



# Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, July 20, 2023

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## I. Call to Order

## II. Reports

### a. Financial Report

*Presenter: Sonia Johnson, Finance Director*

### b. Marketing & Advertising Quarterly Status Update Report as of June 28, 2023

## III. Business

### a. Seaside Arts Council-Swan Project

*Presenter: Debra Pylypiw*

On April 27, 2023, the Board approved the purchase of one Swan to promote Swansboro. A couple of examples have been provided for discussion.

*Recommended action: To select individual to approve design.*

### b. Funding Requests

*Presenter: Paula Webb, Town Manager*

Town of Swansboro-Visitor Center Improvements

*Presenter: Anna Stanley, Parks & Recreation Director*

Town of Swansboro-Festival & Events

#### **Recommended action:**

1. Approve funding request for Town of Swansboro-Visitor Center improvements
2. Approve funding request for Town of Swansboro-Festival & Events
3. If needed, motion to approve Budget Ordinance Amendment #2024-1

### c. Audit Contract

*Presenter: Sonia Johnson, Finance Director*

The Town is required to have an annual audit performed. This is a proposed contract for services with Gregory T. Redman to prepare the Town's financial statements and perform the audit for FY 22/23. The proposed fee to audit this fiscal year ended June 30, 2023. is \$3,000.

*Recommended action: Motion to approve the Audit Contract with Gregory T. Redman, CPA for the period July 1, 2022 thru June 30, 2023.*

## IV. Board Comments

## V. Adjournment

SWANSBORO TOURISM DEVELOPMENT AUTHORITY					
FINANCIAL SUMMARY ANALYSIS					
FY 2022-2023					
		BUDGET	BUDGET	BUDGET	ACTUAL
		2022-2023	AMENDMENT	REVISIONS	07/1/22-06/30/23
<b>Fund Balance @ 6-30-2022</b>					<b>\$ 161,958.12</b>
<b>Revenue:</b>					
<b>Acct #</b>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 92,000.00		\$ 92,000.00	\$ 117,297.01
	Donations-Downtown Merchants			\$ -	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 2,500.00	\$ 15,334.00	\$ 17,834.00	\$ -
		\$ 94,500.00	\$ 15,334.00	\$ 109,834.00	\$ 122,297.01
<b>Expenditures:</b>					
<b>Acct #</b>					
70-800-501910	Services - Auditor	\$ 2,500.00		\$ 2,500.00	\$ 2,500.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	\$ 3,900.00
	General advertising	\$ 23,223.00	\$ 1,334.00	\$ 24,557.00	\$ 27,610.57
	Front Row Communications	\$ 26,400.00		\$ 26,400.00	\$ 22,504.81
	Liz Honeycutt Advetising		\$ 5,000.00	\$ 5,000.00	\$ 4,980.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ -		\$ -	\$ 4,527.90
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 3,075.00
70-800-502010	Supplies	\$ 500.00		\$ 500.00	\$ 28.70
70-800-503100	Travel / Conference	\$ 800.00		\$ 800.00	\$ 276.00
70-800-504540	Insurance	\$ 300.00		\$ 300.00	\$ 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)	\$ -	\$ 6,000.00	\$ 6,000.00	\$ 4,698.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 30,667.00	\$ 3,000.00	\$ 33,667.00	\$ 11,965.00
		\$ 94,500.00	\$ 15,334.00	\$ 109,834.00	\$ 86,615.98
<b>ACTUAL CASH BALANCE @ 06/30/23</b>					<b>\$ 197,639.15</b>
<b>AVAILABLE FUND BALANCE @ 06/30/23</b>					<b>\$ 197,639.15</b>
	First Citizens Bank(Facebook Ads)	\$ 6,606.30			
	Our State	\$ 10,594.00			
	Raleigh Magazine	\$ 3,375.00			
	Swansboro Area Chamber of Commerce	\$ 2,200.00			
	Front Row Communications	\$ 22,504.81			
	Emerald Isle Realty	\$ 765.00			
	Web Design City	\$ 161.73			
	Total General Advertising	\$ 46,206.84			
<b>07/1/22-06/30/23</b>					
	Beginning FB		\$ 161,958.12		
	Revenues		\$ 122,297.01		
	Expenditures		\$ 86,615.98		
	Cash balance		\$ 197,639.15		
	Available FB		\$ 197,639.15		

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

07/01/22-06/30/2023

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
<b>TOTALS</b>		\$ 589,195.91	\$ 294,597.97

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	\$ 86,615.98	\$ 74,650.98	\$ 11,965.00
		\$ 514,662.84	\$ 171,491.90

AVAILABLE FUNDS AS OF 06/30/23 \$ 74,533.07 \$ 123,106.07

\$ 197,639.15



**Quarterly Status Update Report of  
6.28.23 For the July 20, 2023 STDA Board  
Meeting Submitted by: Anne Marie Bass**



Recent Research from Visit NC – Visitor Vacation Motivations

# North Carolina Visitor Vacation Motivations

Swansboro’s Visitor Experience encompasses many of these motivations

- North Carolina overnight visitors are most motivated for travel to take a break from everyday life, for rest and relaxation, to spend time with friends/family and to explore and do new things.



[https://partners.visitnc.com/visitor-profile-studies?utm\\_source=MarketingCloud&utm\\_medium=email&utm\\_campaign=Visit+NC+NewsLink+for+June+21%2c+2023&utm\\_content=https%3a%2f%2fpartners.visitnc.com%2fvisitor-profile-studies](https://partners.visitnc.com/visitor-profile-studies?utm_source=MarketingCloud&utm_medium=email&utm_campaign=Visit+NC+NewsLink+for+June+21%2c+2023&utm_content=https%3a%2f%2fpartners.visitnc.com%2fvisitor-profile-studies)



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  - STDA Approved 2022-2023 Budget Snapshots – as of 6/28/23



## NEW & Additional Marketing & Advertising Opportunities





## Summary of NEW Marketing & Advertising Opportunities

### NEW - Waterway Guide Proposal

- Please see the Proposal - **Options at various price points include: Bronze - \$3500; Silver - \$5900; Gold - \$9500**

### ADDITIONAL REQUESTED FUNDS - Raleigh Magazine

- Please see the Raleigh Magazine Media Kit sheet – Podcast Sponsorships.
- I originally budgeted \$3,000 of which I have committed \$2125 for 3 separate print ads.
- My recommendation is to add two months of Raleigh Magazine “Office Talk” podcasts - mid roll placements – to the overall media buy.
- **I would like to request \$725 additional to cover the difference in the additional investment.**
  - $\$3000$  (approved) -  $\$2125$  (spent) =  $\$875$  (balance –  $\$800$  (Month 1 podcast) =  $\$75$  (balance remaining) +  $\$725$  (needed to cover Month 2 podcast) =  $\$3,725$  (total investment in Raleigh Magazine, reflecting a  $\$725$  increase)

### PHOTO SHOOT(s) – Promoting Swansboro as a WEDDING DESTINATION

- During my last visit to Swansboro for the April 2023 STDA Board Meeting – I was asked to identify additional ways that the STDA could smartly invest in marketing and advertising that would provide new opportunities and exposure for Swansboro.
- In my research and before I left, I requested Randy provide me a tour of the Mattocks House historic home (now an accommodation and event venue)
- This property is a unique asset (unlike any other) to the Town of Swansboro that could be the central point in focusing on marketing and advertising Swansboro as a coastal NC Wedding Destination.
- With the Historic Downtown area having so many amenities – all within steps of one another, I see this as a unique and exciting potential opportunity to leverage Swansboro’s assets to more specifically go after attracting weddings and special events with marketing and advertising initiatives.

### CURTIS MEDIA GROUP (Raleigh) – Digital Marketing Campaign & Local Radio

- I had an introduction Zoom meeting with Curtis Media Group – Raleigh office on 6/29/23. I will have some options to share that pertain to possible additional advertising for the Swansboro by Candlelight event to share. They are putting some proposal ideas together and we have another call planned for next week. More to come soon.



## WATERWAY GUIDE – DESTINATION MARKETING





**Waterfront Destination Marketing**  
June 2023



- Waterway Guide is a platform for boaters to plan trips, research destinations and safely travel by water
- Swansboro has town docks and easy access from the water
  - The waterfront is one of Swansboro’s greatest assets
- Waterway Guide has a Preferred Destination program built for promoting destinations like Swansboro and ensuring they are well represented as a welcoming boating community

**Print and Digital: A Hybrid of Resources for Boaters**



**DIGITAL**



**900,000**  
Annual Boaters



**6.3 Million**  
Annual Pageviews



**5:42**  
Average Time On-Site

**PRINT**



**18-20,000**  
Guides Sold Annually (\$50)



**1-2 Years**  
Resource for Boaters: Typical Shelf Life

Great for tourism boards, visitor bureaus, towns and cities. Highlight your region and why our boating audience should visit.

**Destination Treatment on Waterwayguide.com and In Waterway Guide App**



**Destinations** from WATERWAY GUIDE MEDIA

Isolated beaches covered in glorious shells await you in Beaufort, North Carolina where visitors roam the same sands and streets Blackbeard did 300 years ago.

The island's wild, moss-covered oaks and grand old oaks are the perfect backdrop for your vacation. Soak up the sun and enjoy the view from the water. Book your trip today.

Book your trip today and enjoy the view from the water. Soak up the sun and enjoy the view from the water. Book your trip today.

View This Preferred Destination Travel Guide

Discover This Island's Rich History To Make Your Next Boating Trip

**Marinas & Dockage Around Beaufort, NC**

Discover marinas & dockage around the Beaufort, NC area to find marina & dockage specific to your boating location in Beaufort.

<p>Old Town Harbor Club - Beaufort, NC Phone: 813.762.9173</p>	<p>Beaufort State Marina - Beaufort, NC Phone: 813.762.9173</p>	<p>Beaufort State Marina - Beaufort, NC Phone: 813.762.9173</p>
--------------------------------------------------------------------	---------------------------------------------------------------------	---------------------------------------------------------------------

9:08

Library

**Destinations** from WATERWAY GUIDE MEDIA

**Beaufort, NC**  
Isolated beaches covered in glorious shells await you in Beaufort, NC, where visitors roam the same sands and streets Blackbeard did 300 years ago.

**Beaufort, SC**  
Tucked into winding, historic streets framed by natural foliage and centuries-old, moss-draped live oak trees, Beaufort is more than a hidden gem.

**Belfast, ME**  
Belfast, Maine should be on your list of places to visit. And don't let winter discourage you. It may just be the best time of year.

Home Library Marinas & Services Search Map

Please contact [sales@waterwayguide.com](mailto:sales@waterwayguide.com) for latest subscriber numbers and pricing.

**Destination Treatment in Printed Waterway Guides**

Destinations from WATERWAY GUIDE MEDIA

Visit a Place Where Adventures are as Vast as the Sea

**—Hampton, VA.**

It's home to a vibrant boating, fishing and ocean-faring culture that dates back centuries, with unforgettable experiences. Cast your line for an incredible haul on the James T. White Fishing Pier. Soak up the sun and fun at Backus Beach. Fill your hull with water sports, jet skiing, kayaking and paddle boarding.

Take a tour through the world's greatest natural harbor with the best seat on the ocean aboard the above-Hampton Queen Steaming His Majesty through the Chesapeake Bay and the Hampton River to find out about historic sites like Fort Monroe and Fort Wool. Spot many ships, submarines, cargo ships and maybe a dolphin or two.

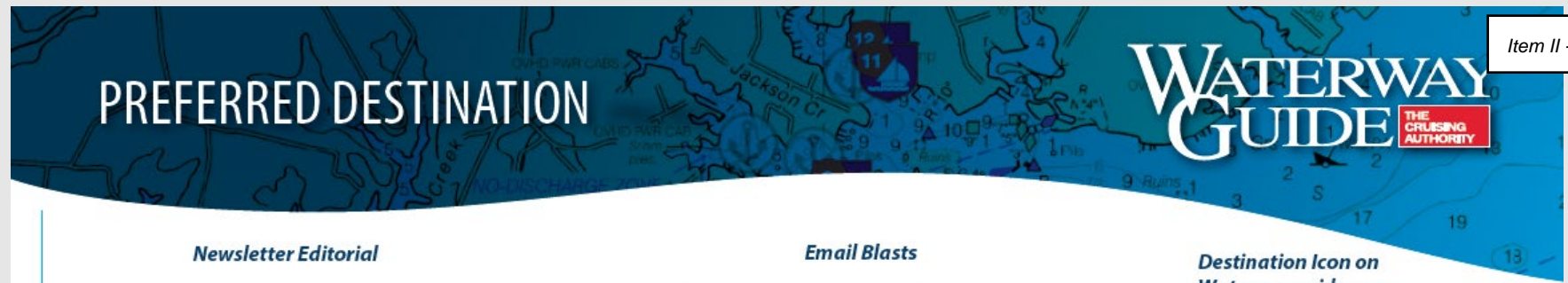
Looking for something more personal? Charter a boat for a private tour and savor fresh seafood straight from the Atlantic, with the world's greatest natural harbor as your backdrop. Enjoy easily accessible waterways, marinas, waterfront dining, and more.

Get Inspired in Hampton!

Plan your trip at VisitHampton.com



- Email Blasts
- Icons on maps / charts
- Digital Travel Guides
- Printed Regional Cruising Guide Placements
- App treatment



Other destinations with Waterway Guide:

- Manteo, NC
- Washington, NC
- Beaufort, SC
- Hampton, VA
- Nantucket, MA
- Monmouth County, NJ
- And more...

**Newsletter Editorial**

**Beaufort Port Royal, SC Festival Season is Back! Events Scheduled This Fall**

Date Posted: September 7, 2021  
Review: Staff Report

Fall brings the start of festivals and celebrations of Lowcountry life in one of our Waterway Guide Preferred Destinations - Beaufort Port Royal, South Carolina.

In Beaufort and Jasper counties, there's something for everyone, whether you're a shrimp lover, enjoy live music, want an inside look at historic homes, or simply like an excuse to socialize.

This fall's schedule is much fuller than 2020's because the COVID-19 pandemic canceled many major events. So far, the festivals listed are set to go on as planned, but everything is subject to change if case numbers begin to rise.

Jungling with the festivals, other reoccurring events are scheduled for fall, such as Beaufort's First Fridays and farmers markets in Bluffton, Hilton Head and Port Royal.

Here are some of the events planned for this month and October:

**Old-Time September 25th** is presented by the Old Village Association, will bring German and American food to downtown Port Royal along with a variety of craft beer, live music and other vendors. The event will have a 4x4 zone, classic cars and more.

The free festival is from 11 a.m. to 5 p.m.

**Beaufort Shrimp Festival - Oct. 1 and 2**

Festival goers will join the shrimp boat Georgia Bliss which was catching the crabs during the Beaufort Shrimp Festival in 2017 at Henry C. Chambers Waterfront Park. Jay Klatt File photo.

