



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, April 10, 2025

I. Call to Order

II. Financial Report

a. Finance Report-(3rd Qtr. FY 24-25)

Presenter: Sonia Johnson, Finance Director

III. Business

a. Marketing & Advertising Status Update Discussion

b. Proposed FY 2025-2026 Budget

Presenter: Sonia Johnson, Finance Director

The FY 2025-2026 Proposed Budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget Fiscal Control Act. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2025-2026. The Budget for FY 2025-2026 is balanced with \$14,361 of fund balance.

c. Set date to hold a public hearing/adoption

Presenter: Sonia Johnson, Finance Director

G.S 159-12 (b)-Before adopting the budget ordinance, the board shall hold a public hearing at which time any persons who wish to be heard on the budget may appear.

d. National Travel & Tourism Week

Presenter: Sonia Johnson, Finance Director

National Travel & Tourism Week will be observed from May 4 through May 10. This annual event provides an excellent opportunity to engage with visitors and promote the many attractions, events, accommodations, dining establishments, and locally made products that make North Carolina a premier travel destination. Kelley Brown will be attending the event and requested to be reimbursed for travel expenses.

Recommended Action: Motion to approve funding request for National Travel & Tourism Week Event

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.

Recommended Action: Discuss and provide any guidance

IV. Board Comments

V. Adjournment

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
FINANCIAL SUMMARY ANALYSIS
FY 2024-2025

		BUDGET 2024-2025	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/24-3/31/25
Fund Balance @ 6-30-2024					\$ 215,760.91
Revenue:					
<u>Acct #</u>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 87,255.52
70-300-320309	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 4,800.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00	\$ 26,450.00	\$ 40,867.00	\$ -
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 92,055.52
Expenditures:					
<u>Acct #</u>					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	\$ -
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 24,539.57
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 19,142.30
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 3,600.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 4,590.52
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 2,050.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	\$ 60.43
70-800-503100	Travel / Conference	\$ 1,500.00		\$ 1,500.00	\$ 220.91
70-800-504540	Insurance	\$ 250.00		\$ 250.00	\$ 200.00
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)	\$ -	\$ 10,500.00	\$ 10,500.00	\$ 4,000.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 10,950.00	\$ 47,617.00	\$ 6,500.00
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 68,253.73

ACTUAL CASH BALANCE @ 3/31/2025 **\$ 239,562.70**

AVAILABLE FUND BALANCE @ 3/31/2025		\$ 239,562.70
First Citizens Bank(Facebook Ads)	\$ 4,909.33	
Other Advertising/Promotions	\$ 202.74	
Our State	\$ 12,735.00	
Raleigh Magazine	\$ 4,715.00	
Swansboro Area Chamber of Commerce	\$ 1,100.00	
Emerald Isle Realty	\$ 877.50	
Total General Advertising	\$ 24,539.57	
Swansboro by Candlelight	\$ 4,590.52	

07/1/24-3/31/25	
Beginning FB	\$ 215,760.91
Revenues	\$ 92,055.52
Expenditures	\$ 68,253.73
Cash balance	\$ 239,562.70
Available FB	\$ 239,562.70

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

07/01/24-3/31/2025

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	\$ 92,055.52	\$ 61,370.35	\$ 30,685.17
TOTALS		\$ 733,717.20	\$ 364,858.62

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	\$ 68,253.73	\$ 64,653.73	\$ 3,600.00
TOTALS		\$ 662,386.23	\$ 196,626.90
Available funds as of 3/31/2025		<u>\$ 71,330.97</u>	<u>\$ 168,231.72</u>

\$ 239,562.70



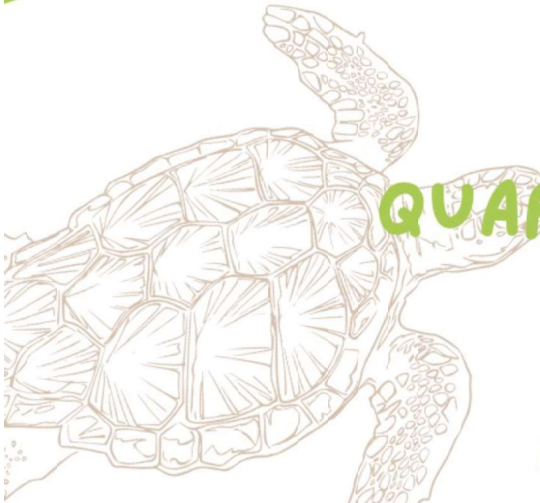
Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

APRIL 10, 2025

Presented by: Anne Marie Bass, Front Row Communications



1. 2026 NC Travel Guide // Visit NC Road Show Media Pitch –

I presented a media pitch on behalf of the Swansboro TDA to the NC PR Team on February 20, 2025 for the 2026 North Carolina Travel Guide (as I did last year...) and selected three of the themes that were provided by Visit NC– that I feel are a good match to the Swansboro visitor experience.

[\(See a selection of the slides from my presentation pitch deck to follow...\)](#)

THEME 1: Eats and Drinks

Modern riffs on classic eats (think BBQ and other Southern cuisine)

THEME 2: Fandom

Sites featured in or inspiration for literature, film, music and arts that cultivate relationships with loyal fans

THEME 3: Slow Travel, signal free zones and sparks of delight

2. Social Media Stats & Metrics – February 1st 2025 – to Date

There is ongoing and consistent sharing and cross-promotion in tourism partners social media which continues a positive momentum and mutual supporting dynamic. The rising tide raises all ships.

3. Facebook/Instagram Ad Reports – February 1st 2025 – to Date: Winter/Spring Travel Plans – Hearts & Horizons Getaway Contest; St. Paddy's Day Weekend Boost, Spring 2025 Campaign (Note: screenshots only shared for purposes of reporting only.)

4. Visit Swansboro Monthly Marketing Eblasts – February, March, April

5. Promotional Getaway Contests –

[Hearts & Horizons](#) – overall we received in total approx. 750 unique entries that doubled the marketing eblast list with people interested in Swansboro. Winner is from the Outer Banks (Corolla, NC) She is excited about her visit!

- 6. Our State Magazine & Raleigh Magazine – Eblasts - Promotional Contest Element incorporated**
Hearts & Horizons Swansboro Getaway Contest – integrated into the campaign driving traffic to the campaign overview and contest pages on the website.
- 7. Print Ad Placements –**
[Our State Magazine Coast Host Co-Op](#) – March & April Issues are out. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.
- 8. Website –**
Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc. (will be adding Pirate Fest and update the back end with HTML code for the Airbnb & Vrbo pages.)
- 9. Downtown Merchants & Restaurants Guide & Map –**
[Spring 2025 Update & Refresh](#) – currently gathering edits & tweaks from the Merchants. I should have this ready for design updates and printing in April. Bundles of 250 approx. printed copies will be sent to the 14 NC Welcome Centers. I will bring bundles to Swansboro for local distribution when I come in May.
- 10. Misc. Questions –**
[Anne Marie is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.](#)

Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot to Date
- **STDA Proposed Budget & Plan Options for 2025-2026 Fiscal Year**
 - Anne Marie will come and present options, ideas and strategy in May. Options are for budgetary estimates intended to encourage discussions and consensus-building with STDA Board Members and local stakeholders.
 - Request for consideration is a **two-year contract renewal** with Front Row Comm for planning continuity and mutual overall investment in partnership.



