

CAROLINA BEACH

Town Council Workshop

Tuesday, June 24, 2025 — 9:00 AM

Council Chambers, 1121 N. Lake Park Boulevard, Carolina Beach, NC



AGENDA

CALL TO ORDER

DISCUSSION ITEMS

1. Marketing Advisory Committee Budget Presentation
2. Review of Town Committees

COUNCIL COMMENTS

ADJOURNMENT



AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council Workshop 6/24/2025

SUBJECT: Marketing Advisory Committee Budget Presentation

BACKGROUND:

Jeff Hogan, Chair of the Marketing Advisory Committee will present the FY25/26 marketing budget.

ACTION REQUESTED:

Discuss and consider approving the budget as presented.

RECOMMENDED MOTION:

Motion to approve the FY25/26 marketing budget as presented.



Marketing Advisory Committee Meeting

June 3, 2025

Carolina Beach MAC Meeting Agenda

- Call to Order
- Introductions
- Approval of Minutes
- ROT Reports
- FY 25/26 Marketing Plan Discussion
- Proposed FY 25/26 Budget
- Other Business
- Adjourn



FY 24-25 Recap

Plan & Results



Unified Beach Results: FY Highlights To-Date

Item 1.

Channel	Result Highlights
Paid Social* <small>*Denotes Wilmington 1st 3%</small>	CTR up 28% YOY Engagement rate up 100% YOY (.04% to .08%) Both jumps can largely be attributed to the refreshed “Kid-Free” creative in the fall, as well as ongoing targeting optimizations The social extension program has secured almost 7,000 clicks at a 0.27%, well above the 0.08% benchmark
Video	Skippable YouTube maintained a completion rate of over 60% , while the benchmark sits at 15% ; total video completions are up 20% YOY , resulting in a 27% increase YOY of website views
Programmatic Digital	March and April are tracking as the months with heaviest booking activity on the Unified plan Atlanta, Philadelphia, Greenville and Washington, DC are showing an increased percentage in overall booking activity from programmatic display YOY
Sponsored Content	Sponsored content showing an increase in media-attributed bookings in Adara YOY; we’re expanding that strategy to include more local/regional sponsored content in FY26

Hotel bookings (measuring trends only) show Streaming Audio and Matador need re-working. We increased YouTube spending in FY23-24 and it's driving huge results - we'll be increasing spend further here.

Item 1.

Hotel Totals ?														
Attribution Group Name		↓ Bookings	Searches	Avg Length of Stay (Days)	Avg Search to Booking	Avg Advance Purchase (Days)	Avg Travelers	ADR ?	Total Estimated Travelers	Total Estimated Nights	Total Revenue	Impressions per Hotel Night	Revenue per 1000 Impressions	Hotel Revenue per Unique
▼	YouTube	1,976	66,048	2.2	5.5	25.5	2.1	\$ 190.5	4,242	4,333	\$ 825,374.51	1,428.01	\$ 133.39	\$ 194.57
▼	Sojern	1,078	19,680	2.1	5.5	15.9	2	\$ 148.42	2,131	2,254	\$ 334,557.46	26,028.5	\$ 5.7	\$ 157
▼	Trip Advisor	1,009	23,781	2.1	5.7	25	2.1	\$ 178.6	2,087	2,151	\$ 384,169.22	1,816.55	\$ 98.32	\$ 184.08
▼	SimpleView	968	31,396	2.3	4.7	21.2	2.2	\$ 202.17	2,173	2,202	\$ 445,187.3	189.83	\$ 1,065.05	\$ 204.87
▼	Mythic	329	5,613	2	8.9	22.1	1.9	\$ 180.35	616	671	\$ 121,012.44	55,338.62	\$ 3.26	\$ 196.45
▼	OneView	209	3,572	2.2	11.9	19.3	1.9	\$ 170.19	404	463	\$ 78,798.06	103,444.51	\$ 1.65	\$ 195.04
▼	CausalIQ	127	3,144	2.2	2.6	21.6	2	\$ 171.94	252	276	\$ 47,455.58	335,242.03	\$ 0.51	\$ 188.32
▼	Outside Magazine	22	509	1.7	14.4	16.7	2.2	\$ 205.88	49	38	\$ 7,764.74	79,705.13	\$ 2.56	\$ 158.46
▼	Garden and Gun	21	325	2.1	23.7	29.9	2	\$ 151.25	41	45	\$ 6,806.25	42,972.2	\$ 3.52	\$ 166.01
▼	Pandora	8	138	1.5	1.8	4.3	1.6	\$ 148.82	13	12	\$ 1,785.84	484,059.08	\$ 0.31	\$ 137.37
▼	VisitNC	8	133	3.3	10	64.3	2.4	\$ 126.25	19	26	\$ 3,282.5	25,079.12	\$ 5.03	\$ 172.76
▼	Meta	6	489	3	0	35.5	2.7	\$ 0	16	18	\$ -	20,152.67	\$ -	\$ -
▼	Matador	-	18	0	0	0	0	\$ 0	-	-	\$ -	-	\$ -	\$ -

Unified Creative Examples



Craft cocktails.
Coastal adventure.
Historic charm.
All in one place.