Read more here: <https://www.waterwayguide.com/newsroom/local-stories/article/2021/09/23/BeaufortShrimpFestival.aspx>

The 27th **Beaufort Shrimp Festival** will bring shrimp lovers together at the city's Henry C. Chambers Waterfront Park. Festival goers can enjoy shrimp dishes and live music, participate in the Boat Forward Run 5k, and visit multiple other retail and food vendors.

Although the event is free, food and merchandise vendors won't be accepting cash or credit cards. There will be a ticket system, with each ticket costing a \$1. For more information and to purchase in advance [CLICK HERE](#).

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How to use our Mobile App

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**Email Blasts**

**Preferred Destinations** from WATERWAY GUIDE MEDIA

**Get the Beaufort-Port Royal Treatment in South Carolina**

Beaufort & Port Royal, South Carolina, are a blend of iconic southern hospitality, culture and cuisine. Here are the keepers of the flame for comfort food, atmosphere and a stately pace we often long to escape into.

Port Royal Island boasts exquisitely preserved antebellum architecture and a downtown designated in its entirety as an historic district. Here we found some of the south's most unique stunning [bed and breakfasts](#), restaurants and hotels. Beaufort has also served as the setting of many famous movies such as *Forrest Gump*, *The Big Chill*, *The Great Santini* and *The Prince of Tides*.

**Dock 'n Roll On Out**

**Safe Harbor Beaufort** is one of our favorite places to dock, dine and enjoy. It weathered Hurricane Ian, as did Port Royal. This marina can accommodate transient vessels up to 150-foot LOA. Spend a day sailing along the Beaufort River or enjoy a leisurely picnic at the tranquil Waterfront Park. Conveniences like slip-side parking and a ship's store complement modern amenities and the many restaurants, galleries, and shops of downtown Beaufort.

**Destination Icon on Waterwayguide.com**

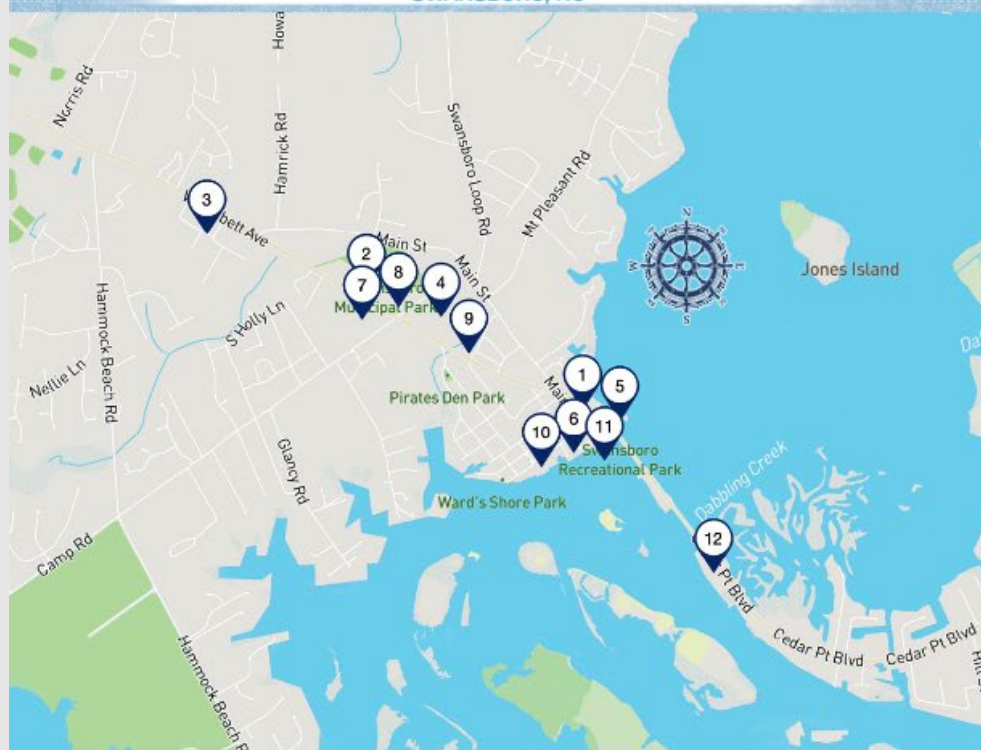


**Social Media**

Please contact [sales@waterwayguide.com](mailto:sales@waterwayguide.com) for latest subscriber numbers and pricing.

## GOIN' A SHORE

### SWANSBORO, NC



Partner with Waterway Guide to ensure Swansboro is properly represented and covered (editorial) across all our platforms

Located along the shoreline where the White Oak River joins the ICW, this "Friendly City by the Sea" is a quaint waterfront community with a rich, maritime history dating back to the 1700s. Recent years have also brought tourism to this quaint town but its maritime history and quiet waterfront remain the same. While there is a relaxed pace to this small, seaside town, finding something fun to do in the warm coastal sun is as easy to do as finding the perfect seafood dinner with a view.

#### SHOPPING

- 1. Mandala Yoga Center**  
In addition to yoga and spa services, the center offers kayak and standup paddleboard (SUP) rentals and guided tours. And, of course, they offer SUP Yoga (preregistration required) at 208 W. Main St. (910-325-3600).
- 2. Med First Primary & Urgent Care**  
718 W. Corbett Ave. (910-326-5588)

- 3. Swansboro Animal Hospital**  
130 Phillips Loop Rd. (910-325-8227)
- 4. Swansboro Post Office**  
664 W. Corbett Ave. (910-326-5959)

#### ATTRACTIONS

- 5. Bicentennial Park**  
The best way to see Swansboro's historic downtown, the Croatan National Forest, Hammocks Beach State Park and other historic landmarks is to bike along the 25-mile Bicentennial Bicycle Trail. It starts at the harborside Bicentennial Park. While there, check out the statue of Capt. Otway Burns, an American privateer during the War of 1812 and later an NC State Senator born in Swansboro.

#### SHOPPING

- 6. Bake Bottle & Brew**  
Sells wine, beer, coffee and sweets at 147 N. Front St. (910-325-7550).

- 7. Piggly Wiggly**  
Grocery chain at 715 W. Corbett Ave. (910-326-8500).
- 8. Walgreens**  
Drugstore chain with health and beauty aids, prescriptions and mini-mart basics at 702 W. Corbett Ave. (910-325-0038).
- 9. Western Auto**  
Auto parts store with hand tools, batteries and lubricants at 636 W. Corbett Ave. (910-326-5565).

#### MARINAS

- 10. Casper's Marina**  
301 S. Water St. (910-326-4462)
- 11. Church St. Town Dock**  
137 Front St. (910-326-2600)
- 12. Dudley's Marina**  
106 Cedar Point Blvd. (252-393-2204)



## Enhance the Marina customer experience

- Town Dock profile
  - Log in and access, keep data up-to-date
  - Enhance the customer experience to include weighted search, photos, docking instructions, videos, etc.
  - Boater Reviews
  - Contact and arrival information

### Church St. Town Dock

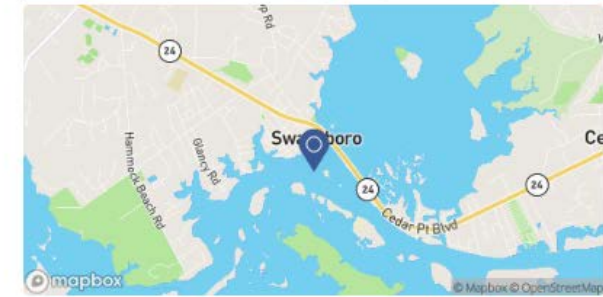
[Back to the Waterway Explorer](#)

Church Street  
Swansboro, NC 28584  
White Oak River/ICW MM 229.0

**Lat / Lon:** N 34° 41.173' / W 077° 07.168'  
**Parks and Recreation Director:** Anna Stanley  
**Phone:** +1 (910) 326-2600, Office  
**Email:** [astanley@ci.swansboro.nc.us](mailto:astanley@ci.swansboro.nc.us)  
**Website:** [swansboro.recdesk.com](http://swansboro.recdesk.com)

★★★★☆  
17 Boater Reviews

[Review & Earn +100 W<sub>Y</sub> Points](#)



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#### Facilities Information for Church St. Town Dock

<b>Largest Vessel:</b>	100 ft.
<b>Total Slips:</b>	10
<b>Transient Slips:</b>	10
<b>Dock Type:</b>	Fixed & Floating
<b>Approach / Dockside Depth:</b>	8.0 / 8.0 ft.
<b>Dock Rate:</b>	Maximum of 5 consecutive nights. Restrooms available at Visitors Center 8:00AM - 8:00PM Call ahead to confirm as prices are always subject to change.
<b>Daily:</b>	\$1.50 per ft.
<b>Payment Methods:</b>	VISA / MasterCard / Discover / CASH

#### What to Expect On-Site for Church St. Town Dock

#### Near Church St. Town Dock in Swansboro, NC

**Bronze Program: \$3,500**

- **Preferred Destination Tier 1**
  - Assigned editor to write digital travel guide
  - Email blast to 35,000 boaters
  - Destination icon on WaterwayGuide.com
  - Destination page on WaterwayGuide.com and in WG App
  - Editorial enhancement across platforms
- **Featured Marina Listing for Church St. Town Docks**
  - Weighted search results
  - Ability to add photos, videos, custom marketing text, social media integration.

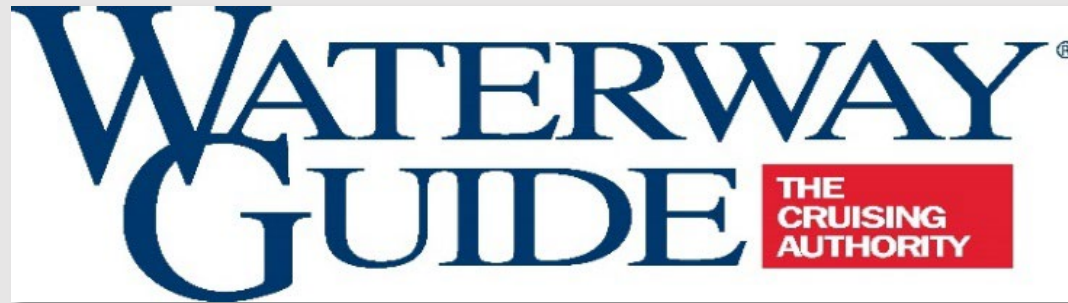
**Silver Program: \$5,900**

- **Everything in Bronze PLUS:**
  - (4) e-newsletter articles on Swansboro
  - (8) weeks of Newsletter placements
  - (1) Full Page Placement in the Atlantic ICW 2024 Waterway Guide
  - (1) Premium App Placement in the Swansboro editorial section of the WG App

**Gold Program: \$9,500**

- **Everything in Silver PLUS:**
  - (4) double truck placements in (4) regional Waterway Guides of your choice





## Contact

Graham Jones, President  
Waterway Guide Media

[graham@waterwayguide.com](mailto:graham@waterwayguide.com)

304-282-5931

# RALEIGH MAGAZINE – PODCAST SPONSORSHIP MEDIA OVERVIEW



# RALEIGH MAGAZINE PODCAST MARKETING

## Raleigh Magazine // Mid-Roll Sponsor



Office Talk is a conversation hosted by RM Publisher Gina Stephens. Each Tuesday we talk with editors and/or writers on where we get our stories. Plus behind-the-scenes scoop on the conversations happening in our city.

### TITLE SPONSOR

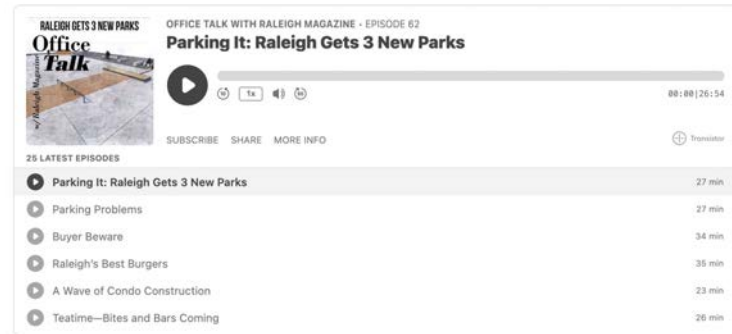
**INCLUDES:**

- 30-second pre-roll host-read dynamic ad (changed weekly or monthly)
- "Presented by (name of advertiser)" will appear on all print, digital promotion for the podcast.
- Advertiser logo on all videos shared on social media. (Instagram, Facebook, Twitter and LinkedIn)
- 300x250 square ad placed on [raleighmag.com/office-talk](http://raleighmag.com/office-talk)
- 4 Episodes \$250 each/\$1,000 total. Reserved by the month.

### MID-ROLL SPONSOR (2)

**INCLUDES:**

- 30-second mid-roll host-read dynamic ad.
- "Let's take a break. "Coming up we will talk about... But first, let me tell you about Campbell Law..."
- Ad can be changed monthly/weekly based on call-to-action or new messaging
- 4 Episodes \$200 each/\$800 total. Reserved by the month



Great source for all things Raleigh! Apr 16, 2022  
Jasprina

Great listen if you want to inside scoop with what's happening in Raleigh!

Local insights with a fun flair! Apr 14, 2022  
teemratorlover588

Love this podcast! These ladies are also wonderful storytellers and get me interested in topics I didn't know I was interested in!

**Global Rank**

**TOP 10%**

**x LISTEN NOTES**

This podcast is one of the **top 10% most popular shows** out of 2,833,131 podcasts globally, ranked by Listen Score (the estimated popularity score).

A must listen for Raleighites Apr 7, 2022  
ShGptChef

Really enjoying this show so far! As a Raleigh native living in Durham, I like listening in to catch up on what's happening around town. Loving the inside scoop stories from Gina and Co. too. Best vibes in the city of oaks.

Raleigh Magazine new podcast Mar 10, 2022  
Genet Bobby Bergman

So much fun to listen to! Had no idea that I was breaking the law, lol. And learning about different Raleigh businesses and how they're navigating through the current climate was so interesting. Keep it going!

LISTEN NOW



**4 Episodes Per Month**  
**2 Month Minimum**  
**8 Episodes Total**

**Requesting - \$725 Additional to meet 2 month minimum**

# SWANSBORO WEDDING DESTINATION MARKETING PLAN



## Photo Shoot(s) // Content Development – To Promote Swansboro as a WEDDING DESTINATION

### PRIMARY SHOOT LOCATION: Mattocks House Event Venue & Accommodation on Front Steet

- Swansboro’s newest and most unique accommodation & event venue to date
- Accommodations for Bridal Party / Family – sleeps up to 14
- The Mattocks Pavilion– Rehearsal Dinner and/or Wedding Venue
- Historic Downtown – steps from service providers, shops, restaurants, live entertainment

### DESTINATION MARKETING STRATEGY:

- Increase awareness of Swansboro to be seen as a coastal NC Wedding Destination
- Use STDA Funds to market and advertise more directly to the wedding and “brides-to-be” market, thus increasing potential for groups and wedding parties to book overnight stays in Swansboro
- Create, develop and nurture possible new opportunities in support of Swansboro local small business partners that sell goods and services that cater to weddings and special events.

