



# Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, May 07, 2026

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## I. Call to Order

## II. Approval of Minutes

- [a.](#) November 20, 2025, Special Meeting Minutes

## III. Business

- [a.](#) **FY 2025/2026 Year End Projections/Potential Budget Amendment**

***Presenter: Sonia Johnson – Finance Director***

- [b.](#) **Grant Funding Request – Swansboro Military Affairs Committee**

***Presenter: Cassie Madison – Military Affairs Committee Secretary***

The Swansboro Military Affairs Committee is requested funding for the yearly activities of the MAC Including Military Appreciation Day.

*Recommended Action: Motion to approve funding request for the Swansboro Military Affairs Committee.*

- [c.](#) **Marketing/Advertising Service Contract Consideration**

***Presenter: Anne Marie Bass – Front Row Communications***

*Recommended Action: Discussion and/or approval of alternative options.*

- [d.](#) **Proposed FY 2026–2027 Budget**

***Presenter: Sonia Johnson – Finance Director***

*Recommended Action: Set date to hold a public hearing/adoption*

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

***Presenter: Randy Swanson, Chair***

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

*Recommended Action: Discuss and provide any guidance.*

## IV. Board Comments

## V. Adjournment

**Town of Swansboro**  
**Swansboro Tourism Development Authority**  
**November 20, 2025, Special Meeting Minutes**

Item II - a.

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

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**Call to Order**

Chair Randy Swanson called the meeting to order at 2:30 pm. The purpose of the special meeting was to amend the Audit Contract for FY 2024/2025.

**Business**

*Audit Contract-Gregory T. Redman, CPA for the period July 1, 2024, through June 30, 2025*  
Finance Director Sonia Johnson reviewed that the original audit contract was approved on July 10, 2025. However, beginning with the Fiscal Year 2025 audit, the required audit due date shifted to December 31 (six months after fiscal year end), rather than the due date of October 31 (four months after fiscal year end). Because the original contract specifies an audit deadline of October 31, 2025, an amended contract reflecting the new December 31, 2025 deadline was required.

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the audit contract with the amended dates was approved unanimously.

**Adjournment**

On a motion by Mrs. Thornley, seconded by Mr. Diehl, the meeting adjourned at 2:32 pm.



# Tourism Development Authority Regular Meeting Agenda Item Submittal

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Item To Be Considered: **Grant Funding Request - Swansboro Military Affairs Committee**

Board Meeting Date: **May 7, 2026**

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

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**Overview:** The Swansboro Military Affairs Committee is requested funding for the yearly activities of the MAC Including Military Appreciation Day.

Military Appreciation Day promotes Swansboro as a welcoming and vibrant destination. Through partnerships with local businesses and community organizations, the event enhances visibility, encourages repeat visitation, and strengthens the town’s reputation as a place that values both tourism and community connection.

By combining large-scale attendance with meaningful community engagement, the event supports the STDA’s mission to promote travel, tourism, and economic growth while showcasing Swansboro as a destination that honors and supports those who serve.

**Background Attachment(s):** Swansboro Military Affairs Committee-Application & supporting documents

**Recommended Action:** Motion to approve funding request for the Swansboro Military Affairs Committee.

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

# Application for Swansboro Tourism Development Authority Grant

The Swansboro Tourism Development Authority (STDA) is responsible for administering funds to promote travel, tourism, and conventions in Swansboro. It sponsors tourist-related events and activities, and finances tourism-related capital projects. The Authority must allocate at least two-thirds of the room occupancy tax proceeds to promote travel and tourism, including advertising, market research, and promotional materials. The remaining funds can be used for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers.

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality.

## Organization & Grant Overview

Legal Name of Organization: Swansboro Military Affairs Committee Date: 4/26/26

Person Requesting on Behalf of Organization: Cassie Madison

Title or Board Position of the Above-Named Person: Secretary

Event, Activity or Project to be Funded: Year long activities of the MAC Including Military Appreciation Day

Is Organization a 501(c)3  Yes  No Employer ID #: 99-0568237

Is Organization Tax Exempt  Yes  No (If Yes, provide copy of IRS exemption Letter. Label this document 1)

Have you filed Articles of Incorporation with the State of North Carolina  Yes  No  
(If Yes, provide copy of cover sheet of Articles of Incorporation. Label this document 2)

Address of the Organization: 104 Elizabeth Way Ct.

City: Swansboro State: NC Zip Code: 28584

Phone Number: 8433013913 Email Address: admin@swansboromac.org

Website URL: www.swansboromac.org Years In Existence: 2002

Years Operated as IRS Tax Exempt: 2 Does your organization have a board of directors:  Yes  No

In 250 words or less please state the mission or objective of the organization

The mission of the Swansboro Military Affairs Committee is to strengthen and continually improve the relationship between military and civilian communities. We serve as a vital link between local military installations—including Camp Lejeune, MCAS New River, MCAS Cherry Point, and Coast Guard units—and the surrounding communities. Through volunteer-led events and outreach, we foster connection, appreciation, and mutual support for active-duty service members, veterans, and their families. Our efforts are centered on creating meaningful opportunities for engagement, recognizing the sacrifices of those who serve, and enhancing quality of life within our shared community.

In 250 words or less please state how your organization's event or project aligns with the goals of the STDA in promoting travel, tourism, and conventions

The Swansboro Military Affairs Committee's Military Appreciation Day strongly aligns with the goals of the STDA by driving regional travel, increasing visitation, and supporting local tourism and economic activity. Held annually in Swansboro, North Carolina, the event attracts thousands of attendees, including active-duty service members, veterans, and their families from Camp Lejeune, MCAS New River, MCAS Cherry Point, and surrounding areas. Attendance has grown from approximately 2,000 participants pre-COVID to over 7,500 in 2025, demonstrating its increasing reach and ability to draw visitors from across Eastern North Carolina and beyond. This influx of attendees directly benefits local tourism by increasing demand for accommodations, dining, retail, and recreational activities. Many families travel into the area for the event and take advantage of Swansboro's proximity to coastal attractions, state parks, and beaches, often extending their stay and contributing to the local economy. Additionally, Military Appreciation Day promotes Swansboro as a welcoming and vibrant destination. Through partnerships with local businesses and community organizations, the event enhances visibility, encourages repeat visitation, and strengthens the town's reputation as a place that values both tourism and community connection. By combining large-scale attendance with meaningful community engagement, the event supports the STDA's mission to promote travel, tourism, and economic growth while showcasing Swansboro as a destination that honors and supports those who serve.

Amount Requested: \$2000.00 Grant will only be awarded up to \$2,000 unless by special exception by the TDA.

