



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, July 09, 2026

I. Call to Order

II. Business

a. Finance Report (4th Qtr. FY 25-26)

Presenter: Sonia Johnson – Finance Director

b. Authorization to Add an Additional Authorized Bank Account Signer

Presenter: Sonia Johnson – Finance Director

Staff recommends that the Vice Chairman be added as an additional authorized signer on the Swansboro Tourism Development Authority bank account.

Recommended Action: Motion to authorize staff to add the Vice Chairman as an additional authorized signer on the Swansboro Tourism Development Authority bank account.

c. Marketing & Advertising Status Report

Presenter: Anne Marie Bass – Front Row Communications

III. Board Comments

IV. Adjournment

SWANSBORO TOURISM DEVELOPMENT AUTHORITY
FINANCIAL SUMMARY ANALYSIS
FY 2025-2026

		BUDGET 2025-2026	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/25-6/30/2026
Fund Balance @ 6-30-2025					\$ 242,072.10
Revenue:					
<u>Acct #</u>					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 102,480.73
	Donations-Downtown Merchants	\$ 4,800.00		\$ 4,800.00	\$ 5,800.00
70-300-399991	Fund Balance Appropriation	\$ 14,361.00	\$ 63,800.00	\$ 78,161.00	\$ -
		\$ 129,161.00	\$ 63,800.00	\$ 192,961.00	\$ 108,280.73
Expenditures:					
<u>Acct #</u>					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ -		\$ -	
	General advertising	\$ 46,454.00		\$ 46,454.00	\$ 39,054.82
	Front Row Communications	\$ 27,540.00		\$ 27,540.00	\$ 26,314.68
	Liz Honeycutt Advertising	\$ -	\$ 5,000.00	\$ 5,000.00	\$ 4,800.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,800.00		\$ 4,800.00	\$ 3,937.74
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 4,100.00
70-800-502010	Supplies	\$ 500.00		\$ 500.00	\$ 254.60
70-800-503100	Travel / Conference	\$ 1,500.00	\$ 300.00	\$ 1,800.00	\$ 913.28
70-800-504540	Insurance	\$ 250.00		\$ 250.00	\$ 200.00
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -	\$ -	\$ -	\$ -
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ 4,000.00	\$ 10,500.00	\$ 14,500.00	\$ 12,500.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ 54,500.00	\$ 91,167.00	\$ 53,000.00
		\$ 129,161.00	\$ 70,300.00	\$ 199,461.00	\$ 148,425.12
ACTUAL CASH BALANCE @ 6/30/2026					\$ 201,927.71

AVAILABLE FUND BALANCE @ 6/30/2026**\$ 201,927.71**

First Citizens Bank(Facebook Ads)	\$ 9,608.69
Other Advertising/Promotions	\$ 3,111.13
Our State	\$ 20,285.00
Raleigh Magazine	\$ 4,050.00
Swansboro Area Chamber of Commerce	\$ 1,100.00
Bluewater	\$ 900.00
Total General Advertising	\$ 39,054.82
Downtown Merchants-Swansboro by Candlelight	\$ 3,937.74

07/1/25-6/30/2026	
Beginn	\$ 242,072.10
Revenue	\$ 108,280.73
Expense	\$ 148,425.12
Cash b	\$ 201,927.71
Availat	\$ 201,927.71

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

07/01/25-6/30/2026

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism plus administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 124,249.01	\$ 82,832.67	\$ 41,416.34
FYE 2025-2026	\$ 108,280.73	\$ 72,187.15	\$ 36,093.58
TOTALS		\$ 827,366.68	\$ 411,683.36

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures plus administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 97,937.82	\$ 71,877.82	\$ 26,060.00
FYE 2025-2026	\$ 148,425.12	\$ 90,625.12	\$ 57,800.00
TOTALS		\$ 760,235.44	\$ 276,886.90
Available funds as of 6/30/2026		\$ 67,131.24	\$ 134,796.46

\$ 201,927.71



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Authorization to Add an Additional Authorized Bank Account Signer**

Board Meeting Date: **July 9, 2026**

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

Overview: Staff recommends that the Vice Chairman be added as an additional authorized signer on the Swansboro Tourism Development Authority bank account.

Currently, the Chairman serves as an authorized signer on the Swansboro Tourism Development Authority bank account. There are occasions when the Chairman is unavailable due to travel or other commitments, which can delay the timely processing of checks and other banking transactions.

This authorization would provide flexibility when the Chairman is unavailable to avoid delays in processing payments while maintaining appropriate internal controls.

Recommended Action: Motion to authorize staff to add the Vice Chairman as an additional authorized signer on the Swansboro Tourism Development Authority bank account.

