



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, January 12, 2023

I. Call to Order

II. Financial Reports

a. Financial Summary

Presenter: Sonia Johnson, Finance Director

b. Analysis of Travel & Tourism Expenses 2nd QTR FY 22-23

Presenter: Sonia Johnson, Finance Director

III. New Business

a. Budget Ordinance Amendment #2023-3

Presenter: Sonia Johnson, Finance Director

Grant Funding Request:

1. Swansboro Historical Association submitted a grant application to market events and the revisions and printing of the popular walking tour pamphlet. Requesting \$5,000 to be appropriated from fund balance for its intended purpose.

Source of Funds-Appropriate Fund Balance

2. Front Row Communications- Proposing an additional ad placement for consideration. Swansboro Tourism Development Authority (STDA) has contracted for a total of (Five) print ad placements with Our State Magazine for the 2022/2023 Fiscal Year.

September 2022

October 2022

March 2023

May 2023

June 2023

If the Board would like to add the month of April 2023, costs are an additional \$1,334.

Source of funds: Appropriated Fund Balance

Recommended Action: Motion to approve Budget Ordinance Amendment #2023-3

b. Letter of Agreement-Front Row Communications

Presenter: Randy Swanson

Ann Marie Bass, Owner & Principal of Front Row Communications provided a Letter of Agreement effective January 12, 2023 through June 30, 2024.

Background

Recommended Action: Motion to approve the following: Letter of Agreement-Front Row Communications effective January 12, 2023 through June 30, 2024.

c. Marketing & Advertising Quarterly Status Update

Presenter: Randy Swanson

Front Row Communication-Marketing & Advertising Quarterly Status Update Report

d. Audited Financial Statements-June 30, 2022

Presenter: Sonia Johnson, Finance Director

North Carolina General Statute 159-34 requires each unit of local government and public authority to have its accounts audited each fiscal year and to submit a copy of the report to the Secretary of the Local Government Commission (LGC).

IV. Board Comments

V. Adjournment



Tourism Development Authority Meeting Agenda Item Submittal

Item II - a.

Item To Be Considered: Financial Report

Board Meeting Date: January 12, 2023

Prepared By: Enter Sonia Johnson, Finance Director

Overview: Financial Summary

Background Attachment(s): Financial Summary-2nd Qtr-2022-2023

Action: _____

SWANSBORO TOURISM DEVELOPMENT AUTHORITY					
FINANCIAL SUMMARY ANALYSIS					
FY 2022-2023					
		BUDGET	BUDGET	BUDGET	ACTUAL
		2022-2023	AMENDMENT	REVISIONS	07/1/22-12/31/22
Fund Balance @ 6-30-2022					\$ 161,958.12
Revenue:					
Acct #					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 92,000.00		\$ 92,000.00	\$ 65,335.37
	Donations-Downtown Merchants			\$ -	\$ 5,000.00
70-300-399991	Fund Balance Appropriation	\$ 2,500.00	\$ 10,500	\$ 13,000.00	\$ -
		\$ 94,500.00	\$ -	\$ 105,000.00	\$ 70,335.37
Expenditures:					
Acct #					
70-800-501910	Services - Auditor	\$ 2,500.00		\$ 2,500.00	\$ 2,500.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	\$ 2,595.00
	General advertising	\$ 23,223.00		\$ 23,223.00	\$ 17,317.47
	Front Row Communications	\$ 26,400.00		\$ 26,400.00	\$ 9,165.00
	Liz Honeycutt Advetising		\$ 5,000.00	\$ 5,000.00	\$ 2,490.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ -		\$ -	\$ 4,527.90
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 2,050.00
70-800-502010	Supplies	\$ 500.00		\$ 500.00	\$ -
70-800-503100	Travel / Conference	\$ 800.00		\$ 800.00	\$ 276.00
70-800-504540	Insurance	\$ 300.00		\$ 300.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -		\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -		\$ -	
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 30,667.00	\$ 5,500.00	\$ 36,167.00	\$ 4,000.00
		\$ 94,500.00	\$ 10,500.00	\$ 105,000.00	\$ 45,471.37
ACTUAL CASH BALANCE @ 12/31/22					\$ 186,822.12
AVAILABLE FUND BALANCE @ 12/31/2022					\$ 186,822.12
	First Citizens Bank(Facebook Ads)	\$ 3,624.20			
	Our State	\$ 5,258.00			
	Raleigh Magazine	\$ 2,875.00			
	Swansboro Area Chamber of Commerce	\$ 1,100.00			
	Front Row Communications	\$ 9,165.00			
	Emerald Isle Realty	\$ 765.00			
	Web Design City	\$ 161.73			
	Total General Advertising	\$ 22,948.93			
				07/1/22-12/31/22	
				Beginning FB	\$ 161,958.12
				Revenues	\$ 70,335.37
				Expenditures	\$ 45,471.37
				Cash balance	\$ 186,822.12
				Available FB	\$ 186,822.12



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Analysis of Revenue/Expenses

Board Meeting Date: January 12, 2023

Prepared By: January 12, 2023

Overview: Analysis of Revenue/Expenses

Background Attachment(s): Swansboro TDA - Analysis of Travel & Tourism Expenses 2nd QTR
FY 22-23

Action: _____

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

07/01/22-12/31/22

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	\$ 70,335.37	\$ 46,890.25	\$ 23,445.12
TOTALS		\$ 554,554.82	\$ 277,277.43

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	\$ 45,471.37	\$ 33,651.37	\$ 11,820.00
		\$ 473,663.23	\$ 171,346.90

AVAILABLE FUNDS AS OF 12/31/22

\$ 80,891.59

\$ 105,930.53

\$ 186,822.12



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Budget Ordinance Amendment #2023-3

Board Meeting Date: January 12, 2023

Prepared By: Sonia Johnson, Finance Director

Overview: Grant Funding Request:

Swansboro Historical Association submitted a grant application to market events and the revisions and printing of the popular walking tour pamphlet. Requesting \$5,000 to be appropriated from fund balance for its intended purpose.

Source of Funds-Appropriate Fund Balance

Front Row Communications- Proposing an additional ad placement for consideration.

Swansboro Tourism Development Authority (STDA) has contracted for a total of (Five) print ad placements with Our State Magazine for the 2022/2023 Fiscal Year.

September 2022

October 2022

March 2023

May 2023

June 2023

If the Board would like to add the month of April 2023, costs are an additional \$1,334.

Source of funds: Appropriated Fund Balance

Background Attachment(s): Budget Ordinance Amendment #2023-3

Recommended Action: Motion to approve Budget Ordinance Amendment #2023-3

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: *

Swansboro Historical Association, Inc.

Name of Event, Activity or Project to be Funded*

Swansboro Area Heritage Center and Swansboro Historical Association Marketing

Is Applicant a 501c3? *

☒ Yes

☐ No

Is Applicant Tax Exempt? *

☒ Yes

☐ No

Application Contact Person*

Amelia Dees-Killette

Title*

President, SHA

PO Box 1574

Mailing Address

City

Swansboro

State *

N.C.

Zip Code

28584

Primary Phone

910-467-5875

Alternate Phone

845-559-9691

Email Address

sahc502@gmail.com

Date or Dates of Activity or Project *

Jan. 1 2023 — Dec. 31, 2023

Amount Requested *

\$ 5,000.00

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?

Our mission is to encourage and promote public knowledge of, and interest in the history and culture of all the peoples of Swansboro, and its adjacent waterways, through education and preservation.

Please limit to 3 lines of text

Number of years organization has been in business

61

Number of years organization has operated as IRS tax exempt

61

Does the Organization have a Board of Directors?

Yes

[*See attachment for Section 2](#)

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

Item III - a.

The organization leadership is all volunteer and includes a board, president, secretary, and treasurer. The board is made up of no less than 5 or more than 9 members. The president is a member of the board but cannot be the chairman of the board. The board votes on expenditures. The general membership elects the board and officers. By-laws changes are approved by the general membership. The board approves who will administer these funds.

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 All Volunteer

Chief Executive Officer

Chair of the Board-Dr. Gloria Sanders

Phone

910-330-4978

Email

onslowrehabcenter@yahoo.com

Note if any

Chief Financial Officer

Treasurer-Larry Philpott

Phone

910-322-4736

Email

lphilpott1@ec.rr.com

Note if any

Our treasurer is not a member of the board and is not required to be according to our by-laws.

Other Administrator

Sean McGill

Title

Co-Secretary, for Technology and board member

Phone

845-559-9601

Email

sahc502@gmail.com

Note if any

Alternate email sean.mcgill@onslow.k12.nc.us

Section 5. Activity Administrators, if different

Primary Responsible Person

Amelia Dees-Killette-President of the SHA and board member

Phone

910-467-5875

Alternate Phone

910-467-6492

Email

swansborohistory@gmail.com

Note if any

Chief Financial Contact for matters related to this activity

Amelia Dees-Killette

Item III - a.

Phone

910-467-5875

Email

swansborohistory@gmail.com

Note if any

Any Other Administrator responsible for this activity

Sean McGill

Title

Co-Secretary, for Technology

Phone

845-559-9601

Email

sahc502@gmail.com

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

To market events and the Swansboro Area Heritage Center Museum. Also, to fund revisions and printing of our popular walking tour pamphlet.

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

☒ NA

What is the target audience for the event?

Tourists and visitors, potential SHA members from out of town, and the community at large.

Section 7. Organizational Capacity

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

The organization has managed the funding for marketing from the TDA in the past. We had a balance which went back into the fund in the summer of 2022. Hurricane Florence and the Covid 19 shutdowns interrupted our programs and museum hours. We ask that you grant us money to replace that which was lost. We also are asking for additional funds to help us with outreach. We are a volunteer organization with committed officers and a board, the majority which have been with us for over five years.

Section 8. Activity Information

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

The funding will go first for marketing the museum, public programs, and events that occur within the next 18 months, specifically: posters, pamphlets, rack cards, and our website. We also plan to revise our popular walking tour which is requested by visitors' centers throughout the state. We would also like funding to get started on membership marketing with online software to bring more people into town for our popular programs and events.

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.

The marketing funds for posters, pamphlets, rack cards, and website will cover programs and museum marketing for the next 18 months. The website software for membership will be purchased in early 2023 and will cover our organization until the summer of 2024. The funds for marketing can be distributed on a quarterly or semi-annually basis over the next 18 months which will be the end of the fiscal year 2023-2024. Allowances will need to be made for the online software payments so that we can enroll prior to services starting. The walking tour revisions and printing would take place in the first 6 months of calendar year 2023. *See attachment for specific amounts for these funds. The money is administered by the board and officers of the organization. The board meets the second Wednesday of the month... January, February, June, July, Dec. at 3:30 pm and March, April, May, August, Sept. Oct. and Nov. at 5:30 pm. and has called meetings as needed.

Section 10. Promotional & Marketing Activity

Item III - a.

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.

We have used the website, posters, rack cards, and banners for marketing the museum and our popular quarterly programs in the past. The previous funding by TDA paid for graphic design, web creation and traditional advertisement that has led to numerous visitors from out of town visiting the Heritage Center Museum and attending programs, homes tours, etc. The 2022 NC Maritime History Council Annual Conference was held at the museum and other sites around town. They chose Swansboro as the site because we have the Heritage Center Museum which has been supported by the TDA in the past.

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

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

What constitutes your fiscal year?

July 1 – June 30 [See attachment for parts of sections 11, 12, and 13](#)

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous

 Estimated

Total Current

 Budget

Item III - a.

Narrative

Our 501c3 non-profit funded some of the marketing and all of the online membership expenses for the last five years. Other funding came from the TDA but as noted above, 2018-2019 and 2020-2021 have limited expenditures due to a hurricane and a pandemic. The original walking tour pamphlet was funded over 10 years ago by Onslow County Tourism.

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

None

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

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

What constitutes your fiscal year?

 —

5 years previous Salaries & Benefits

 Actual

4 years previous Salaries & Benefits

 Actual

3 years previous Salaries & Benefits

 Actual

2 years previous Salaries & Benefits

 Actual

1-year previous Salaries & Benefits

 Estimated

Current Salaries & Benefits

 Budget

5 years previous Promotion, Media, or Advertisements

 Actual

4 years previous Promotion, Media, or Advertisements

 Actual

3 years previous Promotion, Media, or Advertisements

 Actual

2 years previous Promotion, Media, or Advertisements

 Actual

1-year previous Promotion, Media or Advertisements

 Estimated

Current Promotion, Media, or Advertisements

 Budget

5 years previous Awards, Music, Performers, Art

 Actual

4 years previous Awards, Music, Performers, Art

 Actual

3 years previous Awards, Music, Performers, Art

 Actual

2 years previous Awards, Music, Performers, Art

 Actual

1-year previous Awards, Music, Performers, Art

 Estimated

Current Awards, Music, Performers, Art

 Budget

5 years previous Payments for lodging

 Actual

4 years previous Payments for lodging

 Actual

3 years previous Payments for lodging

 Actual

2 years previous Payments for lodging

 Actual

1 year previous Payments for lodging

 Estimated

Current Payments for lodging

 Budget

5 years previous Any Other Expenses

 Actual

4 years previous Any Other Expenses

 Actual

3 years previous Any Other Expenses

 Actual

2 years previous Any Other Expenses

 Actual

1 year previous Any Other Expenses

 Estimated

Current Any Other Expenses

 Budget

Item III - a.