Grant Request Information

Are you requesting grant funds for the 2/3 portion of room occupancy tax (these are funds to promote travel and tourism, including advertising, market research, and promotional materials) [X] Yes [ ] No

Are you requesting grant funds for the 1/3 portion of room occupancy tax (these are funds for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers) [ ] Yes [ ] No

Please state in 250 words or less the purpose of the grant you are requesting from the STDA, be sure to note if it is an event or project

The Swansboro Military Affairs Committee is requesting funding support for Military Appreciation Day, an annual event held in Swansboro, North Carolina. This large-scale, community-driven event honors active-duty service members, veterans, and their families while also serving as a significant driver of regional travel and tourism. The purpose of this grant is to support event execution and targeted promotional efforts that will expand attendance and enhance the visitor experience. Funding will be used for event infrastructure, family-friendly activities, and marketing initiatives designed to attract attendees from surrounding counties and military installations, including Camp Lejeune, MCAS New River, and MCAS Cherry Point. Military Appreciation Day has grown from approximately 2,000 attendees pre-COVID to over 7,500 in 2025, demonstrating its strong regional draw. As attendance increases, additional resources are needed to maintain quality and accessibility. In addition to promoting this event, grant funding will support year-round visibility for Swansboro and the STDA through MAC's ongoing programs, including Base Command Recognition events, and the Veterans Holiday Dinner. These initiatives continue to bring visitors into the area and reinforce Swansboro as a welcoming destination beyond a single event. By supporting Military Appreciation Day and related programming, this grant will drive visitation, support local businesses, and promote Swansboro as a vibrant coastal destination that honors and supports those who serve.

TWO DOCUMENTS REQUIRED- LABEL THEM 3 & 4

Please provide a complete budget for the event or project you are requesting grant funding for, showing both expenses and revenue. This should include any other grants that have been planned, requested, received, or are pending. You are also required to attach the full organizational budget for your fiscal year. Failure to provide these documents will result in the grant application not being considered.

Dates of Event, Completion time of project or desired funding date
Timeline: From 6/1/2026 To 12/31/2026
Start Date End Date

Please describe in 250 words or less the measurable objectives and goals you aim to achieve through this event or project. What specific outcomes will indicate its success, and how do you plan to measure these outcomes? Include any methods or tools you will use to track progress, gather feedback, or assess the impact of the event or project.

The Swansboro Military Affairs Committee aims to continue expanding the reach and impact of Military Appreciation Day while enhancing the visitor experience and supporting local tourism. A primary objective is to increase attendance beyond 7,500 participants by attracting more visitors from surrounding regions and military installations. Success will be measured through year-over-year attendance growth using gate counts and volunteer tracking at event entry points. Additional goals include increasing engagement with local businesses and community partners, as well as improving awareness of available support services for military families. This will be measured by tracking the number of participating vendors, sponsors, and service organizations, along with their level of interaction with attendees. To assess tourism impact, we will gather feedback from attendees and vendors through informal surveys and on-site conversations, focusing on travel patterns, length of stay, and local spending. We also plan to collaborate with local partners to better understand increases in visitation during the event timeframe. Marketing effectiveness will be evaluated through social media engagement, website traffic, and event promotion reach. Event photography and documentation will provide visual evidence of participation and engagement. As a fully volunteer-led event, success is ultimately measured by sustained growth, strong community participation, and the ability to deliver a high-quality, no-cost experience that continues to attract visitors and strengthen connections between military and civilian communities.

Organization Capacity and Board Organizational Chart

Are any of your board or organization paid employees [ ] Yes [X] No (If yes, please explain below)

What is your organization or board's experience with the project or event for which you are requesting grant funding?

The Swansboro Military Affairs Committee has extensive experience planning and executing Military Appreciation Day, an annual event that has become a cornerstone of community engagement in the region. Our volunteer-led board has successfully organized this large-scale event for many years, coordinating logistics, vendors, sponsorships, entertainment, and outreach to thousands of attendees. Our leadership brings deep, sustained experience to the event. Chairman Linda Thornley has been involved for over 12 years, including 3 years as Board Chairman and 7 years serving on the board supporting Military Appreciation Day. Kelley Brown has been involved for a similar length of time, and both Cassie Madison and Mary Pat Smey each bring over 7 years of experience. This continuity has been critical to the event's growth and success. That experience is reflected in the event's expansion from approximately 2,000 attendees pre-COVID to over 7,500 in 2025, while maintaining a high-quality, well-organized experience. The board works closely with local municipalities, military installations such as Camp Lejeune and MCAS New River, and community partners to ensure seamless coordination. As a fully volunteer-run organization, we have developed efficient systems and strong partnerships that allow us to consistently deliver a safe, impactful, and no-cost event for attendees. This depth of experience positions us to effectively manage and maximize grant funding.

Please provide a complete board organization chart, including phone numbers and email addresses for each member. Label this as document 5. Failure to provide these documents will result in the grant application not being considered.

The following questions should be answered by the person requesting grant funding on behalf of the organization. Please be prepared to discuss any answers when you present to the STDA.

Are any Board Members, employees, or staff of the organization responsible for executing this event or project, or any of their immediate family members or business associates, employees of the Town of Swansboro or related to an employee of the Town of Swansboro?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, members of or related to members of the Swansboro Tourism Development Authority?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, potential beneficiaries of the activity for which grant funds are requested?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, paid providers of goods or services to the activity or have other financial interest in the activity?  Yes  No

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization?  Yes  No

Do you, on behalf of the organization, understand that a representative of the organization will be required to attend the STDA meeting at which the application is to be considered and if one is not present your application will not be considered, and you may have to reapply at a later date?  Yes  No

Do you, on behalf of the organization, understand that grant funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred?  Yes  No

Do you, on behalf of the organization, acknowledge receipt of the STDA Outside Organization Funding Policy and agree to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use?  Yes  No

Does the Organization agree to adhere to other provisions and conditions that could be part of the motion to approved grant funding?  Yes  No

Do you, on behalf of the organization, acknowledge that the application must be submitted at least 30 days prior to the next scheduled quarterly TDA meeting? Grant awards are typically up to \$2,000 unless a special exception is made by the TDA. Applications submitted less than 30 days before the meeting may not be considered until the following quarter, and no special meetings will be held.  Yes  No

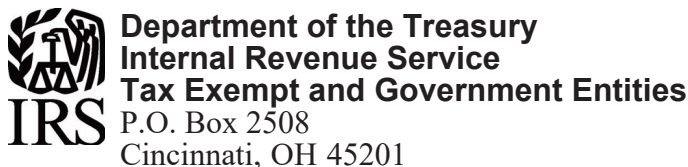
I certify that, should grant funding be awarded, the organization may be required to use STDA-approved marketing and promotional companies. Additionally, the organization agrees to display the STDA logo as a sponsor on all marketing and promotional materials for the event or project funded by the STDA through this grant.  Yes  No

I certify that I am authorized to sign on behalf of the organization and that all information provided, including attachments, is accurate and complete to the best of my knowledge. I also certify that the organization has reviewed and agrees to accept the terms outlined in the Outside Organization Funding Policy, should funding be approved.  Yes  No

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality. Applications may be submitted to: Sonia Johnson, Finance Director Town of Swansboro 601 W. Corbett Ave. Swansboro, NC 28584 A completed W-9 should be attached to this application as well as the 5 required attachments. Sign and confirm below:

Authorized Signer for the Organization: Catherine Madison Are all 6 attachments included?  Yes  No

Date Submitted to the Finance Director: \_\_\_\_\_ Date of STDA Meeting to be Reviewed: 5/7/2026



SWANSBORO MILITARY AFFAIRS COMMITTEE  
 104 ELIZABETH WAY  
 SWANSBORO, NC 28584

**Date:**  
01/18/2024

**Employer ID number:**  
99-0568237

**Person to contact:**  
Name: Customer Service  
ID number: 31954  
Telephone: (877) 829-5500

**Accounting period ending:**  
December 31

**Public charity status:**  
509(a)(2)

**Form 990 / 990-EZ / 990-N required:**  
Yes

**Effective date of exemption:**  
January 01, 2024

**Contribution deductibility:**  
Yes

**Addendum applies:**  
No

**DLN:**  
26053410001584

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin  
 Director, Exempt Organizations  
 Rulings and Agreements

# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give form to the  
requester. Do not  
send to the IRS.

