



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, October 09, 2025

I. Call to Order

II. Approval of Minutes

a. July 10, 2025, Regular Meeting Minutes

III. Business

a. Marketing & Advertising Status Update Discussion

Presenter: Anne Marie Bass – Owner & Principal of Front Row Communications

b. Finance Report – (1st Qtr.–FY 25-26)

Presenter: Sonia Johnson – Finance Director

c. Portable Restroom Discussion

Presenter: Sonia Johnson – Finance Director

Staff seeks guidance from the Swansboro TDA Board on specifications to obtain accurate quotes for budgeting purposes.

Recommended Action: Advise staff on the Board's desired specifications for the portable restroom trailer so that accurate quotes can be obtained.

d. 2026 Regular Meeting Schedule

Presenter: Sonia Johnson – Finance Director

Pursuant to NCGS 143-318.12 a public body may establish a schedule of regular meetings, showing the time and place. A copy of the schedule shall be filed with the Town Clerk. A regular meeting schedule for the 2nd Thursday of each quarter has been provided for consideration.

Recommended Action: Motion to approve the 2026 Regular Meeting Schedule

e. Board Projects/Discussion Items

Presenter: Randy Swanson – Chair

To provide an overview of key projects and discussion items for the upcoming Board meeting, including updates, recommendations, and items for Board consideration or direction.

IV. Board Comments

V. Adjournment

Town of Swansboro
Swansboro Tourism Development Authority
July 10, 2025, Regular Meeting Minutes

Item II - a.

In attendance: Chairman Randy Swanson, Jack Harnatkiewicz, Preston Patterson, Michael Diehl, Steven Overby and Linda Thornley.

Call to Order

Chair Randy Swanson called the meeting to order at 2:31 pm.

Approval of Minutes

On a motion by Mrs. Thornley, seconded by Mr. Overby, the May 8, 2025, special meeting minutes were unanimously approved.

Business

Audit Contract-Gregory T. Redman, CPA for the period July 1, 2024, through June 30, 2025
Finance Director Sonia Johnson reviewed that the proposed contract with Gregory T. Redman, CPA, was to perform the annual audit for FY 2024–2025 at a fee of \$3,000.

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the Audit Contract with Gregory T. Redman, CPA, for the period July 1, 2024, through June 30, 2025, was unanimously approved.

Funding Request – Seaside Arts Council

Finance Director Johnson reviewed a \$2,000 funding request from the Seaside Arts Council to support SwanFest, the free summer concert series held annually in downtown Swansboro.

Cassandra Nicholas, a representative from the Seaside Arts Council discussed SwanFest funding, noting \$18,000 in business sponsorships and \$6,500 from the Town, pending receipt. This year's income of \$23,000-\$24,000 missed the \$33,000 target, prompting a cut to 12 shows. Weather canceled one show, but rescheduling was possible. Typically, two cancellations occur each summer, often without the chance to reschedule. For same-day rain cancellations, bands were fully paid; different terms apply if canceled over two days ahead. Advertising included significant in-kind support from the Tideland News and regional outreach, showing increased funding from a previous shortfall due to leadership changes.

On a motion by Mr. Diehl, seconded by Mrs. Thornley, the Authority unanimously approved the funding request for \$2,000 to the Seaside Arts Council.

Funding Request – Town of Swansboro

Finance Director Johnson reviewed that the Town Board of Commissioners held discussion on providing portable restrooms during their June 10th regular meeting. Staff

obtained a quote for two portable restrooms at \$475 per month, including twice-weekly cleaning for a total of \$2,000 which would cover a timeframe of approximately 4 months. This was a temporary solution while the Visitor's Center remained closed, with its timeline of reopening uncertain.

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the funding request of \$2,000 for portable restrooms along with Budget Amendment #2026-1 was unanimously approved.

Finance Report – (4th Qtr. FY 24-25)

Finance Director Johnson reviewed the 4th Quarter Financial Report, indicating a Beginning Fund Balance of \$215,760.91. Total Revenues achieved were \$124,249.00, while Total Expenditures amounted to \$97,937.82, culminating in an Ending Cash Balance of \$242,072.10.

In response to an inquiry from the board, the only funds that had been allocated that remain unspent was \$30,000 for the visitor's center.

Marketing & Advertising Status Update Discussion

There were no further updates to review.

Board Projects/Discussion Items

The board reviewed the status of outstanding grants, noting that all were accounted for except the previously earmarked \$30,000 for the Visitor Center, which remains unspent and was discussed in relation to restroom facility needs. Members also explored current marketing and advertising strategies, expressing interest in expanding outreach through digital platforms and regional media. A prior topic regarding live cameras was revisited, with concerns about management, pricing, and TDA permissions, though no decisions were made. There was also discussion about future spending opportunities, and the board expressed interest in evaluating long-term infrastructure projects, such as portable restroom units not leased but purchased, and agreed to continue researching their feasibility for future support.

Board Comments

Mrs. Thornley thanked the TDA for their previous support for the Military Affairs Committee's Military Appreciation Day. She shared that the event was well attended.

Adjournment

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the meeting adjourned at 3:06 pm.

