



Swansboro Tourism Development Authority Special Meeting Agenda

Town of Swansboro

Thursday, February 22, 2024

I. Call to Order

II. Approval of Minutes

- a. October 5, 2023 Special Meeting Minutes

III. Financial Reports

- a. **Financial Report-(2nd QTR FY 23-24)**
Presenter: Sonia Johnson, Finance Director

IV. New Business

- a. **Grant Funding Request**
Presenter: Sonia Johnson, Finance Director

Swansboro Historical Association submitted a grant application for the Swansboro Historic Homes Tour. Overall Total Funding Requested: \$3,000.
Source of Funds-Appropriate Fund Balance

Recommended Action:

- 1. Approve funding request for Swansboro Historical Association-Swansboro Historic Homes Tour*
- 2. If needed, motion to approve Budget Ordinance Amendment #2024-3*

- b. **Marketing & Advertising Status Update-February 12, 2024**
Presenter: Ann Marie Bass

- c. **Audited Financial Statements-June 30,2023**
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).

V. Board Comments

VI. Adjournment

Town of Swansboro
Tourism Development Authority
Special Meeting
October 5, 2023

Item II - a.

In attendance: Chairman Randy Swanson, Sherri Handcock, Scott Chadwick, Jack Harnatkiewicz, and Linda Thornley. Not in attendance, Dusty Rhodes

Call to Order

The meeting was called to order at 2:40 pm with a quorum present.

Reports

Finance Director Sonia Johnson reviewed the Financial Summary Analysis, which reflected a balance of \$220,727.19 on 9/30/23.

Front Row Communications presented the Quarterly Marketing & Advertising Report

Approval of Minutes

a. April 27, 2023, Special Minutes

On a motion by Sherry Handcock and second by Scott Chadwick, the minutes were approved unanimously by the board.

b. May 18, 2023, Special Minutes

On a motion by Sherry Handcock and second by Scott Chadwick, the minutes were approved unanimously by the board.

c. July 20, 2023, Special Minutes

On a motion by Sherry Handcock and second by Scott Chadwick, the minutes were approved unanimously by the board.

New Business

A. Funding Request

• Swansboro Area Chamber of Commerce Military Affairs Committee-

Sought \$1,000 for the Veterans Holiday Dinner. The MAC exists to facilitate cooperative interactions between our Swansboro community and businesses with the area military bases and their personnel. The MAC hosts officers a Veterans Holiday Dinner every year. The event will be an opportunity for the MAC to showcase some of what the Swansboro area has to offer. There will be tables with local displays, downtown walking maps, rack cards, menus, and photos to promote some of the wonderful things our Friendly City by the Sea has to offer.

The Veterans Holiday Dinner to be held at Town Hall.

Linda Thornley recused himself from the Vote.

With a motion to approve by Scott Chadwick and second by Sherry Handcock, the funding request of \$1,000 was unanimously approved by the Board.

- **Town of Swansboro:**

Sought \$12,500 for Bulkhead Replacement/Mattocks Property. As the Town began preparations for construction of the Boardwalk Extension with Public Day Docks project along the Mattocks Property, the existing bulkhead began collapsing. We immediately had 11 pilings installed to secure the bulkhead until replacement could be arranged. For reference, in your agenda memo, I provided background information on the Grant Project, an excerpt from our lease arrangement with Mr. Swanson, and the steps we have taken thus far to keep this project moving forward.

The Town has taken action to appropriate the total replacement cost of the bulkhead from its General Fund, but we seek funding assistance from the Swansboro TDA to recoup some of those funds since we believe this entire project will bring visitors to our downtown by boat who then return and stay overnight to further enjoy what our town has to offer.

In addition, we do plan to request the same funding from Onslow County later this month. Since August we have been able to secure a CAMA permit modification approval. The new bulkhead pilings required a geotechnical engineer who has been contracted (\$4,700), the project engineer is designing the new bulkhead, and a contractor has been secured when the previous designs are complete. We respectfully request the TDA consider approving \$12,500 toward this project.

Chairman Randy Swanson recused himself from the Vote.

With a motion to approve by Scott Chadwick and second by Dusty Rhodes, the funding request of \$12,500 was unanimously approved by the Board.

Budget Amendment # 2024-2 provides funding approved for the Bulkhead replacement for \$12,500.00 and the Veterans Holiday Dinner for \$1,000.00. Total amendment equaling \$13,500.00.

B. Meeting Schedule

Thursday, January 11, 2024, 2:30PM

Thursday, April 11, 2024, 2:30PM

Thursday, July 11, 2024, 2:30PM

Thursday, October 10, 2024, 2:30PM

Public Comments

No public comments were offered.

Board Comments

No Board comments were offered.

Adjournment

On a motion by Randy Swanson, seconded by Scott Chadwick, the meeting adjourned at 4:02pm



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Financial Report**

Board Meeting Date: **February 22, 2024**

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

Overview: Financial Summary

Background Attachment(s): Swansboro TDA-Financial Summary (2nd QTR FY 23-24)

Action: _____

SWANSBORO TOURISM DEVELOPMENT AUTHORITY						
FINANCIAL SUMMARY ANALYSIS						
FY 2023-2024						
		BUDGET		BUDGET	BUDGET	ACTUAL
		2023-2024		AMENDMENT	REVISIONS	07/1/23-12/31/23
Fund Balance @ 6-30-2023						\$ 192,309.15
Revenue:						
Acct #						
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 106,700.00		\$	106,700.00	\$ 67,431.19
	Donations-Downtown Merchants	\$ 4,000.00		\$	4,000.00	\$ 4,600.00
70-300-399991	Fund Balance Appropriation	\$ -		\$ 50,000.00	\$ 50,000.00	\$ -
		\$ 110,700.00		\$ 50,000.00	\$ 160,700.00	\$ 72,031.19
Expenditures:						
Acct #						
70-800-501910	Services - Auditor	\$ 3,000.00		\$	3,000.00	\$ 3,000.00
70-800-503910	Advertising/Promotions:			\$	-	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$	5,660.00	\$ 2,610.00
	General advertising	\$ 21,996.00		\$	21,996.00	\$ 16,911.92
	Front Row Communications	\$ 32,527.00		\$	32,527.00	\$ 10,998.00
	Liz Honeycutt Advertising			\$ 5,000.00	\$ 5,000.00	\$ 2,490.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$	4,000.00	\$ 3,255.47
70-800-502995	Administrative Services	\$ 4,100.00		\$	4,100.00	\$ 2,050.00
70-800-502010	Supplies	\$ 1,000.00		\$	1,000.00	\$ 9.65
70-800-503100	Travel / Conference	\$ 2,000.00		\$	2,000.00	\$ 224.13
70-800-504540	Insurance	\$ 500.00		\$	500.00	\$ 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)	\$ -		\$	-	\$ 650.00
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 35,567.00		\$ 45,000.00	\$ 80,567.00	\$ 450.00
		\$ 110,700.00		\$ 50,000.00	\$ 160,700.00	\$ 43,199.17
ACTUAL CASH BALANCE @ 12/31/23						\$ 221,141.17
AVAILABLE FUND BALANCE @ 12/31/23						\$ 221,141.17
	First Citizens Bank(Facebook Ads)	\$ 3,946.52				
	Additional Advertising-T2T	\$ 174.00				
	Our State	\$ 7,277.00				
	Raleigh Magazine	\$ 2,725.00				
	Swansboro Area Chamber of Commerce	\$ 1,100.00				
	Emerald Isle Realty	\$ 850.00				
	Web Design City	\$ 839.40				
	Total General Advertising	\$ 16,911.92				
			07/1/23-12/31/23			
			Beginning FB	\$ 192,309.15		
			Revenues	\$ 72,031.19		
			Expenditures	\$ 43,199.17		
			Cash balance	\$ 221,141.17		
			Available FB	\$ 221,141.17		

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

07/01/23-12/31/2023

REVENUES

PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE2023-2024	\$ 72,031.19	\$ 49,354.12	\$ 22,677.07
TOTALS		\$ 638,550.04	\$ 317,275.04

LESS: EXPENSES

PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 43,199.17	\$ 40,259.17	\$ 2,940.00
TOTALS		\$ 557,717.01	\$ 176,966.90
Available funds as of 12/31/23		<u>\$ 80,833.03</u>	<u>\$ 140,308.14</u>

\$ 221,141.17



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Grant Funding Request**

Board Meeting Date: **February 22, 2024**

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

Overview: Swansboro Historical Association submitted a grant application for the Swansboro Historic Homes Tour. Overall Total Funding Requested: \$3,000.
Source of Funds-Appropriate Fund Balance

Background Attachment(s):

1. Budget Ordinance Amendment #2024-3
2. Swansboro Historical Association-Application & supporting documents

Recommended Action:

1. Approve funding request for Swansboro Historical Association-Swansboro Historic Homes Tour
2. If needed, motion to approve Budget Ordinance Amendment #2024-3

Action: _____

AMENDMENT TO THE FY 2023/2024 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, 2024:

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

Revenues	Current Budget	Change	Revised Budget
Net Proceeds, Occupancy Tax	\$106,700	-	\$106,700
Donations	\$4,000	-	\$4,000
Appropriated Fund Balance	\$50,000	\$3,000	\$53,000
Total	\$160,700	\$3,000	\$163,700

Appropriations

Tourism Related Expenses	\$160,700	\$3,000	\$163,700
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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 special meeting session, February 22, 2024.

**SWANSBORO TOURISM
DEVELOPMENT AUTHORITY**

Randy Swanson, Chairperson

ATTEST:

Sonia Johnson-Finance Director

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 Historic Homes Tour

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 *

4/26/2024 — 4/27/2024

Amount Requested *

\$3000

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

*See attachment for Section 2

Number of years organization has operated as IRS tax exempt

61

Does the Organization have a Board of Directors?

Yes

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 IV - 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

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

Dee Dee Bossart

Title

Co-Secretary

Phone

724-994-6779

Email

dbossart@gmail.com

Note if any

Co-Secretary: Cyndi Schachter

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 IV - a.

Phone

910-467-5875

Email

swansborohistory@gmail.com

Note if any

alternate contact: Allyson Roberts 910-548-0439 allyson.roberts61@gmail.com

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

To open the historic homes of Swansboro in order to share the history of the area so that all can have a better understanding of the history and background of Swansboro.

Is this a fundraiser for the organization?

☒ Yes

☐ No

This does not disqualify the activity for funding

Is admission or a fee charged?

☒ Yes

☐ No

What is the target audience for the event?

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, including the homes tour and museum hours. We are requesting funds to assist us with bringing the popular historic homes tour back to the town. We feel that this event is for local community members and out of town guests as well. We know that other local towns showcase their history and downtown through a homes tour and feel as if this event is important for increasing tourism and highlighting the historical significance of Swansboro.

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 event to include posters, rack cards and advertising through local and statewide publications. Funding will also be used for signage at each home and printing tickets. In addition, funding will be used to help provide a thank-you reception for the home owners the evening prior to the tour. Without their hospitality and generosity in opening up their homes we could not have a homes tour.

