

NC RURAL ECONOMIC DEVELOPMENT CENTER
 ECONOMIC INNOVATION GRANTS
 ECONOMIC STIMULUS AND COMMUNITY INNOVATIONS INVESTMENTS
 BOARD REPORT SHEET

APPLICANT

Applicant Name: Surry Arts Council

Applicant County: Surry

POV Rate: 14.6 Unemployment Rate: 6.00 Tier: 1

Bus. Lost in Previous 24 Months: 9 Jobs Lost in Previous 24 Months: 1,573

Addn'l Project County(s) Served: _____

Project Population: 72,687 Jobs Created: 7 direct 30 indirect Bus. Created: 5

PROJECT REQUEST

Project Title: Andy Griffith Museum

Project Overview:

The Surry Arts Council is requesting funding to support the construction of an addition to the Andy Griffith Playhouse in Mount Airy. The addition will house the Andy Griffith Collection which will showcase memorabilia from "The Andy Griffith Show" provided by Andy Griffith, the Don Knotts estate, Betty Lynn (Thelma Lou), Maggie Peterson (Charlene Darling), and others involved with the series. Surveys and local visitor center data document that visitors to the area are primarily interested in seeing and experiencing "Mayberry". The project will boost the local economy through place-based development resulting in new jobs, extended visitor stays, and increased visitor spending, and will foster the preservation, promotion, and protection of a valuable collection of memorabilia associated with one of the area, state, and nation's most recognized and valued personalities: Andy Griffith. The Andy Griffith Museum will be a new, self-supporting business under the umbrella of the Surry Arts Council. Seven jobs will be created directly at the museum within the first year of operation, and 30 additional jobs are projected to be created in the Travel and Tourism industry in Surry County within the first two years. It is projected that at least 5 new businesses will be created to support the Mayberry experience within the first two years. These include a for profit step on guide business, two new bed and breakfasts, and new lodging and restaurants. Funding will support the development of architectural plans and the construction of the addition.

Total Project Budget: \$650,000.00

Total Funding Requested: \$350,000.00

Recommendation: YES

Total Funding Recommended: \$350,000.00

NO

Reasons / Addn'l Notes: Project meets grant program objectives