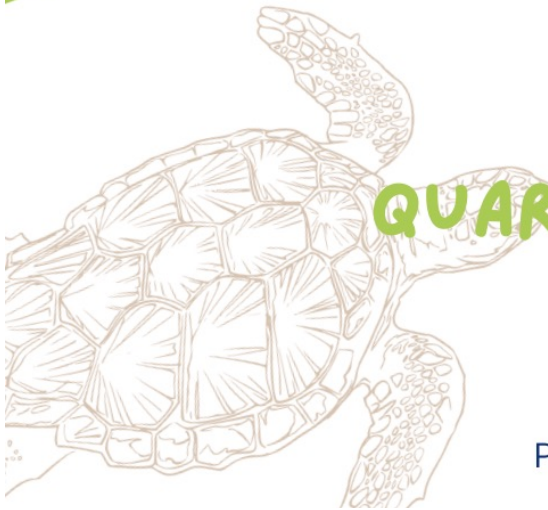


Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

OCTOBER 9, 2025



Presented by: Anne Marie Bass, Front Row Communications



Table of Contents & Status Update Notes

1. Our State Magazine – Reel

The shoot date is Tuesday, Oct. 21st with a back up rain date of **Wed., Oct 22nd**.

A :60 video will feature a multigenerational family, including people of all ages and abilities, enjoying sips and bites at five Swansboro eateries. Volunteer Talent, restaurants, and scheduling are being finalized to ensure a seamless shoot and top-tier production with Our State. The video goes live in November.

Quarterly Report Status Updates: (see next slides)

1. Website Stats

I've included snapshots for some key stats – both July 1, 2024 to date (about 18 months), as well as the last 3 months from Google Analytics.

2. Social Media Stats & Metrics – July 1, 2025 to Date

3. Facebook/Instagram Ad Reports – July 1, 2025 – to Date

4. Visit Swansboro Monthly Marketing Eblasts – August, Sept, Oct

Industry Averages

Open Rate

Click Rate

Bounce Rate

31.02%

1.34%

8.81%

Swansboro Averages for the Year (July '24 thru Sept'25)

Open Rate

Click Rate

Bounce Rate

63%

5%

3-5%



Table of Contents & Status Update Notes

5. Raleigh Magazine – Summer Travel Eblasts Features & Things To Do Features on RaleighMag.com

6. Print Ad Placements –

[Our State Magazine Coast Host Co-Op](#) –August, September & October. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.

7. Website –

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages.
COMPLETED: VRBO page rebuilt in WordPress; Airbnb and VRBO listings now accessible on the website for easier short-term rental visibility.

8. Downtown Merchants, Tours, Food & Drink Guide

Fall 2025 Update is at the printer; I'll bring copies to the 10.9 meeting or the *Our State* shoot, and they'll also ship to NC Welcome Centers.

9. Misc. Questions –

[Anne Marie](#) is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.

Appendix

STDA Approved Budget for 2025-2026 Fiscal Year – 1st Snapshot for the Year



Top 10 Pages Visited – July 1, 2024 to Oct 1, 2025 (last 18 months)

	Page title and screen name	↓ Views	Active users
<input checked="" type="checkbox"/>	Total	145,062 100% of total	87,211 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	24,045 (16.58%)	18,618 (21.35%)
<input checked="" type="checkbox"/>	2 Mullet Festival of North Carolina - 2024	13,925 (9.6%)	10,704 (12.27%)
<input checked="" type="checkbox"/>	3 Latest News Visit Swansboro	6,653 (4.59%)	4,926 (5.65%)
<input checked="" type="checkbox"/>	4 Swansboro Independence Day Celebration -	6,401 (4.41%)	5,155 (5.91%)
<input checked="" type="checkbox"/>	5 Swansboro by Candlelight -	6,366 (4.39%)	5,228 (5.99%)
<input type="checkbox"/>	6 Swansboro Pirate Fest	6,022 (4.15%)	5,099 (5.85%)
<input type="checkbox"/>	7 Hearts & Horizons Getaway Contest Visit Swansboro NC	5,333 (3.68%)	3,941 (4.52%)
<input type="checkbox"/>	8 Historic Downtown Shopping in Swansboro	5,242 (3.61%)	3,755 (4.31%)
	9 (not set)	4,321 (2.98%)	140 (0.16%)
<input type="checkbox"/>	10 Swansboro Dining & Drinks -	4,259 (2.94%)	3,330 (3.82%)

VisitSwansboro.org – Website Stats

Top 10 Pages Visited - July 1, 2025 to Oct 1, 2025 (last 90 day snapshot)

	Page title and screen name	↓ Views	Active users	Views per active user
<input checked="" type="checkbox"/>	Total	35,745 100% of total	18,535 100% of total	1.93 Avg 0%
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	6,203 (17.35%)	4,649 (25.08%)	1.33
	2 (not set)	4,320 (12.09%)	139 (0.75%)	31.08
<input checked="" type="checkbox"/>	3 Latest News Visit Swansboro	3,913 (10.95%)	2,799 (15.1%)	1.40
<input checked="" type="checkbox"/>	4 Mullet Festival of North Carolina - 2025	3,514 (9.83%)	2,763 (14.91%)	1.27
<input checked="" type="checkbox"/>	5 Swansboro Dining & Drinks -	1,656 (4.63%)	1,303 (7.03%)	1.27
<input checked="" type="checkbox"/>	6 Swansboro Independence Day Celebration -	1,649 (4.61%)	1,297 (7%)	1.27
<input type="checkbox"/>	7 Historic Downtown Shopping in Swansboro	1,117 (3.12%)	758 (4.09%)	1.47
<input type="checkbox"/>	8 Hammocks Beach State Park -	697 (1.95%)	552 (2.98%)	1.26
<input type="checkbox"/>	9 Riverside Steak & Seafood -	573 (1.6%)	449 (2.42%)	1.28
<input type="checkbox"/>	10 Merchants, Tours, Food & Drink Guide & Map	564 (1.58%)	444 (2.4%)	1.27



VisitSwansboro.org – Website Stats

Top Traffic Sources – July 1, 2024 to Oct 1, 2025 (last 18 months)