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type.  
See Specific Instructions on page 3.

**1** Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

**Swansboro Military Affairs Committee**

**2** Business name/disregarded entity name, if different from above.

**Same**

**3a** Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor     C corporation     S corporation     Partnership     Trust/estate

LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

**Note:** Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

Other (see instructions)    **Non Profit 501(c) 3**

**4** Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) \_\_\_\_\_

*(Applies to accounts maintained outside the United States.)*

**3b** If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions.

**5** Address (number, street, and apt. or suite no.). See instructions.

**104 Elizabeth Way**

**6** City, state, and ZIP code

**Swansboro, NC 28584**

**7** List account number(s) here (optional)

Requester's name and address (optional)

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Social security number**  
[ ][ ] - [ ][ ] - [ ][ ][ ][ ]

**or**  
**Employer identification number**  
9 9 - 0 5 6 8 2 3 7

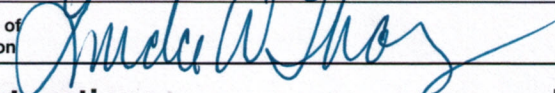
**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

**Sign Here**    Signature of U.S. person     Date **4/1/24**

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they



# NORTH CAROLINA Department of the Secretary of State

Item III - b.

## Document 2 for Swansboro TDA Grant

To all whom these presents shall come, Greetings:

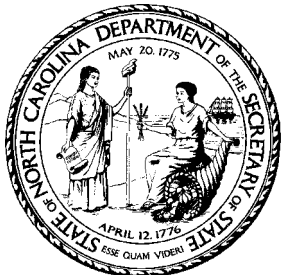
I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

### ARTICLES OF INCORPORATION

OF

### SWANSBORO MILITARY AFFAIRS COMMITTEE

the original of which was filed in this office on the 7th day of March, 2024.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 7th day of March, 2024.

*Elaine F. Marshall*

Secretary of State

State of North Carolina  
Department of the Secretary of State

ARTICLES OF INCORPORATION  
NONPROFIT CORPORATION

Pursuant to §55A-2-02 of the General Statutes of North Carolina, the undersigned corporation does hereby submit these Articles of Incorporation for the purpose of forming a nonprofit corporation.

1. The name of the nonprofit corporation is: Swansboro Military Affairs Committee.

2.  (Check only if applicable.) The corporation is a charitable or religious corporation as defined in NCGS §55A-1-40(4).

3. The name of the initial registered agent is: Linda W Thornley.

4. The street address and county of the initial registered agent's office of the corporation is:

Number and Street: 104 Elizabeth's Way Ct

City: Swansboro State: NC Zip Code: 28584 County: Onslow

The mailing address *if different from the street address* of the initial registered agent's office is:

Number and Street or PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: NC Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

5. The name and address of each incorporator is as follows:

Name	Address
<u>Linda W Thornley</u>	<u>104 Elizabeth's Way Ct. Swansboro NC, 28584 United States</u>
_____	_____
_____	_____

6. (Check either "a" or "b" below.)

a.  The corporation will have members.

b.  The corporation will not have members.

7.  Attached are provisions regarding the distribution of the corporation's assets upon its dissolution.

8.  Attached are provisions regarding the limitation of activities of the corporation.

9. Any other provisions which the corporation elects to include are attached.

10. The street address and county of the principal office of the corporation is:

Principal Office Telephone Number: (843) 301-3913

Number and Street: 104 Elizabeth's Way Ct

City: Swansboro State: NC Zip Code: 28584 County: Onslow

The mailing address *if different from the street address* of the principal office is:

Number and Street or PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ County: \_\_\_\_\_

11. Principal Office Email Address: Privacy Redaction

12. **(Optional):** Listing of Officers (See instructions for why this is important)

Name	Address	Title
Mary Pat Smey	221 KNIGHTHEADS DRIVE Swansboro NC, 28584-0109	Chairperson of the Board
Kelley Brown	203 CEDAR TRAIL Hubert NC, 28539 United States	Treasurer

13. **(Optional):** Please provide a business e-mail address: Privacy Redaction.  
 The Secretary of State's Office will e-mail the business automatically at the address provided at no charge when a document is filed. The e-mail provided will not be viewable on the website. For more information on why this service is being offered, please see the instructions for this document.

14. These articles will be effective upon filing, unless a future time and/or date is specified: \_\_\_\_\_

This is the 3rd day of March, 2024.

\_\_\_\_\_  
 Incorporator Business Entity Name

Linda W Thornley

*Signature of Incorporator*

Linda W Thornley Incorporator

*Type or print Incorporator's name and title, if any*

NOTES:

1. Filing fee is \$60. This document must be filed with the Secretary of State.

Purpose of Corporation

The corporation is organized for the following purpose(s): (check all that apply):

- Religious
- Charitable
- Educational
- Testing for public safety
- Scientific
- Literary
- Fostering national or international amateur sports competitions, and/or
- Prevention of cruelty to children or animals.

#### The Dissolution Clause

Upon the dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

#### The Limitation of Activities Clause

No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in these Articles. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office.

Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Kelley Brown - Treasurer Signature: Kelley Brown

Address: 203 CEDAR TRAIL Hubert NC, 28539 United States

Scarlet Harris - Secretary Signature: Scarlet Harris

Address: 122 STRATFORD ROAD Jacksonville NC, 28540-5334 United States

# PROGRAM BUDGET 2026

Item III - b.

Enter your organization's name here:

Swansboro Military Affairs Committee

Document 3 for Swansboro TDA Grant

Total 2026 Program Budget:

16500

Total Amount Requested:

2000

## INCOME

Other Funding Source for this Program/Project

Status of Funding Pending

Be specific, EXCEPT for individual donor names.

Total Amount

or Committed?

Explanatory Notes (Optional)

Private Donations	\$1,500	Committed	Our volunteers contribute this amount each year- most in kind
Marine Federal Credit Union Sponsorship	\$5,000	Paid	
Navy Federal Credit Union Sponsorship	\$2,000	Committed	
Duke Energy Grant	\$500	Paid	
ONH Properties, Inc.	\$500	Paid	
Team Chevrolet of Swansboro	\$500	Paid	
Onslow County Funding	\$2,000	Committed for 2025	The grant was awarded to us so late last year that we didn't bill them for anything until 2026
Rhett and Sharon Raynor	\$1,000	Paid	
Town of Swansboro	\$2,000	Pending	We are asking them for the 1st time for a grant
Moore's BBQ & Seafood	\$500	Committed	In kind donation of 2000 hot dogs
<b>Total Income</b>	<b>\$ 15,500</b>		

## EXPENSES

Item	Total Cost	Amount Requesting from this grant program	Explanatory Notes (Optional)
------	------------	---	------------------------------

Food/Activities/Marketing for Military Appreciation Day	\$11,000		The total amount obtained will be used to provide food and activities for the event so that no military person, veterans or retired military and the families of those people will have to pay that day.
Awards & Meal for Military Person of the Quarter	\$500		The MAC pays for the honoree for their lunch or dinner and his or her spouse. We also present them with a plaque for this distinguished award.
Food/Activities/Marketing for the Veterans Holiday Dinner	\$5,000		The total amount obtained will be used to provide food , hall rental and music for the event so that no attendee will have to pay that day.
<b>Total Expenses</b>	<b>\$ 16,500</b>		

# PROJECT BUDGET

Item III - b.

