



Swansboro Tourism Development Authority Agenda

Town of Swansboro

Thursday, April 09, 2026

I. Call to Order

II. Finance Report

- a. **Finance Report-(3rd Qtr. FY 24-25)**
Presenter: Sonia Johnson, Finance Director

III. Approval of Minutes

- a. **October 9, 2025 Regular Meeting Minutes**

IV. Business

- a. **Marketing & Advertising Status Update Discussion**
- b. **Town of Swansboro-Visitor Center Revitalization Project**
Presenter: Jonathan Barlow, Town Manager

The Town of Swansboro is seeking funding to support the revitalization of the Visitor Center.

Recommended Action: Motion to approve funding request for Town of Swansboro Visitor Center Revitalization Project

- c. **Town of Swansboro- PirateFest Special Event**
Presenter: Anna Stanley, Parks & Recreation Director

The Town of Swansboro is seeking funding to support the annual PirateFest Special Event.

Recommended Action: Motion to approve funding request for Town of Swansboro for PirateFest Special Event.

- d. **Town of Swansboro-Swansboro Festivals**
Presenter: Anna Stanley, Parks & Recreation Director

The Town of Swansboro is requesting \$6,500 for the 2025-2026 fiscal year to purchase the City Data AI software program and advertising for the Arts by the Sea Festival.

Recommended Action:

1. *Motion to approve funding request for Town of Swansboro for Swansboro Festivals.*
2. *Motion to approve to allocate \$6,500 each year or match the funds that Onslow County Tourism provides each year.*

e. Town of Swansboro-Tree Lighting Ceremony/Flotilla
Presenter: Justin Webb, Downtown Facilities Coordinator

The Town of Swansboro is seeking funding for the tree lighting ceremony/Flotilla.

Recommended Action: Motion to approve funding request for Town of Swansboro for Tree Lighting Ceremony/Flotilla Event.

f. National Travel & Tourism Week
Presenter: Sonia Johnson-Finance Director

Kelley Brown will be attending the event May 7th and 8th and requested \$300 to be reimbursed for travel expenses.

Recommended Action: Motion to approve funding request for the National Travel & Tourism Day Event.

g. Proposed FY 2026-2027 Budget
Presenter: Sonia Johnson, Finance Director

h. Set Date to hold a public hearing/adoption
Presenter: Sonia Johnson, Finance Director

G.S 159-12 (b)-Before adopting the budget ordinance, the board shall hold a public hearing at which time any persons who wish to be heard on the budget may appear.

i. Board Projects/Discussion Items
Presenter: Randy Swanson, Chair

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

Recommended Action: Discuss and provide any guidance.

V. Board Comments

VI. Adjournment

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

07/01/25-3/31/2026

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism plus administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 124,249.01	\$ 82,832.67	\$ 41,416.34
FYE 2025-2026	\$ 77,174.50	\$ 51,449.67	\$ 25,724.83
TOTALS		\$ 806,629.20	\$ 401,314.62

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures plus administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 97,937.82	\$ 71,877.82	\$ 26,060.00
FYE 2025-2026	\$ 62,174.42	\$ 58,574.42	\$ 3,600.00
TOTALS		\$ 728,184.74	\$ 222,686.90
Available funds as of 3/31/2026		\$ 78,444.46	\$ 178,627.72

\$ 257,072.18

Town of Swansboro
Swansboro Tourism Development Authority
Regular Meeting Minutes
October 9, 2025

Call to Order

The meeting was called to order at 5:30pm. Board members in attendance were Randy Swanson, Jack Harnatkiewicz, Michael Diehl, Linda Thornley, and Preston Patterson. Steven Overby was absent.

Approval of Minutes

On a motion by Mrs. Thornley, seconded by Mr. Patterson, the July 10, 2025, Regular Meeting Minutes were approved unanimously.

Business

Marketing & Advertising Status Update Discussion

Ann Marie Bass of Front Row Communications, LLC presented a direct mail marketing proposal to reach property owners with information about occupancy tax collection. She outlined the costs for a postcard campaign that would direct recipients to a website with more detailed information via QR code. The pricing options included:

- 3,000 mailers (5x5 card, full color): \$2,996.60
- 4,000 mailers: \$3,878.00
- Additional design costs if using a direct mail piece designer: \$499.00

Board members discussed concerns about the effectiveness of using direct mail to collect occupancy taxes from short-term rentals. Finance Director Sonia Johnson shared that the core issue was the inability to determine which properties the occupancy tax payments originated from, particularly because platforms such as Airbnb collected and remitted taxes in bulk without identifying individual properties.

Mr. Diehl suggested that, rather than attempting to create a comprehensive list, the board might consider encouraging the formation of a short-term rental advocacy group. Such a group could help gather general information without sharing specific names or numbers, which could assist in determining whether the Town was receiving the appropriate amount of occupancy tax revenue. He further suggested that focusing on encouraging responsible and ethical short-term rental practices might be more effective than pursuing tax enforcement.

Finance Report- (1st Qtr.-FY 25-26)

Finance Director Johnson reviewed the first-quarter financial report for fiscal year 2025–2026. She reported a beginning fund balance of \$242,072.10. Revenues for the first quarter (July through September) totaled \$47,435.82, and expenditures amounted to \$23,495.08, resulting in an available fund balance of \$266,012.84.

Portable Restroom Discussion

Finance Director Johnson reported that she had been tasked with obtaining quotes for a portable restroom but required more specific guidance from the board regarding its requirements. She raised several questions about the board's preferences, including whether

the restroom should be a two-stall facility, ADA accessible, and intended for permanent or temporary placement. She further noted that for large events, the town already rents multiple portable restrooms and that the TDA had previously contributed \$2,000 toward such rentals. She also advised that if there are future plans for the visitor center, TDA funds might need to be allocated for that capital expenditure instead.

Mr. Diehl clarified that when he initially proposed the idea, it was intended as a way to use TDA funds to benefit the town. He suggested that input should come from town departments—such as Parks and Recreation, Public Works, and the Town Manager, indicating how a portable restroom facility could serve their needs. He noted that the restroom could have multiple purposes beyond addressing the immediate need created by the closed visitor center, including use during festivals and by other departments.

The board agreed that more input from town departments regarding specific needs and potential uses for a portable restroom was needed before moving forward. The consensus was to raise the topic at the next Board of Commissioners meeting to assess interest and potential uses among the various town departments.

2026 Regular Meeting Schedule

Finance Director Johnson reviewed Pursuant to NCGS 143-318.12 a public body may establish a schedule of regular meetings, showing the time and place. A copy of the schedule would be filed with the Town Clerk. A regular meeting schedule for the 2nd Thursday of each quarter was provided for consideration.

- Thursday, January 8, 2026, 2:30pm
- Thursday, April 9, 2026, 2:30pm
- Thursday, July 9, 2026, 2:30pm
- Thursday, October 8, 2026, 2:30pm

On a motion by Mr. Diehl, seconded by Mrs. Thornley, the proposed meeting schedule was approved unanimously.

Board Projects/Discussion Items

The board inquired about attendance requirements, noting some uncertainty regarding how many consecutive meetings a board member was allowed to miss. The staff agreed to follow up with an answer.

Adjournment

On a motion by Ms. Thornley, seconded by Mr. Diehl, the meeting adjourned at 3:37 pm.

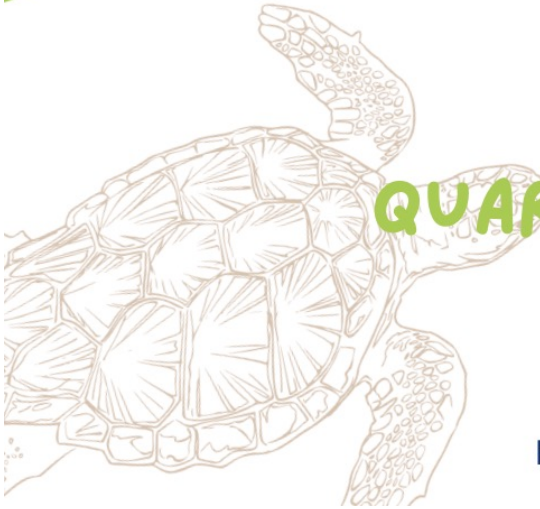


Swansboro

Friendly City by the Sea

QUARTERLY STATUS UPDATE REPORT

APRIL 9, 2026



Presented by: Anne Marie Bass, Front Row Communications



Table of Contents & Status Update Notes

1. Visit NC Content Pillar & 2027 Travel Guide Media Pitch

- Media pitch developed and presented on **February 11** to support inclusion in Visit NC content and 2027 Travel Guide.
- Supporting slides included here for reference

2. Website Stats

I've included GA4 snapshots reflecting website performance over the past 12 months, along with a recent 90-day snapshot for current activity.

Key Highlights:

- Organic search continues to be the primary driver of website traffic, supported by paid social and direct traffic during key campaign periods.
- Top-performing pages consistently include core visitor information, seasonal events, and blog content—indicating strong alignment with trip planning and destination discovery.
- Website traffic remains concentrated within North Carolina, with continued visibility in nearby and out-of-state drive markets such as Virginia, South Carolina, and Georgia.
- Engagement trends remain steady, with noticeable spikes aligning with seasonal campaigns, signature events, and promotional efforts throughout the year.

Data Note:

Recent analytics include some irregular city-level data due to a temporary website security issue (since resolved)

3. Social Media Stats & Metrics – January 1, 2026 to Date

4. Facebook/Instagram Ad Reports – January 1, 2026 – to Date

5. Swansboro Insider Monthly Marketing Eblasts – February, March (April deployed today – 4.1.26)



Table of Contents & Status Update Notes

6. Website

- Ongoing website maintenance and updates across key pages, including homepage, landing pages, festival pages, and promotional content.
- **Completed:** New blog post – *Discover the Coastal Charm of Historic Swansboro*
Developed for the Visit NC Welcome Journey campaign and as evergreen content for ongoing digital marketing efforts.

7. **Downtown Merchants, Tours, Food & Drink Guide** - Spring 2026 Update: Going to press this week.

8. **Our State Magazine** – March and April - 1/6 page ads; January and February Sunday Morning Read Eblasts

9. **Raleigh Magazine** – February and April 1/4 page ads - included

10. 2026/2027 Proposed Marketing & Advertising Plan and Budget

- A proposed plan and budget has been developed, including a defined **core investment** based on prior years.
- Additional media placements are outlined with supporting **circulation, audience, and demographic insights** (as requested).
- **Tiered options (Platinum, Gold, Silver, Bronze)** are included to guide discussion based on budget levels.
- Individual placements can also be reviewed and selected **à la carte**, depending on priorities.

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

Appendix

STDA Approved Budget for 2025-2026 Fiscal Year – Snapshot to Date



1



2



3

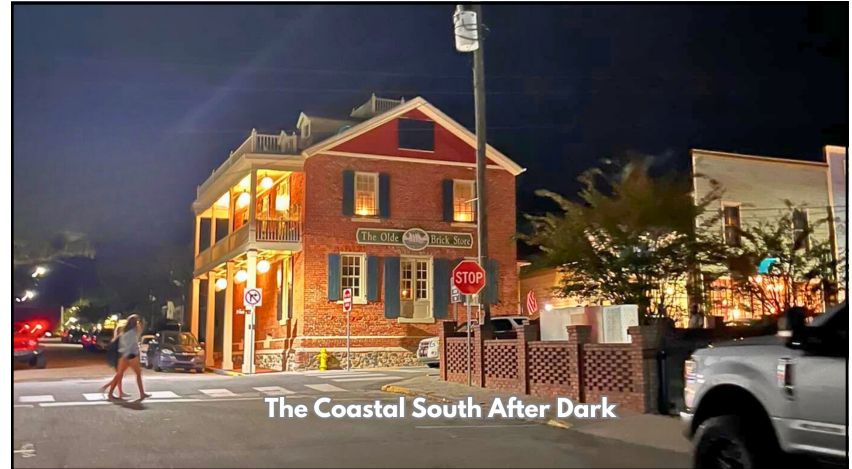


4



America 250 Through a Local Lens

5



The Coastal South After Dark

6



Research-Backed Stories from 100+ Interviews

7



Spirits of Swansboro → Heebie Jeebie Jacksonville

8



A 45-Year Swansboro Fishing Legacy

9



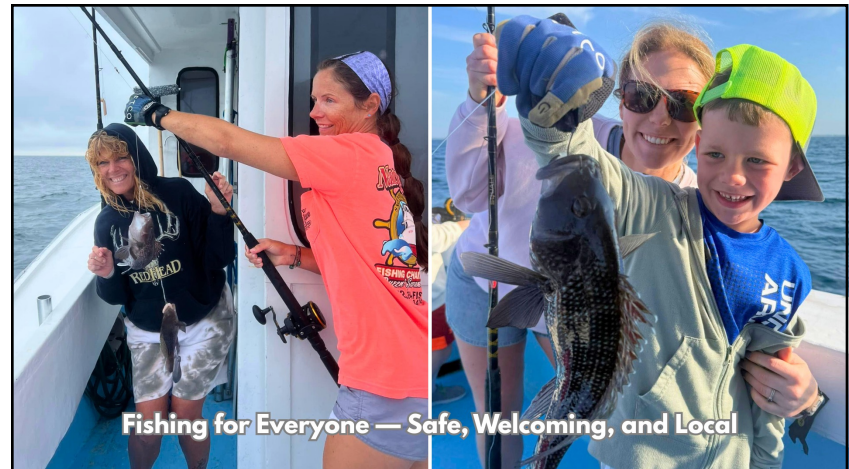
**A New Chapter Led by Coast Guard Veterans
Captain Tess & Captain Chris**

10



A Multigenerational, All-Hands Family Crew

11



Fishing for Everyone — Safe, Welcoming, and Local

12



Explore the Waters of the Crystal Coast

13



Saltwater fly-fishing guide, community builder.
Captain Perry McDougald, founder of Sound Side Outfitters

14

Perry's Insider Swansboro

GO-TO Lunch:
Church Street Market & Pub — Smokehouse Turkey

Dinner:
Il Cigno Italiano — Deviled Eggs + Beef Short Rib

Quiet Spot:
Patsy's Pond, Croatan Forest

Sunset:
Behind his shop

Fav Coffee:
Giovanni's Brooklyn Bagels

Nightlife:
Dini's Martinis & Desserts

Hidden Gem:
"Swansboro itself."

15



Jordan's Smokehouse & Oyster Bar —
Family-Owned, Local Favorite

16



17



18



19



20



VisitSwansboro.org – Website Stats

Top Traffic Sources – (last 12 months)

<input type="checkbox"/> Session primary...Channel Group ▾ +		↓ Sessions	Engaged sessions
<input checked="" type="checkbox"/>	Total	90,981 100% of total	30,883 100% of total
<input checked="" type="checkbox"/>	1 Organic Search	42,554 (46.77%)	21,824 (70.67%)
<input checked="" type="checkbox"/>	2 Paid Social	29,680 (32.62%)	3,700 (11.98%)
<input checked="" type="checkbox"/>	3 Direct	11,173 (12.28%)	2,728 (8.83%)
<input checked="" type="checkbox"/>	4 Organic Social	4,734 (5.2%)	1,536 (4.97%)
<input checked="" type="checkbox"/>	5 Referral	1,693 (1.86%)	859 (2.78%)
<input type="checkbox"/>	6 Paid Other	1,448 (1.59%)	246 (0.8%)
<input type="checkbox"/>	7 Email	671 (0.74%)	256 (0.83%)
<input type="checkbox"/>	8 Unassigned	309 (0.34%)	73 (0.24%)

Top Traffic Sources – (last 90 days)

<input type="checkbox"/> Session primary...Channel Group ▾ +		↓ Sessions	Engaged sessions
<input checked="" type="checkbox"/>	Total	14,366 100% of total	4,966 100% of total
<input checked="" type="checkbox"/>	1 Organic Search	6,133 (42.69%)	3,387 (68.2%)
<input checked="" type="checkbox"/>	2 Paid Social	3,523 (24.52%)	483 (9.73%)
<input checked="" type="checkbox"/>	3 Direct	2,896 (20.16%)	351 (7.07%)
<input checked="" type="checkbox"/>	4 Organic Social	776 (5.4%)	288 (5.8%)
<input checked="" type="checkbox"/>	5 Email	531 (3.7%)	199 (4.01%)
<input type="checkbox"/>	6 Referral	304 (2.12%)	179 (3.6%)
<input type="checkbox"/>	7 Unassigned	184 (1.28%)	57 (1.15%)



VisitSwansboro.org – Website Stats

Top 10 Pages Visited – (last 12 months)

<input checked="" type="checkbox"/>	Total	129,080 100% of total	76,096 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	20,121 (15.59%)	15,263 (20.06%)
<input checked="" type="checkbox"/>	2 Swansboro by Candlelight -	9,737 (7.54%)	7,057 (9.27%)
<input checked="" type="checkbox"/>	3 Swansboro Christmas Flotilla	8,803 (6.82%)	6,634 (8.72%)
<input checked="" type="checkbox"/>	4 Mullet Festival of North Carolina - 2025	7,191 (5.57%)	5,626 (7.39%)
<input checked="" type="checkbox"/>	5 Swansboro Pirate Fest	6,651 (5.15%)	5,581 (7.33%)
<input type="checkbox"/>	6 Latest News Visit Swansboro	6,463 (5.01%)	4,768 (6.27%)
	7 (not set)	4,320 (3.35%)	139 (0.18%)
<input type="checkbox"/>	8 Swansboro Independence Day Celebration -	4,113 (3.19%)	3,345 (4.4%)
<input type="checkbox"/>	9 Swansboro Arts by the Sea Festival 2025	4,034 (3.13%)	3,244 (4.26%)
<input type="checkbox"/>	10 Historic Downtown Shopping in Swansboro	3,935 (3.05%)	2,825 (3.71%)

Top 10 Pages Visited - (last 90 days)

<input checked="" type="checkbox"/>	Total	20,092 100% of total	12,365 100% of total
<input checked="" type="checkbox"/>	1 Welcome to the Town of Swansboro NC	3,060 (15.23%)	2,431 (19.66%)
<input checked="" type="checkbox"/>	2 Latest News Visit Swansboro	1,984 (9.87%)	1,532 (12.39%)
<input checked="" type="checkbox"/>	3 Home -	1,471 (7.32%)	1,088 (8.8%)
<input checked="" type="checkbox"/>	4 Discover Coastal Charm in Historic Swansboro The Friendly City by the Sea	1,316 (6.55%)	1,111 (8.99%)
<input checked="" type="checkbox"/>	5 Marina, Boat Charters, Outfitters, Eco Tours and Kayaking -	817 (4.07%)	750 (6.07%)
<input type="checkbox"/>	6 Historic Downtown Shopping in Swansboro	775 (3.86%)	578 (4.67%)
<input type="checkbox"/>	7 Hammocks Beach State Park -	658 (3.27%)	529 (4.28%)
<input type="checkbox"/>	8 Festivals & Events -	545 (2.71%)	362 (2.93%)
<input type="checkbox"/>	9 Merchants, Tours, Food & Drink Guide & Map	511 (2.54%)	385 (3.11%)
<input type="checkbox"/>	10 Swansboro Dining & Drinks -	498 (2.48%)	386 (3.12%)



VisitSwansboro.org – Website Stats

Top States Visiting Site – (last 12 months)

Region		Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total	76,096 100% of total	75,956 100% of total	30,883 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	43,308 (56.91%)	42,561 (56.03%)	15,740 (50.97%)
<input checked="" type="checkbox"/>	2 Virginia	5,360 (7.04%)	4,881 (6.43%)	2,312 (7.49%)
<input checked="" type="checkbox"/>	3 Georgia	3,309 (4.35%)	2,744 (3.61%)	1,679 (5.44%)
<input type="checkbox"/>	4 (not set)	2,808 (3.69%)	2,189 (2.88%)	212 (0.69%)
<input checked="" type="checkbox"/>	5 Florida	2,447 (3.22%)	2,007 (2.64%)	1,316 (4.26%)
<input checked="" type="checkbox"/>	6 New York	2,287 (3.01%)	1,865 (2.46%)	1,273 (4.12%)
<input type="checkbox"/>	7 Ohio	2,056 (2.7%)	1,609 (2.12%)	1,189 (3.85%)
<input type="checkbox"/>	8 South Carolina	1,872 (2.46%)	1,582 (2.08%)	845 (2.74%)
<input type="checkbox"/>	9 Gansu	1,778 (2.34%)	1,769 (2.33%)	15 (0.05%)
<input type="checkbox"/>	10 Michigan	1,741 (2.29%)	1,304 (1.72%)	1,022 (3.31%)

Top States Visiting Site – (last 90 days)

Region		Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total	12,365 100% of total	12,370 100% of total	4,966 100% of total
<input checked="" type="checkbox"/>	1 North Carolina	5,088 (41.15%)	4,969 (40.17%)	2,308 (46.48%)
<input type="checkbox"/>	2 (not set)	1,159 (9.37%)	1,151 (9.3%)	51 (1.03%)
<input checked="" type="checkbox"/>	3 Virginia	924 (7.47%)	868 (7.02%)	350 (7.05%)
<input checked="" type="checkbox"/>	4 Gansu	678 (5.48%)	678 (5.48%)	0 (0%)
<input checked="" type="checkbox"/>	5 Georgia	667 (5.39%)	612 (4.95%)	226 (4.55%)
<input checked="" type="checkbox"/>	6 New York	386 (3.12%)	330 (2.67%)	225 (4.53%)
<input type="checkbox"/>	7 Florida	356 (2.88%)	298 (2.41%)	190 (3.83%)
<input type="checkbox"/>	8 South Carolina	306 (2.47%)	269 (2.17%)	133 (2.68%)
<input type="checkbox"/>	9 Ohio	289 (2.34%)	248 (2%)	183 (3.69%)
<input type="checkbox"/>	10 Pennsylvania	235 (1.9%)	202 (1.63%)	147 (2.96%)



VisitSwansboro.org – Website Stats

Top Cities Visiting Site – (last 12 months)

<input type="checkbox"/> City <input type="button" value="+"/>		<input type="button" value="↓"/>	Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total		87,769 100% of total	87,627 100% of total	36,281 100% of total
<input type="checkbox"/>	1 (not set)		7,285 (8.3%)	6,938 (7.92%)	2,191 (6.04%)
<input checked="" type="checkbox"/>	2 Swansboro		6,294 (7.17%)	6,104 (6.97%)	2,422 (6.68%)
<input checked="" type="checkbox"/>	3 Raleigh		6,028 (6.87%)	5,781 (6.6%)	1,982 (5.46%)
<input checked="" type="checkbox"/>	4 Charlotte		4,610 (5.25%)	4,419 (5.04%)	1,732 (4.77%)
<input checked="" type="checkbox"/>	5 Jacksonville		3,554 (4.05%)	3,465 (3.95%)	1,352 (3.73%)
<input checked="" type="checkbox"/>	6 Emerald Isle		1,891 (2.15%)	1,811 (2.07%)	769 (2.12%)
<input type="checkbox"/>	7 Lanzhou		1,778 (2.03%)	1,769 (2.02%)	15 (0.04%)
<input type="checkbox"/>	8 Ashburn		1,754 (2%)	1,679 (1.92%)	932 (2.57%)
<input type="checkbox"/>	9 Atlanta		1,227 (1.4%)	1,129 (1.29%)	688 (1.9%)
<input type="checkbox"/>	10 Singapore		1,199 (1.37%)	650 (0.74%)	16 (0.04%)

Top Cities Visiting Site – (last 90 days)