5 years previous Total

 Actual

4 years previous Total

 Actual

3 years previous Total

 Actual

2 years previous Total

 Actual

1-year previous Total

 Estimated

Current Total

 Budget

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

NA

Section 13. Activity Budget Detail

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

See attachment

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

Section 14. Tourism Related Impacts

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

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

☒ Annual (it has occurred twice)☐ Hoped to be Annual☐ One Time Activity

If checked, do you plan to become self-sustaining

☐ Yes ☐ No

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

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

2 years previous Estimated Total Participants

 Actual

1-year previous Estimated Total Participants

 Actual

Current Estimated Total Participants

 Estimated

Museum, programs, special events, school groups, etc. for the 2 years before Covid Shutdown 750-1,000 Potential total with funding 2,500+.

2 years previous Estimated Participants who travel more than 100 miles

 Actual

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

 Actual

Current Estimated Participants who travel more than 100 miles

 Estimated

Marketing will increase the numbers of people traveling over 100 miles.

2 years previous Estimated Overnight Stays for this Activity

 Actual

1-year previous Estimated Overnight Stays for this Activity

 Actual

Current Estimated Overnight Stays for this Activity

 Estimated

Overnight stays vary from year to year. This year with the NC Maritime History Council Meeting and with tourism, we have had more than in the previous two years.

2 years previous Organizational Paid Employees assigned to this Activity

 Actual

1-year previous Organizational Paid Employees assigned to this Activity

 Actual

Current Organizational Paid Employees assigned to this Activity

 Estimated

No paid employees work for the SHA. It is all volunteer.

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

Actual

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

Actual

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

Estimated

NA

2 years previous Estimated volunteers to be involved in this Activity

Actual

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

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

The marketing funding, administration will involve 2-5 people plus the SHA Board. All are volunteers. Graphic design, etc. will be a combination of SHA volunteers and paid private contractors.

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

NA

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

Section 15. Tourism Development Plan

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

See attachment for section 15

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

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

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.

See attachment for Section 17

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

Item III - a.

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

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

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 Note: Two of our requests are for software that we will sign up for online, Word Press and Wild Apricot. We respectfully request that if these funds are approved the town will work with us to pay for them as we sign up. We intend for them to be one time only so that we can assess how they increase tourism. We would expect to pick up these payments after June 2024.
- ☐ No

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

- ☒ Yes Note: The timeline for marketing the Heritage Center Museum may have to be adjusted to allow repairs to the building as a result of grant money awarded through the Emergency Supplemental Historic Preservation Fund (ESHPPF).
- ☐ 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

Amelia Dees-Killette

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.

TDA Grant Application Attachment for January 2023 Application

Section 2. Organization Information

Though the SHA has been an incorporated organization in the state of N.C. since 1961, after the passing of its founder it lay dormant from the late 1980s until the early 2000s. It was revived with new by-laws and updated articles of confederation and amendments to the original articles by a number of interested citizens in July, 2008. Several of these citizens are still board members.

Sections 11 and 12. Sources and Expenditures for website, membership, and advertisement

Sources for these items over the last 5 years have been SHA funds, in-kind volunteer contributions and a previous TDA marketing/website grant.

Expenditures:

2021-2022: \$1,342.83

2020-2021 \$781.35.

Previous years expenditures averaged \$800.00 due to the Covid-19 shutdown and damage to the SAHC museum building with Hurricane Florence. The initial grant that helped us establish the website was done in partnership with the town over five years ago and was handled jointly with the town. There were some initial expenditures from their side as well.

The membership software is a new expense, so these numbers don't reflect that expenditure.

We didn't initiate the walking tour but assisted Onslow County Tourism with it over 10 years ago. We wrote all the text and provided pictures and they had the graphics and printing done. They funded it completely for two printings of around 10,000 pamphlets distributed to visitors' centers through the state.

The SHA and the Swansboro Area Heritage Center's expenditures over the last five years have been less than in the previous five years due to a slow down in museum expenditures. That will be picking up in the next several years as completion of the repairs to the Emmerton School take place thanks to the federal ESHPF grant that our volunteers helped write.

Exhibits in the Heritage Center in 2017 were created by in-kind donations and a paid graphic and printing company. The out-of-pocket cost was around \$6,000. Some of the printing cost in addition to this amount was also donated. The average cost of exhibits for the space we have remaining could cost up to \$100,000 if all done professionally. We also must consider the need for more contract services for the museum as our volunteer pool changes. Any help with marketing will allow us to use our own funds to make the museum an even more popular destination.

Section 9 and 13 Activity Budget Detail

1. Posters, Rack cards, Pamphlets-18 months (until June 30, 2023)

paid as bills come in quarterly or semi/annually

Graphic Design \$150/quarter, \$300/semi-annually,

- \$900.00 for Graphic Design

Printing at \$250.00/ 1000x3

- \$750.00 for Printing

Total: \$1650.00

2. Website and Maintenance

Word Press \$75/quarter, \$150/semi-annually, \$450.00/18 months

Maintenance figured at \$20/ hour, \$120/quarter, \$240.00/ semi-annually, \$720.00/18 months

Total: \$1170.00

3. Walking Tour Design and Printing

-Graphic Designer, Amy LaChance formerly of NC Coast Magazine: \$250.00

-Printing Cost: To be determined

Rough Estimate for design and 3000 pamphlets completed by end of fiscal year 2022-2023

Total: \$1,100

4. Museum and Association Membership Software

Wild Apricot \$180/quarter, \$360.00 semi-annually, \$1080.00/18 months

Total: \$1080.00

Overall Total Funding Requested: \$5,000

Section 14,15, and 17 Comments Tourism Impacts

The Swansboro Area Heritage Center Museum and its sponsoring organization the Swansboro Historical Association are a good investment for the Swansboro Tourism Development Authority. The SHA has quality programs by statewide historians and organizations. Our partnership with the town's Historic Preservation Commission is becoming stronger. Our membership has committed historians and community members willing to volunteer numerous hours. Importantly the SAHC Museum is constantly bringing in guest from out of state to research their local family origins and most recently was chosen as

a host site for the N.C. Maritime History Council Conference bringing in overnight guests and restaurant patrons during an off-season weekend.

Our quarterly programs and special events have been well attended. Thanks to posters professionally created and posted on our website and social media, we bring in more visitors. One of these events was a program for the Onslow County Historical Society in June which brought around 30 members from the western part of the county. While touring the museum many of them shared fond memories of eating out in Swansboro during the sixties and seventies and they then ate downtown during their visit. Entities contact us on a regular basis for our popular printed walking tours.

Efforts to increase membership we have seen lead to more visitors. We hope this grant will allow us to grow our membership even more. One of the members of the Maritime History Council board is a SHA member from out of town as our several others, an indication that a growing membership increases visitation and sales.

There are efforts taking place to strengthen the SHA and the Heritage Center's partnership with the town's Historic Preservation Commission. A recent architectural survey of the historic district encouraged the town to work with our 501c3 to strengthen the historic character of the district and the town in general. That strategy was presented as a major strategy in preservation.

The Swansboro Historical Association members have contributed 1000s of hours of in-kind donations promoting the town. Our volunteer partnered with the town in writing much of the ESHPF application which resulted in over \$400,000 for repairs and resiliency efforts for the former Emmerton School/Old Town Hall which is a town owned building. The SHA realizes that money from the TDA for improvements to the building since 2016 helped us create the museum. This valuable partnership brings in visitors who enjoy the historic atmosphere which promotes preservation of our coastal heritage. The more we retain our unique maritime character the more people will make Swansboro a vacation (and educational) destination. The Heritage Center Museum, programs, and partnerships are a worthwhile investment for tourism generated funds.

Ending June

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
--	------	-----	------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-------

19

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
EXPENSE													
Office, Janitor Suppl, etc.		\$ 77.04	\$ 21.34									\$ 15.97	\$ 114.35
Website, Software Teleph			\$ 228.00		\$ 162.42	\$ 300.00	\$ 74.88						\$ 765.30
Mbrshp & Misc. Mtgs					\$ 200.00	\$ 5.68	\$ 184.06					\$ 12.75	\$ 402.49
Virtual, Edu. & Outreach							\$ 149.90						\$ 149.90
Fish Fry													\$ -
Candlelight						\$ 409.96							\$ 409.96
Flotilla						\$ 33.00							\$ 33.00
Mullet Festival	\$ -												
Cruise & Walking Tours													\$ -
Other Fundraising Projects													
Merchandise Inventory										\$ 76.81			\$ 76.81
Merchandise Sales Tax													\$ -
Postage/PO Box								\$ 156.00					\$ 156.00
Liability/Hazard Insurance			\$ 300.00		\$ 500.00								\$ 800.00
Advertisement	\$ 150.00	\$ 37.79											\$ 187.79
Security System		\$ -	\$ 165.00										\$ 165.00
Exhibits, Preserv & Collect	\$ 80.66												\$ 80.66
Lease, Blding Improvemnts							\$ 6.00						\$ 6.00
Associaion Donation								\$ 100.00					\$ 100.00
PayPal Fees	\$ 1.77	\$ 2.24				\$ 3.03		\$ 3.08	\$ 5.64			\$ -	\$ 15.76
FC Bank Fees	\$ 15.00	\$ 15.00	\$ -				\$ -						
Dues for Chamber, etc.							\$ 26.25					\$ 125.00	\$ 151.25
CC Fees							\$ 6.06						
Change Fund	\$ 100.00												\$ 100.00
Total EXPENSE	\$ 347.43	\$ 132.07	\$ 714.34	\$ -	\$ 862.42	\$ 751.67	\$ 447.15	\$ 259.08	\$ 5.64	\$ 76.81	\$ -	\$ 153.72	\$ 3,750.33
SHA Savings Account	10846.43	10846.71	10846.97	10847.25	10847.52	10847.79	10848.07	10848.32	10848.6	10848.86			

Avg
\$ 399.00
\$ 312.53
\$ 86.47

**Monthly
Average**

\$ 71.71

\$ -

\$ 101.02
\$ 121.13
\$ 15.00
\$ -
\$ -
\$ -
\$ -
\$ 41.09
\$ -
\$ -
\$ 16.92
\$ 0.04
\$ 8.33

\$ 399.00

Average	
\$	9.53
\$	63.78
\$	-
\$	34.16
\$	2.75
\$	6.40
\$	-
\$	13.00
\$	66.67
\$	15.65
\$	13.75
\$	6.72
\$	0.50
\$	1.31
\$	12.60
\$	8.33
\$	312.53

FY23 SHA Finance Report

thru 12/7/2022

														Total	Avg
July 1 2020 Balance	\$ 23,404.63													\$ 4,063.08	\$ 338.59
Total Revenue	\$ -	\$ 1,170.00	\$ 360.00	\$ -	\$ 1,594.78	\$ 938.30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,063.08	\$ 338.59
Total Expenses	\$ -	\$ 285.37	\$ 502.91	\$ 370.00	\$ 992.19	\$ 187.77	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,338.24	\$ 194.85
NET (Income - Expenses)	\$ -	\$ 884.63	\$ (142.91)	\$ (370.00)	\$ 602.59	\$ 750.53	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,724.84	\$ 143.74
Projected End Balance	\$ 23,404.63	\$ 24,289.26	\$ 24,146.35	\$ 23,776.35	\$ 24,378.94	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47	\$ 25,129.47		
														Total	Monthly Average
July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun			Total	Monthly Average
REVENUE															
Membership		\$ 330.00	\$ 50.00		\$ 30.00	\$ 110.00	\$ -	\$ -			\$ -	\$ 520.00	\$ 43.33		
Membership - PayPal	\$ -	\$ 770.00				\$ -	\$ -	\$ -			\$ -	\$ 770.00			
Merchandise Sales												\$ -	\$ -		
Fish Fry												\$ -			
Candlelight				\$ 1,221.78								\$ 1,221.78	\$ 101.82		
Flotilla					\$ 828.30							\$ 828.30	\$ 69.03		
Virtual, Edu. & Outreach				\$ -								\$ -	\$ -		
Mullet Festival												\$ -	\$ -		
Cruise & Walking Tours												\$ -	\$ -		
Other Fundraising Projects												\$ -	\$ -		
Event Sponsors												\$ -	\$ -		
Special Donations			\$ 310.00		\$ 343.00			\$ -				\$ 653.00	\$ 54.42		
Transfer from Savings												\$ -	\$ -		
Grants												\$ -	\$ -		
Museum Visitor Donations	\$ -	\$ 70.00			\$ -	\$ -	\$ -					\$ -	\$ 70.00	\$ 5.83	
Miscellaneous												\$ -	\$ -		
Change Fund	\$ -											\$ -	\$ -		
Total REVENUE	\$ -	\$ 1,170.00	\$ 360.00	\$ -	\$ 1,594.78	\$ 938.30	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,063.08	\$ 338.59