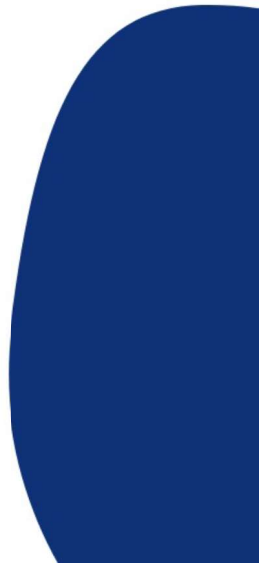
Swansboro

Friendly City by the Sea

2026 NC TRAVEL GUIDE MEDIA PITCH

FEBRUARY 20, 2025

Presented by: Anne Marie Bass, Front Row Communications





A Storybook Escape Awaits in Swansboro

Photo: Captain Jane Simpson, Lady Swan Boat Tours

Slow Travel at Its Best: Kayaking to Bear Island



Photo: Captain Darryl Marsh, Marsh Cruises



A Downtown that Tells a Story

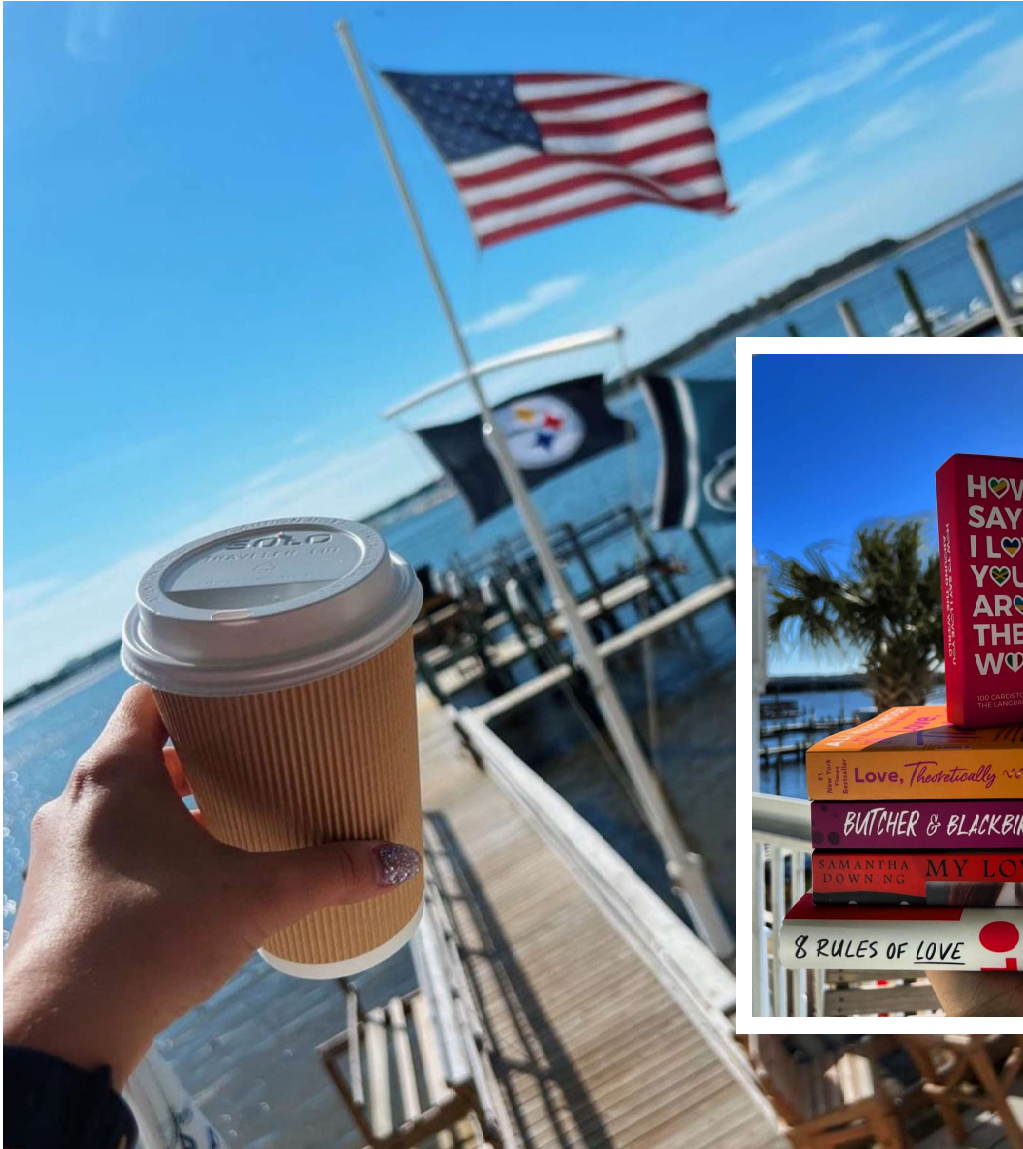
Preston's Corner Bar & Grill &
Back Bar on Front Street

Bake, Bottle & Brew &
Willy Nilly Warehouse

Photo: Todd Dini



A Cozy Corner at Bake Bottle & Brew



Nicholas Sparks Captures Swansboro

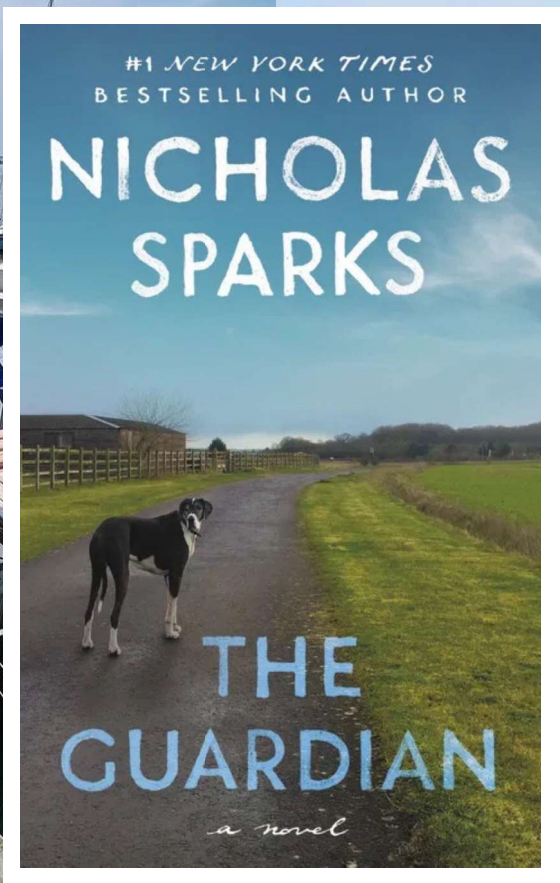


Swansboro, NC

Swansboro, the setting for Nicholas Sparks' romantic thriller, *The Guardian*, is a historical waterfront community located where the White Oak River spills into the Atlantic Ocean. Known as "The Friendly City By the Sea," Swansboro's laid back atmosphere of Eastern North Carolina is evident in the vibrant community between neighbors and businesses that give it a small-town feel. Swansboro has many things to see, from the unique waterfront shops, boutiques, and dining, to outdoor activities like boating, water sports, and fishing. The open spaces, unspoiled beaches, and miles of coasts make it the perfect setting for Sparks to weave a suspenseful tale of mystery and desire in *The Guardian*.