Enter your organization's name here:

Swansboro Military Affairs Committee Military Appreciation Day

Document 4 for Swansboro TDA Grant

Total 2026 Project Budget:

11000

Total Amount Requested:

2000

## INCOME

Other Funding Source for this Program/Project

Status of Funding Pending

Be specific, EXCEPT for individual donor names.

Total Amount

or Committed?

Explanatory Notes (Optional)

Private Donations	\$1,500	Committed	Our volunteers contribute this amount each year- some in kind
Marine Federal Credit Union Sponsorship	\$5,000	Paid	
Navy Federal Credit Union Sponsorship	\$2,000	Committed	
Duke Energy Grant	\$500	Paid	
ONH Properties, Inc.	\$500	Paid	
Team Chevrolet of Swansboro	\$500	Paid	
Onslow County Funding	\$2,000	Committed for 2025	The grant was awarded to us so late last year that we didn't bill them for anything until 2026
Rhett and Sharon Raynor	\$1,000	Paid	
Town of Swansboro	\$2,000	Pending	We are asking them for the 1st time for a grant
Moore's BBQ & Seafood	\$500	Committed	In kind donation of 2000 hot dogs
<b>Total Income</b>	<b>\$ 15,500</b>		

## EXPENSES

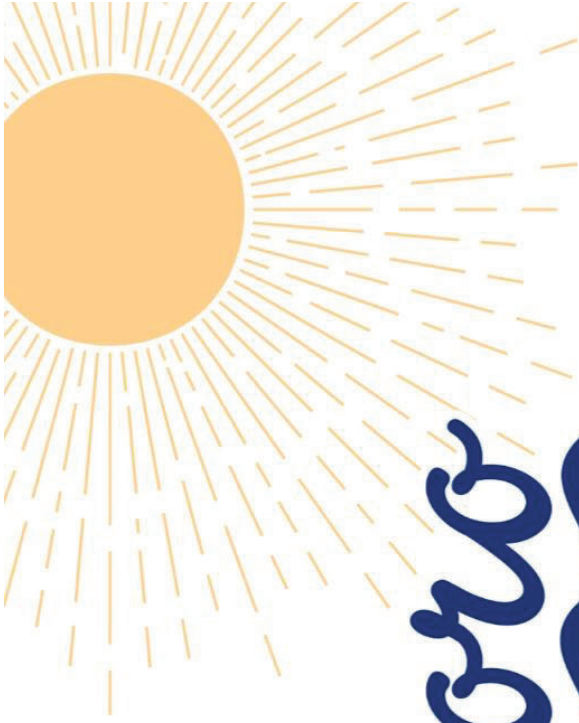
Item

Total Cost

Amount Requesting from this grant program

Explanatory Notes (Optional)

Food for Military Appreciation Day	\$8,000		This includes soda, water, hot dogs (partial this year due to donation), pizza, watermelon, ice, snow cones cups, snow cones syrup, popcorn, food machine rentals, buns and condiments. We had to eliminate the funnel cakes this year due to finances.
Activities for Military Appreciation Day	\$1,500		Trail bingo cards and gifts for children, t-shirts, paints, stamps, bouncy house and other inflatable items, parking signs and directional signs.
Marketing for Military Appreciation Day	\$1,500		Banners, real estate signs to promote the week before, radio advertising, day-of radio coverage.
<b>Total Expenses</b>	<b>\$ 11,000</b>		



# Swansboro

Friendly City by the Sea

2026/2027

**PROPOSED BUDGET & OPTIONS**

Presented by: Anne Marie Bass, Front Row Communications



## SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support

### Media / Advertiser / Element Budgeted Actual Remaining Description

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	815.00			2027 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2027)</b>
				8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	815.00			2026 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Fall (October 2026)</b>
				8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	1,788.00			Dream Host - <b>2026/2027</b> Annual website hosting & Maintenance Plan
WEBSITE	800.00			Misc. Tech Needs for Website - <b>Estimate</b>
EBLAST SOFTWARE	1,008.00			Constant Contact License - <b>Estimate</b>
PRINT AD	11,400.00			2026/2027 Our State Magazine - <b>Print Ads</b> - Coast Host Section Ads
DIGITAL ADS	3,300.00			2026/2027 Our State Magazine - <b>Sponsored Eblasts</b>
VISIT NC CO OP	1,000.00			2026/2027 Visit NC - <b>Featured Event</b> - Facebook
VISIT NC CO OP	500.00			2026/2027 Visit NC - <b>Welcome Journey</b> - Small Towns
VISIT NC CO OP	350.00			2026/2027 Visit NC - <b>First in Frigate</b> - Featured Content
DIGITAL ADS	7,000.00			2026/2027 Facebook & Instagram Advertising <i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>
PRINT ADS	2,000.00			2026/2027 Raleigh Magazine - <b>Print Ads</b> - Travel Section
PRINT ADS	1,500.00			2026/2027 Raleigh Magazine - <b>Print Ads</b> - November 2026 Issue
DIGITAL ADS	600.00			2026/2027 Raleigh Magazine - <b>Banner Ad</b> Placements on Site

# SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support

## Media / Advertiser / Element      Budgeted    Actual    Remaining    Description

PRINT AD	2027 Emerald Isle Barefoot Guide - Print Ad - Half Page	950.00			Comes up for contract in October 2026 for March 2027 pub date
PRINT AD	2027 Bluewater Beacon - Print Ad - Half Page	900.00			Comes up for contract in March 2026 for Spring 2026 pub date
PRINT AD	2027 Swansboro Area Chamber Directory - Full Page Ad	1,100.00			Paid in October: Comes out in January
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00			Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport 2026/2027 - Video Placement	5,000.00			Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00			
	<b>GRAND TOTAL</b>	<b>72,844.00</b>			
	Approved Amount - TBD (based on Options & Board Selections)				
	<b>2026/2027 Approved Marketing Contingency Budget</b>	<b>5,000.00</b>			
	<i>Additional Expenditures</i>				
<b>Starting Contingency</b>	ADD \$2596 - Rollover from Unspent 2025/2026 Funded Contingency	<b>7,596.00</b>			

◆ **1. OUT-OF-STATE EXPANSION**  
**Northern Virginia Magazine (Digital)**

- Eblasts + Website Banners
- Targets DC Metro / high-income drive market
- Supports Facebook & Instagram campaigns

**Investment:** ~\$6,150

◆ **2. CONTENT & SOCIAL GROWTH**  
**NC Tripping – Influencer Program**

- Hosted visit + content creation
- Instagram + blog + video assets
- “Swansboro Insider” storytelling approach

**Investment:** ~\$6,000

◆ **3. AFFLUENT AUDIENCE REACH**  
**Visit NC Co-Op – Garden & Gun**

- Digital + Email Newsletter placements
- High-income, travel-oriented audience
- Strong engagement + click-through performance

**Investment:** ~\$7,500

◆ **4. IN-STATE AMPLIFICATION**  
**Raleigh Magazine (Podcast)**

- “Office Talk” mid-roll podcast placements
- Seasonal Event-aligned messaging (Fall)

**Investment:** ~\$1,600

**NC Field & Family (Print)**

- Direct mail to NC households
- Promotes events + statewide awareness

**Investment:** ~\$6,780



## Proposed 2026/2027 Budget — Packaged Options

Options are structured to guide decision-making by budget level and desired reach.

