



Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, May 09, 2024

Revised 5/08/2024

I. Call to Order

II. New Business

a. **FY 2023-2024 Year End Projections/Potential Budget Amendment (Added)**

Presenter: Sonia Johnson-Finance Director

A review of the year-end projections will be provided. An event has been proposed for possible funding that would result in a budget amendment if approved.

Recommended Action:

- 1. Approve or deny the funding request for the National Tourism Day Event*
- 2. If approved, motion to approve a budget amendment for FY 2023/2024*

b. **Marketing/Advertising Service Contract Consideration with Front Row Communications**

Presenter: Anne Marie Bass

Anne Marie Bass with Front Row Communication will review the Marketing/Advertising Service Contract for consideration.

Recommended Action: Motion to approve the Letter of Agreement-July 1, 2024 through June 30, 2025

III. Public Hearing

a. **FY 2024/2025 Annual Budget Presentation**

Presenter: Sonia Johnson-Finance Director

The FY 2024/2025 budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget and Fiscal Control Act and provided to the Swansboro Tourism Development Authority Board on April 11, 2024. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2024/2025.

Recommended Action:

- 1. Hold the Public Hearing*
- 2. Motion to adopt FY 2024/2025 Budget Ordinance*

IV. Public Comments

V. Board Comments

VI. Adjournment



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **FY 2023-2024 Year End Projections/Potential Budget Amendment**

Board Meeting Date: **May 9, 2024**

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

Overview: A review of the year-end projections will be provided. An event has been proposed for possible funding that would result in a budget amendment if approved.

The I-95 North Welcome Center in Pleasant Hill (on the VA/NC State Line) will be having their Annual Tourism Day event on Thursday, May 23rd from 10:00 a.m. to 2:00 p.m. This day offers an opportunity to talk with tourists about attractions, events hotel/motels, restaurants, and other North Carolina Products. Vice Chair, Linda Thornley will provide further details at the meeting.

Background Attachment(s): National Tourism Day Flyer/Invitation

Recommended Action:

1. Approve or deny the funding request for the National Tourism Day Event
2. If approved, motion to approve a budget amendment for FY 2023/2024

Action: _____



NATIONAL TOURISM DAY 2024

Thursday, May 23rd at the I-95 North Welcome Center

To our Valued North Carolina Partner,

The I-95 North Welcome Center in Pleasant Hill (on the VA/NC state line) cordially invites you to participate in our National Tourism Week celebration on Thursday, May 23rd, from 10:00am to 2:00pm. This day offers an opportunity to mingle with visitors about attractions, events, hotels, restaurants, and North Carolina products. The I-95 North Welcome Center is the busiest of all state centers with travelers from all over the United States and foreign countries, and we estimate several hundred travelers will be in attendance. This wonderful opportunity will allow your brand to connect with visitors of NC!

You will be provided a highly visible space to place your tent and tables to display what is great about your area, service, or brand. As a participant, you're encouraged to give away free items such as samples, discount coupons, literature, stickers (they love stickers) to assist in promoting your location. Research has taught us that most travelers visit our Welcome Center not realizing all of the wonderful things to do, see, and EAT in North Carolina. Your attendance will be a fantastic way to showcase how spectacular your brand is and why they should visit!

Please contact us if you and other representatives from your area wish to attend this exciting day and help showcase why North Carolina is a one-stop, fun-filled location! And feel free to share this opportunity with other local businesses wishing to promote with us on National Tourism Day. The more, the merrier!

Please RSVP at your earliest convenience to answer any questions or have any requests. The team at I-95 North welcomes you all, and we look forward to promoting you on May 23rd!

(252)537-3365



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **Marketing/Advertising Service Contract Consideration with Front Row Communications**

Board Meeting Date: **May 9, 2024**

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

Overview: Anne Marie Bass with Front Row Communication will review the Marketing/Advertising Service Contract for consideration.

Background Attachment(s): Letter of Agreement-July 1, 2024 through June 30, 2025

Recommended Action: Motion to approve the Letter of Agreement-July 1, 2024 through June 30, 2025

Action: _____

This LETTER OF AGREEMENT is entered into by and between Front Row Communications, a North Carolina Limited Liability Corporation ("Firm") and the Swansboro Tourism Development Authority, ("Client"), effective July 1, 2024 through June 30, 2025 ("Term" of "Engagement.")