<https://nicholassparks.com/work/the-guardian/>

Photo: Velvet Rodeo



<https://nicholassparks.com/work/the-guardian/>



Photo: Justin Webb

A Town Lit with Tradition: Swansboro By Candlelight



Photo: Samantha Ann Photo

Local Charm at Willy Nilly Warehouse





Photo: Todd Dini





Velvet Rodeo ✓

November 14, 2021 · 🌐

...

A huge thank you to the town of Swansboro and everyone who came out last night! Over 2,000 people in the crowd!! We had a blast kicking off the Holiday season with y'all... Merry Christmas!!! 🎄🌟🌟



Photo: Justin Webb



Willy Nilly Warehouse is at Willy Nilly Warehouse.
 May 9, 2023 · Swansboro · 🌐

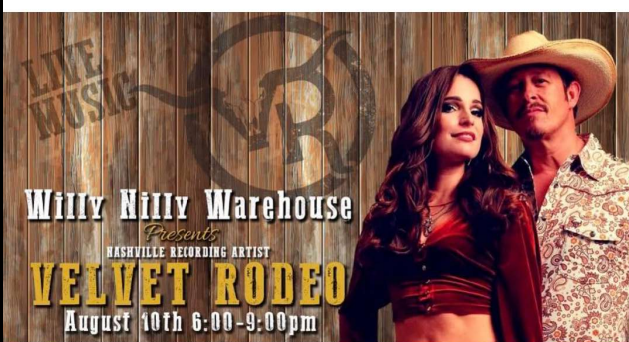
🌟 TOMORROW! 🌟 Come join Nashville artists -Velvet Rodeo- as they celebrate the release of their debut Album "Back in the Saddle"!

Velvet Rodeo will be playing Wednesday, May 10th from 6 - 9pm! We can't wait to see everyone.



Willy Nilly Warehouse
 August 9, 2023 · 🌐

So excited to have Velvet Rodeo back tomorrow!



Thu, Aug 10, 2023

Nashville Artist "Velvet Rodeo" Perform Live at Willy Nilly Warehouse

Downtown Swansboro NC

50 people interested

☆ Interested



Velvet Rodeo 🌐

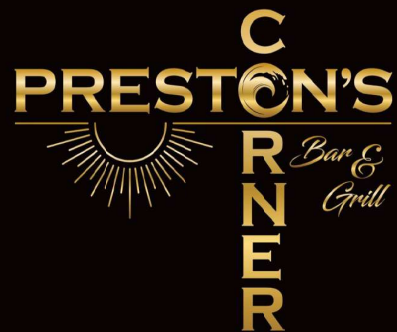
August 19, 2024 · 🌐

We want to thank everyone who came out to Swanfest yesterday!! 🥳🎵 There are few things more special than coming back to sing in my hometown ❤️ Because of the wind, we weren't able to fully set up our Merch table, but we have one more show before we're back on the road at [Willy Nilly Warehouse](#) on Friday(8/23). We will have everything available then and we can't wait to see y'all there!! 🥳





A restaurant and bar offering casual coastal cuisine with southern inspiration



Poppin' Pimento Cheese

<https://prestons-corner.com/>



Poppin' Pimento Cheese \$9.00
Served with fried tortilla chips.

MENU

DRINKS

EVENTS

RESERVE



PARTIES

CATERING

JOBS

BREAKFAST & LUNCH MENU

LUNCH & DINNER MENU

Ask server about our rotating fresh made dessert options! || "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness, especially if you have certain medical conditions"

APPETIZERS

SOUPS

Clam Chowder \$5.00/+

Award winning chowder with clams, diced potatoes, sweet corn, and bacon · Cup \$5.00 | Crock \$8.00

Crab Bisque \$8.00/+

Creamy bisque loaded with crab meat · Cup \$8.00 | Crock \$11.00

French Onion \$5.00/+

Mike's famous french onion soup topped with baguette crisps, melted swiss and provolone · Cup \$5.00 | Crock \$8.00

SALADS

Caesar Salad \$6.00/+

Classic homemade dressing, fresh romaine, shredded parmesan, and croutons · Small \$6.00 | Large \$10.00



Blackened Chicken Dip – pimento cheese and blackened chicken served with warm tortilla chips

Fried Green Tomatoes – topped with pimento cheese and bacon jam

Chicken Biscuit Sliders – two buttermilk biscuits served with sweet jalapeño jelly, pimento cheese and fried chicken.

The Corner Burger – pimento cheese, jalapeño jelly and bacon



Social Media Metrics and Snapshot – February 2025 thru April 2025






April 2025 Report:

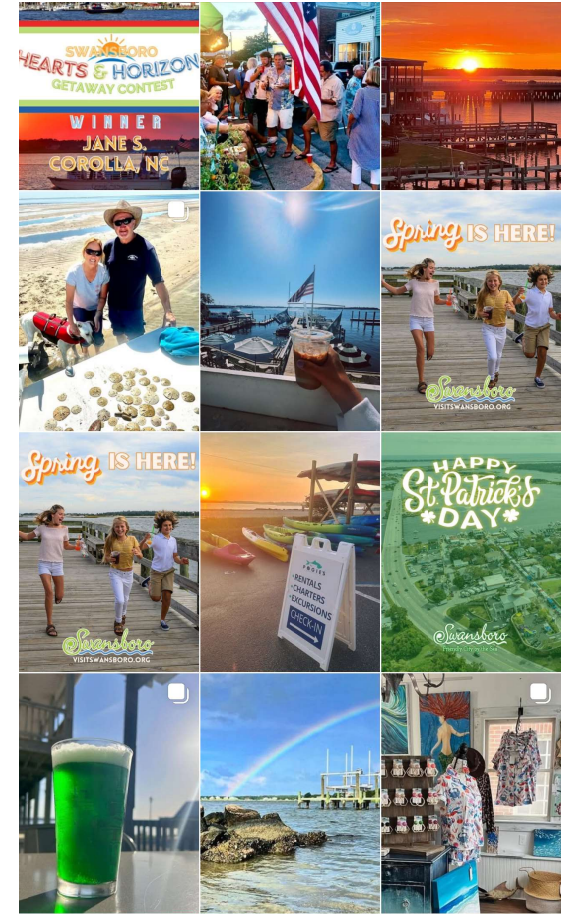
Facebook – 10,000 followers; 6.8K likes
Instagram – 2,433 followers