	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Average
EXPENSE														
Office, Janitor Suppl, etc.		\$ -	\$ 32.45			\$ 45.71						\$ -	\$ 78.16	\$ 6.51
Website, Software Teleph			\$ 82.09		\$ 74.88	\$ 22.04	\$ -						\$ 179.01	\$ 14.92
Mbrshp & Misc. Mtgs		\$ 12.75	\$ 97.43		\$ 18.45	\$ -	\$ -					\$ -	\$ 128.63	
Virtual, Edu. & Outreach		\$ 50.00					\$ -						\$ 50.00	
Fish Fry													\$ -	\$ -
Candlelight					\$ 386.22	\$ -							\$ 386.22	\$ 32.19
Flotilla			\$ 90.94		\$ 44.49	\$ 71.32							\$ 206.75	\$ 17.23
Mullet Festival	\$ -													
Cruise & Walking Tours													\$ -	
Other Fundraising Projects														
Merchandise Inventory						\$ 48.70				\$ -			\$ 48.70	\$ 4.06
Merchandise Sales Tax													\$ -	\$ -
Postage/PO Box								\$ -					\$ -	\$ -
Liability/Hazard Insurance			\$ -	\$ 300.00	\$ 450.00								\$ 750.00	\$ 62.50
Advertisement	\$ -	\$ -											\$ -	\$ -
Security System		\$ 165.00	\$ -										\$ 165.00	\$ 13.75
Exhibits, Preserv & Collect	\$ -												\$ -	\$ -
Lease, Bldg Improvemnts		\$ 35.00	\$ 200.00				\$ -						\$ 235.00	\$ 19.58
Associaion Donation													\$ -	\$ -
PayPal Fees	\$ -	\$ 22.62			\$ 18.15	\$ -		\$ -	\$ -			\$ -	\$ 40.77	\$ 3.40
FC Bank Fees	\$ -	\$ -	\$ -				\$ -						\$ -	\$ -
Dues Chamber, Societies, etc				\$ 70.00								\$ -	\$ 70.00	\$ 5.83
CC Fees							\$ -						\$ -	\$ -
Change Fund	\$ -												\$ -	\$ -
Total EXPENSE	\$ -	\$ 285.37	\$ 502.91	\$ 370.00	\$ 992.19	\$ 187.77	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,338.24	\$ 194.85
SHA Savings Account	10850.35	10951.27	10852.16	10853.08	10853.98									

BUDGET ORDINANCE AMENDMENT #2023-2
AMENDMENT TO THE FY 2022/2023 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, 2023:

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

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$92,000	-	\$92,000
Appropriated Fund Balance	\$13,000	\$6,334	\$19,334
Total	\$105,000	\$6,334	\$111,334

Appropriations

Tourism Related Expenses	\$105,000	\$6,334	\$111,334
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This change is to appropriate funds from fund balance for additional advertising 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, January 12, 2023.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Letter of Agreement-Front Row Communications

Board Meeting Date: January 12, 2023

Prepared By: Sonia Johnson , Finance Director

Overview:

Ann Marie Bass, Owner & Principal of Front Row Communications provided a Letter of Agreement effective January 12, 2023 through June 30, 2024.

Background Attachment(s): Letter of Agreement-Front Row Communications

Recommended Action: Motion to approve the following: Letter of Agreement-Front Row Communications effective January 12, 2023 through June 30, 2024.

Action: _____

This LETTER OF AGREEMENT is entered into by and between Front Row Communications, a North Carolina Limited Liability Corporation ("Firm") and the Swansboro Tourism Development Authority, ("Client"), effective January 12th, 2023 through June 30, 2024 ("Term" of "Engagement.")

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

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

1.0 DESIGN/CREATIVE/PRODUCTION/MARKETING/ADVERTISING SERVICES. Firm will develop and implement Client's marketing and advertising plans to coincide with the established fiscal year planning and agreed monthly marketing and advertising services, for the remainder of Fiscal year 2022/2023, ending June 30, 2023 and the entire Fiscal Year 2023/2024, starting July 1, 2023, ending June 30, 2024.

2.0 ADVERTISING MEDIA BUYING AND SUBCONTRACTORS. Per the approved Client advertising plans for the current fiscal year 2022/2023 and that of 2023/2024 which will be developed, Firm will directly manage the marketing and advertising vendor relationships on behalf of the Client. Upon Client approval for each marketing or advertising related expenditure, the Firm will execute contracts from vendors on behalf of the Client. Client will make either make payment directly to the vendors or reimburse Firm. Facebook Advertising media buys will be paid directly from the Client credit card set up in the Facebook/Meta Business Manager Account. The Firm agrees to spend no more than the Client approved budget amount, which is subject to change at any time. Firm will provide all reporting with regard to monthly digital advertising and make strategy recommendations to the Client.

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

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

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

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

6.0 FIRM FEES. Monthly Firm Services Fee is \$1,833. For current Fiscal Year 2022/2023, Firm has provided an additional recommended contingency budget of \$4,400, which has been previously approved by Client. Firm will make recommendations for the marketing contingency budget for 2024/2024 fiscal year as the plans are developed and communicated to Client. Firm will provide advisement to Client on the utilization of remaining contingency funds as more marketing planning and related costs are determined and subsequent further plans are made throughout the term of this Agreement. Firm agrees to present any additional advertising opportunities for Client approval, beyond what has been previously agreed and set forth. Firm agrees to obtain permission from the Client prior to spending any contingency funds on behalf of Client.

FRONT ROW COMMUNICATIONS, LLC

Item III - b.

Please make all checks payable to

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

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

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

SIGNATURES

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

CLIENT

Swansboro TDA

Randy Swanson
Swansboro TDA Board Chairman

Signature: _____

Date: _____

FIRM

Front Row Communications, LLC

Anne Marie Bass
Owner & Principal

Signature: Anne Marie Bass

Date: January 12, 2023



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Marketing & Advertising Quarterly Status Update

Board Meeting Date: January 12, 2023

Prepared By: Sonia Johnson, Finance Director

Overview: Front Row Communication-Marketing & Advertising Quarterly Status Update Report

Background Attachment(s): Quarterly Status Update Report of 12.17.22
For January 12, 2023, STDA Board Meeting. Submitted by: Anne Marie Bass

Action: _____



**Quarterly Status Update Report of 12.17.22
For January 12, 2023 STDA Board Meeting
Submitted by: Anne Marie Bass**





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- 1. Status Updates & Comments**
- 2. STDA Photography & Video Assets – Additions from Fall of 2022**
- 3. Facebook Ad Reports – Funded by STDA Approved Marketing Budget & STDA Awarded Parks & Recs Grant**
- 4. Print Ad Placements & Earned Media**
- 5. Our State – Sunday Morning Read (Digital)**
- 6. Social Media Stats**
- 7. Appendix**
 - STDA Approved 2022-2023 Budget Snapshots – as of 12/16/22



STATUS UPDATES & COMMENTS





Status Updates & Comments

FALL 2022 PHOTO SHOOT – **completed October 15, 2022**

- The objective of the shoot was to capture lifestyle vignettes depicting visitor experiences along the water – dining, shopping, live music.
- A big THANKS to all of the local Swansboro locals who were talent and volunteers working with us – Corey & Kapresha Mitchell (Coastal Farmhouse), Jess Harnatkiewicz, Debbie Harnatkiewicz (Jess' Boutique, BBB) and friends/staff, Linda Thornley, Randy Swanson (The Boro LCK) and staff, Ethan and Laini Jo Johnson (Pogie's) and staff.

SWANSBORO BY CANDLELIGHT – **A great Swansboro Visitor Experience (Hallmark Movie)**

- There is some clarification needed as to the roles & responsibilities for the committee in organizing this event. I am a “do-er” and “problem solver” and in such...I helped bridge the gap of communication where I felt was needed. I look forward to advisement on the correct procedures and the best way for me to help for next year. The Downtown Merchants create a great visitor experience that I am sure has a strong economic impact for the Town of Swansboro and Onslow County.
- Samantha Ann captured some amazing photos – approved and paid from the STDA Marketing Contingency.
- The “Winter Getaway to Swansboro” promotional contest was a very successful Facebook ad campaign. I selected the winner, Tammy Mooney from Lexington, NC and mailed her prize to her, which included \$50 gift cards from The Boro & BBB.
- Thanks to Hampton Inn for donating a two-night stay gift certificate as part of the prize package.
- I wanted to mention that there were several mentions on Facebook as to an emotional appeal to women...“like a Hallmark movie.” (invaluable!)

DOWNTOWN MERCHANT GUIDE – **Spring 2022 Refresh & Reprint**

- The Fall Downtown Merchant Guide was refreshed and printed. It was ready for the Mullet Festival as requested.
- Debbie Harnatkiewicz and her family volunteered to deliver them to the merchants – that is much appreciated.
- I will be refreshing and updating for the Spring around the March timeframe. The print expense will be paid by the STDA (taking turns and alternating with the Downtown Merchants).

ALBERT J. ELLIS AIRPORT VIDEO – **NEW VIDEO in development**

- Anne Marie is working with Ken Honeycutt to create a new video utilizing the STDA new photo library. This will be complete by early January.



Status Updates & Comments

SWANSBORO VISITOR BROCHURE – **Spring 2023**

- A Swansboro Visitor Brochure will developed and designed, being made available to prospective visitors in all of the North Carolina Welcome Centers.
- We will utilize the new additions to the photo library from Fall of 2021 and Fall of 2022.

WEBSITE – **Status Update**

- Anne Marie continues to refresh and update with new images, provides updates, adds, deletes for the partner listings, and ensures information is accurate and up-to-date.
- This is an ongoing task that is part of ongoing care and feeding.

SWANSBORO WEBCAM – **Research & Initial Info.**

- Anne Marie researched webcams and solutions providers. Brad Pumphrey of East Bay Media presented at the October 2022 STDA Board Meeting.
- Subsequently, he was asked to provide a proposal. He sent it to me and I forwarded it to Sonia & Randy.

STDA ADVERTISING PARTNERSHIP WITH SWANSBORO PARKS & REC – **Previously agreed with Anna Stanley & Paula Webb**

- As an update from my last quarterly report. STDA Board Members may recall that Anna & I have worked out a partnership where I provide support to her for advertising Swansboro Festivals with a portion of the STDA grant she received.
- Doing so ensures that the Swansboro Festivals ad strategy includes attracting visitors to Swansboro from drive in markets and in doing so ensures general brand awareness that Swansboro be seen as an overnight getaway and vacation destination.
- One of the top reasons why new people will visit a destination for the first time is due to festivals and events.
- We determined that Facebook ads pointed to the VisitSwansboro.org website is the most cost efficient and effective digital advertising strategy that best suits the Town of Swansboro Festivals.
- This partnership has been going very well.
- I was able to support the Swansboro Holiday Flotilla rain date change, that also included the Christmas Tree Lighting this year. Social media is valuable and critical tool to convey event information to the public very quickly.

STDA PHOTO & VIDEO LIBRARY NEW ADDITIONS





Item III - c.

@Swansboro
www.VisitSwansboro.org

STDA Photo & Video Library

The official Swansboro TDA Photo and Video Library has some great new additions from work over the past few months! ☺

Please see the links to videos (made strictly for ease in viewing.) Note that I used the low res photos to reduce the size of the files.