### ELEMENTS: Lifestyle Photo Shoot(s)

- Depict a bridal party, family, etc. both inside and outside the Mattocks House – where a prospective bride-to-be can connect with and imagine a wedding in Historic Downtown Swansboro.
- Partner with Samantha Ann Photo – an experienced local lifestyle photographer
- NOTE: Producing and Coordinating the Shoot – would be highly reliant on local Swansboro stakeholders coming together to recruit, style the talent ...the bride-to-be, family, plan and coordinate and stage the photo shoot itself to include props, food, etc.

### ADDITIONAL TACTICS & STRATEGIES:

A new webpage on [www.VisitSwansboro.org](http://www.VisitSwansboro.org) can be created and added to encompass all of the pertinent details – rounding out the content on one page.

- Advertising Campaign(s) – push out Facebook Ads and other possible ads for promotion.

**INVESTMENT: TBD. Will be gathering the costs and follow up in next couple of weeks**



# STATUS UPDATES & COMMENTS





## Status Updates & Comments

### **SWANSBORO 2023/2024 DESTINATION MARKETING & ADVERTISING PLAN – Approved**

- Proposed and approved at April 2023 STDA Board Meeting.

### **DOWNTOWN MERCHANT & RESTAURANT GUIDE – Fall 2023 Refresh & Reprint**

- Spring 2023 completed and distributed in April 2023
- Fall 2023 Refresh & Reprint will be completed just prior to 2023 Mullet Festival
- Randy's recommendation and request was to add some more color in the map – distinguishing merchants and restaurants. I will make sure this is completed.

### **SWANSBORO VISITOR BROCHURE – Currently planned for end of Summer 2023**

- Researching “look/feel” and approach. Currently in development

### **OTHER ONSLOW COUNTY VISITOR GUIDES – Jacksonville/Onslow Visitor Guide**

- I made an inquiry with the JTDA for a cost to add 4-6 Swansboro Pages to the next update and reprint. I will follow up as soon as I have the information.

### **SWANSBORO BY CANDLELIGHT 2023 – Planning for this event should begin in August 2023 Timeframe**

- Per requests and preferences from last year - Anne Marie will focus exclusively on the Marketing/Advertising of the Event – working with Debbie Harnatkiewiz, of Bake Bottle & Brew and Leah Evans, of Salt Marsh Cottage.
- All other Event Planning tasks, such as Town of Swansboro Event Approval Forms, hiring and paying vendors with support of Swansboro Finance Director, Sonia Johnson, coordination with Seaside Arts Council for music sponsorship, event insurance, poster distribution – to be handled by the Downtown Merchants this year.

### **SWANSBORO FESTIVALS – Advertising & Marketing Partnership with Swansboro Parks & Recreation**

- Per conversations with Director Anna Stanley, for the 2023/2024 fiscal year, we plan to continue to work together in Anne Marie's support in running Facebook Ads and any other ad placements that incorporate the strategy of promoting Swansboro as an overnight vacation destination in conjunction with Swansboro Festivals.

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







## Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

### *Fall Fishing Getaway to Swansboro” Video Ad Campaign – Aug/Sept 2022 – COMPLETE*

Target was men age 45+, travel intenders - **Raleigh & Charlotte, Hampton Roads, VA Markets**

### *“Plan Your Fall Getaway to Swansboro for Mullet Festival” Ad Campaign – September 2022 – COMPLETE*

Target was age 45+ Festival goe’rs, travel intenders - **Raleigh & Charlotte Markets**

### *“Join Us for Mullet Festival” Ad Campaign – October 2022 – COMPLETE*

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

### *“Kick off the Holiday Shopping Season – Swansboro by Candlelight” Ad Campaign – October 2022 – COMPLETE*

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh & Charlotte Markets**

### *“Swansboro by Candlelight Winter Getaway Contest” Ad Campaign – November 2022 – COMPLETE*

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh Market**

### *“Swansboro by Candlelight Facebook Event” Ad Campaign – October 2022 – COMPLETE*

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**





## Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

### *Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE*

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

### *Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE*

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

### *Swansboro Galentine's Day Getaway- Ad Campaign – February 2023 – COMPLETE*

Target Women age 35 +, **Raleigh Metro Area**

### *Swansboro Spring 2023 General Video Ad Campaign – March & April 2023 - COMPLETE*

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

### *Find Your Adventure this Spring & Summer Video Campaign – April & May 2023 - COMPLETE*

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

### *Swansboro Arts by the Sea Festival – May & June 2023 – COMPLETE*

Target M/W age 34 +, Travel Intenders, Arts, Festivals, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

### *Savor Summer Family Fun in Swansboro – June & July 2023 – ACTIVELY RUNNING*

Target M/W age 34 +, Travel Intenders, Outdoors, Income Top 25-50% **Raleigh Metro Area, Charlotte, Wash DC Metro, Hampton Roads, VA**

### *Swansboro 4<sup>th</sup> of July Events & Festivities – ACTIVELY RUNNING*





## Spring in Swansboro – General Video Campaign // March/April 2023

**All** Women Men

**80,848** **3,100**  
 People Reached Link clicks

Age Group	People Reached	Link clicks
65+	~38,000	~38,000
55-64	~26,000	~17,000
45-54	~10,000	~5,000
35-44	~5,000	~2,000
25-34	~1,000	~1,000

**Ads**

- Completed**

**RALEIGH METRO - Spring 2023 General Video Campaign Campaign - Copy Ad**

**1,779** **\$0.24** **\$429.78**  
 Link clicks Cost per Link clicks Spent
- Completed**

**CHARLOTTE - Spring 2023 General Video Campaign Ad - Copy**

**920** **\$0.24** **\$217.52**  
 Link clicks Cost per Link clicks Spent
- Completed**

**HAMPTON ROADS, RICHMOND, VA - Spring 2023 General Video Campaign Ca...**

**401** **\$0.26** **\$102.70**  
 Link clicks Cost per Link clicks Spent

**Visit Swansboro NC** Sponsored

Spring is here! Book your coastal family fun getaway in Swansboro, North Carolina!

visitswansboro.org  
**Sunset cruises, kayaking, shelling, fishing, eco tours** **Book now**

405 25 comments 50 shares

Countries **Regions**

Region	Link clicks	Cost per Link clicks	Reached	CTR
<b>North Carolina</b>	2,153	\$0.24	54,880	1.59%
<b>Virginia</b>	844	\$0.24	22,816	1.59%
<b>South Carolina</b>	103	\$0.27	3,152	1.38%

Learn about metrics

Age **Gender** Age & Gender

Gender	Link clicks	Cost per Link clicks	Reached	CTR
<b>Women</b>	2,127	\$0.24	50,160	1.71%
<b>Men</b>	962	\$0.24	30,224	1.36%
<b>Uncategorized</b>	11	\$0.29	464	1.08%



## Find Your Adventure This Spring & Summer in Swansboro Campaign // April/May 2023

### Demographics

Maximum

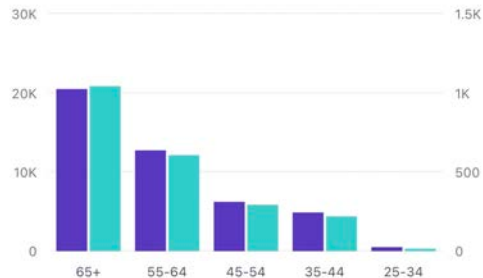
All Women Men

45,034

People Reached

2,186

Link clicks



### Results

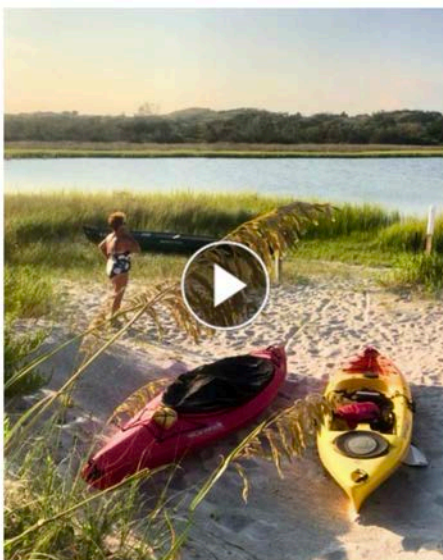
Link clicks	2,186
Cost per Link clicks	\$0.26
Amount spent	\$565.04
	/ \$850.00 lifetime budget
Reach	45,034
Impressions	93,563
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.26
Frequency	2.08
Unique link clicks	1,770



Visit Swansboro NC  
Sponsored



Relax and find your adventure in coastal Swansboro, North Carolina this spring and summer! #VisitSwansboro



visitswansboro.org

**Paddling, Sunset Cruises,  
Eco Tours, Barrier Islands**

Book now

220

11 comments 23 shares

Like

Comment

Share

Countries

Regions

#### North Carolina

Link clicks	1,199
Cost per Link clicks	\$0.26
Reached	26,993
CTR	2.09%

#### Virginia

Link clicks	537
Cost per Link clicks	\$0.26
Reached	11,080
CTR	2.44%

#### Maryland

Link clicks	326
Cost per Link clicks	\$0.25
Reached	4,792
CTR	3.22%

#### South Carolina

Link clicks	95
Cost per Link clicks	\$0.19
Reached	1,760
CTR	3.04%

#### Washington, District of Columbia

Link clicks	18
Cost per Link clicks	\$0.35
Reached	216
CTR	2.88%

#### West Virginia

Link clicks	2
Cost per Link clicks	\$0.50
Reached	88
CTR	1.27%

Arts By the Sea – Drive In Markets Campaign – May/June 2023

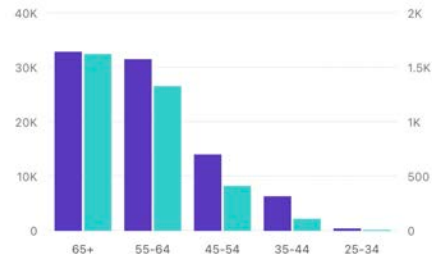


Demographics

Maximum

All Women Men

85,424 People Reached 3,489 Link clicks



Results

Link clicks	3,489
Cost per Link clicks	\$0.20
Amount spent	\$685.85
	/ \$685.85 lifetime budget
Reach	85,424
Impressions	178,751

Visit Swansboro NC Sponsored

Don't miss a weekend in coastal NC to see some of the finest crafters in the Southeast!

**ARTS by the Sea**  
SWANSBORO, NC  
SATURDAY JUNE 10 TH 9 AM TO 5 PM

visitswansboro.org  
**Getaway to Swansboro, NC for Arts by the Sea!** [Learn more](#)

You and ... 25 comments 142 shares

State	Link clicks	Cost per Link clicks	Reached	CTR
North Carolina	2,414	\$0.19	56,336	1.99%
Virginia	862	\$0.20	21,312	1.98%
Maryland	124	\$0.26	5,472	1.42%
South Carolina	80	\$0.22	2,064	1.76%
South Carolina	124	\$0.26	5,472	1.42%
South Carolina	80	\$0.22	2,064	1.76%
Washington, District of Columbia	6	\$0.20	192	1.90%
West Virginia	3	\$0.18	48	1.63%



### Arts By the Sea – Local 60 Mile Radius Boosted Post Campaign – May/June 2023

**Visit Swansboro NC**  
Sponsored · 🌐

👉 Join us on **SATURDAY, JUNE 10TH** from 9am to 5pm for **Swansboro Festivals** annual **ARTS BY THE SEA!** Family fun and live entertainment is on tap all day long! Enjoy our historic waterfront. Shop the amazing arts and craft vendors! 😊 Become a volunteer get involved in our local Swansboro ... See more

**Visit Swansboro NC**

#### Results From This Ad ⓘ

People reached	Post engagements
<b>12,304</b>	<b>993</b>

[View Detailed Results](#)

Our State Magazine // NC Coast Host Ads – April, May & June 2023 Issues



Our State April 2023 Issue



Our State May 2023 Issue



Our State June 2023 Issue



Our State Magazine // Earned Media – Cover & Feature Story / June 2023 Issue



Our State June 2023 Issue – Cover & Feature Story

NOTE: *Earned* Media means that the Our State Magazine Editor chose the cover & story. STDA did not pay for this coverage.





## Our State Magazine // Earned Media – Cover & Feature Story / June 2023 Issue



### Our State June 2023 Issue – Hammocks Beach State Park // Huggins Island Trail

**NOTE:** *Earned Media* means that the Our State Magazine Editor chose the content.

**STDA did not pay any \$ for this coverage.**



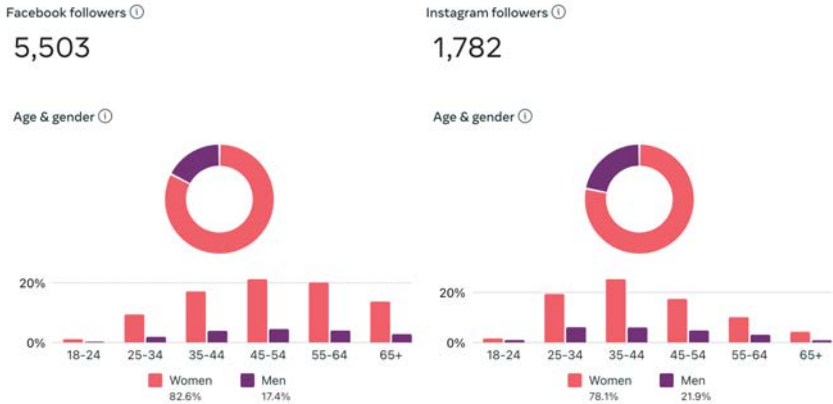
# SOCIAL MEDIA STATS

## Last 90 Days

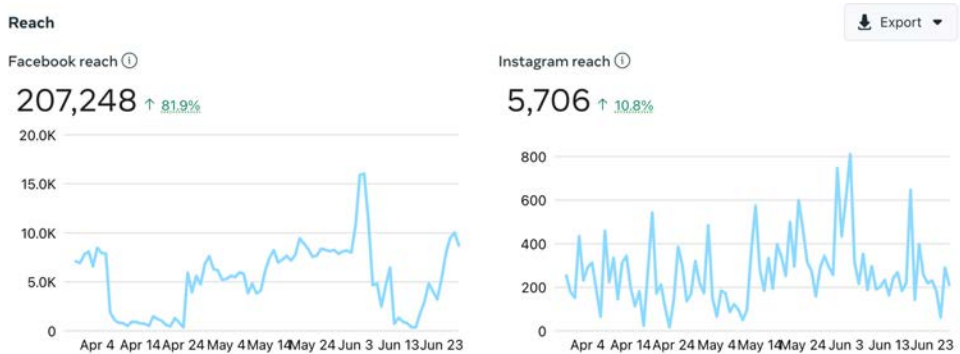


## Social Media Stats for Last 90 Days

### @VisitSwansboro NC – Likes & Followers on Facebook & Instagram



### Facebook & Instagram Pages Reach



### Top Performing Organic Post – Followers were excited about the Kick Off to Swanfest!

### Business Benchmarks – our posts are receiving a lot more content interactions than other pages! 😊

**Highest reach on a post**

This post's reach (19,867) is **1,599%** higher than your median post reach (1,169) on Facebook.

