



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, July 10, 2025

I. Call to Order

II. Approval of Minutes

a. May 8, 2025 Special Meeting Minutes

III. Business

a. Audit Contract-Gregory T. Redman, CPA for the period July 1, 2024 through June 30, 2025

Presenter: Sonia Johnson – Finance Director

The Swansboro Tourism Development Authority (STDA) is required to have an annual audit performed. This is a proposed contract for services with Gregory T. Redman to prepare the STDA financial statements and perform the audit for FY 24/25. The proposed fee to audit this fiscal year ended June 30, 2025, is \$3,000.

Recommended Action: Motion to approve the Audit Contract with Gregory T. Redman, CPA for the period July 1, 2024 through June 30, 2025.

b. Funding Request – Seaside Arts Council

Presenter: Sonia Johnson – Finance Director

The Seaside Arts Council has submitted a funding request for \$2,000 to support SwanFest, the free summer concert series held annually in downtown Swansboro. This event is designed to attract both visitors and community members, supporting tourism and enhancing the cultural experience in our town.

Recommended Action: Motion to approve funding request for Seaside Arts Council

c. Funding Request – Town of Swansboro

Presenter: Sonia Johnson – Finance Director

The Town of Swansboro is requesting funding for the rental of portable restrooms while the Visitor's Center is closed.

Recommended Action:

- 1. Motion to approve funding request*
- 2. Motion to approve budget amendment #2026-1*

d. Finance Report – (4th Qtr. FY 24-25)

Presenter: Sonia Johnson – Finance Director

e. Marketing & Advertising Status Update Discussion

Presenter: Randy Swanson – Chair

f. 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
May 08, 2025, Special Meeting Minutes

Item II - a.

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

Call to Order

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

Approval of Minutes

On a motion by Mr. Overby, seconded by Mr. Diehl, the meeting minutes for February 6, 2025, Special Meeting and the April 10, 2025, Regular Meeting were unanimously approved.

Business

FY 2024-2025 Year End Projections/Potential Budget Amendment

Finance Director Sonia Johnson provided a review of year-end projections which would include a projected surplus of \$2,700.00. If any items that were to be reviewed by Ann Marie were to be funded a budget amended would be needed.

Marketing/Advertising Service Contract Consideration with Front Row Communications

Anne Marie Bass, Owner & Principal of Front Row Communications, presented the proposed marketing and advertising plan for the upcoming fiscal year. She outlined several key components of the plan. The Downtown Merchant's Guide was highlighted as being in its sixth printing, now renamed "Merchant's Tours Food and Drink Guide." A total of 250 copies were distributed to North Carolina Welcome Centers and are frequently depleted. The new edition featured a fresh design with peachy orange and blue colors and included updates such as festival schedules.

Ms. Bass explained that the website was continuously updated with new content, including listings and festival information, and mentioned the recent addition regarding the Hamlet's Beach State Park Ferry Service. For email list building, she reported that there were 1,557 highly engaged contacts, boasting open rates nearly double the industry standard. The getaway contest sign-ups were noted as a successful strategy for capturing email addresses.

The relationship with Our State Magazine was detailed, which includes print ads, sponsored e-blasts, and two new opportunities: Tar Heel Reels (a short-form social media video) and sponsored content articles. Similarly, Ms. Bass outlined the proposed advertising plan with Raleigh Magazine, which involves print ads and digital banner ads.

For social media advertising, Ms. Bass reported spending \$7,000 in the current year and proposed the same amount for the forthcoming year. Other advertising efforts include continuing the Chamber Guide ad and the video ad at OHA airport. She also explained the potential for additional advertising opportunities through the state tourism conference via Visit NC Co-op, with a possible expenditure of \$3,200.

Finally, Ms. Bass presented three advertising budget options for the board's consideration: Option 1 at \$75,844, which includes all new elements; Option 2 at \$70,049, which includes some new elements; and Option 3 at \$69,449, which includes one new element.

Board members asked questions about the readership of Our State Magazine, the possibility of distributing guides to out-of-state welcome centers, and the engagement rates on social media posts.

Sonia Johnson, Finance Director, clarified that the proposed budget included Option 1 from Ms. Bass's presentation, but did not include an additional \$3,200 for the Visit NC Co-op opportunities. Ms. Johnson shared that the unused contingency funds could be utilized to fund this opportunity in the current fiscal year.

Board Projects/Discussion Items

Randy Swanson, Chair, introduced a discussion about potential projects and initiatives. The following items were discussed:

- Airbnb Outreach: Creating informational materials to encourage Airbnb owners to register and pay appropriate taxes. Board members emphasized the importance of framing this as an educational effort rather than implying that owners were intentionally avoiding taxes.
- Live Cameras: Suggestion was made about investigating the possibility of installing live cameras to showcase traffic and water views of Swansboro. The board agreed to research the costs and technical requirements for such a project.
- Inviting State Representative: Mr. Overby shared that he mentioned inviting the local state representative to attend a future meeting to discuss tourism-related issues and potential opportunities.
- Portable Restrooms: Researching the purchase of portable restrooms to have in place while the visitors center was under construction was desired. Staff would research the cost/specifics and bring back details at the next meeting.

FY 2025/2026 Annual Budget

Finance Director Johnson presented the proposed budget for FY 2025/2026. She provided the following key points:

- Projected Revenue: \$110,000 from occupancy tax, \$14,361 from assigned fund balance, and \$4,800 from downtown merchant donations.
- Advertising Budget: \$42,954 and included Front Row Communication's marketing plan Option 1 plan at \$75,844.
- Contingency: \$3,500
- Budget Adjustments: Proposed shifting \$2,595 to the contingency fund if the board went with Option 2 of Front Row Communication's marketing plan instead of Option 1.

The public hearing was opened at 3:43 pm then closed as no comments were received.

On a motion by Mr. Diehl, seconded by Mr. Harnatkiewicz, the budget for FY 2025/2026 with Front Row Communication's Option 2 plan included for \$70,049 and shifting contingency funds if needed was approved unanimously.

Board Comments

Mr. Diehl shared that he recalled last year's discussion on tracking marketing effectiveness and emphasized the need for tools like QR codes and summary dashboards to better understand engagement and return on investment but did not see any such details shared. Ms. Bass committed to getting some details and would work to get a report to the authority.

Adjournment

On a motion by Mr. Harnatkiewicz, seconded by Mr. Overby, the meeting adjourned at 4:01 pm.



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Audit Contract-Gregory T. Redman, CPA for the period July 1, 2024 through June 30, 2025**

Board Meeting Date: **July 10, 2025**

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

Overview: The Swansboro Tourism Development Authority (STDA) is required to have an annual audit performed. This is a proposed contract for services with Gregory T. Redman to prepare the STDA financial statements and perform the audit for FY 24/25. The proposed fee to audit this fiscal year ended June 30, 2025, is \$3,000.

Background Attachment(s): Audit Contract with Gregory T. Redman, CPA for the period July 1, 2024 through June 30, 2025

Recommended Action: Motion to approve the Audit Contract with Gregory T. Redman, CPA for the period July 1, 2024 through June 30, 2025.

Action: _____

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

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

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

Hereinafter referred to as Auditor

for	Fiscal Year Ending 06/30/25	Date Audit Will Be Submitted to LGC 10/31/25

Must be within six months of FYE

hereby agree as follows:

1. The Auditor shall audit all statements and disclosures required by U.S. generally accepted auditing standards (GAAS) and additional required legal statements and disclosures of all funds and/or divisions of the Governmental Unit(s). The non-major combining, and individual fund statements and schedules shall be subjected to the auditing procedures applied in the audit of the basic financial statements and an opinion shall be rendered in relation to (as applicable) the governmental activities, the business-type activities, the aggregate DPCUs, each major governmental and enterprise fund, and the aggregate remaining fund information (non-major government and enterprise funds, the internal service fund type, and the fiduciary fund types). The basic financial statements shall include budgetary comparison information in a budgetary comparison statement, rather than as RSI, for the General Fund and any annually budgeted Special Revenue funds.

2. At a minimum, the Auditor shall conduct the audit and render the report in accordance with GAAS. If the Governmental Unit expended \$100,000 or more in combined Federal and State financial assistance during the reporting period, the Auditor shall perform the audit in accordance with *Government Auditing Standards* (GAGAS). The Governmental Unit is subject to federal single audit requirements in accordance with Title 2 US Code of Federal Regulations Part 200 *Uniform Administration Requirements, Cost Principles, and Audit Requirements for Federal Awards*, Subpart F (*Uniform Guidance*) and the State Single Audit Implementation Act. Currently the threshold is \$750,000 for a federal single audit and \$500,000 for a State Single Audit. This audit and all associated audit documentation may be subject to review by Federal and State agencies in accordance with Federal and State laws, including the staffs of the Office of State Auditor (OSA) and the Local Government Commission (LGC). If the audit requires a federal single audit in accordance with the Uniform Guidance (§200.501) the Auditor and Governmental Unit(s) should discuss, in advance of the execution of this contract, the responsibility for submission of the audit and the accompanying data collection form to the Federal Audit Clearinghouse as required under the Uniform Guidance (§200.512) to ensure proper submission.

Effective for audits of fiscal years beginning on or after June 30, 2023, the LGC will allow auditors to consider whether a unit qualifies as a State low-risk auditee. Please refer to "Discussion of Single Audits in North Carolina" on the LGC's website for more information.

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

3. If an entity is determined to be a component of another government as defined by the group audit standards, the entity's auditor shall make a good faith effort to comply in a timely manner with the requests of the group auditor in accordance with AU-6 §600.41 - §600.42.
4. This contract contemplates an unmodified opinion being rendered. If during the process of conducting the audit, the Auditor determines that it will not be possible to render an unmodified opinion on the financial statements of the unit, the Auditor shall contact the LGC Staff to discuss the circumstances leading to that conclusion as soon as is practical and before the final report is issued. The audit shall include such tests of the accounting records and such other auditing procedures as are considered by the Auditor to be necessary in the circumstances. Any limitations or restrictions in scope which would lead to a qualification should be fully explained in an attachment to this contract.
5. If this audit engagement is subject to the standards for audit as defined in *Government Auditing Standards*, 2018 revision, issued by the Comptroller General of the United States, then by accepting this engagement, the Auditor warrants that he/she has met the requirements for a peer review and continuing education as specified in *Government Auditing Standards*. The Auditor agrees to provide a copy of the most recent peer review report to the Governmental Unit(s) and the Secretary of the LGC prior to the execution of an audit contract. Subsequent submissions of the report are required only upon report expiration or upon auditor's receipt of an updated peer review report. If the audit firm received a peer review rating other than pass, the Auditor shall not contract with the Governmental Unit(s) without first contacting the Secretary of the LGC for a peer review analysis that may result in additional contractual requirements.

