



Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, May 08, 2025

I. Call to Order

II. Approval of Minutes

- [a.](#) February 6, 2025, Special Meeting
- [b.](#) April 10, 2025, Regular Meeting

III. Business

[a.](#) **FY 2024-2025 Year End Projections/Potential Budget Amendment**

Presenter: Sonia Johnson – Finance Director

A review of year-end projections will be provided. If any additional funding is identified or designated, a budget amendment will be required to properly account for and authorize the use of those funds.

Recommended Action: Approve budget amendments, if necessary, to account for any additional funding identified or designated.

[b.](#) **Marketing/Advertising Service Contract Consideration with Front Row Communications**

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

Review of the Marketing/Advertising Services with Front Row Communications.

Recommended Action: Motion to approve the Letter of Agreement-July 1, 2025, through June 30, 2027.

[c.](#) **Board Projects/Discussion Items**

Presenter: Randy Swanson – Chair

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

Recommended Action: Discuss and provide any guidance.

[d.](#) **FY 2025/2026 Annual Budget**

Presenter: Sonia Johnson – Finance Director

The FY 2024/2025 budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget and Fiscal Control Act and provided to the Swansboro Tourism Development Authority Board on April 10, 2025. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2025/2026.

Recommended Action:

1. Hold the Public Hearing
2. Motion to adopt FY 2025/2026 Budget Ordinance

IV. Board Comments

V. Adjournment

Town of Swansboro
Swansboro Tourism Development Authority
February 6, 2025, Special Meeting Minutes

Item II - a.

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

Call to Order

Chair Randy Swanson called the meeting to order at 2:34 pm.

Approval of Minutes

On a motion by Ms. Thornley, seconded by Mr. Harnatkiewicz, the minutes for April 11, 2024, Regular Meeting, May 9, 2024, Special Meeting, October 1, 2024, Special Meeting, and October 10, 2024, Regular Meeting, were unanimously approved.

Business

Financial Report-(2nd Qtr. FY 24-25)

Sonia Johnson, Finance Director, presented the financial report for the second quarter of the fiscal year 2024-2025. She reported that the beginning fund balance as of December 31, 2024, was \$215,760.91. Revenues were \$74,001.26, and expenditures were \$42,176.37, resulting in a cash balance of \$247,711.45. Mrs. Johnson noted that there was still \$30,000 verbally committed for the town's Visitor's Center that remained in the fund, pending direction from the Board of Commissioners.

Marketing & Advertising Status Update/Discussion

In response to inquiries from the board about the Marketing & Advertising details from the packet, Mrs. Johnson shared that those inquiries could be directed to Mr. Anne Marie Bass with Front Row Communications who would be present at the next meeting. Until then, members could send their inquiries directly to Mrs. Johnson and she would have them addressed.

Funding Request/Budget Amendment #2025-2

- Town of Swansboro-Parks & Recreation-Festival & Events/Piratefest

Anna Stanley, Parks & Recreation Director, presented two funding requests to the Tourism Development Authority to support the Town's events. First, she requested \$6,500 annually to assist with marketing and promotion for the Town's four signature festivals: Arts by the Sea, the Independence Day Celebration, the Mullet Festival (which was set to celebrate its 71st year in 2025), and the Swansboro Christmas Flotilla. Mrs. Stanley highlighted the growth in sponsorships—up 218% since 2019 with five new sponsors added in 2024—and noted the continued value of in-kind sponsorships, which totaled \$36,350 in the previous year. She also emphasized the strong partnerships that

were in place with media outlets, including Curtis Media, which contributed over \$50,000 in advertising value, and Front Work Communication, which supported digital outreach beyond Coastal North Carolina. In 2024, the Town began a new partnership with WITN for digital and video ads and planned to expand into TV commercials for Arts by the Sea and the Mullet Festival in 2025. Additional support included a \$10,000 contribution from Onslow County and collaboration with the local Hampton Inn to provide accommodation booking links for festival vendors and attendees. A new title sponsorship level had been created and was already sold.

In addition to this request, Mrs. Stanley sought \$2,000 specifically for PirateFest, a growing event that was in its 14th year and included historical reenactments, educational activities, and live entertainment, drawing 6,000–7,000 attendees in a six-hour span and generating overnight stays for performers. With a total projected cost of approximately \$13,600, PirateFest had traditionally been more than 50% funded by Onslow County.

On a motion by Mr. Swanson, seconded by Ms. Thornley, the funding request for \$6,500 for Town of Swansboro Festivals was approved unanimously.