**Highest reactions on a post**

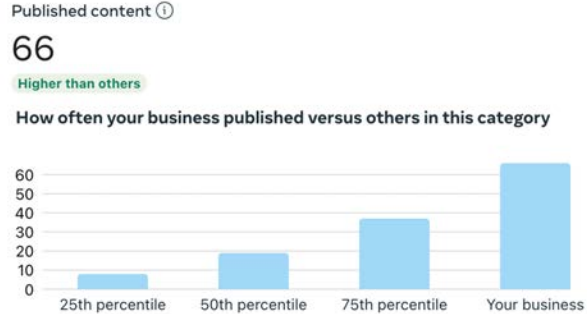
This post received **615%** more reactions (236 reactions) than your median post (33 reactions) on Facebook.

**Highest comments on a post**

This post received **900%** more comments (20 comments) than your median post (2 comments) on Facebook.

### Compare your performance against businesses in the Local Events category

Results are based on businesses with similar organic 28-day reach in your category. Ed



## **ADDENDUM #1**

# **Marketing Budget Snapshot & Contingency Fund Snapshot as of 6.28.2023**



STDA Marketing Budget Snapshot as of 6.28.2023



SWANSBORO TDA / FY 2022-2023 // APPROVED Marketing, Advertising, Tourism Support					
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT COLLATERAL	2023 Merchant Map <b>Printing Estimate</b> (based on prior years actual) (cost split between TDA and merchants)	600.00	0	600.00	8 1/2 x 14 size double gate, 5,000 quantity, specs: 80# gloss text - in market piece produce in Spring (April 2023) <b>UPDATED ESTIMATE of 3.17.23 - \$634 (delivered)</b> (per piece print cost - 11.5 cents)  Reprint in August 2022 - Expense paid from Downtown Merchants Fund
PRINT COLLATERAL	2023 Trifold Visitor Brochure <b>Printing Estimate</b>	1,400.00	0	1,400.00	9 x 16 size double gate, 5,000 or 8,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents) <b>UPDATED PRINT &amp; SHIP ESTIMATES IN PROCESS AS OF 3.17.23</b>
SHIPPING COSTS	2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative <b>estimated shipping costs</b> - February 2022 timeframe
WEBSITE	Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	<b>COMPLETE</b>
PRINT AD	2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	<b>CONTRACT SIGNED 6/8/22:</b> 5 ADS: \$1334/each - Sept 22, Oct 22, Mar 23, May, 23, Jun 23
DIGITAL ADS	2022/2023 Our State - Sunday Mornings Sponsored Eblasts	2,590.00	2590	0.00	<b>CONTRACT SIGNED 6/8/22:</b> 2 EBLASTS: \$1295/each - Sept 14, Nov 27; 1 more to sign up for (depending on STDA promotional items budget/need)
PRINT AD	2022/2023 Raleigh Magazine - Travel Section	3,000.00	3000	0.00	<b>CONTRACT SIGNED:</b> 2 Branded Editorials and 1 1/6 Page Ad
MEMBERSHIP	2023 NC Coast Host Membership Dues	350.00	350	0.00	<b>COMPLETE</b>
PRINT AD	2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	<b>CONTRACT SIGNED:</b> Comes up in October 2022 for March 2023 pub date
PRINT AD	2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	<b>CONTRACT SIGNED 5.23.22 (going to print in June 2022)</b>
DIGITAL ADS	2022/2023 Facebook Advertising - STDA + Parks & Recs Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	4385	435.00	Spent and Remaining to Date - As of 6.28.23 - any balance remaining, I will roll over into 2023/2024 budget
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	<b>COMPLETE</b> December timeframe
PROMOTIONAL ITEMS	Swansboro Bags	1,295.00	851.52	443.48	<b>COMPLETE</b>
VIDEO	OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	<b>COMPLETE</b> AMB Updating Video with NEW Photos from 2021 & 2022
<b>MARKETING &amp; ADVERTISING TOTAL</b>		<b>29,773.00</b>	<b>26,631.52</b>	<b>3,141.48</b>	
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
SERVICES	Marketing Promotions Contingency Budget	4,400.00	2,351.25	2,048.75	Applied to video production, visitor guide design, ad design requiring Adobe format
<b>GRAND TOTAL</b>		<b>56,169.00</b>	<b>50,978.77</b>	<b>5,190.23</b>	



### STDA Marketing Contingency Budget Snapshot as of 6.28.2023

<b>2022/2023 Approved Marketing Contingency Budget</b>	<b>4,400.00</b>			
Fall 2022 Downtown Merchant Guide Refresh & Update + Candlelight Poster Design & Video Productions / Sight Sound Media	450.00	Front Row Invoice		
Raleigh Magazine - Remnant Ad Purchase Oct 2022 Issue	375.00	PAID by STDA		
Mullet Festival - Drone Photo & Video (Dini Photo)	250.00	PAID by STDA		
Sight Sound Media - Flotilla Square Format Video	150.00	Front Row Invoice		
Candlelight Photography (Samantha Ann Photo)	401.25	Front Row Invoice		
Ad Design & Updated Logo Vectors	300.00	Front Row Invoice - November 2022		
Spring 2023 Downtown Merchant Guide Refresh & Update	225.00	Front Row Invoice - March 2023		
Blue Water Beacon Ad Creative	200.00	Front Row Invoice - May/June 2023		
<b>SPENT AS OF 6.28.23</b>	<b>2,351.25</b>			
<b>REMAINING BALANCE from \$4400</b>	<b>2,048.75</b>			
<b>ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295</b>	<b>443.48</b>			
<b>GRAND TOTAL REMAINING BALANCE AS OF 6.28.23</b>	<b>2,492.23</b>	Planned to spend towards the Visitor Brochure Creative & Misc. Remaining funds - we can roll over into 2023/2024		



# Tourism Development Authority Special Meeting Agenda Item Submittal

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Item To Be Considered: **Seaside Arts Council-Swan Project**

Board Meeting Date: **July 20, 2023**

Prepared By: **Debra Pylypiw**

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**Overview:** On April 27, 2023, the Board approved the purchase of one Swan to promote Swansboro. A couple of examples have been provided for discussion.

**Background Attachment(s):** Example Swan Designs

**Recommendation Action:** To select individual to approve design.

---

**Action:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



SURFER SWAN: Beach, SURFBOARDS, Flamingo  
COLOR, PEARL NECKLACE, Tropical shorts

Ullr





SEAFOOD SWAN: CRAB, SHRIMP, FISH, NET, SHELL



# Tourism Development Authority Meeting Agenda Item Submittal

---

Item To Be Considered: **Budget Ordinance Amendment #2024-1**

Board Meeting Date: **July 20, 2023**

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

---

**Overview:** The following funding requests have been received.

- Town of Swansboro-Visitor Center Improvements
- Town of Swansboro-Parks & Recreation-Festival & Events

**Background Attachment(s):** Budget Ordinance Amendment #2024-1

1. Town of Swansboro-Visitor Center-Application & supporting documents
2. Town of Swansboro-Festivals & Events-Application & supporting documents
3. Budget Ordinance Amendment #2024-1

**Recommended Action:**

1. Approve funding request for Town of Swansboro-Visitor Center improvements
2. Approve funding request for Town of Swansboro-Festival & Events
3. If needed, motion to approve Budget Ordinance Amendment #2024-1

---

**Action:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

#### Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization:

Town of Swansboro

Name of Event, Activity or Project to be Funded\*

Visitors Center Improvements - Interior

Is Applicant a 501c3? \*

Yes  
 No

Is Applicant Tax Exempt? \*

Yes  
 No

Application Contact Person\*

Paula Webb

Title\*

Town manager

601 W. Corbett Ave.

Mailing Address

City

Swansboro

State \*

NC

Zip Code

28584

Primary Phone

9103264428

Alternate Phone

Email Address

webb@ci.swansboro.nc.us

Date or Dates of Activity or Project \*

winter - 2024

Amount Requested \*

#### Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The attachment must reference the specific section being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

#### Section 2. Organization Information

What is the purpose of the Organization?

Interior improvements to provide amenities patrons/transient boaters have requested.

Please limit to 3 lines of text

Number of years organization has been in business

1783

Number of years organization has operated as IRS tax exempt

NA

Does the Organization have a Board of Directors?

Board of Commissioners

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.\*

Item III - b.

Local Government - provide services to its citizens, patrons who visit our downtown historic waterfront.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro \*

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority?

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity?

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

Paula Webb

Phone

910 326 4428

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone

910 326 4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Gerald Bates

Title

Public Works Director

Phone

910 326 4428

Email

gbates@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Paula Webb

Phone

910 326 4428

Alternate Phone

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Contact for matters related to this activity

Sonia Johnson

Item III - b.

Phone

910 326 4428

Email

sjohnson@clswausboro.nc.us

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

Interior improvements to visitors center

Is this a fundraiser for the organization?

Yes  
 No

Is admission or a fee charged?

Yes  
 No

This does not disqualify the activity for funding

What is the target audience for the event?

Transient boaters, visitors to downtown historic district

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

See attached writeup and preliminary plan layout. Publicworks department will do some work - framing, sheetrock, painting. Trade work will be done by contractors.

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

See attached

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

So not to disrupt summer tourist season, it seems appropriate we would complete work during the winter of 2024.

Section 10. Promotional & Marketing Activity

Item III - b.

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

See attached.

Section 11. Summary of sources and amounts of funding for the activity for the past five years  
 If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year?

July - June

State 5 years previous <input type="text"/> Actual	State 4 years previous <input type="text"/> Actual	State 3 years previous <input type="text"/> Actual	State 2 years previous <input type="text"/> Actual
----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------

State 1-year previous <input type="text"/> Estimated	State Current <input type="text"/> Budget
------------------------------------------------------------	-------------------------------------------------

County 5 years previous <input type="text"/> Actual	County 4 years previous <input type="text"/> Actual	County 3 years previous <input type="text"/> Actual	County 2 years previous <input type="text"/> Actual
-----------------------------------------------------------	-----------------------------------------------------------	-----------------------------------------------------------	-----------------------------------------------------------

County 1-year previous <input type="text" value="\$20,000 FY 21/22"/> Estimated	County Current <input type="text"/> Budget
---------------------------------------------------------------------------------------	--------------------------------------------------

Authority 5 years previous <input type="text"/> Actual	Authority 4 years previous <input type="text"/> Actual	Authority 3 years previous <input type="text"/> Actual	Authority 2 years previous <input type="text"/> Actual
--------------------------------------------------------------	--------------------------------------------------------------	--------------------------------------------------------------	--------------------------------------------------------------

Authority 1-year previous <input type="text"/> Estimated	Authority Current <input type="text"/> Budget
----------------------------------------------------------------	-----------------------------------------------------

Other 5 years previous <input type="text"/> Actual	Other 4 years previous <input type="text"/> Actual	Other 3 years previous <input type="text"/> Actual	Other 2 years previous <input type="text"/> Actual
----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------

Other 1 year previous <input type="text"/> Estimated	Other Current <input type="text"/> Budget
------------------------------------------------------------	-------------------------------------------------

Activity 5 years previous <input type="text"/> Actual	Activity 4 years previous <input type="text"/> Actual	Activity 3 years previous <input type="text"/> Actual	Activity 2 years previous <input type="text"/> Actual
-------------------------------------------------------------	-------------------------------------------------------------	-------------------------------------------------------------	-------------------------------------------------------------

Activity 1-year previous <input type="text"/> Estimated	Activity Current <input type="text"/> Budget
---------------------------------------------------------------	----------------------------------------------------

Total 5 years previous <input type="text"/> Actual	Total 4 years previous <input type="text"/> Actual	Total 3 years previous <input type="text"/> Actual	Total 2 years previous <input type="text"/> Actual
----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------	----------------------------------------------------------

Total 1-year previous  
Estimated

Total Current  
Budget

Item III - b.

Narrative

[Empty box for narrative text]

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

County did not recommend since they funded \$20K in FY 21/22.

Section 12. Summary of expenditures for the activity for the past five years.

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

[ ] - [ ]

5 years previous Salaries & Benefits

[ ]  
Actual

4 years previous Salaries & Benefits

[ ]  
Actual

3 years previous Salaries & Benefits

[ ]  
Actual

2 years previous Salaries & Benefits

[ ]  
Actual

1-year previous Salaries & Benefits

[ ]  
Estimated

Current Salaries & Benefits

[ ]  
Budget

5 years previous Promotion, Media, or Advertisements

[ ]  
Actual

4 years previous Promotion, Media, or Advertisements

[ ]  
Actual

3 years previous Promotion, Media, or Advertisements

[ ]  
Actual

2 years previous Promotion, Media, or Advertisements

[ ]  
Actual

1-year previous Promotion, Media or Advertisements

[ ]  
Estimated

Current Promotion, Media, or Advertisements

[ ]  
Budget

5 years previous Awards, Music, Performers, Art

[ ]  
Actual

4 years previous Awards, Music, Performers, Art

[ ]  
Actual

3 years previous Awards, Music, Performers, Art

[ ]  
Actual

2 years previous Awards, Music, Performers, Art

[ ]  
Actual

1-year previous Awards, Music, Performers, Art

[ ]  
Estimated

Current Awards, Music, Performers, Art

[ ]  
Budget

5 years previous Payments for lodging

[ ]  
Actual

4 years previous Payments for lodging

[ ]  
Actual

3 years previous Payments for lodging

[ ]  
Actual

2 years previous Payments for lodging

[ ]  
Actual

1 year previous Payments for lodging

[ ]  
Estimated

Current Payments for lodging

[ ]  
Budget

5 years previous Any Other Expenses

[ ]  
Actual

4 years previous Any Other Expenses

[ ]  
Actual

3 years previous Any Other Expenses

[ ]  
Actual

2 years previous Any Other Expenses

[ ]  
Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - b.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

Inland	Purchased Items	Plumbing \$21,550
Building \$3500	Washer/Dryer	Electrical \$16,450
Sheetrock \$4500	2 shower urinals	Mechanical \$9,870
Flooring \$3500	& toilets/sinks	Contingency \$8,130
Painting \$3800		41,870 = \$50,000

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

- Annual (it has occurred twice)
  - Hoped to be Annual
  - One Time Activity
- If checked, do you plan to become self-sustaining
- Yes
  - No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years\*. \*If funded by the TDA, this number should match your after-action report, or the report should be amended.

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated



2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual [ ]

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual [ ]

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated [ ]

2 years previous Estimated volunteersto be involved in this Activity

Actual [ ]

1-year previous Estimated volunteersto be involved in this Activity

Actual [ ]

Current Estimated volunteers to be involved in this Activity

Estimated [ ]

2 years previous Estimated Value of Overnight Stays from Previous Activity\*

[ ]

\*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

See attached - as boaters/tourist see what our downtown area and amenities offer, they will return to stay in other lodging facilities.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

[ ]

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

The Town has and is always willing to be a partner to bring tourist to our town.

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

[ ]

Section 16. Volunteers

Does this Activity intend to use volunteers?

