



Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, October 05, 2023

I. Call to Order

II. Approval of Minutes

- [a.](#) April 27, 2023, Special Meeting Minutes
- [b.](#) May 18, 2023, Special Meeting Minutes
- [c.](#) July 20, 2023 Special Meeting Minutes

III. Business

[a.](#) **Financial Report**

Presenter: Sonia Johnson, Finance Director

[b.](#) **Front Row Communications Quarterly Marketing & Advertising Report**

Presenter: Ann Marie Bass

[c.](#) **Funding Requests**

Military Affairs Committee-Fall Social & Veterans Dinner

Presenter: Mary Pat Smey, Vice President

Town of Swansboro-Bulkhead Replacement/Mattock's Property

Presenter: Paula Webb, Town Manager

Recommended Action:

- 1. Approve funding request for Military Affairs Committee-Fall Social & Veterans Dinner*
- 2. Approve funding request for Town of Swansboro-Bulkhead Replacement/Mattock's Property*
- 3. If needed, motion to approve Budget Ordinance Amendment #2024-2*

[d.](#) **2024 Meeting Schedule**

Presenter: Sonia Johnson, Finance Director

IV. Board Comments

V. Adjournment

**Town of Swansboro
Tourism Development Authority
Special Meeting
April 27, 2023**

In attendance: Chairperson Randy Swanson, Sherri Handcock, Dusty Rhodes, Scott Chadwick, Jack Hark and Linda Thornley.

Call to Order

The meeting was called to order at 2:26 pm with a quorum present.

Reports

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$191,433.38 as of 3/31/2023.

New Business

Funding Requests

Swansboro Baseball/Softball League, Inc. sought funding for the Cal Ripken Tournament scheduled for June 24-28, 2023. Total event cost estimates were \$40,250. Thirty+ teams are expected to participate from all over eastern NC.

The Swansboro Baseball & Softball League, Inc. was approached to host the event because of the significant improvements made at the park. Players/coaches are estimated at 450, spectators estimated at 1080. And support staff such as umpires, league presidents and other officials estimated at 54. Spectators, local and from out of town estimated at 1396.

Swansboro Baseball & Softball League, Inc would approach the Hampton Inn for a group rate for teams and visitors and would guarantee 4 rooms for 5 nights paid by the league for the umpire in charge and Cal Ripken officials. Other economic impacts would include restaurants, activities, extended stay, and future return visits.

On a motion by Linda Thornley, seconded by Scott Chadwick the funding request of \$40,250 though granted \$5,000.00 for construction and maintenance of score boards. Unanimously approved for the SBSL, Inc. Cap Ripken Tournament.

Seaside Arts Council- sought \$3,000 in funding for their Swans by The Sea Project. Sculpted molds of swans would be available in two sizes. The project would provide a tangible artistic draw to visit the Swansboro area. Like the Bears in New Bern, the intent was to add to the list of things to do and see in Swansboro and the Swansboro area. The large outdoor freestanding sculpted swan 59" x 31" x 36" was \$3,000 and the small 18" x 7" x 9" tabletop sculpture swan \$1200.



On a motion by Linda Thornley, seconded by Chadwick, the funding request of \$3,000 was unanimously approved for the Seaside Arts Council Swans by the Sea Project.

Budget Amendment 2023-3 provides the funding approved for the SBSL, Inc. \$5,000 and Seaside Arts Council \$3,000.

Budget Amendment #2023-3 of \$8,000 was unanimously approved.

Marketing and Advertising Quarterly Update/Additional Opportunities

Anne Marie Bass of Front Row Communications reviewed quarterly status report for 3/17/2023. Content included details on the Swansboro Visitors Brochure, Facebook Ad Reports, Print Ad Placements & Earned Media, and Social Media Stats.

Specific inquiries from the Board included: The Board asked where brochures were being distributed and Ann Marie advised them, they would be at the Visitors Centers. The Board advised to have rainy day dates of Festival, etc. noted in the brochures. The board suggested having local people and local companies send in pictures they have taken to put in the brochure.

Proposed FY 23/24 Budget

Finance Director Sonia Johnson submitted the FY 23/24 Budget Proposal and Budget Message. Total revenues and expenditures matched at \$110,700.

A public hearing was set for May 18th, 2023, at 2:30PM

National Tourism Day

The I-95 North Welcome Center in Pleasant Hill held their Annual Tourism Day event on May 11th. This day offers an opportunity to talk with tourists about attractions, events hotel/motels, restaurants, and other North Carolina Products. All board members were invited to attend.

Board Comments

The Board agreed if a Town member attended, they can request reimbursement the next scheduled meeting.

Adjournment

On a motion by Randy Swanson, seconded by Dusty Rhodes, the meeting adjourned at 3:50 pm.

**Town of Swansboro
Tourism Development Authority
Special Meeting
May 18, 2023**

In attendance: Sherri Handcock, Dusty Rhodes, Scott Chadwick, Jack Hark and Linda Thornley. Not in attendance: Chairman, Randy Swanson

Call to Order

The meeting was called to order at 2:36 pm with a quorum present.

Approval of Minutes

July 14, 2022, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

October 13, 2022, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

January 12, 2023, Meeting Minutes

With a motion to approve by Scott Chadwick and second by Sherri Handcock, the minutes were approved unanimously by the board.

New Business

Sonia Johnson, Finance Director, stated that the FY23/24 overall Budget remains the same as presented at the April 27, 2023, Special Meeting.

Public Hearing and Adoption of Budget for FY23/24

After discussions regarding the Budget, the Public Hearing was opened, and no comments were made.

With a motion to approve by Scott Chadwick and second by Dusty Rhodes, the budget was approved unanimously by the board.

Public Comments

No public comments were offered.

Board Comments

No Board comments were offered.

Adjournment

On a motion by Scott Chadwick, seconded by Dusty Rhodes, the meeting adjourned at 2:38pm.

**Town of Swansboro
Tourism Development Authority
Special Meeting
May 18, 2023**

Item II - b.

Exhibit A

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2023-2024

REVENUES

70-320-0309	Donations	\$	4,000	Swansboro Downtown Merchants
70-399-1991	Transfer from General Fund	\$	106,700	Net proceeds, room occupancy tax
Total Reveunes		\$	110,700	

EXPENSES

70-800-1910	Services - Auditor	\$	3,000	Annual fee for required audit per statute
70-800-3910	Advertising / Promotions:			
	TOS-Visitor Center	\$	5,660	Management fee - \$1,415/quarter (estimated)
	Front Row Communications	\$	21,996	\$5,499/quarter-Marketing/Advertising Services
	General advertising	\$	32,527	\$8,131.75/quarter (Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Downtown Merchants	\$	4,000	Swansboro by Candlelight FY 23/24
70-800-2995	Administrative Services	\$	4,100	\$1,025/quarter paid to Town for administration
70-800-2010	Supplies	\$	1,000	Misc office supplies, forms, books, binders, postage, checks, etc
70-800-3100	Travel / Conference	\$	2,000	Travel expenses
70-800-4540	Insurance	\$	500	Bond for Finance Officer
70-800-4910	Dues and Subscriptions	\$	350	Membership fees to various organizations
70-800-7920	Grants - Capital	\$	35,567	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$	110,700	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/14/14
Total Committed FY 23/24	\$5,000.00	
Remaining funds available		\$30,567

Note: Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ; the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.

Town of Swansboro
Tourism Development Authority
Special Meeting
July 20, 2023

In attendance: Chairman, Randy Swanson, Sherri Handcock, Scott Chadwick, Jack Hark and Linda Thornley. Not in attendance: Dusty Rhodes

Call to Order

The meeting was called to order at 2:37 pm with a quorum present.

Reports

Finance Director reviewed the Financial Summary Analysis, which reflected a balance of \$197,639.15 on 6/30/23.

New Business

a) Seaside Arts Council-Swan Project

A couple of Swan statue designs were provided. The Board unanimously authorized the Town Manager to select the design for the Swan purchased by the Swansboro TDA.

b) Funding Request

Town of Swansboro: Visitors Center Improvements

Town requesting funds for renovations for the Visitors Center, to provide amenities for transient boaters and provide services to the citizens and patrons who visit our downtown historic waterfront.

Picture provided in Exhibit A

With a motion to approve by Jack Harnatkiewicz and a second by Linda Thornley, funding request of \$30,000.00 was unanimously approved for the Visitors Center Improvements.

Town of Swansboro Parks & Recreation- sought \$10,000 funding for all Swansboro. Festivals for FY 2023/2022.

The Town of Swansboro Parks & Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church Street, and Highway 24. All events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. The Town of Swansboro Parks and Recreation Department requested \$10,000 to assist with covering the increasing cost of fireworks, entertainment, a professional sound company, and to secure television ads to advertise the festivals.

Many people travel to Swansboro just to attend the festivals and all festivals have a large economic impact for daily visitors.

With a motion to approve by Linda Thornley and a second by Randy Swanson, funding request of \$6,500 was unanimously approved for additional funds for Festivals and events.

Budget Amendment #2024-1 provides the funding approved for the Town of Swansboro \$30,000 and Town of Swansboro Parks and Recreation \$6,500.

The funding requests of \$36,500 were unanimously approved.

c) **Contract for Audit Services FY 22/23**

The Finance Director presented the Contract for Audit Services FY22/23. The proposed fee to audit this fiscal year ended June 30, 2023. was \$3,000.