<input type="checkbox"/> City <input type="button" value="+"/>		<input type="button" value="↓"/>	Active users	New users	Engaged sessions
<input checked="" type="checkbox"/>	Total		12,365 100% of total	12,370 100% of total	4,966 100% of total
<input type="checkbox"/>	1 (not set)		1,190 (9.62%)	1,148 (9.28%)	312 (6.28%)
<input checked="" type="checkbox"/>	2 Swansboro		689 (5.57%)	664 (5.37%)	324 (6.52%)
<input checked="" type="checkbox"/>	3 Lanzhou		678 (5.48%)	678 (5.48%)	0 (0%)
<input checked="" type="checkbox"/>	4 Singapore		613 (4.96%)	610 (4.93%)	0 (0%)
<input checked="" type="checkbox"/>	5 Raleigh		538 (4.35%)	519 (4.2%)	213 (4.29%)
<input checked="" type="checkbox"/>	6 Charlotte		442 (3.57%)	426 (3.44%)	186 (3.75%)
<input type="checkbox"/>	7 Jacksonville		333 (2.69%)	320 (2.59%)	170 (3.42%)
<input type="checkbox"/>	8 Atlanta		163 (1.32%)	155 (1.25%)	68 (1.37%)
<input type="checkbox"/>	9 Forest City		134 (1.08%)	131 (1.06%)	54 (1.09%)
<input type="checkbox"/>	10 New York		127 (1.03%)	118 (0.95%)	55 (1.11%)

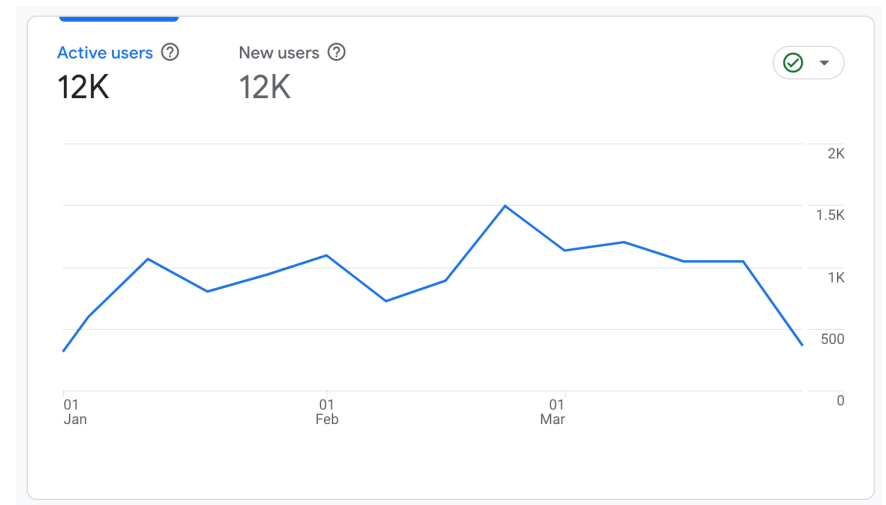
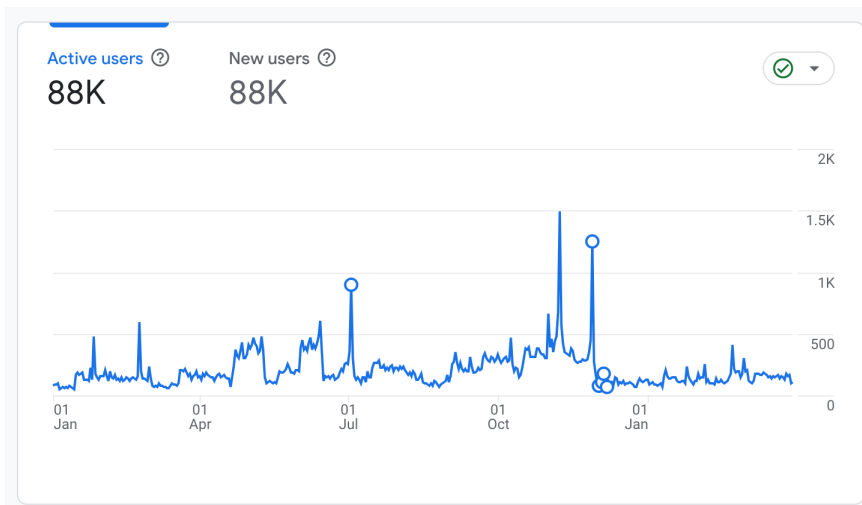


VisitSwansboro.org – Website Stats

Total # of Active Users & NEW Users

(last 12 months)

(last 90 days)





Facebook & Instagram Metrics and Snapshot – Jan 2, 2026 thru Apr 1, 2026

April 2026 Report:

Facebook – 12,542 followers

Instagram – 3,227 followers

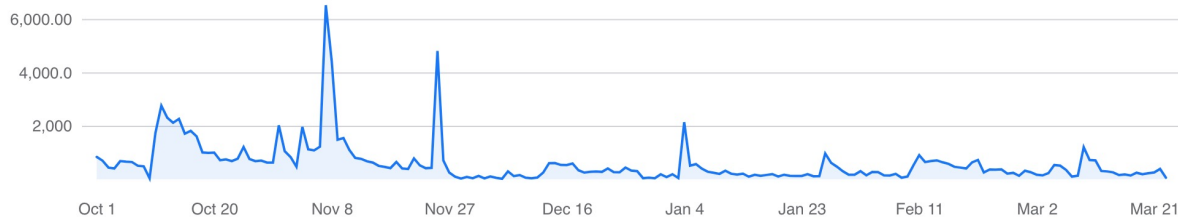
January 2026 Report:

Facebook – 12,203 followers

Instagram – 3,108 followers

107,258 Engagement ⓘ

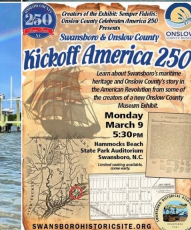
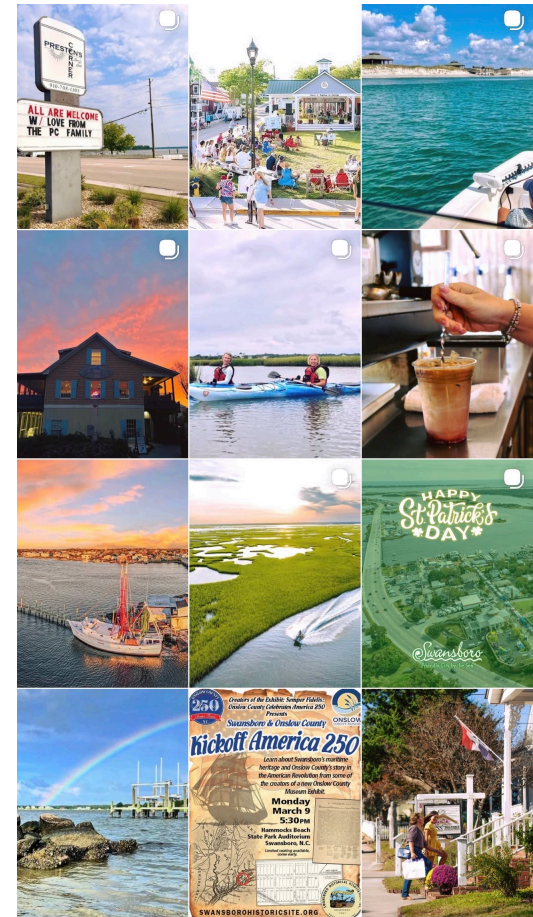
+16.1% from previous 183 days



👍
18,669
Reactions ⓘ

💬
898
Comments ⓘ

➦
2,173
Shares ⓘ





Annual Swansboro Event

MAY 9, 2016
Pirate Fest
Historic Downtown Swansboro
(910) 326-2600

JUNE 13, 2016
Arts By The Sea
Historic Downtown Swansboro
(910) 326-2600

JULY 3, 2016
Independence Day Celebration
Historic Downtown Swansboro
(910) 326-2600

OCTOBER 10-11, 2016
72nd Swansboro Mullet Festival of NC
Historic Downtown Swansboro
(910) 326-2600

NOVEMBER 14, 2016
Swansboro by Candlelight Shopping
Historic Downtown Swansboro

NOVEMBER 27, 2016
Swansboro Christmas Fiesta
(rain date November 28)
Historic Downtown Swansboro
(910) 326-2600

Hampton Inn & Suites
Phone: _____

Swansboro
www.VisitSwansboro.org

Photos by Todd Dini @dini_photo

HISTORIC DOWNTOWN SWANSBORO

MERCHANTS, TOURS, FOOD & DRINK GUIDE

SwanFest
2016 Outdoor Free Concert Series
Memorial Day through Labor Day

Meats - Rockabilly Country/Rock
Band - Rock
Grass
Blues - Rock, Blues & Originals
Americana
Current Rock
Surf/Jazz-Rock &
Alt Rock
Country/Southern Rock
Rock
Rock, Originals

Downtown Merchants & Restaurants Guide & Map – Spring 2026

- 1 Swansboro Paddle Boarding & Kayaking (910) 894-472 Paddle boards, kayak, boat & jet ski rentals, island taxis, customized guided trips, apparel & more!
- 2 By The Bridge Restaurant (910) 709-1020 Waterfront dining, Dock and Dine, Caribbean flare - American fare, Full bar, burgers, Sunday brunch, Live music or DJ most weekends. Late night service. Open daily 7:30am-8:1D.
- 3 To Be Announced
- 4 Boro Low Country Kitchen "windward" (910) 325-0902 Waterfront dining with open-air and covered seating, Dock and Dine. Steam pots, Low country boils, poboy's & more. Live music. Full ABE permits. Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm
- 5 The BORO Restaurant & Bar "leeward" (910) 325-0902 Waterfront dining, Dock and Dine. Coastal Carolina cuisine with chef features and fresh local fish. Live acoustic music. Thurs-Sat, Bar, courtyard, and pavilion seating. Open daily 11am.
- 6 Swansboro Front Street Grocery (910) 650-7144 An artisanal downtown grocery offering microbrews, beer, wine, specialty drinks, jams, pickled items, salsa and more.
- 7 Yana's Restaurant (910) 326-5502 Talk of the Town's Star Award Winner. A 1950's diner serving breakfast and lunch. Burgers, shakes, famous hot fritters, omelets and gourmet salads.
- 8 Gray Dolphin (910) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.
- 9 Bogus Banks Realty (910) 325-0868 A proven leader in real estate sales.
- 10 To Be Announced
- 11 Poor Man's Hole (252) 671-0020 Handcrafted furniture by Speight Ritze, gifts and vintage artifacts.
- 12 The Mercantile (910) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.
- 13 Instigator Fishing & Diving Charters (910) 383-7815 Operating a 31' Contender for all our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive Charters 6:00am till 10:00am, Wedge and night diving, Spearfishing and Regulator Food/hut.
- 14 The Lady Swan / Swansboro Boat Tours (910) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!
- 15 Bake Bottle & Brew (910) 325-7550 Waterfront shop for books, gifts, beer, wine, coffee, and ice cream - perfect for relaxing, browsing, and sipping.
- 16 Willy Willy Warehouse (252) 383-0857 Waterfront spot for the music, drink, unique gifts, and cheering on the Eagles in a fun, laid-back atmosphere.
- 17 Saltwater Grill (910) 326-7500 People come for the view and stay for the food - casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.
- 18 Casper's Marina (910) 326-4462 Easy docking, boat gas, dry stack facility, ships store.
- 19 Novelty Nook (910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, decor and more. Variety of Swansboro logo merchandise.
- 20 Rocket Fizz (910) 325-7100 Retro candy/boya pop/cake cream/boys! 5,000+ types of nostalgia & international candy! Come and be Willy Wonka for the day!
- 21 Giovanni's Brooklyn Bagels (910) 325-7164 Offering fresh bagels, sandwiches, pastries, and coffee! Open Mon - Sat, 7am to 2pm; Sun, 8am to 1pm.
- 22 Bella Hair & Boutique (910) 989-8079 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.
- 23 Reverse Aesthetics Medical Spa (252) 744-4462 Cosmetic Injector & Laser Specialist: Botox, Fillers, Laser treatments, RF Microneedling and Skin Care Products. Call for more information.
- 24 Church Street Market & Pub (910) 325-8546 Specialty sandwiches, soup, desserts, fine wines, beer & spirits. Thurs on Thurs nights at 6:30pm.
- 25 Swansboro Visitors Center (910) 326-4428 Temporarily closed for construction.
- 26 Swansboro Town Hall (910) 326-4428 www.swansboro-nc.org
- 27 Cedro De Azmar/Cigar Shop (252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.
- 28 Silver Line Jewelry, Art & Unique Finds (910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Concept earrings made for sensitive ears.
- 29 Gigi Nails (910) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.
- 30 Seasons on Main Curated seasonal, unique gifts, and thoughtful pieces designed to celebrate every season, holiday and everyday moments.
- 31 18 Collectibles A collectible store featuring trading card games, video games, toys, and other fun, nostalgic, collectible items.
- 32 Jess' Boutique (910) 325-8340 Women's and men's apparel, along with thoughtfully curated accessories for effortless, everyday style.
- 33 Brickhouse Boutique (252) 470-6032 Curated apparel, gifts & accessories for babies to ladies - where comfort, charm & affordability meet!
- 34 Marrow Boutique (910) 325-8140 Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.
- 35 Dini's Martinis and Desserts (910) 325-8140 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites, and so much more!
- 36 Boro Girl Boutique (910) 650-0094 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4
- 37 Salt Marsh Cottage (910) 708-1664 Must haves for Coastal Living!
- 38 Preston's Corner Bar & Grill & The Back Bar on Front Street (910) 708-1992 Homemade coastal cuisine with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.
- 39 Games Boutique (910) 326-4208 Trendy fashions, shoes and accessories.
- 40 Il Cigno Italiano (910) 325-7845 Waterfront dining, Dock and Dine. House-made Italian, gnocchi, pasta, pizza, mazzarella. Chef specials with local fish. Full menu at the Copper Bar. Open 4pm. Closed Tuesdays.
- 41 Riverside Steak & Seafood (910) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menu. Famous sweet potato muffins, full bar and extensive wine list.
- 42 Clyde Phillips Seafood (910) 326-4468 N.C. caught "fresh local seafood" - fish, crabs, shrimp and shell fish.
- 43 Pogies' Fishing Charters, Coastal Tours, Kayaking & Rental Center (910) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro
- 44 Pogies' Bait & Tackle Shop (910) 326-4468 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.
- 45 Coastal Grazes Mercantile (252) 424-0780 Grab-and-go sandwiches, drinks, snacks, meats, cheeses, charcuterie boards and ice cream - perfect for boaters, locals and travelers along Hwy 24.
- 46 Sound Side Outfitters (910) 708-1053 The Crystal Coast's premier fly shop for all your fly fishing needs. Books, reels, materials, flies, charters and more.
- 47 Nancy Lee III Fishing Charters, LLC (252) 554-3474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.
- 48 Marsh Cruises (910) 330-8750 Offering scenic cruises and shelling adventures exploring Swansboro's waterways with history, nature, and coastal charm.
- 49 Crystal Coast Ghost Walking Tours (252) 713-7843 Experience Swansboro's haunted history on a spirit-filled walking tour filled with eerie tales and coastal legends.

Map showing downtown Swansboro, NC streets including Church Street, Main Street, Moore Street, Front Street, Walnut Street, Elm Street, Water Street, and others. Landmarks include Town Hall, Visitors Center, and various businesses marked with numbers 1-49.

Legend:
 ● Merchants
 ● Visitors Center, Town Hall & Restaurants
 ● Marina, Boat Charters, Outfitters, Kayaking & Tour Operators

TO JACKSONVILLE
 JUST A 5 MINUTE DRIVE FROM DOWNTOWN:
 Hampton Inn & Suites, Swansboro Phone: (910) 325-9000
 Hammonds Beach State Park (910) 326-4881
 Paddle Inn (910) 642-3297
 paddle.com

TO MOREHEAD CITY >

Currently at the printer and will be shipped to each the 14 NC Welcome Centers & the remainder for distribution locally in Swansboro.

21



Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026



Visit Swansboro NC Ad

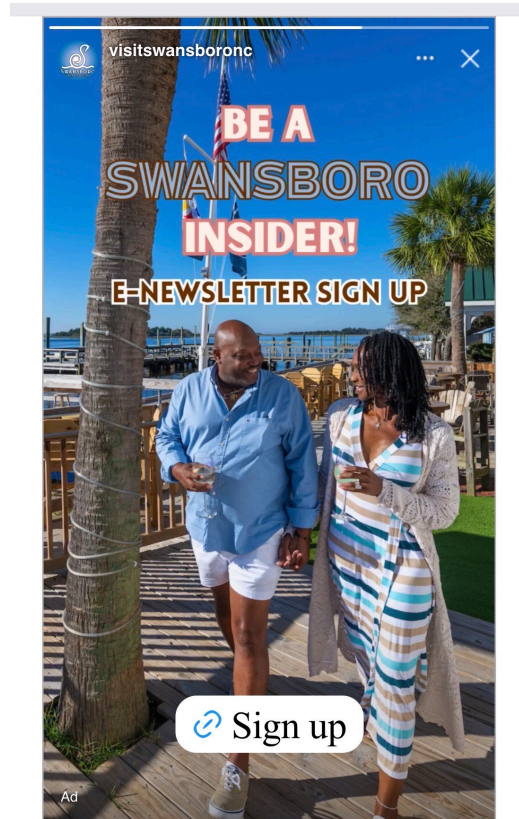
Escape to a charming coastal town! Unwind and discover unique shops, water adventure, delicious dining options, exciting ...See more



visitswansboro.org Discover the Charm of Swansboro Sign up

Love by the Sea_Email Sign Up_Jan & Feb 2026 Completed • Traffic

1,415 Landing Page Views	\$0.25 Cost per Landing Page View	\$349.62 Spent
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Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026

Visit Swansboro NC Ad · 🌐

History lovers — this one's for you. 🕒 If coastal history fascinates you, circle these dates. 👁️ 14 🌐 ...See more

👍 ❤️ 😮 Onslow ... 10 comments 104 shares

👍 Like 🗨️ Comment ➦ Share

	Post: "🌈 A little Irish luck by the water... just in time..." Completed · Engagement	:
884 Post engagements	\$0.0847 Cost per Post Engagement	\$74.88 Spent
	Post: "History lovers — this one's for you. 🕒 If coastal..." Completed · Engagement	:
2,637 Interactions	\$0.0542 Cost per Interaction	\$142.86 Spent

Visit Swansboro NC Ad · 🌐

🌈 A little Irish luck by the water... just in time for St. Patrick's Weekend. 🍀 👁️ ...See more

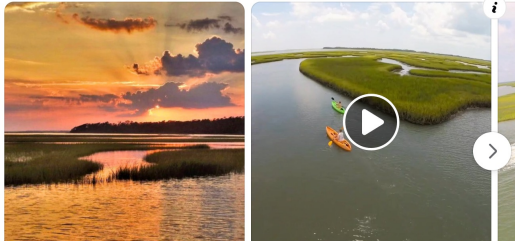
👍 ❤️ 😮 Visit Swan... 11 comments 45 shares

👍 Like 🗨️ Comment ➦ Share

Facebook/Instagram Ad Campaigns Summary Snapshot – Jan 3, 2026 to April 9, 2026

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.




Spring Feels Like This
Sunset views over the ... [Learn more](#)

A Little Slower Here
Paddle the quiet waters [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.

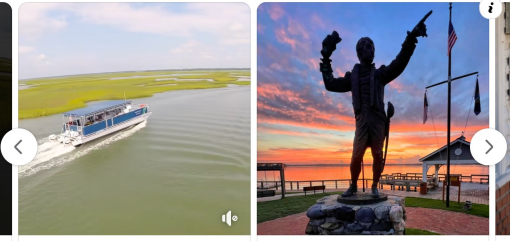


A Little Slower Here
Paddle the quiet waters [Learn more](#)

Nature in Motion
Ferry rides to Bear Island [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.




Nature in Motion
Ferry rides to Bear Island [Learn more](#)

Where History Lives
A waterfront town with ... [Learn more](#)

🔍 1 **Jan 1 - Mar 31** **Completed**


Ended recently

 **Late Winter Early Spring 2026 General Campaign**
Completed · Traffic

1,946 Landing Page Views	\$0.36 Cost per Landing Page View	\$699.87 Spent
------------------------------------	---	--------------------------

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.




Where History Lives
A waterfront town with ... [Learn more](#)

Small Shops, Big Charm
Stroll historic downtown... [Learn more](#)

Visit Swansboro NC
March 8 at 10:59 AM · 🌐

A change of pace is waiting in the Friendly City by the Sea. 🌊 Plan your next coastal escape in Swansboro.



Small Shops, Big Charm
Stroll historic downtown... [Learn more](#)

Savor the Views
Dining by the water [Learn more](#)



Visit Swansboro Marketing Eblasts

Monthly Eblasts – February 2026 through April, 2026

April 2026 Eblast will go out later this afternoon



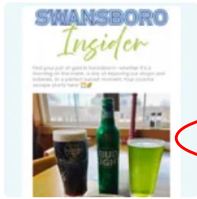
April 2026 Eblast

Draft



Email

• Created Mar 27, 2026 at 2:33pm EDT



March 2026 Eblast

Sent



Email

• Sent Mar 1, 2026 at 10:00am EDT • Resent Mar 4, 2026 at 8:30...

2,552 sends • 1,505 (62%) opens • 35 (1%) clicks • 105 (4%) bounces • 7 (1%) unsubscribes



February 2026 Eblast

Sent



Email

• Sent Feb 1, 2026 at 9:00am EDT • Resent Feb 4, 2026 at 2:30p...

2,495 sends • 1,313 (55%) opens • 28 (1%) clicks • 106 (4%) bounces • 5 (1%) unsubscribes

Untitled Multi-channel Ca... 025

Industry Standards:

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

32.55% 2.03% 10.31%

Travel & Hospitality:

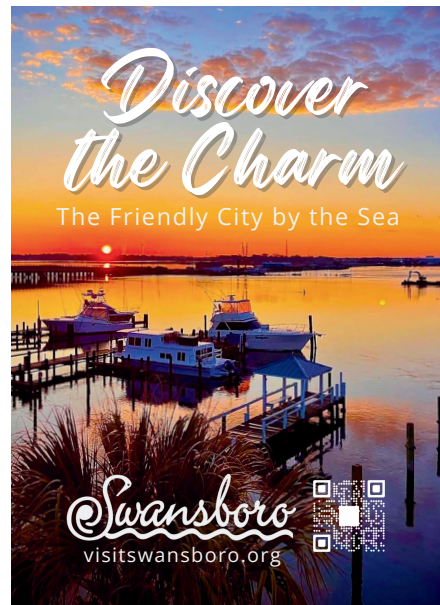
31.02% 1.34% 8.81%

We've seen continued growth:
2,351 contacts in Jan 2025, now
up to 2555 in April.

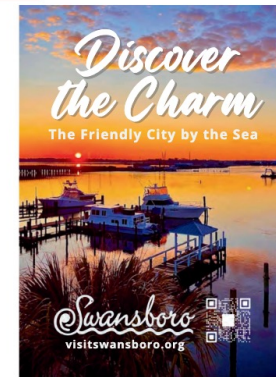




Raleigh Magazine – February 2026 Issue












BUZZ



People ARE Talking About

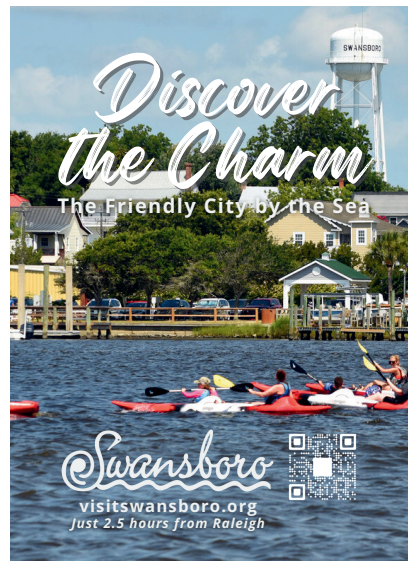
Raleighites making moves

HOUSING	FINANCE	HEALTH CARE
 Krislin Hoffmann Regional Director Community Association Management Services	 Laura Hawkins SVP & Treasury Sales Officer North State Bank	 Cristy Page CEO UNC Health
MEDIA	MEDIA	MEDIA
 Megan Cloherly Senior Reporter/ Anchor WRAL	 Caroline Yaffa State Government Reporter WRAL	 Alex Littlehales Enterprise Reporter WRAL
FINANCE	ATHLETICS	FINANCE
 Zack Horton Assistant Vice President TowneBank	 Mike Maniscalco NC Sportscaster of the Year Carolina Hurricanes	 Jenae Alston VP of Consumer Lending Coastal Credit Union

SUBMIT YOUR ANNOUNCEMENTS AT RALEIGHMAG.COM/PEOPLE



Raleigh Magazine – April 2026 Issue

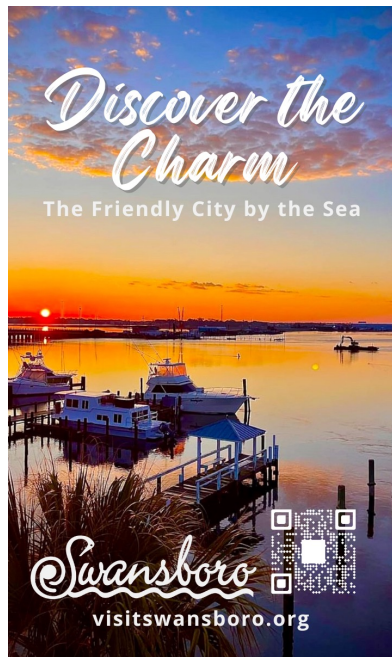


Looking for a relaxing escape or a fun-filled family vacation? We've got you covered.