Yes

No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

The Town has been / remains committed to make improvements to the Visitors Center and other areas of town that will draw tourism to our town and assure we remain a destination.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

Yes, it will support our entire downtown, but more importantly fulfill years of interest for these amenities, for our transient community.

Item III - b.

C. Is there professional management or a demonstration of competence among the operators?

The FY 23/24 Budget adopted on June 12, 2023 supports a FT Dockmaster/Downtown Manager, along w/ part time attendants, all of which will operate from the Visitors Center to better support our downtown historic waterfront.

D. How does the involvement of the Authority or staff benefit this Activity?

Tourism funding shows support for our Town/our destination.

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization \*

- Yes
 No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? \*

- Yes
 No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Gaila Webb

I accept the conditions \*

Yes

\* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to: Sonia Johnson, Finance Director, Town of Swansboro, 601 W. Corbett Ave., Swansboro, NC 28584
A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

## ONslow COUNTY NON-PROFIT AGENCY TOURISM ASSISTANCE GRANT

### Description and Justification for Swansboro Visitor Center Improvements

The Town of Swansboro currently has three separate locations at which an individual traveling the local waterways or even Atlantic Intercoastal Waterway can access the Downtown Swansboro waterfront and beyond.

The Town Dinghy Dock is in the heart of Swansboro's downtown at the end of the Main Street. The dock is intended for smaller vessels.

The Moore Street Dock is located at the foot of Moore Street and provides similar access as the Town's Dinghy dock.

The Church Street Dock is the Town's main facility for transient boaters. It is located at the intersection of Front and Church Street in the Town's Historic Downtown area. The facility has 10 slips available for day docking and overnight stays for vessels 26 feet or larger. The facility is also located 1 block from the Town's Visitor's Center.

For years, the Town has fielded questions from visitors on when more amenities may be available for transient boaters. The Town has looked at the potential for additional services and feels the best location will be its Visitor's Center due to its proximity to the Church Street Dock, also located in the heart of the downtown Historic District.

The decision of what amenities to provide was based off conversations with patrons using the facility through the years and review of the East Carolina University/Sea Grant presentation entitled "Transient boaters potential for economic development of communities that are proximate the Atlantic ICW" by Hans Vogelsong. The presentation documents that boaters are most interested in amenities such as restrooms, showers, and/or laundry facilities as they travel the waterways.

Background from 2021 - The Town petitioned and was awarded \$20,000 from Onslow County to assist with improvements in FY 21/22. The original award was given for interior improvements. Shortly after the award and in discussion with the State Historic Preservation Office (SHPO) it was discovered that before we could begin interior improvements, we needed to make exterior improvements to prevent the Town from being subject to FEMA Flood regulations regarding substantial improvements. SHPO recommended that we re-locate the entry stairs to their original orientation to return/preserve the historic contributing status of the structure. Omitting this step would limit the Town to only making improvements under 50% of the tax value of the structure per year.

With permission from the County, the awarded funds assisted in the relocation of the exterior stairs and the re-instatement of the contributing status. (before and after photos below)

The Town received a Variance from its Flood Ordinance definition on "substantial improvements" and a Certificate of Appropriateness through the Historic Preservation

Commission. All documentation was provided to SHPO Restoration Specialist John Wood for submittal back to the National Parks Service so the contributing status of the structure could be re-instated.

The Town is now ready to proceed with interior improvements. Updated cost estimates are contained herein. Currently, the Visitor's Center houses 1 unisex restroom with no showers and no after-hours access. The proposal is to upgrade the interior of the facility to include a second restroom, two showers, a coin operated washer/dryer, and the ability for after-hour access.

The interior project cost was estimated at roughly \$60,000 in 2022. The Town of Swansboro was able to purchase some of the interior equipment with funding provided by the Onslow County Tourism Grant in FY 21/22; washer/dryer, two shower inserts, two commercial toilets and sinks. In kind work by the Town of Swansboro Public Works Department is also shown at \$15,300. The remaining project cost estimate, including a contingency amount total \$50,000. The Town of Swansboro respectfully requests funding support from the Swansboro TDA.



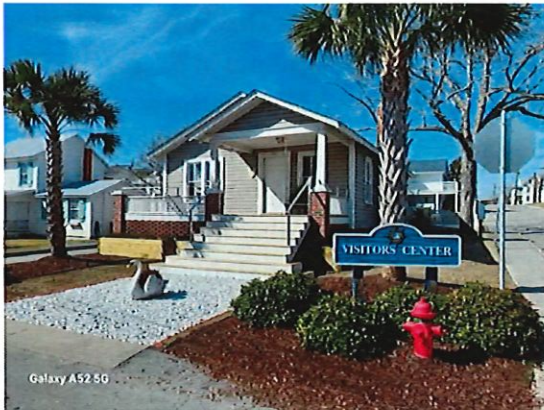
2014 image of the structure as it sat further down Water Street.

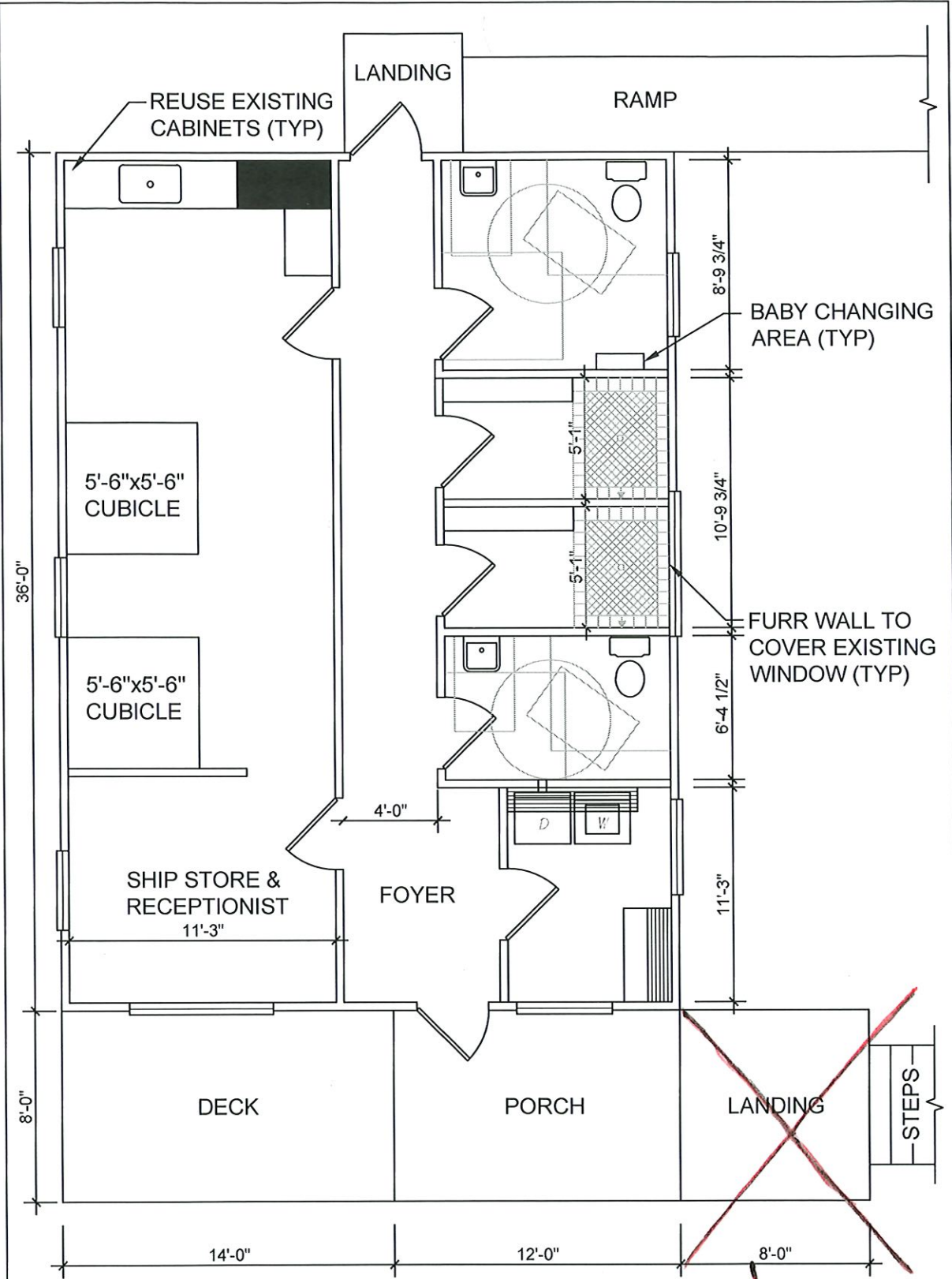


2022 image, several years after its re-location to 203 Church Street.



2023 images after re-orientation of front entry steps as recommended by the State Historic Preservation Office.






*Relocated to front*

Scale 1/4" = 1'

203 Church St Visitors Center  
 Proposed Floor Plan Schematic  
 (Dimensions Estimated / Approximate)  
 for the  
 Town of Swansboro  
 601 W Corbett Ave.  
 Swansboro, NC 28584

 **Crystal Coast Engineering, P.A.**  
 Civil and Environmental Consulting Engineers  
 David K. Newsom, PE  
 John R. Freshwater, PE  
 205-3 WARD ROAD, SWANSBORO, N.C. 28584  
 PHONE: (910) 325-0006 ~ FAX: (910) 325-0060  
 BUSINESS LICENSE #: C-2553

February 15, 2021  
 (Rev. 12/7/21)  
 Drawn by AW  
 Sheet 1 of 1

## Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

### Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: \*  
Town of Swansboro

Name of Event, Activity or Project to be Funded\*  
Swansboro Festivals: Arts by the Sea (2024), July 4, Mullet Festival, and Flotilla for 2023

Is Applicant a 501c3? \*  
 Yes  
 No

Is Applicant Tax Exempt? \*  
 Yes  
 No

Application Contact Person\*  
Anna Stanley

Title\*  
Parks and Recreation Director

601 West Corbett Ave  
Mailing Address

City: Swansboro State\*: NC Zip Code: 28584

Primary Phone: 910-326-2600 Alternate Phone: Email Address: astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project \*  
July 1, 2023 — June 30, 2024

Amount Requested \*  
\$6500

Notes  
**Organization** refers to the applicant or operating entity and the terms may be interchangeably used.  
**Activity** is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.  
**Dates:** Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.  
**An attachment may be provided** in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.  
**Only this application and approved attachments should be included in the submission.**

### Section 2. Organization Information

What is the purpose of the Organization?  
See attached sheets

Please limit to 3 lines of text

Number of years organization has been in business: 69  
Number of years organization has operated as IRS tax exempt:   
Does the Organization have a Board of Directors?

Town (BOC) Parks and Rec (Advisory Board)

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.\*

Item III - b.

The Parks and Recreation Dept oversees the festivals. Festival committees consist of Management (Parks & Rec, Administration, Fire, PD, Public Works), Vendor, and Entertainment). The festival relies heavily on volunteers to execute festival day activities.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro \*

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority?

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity?

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

Paula Webb, Town Manager

Phone

910-326-4428

Email

pwebb@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Town of Swansboro, Sonia Johnson

Phone

910-3226-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley, Parks and Recreation Director

Title

Festival Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

[Empty text box]

Item III - b.

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Any Other Administrator responsible for this activity

[Empty text box]

Title

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Section 6. Nature of the Activity

What is the purpose of the activity?

see attached sheets

Is this a fundraiser for the organization? \*

- Yes
- No

This does not disqualify the activity for funding

Is admission or a fee charged? \*

- Yes
- No

What is the target audience for the event?

All demographics, families, adults, seniors

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

See additional sheets

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

See additional sheets

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

See additional sheets



Section 10. Promotional & Marketing Activity

Item III - b.

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

See additional sheets

Section 11. Summary of sources and amounts of funding for the activity for the past five years

If your activity does not have a past history, then only include the budget numbers for current FY. **See additional sheets**

What constitutes your fiscal year?

–

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Section 12. Summary of expenditures for the activity for the past five years. [See additional sheets](#)

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

-

5 years previous Salaries & Benefits

Actual

4 years previous Salaries & Benefits

Actual

3 years previous Salaries & Benefits

Actual

2 years previous Salaries & Benefits

Actual

1-year previous Salaries & Benefits

Estimated

Current Salaries & Benefits

Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media or Advertisements

Estimated

Current Promotion, Media, or Advertisements

Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

Estimated

Current Awards, Music, Performers, Art

Budget

5 years previous Payments for lodging

Actual

4 years previous Payments for lodging

Actual

3 years previous Payments for lodging

Actual

2 years previous Payments for lodging

Actual

1 year previous Payments for lodging

Estimated

Current Payments for lodging

Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

Item III - b.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See additional sheets

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

- Annual (it has occurred twice)
  - Hoped to be Annual
  - One Time Activity
- If checked, do you plan to become self-sustaining
- Yes
  - No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years\*. \*If funded by the TDA, this number should match your after-action report, or the report should be amended. See additional sheets

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

2 years previous Estimated Value of Overnight Stays from Previous Activity\*

\*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

The Mullet Festival has taken place for the last 68 years. People travel to Swansboro just to attend this annual event. The Mullet Festival is a two day event encouraging people to stay overnight. The other three festivals have taken place for at least 30 years. Vendors are encouraged to stay overnight, many of them come from several hours away.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

The Mullet Festival is the longest running festival on the East Coast. Visitors travel from outside of Swansboro each year to attend the annual event. The department receives messages and calls from out of towners every year confirming the date for the festival so they can make arrangements to stay overnight. The other three festivals have a large economic impact for daily visitors.

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

In previous years the Town has partnered with the Hampton Inn to provide hotels for the entertainers for the July 4 celebration and the Mullet Festival. A large portion of the rooms were paid from the festival budget and a 3-5 rooms were provided by the Hampton Inn.  
Beginning in 2022, the department is working with the Hampton Inn to provide a specific link to provide to vendors, entertainers, and patrons. These links are sent to vendors several times before the festivals and links are also posted on the Swansboro Festivals website for both vendors and patrons.

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

Section 16. Volunteers

Does this Activity intend to use volunteers?

- Yes
- No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

[Empty text box for response to B]

Item III - b.

C. Is there professional management or a demonstration of competence among the operators?

The current Parks and Recreation Director has over 20 years' experience in festival administration and planning. Another staff member who assists the director in organizing the festival served on the Swansboro Festival Committee for 20 years. She has been an integral part of the transition and aiding the department.

D. How does the involvement of the Authority or staff benefit this Activity?

The TDA receives the occupancy tax and revenue is generated through daily visitors.

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization \*

- Yes
 No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? \*

- Yes
 No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Anna Stanley

I accept the conditions \*

- Yes

\* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to: Sonia Johnson, Finance Director, Town of Swansboro, 601 W. Corbett Ave., Swansboro, NC 28584
A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

## Section 2. Organization Information

### ***What is the purpose of the Organization***

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

In 2023, it is estimated that the festivals will cost \$124,653. The Town of Swansboro Parks and Recreation Department is asking for \$6,500 to assist with covering the increasing cost of fireworks, entertainment, a professional sound company, and new methods to advertise the festivals. The Town of Swansboro Parks and Recreation Department hopes that Swansboro Tourism Development Authority will provide additional funds to support the four community festivals.