<div> <div>–</div> <div> <div>▼</div> <div>+</div> </div> </div> <div>(Default Channel Group)</div>			↓ Sessions
<input checked="" type="checkbox"/>	Total		101,068 100% of total
<input checked="" type="checkbox"/>	1	Organic Search	48,035 (47.53%)
<input checked="" type="checkbox"/>	2	Organic Social	20,507 (20.29%)
<input checked="" type="checkbox"/>	3	Paid Social	17,996 (17.81%)
<input checked="" type="checkbox"/>	4	Direct	10,846 (10.73%)
<input checked="" type="checkbox"/>	5	Referral	1,307 (1.29%)
<input type="checkbox"/>	6	Email	1,066 (1.05%)
<input type="checkbox"/>	7	Paid Other	778 (0.77%)
<input type="checkbox"/>	8	Unassigned	282 (0.28%)
<input type="checkbox"/>	9	Organic Shopping	49 (0.05%)

Top Traffic Sources – July 1, 2025 to Oct 1, 2025 (last 90 day snapshot)

<div><div><div>–</div></div></div>		<div>Session primary...Channel Group) <div>▼</div></div> <div><div>+</div></div>	<div>↓ Sessions</div>
<div><div><div>✓</div></div></div>	Total		<div>21,546</div> <div>100% of total</div>
<div><div><div>✓</div></div></div>	1	Organic Search	10,615 (49.27%)
<div><div><div>✓</div></div></div>	2	Paid Social	7,206 (33.44%)
<div><div><div>✓</div></div></div>	3	Direct	2,106 (9.77%)
<div><div><div>✓</div></div></div>	4	Organic Social	859 (3.99%)
<div><div><div>✓</div></div></div>	5	Paid Other	768 (3.56%)
<div><div><div></div></div></div>	6	Referral	367 (1.7%)
<div><div><div></div></div></div>	7	Email	113 (0.52%)
<div><div><div></div></div></div>	8	Unassigned	50 (0.23%)



VisitSwansboro.org – Website Stats

<div> <div>–</div> <div>Region ▾</div> <div>+</div> </div>		↓ Active users	New users
Top 10 States – 7.1.2024 to Date			
<input checked="" type="checkbox"/>	Total	87,211 100% of total	85,778 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	51,342 (58.87%)	50,143 (58.46%)
<input checked="" type="checkbox"/>	2 Virginia	7,693 (8.82%)	7,208 (8.4%)
<input checked="" type="checkbox"/>	3 Georgia	4,850 (5.56%)	4,236 (4.94%)
<input checked="" type="checkbox"/>	4 Florida	3,992 (4.58%)	3,507 (4.09%)
<input checked="" type="checkbox"/>	5 New York	2,769 (3.18%)	2,354 (2.74%)
<input type="checkbox"/>	6 Ohio	1,847 (2.12%)	1,484 (1.73%)
<input type="checkbox"/>	7 South Carolina	1,775 (2.04%)	1,556 (1.81%)
<input type="checkbox"/>	8 Pennsylvania	1,680 (1.93%)	1,418 (1.65%)
<input type="checkbox"/>	9 Michigan	1,471 (1.69%)	1,147 (1.34%)
	10 (not set)	1,289 (1.48%)	1,259 (1.47%)

<div> <div>–</div> <div>Region ▾</div> <div>+</div> </div>		↓ Active users	New users
Top 10 States – 7.1.2025 to Date			
<input checked="" type="checkbox"/>	Total	18,535 100% of total	18,184 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	11,045 (59.59%)	10,724 (58.97%)
<input checked="" type="checkbox"/>	2 Virginia	1,267 (6.84%)	1,116 (6.14%)
<input checked="" type="checkbox"/>	3 Georgia	781 (4.21%)	624 (3.43%)
<input checked="" type="checkbox"/>	4 Florida	688 (3.71%)	570 (3.13%)
<input checked="" type="checkbox"/>	5 New York	578 (3.12%)	467 (2.57%)
<input type="checkbox"/>	6 Ohio	517 (2.79%)	389 (2.14%)
<input type="checkbox"/>	7 Michigan	436 (2.35%)	327 (1.8%)
<input type="checkbox"/>	8 South Carolina	435 (2.35%)	363 (2%)
<input type="checkbox"/>	9 Pennsylvania	412 (2.22%)	341 (1.88%)
<input type="checkbox"/>	10 Indiana	381 (2.06%)	281 (1.55%)



VisitSwansboro.org – Website Stats

City ▾		↓	Active users	New users
Top 10 Cities – 7.1.2024 to Date (last 18 months)				
<input checked="" type="checkbox"/>	Total		87,211 100% of total	85,778 100% of total
<input checked="" type="checkbox"/>	1 Raleigh		7,973 (9.14%)	7,761 (9.05%)
	2 (not set)		7,649 (8.77%)	7,307 (8.52%)
<input checked="" type="checkbox"/>	3 Swansboro		5,968 (6.84%)	5,744 (6.7%)
<input checked="" type="checkbox"/>	4 Charlotte		4,732 (5.43%)	4,540 (5.29%)
<input checked="" type="checkbox"/>	5 Jacksonville		3,400 (3.9%)	3,307 (3.86%)
<input checked="" type="checkbox"/>	6 Ashburn		3,069 (3.52%)	2,886 (3.36%)
<input type="checkbox"/>	7 Atlanta		2,926 (3.36%)	2,695 (3.14%)
<input type="checkbox"/>	8 Emerald Isle		2,329 (2.67%)	2,229 (2.6%)
<input type="checkbox"/>	9 New York		1,446 (1.66%)	1,273 (1.48%)
<input type="checkbox"/>	10 Greenville		1,218 (1.4%)	1,171 (1.37%)