Our State Magazine – March & April 2026 Issues



[Read More](#)

[Our State Eblast – January 25 & February 22, 2026 – Sunday Morning Read](#)



Plan Your Swansboro Spring Vacay

Spring break is closer than you think — plan your Swansboro escape now. Stroll our historic waterfront downtown for shops and local eats, then head outside for boating, fishing, kayak tours, and sunset cruises. Add a Bear Island beach day for shelling and sea breezes.

[Read More](#)



Swansboro: Your Spring Getaway

Dreaming of spring breezes? Plan a Swansboro coastal reset. Explore our historic waterfront downtown, enjoy local dining, and get on the water — kayaking, boating, fishing, and sunset cruises. Then hop to Bear Island for beach time, shelling, and sea breezes.



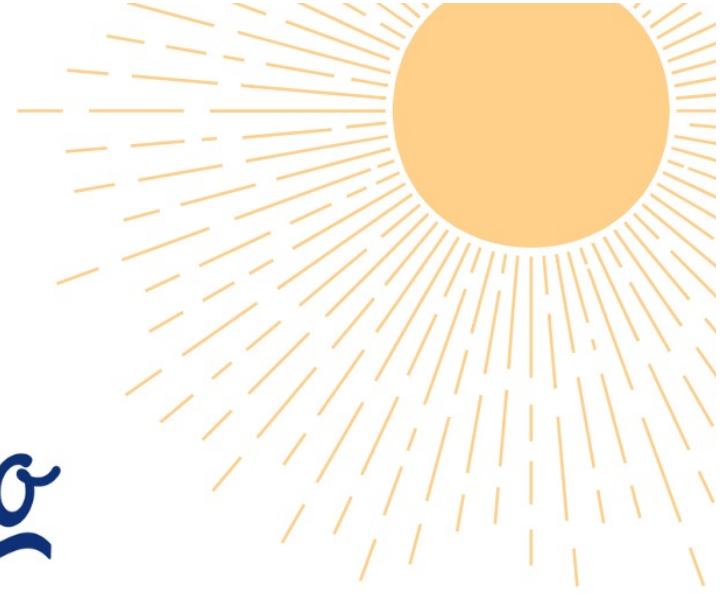


Swansboro Chamber Directory – 2026 Issue



Blue Water Beacon & Barefoot Guide – 2026 Issues





Swansboro

Friendly City by the Sea

APPENDIX





2025/2026 STDA Approved Budget – Snapshot – **UPDATED 4.1.26**

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT COLLATERAL	2026 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2026)	700.00	0	700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece Will be going to print this week and will actual amount.
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)	815.00	0	815.00	Fall Reprint completed in October 2025 - To my knowledge, there was no invoice for this order (as there was a shipping problem with the last order - no charge?)
WEBSITE	Dream Host - 2025/2026 Annual website hosting & Maintenance Plan	1,847.00	1787.00	60.00	Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/mo
WEBSITE	Misc. Tech Needs for Website	400.00	400	0.00	
EBLAST SOFTWARE	Constant Contact License - Estimate	777.00	675.50	101.50	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
PRINT AD	2025/2026 Our State Magazine Coast Host Section Ads	9,725.00	6935	2,790.00	6 ADS TOTAL: 1/3 ad size for Sept 25 ; 1/6 Page Ad Size - for Oct 26, Mar 26, Apr 26, May, 26, Jun 26 (1/3 page size)
PRINT AD	2025/2026 Our State Magazine - Destinations Section Ad	1,780.00	1780	0.00	1 AD: 1/6 Page - August 2025
DIGITAL ADS	NEW 2025/2026 Our State Magazine - REEL	3,995.00	3995	0.00	REAPPLIED TO PRINT AND ADDITIONAL EBLAST - May 31, 2026
VISIT NC CO OP	NEW 2025/2026 Visit NC - INSTAGRAM UGC	1,000.00	900	100.00	October 2025
VISIT NC CO OP	NEW 2025/2026 Visit NC - FEATURED EVENT - FACEBOOK	1,000.00	900	100.00	Christmas Flotilla (Thanksgiving Weekend)
VISIT NC CO OP	NEW 2025/2026 Visit NC - WELCOME JOURNEY - SMALL TOWNS	500.00	450	50.00	Eblast - Winter 2025/2026
DIGITAL ADS	2025/2026 Our State Magazine - Sponsored Eblasts One additional Eblast added for a total of three.	4,785.00	4785	0.00	3 EBLASTS: Sunday Morning Read - Sept 14, 2025; Jan 25rd, Feb 22nd., 2026 + 1 more - May 31, 2026



2025/2026 STDA Approved Budget – Snapshot – **UPDATED 4.1.26**

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT ADS	2025/2026 Raleigh Magazine - Travel Section	2,000.00	2000	0.00	3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page
PRINT AD	2025/2026 Raleigh Magazine - November 2025 Issue	1,500.00	1500	0.00	1 AD: Full Page - Special Travel Section
DIGITAL ADS	NEW 2025/2026 Raleigh Magazine - Banner Ad Placements on Site	600.00	600	0	2 PLACEMENTS: August & September 2025 - \$300/per month
MEMBERSHIP	2026 NC Coast Host Membership Dues	350.00	350	0.00	Renewal
PRINT AD	2026 Emerald Isle Barefoot Guide - comes out in March 2026	950.00	877.5	72.50	Comes up for contract in October 2025 for March 2026 pub date
DIGITAL ADS	2025/2026 Facebook Advertising <small>as of 3.31.26 - includes \$400 per festival / \$1600 total - per Anna</small>	7,000.00	5311	1,689.00	From July 1, 2025 to June 30, 2026
PRINT AD	2026 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0	Submitted in October 2025 for 2026 Guide (comes out in January)
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0	Update Video Asset - twice a year, per contract with Honeycutt Advertising
SERVICES	Retainer Fee @ \$2295/month	27,540.00	27540		
	GRAND TOTAL	73,364.00	66,886.00	6,478.00	
	Approved Amount - in "Option 1"	75,844.00			
	Approved - Visit NC Co-Op (awarded amount)	2,500.00			
	Difference - Added to Contingency	2,480.00			
	2025/2026 Approved Marketing Contingency Budget	3,500.00			



2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 4.1.26**

	2025/2026 Approved Marketing Contingency Budget	3,500.00		
	<i>Additional Expenditures</i>			
Starting Contingency	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	6,795.00	7.1.25	
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	complete	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	Spring '26	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	complete	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	complete	
	Swansboro by Candlelight - Photography - \$450 (Wick Smith)	450.00	complete	
	Raleigh Magazine - Additional 2 Eblasts - Holiday/Nov 2025	450.00	complete	
	Dreamhost - Website Hacking Repair Services	199.00	complete	
	Promotional Gift Cards - Spring 2026 Beach Adventure Getaway Contest - \$100 The Boro + \$50 Other Merchants	150.00	Spring '26	May 2026
	Spring 2026 Merch Guide - Design Refresh & Update	400.00	Spring '26	In process
	Blue Water Beacon 2026/2027 Ad Space (Return of Pub from 2025)	900.00	complete	Approved - RS
	Qty 3 - Swansboro Swag Bags + Elements - I-95 Welcome Ctr Days (Years 2026 & 2027) & Spring 2026 Getaway Contest Prize Package	200.00	Spring '26	Kelley - for April Board Mtg.
	BALANCE TO DATE - 4.01.2026	2,596.00		

Kelley will be proposing this in the Board Meeting on April 9. See the next 2 slides.





Cotton Beach Bag (logo on both sides)
Beach Towel – rolled up inside
Baseball Cap, Water Bottle with Logo
Local Merch & Restaurant Gift Card(s)



[Click to see full view](#)





Visit Swansboro Giveaway Contests



3 Swag Beach Bags Total

Beach Bag 1

NTTW I-95 Welcome Center Day – 2026

(CTA – Swansboro Insider Email List Sign Up via QR Code)

Beach Bag 2

NTTW I-95 Welcome Center Day – 2027

(CTA – Swansboro Insider Email List Sign Up via QR Code)

Beach Bag 3

Visit Swansboro – Summer 2026 Promotional Getaway Contest – Facebook/Inst Ad Campaign

(CTA – Enter to Win / Sign Up)

- Swansboro Hampton Inn 2 Night Stay (tie in with newly renovated fresh look/feel)
 - Donated by Hampton (as we usually do)
- Swag Beach Bag
- \$150 gift cards – from Merchants & Restaurants – STDA Funded Contingency

TOTAL INVESTMENT:

\$200 – Swag Bags

\$150 – Swansboro Merch/Rest Gift Cards for Getaway Contest

\$350 – TOTAL from 2026/2027 STDA Funded Contingency



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Town of Swansboro-Visitor Center Revitalization Project**

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

Prepared By: **Jonathan Barlow, Town Manager**

Overview: The Town of Swansboro is seeking funding to support the revitalization of the Visitor Center.

The Town of Swansboro respectfully requests \$51,000 in funding to expand interior renovations, including upgraded restrooms and showers, staff office space, a redesigned visitor lobby, and enhanced public amenities.

A commitment of \$30,000 has previously been approved to support the revitalization of the Visitor Center. An additional funding request of \$21,000 is being submitted to fully complete the project.

This investment will strengthen visitor services, support downtown businesses, and enhance the overall tourism experience, contributing to increased hotel occupancy, dining, shopping, and sustained economic growth throughout Onslow County.

Background Attachment(s): Application & supporting documents for Visitor Center Revitalization Project

Recommended Action: Motion to approve funding request for Town of Swansboro Visitor Center Revitalization Project

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization:

Name of Event, Activity or Project to be Funded*

Is Applicant a 501c3? *

Yes
 No

Is Applicant Tax Exempt? *

Yes
 No

Application Contact Person* Title*

Mailing Address

City State* Zip Code

Primary Phone Alternate Phone Email Address

Date or Dates of Activity or Project* — Amount Requested*

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?

Please limit to 3 lines of text

Number of years organization has been in business Number of years organization has operated as IRS tax exempt Does the Organization have a Board of Directors?

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

Item IV - b.

The Town of Swansboro is governed by a Mayor and five elected Board of Commissioners. The Board of Commissioners provide policy direction and oversight for the Visitor Center revitalization project, while Town staff administer daily operations and project activities under their authority.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority? *

- Yes
 No

Potential beneficiaries of the activity for which funds are requested? *

- Yes
 No

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

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

Jonathan Barlow , Town Manager

Phone

910-326-4428

Email

Tnmgr@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Sonia Johnson, Finance Director

Phone

910-326-4428

Email

Sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Title

Phone

Email

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

[Empty text box]

Item IV - b.

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Any Other Administrator responsible for this activity

[Empty text box]

Title

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Section 6. Nature of the Activity

What is the purpose of the activity?

See attachment

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?

Tourism infrastructure, economic vitality, and long-term waterfront development.

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.

See attachment

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.

See attachment

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.

See attachment

Section 10. Promotional & Marketing Activity

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

See attachment

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. See attachment

What constitutes your fiscal year?

–

State 5 years previous	State 4 years previous	State 3 years previous	State 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual
State 1-year previous	State Current		
<input type="text"/>	<input type="text"/>		
Estimated	Budget		

County 5 years previous	County 4 years previous	County 3 years previous	County 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual
County 1-year previous	County Current		
<input type="text"/>	<input type="text"/>		
Estimated	Budget		

Authority 5 years previous	Authority 4 years previous	Authority 3 years previous	Authority 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual
Authority 1-year previous	Authority Current		
<input type="text"/>	<input type="text"/>		
Estimated	Budget		

Other 5 years previous	Other 4 years previous	Other 3 years previous	Other 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual
Other 1 year previous	Other Current		
<input type="text"/>	<input type="text"/>		
Estimated	Budget		

Activity 5 years previous	Activity 4 years previous	Activity 3 years previous	Activity 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual
Activity 1-year previous	Activity Current		
<input type="text"/>	<input type="text"/>		
Estimated	Budget		

Total 5 years previous	Total 4 years previous	Total 3 years previous	Total 2 years previous
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Actual	Actual	Actual	Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

See attachment

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

See attachment

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 - b.

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

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.

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

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

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

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

Actual []

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

Actual []

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

Estimated []

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 []

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

[]

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

Section 15. Tourism Development Plan

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

See attachment

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

See attachment

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

See attachment

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

[]

Section 16. Volunteers

Does this Activity intend to use volunteers?

- Yes
 No

Section 17. Other Award Criteria Items

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

[]

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

Item IV - b.

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?

This investment will strengthen visitor services, support downtown business, and enhance the overall tourism experience, contributing to increased hotel occupancy, dining, shopping, and sustained economic growth through Onslow County.

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 (checked)
No

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

- Yes (checked)
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

Jonathan Barlow

I accept the conditions *

- Yes (checked)

* 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.

Proposal Narrative

Onslow County Tourism Assistance Grant

Visitors Center Revitalization

Introduction

Swansboro North Carolina is a quaint historical town located along the intracoastal waterway and the White Oak River. It is a water-oriented town for all seasons, and hosts historical activities, festivals, shops, dining, fishing, and overnight boating facilities that draw visitors to the area all year round.

The Town of Swansboro currently has three separate locations at which an individual traveling the local waterways or even Atlantic Intercoastal Waterway can access the Downtown Swansboro waterfront and beyond. The Town Dinghy Dock is in the heart of Swansboro's downtown at the end of Main Street. The dock is intended for smaller vessels. The Moore Street Dock is located at the foot of Moore Street and provides similar access to the Town's Dinghy dock.

The Church Street Dock is a dedicated transient docking facility offering 10 slips designed to accommodate vessels 26 feet or larger for both overnight and short-term stays. The dock is equipped with essential boater amenities including shore power, potable water access, and a pump-out station, ensuring convenience and comfort for visiting mariners. In addition to overnight mooring, the facility welcomes day dockers, providing accessible tie-up options for boaters looking to explore Downtown Swansboro's shops, dining, and historic waterfront. The dock also features a 100-foot face dock, allowing additional side-tie capacity for larger vessels and increased visitor flow.

Project History/Description

For years, the Town has fielded questions from visitors on when more amenities may be available for transient boaters. The Town has looked at the potential for additional services and feels the best location will be its Visitor's Center due to its proximity to the Church Street Dock, also located in the heart of the downtown Historic District.

The decision of what amenities to provide was based off conversations with patrons using the facility through the years and review of the East Carolina University/Sea Grant presentation entitled "Transient boaters potential for economic development of communities that are proximate the Atlantic ICW" by Hans Vogelsong. The presentation documents that boaters are most interested in amenities such as restrooms, showers, and/or laundry facilities as they travel the waterways.

Background from 2021 - The Town petitioned and was awarded \$20,000 from Onslow County to assist with improvements in FY 21/22. The original award was given for interior improvements. Shortly after the award and in discussion with the State Historic Preservation Office (SHPO) it was discovered that before we could begin interior improvements, we needed to make exterior improvements to prevent the Town from being subject to FEMA Flood regulations regarding substantial improvements. SHPO recommended that we re-locate the entry stairs to their original orientation to return/preserve the historic contributing status of the structure. Omitting this step would limit the Town to only making improvements under 50% of the tax value of the structure per year.

With permission from the County, the awarded funds assisted in the relocation of the exterior stairs and the re-instatement of the contributing status. (before and after photos below)

The Town received a Variance from its Flood Ordinance definition on “substantial improvements” and a Certificate of Appropriateness through the Historic Preservation Commission. All documentation was provided to SHPO Restoration Specialist John Wood for submittal back to the National Parks Service so the contributing status of the structure could be re-instated. Below are the improvements that were made to the exterior of the building in 2023.



2014 image of the structure as it sat further down Water St.



2022 image, several years after its re-location to 203 Church St.



Galaxy A52 5G



Galaxy A52 5G

2023 images after re-orientation of front entry steps as recommended by the State Historic Preservation Office.

Purpose

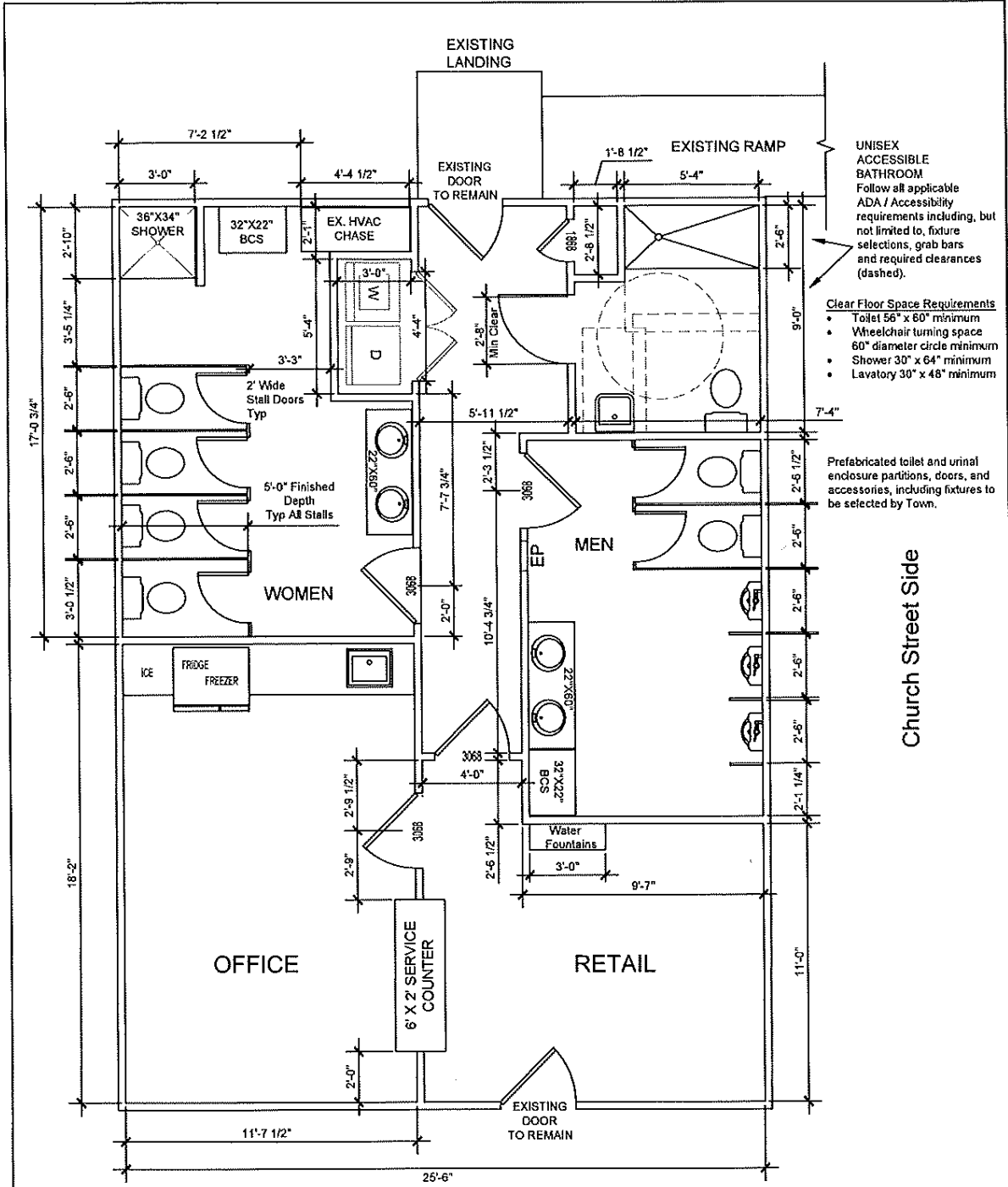
The Town of Swansboro previously received grant funding to initiate interior renovations at the Visitor’s Center. With that support, the Town successfully purchased key infrastructure components, including two commercial toilets and sinks, two shower units, and a washer and dryer. Building on this progress — and in response to both community needs and visitor demand — the Town now seeks to expand and enhance the original renovation plan.

The updated project will transform the existing Visitor’s Center into a fully functional, multi-purpose facility designed to serve residents, visitors, and regional tourism efforts year-round. The expanded interior layout will include additional restrooms and showers to better support transient boaters, festival attendees, and daily visitors. Beyond restroom expansion, renovations will also establish a dedicated office area for staff operations, and an enhanced lobby area designed to function as a true tourism welcome center.

The Visitor's Center will also serve as a command hub for the Town's annual community festivals and waterfront events. This space will support event coordination, volunteer management, and onsite communication needs, strengthening the Town's ability to host high-quality, well-organized celebrations throughout the year.

As a comprehensive Visitor Information Center, the upgraded facility will provide brochures, visitors guides, maps, and other tourism resources showcasing Swansboro's historic waterfront, recreational offerings, shops, dining, and cultural attractions. These improvements will not only elevate the visitor experience but will also increase economic activity by encouraging longer stays and deeper engagement with local businesses.

Enclosed with this proposal is a rendering of the updated floor plan, illustrating the expanded restrooms, office space, and redesigned visitor lobby. Overall, this expanded project reflects the Town's commitment to improving visitor amenities, supporting local tourism, and creating a functional, modern space that enhances community events and strengthens Swansboro's role as a welcoming coastal destination.



UNISEX ACCESSIBLE BATHROOM
Follow all applicable ADA / Accessibility requirements including, but not limited to, fixture selections, grab bars and required clearances (dashed).

- Clear Floor Space Requirements
- Toilet 56" x 60" minimum
 - Wheelchair turning space 60" diameter circle minimum
 - Shower 30" x 64" minimum
 - Lavatory 30" x 48" minimum

Prefabricated toilet and urinal enclosure partitions, doors, and accessories, including fixtures to be selected by Town.

Church Street Side

EP = Electrical Panel
W = Washing Machine
D = Dryer
BCS = Baby Changing Station

Water Street Side

- Field Verify Existing and Proposed Dimensions
- Dimensions are intended to & from Framing

Install wood fill / furring and drywall to interior wall framing where necessary to cover (finish) conflicting (existing) window openings. Window(s) exterior view per Town.

203 Church St Visitors Center
Proposed Floor Plan Schematic
Via Consultation w/
Chief Building Inspector Paul Ingram
for the
Town of Swansboro
601 W Corbett Ave.
Swansboro, NC 28584

Crystal Coast Engineering, P.A.
Civil and Environmental Consulting Engineers
David K. Newsom, PE
John R. Freshwater, PE (252) 503-2440
john.f@crystalcoastengineering.com
205-3 WARD ROAD, SWANSBORO, N.C. 28584
BUSINESS LICENSE #: C-2553

Scale 1/4" = 1'
PRELIMINARY
DRAFT
Not for Construction
January XX, 2026
Drawn by JF
Sheet 1 of 1

Tourism Impact and Economic Benefits

Since opening, the Church Street Dock has driven sustained visitor traffic to downtown Swansboro and the adjacent Visitor’s Center. Across the last ten completed fiscal years (FY2015–16 to FY2024–25), annual **reservations increased from 194 to 531 (174%), net revenue rose from \$5,786.75 to \$43,475.29 (651%), and used days expanded from 139 to 507 (265%)**—with record highs in **reservations (FY2022–23), revenue (FY2024–25), and used days (FY2023–24)**. These trends, together with consistent visitor feedback that **showers are the most requested amenity and laundry the second**, directly support expanding restroom and shower capacity and maintaining on-site laundry as part of the Visitor’s Center upgrade and will strengthen the Town’s tourism infrastructure and economic performance.