On a motion by Ms. Thornley, seconded by Mr. Patterson, the funding request of \$2,000 for PirateFest was approved unanimously.

- Swansboro Military Affairs Committee

Catherine Madison with the Swansboro Military Affairs Committee reviewed the funding request of \$2,000 for the 2025 Military Appreciation Day event. The previous year's event attracted around 5,000 attendees, including 225 out-of-town visitors and hotel bookings. The event was viewed as beneficial for tourism and community engagement. Organizers highlighted expanded plans for 2025, which included a Veterans Day sock hop and a rock-paper-scissors competition.

On a motion by Mr. Harnatkiewicz, seconded by Mr. Patterson, the funding request of \$2,000 for Military Appreciation Day was unanimously approved.

On a motion by Mr. Swanson, seconded by Ms. Thornley, a Budget Ordinance Amendment \$2025-2 to fulfill the approved funding requests was approved unanimously. Ms. Thornley recused herself from voting due to her involvement with the Military Affairs Committee as the committee's president.

Grant Application Review

Linda Thornley reviewed a new, simplified, and more user-friendly grant application. It consolidated redundant information, clarified funding sources, and included yes/no questions and disclosure items for transparency.

On a motion by Mr. Harnatkiewicz, seconded by Mr. Swanson, the revised grant application was approved unanimously.

Future Agenda Items Discussion

The board discussed a new process for collecting agenda items to guide future planning and emphasized using funds more strategically for community benefit. Financial trends and economic uncertainties were reviewed, and members agreed on the need for clearer communication with town commissioners regarding board activities.

Review & discuss outcome of December 9, 2024, Joint Meeting held with Board of Commissioners

The board members reflected on the recent joint meeting with the Board of Commissioners and the Tourism Development Authority. During this meeting, an agent from Onslow County presented an overview of how the TDA functions, including its statutory responsibilities, funding structure, and the importance of aligning projects with tourism goals. The presentation helped clarify the TDA's purpose and fostered a shared understanding between the board and commissioners regarding expectations and collaborative opportunities moving forward.

Adjournment

On a motion by Mr. Harnatkiewicz, seconded by Mr. Overby, the meeting adjourned at 3:55 pm.

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

Item II - b.

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

Call to Order

Chair Randy Swanson called the meeting to order at 2:34 pm.

Business

Financial Report

Sonia Johnson, Finance Director, presented the third quarter financial report for FY 24–25, noting expenditures through March 30 totaled \$68,253.73, with a cash balance of \$239,562.70 and an available fund balance of \$239,560.70. The only outstanding item was \$15,950 approved for the dock walk, which had been completed and would be dispersed soon. Johnson highlighted the importance of conservative revenue projections in light of potential future renovations at the Hampton, aiming to maintain flexibility and avoid additional funding requests. She also indicated that marketing and advertising would be discussed in the upcoming budget presentation.

In response to inquiries from the board, Mrs. Johnson clarified the following details:

- The \$30,000 for the visitor center was still part of the budget
- No other commitments exist aside from the dock walk payouts
- Marketing and advertising inquiries could be sent via email to be forwarded to Anne Marie for follow-up

Marketing & Advertising Status Update Discussion

Mrs. Johnson provided the board with an opportunity to ask questions regarding the marketing and advertising update included in the agenda packet. She shared that a more detailed discussion would take place during her upcoming proposed budget presentation and noted that Anne Marie would attend the next budget meeting to provide further details on her activities.

In response to inquiries from the board, Mrs. Johnson clarified the following details:

- Board members with specific marketing-related questions can email Johnson, who will ensure they are forwarded appropriately
- A proposal was introduced to develop marketing benefits for Airbnb participants, such as listings on websites or social media
- Any additional costs associated with expanded marketing efforts should be reviewed and approved by the board.

Proposed FY 2025-2026 Budget

Mrs. Johnson presented the proposed FY 2025–2026 budget, explaining that it was based on March 2025 figures and accounted for planned renovations at the Hampton during October through December. She recommended maintaining conservative revenue projections—keeping occupancy tax revenue at \$110,000—to avoid overbudgeting. Mrs. Johnson emphasized the importance of fiscal responsibility and flexibility, suggesting the board revisit and adjust the budget after renovations are complete to prevent premature funding requests. She also noted that Anne Marie would attend the next budget meeting to provide additional details on her work and proposals for marketing and advertising.