Wilmington.c.
+ Island Beaches

Explore More



Gills & Thrills

Visit Wilmington
& Island Beaches

Visit Wilmington, NC and Beaches

Come relax seaside. Stay in style dockside. From historic riverfront hotels to modern houseboat villas, we have your ideal waterfront retreat.




WILMINGTONANDBEACHES.COM

Discover your next getaway

Get Trip Ideas

Learn More

Like Comment Share



Item 1.

Oceanfront.
Historic riverfront.
Waterfront dining.
All in one place.

Wilmington.c.
+ Island Beaches

Explore More


Unified Creative Example: Streetcar in Charlotte










Carolina Beach Results

Channel	Result Highlights
Paid Social*	CTR up 6% YOY Engagement rate up 171% YOY Top performer: Fat Pelican Fall saw huge jumps in CTR and Engagement Rate with the intro of kid-free targeting; the spring campaign still saw overall increases, which is significant as the YOY increases from FY24 to FY25 were already high
Programmatic Display	April showing as heaviest booking month attributed to programmatic display Sojern tracking a 525:1 ROAS

CB Creative Examples







YOUR GUIDE TO SUMMERTIME AT CAROLINA BEACH

[PLAN YOUR GETAWAY](#)

Good Times & Good Vibes in CB

Escape to Carolina Beach for a colorful summer getaway. Take a leisurely walk along the vintage Carolina Beach Boardwalk, complete with seaside amusement rides, weekly fireworks and famous donuts. Explore by sea with a variety of watersports and cruises or adventure on land at a state park, recreation area and more. Your only-in-Carolina-Beach vacation starts here.

[Summer Highlights](#)



**YOU JUST HAVE
TO BE HERE.**

**Visit Carolina Beach, NC**

Sponsored · 

... 

Where charter fishing makes for great dinner plans. Or the state's best burger from a gas station - we have that, too.



**IT'S NOT EVERY DAY YOU
MAKE EYE CONTACT WITH
YOUR DINNER.**


carolina-beach.wilmingtonand...
You just have to be here
Get Trip Ideas


[Learn more](#)

 Like  Comment  Share




DON'T MISS OUT

**Carolina Beach, NC**

Sponsored · 

Item 1.




Famous donuts, tiki tunes, summer amusement rides & fireworks on a Thursday—just because. There's only one Carolina Beach.



**YOUR BEACH TRIP
DESERVES FIREWORKS.**

CAROLINA-BEACH.WILMINGTONANDBEACHES.C...
You just have to be here
Get Trip Ideas

[Learn more](#)