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 will be used beginning in January so that the event can be advertised in a timely manner. Signage will be purchased for outside each home that will be used the day of the event so that each home is clearly marked for visitors. The reception for homeowners will be held the night prior, April 26, 2024 at the Heritage Center. The committee for the homes tour has been meeting regularly and will meet monthly starting in December 2023 to ensure that the tour is advertised and organized to welcome local and out of town visitors for this popular event. The committee has already solicited a local artist to complete a painting of one of the homes to be used on our advertising. The committee is also actively recruiting a large group of volunteers to assist with ticketing and to act as docents in each home.

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.

The homes tour has not been held for several years due to the damage inflicted on the town from hurricane Florence and the shut down from COVID. However, in the past, we have used the website, posters, rack cards, and banners for marketing the the homes tour. We will also be marketing the tour in local and statewide media and publications.

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 IV - 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.

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 IV - 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.

All additional funding comes from membership dues for the Historical Association

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 2,000-2,500 or more.

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 should 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

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

NA

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

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, etc. 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.

The Swansboro Historical Association and the historic homes tour are a good investment for the Swansboro Tourism Development Authority. The homes tour is an extremely popular event in other local coastal towns and brings visitors from throughout the region to tour these homes. This tour will expose visitors to Swansboro and encourage return visits to the town and surrounding area.

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

While in town for the tour, visitors will likely visit local restaurants and shops, supporting local businesses and generating an interest for a return visit to Swansboro

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

NA

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

NA

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 IV - 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

☐ No

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

☒ Yes

☐ No

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

Authorized Signer for Organization

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 2024 Application

Section 2. Organization Information

Though the SHA has been an incorporated organization in the state of N.C. since 1961 it lay dormant after the passing of its founder in the 1990s and 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 are some initial expenditures from their side as well.

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 on the 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.

Section 9 and 13 Activity Budget Detail

1. Posters, Rack cards, Pamphlets, Banners, Signage and fliers, including graphic design, tickets

\$1500

2. Reception for homeowners

\$1200

3. Liability insurance

\$300

Overall Total Funding Requested: \$3000

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 towns 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. The return of the Historic Homes Tour is expected to bring visitors to the downtown area who will support local restaurants and businesses.

Our quarterly programs and special events continue to be well attended and during the past year we have brought in several speakers for our quarterly meetings.. Thanks to posters professionally created and posted on our website and social media we bring in more visitors.

Efforts to increase membership we have seen leads to more visitors. We hope this grant will allow us to grow it even more. One of the members of the Maritime History Council board is also a SHA member from out of town. These types of events and visitors enrich our historic character.

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. Let's not stop now. 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.



Swansboro

Friendly City by the Sea

STDA STATUS UPDATE REPORT

FEBRUARY 12, 2024

Presented by: Anne Marie Bass, Front Row Communications



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Status Updates & Comments

New Visit Swansboro Website Hosting & Maintenance Company Needed - **Immediate Need**

Social Media Stats

Social Media Promotional Contests

Facebook Ad Campaign Reports

Print Ad Placements

Digital Ad Placements

Appendix

- STDA Approved 2023-2024 Budget Snapshots – as of February 12, 2024
- Visit NC - 2025 NC Travel Guide Pitch Deck

WEBSITE – Ongoing Work, Care and Feeding, Digital Front Door

You will see quotes from various website hosting & maintenance firms in the Appendix. This is an immediate need. The current web hosting company, Web Design City (Jacksonville) has closed the business and we need to find another firm. We need work and support.

DOWNTOWN MERCHANTS & RESTAURANTS GUIDE – Spring 2024 Refresh & Reprint

I am working on the Spring 2024 reprint very soon. Gathering all adds, updates, deletes. Then refresh of design, print and ship to Town of Swansboro

SWANSBORO FACEBOOK AD CAMPAIGNS & OVERALL ENGAGEMENT – Affecting Consideration for Prospective Visitors

The campaigns are going extremely well, and the engagement on the Facebook Page is exceptional! Visitors, locals, past residents – they all love Swansboro.

SWANSBORO DIGITAL & PRINT ADVERTISING – Ongoing Brand Building

Focus is on brand building...telling a story through a series of consistent ad placements, mainly in Our State but also in Raleigh Mag and local publications for print. Integrated with digital...promoting Swansboro's profile as a vacation/overnight destination, inspiring visits in conjunction with and around Swansboro Festivals and Events, leveraging coastal location, waterfront – with Swansboro's unique mix of assets and things to do.

LATEST NEWS/ STDA Email List Building (Constant Contact) – 1st Party Data, Closed Loop Ongoing Dialogue with Fans

We sent our first eblast in January to the list from the Cool & Breezy Getaway contest...I will now be adding Bring Your Love list. We will have more when the Spring 2024 Merchants & Restaurants Guide update is ready and I push that out. I have a sign up form on the website...“Latest News” – most importantly – building Visit Swansboro's Email List – closing the loop and building a relationship – to promote Swansboro's ongoing tourism-specific messaging to subscribers

WEBSITE HOST & MAINTENANCE QUOTES



Website Hosting & Maintenance Company

Hi Anne Marie, <https://www.biztoolsone.com>

I did look at Swansboro. From that initial look, I think migration would be mostly smooth.

Pricing for that:

- Transfer Fee \$750 (covers up to 4 hours work; one-time fee)
- Server fee \$250 first year; \$150 annually thereafter
 - This assumes that they remain on the existing design. If we did a redesign, and could start from a clean code base, that new site would not incur a fee from being on a standalone server.
- Monthly site management fee \$35 (covers automated Wordpress and plugin updates, security monitoring, daily on-site backups, weekly off-site backups, and tech support. This does not cover content, image, or other updates like that.)
- Annual security fee \$100 - This licenses a copy of Wordfence, as well as enables the SSL/https function.

We do require payment of the transfer and initial server fees up front.

As we discussed on the phone, there is always the possibility that things don't go smoothly in the actual transition. While my initial look indicated no problems, there can always be issues "under the hood" that only a more invasive look would uncover. If we run into that, billing is \$100/hr. And if there are any plugin license fees, we bill those plus our own charge for installation, upkeep, etc. (Generally, plugin cost + 25%.)

Let me know if you have questions or need additional information.

Thanks-
Jon



<https://www.dreamhost.com>

Website Hosting & Maintenance Company

<https://www.dreamhost.com/pro-services/management/dreamcare>



Employee-owned company
“Gold Fish” in a kiddie pool with sharks. – per Sean.

Hey Anne,

Thanks again for taking the time to hop on a conversation with me today to talk more about your project. It was a pleasure learning more about your site and how our teams may be able to help with your client's site. As we talked about in the call, you could move the current build to DreamHost using our \$99 Site Transfer package and our DreamCare plan with 3hrs of development to get the site moved over effectively and then have our help with implementing a new form and a few other tweaks.

Recall that the only other "thing" to worry about would be the hosting to accommodate the new build. If you only plan to host the 1 site and do not need any email set up, I'd suggest our shared starter package. If you do plan to use email or even plan to host other sites on the account, the unlimited package is the better choice. More details on both package options can be found here:

<https://www.dreamhost.com/hosting/shared/>

If this all still sounds good, simply reply back and let me know if you'd like to continue! 🙌
 If there are any questions or concerns that I can help with, in the meantime, feel free to reach out! 🤝

Cheers,
 Sean
 DreamHost Professional Services

ANNE MARIE:

\$100 for hosting transfer

\$200 for 3 hours of professional developer hours (at a discount – See the comments to the right of what I feel we need.)

They have bundles services ongoing – that would lend itself to be from \$129 to \$199 per month for ongoing hosting and maintenance depending on what we need in a given month. The \$199 level includes some developer hours – for example to apply Facebook Ad Unique Tracking Codes – for example.

At the end of the day...Pricing ends up being similar to Biz Tools – but packaged a bit differently. Biz Tools is in Fayetteville.. Dream Host has data centers in VA, Portland Sothern California.

To start, we need...(per Anne Marie)

1. Transfer the site
2. Become the POC for the Go Daddy Domains for Tech Support
3. Update the plugins
4. Set up Constant Contact Forms so that the Enewsletter and Promotional Contest Forms automatically populate Constant Contact
5. Make corrections to fix the Google Analytics (GA4) set up – right now it is not working.
6. Review the Smart Post app – we currently using the paid version.
7. All the other tech stuff

NOTE: A consideration is –in moving forward with a new website build (which is what we need.) They do have the ability – with resources in India & Russia (cost savings) – I can concept a new website and give them a scope of work, as I would in any scenario. A tourism website is quite a bit more specific than a typical small business website – like a restaurant or a dentist, for example.



DreamCare PRO

For a 100% hassle-free site – We maintain your software and proactively fix your code if you get hacked.

Starting at

\$129/mo

24/7 Professional Monitoring

Managed Software Updates

Monthly Security Review

Site Performance Report

Proactive Hacked Site Repair

Uptime SLA

Off-site Cloud Backups

Sign Up Now



CHANNEL MARKER MEDIA

Website Hosting & Maintenance Company

Spoke to the Owner prior to the Christmas Holiday - he said he would be getting back to me with a proposal.

Contacted twice since that time with no response. <https://www.channelmarkermedia.com>



front row communications



<https://www.bluetonemedia.com>

Website Hosting & Maintenance Company



910.795.2280

314 Walnut St. Ste. C
Wilmington, NC 28401

Scope of Work: Website Migration to BlueTone Media WordPress Server

Project Overview:

The purpose of this project is to migrate an existing website to the BlueTone Media WordPress Server, ensuring a seamless transition with minimal downtime and optimal performance. The project includes a one-time migration fee and ongoing monthly hosting with security updates.

1. Migration Services (One-Time Fee - \$750):

- Analysis of Existing Website:**
 - Review current website structure, content, and functionality.
 - Identify potential challenges and compatibility issues for migration.
- Backup and Data Transfer:**
 - Create a comprehensive backup of the existing website.
 - Migrate all website data, including files, databases, and media content, to the BlueTone Media WordPress Server.
- Domain and DNS Configuration:**
 - Update domain settings and configure DNS records for seamless transition.
 - Ensure proper domain mapping to the new hosting environment.
- Testing and Quality Assurance:**

- Conduct thorough testing to ensure all website features and functionalities work correctly.
- Address any issues or discrepancies identified during testing.

2. Monthly Hosting and Security Services (\$299/Month):

- WordPress Hosting:**
 - Provision and maintain hosting services on the BlueTone Media WordPress Server.
 - Ensure optimal server performance, speed, and reliability.
- Security Updates:**
 - Regularly update the WordPress core to the latest stable version.
 - Update all installed plugins and themes to address security vulnerabilities.
- Basic Security Protocols:**
 - Implement and maintain basic security measures to protect against common threats.
 - Monitor and respond to security incidents promptly.
- Technical Support:**
 - Provide ongoing technical support related to hosting and security.
 - Address any hosting-related issues promptly to minimize downtime.