In response to inquiries from the board, Mrs. Johnson clarified the following details:

- Budget conservatism is key to managing risk during the renovation period and ensuring flexibility for future adjustments
- Anne Marie will be present at the next budget meeting to elaborate on her activities and any new marketing proposals
- Any new marketing initiative, such as those targeting Airbnb owners, would require board review and approval before incurring expenses
- Chair Randy Swanson plans to connect with Anne Marie ahead of the next meeting to explore a potential marketing package for Airbnbs, which could include incentives like listings on websites or social media

Set date to hold a public hearing/adoption

Pursuant to G.S. 159-12(b), which mandates a public hearing before budget adoption, the board selected May 8, 2025, as the date for the public hearing and adoption of the budget.

National Travel & Tourism Week

Kelly Brown from the Hampton Inn provided details about the upcoming National Travel & Tourism Week, scheduled for the first full week in May. She outlined her plans to visit I-95 visitor centers at the Virginia and South Carolina borders to engage with travelers and distribute promotional materials showcasing Swansboro and its local attractions. The estimated cost for this activity was limited to her mileage of approximately \$345, as she would cover her own hotel accommodation.

On a motion by Mr. Diehl, seconded by Mr. Harnatkiewicz, the funding request for the National Travel & Tourism Week Event was unanimously approved.

Board Projects/Discussion Items

The board discussed potential projects and strategic use of TDA funds, emphasizing the importance of proactive planning to support tourism and prevent unplanned or non-tourism-related requests. Topics included readiness for possible repair needs like the

Moore Street dock, maintaining a reserve for emergencies such as storms or shortfalls at events like the Mullet Festival, and developing targeted initiatives to increase tourism revenue, including marketing efforts focused on Airbnb participation.

In response to inquiries from the board the following details were clarified by Mrs. Johnson.

- The TDA was required to maintain at least 34% of the fund balance per state guidelines
- Anne Marie's main proposal was included in the draft budget, with two additional options available for board review
- A \$6,000–\$7,000 contingency was requested, but only \$3,500 was budgeted based on past spending, with \$3,500 still unused from the current year
- Any additional marketing services outside Anne Marie's scope must be evaluated and approved by the board
- A special meeting may be required if urgent opportunities arise between the TDA's regular meeting schedule.
- The board agreed to consider inviting Representative Gable to the July meeting, with intent to be clarified at the budget session.

Adjournment

On a motion by Mr. Diehl, seconded by Mr. Harnatkiewicz, the meeting adjourned at 3:01 pm.



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **FY 2024-2025 Year End Projections/Potential Budget Amendment**

Board Meeting Date: **May 8, 2025**

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

Overview: A review of year-end projections will be provided. If any additional funding is identified or designated, a budget amendment will be required to properly account for and authorize the use of those funds.

Recommended Action: Approve budget amendments, if necessary, to account for any additional funding identified or designated.

Action: _____



Tourism Development Authority Special Meeting Agenda Item Submittal

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

Board Meeting Date: **May 8, 2025**

Prepared By: **Anne Marie Bass - Owner & Principal of Front Row Communications**

Overview: Review of the Marketing/Advertising Services with Front Row Communications.

Background Attachment(s): Letter of Agreement-July 1, 2025, through June 30, 2027

Recommended Action: Motion to approve the Letter of Agreement-July 1, 2025, through June 30, 2027

Action: _____

This LETTER OF AGREEMENT is entered into by and between Front Row Communications, a North Carolina Limited Liability Corporation ("Firm") and the Swansboro Tourism Development Authority, ("Client"), effective July 1, 2025 through June 30, 2027 ("Term" of "Engagement.")

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

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

1.0 DESIGN/CREATIVE/PRODUCTION/MARKETING/ADVERTISING SERVICES. Firm will develop and implement Client's marketing and advertising plans to coincide with the established fiscal years planning and agreed monthly marketing and advertising services, for the fiscal years of 2025-2026 and 2026-2027, starting July 1, 2025, ending June 30, 2027.

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

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

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

As used herein, the term “Work Product” means all software, source code, deliverables, and any and all notes, records, reports, ideas, concepts, theories, drawings, designs, artwork, developments, discoveries, inventions, computer programs, copyrightable materials, and trade secrets, that are designed, developed, discovered, produced, or made by Firm, solely or in collaboration with others, in the course of providing the Services to Client hereunder, and which shall be the sole and exclusive property of Client subject to any rights expressly granted to Firm pursuant to this Agreement and contingent on payment in full for all deliverables accepted by Client.

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

6.0 FIRM FEES. The monthly Firm Services Fee for fiscal year 2025–2026 is \$2,295. The monthly Firm Services Fee for fiscal year 2026–2027 will be proposed as part of the annual budget planning process, as requested by the Client.