 Like  Comment  Share





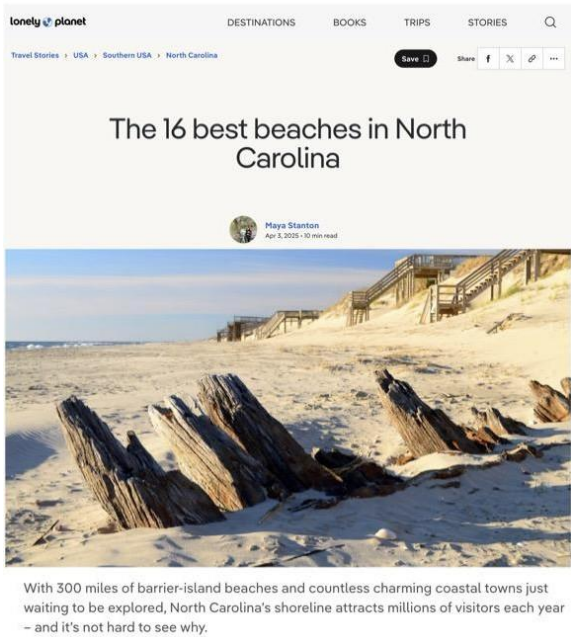
MAC Meeting
June 3, 2025

FY24-25 Highlights

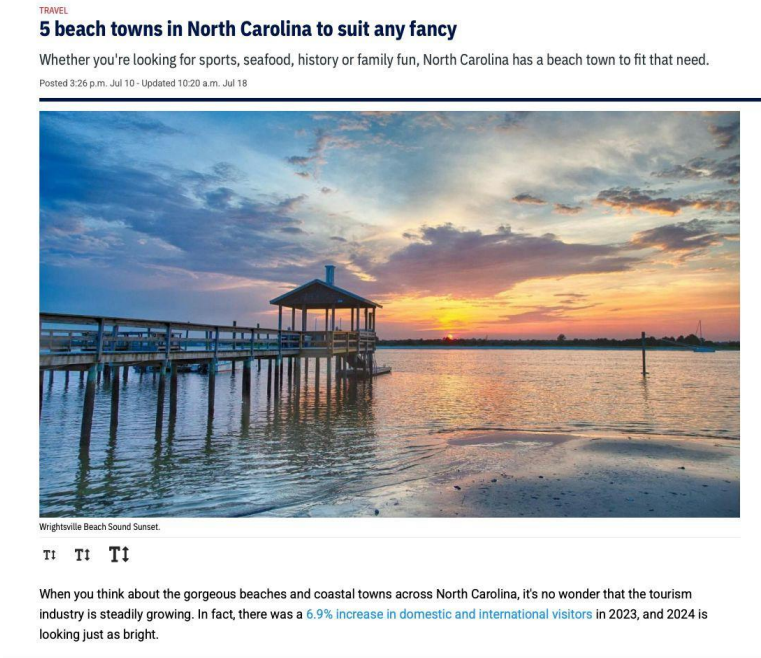
PUBLIC RELATIONS

13M
Impressions

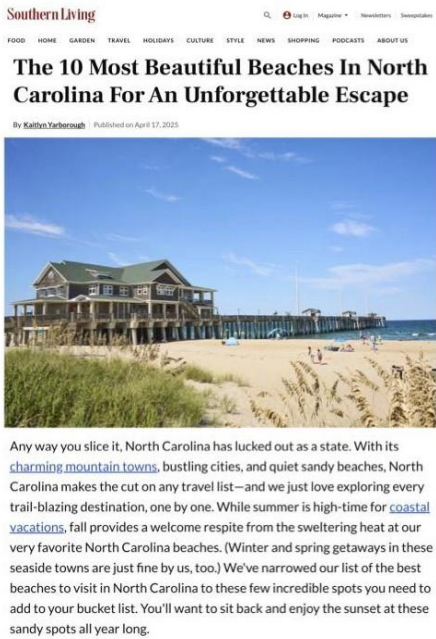
82 (High)
Avg. Barcelona Score



Lonely Planet (August 2024):
[The 16 best beaches in North Carolina](#)



WRAL.com (July 2025)
[5 beach towns in North Carolina to suit any fancy](#)



SouthernLiving.com (April 2025)
[The 10 Most Beautiful Beaches In North Carolina For An Unforgettable Escape](#)

CONTENT MARKETING

12

New Blogs

6

Refreshed Blogs

Seasonal & Holiday Content

Outdoor & Adventure Activities

Food & Drink

History & Heritage Family,

Kids & Pets Local

Lifestyle & Culture

Visitor Planning & Logistics



INFLUENCER MARKETING (Spring + OOS)

Top Performing Posts By:

Impressions:
43.3K

Engagements: 3.2K
Engagement Rate: 6.2%

12

Influencers

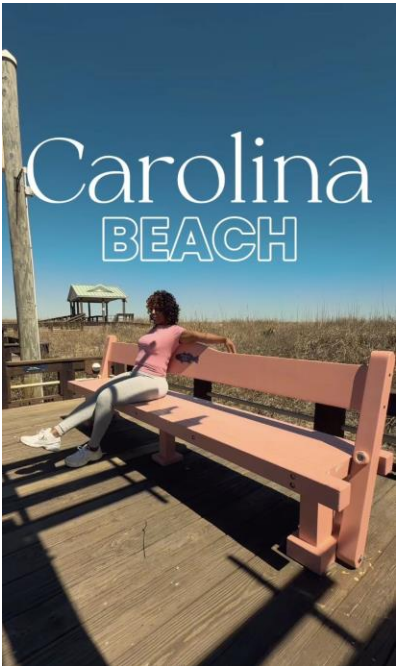
326,358*

Impressions

14,250*

Engagements

**Impressions to date –
Still pending metrics from
several spring influencers*



[@theashleynez](#)



[@welltraveledchild](#)

SOCIAL MEDIA (July-May)