With a motion to approve by Scott Chadwick and a second by Linda Thornley, the Audit Contract was approved unanimously by the Board.

Public Comments

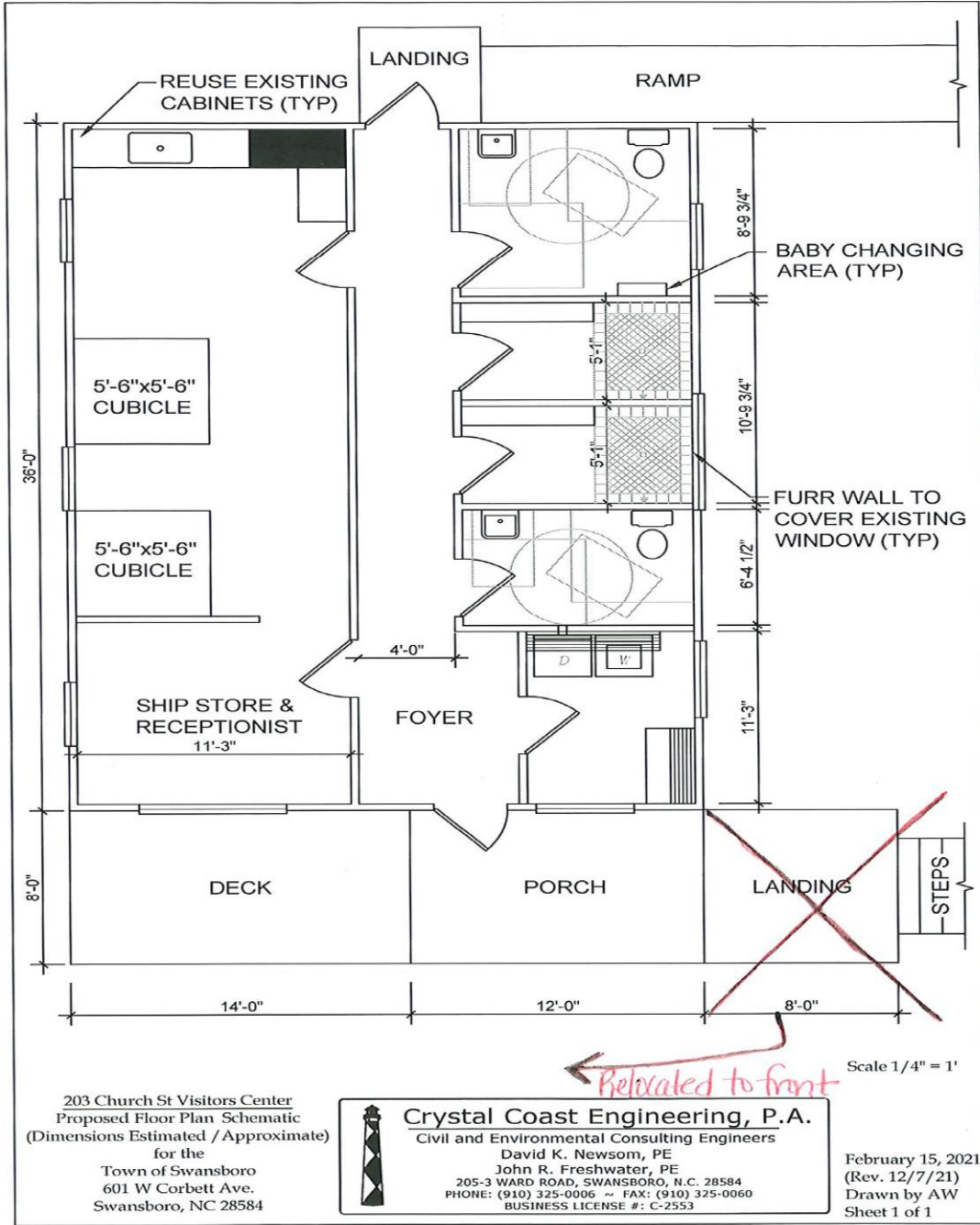
No public comments were offered.

Board Comments

No Board comments were offered.

Adjournment

On a motion by Scott Chadwick, seconded by Dusty Rhodes, the meeting adjourned at 3:36pm.



SWANSBORO TOURISM DEVELOPMENT AUTHORITY
 FINANCIAL SUMMARY ANALYSIS
 FY 2023-2024

	BUDGET 2023-2024	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/23-09/30/23
Fund Balance @ 6-30-2023 (Unaudited)				\$ 192,309.15
Revenue:				
<u>Acct #</u>				
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 106,700.00	\$ 106,700.00	\$ 44,553.63
	Donations-Downtown Merchants	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00
70-300-399991	Fund Balance Appropriation	\$ -	\$ 36,500.00	\$ -
		\$ 110,700.00	\$ 147,200.00	\$ 48,553.63
Expenditures:				
<u>Acct #</u>				
70-800-501910	Services - Auditor	\$ 3,000.00	\$ 3,000.00	
70-800-503910	Advertising/Promotions:		\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00	\$ 5,660.00	\$ 1,350.00
	General advertising	\$ 21,996.00	\$ 21,996.00	\$ 9,308.46
	Front Row Communications	\$ 32,527.00	\$ 32,527.00	\$ 5,499.00
	Liz Honeycutt Advetising		\$ 5,000.00	\$ 1,245.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00	\$ 4,000.00	\$ 494.00
70-800-502995	Administrative Services	\$ 4,100.00	\$ 4,100.00	\$ 1,025.00
70-800-502010	Supplies	\$ 1,000.00	\$ 1,000.00	
70-800-503100	Travel / Conference	\$ 2,000.00	\$ 2,000.00	\$ 214.13
70-800-504540	Insurance	\$ 500.00	\$ 500.00	
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00	\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -	\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -	\$ -	\$ 650.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 35,567.00	\$ 31,500.00	\$ -
		\$ 110,700.00	\$ 147,200.00	\$ 20,135.59

ACTUAL CASH BALANCE @ 09/30/23 \$ 220,727.19

AVAILABLE FUND BALANCE @ 09/30/23		\$ 220,727.19	
First Citizens Bank(Facebook Ads)	\$ 1,051.06		
Our State	\$ 4,343.00		
Raleigh Magazine	\$ 1,125.00		
Swansboro Area Chamber of Commerce	\$ 1,100.00		
Emerald Isle Realty	\$ 850.00		
Web Design City	\$ 839.40		
Total General Advertising	\$ 9,308.46		

07/1/23-09/30/23	
Beginning FB	\$ 192,309.15
Revenues	\$ 48,553.63
Expenditures	\$ 20,135.59
Cash balance	\$ 220,727.19
Available FB	\$ 220,727.19

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
 ANALYSIS OF REVENUE/ EXPENSES
 APPLICATION OF 2/3 AND 1/3 RESTRICTIONS

07/01/23-09/30/2023

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE2023-2024	\$ 48,553.63	\$ 33,702.42	\$ 14,851.21
TOTALS		\$ 622,898.33	\$ 309,449.19

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 20,135.59	\$ 18,890.59	\$ 1,245.00
TOTALS		\$ 536,348.43	\$ 175,271.90
Available funds as of 09/30/23		\$ 86,549.90	\$ 134,177.29

\$ 220,727.19

Committed Per Budget Amendments-FY 23-24	\$ 2,187.00	\$ (40,255.00)
Available funds including committed expenditures as of 9/30/23	\$ 88,736.90	\$ 93,922.29



Prepared for the
October 5, 2023 Special STDA Board Meeting
Submitted by: Anne Marie Bass



STATUS UPDATES & COMMENTS





Status Updates & Comments

DOWNTOWN MERCHANT & RESTAURANT GUIDE – Fall 2023 Refresh & Reprint

- COMPLETED – shipment arrived on 9/28/2023.
- Implemented a Facebook/Instagram Ad Campaign in conjunction with promoting the presence of the Visitors Center – thus being seen and known as a destination for day trips and overnight stays as a vacation destination

SWANSBORO BY CANDLELIGHT 2023 – Marketing & Advertising is underway

- Last year’s social media feedback and engagement – it’s “Like being in a Hallmark Movie”.
- Marketing development and advertising is currently underway.
- Website landing page, poster, updated video asset, Facebook & Instagram advertising and other media placements are in process

SWANSBORO DIGITAL & PRINT ADVERTISING – Ongoing

Focus is on brand building, promoting Swansboro’s profile as a vacation/overnight destination, inspiring visits in conjunction with and around Swansboro Festivals and Events, leveraging coastal location, waterfront – with Swansboro’s unique mix of assets and things to do.

SWANSBORO VISITOR BROCHURE – In ideation phase

Reconsidering the approach and will be soliciting perspectives. Could a Swansboro Visitor Brochure ultimately be combined with the Downtown Merchants/Restaurant Guide – resulting in one printable asset? Would like to discuss.

WEBSITE UPDATES - Ongoing

Continual work on the website on an ongoing basis – updating with STDA branded photography, update information on partner listings, general information on pages, functionality for digital ad landing pages, etc. – my thought is it might be 10 years old or more. The video assets are 10 years old.

LATEST NEWS – Visit Swansboro Email List

Will soon be implementing the Visit Swansboro “Latest News” – most importantly – building Visit Swansboro’s Email List –closing the loop and building a relationship – to promote Swansboro’s ongoing tourism-specific messaging to subscribers who have given permission and have raised their hand in interest to receive.