Fall 2022 Swansboro Photo Shoot / Front Row Comm

https://drive.google.com/file/d/1es1j1n1FLQwLcFvxhA2w6NO8tvpHdCet/view?usp=share_link

2022 Mullet Festival / Dini Photo (Todd Dini) Drone

https://drive.google.com/file/d/1TU6IRbR_M4vypkZ52pLIWKSPWYKUowgt/view?usp=share_link

2022 Swansboro by Candlelight / Samantha Ann Photo

https://drive.google.com/file/d/1o8AZkJuF5BHri4dYMIbzwFENatpJl6rf/view?usp=share_link



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





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

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

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

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

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

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

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

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

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

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

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

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

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





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

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

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

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

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





Plan Your Fall Getaway for Mullet Festival // September 2022 / Raleigh & Hampton Roads, VA Markets



Post: "PLAN YOUR Fall Getaway for Mullet Festival // September 2022 / Raleigh & Hampton Roads, VA Markets"

Sep 9, 2022 - Sep 23, 2022

Completed

Edit

Duplicate

Maximum

Results

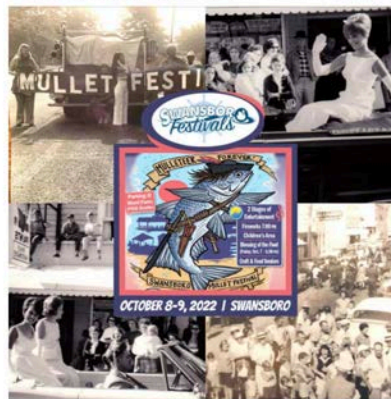
Link clicks	1,480
Cost per Link clicks	\$0.16
Amount spent	\$240.00
	Lifetime budget: \$240.00 USD
Reach	35,920
Impressions	80,842
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.16
Frequency	2.25
Unique link clicks	1,279



Visit Swansboro NC
Sponsored



PLAN YOUR FALL GETAWAY to NC's southern coast in Swansboro the weekend of October 8th and 9th for the North ... See more



visitswansboro.org

Mullet Festival of North Carolina -

Learn more

Visit Swan... 27 comments 72 shares

Countries

Regions

US

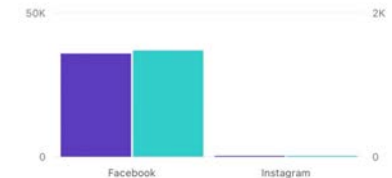
Link clicks	1,480
Cost per Link clicks	\$0.16
Reached	35,920
CTR	1.83

Placements

Learn about metrics

All Mobile Desktop

People Reached	35,920
Link clicks	1,480
Spent	\$240.00

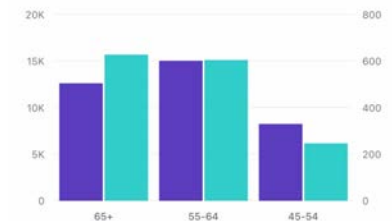


Demographics

Learn about metrics

All Women Men

People Reached	35,920
Link clicks	1,480
Cost per Link clicks	\$0.16



front row communications

Post: "🐟 Join u...fun in Historic..."
Oct 2, 2022 - Oct 7, 2022

Completed

Edit Duplicate

Maximum

Results

Link clicks	830
Cost per Link clicks	\$0.0904
Amount spent	\$75.00
Lifetime budget: \$75.00 USD	
Reach	14,076
Impressions	24,461
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.0904
Frequency	1.74
Unique link clicks	757

Join Us for Mullet Festival // October 2022 / Local Swansboro 50 mi radius

Visit Swansboro NC
Sponsored · 🌐

Join us for lots of family fun in Historic Downtown Swansboro for the 68th Annual NC Mullet Festival on Saturday & ...See more



visitswansboro.org
Mullet Festival of North Carolina | Swansboro [Learn more](#)

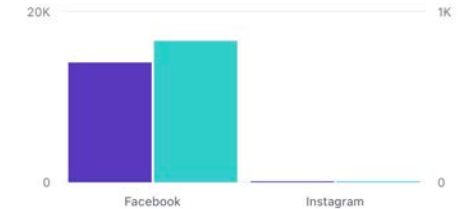
195 35 comments 96 shares

Like Comment Share

Countries Regions

US	
Link clicks	830
Cost per Link clicks	\$0.09
Reached	14,076
CTR	3.39

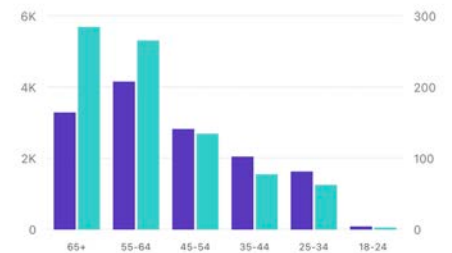
All	Mobile	Desktop
People Reached	14,076	
Link clicks	830	
Spent	\$75.00	



Demographics

[Learn about metrics](#) ⓘ

All	Women	Men
People Reached	14,076	
Link clicks	830	
Cost per Link clicks	\$0.09	





RALEIGH METRO...oro by Candlelight
Oct 21, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	691
Cost per Link clicks	\$0.14
Amount spent	\$100.00
	Lifetime budget: \$100.00 USD
Reach	11,024
Impressions	22,940
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.14
Frequency	2.08
Unique link clicks	575

2022 Swansboro by Candlelight // October 2022 / Raleigh Metro



Visit Swansboro NC
Sponsored

Kick off the holiday shopping season and discover the charm at North Carolina's southern coast in Swansboro!



visitswansboro.org
Swansboro by Candlelight | Novembe...

Learn more

200

22 comments 83 shares

Countries

Regions

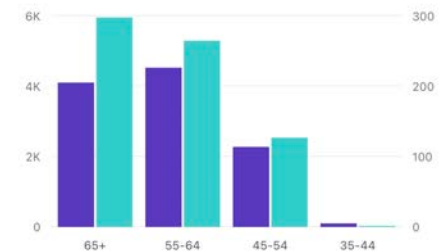
US	
Link clicks	691
Cost per Link clicks	\$0.14
Reached	11,024
CTR	3.01

Demographics

Learn about metrics

All Women Men

People Reached	11,024
Link clicks	691
Cost per Link clicks	\$0.14

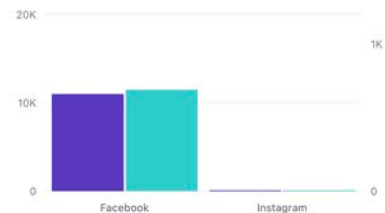


Placements

Learn about metrics

All Mobile Desktop

People Reached	11,024
Link clicks	691
Spent	\$100.00





CHARLOTTE ME...oro by Candlelight
Oct 21, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	383
Cost per Link clicks	\$0.26
Amount spent	\$100.00
	Lifetime budget: \$100.00 USD
Reach	10,074
Impressions	18,015
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.26
Frequency	1.79
Unique link clicks	348

2022 Swansboro by Candlelight // October 2022 / Charlotte Metro



Visit Swansboro NC
Sponsored

Kick off the holiday shopping season and discover the charm at North Carolina's southern coast in Swansboro!



visitswansboro.org
**Swansboro by
Candlelight | Novembe...**

Learn more

200

22 comments 83 shares

Countries

Regions

US

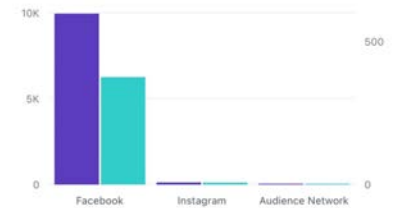
Link clicks	383
Cost per Link clicks	\$0.26
Reached	10,074
CTR	2.13

Placements

Learn about metrics

All Mobile Desktop

People Reached	10,074
Link clicks	383
Spent	\$100.00

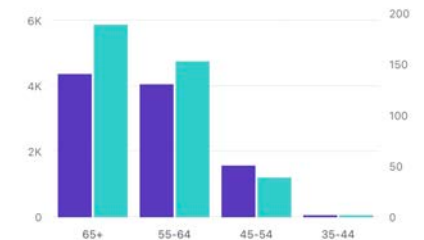


Demographics

Learn about metrics

All Women Men

People Reached	10,074
Link clicks	383
Cost per Link clicks	\$0.26





2022 Swansboro by Candlelight Winter Getaway Contest // November 2022 / Raleigh Metro

RALEIGH METRO...ontest Campaign
Nov 1, 2022 - Nov 12, 2022

Off

Edit Duplicate

Maximum

Results

Link clicks	1,884
Cost per Link clicks	\$0.11
Amount spent	\$216.33
Lifetime budget: \$220.00 USD	
Reach	26,336
Impressions	51,014
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.11
Frequency	1.94
Unique link clicks	1,624

Visit Swansboro NC
Sponsored ·

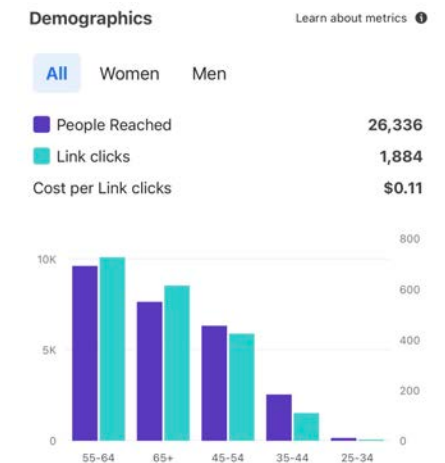
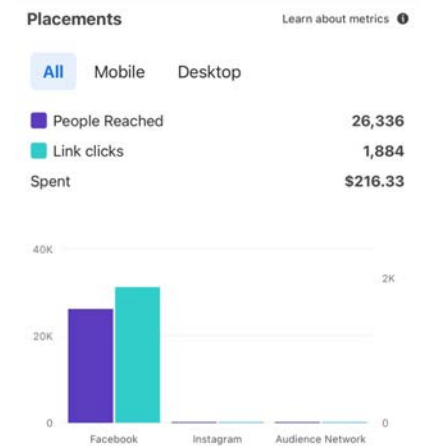
Discover the charm, shop by candlelight, and enjoy the festivities! Enter to Win our Swansboro by Candlelight Winter ...See more

visitswansboro.org
Swansboro by Candlelight I Nov 12th ... Learn more

413 97 comments 80 shares

Countries Regions

US	
Link clicks	1,884
Cost per Link clicks	\$0.11
Reached	26,336
CTR	3.69





2022 Swansboro by Candlelight Event Page Ad // October 2022 / Local Swansboro



Event: 2022 Swa...oro by Candlelight
Oct 26, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Event Responses	751
Cost per Event Responses	\$0.13
Amount spent	\$100.00
Lifetime budget: \$100.00 USD	
Reach	11,116
Impressions	25,031
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.47
Frequency	2.25
Unique link clicks	207



Visit Swansboro NC
Sponsored



Join us in Historic Downtown Swansboro on Saturday, November 12th, from 5pm to 9pm for an enchanting evening of ...See more



SAT, NOV 12
2022 Swansboro by Candlelight

Interested

Countries

Regions

US

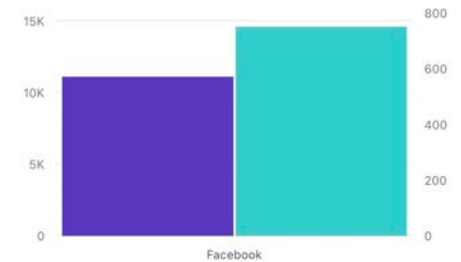
Event Responses	751
Cost per Event Responses	\$0.13
Reached	11,116
CTR	3.00

Placements

Learn about metrics

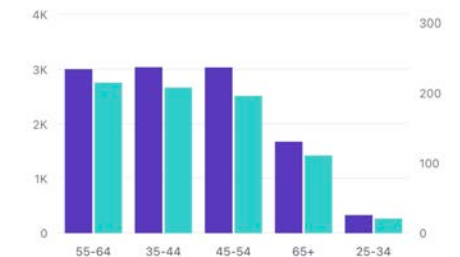
All Mobile Desktop

People Reached	11,116
Event Responses	751
Spent	\$100.00



All Women Men

People Reached	11,116
Event Responses	751
Cost per Event Responses	\$0.13





LOCAL 50 MI RA...mpaign Campaign
Nov 15, 2022 - Nov 25, 2022

Off

Edit

Duplicate

Maximum

Results

Link clicks	623
Cost per Link clicks	\$0.15
Amount spent	\$94.35
Lifetime budget: \$100.00 USD	
Reach	10,952
Impressions	22,862
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.15
Frequency	2.09
Unique link clicks	538

2022 Swansboro Holiday Flotilla Ad // November 2022 / Local Swansboro



Visit Swansboro NC
Sponsored

Join us for lots of family fun and get into the spirit of the season at Swansboro's Annual Holiday Flotilla!



visitswansboro.org
Swansboro Holiday Flotilla Fri, Nov 25th 5-... [Learn more](#)

286

19 comments 181 shares

Countries

Regions

US

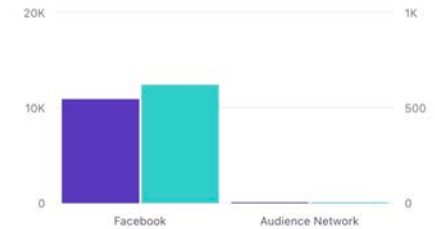
Link clicks	623
Cost per Link clicks	\$0.15
Reached	10,952
CTR	2.73

Placements

[Learn about metrics](#)

All Mobile Desktop

People Reached	10,952
Link clicks	623
Spent	\$94.35

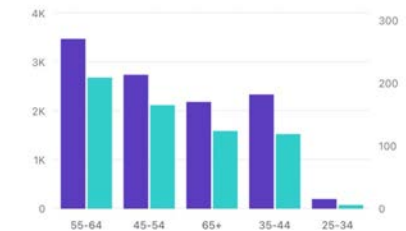


Demographics

[Learn about metrics](#)

All Women Men

People Reached	10,952
Link clicks	623
Cost per Link clicks	\$0.15





RALEIGH METRO...Flotilla Campaign

Nov 15, 2022 - Nov 23, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	881
Cost per Link clicks	\$0.23
Amount spent	\$200.00
	Lifetime budget: \$200.00 USD
Reach	20,664
Impressions	39,777
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.23
Frequency	1.92
Unique link clicks	779

2022 Swansboro Holiday Flotilla Ad // November 2022 / Raleigh Metro



Visit Swansboro NC
Sponsored

Plan a last-minute getaway to Swansboro for our Annual Holiday Flotilla and Christmas Tree Lighting!



visitswansboro.org
Swansboro Holiday
Flotilla Fri, Nov 25th 5-...