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

6. It is agreed that time is of the essence in this contract. All audits are to be performed and the report of audit submitted to LGC Staff within six months of fiscal year end. If it becomes necessary to amend the audit fee or the date that the audit report will be submitted to the LGC, an amended contract along with a written explanation of the change shall be submitted to the Secretary of the LGC for approval.
7. It is agreed that GAAS include a review of the Governmental Unit's (Units') systems of internal control and accounting as same relate to accountability of funds and adherence to budget and law requirements applicable thereto; that the Auditor shall make a written report, which may or may not be a part of the written report of audit, to the Governing Board setting forth his/her findings, together with his recommendations for improvement. That written report shall include all matters defined as "significant deficiencies and material weaknesses" in AU-C 265 of the *AICPA Professional Standards (Clarified)*. The Auditor shall file a copy of that report with the Secretary of the LGC.

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

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

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

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

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

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

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

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

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

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

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

23. This contract may be terminated at any time by mutual consent and agreement of the Governmental Unit(s) and the Auditor, provided that (a) the consent to terminate is in writing and signed by both parties, (b) the parties have agreed on the fee amount which shall be paid to the Auditor (if applicable), and (c) no termination shall be effective until approved in writing by the Secretary of the LGC.

24. The Governmental Unit's (Units') failure or forbearance to enforce, or waiver of, any right or an event of breach or default on one occasion or instance shall not constitute the waiver of such right, breach or default on any subsequent occasion or instance.

25. There are no other agreements between the parties hereto and no other agreements relative hereto that shall be enforceable unless entered into in accordance with the procedure set out herein and approved by the Secretary of the LGC.

26. E-Verify. Auditor shall comply with the requirements of NCGS Chapter 64 Article 2. Further, if Auditor utilizes any subcontractor(s), Auditor shall require such subcontractor(s) to comply with the requirements of NCGS Chapter 64, Article 2.

27. **Applicable to audits with fiscal year ends of June 30, 2020 and later.** For all non-attest services, the Auditor shall adhere to the independence rules of the AICPA Professional Code of Conduct and *Government Auditing Standards, 2018 Revision* (as applicable). Preparing financial statements in their entirety shall be deemed a "significant threat" requiring the Auditor to apply safeguards sufficient to reduce the threat to an acceptable level. If the Auditor cannot reduce the threats to an acceptable level, the Auditor cannot complete the audit. If the Auditor is able to reduce the threats to an acceptable level, the documentation of this determination, including the safeguards applied, must be included in the audit workpapers.

All non-attest service(s) being performed by the Auditor that are necessary to perform the audit must be identified and included in this contract. The Governmental Unit shall designate an individual with the suitable skills, knowledge, and/or experience (SKE) necessary to oversee the services and accept responsibility for the results of the services performed. If the Auditor is able to identify an individual with the appropriate SKE, s/he must document and include in the audit workpapers how he/she reached that conclusion. If the Auditor determines that an individual with the appropriate SKE cannot be identified, the Auditor cannot perform both the non-attest service(s) and the audit. See "Fees for Audit Services" page of this contract to disclose the person identified as having the appropriate SKE for the Governmental Unit.

28. **Applicable to audits with fiscal year ends of June 30, 2021 and later.** The auditor shall present the audited financial statements including any compliance reports to the government unit's governing body or audit committee in an official meeting in open session as soon as the audited financial statements are available but not later than 45 days after the submission of the audit report to the Secretary. The auditor's presentation to the government unit's governing body or audit committee shall include:

- a) the description of each finding, including all material weaknesses and significant deficiencies, as found by the auditor, and any other issues related to the internal controls or fiscal health of the government unit as disclosed in the management letter, the Single Audit or Yellow Book reports, or any other communications from the auditor regarding internal controls as required by current auditing standards set by the Accounting Standards Board or its successor;
- b) the status of the prior year audit findings;
- c) the values of Financial Performance Indicators based on information presented in the audited financial statements; and
- d) notification to the governing body that the governing body shall develop a "Response to the Auditor's Findings, Recommendations, and Fiscal Matters," if required under 20 NCAC 03 .0508.

29. Information based on the audited financial statements shall be submitted to the Secretary for the purpose of identifying Financial Performance Indicators and Financial Performance Indicators of Concern. See 20 NCAC 03 .0502(c)(6).

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

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

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

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

FEES FOR AUDIT SERVICES

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

Financial statements were prepared by: ☒ Auditor ☐ Governmental Unit ☐ Third Party

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

Name:**Title and Unit / Company:****Email Address:**

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

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

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

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

Primary Government Unit	Swansboro Tourism Development Authority
Audit Fee (financial and compliance if applicable)	\$ 3,000.00
Fee per Major Program (if not included above)	\$
Additional Fees Not Included Above (if applicable):	
Financial Statement Preparation (incl. notes and RSI)	\$
All Other Non-Attest Services	\$
TOTAL AMOUNT NOT TO EXCEED	\$ 3000

Discretely Presented Component Unit	N/A
Audit Fee (financial and compliance if applicable)	\$
Fee per Major Program (if not included above)	\$
Additional Fees Not Included Above (if applicable):	
Financial Statement Preparation (incl. notes and RSI)	\$
All Other Non-Attest Services	\$
TOTAL AMOUNT NOT TO EXCEED	\$

SIGNATURE PAGE**AUDIT FIRM**

Audit Firm*	
Gregory T. Redman, CPA	
Authorized Firm Representative (typed or printed)*	Signature*
Gregory T. Redman	
Date*	Email Address*
3/3/25	greg@redman-cpa.com

GOVERNMENTAL UNIT

Governmental Unit*	
Swansboro Tourism Development Authority	
Date Governing Board Approved Audit Contract*	
(Enter date in box to right)	
Mayor/Chairperson (typed or printed)*	Signature*
Date	Email Address*

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

GOVERNMENTAL UNIT – PRE-AUDIT CERTIFICATE

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

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

Sum Obligated by This Transaction:	\$ 3000
Primary Governmental Unit Finance Officer* (typed or printed)	Signature*
Date of Pre-Audit Certificate*	Email Address*

SIGNATURE PAGE – DPCU
(complete only if applicable)

DISCRETELY PRESENTED COMPONENT UNIT

DPCU*	
N/A	
Date DPCU Governing Board Approved Audit Contract* (Enter date in box to right)	
DPCU Chairperson (typed or printed)*	Signature*
Date*	Email Address*

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

DPCU – PRE-AUDIT CERTIFICATE

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

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

Sum Obligated by this Transaction:	\$
DPCU Finance Officer (typed or printed)*	Signature*
Date of Pre-Audit Certificate*	Email Address*

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

PRINT

Member
North Carolina Association of
Certified Public Accountants



Member
American Institute of
Certified Public Accountants

March 3, 2025

Swansboro Tourism Development Authority
601 W. Corbett Avenue
Swansboro, NC 28584

I am pleased to confirm my understanding of the services I am to provide the Swansboro Tourism Development Authority for the year ended June 30, 2025.

Audit Scope and Objectives

I will audit the financial statements of the governmental activities, each major fund, and the aggregate remaining fund information, and the disclosures, which collectively comprise the basic financial statements of Swansboro Tourism Development Authority as of and for the period ended June 30, 2021. Accounting standards generally accepted in the United States of America (GAAP) provide for certain required supplementary information (RSI), such as management's discussion and analysis (MD&A), to supplement Swansboro Tourism Development Authority's basic financial statements. Such information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. As part of my engagement, I will apply certain limited procedures to Swansboro Tourism Development Authority's RSI in accordance with auditing standards generally accepted in the United States of America (GAAS). These limited procedures will consist of inquiries of management regarding the methods of preparing the information and comparing the information for consistency with management's responses to my inquiries, the basic financial statements, and other knowledge I obtained during my audit of the basic financial statements. I will not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient appropriate evidence to express an opinion or provide any assurance. The following RSI is required by GAAP and will be subjected to certain limited procedures, but will not be audited:

1. Management's Discussion and Analysis

The objectives of my audit are to obtain reasonable assurance as to whether the financial statements as a whole are free from material misstatement, whether due to fraud or error; issue an auditor's report that includes my opinion about whether your financial statements are fairly presented, in all material respects, in conformity with GAAP; and report on the fairness of the supplementary information referred to in the second paragraph when considered in relation to the financial statements as a whole. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. Misstatements, including omissions, can arise from fraud or error and are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment of a reasonable user made based on the financial statements.

Auditor's Responsibilities for the Audit of the Financial Statements

I will conduct my audit in accordance with GAAS and will include tests of your accounting records and other procedures I consider necessary to enable us to express such opinions. As part of an audit in accordance with GAAS, I exercise professional judgment and maintain professional skepticism throughout the audit.

I will evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management. I will also evaluate the overall presentation of the financial statements, including the disclosures, and determine whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation. I will plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement, whether from (1) errors, (2) fraudulent financial reporting, (3) misappropriation of assets, or (4) violations of laws or governmental regulations that are attributable to the government or to acts by management or employees acting on behalf of the government.

Because of the inherent limitations of an audit, combined with the inherent limitations of internal control, and because I will not perform a detailed examination of all transactions, there is an unavoidable risk that some material misstatements may not be detected by us, even though the audit is properly planned and performed in accordance with GAAS. In addition, an audit is not designed to detect immaterial misstatements or violations of laws or governmental regulations that do not have a direct and material effect on the financial statements. However, I will inform the appropriate level of management of any material errors, fraudulent financial reporting, or misappropriation of assets that comes to my attention. I will also inform the appropriate level of management of any violations of laws or governmental regulations that come to my attention, unless clearly inconsequential. My responsibility as auditors is limited to the period covered by my audit and does not extend to any later periods for which I am not engaged as auditors.

I will also conclude, based on the audit evidence obtained, whether there are conditions or events considered in the aggregate, that raise substantial doubt about the government's ability to continue as a going concern for a reasonable period of time.

My procedures will include tests of documentary evidence supporting the transactions recorded in the accounts, tests of the physical existence of inventories, and direct confirmation of receivables and certain assets and liabilities by correspondence with selected customers, creditors, and financial institutions. I will also request written representations from your attorneys as part of the engagement.

I may, from time to time and depending on the circumstances, use third-party service providers in serving your account. I may share confidential information about you with these service providers but remain committed to maintaining the confidentiality and security of your information. Accordingly, I maintain internal policies, procedures, and safeguards to protect the confidentiality of your personal information. In addition, I will secure confidentiality agreements with all service providers to maintain the confidentiality of your information and I will take reasonable precautions to determine that they have appropriate procedures in place to prevent the unauthorized release of your confidential information to others. In the event that I am unable to secure an appropriate confidentiality agreement, you will be asked to provide your consent prior to the sharing of your confidential information with the third-party service provider. Furthermore, I will remain responsible for the work provided by any such third-party service providers. My audit of the financial statements does not relieve you of your responsibilities.