2022 COASTAL VISITOR SUMMARY

- In 2022, approximately 43 million person-trips were taken in North Carolina and the state ranked #6 in the U.S. in terms of domestic visitation. Approximately 11.2 million visitors traveled to the Coastal Region with 80 percent of them being overnight visitors.
- Eighty-nine percent of all coastal visitors traveled for leisure purposes, while six percent came to conduct business.
- The majority of overnight travelers to the coast in 2022 visited during the summer followed by fall.
- The party size for the average coastal visitor party was 2.9 in 2022. 40 percent of travel parties included children under the age of 18.
- The average Coastal Region overnight visitor party trip expenditure was \$1,341 in 2022. In-state travels spent on average \$876 and out-of-state visitors spent \$1,721.
- The top states of origin for overnight visitors to the Coastal Region in 2022 were NC, VA, PA, SC, MD, NY, NJ, and GA.



Overnight Travel Party Characteristics

Average Party Size

Item III - b.

Coastal visitor parties – 2.9, 40% of parties include children
Mountain visitor parties – 2.6, 31% of parties include children
Piedmont visitor parties – 2.3, 28% of parties include children

Average Age

Coastal visitor – 46 years
Mountain visitor – 47 years
Piedmont visitor – 47 years

Marital Status

Coastal visitor – 66% married
Mountain visitor – 66% married
Piedmont visitor – 57% married

Ethnicity

Coastal visitor parties – 91% white, 4% black, 1% other
Mountain visitor parties – 89% white, 4% black, 2% other
Piedmont visitor parties – 79% white, 12% black, 3% other

Children in Household

Coastal visitor – 37%
Mountain visitor – 29%
Piedmont visitor – 26%

Average Household Income

Coastal visitor – \$100K
Mountain visitor – \$94K
Piedmont visitor – \$94K

Top Advertising Markets

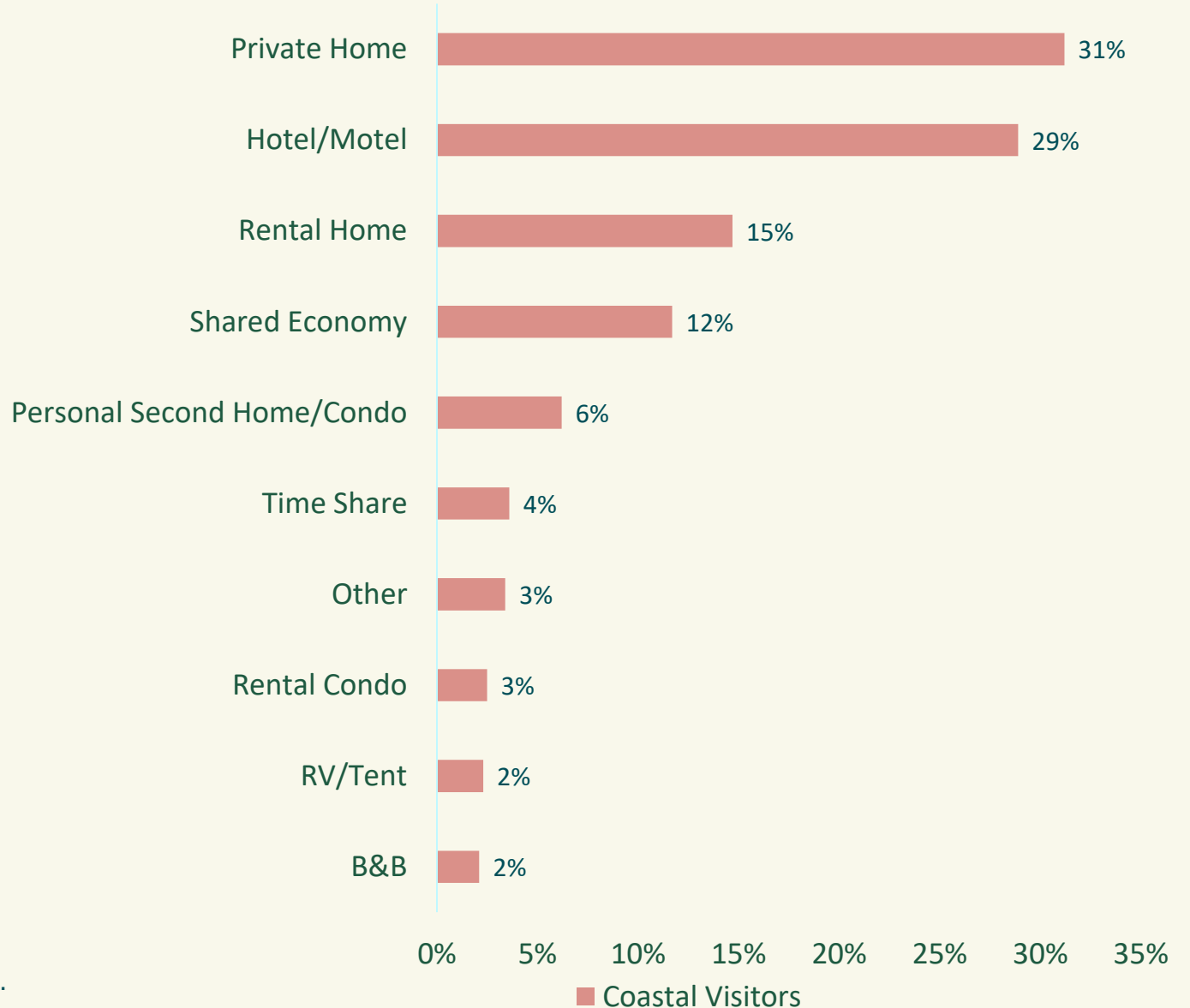
- Not surprisingly, in-state markets and those close by were the top DMAs of origin in 2022 for NC regions.
- VA and mid-Atlantic markets ranked high for the coast, while GA, FL and TN ranked high for the mountains.
- D.C. Atlanta and NY were in the top 5 for the Piedmont.

Coast DMA of Origin		Mountains DMA of Origin		Piedmont DMA of Origin	
Raleigh-Durham (Fayetteville)	17%	Charlotte	13%	Raleigh-Durham (Fayetteville)	9%
Charlotte	12%	Raleigh-Durham (Fayetteville)	13%	Charlotte	9%
Washington, D.C.	7%	Atlanta	11%	Washington, D.C.	6%
Norfolk-Portsmouth-Newport News	7%	Greenville-Spartanburg-Asheville-Anderson	9%	Atlanta	6%
Greensboro-High Point-Winston-Salem	5%	Knoxville	4%	New York	5%
Greenville-New Bern-Washington	4%	Greensboro-High Point-Winston-Salem	4%	Greenville- New Bern- Washington	4%
Wilmington	4%	Orlando-Daytona Beach-Melbourne	3%	Greensboro-High Point-Winston Salem	4%
New York	3%	Florence-Myrtle Beach	3%	Norfolk-Portsmouth-Newport News	4%
Richmond-Petersburg	3%	Columbia, S.C.	2%	Florence- Myrtle Beach	3%
Harrisburg-Lancaster-Lebanon-York	3%	Charleston, S.C.	2%	Greenville-Spartanburg-Asheville-Anderson	3%
Pittsburgh	2%	Washington, D.C.	2%	Wilmington	3%
Greenville-Spartanburg-Asheville-Anderson	2%	Norfolk-Portsmouth-Newport News	2%	Richmond-Petersburg	3%
Florence-Myrtle Beach	2%	Greenville-New Bern-Washington	2%	Roanoke-Lynchburg	3%
Philadelphia	2%	Tampa-Saint Petersburg (Sarasota)	1%	Tampa-Saint Petersburg (Sarasota)	2%
Baltimore	2%	Jacksonville- Brunswick	1%	Philadelphia	2%
Youngstown	2%	Philadelphia	1%	Chicago	2%
Roanoke-Lynchburg	2%	Roanoke- Lynchburg	1%	Orlando-Daytona Beach-Melbourne	1%
Columbia, S.C.	1%	Columbia- Jefferson City	1%	Boston-Manchester	1%
Boston-Manchester	1%	New York	1%	Knoxville	1%
Atlanta	1%	Indianapolis	1%	Charleston, S.C.	1%

Item III - b.