175,657

Total Followers

35,427,229

Impressions

120,217

Engagements

2,333,957

Video Views



RESEARCH RESULTS

Data pulled from PlacerAI



Metric Name	<div><div></div><div>Carolina Beach</div><div>Town • North Carolina</div></div>	<div><div></div><div>Carolina Beach</div><div>Town • North Carolina</div></div> <div>Item 1.</div>	
Out-of-Market Visitors ⓘ	1.6M (-2.8% YOY)	1.6M (+5.7% YOY)	
Visits ⓘ	4.9M (-4.4% YOY)	5.1M (+0.7% YOY)	
Avg. Days in Market ⓘ	3.1	3.2	
Avg. Daily Time Spent in Market ⓘ	664 min	663 min	
Median Daily Time Spent in Mar... ⓘ	665 min	657 min	
Median Household Income	Most Common Ethnicity	Bachelor's Degree or Higher	Persons per Household
\$87K	White (64.7%)	46.2%	2.50
\$87.3K	White (64.9%)	46.4%	2.50

<i>DMA</i>	<i>Visits (% of Total)</i>
Raleigh-Durham (Fayetteville) North Carolina	1.5M (31.1%)
Charlotte North Carolina	711K (14.5%)
Greensboro-High Point-Winston-Salem North Carolina	578K (11.8%)
Washington, DC (Hagerstown) Virginia	177K (3.6%)
Greenville-Spartanburg-Asheville South Carolina	130K (2.6%)
Roanoke-Lynchburg Virginia	123K (2.5%)
Greenville-Norfolk-Birmingham North Carolina	118K (2.4%)
New York New York	96.8K (2%)
Richmond-Petersburg Virginia	65.6K (1.3%)



Tourism Master Plan Considerations



TMP Themes

Emphasis on Soft Season

- Planning for the shoulder season with in-state campaign

Deeper understanding of visitor and resident engagement

- Using research platforms like PlacerAI to make better strategic decisions for the destination's brand and community relations.

Cross-Promotion of Assets & Communities

- Strengthening local partnerships to create new opportunities for visitors to engage with the destination.



FY 25-26 Plan

Media, Partnerships, Research



Strategic Shifts

FALL 2025

- Decrease the seasonal media spend
- **Fall / Spring split: 15% / 85%** (vs. 32% / 68% last year)
- Focus fall dollars in-state (shifting spend from out-of-state tactics), driving fall weekend getaways
- Start in September (post Labor Day and back-to-school), run through November

CHANNELS

- Local/Regional print + digital tactics
- Paid social content shifting
- Streaming Video / OTT / CTV
- *new fall video spot TBD*
- Streaming Audio
- Programmatic Display
- Paid Search
- OOH
- Hopper (TBD) for fall/holiday travel

SPRING 2026

- Improve efficiencies on both the channel and vendor levels
- Focus on driving family vacations from further away for longer stays

Item 1.

NOTABLE CHANNEL SHIFTS

- Introduce Rich Media with AdTheorent
- Introduce Experiential
- Increase YouTube spend
- Local/Regional print (i.e. Local Palate)
- Streaming Audio plan TBD with potential podcasts
- Continue Tripadvisor with native; looking into Hopper

STRATEGIC SHIFTS- BEACHES

- Expand YouTube success from Unified into Beaches' plans
- Use PlacerAI to determine the best markets for each beach
- Lean into target personas on social, specific to each Beach destination
- Utilize programmatic display as a retargeting tool for Beaches (lean on video to create high impact awareness)

FY 25-26 Media Channel Snapshot

Item 1.

Channel	Fall 2025	Spring 2026
Local/Regional print + digital tactics	X	X
Streaming Video / OTT / CTV	X	X, with heavier presence!
Streaming Audio	X	TBD, podcasts
Programmatic Display	X	X
Paid Search	X	X
Paid Social / Social Amplification	X	X
Rich Media (AdTheorent)		X
OOH	X	X
Experiential (executions TBD)		X
Tripadvisor / Hopper	TBD	X
Sponsored Content		X

A full-page background image of a surfer with curly hair, wearing an orange t-shirt and blue shorts, riding a wave. The surfer is leaning forward, and the wave is breaking around him, creating white foam. The ocean extends to the horizon under a clear sky.