Audit Procedures—Internal Control

I will obtain an understanding of the government and its environment, including internal control relevant to the audit, sufficient to identify and assess the risks of material misstatement of the financial statements, whether due to error or fraud, and to design and perform audit procedures responsive to those risks and obtain evidence that is sufficient and appropriate to provide a basis for my opinions. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentation, or the override of internal control. An audit is not designed to provide assurance on internal control or to identify deficiencies in internal control. Accordingly, I will express no such opinion. However, during the audit, I will communicate to management and those charged with governance internal control related matters that are required to be communicated under AICPA professional standards.

I have identified the following significant risk(s) of material misstatement as part of my audit planning: Management Override of Controls, Revenue Recognition and Segregation of Duties.

Audit Procedures—Compliance

As part of obtaining reasonable assurance about whether the financial statements are free of material misstatement, I will perform tests of Swansboro Tourism Development Authority's compliance with the provisions of applicable laws, regulations, contracts, and agreements. However, the objective of my audit will not be to provide an opinion on overall compliance, and I will not express such an opinion.

Other Services

I will also prepare the financial statements of Swansboro Tourism Development Authority in conformity with accounting principles generally accepted in the United States of America based on information provided by you.

I will perform the services in accordance with applicable professional standards. The other services are limited to the financial statement services previously defined. I, in my sole professional judgment, reserve the right to refuse to perform any procedure or take any action that could be construed as assuming management responsibilities.

You agree to assume all management responsibilities for the financial statement preparation services and any other nonattest services I provide; oversee the services by designating an individual, preferably from senior management, with suitable skill, knowledge, or experience; evaluate the adequacy and results of the services; and accept responsibility for them.

Responsibilities of Management for the Financial Statements

My audit will be conducted on the basis that you acknowledge and understand your responsibility for designing, implementing, and maintaining internal controls relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error, including monitoring ongoing activities; for the selection and application of accounting principles; and for the preparation and fair presentation of the financial statements in conformity with accounting principles generally accepted in the United States of America with the oversight of those charged with governance.

Management is responsible for making drafts of financial statements, all financial records, and related information available to us and for the accuracy and completeness of that information. You are also responsible for providing us with (1) access to all information of which you are aware that is relevant to the preparation and fair presentation of the financial statements, such as records, documentation, identification of all related parties and all related-party relationships and transactions, and other matters; (2) additional information that I may request for the purpose of the audit; and (3) unrestricted access to persons within the government from whom I determine it necessary to obtain audit evidence. At the conclusion of my audit, I will require certain written representations from you about the financial statements and related matters.

Your responsibilities include adjusting the financial statements to correct material misstatements and confirming to us in the management representation letter that the effects of any uncorrected misstatements aggregated by us during the current engagement and pertaining to the latest period presented are immaterial, both individually and in the aggregate, to the financial statements of each opinion unit taken as a whole.

You are responsible for the design and implementation of programs and controls to prevent and detect fraud, and for informing us about all known or suspected fraud affecting the government involving (1) management, (2) employees who have significant roles in internal control, and (3) others where the fraud could have a material effect on the financial statements. Your responsibilities include informing us of your knowledge of any allegations of fraud or suspected fraud affecting the government received in communications from employees, former employees, grantors, regulators, or others. In addition, you are responsible for identifying and ensuring that the government complies with applicable laws and regulations.

You are responsible for the preparation of the supplementary information in conformity with accounting principles generally accepted in the United States of America (GAAP). You agree to include my report on the supplementary information in any document that contains and indicates that I have reported on the supplementary information. You also agree to include the audited financial statements with any presentation of the supplementary information that includes my report. Your responsibilities include acknowledging to us in the representation letter that (1) you are responsible for presentation of the supplementary information in accordance with GAAP; (2) you believe the supplementary information, including its form and content, is fairly presented in accordance with GAAP; (3) the methods of measurement or presentation have not changed from those used in the prior period (or, if they have changed, the reasons for such changes); and (4) you have disclosed to us any significant assumptions or interpretations underlying the measurement or presentation of the supplementary information.

Engagement Administration, Fees, and Other

I understand that your employees will prepare all cash, accounts receivable, or other confirmations I request and will locate any documents selected by us for testing.

The audit documentation for this engagement is the property of Gregory T. Redman, CPA and constitutes confidential information. However, subject to applicable laws and regulations, audit documentation and appropriate individuals will be made available upon request and in a timely manner to Grantor Agencies or its designee or the U.S. General Accounting Office for purposes of a quality review of the audit, to resolve audit findings, or to carry out oversight responsibilities. I will notify you of any such request. If requested, access to such audit documentation will be provided under the supervision of Gregory T. Redman, CPA personnel. Furthermore, upon request, I may provide copies of selected audit documentation to those agencies or its designee. The Grantor Agencies or GAO or its designee may intend or decide to distribute the copies or information contained therein to others, including other governmental agencies.

Gregory T. Redman is the engagement partner and is responsible for supervising the engagement and signing the report or authorizing another individual to sign it. I expect to begin my audit on approximately August 1, 2025 and to issue my reports no later than December 31, 2025.

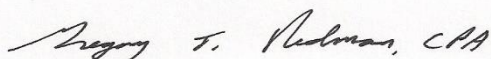
My fee for services will be at my standard hourly rates plus out-of-pocket costs as per the attached Contract to Audit Accounts. The fee is based on anticipated cooperation from your personnel and the assumption that unexpected circumstances will not be encountered during the audit. If significant additional time is necessary, I will discuss it with you and arrive at a new fee estimate before I incur the additional costs.

Reporting

I will issue a written report upon completion of my audit of Swansboro Tourism Development Authority's financial statements. My report will be addressed to the Board of Commissioners of the Swansboro Tourism Development Authority. Circumstances may arise in which my report may differ from its expected form and content based on the results of my audit. Depending on the nature of these circumstances, it may be necessary for us to modify my opinions, add a separate section, or add an emphasis-of-matter or other-matter paragraph to my auditor's report, or if necessary, withdraw from this engagement. If my opinions are other than unmodified, I will discuss the reasons with you in advance. If, for any reason, I am unable to complete the audit or am unable to form or have not formed opinions, I may decline to express opinions or withdraw from this engagement.

I appreciate the opportunity to be of service to Swansboro Tourism Development Authority and believe this letter accurately summarizes the significant terms of my engagement. If you have any questions, please let us know. If you agree with the terms of my engagement as described in this letter, please sign the attached copy and return it to us.

Very truly yours,



Gregory T. Redman, CPA

RESPONSE:

This letter correctly sets forth the understanding of the Swansboro Tourism Development Authority.

By:_____

Title:_____

Date:_____



Tourism Development Authority

Regular Meeting

Agenda Item Submittal

Item To Be Considered: **Funding Request – Seaside Arts Council**

Board Meeting Date: **July 10, 2025**

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

Overview: The Seaside Arts Council has submitted a funding request for \$2,000 to support SwanFest, the free summer concert series held annually in downtown Swansboro. This event is designed to attract both visitors and community members, supporting tourism and enhancing the cultural experience in our town.

Background Attachment(s): Seaside Arts Council-Application & supporting documents

Recommended Action: Motion to approve funding request for Seaside Arts Council

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization:

Seaside Arts Council

Name of Event, Activity or Project to be Funded*

SwanFest

Is Applicant a 501c3? *

☒ Yes

☐ No

Is Applicant Tax Exempt?

☒ Yes

☐ No

Application Contact Person*

Cassandra Nicholas

Title*

Seaside Arts Council Secretary

PO Box 431, Swansboro NC 28584

Mailing Address

City

Swansboro

State *

NC

Zip Code

28584

Primary Phone

(252)369-2442 (Cassandra, Secretary)

Alternate Phone

(732)864-7045 (Sierra, Vice President)

Email Address

cassandrajnicholas@gmail.com

Date or Dates of Activity or Project *

05/25/2025

—

08/31/2025

Amount Requested *

\$2,000.00

Notes

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

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

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

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

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

Section 2. Organization Information

What is the purpose of the Organization?

The Mission of the Seaside Arts Council shall be to promote, advance and provide performing arts arts opportunities, appreciation and education for residents of and visitors to the Swansboro and Western Carteret County Area.

Please limit to 3 lines of text

Number of years organization has been in business

13 yrs

Number of years organization has operated as IRS tax exempt

12 yrs

Does the Organization have a Board of Directors?

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

The volunteer officers of Seaside Arts include the President, Vice President, Treasurer, and Secretary. The President chairs the overarching SwanFest committee. The Vice President is the chair of the SwanFest Private Sponsorship sub-committee. The Treasurer chairs the SwanFest Logistics sub-committee. The Secretary chairs the SwanFest Public/Grant Funding sub-committee. Each committee or sub-committee includes additional volunteer members of Seaside Arts Council. Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

☐ Yes

☒ No

Members or related to members of Swansboro Tourism Development Authority?

☐ Yes

☒ No

Potential beneficiaries of the activity for which funds are requested?

☐ Yes

☒ No

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

☐ Yes

☒ No

Section 4. Organization Administrators

Chief Executive Officer

Cyndi Stephenson-Gibbs, President

Phone

(910)381-9026

Email

cstephensongibbs@gmail.com

Note if any

Chief Financial Officer

Martha Oyan, Treasurer

Phone

(540)460-4630

Email

marthaoyan@gmail.com

Note if any

Other Administrator

Sierra Meisenbacher

Title

Vice President

Phone

(732)864-7045

Email

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

Item III - b.

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

SwanFest is a well-known free summer concert series held annually in downtown Swansboro for visitors and community members alike to enjoy.

Is this a fundraiser for the organization?

☐ Yes

☒ No

This does not disqualify the activity for funding

Is admission or a fee charged?

☐ Yes

☒ No

What is the target audience for the event?

Residents of and visitors to the Swansboro area of all ages and demographics. Must enjoy good music.

Section 7. Organizational Capacity

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

SwanFest 2025 marks the 16th year that Seaside Arts Council has produced this cherished tradition in Onslow County, described in more detail in Section 8. Our officers have changed since last year's SwanFest. Our previous president and vice president are both still involved with Seaside Arts Council and SwanFest. The previous secretary was elected president, a member for more than two years was elected secretary, and a newer member with stellar tech skills and an even better attitude was elected vice president. There have been numerous shifts in Seaside Arts Council's leadership in SwanFest's 16 year history and SwanFest has improved every year. Prior leadership has provided a solid roadmap and excellent resources. Two improvements this year based on community feedback are to adjust the benefits available to sponsors to better suit the sponsors and to more heavily weight direct community input (on social media) regarding the lineup of bands for SwanFest 2025.