FIRM SERVICES. Firm agrees to act as the "Advertising and Marketing Firm" for the Client under the terms of this Agreement.

The following is a list of the services that the Firm will provide to the Client as discussed to date.

1.0 DESIGN/CREATIVE/PRODUCTION/MARKETING/ADVERTISING SERVICES. Firm will develop and implement Client's marketing and advertising plans to coincide with the established fiscal year planning and agreed monthly marketing and advertising services, for the fiscal year 2024/2025, starting July 1, 2024, ending June 30, 2025.

2.0 ADVERTISING MEDIA BUYING AND SUBCONTRACTORS. Per the to-be-approved Client advertising and marketing plans which has been previously developed and proposed, Firm will directly manage all aspects of the marketing and advertising requirements to include vendor relationships on behalf of the Client. Upon Client approval for each marketing or advertising related expenditure, the Firm will execute contracts from vendors on behalf of the Client. Client will make either make payment directly to the vendors or reimburse Firm. Facebook Advertising media buys will be paid directly from the Client credit card set up in the Facebook/Meta Business Manager Account. The Firm agrees to spend no more than the Client approved budget amount, which is subject to change at any time. Firm will provide all reporting with regard to monthly digital advertising and make strategy recommendations to the Client.

3.0 PLANNING AND STRATEGY. Firm will develop and implement the marketing and advertising plans within the proposed and approved budget allocated and adapt as requested. The goal is to provide an ongoing integrated marketing strategy produces results for the Client with ongoing dialogue and feedback.

4.0 WORK MADE FOR HIRE. Firm acknowledges and agrees that the Work Product (as defined herein) constitutes "work made for hire" and unless otherwise provided for herein, that Client shall be the sole and exclusive owner of the Work Product and all Intellectual Property Rights (as defined herein) related thereto. To the extent that any ownership of the Work Product does not automatically vest in Client by virtue of this Agreement or otherwise, Firm hereby transfers and assigns to Client all right, title, and interest which Firm may have in and to the Work Product and agrees to execute any document necessary or appropriate to evidence, perfect, or otherwise confirm Client's rights in the Work Product. Firm will provide Client with reasonable assistance to further evidence Client's ownership of said Intellectual Property Rights, and Firm will make no claim inconsistent with said ownership. All value and goodwill accruing in connection with the Work Product will inure to the sole benefit of Client. Except as required in connection with the performance of the Services, Firm shall have no rights to copy, use, reproduce, display, perform, modify, sublicense, or transfer the Work Product or produce any derivative Work Product therefrom.

As used herein, the term "Work Product" means all software, source code, deliverables, and any and all notes, records, reports, ideas, concepts, theories, drawings, designs, artwork,

developments, discoveries, inventions, computer programs, copyrightable materials, and trade secrets, that are designed, developed, discovered, produced, or made by Firm, solely or in collaboration with others, in the course of providing the Services to Client hereunder, and which shall be the sole and exclusive property of Client subject to any rights expressly granted to Firm pursuant to this Agreement and contingent on payment in full for all deliverables accepted by Client.

5.0 CONFIDENTIALITY. During and after the term of this Agreement, each party hereto shall not directly or indirectly disclose or make any use for its own benefit or for the benefit of any person, firm, corporation, or any entity, any confidential and proprietary information involving the business of the other party hereto, including without limitation, trade secrets, current and future product offerings and designs, improvements and enhancements, customer and supplier lists, marketing research, data and plans, financial information, pricing strategies, price lists, product cost information, inventions, business applications, techniques, technologies, innovations, designs, processes, ideas, improvements, files, written and electronic address lists, forms, contracts, agreements, technical information, systems, know-how, and any other secret or confidential matter relating to any aspect of the business of the other party or any customer or supplier of the other party, excluding information that is or becomes in the public domain through no wrongful act of such party (collectively, the "Confidential Information"). The Confidential Information is and shall remain the sole and exclusive property of the disclosing party ("Disclosing Party") except as otherwise provided for by this Agreement. Upon request by a party or termination of this Agreement for any reason, the receiving party ("Receiving Party") shall immediately deliver to the other party all information, products, materials, books, manuals, lists, correspondence, and other documents relating to the Confidential Information of the other party in its possession, together with all copies thereof, or the Receiving Party may instead promptly destroy all such Confidential Information of the Disclosing Party, and after so destroying the Disclosing Party's Confidential Information, certify in writing to the Disclosing Party that the Receiving Party has destroyed all such Confidential Information. For clarification purposes, Client's Confidential Information shall include the software, source code, and any other Work Product created pursuant to this Agreement, and Firm's Confidential Information shall include the Firm's IP. However, the parties acknowledge that the Client is bound by North Carolina Public Records law and, therefore, this provision shall be consistent with said law.