Action: _____

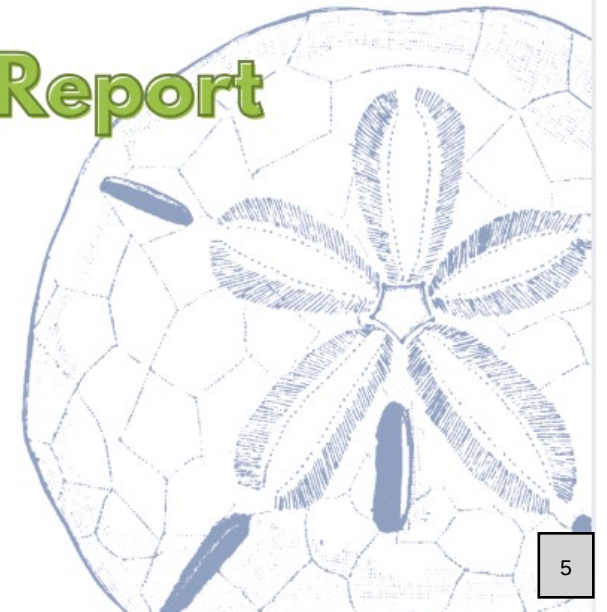


Swansboro

Friendly City by the Sea

Quarterly Status Update Report July 9, 2026

Submitted by: Anne Marie Bass
Front Row Communications





Key Highlights

Website Stats

- Virginia remains the strongest out-of-state market.
- Festivals and Hammocks Beach State Park continue to drive website visits.
- **The Coastal Adventure Giveaway generated 2,205 page views and added 562 new e-newsletter subscribers.**
- **The Merchant Tours Food & Drink Guide received 890 visits, demonstrating continued interest in local businesses and tour operators.**

Social Media

- Facebook followers increased by **772** during the quarter, reaching **13,314**.
- Instagram followers increased by **250**, reaching **3,477**.
- Social media engagement increased 77.1% over the previous quarter.

E-Newsletter Highlights

- Subscriber list grew by nearly **400 contacts** this quarter.
- Performance continues to meet or exceed travel industry benchmarks.
- Monthly e-newsletters keep visitors connected to Swansboro's events, businesses, and tour operators

Meta Advertising Highlights

- More than **10,000 website landing page visits** generated through seasonal advertising.
- Campaigns promoted Swansboro's festivals, attractions, and summer experiences.
- Traffic was delivered efficiently, averaging **\$0.13–\$0.26 per landing page visit**.



VisitSwansboro.org – Website Stats

Top Traffic Sources – (last 12 months)

Session primary...Channel Group +		↓ Sessions	Engaged sessions
☒	Total	96,921 100% of total	32,535 100% of total
☒	1 Organic Search	44,132 (45.53%)	22,222 (68.3%)
☒	2 Paid Social	30,692 (31.67%)	4,253 (13.07%)
☒	3 Direct	11,891 (12.27%)	2,521 (7.75%)
☒	4 Organic Social	5,448 (5.62%)	1,584 (4.87%)
☒	5 Referral	2,230 (2.3%)	1,229 (3.78%)
☐	6 Paid Other	1,438 (1.48%)	244 (0.75%)
☐	7 Email	1,028 (1.06%)	430 (1.32%)
☐	8 Unassigned	324 (0.33%)	68 (0.21%)
☐	9 AI Assistant	23 (0.02%)	9 (0.03%)

Top Traffic Sources – (last 90 days)

Session primary...Channel Group +		↓ Sessions	Engaged sessions
☒	Total	30,145 100% of total	9,967 100% of total
☒	1 Organic Search	13,203 (43.8%)	6,666 (66.88%)
☒	2 Paid Social	11,490 (38.12%)	1,420 (14.25%)
☒	3 Direct	2,773 (9.2%)	637 (6.39%)
☒	4 Organic Social	1,988 (6.59%)	433 (4.34%)
☒	5 Referral	827 (2.74%)	513 (5.15%)
☐	6 Email	360 (1.19%)	174 (1.75%)
☐	7 Unassigned	44 (0.15%)	2 (0.02%)
☐	8 AI Assistant	23 (0.08%)	9 (0.09%)



VisitSwansboro.org – Website Stats

Top 10 Pages Visited – (last 12 months)

☐	Page title and screen class	↓ Views	Active users
☒	Total	137,590 100% of total	80,796 100% of total
☒	1 Welcome to the Town of Swansboro NC	13,517 (9.82%)	10,292 (12.74%)
☒	2 Swansboro by Candlelight -	9,724 (7.07%)	7,073 (8.75%)
☒	3 Home -	9,399 (6.83%)	7,377 (9.13%)
☒	4 Swansboro Christmas Flotilla	8,780 (6.38%)	6,635 (8.21%)
☒	5 Mullet Festival of North Carolina - 2025	7,521 (5.47%)	5,914 (7.32%)
☐	6 Latest News Visit Swansboro	6,407 (4.66%)	4,718 (5.84%)
☐	7 Swansboro Pirate Fest	6,341 (4.61%)	5,207 (6.44%)
☐	8 Historic Downtown Shopping in Swansboro	4,597 (3.34%)	3,337 (4.13%)
	9 (not set)	4,320 (3.14%)	139 (0.17%)
☐	10 Swansboro Arts by the Sea Festival 2026	4,253 (3.09%)	3,358 (4.16%)