These trends clearly illustrate how critical the dock facilities have become to Swansboro’s tourism economy; the impacts are outlined below.

1. Increased Visitor Spending

- Transient boaters are **high-value visitors**, spending significantly more than typical land-based tourists. [\[partnerwit...apayer.org\]](#)

2. Boost to Local Businesses

- Boaters who dock in a town commonly spend money at **restaurants, shops, service providers, and tourism attractions**. The Boating Infrastructure Grant (BIG) program notes that improved dockage directly **increases revenue for local restaurants, shops, boating services, and tourism-related businesses**. [\[nmma.org\]](#)

3. More Overnight Stays

- Safe, reliable transient dockage encourages boaters to stay **overnight or multiple nights**, driving spending on lodging, dining, and entertainment. BIG-funded facilities are specifically designed to attract overnight stays of up to 10–15 days, increasing local economic activity. [\[marinebusi...sworld.com\]](#)

4. Attraction of New Visitors Who Otherwise Pass By

- Without accessible dockage, many boaters **skip towns entirely**, resulting in lost spending. Communities that add transient slips become viable stopping points for boaters traveling major waterways. [\[dockshare.app\]](#)

5. Strengthening Tourism as a Whole

- Transient docks act like an **“anchor store” for tourism**, drawing visitors who create ripple effects across the economy—similar to how key tenants support foot traffic in shopping districts. [\[partnerwit...apayer.org\]](#)

6. Support for Festivals & Events

- Transient boaters frequently plan trips around festivals, coastal events, and seasonal activities. Enhanced dock infrastructure supports increased **event attendance and spending**. The Town of Swansboro hosts five festivals a year in Downtown along the waterfront.

7. Added Revenue Through Marina Services

- Facilities such as fuel docks, pump-outs, electricity, laundry, and showers generate direct service revenue while making the town more attractive to boaters.
[\[nmma.org\]](http://nmma.org)

8. Long-Term Tourism Development

- By offering amenities sought by transient boaters—such as restrooms, showers, laundry, and safe slips—towns strengthen their **competitive position as a regional boating destination**. BIG documentation shows that towns with proper infrastructure experience sustained growth in boating tourism.
[\[marinebusi...sworld.com\]](http://marinebusi...sworld.com)

9. Low-Cost Expansion of Tourism Capacity

- By improving or adding transient docks, towns can expand tourism capacity **without the need for major new construction**, especially if leveraging grants or existing shoreline assets. Dockshare’s model demonstrates how even a few docking options can dramatically increase visitor traffic.
[\[dockshare.app\]](http://dockshare.app)

10. Catalyzing Waterfront Revitalization

- Investments in transient dockage often spark broader waterfront improvements, increasing property values and encouraging additional private investment in hospitality, retail, and recreation.

Funding Sources

Funding for the project will be provided through a combination of sources, including the Swansboro Board of Commissioners, \$26,586 in remaining funds that were previously allocated for the Visitors Center renovation, and the Swansboro Tourism Development Authority (TDA), which has already committed \$30,000. To complete the project, the Town is requesting an additional \$21,000 from the Onslow County TDA and will also seek an additional \$21,000 from Swansboro TDA.

Conclusion

The revitalization of the Swansboro Visitor's Center represents a strategic and high-impact investment in the Town's tourism infrastructure, economic vitality, and long-term waterfront development. With documented increases in visitor traffic, strong demand for modern amenities, and the facility's growing role in supporting festivals, events, and regional tourism operations, this project is both timely and essential.

The Town of Swansboro respectfully requests \$21,000 in funding to expanded interior renovations, including upgraded restrooms and showers, staff office space, a redesigned visitor lobby, and enhanced public amenities. This investment will strengthen visitor services, support downtown businesses, and enhance the overall tourism experience, contributing to increased hotel occupancy, dining, shopping, and sustained economic growth throughout Onslow County.

The Town is committed to maximizing the impact of this funding and ensuring the Visitor's Center continues to serve as a welcoming, functional, and vibrant asset for residents, visitors, and the broader coastal community.



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Town of Swansboro- PirateFest Special Event**

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

Prepared By: **Anna Stanley, Parks & Recreation Director**

Overview: The Town of Swansboro is seeking funding to support the annual PirateFest Special Event.

PirateFest is hosted by the Town’s Parks and Recreation Department in partnership with Onslow County Parks and Recreation. Originally organized by Onslow County in the Swansboro area, the collaborative effort to relocate and host the event in the downtown district has proven to be a strategic and beneficial decision, enhancing community engagement and supporting local businesses.

An appropriation of \$2,000 is being requested to fund television broadcast advertising to promote the PirateFest Special Event.

Background Attachment(s): Application & supporting documents for PirateFest Special Event

Recommended Action: Motion to approve funding request for Town of Swansboro for PirateFest Special Event.

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *

Town of Swansboro Parks and Recreation

Name of Event, Activity or Project to be Funded*

Piratefest

Is Applicant a 501c3? *

Yes No

Is Applicant Tax Exempt? *

Yes No

Application Contact Person* Title*

Anna Stanley

Parks and Recreation Director

Mailing Address *

601 West Corbett Ave

City State * Zip Code

Swansboro

NC

28584

Primary Phone Alternate Phone Email Address

910-326-2600

astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project * Amount Requested *

May 9, 2026 —

\$2000

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?

See additional sheets

Please limit to 3 lines of text

Number of years organization has been in business Number of years organization has operated as IRS tax exempt Does the Organization have a Board of Directors?

72

Parks and Recreation Advisory Board

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 - c.

See additional sheets

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority? *

- Yes
 No

Potential beneficiaries of the activity for which funds are requested? *

- Yes
 No

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

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow

Phone

910-326-4428

Email

tnmgr@ci.swansboro.cn.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone

910-326-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley

Title

Parks and Recreation Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

Item IV - c.

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

See additional sheets

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?

All demographics, families, adults, seniors

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.

See additional sheets

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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.

See additional sheets

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.

See additional sheets

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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.

See additional sheets

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?

—

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

Narrative

See additional sheets

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

Section 12. Summary of expenditures for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

See additional sheets

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 - c.

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.

See additional sheets

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 additional sheets

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

See additional sheets

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

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

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

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

Actual

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

Actual

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

Estimated

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

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

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

Section 15. Tourism Development Plan

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

See additional sheets

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

See additional sheets

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

See additional sheets

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

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

Yes

No

Section 17. Other Award Criteria Items

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

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

Item IV - c.

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

PirateFest is organized through a collaborative partnership between two recreation departments, each bringing extensive expertise in event planning and community engagement. With a combined 30+ years of experience, the leadership team has a proven history of successfully planning and executing large-scale public events. The leadership team ensures that PirateFest remains a well-organized, safe, and engaging experience for attendees of all ages. Additionally, both departments collaborate closely with local stakeholders, businesses, and community partners to maximize the festival's impact and accessibility.

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

The TDA receives the occupancy tax and revenue is generated through daily visitors.

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

Anna Stanley

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.

*****The Town of Swansboro requests a motion that the Swansboro Tourism Development Authority allocate \$2000 to PirateFest. These funds will be utilized for television broadcast ads.**

Section 2. Organization Information

What is the purpose of the Organization?

PirateFest is an annual event hosted by Swansboro Parks and Recreation in cooperation with Onslow County Parks and Recreation. Initially organized by Onslow County Parks and Recreation in the Swansboro area, our collaboration to bring the event to the downtown area has proven to be a strategic and beneficial decision for the town.

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a501(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.

PirateFest is organized through a collaborative partnership between Swansboro Parks and Recreation and Onslow County Parks and Recreation. Both departments have a Parks Advisory Board.

Section 6. Nature of the Activity

What is the purpose of the activity?

PirateFest is a **free**, family-friendly festival designed to celebrate and educate the community about pirate history while providing high-quality entertainment. The event features historical reenactments, interactive demonstrations—including sword fighting, bullwhip skills, and cannon demonstrations—alongside themed activities that immerse attendees in maritime and pirate culture.

Held along the downtown waterfront, PirateFest highlights the area's natural resources and historical significance, drawing visitors to local businesses and generating a positive economic impact. Educational opportunities include live demonstrations, historical encampments, and storytelling sessions that engage attendees of all ages, fostering an appreciation for history and seafaring traditions.

As a **free event**, PirateFest ensures accessibility for all, allowing families and individuals from diverse backgrounds to participate without financial barriers. Through its blend of entertainment, history, and community engagement, PirateFest supports cultural enrichment, tourism, and local economic growth, making it a valuable annual event for residents and visitors alike.

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.

PirateFest is organized through a collaborative partnership between two recreation departments, each bringing extensive expertise in event planning and community engagement. With a combined **30+ years of experience**,

the leadership team has a proven history of successfully planning and executing large-scale public events that foster community involvement, tourism, and economic impact.

The event is overseen by experienced recreation professionals who specialize in coordination, entertainment coordination, vendor management, and volunteer organization. The leadership team ensures that PirateFest remains a well-organized, safe, and engaging experience for attendees of all ages. Additionally, both departments collaborate closely with local stakeholders, businesses, and community partners to maximize the festival's impact and accessibility.

This collaborative approach ensures strong oversight and accountability, leveraging the strengths of both recreation departments to deliver a high-quality, **free** event that educates, entertains, and benefits the local community.

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 is dependent. Please attach and label as "Activity Information" and this section number.

PirateFest is a **free**, family-friendly event that brings history and adventure to life in downtown Swansboro. The festival kicks off at 10:00 a.m. and offers a full day of entertainment and activities for attendees of all ages. Guests can enjoy face painting, local food vendors, nonprofit organization booths, pirate-themed games, and hands-on activities designed for children and families.

Live entertainment takes place throughout the day at the Pugliese Pavilion, featuring interactive stage shows, pirate combat demonstrations, sword fighting and bullwhip performances, pirate storytelling, and musical acts. The festival also includes pirate living history reenactments, appearances by pirate authors, treasure hunts, and flintlock weapons and cannon demonstrations.

Adding to the immersive experience, pirates, live mermaids, and other themed characters roam the festival, engaging with guests for interactive entertainment and photo opportunities. Many families enjoy strolling through downtown Swansboro, participating in pirate-themed activities, entertainment, and a scavenger hunt for a chance to meet pirates up close.

PirateFest is a rain-or-shine event. In the case of severe inclement weather, the event may be rescheduled or canceled to ensure the safety of attendees and participants.

As a completely **free** event, PirateFest remains accessible to all, making it a treasured annual tradition that brings the community together for a day of history, entertainment, and adventure.

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.

Both departments work together throughout the year to plan PirateFest. Most of the detailed planning and coordination is five to six months prior to the event. Both departments meet more frequently three months before the event. After action meetings are held within two weeks after the event. Promotion for the event begins three months before the event with flyers, posters, and social media posts. Two weeks prior to the event promotion is heavier, especially on social media post highlighting features of the event. Radio advertising also takes place during this time. Swansboro Parks and Recreation have formed a strong partnership with WNCT-9 and would like to create television broadcast ads for 2026. If secured, broadcast ads would begin 3-4 weeks prior to the event.

Section 10. Promotional & Marketing Activity

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

Both departments utilize every media source as well as personal contacts to advertise PirateFest. Efforts include the Parks and Recreation Department website, banners, posters, tourism websites (Onslow County and Visti Swansboro NC), community event calendars, and social media outlets.

Town of Swansboro Parks & Recreation Department has secured an exclusive media group with five radio stations for the past four years marketing PirateFest.

Onslow County Parks and Recreation many free resources to assist in promoting the event. These include the Onslow County Parks and Recreation website and social media pages, the County's Intranet, digital billboards, Public Service Announcements, banners, flyers, G-10 Television, event calendars, newspapers, and interviews.

Combined Advertising Efforts

Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics
- All stations within the top 10 ranking by Nielson

Newspaper Ads/Magazines

- Tideland news writes a news feature
- Featured story in Our State Magazine in 2022
- Featured ad in Our State Magazine (Sept 2024, 2025, and May 2026)

Marketing Firms

- Working with Front Row Communications since 2022-Facebook ads directed to www.visistswansboro.org.

Organizations

- Festivals and Events-festivalsandevents.net
- Free listings
- Onslow County Tourism features the event

- Visit Swansboro NC website (Swansboro Tourism Development Authority) features the event

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

PIRATEFEST FUNDING						
Funding	2022	2023	2024	2025	2026	Notes
Federal	\$0.00	\$0.00	\$0.00			
Local-STDA				\$2,000.00	\$2,000.00	Requesting
County TDA-OCPR	\$6,000.00	\$7,500.00	\$7,500.00	\$8,000.00	\$8,000.00	Funded
Onslow County Parks & Recreation				\$1,000.00	\$2,000.00	Budgeted
Swansboro Parks & Recreation	\$2,823.00	\$3,513.11	\$3,753.11	\$3,000.00	\$5,000.00	Budgeted
Total	\$8,823.00	\$11,013.11	\$11,253.11	\$14,000.00	\$17,000.00	

Narrative:

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

Onslow County Parks and Recreation receive funding from Onslow County Tourism and some funds are included in their regular Recreation budget. Swansboro Parks and Recreation funds are budgeted in their regular fiscal year.

Section 12 & 13. Summary of expenditures for the activity for the past five years.

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

Fiscal Year: June 1-July 30

Detail	2022 Actuals	2023 Actuals	2024 Actuals	2025 Actuals	2025 Projections	
Entertainment						
/Performers	\$5,150.00	\$7,305.00	\$10,880.00	\$11,542.00	\$11,530.00	
Hotels	\$1,440.00	\$1,852.00	\$1,100.00	\$1,570.00	\$1,080.00	
Supplies	\$84.00			\$425.00	500	
Rentals	\$613.00	\$508.11	\$413.11	\$635.00	\$2,025.00	
Advertising	in-kind	in-kind	in-kind	in-kind	\$2,000.00	Radio (In-kind)
Totals	\$7,287.00	\$9,665.11	\$12,393.11	\$14,172.00	\$17,135.00	
Advertising has been in-kind or provided for free by the County						

Funding from Swansboro Tourism Development Authority allows the Parks and Recreation Department to hire groups of quality and diverse performers and entertainment acts for the event. Each year the cost of performers rises, the average Pirate entertainer costs between \$2,000 - \$3,000, and many of the higher quality entertainers cost \$3,500+. The goal of both departments is to keep expanding the event, adding new features each year so that it will continue to attract new visitors to Pirate Fest.

Section 14. Tourism Related Impacts

PIRATEFEST					
	2022	2023	2024	2025	Notes
Attendance	4,000	7,100	6,100	7,000	
Travel >100 miles					
Overnight Stays -pd by County	13	12	98	10	10 booked by the county for entertainers. Don't have number of rooms booked for other rooms booked that night
TOS Employpess	10	23	32	43	man hours
County Employpess	48	48	48	48	man hours
Volunteers	6	4	5	5	
Economic Impact-Day	\$23,250.00	\$41,268.75	\$35,456.25	\$40,687.50	
Economic Impact-Overnight	\$2,509.00	\$2,316.00	\$18,914.00	\$1,930.00	Information taken form Onslow Co. Grant App
Economic Impact-total	\$25,759.00	\$43,584.75	\$54,370.25	\$42,617.50	

Also attached is a report from Placer.ai, which is location analytics software from mobile location data. The data provided over a four-year period showing number of visitors, demographics, visitors journey, daily, hourly, and length of visits, and where visitors went after the event.

Section 15: Tourism Development Plan

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

Each year entertainers come from across the state the night before the event. Entertainers also bring their families. Swansboro Parks and Recreation will work with an ad agency to position event as a weekend getaway. The event showcases Swansboro’s quaint downtown with its historical waterfronts, shops, and restaurants, which encourages visitors to come back to Swansboro in the future.

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

PirateFest has several tourism-related impacts that benefit the local economy and community, including:

1. Increased Visitor Traffic

- Attracts tourists from surrounding areas, boosting foot traffic in downtown Swansboro.

- Encourages day-trippers and overnight visitors who spend money locally.

2. Economic Boost for Local Businesses

- Increases sales for restaurants, shops, and local vendors due to higher visitor volume.
- Provides opportunities for local artisans, food vendors, and nonprofits to highlight their offerings.

3. Promotion of Swansboro as a Destination

- Highlights Swansboro's historic waterfront and natural beauty, encouraging future visits.
- Strengthens the town's reputation as a family-friendly, cultural, and event-driven tourism destination.
- Encourages visitors to come back to the area for vacations or weekend getaways. Visitors coming from out of town often stay in local hotels, bed & breakfasts, and vacation rentals, increasing occupancy rates.

4. Seasonal Economic Impact

- PirateFest extends the tourism season beyond traditional peak months, bringing visitors during a shoulder season when businesses benefit from additional revenue.

5. Media & Marketing Exposure

- Generates positive press, social media engagement, and word-of-mouth promotion, helping market Swansboro to a broader audience.
- Encourages return visits from attendees who discover the town during the festival.

6. Community & Cultural Tourism

- Showcases Swansboro's history, heritage, and maritime culture, enhancing cultural tourism appeal.
- Engages visitors with interactive history-based entertainment that educates and inspires future visits.

Overall, PirateFest drives economic activity, enhances Swansboro's visibility as a tourist destination, and supports local businesses, making it a key tourism asset for the community.

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

The departments work with Hampton Inn to provide hotel rooms for entertainers for one night. Entertainers also have the option to stay another night at a discounted rate provided by the hotel. Ten to fifteen rooms are booked each year for entertainers. If approved, the department can work with the hotel to provide booking links on all websites.

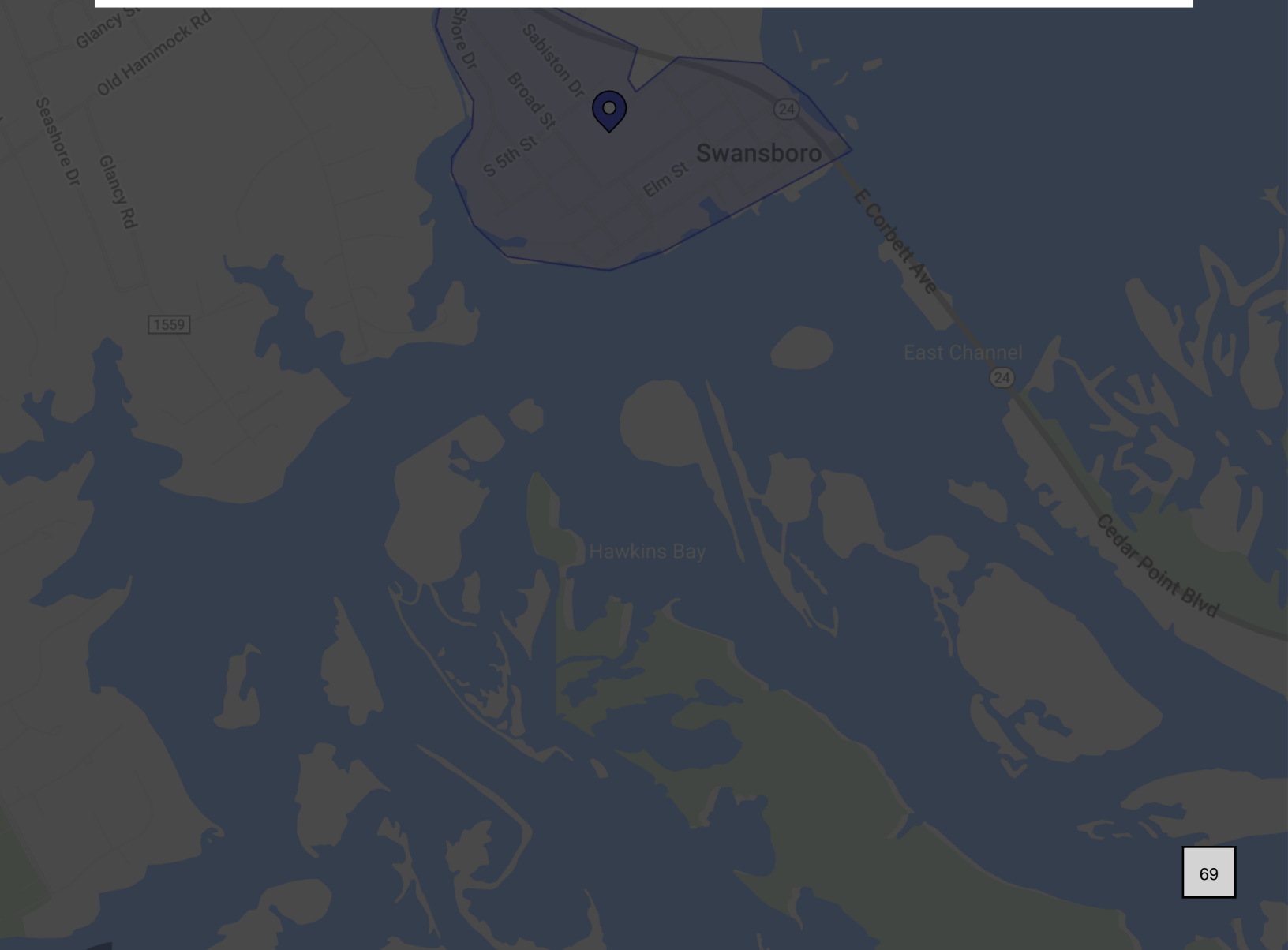
D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

Property Overview

Property:

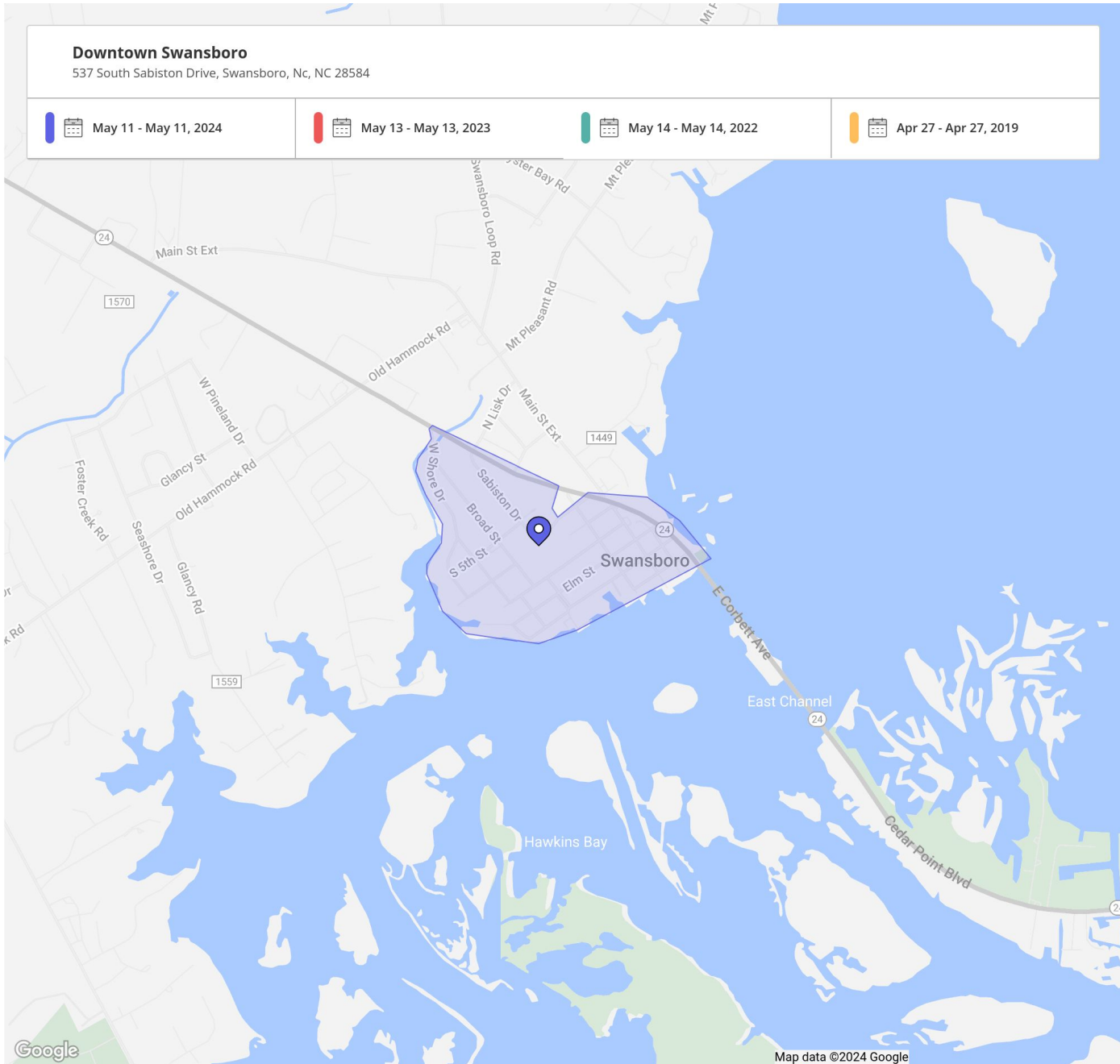
- DS** **Downtown Swansboro** May 11 - May 11, 2024
537 South Sabiston Drive, Swansboro, NC, NC 28584
- DS** **Downtown Swansboro** May 13 - May 13, 2023
537 South Sabiston Drive, Swansboro, NC, NC 28584
- DS** **Downtown Swansboro** May 14 - May 14, 2022
537 South Sabiston Drive, Swansboro, NC, NC 28584
- DS** **Downtown Swansboro** Apr 27 - Apr 27, 2019
537 South Sabiston Drive, Swansboro, NC, NC 28584





Property Overview

Time Compare

Item IV - c.