Accommodations Used in Coastal Region

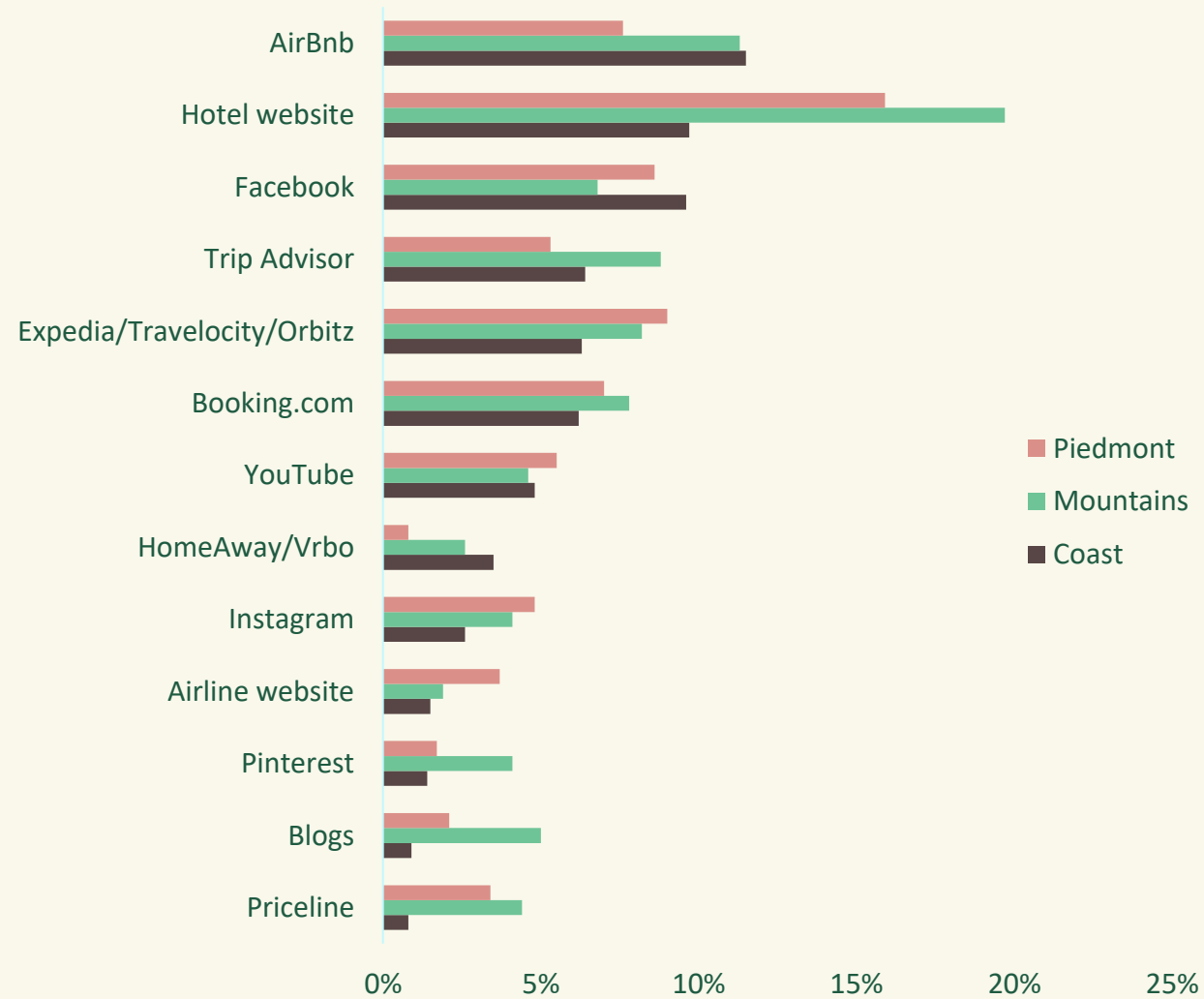
- Coastal Region visitors were more likely to stay in a private home or hotel/motel while in the state, followed closely by rental homes and shared economy rentals.
- Approximately 6 percent of overnight visitors to the coast reported a stay in a personal second home/condo.



*multiple responses allowed; thus, percentages do not add to 100%.

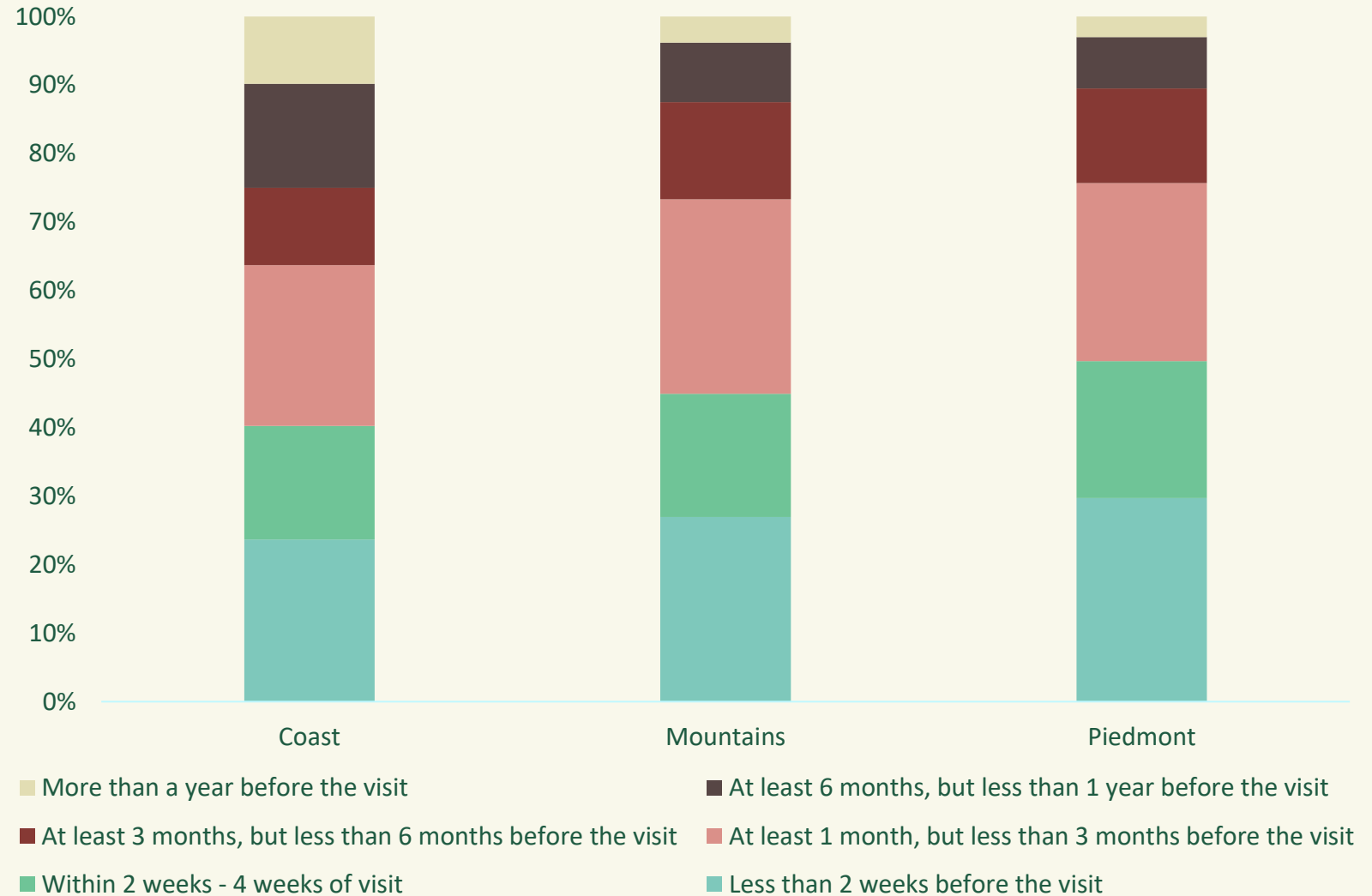
Research Sources for Overnight Travel to North Carolina Regions

- Visitors to the Mountain and Piedmont regions are more likely to use hotel websites to research travel than coastal visitors.
- Coastal Region visitors are more likely to research travel through AirBnb and Facebook.



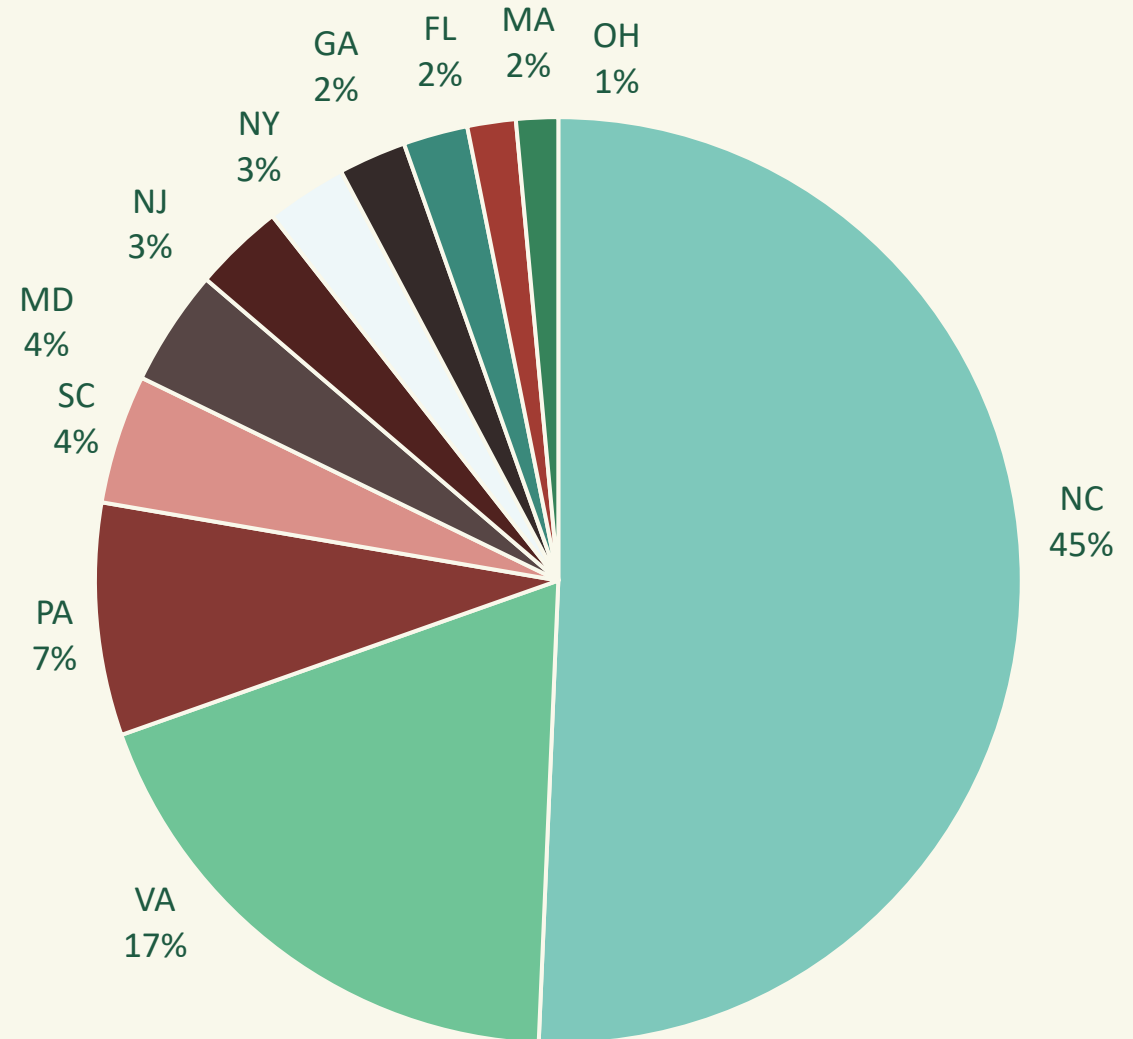
Advance Decision for Overnight Visit to North Carolina by Region