Top 10 Pages Visited - (last 90 days)

☐	Page title and screen class	↓ Views	Active users
☒	Total	42,962 100% of total	25,980 100% of total
☒	1 Home -	7,928 (18.45%)	6,282 (24.18%)
☒	2 Swansboro Pirate Fest	5,554 (12.93%)	4,588 (17.66%)
☒	3 Swansboro Arts by the Sea Festival 2026	4,253 (9.9%)	3,358 (12.93%)
☒	4 Swansboro Independence Day Celebration 2026	3,857 (8.98%)	3,081 (11.86%)
☒	5 Coastal Adventure Giveaway Contest Visit Swansboro NC	2,205 (5.13%)	1,344 (5.17%)
☐	6 Historic Downtown Shopping in Swansboro	1,770 (4.12%)	1,313 (5.05%)
☐	7 Festivals & Events -	1,707 (3.97%)	1,310 (5.04%)
☐	8 Hammocks Beach State Park -	1,639 (3.81%)	1,324 (5.1%)
☐	9 Swansboro Dining & Drinks -	1,183 (2.75%)	946 (3.64%)
☐	10 Merchants, Tours, Food & Drink Guide & Map	890 (2.07%)	718 (2.76%)



VisitSwansboro.org – Website Stats

Paid vs. Organic Traffic – (last 12 months)

– Session source / medium ▾ +			↓ Active users	Sessions
			-----	-----
☒	Total		70,052 100% of total	83,935 100% of total
☒	1	google / organic	31,452 (44.9%)	39,439 (46.99%)
☒	2	fb / paid	18,300 (26.12%)	21,294 (25.37%)
☒	3	facebook / paid_social	5,920 (8.45%)	6,862 (8.18%)
☒	4	m.facebook.com / referral	2,622 (3.74%)	2,708 (3.23%)
☒	5	ig / paid	2,069 (2.95%)	2,218 (2.64%)
☐	6	bing / organic	1,682 (2.4%)	2,077 (2.47%)
☐	7	facebook.com / referral	1,500 (2.14%)	1,529 (1.82%)
☐	8	yahoo / organic	879 (1.25%)	1,142 (1.36%)
☐	9	ActiveCampaign / email	819 (1.17%)	996 (1.19%)
☐	10	duckduckgo / organic	656 (0.94%)	902 (1.07%)



VisitSwansboro.org – Website Stats

Top States Visiting Site – (last 12 months)

	Region ▾	+	↓ Active users	New users	Engaged sessions
☒	Total		74,871 100% of total	74,072 100% of total	31,691 100% of total
☒	1 North Carolina		45,766 (61.13%)	44,691 (60.33%)	17,022 (53.71%)
☒	2 Virginia		5,315 (7.1%)	4,793 (6.47%)	2,302 (7.26%)
☒	3 Georgia		3,352 (4.48%)	2,775 (3.75%)	1,671 (5.27%)
☒	4 Florida		2,550 (3.41%)	2,074 (2.8%)	1,415 (4.46%)
☒	5 New York		2,459 (3.28%)	1,982 (2.68%)	1,344 (4.24%)
☐	6 Ohio		2,053 (2.74%)	1,597 (2.16%)	1,194 (3.77%)
☐	7 South Carolina		1,945 (2.6%)	1,648 (2.22%)	868 (2.74%)
☐	8 Michigan		1,814 (2.42%)	1,348 (1.82%)	1,071 (3.38%)
☐	9 Pennsylvania		1,597 (2.13%)	1,316 (1.78%)	940 (2.97%)
☐	10 Indiana		1,523 (2.03%)	1,150 (1.55%)	885 (2.79%)

Top States Visiting Site – (last 90 days)

	Region ▾	+	↓ Active users	New users	Engaged sessions
☒	Total		25,753 100% of total	25,549 100% of total	9,803 100% of total
☒	1 North Carolina		15,204 (59.04%)	15,049 (58.9%)	5,024 (51.25%)
☒	2 Virginia		1,709 (6.64%)	1,562 (6.11%)	705 (7.19%)
☐	3 (not set)		1,007 (3.91%)	976 (3.82%)	80 (0.82%)
☒	4 Georgia		916 (3.56%)	764 (2.99%)	469 (4.78%)
☒	5 New York		785 (3.05%)	641 (2.51%)	404 (4.12%)
☒	6 Florida		766 (2.97%)	617 (2.41%)	447 (4.56%)
☐	7 South Carolina		648 (2.52%)	576 (2.25%)	268 (2.73%)
☐	8 Ohio		579 (2.25%)	461 (1.8%)	341 (3.48%)
☐	9 Michigan		548 (2.13%)	421 (1.65%)	325 (3.32%)
☐	10 Pennsylvania		494 (1.92%)	414 (1.62%)	298 (3.04%)