FY25-26

Planning

PUBLIC RELATIONS + CONTENT MARKETING

OLD APPROACH → NEW APPROACH

Primary target audience: Families (except for fall) → Adults traveling with and without kids

Content appealing to broad audiences → Content featuring interest-based activities to reach niche audiences

Beach-specific content and pitching year-round → Lead with Wilmington in the “soft season”

Minimal focus on events → Drive event attendance by highlighting visitor-facing events

Majority of blog content developed by FWV → Incorporate more Q&As, interviews, etc. into blog

INFLUENCER MARKETING

OLD APPROACH → **NEW APPROACH**

Host travel influencers → Host niche influencers + Explore some “non influencers”

Seasonal campaigns → Year-round campaigns + Dedicated out-of-state campaign (Spring)

Broad destination itineraries including all 4 destinations → Curated itineraries featuring 1-2 destinations

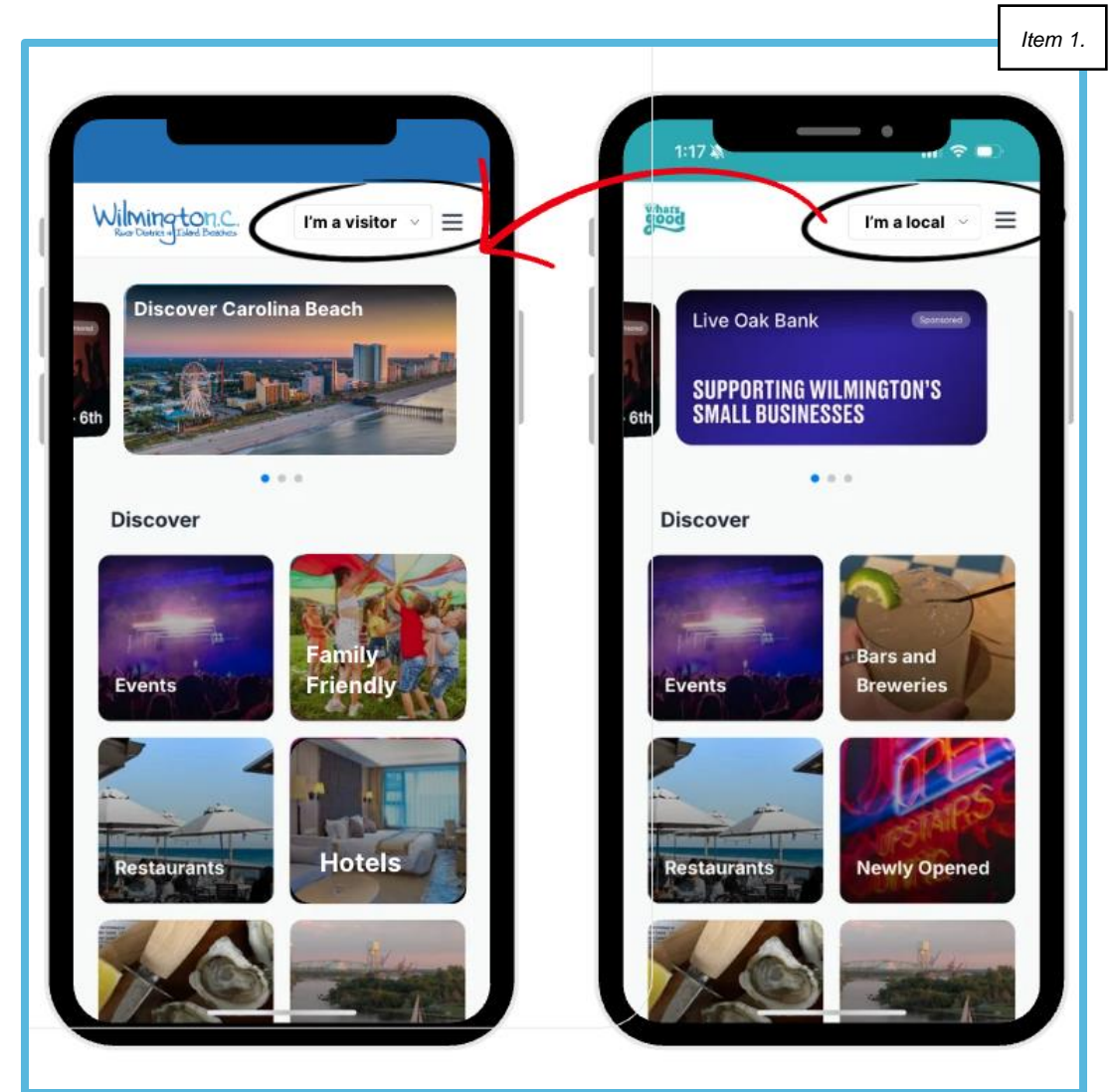
Content focused on general awareness → Bookable itineraries including discount codes when possible

Organic content → Allowlist top performing content

Check What's Good

Strategic partnership

- Replacing Mobile Trip Guide
- Capitalizing on equity of existing brand
- People will be able to flip between a resident view and a visitor view
- Ability to organize to give each beach their own section, but also give people a chance to filter content based on how they want to explore.
- Itinerary builder
- "Experience Trails" pilot program



FY 25-26 Budget

Unified • Beach Specific



What's New?