***\*\*\*The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 or match the funds that Onslow County Tourism provides each year.***

## Section 6. Nature of the Activity

### ***What is the purpose of the activity?***

Provide recreational and shopping opportunities and entertainment, celebrate holidays, showcase Swansboro's history, and offer unique experiences for visitors and citizens of Swansboro. Not only do the festivals provide recreational opportunities, but they also showcase the town for first time visitors and our future viability, growth, and perception of Swansboro and Onslow County. The festivals are an integral part of Swansboro, have become a tradition for the local and surrounding communities, and provide a significant amount of economic impact. Festivals, such as the ones the Town hosts are local community traditions that many times are the "first date" to prospective new residents. Many times, it is the first time they visited, and the goal is for them to return throughout the year.

## Section 7. Organizational Capacity

***Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.***

The Parks and Recreation Department oversees the management of the festivals. The current Parks and Recreation Director has 23 years' experience in festival administration and planning and has overseen the Swansboro Festivals since 2019. Another staff member assists the director in organizing the festival and served on the Swansboro Festival Committee for 20 years. She continues to be an integral part organizing and aiding the department. The festival has been through three management changes since 2017. Challenges since the Town has taken over is consistent leadership, raising sponsorship funds, and the COVID pandemic. It is going to take time to rebuild relationships with sponsors and recover from the economic impacts of the pandemic.

The current Director has overseen the festivals since July 2019 and in that time as created a detailed and true cost of the festivals as well as the in-kind contributions, created a new sponsorship brochure, began to repair broken sponsor relationships, recruited new sponsors, and secured new media partners. In 2019, festival

sponsorships collected were \$8350. Since 2019, sponsorships have increased each year and in 2023 funds have more than doubled. In 2023, the Director has raised an additional \$16,500 over 2019 funds, which is an increase of 197%. The goal is to continue to increase sponsorships each year, as there is already new interest for 2024.

### **Section 8. Activity Information**

***Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.***

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. In 2022, all the festivals had a record attendance

**Arts by the Sea** is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this annual event. This is a juried art show where unique products are in abundance for visitors to view and purchase. The festival will showcase local performing artists including dancers, musicians, vocal artists, and more. Approximately 4-6,000 patrons visit Arts by the Sea every year. This past festival, June 10, 2023, sold 86 vendors spaces, which has been the highest since 2019. The festival also has presold over half of the spaces for 2024.

**July 4<sup>th</sup>** attracts over 3-5000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

**The Mullet Festival** will celebrate its 69<sup>th</sup> anniversary in 2023. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The weekend festivities kick off with The Blessing of the Fleet to honor boat owners that have passed. This is followed shortly with a parade leading downtown where festival goers can browse over 150 vendors and listen to live music. The kids' zone offers a variety of inflatables, slides and crafts allowing younger patrons to burn off some energy while parents relax under the tent. The Mullet Festival attracts over 30,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond. Just as with Arts by the Sea, the vendor spaces for Mullet Festival were the largest they have been since 2017 and is almost sold out for 2023.

**The Swansboro Christmas Flotilla** is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 4,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River. Boat captains vie for attention by transforming their boats with bright lights, music, and Christmas characters, all to please the crowds. Santa arrives, via boat, at the Church Street Dock to the delight of hundreds of children. He settles at the Pug Pavilion where he greets each child with a gift, listens to their Christmas wishes while allowing parents to take the Santa photo.

## Section 9. Activity Timeline Detail

***Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.***

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held for each festival several times prior to the even. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather a rain date is selected.

## Section 10. Promotional & Marketing Activity

***If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.***

Swansboro Parks and Recreation utilizes every media source as well as personal contacts to advertise the four festivals. Efforts include three Swansboro websites (Town of Swansboro, Parks and Recreation Department, and the festivals), banners, posters, tourism website, community event calendars, and social media outlets. The department is a member of NC Festival and Events Association which promotes the four festivals on their website. The site has an average of 480,000 visitors per month. This membership attracts vendors, performers, and entertainers from Georgia to Virginia. The Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past three years marketing all the festivals.

### Advertising Efforts

#### Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson
- \$6000 in radio ads

#### Newspaper Ads

- In-kind sponsorship with Tideland News

#### Marketing Firms

- In 2022 began working with Front Row Communications-Facebook ads directed to [www.visistwansboro.org](http://www.visistwansboro.org).
- In 2023 began working with DFS Agency- digital targeted marketing.

#### Festival Organizations

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Featured events, promote festival, call for vendors, entertainment



**Section 11.**

**Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.**

What constitutes your fiscal year? July 1- June 30

**Narrative:**

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023. Please note that the chart below does not reflect vendor revenue.

5. Summary of sources and amounts of funding of project/event for up to five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Federal					
Local-Swansbor TDA	0	6500	6500	6500	6500
County	6500	10000	15000	15000	15000
Sponsors	19750	22000	23000	24000	25000
<b>Total</b>	<b>26250</b>	<b>38500</b>	<b>44500</b>	<b>45500</b>	<b>46500</b>
In-kind	28820	33659	33000	33000	33000

**Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:**

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$15,000 from the Non-profit Tourism Assistance Grant for the 2023-24 fiscal year. In 2022-23 Onslow County awarded the Swansboro Festivals \$10,000 and the proposed budget for Onslow County awards the Town of Swansboro \$10,000 for the 2023-24 fiscal year.

**Section 12. Summary of expenditures for the activity for the past five years.**

**If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditure can be used for each of the categories.**

Fiscal Year: June 1-July 30

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance in March 2023. Since then, the expenditures have been adjusted to \$124,653.

6. Summary of expenses directly related to this project/event for up to five years

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries & Benefits	23645	26660	29843	30000	30000
Operating Expenses	94159	97662	112905	113000	115000
Fixed Assets					
Other					
<b>Total</b>	<b>117804</b>	<b>124322</b>	<b>142748</b>	<b>143000</b>	<b>145000</b>

## Budget

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## Income

## Expenses

Source

Amount

Salaries &amp; Benefits

Amount

Federal	\$				\$	28152
State						
County		10000		Operating Expenses:		
Sponsors		24000		Advertising		8250
Vendors		43000		Supplies		8225
Admission		0		Professional Services		34640
Swansboro Tourism Development Authority		6500		Entertainment		29850
Town of Swansboro		41153		Insurance		
				Rental Equipment		15536
				Fixed Assets/New Equipment		
Total Income		124653		Total Expense		116653

TOWN OF SWANSBORO  
EXPENDITURES FY 2023-2024

Item III - b.

FESTIVALS & EVENTS							
LINE ITEM	DESCRIPTION	FY 2020-21	FY 2021-22	FY 2022-23	FY 2022-23	FY 2023-24	FY 2023-24
		ACTUAL	ACTUAL	BUDGETED	PROJECTED APRIL 30, 2023	DEPT. REQUEST	MGR. RECOMMENDATION
11-455-1220	SALARIES-OVERTIME	2,019	-	18,500	17,500	17,380	17,380
11-455-1230	SALARIES-PARTIME	-	-	3,000	3,000	7,128	5,911
11-455-1810	FICA	733	-	1,645	1,568	1,875	1,712
11-455-1820	RETIREMENT-General -15.90%	-	-	1,574	1,574	689	826
11-455-1820	RETIREMENT-LEO-19.10%	-	-	2,116	2,116	2,490	2,324
11-455-2010	SUPPLIES-DEPARTMENT	-	460	1,490	1,600	1,050	1,600
11-455-2016	PARADE EXPENSES	-	-	1,500	1,608	1,500	1,700
11-455-2017	MULLET FESTIVAL EXPENSES	56,558	909	44,820	28,326	42,525	40,000
11-455-2018	JULY 4TH EXPENSES	9,149	500	25,595	16,206	30,500	30,000
11-455-2019	FLOTILLA EXPENSES	3,881	-	7,064	6,862	5,795	6,000
11-455-2022	ARTS BY THE SEA	-	-	7,080	7,080	7,750	6,500
11-455-2029	PUBLIC PERFORMANCE LICENSE	-	-	1,090	1,090	850	850
11-455-2500	SUPPLIES-GAS/OIL	-	-	800	800	600	200
11-455-3100	TRAVEL/CONFERENCE	-	-	1,040	-	1,960	-
11-455-3310	UTILITIES	1,083	834	1,000	415	1,000	850
11-455-3540	R/M-MAINTENANCE GROUNDS	-	-	200	53	200	100
11-455-3910	ADS & NOTICES	-	780	5,575	5,575	18,725	8,250
11-455-4910	DUES/SUBSCRIPTIONS	419	1,814	360	804	450	450
<b>DEPARTMENT TOTAL</b>		<b>\$ 73,841</b>	<b>\$ 5,297</b>	<b>\$ 124,449</b>	<b>\$ 96,177</b>	<b>\$ 142,466</b>	<b>\$ 124,653</b>

REVENUES							
LINE ITEM	DESCRIPTION	FY 2020-21	FY 2021-22	FY 2022-23	FY 2022-23	FY 2023-24	FY 2023-24
		ACTUAL	ACTUAL	BUDGETED	PROJECTED APRIL 30, 2023	DEPT. REQUEST	MGR. RECOMMENDATION
11-300-0100	TAXES-AD VALOREM - CURRENT F/Y	1,817,714	1,870,187	2,352,648	2,218,978	2,467,679	2,467,679
11-300-0110	TAXES-AD VALOREM - PRIOR YEARS	13,588	19,478	13,000	4,837	13,000	13,000
11-300-0120	TAXES-PENALTIES/INTEREST	6,754	5,688	5,000	3,172	5,000	5,000
11-310-0200	TAXES-SALES & USE TAX	1,147,380	1,298,345	1,214,213	1,350,000	1,350,000	1,350,000
11-310-0250	TAXES-OCCUPANCY	78,930	102,689	95,850	95,850	110,000	110,000
11-310-0260	TAXES-BEER & WINE	13,898	15,695	14,000	14,000	14,000	14,000
11-310-0270	TAXES-UTILITY FRANCHISE	230,090	235,150	230,000	234,520	230,000	230,000
11-310-0300	POLICE DONATIONS	1,505	1,000	1,500	4,180	1,500	1,500
11-320-0310	FIRE DONATIONS	225	50	300	100	300	300
11-320-0320	PARK DONATIONS	-	-	-	-	-	-
11-330-0400	SIDEWALK DEVELOPMENT FEE	2,270	12,550	-	-	-	-
11-330-0405	FEES/COURT FACILITIES	3,762	6,307	4,000	6,931	4,000	4,000
11-330-0410	TDA ADMINISTRATIVE FEE	6,470	9,185	9,410	9,410	9,410	9,410
11-330-0415	TOWN MARINA FEES	26,750	34,917	24,000	20,512	32,000	32,000
11-330-0430	FEES-BLDG PERMITS,INSPECTIONS, PLANNING & ZONING	293,725	160,646	175,000	95,937	175,000	75,000
11-330-0440	HOMEOWNER'S RECOVERY FEES	1,470	820	500	270	500	500
11-330-0460	LEASES (Spectrum;106 Church St; 502 Church St; Community Room)	45,379	66,853	73,510	73,510	73,510	73,510
11-340-0305	REC PROGRAM-INSTRUCTIONAL CONTRACTS	-	-	-	2,516	17,635	17,635
11-340-0306	CONCESSIONS	-	-	-	-	1,500	1,500
11-340-0500	RENTAL FEES-OTHER ROOMS	460	1,660	1,800	1,670	1,000	1,000
11-340-0501	RENTAL FEES - PARKS	2,130	6,180	3,300	3,821	5,500	5,500
11-340-0502	RENTAL FEES - RECREATION ROOMS	10,025	23,995	17,000	15,600	21,000	21,000
11-340-0503	REC PROGRAM/CONTRACT FEES	26,073	38,594	51,585	31,165	34,005	34,005
11-340-0504	RENTAL FEES-OLD TOWN HALL	-	150	500	-	500	-
11-340-0506	REC PROGRAM-DOG PARK AND GYM ANNUAL MEMBERSHIP	-	-	-	1,900	3,000	1,500
11-350-0525	SOLID WASTE DISPOSAL TAX	2,320	2,756	2,119	2,272	2,203	2,203
11-355-0530	REFUNDS-GAS TAX	10,216	10,426	12,100	12,100	14,600	14,600
11-360-0600	STATE RD - POWELL BILL	80,205	108,171	111,526	110,084	110,084	110,084
11-365-0700	COUNTY FUNDING/FIRE DEPT	170,995	174,087	177,037	177,037	183,133	183,133
	COUNTY FUNDING/3% FIRE TAX	-	-	-	-	105,002	105,002
11-365-0701	TAXES-ABC DISTRIBUTION	62,126	58,103	60,000	60,000	60,000	60,000
11-370-0800	INVESTMENT EARNINGS/GF	1,080	1,650	1,000	16,544	1,000	1,000
11-370-0801	EASEMENTS	-	-	-	10,000	-	-
11-370-0810	SALE OF FIXED ASSETS	1,306	14,277	-	-	-	-
11-370-0820	ONWASA-SATELLITE OFFICE PAYMENT	35,000	32,083	35,000	35,000	35,000	35,000
11-370-0830	MISCELLANEOUS INCOME	48,243	1,969	-	7,292	1,000	1,000
11-370-0843	PARADE	(25)	1,325	1,500	1,325	1,500	1,325
11-370-0845	FESTIVALS & EVENTS	7,355	75,520	46,600	51,444	45,000	45,000

11-370-0855	POLICE REIMBURSEMENT	2,467	2,350	-	304	-	-
11-370-0860	POLICE DRUG SUBSTANCE	-	-	-	190	-	-
11-370-0870	LOAN PROCEEDS/GENERAL FUND	110,701		123,000	96,000	132,104	125,938
11-370-0880	INSURANCE PROCEEDS	9,126		8,213	5,568	-	-
11-380-0900	POLICE GRANTS	-	3,169	-	2,500	-	-
11-380-0910	FIRE GRANTS	1,729		56,649	-	56,649	56,649
11-380-0920	GRANT - WELLNESS/WORKERS' COMP(NCLM)	-		5,000	-	5,000	5,000
11-380-0927	GRANT-SWANSBORO TDA-Festivals \$6500/VC 30000	-		6,500	6,500	6,500	36,500
11-380-0930	GRANTS-VARIOUS-Festivals 10500/VC 30000	329,368	171,375	13,000	318,656	13,000	40,500
11-390-0950	TRANSFER FROM OTHER FUNDS	-		-	-	-	-
11-390-0951	TRANSFER FROM CAPITAL RESERVE	123,634	60,000	36,000	36,000	-	6,166
11-390-0952	TRANSFER FROM PARK & REC RESERVE	-		-	-	-	-
11-399-0990	FUND BAL-POWELL BILL	-		24,304	-	-	-
11-399-0991	GF FUND BALANCE APPROPRIATED	-	-	115,505	-	-	385,883
	<b>TOTAL GENERAL FUND REVENUES</b>	<b>\$ 4,724,444</b>	<b>\$ 4,627,401</b>	<b>\$ 5,122,168</b>	<b>\$ 5,137,695</b>	<b>\$ 5,341,813</b>	<b>5,683,022</b>
	ENTERPRISE FUNDS						
	REVENUES						
	<b>SOLID WASTE</b>						
	USER FEES		\$ 455,102	\$ 446,121	\$ 430,154	\$ 483,907	\$ 463,922
	TRANSFER FROM GENERAL FUND		\$ 1,446	\$ -	\$ -	\$ -	\$ -
	APPROPRIATED FUND BALANCE			\$ -	\$ -	\$ -	\$ -
	TOTAL:SOLID WASTE		\$ 456,548	\$ 446,121	\$ 430,154	\$ 483,907	\$ 463,922
	<b>STORMWATER</b>						
	USER FEES		\$ 150,813	\$ 255,788	\$ 250,762	\$ 135,239	\$ 128,652
	NCDOT-MOWING CONTRACT/STREET MAINTENANCE		\$ 5,555	\$ 5,415	\$ 5,415	\$ 4,861	\$ 4,861
	GRANTS-VARIOUS		\$ 4,480				
	TRANSFER FROM GENERAL FUND		\$ 68,708			\$ -	\$ -
	APPROPRIATED FUND BALANCE		\$ -		\$ -	\$ -	\$ -
	TOTAL:STORMWATER		\$ 229,555	\$ 261,203	\$ 256,177	\$ 140,100	\$ 133,513
	TOTAL REVENUES FOR ENTERPRISE FUNDS		\$ 686,103	\$ 707,324	\$ 686,331	\$ 624,006	\$ 597,435
	<b>TOTAL REVENUES</b>		<b>\$ 5,313,504</b>	<b>\$ 5,829,492</b>	<b>\$ 5,824,026</b>	<b>\$ 5,965,820</b>	<b>\$ 6,280,457</b>

**Section 14. Tourism Related Impacts**

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023.