City ▾		↓	Active users	New users
Top 10 Cities – 7.1.2025 to Date (last 90 day snapshot)				
<input checked="" type="checkbox"/>	Total		18,535 100% of total	18,184 100% of total
	1 (not set)		1,606 (8.66%)	1,489 (8.19%)
<input checked="" type="checkbox"/>	2 Raleigh		1,504 (8.11%)	1,422 (7.82%)
<input checked="" type="checkbox"/>	3 Swansboro		1,467 (7.91%)	1,402 (7.71%)
<input checked="" type="checkbox"/>	4 Charlotte		1,024 (5.52%)	966 (5.31%)
<input checked="" type="checkbox"/>	5 Jacksonville		698 (3.77%)	666 (3.66%)
<input checked="" type="checkbox"/>	6 Emerald Isle		681 (3.67%)	642 (3.53%)
<input type="checkbox"/>	7 New Bern		260 (1.4%)	258 (1.42%)
<input type="checkbox"/>	8 Ashburn		222 (1.2%)	206 (1.13%)
<input type="checkbox"/>	9 Greenville		196 (1.06%)	181 (1%)
<input type="checkbox"/>	10 Atlanta		193 (1.04%)	173 (0.95%)



VisitSwansboro.org – Website Stats

Total # of Active Users & NEW Users

Acquisition overview

Active users ?

87K

New users ?

86K

7.1.2024 to Date
(last 18 months)

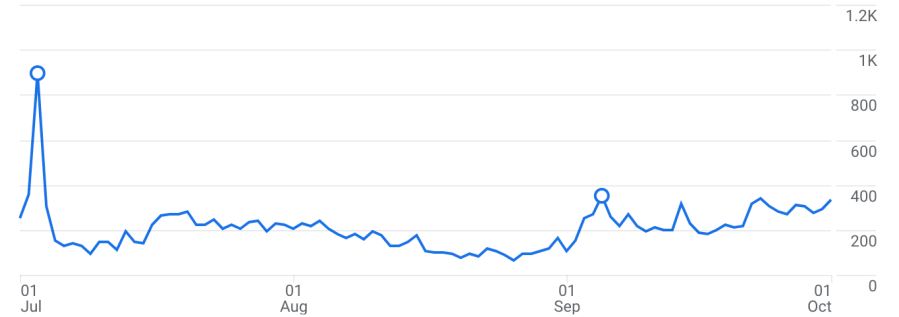
Acquisition overview

Active users ?

19K

New users ?

18K

7.1.2025 to Date
(last 90 day snapshot)



Facebook & Instagram Metrics and Snapshot – July 1, 2025 thru Oct 1, 2025

October 2025 Report:

Facebook – 11,387 followers






Instagram – 2,805 followers

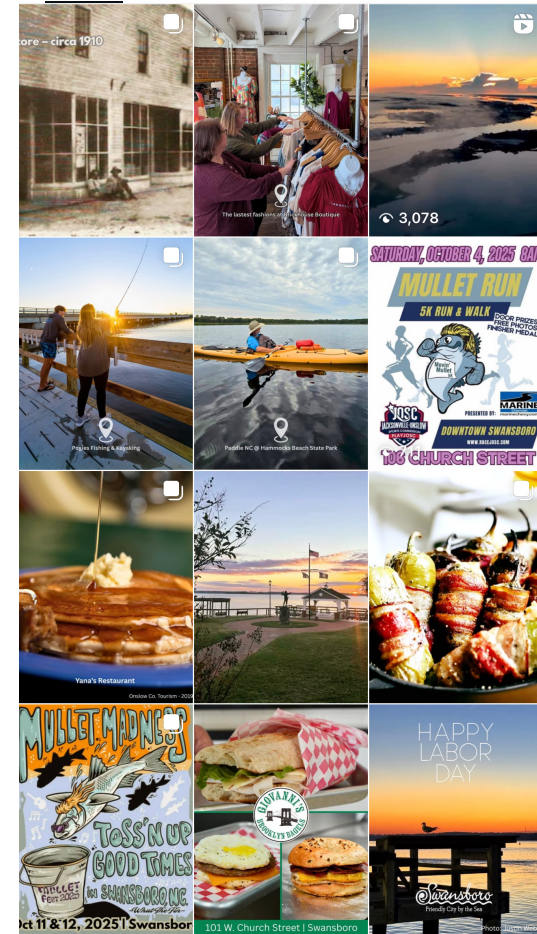
July 2025 Report:

Facebook – 10,747 followers

Instagram – 2,696 followers

Top 5 Posts by Views

<input type="checkbox"/>	Preview ↕		Views ↓	Reach ↕	Interactions ↕
<input type="checkbox"/>		This is Swansboro, NC. A... Published • Jul 10 at 12:35 PM	68,595	45,205	896
<input type="checkbox"/>		Run. Walk. Honor. #Neve... Published • Aug 19 at 12:20 PM	66,450	39,643	434
<input type="checkbox"/>		Party in the front... racing i... Published • Sep 16 at 12:34 PM	55,442	30,184	122
<input type="checkbox"/>		"All we do is from our he... Published • Aug 4 at 12:15 PM	28,281	17,096	557
<input type="checkbox"/>		At il Cigno Italiano, every... Published • Jul 7 at 5:19 PM	20,776	13,912	248





Facebook/Instagram Ad Campaigns Summary Snapshot – July 1 2025 to Oct. 2, 2025

Completed

Completed

Active



Post engagements Ad: Celebrate
Father's Day Weekend in Swansbor...

