



Swansboro Tourism Development Authority Agenda

Town of Swansboro
Thursday, October 10, 2024

I. Call to Order

II. Financial Report

- a. **Financial Report-(1st QTR-FY 24-25)**
Presenter: Sonia Johnson - Finance Director

III. Business

- a. **Marketing & Advertising Status Update/Discussion**
Presenter: Anne Marie Bass, Front Row Communication, LLC
- b. **Grant Application Revision**
Presenter: Linda Thornley - Vice Chair

A revision to the grant application will be provided for review.

Action recommended: Review and discuss.

- c. **Consideration to hire a Consultant**
Presenter: Sonia Johnson - Finance Director

Consideration to hire a consultant to provide guidance on the roles, responsibilities, and operations of the Swansboro Tourism Development Authority (STDA) at a special joint meeting with the Board of Commissioners.

Recommended Action: Motion to approve consideration to hire a consultant to provide guidance on the roles, responsibilities, and operations of the Swansboro Tourism Development Authority (STDA).

- d. **2025 Regular Meeting Schedule**
Presenter: Sonia Johnson - Finance Director

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 shall be filed with the Town Clerk. A regular meeting schedule for the 4th Thursday of each month has been provided for consideration.

Recommended Action: Motion to approve the 2025 Regular Meeting Schedule

IV. Board Comments

V. Public Comments

VI. Adjournment

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
FINANCIAL SUMMARY ANALYSIS
FY 2024-2025**

		BUDGET 2024-2025	BUDGET AMENDMENT	BUDGET REVISIONS	ACTUAL 07/1/24-09/30/24
Fund Balance @ 6-30-2024					\$ 215,760.91
Revenue:					
Acct#					
70-300-390950	Occupancy Tax - Transferred from Gen Fund	\$ 110,000.00		\$ 110,000.00	\$ 41,821.72
	Donations-Downtown Merchants	\$ 4,000.00		\$ 4,000.00	\$ 4,800.00
70-300-399991	Fund Balance Appropriation	\$ 14,417.00		\$ 14,417.00	\$ -
		\$ 128,417.00	\$ -	\$ 128,417.00	\$ 46,621.72
Expenditures:					
Acct#					
70-800-501910	Services - Auditor	\$ 3,000.00		\$ 3,000.00	
70-800-503910	Advertising/Promotions:			\$ -	
	Town of Swansboro- Visitor Ctr Management	\$ 5,660.00		\$ 5,660.00	
	General advertising	\$ 48,199.00		\$ 48,199.00	\$ 7,514.36
	Front Row Communications	\$ 24,192.00		\$ 24,192.00	\$ 7,056.00
	Liz Honeycutt Advertising		\$ 5,000.00	\$ 5,000.00	\$ 1,200.00
	Downtown Merchants-Swansboro by Candlelight/Merchant Guides	\$ 4,000.00		\$ 4,000.00	\$ 400.00
70-800-502995	Administrative Services	\$ 4,100.00		\$ 4,100.00	\$ 1,025.00
70-800-502010	Supplies	\$ 499.00		\$ 499.00	
70-800-503100	Travel / Conference	\$ 1,500.00		\$ 1,500.00	
70-800-504540	Insurance	\$ 250.00		\$ 250.00	
70-800-504910	Dues & Subscriptions(NC Coast Host)	\$ 350.00		\$ 350.00	\$ 350.00
70-800-505000	Capital Outlay	\$ -		\$ -	
70-800-507910	Tourism-Related Expenses (Grants) - Awarded (Marketing)	\$ -		\$ -	
70-800-507920	Tourism-Related Expenses (Grants) - Awarded (Capital)	\$ 36,667.00	\$ (5,000.00)	\$ 31,667.00	
		\$ 128,417.00	\$ -	\$ 128,417.00	\$ 17,545.36
ACTUAL CASH BALANCE @ 9/30/2024					\$ 244,837.27

AVAILABLE FUND BALANCE @ 9/30/24 **\$ 244,837.27**

First Citizens Bank(Facebook Ads)	\$ 946.36
Additional Advertising-T2T	\$ -
Our State	\$ 4,343.00
Raleigh Magazine	\$ 1,125.00
Swansboro Area Chamber of Commerce	\$ 1,100.00
Emerald Isle Realty	\$ -
Web Design City	\$ -
Total General Advertising	\$ 7,514.36