6.0 FIRM FEES. Monthly Firm Services Fee is \$2,016. Firm has recommended a marketing contingency budget of \$6,900, which is subject to change and determined by the Client. Firm will make recommendations for the marketing contingency budget for 2024/2025 fiscal year as ongoing plans are developed and communicated to Client. Firm will provide advisement to Client on the utilization of the contingency funds as more marketing planning and related costs are determined and subsequent further plans are made throughout the term of this Agreement. Firm agrees to present any additional advertising opportunities for Client approval, beyond what has been previously agreed and set forth. Firm agrees to obtain permission from the Client prior to spending any contingency funds on behalf of Client.

Please make all checks payable to:

FRONT ROW COMMUNICATIONS, LLC

Item II - b.

Front Row Communications, LLC
51 E. 4th St.
#715
Winston-Salem, NC 27101

7.0 OTHER. Throughout the life of this agreement between the Firm and the Client, there may be other business opportunities that arise. Firm and Client agree that this Letter of Agreement may be amended from time to time to include other services as long as both Firm and Client agree to the terms.

8.0 LIMITATION OF LIABILITY. In no event shall Firm be liable for special or consequential damages arising out of or connected in any way with the software, source code, or services, or for any claim including, but not limited to, loss of profits, revenue, data, or use by company or any third party, regardless of whether a claim or action is asserted in contract or tort, whether or not the possibility of such damages has been disclosed to Firm in advance or could have been reasonably foreseen by Firm.

SIGNATURES.

The following authorized signatures verify that both parties have agreed to all terms of this Agreement, effective as of the date listed in the first paragraph of this Agreement.

CLIENT

Swansboro TDA

Randy Swanson
Swansboro TDA Board Chairman

Signature: _____

Date: _____

FIRM

Front Row Communications, LLC

Anne Marie Bass
Owner & Principal

Signature:  _____

Date: may 9, 2024



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **FY 2024/2025 Annual Budget Presentation**

Board Meeting Date: **May 9, 2024**

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

Overview: The FY 2024/2025 budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget and Fiscal Control Act and provided to the Swansboro Tourism Development Authority Board on April 11, 2024. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2024/2025.

Background Attachment(s):

- 1. Budget Message
- 2. Proposed Budget
- 3. Budget Ordinance
- 4. Curtis Marketing Group Digital Solutions
- 5. Front Row Communications Marketing & Advertising Budget FY 24-25

Recommended Action:

- 1. Hold the Public Hearing
- 2. Motion to adopt FY 2024/2025 Budget Ordinance

Action: _____

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
BUDGET MESSAGE
FY 2024-2025**

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 2024-2025 fiscal year, an analysis was done on the actual revenues received during the period July 2023 thru March 2024. 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 2024-2025

REVENUES

70-300-320309	Donations	\$	4,000	Swansboro Downtown Merchants
70-300-399991	Fund Balance Appropriation	\$	14,417	Assigned Fund Balance for Contingency Fund & Digital Ads
70-300-390950	Transfer from General Fund	\$	110,000	Net proceeds, room occupancy tax
Total Revenues		\$	128,417	

EXPENSES

70-800-501910	Services - Auditor	\$	3,000	Annual fee for required audit per statute
70-800-503910	Advertising / Promotions:			
	TOS-Visitor Center	\$	5,660	Management fee - \$1,415/quarter (estimated)
	Front Row Communications	\$	24,192	\$6,048/quarter-Marketing/Advertising Services
	General advertising	\$	41,299	(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Contingency Fund	\$	6,900	Marketing Contingency Budget
	Downtown Merchants	\$	4,000	Swansboro by Candlelight FY 24/25
70-800-502995	Administrative Services	\$	4,100	\$1,025/quarter paid to Town for administration
70-800-502010	Supplies	\$	499	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)	\$	-	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		\$	128,417	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/17/14
Visitor Center Renovations	\$30,000.00	Per BA #2024-1 7/20/2023
Total Committed FY 24/25	\$35,000.00	
Remaining "Capital" funds available	\$ 1,666.67	

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 TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE
FY 2024–2025

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina, that, following a duly advertised public hearing, the following annual budget ordinance is adopted to estimate revenues and make appropriations for the financial operations of the Swansboro Tourism Development Authority for the fiscal year beginning July 1, 2024 and ending June 30, 2025.