Budget implications & reorganization

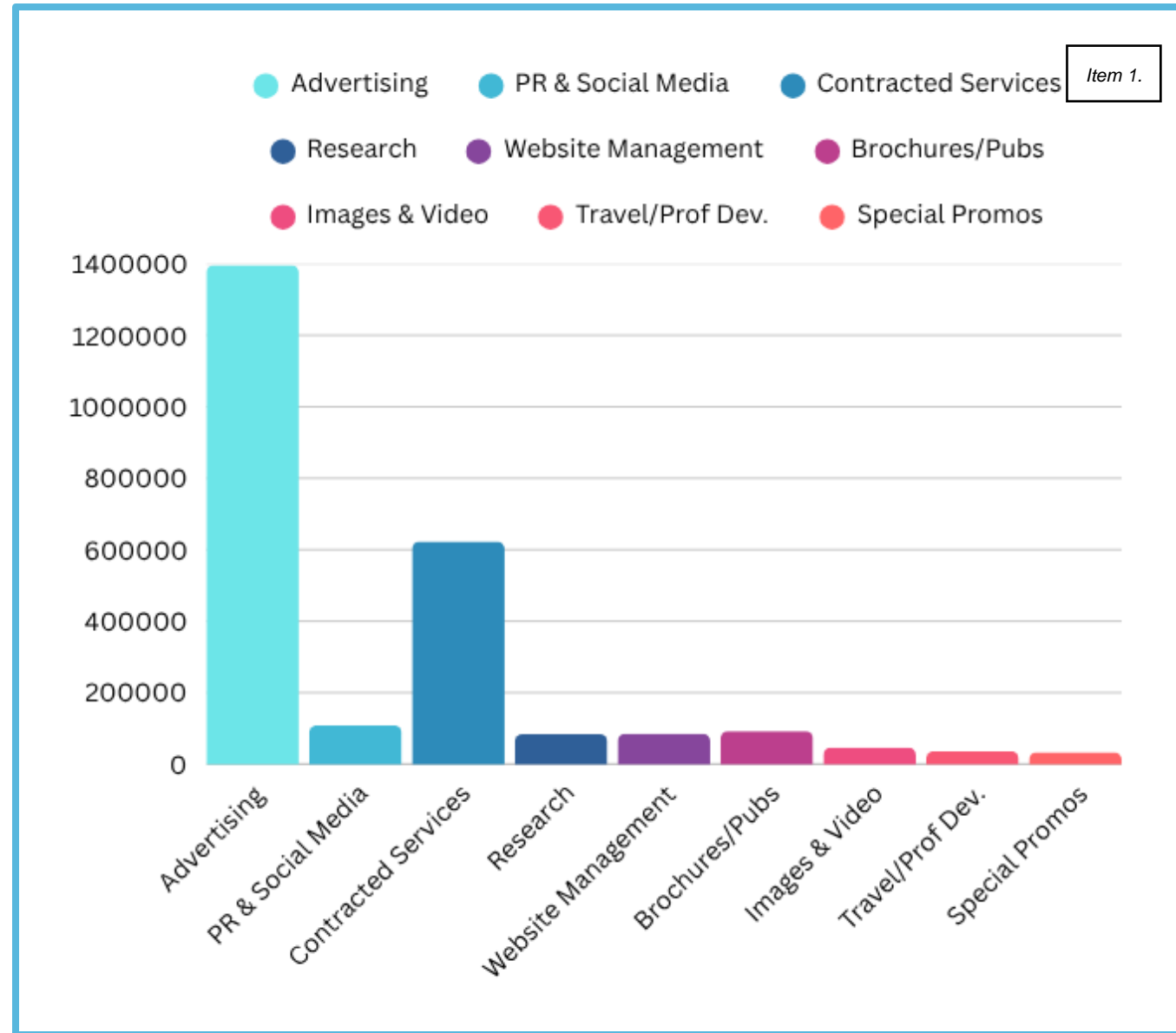
- PPC strategy with Mythic
- Moved eblast budget to sponsored content
- Social media strategy and execution in house
- Check What's Good partnership
- Research platforms
- Leaving space for experiential opportunities