Completed • Engagement

975

Post engagements

\$0.0399

Cost per Post
Engagement

\$38.92

Amount spent



Post: "Run. Walk. Honor. 🇺🇸
#NeverForget #T2T #DoGood..."

Completed • Traffic

929

Link clicks

\$0.17

Cost per Link Click

\$160.61

Spent

🕒 Ends today



2025 Mullet Fest & September General
Campaign

Active • Traffic

4,598

Link clicks

\$0.15

Cost per Link Click

\$694.55

Spent



Website visitors Ad: 🌟 4th of
July Weekend in Swansboro? Y...

Off • Traffic

676

Link clicks

\$0.17

Cost per Link Click

\$111.76

Amount spent

🕒 Ended recently



Post: "*Party in the front... racing in the
back!*" 🏁 🏆"

Completed • Traffic

517

Link clicks

\$0.29

Cost per Link Click

\$149.91

Spent



2025 Mullet Fest REEL

Active • Traffic

2,075

Link clicks

\$0.0958

Cost per Link Click

\$198.75

Spent



Late Summer Enews Sign Up

Completed • Traffic

3,386

Link clicks

\$0.21

Cost per Link Click

\$699.89

Spent



Visit Swansboro Marketing Eblasts

Monthly Eblasts – August 2025 through October, 2025

Campaign is actively running and not complete with resends October 2025 Eblast



Sent



Email • Sent yesterday at 9:30am EDT • Resending tomorrow at 8:30am...

2,278 sends • 989 (45%) opens • 49 (2%) clicks • 74 (3%) bounces • 2 (1%) unsubscribes

Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
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Overall:

32.55%	2.03%	10.31%
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Travel & Hospitality:

31.02%	1.34%	8.81%
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September 2025 Eblast

SWANSBORO
Insider

Sent



Email • Sent Sep 1, 2025 at 11:53am EDT • Resent Sep 4, 2025 at 8:30am...

2,287 sends • 1,373 (62%) opens • 61 (3%) clicks • 82 (4%) bounces • 12 (1%) unsubscribes

August 2025 Eblast

SWANSBORO
Insider

Sent



Email • Sent Jul 30, 2025 at 4:15pm EDT • Resent Aug 2, 2025 at 9:30am...

1,999 sends • 1,217 (63%) opens • 81 (4%) clicks • 73 (4%) bounces • 5 (1%) unsubscribes

The Visit Swansboro Email List is **actively growing** – due to the promotional getaway contest ads and the “Swansboro Insider” campaign we ran in late summer – branding Swansboro as a vacation destination.

We’ve seen strong growth: 1,508 contacts in July, now up to 2,278.





Raleigh Magazine – *Summer Travel Eblasts* – 2025

Pack Your Bags for Summer Travels

Swansboro

Paddle into adventure just two and a half hours from Raleigh! Explore Swansboro's scenic waterways, kayak trails and ecotours. Nature and relaxation await. Follow on **social** for more!

[Discover More](#)



Key messaging – **just 2.5 hours from Raleigh.**
Follow us on social
([Facebook Page.](#))

RALEIGH
INSIDER

July Eblast

End Your Summer on a High Note With These Destinations & Festivals

Swansboro

🌅 Cruise into golden hour—just 2.5 hours from Raleigh! Unplug and set sail into Swansboro's waterfront magic. Coastal charm and easy relaxation await. Follow on **social** for more! 🚤🌊🌟


[Discover More](#)




August Eblast




Raleigh Magazine Website – *Things to Do* Page – Banner Ad Placements



RALEIGH MAGAZINE




[HOME](#)
[NEWS & BUZZ](#)
[FOOD & DRINK](#)
[THINGS TO DO](#)
[STYLE & SHOPPING](#)
[REAL ESTATE & HOME](#)
[CALENDAR](#)
[PODCAST](#)



13 Things to Do in Raleigh This Week, Aug. 28–Sept. 3

In Do, July/August 2025 by Heidi Reid / Aug 27, 2025 / Leave a Comment

Dance your way through homegrown but nationally acclaimed music at Raleighwood + 12 More Things to Do in Raleigh This Week, Aug. 28–Sept. 3.





Wake Tech Is Going for Olympic Gold

In Do, September 2025 by Heidi Reid / Aug 25, 2025 / Leave a Comment

Forks up! Culinary Team USA is curating and cooking a three-course meal at Wake Tech in preparation for the 2028 Culinary Olympics.

[NEWSLETTER](#)



[MAKE OUR PLACE YOUR PLACE](#)


A North Carolina Owned Tradition Since 1984!

[VILLAGE TAVERN](#)

August 2025
Key messaging –
just 2.5 hours
from Raleigh.



Raleigh Magazine Website – *Things to Do* Page – Banner Ad Placements



13 Things to Do in Raleigh This Week, Aug. 28–Sept. 3

In Do, July/August 2025 by Heidi Reid / Aug 27, 2025 / Leave a Comment

Dance your way through homegrown but nationally acclaimed music at Raleighwood + 12 More Things to Do in Raleigh This Week, Aug. 28–Sept. 3.



Catch Skating & BMX at Hopscotch

In Do, September 2025 by Heidi Reid / Aug 25, 2025 / Leave a Comment

For the third year in a row, Skate Raleigh is bringing a competitive spirit to Hopscotch with BMX and skateboarding competitions.



Q&A With Leela Improv Theatre

In Do, September 2025 by Abigail Mason / Aug 25, 2025 / Leave a Comment

Following the recent opening of Leela Improv Theatre, we tapped founders Jill and Christopher Firkmann on their artistic approach to personal & professional

NEWSLETTER



September 2025
Key messaging –
just 2.5 hours
from Raleigh.