VisitSwansboro.org – Website Stats

Top Cities Visiting Site – (last 12 months)

☐	City	+	↓	Active users	New users	Engaged sessions
☒	Total			65,221 100% of total	63,374 100% of total	26,855 100% of total
☒	1 Swansboro			6,362 (9.75%)	6,125 (9.66%)	2,298 (8.56%)
☒	2 Raleigh			5,221 (8.01%)	4,977 (7.85%)	1,800 (6.7%)
☒	3 Charlotte			4,299 (6.59%)	4,101 (6.47%)	1,583 (5.89%)
	4 (not set)			3,806 (5.84%)	3,507 (5.53%)	1,439 (5.36%)
☒	5 Jacksonville			3,772 (5.78%)	3,664 (5.78%)	1,325 (4.93%)
☒	6 Emerald Isle			1,926 (2.95%)	1,842 (2.91%)	750 (2.79%)
☐	7 New Bern			1,113 (1.71%)	1,102 (1.74%)	359 (1.34%)
☐	8 Ashburn			888 (1.36%)	839 (1.32%)	363 (1.35%)
☐	9 Morehead City			882 (1.35%)	853 (1.35%)	345 (1.28%)
☐	10 Piney Green			814 (1.25%)	788 (1.24%)	271 (1.01%)

Top Cities Visiting Site – (last 90 days)

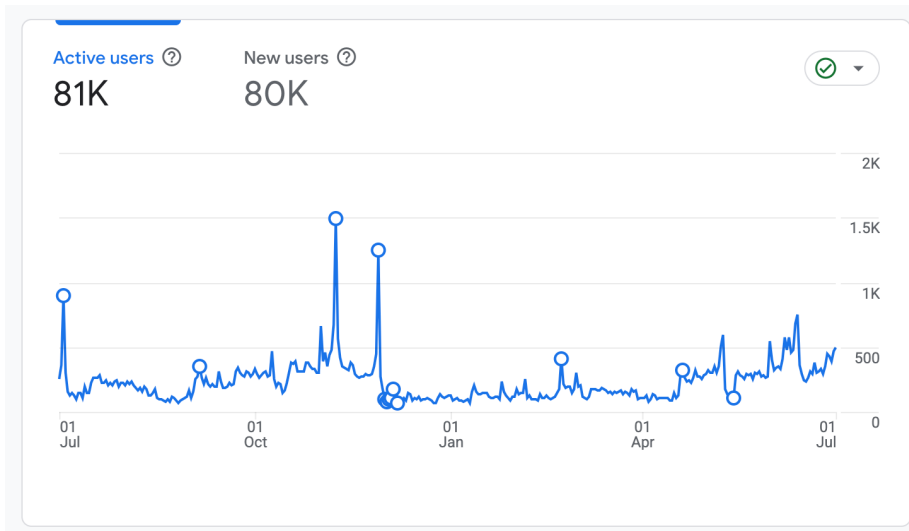
☐	City	+	↓	Active users	New users	Engaged sessions
☒	Total			21,207 100% of total	20,839 100% of total	8,015 100% of total
☒	1 Swansboro			2,055 (9.69%)	2,002 (9.61%)	615 (7.67%)
☒	2 Raleigh			1,788 (8.43%)	1,719 (8.25%)	610 (7.61%)
☒	3 Jacksonville			1,528 (7.21%)	1,495 (7.17%)	438 (5.46%)
☒	4 Charlotte			1,473 (6.95%)	1,418 (6.8%)	471 (5.88%)
	5 (not set)			1,043 (4.92%)	965 (4.63%)	377 (4.7%)
☒	6 Emerald Isle			635 (2.99%)	613 (2.94%)	215 (2.68%)
☐	7 New Bern			444 (2.09%)	440 (2.11%)	105 (1.31%)
☐	8 Piney Green			333 (1.57%)	322 (1.55%)	95 (1.19%)
☐	9 New York			314 (1.48%)	287 (1.38%)	113 (1.41%)
☐	10 Greenville			278 (1.31%)	260 (1.25%)	107 (1.33%)