3. Communication:

- Monthly Reports:**
 - Highlight any security incidents and resolutions.
- Communication:**
 - Maintain open communication channels for any urgent matters or inquiries.
 - Respond to client queries within a reasonable timeframe.

Terms and Conditions:

- Payment Terms:**
 - The one-time migration fee of **\$750** is due upon project initiation.

- Monthly hosting fees of **\$299** will be invoiced at the beginning of each month.

b. Contract Duration:

- The hosting and security services contract is ongoing until terminated by either party with a **30-day notice**.

c. Termination:

- Either party may terminate the hosting services with a 30-day written notice.
- In the event of termination, the client is responsible for the safe transfer of their website to an alternative hosting provider.

Conclusion:

This scope of work outlines the tasks and services associated with the migration to BlueTone Media WordPress Server, as well as ongoing hosting and security support. The client acknowledges and agrees to the terms outlined herein by proceeding with the project.

[Client Name/Signature]

[Date]

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram



Top Performing Organic Post – New Year’s Day & Swansboro Waterfront – Clyde Phillips (UGC)



Facebook & Instagram Pages Reach



Business Benchmarks – Published Content

Swansboro – Promotional Contests // STDA Email List Building Strategy Integrated into Facebook Ad Campaigns

Cool & Breezy Getaway Contest

PRIZE PACKAGE:

- 2 Nights Stay at Hampton Inn
- \$50 Gift Card to Bake, Bottle, Brew
- \$100 Gift Card to The Boro

433 Entries – added to the STDA Email List



Bring Your Love to Swansboro Giveaway Contest

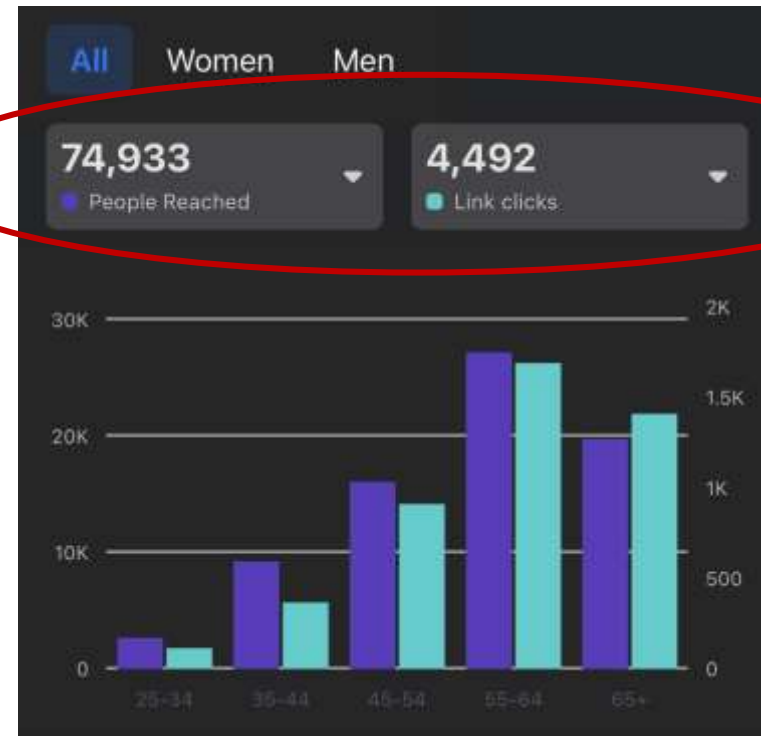
PRIZE PACKAGE:

- \$100 Gift Card to Saltwater Grill
- \$75 Voucher to choice of Marsh Cruises, Pogies, or Lady Swan Tours

NOTE: Contest duration was 3 weeks. We did not include a hotel stay as a “Getaway” – I believe these reasons is why we had fewer entries than Cool & Breezy – which was embedded in the Mullet and Candlelight ad landing pages. Still a great brand awareness campaign promoting off season and Swansboro as a year round vacation and “getaway” destination – at the NC Coast.

77 Entries – added to the STDA Email List





Visit Swansboro NC Sponsored

You'll be feelin' fine this Fall on North Carolina's southern coast! Plan your getaway for the 69th Annual Mullet Festival ...See more

visitswansboro.org
Swansboro Mullet Festival of NC | October 14th &... [Book now](#)



Campaign name
2023 Mullet Festival_Video Ad_1 Campaign

Budget and Schedule
Aug 28, 2023 - Oct 14, 2023
\$574.00 USD
Ad delivery optimized for Link Clicks
You will get charged per Impression

Audience
Morehead City, Jacksonville, Raleigh, Greensboro, Charlotte, Fayetteville, Norfolk, Alexandria, Richmond
Men and Women, ages 28+
Include people who match: Outdoors (outdoors activities), Vacation rental (lodging), Airbnb (lodging), Beaches (places), Frequent Travelers, Household income: top 25%-50% of ZIP codes (US)
Detailed Targeting expanded

Results

Link clicks	3,180
Cost per Link Click	\$0.13
Amount spent	\$406.75
	\$574.00 lifetime budget
Reach	59,924
Impressions	125,173
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.13
Frequency	2.09
Unique link clicks	2,621

Locations

Maximum

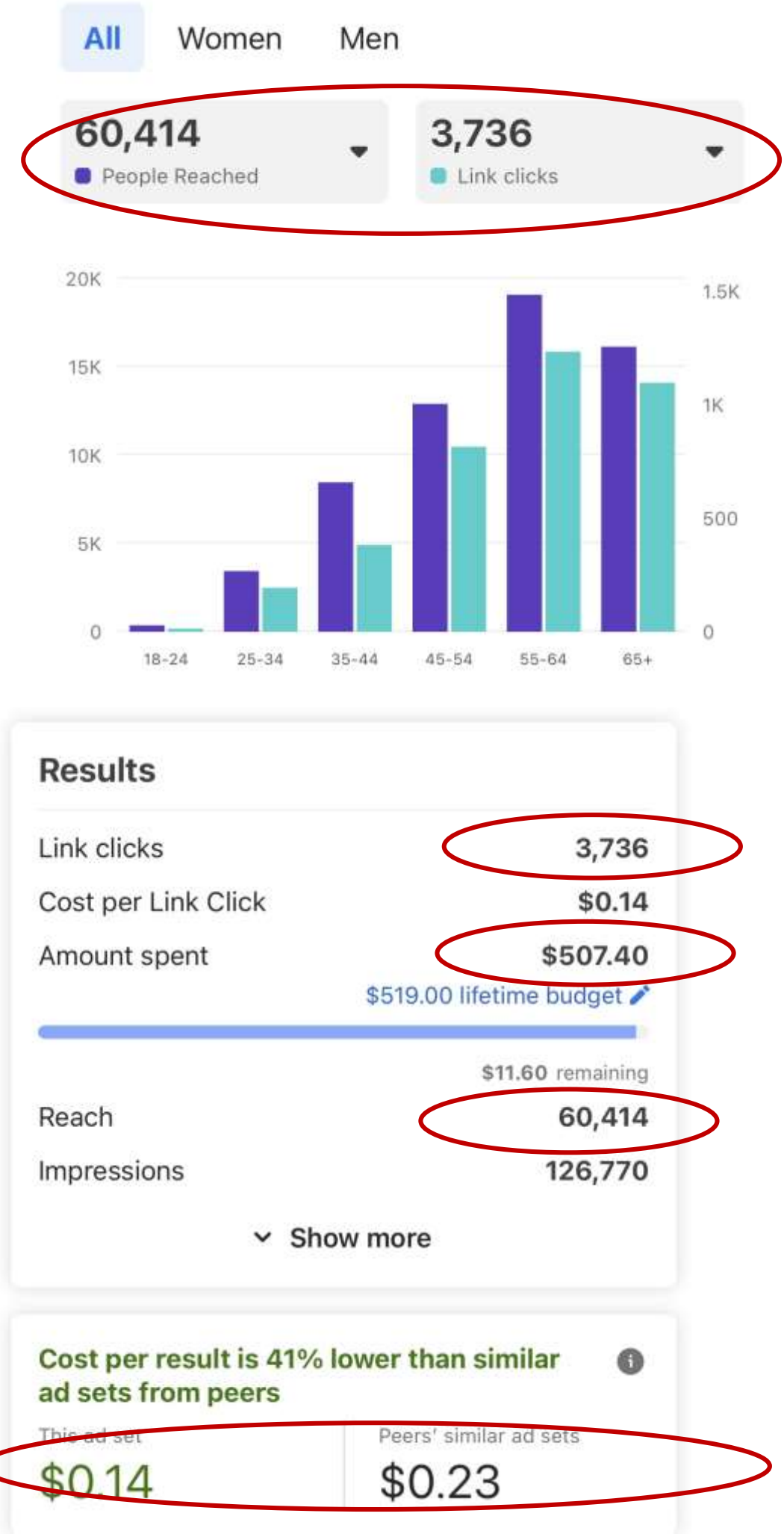
Countries

Regions

US

Link clicks	4,492
Cost per Link Click	\$0.13
Reached	74,933
CTR	2.57%

Swansboro By Candlelight // Oct/Nov 2023



Visit Swansboro NC Sponsored

Shop, stroll and discover the magic of the holiday season in historic Swansboro, North Carolina!

PRESENTED BY THE DOWNTOWN SWANSBORO
SATURDAY NOV 11 Swansboro Candle Light 5PM TO 9PM
MERCHANTS & RESTAURANTS
SWANSBORO, NC

visitswansboro.org
Swansboro by Candlelight I Novembe... [Learn more](#)

You and ... 67 comments 324 shares



US	
Link clicks	3,736
Cost per Link Click	\$0.14
Reached	60,414
CTR	2.95%
Setup	
Campaign name	2023 Swansboro by Candlelight Campaign
Budget and Schedule	
Oct 16, 2023 - Nov 12, 2023	
\$519.00 USD	
Ad delivery optimized for Link Clicks	
You will get charged per Impression	

Fall Fishing in Swansboro // Oct/Nov 2023



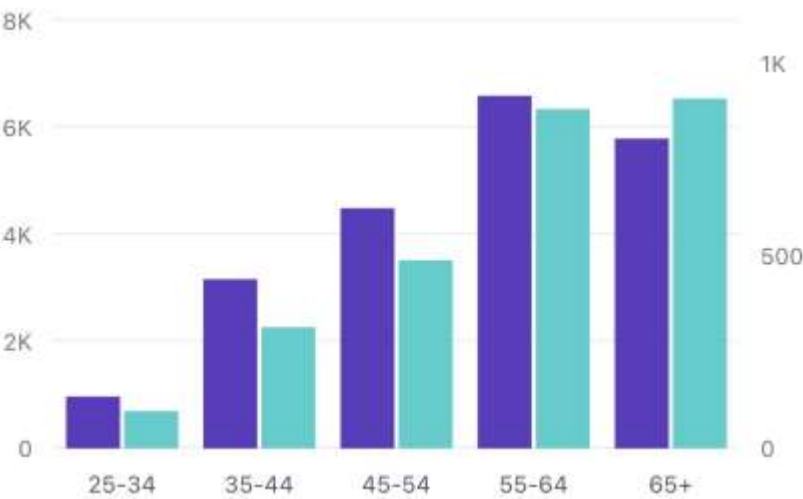
AllWomenMen

21,029

2,692

People Reached

Link clicks



Results

Link clicks	2,692
Cost per Link Click	\$0.0737
Amount spent	\$198.44



Reach	21,029
Impressions	40,894

Show more

Cost per result is 68% lower than similar ad sets from peers

This ad set	Peers' similar ad sets
\$0.074	\$0.23

Visit Swansboro NC

Sponsored

Are you ready? Get your crew together for some of the best fall fishing at North Carolina's southern coast!