Section 8. Activity Information

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

SwanFest is a beloved, free summer concert series held annually in downtown Swansboro. Since its inception, it has become a cultural cornerstone, bringing live music to the community while fostering and showcasing local talent. SwanFest 2025 marks the 16th year of this cherished tradition, and its success remains dependent on the efforts of the all-volunteer Seaside Arts Council (SAC) and the support of funding and sponsorship initiatives. The 2025 and 2026 series aim to follow the established tradition of presenting live music every Sunday from Memorial Day through Labor Day. Last year's series featured 15 weekly concerts, with each performance attracting an average of 300 attendees. SwanFest 2025 aims to expand on this success, enhancing the audience experience with diverse musical programming and broader outreach efforts.

Section 9. Activity Timeline Detail

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

Date	Action/Event
2/6/25	SAC meeting.
3/6/25	SAC meeting. Propose SwanFest 2025 schedule and budget to full membership for approval.
3/11/25	SwanFest subcommittee meeting to choose bands.
3/31/25	Sponsor applications due.
3/6/25-4/3/25	Choose potential bands and reach out to them re: availability. Apply for Swansboro permit – due 45 days before event. Begin advertising, continue through August.
4/3/25	SAC meeting. Determine whether and what merchandise, if any, will be sold at SwanFest 2025.
4/3/25-5/1/25	Determine and plan for SwanFest 2025 logistics. Create and distribute marketing materials. Order merchandise. Purchase insurance. Get signed contracts and W9s from bands.
5/1/25	SAC meeting. Determine volunteer needs for SwanFest 2025.
5/1/25-5/25/25	Finalize all SwanFest 2025 details.
5/25/25-8/31/25	SwanFest 2025 concert dates on Sundays, weather permitting. Typically two of 15 concerts are canceled due to weather.

3 of 8

Section 10. Promotional & Marketing Activity

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

- Swansboro Tourism Development Authority Downtown Merchants & Restaurants Guide, spring edition.
- Rack cards at regional businesses and in the folders provided to guests by Emerald Isle Realty.
- A SwanFest series in the Tideland News with a monthly article introducing and interviewing one of that month's SwanFest bands in advance of their SwanFest performance.
- Social media posts and the Seaside Arts Council website.
- Advertising by our sponsors.
- The SwanFest concerts! The best advertising is a good, well-attended concert. Anyone visiting Swansboro on a Sunday is sure to notice it!

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

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

What constitutes your fiscal year?

January 1 — December 31

State 5 years previous

\$0.00
Actual

State 4 years previous

\$0.00
Actual

State 3 years previous

\$0.00
Actual

State 2 years previous

\$0.00
Actual

State 1-year previous

\$0.00
Estimated

State Current

\$0.00
Budget

County 5 years previous

\$0.00
Actual

County 4 years previous

\$0.00
Actual

County 3 years previous

\$0.00
Actual

County 2 years previous

\$0.00
Actual

County 1-year previous

\$0.00
Estimated

County Current

\$3,000.00
Budget

Authority 5 years previous

\$0.00
Actual

Authority 4 years previous

\$3,250.00
Actual

Authority 3 years previous

\$0.00
Actual

Authority 2 years previous

\$0.00
Actual

Authority 1-year previous

\$0.00
Estimated

Authority Current

\$2,000.00
Budget

Other 5 years previous

\$6,500.00
Actual

Other 4 years previous

\$3,250.00
Actual

Other 3 years previous

\$6,500.00
Actual

Other 2 years previous

\$6,500.00
Actual

Other 1 year previous

\$6,500.00
Estimated

Other Current

\$6,500.00
Budget

**Town of Swansboro funding

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

\$19,000
Estimated

Activity Current

\$22,100
Budget

**All other funding from sponsors, donations, tshirt sales

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

\$25,500.00

Estimated

Total Current

\$33,600.00

Budget

Item III - b.

Narrative

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:
We are seeking \$6,500 from the Town of Swansboro and \$3,000.00 from Onslow County under the nonprofit category, not under the tourism category.

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

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

What constitutes your fiscal year?

January 1 — December 31

5 years previous Salaries & Benefits

\$0.00
Actual

4 years previous Salaries & Benefits

\$0.00
Actual

3 years previous Salaries & Benefits

\$0.00
Actual

2 years previous Salaries & Benefits

\$0.00
Actual

1-year previous Salaries & Benefits

\$0.00
Estimated

Current Salaries & Benefits

\$0.00
Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media, or Advertisements

\$320.00
Estimated

Current Promotion, Media, or Advertisements

\$500.00
Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

\$18,100.00
Estimated

Current Awards, Music, Performers, Art

\$22,500.00
Budget

5 years previous Payments for lodging

\$0.00
Actual

4 years previous Payments for lodging

\$0.00
Actual

3 years previous Payments for lodging

\$0.00
Actual

2 years previous Payments for lodging

\$0.00
Actual

1 year previous Payments for lodging

\$0.00
Estimated

Current Payments for lodging

\$0.00
Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses
\$10,600.00
Estimated

Current Any Other Expenses
\$10,600.00
Budget

Item III - b.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

\$29,020.00
Estimated

Current Total

\$33,600.00
Budget

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

There was a deficit for 2024 which is one reason we are seeking additional funding sources for SwanFest 2025.

Section 13. Activity Budget Detail

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

AMOUNT	EXPENSE DESCRIPTION	Income	AMOUNT	INCOME DESCRIPTION
\$22,500.00	15 bands for SwanFest concerts 5/25/25-8/31/25, \$1,500 each.	\$18,000.00		Business sponsorships
\$7,500.00	Sound support for 15 SwanFest concerts 5/25/25-8/31/25, \$500 each.	\$6,500.00		Town of Swansboro nonprofit funding
\$500.00	Advertising including banners (schedule and sponsors) and rack cards.	\$3,000.00		Onslow County nonprofit funding
\$1,000.00	Event insurance.	\$2,000.00		Swansboro Tourism Development Authority nonprofit funding
\$2,100.00	Security and police presence.	\$4,100.00		Individual private donations
\$33,600.00	TOTAL EXPENSES	\$33,600.00		TOTAL INCOME

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

Section 14. Tourism Related Impacts

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

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

☒ Annual (it has occurred twice)

☐ Hoped to be Annual

☐ One Time Activity

If checked, do you plan to become self-sustaining

☐ Yes ☐ No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

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

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

4,500 (300 people X 15 events)
Actual

Current Estimated Total Participants

6,000 (400 people X 15 events)
Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

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

150 (10 people X 15 events)
Actual

Current Estimated Participants who travel more than 100 miles

150 (10 people X 15 events)
Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

75 (5 people X 15 events)
Actual

Current Estimated Overnight Stays for this Activity

75 (5 people X 15 events)
Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

0
Actual

Current Organizational Paid Employees assigned to this Activity

0
Estimated

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

Actual

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

Actual 50

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

Estimated 50

2 years previous Estimated volunteers to be involved in this Activity

Actual

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

Actual 20

Current Estimated volunteers to be involved in this Activity

Estimated 20

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

\$7500

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

Section 15. Tourism Development Plan

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

Although we would love to believe that folks are coming and staying in Swansboro JUST for SwanFest, we recognize that the much more likely scenario is that visitors are staying an EXTRA night for SwanFest. SwanFest is held on Sunday evenings, so many visitors may have already been in Swansboro for the weekend and see the SwanFest rack cards, the TDA Downtown Guide, or hear all of the excellent chatter about SwanFest that the visitors choose to stay Sunday night to enjoy the concert without having to drive back to wherever they're from late that evening.

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

SwanFest, as an outdoor event in the heart of downtown Swansboro, encourages the audience to spend time and money downtown before, during, and after SwanFest concerts every Sunday.

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

Hampton Inn is a recurring sponsor of SwanFest. SwanFest rack cards will be visible and available to their guests.

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

Section 16. Volunteers

Does this Activity intend to use volunteers?

☒ Yes

☐ No

Section 17. Other Award Criteria Items

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

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

Item III - b.

Yes

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

This is the 16th year Seaside Arts Council is producing this concert series and there is continuity among the event planners.

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

Because of the budget shortfall due to negative market conditions and therefore lower than expected business sponsorships last year, TDA's funding would be essential to allow this Swansboro summer staple to continue to thrive. The inclusion of Swanfest in the TDA Downtown Guide is also key in driving tourists to stay in Swansboro an extra night to enjoy the concert.

Section 18. Certifications and Notices

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

☒ Yes

☐ No

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

☒ Yes

☐ No

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

Authorized Signer for Organization

/s/ Cassandra J. Nicholas

I accept the conditions

☒ Yes

* Indicates a required field

NOTES TO APPLICANT

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



Tourism Development Authority

Regular Meeting

Agenda Item Submittal

Item To Be Considered: **Funding Request – Town of Swansboro**

Board Meeting Date: **July 10, 2025**

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

Overview: The Town of Swansboro is requesting funding for the rental of portable restrooms while the Visitor’s Center is closed.

At the request of the Town Board of Commissioners at the June 10, 2025, regular meeting, staff explored options for providing portable restroom facilities while the Visitor Center is closed.

The Town obtained a quote for renting two portable restroom stalls at a monthly rate of \$475.00.

Previously, the TDA Board directed staff to obtain quotes for the purchase of a portable restroom trailer. It has been recommended that a salesperson visit the site to evaluate whether the available space is suitable to accommodate such a trailer.

If the board desires to fund the portable restrooms for a duration of 4 months the cost is estimated with tax at approximately \$2,000. If approved a budget amendment but also need to be approved.

Background Attachment(s):

- 1. Toi Toi Quote
- 2. Budget Amendment #2026-1

Recommended Action:

- 1. Motion to approve funding request
- 2. Motion to approve budget amendment #2026-1

Action: _____



TOWN OF SWANSBORO
601 W. CORBETT AVE
SWANSBORO, NC 28584

Quotation

Quotation number	Date
A5301196	07/01/2025
Please always indicate!	
Customer number	Document number
1000188	

We would like to thank you for your request on 07/01/2025 and are pleased to submit the following quotation:

Our reference
Casterline

Sonia Johnson

Page 1

Location: 203 West Church Street
Swansboro, NC 28584

Desired delivery date: 07/04/2025
Purchaser: Visitor center repairs

Minimum rental duration:

Quantity	Service(s)	Cleaning schedule	Price in USD for 1 calendar week	Price in USD for 4 calendar weeks
001	BLU Standard	2/Week	31.25	125.00
001	BLU Enhanced Access	2/Week	43.75	175.00
001	Tag Along Sink	2/Week	43.75	175.00

[Product features on www.toitouiusa.com](http://www.toitouiusa.com)

All pricing is subject to local taxes unless tax exempt.

We hope our quotation meets your requirements and look forward to receiving your order. We assure you of prompt and careful execution of the order in advance. Our attached general terms and conditions apply.