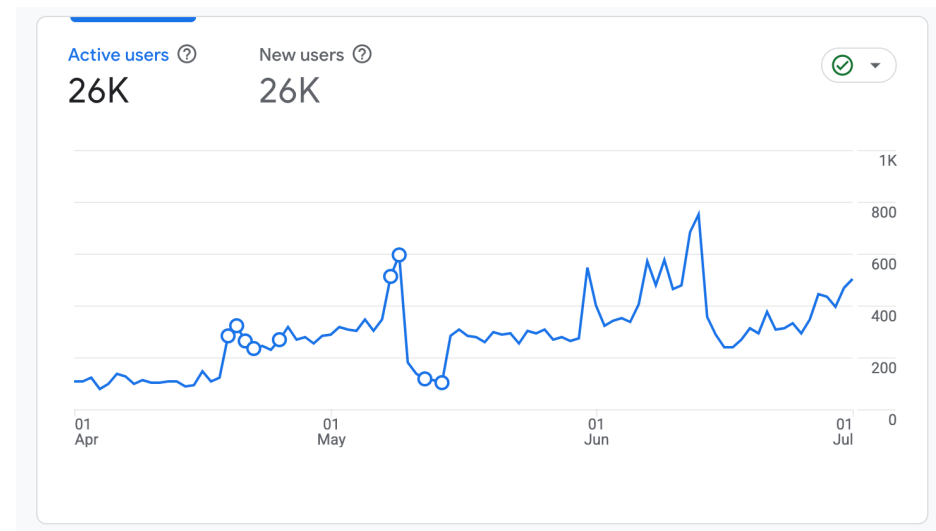
VisitSwansboro.org – Website Stats

Total # of Active Users & NEW Users

(last 12 months)



(last 90 days)





July 2026 Report:

Facebook – 13,314 followers

Instagram – 3,477 followers

April 2026 Report:

Facebook – 12,542 followers

Instagram – 3,227 followers

Engagement overview ⓘ

Last 90 days: Apr 3 - Jul 1 ▾

51,691 Engagement ⓘ

+77.1% from previous 90 days



7,336

Reactions ⓘ



402

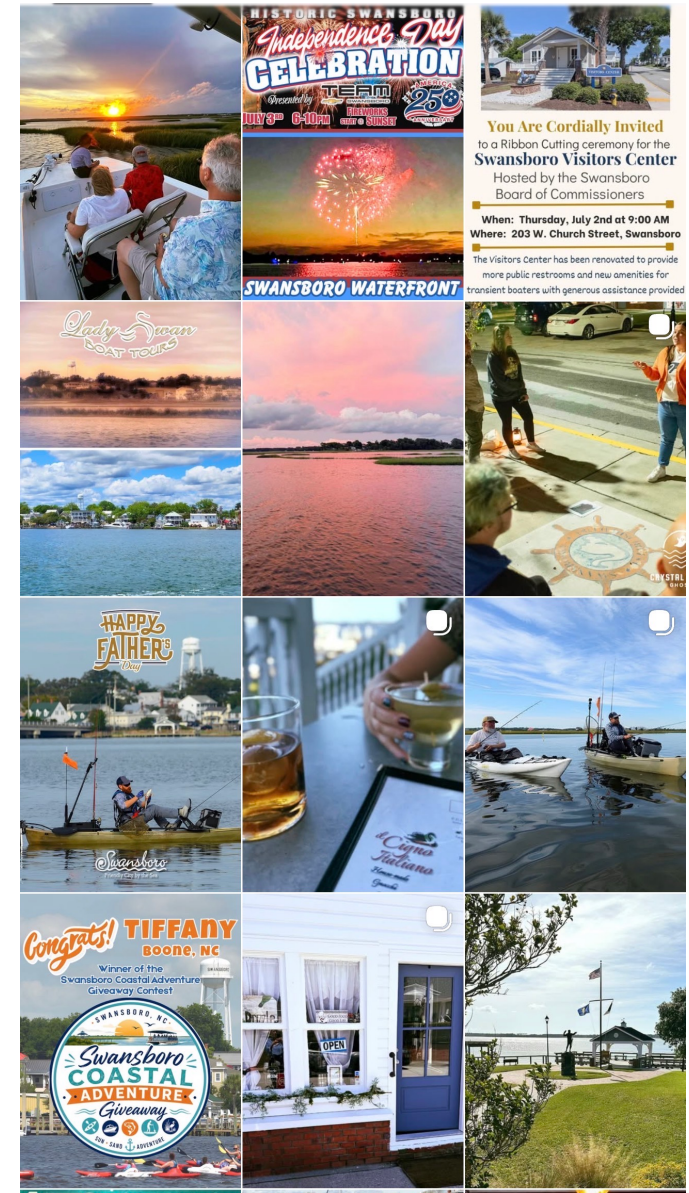
Comments ⓘ



1,038

Shares ⓘ

Facebook & Instagram Metrics and Snapshot April 1, 2026 thru July 1, 2026





Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026



Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Ahoy! Pirat...
May 9, 2026...