Our State Magazine – Ad Placements // August, October 2025

SWANSBORO



October 2025



August 2025



Our State Magazine – Ad Placements // September 2025

Swansboro's Annual Festivals & Events
Join us in the Friendly City by the Sea!

Mullet Festival of NC October 11 – 12, 2025	Swansboro by Candlelight November 8, 2025	Swansboro Christmas Flotilla November 28, 2025
Pirate Fest May 9, 2026	Arts by the Sea June 13, 2026	Independence Day Celebration & Fireworks July 3, 2026

SWANSBORO Festivals

Swansboro
www.VisitSwansboro.org



Sept 2025



Downtown Merchants & Restaurants Guide & Map – Fall 2025

Recent Additions: Hampton Inn (on panel and map), Hammocks Beach State Park, Paddle NC, Pirate Fest, and Crystal Coast Ghost & Marsh Cruises — ensuring all of Swansboro's tour operators are included.



1 Swansboro Paddle Boarding & Kayaking
(910) 389-1471 Paddle Boards, Kayaks, boat & jet ski rentals, island tours, customized guided trips, apparel, & more!

2 By The Bridge Restaurant
(910) 708-0200 Waterfront dining, Dock and Dine, Caribbean flare—American fare, full bar, burgers, Sunday brunch, live music or DJ most weekends. Late night service Open daily 7:30am–8:10pm.

3 Glamour and Grace Boutique
(910) 325-8197 Offering a variety of men's and women's clothing & accessories.

4 Boro Low Country Kitchen "windward"
(910) 325-0501 Waterfront dining with open-air & covered seating, Dock and Dine, Steam pits, low country boils, peljows & more. Live music, full A/C, permits. Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm.

5 The BORO Restaurant & Bar "leeward"
(910) 325-0502 Waterfront dining, Dock and Dine, Coastal Carolina cuisine with chef features and fresh local fish. Live acoustic music Thurs-Sat, bar, courtyard, and pavilion seating. Open daily 11am–11pm.

6 Swansboro Front Street Grocery
(910) 450-7147 An artisanal downtown grocery offering microbrews, beer, wine, specialty drinks, jams, pickled items, salsa and more.

7 Yana's Restaurant
(910) 326-5583 Talk of the Town's Star Award Winner. A 1950's diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.

8 Gray Dolphin
(910) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.

9 Bogue Banks Realty
(910) 325-0868 A proven leader in real estate sales.

10 To Be Announced

11 Poor Man's Hole
(252) 671-0020 Handcrafted furniture by Speight Blum, gifts and vintage artifacts.

12 The Mercantile
(910) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

13 Instigator Fishing & Diving Charters
(910) 382-7813 Operating a 31' Contender for all of our fishing & freshwater charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving, Spearfishing and Megalodon Fossil hunt.

14 The Lady Swan / Swansboro Boat Tours
(910) 325-2200 Scenic, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

15 Bake Bottle & Brew
(910) 325-7550 Gift and book store offering beer, wine, coffee and hersey's ice cream. Stop, sip and enjoy beautiful water views.

16 Willy Nilly Warehouse
(252) 303-0837 Waterfront destination for live music, beer, wine, slushies and unique gifts.

17 Saltwater Grill
(910) 326-7500 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.

18 Casper's Marina
(910) 326-4462 Easy docking, boat gas, dry stack facility, ships store.

19 Novelty Nook
(910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, decor and more. Variety of Swansboro logo merchandise.

20 Rocket Fizz
(910) 325-7100 Retro candy/food pop/cake cream/foam! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!

21 Giovanni's Brooklyn Bagels
(910) 325-7561 Offering fresh bagels, sandwiches, pastries, and coffee. Open Mon – Sat, 7am to 10pm; Sun, 8am to 10pm.

22 Bella Hair & Boutique
(910) 809-8079 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and more.

23 Reverse Aesthetics Medical Spa
(252) 764-1662 Cosmetic Injector & Laser Specialist: Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.

24 Church Street Market & Pub
(910) 325-8346 Specialty sandwiches, soups, desserts, fine wines, beer & spirits.Trivia on Thurs nights at 8:30pm

25 Swansboro Visitors Center
(910) 326-4428 Temporarily closed for construction.

26 Swansboro Town Hall
(910) 326-4428 www.swansboro-nc.org

27 Cedro De Azmar/Cigar Shop
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.

28 Silver Line Jewelry, Art & Unique Finds
(910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Concept earnings made for sensitive ears.

29 Gig Nails
(910) 325-6448 Nail Salon offering manicures and pedicures. By appointment only.

30 To Be Announced

31 Jess' Boutique
(910) 325-8340 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.

32 Brickhouse Boutique
(252) 470-6032 Curated apparel, gifts & accessories for babies to ladies—where comfort, charm & affordability meet!

33 Mellow Boutique
(910) 325-8140 Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.

34 Dini's Martinis and Desserts
(910) 325-8340 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites and so much more!

35 Boro Gift Boutique
(910) 450-0556 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building. Mon-Thurs 11-5, Fri & Sat 10-5, Sun 11-4

36 Salt Marsh Cottage
(910) 708-2146 Must have for Coastal Living!

37 Preston's Corner Bar & Grill & The Back Bar on Front Street
(910) 708-2105 Homemade coastal cuisine with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.

38 Cammie Boutique
(910) 326-4408 Trendy fashions, shoes and accessories.

39 Il Cigno Italiano
(910) 325-7845 Waterfront dining, Dock and Dine, House-made Italian: gnocchi, pasta, mazzanella. Chef specials with local fish. Full menu at the Cooper Bar. Open 4 pm. Closed Tuesdays.