- Coastal Region visitors also made the decision to visit farther in advance than other regional visitors.
- Over one-third of coastal visitors decided to visit NC three months or more before the visit.



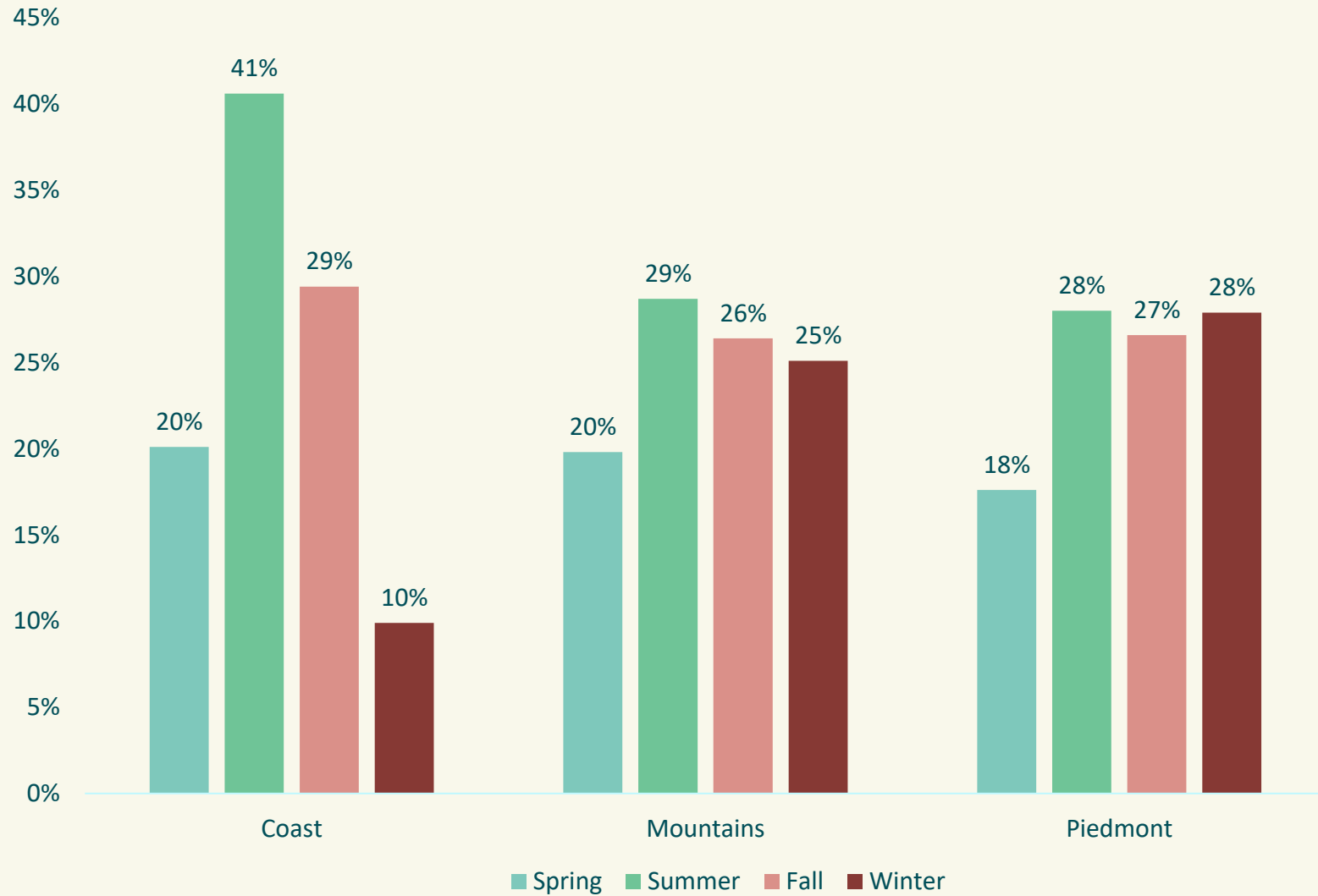
State of Origin of Overnight Visitors to North Carolina — Coastal Region

- 45 percent of overnight visitors to the coast in 2022 were in-state residents.
- The next ten states represented almost 44 percent of overnight visitors to the Coastal Region.



Season of Visit

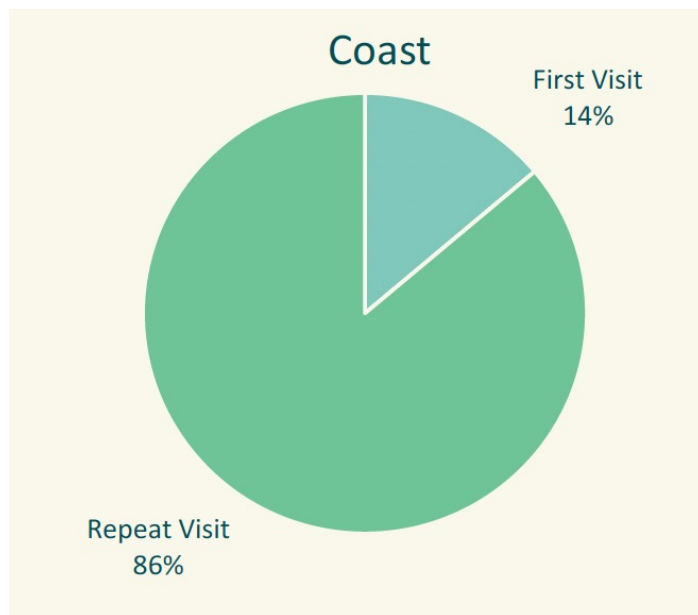
- The summer season was the most popular for overnight visitors to the coast, mountains and piedmont in 2022.
- The piedmont region saw a larger proportion of visitors during the summer, winter and fall last year.



Status Updates & Comments



First Visit to North Carolina for Overnight Visitors



Average Length of Stay for NC Overnight Visitors

-
- Coastal Region- 4.1 nights
 - Mountain Region - 3.0 nights
 - Piedmont Region - 3.2 nights

Source: 2022 Visit North Carolina Regional Visitor Profile Report



Top Activities Participated in by Overnight Regional Visitors in 2022

Coastal Visitors	
Beach	71%
Visiting friends/relatives	35%
Shopping	31%
Historic sites	30%
Swimming	22%
Fine dining	18%
Fishing	18%
State Parks/Monuments/Recreation areas	15%
Museums	13%
Rural sightseeing	13%
Zoos/Aquariums/Aviaries	12%

Unique Local Cuisine	12%
Local/folk arts/crafts	12%
Wildlife Viewing	12%
National park/Monuments/Recreation areas	11%
Bird watching	10%
Gardens	8%
Kayaking/Canoeing/Paddleboarding	8%
Urban sightseeing	8%
Hiking/Backpacking/Canyoneering	7%

Source: 2022 Visit North Carolina Regional Visitor Profile Report

FACEBOOK AD REPORTS, PRINT & DIGITAL AD PLACEMENTS & EARNED MEDIA





Facebook Ad Campaigns – Overview // 2023-2024 Fiscal Year

*Tunnels to Towers – Patriotism & Community in Swansboro – September 2023 - **Complete***

*History Comes Alive at Bicentennial Park - September 2023 - **Complete***

*Fall 2023 Merchants & Restaurants Guide featuring Visitors Center with Latest News Sign Up Form – September/October 2023 - **ACTIVE***

*Mullet Festival / Getaway to Swansboro this Fall Campaign – September 2023 - **ACTIVE***

*Swansboro by Candlelight – **WILL RUN IN OCT/NOV***

*Fall/Winter Getaway to Swansboro Contest - **WILL RUN IN OCT/NOV***

Details later - \$1039 spent thus far on Facebook/Instagram



Our State Magazine // Destinations Section – August 2023 Issue



**Our State
August 2023 Issue**



Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Our State
September 2023 Issue



Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Our State
October 2023 Issue