Section I. Revenues. The following revenues are estimated to be available for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Net Proceeds, Room Occupancy Tax	\$110,000
Assigned Fund Balance	\$ 14,417
Donations	<u>\$ 4,000</u>
Total Revenues:	\$128,417

Section II. Expenses. The following amounts are hereby appropriated to carry out the duties and responsibilities of the Tourism Development Authority for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Travel and Tourism-Related Expenditures	\$128,417
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Section III. Distribution. Copies of this budget ordinance shall be furnished to the finance officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section IV. This ordinance shall become effective on July 1, 2024.

Adopted by the Swansboro Tourism Development Authority, May 9, 2024.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chair

ATTEST: _____

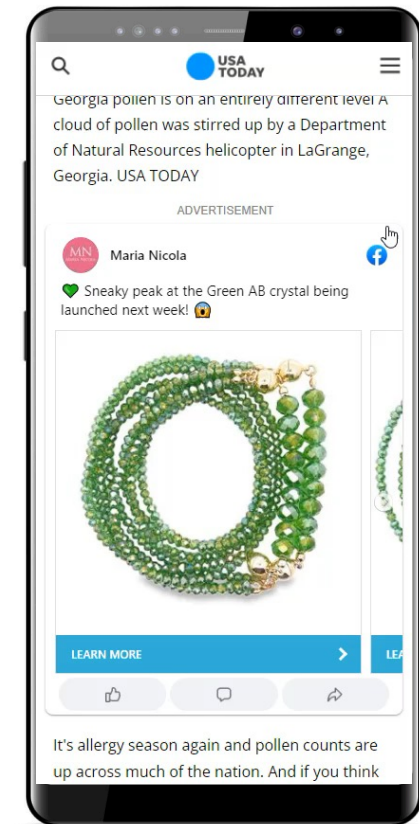


2024 DIGITAL MARKETING PLAN



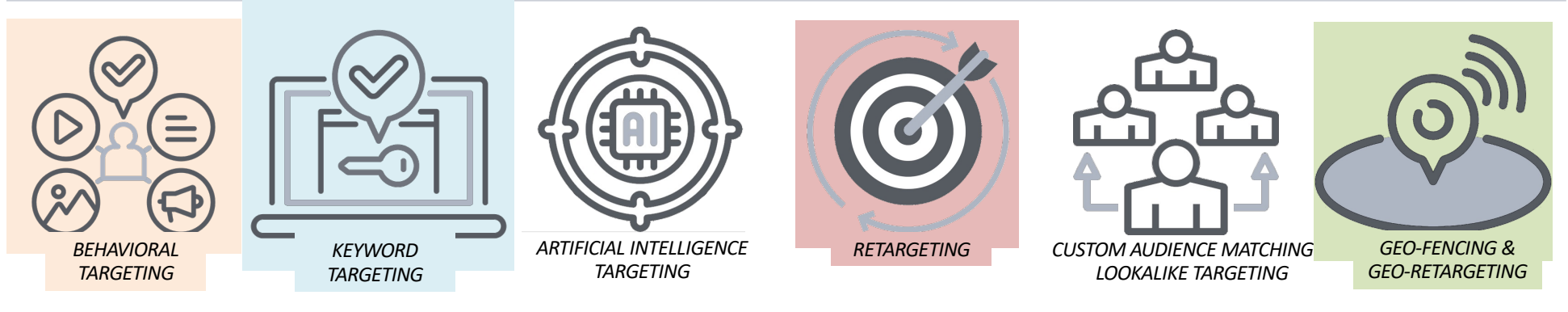
Social Mirror Ads

Social Mirror ads look like your social media display or video posts but appear on other websites and apps and run across all devices using our targeting strategies.