### ◆ PLATINUM

#### Full Market Expansion + Maximum Visibility

- Includes all recommended placements
- Expands reach across in-state, Southeast, and DC Metro markets
- Highest level of visibility and frequency

**Total Investment:** ~\$100,874

### ◆ SILVER

#### Targeted Regional Reach

Focuses on strong in-state visibility and event-driven promotion

- Option A: Raleigh Magazine + NC Field & Family
- Option B: NC Tripping + Raleigh Podcast

**Total Investment:** ~\$80,444 – \$81,224

### ◆ GOLD

#### Strategic Growth in Key Markets

Combines strong NC reach with targeted out-of-state exposure

- Option A: NC Tripping + Northern Virginia Magazine
- Option B: NC Tripping + Garden & Gun

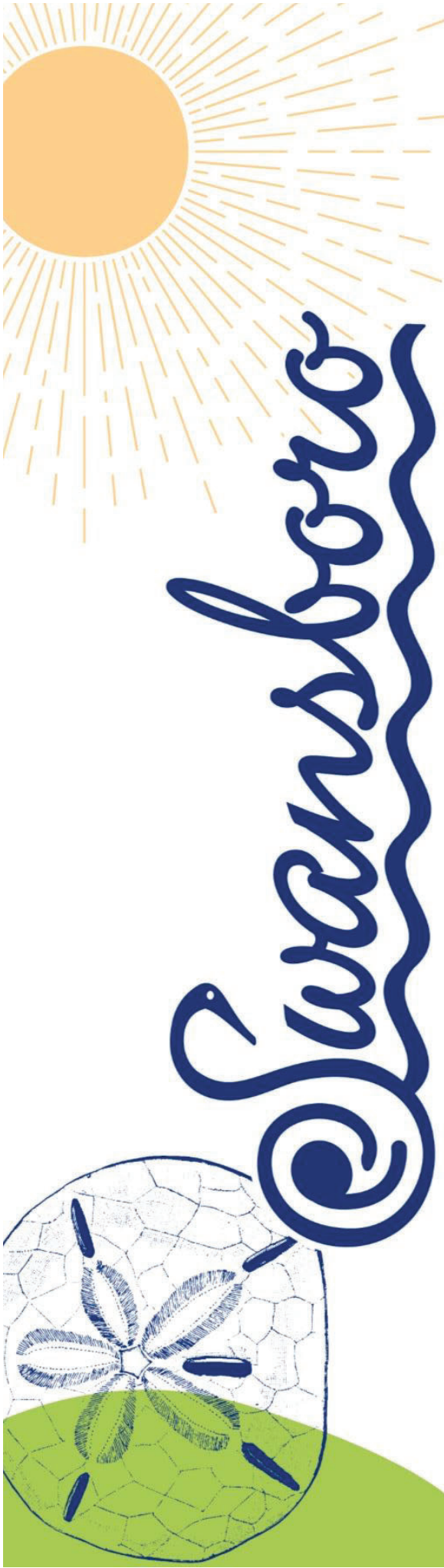
**Total Investment:** ~\$84,994 – \$86,344

### ◆ BRONZE

#### Focused Awareness + Content Growth

- Emphasis on content creation and social driven visibility
- NC Tripping influencer program

**Total Investment:** ~\$78,844



# Swansboro

Friendly City by the Sea

2026/2027

**POSSIBLE ADDITIONAL PLACEMENTS  
CIRCULATION & DEMOS**

Presented by: Anne Marie Bass, Front Row Communications



# Our State

## Audience Snapshot

Circulation: 180,000; Monthly Paid Sub – 150,000  
 Readership: 1,100,000  
 Distribution: Primarily subscription with statewide distribution. Largest paid circ of any NC magazine

## Demographics

Median Age: 53  
 Females – 63% Males – 37%  
 HHI: \$180,500  
 17% are Millionaires  
 Geography: North Carolina (statewide)

## Positioning

Established statewide publication with strong brand recognition.

Longstanding partnership with consistent visibility for Swansboro

# RALEIGH MAGAZINE

## Audience Snapshot

Hybrid Circulation: Paid – 28,000. Rack – 7,000  
 New Movers – 1,000  
 Readership: 90,000  
 Office Talk Podcast – 100,000 views per week. Top 10% global rank of 2.833M podcasts globally.

## Demographics

Median Age: 25-54  
 HHI: \$125K +  
 College educated; Home Owners (Value of \$350K +) and Renters  
 Geography: Key targeted zip codes in Raleigh metro area

## Positioning

Strong reach within a key in-state drive market  
 Established partnership with targeted regional visibility

Longstanding partnership with consistent visibility for Swansboro



# NorthernVirginia



### Audience Snapshot

Print Circulation: 35,000  
Readership: 130,000+/month  
Distribution: Paid – 28,000. Rack – 7,000

### Demographics

Median Age: 51 (88% between age 30-60)  
Females – 70% Males – 30%  
74% Married  
HHI: \$380,000  
Geography: Targeted zip codes in NVA (DC Metro Area)

### Digital (E Newsletter Sponsorship)

*Travel – 36,000+ Family – 25,000+*

### Digital (Website)

*742,000+ Monthly Views 383,000 Unique Monthly Visitors*

### Positioning

Water people (Potomac, Chesapeake, Lakes). Affluent audience.  
Families from drive in market (6 hours)

**NEW OPPORTUNITY - Digital**

### Audience Snapshot

Circulation: 608,000+ unique homes in NC  
Distribution: Direct Mail – Quarterly Pub  
NC Farm Bureau Insurance Members

### Demographics

About 30,000 are involved in Farming  
Geography: North Carolina (statewide)  
1 out of every 15 HHs in NC (1 per HH – anyone with a policy))

### Positioning

Content focus on three areas  
Local Foods: cooking/restaurants/markets  
Family farms/businesses producing foods we enjoy  
In State Travel/Tourism & Events

**NEW OPPORTUNITY – Print**



### **Audience Snapshot**

In 2025...NC Tripping generated 1,181,658 impressions about Swansboro with 51,113 engagements

### **STDA Strategy/Content Generation**

A hosted visit to Swansboro  
Shoot and curate more current/up-to-date, in-depth and nuanced content  
Focusing on the story telling and “Swansboro Insider” type of vibe.

### **Positioning**

One of the most recognized North Carolina travel influencers, with proven engagement and statewide reach.