February 2025 Report:







Facebook – 9,809 followers; 6.7K likes
Instagram – 2,371 followers

Top 5 Posts by Views (Organic)

	Morning light over Swansboro 🌅 A perfect moment to refresh, reset, and welcome the weekend! 🍷 Come see us! #VisitSwansboro #SwansboroSunrise 📍: Local, Deb H. 📷	Photo · Fri, Mar 28	Views 31,470	Reach 24,464	Interactions 610
	Who's up for a breakfast feast at Yana's Restaurant? Think ☕ hot coffee, fruit fritters, fluffy pancakes, and made-to-order omelets! Here's a 📷 #throwback to when Bob Garner from PBS North Carolina Weekend stopped by to enjoy a classic...	Photo · Sat, Feb 22	Views 28,593	Reach 21,236	Interactions 265
	Swansboro magic at its finest! 🌟 This beyond-breathtaking view speaks for itself. A special shoutout to hometown talent, Todd Dini, for capturing the moment! Photo Repost: @ourstatemag @dini_photo www.diniphoto.com #OurStateMag...	Photo · Mon, Mar 3	Views 23,645	Reach 17,804	Interactions 264
	Get ready for a weekend full of St. Paddy's Day shenanigans, and a little Irish luck right here in Swansboro! 🍀 📺 Ghostly thrills – Join Crystal Coast Ghost – Spirits of Swansboro Tours (Fri & Sat evening at 7pm) for a spirited stroll through...	Photo · Wed, Mar 12	Views 24,749	Reach 15,585	Interactions 1,019
	📍 Nestled along Swansboro's waterfront in "The Friendly City by the Sea," Swansboro Front Street Grocery is your go-to spot for craft beer, fine wine, and delicious local snacks. Whether you're stocking up for your #Airbnb stay or lookin...	Photo · Mon, Mar 31	Views 19,514	Reach 13,130	Interactions 274



Monthly Eblasts – February 2025 through April 2025

<input type="checkbox"/>	 <p>April 2025 Eblast</p> <p>Sent  Email • Sent Sun at 8:27am EDT</p> <p>1,462 sends • <u>859 (60%) opens</u> • <u>48 (3%) clicks</u> • <u>40 (3%) bounces</u> • <u>6 (1%) unsubscribes</u></p>
<input type="checkbox"/>	 <p>March 2025 Eblast 2</p> <p>Sent  Email • Sent Mar 1, 2025 at 7:30am EDT</p> <p>1,447 sends • <u>988 (71%) opens</u> • <u>125 (9%) clicks</u> • <u>46 (3%) bounces</u> • <u>9 (1%) unsubscribes</u></p>
<input type="checkbox"/>	 <p>February 2025 Eblast</p> <p>Sent  Email • Sent Feb 2, 2025 at 8:59am EDT</p> <p>1,068 sends • <u>629 (61%) opens</u> • <u>105 (10%) clicks</u> • <u>43 (4%) bounces</u> • <u>6 (1%) unsubscribes</u></p>

Industry Standards:

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

Overall:

32.55% 2.03% 10.31%

Travel & Hospitality:

31.02%	1.34%	8.81%
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The Visit Swansboro Email List is **actively growing** – due to the promotional getaway contest ads we are running – branding Swansboro as a vacation destination.

To date, there are now
1,505 contacts our our list.



Visit Swansboro Promotional Getaway Contest // Winter into Spring 2025

Visit Swansboro NC

Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro

breathtaking waterfront views

Make Magical Romantic Moments

Learn more

shop, sip & savor the coast

Perfect for a Girl's Trip!

Learn more

find treasures on winter's shore

Shelling Excursions & Eco Tours All Year Long!

Learn more

193

7 comments 12 shares

Visit Swansboro NC

Jan 15 · 🌐

Discover winter & spring break adventures at the coast!
ENTER NOW for your chance to WIN the ultimate escape to Swansboro, NC! ❤️ ❄️ #VisitSwansboro

paddle your way to adventure

Explore Together on a Guided Kayak Tour

Learn more

afternoon breezes & sunset hues

Relax on a Coastal Marsh Cruise

Learn more

SWANSBORO HEARTS & HORIZONS GETAWAY CONTEST

Enter for Your Chance to Win!

Learn more

193

7 comments 12 shares

Visit Swansboro NC

Jan 15 · 🌐

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Relax on a Coastal Marsh Cruise

Learn more

SWANSBORO HEARTS & HORIZONS GETAWAY CONTEST

Enter for Your Chance to Win!

Learn more

193

7 comments 12 shares

SWANSBORO HEARTS & HORIZONS GETAWAY CONTEST

6:44

Hearts & Horizons Getaway to Swansboro Contest

Completed · Traffic

Edit

Duplicate

Results

View Performance

Last 7 days

Last 30 days

Max

4,114

Link clicks

\$0.17

Cost per Link Click

\$700.00

Amount spent

\$700.00 lifetime budget

65,049

Reach

133,086


Impressions

Show more


26

Item III - a.

Last Minute – Weekend Getaway in Swansboro Boost // St. Paddy's 2025

<  Post: "🌈 Get ready for a weekend full of St. Paddy's Day..."
Completed • Engagement

 Edit

 Duplicate

⚠️ Can't duplicate this campaign because it uses an old objective.
[Learn more](#)

Results

[View Performance](#)



Last 7 days

Last 30 days

Max

1,089

Post engagements

\$0.0826

Cost per Post
Engagement

\$90.00

Amount spent

\$90.00 lifetime budget 

11,027

Reach

16,305

Impressions

f MOBILE FEED



Visit Swansboro NC

Sponsored • 



🌈 Get ready for a weekend full of St. Paddy's Day shenanigans, and a little Irish luck right here in Swansboro! 🍀 ...[See more](#)



   Church Str... 20 comments 54 shares



Like



Comment



Share

Visit Swansboro Promotional Getaway Contest // Spring 2025 General Campaign



This campaign is currently active and running.





Raleigh Magazine – February 2025 Issue

Integrated Campaign

- Facebook/Instagram Ads
- –Eblasts via Our State & Raleigh Magazine
- Print Ad – Raleigh Magazine – February 2025 issue
- Builds Visit Swansboro Email List
- Promotes Swansboro as being known as an overnight vacation destination

Promotes visitation to audiences with a variety of interests – romantic getaway, girls trip, shopping, dining, - includes visitor experience - winter shelling, sunset cruises, paddling incorporating both winter and spring season.