Casterline	This document was created by a machine and is valid without a signature.
Customer I/we accept the quotation and order under the mentioned conditions.	Place, date, signature

This quotation is non-binding.

Invoice is due upon receipt Invoice payable within 0 days

TOI TOI USA
1725 Windward Concourse
Suite 250
Alpharetta, GA 30005

Please Remit Payments to:
Department 5946
PO 11407
Birmingham, AL 35346-5947

+1 (800) 682-7023

www.toitouiusa.com

AMENDMENT TO THE FY 2025/2026 BUDGET ORDINANCE

BE IT ORDAINED by the Swansboro Tourism Development Authority of Swansboro, North Carolina that the following amendment be made to the annual budget ordinance for the fiscal year ending June 30, 2026:

Section 1. To amend the annual budget with the following changes:

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$110,00	-	\$110,000
Donations	\$4,800	-	\$4,800
Appropriated Fund Balance	\$14,361	\$2,000	\$16,361
Total	\$129,161	\$2,000	\$131,161

Appropriations

Tourism Related Expenses	\$129,161	\$2,000	\$131,161
--------------------------	------------------	----------------	------------------

This change is to appropriate funds from fund balance for additional tourism related expenditures.

Section 2. Copies of this budget amendment shall be delivered to the Finance Officer of the Authority and, for information, to the Board of Commissioners and Town Manager of the Town of Swansboro.

Section 3. This ordinance shall be effective upon its adoption.

Adopted by the Swansboro Tourism Development Authority in regular meeting session, July 10, 2025.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
FINANCIAL SUMMARY ANALYSIS
FY 2024-2025

		BUDGET 2024-2025	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/24-6/30/25
Fund Balance @ 6-30-2024					\$ 215,760.91
Revenue:					
<u>Acct #</u>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 119,449.01
	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 4,800.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00	\$ 26,450.00	\$ 40,867.00	\$ -
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 124,249.01
Expenditures:					
<u>Acct #</u>					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	\$ -
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 29,924.69
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 23,624.30
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 4,800.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 4,590.52
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 4,100.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	\$ 63.43
70-800-503100	Travel / Conference	\$ 1,500.00		\$ 1,500.00	\$ 834.88
70-800-504540	Insurance	\$ 250.00		\$ 250.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -		\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -	\$ 10,500.00	\$ 10,500.00	\$ 4,000.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 10,950.00	\$ 47,617.00	\$ 22,450.00
		\$ 128,417.00	\$ 26,450.00	\$ 154,867.00	\$ 97,937.82
ACTUAL CASH BALANCE @ 6/30/2025					\$ 242,072.10

AVAILABLE FUND BALANCE @ 6/30/25**\$ 242,072.10**

First Citizens Bank(Facebook Ads)	\$ 8,346.45
Other Advertising/Promotions	\$ 382.74
Our State	\$ 15,403.00
Raleigh Magazine	\$ 5,315.00
Swansboro Area Chamber of Commerce	\$ 1,100.00
Emerald Isle Realty	\$ 877.50
Total General Advertising	\$ 31,424.69
Swansboro by Candlelight	\$ 4,590.52

07/1/24-6/30/25	
Beginning FB	\$ 215,760.91
Revenues	\$ 124,249.01
Expenditures	\$ 97,937.82
Cash balance	\$ 242,072.10
Available FB	\$ 242,072.10

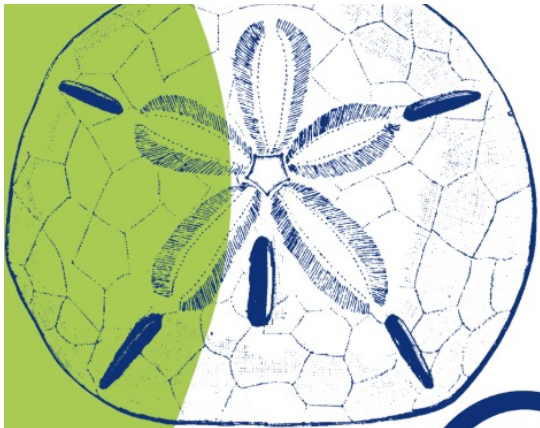
SWANSBORO TOURISM DEVELOPMENT AUTHORITY
ANALYSIS OF REVENUE/ EXPENSES
APPLICATION OF 2/3 AND 1/3 RESTRICTIONS

07/01/24-6/30/2025

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 124,249.01	\$ 82,832.67	\$ 41,416.34
TOTALS		\$ 755,179.53	\$ 375,589.79

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 97,937.82	\$ 70,687.82	\$ 27,250.00
TOTALS		\$ 668,420.32	\$ 220,276.90
Available funds as of 6/30/2025		<u>\$ 86,759.21</u>	<u>\$ 155,312.89</u>

\$ 242,072.10

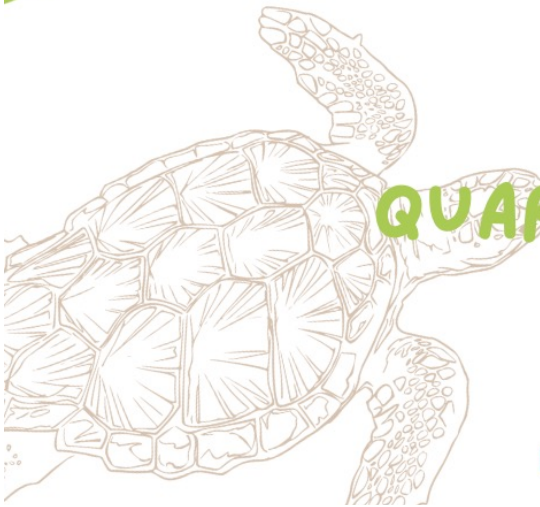


Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

JULY 10, 2025



Presented by: Anne Marie Bass, Front Row Communications



Table of Contents & Status Update Notes

Follow Up Items from the April 2025 STDA Board Meeting – for your review and consideration...

1. Swansboro STRs – Framework for Discussion

Provided separately. Please let me know if there is a proposal you'd like for me to provide and the specifics you'd like to include and implement.

2. Our State Magazine – Reel Media Placement Planning with Swansboro Tourism Partners

Provided separately. Included are planning key dates and proposed local restaurants, food/drink partners to include. We can have up to five total. *Please let me know if there are any questions or needed changes.*

Quarterly Report Status Updates: (see next slides)

1. Website Stats (July 1, 2024 to Date)

This is a quick snapshot highlighting some key stats from the website from Google Analytics.

2. Social Media Stats & Metrics – April 1, 2025 to Date

3. Facebook/Instagram Ad Reports – April 1, 2025 – to Date

4. Visit Swansboro Monthly Marketing Eblasts – May, June & July (see slide)

Industry Averages

Open Rate Click Rate Bounce Rate

31.02%

1.34%

8.81%

Swansboro Averages for the Year (July '24 thru June '25)

Open Rate

Click Rate

Bounce Rate

63%

5%

3-5%



Table of Contents & Status Update Notes

5. Raleigh Magazine – Travel Destination Eblasts

6. Print Ad Placements –

[Our State Magazine Coast Host Co-Op](#) – May & June. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.

7. Website –

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages.

COMPLETED: Rebuilt the Airbnb with the WordPress Gutenberg Block Editor. Will be doing the same for the Airbnb Page in the next couple of months.)

8. Downtown Merchants, Tours, Food & Drink Guide

Spring 2025 Update has been completed and shipped to the 14 NC Welcome Centers and to local Merchants. I may be looking for some support from the Merchants to help distribute the Fall 2025 Reprint (if it timing in collecting updates, refreshing design and printing does not coincide with an upcoming visit.)

9. Northern Virginia Magazine – Proposal Costs for Consideration for Additional Media Placement

10. Misc. Questions –

[Anne Marie](#) is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.

Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Final Snapshot
- STDA Approved Budget for 2025-2026 Fiscal Year – 1st Snapshot for the Year



VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

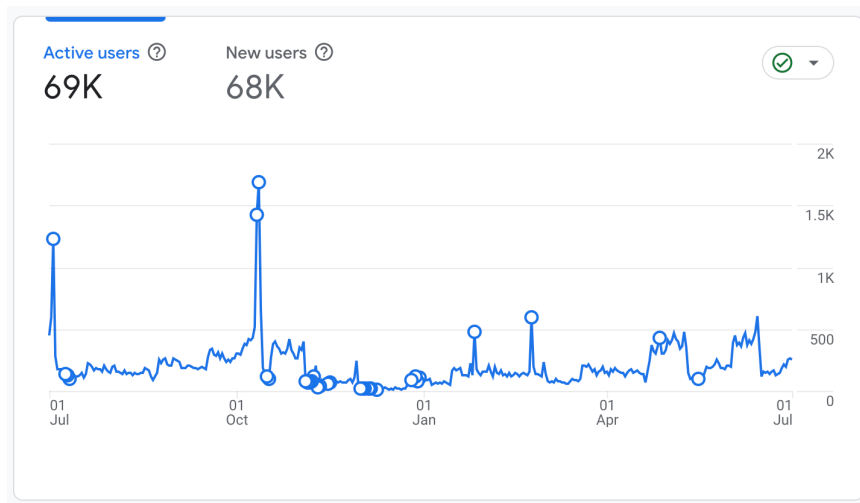
Demographic details: Region ✓ + Custom			
Region +		↓ Active users	New users
Top 10 States			
<input checked="" type="checkbox"/>	Total	68,869 100% of total	67,826 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	40,309 (58.53%)	39,549 (58.31%)
<input checked="" type="checkbox"/>	2 Virginia	6,409 (9.31%)	6,111 (9.01%)
<input checked="" type="checkbox"/>	3 Georgia	4,090 (5.94%)	3,625 (5.34%)
<input checked="" type="checkbox"/>	4 Florida	3,314 (4.81%)	2,943 (4.34%)
<input checked="" type="checkbox"/>	5 New York	2,199 (3.19%)	1,891 (2.79%)
<input type="checkbox"/>	6 South Carolina	1,348 (1.96%)	1,199 (1.77%)
<input type="checkbox"/>	7 Ohio	1,338 (1.94%)	1,101 (1.62%)
<input type="checkbox"/>	8 Pennsylvania	1,278 (1.86%)	1,084 (1.6%)
<input type="checkbox"/>	9 Michigan	1,039 (1.51%)	822 (1.21%)
	10 (not set)	988 (1.43%)	974 (1.44%)