Learn more

185

20 comments 93 shares

Countries

Regions

US

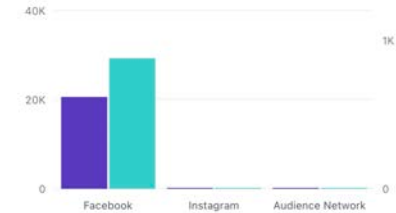
Link clicks	881
Cost per Link clicks	\$0.23
Reached	20,664
CTR	2.21

Placements

Learn about metrics

All Mobile Desktop

People Reached	20,664
Link clicks	881
Spent	\$200.00

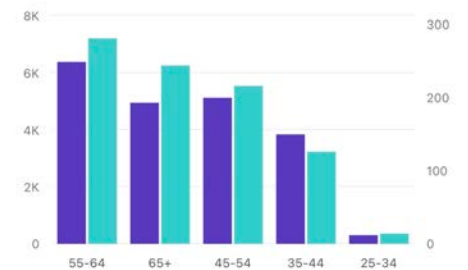


Demographics

Learn about metrics

All Women Men

People Reached	20,664
Link clicks	881
Cost per Link clicks	\$0.23



front row communications

CHARLOTTE ME...paign Campaign
Nov 15, 2022 - Nov 23, 2022

Ad set off

Edit Duplicate

Maximum


Results

Link clicks	69
Cost per Link clicks	\$0.31
Amount spent	\$21.40
Lifetime budget: \$80.00 USD	
Reach	3,308
Impressions	4,177
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.31
Frequency	1.26
Unique link clicks	67

2022 Swansboro Holiday Flotilla Ad // November 2022 / Charlotte Metro

Visit Swansboro NC
Sponsored ·

Plan a last-minute getaway to Swansboro for our Annual Holiday Flotilla and Christmas Tree Lighting!



Friday, November 25 • 5-8pm RAIN DATE: SATURDAY 11/26

visitswansboro.org
Swansboro Holiday Flotilla Fri, Nov 25th 5-... Learn more

185 20 comments 93 shares

Countries

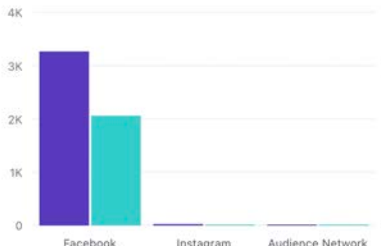
US	
Link clicks	69
Cost per Link clicks	\$0.31
Reached	3,308
CTR	1.65

Placements

Learn about metrics

All Mobile Desktop

People Reached	3,308
Link clicks	69
Spent	\$21.40

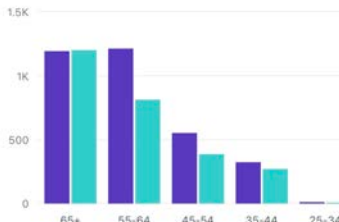


Demographics

Learn about metrics

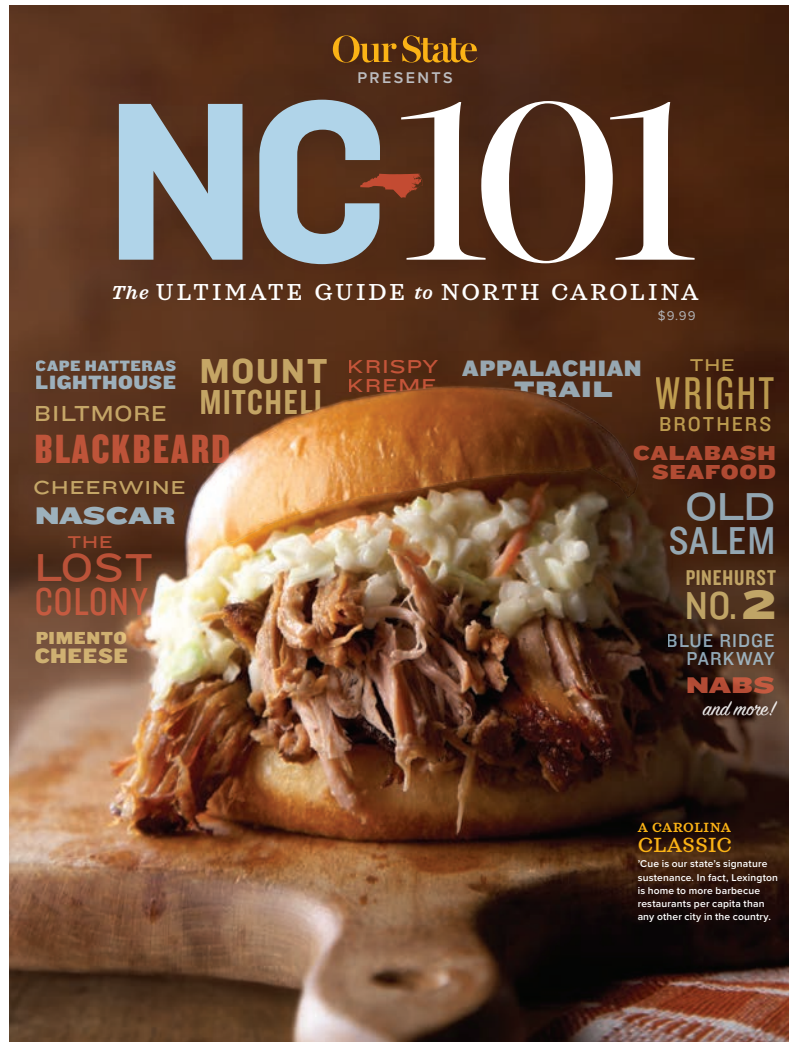
All Women Men

People Reached	3,308
Link clicks	69
Cost per Link clicks	\$0.31



FB Combined ad sets with Raleigh. I also turned off the ad when rain was forecasted

Our State Magazine // Earned Media



This is a special publication that came out – for sale on news stands. It features Hammocks Beach State Park.

This is “earned media” – STDA did not pay for this feature

Our State Magazine // Earned Media – November 2022 Issue



This photo essay is from the November issue and highlights Swansboro's Pirate Fest.

NORTH
Swansboro
CAROLINA



Raleigh Magazine – December 2022/ January 2023 Issue // Branded Advertorial – Travel Section Print Ads – Raleigh Magazine

RALEIGH MAGAZINE

Foodie City

The Mac + Cheese City

Exclusive CRAWFORD'S CROATIAN CREATION

HAPPY BIRTHDAY POOLE'S DINER

58 GIFTS TO GIVE

US POSTAGE PERMIT NO. 1000 RALEIGH, NC 27601

POSTAGE WILL BE PAID BY ADDRESSEE

RALEIGH MAGAZINE



DISCOVER A COASTAL NC HIDDEN GEM

The quaint and historic waterfront town of Swansboro overlooks the Intracoastal Waterway and Bogue Sound at the southern end of the Crystal Coast. It's a coastal North Carolina small town you don't want to miss! Known as "The Friendly City by the Sea," you'll find a unique blend of shopping, dining, historic sites, annual festivals and outdoor adventures.

Getting out on the water is available nearly year-round with scenic cruises departing from Swansboro taking passengers on sunset cruises, eco tours and shelling excursions. Hammocks Beach State Park is just a short drive from Swansboro's historic district. Discover the paddling trails and marsh ferry that runs from April through October to the unspoiled beaches of the 5-mile-long Bear Island.

96 | RALEIGH MAGAZINE | raleighmag.com



DISCOVER A COASTAL NC HIDDEN GEM SWANSBORO, NC

The quaint and historic waterfront town of Swansboro overlooks the Intracoastal Waterway and Bogue Sound at the southern end of the Crystal Coast. It's a coastal North Carolina small town you don't want to miss! Known as "The Friendly City by the Sea," you'll find a unique blend of shopping, dining, historic sites, annual festivals and outdoor adventures.

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96 | RALEIGH MAGAZINE | raleighmag.com

from April through October to the unspoiled beaches of the 5-mile-long Bear Island.

Stroll the streets along the water's edge against a backdrop of eclectic boutiques and eateries set inside restored historic buildings. Savor fresh seafood. Dine alfresco with waterfront views. Swansboro is an ideal destination for romantic getaways, family vacations, fishing adventures, or a girls' trip to the coast! You'll find unique accommodations listed with Airbnb, VRBO, as well as a Trip Advisor top-rated Hampton Inn & Suites.

For more information visitswansboro.org.



Raleigh Magazine – October 2022 Issue // Quarter Page AD – Travel Section

Print Ads – Raleigh Magazine





Print Ads – 2023 SACC Membership Guide





Our State Magazine – Sunday Morning Read Eblast – November 27, 2022



Screenshots from the Our State Magazine – Sunday Morning Read Eblast with Visit Swansboro’s clickable digital ad promoting Swansboro as a Coastal Getaway.



Digital Eblast – Our State



Plan Your Coastal Getaway to Swansboro

Experience the charm of Swansboro, North Carolina with more than 40 unique shops and eateries. Explore by land and sea with a historic walking tour, eco tours, shelling excursions to Bear Island, and sunset cruises along the Intracoastal Waterway.



Our State Magazine – Sunday Morning Read Eblast – November 27, 2022

Digital Eblast – Our State

Our State

CELEBRATING NORTH CAROLINA

DIGITAL ANALYTICS REPORT

Newsletter -Sunday Morning Read

Sponsor: Swansboro TDA

Date of Report: 12/5/22

Email Send Date	Recipients	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate	Clicks on Sponsor's Ad
11/27/22	45,429	69.3%	5.9%	8.4%	269

Glossary of Terms

Open Rate measures one open per recipient, expressed as a percentage of the total number of delivered email messages

Click Rate measures the percentage of email message that drew at least one click (also referred to as the click-through rate)

Clicks-Per-Unique-Open Rate measures the percentage of opened messages that recorded clicks (also known as the click-to-open rate)

	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate
Media & Publishing Industry Standards	18.9%	2.7%	12.8%
National Standards	23.1%	3.0%	11.4%

Digital Ad

11/27/22



Plan Your Coastal Getaway to Swansboro

Experience the charm of Swansboro, North Carolina with more than 40 unique shops and eateries. Explore by land and sea with a historic walking tour, eco tours, shelling excursions to Bear Island, and sunset cruises along the Intracoastal Waterway.