visitswansboro.org

Fall Fishing in Swansboro, North Carolina

Book now

visitswansboronc

Sponsored · Keep watching

INSHORE

Are you ready? Get your crew together for some of the best f...
[more](#)

BOOK NOW

Setup

Campaign name
2023 Swansboro by Candlelight Campaign

Budget and Schedule
Oct 16, 2023 - Nov 12, 2023
\$519.00 USD
Ad delivery optimized for Link Clicks
You will get charged per Impression

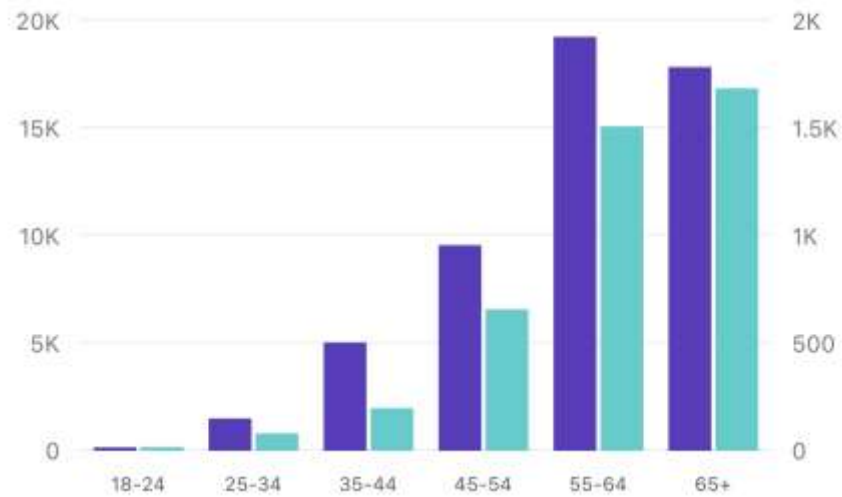
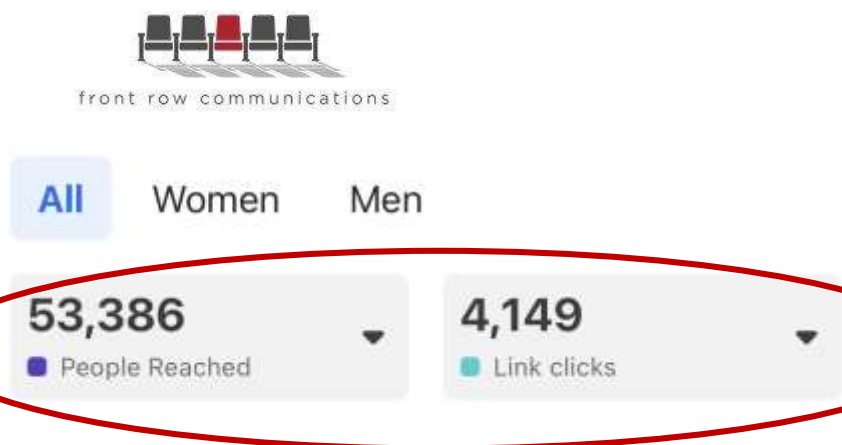
Maximum

CountriesRegions

US	
Link clicks	2,692
Cost per Link Click	\$0.07
Reached	21,029
CTR	6.58%

Swansboro Christmas Flotilla // Nov 2023

Item IV - b.



Results	
Link clicks	4,149
Cost per Link Click	\$0.0964
Amount spent	\$400.00
	\$400.00 lifetime budget
Reach	53,386
Impressions	115,920
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.0964
Frequency	2.17
Unique link clicks	3,314
Show less	

**Visit Swansboro NC**
Sponsored

Discover the charm and the dazzling lights at the most wonderful time of the year in Swansboro, North Carolina!





visitswansboro.org
Swansboro Christmas Flotilla | Friday, Nov. 2...


1.6K 83 comments 520 shares

Like Comment Share



**Campaign name**
2023 Swansboro Christmas Flotilla Campaign

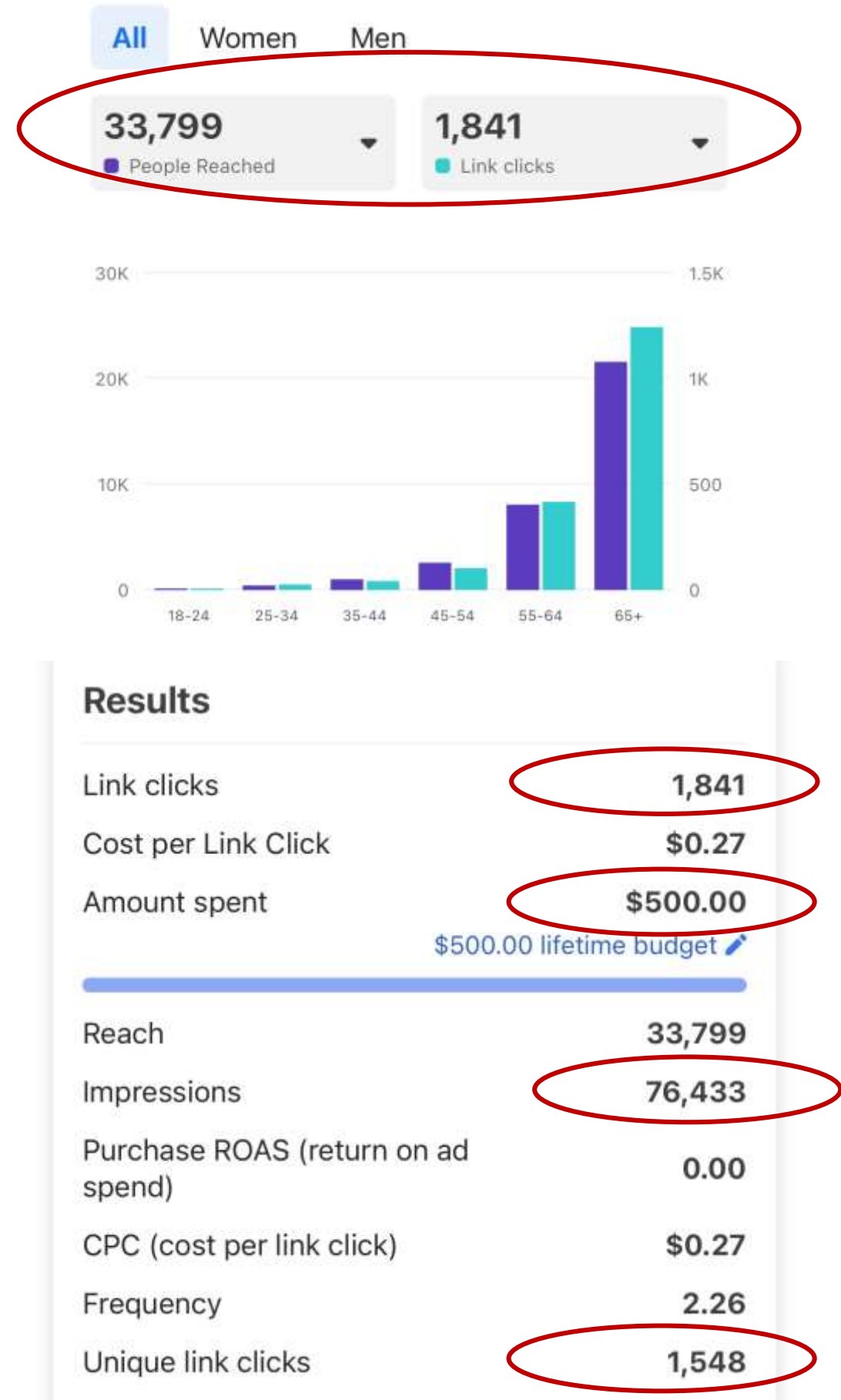
**Budget and Schedule**
Nov 2, 2023 - Nov 24, 2023
\$400.00 USD
Ad delivery optimized for Link Clicks
You will get charged per Impression

**Audience**
Washington, District of Columbia, Jacksonville, Charlotte, Greensboro, Fayetteville, Raleigh, Norfolk, Virginia Beach, Alexandria, Richmond, Roanoke
Men and Women, ages 18+
Include people who match: North Carolina (place), Wilmington, North Carolina (place), Vacation rental (lodging), Airbnb (lodging), Shopping (retail), Christmas shopping (website), Travel (travel & tourism), Frequent Travelers, Household income: top 25%-50% of ZIP codes (US)

Locations
Maximum

Countries Regions

US	
Link clicks	4,149
Cost per Link Click	\$0.10
Reached	53,386
CTR	3.58%
unknown	
Link clicks	
Reached	



Visit Swansboro NC

Sponsored

Get your besties together for a Galentine's Day girls trip or sneak away for a romantic escape for two!

@ Historic Downtown Swansboro

Shop & Stroll

The Olde Brick Store

visitswansboro.org

Bring Your Love & Discover the Charm of...

Learn more

252 10 comments 29 shares



Locations	
Maximum	
Countries Regions	
North Carolina	
Link clicks	1,558
Cost per Link Click	\$0.26
Reached	27,354
CTR	2.44%
Virginia	
Link clicks	229
Cost per Link Click	\$0.31
Reached	5,173
CTR	2.21%
South Carolina	
Link clicks	54
Cost per Link Click	\$0.32
Reached	1,271
CTR	2.43%

Raleigh Magazine – February 2024 Issue



Placed next to Visit Charlottesville, VA and Discover the Hammocks Coast (SC) – both full pages

NORTH
Swansboro
CAROLINA

Swansboro Area Chamber of Commerce Directory – 2024





DIGITAL ANALYTICS REPORT

Newsletter -Sunday Morning Read

Sponsor: Swansboro TDA
Date of Report: 2/5/24

1/21/24

Send Date	Recipients	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate	Total Clicks on Email	Clicks on Sponsor’s Ad
1/21/24	47,681	68.9%	9.5%	13.7%	5,206	518



Discover the Charm of Swansboro

Relax all year long at North Carolina’s coast and enjoy our historic downtown waterfront shops and local eateries. Eco tours, boating, shelling, fishing, guided kayak tours, and beach adventures over to Bear Island make Swansboro perfect for your next **family vacation destination**.