The Firm recommends that a marketing contingency budget be established for each fiscal year, to be determined by the Client and subject to change. The Firm will advise the Client on the use of these contingency funds as additional advertising, marketing planning, and related costs arise throughout the term of this Agreement.

The Firm agrees to present any additional advertising or marketing opportunities to the Client for approval prior to implementation and agrees to obtain prior written permission before allocating any contingency funds on the Client’s behalf.

FRONT ROW COMMUNICATIONS, LLC

Item III - b.

Any work requested outside the scope of the agreed-upon advertising and marketing plans and proposed budget shall be considered additional and will be billed separately on a project basis, at time and materials rates to be determined and mutually agreed upon in advance.

Please make all checks payable to:

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

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

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

SIGNATURES

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

CLIENT

FIRM

Swansboro TDA

Front Row Communications, LLC

Randy Swanson
Swansboro TDA Board Chairman

Anne Marie Bass
Owner & Principal

Signature: _____

Signature: _____

Date: _____

Date: _____



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **Board Projects/Discussion Items**

Board Meeting Date: **May 8, 2025**

Prepared By: **Randy Swanson – Chair**

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

Items discussed at prior meetings:

- Attendance of Representative Wyatt Gable at the July meeting
- Additional marketing services related to Airbnb's

Recommended Action: Discuss and provide any guidance.

Action: _____



Tourism Development Authority

Special Meeting

Agenda Item Submittal

Item To Be Considered: **FY 2025/2026 Annual Budget**

Board Meeting Date: **May 8, 2025**

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

Overview: The FY 2024/2025 budget was prepared in accordance with N.C.G.S. Chapter 159, the North Carolina Local Government Budget and Fiscal Control Act and provided to the Swansboro Tourism Development Authority Board on April 10, 2025. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2025/2026.

Background Attachment(s):

1. Budget Message
2. Proposed Budget
3. Visit NC Partner Co-Op Interest Form Submission
4. Front Row Communications Marketing & Advertising Budget FY 25-26
5. Budget Ordinance

Recommended Action:

1. Hold the Public Hearing
2. Motion to adopt FY 2025/2026 Budget Ordinance

Action: _____

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

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

OVERVIEW

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

REVENUES

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

APPROPRIATIONS

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

SUMMARY

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

Respectfully submitted,

Sonia Johnson
Finance Director

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2025-2026

REVENUES

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

EXPENSES

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

| | | |
|-------------------------------------------------------------------------|------------|------------------------------|
| Airport Advertising-every year to be moved from Capital Grant line item | \$5,000.00 | Per Meeting Minutes 07/17/14 |
|-------------------------------------------------------------------------|------------|------------------------------|

| | |
|--------------------------|------------|
| Total Committed FY 25/26 | \$5,000.00 |
|--------------------------|------------|

| | |
|--------------------------------------------|---------------------|
| Remaining "Capital" funds available | \$ 31,666.67 |
|--------------------------------------------|---------------------|

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

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



Friendly City by the Sea



2025-2026 VISIT NC PARTNER CO-OP PROGRAM
POSSIBLE ADDITIONAL MEDIA PLACEMENTS

Presented by: Anne Marie Bass, Front Row Communications

VISIT NC: 2025-2026 Partner Co-Op Interest Form Selections - SUMMARY

PLACEMENT 1: 2025/2026 – Visit NC Instagram UGC Promotion - \$1000

PLACEMENT 2: 2025/2026 – Visit NC Pinterest SEO Promotion - \$500

PLACEMENT 3: 2025/2026 – Visit NC Featured Event Facebook Promotion - \$1000

PLACEMENT 4: 2025/2026 – Visit NC Website Featured Content Sponsorship - \$1200

PLACEMENT 5: Welcome Journey Featured Content in Visit NC E News Sign Up Eblast - \$500

VISIT NC PARTNER CO-OP PROGRAM POSSIBLE TOTAL - \$3200

PLACEMENT 1: 2025/2026 – Visit NC Instagram UGC Promotion

AWARENESS PROGRAMS

AWARENESS PROGRAMS

SOCIAL PROGRAMS (CONTINUED)

Instagram UGC Promotion

Visit NC's social media team will utilize user-generated content (UGC) featuring your destination to create one (1) organic feed post during the month your program runs. The social team will search for UGC among the four (4) locations you provide and select the final image to be featured on Instagram. The program includes community management by the Visit NC team on the posts, including responding to any destination-specific questions and comments on your behalf. You may also opt in for the Joint Posting program at no extra cost so that posts may live on both your Instagram feed and Visit NC's.