SOCIAL MEDIA STATS

October thru December 2022



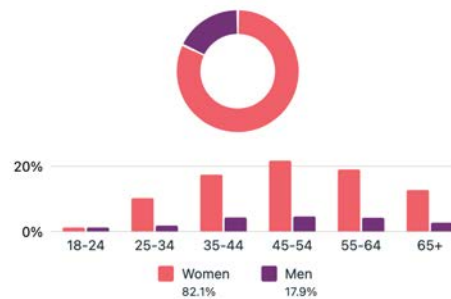
Social Media Stats for Last 90 Days

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram

Facebook Page followers ⓘ

4,774

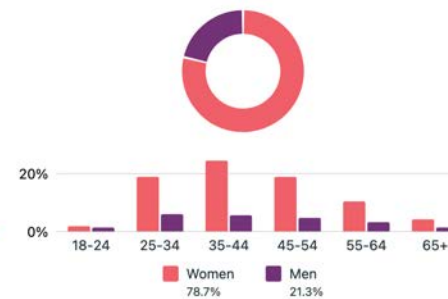
Age & gender ⓘ



Instagram followers ⓘ

1,529

Age & gender ⓘ



Facebook & Instagram Pages & Profile Visits

Page and profile visits ⓘ

Facebook Page visits ⓘ

7,315 ↑ 198.7%



Instagram profile visits ⓘ

636 ↓ 59.5%



Decrease on Instagram due to paid Facebook ad campaigns and metrics changing based on need to have more reels and/or run paid ads on Instagram which may not be strategic for Swansboro

Top Performing Organic Posts – All were Swansboro by Candlelight

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
2022 Swansboro by Candlelight
Oct 18, 2022, 10:52 AM

This post reached **3,743%** more people (51,501 people) than your median post (1,340 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post
🌟SAVE THE DATE! Discover the charm of Historic...
Oct 29, 2022, 10:51 AM

This post received **1,034%** more reactions (329 reactions) than your median post (29 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
🌟SAVE THE DATE! Discover the charm of Historic...
Oct 29, 2022, 10:51 AM

This post received **10,700%** more comments (108 comments) than your median post (1 comment) on Facebook.

NORTH
Swansboro
CAROLINA

ADDENDUM
Marketing Budget Snapshot & Contingency Fund Snapshot
as of 12/16/22





STDA Marketing Budget Snapshot as of 12.16.22

SWANSBORO TDA / FY 2022-2023 // PROPOSED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2023 Merchant Map Printing Estimate (based on prior years actual) (cost split between TDA and merchants)	600.00	0	600.00	8 1/2 x 14 size double gate, 5,000 quantity, specs: 80# gloss text - in market piece produce in Spring (April 2023) (per piece print cost - 11.5 cents) Reprint in August 2022 - Expense paid from Downtown Merchants Fund
2023 Trifold Visitor Brochure Printing Estimate	1,400.00	0	1,400.00	9 x 16 size double gate, 10,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents)
2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative estimated shipping costs - February 2022 timeframe
Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	COMPLETE
2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	CONTRACT SIGNED 6/8/22: 5 ADS: \$1334/each - Sept 22, Oct 22, Mar 23, May, 23, Jun 23
2022/2023 Our State - Sunday Mornings Sponsored Eblasts	2,590.00	2590	0.00	CONTRACT SIGNED 6/8/22: 3 EBLASTS: \$1295/each - Sept 14, Nov 27; 1 more to sign up for (depending on STDA promotional items budget/need)
2022/2023 Raleigh Magazine - Travel Section	3,000.00	3000	0.00	CONTRACT SIGNED: 2 Branded Editorials and 1 1/6 Page Ad
2023 NC Coast Host Membership Dues	350.00	350	0.00	COMPLETE
2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	CONTRACT SIGNED: Comes up in October 2022 for March 2023 pub date
2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	CONTRACT SIGNED 5.23.22 (going to print in June 2022)
2022/2023 Facebook Advertising - STDA + Parks & Recs Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	1741.61	3,058.39	As of 12.16.22
Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	COMPLETE December timeframe
Swansboro Bags	1,295.00	851.52	443.48	COMPLETE
OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	AMB Updating Video with NEW Photos from 2021 & 2022
MARKETING & ADVERTISING TOTAL	29,773.00	24,008.13	5,764.87	
Anne Marie - Marketing Planning Visits - Travel Expenses	800.00	400	400.00	Assume 2 visits - \$400/per visit - I have submitted expense for hotel and gas reimburse
Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
Marketing Promotions Contingency Budget	4,400.00	1,926.25	2,473.75	Applied to video production, visitor guide design, ad design requiring Adobe format
GRAND TOTAL	56,969.00	48,330.38	8,638.62	



STDA Marketing Contingency Budget Snapshot as of 12.16.22

2022/2023 Approved Marketing Contingency Budget	4,400.00			
Fall Downtown Merchant Guide Refresh & Update + Candlelight Poster Design & Video Productions / Sight Sound Media	450.00	Front Row Invoice		
Raleigh Magazine - Remnant Ad Purchase Oct 2022 Issue	375.00	PAID by STDA		
Mullet Festival - Drone Photo & Video (Dini Photo)	250.00	PAID by STDA		
Sight Sound Media - Flotilla Square Format Video	150.00	Front Row Invoice		
Candlelight Photography (Samantha Ann Photo)	401.25	Front Row Invoice		
Ad Design & Updated Logo Vectors	300.00	Front Row Invoice - November 2022 Invoice		
SPENT AS OF 12.16.22	1,926.25			
REMAINING BALANCE from \$4400	2,473.75			
ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295	443.48			
GRAND TOTAL REMAINING BALANCE AS OF 12.16.22	2,917.23			
The plan is to use these funds for the Visitor Brochure Design + any additional expenses that arise as needed.				



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Audited Financial Statements-June 30, 2022

Board Meeting Date: January 12, 2023

Prepared By:Sonia Johnson, Finance Director

Overview: North Carolina General Statute 159-34 requires each unit of local government and public authority to have its accounts audited each fiscal year and to submit a copy of the report to the Secretary of the Local Government Commission (LGC).

Background Attachment(s): Audited Financial Statements-June 30, 2022

Action: _____

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
(A Component Unit of the Town of Swansboro, North Carolina)

**FINANCIAL STATEMENTS AND
INDEPENDENT AUDITOR'S REPORT**

FOR THE YEAR ENDED JUNE 30, 2022

GREGORY T. REDMAN, CPA
TARBORO, NORTH CAROLINA

Financial Statements
Swansboro Tourism Development Authority
Swansboro, North Carolina

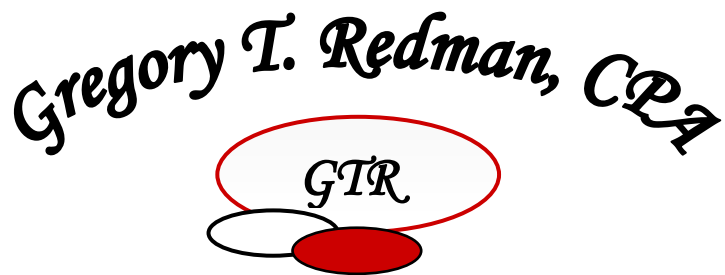
Board of Commissioners

Randy Swanson, Chairman
Linda Thornley, Vice Chairman
Scott Chadwick
Junior Freeman
Sherrie Hancock
Jack Harnatkiewicz

**Swansboro Tourism Development Authority
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June 30, 2022**

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Financial Section



Member
North Carolina Association of
Certified Public Accountants

Member
American Institute of
Certified Public Accountants

Independent Auditor's Report

To the Board Members
Swansboro Tourism Development Authority
Swansboro, North Carolina

Report on the Audit of Financial Statements

Opinion

I have audited the accompanying financial statements of the governmental activities and each major fund of Swansboro Tourism Development Authority as of and for the year ended June 30, 2022, and the related notes to the financial statements, which collectively comprise Swansboro Tourism Development Authority's basic financial statements as listed in the table of contents.

In my opinion, based on my audit, the accompanying financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities and each major fund of Swansboro Tourism Development Authority as of June 30, 2022, and the respective changes in financial position, and budgetary comparison for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

I conducted my audit in accordance with auditing standards generally accepted in the United States of America (GAAS). My responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of my report. I am required to be independent of Swansboro Tourism Development Authority and to meet my other ethical responsibilities, in accordance with the relevant ethical requirements relating to my audit. I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about Swansboro Tourism Development Authority's ability to continue as a going concern for the twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. 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. 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, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

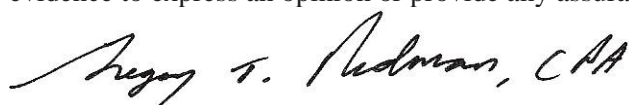
In performing an audit in accordance with GAAS, I:

- Exercised professional judgment and maintained professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Swansboro Tourism Development Authority's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in my judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Swansboro Tourism Development Authority's ability to continue as a going concern for a reasonable period of time.

I am required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that I identified during the audit.

Required Supplementary Information

Accounting principles generally accepted in the United States of America require that the Management's Discussion and Analysis be presented to supplement the basic financial statements. Such information is the responsibility of management, 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 the financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. I have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consist of inquiries of management about 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 do not express an opinion or provide any assurance on the information because the limited procedures do not provide me with sufficient evidence to express an opinion or provide any assurance.



Gregory T. Redman, CPA
Tarboro, North Carolina
October 14, 2022

Management's Discussion and Analysis

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

As management of the Swansboro Tourism Development Authority “the Authority”, we offer readers of the Authority’s financial statements this narrative overview and analysis of the financial activities of the Swansboro Tourism Development Authority for the fiscal year ended June 30, 2022. I encourage readers to read the information presented here in conjunction with additional information that we have furnished in the Authority’s financial statements, which follow this narrative.

Financial Highlights

- The assets of the Authority exceeded its liabilities at the close of the fiscal year by \$175,610 (net position).
- The government’s total net position increased by \$32,734, due to increased revenue.
- At the close of the current fiscal year, the Authority’s governmental fund (General Fund) reported ending fund balances of \$175,610, an increase of \$32,734 in comparison with the prior year. The central reason for the increase is an increase in revenues of \$24,104. Approximately 92 percent of this total amount, or \$161,958, is available for spending at the government’s discretion (unassigned fund balance). For additional information regarding classification of the Authority’s fund balance, please see Note 2, C.
- At the end of the current fiscal year, unassigned fund balance for the General Fund was \$161,908 or 221 percent of total general fund expenditures for the fiscal year.

Overview of the Financial Statements

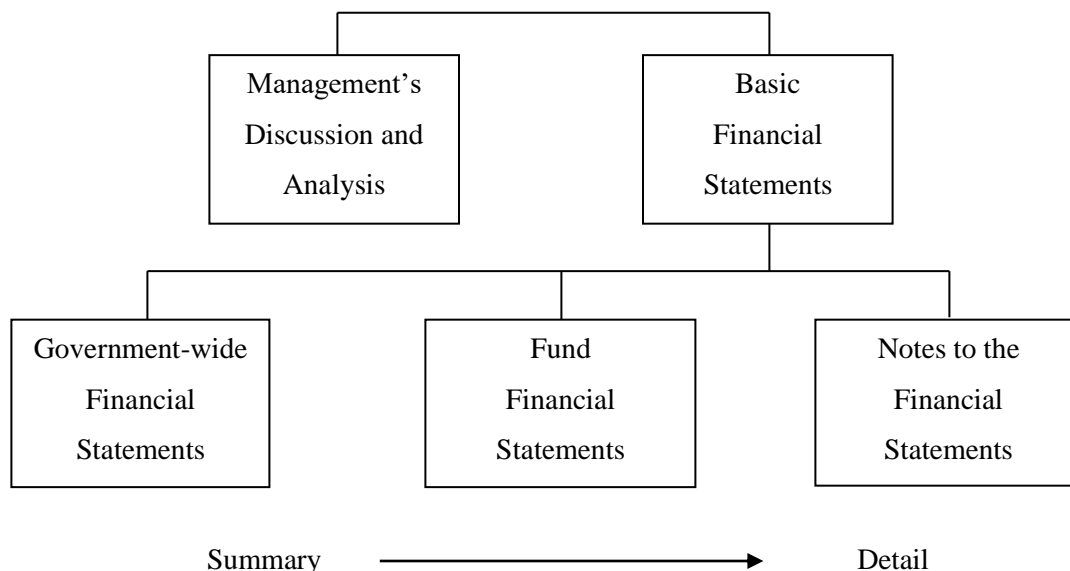
This discussion and analysis are intended to serve as an introduction to the Swansboro Tourism Development Authority’s basic financial statements. The Authority’s basic financial statements consist of three components (see Figure 1). They are as follows:

- Government-wide financial statements
- Fund financial statements
- Notes to the financial statements

The basic financial statements present two different views of the Authority through the use of government-wide statements and fund financial statements. In addition to the basic financial statements, this report contains other supplemental information that will enhance the reader’s understanding of the financial condition of the Authority.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

Required Components of Annual Financial Report
Figure 1



Basic Financial Statements

The first two statements (Pages 10-11) in the basic financial statements are the Government-wide Financial Statements. They provide both short and long-term information about the Authority's financial status.