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	23.9%	2.9%	12.4%
National Standards	21.5%	2.3%	10.5%



APPENDIX

	Media / Advertiser / Element	Budgeted	Actual	Remaining
PRINT COLLATERAL	2023/2024 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2024) (cost split between TDA and merchants)	700.00	0	700.00
PRINT COLLATERAL	2024 Trifold Visitor Brochure Printing Estimate	1,700.00	0	1,700.00
SHIPPING COSTS	2024 Visitor Brochure - Shipping to NC Welcome Centers - Estimate	600.00	0	600.00
WEBSITE	Web Design City - 2023/2024 Annual website hosting	840.00	839.40	0.60
WEBSITE	Web Design City - Add Form to Site and Integrate Constant Contact Plus Miscellaneous Work to Site - Estimate	600.00	0	600.00
EBLAST TOOL	Constant Contact License - Estimate	540.00	462	78.00
PRINT AD	2023/2024 Our State Magazine Coast Host Section Ads	8,004.00	8004	0.00
PRINT AD	2023/2024 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00

SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support				
DIGITAL ADS	2023/2024 Our State Magazine - Sponsored Eblasts	2,790.00	2790	0.00
PRINT AD	2023/2024 Raleigh Magazine - Travel Section	2,125.00	2125	0.00
PODCAST	2023/2024 Raleigh Magazine - Podcast	1,600.00	1600	0.00
MEMBERSHIP	2024 NC Coast Host Membership Dues	350.00	350	0.00
PRINT AD	2024 Emerald Isle Barefoot Guide - comes out in March 2024	950.00	850	100.00
PRINT AD	2023-2024 Bluewater Beacon Real Estate Guide	1,110.00	1100	1100
DIGITAL ADS	2023/2024 Facebook Advertising	5,200.00	3202.28	1,997.72
as of 2.11.24	\$3600 - STDA // \$1600 - Parks & Rec Grant			
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00
VIDEO PLACEMENT	OAJ Airport 2023/20224 - Video Placement	5,000.00	5000	0.00
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00
GRAND TOTAL		56,880.00		6,876.32

Unspent // Uncommitted to Date

	2023/2024 Approved Marketing Contingency Budget	4,400.00
	Carry Over / Unspent from 2022/2023 from Approved Budget	2,425.00
	Carry Over / Unspent Remaining from 2022/2023 Contingency Funds	2,049.00
	TOTAL Carry Over / Unspent from 2022/2023 Fiscal Year	4,474.00
	GRAND TOTAL 2023/2024 Approved Marketing Contingency & 2022/2023 Carry Over/Unspent Funds	8,874.00
	Expenditures To Date	
Sept/Oct 2023	Our State 2023 Special Publication "Towns We Love" - Half Page Ad - \$1600 - Invoiced from Advertiser	7,274.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$260 (Prepayment added to Aug/Sept invoice)	7,014.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$60 (Additional Sept/Oct invoice)	6,954.00
Sept/Oct 2023	Photo Purchase - Some Gave All - Boots for TNT 5K - \$24	6,930.00
Sept/Oct 2023	Fall 2023 Getaway Contest - Gift Cards for Prize Package - \$150 - Sept/Oct Invoice	6,804.00
Sept/Oct 2023	STDA October 2023 Board Meeting - Travel Expense - \$214.13 - Sept/Oct Invoice	6,589.87
Oct/Nov 2023	Photo Purchase - Swansboro by Candlelight - Samantha Ann - Will Add to Oct/Nov 2023 Invoice - \$112.35	6,477.52
Oct/Nov 2023	Postage - Cool & Breezy	6,467.57
Feb/Mar 2024	Bring Your Love Prize Package Gift Card - \$100 Salwater Grill	6,367.57
Feb/Mar 2024	Our State 2024 - April Coast Host Ad Invoiced from Advertiser	5,033.57
Feb/Mar 2024	Spring 2024 - Downtown Merchants & Restaurants Guide Refresh - \$375 Estimated	4,658.57

My thought is that we use the remaining contingency towards to the website transfer, host maintenance costs, etc.

I need to set up an email address for VisitSwansboro.org – there are new rules and requirements in Constant Contact – for secure delivery - \$40/year to host an email? Need to confirm.

I need some additional work on the website with integrations of Constant Contact forms and setting up Facebook UTC Tracking Codes. We do have \$600 unspent already budgeted with Web Design City as well which I didn't spend bc he closed his doors.

Google Analytics GA4 was set up incorrectly – and I'll need to get that fixed as well.

We eventually need a new website all together which will be an investment. Current site and video assets are 11 – 12 years old.



Swansboro

Friendly City by the Sea

2025 NC TRAVEL GUIDE MEDIA PITCH

[VISITSWANSBORO.ORG](https://visitswansboro.org)

Presented by: Anne Marie Bass, Front Row Communications

Visit NC – 2025 NC Travel Guide Media Pitch – Requested Topics of Interest

Please pre-register to attend. Sign up by January 26th. Once you have registered, we will reach out to you to confirm the specific time for your presentation. You will be presenting virtually. You will be given an assigned, 7- minute time slot, for you to present. Presentations should be timed and should be designed in PowerPoint.

This is your opportunity to tell us what's new and important for 2025, but presentations must be no longer than 7 minutes from start to finish. We will allow for a few minutes after each presentation for questions and further ideation.

The following topics are of interest for NC, but don't let this limit your creativity! If you have other ideas and consideration, please do let us know.

Birding

Micro-environments - environments that make NC special and are critical to the state, could be because of flora, fauna, recreation, culture, history, etc.

Winter Your Way/Cozy season (skiing, tubing, indoor gardens, spas, holiday events, Indoor gardens)

Unsung Fall Color Routes (hiking, mountain biking, scenic drives, Coast)

Social Districts

Mocktails

Wildlife tours (guided or self-guided)

Artsy Downtowns (galleries, murals, independent shops, etc.)

Any new and noteworthy lodgings (non-chain), culinary experiences, and attractions

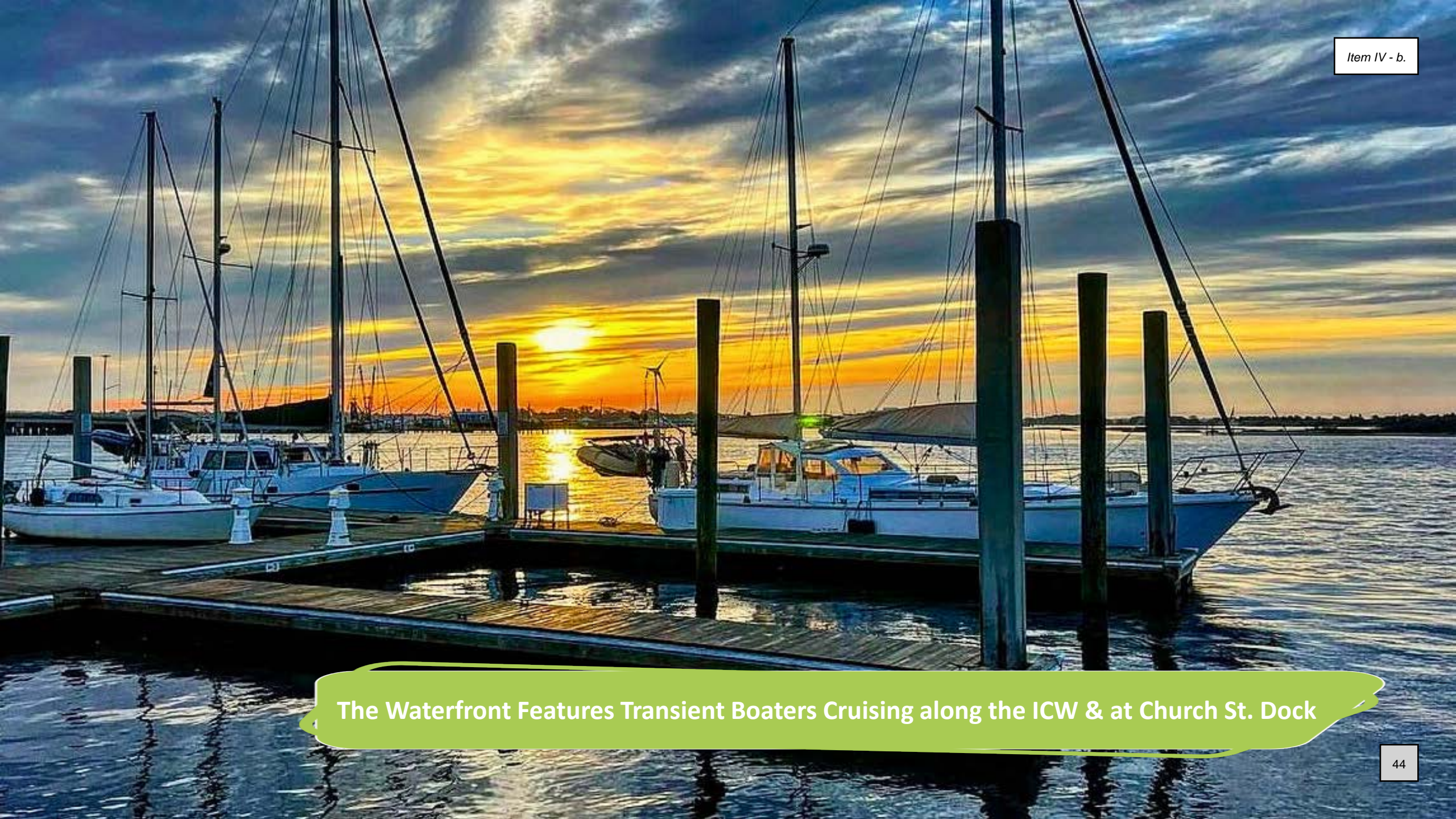
Questions should be directed to Dana Grimstead, dana.grimstead@visitnc.com.

Thank you and we look forward to seeing you in February.

Dana



Historic Downtown Swansboro – Just Steps Away from Loads of Adventures & Fun!



The Waterfront Features Transient Boaters Cruising along the ICW & at Church St. Dock



Otway Burns @ Downtown Bicentennial Park

CAPT. OTWAY BURNS, R.N.
1775-1850



Item IV - b.



Swansboro's Iconic Sunrises & Sunsets are Simply Breathtaking



Beach Days are an Adventure on Bear Island @ Hammocks Beach State Park



Discover Downtown Swansboro's Unique Shops, Boutiques & Eateries





Boro Girl Boutique located in the old Russell's Building – Hand Painted Furniture & Local Artist Works



Dining Dockside @ The Boro Low Country Kitchen



Fine Dining in Swansboro at Il Cigno Italiano Ristorante



Overlooking White Oak River @ il Cigno Italiano Ristorante



Mocktails Overlooking White Oak River at il Cigno Italiano Ristorante



Il Cigno Italiano Ristorante

Item IV - b.