How Can We Target Your Social Mirror Ads?

We will be using the highlighted targeting strategies.



First, you tell us what geographic area you are interested in showing your ads to, then we layer in targeting strategies...





GEO-FENCING &
GEO-RETARGETING

Drawing a virtual fence around a location and showing your ad, to people inside that “fence” and continuing to follow them and show them your ads on their mobile devices.

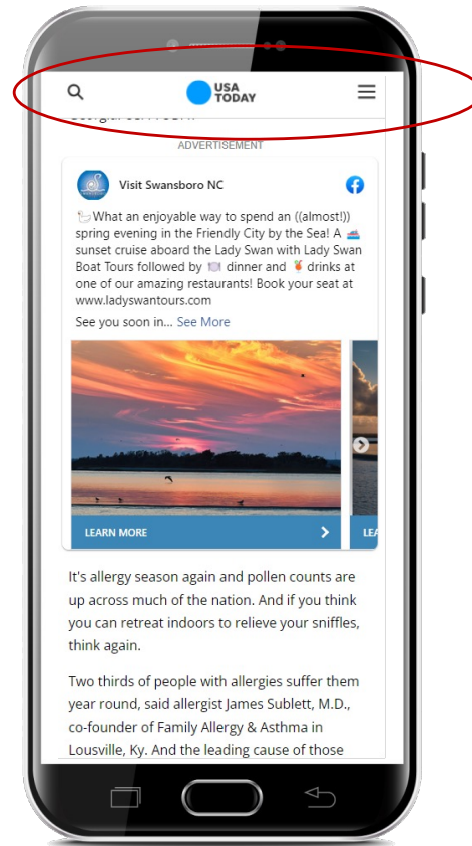


We can geo-fence stores, buildings, neighborhoods – any physical location and draw a radius around it and show ads to people while they are inside that geo-fence.

We then continue to target those people once they leave the geo-fenced area and show them your ads wherever they go, that’s geo-retargeting.

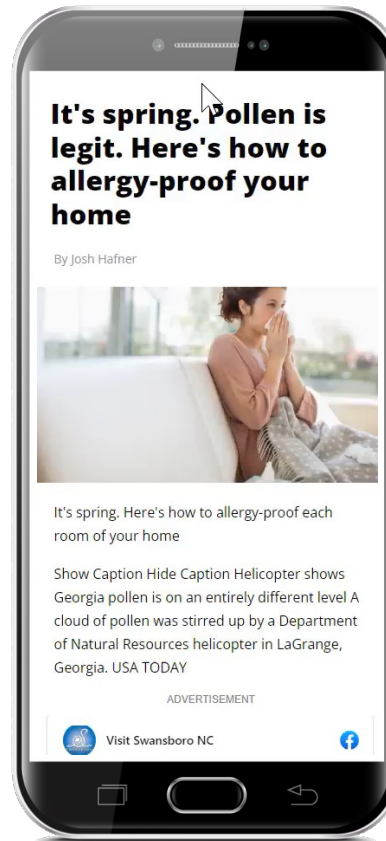


Example shows the Social Mirror ad inserted on a website



Swansboro
NORTH
CAROLINA

Example shows the Social Mirror ad in action on a website – put in slide show mode and click to begin video.



NORTH
Swansboro
CAROLINA



DIGITAL MEDIA PLAN-Social Mirror Ads October-December 2024/Jan-March 2025

Campaign/Product	Impressions	Behavioral Categories	Geo-Area	Targeting Strategies	Investment
Social Mirror Ads VA/NC-All Demos	233,333 Impressions per month	Age 45+ AND Young Professionals; Young family; Young Affluent Families; Moms; Weekend Getaways; Beach Vacations; Gypsy or Irish Traveler; Disposable Income; Retired	Virginia Beach, VA Hampton, VA Newport News, VA Chesapeake, VA Norfolk, VA Richmond, VA Raleigh and Charlotte	Behavioral, Keywords, Website Retargeting, Geo-Fencing and Geo Retargeting	\$3,500/mo. Reaching 59% of the available inventory of impressions There are 397,615 available impressions