Learn more



Swashi...
Live Mu...



Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Swashbuck...
Live Music · ...

Learn more



Set...
Fric...



Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Set Sail on...
Friday Night...

Learn more



Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Mother's D...
Brunch · Vie...

Learn more



Ma Pla



Visit Swansboro NC
Ad · 🌐

Adventure ashore and on the water! Make Swansboro your pirate port of call this May.
#VisitSwansboro



Make It a...
Plan Your Vi...

Learn more



Sev...
vis



Onslow County
PIRATE Fest
Swansboro, NC
SATURDAY, MAY 9TH 10AM TO 4PM
FREE EVENT!!

Visit Swansboro NC
Ahoy, adventurers! ...more

Learn more

Ad

2026 REEL_Pirate Fest - Weekend Getaway - Copy		
Completed Traffic		
605	\$0.25	\$149.89
Landing Page Views	Cost per Landing Page View	Spent

2026 Pirate Fest - Weekend Getaway - Copy		
Traffic		
2.3K	\$0.13	\$299.87
Landing Page Views	Cost per Landing Page View	Spent



Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026



Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, bo shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...Se



Arts by the...
A FREE wat...

See details



Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, bo shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...S



Enter our...
Win a Swan...

See details



Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, bouti shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See n



Coastal...
Fresh seafo...

See details



Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Shop the...
Boutiques, u...

See details



Visit Swansboro NC
Ad · 🌐

Arts by the Sea, coastal food & drink, boutique shopping, Bear Island escapes, and our Coastal Adventure Giveaway — ...See more



Escape to...
Plan your be...

See details



Visit Swansboro NC
Ad · 🌐

Art, music, food, and coastal charm.

Join us in historic downtown ...See more



Arts by the Sea
Saturday, June 13 • 9-5

visitswansboro.org
Celebrate Arts by the Sea | June 13

Learn more

150 3 comments 38 shares

2026 Arts by the Sea + Summer + Coastal Giveaway			
Completed Traffic			
3.8K	\$0.16	\$599.98	
Landing Page Views	Cost per Landing Page View	Spent	
2026 REEL_Arts by the Sea			
Completed Traffic			
584	\$0.26	\$149.80	
Landing Page Views	Cost per Landing Page View	Spent	



Facebook/Instagram Ad Campaigns Summary Snapshot

April 1, 2026 to July 1, 2026



Visit Swansboro NC
Ad · 🌐

Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Fireworks...
Celebrate J...
[Learn more](#)



Free Su...
Enjoy o...
[Learn more](#)



Visit Swansboro NC
Ad · 🌐

Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Explore...
Discover co...
[Learn more](#)



Visit Swansboro NC
Ad · 🌐

Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Escape to...
Miles of uns...
[Learn more](#)



Visit Swansboro NC
Ad · 🌐

Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Sips, Bites ...
Discover loc...
[Learn more](#)



Visit Swansboro NC
Ad · 🌐

Summer is in full swing in Swansboro.

As America celebrates its 250th ...See more



Free Summ...
Enjoy our S...
[Learn more](#)



Visit Swansboro NC
Ad · 🌐

Spend Independence Day by the Sea.

Join us July 3 in Historic ...See more



visitswansboro.org
Celebrate America's
250th Year | July 3
[Learn more](#)

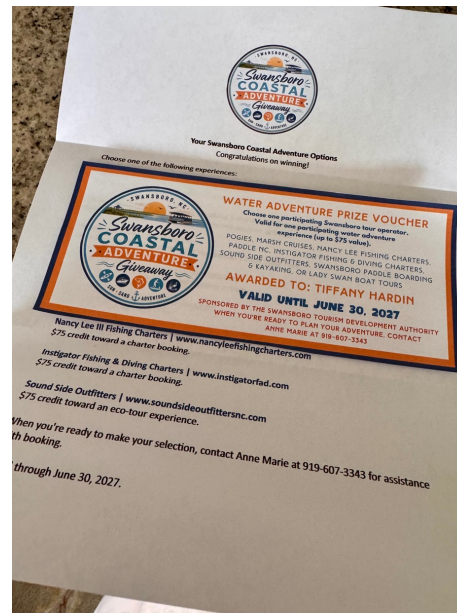
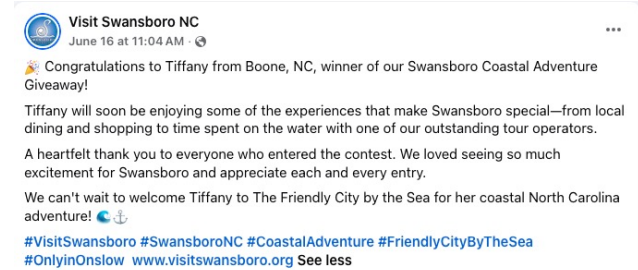
305 21 comments 108 shares