Mocktails

Swan Juice

Muddled raspberries and blackberries mixed with orange juice, strawberry juice, and Starry

Crapple Berry

Cranberry juice and apple juice mixed with fresh berries and topped with ginger beer

Trashcan

Non-alcoholic blue curaçao, passionfruit purée, and blueberry purée mixed with Red Bull

Bloody Mary

Whiskey Willy's bloody mary mix with lemon, lime, olives, and a celery stalk

Strawberry Daiqiri

Strawberry daiqiri mix on the rocks with whipped cream and a strawberry

Purple Punch

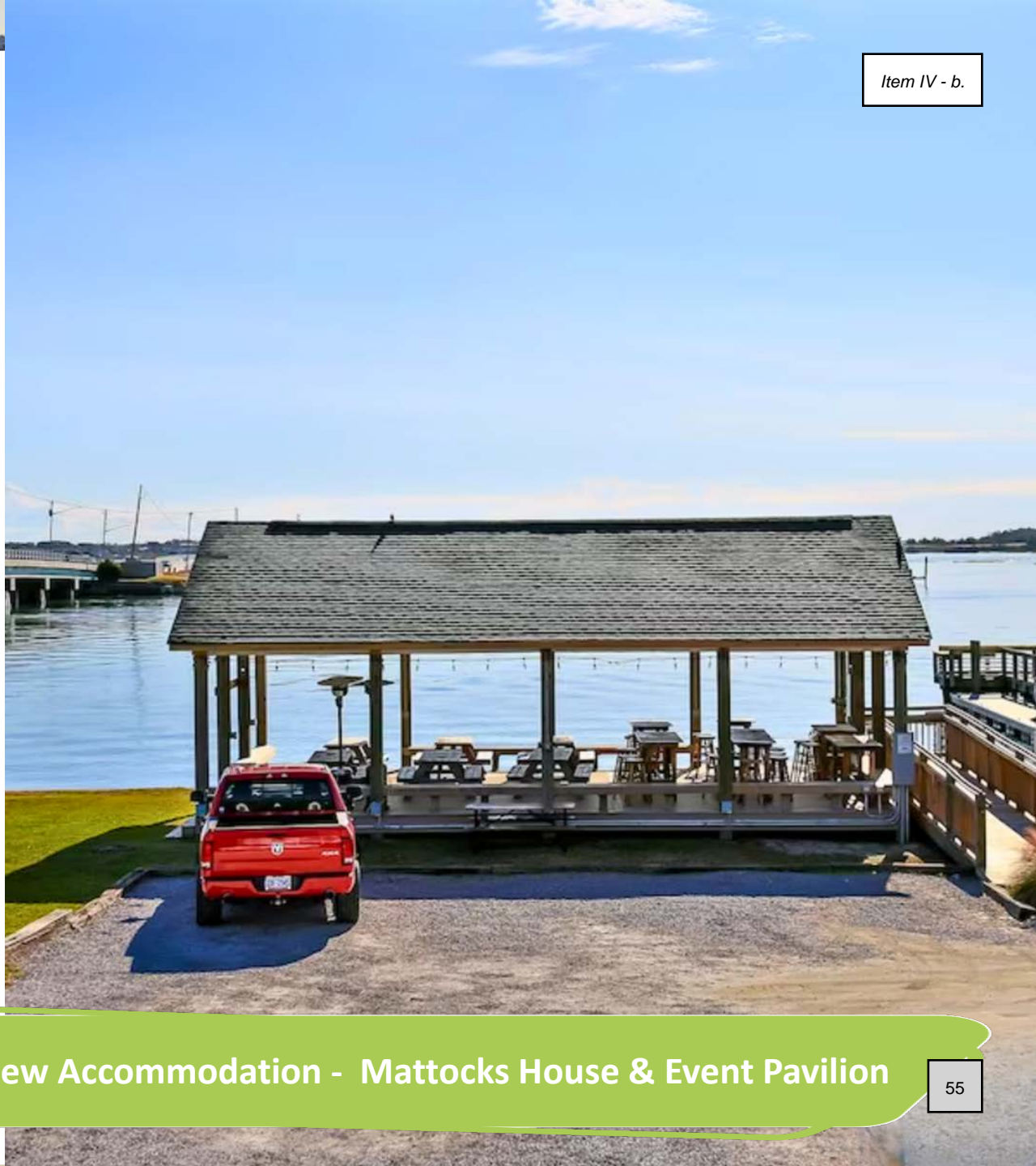
Blueberry purée and peach purée mixed with apple juice, non-alcoholic blue curaçao, pineapple juice, cranberry juice, and ginger ale

Mojito

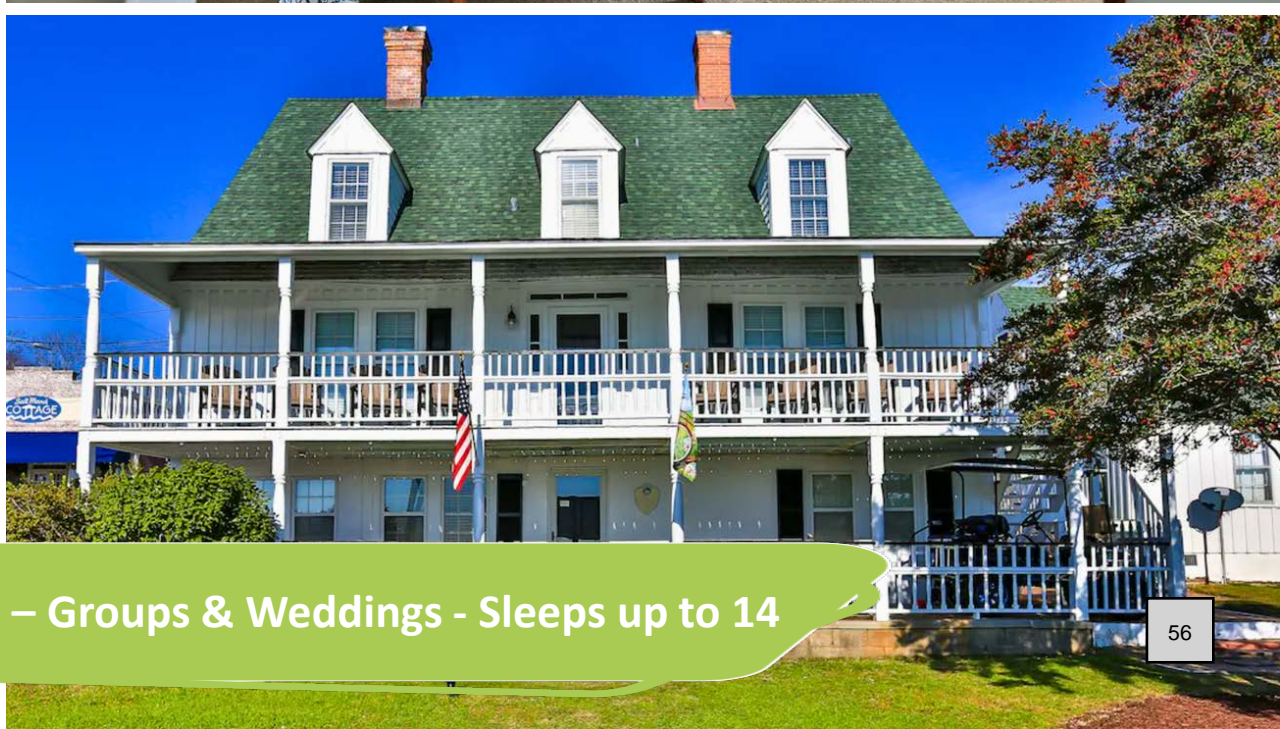
Mint, lime, brown sugar, simple syrup, and choice of berry mixed with soda water
Blackberry, Strawberry, Blueberry, or Raspberry

San Pellegrino

Grapefruit, lemon, blood orange, pomegranate, or classic



Swansboro's New Accommodation - Mattocks House & Event Pavilion



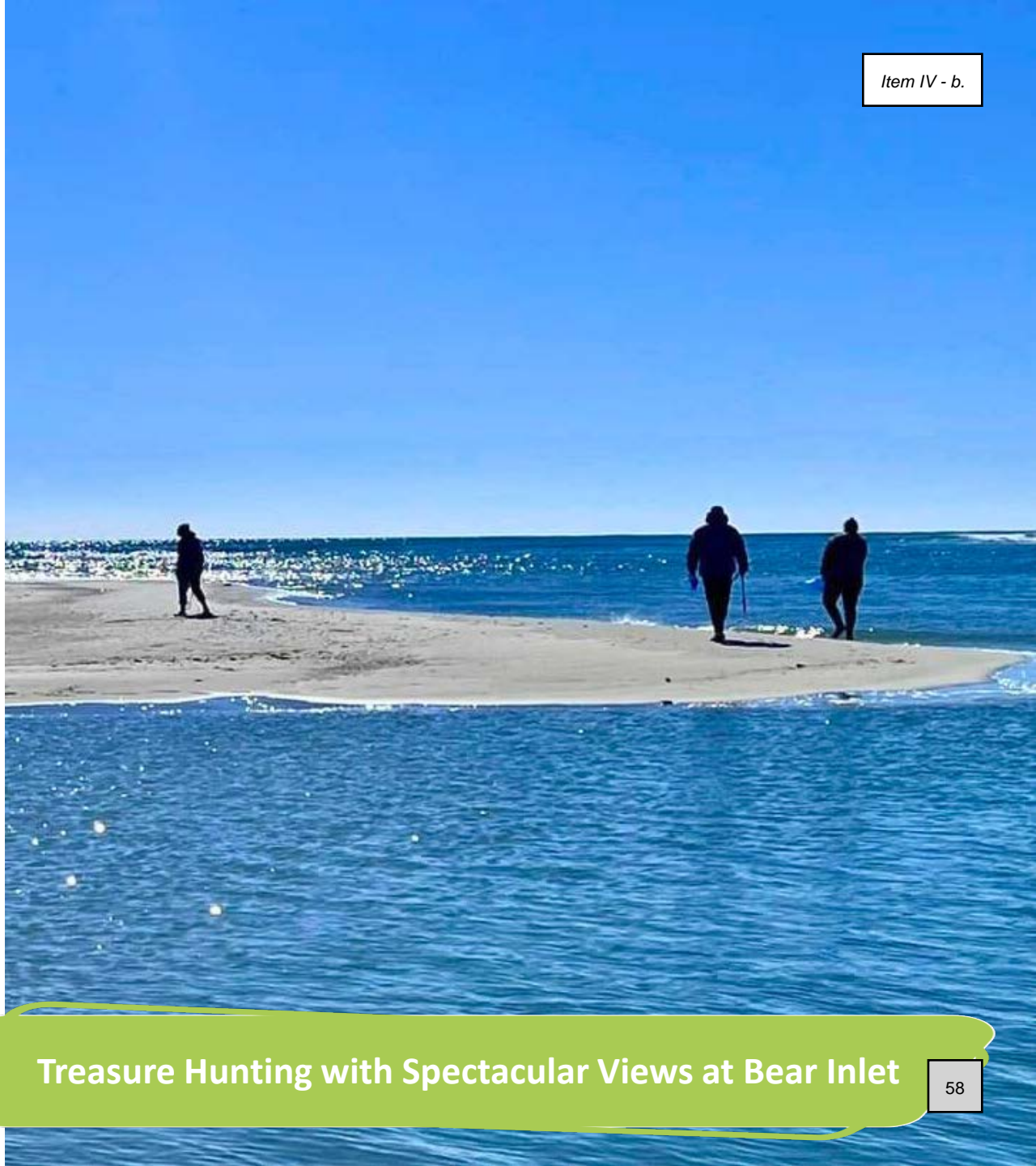
Downtown Swansboro's Mattocks House – Groups & Weddings - Sleeps up to 14



Bundled Up for a Winter Shelling & Eco Tour with Marsh Cruises



Item IV - b.