<https://www.visitswansboro.org/get-away-contest-entry/>

<https://www.visitswansboro.org/hearts-horizons-getaway-visit-swansboro/>

Our State Magazine – Sunday Morning Eblast // January 26, 2025 & February 25, 2025



January 26, 2025 Eblast - Complete



Win a Swansboro Getaway Adventure

Enter Swansboro's Hearts & Horizons **Getaway Contest!** Discover historic waterfront charm, island adventures, and awe-inspiring sunrises and sunsets. Ideal for romantic retreats, girls' getaways, and family escapes. Uncover coastal treasures, savor local flavors, and make moments that matter in Swansboro!

February 23, 2025 Eblast - Upcoming



Win a Swansboro Coastal Escape

Don't miss your chance to enter Swansboro's Hearts & Horizons Getaway Contest! Experience waterfront charm, island adventures, and breathtaking sunsets. Perfect for romantic retreats, girls' getaways, and family escapes. **Enter now** to uncover coastal treasures and savor local flavors — ends March 3!



**Enter to Win Coastal Charm,
Adventure & Relaxation at the NC
Coast**



Escape to Swansboro, NC for a **romantic retreat**, **girls' getaway**, or a **family adventure**. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A **2-night stay**, **fine dining**, and an **eco-adventure voucher** await! Don't miss this chance to make Swansboro your next destination!

Enter to Win Today!

Raleigh Magazine Eblasts // January 15, 2025 & February 5, 2025

RALEIGH INSIDER

FROM OUR PARTNERS

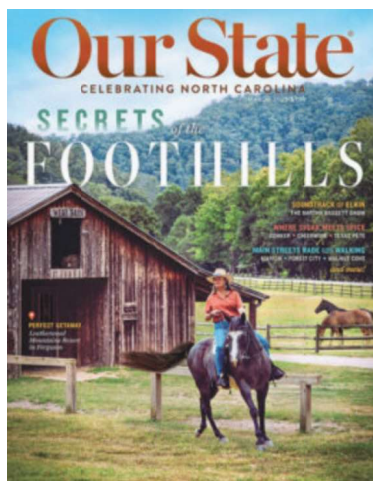


Escape to Swansboro, NC for a **romantic retreat**, **girls' getaway**, or a **family adventure**. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A **2-night stay**, **fine dining**, and an **eco-adventure voucher** await! Don't miss this chance to make Swansboro your next destination!

Enter to Win Today!

Our State Magazine – Ad Placements // March, April



March 2025



April 2025



Downtown Merchants & Restaurants Guide & Map – Spring 2025

Anne Marie is currently gathering updates, adds, edits, tweaks, etc.

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

2 By The Bridge Restaurant
(910) 708-1020 South-Torrida fusion inspired eatery serving breakfast, lunch and dinner. Full bar signature cocktails and pub-style burgers and sandwiches.

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

4 Boro Low Country Kitchen
(910) 325-0501 Casual the water, Seafood Low Country Bolls, Fried and Grilled Seafood, Philly Cheese, Italian Sausage, Chicken. Specializing in pick up, eat in, and catered platters

5 The BORO Restaurant & Bar
(910) 325-0502 Local fresh seafood, American and eclectic menu. Chef features daily live acoustic music, Wed-Fri, Sat, weather permitting. Large outdoor courtyard eating. Cozy inside dining room, 12 craft draft local beer.

6 Swansboro Front Street Grocery
(252) 725-1918 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, fresh baked goods, local produce, ice cream and more.

7 Yana's Restaurant
(910) 326-5501 Talk of the Town 5 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 Humphrey Farm General Store
(910) 544-4669 Signature jams, salsas, pickles, sauces, dip mixes, teas and coffees. All your creative ails and more!

11 Poor Man's Hole
(252) 671-0020 Handcrafted furniture by Sprigitt Rhau, gifts and vintage antiques.

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) 540-7615 Operating a 31' Contender for all of our fishing & freediving charters are a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving, Speicalizing and Megalodon Trawl Hunt.

14 The Lady Swan / Swansboro Boat Tours
(910) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

15 Bake Bottle & Brew
(910) 326-7330 Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.

16 Willy Nilly Warehouse
(252) 603-0857 Waterfront destination for live music, beer, wine, slushies and unique gifts.

17 Saltwater Grill
(910) 326-7300 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 Novity 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/tea pop/ice cream/hot! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!

21 Giovanni's Brooklyn Bagels
(252) 677-4446 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon - Sat, 7am to 2pm, Sun. 8am to 2pm.

22 Bella Hair & Boutique
(910) 909-9179 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.

23 Med Spa / Reverse by Lisa
(252) 744-1662 Cosmetic Injector & Laser Specialist: Botox, Fillers, Laser treatments, B12 Microneedling and Skin-Law Products. Call for more information.

24 Church Street Market & Pub
(910) 325-4546 Specialty sandwiches, soups, desserts, fine wines, beer & exotic. Breakfast Fri, Sat, Sun 7:30am to 10:30am

25 Swansboro Visitors Center
(910) 326-4428 Open 10am-5pm, 7 days a week. One unique restroom available.

26 Swansboro Town Hall
(910) 326-4428

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) 325-7239 Coastal treasure made in the Carolinas. Proudly carrying Concord earrings made for sensitive ears.

29 Gigi Nails
(910) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.

30 To Be Announced
By appointment only.

31 Jess' Boutique
(910) 325-8140 Ladies' and men's apparel, Women's accessories, purses, shoes and body care.

32 Merrow Boutique
(910) 325-1240 Effortless, endless resort style, thoughtfully curated for the wandering wanderer in all of us.

33 Din's Martinis and Desserts
(910) 325-1240 Din's Martinis and Desserts is a craft cocktail and dessert bar. Specializes in crafted cocktails, delicious desserts, savory small bites and so much more!

34 Boro Girl Boutique
(910) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the historic Russell's Building Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4

35 Salt Marsh Cottage
(910) 708-1166 Most haves for Coastal Living!

36 Preston's Corner Bar & Grill & The Back Bar on Front Street
(910) 708-1385 Homemade coastal cuisines with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open later! Casual, friendly, comfortable setting.

37 Cameo Boutique
(910) 326-4208 Trendy fashions, shoes and accessories.

38 Il Cigno Italiano
(910) 325-1949 Italian cuisine, Housemade Gnocchi, Pasta, and Mozzarella, umm and dinner, fresh local fish, Chef features daily waterfront dining at its finest.