Our State Magazine // NC Coast Host Ads – Sept/Oct 2023 Issues



Raleigh Magazine
July/August 2023 Issue



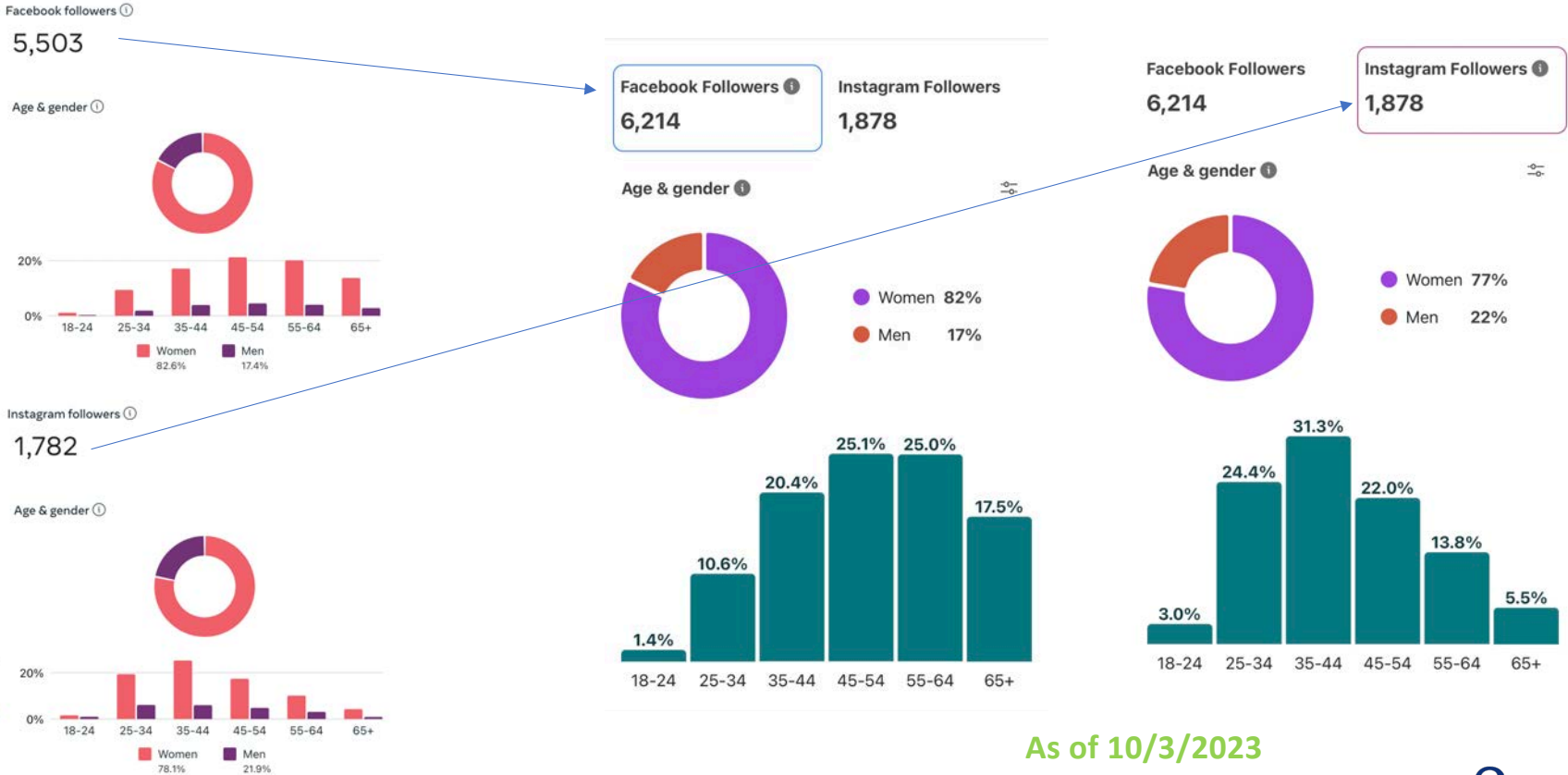
NORTH
Swansboro
CAROLINA

SOCIAL MEDIA SNAPSHOT



Social Media Stats for Last 90 Days

@VisitSwansboro NC – Followers on Facebook & Instagram



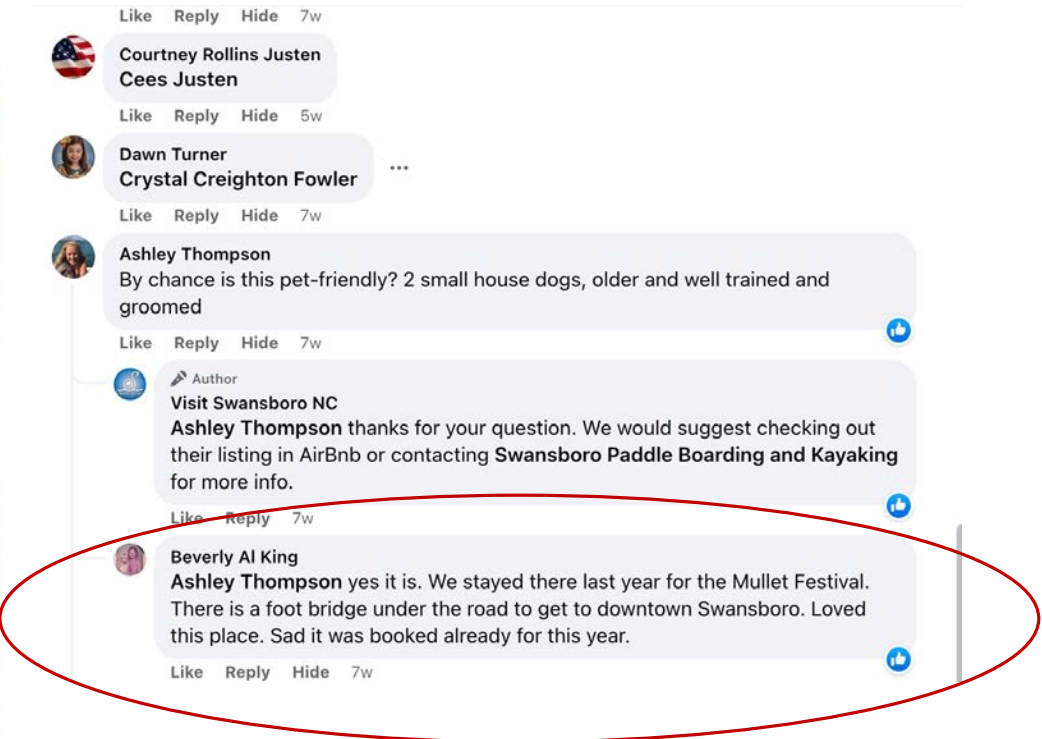
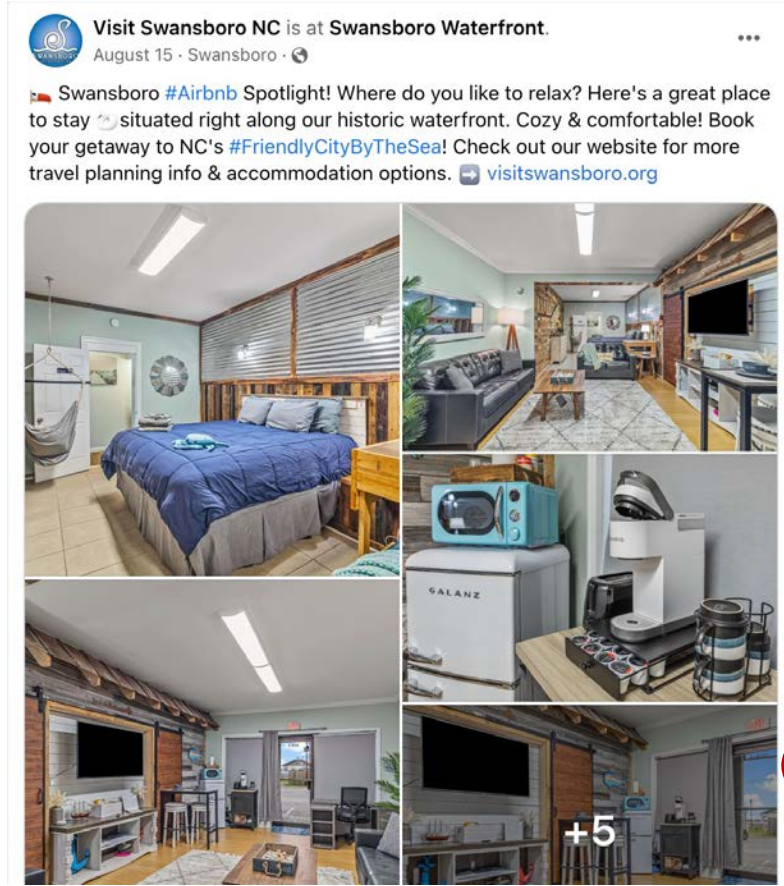
As of 6/28/2023