40 Riverside Steak & Seafood
(910) 326-4847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.

41 Clyde Phillips Seafood
(910) 326-4468 N.C. caught "fresh local seafood" – fish, crabs, shrimp and shell fish.

42 Pogey's Fishing Charters, Coastal Tours, Kayaking & Rental Center
(910) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro!

43 Sound Side Outfitters
(910) 708-1053 The Crystal Coast's premier fly shop for all your fly fishing needs: rods, reels, materials, flies, charters and more.

44 Pogey's Bait & Tackle Shop
(910) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

45 Nancy Lee III Fishing Charters, LLC
(252) 564-8474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

46 Marsh Cruises
(910) 326-4750 Offering scenic cruises and shelling adventures, exploring Swansboro's waterways with history, nature, and coastal charm.

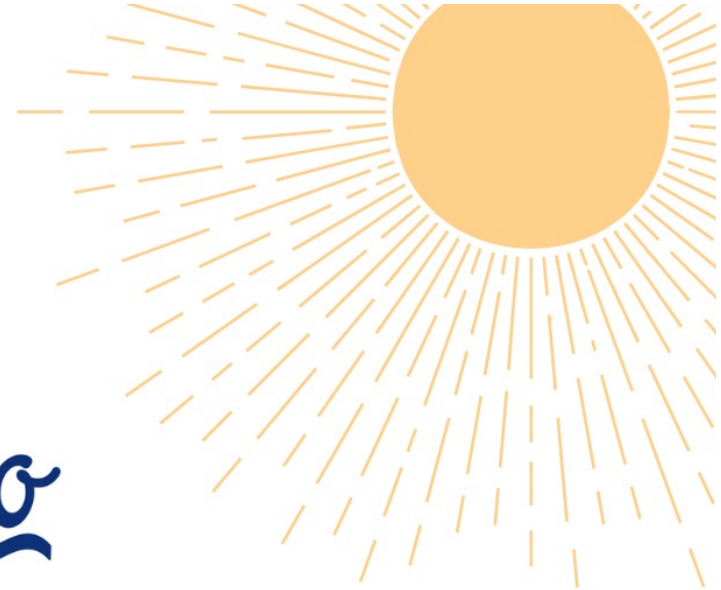
47 Crystal Coast Ghost Walking Tours
(252) 725-7945 Experience Swansboro's haunted history on a spirited walking tour filled with eerie tales and coastal legends.

visitswansboro.org

information visit : Council.com

Photo by Todd Ouel @dini_photo

Map: A map of downtown Swansboro, North Carolina, showing streets from Church Street to Front Street and from Water Street to Elm Street. The map includes a compass rose, a legend for various locations (Marina, Visitors Center, Restaurants, etc.), and a scale bar. The map is titled "Downtown Swansboro" and includes the Swansboro logo.



Swansboro

Friendly City by the Sea

APPENDIX





2025/2026 STDA Approved Budget – Snapshot – UPDATED 10.2.25

SWANSBORO TDA / FY 2025-2026 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026) (2 reprints per year - cost split between TDA and merchants)	700.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)	815.00	573	242.00	Fall Reprint completed in October 2025 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2025/2026 Annual website hosting & Maintenance Plan	1,847.00	1847.00	0	Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website	400.00	400	0.00	
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00	675.50	101.50	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
PRINT AD	2025/2026 Our State Magazine Coast Host Section Ads	9,725.00	5925	3,800.00	6 ADS TOTAL: 1/3 Pag Ad Sizee for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	2025/2026 Our State Magazine - Destinations Section Ad	1,780.00	1780	0.00	1 AD: 1/6 Page - August 2025
DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00			See Slide with Detailed Information "Swansboro's Restaurant Scene"
VISIT NC CO OP	NEW 2025/2026 Visit NC - INSTAGRAM UGC	1,000.00	900	100.00	October 2025
VISIT NC CO OP	NEW 2025/2026 Visit NC - FEATURED EVENT - FACEBOOK	1,000.00	900	100.00	Christmas Flotilla (Thanksgiving Weekend)
VISIT NC CO OP	NEW 2025/2026 Visit NC - WELCOME JOURNEY - SMALL TOWNS	500.00	450	50.00	Eblast - Winter 2025/2026
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts	4,785.00	1595	3,190.00	3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025



2025/2026 STDA Approved Budget – Snapshot – **UPDATED 10.2.25**

SWANSBORO TDA / FY 2025-2026 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	2,000.00		2,000.00	3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page
PRINT AD	2025/2026 Raleigh Magazine - December '25/January '26 Issue	1,500.00		1,500.00	1 AD: Full Page - Special Travel Section
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00	600	0	2 PLACEMENTS: August & September 2025 - \$300/per month
MEMBERSHIP	2026 NC Coast Host Membership Dues	350.00	0	350	Renewal
PRINT AD	2026 Emerald Isle Barefoot Guide - comes out in March 2026	950.00	950	0	Comes up for contract in October 2025 for March 2026 pub date
DIGITAL ADS	2025/2026 Facebook Advertising	7,000.00	1973	5,027.00	From July 1, 2025 to June 30, 2026
	includes \$400 per festival / \$1600 total - per Anna (Swansboro Festivals Budget - still TBD for 2025/2026 fiscal)				
PRINT AD	2026 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0	Submitted in October 2025 for 2026 Guide (comes out in January)
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0	Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2295/month	27,540.00	27540		
	GRAND TOTAL	73,364.00	52208.50	21,155.50	
	Approved Amount - in "Option 1"	75,844.00			
	Approved - Visit NC Co-Op (awarded amount)	2,500.00			
	Difference - Added to Contingency	2,480.00			