Economic Impact of Most Recent Event:

Overnight Stays Impact:

Actual Number of Rooms Used	County Impact Dollar	Overnight Impact:
$\boxed{396}$ X	193.00	= 76,428.00

Daytime Visitor Impact:

Number of Attendees	Average Family Size	Attendees Spending Outside of Event	County Impact Dollar	Daytime Impact:
$\boxed{44,000}$	/ 4	= 11,000 X 0.25 = \$ 2,750.00	X 93.00	= 255,750.00

Economic Impact:      Overnight Impact      Daytime Impact

	76,428.00	+	255,750.00	=	332,178.00
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**Section 7. Organizational Capacity**

***Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.***

The Parks and Recreation Department oversees the management of the festivals. The current Parks and Recreation Director has 23 years’ experience in festival administration and planning and has over seen the Swansboro Festivals since 2019. Another staff member assists the director in organizing the festival and served on the Swansboro Festival Committee for 20 years. She continues to be an integral part organizing and aiding the department. The festival has been through three management changes since 2017. Challenges since the Town has taken over is consistent leadership, raising sponsorship funds, and the COVID pandemic. It is going to take time to rebuild relationships with sponsors and recover from the economic impacts of the pandemic.

The current Director has overseen the festivals since July 2019 and in that time as created a detailed and true cost of the festivals as well as the in-kind contributions, created a new sponsorship brochure, began to repair broken sponsor relationships, recruited new sponsors, and secured new media partners. In 2019, festival

sponsorships collected were \$8350. Since 2019, sponsorships have increased each year and in 2023 funds have more than doubled. In 2023, the Director has raised an additional \$16,500 over 2019 funds, which is an increase of 197%. The goal is to continue to increase sponsorships each year, as there is already new interest for 2024.

### **Section 8. Activity Information**

***Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.***

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public that allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. In 2022, all the festivals had a record attendance

**Arts by the Sea** is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture, and metal work are just a few of the crafts represented at this annual event. This is a juried art show where unique products are in abundance for visitors to view and purchase. The festival will showcase local performing artists including dancers, musicians, vocal artists, and more. Approximately 4-6,000 patrons visit Arts by the Sea every year. This past festival, June 10, 2023, sold 86 vendors spaces, which has been the highest since 2019. The festival also has presold over half of the spaces for 2024.

**July 4<sup>th</sup>** attracts over 3-5000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

**The Mullet Festival** will celebrate its 69<sup>th</sup> anniversary in 2023. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The weekend festivities kick off with The Blessing of the Fleet to honor boat owners that have passed. This is followed shortly with a parade leading downtown where festival goers can browse over 150 vendors and listen to live music. The kids' zone offers a variety of inflatables, slides and crafts allowing younger patrons to burn off some energy while parents relax under the tent. The Mullet Festival attracts over 30,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond. Just as with Arts by the Sea, the vendor spaces for Mullet Festival were the largest they have been since 2017 and is almost sold out for 2023.

**The Swansboro Christmas Flotilla** is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 4,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River. Boat captains vie for attention by transforming their boats with bright lights, music, and Christmas characters, all to please the crowds. Santa arrives, via boat, at the Church Street Dock to the delight of hundreds of children. He settles at the Pug Pavilion where he greets each child with a gift, listens to their Christmas wishes while allowing parents to take the Santa photo.



## Section 9. Activity Timeline Detail

***Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.***

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held for each festival several times prior to the even. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather a rain date is selected.

## Section 10. Promotional & Marketing Activity

***If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.***

Swansboro Parks and Recreation utilizes every media source as well as personal contacts to advertise the four festivals. Efforts include three Swansboro websites (Town of Swansboro, Parks and Recreation Department, and the festivals), banners, posters, tourism website, community event calendars, and social media outlets. The department is a member of NC Festival and Events Association which promotes the four festivals on their website. The site has an average of 480,000 visitors per month. This membership attracts vendors, performers, and entertainers from Georgia to Virginia. The Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past three years marketing all the festivals.

### Advertising Efforts

#### Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson
- \$6000 in radio ads

#### Newspaper Ads

- In-kind sponsorship with Tideland News

#### Marketing Firms

- In 2022 began working with Front Row Communications-Facebook ads directed to [www.visistwansboro.org](http://www.visistwansboro.org).
- In 2023 began working with DFS Agency- digital targeted marketing.

#### Festival Organizations

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Featured events, promote festival, call for vendors, entertainment

**Section 11.**

**Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.**

What constitutes your fiscal year? July 1- June 30

**Narrative:**

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023. Please note that the chart below does not reflect vendor revenue.

5. Summary of sources and amounts of funding of project/event for up to five years.

	Year 1	Year 2	Year 3	Year 4	Year 5
Federal					
Local-Swansbor TDA	0	6500	6500	6500	6500
County	6500	10000	15000	15000	15000
Sponsors	19750	22000	23000	24000	25000
<b>Total</b>	<b>26250</b>	<b>38500</b>	<b>44500</b>	<b>45500</b>	<b>46500</b>
In-kind	28820	33659	33000	33000	33000

**Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:**

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$15,000 from the Non-profit Tourism Assistance Grant for the 2023-24 fiscal year. In 2022-23 Onslow County awarded the Swansboro Festivals \$10,000 and the proposed budget for Onslow County awards the Town of Swansboro \$10,000 for the 2023-24 fiscal year.

**Section 12. Summary of expenditures for the activity for the past five years.**

**If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditure can be used for each of the categories.**

Fiscal Year: June 1-July 30

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance in March 2023. Since then, the expenditures have been adjusted to \$124,653.

6. Summary of expenses directly related to this project/event for up to five years

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries & Benefits	23645	26660	29843	30000	30000
Operating Expenses	94159	97662	112905	113000	115000
Fixed Assets					
Other					
<b>Total</b>	<b>117804</b>	<b>124322</b>	<b>142748</b>	<b>143000</b>	<b>145000</b>

**Section 13. Activity Budget Detail**

2022-23 Town of Swansboro Budget

**Section 14. Tourism Related Impacts**

Below is information the county received for the 2023-24 Non-Profit Tourism Grant Assistance that was submitted in March 2023.

Economic Impact of Most Recent Event:

Overnight Stays Impact:

Actual Number of Rooms Used	County Impact Dollar	Overnight Impact:
$\boxed{396}$ X	193.00	= 76,428.00

Daytime Visitor Impact:

Number of Attendees	Average Family Size	Attendees Spending Outside of Event	County Impact Dollar	Daytime Impact:
$\boxed{44,000}$	/ 4 = 11,000	X 0.25 = \$ 2,750.00	X 93.00	= 255,750.00

Economic Impact:      Overnight Impact      Daytime Impact

	76,428.00	+ 255,750.00	=	332,178.00
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# Tourism Development Authority Special Meeting Agenda Item Submittal

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Item To Be Considered: **Audit Contract-Gregory T. Redman, CPA**

Board Meeting Date: **July 20, 2023**

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

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**Overview:**

The Town is required to have an annual audit performed. This is a proposed contract for services with Gregory T. Redman to prepare the Town's financial statements and perform the audit for FY 22/23. The proposed fee to audit this fiscal year ended June 30, 2023. is \$3,000.

**Background Attachment(s):**

1. Audit Contract with Gregory T. Redman, CPA for the period July 1, 2022 thru June 30, 2023

**Recommended Action:**

Motion to approve the following:

- Audit Contract with Gregory T. Redman, CPA for the period July 1, 2022 thru June 30, 2023

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**Action:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The	Governing Board Board of Commissioners
of	Primary Government Unit Swansboro Tourism Development Authority
and	Discretely Presented Component Unit (DPCU) (if applicable) N/A

*Primary Government Unit, together with DPCU (if applicable), hereinafter referred to as Governmental Unit(s)*

and	Auditor Name Gregory T. Redman, CPA
	Auditor Address 410 Dowd Street, Tarboro, NC 27886

*Hereinafter referred to as Auditor*

for	Fiscal Year Ending 06/30/23	Date Audit Will Be Submitted to LGC 10/31/23
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*Must be within four months of FYE*

hereby agree as follows:

1. The Auditor shall audit all statements and disclosures required by U.S. generally accepted auditing standards (GAAS) and additional required legal statements and disclosures of all funds and/or divisions of the Governmental Unit(s). The non-major combining, and individual fund statements and schedules shall be subjected to the auditing procedures applied in the audit of the basic financial statements and an opinion shall be rendered in relation to (as applicable) the governmental activities, the business- type activities, the aggregate DPCUs, each major governmental and enterprise fund, and the aggregate remaining fund information (non-major government and enterprise funds, the internal service fund type, and the fiduciary fund types). The basic financial statements shall include budgetary comparison information in a budgetary comparison statement, rather than as RSI, for the General Fund and any annually budgeted Special Revenue funds.
  
2. At a minimum, the Auditor shall conduct the audit and render the report in accordance with GAAS. The Auditor shall perform the audit in accordance with *Government Auditing Standards (GAGAS)* if the Governmental Unit expended \$100,000 or more in combined Federal and State financial assistance during the reporting period. The auditor shall perform a Single Audit if required by Title 2 US Code of Federal Regulations Part 200 *Uniform Administration Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart F* (Uniform Guidance) or the State Single Audit Implementation Act. This audit and all associated audit documentation may be subject to review by Federal and State agencies in accordance with Federal and State laws, including the staffs of the Office of State Auditor (OSA) and the Local Government Commission (LGC). If the audit requires a federal single audit in accordance with the Uniform Guidance (§200.501), it is recommended that the Auditor and Governmental Unit(s) jointly agree, in advance of the execution of this contract, which party is responsible for submission of the audit and the accompanying data collection form to the Federal Audit Clearinghouse as required under the Uniform Guidance (§200.512).

Effective for audits of fiscal years beginning after June 30, 2023, the LGC will allow auditors to consider whether a unit qualifies as a State low-risk auditee based upon federal criteria in the Uniform Guidance §200.520(a), and (b) through (e) as it applies to State awards. In addition to the federal criteria in the Uniform Guidance, audits must have been submitted timely to the LGC. If in the reporting year, or in either of the two previous years, the unit reported a Financial Performance Indicator of Concern that the audit was late, then

the report was not submitted timely for State low-risk auditee status. Please refer to "Discussion of Single Audits in North Carolina" on the LGC's website for more information.

If the audit and Auditor communication are found in this review to be substandard, the results of the review may be forwarded to the North Carolina State Board of CPA Examiners (NC State Board).

3. If an entity is determined to be a component of another government as defined by the group audit standards, the entity's auditor shall make a good faith effort to comply in a timely manner with the requests of the group auditor in accordance with AU-6 §600.41 - §600.42.

4. This contract contemplates an unmodified opinion being rendered. If during the process of conducting the audit, the Auditor determines that it will not be possible to render an unmodified opinion on the financial statements of the unit, the Auditor shall contact the LGC Staff to discuss the circumstances leading to that conclusion as soon as is practical and before the final report is issued. The audit shall include such tests of the accounting records and such other auditing procedures as are considered by the Auditor to be necessary in the circumstances. Any limitations or restrictions in scope which would lead to a qualification should be fully explained in an attachment to this contract.

5. If this audit engagement is subject to the standards for audit as defined in *Government Auditing Standards*, 2018 revision, issued by the Comptroller General of the United States, then by accepting this engagement, the Auditor warrants that he/she has met the requirements for a peer review and continuing education as specified in *Government Auditing Standards*. The Auditor agrees to provide a copy of the most recent peer review report to the Governmental Unit(s) and the Secretary of the LGC prior to the execution of an audit contract. Subsequent submissions of the report are required only upon report expiration or upon auditor's receipt of an updated peer review report. If the audit firm received a peer review rating other than pass, the Auditor shall not contract with the Governmental Unit(s) without first contacting the Secretary of the LGC for a peer review analysis that may result in additional contractual requirements.

If the audit engagement is not subject to *Government Auditing Standards* or if financial statements are not prepared in accordance with U.S. generally accepted accounting principles (GAAP) and fail to include all disclosures required by GAAP, the Auditor shall provide an explanation as to why in an attachment to this contract or in an amendment.

6. It is agreed that time is of the essence in this contract. All audits are to be performed and the report of audit submitted to LGC Staff within four months of fiscal year end. If it becomes necessary to amend the audit fee or the date that the audit report will be submitted to the LGC, an amended contract along with a written explanation of the change shall be submitted to the Secretary of the LGC for approval.

7. It is agreed that GAAS include a review of the Governmental Unit's (Units') systems of internal control and accounting as same relate to accountability of funds and adherence to budget and law requirements applicable thereto; that the Auditor shall make a written report, which may or may not be a part of the written report of audit, to the Governing Board setting forth his/her findings, together with his recommendations for improvement. That written report shall include all matters defined as "significant deficiencies and material weaknesses" in AU-C 265 of the *AICPA Professional Standards (Clarified)*. The Auditor shall file a copy of that report with the Secretary of the LGC.