Treasure Hunting with Spectacular Views at Bear Inlet



Lady Swan Boat Tours Fleet – Large Group Cruises and Adventures aboard the Carolina Swan



Item IV - b.



Swansboro Birding Cruises Aboard the Lady Swan



Item IV - b.



Pogie's White Oak River Guided Boat & Kayak Tours



Item IV - b.

Instigator Fishing & Diving Charters – Giant Lobsters & Megadalon Shark Teeth with Captain Cindy Norris & Crew



THANK YOU!

Media Contact:
Anne Marie Bass
Front Row Communications
annemarie@frontrowcom.com
919.607.3343

VISITSWANSBORO.ORG



2025 NC Travel Guide Media Pitch – NOTES:

Slide 2: Drone Image of Swansboro

This is Swansboro, also known as the Friendly City by the Sea, where outdoor adventure and fun things to do – are all within steps of each other - **including our annual community festivals and events – like Arts by the Sea in June and Swansboro by Candlelight in November.**

Slide 3: Sailboats at Church Street Dock

In the town's early history in the 1900s, Swansboro was a fishing village. These days, you'll find lots of locals and tourists bustling along Front Street in our historic downtown, **as well as transient sailors and boaters with their vessels docked at the Church Street Dock.**

Slide 4: Otway Burns – Maritime History, Revolutionary War Figure

Founded back in 1783, you'll find lots of history in Swansboro that includes a statue of a notable historic figure located at Bicentennial Park. **Otway Burns, was a swashbuckling sea captain, ship builder, and naval hero during the War of 1812.**

Slide 5: Sunrises & Sunsets

As the saying goes, a picture speaks a thousand words. Swansboro's sunrises and sunsets are spectacular! Enjoyed both on and off the water - **aboard sunset cruises, as well as local hot spots like Bake Bottle & Brew and Saltwater Grill!**

Slide 6: Known for Bear Island @ Hammocks Beach State Park

Hammocks Beach State Park, is just a 5-minute drive from downtown with a marsh ferry that runs over to Bear Island. From the dock, a half mile hike leads to the wide-open beautiful beach. **Families love the concession stand selling corn dogs for \$1 and cups of ice cream for just 50 cents.**

Slide 7: Shopping

Swansboro has over 40 unique shops and eateries throughout historic downtown – crammed full fashion, home décor, unique antiques, collectibles and oddities. **It's the perfect small town to shop, stroll and enjoy glimpses of the waterfront – all at the same time.**

Slide 8: Front Street Grocery

Front Street Grocery is an artisanal grocery store filled with cold drinks, fresh baked goods and produce, as well as cheese, wine, crackers, and food stuff – **perfect for our Airbnb and short-term rental guests staying downtown. It's also where you'll find our friendly local story tellers!**

Slide 9: Boro Girl Boutique

The Boro Girl Boutique has been open for just about a year and is owned by Swansboro local, Crystal Foy. Located in the old Russell's Building on Front Street, she carries local artwork – where items such as this **hand painted chest of drawers featuring the legendary Clyde Phillips Seafood Market - are huge hits!**

Slide 10: Dine Dockside

What was once the infamous Ice House Restaurant that was destroyed by Hurricane Florence is now The Boro Low Country Kitchen. A local favorite, and beloved by our visitors – for their fun dockside dining and delicious low country seafood boil.

Slide 11: Fine Dining in Swansboro

Il Cigno Italiano is dining at its finest in Swansboro. Translated to English, it means “The Italian Swan.” This local eatery takes its cues from Arthur Avenue in New York specializing in simple, “peasant-style” cuisine and features a huge wine list.

Slide 12: il Cigno Italiano

Located along the White Oak River on the other side of Corbett Avenue, it’s a wonderful spot to relax, meet with friends, and enjoy cocktails on the porch while overlooking the water before dinner. Boaters are also encouraged to give them a call to come dock and dine!

Slide 13: Mocktails

Designated drivers and “mocktail afficianados” can enjoy a bevy of featured refreshing drinks – including “Swan Juice”, as well as mojitos, or a San Pellegrino! See the full menu of mocktails and other visitor info including sister restaurants on their website.

Slide 14: Mattocks House

Located along Front Street is the historic Mattocks House, which has recently been completely refurbished to become a large short term rental accommodation – perfect for family vacations, reunions or weddings. More info about this property is featured on VRBO.

Slide 15: Mattocks House

Mattocks House has been beautifully decorated with an assortment of amenities including a large rocking chair porch on the 2nd floor and the Event Pavilion in back. Guests can cook to their hearts delight or have meals catered in by a variety of local eateries.

Slide 16: Winter Shelling with Marsh Cruises

Getting out on the water is nearly year-round in Swansboro. Winter adventure seekers enjoy chartering excursions over to Bear Island with Marsh Cruises and North Carolina shelling expert, Captain Darryl Marsh.

Slide 17: Winter Shelling – Sand Dollars and Bear Inlet

The inlet side of Bear Island is absolutely breathtaking! Treasure hunting for shells, sand dollars, shark’s teeth and other cool finds, brings our outdoor adventurers back to Swansboro for repeat visits each year. They absolutely love it!

Slide 18: Lady Swan Tours Fleet

Lady Swan Boat Tours is known for their sunset cruises, birding cruises as well as their private chartered learning eco-adventures aboard the Carolina Swan. Here you'll see their fleet, The Lady Swan as well as the Carolina Swan – all spiffed up and ready to go.

Slide 19: Birds in Onslow County

There are over 350 species of birds in Onslow County. Captain Jane Simpson of Lady Swan Boat Tours has beautifully captured a few of them on Birding Cruises they offer periodically throughout the year. She often reminds folks to, “don’t forget to bring your binoculars...”

Slide 20: White Oak River Guided Boat & Kayak Tours

Pogie’s is a local tour operator offering guided White Oak River boating and kayaking tours to see more of Swansboro’s native flora and fauna - in addition to island tours and taking groups via water taxi over to Bear Island.

Slide 21: Instigator Fishing & Diving

For deep sea anglers and scuba divers, Captain Cindy Norris and her crew with Instigator Fishing & Diving offers chartered excursions that result in what she describes as “bringing home the groceries” that include lion fish, huge lobsters, as well as Megalodon shark teeth!

Relax all year long at North Carolina's coast and enjoy our historic downtown waterfront shops and local eateries. Eco tours, boating, shelling, fishing, sunset cruises, kayak tours, and beach adventures at Bear Island make Swansboro perfect for your next **family vacation destination**.



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Audited Financial Statements-June 30,2023**

Board Meeting Date: **February 22, 2024**

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): Swansboro Tourism 2023 Audit.

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, 2023

GREGORY T. REDMAN, CPA
TARBORO, NORTH CAROLINA

Financial Statements
Swansboro Tourism Development Authority
Swansboro, North Carolina

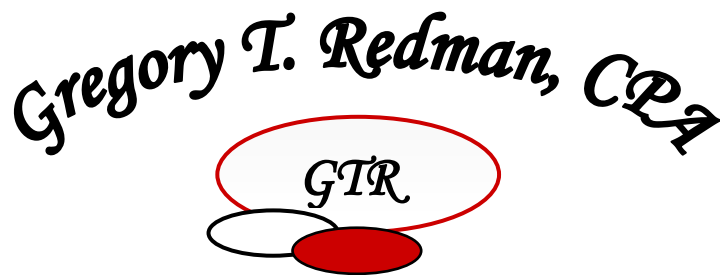
Board of Commissioners

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

**Swansboro Tourism Development Authority
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June 30, 2023**

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Fund Financial Statements:	
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Statement of Revenues, Expenditures, and Changes in Fund Balances – Governmental Funds	13
Statement of Revenues, Expenditures, and Changes in Fund Balances – Budget and Actual – General Fund	14
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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, 2023, 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, 2023, 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.

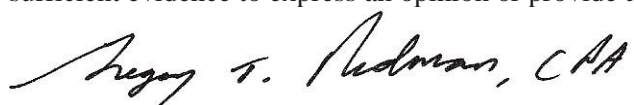
In performing an audit in accordance with GAAS, I:

- 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 18, 2023

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, 2023

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, 2023. 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 \$207,824 (net position).
- The government’s total net position increased by \$32,214, due to increased revenue.
- At the close of the current fiscal year, the Authority’s governmental fund (General Fund) reported ending fund balances of \$207,824, an increase of \$32,214 in comparison with the prior year. The increase is comparable to the prior year increase. Approximately 92 percent of this total amount, or \$159,260, 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 \$159,210 or 170 percent of total general fund expenditures for the fiscal year.

Overview of the Financial Statements

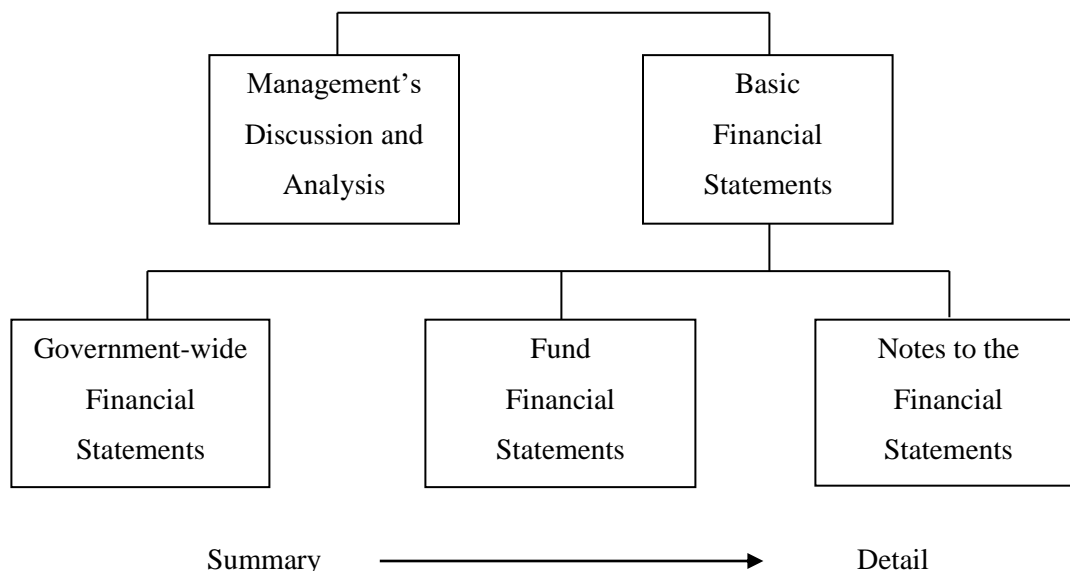
This discussion and analysis are intended to serve as an introduction to the Swansboro Tourism Development Authority’s basic financial statements. The Authority’s basic financial statements consist of three components (see Figure 1). They are as follows:

- 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, 2023

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, 2023

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, 2023

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 – 19 of this report.