Demographic details: City ✓ + Custom Jul 1, 2024 - Jul				
City +		↓ Active users	New users	Engaged sessions
Top 10 Cities				
<input checked="" type="checkbox"/>	Total	68,869 100% of total	67,826 100% of total	28,781 100% of total
<input checked="" type="checkbox"/>	1 Raleigh	6,523 (9.47%)	6,368 (9.39%)	2,093 (7.27%)
	2 (not set)	6,059 (8.8%)	5,829 (8.59%)	2,114 (7.35%)
<input checked="" type="checkbox"/>	3 Swansboro	4,530 (6.58%)	4,354 (6.42%)	1,710 (5.94%)
<input checked="" type="checkbox"/>	4 Charlotte	3,726 (5.41%)	3,584 (5.28%)	1,298 (4.51%)
<input checked="" type="checkbox"/>	5 Ashburn	2,854 (4.14%)	2,687 (3.96%)	1,622 (5.64%)
<input type="checkbox"/>	6 Atlanta	2,740 (3.98%)	2,526 (3.72%)	1,530 (5.32%)
<input checked="" type="checkbox"/>	7 Jacksonville	2,720 (3.95%)	2,650 (3.91%)	1,036 (3.6%)
<input type="checkbox"/>	8 Emerald Isle	1,659 (2.41%)	1,594 (2.35%)	683 (2.37%)
<input type="checkbox"/>	9 New York	1,268 (1.84%)	1,120 (1.65%)	659 (2.29%)
<input type="checkbox"/>	10 Greenville	1,025 (1.49%)	992 (1.46%)	310 (1.08%)



VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

Total # of Active Users & NEW Users



Acquisition Channels

Total		69,073 100% of total	67,826 100% of total
1	Organic Search	31,174 (45.13%)	31,186 (45.98%)
2	Organic Social	17,866 (25.87%)	17,690 (26.08%)
3	Paid Social	9,817 (14.21%)	9,773 (14.41%)
4	Direct	7,823 (11.33%)	7,592 (11.19%)
5	Email	785 (1.14%)	784 (1.16%)
6	Referral	729 (1.06%)	725 (1.07%)
7	Organic Shopping	49 (0.07%)	49 (0.07%)
8	Unassigned	18 (0.03%)	18 (0.03%)
9	Paid Other	9 (0.01%)	9 (0.01%)



VisitSwansboro.org – Website Stats // July 1, 2024 to July 1, 2025

Top 10 Pages Visited

Pages and screens: Page title and screen class Custom Jul 1,				
Plot rows Search... Rows per page: 10 Go				
<input checked="" type="checkbox"/>	Page title and screen class	Views	Active users	Views per active user
<input checked="" type="checkbox"/>	Total	109,746 100% of total	68,869 100% of total	1.59 Avg 0%
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	17,913 (16.32%)	14,021 (20.36%)	1.28
<input checked="" type="checkbox"/>	2 Mullet Festival of North Carolina - 2024	13,791 (12.57%)	10,604 (15.4%)	1.30
<input checked="" type="checkbox"/>	3 Swansboro by Candlelight -	5,925 (5.4%)	4,912 (7.13%)	1.21
<input checked="" type="checkbox"/>	4 Swansboro Pirate Fest	5,864 (5.34%)	4,960 (7.2%)	1.18
<input checked="" type="checkbox"/>	5 Hearts & Horizons Getaway Contest Visit Swansboro NC	5,313 (4.84%)	3,926 (5.7%)	1.35
<input type="checkbox"/>	6 Swansboro Independence Day Celebration -	4,901 (4.47%)	3,984 (5.78%)	1.23
<input type="checkbox"/>	7 Historic Downtown Shopping in Swansboro	4,140 (3.77%)	3,014 (4.38%)	1.37
<input type="checkbox"/>	8 Hammocks Beach State Park -	3,551 (3.24%)	2,948 (4.28%)	1.20
<input type="checkbox"/>	9 Swansboro Arts by the Sea Festival 2025	3,375 (3.08%)	2,694 (3.91%)	1.25
<input type="checkbox"/>	10 Latest News Visit Swansboro	2,740 (2.5%)	2,130 (3.09%)	1.29

Top Manual Sources

Session manual source		Active users	Sessions	Engaged sessions
Total		68,869 100% of total	79,149 100% of total	28,781 100% of total
1	google	28,417 (41.26%)	34,338 (43.38%)	16,513 (57.37%)
2	m.facebook.com	16,366 (23.76%)	17,999 (22.74%)	2,713 (9.43%)
3	fb	9,384 (13.63%)	10,479 (13.24%)	962 (3.34%)
4	(not set)	7,831 (11.37%)	9,063 (11.45%)	3,805 (13.22%)
5	bing	1,696 (2.46%)	2,034 (2.57%)	1,458 (5.07%)
6	l.facebook.com	720 (1.05%)	952 (1.2%)	380 (1.32%)
7	yahoo	718 (1.04%)	919 (1.16%)	558 (1.94%)
8	ActiveCampaign	755 (1.1%)	909 (1.15%)	588 (2.04%)
9	duckduckgo	499 (0.72%)	623 (0.79%)	346 (1.2%)
10	facebook.com	467 (0.68%)	468 (0.59%)	329 (1.14%)

For Reference as a Reminder of Reels – Here are Examples

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”

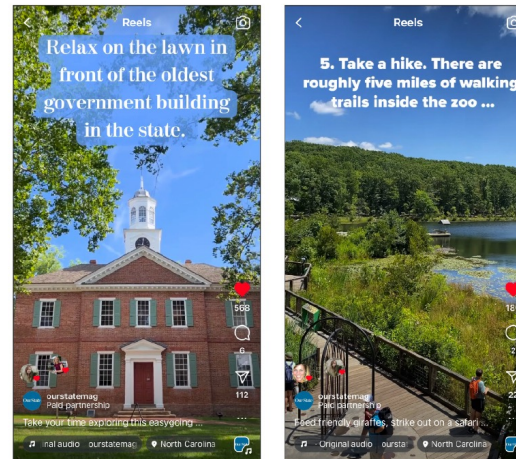
- We can pick up to 5 eateries to feature
- Anne Marie will come in town and co—produce the shoot and coordinate with restaurants.



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



TAR HEEL REELS SOCIAL MEDIA SPONSORSHIP



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



Facebook & Instagram Metrics and Snapshot – April 2025 thru July 1, 2025






July 2025 Report:

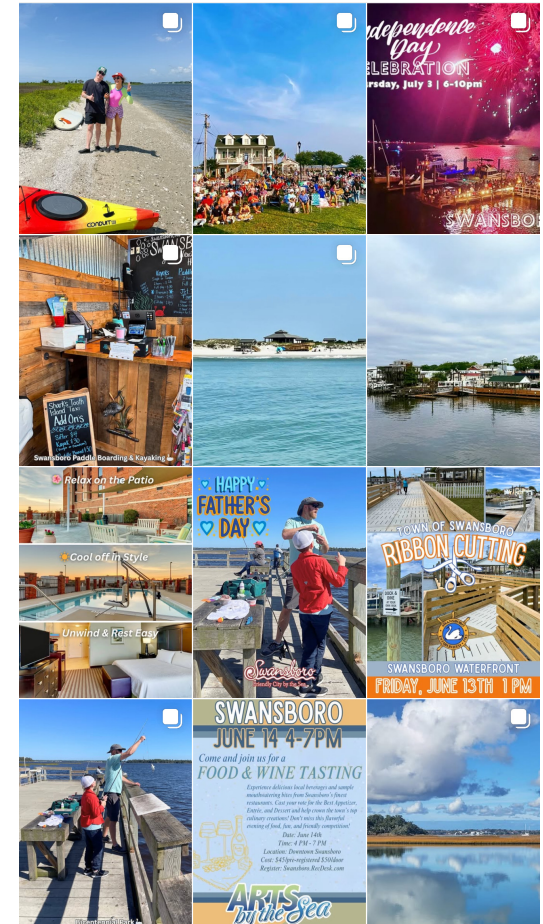
Facebook – 10,747 followers
Instagram – 2,696 followers

April 2025 Report:

Facebook – 10,000 followers
Instagram – 2,433 followers

Top 5 Posts by Views (Organic)

<input type="checkbox"/>		<p>It's exciting to share th...</p> <p>Published • May 14 at 12:57 PM</p>	...	41,156	39,157	369
<input type="checkbox"/>		<p>Sunday nights just got...</p> <p>Published • May 28 at 6:23 PM</p>	...	39,856	26,341	313
<input type="checkbox"/>		<p>Peach-pink skies over Swa...</p> <p>Published • May 3 at 7:38 AM</p>	...	25,014	19,021	400
<input type="checkbox"/>		<p>Happy Easter from Swansb...</p> <p>Published • Apr 20 at 5:48 AM</p>	...	23,899	18,129	369
<input type="checkbox"/>		<p>It's a beautiful & sunny S...</p> <p>Published • Jun 29 at 12:47 PM</p>	...	13,129	9,797	117



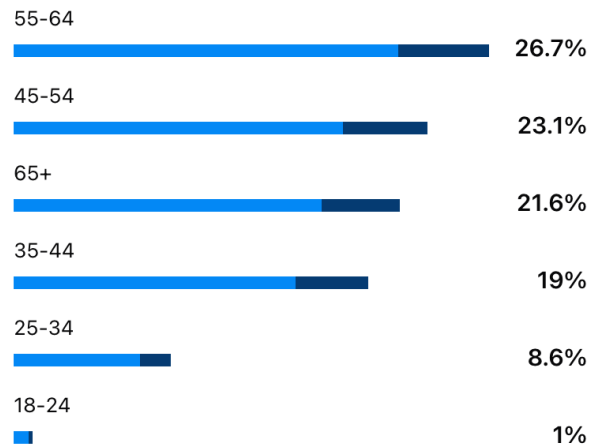


Facebook –Yearly Stats // July 1, 2024 to July 1, 2025

Age & gender ⓘ

Lifetime

● Women ● Men ● Unknown



31,751

Reactions ⓘ



1,636

Comments ⓘ



3,739

Shares ⓘ



Completed

REEL_Pirate Fest 2025 - Weekend Getaway
Completed • Traffic

1,113 Link clicks	\$0.27 Cost per Link Click	\$299.66 Spent
-----------------------------	--------------------------------------	--------------------------

Pirate Fest 2025 - Weekend Getaway
Completed • Traffic

4,754 Link clicks	\$0.0841 Cost per Link Click	\$399.97 Spent
-----------------------------	--	--------------------------

Post: "🌸🐣 Spring Break Fun & Easter Week in Swansboro! -..."
Completed • Engagement

2,183 Post engagements	\$0.0549 Cost per Post Engagement	\$119.89 Spent
----------------------------------	---	--------------------------

Spring 2025 General Campaign
Completed • Traffic

3,662 Link clicks	\$0.19 Cost per Link Click	\$699.96 Spent
-----------------------------	--------------------------------------	--------------------------

Facebook/Instagram Ad Campaigns Summary Snapshot – April 2025 to Date...