Metrics

Metric Name	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC	 Downtown Swansboro South Sabiston Drive, Swansboro, NC, NC
Visits	6.1K	7.1K	4K	4.8K
Visitors	6.1K	7.1K	4K	4.8K
Visit Frequency	1	1	1	1
Avg. Dwell Time	57 min	52 min	71 min	57 min
Panel Devices	484	479	216	139

[Downtown Swansboro - May 11th, 2024](#)

[Downtown Swansboro - May 13th, 2023](#)

[Downtown Swansboro - May 14th, 2022](#)





[Downtown Swansboro - Apr 27th, 2019](#)

Data provided by Placer Labs Inc. (www.placer.ai)



Audience Overview

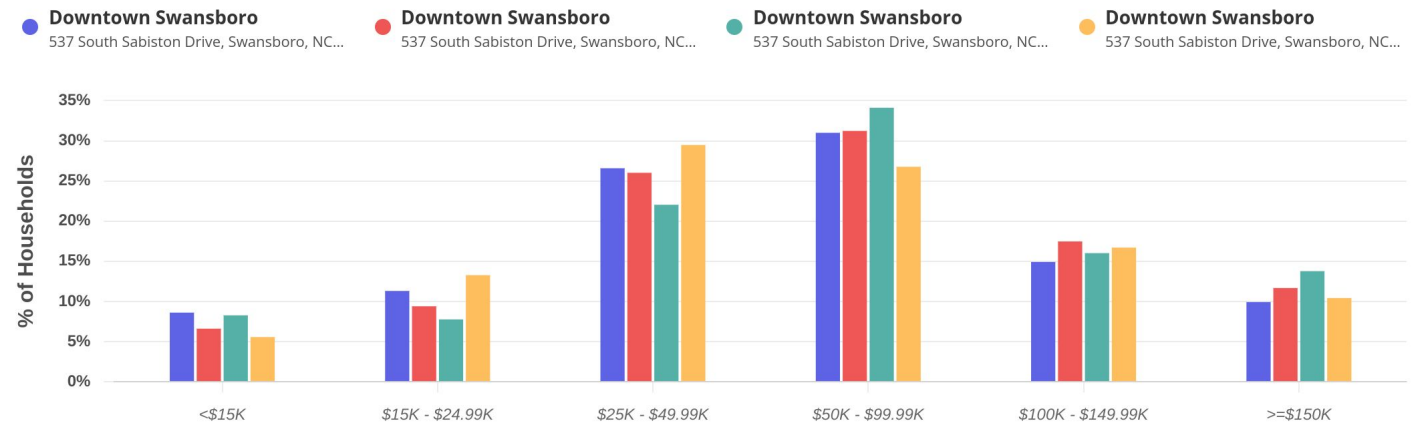
Summary

Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
 Downtown Swansboro South Sabiston Drive, Sw...	\$58.5K	26.6%	35.3	White (64.2%)	2.47
 Downtown Swansboro South Sabiston Drive, Sw...	\$64.4K	27.6%	35.3	White (69.6%)	2.53
 Downtown Swansboro South Sabiston Drive, Sw...	\$68.8K	31.5%	36.0	White (68.9%)	2.54
 Downtown Swansboro South Sabiston Drive, Sw...	\$54.4K	24.9%	33.1	White (62.8%)	2.44

[Downtown Swansboro](#) - May 11th, 2024
[Downtown Swansboro](#) - May 13th, 2023
[Downtown Swansboro](#) - May 14th, 2022
[Downtown Swansboro](#) - Apr 27th, 2019
Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



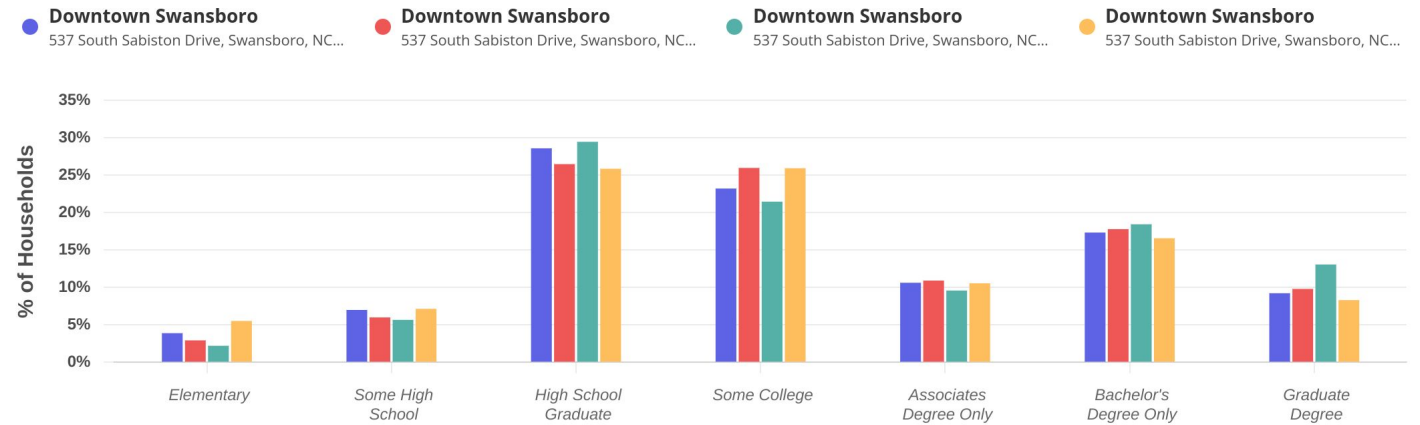
Household Income



[Downtown Swansboro](#) - May 11th, 2024
[Downtown Swansboro](#) - May 13th, 2023
[Downtown Swansboro](#) - May 14th, 2022
[Downtown Swansboro](#) - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



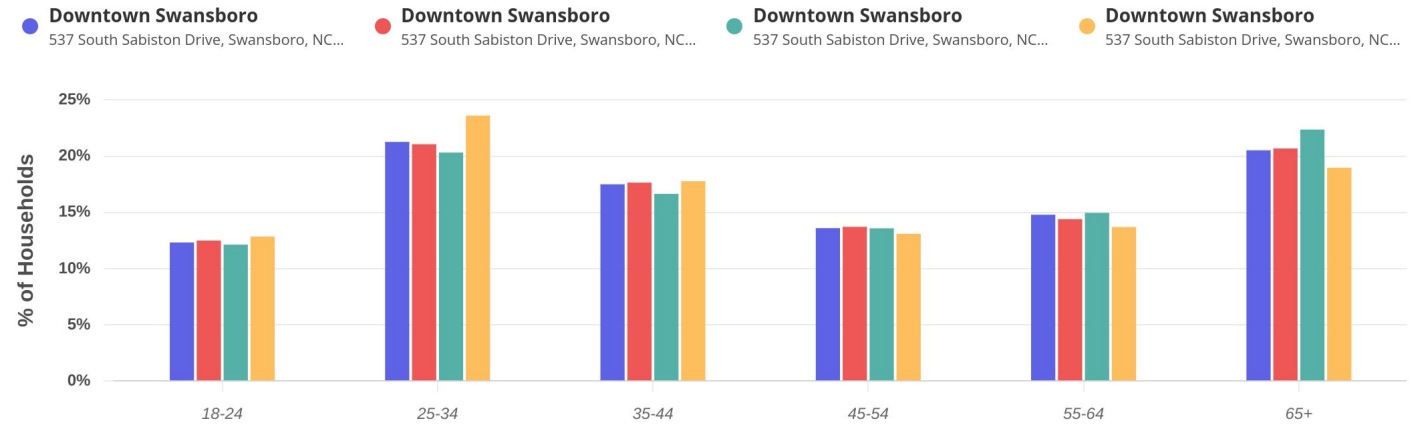
Education



[Downtown Swansboro](#) - May 11th, 2024
[Downtown Swansboro](#) - May 13th, 2023
[Downtown Swansboro](#) - May 14th, 2022
[Downtown Swansboro](#) - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



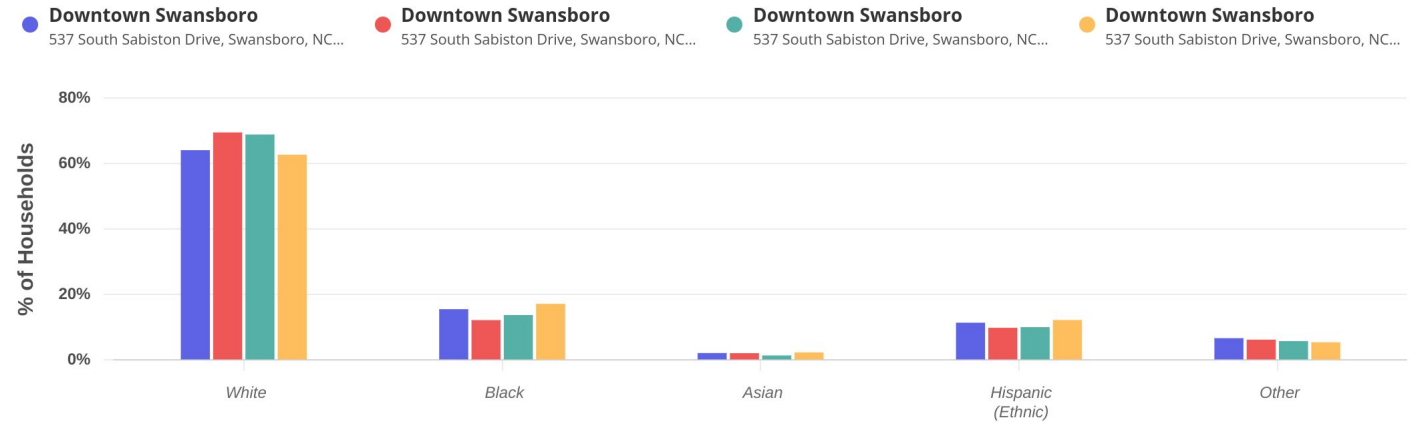
Age



Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



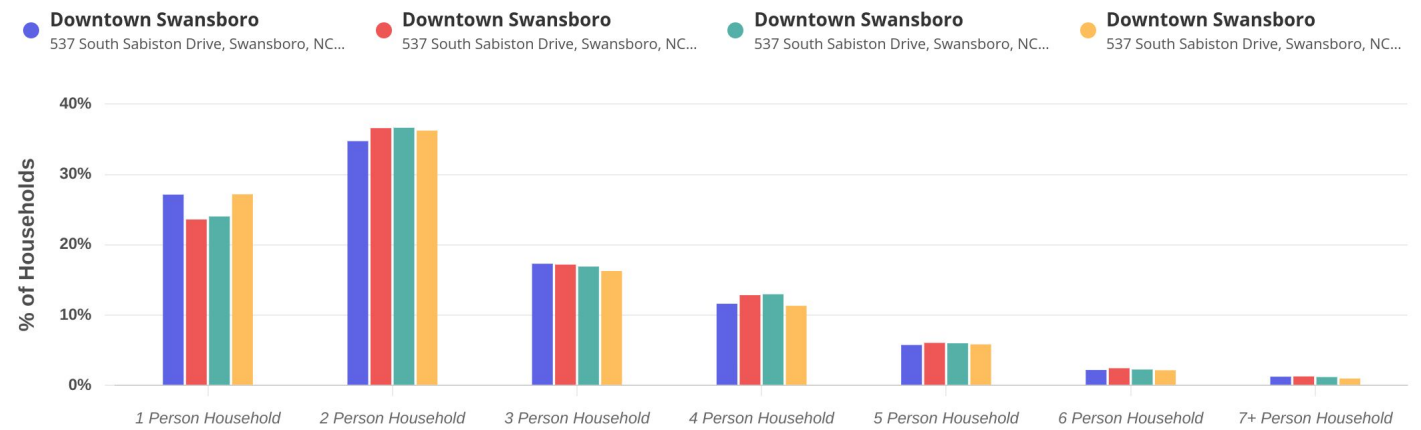
Ethnicity



Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



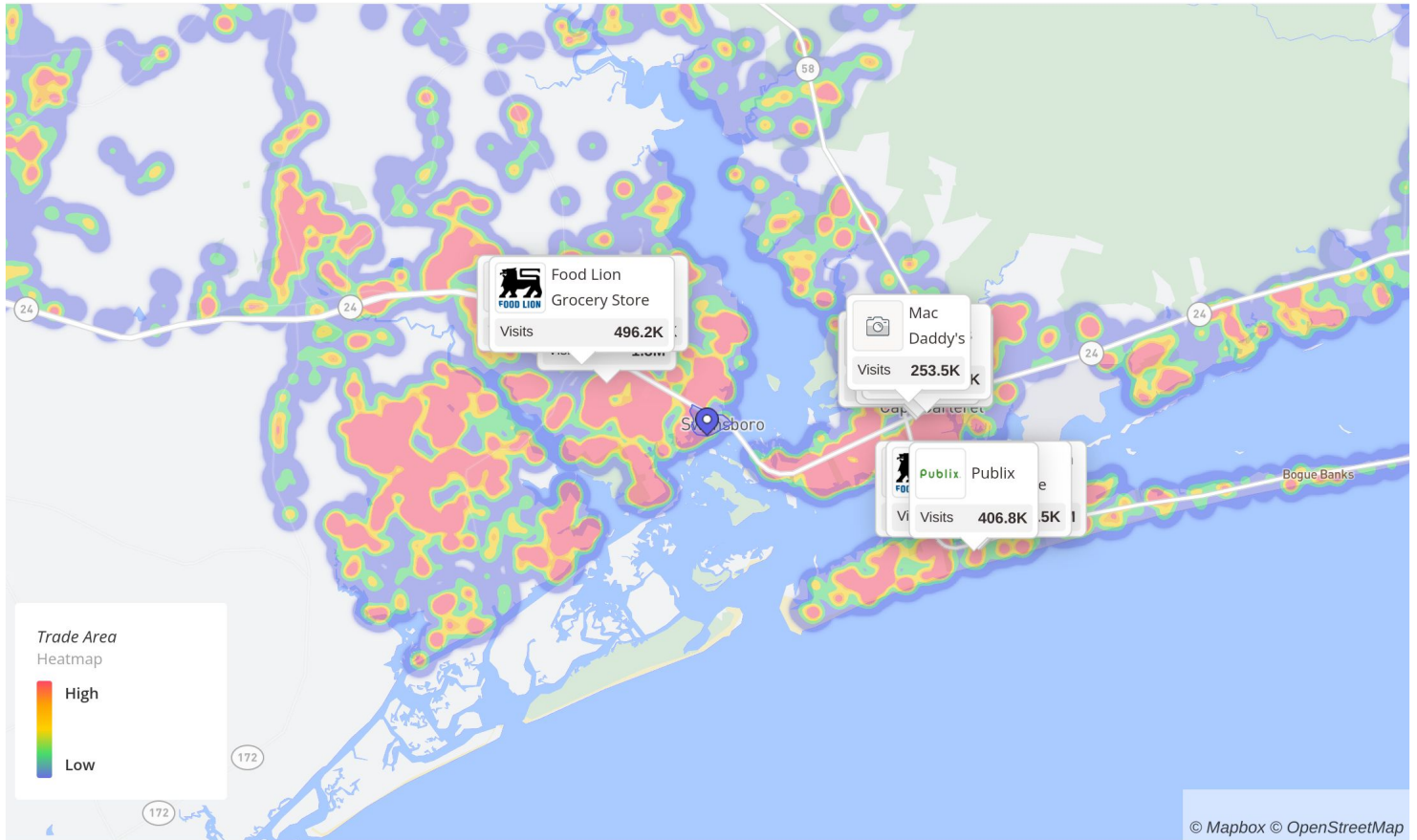
Household Size



Downtown Swansboro - May 11th, 2024
Downtown Swansboro - May 13th, 2023
Downtown Swansboro - May 14th, 2022
Downtown Swansboro - Apr 27th, 2019
Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

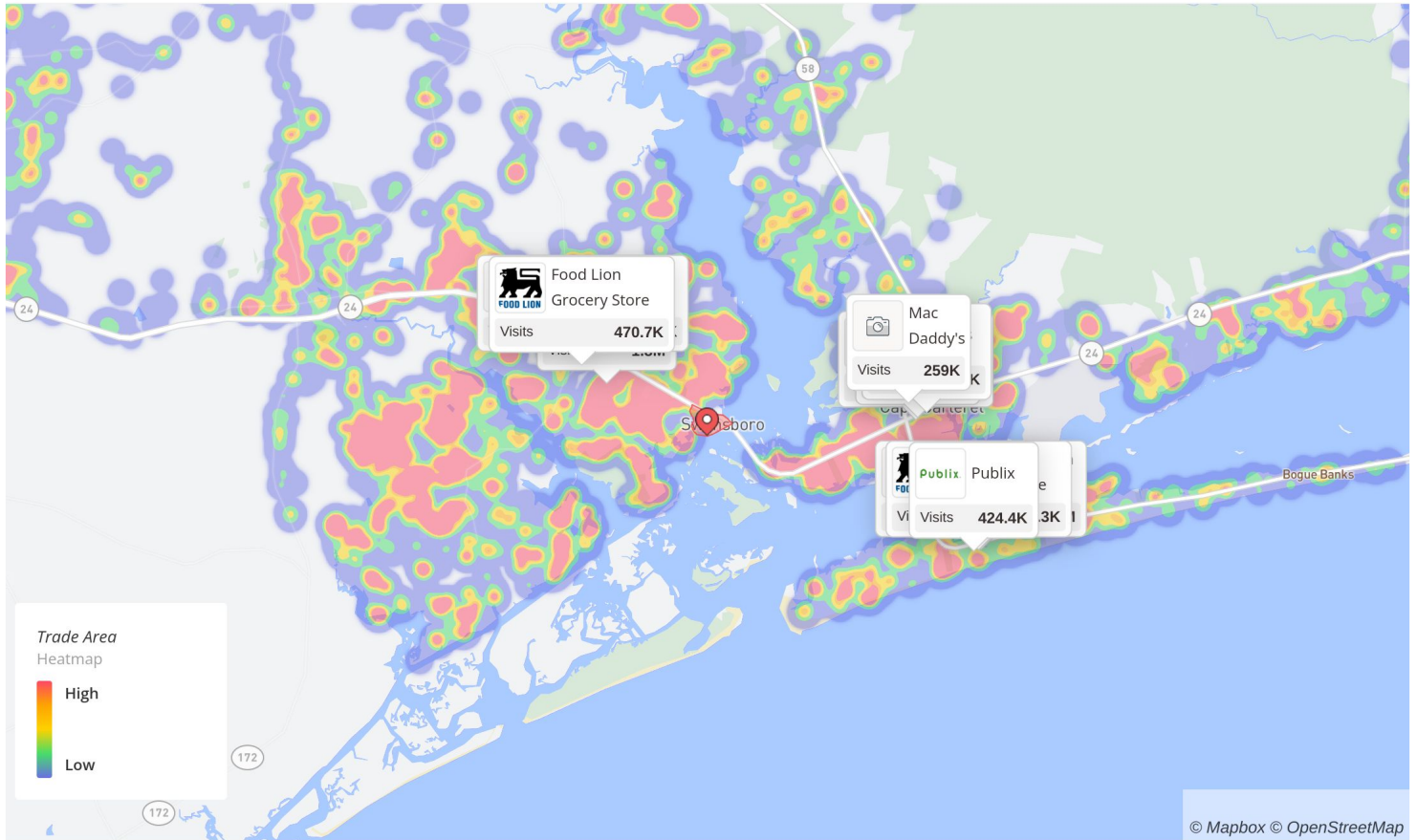


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2024 - Dec 22nd, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

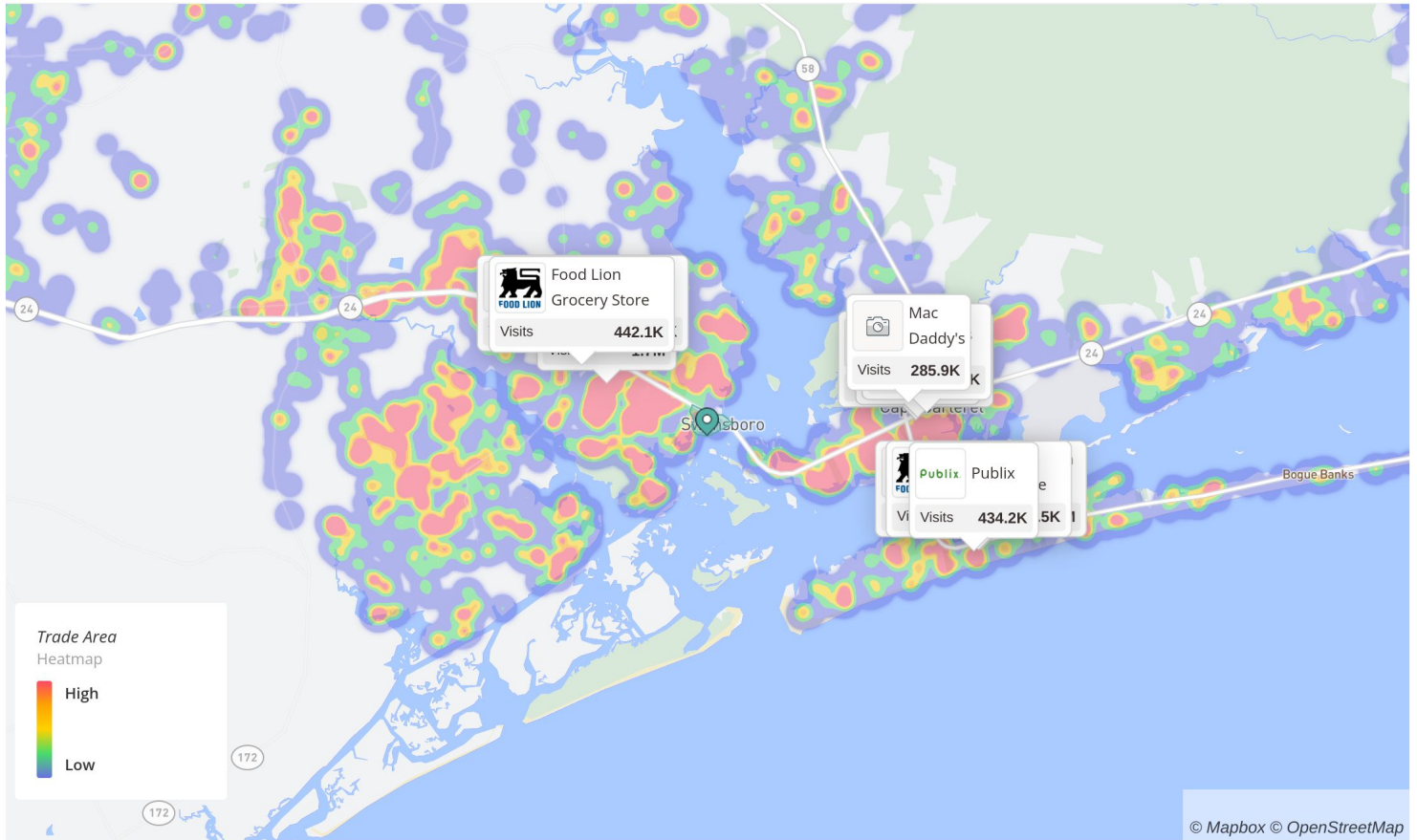


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2023 - Dec 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape

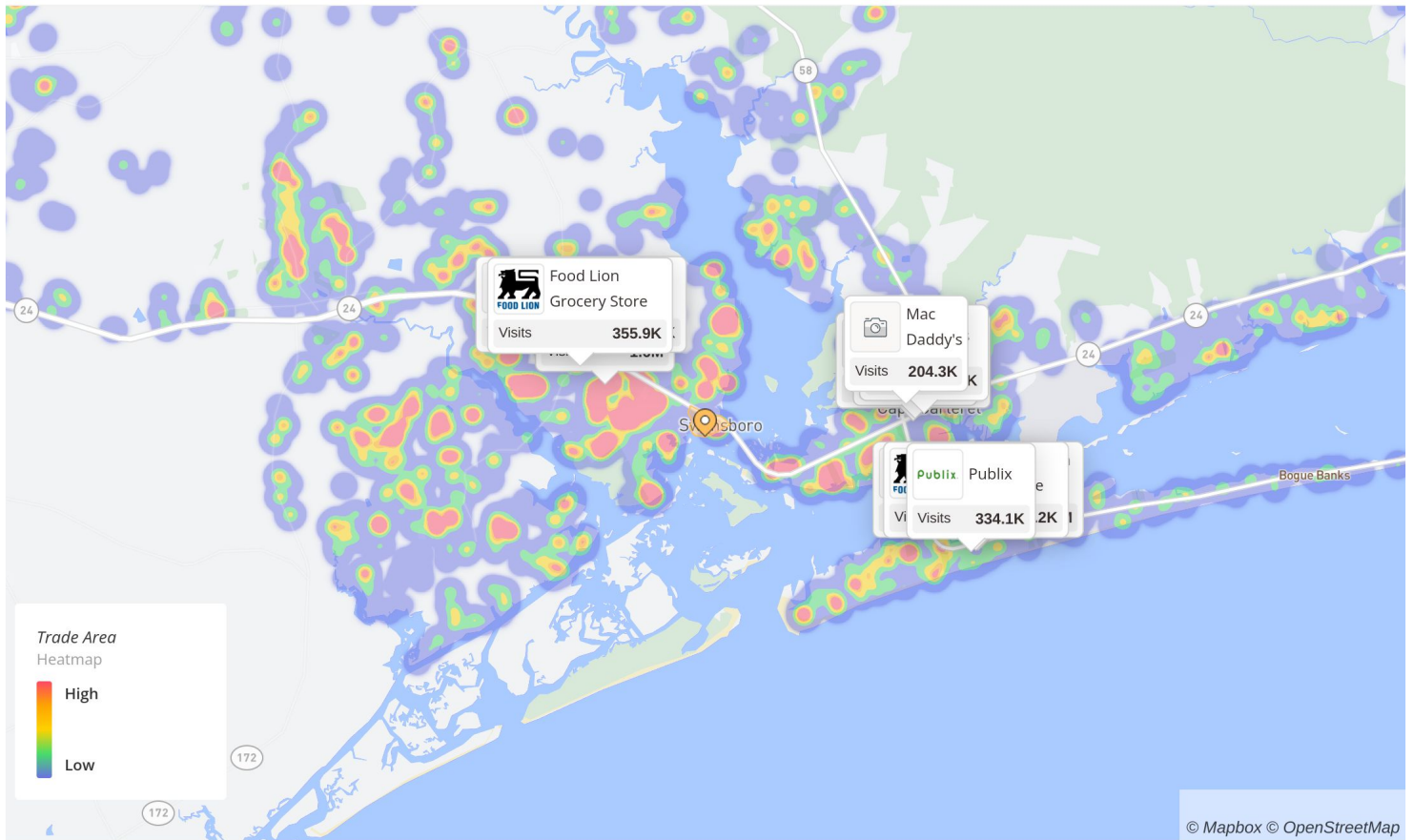


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2022 - Dec 31st, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2019 - Dec 31st, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Ranking Overview

Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro

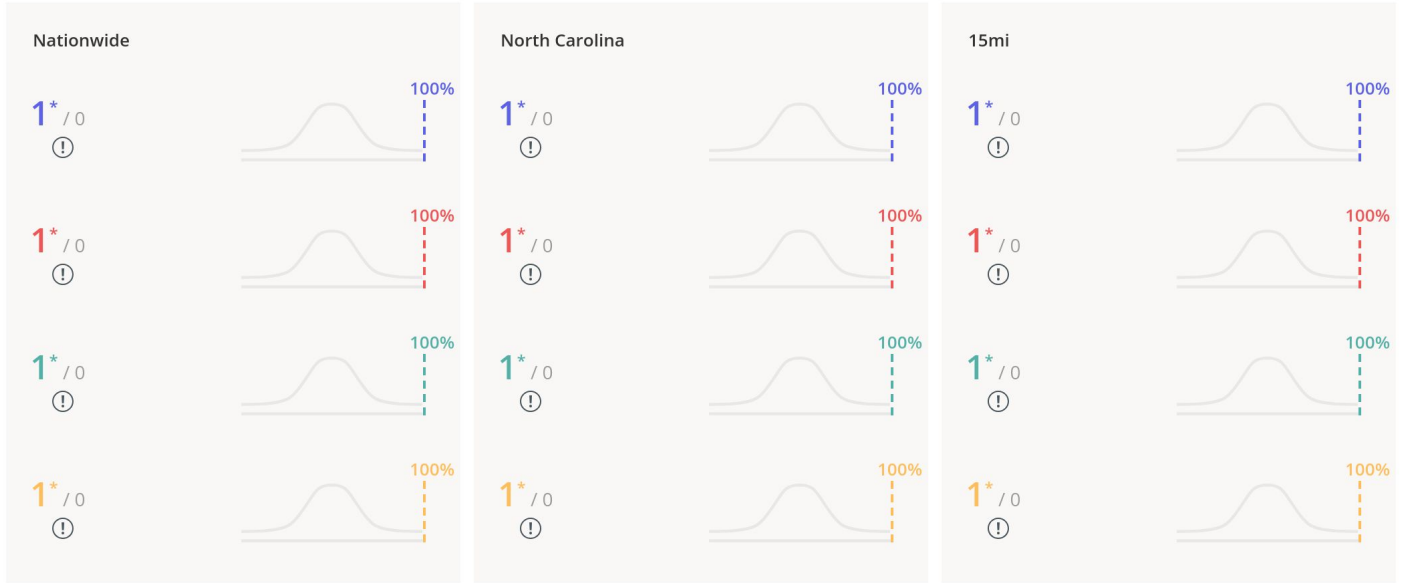
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro

537 South Sabiston Drive, Swansboro, N...



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: **Downtown Swansboro May 1st, 2024 - May 31st, 2024**, **Downtown Swansboro May 1st, 2023 - May 31st, 2023**, **Downtown Swansboro May 1st, 2022 - May 31st, 2022**, **Downtown Swansboro Apr 1st, 2019 - Apr 30th, 2019**

Category: Address | Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

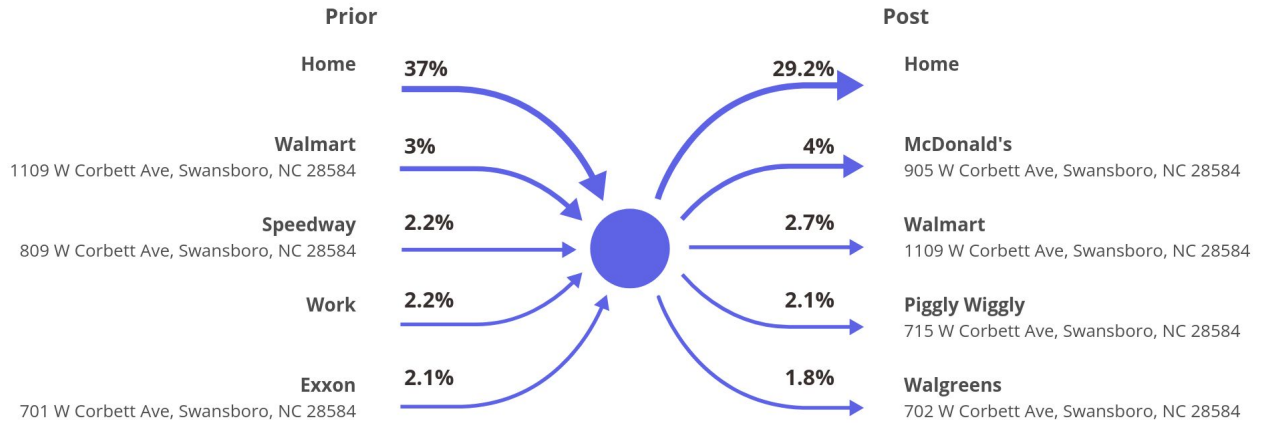
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



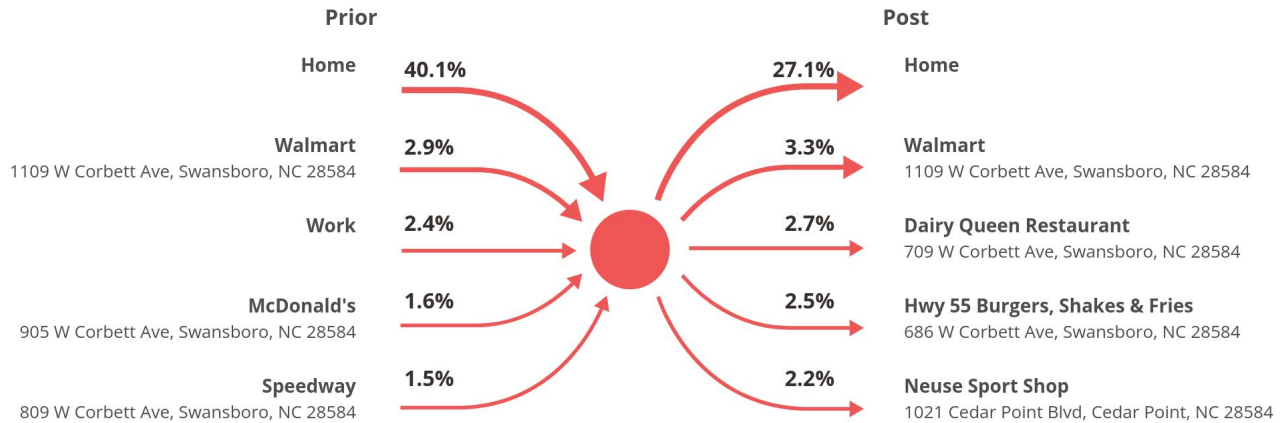
Show by: | May 11th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



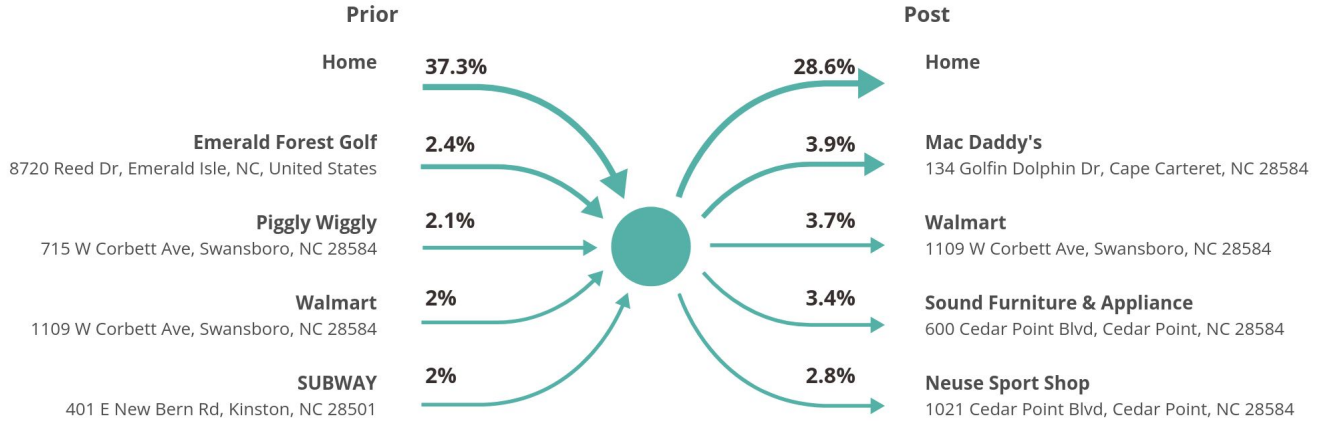
Show by: | May 13th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

537 South Sabiston Drive, Swansboro, NC, NC 28584



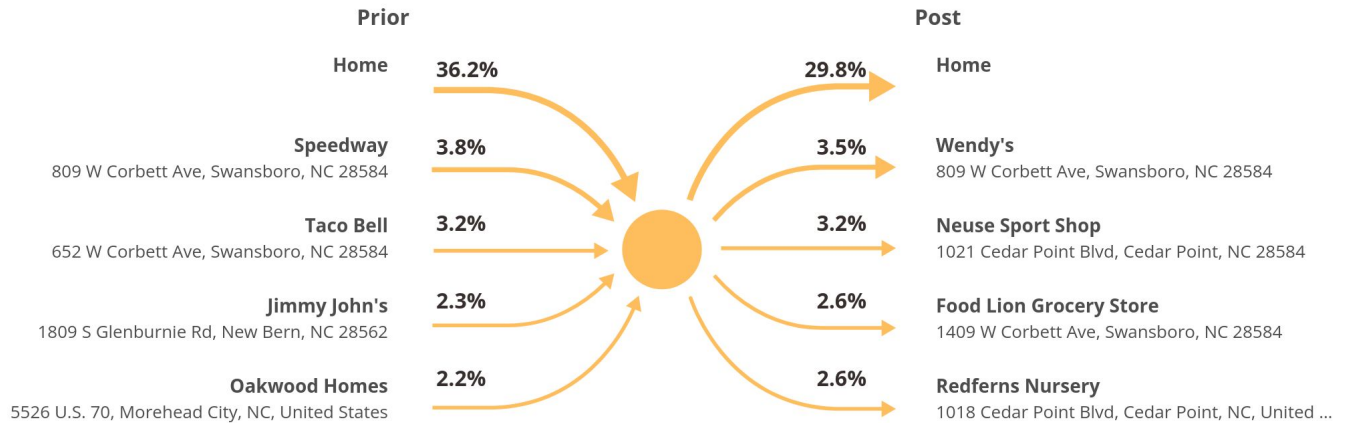
Show by: | May 14th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro

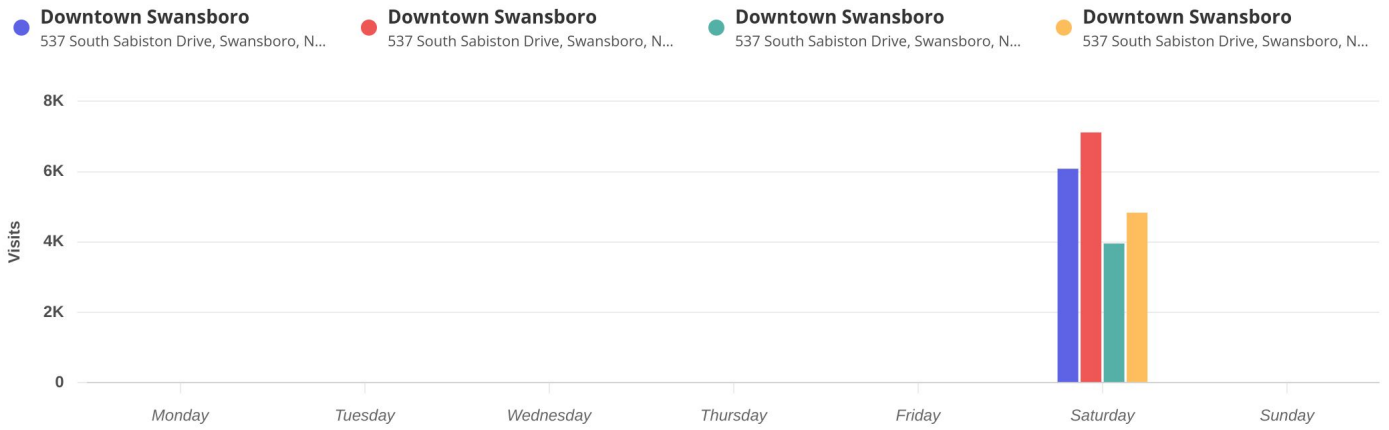
537 South Sabiston Drive, Swansboro, NC, NC 28584



Show by: | Apr 27th, 2019
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits



Visits

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

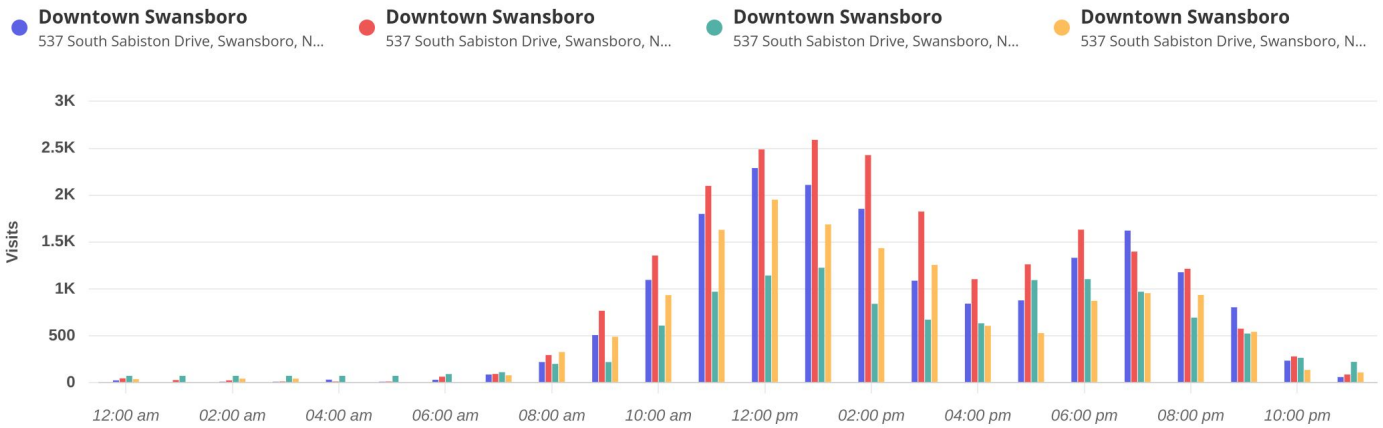
[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.2K (19.2%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	737 (12.1%)
3	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	383 (6.3%)
4	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	313 (5.1%)
5	K&V Plaza / 307 Mangrove Dr, Emerald Isle, NC 28594	4.9 mi	292 (4.8%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	292 (4.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	291 (4.8%)
8	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	266 (4.4%)
9	Cunningham Field / Marine Corps Air Station, Cherry Point, NC 28533	20.3 mi	238 (3.9%)
10	Riverview Park / Swansboro, NC, United States	0.2 mi	208 (3.4%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	1.6K (22.1%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	984 (13.8%)
3	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	695 (9.8%)
4	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	480 (6.7%)
5	Lowes Foods / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	382 (5.4%)
6	Neuse Sport Shop / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	322 (4.5%)
7	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	322 (4.5%)
8	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	307 (4.3%)
9	Ye Olde Riverwalk / 108 W Corbett Ave, Swansboro, NC 28584	0.3 mi	283 (4%)
10	Riverview Park / Swansboro, NC, United States	0.2 mi	279 (3.9%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	537 (13.6%)
2	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	423 (10.7%)
3	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	361 (9.1%)
4	Neuse Sport Shop / 1021 Cedar Point Blvd, Cedar Point, NC 28584	2.1 mi	256 (6.5%)
5	White Oak River Bistro / 206 W Corbett Ave, Swansboro, NC 28584	0.3 mi	241 (6.1%)
6	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	228 (5.8%)
7	McDonald's / 905 W Corbett Ave, Swansboro, NC 28584	1.2 mi	226 (5.7%)
8	Lowes Foods / 321 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	197 (5%)
9	Dunkin' Donuts / 851 Cedar Point Blvd, Cedar Point, NC 28584	1.9 mi	182 (4.6%)
10	Mac Daddy's / 134 Golfin Dolphin Dr, Cape Carteret, NC 28584	3.1 mi	179 (4.5%)

Category: All Categories | Min. Visits: 1

[Downtown Swansboro](#) - May 11th, 2024

[Downtown Swansboro](#) - May 13th, 2023

[Downtown Swansboro](#) - May 14th, 2022

[Downtown Swansboro](#) - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Downtown Swansboro / South Sabiston Drive, Swansboro, NC, NC

Rank	Name	Distance	Visitors
1	Bake, Bottle & Brew / 147 N Front St, Swansboro, NC 28584	0.2 mi	769 (15.9%)
2	Walmart / 1109 W Corbett Ave, Swansboro, NC 28584	1.7 mi	417 (8.6%)
3	Gateway Plaza / 1335 Western Blvd, Jacksonville, NC 28546	17.2 mi	310 (6.4%)
4	Carteret Crossing / 309 W B McLean Dr, Cape Carteret, NC 28584	3.2 mi	290 (6%)
5	Speedway / 809 W Corbett Ave, Swansboro, NC 28584	1.1 mi	290 (6%)
6	Jacksonville Mall / 375 Western Blvd, Jacksonville, NC 28546	15.6 mi	263 (5.4%)
7	Emerald Plantation Shopping / 8700 Emerald Dr, Emerald Isle, NC 28594	4.5 mi	247 (5.1%)
8	Lowe's / 401 W B Mclean Dr, Cape Carteret, NC 28584	3.4 mi	243 (5%)
9	Piney Green Shopping Center / 175 Freedom Way, Jacksonville, NC 28544	11.5 mi	221 (4.6%)
10	Queens Creek Shopping Center / 1409 W Corbett Ave, Swansboro, NC 28584	2.2 mi	203 (4.2%)

Category: All Categories | Min. Visits: 1

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

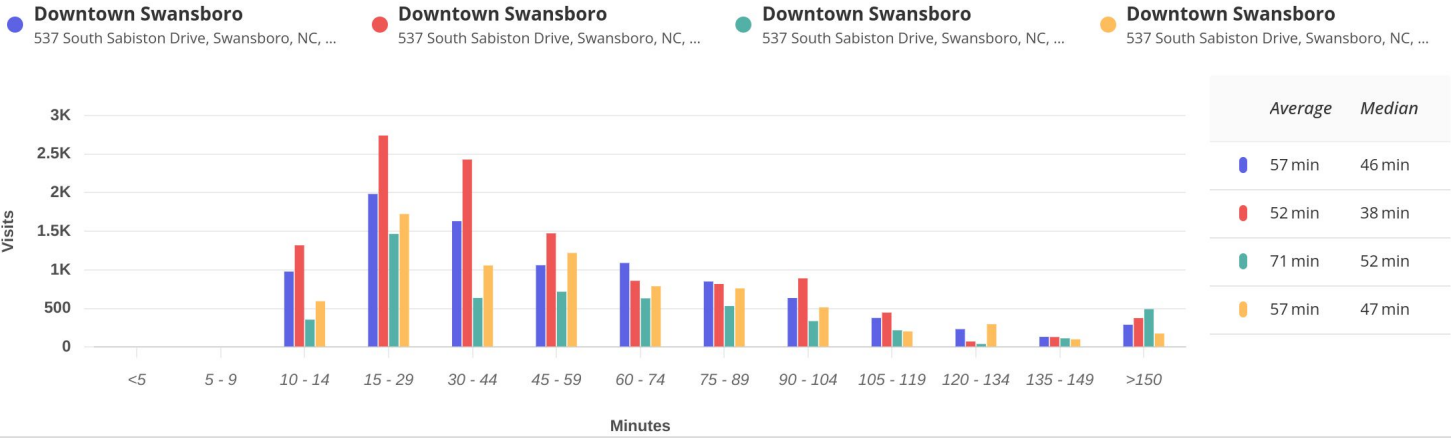
Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