The next statements (Pages 12-14) are Fund Financial Statements. These statements focus on the activities of the individual parts of the Authority's government. These statements provide more detail than the government-wide statements. There are two parts to the Fund Financial Statements: 1) the governmental funds statements; and 2) the budgetary comparison statements.

The next section of the basic financial statements is the Notes. The notes to the financial statements explain in detail some of the data contained in those statements.

Government-wide Financial Statements

The government-wide financial statements are designed to provide the reader with a broad overview of the Authority's finances, in a manner similar in format to a private-sector business. The government-wide statements provide short and long-term information about the Authority's financial status as a whole.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

The two government-wide statements report the Authority's net position and how they have changed. Net position is the difference between the Authority's total assets and deferred outflows of resources and total liabilities and deferred inflows of resources. Measuring net position is one way to gauge the Authority's financial condition.

The government-wide statements show the Authority's governmental activities. The governmental activities include most of the Authority's economic/physical development.

The government-wide financial statements are Pages 10-11 of this report.

Fund Financial Statements

The fund financial statements (see Figure 1) provide a more detailed look at the Authority's most significant activities. A fund is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Authority, like other local governments, uses fund accounting to ensure and reflect compliance (or non-compliance) with finance related legal requirements, such as the General Statutes or the Authority's budget ordinance. The Authority has one fund, the General Fund, which belongs in one category, governmental funds.

Governmental Fund. *Governmental funds* are used to account for those functions reported as governmental activities in the government-wide financial statements. The Authority's activities are accounted for in one governmental fund, the General Fund. This fund focuses on how assets can readily be converted into cash flow in and out, and what monies are left at year-end that will be available for spending in the next year. Governmental funds are reported using an accounting method called *modified accrual accounting*, which provides a short-term spending focus. As a result, the governmental fund financial statements give the reader a detailed short-term view that helps him or her determine if there are more or less financial resources available to finance the Authority's programs.

The Authority adopts an annual budget for its General Fund, as required by the General Statutes. The budget is a legally adopted document that incorporates input from the citizens of the Town of Swansboro, the management of the Authority, and the decisions of the Board about which services to provide and how to pay for them. It also authorizes the Authority to obtain funds from identified sources to finance these current period activities. The budgetary statement provided for the General Fund demonstrates how well the Authority complied with the budget ordinance and whether or not the Authority succeeded in providing the services as planned when the budget was adopted. The budgetary comparison statement uses the budgetary basis of accounting and is presented using the same format, language, and classifications as the legal budget document. The statement shows four columns: 1) the original budget as adopted by the board; 2) the final budget as amended by the board; 3) the actual resources, charges to appropriations, and ending balances in the General Fund; and 4) the difference or variance between the final budget and the actual resources and charges.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

Notes to the financial statements. The notes to the financial statements provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements.

The notes to the financial statements can be found on pages 15 – 20 of this report.

Independence with Other Entities. The Authority depends on financial resources flowing from, or associated with, Town of Swansboro. Because of this dependency, the Authority is subject to changes in specific flows of intergovernmental revenues based on modifications to Town appropriations.

Government-wide Financial Analysis

Swansboro Tourism Development Authority's Net Position
Figure 2

	Governmental Activities		
	2022	2021	Increase (Decrease)
Current assets	<u>\$ 175,610</u>	<u>\$ 143,630</u>	<u>\$ 31,980</u>
Current liabilities	<u>\$ -</u>	<u>\$ 754</u>	<u>\$ (754)</u>
Net position:			
Restricted for Stabilization by State Statute	\$ 13,652	\$ 11,991	\$ 1,661
Unrestricted	<u>161,958</u>	<u>130,885</u>	<u>31,073</u>
Total Net Position	<u><u>\$ 175,610</u></u>	<u><u>\$ 142,876</u></u>	<u><u>\$ 32,734</u></u>

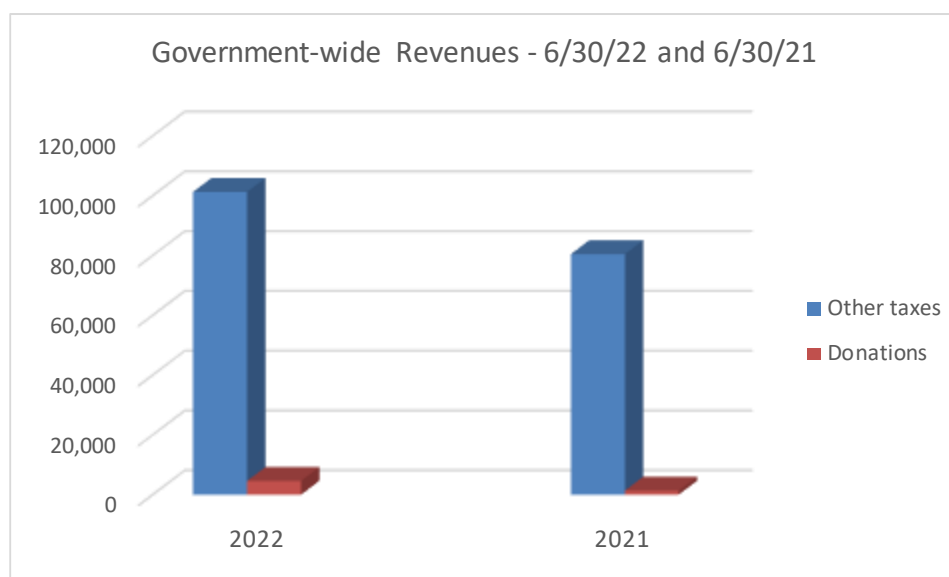
As noted earlier, net position may serve over time as one useful indicator of a government's financial condition. The assets of the Swansboro Tourism Development Authority exceeded liabilities by \$175,610 as of June 30, 2022. A portion of the Authority's net position (8%) represents resources that are subject to external restrictions on how they may be used. The remaining balance of \$161,958 is unrestricted.

The Authority was able to increase the unrestricted net position for the year. This was achieved by an increase in the occupancy tax.

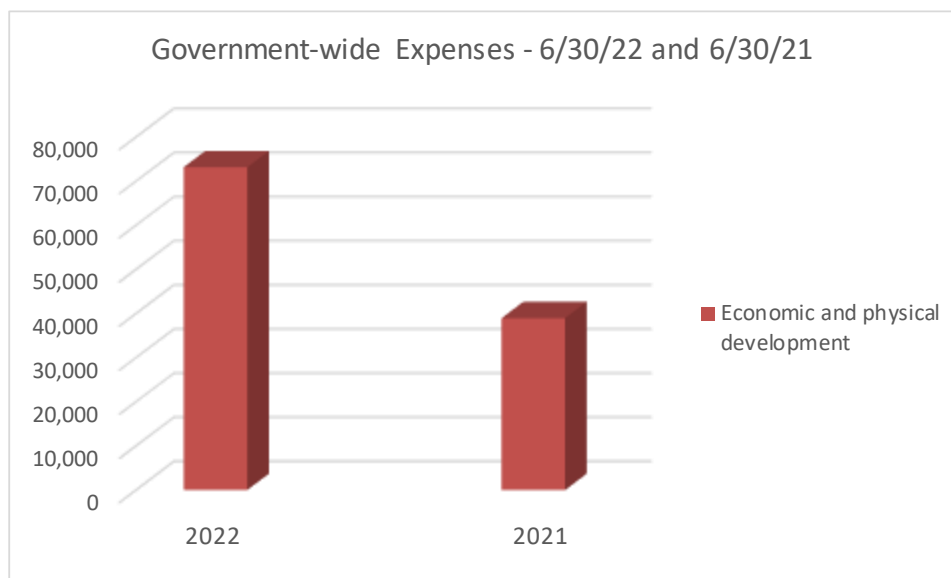
Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

Swansboro Tourism Development Authority's Changes in Net Position
Figure 3

	Governmental Activities	
	2022	2021
Revenues:		
General revenues:		
Other taxes	\$ 101,269	\$ 80,429
Donations	4,600	1,336
Total Revenues	<u>\$ 105,869</u>	<u>\$ 81,765</u>
Expenses:		
Economic and physical development	\$ 73,135	\$ 38,941
Total Expenses	<u>\$ 73,135</u>	<u>\$ 38,941</u>
Increase (decrease) in net position	\$ 32,734	\$ 42,824
Net position, beginning	<u>142,876</u>	<u>100,052</u>
Net position, ending	<u><u>\$ 175,610</u></u>	<u><u>\$ 142,876</u></u>



Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022



Total governmental activities generated revenues of \$105,869 while expenses in this category totaled \$73,135 for the year ended June 30, 2022. The increase in net position was \$32,734 at June 30, 2022. Key elements of this increase are as follows:

- Occupancy tax collections were higher for the Town of Swansboro as the COVID-19 pandemic restrictions were eased and travel increased.
- Advertising and promotion efforts decreased during the year due to the uncertainty of the travel and economic conditions.

Financial Analysis of the Authority's Funds

As noted earlier, the Swansboro Tourism Development Authority uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

The focus of the Authority's government fund is to provide information on near-term inflows, outflows, and balances of usable resources. Such information is useful in assessing the Authority's financing requirements. Specifically, unreserved fund balance can be a useful measure of a government's net resources available for spending at the end of the fiscal year.

The General Fund is the only operating fund of the Authority. At the end of the current fiscal year, the Authority's unassigned fund balance in the General Fund was \$161,908, while total fund balance reached \$175,610 at June 30, 2022.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2022

General Fund Budgetary Highlights

During the fiscal year, the Authority revised the budget on several occasions. Generally, budget amendments fall into one of three categories: 1) amendments made to adjust the estimates that are used to prepare the original budget ordinance once exact information is available; 2) amendments made to recognize new funding amounts from external sources, such as Federal and State grants; and 3) increases in appropriations that become necessary to maintain services.

During the fiscal year, the Authority amended its original budget on several occasions. Several of the largest amendments related to economic and physical development, advertising, and promotions.

Budget Highlights for the Fiscal Year Ending June 30, 2023

The Authority and the Town of Swansboro will keep occupancy rates at 3%. We are expecting revenue to increase. The 2022-2023 revenues will continue to be increase as COVID-19 restrictions are lifted. We expect operating expenses to be higher than fiscal year 2022-2023 fiscal year levels due to increased efforts to promote travel.

Requests for Information

This report is designed to provide an overview of the Authority's finances for those with an interest in this area. Questions concerning any of the information found in this report or requests for additional information should be directed to:

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

Basic Financial Statements

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Statement of Net Position
June 30, 2022

	<u>Primary Government</u> <u>Governmental</u> <u>Activities</u>
Assets	
Current assets:	
Cash and cash equivalents	\$ 161,908
Deposits	50
Accounts receivable (net)	<u>13,652</u>
Total Assets	<u><u>\$ 175,610</u></u>
Liabilities	
Current liabilities:	
Accounts payable and accrued liabilities	<u>\$ -</u>
Total Liabilities	<u>\$ -</u>
Net Position	
Restricted for:	
Stabilization by State Statute	\$ 13,652
Unrestricted net position	<u>161,958</u>
Total Net Position	<u><u>\$ 175,610</u></u>

The notes to the financial statements are an integral part of this statement.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Statement of Activities
For the Year Ended June 30, 2022

		Net (Expense) Revenue and Changes in Net Position
Functions/Programs	Expenses	Governmental Activities
Primary Government:		
Governmental Activities:		
Economic and physical development	\$ 73,135	\$ (73,135)
Total governmental activities	<u>\$ 73,135</u>	<u>\$ (73,135)</u>
	General Revenues	
	Taxes:	
	Other taxes	\$ 101,269
	Miscellaneous	4,600
	Total General Revenues	<u>\$ 105,869</u>
	Change in Net Position	\$ 32,734
	Net Position, Beginning of year	<u>142,876</u>
	Net Position, End of year	<u><u>\$ 175,610</u></u>

The notes to the financial statements are an integral part of this statement.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Balance Sheet
Governmental Funds
June 30, 2022

	<u>General</u>
Assets	
Current assets:	
Cash and cash equivalents	\$ 161,908
Deposits	50
Accounts receivable (net)	<u>13,652</u>
Total Assets	<u><u>\$ 175,610</u></u>
Liabilities and Fund Balances	
Accounts payable and accrued liabilities	<u>\$ -</u>
Fund Balances	
Non-spendable	
Prepaid expense	\$ 50
Restricted:	
Stabilization by State Statute	13,652
Unassigned	<u>161,908</u>
Total Fund Balances	<u>\$ 175,610</u>
Total Liabilities and Fund Balances	<u><u>\$ 175,610</u></u>