07/1/24-09/30/24	
Beginning FB	\$ 215,760.91
Revenues	\$ 46,621.72
Expenditures	\$ 17,545.36
Cash balance	\$ 244,837.27
Available FB	\$ 244,837.27

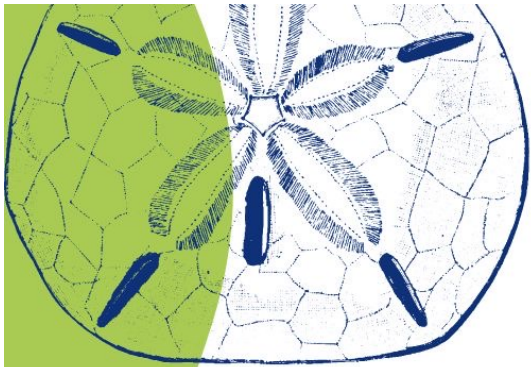
SWANSBORO TOURISM DEVELOPMENT AUTHORITY
 ANALYSIS OF REVENUE/ EXPENSES
 APPLICATION OF 2/3 AND 1/3 RESTRICTIONS

07/01/24-09/30/2024

REVENUES			
PERIOD	TOTAL	2/3-Promote Travel and Tourism <u>plus</u> administrative	1/3-Tourism- Related Capital Expenditures
FYE 2011/2012	\$ 44,928.62	\$ 29,952.41	\$ 14,976.21
FYE 2012/2013	\$ 71,128.06	\$ 47,418.70	\$ 23,709.36
FYE 2013/2014	\$ 60,300.68	\$ 40,200.45	\$ 20,100.23
FYE 2014/2015	\$ 59,772.79	\$ 39,848.53	\$ 19,924.26
FYE 2015/2016	\$ 56,925.03	\$ 37,950.02	\$ 18,975.01
FYE 2016/2017	\$ 55,240.37	\$ 36,826.91	\$ 18,413.46
FYE 2017/2018	\$ 66,319.97	\$ 44,213.31	\$ 22,106.66
FYE 2018/2019	\$ 95,819.45	\$ 63,879.63	\$ 31,939.82
FYE 2019-2020	\$ 68,955.22	\$ 45,970.15	\$ 22,985.07
FYE 2020-2021	\$ 77,898.30	\$ 51,932.20	\$ 25,966.10
FYE 2021-2022	\$ 104,208.39	\$ 69,472.26	\$ 34,736.13
FYE 2022-2023	\$ 122,297.01	\$ 81,531.34	\$ 40,765.67
FYE 2023-2024	\$ 122,726.42	\$ 83,150.94	\$ 39,575.48
FYE 2024-2025	\$ 46,621.72	\$ 32,414.48	\$ 14,207.24
TOTALS		\$ 704,761.33	\$ 348,380.69

LESS: EXPENSES			
PERIOD	TOTAL	Travel and Tourism Expenditures <u>plus</u> administrative	Tourism-Related Capital Expenditures
FYE 2011/2012	\$ 4,415.12	\$ 4,415.12	\$ -
FYE 2012/2013	\$ 38,523.85	\$ 38,523.85	\$ -
FYE 2013/2014	\$ 87,610.72	\$ 62,610.72	\$ 25,000.00
FYE 2014/2015	\$ 59,297.48	\$ 53,013.10	\$ 6,284.38
FYE 2015/2016	\$ 56,561.77	\$ 41,944.77	\$ 14,617.00
FYE 2016/2017	\$ 65,122.90	\$ 39,632.90	\$ 25,490.00
FYE 2017/2018	\$ 64,009.53	\$ 34,575.76	\$ 29,433.77
FYE 2018/2019	\$ 59,780.81	\$ 37,079.06	\$ 22,701.75
FYE 2019-2020	\$ 52,139.60	\$ 32,959.60	\$ 19,180.00
FYE 2020-2021	\$ 38,941.88	\$ 33,941.88	\$ 5,000.00
FYE 2021-2022	\$ 73,135.10	\$ 61,315.10	\$ 11,820.00
FYE 2022-2023	\$ 91,945.98	\$ 77,445.98	\$ 14,500.00
FYE 2023-2024	\$ 99,274.66	\$ 80,274.66	\$ 19,000.00
FYE 2024-2025	\$ 17,545.36	\$ 16,345.36	\$ 1,200.00
TOTALS		\$ 614,077.86	\$ 194,226.90
Available funds as of 09/30/24		\$ 90,683.47	\$ 154,153.79