39 Riverside Steak & Seafood
(910) 326-0847 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.

40 Clyde Phillips Seafood
(910) 326-4468 N.C. caught "fresh local seafood" - fish, crabs, shrimp and more!

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

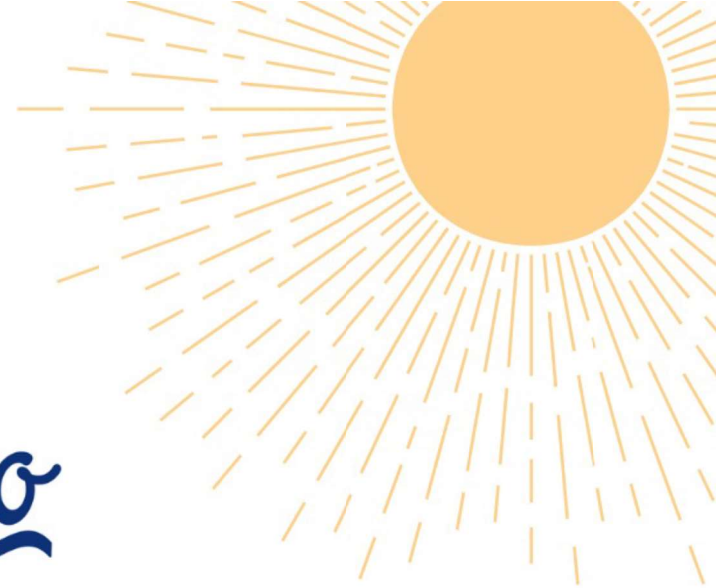
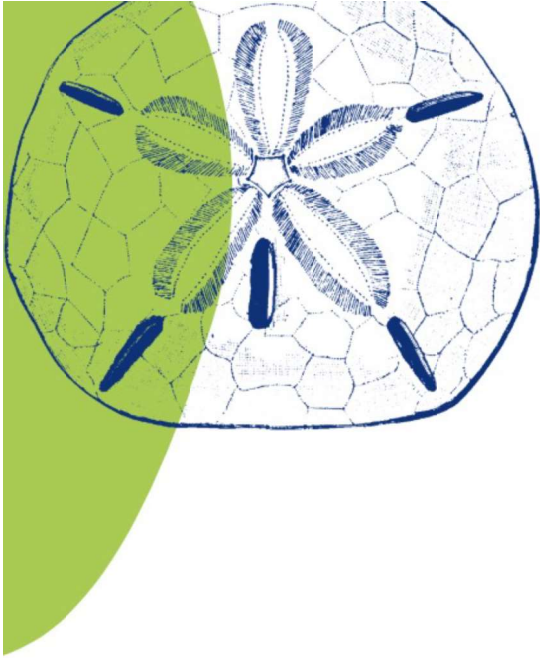
42 Sound Size Outfitters
(910) 708-1083 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.

43 Poppy's Bait & Tackle Shop
(910) 325-8196 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

44 Nancy Lee III Fishing Charters, LLC
(252) 554-8474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. U.S. & certified vessel.

visitswansboro.org

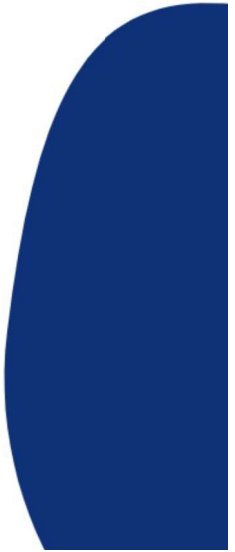
We will print 5000 for Spring 2025. Approx. 250 qty will be shipped to each the 14 NC Welcome Centers & the remainder for distribution locally in Swansboro.



Swansboro

Friendly City by the Sea

APPENDIX





2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2025) (2 reprints per year - cost split between TDA and merchants)	700.00		700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece Fall Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28	1811.28	0.00	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website Comment of 4.2.25: I may end up using some of this to fix Airbnb & VRBO pages on the site	400.00	0	400.00	
EBLAST TOOL	Constant Contact License - Estimate	600.00	742	-142.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. Prepayment gets 30% off. Next invoice is \$280 on 4.13.25
PRINT AD	2024/2025 Our State Magazine Coast Host Section Ads	9,338.00	9338	0.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	2024/2025 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
PRINT AD	NEW 2024/2025 Our State Magazine - October 2024 Special Pub	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
DIGITAL ADS	2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00	2790	0.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - COMPLETE & Feb 25, 2025
PRINT AD	2024/2025 Raleigh Magazine - Travel Section	2,125.00	2125	0.00	July/Aug 2025 (Travel Issue) - Half Page - COMPLETE ; Feb 2025 - COMPLETE & April 2025 - 1/4 Page
PRINT AD	2024/2025 Raleigh Magazine - DECEMBER JANUARY Special Travel swapped out podcast midroll with full page ad	1,600.00	1500	100.00	Full Page Ad - Special Travel Section (due to Helene)
MEMBERSHIP	2025 NC Coast Host Membership Dues	350.00	350	0.00	Renewal



2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT AD	2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50	Comes up for contract in October 2024 for March 2025 pub date
PRINT AD	2025 Bluewater Beacon Real Estate Guide	1,110.00	0	1110	Sign contract in May 2025 - goes to print in June 2025
	I've been informed that continuing producing this publication is under review and TBD				
DIGITAL ADS	2024/2025 Facebook Advertising	7,000.00	4284.61	2,715.39	From July 1, 2024 to June 30, 2025
	includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget)		spent as of 4.01.25		
PRINT AD	2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00	Submitted in October 2024 for 2025 Guide
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2016/month	24,192.00	24192	0.00	
	GRAND TOTAL	62,341.28	57385.39	4,955.89	

2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

2024/2025 Approved Marketing Contingency Budget	6,900.00
<i>Additional Expenditures</i>	
Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	401.37
Additional Shipping Costs Merch Guide - Local Swansboro	43.77
Raleigh Magazine Eblasts -- January 15 & February 5	1,500.00
ESTIMATED Shipping costs - Spring 2025 Merch Guides to WCs	450.00
Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons	200.00
Fall 2024 Merch Guide Design Refresh	400.00
Spring 2025 Merch Guide Design Refresh	400.00
Spent/Committed to Date	3,395.14
Remaining	3,504.86

Comments:

I anticipate spending thru the Facebook/Instagram ad budget – thru June 30.

I will have actual costs for the Spring 2025 Merch Guide reprint by May – to follow.

As I understand it, the Bluewater Beacon has been discontinued, so we did not spend the \$1110.

I delayed ordering any new swag bags until a need arises or the Visitor Center remediation is completed, as this is where the bags have been stored.

Please note that the Budget Snapshots may not be exact – these are my best efforts to help in keeping expenditures up-to-date and for a common understanding.

SWANSBORO TDA / FY 2025-2026 // PROPOSED 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)				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			Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$13
WEBSITE	Misc. Tech Needs for Website	400.00			
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00			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			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			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"
PAID CONTENT ARTICLE	NEW 2025/2026 Our State Magazine - "Sponsored Content"	5,795.00			Paid branded editorial - about Swansboro (paid as opposed to "earned")
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three.	4,785.00			3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	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 AD: Full Page - Special Travel Section

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
BUDGET MESSAGE
FY 2025-2026**

To: Board of the Swansboro Tourism Development Authority
From: Sonia Johnson, Finance Director

OVERVIEW

The Town of Swansboro levied a 3% Room Occupancy Tax effective September 1, 2011. The revenue received from this tax is being used to help promote, market, and enhance the travel and tourism segment of the local business economy. The Town is currently receiving monthly collections from businesses and online booking sites.