2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 10.2.25**

	2025/2026 Approved Marketing Contingency Budget	3,500.00	
	<i>Additional Expenditures</i>		
Starting Contingency	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	6,795.00	7.1.25
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	
	ESTIMATED: Our State Reel Shoot - Food/Gratuity Costs	350.00	
	BALANCE TO DATE	4,995.00	

SWANSBORO TOURISM DEVELOPMENT AUTHORITY						
FINANCIAL SUMMARY ANALYSIS						
FY 2025-2026						
		BUDGET		BUDGET	BUDGET	ACTUAL
		2025-2026		AMENDMENT	REVISIONS	07/1/25-9/30/25
Fund Balance @ 6-30-2025 (Unaudited)						\$ 242,072.10
Revenue:						
Acct #						
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00			\$ 110,000.00	\$ 41,835.82
	Donations-Downtown Merchants	\$ 4,800.00			\$ 4,800.00	\$ 5,600.00
70-300-399991	Fund Balance Appropriation	\$ 14,361.00			\$ 14,361.00	\$ -
		\$ 129,161.00		\$ -	\$ 129,161.00	\$ 47,435.82
Expenditures:						
Acct #						
70-800-501910	Services - Auditor	\$ 3,000.00			\$ 3,000.00	
70-800-503910	Advertising/Promotions:				\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ -			\$ -	
	General advertising	\$ 46,454.00			\$ 46,454.00	\$ 11,512.58
	Front Row Communications	\$ 27,540.00			\$ 27,540.00	\$ 8,032.50
	Liz Honeycutt Advertising	\$ -		\$ 5,000.00	\$ 5,000.00	\$ 1,200.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,800.00			\$ 4,800.00	\$ 400.00
70-800-502995	Administrative Services	\$ 4,100.00			\$ 4,100.00	
70-800-502010	Supplies	\$ 500.00			\$ 500.00	
70-800-503100	Travel / Conference	\$ 1,500.00			\$ 1,500.00	
70-800-504540	Insurance	\$ 250.00			\$ 250.00	
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)	\$ 4,000.00			\$ 4,000.00	\$ 2,000.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00		\$ (5,000.00)	\$ 31,667.00	
		\$ 129,161.00		\$ -	\$ 129,161.00	\$ 23,495.08
ACTUAL CASH BALANCE @ 9/30/2025						\$ 266,012.84
AVAILABLE FUND BALANCE @ 9/30/2025						\$ 266,012.84
	First Citizens Bank(Facebook Ads)	\$ 1,287.58				
	Other Advertising/Promotions	\$ 1,400.00				
	Our State	\$ 6,125.00				
	Raleigh Magazine	\$ 1,600.00				
	Swansboro Area Chamber of Commerce	\$ 1,100.00				
	Emerald Isle Realty	\$ -				
	Total General Advertising	\$ 11,512.58				
	Swansboro by Candlelight	\$ 400.00				
				07/1/25-9/30/25		
				Beginning FB	\$ 242,072.10	
				Revenues	\$ 47,435.82	
				Expenditures	\$ 23,495.08	
				Cash balance	\$ 266,012.84	
				Available FB	\$ 266,012.84	

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

07/01/25-9/30/2025

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
FYE 2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 124,249.01	\$ 82,832.67	\$ 41,416.34
FYE 2025-2026	\$ 47,435.82	\$ 33,490.55	\$ 13,945.28
TOTALS		\$ 788,670.08	\$ 389,535.06

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	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 97,937.82	\$ 71,877.82	\$ 26,060.00
FYE 2025-2026	\$ 23,495.08	\$ 22,295.08	\$ 1,200.00
TOTALS		\$ 691,905.40	\$ 220,286.90
Available funds as of 9/30/2025		\$ 96,764.68	\$ 169,248.16

\$ 266,012.84



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Portable Restroom Discussion**

Board Meeting Date: **October 9, 2025**

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

Overview: Staff seeks guidance from the Swansboro TDA Board on specifications to obtain accurate quotes for budgeting purposes.

Per the request of the TDA Board, staff has researched pricing for portable restroom trailers. Costs vary depending on several factors, including:

- Restroom trailer size
- Number of restroom stalls/stations
- Expected guest count
- ADA accessibility
- Climate control
- Intended usage (event duration, frequency)
- Handwashing stations

Recommended Action: Advise staff on the Board's desired specifications for the portable restroom trailer so that accurate quotes can be obtained.

Action: _____



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: 2026 Regular Meeting Schedule

Board Meeting Date: October 9, 2025

Prepared By: Sonia Johnson - Finance Director

Overview: Pursuant to NCGS 143-318.12 a public body may establish a schedule of regular meetings, showing the time and place. A copy of the schedule shall be filed with the Town Clerk. A regular meeting schedule for the 2nd Thursday of each quarter has been provided for consideration.

Background Attachment(s): 2026 Meeting Schedule

Recommended Action: Motion to approve the 2026 Regular Meeting Schedule

Action: _____

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
2026 REGULAR MEETING SCHEDULE**

THURSDAY, JANUARY 8, 2026	2:30PM
THURSDAY, APRIL 9, 2026	2:30PM
THURSDAY, JULY 9, 2026	2:30PM
THURSDAY, OCTOBER 8, 2026	2:30PM



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Board Projects/Discussion Items

Board Meeting Date: October 9, 2025

Prepared By: Randy Swanson-Chair

Overview: To provide an overview of key projects and discussion items for the upcoming Board meeting, including updates, recommendations, and items for Board consideration or direction.

Items discussed at prior meetings:

- Airbnb/VRBO-Discussion on potential advertising opportunities targeted at short-term rental property

Recommended Action: Discuss and provide any guidance.

Action: _____