As of 10/3/2023



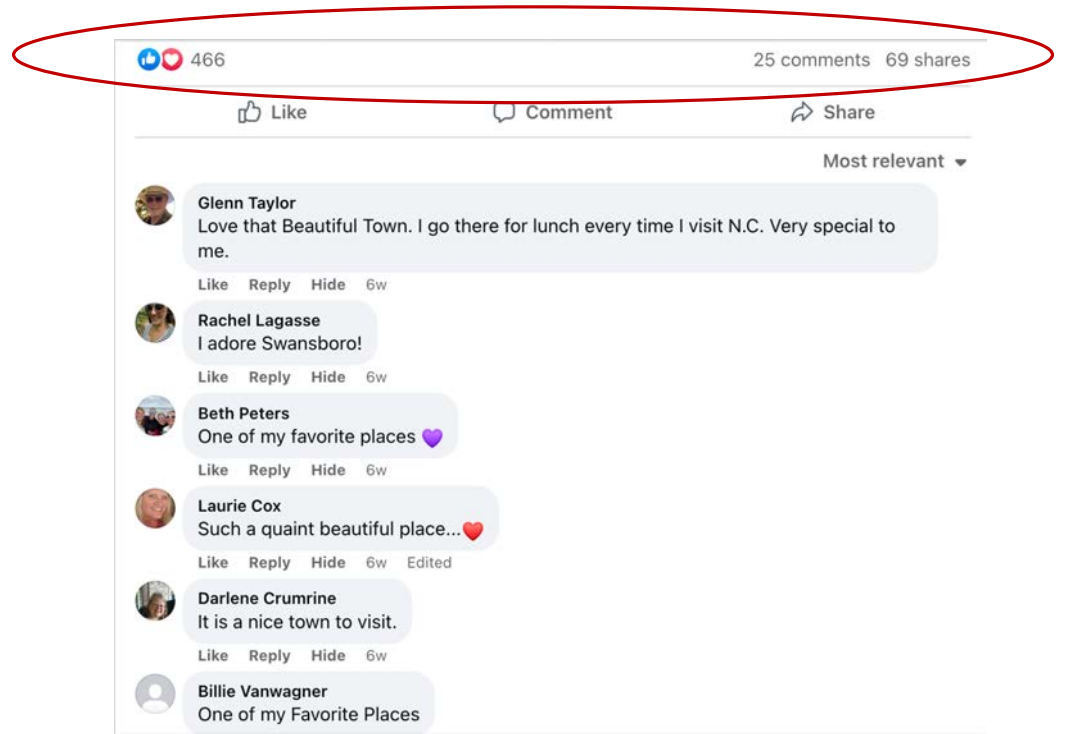
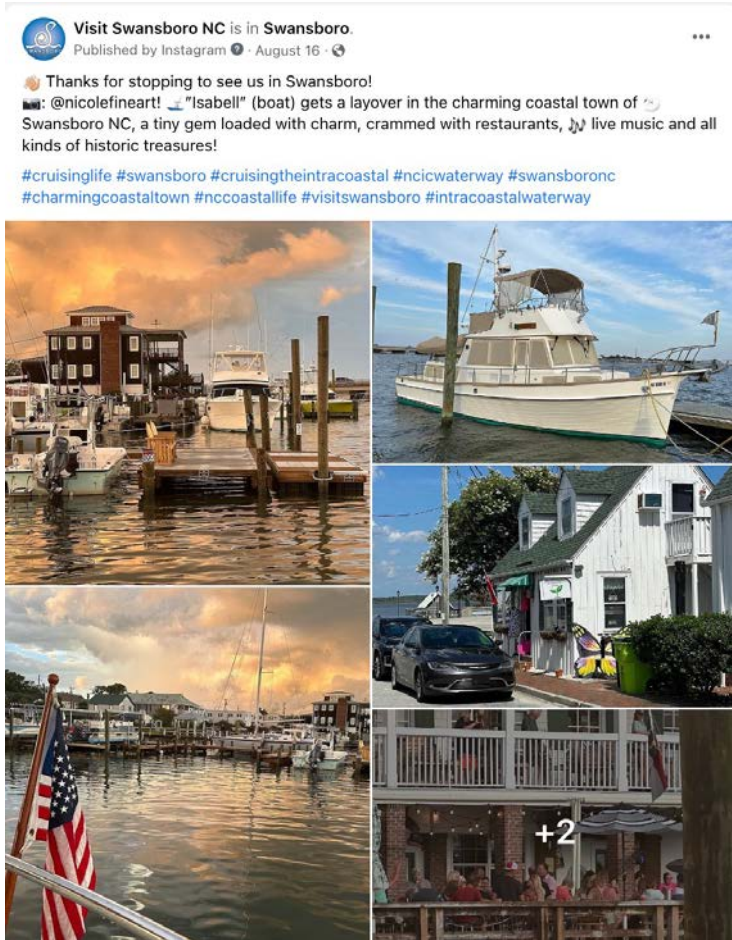


Social Media Snapshot – Engagement Highlights / Visitor Sentiments





Social Media Snapshot – Engagement Highlights / Visitor Sentiments



Marketing Budget Snapshot & Contingency Fund Snapshot as of 10.05.2023



STDA Marketing Budget Snapshot as of 10.05.2023



SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support				
PRINT COLLATERAL	2023/2024 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2024) (cost split between TDA and merchants)	700.00	0	700.00
PRINT COLLATERAL	2024 Trifold Visitor Brochure Printing Estimate	1,700.00	0	1,700.00
SHIPPING COSTS	2024 Visitor Brochure - Shipping to NC Welcome Centers - Estimate	600.00	0	600.00
WEBSITE	Web Design City - 2023/2024 Annual website hosting	840.00	839.40	0.60
WEBSITE	Web Design City - Add Form to Site and Integrate Constant Contact Plus Miscellaneous Work to Site - Estimate	600.00	0	600.00
EBLAST TOOL	Constant Contact License - Estimate	540.00	0	540.00
PRINT AD	2023/2024 Our State Magazine Coast Host Section Ads	8,004.00	4002	4,002.00
PRINT AD	2023/2024 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00

STDA Marketing Budget Snapshot as of 10.05.2023


SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support

DIGITAL ADS	2023/2024 Our State Magazine - Sponsored Eblasts	2,790.00	0	2,790.00
PRINT AD	2023/2024 Raleigh Magazine - Travel Section	2,125.00	1125	1,000.00
PODCAST	2023/2024 Raleigh Magazine - Podcast	1,600.00	1600	0.00
MEMBERSHIP	2024 NC Coast Host Membership Dues	350.00	350	0.00
PRINT AD	2024 Emerald Isle Barefoot Guide - comes out in March 2024	950.00	850	100.00
PRINT AD	2023-2024 Bluewater Beacon Real Estate Guide	1,110.00	1100	10.00
DIGITAL ADS	2023/2024 Facebook Advertising \$3600 - STDA // \$1600 - Parks & Rec Grant	5,200.00	860.71	4,339.29
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00
VIDEO PLACEMENT	OAJ Airport 2023/20224 - Video Placement	5,000.00	5000	0.00
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00
	GRAND TOTAL	56,880.00		



STDA Marketing Contingency Budget Snapshot as of 10.05.2023

	2023/2024 Approved Marketing Contingency Budget	4,400.00
	Carry Over / Unspent from 2022/2023 from Approved Budget	2,425.00
	Carry Over / Unspent Remaining from 2022/2023 Contingency Funds	2,049.00
	TOTAL Carry Over / Unspent from 2022/2023 Fiscal Year	4,474.00
	GRAND TOTAL 2023/2024 Approved Marketing Contingency & 2022/2023 Carry Over/Unspent Funds	8,874.00
	Expenditures To Date	
Sept/Oct 2023	Our State 2023 Special Publication "Towns We Love" - Half Page Ad - \$1600 - Invoiced from Advertiser	7,274.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$260 (Prepayment added to Aug/Sept invoice)	7,014.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$60 (Additional Sept/Oct invoice)	6,954.00
Sept/Oct 2023	Photo Purchase - Some Gave All - Boots for TNT 5K - \$24	6,930.00
Sept/Oct 2023	Fall 2023 Getaway Contest - Gift Cards for Prize Package - \$150 - Sept/Oct Invoice	6,804.00
Sept/Oct 2023	STDA October 2023 Board Meeting - Travel Expense - \$214.13 - Sept/Oct Invoice	6,589.87
Oct/Nov 2023	Photo Purchase - Swansboro by Candlelight - Samantha Ann - Will Add to Oct/Nov 2023 Invoice - \$112.35	6,477.52



OUTSIDE ORGANIZATION FUNDING APPLICATION SWANSBORO TOURISM DEVELOPMENT AUTHORITY

APPLICATION CATEGORY

- Marketing or Promotion
- Special Event or Program
- Tourism-Related Facility Improvement

PROJECT NAME Military Affairs Committee 1) Fall Social & 2) Veterans Dinner

AMOUNT OF FUNDS

REQUESTED 1,000.00

PROJECT DATES OR TIME

PERIOD October 12, 2023 & December 7, 2023

APPLICANT

ORGANIZATION Swansboro Area Chamber of Commerce Military Affairs Committee

ADDRESS 714 W Corbett Ave Suite 14 Swansboro NC 28584

CONTACT

PERSON Mary Pat Smey

E-MAIL ADDRESS mpsmey@gmail.com

TYPE OF ORGANIZATION

- Governmental OTHER (SACC committee)
- IRS Tax-Exempt Organization*
- Tourism-Related Business or Marketing Association**

ORGANIZATION DESCRIPTION

Describe the purpose, activities, and membership of your organization:
The MAC exists to facilitate cooperative interactions between our Swansboro community
and businesses with the area military bases and their personnel. We host officer socials,
quarterly recognition luncheons, Military Appreciation Day & a Veterans Dinner.