PARTNER BENEFITS

This program provides your destination with permanent real estate on Visit NC's feed, which has a highly engaged Instagram audience of over 204,000 followers. During 2024, UGC promotions earned a higher average engagement rate (7.72%) than Instagram posts overall (7.36%).

PRICE

\$1,000

INVENTORY

One (1) partner spot per month (12 spots total per fiscal year)

Joint Posting Opportunities

This added-value program allows you to opt in to have your posts live on both your Instagram feed and Visit NC's. When you purchase a social media spotlight or Instagram UGC promotion program, you have the option to take advantage of joint posts. If you purchase both a social spotlight program AND an Instagram UGC promotion, you will receive one (1) free joint post at the Visit NC social team's discretion.

PARTNER BENEFITS

Joint posts amplify engagement with the content posted, as followers from both users' platforms will have the post on their feed. Posting instructions for you to opt in to the joint post will be sent along with sign-up confirmation.

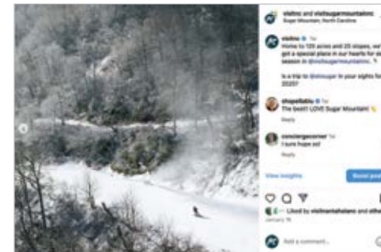
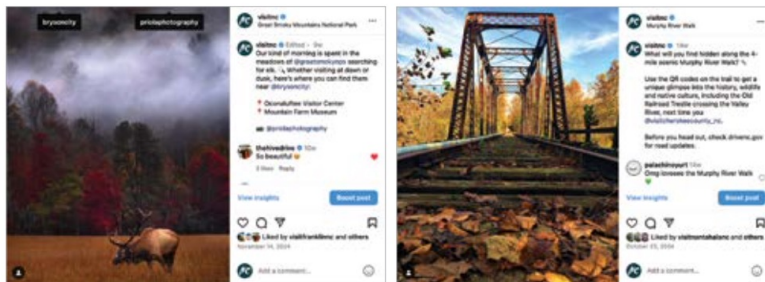
PRICE

Free

INVENTORY

Available to all partners participating in either:

- Social Media Spotlight
- Instagram UGC promotion



Month Selected - OCTOBER

PLACEMENT 2: 2025/2026 – Visit NC Pinterest SEO Promotion

CONSIDERATION PROGRAMS

MULTICHANNEL PROGRAMS (CONTINUED)

NEW Pinterest SEO Promotion

This new program allows you to add a destination-forward pin published on a relevant board on the Visit NC Pinterest channel. Visit NC will collaborate with you in creating your pin prior to publishing with relevant SEO titles and descriptions within 30 days of your VisitNC.com content publish date. The pin will then be promoted to a target audience through a platform campaign with a \$500 ad spend. Pinterest promotions are limited to one (1) featured pin per VisitNC.com content program purchased per fiscal year.

PARTNER BENEFITS

Visit NC's Pinterest channel has 10,000 followers and an average of 2.4 million monthly profile views. By optimizing article pins, we are increasing traffic to partner-specific content on Visit NC's website. Benefits are available to all partners participating in Custom Content, Custom Content Refresh and/or Featured Content Sponsorship.

AVAILABLE BOARDS

- Mountains
- Coast
- Piedmont
- Seasonal
- Kids & Family
- Sports & Recreation
- Natural Attractions
- Eat & Drink
- Outdoor Adventures
- Relaxing Getaways
- City Travel
- Arts & Entertainment



PRICE

\$500

INVENTORY

Available to all partners participating in any of the following:

- Custom Content
- Custom Content Refresh
- Featured Content Sponsorship

Featured Event: Facebook Promotion

Leveraging your Featured Event listing on VisitNC.com, Visit NC's social media team will create an organic Facebook Event on Visit NC's Facebook page with your destination's Facebook page set as a cohost. The event will then be promoted to a target audience through a Facebook Event Response campaign with a \$500 ad spend. Campaign targeting ensures we reach interested audiences, while cohosting the event allows you to assist in community management needs with attendee questions.

PARTNER BENEFITS

Price includes a 60-day Featured Event listing on VisitNC.com. Facebook events will remain on Visit NC's event page for 30 days leading up to the event date.