Independence with Other Entities. The Authority depends on financial resources flowing from, or associated with, the 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		
	2023	2022	Increase (Decrease)
Current assets	\$ 213,154	\$ 175,610	\$ 37,544
Current liabilities	\$ -	\$ -	\$ -
Net position:			
Restricted for Stabilization by State Statute	\$ 48,564	\$ 13,652	\$ 34,912
Unrestricted	159,260	161,958	(2,698)
Total Net Position	<u>\$ 207,824</u>	<u>\$ 175,610</u>	<u>\$ 32,214</u>

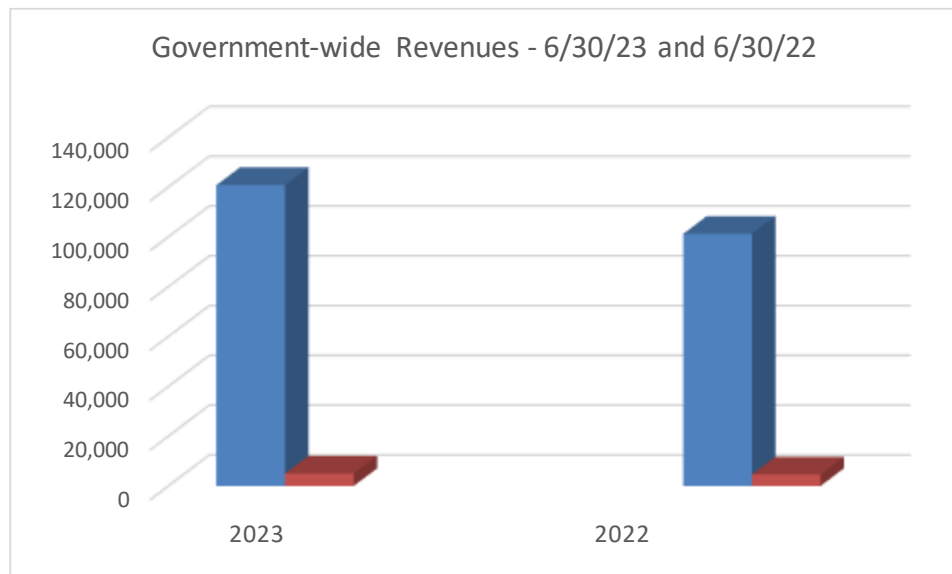
As noted earlier, net position may serve over time as one useful indicator of a government's financial condition. The assets of the Swansboro Tourism Development Authority exceeded liabilities by \$207,824 as of June 30, 2023. A portion of the Authority's net position (23%) represents resources that are subject to external restrictions on how they may be used. The remaining balance of \$159,260 is unrestricted.

The Authority was able to increase the unrestricted net position for the year. This was achieved by spending less than the total revenues received for the year.

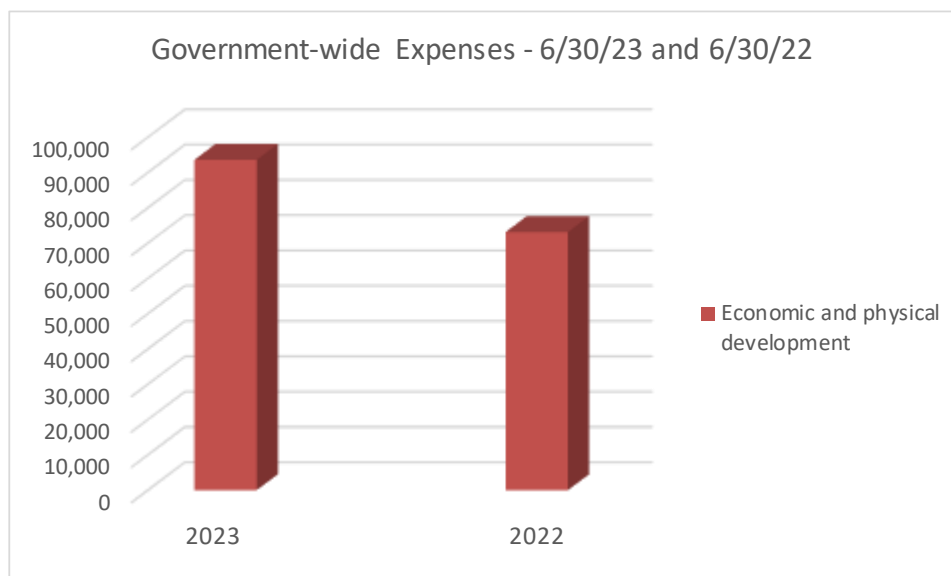
Swansboro Tourism Development Authority
(A Component Unit of the Town of Swansboro, North Carolina)
Management's Discussion and Analysis
For the Year Ended June 30, 2023

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

	Governmental Activities	
	2023	2022
Revenues:		
General revenues:		
Other taxes	\$ 120,821	\$ 101,269
Donations	5,000	4,600
Total Revenues	<u>\$ 125,821</u>	<u>\$ 105,869</u>
Expenses:		
Economic and physical development	<u>\$ 93,607</u>	<u>\$ 73,135</u>
Total Expenses	<u>\$ 93,607</u>	<u>\$ 73,135</u>
Increase (decrease) in net position	\$ 32,214	\$ 32,734
Net position, beginning	<u>175,610</u>	<u>142,876</u>
Net position, ending	<u><u>\$ 207,824</u></u>	<u><u>\$ 175,610</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, 2023



Total governmental activities generated revenues of \$125,821 while expenses in this category totaled \$93,607 for the year ended June 30, 2023. The increase in net position was \$32,214 at June 30, 2023. 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 \$159,210, while total fund balance reached \$207,824 at June 30, 2023.

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, 2023

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, 2024

The Authority and the Town of Swansboro will keep occupancy rates at 3%. We are expecting revenue to increase. The 2023-2024 revenues will continue to be increase as COVID-19 restrictions are lifted. We expect operating expenses to be higher than fiscal year 2023-2023 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, 2023

	<u>Primary Government Governmental Activities</u>
Assets	
Current assets:	
Cash and cash equivalents	\$ 164,540
Deposits	50
Accounts receivable (net)	<u>48,564</u>
Total Assets	<u><u>\$ 213,154</u></u>
Liabilities	
Current liabilities:	
Accounts payable and accrued liabilities	<u>\$ 5,330</u>
Total Liabilities	<u>\$ 5,330</u>
Net Position	
Restricted for:	
Stabilization by State Statute	\$ 48,564
Unrestricted net position	<u>159,260</u>
Total Net Position	<u><u>\$ 207,824</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, 2023

		Net (Expense) Revenue and Changes in Net Position
Functions/Programs	Expenses	Governmental Activities
Primary Government:		
Governmental Activities:		
Economic and physical development	\$ 93,607	\$ (93,607)
Total governmental activities	<u>\$ 93,607</u>	<u>\$ (93,607)</u>
	General Revenues	
	Taxes:	
	Other taxes	\$ 120,821
	Miscellaneous	5,000
	Total General Revenues	<u>\$ 125,821</u>
	Change in Net Position	\$ 32,214
	Net Position, Beginning of year	<u>175,610</u>
	Net Position, End of year	<u><u>\$ 207,824</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, 2023

	<u>General</u>
Assets	
Current assets:	
Cash and cash equivalents	\$ 164,540
Deposits	50
Accounts receivable (net)	<u>48,564</u>
Total Assets	<u><u>\$ 213,154</u></u>
Liabilities and Fund Balances	
Accounts payable and accrued liabilities	<u>\$ 5,330</u>
Fund Balances	
Non-spendable	
Prepaid expense	\$ 50
Restricted:	
Stabilization by State Statute	48,564
Unassigned	<u>159,210</u>
Total Fund Balances	<u><u>\$ 207,824</u></u>
Total Liabilities and Fund Balances	<u><u>\$ 213,154</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, 2023

	<u>General Fund</u>
Revenues	
Unrestricted intergovernmental	\$ 120,821
Donations	5,000
Total Revenues	<u>\$ 125,821</u>
Expenditures	
Current:	
Economic and physical development	<u>\$ 93,607</u>
Total Expenditures	<u>\$ 93,607</u>
Net Change in Fund Balance	\$ 32,214
Fund Balances:	
Beginning of year	<u>175,610</u>
End of year	<u><u>\$ 207,824</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, 2023

	General Fund			Variance with
	Original	Final	Actual	Final Budget
			Amounts	Positive
				(Negative)
Revenues				
Unrestricted intergovernmental	\$ 92,000	\$ 92,000	\$ 120,821	\$ 28,821
Donations	-	-	5,000	5,000
Total Revenues	<u>\$ 92,000</u>	<u>\$ 92,000</u>	<u>\$ 125,821</u>	<u>\$ 33,821</u>
Expenditures				
Advertising and promotion			\$ 64,280	
Audit fee			2,500	
Administrative services			4,100	
Bad debt expense			-	
Non-capitalized outlay			-	
Miscellaneous			-	
Supplies			-	
Travel			545	
Insurance			200	
Dues and subscriptions			2,319	
Tourism related grants			19,663	
Total Expenditures	<u>\$ 94,500</u>	<u>\$ 94,500</u>	<u>\$ 93,607</u>	<u>\$ 893</u>
Revenues Over (Under) Expenditures	<u>\$ (2,500)</u>	<u>\$ (2,500)</u>	<u>\$ 32,214</u>	<u>\$ 34,714</u>
Other financing sources (uses):				
Fund balance appropriated	<u>2,500</u>	<u>2,500</u>	<u>-</u>	<u>(2,500)</u>
Net Change in Fund Balance	<u><u>\$ -</u></u>	<u><u>\$ -</u></u>	<u><u>\$ 32,214</u></u>	<u><u>\$ 32,214</u></u>
Fund Balances				
Beginning of year			<u>175,610</u>	
End of year			<u><u>\$ 207,824</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, 2023

Item IV - c.

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, 2023. 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, 2023

Item IV - c.

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, 2023

Item IV - c.

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, 2023.

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

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, 2023

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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.

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, 2023

Item IV - c.

At June 30, 2023, the Authority's deposits had a carrying amount of \$164,540 and a bank balance of \$168,546. 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, 2023.

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	\$ 207,824
Less:	
Prepaid Expense	50
Stabilization by State Statute	48,564
Remaining Fund Balance	159,210

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. Subsequent Events

Management has evaluated subsequent events through October 18, 2023, the date on which the financial statements were available to be issued.