Completed

Post engagements Ad: 🇺🇸🌞 The long Memorial Day weekend is alm...
Completed • Engagement

3,531 Post engagements	\$0.0340 Cost per Post Engagement	\$120.00 Spent
----------------------------------	---	--------------------------

REEL_Arts by the Sea 2025
Completed • Traffic

1,984 Link clicks	\$0.25 Cost per Link Click	\$499.99 Spent
-----------------------------	--------------------------------------	--------------------------

Completed

Post engagements Ad: Celebrate Father's Day Weekend in Swansbor...
Completed • Engagement

975 Post engagements	\$0.0399 Cost per Post Engagement	\$38.92 Spent
--------------------------------	---	-------------------------

Website visitors Ad: 🎣 Ready to level up your fly fishing game?
Completed • Traffic

547 Link clicks	\$0.18 Cost per Link Click	\$99.96 Spent
---------------------------	--------------------------------------	-------------------------

June 2025 - ABTS, Independence Day & Recreation
Completed • Traffic

4,322 Link clicks	\$0.17 Cost per Link Click	\$750.00 Spent
-----------------------------	--------------------------------------	--------------------------

Active




Website visitors Ad: 🌟 4th of July Weekend in Swansboro? You're in f...
Active • Traffic

405 Link clicks	\$0.18 Cost per Link Click	\$74.81 Spent
---------------------------	--------------------------------------	-------------------------



Visit Swansboro Marketing Eblasts

Monthly Eblasts – May 2025 through July 1, 2025

<input type="checkbox"/>		July 2025 Eblast Campaign is actively running and not complete with resends Published • Email • Published yesterday at 1:04pm EDT <u>1,508 sends</u> • <u>689 (47%) opens</u> • <u>32 (2%) clicks</u> • <u>40 (3%) bounces</u> • <u>4 (1%) unsubscribes</u>
<input type="checkbox"/>		June 2025 Eblast Published • Email • Published May 29, 2025 at 7:00pm EDT <u>1,505 sends</u> • <u>931 (64%) opens</u> • <u>42 (3%) clicks</u> • <u>50 (3%) bounces</u> • <u>4 (1%) unsubscribes</u>
<input type="checkbox"/>		May 2025 Eblast Published • Email • Published May 1, 2025 at 6:30pm EDT <u>1,484 sends</u> • <u>991 (69%) opens</u> • <u>38 (3%) clicks</u> • <u>49 (3%) bounces</u> • <u>9 (1%) unsubscribes</u>

Industry Standards:

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

Overall:

32.55% 2.03% 10.31%

Travel & Hospitality:

31.02% 1.34% 8.81%

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

To date, there are now **1,508 contacts** on our list.





RALEIGH INSIDER

From Our Partners

Pack Your Bags—It's Time to Travel

Swansboro

Paddle into adventure just two and a half hours from Raleigh! Explore Swansboro's scenic waterways, kayak trails and ecotours. Nature and relaxation await. Follow on social for more!

[Discover More](#)



Raleigh Magazine – Travel Eblasts – Summer 2025 Issues

Sent June 2, 2025

Swansboro:

Open rate: 42.27%

CTR: 1.11%

Sent: 27,140

Individual clicks: 301

We will have a July &
August placement as
well...



Our State Magazine – Ad Placements // May, June 2025



May 2025



June 2025



Downtown Merchants & Restaurants Guide & Map – Spring 2025

Completed & Shipped to the 14 NC Welcome Centers & locally to Swansboro Merchants & Hampton Inn. (Thanks to merchants & Town of Swansboro (Justin Webb) for support in delivery locally.



1 Swansboro Paddle Boarding & Kayaking
(910) 325-4715 Paddle Boards, kayaks, boat & jet ski rentals, island taxis, customized guided trips, apparel & more!

2 By The Bridge Restaurant
(910) 708-0208 Waterfront dining. Dock and Dine. Caribbean fare – American fare. Full bar, burgers, Sunday brunch. Live music or DJ most weekends. Late night service. Open daily 7:30am–8:10p.

3 Glamour and Grace Boutique
(910) 325-8157 Offering a variety of men's and women's clothing & accessories.

4 Bone Low Country Kitchen "windward"
(910) 325-0502 Waterfront dining with open-air and covered seating. Dock and Dine. Steam pots, low country buns, porkies & more. Live music. Full A/C. permits. Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm.

5 The BORO Restaurant & Bar "leeward"
(910) 325-0502 Waterfront dining. Dock and Dine. Coastal Carolina cuisine with chef features and fresh local fish. Live acoustic music. Thurs-Sat. Bar, courtyard, and pavilion seating. Open daily 11am.

6 Swansboro Front Street Grocery
(252) 722-1938 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, Amish baked goods, local produce, ice cream and more.

7 Yana's Restaurant
(910) 326-5501 Talk of the Town 5 Star Award Winner. A 1950's diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.

8 Gray Dolphin
(910) 326-4444 Unique gifts & accessories. Camille Beckman and gourmet foods.

9 Roque Banks Realty
(910) 325-0868 A proven leader in real estate sales.

10 To Be Announced

11 Poor Man's Hole
(252) 471-0020 Handcrafted furniture by Sprigitt Rhue. Gifts and vintage art/facts.

12 The Mercantile
(910) 325-7004 Nautical gifts, antiques, fabrics, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

13 Instigator Fishing & Diving Charters
(910) 322-7815 Operating a 31' Contender for all of our fishing & freestyle charters and a 30' Tazee and 45' Viking for our SCUBA diving charters. Dive charters that offer week, lodge and night diving, Sportfishing and Megalodon Food Hunt.

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

15 Bala Bottle & Brew
(910) 325-7550 Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.

16 Willy Nilly Warehouse
(252) 355-0827 Waterfront destination for live music, beer, wine, slushies and unique gifts.

17 Saltwater Grill
(910) 326-7500 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.

18 Casper's Marina
(910) 326-4462 Easy docking, boat gas, dry stack facility, ship store, motor and more. Variety of Swansboro logo merchandise.

19 Novelty Nook
(910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, lights and more. Variety of Swansboro logo merchandise.

20 Rocket Fizz
(910) 325-7300 Retro candy/oda pop/coc cream/foam! 5,000+ types of nostalgia & international candy! Come and be Willy Wonka for the day!

21 Giovanni's Brooklyn Bagels
(910) 325-7541 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee. Open Mon – Sat. 7am to 2pm, Sun. 8am to 1pm.

22 Bella Hair & Boutique
(910) 909-8079 Master hair stylist and colorist specializing in custom haircuts, coloring, extensions and keratin.

23 Reverse Aesthetics Medical Spa
(252) 764-1662 Cosmetic Injectors & Laser Specialist: Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.

24 Church Street Market & Pub
(910) 325-8546 Specialty sandwiches, soups, desserts, fine wines, beer & spirits.Trivia on Thurs nights at 6:30pm

25 Swansboro Visitors Center
(910) 325-4428 Temporarily closed for construction.

26 Swansboro Town Hall
(910) 326-4428 www.swansboro-nc.org

27 Cedro De Azmar/Cigar Shop
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.

28 Silver Line Jewelry, Art & Unique Finds
(910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Coastal jewelry made for sensitive ears.

29 Gigi Nails
(910) 912-4448 Nail Salon offering manicures and pedicures. By appointment only.

30 To Be Announced

31 Jess' Boutique
(910) 325-8340 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.

32 Bridalhouse Boutique
(252) 470-6032 Curated apparel, gifts & accessories for babies to ladies – where comfort, charm & affordability meet!

33 Merrow Boutique
(910) 325-8546 Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.

34 Dini's Martinis and Desserts
(910) 325-8546 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites and so much more!

35 Bone Girl Boutique
(910) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building. Mon-Thurs 11:30-5:00, Fri & Sat 10-5, Sun 12-4.

36 Salt Marsh Cottage
(910) 708-1166 Most homes for Coastal Living!

37 Preston's Corner Bar & Grill & The Back Bar on Front Street
(910) 708-1305 Homemade coastal cuisine with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.

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

39 Il Cigno Italiano
(910) 325-7945 Waterfront dining. Dock and Dine. House-made Italian: gnocchi, pizza, mazzamorra. Chef specials with local fish. Full menu at the Copper Bar. Open 4pm. Closed Tuesdays.

40 Riverside Steak & Seafood
(910) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.

41 Clyde Phillips Seafood
(910) 326-4448 "NC Caught" Fresh local seafood – fish, crabs, shrimp and fried fish.

42 Popple's Fishing Charters, Coastal Tours, Kayaking & Rental Center
(910) 325-7874 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro!

43 Sound Side Outfitters
(910) 708-0333 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.

44 Popple's Bait & Tackle Shop
(910) 325-7874 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

45 Nancy Lee III Fishing Charters, LLC
(252) 554-5474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

Map: A map of downtown Swansboro showing streets (Main Street, Church Street, Elm Street, Water Street, Moore Street, Front Street, Walnut Street, Sablon Drive) and landmarks (Town Hall, Visitors Center, Old Town Square, RiverView Park, White Oak River, Intracoastal Waterway, Ward Shore Park, Bicentennial Park). Numbered locations 1-45 are marked on the map. A legend indicates: Yellow circle = Merchants; Blue circle = Visitor Center, Town Hall, & Restaurants; Green circle = Marina, Outfitters, Boat Charters/Tours & Kayaking. Arrows point towards 'TO JACKSONVILLE' and 'TO MOREHEAD CITY'.

JULY 2nd - We received a request from the I-95 Welcome Center that they already need 300 more! I will be printing some more as I had sent the 5,000 produced out already.

NORTH
Swansboro
CAROLINA



Northern Virginia Magazine – Readership, Audience, E-Newsletter Opportunities

Media Kit 2025

NorthernVirginia
MAGAZINE

Readership & Audience

Who are our Print Readers?

Average Income:
\$380,000

88% Between
30-60 Years Old
Average Age: 51

94% Own a Home

74% are Married

89% Have a
College Degree

52% Completed
Post-Graduate

70% Female
Readers



Distribution

Estimated Readership:
130,000+
Per Month

Total Circulation
35,000

27,000

Targeted Distribution

Residents (paid and prospective subscribers),
Businesses (waiting rooms - medical offices, salons & spas and etc.)

8,000+

Newsstands:
Balducci's • Barnes & Noble
CVS • Food Lion • Fresh Market
Giant • Harris Teeter • Safeway
Sprouts • Target
Walmart • Wegmans
Whole Foods

*Source: 2023 Audience Survey / Data Axi

Media Kit 2025

NorthernVirginia
MAGAZINE

Newsletter Specifications

Material Submission

Ads submitted that do not follow the submission specifications will not be placed until the problem has been corrected.

FILE FORMATS: GIF (max 4 slides), JPEG, & PNG.