PRICE

\$1,000

INVENTORY

Two (2) partner spots per season



Recommended Platform for Event Types & Demographics

| Featured Event: Instagram Story | Featured Event: Facebook Promotion |
|---------------------------------|------------------------------------|
| 18-44 years of age | 35-64 years of age |
| Concerts & Performances | Arts & Literature |
| Food & Drink | Home & Garden |
| Health & Wellness | Shopping/Markets |
| Crafts/DIY | Causes |
| Festivals/Fairs | Festivals/Fairs |

PLACEMENT 3: 2025/2026 – Visit NC Featured Event Facebook Promotion

FEATURED EVENT – Christmas Flotilla

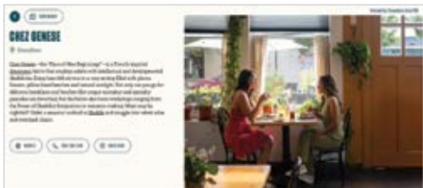
MULTICHANNEL PROGRAMS

Featured Content Sponsorship

Sponsor a portion of content specific to your destination within a seasonal or thematic Story on VisitNC.com. In addition, your featured content will be promoted organically on Visit NC's Instagram account in a two-slide Instagram Story that includes a link to your featured content during the season in which the Story is published, as well as an SEO-based article pin on Visit NC's Pinterest.

PARTNER BENEFITS

These Stories have historically performed well and are handpicked by the Visit NC content team as highly engaging opportunities. Partners also benefit from added-value placement in the Visit NC e-newsletter (165,000+ subscribers).



PRICE

\$1,200

INVENTORY

Five (5) spots per fiscal year with two (2) spots reserved for Tier 1 partners



| Fall 2025 | Winter 2025/26 | Spring 2026 | Summer 2026 |
|----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------|
| Grape Stomps & Harvest Festivals | Inclusion in one of the Gift Guides: <ul style="list-style-type: none"> Adventure Seeker Artful Adventurer Outdoor Explorer Romantic Wanderer Taste Enthusiasts | Fabulous Spots for Fresh-Air Family Fun Showstopping Sips & Marvelous Cocktails | Dog-Friendly Hotels |

PLACEMENT 4 & 5: 2025/2026 – Visit NC Website Featured Content Sponsorship & Welcome Journey Featured Content in Visit NC E News Sign Up Eblast

E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC's e-news, they begin to receive a series of emails from Visit NC called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. With this program, you will have your destination's content featured as the itinerary recommendation that is served based on consumer preferences, aligning with specific interest categories.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

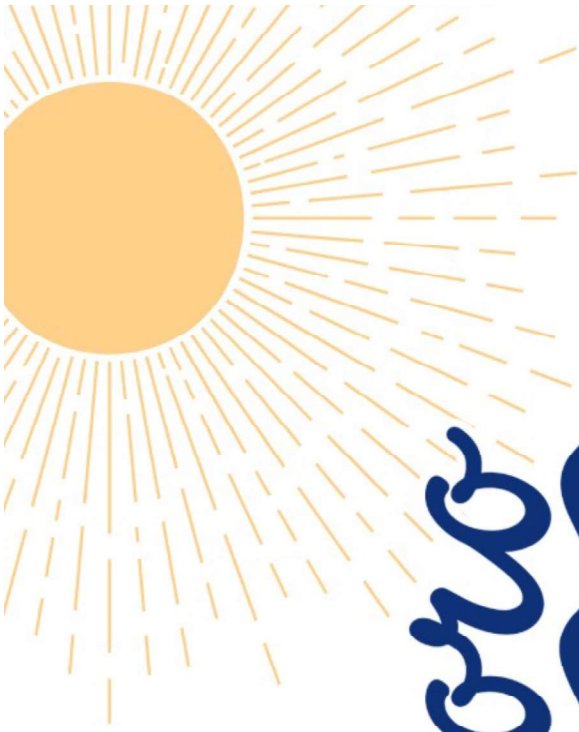
PRICE

\$500

INVENTORY

Limit one (1) per partner per quarter, for the following interest categories:

- Mountains
- Coast
- City
- Small Towns



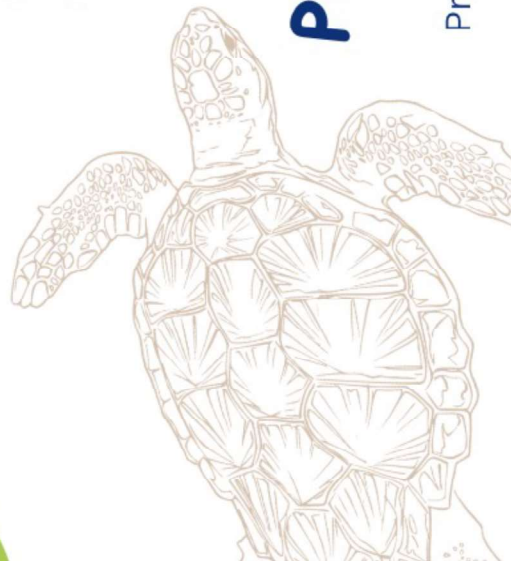
Swansboro

Friendly City by the Sea

2025/2026

PROPOSED BUDGET OPTIONS

Presented by: Anne Marie Bass, Front Row Communications



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

| Media / Advertiser / Element | | Budgeted | Actual | Remaining | Description |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRINT COLLATERAL | 2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026) (2 reprints per year - cost split between TDA and merchants) | 700.00 | | | 8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece |
| | 2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025) | | | | Full Reprint completed in October 2025 - Expense to be paid from Downtown Merchants Fund |
| WEBSITE | Dream Host - 2025/2026 Annual website hosting & Maintenance Plan | 1,847.00 | | | Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$12 |
| WEBSITE | Misc. Tech Needs for Website | 400.00 | | | |
| EBLAST SOFTWARE | Constant Contact License - Estimate | 777.00 | | | Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year. |
| PRINT AD | 2025/2026 Our State Magazine Coast Host Section Ads | 9,725.00 | | | 6 ADS TOTAL: 1/3 Pag Ad Sizee for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24 |
| PRINT AD | 2025/2026 Our State Magazine - Destinations Section Ad | 1,780.00 | | | 1 AD: 1/6 Page - August 2025 |
| DIGITAL ADS | NEW 2025/2026 Our State Magazine - REEL | 3,995.00 | | | See Slide with Detailed Information "Swansboro's Restaurant Scene" |
| PAID CONTENT ARTICLE | NEW 2025/2026 Our State Magazine - "Sponsored Content" | 5,795.00 | | | Paid branded editorial - about Swansboro (paid as opposed to "earned") |
| DIGITAL ADS | 2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three. | 4,785.00 | | | 3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025 |
| PRINT ADS | 2025/2026 Raleigh Magazine - Travel Section | 2,000.00 | | | 3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page |
| PRINT AD | 2025/2026 Raleigh Magazine - December '25/January '26 Issue | 1,500.00 | | | 1 AD: Full Page - Special Travel Section |

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

| Media / Advertiser / Element | | | | Budgeted | Actual | Remaining | Description |
|------------------------------|-----------------------|-------------------------------------------------------|--|-----------|--------|-----------|----------------------------------------------------------------------------|
| DIGITAL ADS | NEW 2025/2026 | Raleigh Magazine - Banner Ad Placements on Site | | 600.00 | | | 2 PLACEMENTS: August & September 2025 - \$300/per month |
| MEMBERSHIP | 2026 | NC Coast Host Membership Dues | | 350.00 | | | Renewal |
| PRINT AD | 2026 | Emerald Isle Barefoot Guide - comes out in March 2026 | | 950.00 | | | Comes up for contract in October 2025 for March 2026 pub date |
| DIGITAL ADS | 2025/2026 | Facebook Advertising | | 7,000.00 | | | From July 1, 2025 to June 30, 2026 |
| PRINT AD | 2026 | Swansboro Area Chamber Directory - Full Page Ad | | 1,100.00 | | | Submitted in October 2025 for 2026 Guide (comes out in January) |
| VIDEO PLACEMENT | OAJ Airport 2024/2025 | - Video Placement | | 5,000.00 | | | Update Video Asset - twice a year, per contract with Honeycutt Advertising |
| SERVICES | | Retainer Fee @ \$2295/month | | 27,540.00 | | | |
| GRAND TOTAL | | | | 75,844.00 | 0.00 | | Option 1. See Option 2 and 3 on next slide |

Option 1

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

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

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

Option 2

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

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

Option 3

| | | |
|-------------|-----------------------------------------|----------|
| DIGITAL ADS | NEW 2025/2026 Our State Magazine - REEL | 3,995.00 |
|-------------|-----------------------------------------|----------|