Unified Budget

Changes and explanations

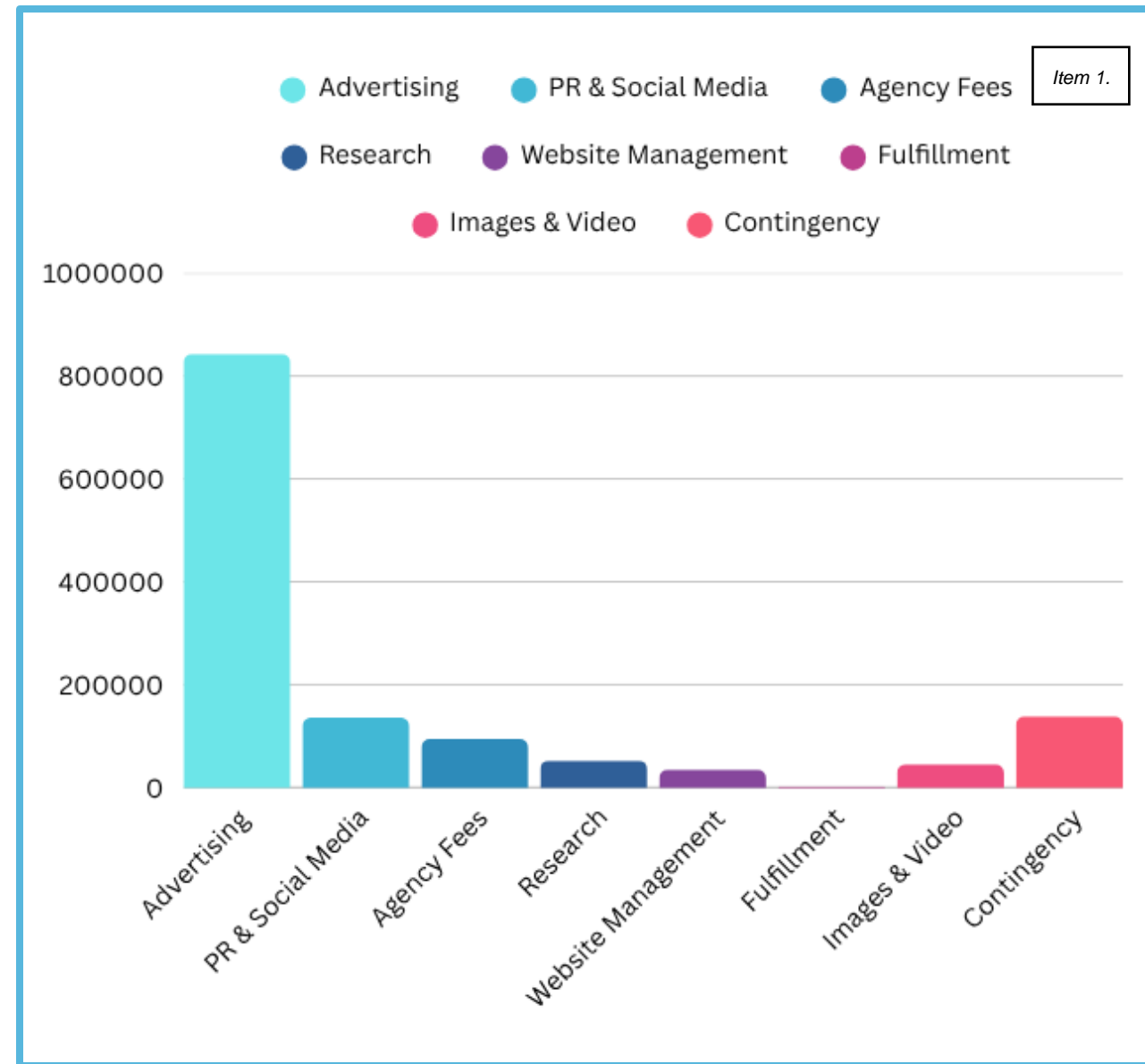
- Decreases in agency fees since bringing social media in house
- Decreases in Crowdriff and email platform for bringing in house
- Simpleview fees increased YOY
- Bringing in partnership with Check What's Good; sharing between beaches
- Change in agency billing—billing media Net; agency fees increased to show actual dollars
- Visitor Guide going to bid next year



Carolina Beach Budget

Changes and explanations

- Sharing research platform costs between Unified and Beaches
- Bringing in partnership with Check What's Good; sharing between beaches
- Change in agency billing—billing media Net; agency fees increased to show actual dollars
- Flexibility for asset development and new campaign opportunities