FILE SIZE: Maximum 300KB.

FILE DELIVERY: Email the files to onlineads@northernvirginiamag.com.

Please use your company name when naming the file.

NATIVE AD: Text is 60-90 words, including headline. Image size is 600px by 400px (image only, no logos or text). URL web link for headline, image and body text.

DISPLAY AD: 600px by 136px banner ad; URL web link for ad

Title	Description	Distribution	OPTED-IN SUBSCRIBERS
Things to do	The go-to guide for area events, shows, and weekend plans	Every Monday and Thursday	64,000+
Travel	Ideas and tips for vacation destinations and adventures.	Second and fourth Wednesday of the month	39,000+
Food & Drink	News on restaurant openings and dining reviews.	Every Tuesday and Friday	60,000+
Wellness	How to stay fit and healthy in Northern Virginia.	First and third Wednesday	23,000+
News	The latest news stories from the NoVA region.	Every Wednesday	52,000+
Family	Activities and events for the whole family.	Every Thursday	27,000+
Shopping	News on shop openings and guides on where to shop in NoVA.	Every Friday	44,000+
Home & Real Estate	Inspiring renovation, design, and gardening ideas. Listings, real estate trends, and buying and selling tips	Every Tuesday	27,000+
Education	Places to bring the kids, plus educational and student news.	Second and last Monday of the month	20,000+
Senior Living	Advice and activities for seniors.	Third Tuesday of the month	17,000+

THINGS TO DO



14 Places to See 'The Nutcracker' in Virginia and DC

Celebrate the season with this classic ballet that's perfect for all ages. [\[READ MORE\]](#)



TIME TO EAT
These Are the 50 Best Restaurants in Northern Virginia for 2024



Northern Virginia Magazine – Ad Placements // Newsletters & Banner Ad Placements

Newsletters:

You can mix and match the topics to get to a total of 3. Max of 2 sponsors per newsletter

TITLE	DISTRIBUTION	OPTED-IN SUBSCRIBERS	1X	3X
Food & Drink	Every Tuesday and Friday	60,313	\$980	\$820
Things to Do	Every Monday and Thursday	64,659	\$980	\$820
Travel	Second and fourth Wednesday of the month	39,946	\$900	\$750

WEBSITE ADS

AD SIZE	1X	6X	12X
Medium Rectangle	\$780	\$650	\$580
Skyscraper Banner	\$1,300	\$1,170	\$1,040
Leaderboard Banner	\$1,640	\$1,500	\$1,270
Native Ad	\$2,120	\$1,960	\$1,640

Tie In with Promotional Getaway Contests to Swansboro for the 2025/2026 Fiscal

- (3) E-News Placements
- = \$2460
- (2) Rectangle Banner Ads on Website = \$1560

TOTAL INVESTMENT: \$4020

Availability: there is at least one sponsorship opportunity per topic and date

August

Food & Drink	8/1, 8/5, 8/8, 8/12, 8/15, 8/19, 8/22, 8/26, 8/29
Things to Do	8/4, 8/11, 8/14, 8/18, 8/21, 8/25, 8/28
Travel	8/13, 8/27

September

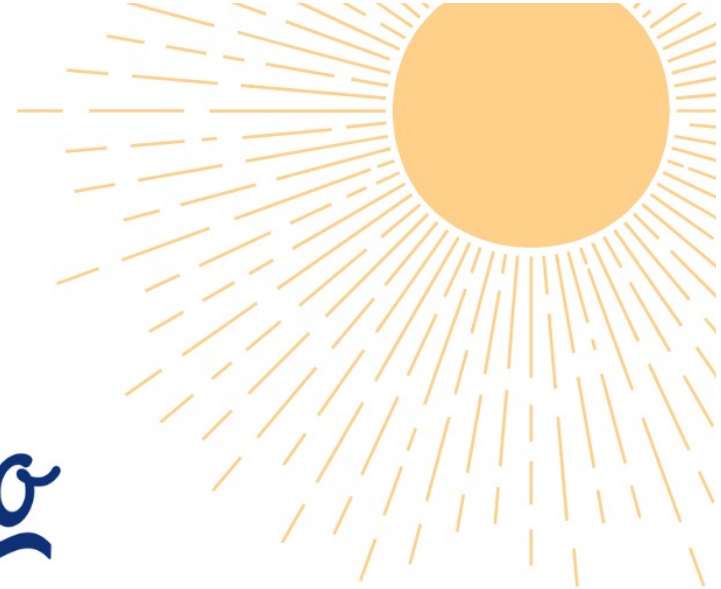
Food & Drink	9/2, 9/5, 9/9, 9/12, 9/16, 9/19, 9/23, 9/26, 9/30
Things to Do	9/8, 9/18
Travel	9/10, 9/24

October

Food & Drink	10/3, 10/7, 10/10, 10/14, 10/17, 10/21, 10/24, 10/28, 10/31
Things to Do	10/2, 10/6, 10/9, 10/13, 10/20, 10/23, 10/27, 10/30
Travel	10/8, 10/22

NorthernVirginia MAGAZINE 2025 Media Kit





Swansboro

Friendly City by the Sea

APPENDIX





2024/2025 STDA Approved Contingency Budget – Snapshot - FINAL

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

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2025) (2 reprints per year - cost split between TDA and merchants)	700.00	571.56	128.44	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece Fall Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28	1811.28	0.00	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website Comment of 6.17.25: Rebuilt Aribnb Page using WordPress Block Builder/Gutenberg	400.00	400	0.00	
EBLAST TOOL	Constant Contact License - Estimate	600.00	742	-142.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. Prepayment gets 30% off. Next invoice is \$280 on 4.13.25
PRINT AD	2024/2025 Our State Magazine Coast Host Section Ads	9,338.00	9338	0.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	2024/2025 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
PRINT AD	NEW 2024/2025 Our State Magazine - October 2024 Special Pub	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
DIGITAL ADS	2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00	2790	0.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - COMPLETE & Feb 25, 2025
PRINT AD	2024/2025 Raleigh Magazine - Travel Section	2,125.00	2125	0.00	July/Aug 2025 (Travel Issue) - Half Page - COMPLETE ; Feb 2025 - COMPLETE & April 2025 - 1/4 Page
PRINT AD	2024/2025 Raleigh Magazine - DECEMBER JANUARY Special Travel swapped out podcast midroll with full page ad	1,600.00	1500	100.00	Full Page Ad - Special Travel Section (due to Helene)
MEMBERSHIP	2025 NC Coast Host Membership Dues	350.00	350	0.00	Renewal



2024/2025 STDA Approved Contingency Budget – Snapshot - FINAL

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT AD	2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50 Comes up for contract in October 2024 for March 2025 pub date
PRINT AD	2025 Bluewater Beacon Real Estate Guide	1,110.00	0	1110 Sign contract in May 2025 - goes to print in June 2025
	I've been informed that continuing producing this publication is under review and TBD			
DIGITAL ADS	2024/2025 Facebook Advertising	6,500.00	7210	-710.00 From July 1, 2024 to June 30, 2025
	5.12.25: includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget) - took out \$500 for June - she needs a banner		spent as of 7.02.25	
PRINT AD	2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00 Submitted in October 2024 for 2025 Guide
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00 Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2016/month	24,192.00	24192	0.00
	GRAND TOTAL	61,841.28	61282.34	558.94



2024/2025 STDA Approved Contingency Budget – Snapshot - FINAL

	2024/2025 Approved Marketing Contingency Budget	6,900.00		
	<i>Additional Expenditures</i>			
	Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	401.37	complete	
	Additional Shipping Costs Merch Guide - Local Swansboro	43.77	complete	
	Raleigh Magazine Eblasts -- January 15 & February 5	1,500.00	complete	
	Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons	203.00	complete	
	Fall 2024 Merch Guide Design Refresh	400.00	complete	
	Spring 2025 Merch Guide Design Refresh	400.00	complete	
5.12.25	New Banners & Promo Items for NTTW - at I95 Welcome Ctr.	198.26	complete	STDA CC
5.12.25	Tent Banner Design & Production	180.00	complete	May invoice
5.12.25	Arts by the Sea_Photography & Drone - \$900	0.00	approx	Inclement Weather Cancelled
5.12.25	Raleigh Magazine - Travel Destination Eblasts - 6/2, 7/14, 8/4	600.00	\$200/per	
5.12.25	Possible Addtl Facebook/Insta Ad	710.00	approx	
5.12.25	QR Code License with Tracking Capability	0.00	approx	not done yet
5.12.25	ESTIMATED Shipping costs - Spring 2025 Merch Guides to WCs	450.00	approx	
	Spent/Committed to Date	5,086.40		
	Remaining	1,813.60		

Comments:

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

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

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

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

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



Swansboro

Friendly City by the Sea

2025/2026

PROPOSED BUDGET OPTIONS

Presented by: Anne Marie Bass, Front Row Communications





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

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026) (2 reprints per year - cost split between TDA and merchants)	700.00		8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)			Fall Reprint completed in October 2025 - Expense to be paid from Downtown Merchants Fund
WEBSITE	Dream Host - 2025/2026 Annual website hosting & Maintenance Plan	1,847.00		Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
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"
VISIT NC CO OP	NEW 2025/2026 Visit NC - INSTAGRAM UGC	1,000.00	900	October 2025
VISIT NC CO OP	NEW 2025/2026 Visit NC - FEATURED EVENT - FACEBOOK	1,000.00	900	Christmas Flotilla (Thanksgiving Weekend)
VISIT NC CO OP	NEW 2025/2026 Visit NC - WELCOME JOURNEY - SMALL TOWNS	500.00	450	Eblast - Winter 2025/2026
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts	4,785.00		3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025



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

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
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
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 <small>includes \$500 per festival / \$2000 total - per Anna (Swansboro Festivals Budget - still TBD for 2025/2026 fiscal)</small>	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	72,549.00		
	Approved Amount - in "Option 1"	75,844.00		
	Approved - Visit NC Co-Op (awarded amount)	2,500.00		
	Difference - Added to Contingency	3,295.00		
	2025/2026 Approved Marketing Contingency Budget	3,500.00		



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

	2025/2026 Approved Marketing Contingency Budget	3,500.00	
	<i>Additional Expenditures</i>		
Starting Contingency	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	6,795.00	7.1.25
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	BALANCE TO DATE	5,895.00	



Tourism Development Authority

Special Meeting

Agenda Item Submittal

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

Board Meeting Date: **July 10, 2025**

Prepared By: **Randy Swanson – Chair**

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

Items discussed at prior meetings:

- Airbnb/VRBO-Discussion on potential advertising opportunities targeted at short-term rental property
- Live Camera's – discussion on potential camera installations that could provide views of parking, water, and/or traffic

Recommended Action: Discuss and provide any guidance.

Action: _____