Total Proposed Budget: \$69,449 – includes Reel only





TAR HEEL REELS SOCIAL MEDIA SPONSORSHIP

Greenville’s Brew & Cue Trail

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

Can’t Miss Bites in New Bern

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

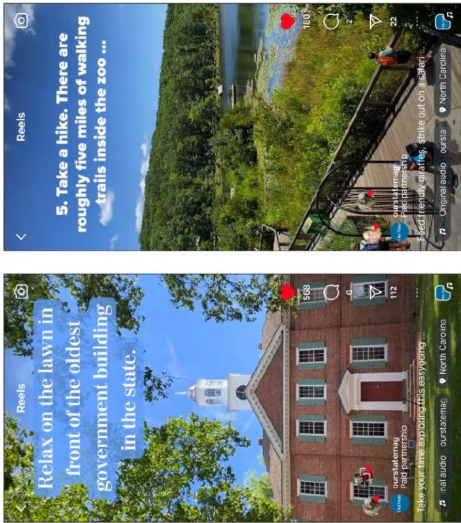
Spend a Day at Hammocks Beach State Park

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

Paid for by Onslow County Tourism – 2024/2025

Proposed – “Swansboro’s Restaurant Scene”

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



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

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

Waterfront Walks Historic Talks in Washington
<https://www.ourstate.com/waterfront-walks-historic-talks-in-washington/>

Moorehead: A City Shaped By Fishing

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



PAID CONTENT — ARTICLE



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

RM DIGITAL ADVERTISING



Page options for Square ads (300x250)

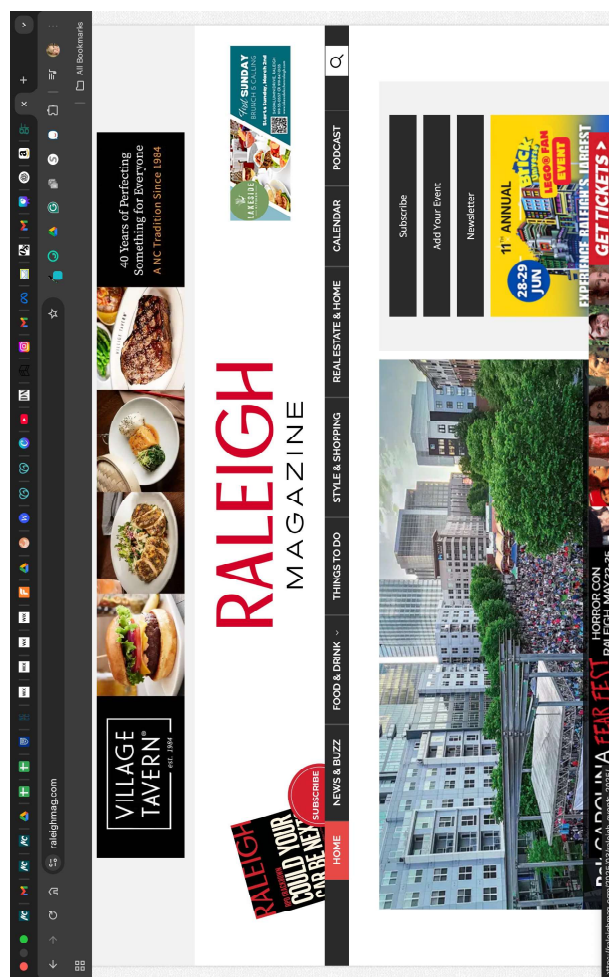
News & Buzz **\$300**Food & Drink **\$300**

Things to Do **\$300**

Style & Shopping **\$300**

Real Estate **\$400**

x 2 = \$600



SWANSBORO TOURISM DEVELOPMENT AUTHORITY
BUDGET ORDINANCE
FY 2025– 2026

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina, that, following a duly advertised public hearing, the following annual budget ordinance is adopted to estimate revenues and make appropriations for the financial operations of the Swansboro Tourism Development Authority for the fiscal year beginning July 1, 2025 and ending June 30, 2026.

Section I. Revenues. The following revenues are estimated to be available for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

| | |
|----------------------------------|------------------|
| Net Proceeds, Room Occupancy Tax | \$110,000 |
| Donations | \$ 4,800 |
| Assigned Fund Balance | <u>\$ 14,361</u> |
| Total Revenues: | \$129,161 |

Section II. Expenses. The following amounts are hereby appropriated to carry out the duties and responsibilities of the Tourism Development Authority for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

| | |
|-----------------------------------------|-----------|
| Travel and Tourism-Related Expenditures | \$129,161 |
|-----------------------------------------|-----------|

Section III. Distribution. Copies of this budget ordinance shall be furnished to the finance officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section IV. This ordinance shall become effective on July 1, 2025.

Adopted by the Swansboro Tourism Development Authority, May 8, 2025.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chair

ATTEST:_____