1 day left		
2026 REEL_Independence Day Celebration		
Active Traffic		
986	\$0.14	\$140.45
Landing Page Views	Cost per Landing Page View	Spent

1 day left		
2026 Independence Day, Summer in Full Swing		
Active Traffic		
1.8K	\$0.15	\$275.09
Landing Page Views	Cost per Landing Page View	Spent



Facebook/Instagram Ad Campaigns Summary Snapshot April 1, 2026 to July 1, 2026



Contest Entry Landing Page on Website

<https://www.visitswansboro.org/get-away-contest-entry-2/>



[Read More](#)



Explore Coastal Swansboro

Enter to win the **Swansboro Coastal Adventure Giveaway** featuring waterfront experiences, local dining, shopping, and island-inspired fun along North Carolina's Crystal Coast. Discover historic downtown Swansboro and start planning your next getaway to the Friendly City by the Sea.

Our State Eblast – May 31, 2026 Sunday Morning Read

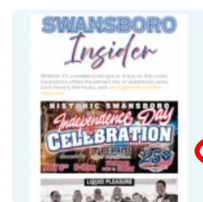




Visit Swansboro Marketing Eblasts

Monthly Eblasts – May 2026 through July, 2026

July 2026 Eblast is still capturing results
and will have resend on July 3



July 2026 Eblast

Sent



Email • Sent yesterday at 5:30pm EDT • Resending tomorrow at 9:59a...

2,952 sends • 1,144 (39%) opens • 35 (1%) clicks • 33 (1%) bounces • 16 (1%) unsubscribes



June 2026 Eblast

Sent



Email • Sent May 28, 2026 at 10:00am EDT • Resent Jun 1, 2026 at 7:30...

2,642 sends • 1,357 (54%) opens • 39 (2%) clicks • 116 (4%) bounces • 7 (1%) unsubscribes



May 2026 Eblast

Sent



Email • Sent Apr 30, 2026 at 8:23pm EDT • Resent May 3, 2026 at 10:0...

2,573 sends • 1,522 (62%) opens • 38 (2%) clicks • 112 (4%) bounces • 6 (1%) unsubscribes

Industry Standards:

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

32.55%	2.03%	10.31%
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Travel & Hospitality:

31.02%	1.34%	8.81%
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Subscriber Growth
2,555 → 2,952 (+397)



Our State Magazine – May & June 2026 Issues



Swansboro's Annual Festivals & Events
Join us in the Friendly City by the Sea!



Onslow County PirateFest May 9, 2026	Arts by the Sea June 13, 2026	Independence Day Celebration & Fireworks July 3, 2026
Mullet Festival of NC October 10 – 11, 2026	Swansboro by Candlelight November 14, 2026	Swansboro Christmas Flotilla November 27, 2026

SWANSBORO Festivals



Swansboro
www.VisitSwansboro.org



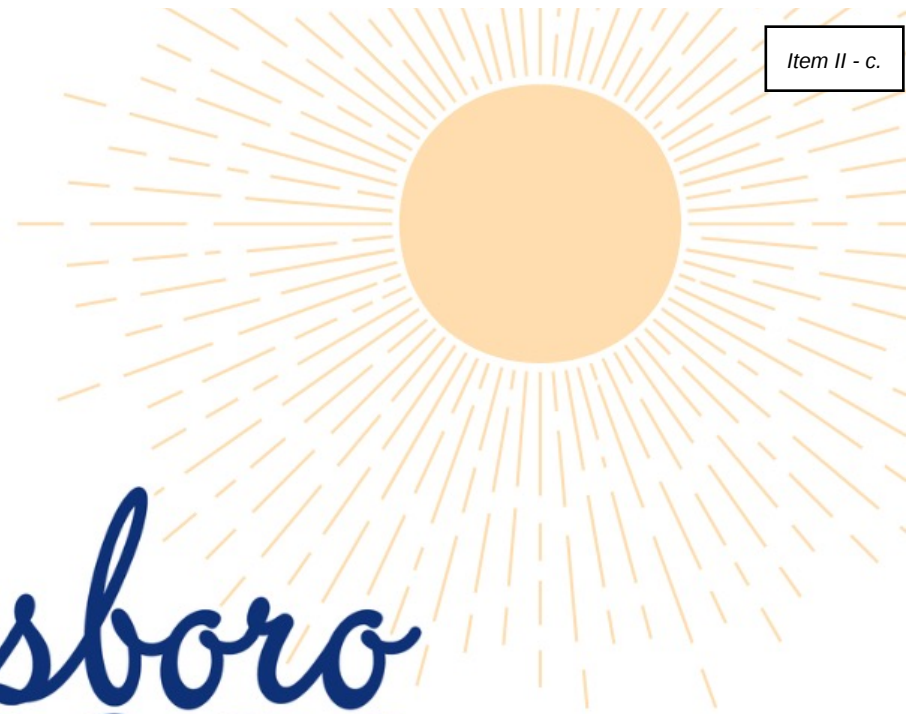
Bear Island at Hammocks Beach State Park

Your Beach Adventure Awaits!