For GAAS or *Government Auditing Standards* audits, if an auditor issues an AU-C §260 report, commonly referred to as "Governance Letter," LGC staff does not require the report to be submitted unless the auditor cites significant findings or issues from the audit, as defined in AU-C §260.12 - .14. This would include issues such as difficulties encountered during the audit, significant or unusual transactions, uncorrected misstatements, matters that are difficult or contentious reviewed with those charged with governance, and other significant matters.

8. All local government and public authority contracts for audit or audit-related work require the approval of the Secretary of the LGC. This includes annual or special audits, agreed upon procedures related to internal controls, bookkeeping or other assistance necessary to prepare the Governmental Unit's records for audit, financial statement preparation, any finance-related investigations, or any other audit-related work in the State of North Carolina. Approval is also required for the Alternative Compliance Examination Engagement for auditing the Coronavirus State and Local Fiscal Recovery Funds expenditures as allowed by US Treasury. Approval is not required on audit contracts and invoices for system improvements and similar services of a non-auditing nature.
9. Invoices for services rendered under these contracts shall not be paid by the Governmental Unit(s) until the invoice has been approved by the Secretary of the LGC. This also includes any progress billings [G.S. 159-34 and 115C-447]. All invoices for audit work shall be submitted in PDF format to the Secretary of the LGC for approval. The invoice marked 'approved' with approval date shall be returned to the Auditor to present to the Governmental Unit(s) for payment. This paragraph is not applicable to contracts for audits of hospitals.
10. In consideration of the satisfactory performance of the provisions of this contract, the Governmental Unit(s) shall pay to the Auditor, upon approval by the Secretary of the LGC if required, the fee, which includes any costs the Auditor may incur from work paper or peer reviews or any other quality assurance program required by third parties (federal and state grantor and oversight agencies or other organizations) as required under the Federal and State Single Audit Acts. This does not include fees for any pre-issuance reviews that may be required by the NC Association of CPAs (NCACPA) Peer Review Committee or NC State Board of CPA Examiners (see Item 13).
11. If the Governmental Unit(s) has/have outstanding revenue bonds, the Auditor shall submit to LGC Staff, either in the notes to the audited financial statements or as a separate report, a calculation demonstrating compliance with the revenue bond rate covenant. Additionally, the Auditor shall submit to LGC Staff simultaneously with the Governmental Unit's (Units') audited financial statements any other bond compliance statements or additional reports required by the authorizing bond documents, unless otherwise specified in the bond documents.
12. After completing the audit, the Auditor shall submit to the Governing Board a written report of audit. This report shall include, but not be limited to, the following information: (a) Management's Discussion and Analysis, (b) the financial statements and notes of the Governmental Unit(s) and all of its component units prepared in accordance with GAAP, (c) supplementary information requested by the Governmental Unit(s) or required for full disclosure under the law, and (d) the Auditor's opinion on the material presented. The Auditor shall furnish the required number of copies of the report of audit to the Governing Board upon completion.
13. If the audit firm is required by the NC State Board, the NCACPA Peer Review Committee, or the Secretary of the LGC to have a pre-issuance review of its audit work, there shall be a statement in the engagement letter indicating the pre-issuance review requirement. There also shall be a statement that the Governmental Unit(s) shall not be billed for the pre-issuance review. The pre-issuance review shall be performed prior to the completed audit being submitted to LGC Staff. The pre-issuance review report shall accompany the audit report upon submission to LGC Staff.



14. The Auditor shall submit the report of audit in PDF format to LGC Staff. For audits of units other than hospitals, the audit report should be submitted when (or prior to) submitting the final invoice for services rendered. The report of audit, as filed with the Secretary of the LGC, becomes a matter of public record for inspection, review and copy in the offices of the LGC by any interested parties. Any subsequent revisions to these reports shall be sent to the Secretary of the LGC. These audited financial statements, excluding the Auditors' opinion, may be used in the preparation of official statements for debt offerings by municipal bond rating services to fulfill secondary market disclosure requirements of the Securities and Exchange Commission and for other lawful purposes of the Governmental Unit(s) without requiring consent of the Auditor. If the LGC Staff determines that corrections need to be made to the Governmental Unit's (Units') financial statements and/or the compliance section, those corrections shall be provided within three business days of notification unless another deadline is agreed to by LGC Staff.

15. Should circumstances disclosed by the audit call for a more detailed investigation by the Auditor than necessary under ordinary circumstances, the Auditor shall inform the Governing Board in writing of the need for such additional investigation and the additional compensation required therefore. Upon approval by the Secretary of the LGC, this contract may be modified or amended to include the increased time, compensation, or both as may be agreed upon by the Governing Board and the Auditor.

16. If an approved contract needs to be modified or amended for any reason, the change shall be made in writing and pre-audited if the change includes a change in audit fee (pre-audit requirement does not apply to hospitals). This amended contract shall be completed in full, including a written explanation of the change, signed and dated by all original parties to the contract. It shall then be submitted to the Secretary of the LGC for approval. No change to the audit contract shall be effective unless approved by the Secretary of the LGC, the Governing Board, and the Auditor.

17. A copy of the engagement letter, issued by the Auditor and signed by both the Auditor and the Governmental Unit(s), shall be attached to this contract, and except for fees, work, and terms not related to audit services, shall be incorporated by reference as if fully set forth herein as part of this contract. In case of conflict between the terms of the engagement letter and the terms of this contract, the terms of this contract shall take precedence. Engagement letter terms that conflict with the contract are deemed to be void unless the conflicting terms of this contract are specifically deleted in Item 30 of this contract. Engagement letters containing indemnification clauses shall not be accepted by LGC Staff.

18. Special provisions should be limited. Please list any special provisions in an attachment.

19. A separate contract should not be made for each division to be audited or report to be submitted. If a DPCU is subject to the audit requirements detailed in the Local Government Budget and Fiscal Control Act and a separate audit report is issued, a separate audit contract is required. If a separate report is not to be issued and the DPCU is included in the primary government audit, the DPCU shall be named along with the primary government on this audit contract. DPCU Board approval date, signatures from the DPCU Board chairman and finance officer also shall be included on this contract.

20. The contract shall be executed, pre-audited (pre-audit requirement does not apply to hospitals), and physically signed by all parties including Governmental Unit(s) and the Auditor, then submitted in PDF format to the Secretary of the LGC.

21. The contract is not valid until it is approved by the Secretary of the LGC. The staff of the LGC shall notify the Governmental Unit and Auditor of contract approval by email. The audit should not be started before the contract is approved.

22. Retention of Client Records: Auditors are subject to the NC State Board of CPA Examiners' Retention of Client Records Rule 21 NCAC 08N .0305 as it relates to the provision of audit and other attest services, as well as non-attest services. Clients and former clients should be familiar with the requirements of this rule prior to requesting the return of records.

23. This contract may be terminated at any time by mutual consent and agreement of the Governmental Unit(s) and the Auditor, provided that (a) the consent to terminate is in writing and signed by both parties, (b) the parties have agreed on the fee amount which shall be paid to the Auditor (if applicable), and (c) no termination shall be effective until approved in writing by the Secretary of the LGC.
24. The Governmental Unit's (Units') failure or forbearance to enforce, or waiver of, any right or an event of breach or default on one occasion or instance shall not constitute the waiver of such right, breach or default on any subsequent occasion or instance.
25. There are no other agreements between the parties hereto and no other agreements relative hereto that shall be enforceable unless entered into in accordance with the procedure set out herein and approved by the Secretary of the LGC.
26. E-Verify. Auditor shall comply with the requirements of NCGS Chapter 64 Article 2. Further, if Auditor utilizes any subcontractor(s), Auditor shall require such subcontractor(s) to comply with the requirements of NCGS Chapter 64, Article 2.
27. **Applicable to audits with fiscal year ends of June 30, 2020 and later.** For all non-attest services, the Auditor shall adhere to the independence rules of the AICPA Professional Code of Conduct and *Government Auditing Standards, 2018 Revision* (as applicable). Financial statement preparation assistance shall be deemed a "significant threat" requiring the Auditor to apply safeguards sufficient to reduce the threat to an acceptable level. If the Auditor cannot reduce the threats to an acceptable level, the Auditor cannot complete the audit. If the Auditor is able to reduce the threats to an acceptable level, the documentation of this determination, including the safeguards applied, must be included in the audit workpapers.
- All non-attest service(s) being performed by the Auditor that are necessary to perform the audit must be identified and included in this contract. The Governmental Unit shall designate an individual with the suitable skills, knowledge, and/or experience (SKE) necessary to oversee the services and accept responsibility for the results of the services performed. If the Auditor is able to identify an individual with the appropriate SKE, s/he must document and include in the audit workpapers how he/she reached that conclusion. If the Auditor determines that an individual with the appropriate SKE cannot be identified, the Auditor cannot perform both the non-attest service(s) and the audit. See "Fees for Audit Services" page of this contract to disclose the person identified as having the appropriate SKE for the Governmental Unit.
28. **Applicable to audits with fiscal year ends of June 30, 2021 and later.** The auditor shall present the audited financial statements including any compliance reports to the government unit's governing body or audit committee in an official meeting in open session as soon as the audited financial statements are available but not later than 45 days after the submission of the audit report to the Secretary. The auditor's presentation to the government unit's governing body or audit committee shall include:
- a) the description of each finding, including all material weaknesses and significant deficiencies, as found by the auditor, and any other issues related to the internal controls or fiscal health of the government unit as disclosed in the management letter, the Single Audit or Yellow Book reports, or any other communications from the auditor regarding internal controls as required by current auditing standards set by the Accounting Standards Board or its successor;
  - b) the status of the prior year audit findings;
  - c) the values of Financial Performance Indicators based on information presented in the audited financial statements; and
  - d) notification to the governing body that the governing body shall develop a "Response to the Auditor's Findings, Recommendations, and Fiscal Matters," if required under 20 NCAC 03 .0508.
29. Information based on the audited financial statements shall be submitted to the Secretary for the purpose of identifying Financial Performance Indicators and Financial Performance Indicators of Concern. See 20 NCAC 03 .0502(c)(6).

30. All of the above paragraphs are understood and shall apply to this contract, except the following numbered paragraphs shall be deleted (See Item 17 for clarification).

31. The process for submitting contracts, audit reports and invoices is subject to change. Auditors and units should use the submission process and instructions in effect at the time of submission. Refer to the N.C. Department of State Treasurer website at <https://www.nctreasurer.com/state-and-local-government-finance-division/local-government-commission/submitted-your-audit>

32. All communications regarding audit contract requests for modification or official approvals will be sent to the email addresses provided on the signature pages that follow.

33. Modifications to the language and terms contained in this contract form (LGC-205) are not allowed.

**FEEES FOR AUDIT SERVICES**

1. For all non-attest services, the Auditor shall adhere to the independence rules of the AICPA Professional Code of Conduct (as applicable) and *Government Auditing Standards, 2018 Revision*. Refer to Item 27 of this contract for specific requirements. The following information must be provided by the Auditor; contracts presented to the LGC without this information will be not be approved.

Financial statements were prepared by:  Auditor  Governmental Unit  Third Party

If applicable: Individual at Governmental Unit designated to have the suitable skills, knowledge, and/or experience (SKE) necessary to oversee the non-attest services and accept responsibility for the results of these services:

<b>Name:</b>	<b>Title and Unit / Company:</b>	<b>Email Address:</b>

**OR Not Applicable**  (Identification of SKE Individual on the LGC-205 Contract is not applicable for GAAS-only audits or audits with FYEs prior to June 30, 2020.)

2. Fees may not be included in this contract for work performed on Annual Financial Information Reports (AFIRs), Form 990s, or other services not associated with audit fees and costs. Such fees may be included in the engagement letter but may not be included in this contract or in any invoices requiring approval of the LGC. See Items 8 and 13 for details on other allowable and excluded fees.

3. The audit fee information included in the table below for both the Primary Government Fees and the DPCU Fees (if applicable) should be reported as a specific dollar amount of audit fees for the year under this contract. If any language other than an amount is included here, the contract will be returned to the audit form for correction.

4. Prior to the submission of the completed audited financial report and applicable compliance reports subject to this contract, or to an amendment to this contract (if required) the Auditor may submit interim invoices for approval for services rendered under this contract to the Secretary of the LGC, not to exceed 75% of the billings for the unit's last annual audit that was submitted to the Secretary of the LGC. All invoices for services rendered in an audit engagement as defined in 20 NCAC .0503 shall be submitted to the Commission for approval before any payment is made. Payment before approval is a violation of law. (This paragraph not applicable to contracts and invoices associated with audits of hospitals).

**PRIMARY GOVERNMENT FEES**

Primary Government Unit	Swansboro Tourism Development Authority
Audit Fee	\$ 3,000.00
<b>Additional Fees Not Included in Audit Fee:</b>	
Fee per Major Program	\$
Writing Financial Statements	\$
All Other Non-Attest Services	\$

**DPCU FEES (if applicable)**

Discretely Presented Component Unit	N/A
Audit Fee	\$
<b>Additional Fees Not Included in Audit Fee:</b>	
Fee per Major Program	\$
Writing Financial Statements	\$
All Other Non-Attest Services	\$

**SIGNATURE PAGE**

**AUDIT FIRM**

Audit Firm* Gregory T. Redman, CPA	
Authorized Firm Representative (typed or printed)* Gregory T. Redman	Signature*
Date* 05/09/23	Email Address* greg@redman-cpa.com

**GOVERNMENTAL UNIT**

Governmental Unit* Swansboro Tourism Development Authority	
Date Primary Government Unit Governing Board Approved Audit Contract* (G.S.159-34(a) or G.S.115C-447(a))	
Mayor/Chairperson (typed or printed)*	Signature*
Date	Email Address

Chair of Audit Committee (typed or printed, or "NA")	Signature
Date	Email Address

**GOVERNMENTAL UNIT – PRE-AUDIT CERTIFICATE**

Required by G.S. 159-28(a1) or G.S. 115C-441(a1).  
Not applicable to hospital contracts.

*This instrument has been pre-audited in the manner required by The Local Government Budget and Fiscal Control Act or by the School Budget and Fiscal Control Act.*

Primary Governmental Unit Finance Officer* (typed or printed)	Signature*
Date of Pre-Audit Certificate*	Email Address*

**SIGNATURE PAGE – DPCU  
(complete only if applicable)**

**DISCRETELY PRESENTED COMPONENT UNIT**

DPCU*	
N/A	
Date DPCU Governing Board Approved Audit Contract* (Ref: G.S. 159-34(a) or G.S. 115C-447(a))	
DPCU Chairperson (typed or printed)*	Signature*
Date*	Email Address*

Chair of Audit Committee (typed or printed, or "NA")	Signature
Date	Email Address

**DPCU – PRE-AUDIT CERTIFICATE**

Required by G.S. 159-28(a1) or G.S. 115C-441(a1).  
Not applicable to hospital contracts.

*This instrument has been pre-audited in the manner required by The Local Government Budget and Fiscal Control Act or by the School Budget and Fiscal Control Act.*

DPCU Finance Officer (typed or printed)*	Signature*
Date of Pre-Audit Certificate*	Email Address*

Remember to print this form, and obtain all required signatures prior to submission.

PRINT