Data provided by Placer Labs Inc. (www.placer.ai)



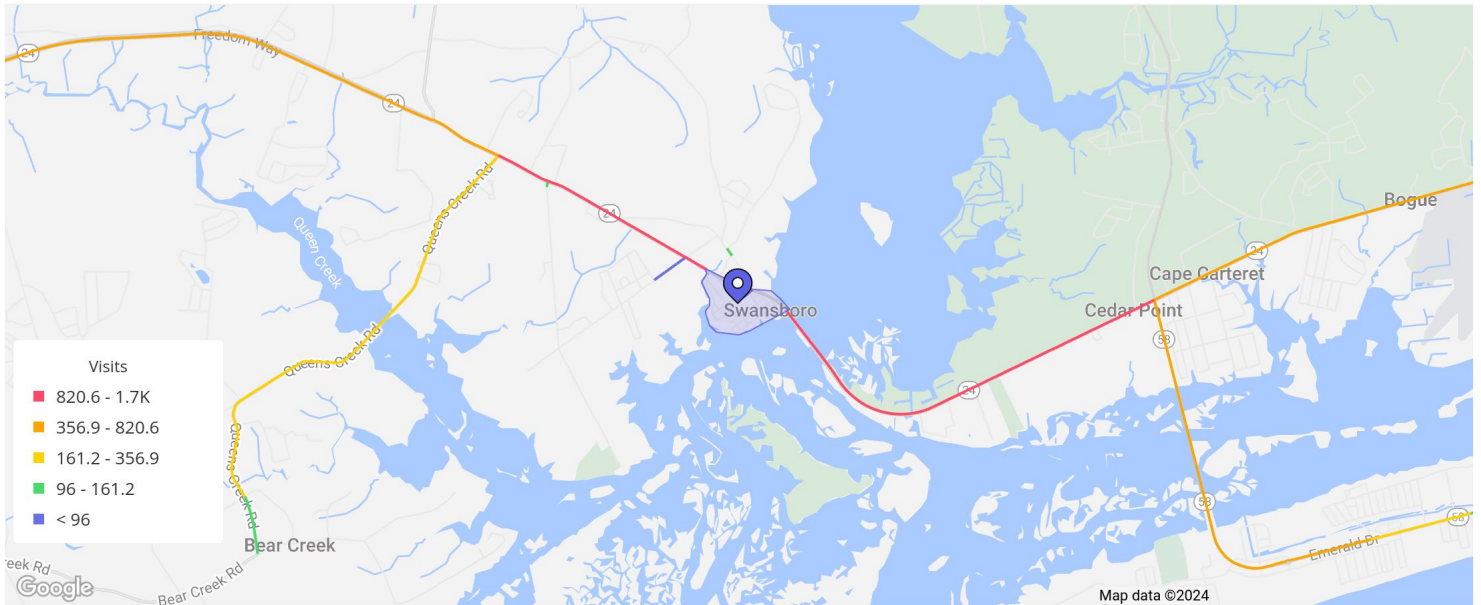
Visit Duration



Visits
 Downtown Swansboro - May 11th, 2024
 Downtown Swansboro - May 13th, 2023
 Downtown Swansboro - May 14th, 2022
 Downtown Swansboro - Apr 27th, 2019
 Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

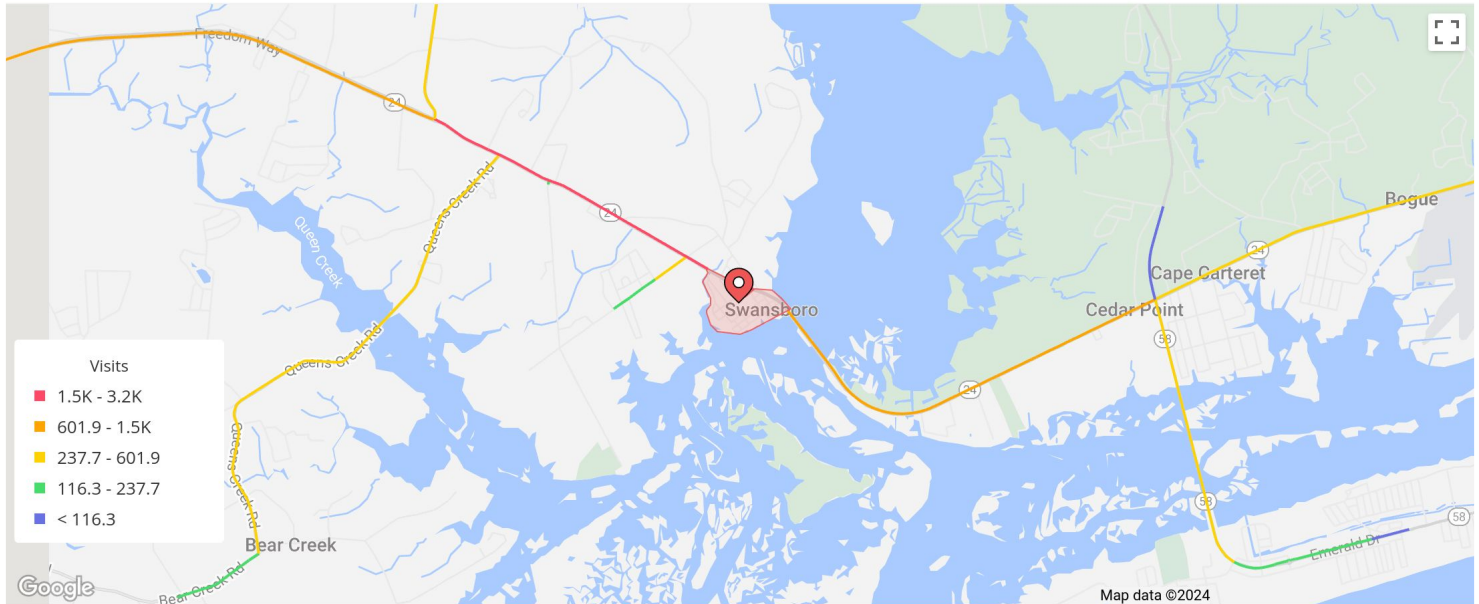


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 11th, 2024
 Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

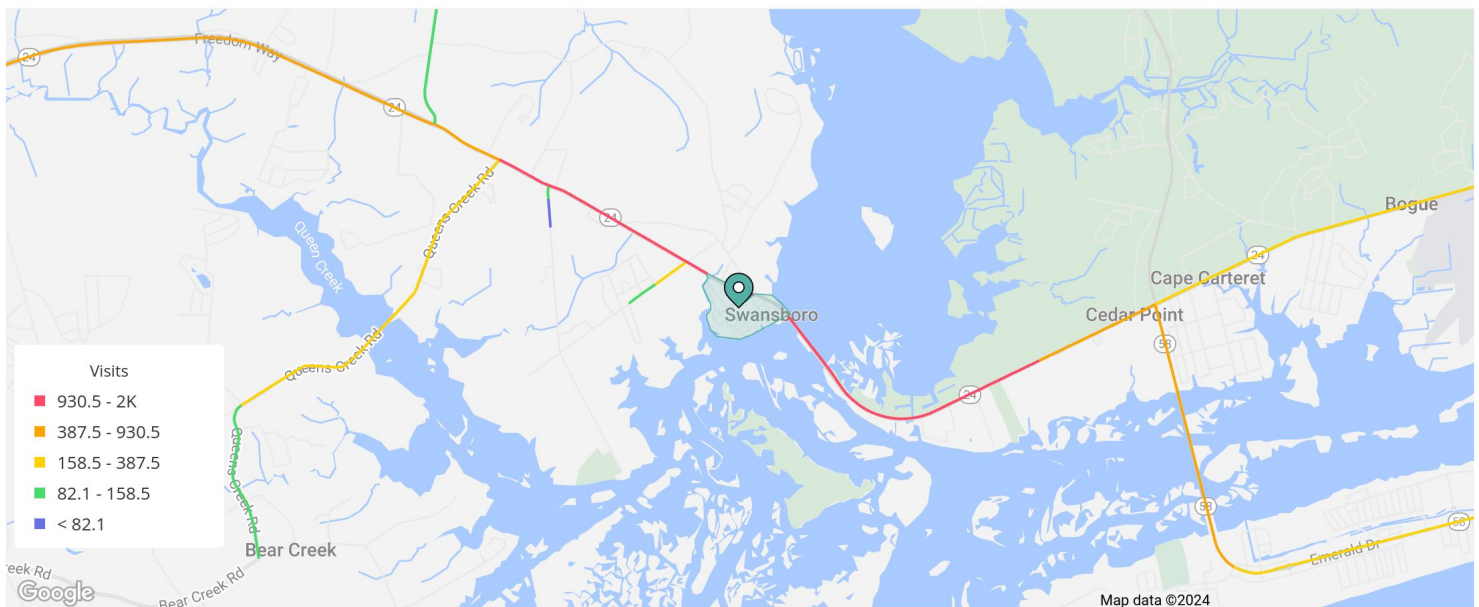


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 13th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes

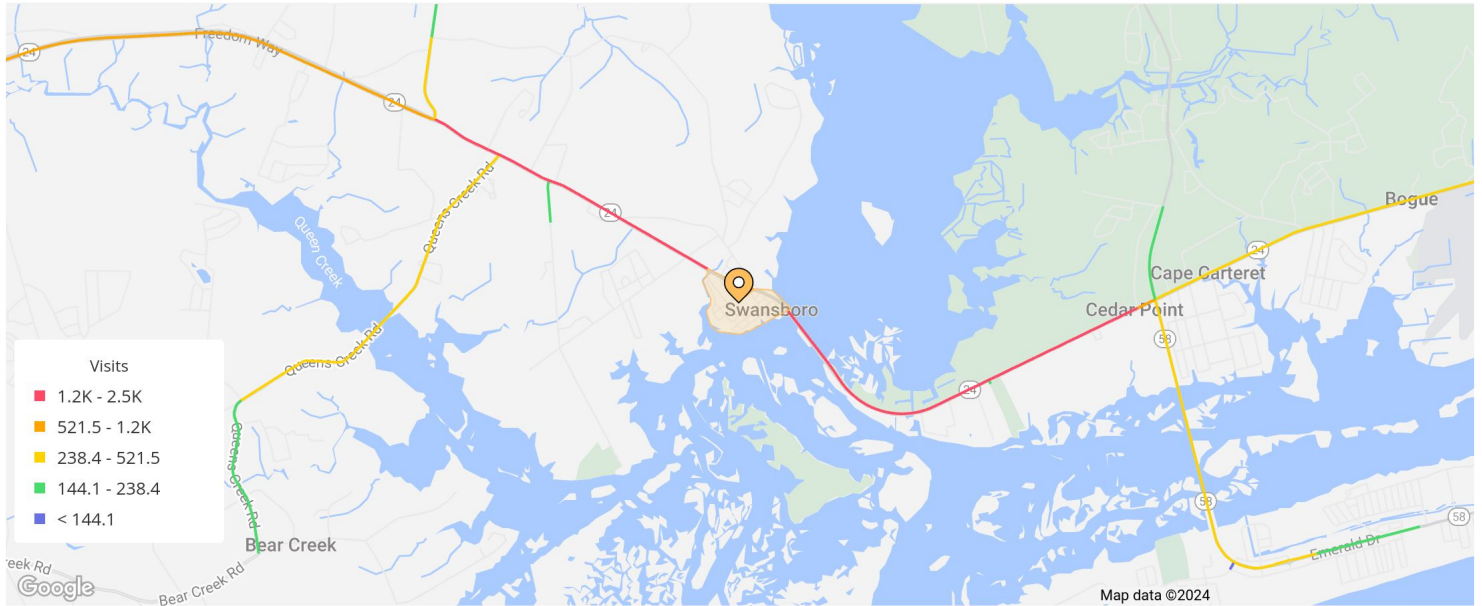


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 14th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Apr 27th, 2019
Data provided by Placer Labs Inc. (www.placer.ai)





Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Town of Swansboro-Swansboro Festivals**

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

Prepared By: **Anna Stanley, Parks & Recreation Director**

Overview: The Town of Swansboro is requesting \$6,500 for the 2025-2026 fiscal year to purchase the City Data AI software program and advertising for the Arts by the Sea Festival. CityData tackles challenges in accurately counting visitors, understanding movement patterns, and verifying visit data for city and park management.

- Visitor counts, dwell time, demographics, movement patterns via anonymized mobile GPS data.
- CityData delivers detailed heat maps, trend analysis, and validation metrics for parks and regions, covering visitation over multiple years and seasonal variations.

Background Attachment(s): Town of Swansboro-Application & supporting documents for Swansboro Festivals

Recommended Action:

1. Motion to approve funding request for Town of Swansboro for Swansboro Festivals
2. Motion to approve to allocate \$6,500 each year or match the funds that Onslow County Tourism provides each year.

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *
Town of Swansboro

Name of Event, Activity or Project to be Funded*
Swansboro Festivals: Arts by the Sea (2026), Independence Day(July 3, 25), Mullet Festival (Oct 11-13, 25), and Flotilla(Nov 29, 25)

Is Applicant a 501c3? *

- Yes
- No

Is Applicant Tax Exempt? *

- Yes
- No

Application Contact Person* Anna Stanley Title* Parks and Recreation Director

Mailing Address 601 West Corbett Ave

City Swansboro State * NC Zip Code 28584

Primary Phone 910-326-2600 Alternate Phone Email Address astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project * July 1, 2025 — June 30, 2026 Amount Requested * \$6500

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?
See attached sheets

Please limit to 3 lines of text

Number of years organization has been in business 72 Number of years organization has operated as IRS tax exempt Does the Organization have a Board of Directors?

Town (BOC) Parks and Rec (Advisory Board)

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 - d.

The Town of Swansboro and the Parks and Recreation Dept oversees the festivals. Festival committees consist of Management (Parks & Rec, Administration, Fire, Police, and Public Works), Vendor, and Entertainment Chairman). The festival relies heavily on volunteers to execute festival day activities. The management team meets frequently before and after each festival.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority*

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

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

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow, Town Manager

Phone

910-326-4428

Email

tnmgr@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Town of Swansboro, Sonia Johnson

Phone

910-3226-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley, Parks and Recreation Director

Title

Festival Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

[Empty text box]

Item IV - d.

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Any Other Administrator responsible for this activity

[Empty text box]

Title

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Section 6. Nature of the Activity

What is the purpose of the activity?

See attached sheets

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?

All demographics, families, adults, seniors

Section 7. Organizational Capacity

See additional sheets

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.

See additional sheets

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.

See additional sheets

Section 10. Promotional & Marketing Activity

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

See additional sheets

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. See additional sheets

What constitutes your fiscal year?

–

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

Narrative

See attached sheets

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

See attached sheets

Section 12. Summary of expenditures for the activity for the past five years. **See additional sheets**
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 - d.

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.

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 additional sheets

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. See additional sheets

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

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

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

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

Actual

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

Actual

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

Estimated

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

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

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

Section 15. Tourism Development Plan

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

See additional sheets

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

See additional sheets

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

See additional sheets

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

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

- Yes
- No

Section 17. Other Award Criteria Items

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

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

[Empty text box for response to question B]

Item IV - d.

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

The current Parks and Recreation Director has over 20 years' experience in festival administration and planning. Another staff member who assists the director in organizing the festival served on the Swansboro Festival Committee for 20 years. She has been an integral part of the transition and aiding the department.

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

The TDA receives the occupancy tax and revenue is generated through daily visitors.

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

Anna Stanley

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.

*****The Town of Swansboro is requesting \$6500 for the 2025-26 fiscal year to purchase the City Data.AI software program and advertising for the Arts by the Sea Festival.**

The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.

What is City Data? AI: CityData tackles challenges in accurately counting visitors, understanding movement patterns, and verifying visit data for city and park management.

- Visitor counts, dwell time, demographics, movement patterns via anonymized mobile GPS data
- CityData delivers detailed heat maps, trend analysis, and validation metrics for parks and regions, covering visitation over multiple years and seasonal variations.

Section 2. Organization Information

What is the purpose of the Organization?

The Swansboro Festivals are a cherished tradition that celebrates the rich culture, history, and coastal charm of Swansboro while drawing visitors from across the region. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

Section 6. Nature of the Activity

What is the purpose of the activity?

The Swansboro Festivals feature a diverse lineup of entertainment, arts and crafts, local food vendors, and interactive activities designed to attract tourists and engage the community. To ensure a well-organized, safe, and accessible event, we require funding for the four community festivals:

- **Economic Impact:** These four community festivals contribute to the local economy by supporting small businesses, vendors, and local artisans. They attract visitors from surrounding areas, boosting revenue for restaurants, shops, and other local enterprises. These visits generate spending at local restaurants and shops. Overnight stays increase sales tax and occupancy tax revenue that can be reinvested back into the community.
- **Promoting Community Engagement:** The festivals create opportunities for residents to connect, fostering a sense of belonging and unity. These events bring together diverse groups, celebrating local culture, talent, and heritage.
- **Cultural Preservation:** The festivals celebrate and preserve the rich history and traditions of Swansboro, ensuring they are passed down to future generations while educating visitors.
- **Inclusive and Family-Friendly Atmosphere:** The festivals offer activities suitable for all ages and abilities, ensuring everyone can participate and enjoy a welcoming environment.
- **Tourism Development:** These festivals serve as a gateway to introducing visitors to Swansboro, increasing the likelihood of them exploring other attractions, dining, and lodging during future visits. These festivals position the community as a destination, attracting media coverage and partnerships.

Through these unique and engaging experiences, we aim to foster a deeper appreciation for Swansboro while encouraging visitors to return throughout the year, contributing to the town’s cultural and economic vitality.

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 Swansboro Parks and Recreation Department has overseen the management of the festivals since 2019. The current Parks and Recreation Director has 24 years' experience in festival administration. The Assistant Director and a staff member serving on the previous Swansboro Festival Committee for over 20 years are heavily involved in the planning and implementation of the festivals. Over the past six years the current Director has created a detailed and true cost of the festivals as well as the value of in-kind contributions, created a new sponsorship program, grown partnerships, recruited new sponsors, and secured new media partners.

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 is dependent. Please attach and label as "Activity Information" and this section number.

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. Each year festivals continue to grow, frequently setting record attendance.

Arts by the Sea is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. This is a juried art show and highlights local performing artists including dancers, musicians, and vocal artists. Approximately 7,000 patrons visit Arts by the Sea every year.

Independence Day Celebration attracts over 10,000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

The Mullet Festival will celebrate its 72nd anniversary in 2026. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The Mullet Festival attracts over 18,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond.

The Swansboro Christmas Flotilla is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 9,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River.

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.

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held each festival several times prior to the event. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather, a rain date is selected if possible.

Section 10. Promotional & Marketing Activity

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

Swansboro Parks and Recreation utilize every media source as well as personal contacts to advertise the four festivals. Efforts include two websites (Parks and Recreation Department, and Swansboro Festivals), banners, posters, tourism websites (Onslow County and Visti Swansboro NC), community event calendars, and social media outlets.

In 2025, we significantly expanded our marketing reach to maximize exposure for our sponsors. Through strategic media placements, our total retail advertising value equaled approximately \$45,000. These efforts strengthened visibility for our events and provided meaningful brand exposure across Eastern North Carolina and beyond.

Advertising Reports-2025

Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics.
- All stations within the top 10 ranking by Nielson
- Guaranteed \$6000 in radio ads but receive much more; confirmed by run reports.
- In 2025, the value of radio ads was over \$25,000.

Newspaper Ads

- In-kind sponsorship with Tideland News (\$2,500)

Marketing Firms/Broadcasting

- Front Row Communications--Facebook ads directed to www.visistswansboro.org. (\$1700 paid, \$1226 in-kind)
- WITN-Broadcast and digital advertising (\$3750)
- In 2025, the department began working with an additional television station (WNCT-9) for broadcast and digital advertising. We have created a partnership with them, and they provided approximately \$7,300 in bonus ads, \$3750 were paid. Plans have been made for the year 2026 to continue that partnership.

Organizations

- Onslow County Tourism features each festival.
- Swansboro Tourism Development Authority-features each festival
- Festivals and Events-festivalsandevents.net
- Free festival event listings

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

FUNDING							
Funding	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	Notes
Federal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Local-STDA	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	Requesting
County	\$6,500.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$20,000.00	Funded
Sponsors	\$6,400.00	\$13,000.00	\$19,750.00	\$24,850.00	\$26,600.00	\$46,250.00	
Total	\$12,900.00	\$29,500.00	\$36,250.00	\$41,350.00	\$43,100.00	\$72,750.00	
In-kind	\$28,820.00	\$33,659.00	\$33,640.00	\$25,955.00	\$29,050.00	\$39,500.00	

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

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$20,000 from the Non-profit Tourism Assistance Grant for the 2024-25 fiscal year. Onslow County awarded the Town of Swansboro \$20,000 for the 2025-26 fiscal year.

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

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

Fiscal Year: June 1-July 30

FESTIVALS & EVENTS						
EXPENSES		FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26
LINE ITEM	DESCRIPTION	ACTUAL	ACTUAL	ACTUAL	Actual	BUDGETED
11-455-501220	SALARIES-OVERTIME	\$ -	\$ 11,667.28	\$ 26,146.64	\$ 26,351.57	\$ 30,000.00
11-455-501230	SALARIES-PARTIME	\$ -	\$ 1,360.15	\$ 7,923.89	\$ 6,768.68	\$ 10,000.00
11-455-501231	LONGEVITY			\$ 200.00	\$ 200.00	\$ 225.00
11-455-501810	FICA	\$ -	\$ 104.05	\$ 621.48	\$ 533.15	\$ 3,077.00
11-455-502010	SUPPLIES-DEPARTMENT	\$ 460.00	\$ 814.59	\$ 1,906.65	\$ 1,443.04	\$ 1,450.00
11-455-502016	PARADE EXPENSES	\$ -	\$ 1,608.18	\$ 1,334.70	\$ 1,569.14	\$ 1,700.00
11-455-502017	MULLET FESTIVAL EXPENSES	\$ 909.00	\$ 35,070.61	\$ 31,019.45	\$ 34,048.92	\$ 34,604.00
11-455-502018	JULY 4TH EXPENSES	\$ 500.00	\$ 17,405.85	\$ 29,832.85	\$ 26,851.22	\$ 34,015.00
11-455-502019	FLOTILLA EXPENSES	\$ -	\$ 6,508.34	\$ 5,184.17	\$ 5,506.74	\$ 7,494.00
11-455-502022	ARTS BY THE SEA	\$ -	\$ 5,716.84	\$ 6,786.45	\$ 4,085.01	\$ 8,230.00
11-455-502029	PUBLIC PERFORMANCE LICENSE	\$ -	\$ 797.29	\$ 1,627.58	\$ 1,488.92	\$ 1,552.00
11-455-502500	SUPPLIES-GAS/OIL	\$ -	\$ 63.44	\$ 113.67	\$ 273.23	\$ 450.00
11-455-503250	POSTAGE				\$ 65.49	\$ -
11-455-503100	TRAVEL/CONFERENCE	\$ -	\$ -	\$ 373.89		\$ 1,270.00
11-455-503310	UTILITIES	\$ 834.00	\$ 863.88	\$ 968.58	\$ 135.30	\$ 300.00
11-455-503540	R/M-MAINTENANCE GROUNDS	\$ -	\$ 52.77	\$ -		\$ 100.00
11-455-503551	SIGNS					\$ 4,002.00
11-455-503910	ADS & NOTICES	\$ 780.00	\$ 4,415.81	\$ 6,519.23	\$ 6,284.41	\$ 15,280.00
11-455-504910	DUES/SUBSCRIPTIONS	\$ 1,814.00	\$ 732.85	\$ 447.25	\$ 559.25	\$ 490.00
11-455-505001	NON-CAPITOL			\$ 408.38	\$ 448.18	\$ 450.00
DEPARTMENT TOTAL		\$ 5,297.00	\$ 87,181.93	\$ 121,414.86	\$ 116,612.25	\$ 154,689.00

Section 13. Activity Budget Detail

Details below show expenses year to date, but do not include any funds that are encumbered or expenses for the last festival Arts by the Sea.