Swansboro visitswansboro.org



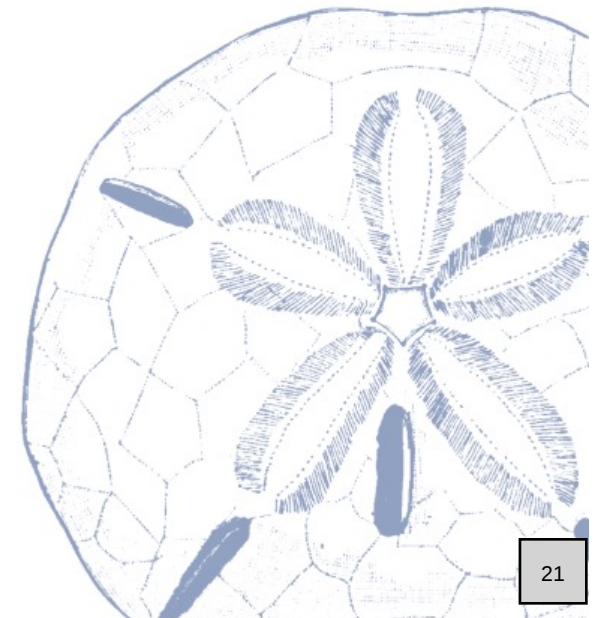


Swansboro

Friendly City by the Sea

Appendix
July 9, 2026

Submitted by: Anne Marie Bass
Front Row Communications





2026/2027 STDA Approved Budget – Snapshot UPDATED 7.1.26

SWANSBORO TDA / FY 2026-2027 // APPROVED Marketing, Advertising, Tourism Support					
	Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT COLLATERAL	2027 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2027)	950.00			8.5" x 14" size double gate, 7,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2026)	815.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	Dream Host - 2026/2027 Annual website hosting & Maintenance Plan	1,788.00			Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
WEBSITE	Misc. Tech Needs for Website - Estimate	800.00			Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
EBLAST SOFTWARE	Constant Contact License - Estimate	1,008.00	916.30	91.70	Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
PRINT AD	2026/2027 Our State Magazine - Print Ads - Coast Host Section Ads	8,550.00			5 ADS TOTAL: 1/3 Pag Ad - Sept '26; 1/6 Page Ad Size - Oct '26, Mar '27, May, '27 Jun '27
DIGITAL ADS	2026/2027 Our State Magazine - Sponsored Eblasts	4,950.00			3 EBLASTS: Sunday Morning Read - Dates TBD
DIGITAL ADS	2026/2027 Facebook & Instagram Advertising	8,000.00			From July 1, 2026 to June 30, 2027
	<i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>				



2026/2027 STDA Approved Budget – Snapshot

UPDATED 7.1.26

SWANSBORO TDA / FY 2026-2027 // APPROVED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
PRINT ADS	2026/2027 Raleigh Magazine - Print Ads - Travel Section	2,000.00		3 ADS TOTAL : September 2026 - Half Page ; Marcy 2027; April 2027 - 1/4 Page
PRINT ADS	2026/2027 Raleigh Magazine - Print Ads - November 2026 Issue	1,500.00		1 AD : Full Page - November 2026
DIGITAL ADS	2026/2027 Raleigh Magazine - Banner Ad Placements on Site	600.00		2 PLACEMENTS : September & October 2026 - \$300/per month
DIGITAL ADS	2026/2027 Coastal Virginia Magazine E-News Featured Events	1,200.00		4 PLACEMENTS : Mullet, Candlelight, Thanksgiving Weekend, ABTS - \$300/per month
DIGITAL ADS	2026/2027 Coastal Virginia Magazine - Customized Email	2,480.00		2 EMAILS : Mullet, Candlelight, Thanksgiving Weekend, ABTS - \$1240/per
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00		Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport 2026/2027 - Video Placement	5,000.00		Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00		
OPTIONS	Remaining Funds Available - Left Over from Option 1	1,341.00		
	GRAND TOTAL	73,000.00		
	Approved Amount - TBD (based on Options & Board Selections)			



2026/2027 STDA Approved Budget – Snapshot
UPDATED 7.1.26

	2026/2027 Approved Marketing Contingency Budget	5,000.00
	Additional Expenditures	
Starting Contingency	ADD \$2528 - Rollover from Unspent 2025/2026 Funded Contingency	7,528.00