The notes to the financial statements are an integral part of this statement.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Statement of Revenues, Expenditures, and Change in Fund Balance
Governmental Funds
For the Year Ended June 30, 2022

	<u>General Fund</u>
Revenues	
Unrestricted intergovernmental	\$ 101,269
Donations	4,600
Total Revenues	<u>\$ 105,869</u>
Expenditures	
Current:	
Economic and physical development	<u>\$ 73,135</u>
Total Expenditures	<u>\$ 73,135</u>
Net Change in Fund Balance	\$ 32,734
Fund Balances:	
Beginning of year	<u>142,876</u>
End of year	<u><u>\$ 175,610</u></u>

The notes to the financial statements are an integral part of this statement.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
General Fund
Statement of Revenues, Expenditures, And
Changes in Fund Balances - Budget and Actual
For the Year Ended June 30, 2022

	General Fund			Variance with
	Original	Final	Actual	Final Budget
			Amounts	Positive
				(Negative)
Revenues				
Unrestricted intergovernmental	\$ 50,000	\$ 50,000	\$ 101,269	\$ 51,269
Donations	-	-	4,600	4,600
Total Revenues	<u>\$ 50,000</u>	<u>\$ 50,000</u>	<u>\$ 105,869</u>	<u>\$ 55,869</u>
Expenditures				
Advertising and promotion			\$ 58,832	
Audit fee			2,500	
Administrative services			4,100	
Bad debt expense			-	
Non-capitalized outlay			-	
Miscellaneous			-	
Supplies			-	
Travel			-	
Insurance			756	
Dues and subscriptions			522	
Tourism related grants			6,425	
Total Expenditures	<u>\$ 72,356</u>	<u>\$ 72,356</u>	<u>\$ 73,135</u>	<u>\$ (779)</u>
Revenues Over (Under) Expenditures	<u>\$ (22,356)</u>	<u>\$ (22,356)</u>	<u>\$ 32,734</u>	<u>\$ 55,090</u>
Other financing sources (uses):				
Fund balance appropriated	<u>22,356</u>	<u>22,356</u>	<u>-</u>	<u>(22,356)</u>
Net Change in Fund Balance	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>	<u>\$ 32,734</u>	<u><u>\$ 32,734</u></u>
Fund Balances				
Beginning of year			<u>142,876</u>	
End of year			<u><u>\$ 175,610</u></u>	

The notes to the financial statements are an integral part of this statement.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Notes to the Financial Statements
For the Year Ended June 30, 2022

Item III - d.

I. Summary of Significant Accounting Policies

The accounting policies of Swansboro Tourism Development Authority conform to generally accepted accounting principles as applicable to governments. The following is a summary of the more significant accounting policies:

A. Reporting Entity

The Swansboro Tourism Development Authority is considered a component unit of the Town of Swansboro, North Carolina, and the Authority's transactions are reported as part of the Town's financial statements. The 2011 Session of the General Assembly through a ratified bill authorized Town of Swansboro to adopt a resolution to levy a room occupancy tax and a resolution creating the Swansboro Tourism Development Authority. The criteria in GASB Statement 39 were applied to the Travel and Tourism Authority and it was determined that the Town has significant influence over the Authority and that the Authority is dependent upon the Town to a degree sufficient to justify the inclusion of the Authority as a part of the Town reporting entity. The Authority is governed by a Board which is appointed by the Town Commissioners.

B. Basis of Presentation

Government-wide Statements. The statement of net position and the statement of activities display information about the primary government. These statements include the financial activities of the overall government. Governmental activities generally are financed through taxes, intergovernmental revenues, and other non-exchange transactions.

The statement of activities presents a comparison between direct expenses and program revenues for each function of the Authority's governmental activities. Direct expenses are those that are specifically associated with a program or function and, therefore, are clearly identifiable to a particular function. Indirect expense allocations that have been made in the funds have been reversed for the statement of activities. Program revenues include (a) fees and charges paid by the recipients of goods or services offered by the programs and (b) grants and contributions that are restricted to meeting the operational or capital requirements of a particular program. The Authority had no program revenues at June 30, 2022. Revenues that are not classified as program revenues, including all taxes, are presented as general revenues.

Fund Financial Statements. The fund financial statements provide information about the Authority's governmental fund.

The Authority reports the following major governmental funds:

General Fund. The General Fund is the general operating fund of the Authority. The General Fund accounts for all financial resources. The primary revenue sources are transfers in from the Town of Swansboro, which consists of the room occupancy tax revenue levied by the Town of Swansboro. The primary expenditures are for economic and physical development.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Notes to the Financial Statements
For the Year Ended June 30, 2022

Item III - d.

C. Measurement Focus and Basis of Accounting

In accordance with North Carolina General Statutes, all funds of the Authority are maintained during the year using the modified accrual basis of accounting.

Government-wide Fund Financial Statements. The government-wide financial statements are reported using the economic resources measurement focus. The government-wide financial statements are reported using the accrual basis of accounting. Revenues are recorded when earned and expenses are recorded at the time liabilities are incurred, regardless of when the related cash flows take place. Nonexchange transactions, in which the Authority gives (or receives) value without directly receiving (or giving) equal value in exchange, include grants, and donations. On an accrual basis, revenue from occupancy taxes is recognized in the fiscal year for which the taxes are levied. Revenue from grants and donations is recognized in the fiscal year in which all eligibility requirements have been satisfied.

Governmental Fund Financial Statements. Governmental funds are reported using the current financial resources measurement focus and the modified accrual basis of accounting. Under this method, revenues are recognized when measurable and available. Expenditures are recorded when the related fund liability is incurred, except for principal and interest on general long-term debt, claims and judgments, and compensated absences, which are recognized as expenditures to the extent they have matured. General capital asset acquisitions are reported as expenditures in governmental funds. Proceeds of general long-term debt and acquisitions under capital leases are reported as other financing sources. The Authority considers all revenues available if they are collected within 90 days after year end.

D. Budgetary Data

The Authority's budgets are adopted as required by the North Carolina General Statutes. An annual budget is adopted for the General Fund. All annual appropriations lapse at the fiscal year-end. The budget is prepared using the modified accrual basis of accounting. Expenditures may not legally exceed appropriations at the functional level for General Fund. During the year, amendments to the original budget were necessary to account for additional grant appropriations approved by the Board.

All amendments must be approved by the governing board and the budget must be adopted by July 1 of the fiscal year or the Board must adopt an interim budget that covers that time until the annual ordinance can be adopted.

E. Assets, Liabilities, and Fund Equity

1. Deposits and Investments

All deposits of the Authority are made in Council-designated official depositories and are secured as required by State law [G.S. 159-31]. The Authority may designate, as an official depository, and bank or savings association whose principal office is located in North Carolina. Also, the Authority may establish time deposit accounts such as NOW and SuperNOW accounts, money market accounts, and certificates of deposit.

Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Notes to the Financial Statements
For the Year Ended June 30, 2022

Item III - d.

State law [G.S. 159-30(c)] authorizes the Authority to invest in obligations of the United States or obligations fully guaranteed both as to principal and interest by the United States; obligations of the State of North Carolina; bonds and notes of any North Carolina local government or public authority; obligations of certain non-guaranteed federal agencies; certain high-quality issues of commercial paper and bankers' acceptances and the North Carolina Capital Management Trust (NCCMT).

The Authority had no such investments as June 30, 2022.

2. Cash and Cash Equivalents

All cash and investments are essentially demand deposits and are considered cash and cash equivalents. The Authority considers all highly liquid investments (including restricted assets) with a maturity of three months or less when purchased to be cash and cash equivalents.

3. Net Position/Fund Balances

a. Net Position

Net position in government-wide financial statements is classified as restricted and unrestricted. Restricted net position represents constraints on resources that are either externally imposed by creditors, grantors, contributors, or laws or regulations of other governments or imposed by law through state statute.

b. Fund Balances

In the governmental fund financial statements, fund balance is composed of three classifications designed to dissolve the hierarchy of constraints placed on how fund balance can be spent.

The governmental fund types classify fund balances as follows:

Nonspendable Fund Balance - this classification includes amounts that cannot be spent because they are either (a) not in spendable form or (b) legally or contractually required to be maintained intact.

Prepaid Expense - portion of fund balance that is not an available resource because it represents funds to be used for future expenditures, which are not spendable resources.

Restricted Fund Balance – this classification includes amounts that are restricted to specific purposes externally imposed by creditors or imposed by law.

Restricted for Stabilization by State Statute - North Carolina G.S. 159-8 prohibits units of government from budgeting or spending a portion of their fund balance. This is one of several statutes enacted by the North Carolina State Legislature in

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the 1930's that were designed to improve and maintain the fiscal health of local government units. Restricted by State statute (RSS) is calculated at the end of each fiscal year for all annually budgeted funds.

The calculation in G.S. 159-8(a) provides a formula for determining what portion of fund balance is available for appropriation. The amount of fund balance not available for appropriation is what is known as "restricted by State statute". *Appropriated fund balance in any fund shall not exceed the sum of cash and investments minus the sum of liabilities, encumbrances, and deferred revenues arising from cash receipts, as those figures stand at the close of the fiscal year next preceding the budget.* Per GASB guidance, RSS is considered a resource upon which a restriction is "imposed by the law through constitutional provisions or enabling legislation". RSS is reduced by inventories and prepaids as they are classified as nonspendable. Outstanding Encumbrances are included within RSS. RSS is included as a component of Restricted Net position and Restricted fund balance on the face of the balance sheet.

Unassigned Fund Balance – portion of fund balance that has not been restricted, committed, or assigned to specific purposes or other funds.

II. Detail Notes on All Funds

A. Assets

1. Deposits

All the deposits of the Authority are either insured or collateralized by using one of two methods. Under the Dedicated Method, all deposits that exceed the federal depository insurance coverage level are collateralized with securities held by the Authority's agents in these units' names. Under the Pooling Method, which is a collateral pool, all uninsured deposits are collateralized with securities held by the State Treasurer's agent in the name of the State Treasurer. Since the State Treasurer is acting in a fiduciary capacity for the Authority, these deposits are considered to be held by the Authority's agents in its name. The amount of the pledged collateral is based on an approved averaging method for non-interest-bearing deposits and the actual current balance for interest-bearing deposits. Depositories using the Pooling Method report to the State Treasurer the adequacy of their pooled collateral covering uninsured deposits. The State Treasurer does not confirm this information with the Authority or the escrow agent. Because of the inability to measure the exact amounts of collateral pledged for the Authority under the Pooling Method, the potential exists for under-collateralization. This risk may increase in periods of high cash flows. However, the State Treasurer of North Carolina enforces strict standards of financial stability for each depository that collateralizes public deposits under the Pooling Method. The Authority has no formal policy regarding custodial credit risk for deposits but relies on the State Treasurer to enforce standards of minimum capitalization for all pooling method institutions and to monitor them for compliance. The Authority complies with the provisions of G.S. 159-31 when designating official depositions and verifying that deposits are properly secured.

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At June 30, 2022, the Authority's deposits had a carrying amount of \$161,908 and a bank balance of \$167,320. All of the bank balances were covered by federal deposit insurance.

B. Liabilities

Risk Management

In accordance with G.S. 159-29, the Authority's finance officer is individually bonded for \$50,000.

Leases Payable

The Authority has not entered into any lease agreements as of June 30, 2022.

C. Fund Balance

The following schedule provides management and citizens with information on the portion of General fund balance that is available for appropriation.

Total fund balance-General Fund	\$ 175,610
Less:	
Prepaid Expense	50
Stabilization by State Statute	13,652
Remaining Fund Balance	161,908

III. Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts revenues and expenses during the reporting period. Actual results could differ from those estimates.

IV. Actions at the State Level Due to Covid-19

Potential Impact of COVID-19. On March 11, 2020, the World Health Organization declared a global pandemic following the outbreak of COVID-19, a respiratory disease caused by a new strain of coronavirus, which is currently negatively impacting most, if not all, areas of the world, including the United States, the State and the County. The COVID-19 outbreak is altering the behavior of businesses and people in a manner that is having negative effects on global and local economies, including the Town of Swansboro. While the potential impact of COVID-19 on the Authority cannot be predicted at this time, its impact on the economy of the Authority and that of the state, nation, and world could be considerable.

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Within the United States, the Federal government and various state and local governments, as well as private entities and institutions, have implemented a variety of different efforts aimed at preventing the spread of COVID-19 including, but not limited to, travel restrictions, voluntary and mandatory quarantines, event postponement and cancellations, voluntary and mandatory work from home arrangements, and facility closures.

V. Subsequent Events

Management has evaluated subsequent events through October 14, 2022, the date on which the financial statements were available to be issued.