*Attach proof of your organization's tax-exempt status N/A
 ** Attach your organization's corporate charter and/or by-laws establishing its purpose

1. PROJECT DESCRIPTION

** Our Fall Officer Social will be held this year at Hammocks Beach State Park.
We have chosen Oktoberfest as our theme and will feature entertainment
by our local school kids, food and drinks by area businesses.

** Our Annual Veterans Dinner will be held this year at Swansboro Town Hall.
Our theme is Christmas, and we will feature entertainment by our local area kids
and food and drink by area businesses.

We have invited Officers from Camp Lejeune, MCAS New River, MCAS Cherry Point, USCG
Stations Emerald Isle, Fort Macon & SMTC.

2. TRAVEL AND TOURISM IMPACT

How will the requested funding contribute to increased travel and tourism within the town of Swansboro, in the form of spending for local accommodations, in restaurants, or other shopping? How many tourists or visitors do you expect your project or program will bring to Swansboro? What will be done to help insure this travel and tourism impact? How will you measure attendance?

These events will be opportunites for us to showcase some of what the Swansboro area has to offer. We will have tables with local displays & featuring downtown walking maps, rack cards, menus, photos etc to promote some of the wonderful things our friendly little City by the Sea has to offer.

3. BUDGET

Please attach a budget for the requested project, initiative, program, or facility, showing the sources of funding and the detailed costs.

We will utilize existing funds, in-kind donations & sponsorships to cover our fixed costs.

4. IMPLEMENTATION PLAN

Please describe your plan and specific timetable for carrying out the proposed program, initiative, event, or project, including the persons who will be responsible for implementation of the plan.

We plan to utilize as many local area resources as are available to provide special evenings out/away for these officers +1. Dates and locations secured...we're working the rest. The MAC board will be responsible for delivering these events in a timely fashion.

5. NON-REPLACEMENT

Does the applicant declare and certify that the funding requested is not already being provided by the organization or another source for this purpose, unless the previous source of funding has been lost or the request is for expansion of a program or activity?

Yes No

6. NON-DUPLICATION

Has your organization requested and/or been awarded funding for the same purpose from another organization?

Yes No

7. COOPERATION/COLLABORATION

Does your proposal include cooperation, collaboration, or partnership with any other organizations for the purpose of promoting travel and tourism in Swansboro? If yes, please describe.

We are collaborating with the Town of Swansboro, the SACC, Hammocks Beach SP hotels and, as stated, intend to work with area F & B businesses to coordinate the rest. We are looking to assemble "Staycation in Swansboro" packages.

7. LEVERAGE

If TDA funding, if awarded, will result in an additional funding effort by the organization itself or the availability of funding from another organization, please describe the additional funding that will be provided or generated.

??

8. UNMET NEED

If the proposal will fulfill a previously unmet need for the promotion of travel and tourism in Swansboro, please describe the previously unmet need and how it would be met.

During our last (June '23) Military Appreciation Day, we encountered many folks who live on area bases who are not aware of our town and what we have to offer. We see these events as great opportunities to promote Swansboro - travel and tourism - to a large unfamiliar local population.

9. GENERAL

- a. A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- b. Applications are considered on an annual basis at the Authority's October quarterly meeting. For consideration, an applicant must submit an application on or before October 1st. Grants will be awarded up to \$2,000.00.
- c. Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- d. The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

10. CERTIFICATION

The undersigned authorized representative of the applicant organization certifies that the information provided in this application is accurate and agrees to ensure compliance with the terms and conditions of funding, if provided.

Title VP

Signature 

Date September 9, 2023

Name Printed Mary Pat Smey



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Funding Requests

Board Meeting Date: October 5, 2023

Prepared By: **Sonia Johnson, Finance Director**

Overview: The following funding request have been received.

- Military Affairs Committee-Fall Social & Veterans Dinner
- Town of Swansboro-Bulkhead Replacement/Mattock’s Property

Background Attachment(s): Budget Ordinance Amendment #2024-2

1. Military Affairs Committee-Application & supporting documents
2. Town of Swansboro-Application & supporting documents
3. Budget Ordinance Amendment #2024-2

Recommended Action:

1. Approve funding request for Military Affairs Committee-Fall Social & Veterans Dinner
2. Approve funding request for Town of Swansboro-Bulkhead Replacement/Mattock’s Property
3. If needed, motion to approve Budget Ordinance Amendment #2024-2

Action: _____

AMENDMENT TO THE FY 2023/2024 BUDGET ORDINANCE

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2024:

Section 1. To amend the annual budget with the following changes:

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$106,700	-	\$106,700
Donations	\$4,000	-	\$4,000
Appropriated Fund Balance	\$36,500	\$1,000	\$37,500
Total	\$147,200	\$1,000	\$148,200

Appropriations

Tourism Related Expenses	\$147,200	\$1,000	\$148,200
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This change is to appropriate funds from fund balance for additional advertising expenditures.

Section 2. Copies of this budget amendment shall be delivered to the Finance Officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section 3. This ordinance shall be effective upon its adoption.

Adopted by the Swansboro Tourism Development Authority in special meeting session, October 5, 2023.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Bulkhead Replacement/Mattocks Property

Board Meeting Date: **October 5, 2023**

Prepared By: Paula Webb, Town Manager

Overview:

As the Town began preparations for construction of the Boardwalk Extension with Public Day Docks project along the Mattocks Property, the existing bulkhead began collapsing. Immediately, pilings were installed to secure the bulkhead until replacement could be arranged. Although the Town has taken action to appropriate the cost of the bulkhead replacement from its General Fund, we seek funding assistance from the Swansboro TDA and will in turn seek the same from the Onslow County.

Background and Points for Discussion Include:

- The Town received notification on November 3, 2020 that the Bicentennial Park Boardwalk Extension with Public Day Docks Grant Project had been approved and granted the full amount requested of \$142,350. The total project cost is \$158,350 with the grant. \$7,000 of the required \$16,000 town match will be non-cash/in-kind. The project will include the following:
 1. A 150 feet by 12 feet wide wooden boardwalk to be located waterward of an existing concrete bulkhead along the shoreline of the southern section of the park and the Mattocks House property. The boardwalk will connect on the western end of the existing Town Dock located in the Moore Street right-of-way.
 2. A floating dock measuring 6 feet by 130 feet will be located immediately waterward of the Boardwalk and will connect to the existing Moore Street Dock by means of 4 feet by 30 feet aluminum gangway on the western end.
 3. There will be seven slips to accommodate day visitors in small boats, 2 of which are included in a rental agreement for Randy Swanson's use.

- A Lease and Dock Rental Agreements were executed with Randy Swanson, owner of the Mattocks Property. An excerpt from the Lease provides:

Action: _____

ARTICLE VIREPAIRS AND MAINTENANCE

LESSEE shall maintain at its expense the Demised Premises and its

Improvements and keep the same in good condition and repair.

- Per the grant contract, dredge work was completed on April 8th, 2023. On or about August 1st, 2023, owner Randy Swanson indicated that he noticed something odd when his fence posts would not stay grounded at the bulkhead area. On Friday, August 11th, 2023, he notified the Town that the ground at the shoreline was cracking.
- On Monday, August 14th we consulted with Crystal Coast Marine/Justin Cleve who shared that he could drive pilings to secure the bulkhead as an immediate solution. The proposal was sent to CAMA for consideration.
- On Tuesday, August 15th we received approval from CAMA for maintenance/repair to drive the pilings, which were then driven on Wednesday, August 16th.

The land side of the bulkhead continues to deteriorate due to the tide washing in/out around the bulkhead. Current Project Engineer, John Wade has indicated that the bulkhead must be replaced prior to the dockwalk being built. Two emergency estimates were provided.

1. Temporary Repair - \$24,200 – remove failing soil, line the cavity with Geo Fabric and granite washed stone and rip rap at the entrance/exit points of high flow water. **CAMA approved this as maintenance and repair*
2. Replace Bulkhead - \$101,450 – remove/dispose of old wall/debris & soil and
Install a new composite wall
** Required modification of current CAMA Permit – now secured*

On August 28, 2023 the Board of Commissioner appropriated the full replacement amount but have asked the staff to seek ways to recoup some of the funding.

The Boardwalk Extension with Public Day Docks will provide opportunities for public waterfront access and will add a new component to the White Oak River walking trail, a long-time goal of the Town of Swansboro for a multi-phase continuous walking trail along the downtown waterfront. The docking facility will provide the public day docks for use by visitors arriving to the Swansboro downtown area by small boats. Once these visitors see what our charming, quaint town has to offer they will want to return and stay overnight and enjoy our highly attended festivals and events.

Lastly, these improvements to the downtown shoreline are consistent with policies contained in the Town of Swansboro Land Use Plan, Waterfront Access and Development Plan, Comprehensive Parks and Recreation Plan, Economic Development Plan and the report of the Downtown Renaissance Committee.

Background Attachment(s): Project Map and Images

Item III - c.

Recommended Action: Consider allocating funds to assist in the replacement of the deteriorating bulkhead.



11 pilings added to temporarily hold bulkhead



Low tide the morning of September 23, 2023. Tropical Storm Ophelia.

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
2024 MEETING SCHEDULE**

THURSDAY, JANUARY 11, 2024	2:30PM
THURSDAY, APRIL 11, 2024	2:30PM
THURSDAY, JULY 11, 2024,	2:30PM
THURSDAY, OCTOBER 10, 2024	2:30PM