Familiar with Swansboro and have written blogs and created social media posts and video (via hosted visits sponsored by OCT & JTDA)

**NEW OPPORTUNITY – Digital Influencer**

Visit NC Special Interest Welcome Journey Eblasts – Small Towns

**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 to get to know them better. This is 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. Partners can select to have their content featured as the itinerary recommendation that is served, aligning with specific interest categories, as well as inclusion in default content.

**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**  
\$1,000

**INVENTORY**  
Limit one (1) per year per partner for the following interest categories (as well as inclusion in default content):

- Mountains
- Coast
- City
- Small Towns

*With one (1) being reserved for Tier 1*

Visit NC Haunted Tourism Initiative – First in Fright Eblast

**First in Fright Featured Content**

This program invites partners to be included in the body of the Visit NC First in Fright e-newsletter, part of our year-round haunted tourism initiative. The seasonal First in Fright email segment is composed of over 14,000 dedicated consumer leads looking to connect with local lore and one-of-a-kind spooky experiences.

The Welcome Journey is an ongoing send that is delivered to all new First in Fright leads, exposing them to your destination within 48 hours of sign-up.

**PARTNER BENEFITS**

Share your destination’s unique stories or relevant seasonal activities with an audience that has indicated a specific interest in paranormal tourism.

**PRICE**  
\$350

**SEASONAL EMAIL INVENTORY**  
Four (4) partner spots total per year (two [2] spots in the fall deployment; two [2] spots in the spring deployment)

**WELCOME JOURNEY INVENTORY**  
Two (2) partner spots per year

**NEW OPPORTUNITY**

CONSIDERATION PROGRAMS



Proposed 2026/2027 Budget – Media Placements | Circulation & Demos

**NEW Garden & Gun Due South E-Newsletter Program**

The Garden & Gun e-newsletter program is available at investment levels starting at \$5,000.

Inspired by Garden & Gun's love for adventure, Due South is a weekly roundup of the best in Southern travel. With over 121,000 opt-in subscribers, a 51% open rate and an average 4.75% CTR, you are reaching an

engaged and affluent audience that is passionate about travel. Both enhanced and sponsored editions provide Visit NC partners with the opportunity to include branded content written by the Garden & Gun editors, images and a URL, providing them an authentic connection with the readers.



**NEW OPPORTUNITY – Visit NC Co-Op**

Investment Options	Channel	Campaign Elements	Assets Needed
\$5,000 Per Partner	Due South Newsletter: Inspired by G&G's love for adventure, Due South is a weekly roundup of the best in Southern travel.	Enhanced Edition <ul style="list-style-type: none"> <li>Available in all weekly newsletters (minus fully sponsored editions)</li> <li>Mid-page inclusion</li> <li>90-120 words of copy written by G&amp;G to support your current campaign</li> <li>One (1) clickable hi-res image</li> </ul>	2-3 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 2-3 talking points with a call to action and URL Main point of contact for approvals Emails to include with newsletter deployment
\$8,000 Per Partner	Due South Newsletter: Inspired by G&G's love for adventure, Due South is a weekly roundup of the best in Southern travel.	Sponsored Edition <ul style="list-style-type: none"> <li>Two sponsored editions each month</li> <li>180-200 words of copy written by G&amp;G to support your current campaign</li> <li>One (1) clickable hi-res image</li> <li>Partner's links and images included throughout narrative</li> </ul>	4-6 hi-res images (mix of horizontal and vertical) with brief captions and credits (if needed) 3-5 talking points with call to action and URL(s) Main point of contact for approvals Emails to include with newsletter deployment

**DIGITAL PROGRAMS (CONTINUED)**

**Garden & Gun Digital Program**

The Garden & Gun digital program is available at investment tiers of \$2,500, \$5,000 or \$10,000 per two-month flight.

This exciting opportunity allows you to reach Garden & Gun's digital audience (885,000+ monthly visitors) via a cross-device (desktop, tablet and mobile) display campaign.

Garden & Gun is the only brand that moves from the sporting life to lush land and gardens, from architectural pursuits to adventurous travel and from food and drink to visual splendor. At its heart, G&G is about the richness of the South, and how a deep appreciation for its character can enhance life both within the region and beyond. GardenandGun.com is a direct route to reach those looking for the charm of the South. Whether visitors are searching for great travel destinations, events or other possibilities, G&G hosts it all.

Partner display units will be served across the site, with the opportunity to hold a homepage takeover for one (1) week, leveraging exclusive positioning at 100% share of voice at the \$10,000 level. By partnering with G&G through the Visit NC program, you will receive:

- Priority with dates and special partner pricing
- Individualized reporting delivered at campaign end, including impressions, clicks and CTR — a 40% rate savings

*Ten (10) partner maximum in total per flight; inquire about homepage takeover available dates.*



**Proposed 2026/2027 Budget – Media Placements | Circulation & Demos**



Investment Options	Flight & Targeting Options	Available Channels & Media Rates	Required Assets	Rate Savings	Benchmarks
<p><b>\$2,500</b> Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: • Food &amp; Drink • Home &amp; Garden • Arts &amp; Culture • Travel, Music, Sporting</p>	<p>Display • 200,000 guaranteed impressions • \$12.50 CPM</p>	<p>Display • 300 x 250, 300 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL</p>	<p>40% Rate Savings</p>	<p>Display Average CTR: 0.06%</p>
<p><b>\$5,000</b> Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: • Food &amp; Drink • Home &amp; Garden • Arts &amp; Culture • Travel, Music, Sporting</p>	<p>Display • 454,400 guaranteed impressions • \$11.00 CPM</p>	<p>Display • 300 x 250, 300 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL</p>	<p>40% Rate Savings</p>	<p>Display Average CTR: 0.06%</p>
<p><b>\$10,000</b> Per Partner</p>	<p>Flighting options: September-November 31, 2026; March 1-May 30, 2027 Targeting GardenandGun.com site visitors cross-channel: • Food &amp; Drink • Home &amp; Garden • Arts &amp; Culture • Travel, Music, Sporting</p>	<p>Display • 691,000 guaranteed impressions • \$10.75 CPM</p>	<p>Display/Homepage Takeover (HPTO) • 300 x 250, 300 x 50, 728 x 90, 970 x 250, 300 x 600 Click-through URL Homepage takeover at 100% share of voice; reserve one (1) week from five (5) total options within flight on a first-come, first-served basis.</p>	<p>41% Rate Savings</p>	<p>Display Average CTR: 0.06% HPTO Avg. CTR: 0.10%</p>

**NEW OPPORTUNITY – Visit NC Co-Op**



# Swansboro

Friendly City by the Sea

2026/2027

**ADDITIONAL INFORMATION, UPDATES &  
PROPOSED BUDGET OPTIONS  
(AS OF 4.29.26)**



Presented by: Anne Marie Bass, Front Row Communications



## Table of Contents & Status Update Notes

### Key Updates Since Initial 2026-2027 Proposed Budget Draft

- **Visit NC 2026-2027 Co-Op Update:** Swansboro was awarded the **Garden & Gun Digital + E-Newsletter** opportunity, if selected by the STDA Board. Other submitted Visit NC Co-Op opportunities were not awarded. This resulted in a **\$1,850 adjustment** from the original core investment amount in the draft plan.
- **Core Plan Adjustment:** Of that amount, I suggest reallocating **\$1,650** to an additional **Our State Sunday Morning Read eblast**, resulting in a **net reduction of \$200** to the core investment plan.
- **Raleigh Magazine Update:** Raleigh Magazine presented a new **Print + Digital Bundle**, which is now reflected as an additional option within the **Silver Package**.
- **Facebook / Instagram Ad Budget:** I applied the remaining **\$250 Visit NC 2025-2026 Co-Op balance** to go towards supplementing the Facebook/Instagram ad spend.