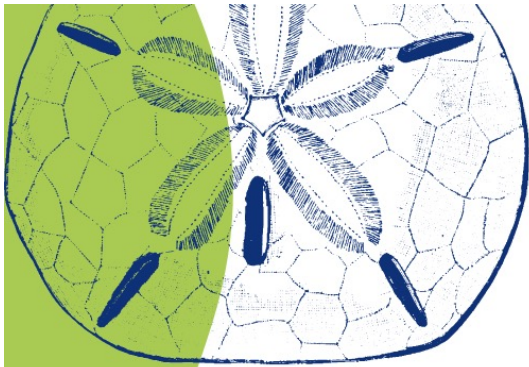
What you receive with your campaign:

- Monthly Reporting on ROI to be discussed 2nd week of each month
- Ad Creative to be completed by our Digital Graphic Designers at no additional charge
- Creative changes to be completed by our team every other month or as needed
- Constant monitoring of the campaign
- Geo Fencing locations to be determined

**Recommendation – invest in the digital campaign
with a strategy geared towards increasing visitation
and overnight stays during the shoulder seasons.
Run for 3 months – Jan/Feb/March OR Oct/Nov Dec
– for example, then review.**



\$3500/month x 3 = \$10,500



PROPOSED MARKETING & ADVERTISING BUDGET

FISCAL YEAR 2024 - 2025

Presented by: Anne Marie Bass, Front Row Communications



2024/2025 STDA Proposed Marketing & Advertising Budget

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

PRINT COLLATERAL	2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2024) (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
			Fall Reprint in September 2024 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00	Assumes 4 hours total
EBLAST TOOL	Constant Contact License - Estimate	600.00	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	2024/2025 Our State Magazine Coast Host Section Ads	9,338.00	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	1 AD: 1/6 Page - Aug 24
PRINT AD	NEW 2024/2025 Our State Magazine - October 2024 Special Interest P	1,600.00	1 AD: 1/4 Page - "Foods in 100 Counties"
DIGITAL ADS	2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00	2 EBLASTS: Sunday Morning Read - Jan 24 & Feb 25
PRINT AD	2024/2025 Raleigh Magazine - Travel Section	2,125.00	July/Aug 2025 (Travel Issue) - Half Page; Feb 2025 & April 2025 - 1/4 Page
PODCAST	2024/2025 Raleigh Magazine - "Office Talk" Podcast	1,600.00	2 Mid Roll Podcast Placements - to be selected

Includes April 2024 Ad – which is optional at \$1334



2024/2025 STDA Proposed Marketing & Advertising Budget

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

MEMBERSHIP	2025 NC Coast Host Membership Dues	350.00	Renewal
PRINT AD	2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	Comes up for contract in October 2024 for March 2025 pub date
PRINT AD	2025 Bluewater Beacon Real Estate Guide	1,110.00	Sign contract in May 2025 - goes to print in June 2025
DIGITAL ADS	2024/2025 Facebook Advertising	5,000.00	From July 1, 2024 to June 30, 2025
PRINT AD	2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	December 2024 timeframe for January 2025 Reprint
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
DIGITAL ADS	NEW! Curtis Media Group - Social Mirror Ad Campaign	10,500.00	See Proposal and Recommendations in April 11, 2024 Quarterly Report
SERVICES	Retainer Fee @ \$2016/month	24,192.00	
	GRAND TOTAL	70,841.28	

2024/2025 STDA Proposed Marketing & Advertising Budget

2024/2025 Proposed Marketing Contingency Budget	6,900.00
CONSIDERATION #1: The 2023/2024 contingency fund was not fully spent - \$4658 is remaining (we may spend just a bit more before June 30th, however.)	
CONSIDERATION #2: There is minimally \$2300 remaining in the 2023/2024 approved budget as we did not pursue the Visitor Brochure - to date my feeling is that there are perhaps better was of handling which we can discuss.	
<i>Examples of Additional Expenditures (for reference)</i>	
Special Projects and/or additional requests or Hours outside of scope for Anne Marie	
STDA Board Meetings / Visits to Swansboro - Travel Expense - Anne Marie	
Updated & Refreshed Video Productions - for web/social media	
Photography & Video Asset Needs	
Promotional Marketing Items - Groups and Hampton (bags, etc.)	
Remnant Ads that become Available for Purchase	
Design Needs	
Add'l Facebook Ad Media Budget - Example - "Sign up for Newsletter" Ads	
Partial Funding of New Website - Research best approach TBD if interested	