moore County.
- The OTPF will only fund projects that have up to a 50/50 matching budget (excluding in-kind goods & services).
- OTPF funds cannot be first or only funds committed to a project.
- For-profit entities are not eligible for OTPF funding. Also, Projects located at a single lodging property are ineligible for funding.

How do you apply for the OTPF and what is the timeline?

- Applications will be available at www.HomeofGolf.com/OTPF
- Application period: Monday, July 7, 2025 through Friday, September 12, 2025.
- Applications can be sent to OTPF@homeofgolf.com or dropped off in person to the MCTDA at 155 W. New York Ave., Suite 300, Southern Pines, NC. Attn: Phil Werz, President & CEO
- All applications will be reviewed by the MCTDA OTPF Review Committee. They will then provide funding recommendations to the full MCTDA Board of Directors at the scheduled December 2025 meeting for approval and final decision.
- OTPF Review Committee may request in-person presentation if they feel they need to learn more about a specific grant application.
- Failure to meet the deadline will result in the application not being considered for funding during the grant cycle.
- All material submitted as part of an application will be a matter of public record, subject to Chapter 132 G.S. 132-1 of NC laws.
- We anticipate OTPF grant award notifications will be sent via email and letter after the December 2025 MCTDA Board Meeting.

How will the grant application be evaluated?

- Project information: includes timeline, strength of application, uniqueness, and innovation of project. Details are a must.
- Financial Strength: includes stability of organization, strength of business plan, and the proof that up to a 50/50 match is possible.
- Project impact: includes expected room nights generated, size of market to be served, expected community impact, and ability to market project upon completion.

Send Fully Completed Applications to:

Attn: Phil Werz
Moore County Tourism Development Authority (MCTDA) aka
Pinehurst, Southern Pines, Aberdeen Area CVB
155 W. New York Ave., Suite 300
Southern Pines, NC 28387

Stipulations:

- Failure to use funds as specified in the award letter will result in nonpayment of the funding allocation.
- Failure to include the MCTDA website as directed will result in non-payment of the funding allocation.
- Applicants who do not comply with all deadlines and stipulations may be disqualified and ineligible to receive OTPF funding.

Disclaimer:

The Moore County Tourism Development Authority (MCTDA) reserves the right to accept or reject an application if it doesn't meet the requirements.

Glossary:

Occupancy Tax: A tax paid by guests staying in a paid overnight accommodation such as a hotel, motel, vacation rental or bed and breakfast. Guests visiting Moore County pay 3% occupancy tax. That rate will increase to 6% on January 1, 2026.

Out-of-Market: A term used to describe guests who reside outside of the Moore County market. The MCTDA defines out-of-market as someone living more than 50 miles away. Nearby out-of-markets include: Raleigh-Durham, Greensboro, High Point, Winston-Salem, Charlotte, and Wilmington. Further markets include: Atlanta, Washington, DC, Charleston, Richmond, and Tidewater area of Virginia.

Room Nights: One room night is defined as a single night spent in one room in a traditional lodging property or one night in a vacation, or short-term rental. If there are two or more guests staying in the room, vacation, or short-term rental, it's considered one room night.

Shovel-Ready Project: A "shovel-ready" project is one that is fully planned, permitted, and ready for construction to begin immediately with sufficient funding. It implies all the necessary groundwork, including planning, zoning, environmental clearances, and infrastructure, has been completed.