In addition, I am asking for an **\$300–\$400 in additional ad budget** from funded contingency to support further support Facebook/Instagram ad spend based on stronger-than-planned spending during the Fall 2025 Mullet Festival pivot.



## Proposed 2026/2027 Budget — Additional Media Opportunities

### ◆ 1. OUT-OF-STATE EXPANSION

#### Northern Virginia Magazine (Digital)

- Eblasts + Website Banners
- Targets DC Metro / high-income drive market
- Supports Facebook & Instagram campaigns

**Investment:** ~\$6,150

### ◆ 4. IN-STATE AMPLIFICATION – OPTION A

#### Raleigh Magazine (Podcast)

- “Office Talk” mid-roll podcast placements
- Seasonal Event-aligned messaging (2 months – October & November)

**Investment:** ~\$1,600

#### NC Field & Family (Print)

- Direct mail to NC households
- Promotes events + statewide awareness

**Investment:** ~\$6,780

### ◆ 2. CONTENT & SOCIAL GROWTH

#### NC Tripping – Influencer Program

- Hosted visit + content creation
- Instagram + blog + video assets
- “Swansboro Insider” storytelling approach

**Investment:** ~\$6,000

### ◆ 4. IN-STATE AMPLIFICATION – OPTION B

#### Raleigh Magazine (Silver Path 1 - Print + Digital Bundle)

- Half Page Ad – July/August ‘26 Issue
- Quarter Page Ad – September ‘26 Issue
- Dedicated Eblast – October ‘26
- Full Page Ad – November ‘26 Issue
- Quarter Page Ads – December ‘26 - May ‘27 Issues
- Dedicated Eblast – June ‘27

PLUS

- “Office Talk” mid-roll podcast placement - November

(Total Value: \$9,710)

**Total Investment:** \$7,890 – reduced by what is already in the core plan of \$4,100 = **\$3,790 additional spend**

**Monthly Amount:** \$657.50 per month (July ‘26 through June ‘27)



## ◆ PLATINUM

### Full Market Expansion + Maximum Visibility

- Includes all recommended placements
- Expands reach across in-state, Southeast, and DC Metro markets
- Highest level of visibility and frequency

**Total Investment:** ~\$103,664

## ◆ SILVER

### Targeted Regional Reach

Focuses on strong in-state visibility and event-driven promotion

#### Choose ONE Silver path (same tier):

- **Silver Path 1 - Raleigh Mag Bundle:** *(Print + Digital)* + **NC Field & Family**
- **Silver Path 2 - Podcast Add-On:** **NC Tripping + Raleigh Mag Podcast (2 months)** + Raleigh Mag *(print already in core plan)*

**Total Investment:** ~\$80,244 – \$83,214 *(depending on Silver path)*

## Proposed 2026/2027 Budget — Packaged Options

Options are structured to guide decision-making by budget level and desired reach.

## ◆ GOLD

### Strategic Growth in Key Markets

Combines strong NC reach with targeted out-of-state exposure

- Option A: NC Tripping + Northern Virginia Magazine
- Option B: NC Tripping + Garden & Gun

**Total Investment:** ~\$84,794 – \$86,144

## ◆ BRONZE

### Focused Awareness + Content Growth

- Emphasis on content creation and social driven visibility
- NC Tripping influencer program

**Total Investment:** ~\$78,644



**Proposed 2026/2027 Budget — Packaged Options**  
Options are structured to guide decision-making by budget level and desired reach.

**VISIT NC Co-op Programs Awarded – Garden & Gun Digital & E Newsletter**

Hello,

Below is a screenshot of the 2026-2027FY Partner Programs Co-Op programs you have been awarded. In **bold** are the programs you were awarded. Strike through are those you were not. If there is **yellow highlight** please indicate the timeframe and or name of event missing. Upon reviewing, please CONFIRM back via email you would like to participate in those programs during that timeframe. Once we receive your confirmation, we can schedule a kick off call to discuss any questions/ fiscal year concerns < from there a contract will be sent for you to sign < once the contract is signed materials can be submitted for the new year. We look forward to your participation!

Swansboro TDA 26-27 Programs Contract Tier 2						PROGRAM DETAILS	
Job Number	Program Name	Base Price	Tier Disc.	OA Disc.	Partner Total	Timing	Awarded
<b>Print Programs</b>							
1			-	-			
<b>Digital</b>							
2	<b>Garden &amp; Gun Digital</b>	\$2,500.00	-	-		March 1-May 30, 2027	
	<b>Garden &amp; Gun Due South E-Newsletter</b>	\$5,000.00				Which top three months do you prefer?	
<b>Social</b>							
3			-	-			
<b>Web/MultiChannel</b>							
	<del>Welcome Journey: Small Towns-</del>						
4	<del>First in Fright Enews-</del>		-	-			
	<b>Featured Event: Christmas Flotilla</b>						
	<del>Featured Event: Facebook Promotion: Christmas Flotilla</del>						
<b>Production</b>							
5			-	-			
	<b>Total</b>	\$7,500.00					

**◆ 3. AFFLUENT AUDIENCE REACH**  
**Visit NC Co-Op – Garden & Gun**

- Digital + Email Newsletter placements
- High-income, travel-oriented audience
- Strong engagement + click-through performance

**Investment: ~\$7,500**

**SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support**

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2027 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <a href="#">Spring (April 2027)</a>	815.00		8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	2026 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <a href="#">Fall (October 2026)</a>	815.00		8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	Dream Host - <b>2026/2027</b> Annual website hosting & Maintenance Plan	1,788.00		Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
WEBSITE	Misc. Tech Needs for Website - <b>Estimate</b>	800.00		Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
EBLAST SOFTWARE	Constant Contact License - <b>Estimate</b>	1,008.00		Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
PRINT AD	<b>2026/2027</b> Our State Magazine - <a href="#">Print Ads</a> - <a href="#">Coast Host Section Ads</a>	11,400.00		6 ADS TOTAL: 1/3 Pag Ad Size for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
DIGITAL ADS	<b>2026/2027</b> Our State Magazine - <a href="#">Sponsored Eblasts</a>	<del>3,300.00</del>	4,950	2 EBLASTS: Sunday Morning Read - Dates TBD
	<b>Add one additional Sunday Morning Read Eblast - Add \$1650</b>			
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <a href="#">Featured Event</a> - <a href="#">Facebook</a>	<del>1,000.00</del>		<b>Deduct</b> Christmas Flotilla (Thanksgiving Weekend)
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <a href="#">Welcome Journey</a> - <a href="#">Small Towns</a>	<del>500.00</del>		<b>1,850</b> Eblast - Winter 2027 (Reaching New Subscribers each month to Visit NC ENews)
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <a href="#">First in Fright</a> - <a href="#">Featured Content</a>	<del>350.00</del>		Visit NC Website
DIGITAL ADS	<b>2026/2027</b> Facebook & Instagram Advertising <i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>	7,000.00		From July 1, 2025 to June 30, 2026
PRINT ADS	<b>2026/2027</b> Raleigh Magazine - <a href="#">Print Ads</a> - <a href="#">Travel Section</a>	2,000.00		3 ADS TOTAL: July/Aug 2026 (Annual Travel Issue) - Half Page ; Feb 2027; April 2027 - 1/4 Page
PRINT ADS	<b>2026/2027</b> Raleigh Magazine - <a href="#">Print Ads</a> - <a href="#">November 2026 Issue</a>	1,500.00		1 AD: Full Page - Special Travel Section
DIGITAL ADS	<b>2026/2027</b> Raleigh Magazine - Banner Ad Placements on Site	600.00		2 PLACEMENTS: August & September 2026 - \$300/per month

**SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support**

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT AD	2027 Emerald Isle Barefoot Guide - <i>Print Ad</i> - Half Page	950.00			Comes up for contract in October 2026 for March 2027 pub date
PRINT AD	2027 Bluewater Beacon - <i>Print Ad</i> - Half Page	900.00			Comes up for contract in March 2026 for Spring 2026 pub date
PRINT AD	2027 Swansboro Area Chamber Directory - Full Page Ad	1,100.00			Paid in October: Comes out in January
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00			Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport <b>2026/2027</b> - Video Placement	5,000.00			Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00			
	<b>GRAND TOTAL</b>	<del>72,844.00</del>		Deduct \$200 - 72,644	
	Approved Amount - TBD (based on Options & Board Selections)				
	<b>2026/2027 Approved Marketing Contingency Budget</b>	<b>5,000.00</b>			
	<i>Additional Expenditures</i>				
<b>Starting Contingency</b>	ADD \$2596 - Rollover from Unspent 2025/2026 Funded Contingency	<b>7,596.00</b>			



2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 4.29.26**

<b>Starting Contingency</b>	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	<b>6,795.00</b>	<b>7.1.25</b>	
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	complete	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	Spring '26	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	complete	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	complete	
	Swansboro by Candlelight - Photography - \$450 (Wick Smith)	450.00	complete	
	Raleigh Magazine - Additional 2 Eblasts - Holiday/Nov 2025	450.00	complete	
	Dreamhost - Website Hacking Repair Services	199.00	complete	
	Promotional Gift Cards - Spring 2026 Beach Adventure Getaway Contest - \$100 The Boro + \$50 Other Merchants	150.00	complete	purchase 5.7 visit
	Spring 2026 Merch Guide - Design Refresh & Update	400.00	complete	April '26 Invoice
	Blue Water Beacon 2026/2027 Ad Space (Return of Pub from 2025)	900.00	complete	Approved - RS
	Qty 3 - Swansboro Swag Bags + Elements - I-95 Welcome Ctr Days (Years 2026 & 2027) & Spring 2026 Getaway Contest Prize Package	200.00	complete	Approved - 4.9 Board mtg.
	<b>BALANCE TO DATE - 4.01.2026</b>	<b>2,596.00</b>		



**NOTES:**

- I am applying a remaining balance of \$250 from the Visit NC Co-Op programs (Tier 2 discounts) – to the Facebook ads budget remaining through end of fiscal.
- I would like to spend an additional \$300 to \$400 from the remaining contingency also – towards Facebook ad campaigns – requesting approval from the Board.



# Tourism Development Authority Meeting Agenda Item Submittal

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Item To Be Considered: **Proposed FY 2026-2027 Budget**

Board Meeting Date: **May 7, 2026**

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

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**Overview: Proposed FY 2026-2027 Budget**

The FY 2026/2027 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 9, 2026. As required, all funds within the budget are balanced, and all revenues and expenditures are identified for FY 2026/2027.

**Background Attachment(s):** Budget Message and Proposed FY 2026-2027 Budget

**Recommended Action:** Set date to hold a public hearing/adoption

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

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY  
BUDGET MESSAGE  
FY 2026-2027**

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 2026-2027 fiscal year, an analysis was done on the actual revenues received during the period July 2025 thru March 2026. 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 2026-2027

<u>REVENUES</u>			
70-300-320309	Donations	\$ 5,600	Swansboro Downtown Merchants
70-300-399991	Fund Balance Appropriation	\$ 18,457	Assigned Fund Balance
70-300-390950	Transfer from General Fund	\$ 110,000	Net proceeds, room occupancy tax
<b>Total Revenues</b>		<b>\$ 134,057</b>	

<u>EXPENSES</u>			
70-800-501910	Services - Auditor	\$ 6,000	Annual fee for required audit per statute
70-800-503910	Advertising / Promotions:		
	Front Row Communications	\$ 31,668	Marketing/Advertising Services
	General advertising	\$ 35,826	<b>(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)</b>
	Contingency Fund	\$ 7,596	Marketing Contingency Budget
	Downtown Merchants	\$ 5,600	Swansboro by Candlelight FY 26/27
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
<b>Total Expenditures</b>		<b>\$ 134,057</b>	

Airport Advertising-every year to be moved from Capital Grant line item	\$5,000.00	Per Meeting Minutes 07/17/14
Total Committed FY 26/27	\$5,000.00	
<b>Remaining "Capital" funds available</b>	<b>\$ 31,666.67</b>	

**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.



# Tourism Development Authority Meeting Agenda Item Submittal

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

Board Meeting Date: **May 7, 2026**

Prepared By: **Randy Swanson, Chair**

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

Items discussed at prior meetings:

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

Vice Chair Linda Thornley has submitted a Grant Workshop plan for review and discussion

**Background Attachment(s):** Workshop Plan

**Recommended Action:** Discuss and provide any guidance.

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

# Swansboro TDA Grant Workshop Plan

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## Workshop Purpose

To educate and support local organizations in developing strong, fundable TDA grant applications that align with tourism goals and increase overnight stays.

## Workshop Title

TDA Grant Workshop: Build Your Application With Us

## Duration

60-70 minutes

## Target Audience

Local nonprofits, event organizers, businesses, and community groups interested in tourism-related funding.

## Agenda Overview

1. Welcome & Purpose (5 min)
2. What Gets Funded vs What Doesn't (10 min)
3. The 4 Elements of a Strong Application (15 min)
4. Live Application Walkthrough (20 min)
5. Q&A and Open Coaching (10-15 min)

## Key Messages

- Focus on tourism and overnight stays unless it is a bricks and mortar project
- Clear marketing strategy is essential
- Strong budgets and realistic planning matter
- The workshop is designed to help applicants succeed, not filter them out

## Interactive Elements

- Live drafting and feedback
- Open discussion and coaching

## Expected Outcomes

- Higher quality applications
- Increased number of applicants

- Better alignment with TDA goals
- Reduced confusion and possible incomplete submissions

### **Materials Provided**

- Application Cheat Sheet
- Budget Template
- Example of a Strong Application
- Common Mistakes Guide

### **Next Steps**

Finalize materials, schedule workshop date, promote to community, and prepare follow-up support for applicants.