Advertising Tactic	FY 24-25	FY25-26	Notes
Paid Search	\$100,000	\$85,000	Moved from Simple <div>Item 1.</div>
Paid Social	\$175,000	\$199,750	Combined with amplification
Programmatic- Dedicated	\$115,200	\$51,000	Including remarketing; Mythic
Programmatic- Unified	\$121,950	\$107,691	Including remarketing; Mythic
Custom Content- Unified	\$70,873	\$44,872	Matador
Sponsored Content	\$45,000	\$17,000	Formerly eblast
Publisher Direct	\$46,290	\$39,591	TripAdvisor, Hopper
OOH-Dedicated	\$60,000	\$25,500	Billboards, Transit, Experiential opportunities
OOH- Unified	\$27,100	\$51,602	
Streaming Video	\$128,725	\$134,165	Mythic to place
Print- Dedicated	\$0	\$25,500	Local/Regional Pubs
Print-Unified	\$34,895	\$58,266	Includes premium placement in Visit NC <div>35</div> Guide
Visit NC	\$17,815	\$2,850	All digital placements

PR & Social Media	FY 24-25	FY25-26	Notes
Blog Content Development	\$49,412	\$17,151	Only reflects blog development
PR Content Development	\$0	\$49,412	PR efforts from FWV
Press Trips	\$3,750	\$0	Covered in carry-over dollars
Sprout Social	\$1,680	\$1,703	Slight yearly increase
Social Channel Verifications	\$600	\$1,500	
Influencer Marketing Campaigns	\$43,717	\$66,217	Increased for new strategy
TOTAL	\$99,159	\$135,983	Took out SM strategy dollars

Item 1.

Agency Fees	FY 24-25	FY25-26	Notes
Agency Retainer/Project Mgt	\$17,820	\$70,455	Increased to include media fees
Strategic Planning	\$5,140	\$0	Not needed this year
Creative Services	\$27,920	\$23,760	All creative for paid ads
TOTAL	\$50,880	\$94,215	Increase b/c of new billing

Online Management	FY 24-25	FY25-26	Notes	Item 1.
CMS Licensing/Acct Mgmt	\$6,335	\$7,415	Increase annual fees	
Domain Renewals	\$300	\$300		
Email Platform	\$5,494	\$4,751	Began Active Campaign platform in house	
SEO	\$8,000	\$9,146	Increase fees	
Maintenance	\$2,000	\$2,142	Slight increase fees	
SkyNav Licensing	\$250	\$250	No increase, will increase next year	
Social Media Aggregator	\$2,646	\$1,875	Brought Crowdriff in-house	
AudioEye	\$2,000	\$2,000		
Check What's Good	\$0	\$7,200	Replacing Mobile Trip Planner	
TOTAL	\$27,025	\$35,079	Increase with change of partners	
Fulfillment	FY 24-25	FY25-26	Notes	
Postage	\$2,000	\$2,000		37

Images & Video	FY 24-25	FY25-26	Notes
Videos- Mythic	\$30,000	\$15,000	Paid ad video production
Video- Other	\$0	\$12,000	Additional video asset creation
Photo	\$15,000	\$15,000	Photo asset creation
TOTAL	\$45,000	\$42,000	
Reearch	FY 24-25	FY25-26	Notes
PlacerAI	\$5,000	\$12,500	Visitor Intelligence
KeyData Short Term Rentals	\$0	\$10,000	Short-term rental specific data
Adara Media Attribution	\$0	\$15,000	Continuation
Savanta Brand Research	\$0	\$15,000	Replaced Future Partners
TOTAL	\$5,000	\$42,000	
Other	FY 24-25	FY25-26	Notes
Contingency	\$155,254	\$141,112	Based on revenue projections
TOTALS	FY 24-25	FY25-26	Notes
Total Budget	\$1,424,148	\$1,345,675	\$-78,473

Item 1.

Thank you! Questions?





AGENDA ITEM COVERSHEET

PREPARED BY: Kim Ward, Town Clerk

DEPARTMENT: Clerk

MEETING: Town Council 6/24/2025

SUBJECT: Review of Town Committees

BACKGROUND:

During the 2025 budget retreat, Council discussed the Town's committees and considered the option of converting them into ad-hoc committees or merging them with nonprofit groups that share similar goals. Council met with their committees and asked to revisit the matter as a group at a workshop.

At the April, 2025 workshop, Council reported the discussions they had with their committees and asked staff to bring back some recommendations for moving forward.

ACTION:

Council will discuss the future of the Town's committees and provide staff with guidance on the next steps.