REVENUES

In projecting revenues for the 2025-2026 fiscal year, an analysis was done on the actual revenues received during the period July 2024 thru March 2025. Based on these collections, and estimating collections for the remainder of the fiscal year, a calculation was performed and the revenues determined accordingly.

APPROPRIATIONS

Based on the estimated revenues, the budget for appropriations was determined. Appropriations have been made for professional services, supplies, travel, insurance, and other tourism-related expenses.

SUMMARY

In summary, the proposed budget is the result of our best efforts to project future revenues and expenses based on activity from the past several months. Changes may be warranted as the year progresses. Overall, this is a sound fiscal budget, and includes information that will provide adequate guidelines to the Authority.

Respectfully submitted,

Sonia Johnson
Finance Director

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2025-2026

REVENUES

70-300-320309	Donations	\$	4,800	Swansboro Downtown Merchants
70-300-399991	Fund Balance Appropriation	\$	14,361	Assigned Fund Balance
70-300-390950	Transfer from General Fund	\$	110,000	Net proceeds, room occupancy tax
Total Revenues		\$	129,161	

EXPENSES

70-800-501910	Services - Auditor	\$	3,000	Annual fee for required audit per statute
70-800-503910	Advertising / Promotions:			
	Front Row Communications	\$	27,540	Marketing/Advertising Services
	General advertising	\$	42,954	(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Contingency Fund	\$	3,500	Marketing Contingency Budget
	Downtown Merchants	\$	4,800	Swansboro by Candlelight FY 25/26
70-800-502995	Administrative Services	\$	4,100	Town of Swansboro-Administrative Services
70-800-502010	Supplies	\$	500	Misc. office supplies, forms, books, binders, postage, checks, etc.
70-800-503100	Travel / Conference	\$	1,500	Travel expenses
70-800-504540	Insurance	\$	250	Bond for Finance Officer
70-800-504910	Dues and Subscriptions	\$	350	Membership fees to various organizations
70-800-507910	Grants-Promote Tourism-Awarded (Marketing)	\$	4,000	Marketing Grants only - 2/3 Promote Tourism Related Expenses
70-800-507920	Grants Tourism-(Capital)	\$	36,667	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$	129,161	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/17/14	0
Total Committed FY 25/26	\$5,000.00		
Remaining "Capital" funds available	\$ 31,666.67		

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.



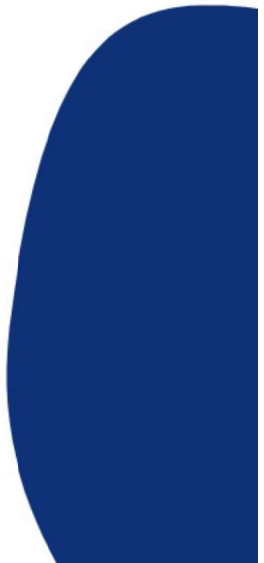
Swansboro

Friendly City by the Sea

2025/2026

PROPOSED BUDGET OPTIONS

Presented by: Anne Marie Bass, Front Row Communications



SWANSBORO TDA / FY 2025-2026 // PROPOSED 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)				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			Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$13
WEBSITE	Misc. Tech Needs for Website	400.00			
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00			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			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			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"
PAID CONTENT ARTICLE	NEW 2025/2026 Our State Magazine - "Sponsored Content"	5,795.00			Paid branded editorial - about Swansboro (paid as opposed to "earned")
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three.	4,785.00			3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	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 AD: Full Page - Special Travel Section

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

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00		2 PLACEMENTS:	August & September 2025 - \$300/per month
MEMBERSHIP	2026 NC Coast Host Membership Dues	350.00		Renewal	
PRINT AD	2026 Emerald Isle Barefoot Guide - comes out in March 2026	950.00		Comes up for contract in October 2025 for March 2026 pub date	
DIGITAL ADS	2025/2026 Facebook Advertising	7,000.00		From July 1, 2025 to June 30, 2026	
	includes \$500 per festival / \$2000 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		Submitted in October 2025 for 2026 Guide (comes out in January)	
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00		Update Video Asset - twice a year, per contract with Honeycutt Advertising	
SERVICES	Retainer Fee @ \$2295/month	27,540.00			
	GRAND TOTAL	75,844.00	0.00	Option 1. See Option 2 and 3 on next slide	

2025/2026 Fiscal Year Plan - OPTIONS

Option 1

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
PAID CONTENT ARTICLE	NEW 2025/2026 Our State Magazine - "Sponsored Content"	5,795.00
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00

Total Proposed Budget: \$75,844 – includes all three new opportunities

Option 2

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00

Total Proposed Budget: \$ 70,049 - includes Reel & Banner Ads only

Option 3

DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00
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Total Proposed Budget: \$69,449 – includes Reel only

I recommend a Contingency Fund of about \$6K-\$7K – as we have had in prior years.

Our State Magazine – REEL (examples for 2025/2026 Fiscal Year Plans)



TAR HEEL REELS SOCIAL MEDIA SPONSORSHIP

Greenville’s Brew & Cue Trail

<https://www.youtube.com/shorts/J1REnYbNuD0>

Can’t Miss Bites in New Bern

<https://www.youtube.com/shorts/7agnn2i9a04>

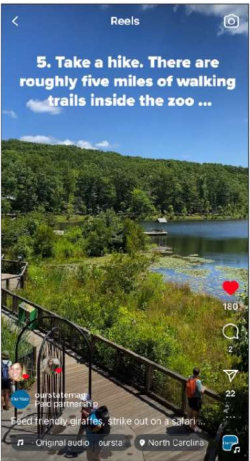
Spend a Day at Hammocks Beach State Park

<https://www.youtube.com/shorts/3mlhCEuXECw>

Paid for by Onslow County Tourism – 2024/2025

Proposed – “Swansboro’s Restaurant Scene”

- We can pick up to 5 eateries to feature
- Anne Marie will come in town and co—produce the shoot and coordinate with restaurants.