FESTIVALS & EVENTS		
EXPENSES-YEAR TO DATE		
DOES NOT INCLUDE FUNDS ENCUMBERED OR ARTS BY THE SEA		
LINE ITEM	DESCRIPTION	2025-26 YTD
11-455-501220	SALARIES-OVERTIME	\$ 12,386.14
11-455-501230	SALARIES-PARTIME	\$ 4,092.63
11-455-501231	LONGEVITY	\$ 200.00
11-455-501810	FICA	\$ 328.39
11-455-502010	SUPPLIES-DEPARTMENT	\$ 212.18
11-455-502016	PARADE EXPENSES	\$ 1,039.14
11-455-502017	MULLET FESTIVAL EXPENSES	\$ 6,240.84
11-455-502018	JULY 4TH EXPENSES	\$ 32,399.96
11-455-502019	FLOTILLA EXPENSES	\$ 6,803.28
11-455-502022	ARTS BY THE SEA	\$ -
11-455-502029	PUBLIC PERFORMANCE LICENSE	\$ 1,539.79
11-455-502500	SUPPLIES-GAS/OIL	\$ 78.73
11-455-503250	POSTAGE	
11-455-503100	TRAVEL/CONFERENCE	\$ 829.95
11-455-503310	UTILITIES	\$ -
11-455-503540	R/M-MAINTENANCE GROUNDS	
11-455-503551	SIGNS	\$ 4,001.40
11-455-503910	ADS & NOTICES	\$ 6,418.31
11-455-504910	DUES/SUBSCRIPTIONS	\$ 439.50
11-455-505001	NON-CAPITOL	\$ 180.00
	DEPARTMENT TOTAL	\$ 77,190.24

Section 14. Tourism Related Impacts

SWANSBORO FESTIVALS					
	2022-23	2023-24	2024-25	2025-26	Notes
Attendance	43,000	45,000	45,000	22,000	Mullet Festival was cancelled due to severe weather. Rain date was the next Saturday, 1 day only at Municipal Park, about 2000 in attendance instead of the 18,000
Overnight Stays w/code	28	32	7		not all festivals tracked by hotel
Overnight Stays	325	396	408	219	Info gathered from hotel
TOS Employmen	845	907	1219	510	man hours
Volunteers	75	64	30	30	
Economic Impact-Day	\$249,937.00	\$261,562.00	\$261,562.00	\$127,875.00	Information taken from Onslow Co. Grant App
Economic Impact-Overnight	\$62,725.00	\$76,428.00	\$78,744.00	\$42,267.00	
Economic Impact-total	\$312,662.00	\$337,990.00	\$340,306.00	\$170,142.00	

Section 15: Tourism Development Plan

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

The Mullet Festival has taken place for the last 71 years. People travel to Swansboro just to attend this annual event. The Mullet Festival is a two-day event encouraging people to stay overnight. The other three festivals have taken place for 20-30 years. Vendors are encouraged to stay overnight, many of them come from several hours away. Hotel rates and links are posted on the Swansboro Festival website for vendors and festival participants. Emails are also sent to all vendors throughout the year with hotel information and links to book their stay.

The Department also works with an ad agency that creates ads targeting visitors to stay overnight, hotel links are provided in those ads.

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

The Mullet Festival is the longest running festival on the East Coast. Visitors travel from outside of Swansboro each year to attend the annual event. The department receives messages and calls from out-of-towners every year confirming the date for the festival so they can plan to stay overnight. The other three festivals have a large economic impact on daily visitors.

The Swansboro Festivals are a key driver of tourism, attracting thousands of visitors annually, boosting local businesses, and generating economic activity. By improving event infrastructure and staff preparedness, we can enhance visitor experience, increase attendance, and encourage extended stays in Onslow County. This investment will contribute to local hotel occupancy, dining, shopping, and overall tourism revenue.

Festivals impact tourism by:

1. Increased Visitor Foot Traffic: By attracting attendees from neighboring towns and beyond, the activity generates increased foot traffic to local businesses such as shops, restaurants, and lodging

establishments. This supports the local economy and enhances visibility for Swansboro as a regional destination.

- 2. Promotion of Swansboro as a Tourism Hub: The event highlights the town’s charm, scenic waterfront, and welcoming community. Attendees often share their experiences through social media and word of mouth, which helps attract future visitors to Swansboro.
- 3. Extension of Tourist Seasons: By scheduling the activity during shoulder seasons or off-peak times, the event encourages tourism outside of the traditionally busy months. This helps stabilize the local economy throughout the year.
- 4. Cultural and Recreational Engagement: The activity highlights Swansboro’s unique heritage and natural assets, fostering appreciation for the area’s history, culture, and recreational opportunities. This positions the town as a vibrant destination for cultural and outdoor tourism.
- 5. Collaboration with Local Partners: The event creates opportunities for partnerships with local businesses, artists, and organizations, enhancing community involvement and promoting Swansboro as a unified and vibrant destination.

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

Beginning in 2022, the department began working with the Hampton Inn to provide a specific link to provide vendors, entertainers, and patrons. These links are sent to vendors several times before the festivals and links are also posted on the Swansboro Festivals website for both vendors and patrons. The hotel provided the number of rooms that used the link if the information was available.

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

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

*****The Town of Swansboro is requesting \$6500 for the 2025-26 fiscal year to purchase the City Data.AI software program and advertising for the Arts by the Sea Festival.**

The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.



Tourism Development Authority Regular Meeting Agenda Item Submittal

Item To Be Considered: **Town of Swansboro-Tree Lighting Ceremony/Flotilla**

Board Meeting Date: **April 9, 2025**

Prepared By: **Justin Webb, Downtown Facilities Coordinator**

Overview: The Town of Swansboro is seeking funding for the tree lighting ceremony/Flotilla.

For many years, the Town of Swansboro has decorated the downtown area for the Christmas holiday season.

The Downtown Facilities Coordinator has submitted a request for a new tree in the upcoming fiscal year budget to assist with the purchase of a new Christmas tree. This tree will be used for the annual downtown tree lighting ceremony, which is held in partnership with downtown merchants as part of the Swansboro by Candlelight celebration, a longstanding community tradition.

A total of \$2,000 is being requested to contribute toward the purchase of a new Christmas tree.

Background Attachment(s): Town of Swansboro-Application & supporting documents for Tree Lighting Ceremony/Flotilla Event

Recommended Action: Motion to approve funding request for Town of Swansboro for Tree Lighting Ceremony/Flotilla Event.

Action: _____

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization:

Town of Swansboro

Name of Event, Activity or Project to be Funded*

Tree lighting Ceremony / Flotilla

Is Applicant a 501c3? *

Yes
 No

Is Applicant Tax Exempt?

Yes
 No

Application Contact Person*

Justin Webb

Title*

Downtown facilities Coordinator

601 W Corbett Ave.
Mailing Address

City
Swansboro

State*
NC

Zip Code
28584

Primary Phone
910.326.4428

Alternate Phone

Email Address
jwebb@ci.swansboro.nc.us

Date or Dates of Activity or Project
NOV - DEC

Amount Requested
\$2000.00

Notes

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

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

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

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

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

Section 2. Organization Information

What is the purpose of the Organization?

Local Government

Please limit to 3 lines of text

Number of years organization has been in business

Since 1783

Number of years organization has operated as IRS tax exempt

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.*

Local gov annually decorates town for Christmas Holiday

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority?

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

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

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

Town Manager Jon Barlow

Phone 910 326 4428

Email jbarlow@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone 910 326 4428

Email sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Title

Phone

Email

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Justin Webb

Phone 910 326 4428

Alternate Phone

Email jwebb@ci.swansboro.nc.us

Note if any

Chief Financial Contact for matters related to this activity

Item IV - e.

Donia Johnson

Phone 910 326 4428

Email djohnson@ci.swansboro.nc.us

Note If any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note If any

Section 6. Nature of the Activity

What is the purpose of the activity?
Beautify/Decorate downtown for Christmas Holiday

Is this a fundraiser for the organization?

- Yes
- No

Is admission or a fee charged?

- Yes
- No

This does not disqualify the activity for funding

What is the target audience for the event?
all residence and visitors to Swansboro

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 TOWN HAS ANNUALLY DECORATED THE DOWNTOWN FOR CHRISTMAS HOLIDAYS - THE PUBLIC WORKS DEPARTMENT HAS BEEN RESPONSIBLE FOR DECORATING ALL OF TOWN FOR YEARS.

Section 8. Activity Information

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

Requesting funds to purchase a new Christmas tree for the downtown Christmas tree lighting which is done annually in partnership w/ the downtown merchants for the Swansboro by Candlelight event.

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 towns Christmas tree is erected annually in November and participants in the annual (Tree lighting) Swansboro by Candlelight.

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 town promotes the event every year thru Social Media and flyers. The TDA also sponsors the event thru multiple (front row communications) Outlets.

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 - June

State 5 years previous <input type="text"/> Actual	State 4 years previous <input type="text"/> Actual	State 3 years previous <input type="text"/> Actual	State 2 years previous <input type="text"/> Actual
State 1-year previous <input type="text"/> Estimated	State Current <input type="text"/> Budget		

County 5 years previous <input type="text"/> Actual	County 4 years previous <input type="text"/> Actual	County 3 years previous <input type="text"/> Actual	County 2 years previous <input type="text"/> Actual
County 1-year previous <input type="text"/> Estimated	County Current <input type="text"/> Budget		

Authority 5 years previous <input type="text"/> Actual	Authority 4 years previous <input type="text"/> Actual	Authority 3 years previous <input type="text"/> Actual	Authority 2 years previous <input type="text"/> Actual
Authority 1-year previous <input type="text"/> Estimated	Authority Current <input type="text"/> Budget		

Other 5 years previous <input type="text"/> Actual	Other 4 years previous <input type="text"/> Actual	Other 3 years previous <input type="text"/> Actual	Other 2 years previous <input type="text"/> Actual
Other 1 year previous <input type="text"/> Estimated	Other Current <input type="text"/> Budget		

Activity 5 years previous <input type="text"/> Actual	Activity 4 years previous <input type="text"/> Actual	Activity 3 years previous <input type="text"/> Actual	Activity 2 years previous <input type="text"/> Actual
Activity 1-year previous <input type="text"/> Estimated	Activity Current <input type="text"/> Budget		

Total 5 years previous <input type="text"/> Actual	Total 4 years previous <input type="text"/> Actual	Total 3 years previous <input type="text"/> Actual	Total 2 years previous <input type="text"/> Actual
--	--	--	--

Total 1-year previous
Estimated

Total Current
Budget

Narrative

The town requests \$2,000.00 for the purchase of a new Christmas tree for downtown.

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

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

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

What constitutes your fiscal year?

July - June

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

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.

The town will be funding the remainder of the trees cost.

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.

The town currently uses a single company (MOSCA DESIGN) for all its Holiday decorations. The cost of the tree is \$14,300.00 without any discounts applied.

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

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

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

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

Actual []

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

Actual []

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

Estimated []

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 []

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

[]

*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 by Candlelight/Tree lighting Event excitement draws thousands of people to a night of festive fun for the lighting of the tree and opening to the Christmas season.

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

Businesses and downtown restaurants also benefit from this event.

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

[]

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

Information is gathered from local hotels and surveys taken during Swansboro festivals and events. The attached data sheet provides economic data from all Swansboro festivals which includes Swansboro by Candlelight.

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.

The town of Swansboro strives to bring visitors to its downtown to support its local businesses and promote a happy, family oriented experience during the opening of the Christmas Holidays.

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

Item IV - e.

Yes.

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

Yes. Town staff coordinates the lighting of the tree each year.

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

The current tree is 15 years old. Its becoming difficult to assemble due to its condition. The life expectancy of a tree like this is 5-8 years. While we've been able to extend its life by taking extra care, time is taking its toll.

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

[Empty signature box]

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.

SWANSBORO FESTIVALS				
	2022-23	2023-24	2024-25	Notes
Attendance	43,000	45,000	45,000	surveys not completed past couple years- staffing
Travel >100 miles				
Overnight Stays w/code	28	32	7	not all festivals tracked
Overnight Stays	325	396	408	Info gathered from hotel & numbers from Onslow Co. Grant.app
TOS Employess	845	907	1219	man hours
Volunteers	75	64	30	
Economic Impact-Day	\$249,937.00	\$261,562.00	\$261,562.00	
Economic Impact-Overnight	\$62,725.00	\$76,428.00	\$78,744.00	Information taken form Onslow Co. Grant App
Economic Impact-total	\$312,662.00	\$337,990.00	\$340,306.00	



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **National Travel & Tourism Week**

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

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

Overview: Kelley Brown will be attending the event May 7th and 8th and requested \$300 to be reimbursed for travel expenses.

The National Travel & Tourism Week event will be held May 3-9. This day offers an opportunity to talk with tourists about attractions, events, hotel/motels, restaurants, and other North Carolina Products.

Background Attachment(s): National Travel & Tourism Day Flyer

Recommended Action: Motion to approve funding request for the National Travel & Tourism Day Event

Action: _____



National Travel and Tourism Week (NTTW) is the U.S. travel industry’s annual tradition of recognizing the essential role travel plays in powering our economy, strengthening communities and connecting America.

Established by U.S. Travel Association, NTTW brings the industry together each year to spotlight travel’s impact—from supporting 15 million jobs to generating critical tax revenue that funds public services and infrastructure in communities nationwide.

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

To: Board of the Swansboro Tourism Development Authority
From: Sonia Johnson, Finance Director

OVERVIEW

The Town of Swansboro levied a 3% Room Occupancy Tax effective September 1, 2011. The revenue received from this tax is being used to help promote, market, and enhance the travel and tourism segment of the local business economy. The Town is currently receiving monthly collections from businesses and online booking sites.

REVENUES

In projecting revenues for the 2026-2027 fiscal year, an analysis was done on the actual revenues received during the period July 2025 thru March 2026. Based on these collections, and estimating collections for the remainder of the fiscal year, a calculation was performed and the revenues determined accordingly.

APPROPRIATIONS

Based on the estimated revenues, the budget for appropriations was determined. Appropriations have been made for professional services, supplies, travel, insurance, and other tourism-related expenses.

SUMMARY

In summary, the proposed budget is the result of our best efforts to project future revenues and expenses based on activity from the past several months. Changes may be warranted as the year progresses. Overall, this is a sound fiscal budget, and includes information that will provide adequate guidelines to the Authority.

Respectfully submitted,

Sonia Johnson
Finance Director

SWANSBORO TOURISM DEVELOPMENT AUTHORITY

Proposed Budget

FISCAL YEAR 2026-2027

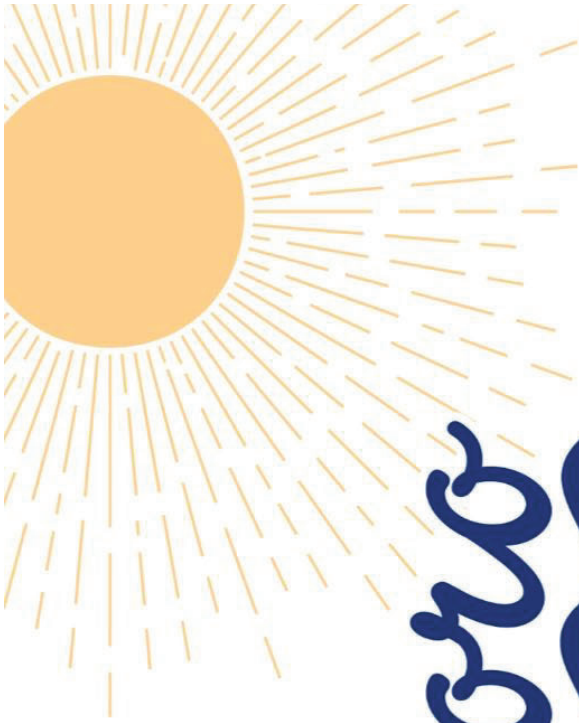
<u>REVENUES</u>			
70-300-320309	Donations	\$ 5,600	Swansboro Downtown Merchants
70-300-399991	Fund Balance Appropriation	\$ 18,457	Assigned Fund Balance
70-300-390950	Transfer from General Fund	\$ 110,000	Net proceeds, room occupancy tax
Total Revenues		\$ 134,057	

<u>EXPENSES</u>			
70-800-501910	Services - Auditor	\$ 6,000	Annual fee for required audit per statute
70-800-503910	Advertising / Promotions:		
	Front Row Communications	\$ 31,668	Marketing/Advertising Services
	General advertising	\$ 35,826	(Front Row Communications-Proposed Marketing, Advertising, and Tourism Support)
	Contingency Fund	\$ 7,596	Marketing Contingency Budget
	Downtown Merchants	\$ 5,600	Swansboro by Candlelight FY 26/27
70-800-502995	Administrative Services	\$ 4,100	Town of Swansboro-Administrative Services
70-800-502010	Supplies	\$ 500	Misc. office supplies, forms, books, binders, postage, checks, etc.
70-800-503100	Travel / Conference	\$ 1,500	Travel expenses
70-800-504540	Insurance	\$ 250	Bond for Finance Officer
70-800-504910	Dues and Subscriptions	\$ 350	Membership fees to various organizations
70-800-507910	Grants-Promote Tourism-Awarded (Marketing)	\$ 4,000	Marketing Grants only - 2/3 Promote Tourism Related Expenses
70-800-507920	Grants Tourism-(Capital)	\$ 36,667	"Capital" grants only - 1/3 Tourism Related Capital Expenses
Total Expenditures		\$ 134,057	

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

Note: Section 6 of the Resolution Establishing the Swansboro TDA states that 2/3 of tax must be used to "promote travel and tourism", and the remaining funds may be used for "tourism-related expenditures". According to the definitions in the resolution, "promote travel and tourism" includes advertising and administrative expenses, and "tourism-related expenditures" include those designed to increase the use of lodging facilities or to attract tourists to the town, including capital expenditures.

For budget purposes, the line items shaded in blue are the "promote travel & tourism" expenses = 2/3 of total ; the line items shaded in red are the "tourism-related expenditures" = 1/3 of total.



Swansboro

Friendly City by the Sea

2026/2027

PROPOSED BUDGET & OPTIONS

Presented by: Anne Marie Bass, Front Row Communications

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

Media / Advertiser / Element Budgeted Actual Remaining Description

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

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

Media / Advertiser / Element Budgeted Actual Remaining Description

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

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

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

Investment: ~\$6,150

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

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

Investment: ~\$6,000

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

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

Investment: ~\$7,500

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

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

Investment: ~\$1,600

NC Field & Family (Print)

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

Investment: ~\$6,780

◆ **PLATINUM**

Full Market Expansion + Maximum Visibility

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

Total Investment: ~\$100,874

◆ **SILVER**

Targeted Regional Reach

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

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

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

◆ **GOLD**

Strategic Growth in Key Markets

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

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

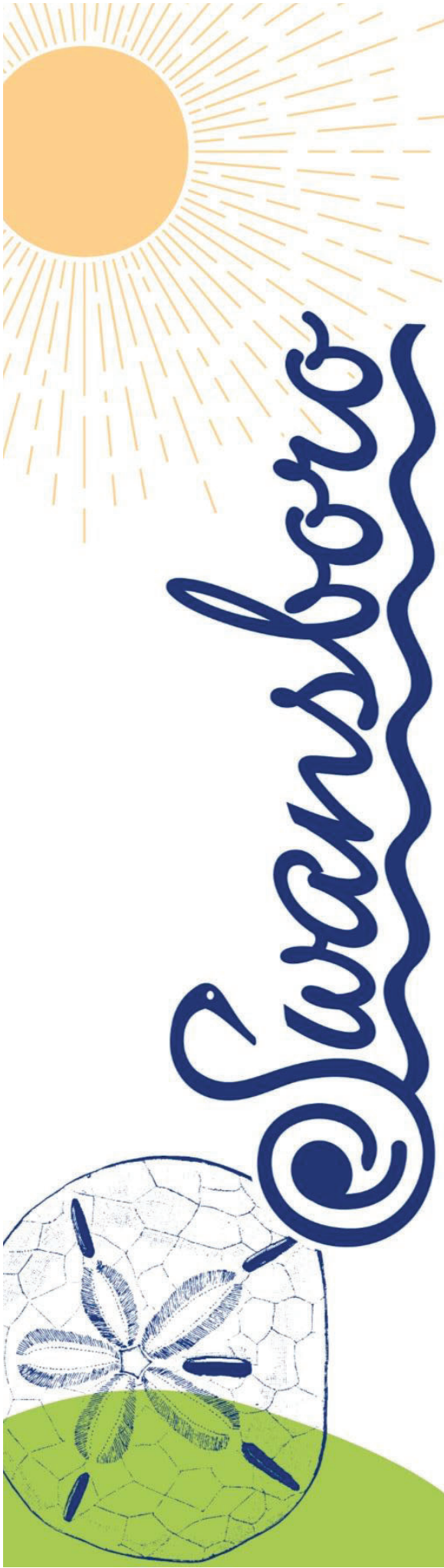
Total Investment: ~\$84,994 – \$86,344

◆ **BRONZE**

Focused Awareness + Content Growth

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

Total Investment: ~\$78,844



Swansboro

Friendly City by the Sea

2026/2027

**POSSIBLE ADDITIONAL PLACEMENTS
CIRCULATION & DEMOS**

Presented by: Anne Marie Bass, Front Row Communications



Our State

Audience Snapshot

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

Demographics

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

Positioning

Established statewide publication with strong brand recognition.

Longstanding partnership with consistent visibility for Swansboro

RALEIGH MAGAZINE

Audience Snapshot

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

Demographics

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

Positioning

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

Longstanding partnership with consistent visibility for Swansboro



NorthernVirginia



Audience Snapshot

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

Demographics

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

Digital (E Newsletter Sponsorship)

Travel – 36,000+ Family – 25,000+

Digital (Website)

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

Positioning

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

NEW OPPORTUNITY - Digital

Audience Snapshot

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

Demographics

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

Positioning - Content focus on three areas

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

NEW OPPORTUNITY – Print



Audience Snapshot

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

STDA Strategy/Content Generation

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

Positioning

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

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

NEW OPPORTUNITY – Digital Influencer

Visit NC Special Interest Welcome Journey Eblasts – Small Towns

E-NEWS PROGRAMS

Welcome Journey Featured Content

As new individuals sign up for Visit NC’s e-news, they begin to receive a series of emails from Visit NC to get to know them better. This is called the Welcome Journey. The Welcome Journey builds the profiles of individuals in our database by asking questions to understand their personal preferences and interests. Partners can select to have their content featured as the itinerary recommendation that is served, aligning with specific interest categories, as well as inclusion in default content.

PARTNER BENEFITS

By associating with an interest category, you are guaranteed to get in front of an engaged audience seeking what you have to offer, allowing you to build awareness.

PRICE
\$1,000

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

- Mountains
- Coast
- City
- Small Towns

With one (1) being reserved for Tier 1

Visit NC Haunted Tourism Initiative – First in Fright Eblast

First in Fright Featured Content

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

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

PARTNER BENEFITS

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

PRICE
\$350

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

WELCOME JOURNEY INVENTORY
Two (2) partner spots per year

NEW OPPORTUNITY

CONSIDERATION PROGRAMS



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

NEW Garden & Gun Due South E-Newsletter Program

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

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

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



NEW OPPORTUNITY – Visit NC Co-Op

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

DIGITAL PROGRAMS (CONTINUED)

Garden & Gun Digital Program

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

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

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

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

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

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



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



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

NEW OPPORTUNITY – Visit NC Co-Op



Tourism Development Authority Meeting Agenda Item Submittal

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

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

Prepared By: **Randy Swanson, Chair**

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

Items discussed at prior meetings:

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

Recommended Action: Discuss and provide any guidance.

Action: _____