Exposure / Audience Size	Price
<p>Reels will be filmed by <i>Our State's</i> digital team and the final video will be 60 seconds</p> <p>Advertiser will collaborate with the <i>Our State</i> digital team to choose the theme and direction of the reel</p> <p>Reels include upbeat music paired with on-screen text</p> <p>Sponsor's name will appear on the reel and sponsor is tagged in post copy</p> <p>Reels are posted on Instagram, Facebook and YouTube Shorts, and boosted on Facebook and YouTube</p> <p>Investment includes a half day of filming, travel, editing, project management, and boosting</p> <p>Average views: Insta = 15k-20k FB = 20k-30k YT = 8k-10k</p>	<p>\$3,995 per sponsored Reel</p>

Our State Magazine – PAID CONTENT ARTICLE (examples for 2025/2026 Fiscal Year Plans)



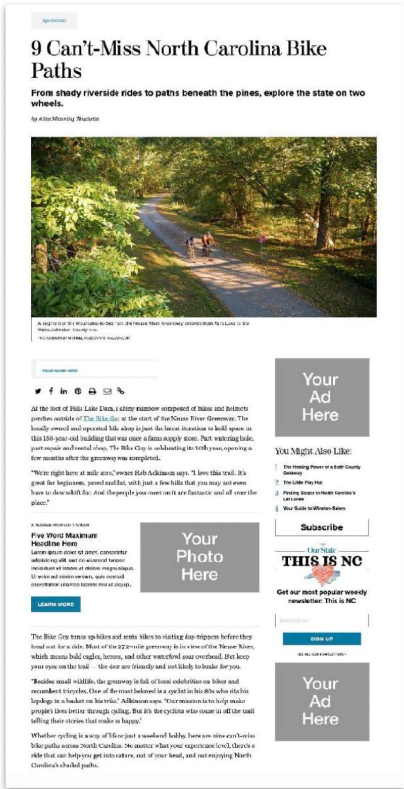
PAID CONTENT — ARTICLE

Waterfront Walks Historic Talks in Washington

<https://www.ourstate.com/waterfront-walks-historic-talks-in-washington/>

Moorehead: A City Shaped By Fishing

<https://www.ourstate.com/a-carteret-county-tradition-a-city-shaped-by-fishing/>

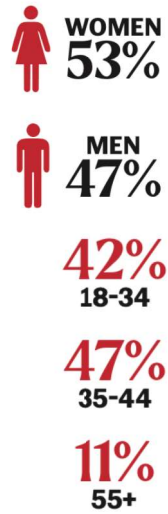


Exposure / Audience Size	Price
Article, listicle, personality quiz, travel quiz, or travel guide	Articles starting at \$5,795 per piece
Paid and organic promotion on <i>Our State's</i> social media channels (Facebook and Twitter)	Relaunches of paid articles for \$2,750
Inclusion in one relevant <i>Our State</i> email newsletter	<u>Average Analytics Website</u> Page views: 1,500-2,500 Engagement time: 0:30-1:00
One full-page print ad in <i>Our State</i> magazine promoting any series with five or more articles	<u>Facebook</u> Impressions: 60k-80k Reach: 30k-40k Likes/Shares/Comments/Saves: 200-300 Link Clicks: 400-600
Content will stay on ourstate.com for at least one year and will be promoted on the home page for two weeks	<u>Travel & Events Newsletter</u> Clicks on Article: 150-300
Referral traffic to your website	<u>Story of the Day Newsletter</u> Clicks on Article: 500-800

Raleigh Magazine – THINGS TO DO BANNER ADS (examples for 2025/2026 Fiscal Year Plans)

RM

DIGITAL ADVERTISING



Page options for Square ads (300x250)

News & Buzz \$300

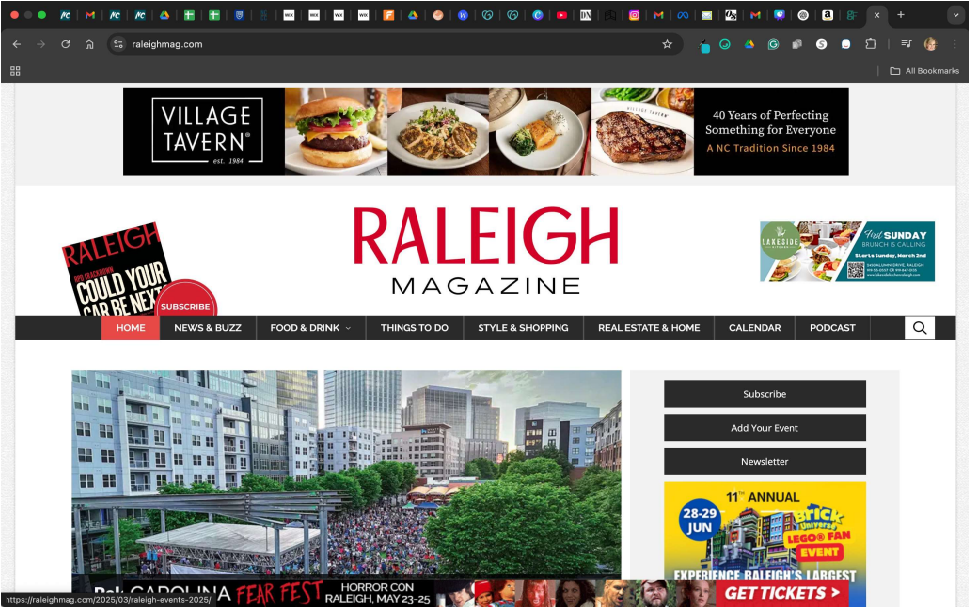
Food & Drink \$300

Things to Do \$300

Style & Shopping \$300

Real Estate \$400

x 2 = \$600





Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: National Travel & Tourism Week

Board Meeting Date: April 10, 2025

Prepared By: Sonia Johnson-Finance Director

Overview: National Travel & Tourism Week will be observed from May 4 through May 10. This annual event provides an excellent opportunity to engage with visitors and promote the many attractions, events, accommodations, dining establishments, and locally made products that make North Carolina a premier travel destination. Kelley Brown will be attending the event and requested to be reimbursed for travel expenses.

Background Attachment(s): National Travel & Tourism Week Flyer

Recommended Action: Motion to approve funding request for National Travel & Tourism Week Event

Action: _____



Save the Date! National Travel & Tourism Week: May 4-10, 2025

The first full week of May is annually recognized as **National Travel & Tourism Week**, a tradition first celebrated in 1984. Localized events are presented in cities, states and travel businesses nationwide to champion the power of travel. It was established as National Tourism Week when the U.S. Congress passed a joint resolution in 1983 designating the week to be celebrated in May. In a White House ceremony, President Ronald Reagan signed a Presidential Proclamation urging citizens to observe the week with "the appropriate ceremonies and activities."

Since its establishment, the U.S. travel community has collectively marked the event in a number of creative ways, from staging local rallies and conducting media outreach to securing proclamations and resolutions from local legislative bodies.

During this week every year, the Cabarrus County CVB shares the **economic impact** of our industry to our community with figures that indicate how many jobs are supported by the travel industry, the amount of tax revenue generated which passes a tax saving to each household in the county and how much money is spent in our community from outside visitors that support our area businesses.



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Board Projects/Discussion Items

Board Meeting Date: April 10, 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.

Recommended Action: Discuss and provide any guidance.

Action: _____