\$ 244,837.27



Swansboro

Friendly City by the Sea

STDA STATUS UPDATE REPORT

OCTOBER 10, 2024

Presented by: Anne Marie Bass, Front Row Communications

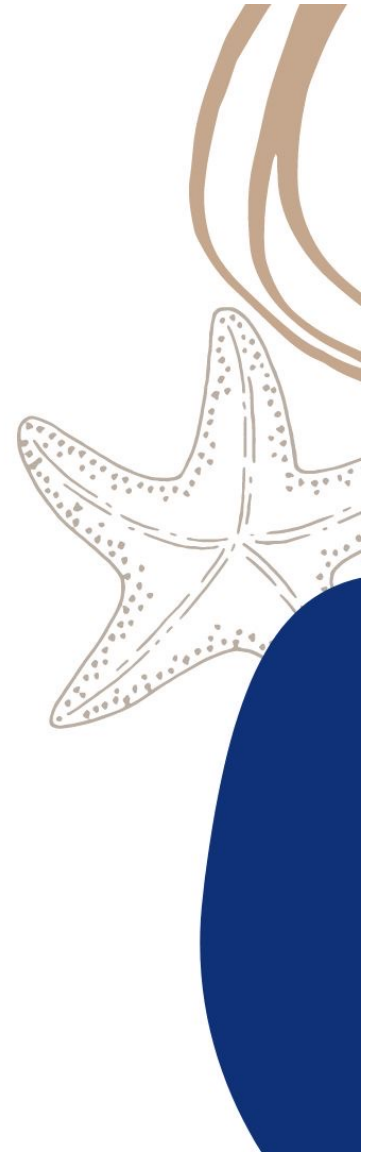




Table of Contents

1. Social Media Stats & Metrics – July 1st – to Date
2. Facebook/Instagram Ad Reports – July 1st to Date
3. Downtown Merchants & Restaurants Guide & Map
 - Update and refresh for Fall 2024 is completed. Printer had issues due to Helene. I will send a box to Town Hall when they are ready.
 - Shipments made to the 14 NC Welcome Centers – in May 2024
 - I contacted three of them to determine a need for replenishment – all indicated they were ready for a new shipment
4. Print Ad Placements – Our State Magazine & 2025 Swansboro Chamber Guide
5. Visit Swansboro Monthly Marketing Eblasts – July, August, September & October
6. Consideration: New Swag Bag – to have for groups and VIP guests
7. Swansboro by Candlelight – in partnership with the Downtown Merchants, marketing and advertising efforts are in progress.
8. Website – continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc.
9. Misc. Questions – Anne Marie is pulling together and will bring to the meeting...

Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot



Social Media Metrics and Stats – July 1, 2024 to October 3, 2024

October Report:






Facebook – 9,346 followers; 6.5K likes
 Instagram – 2,276 followers

July Report:

Facebook – 8,890 followers; 6.3K likes
 Instagram – 2,182 followers

Top content by reach

Boost content | See all content

 <p>#5KRunWalk #SWANSBORO On...</p> <p>Fri Sep 13, 9:50am</p> <p>31.9K likes, 153 comments, 17 shares, 32 reposts</p>	 <p>A moment in time to soak in the sun...</p> <p>Sun Jul 7, 4:38am</p> <p>15.1K likes, 194 comments, 14 shares, 12 reposts</p>	 <p>Experience the charm of Swansboro like a...</p> <p>Fri Jul 19, 8:26am</p> <p>15.1K likes, 194 comments, 12 shares, 14 reposts</p>	 <p>Brighten your visit to Swansboro with som...</p> <p>Fri Jul 12, 9:33am</p> <p>10.4K likes, 79 comments, 8 shares, 6 reposts</p>	 <p>We curated a few amazing 📸 snaps of...</p> <p>Mon Jul 15, 9:15am</p> <p>8K likes, 68 comments, 5 shares, 3 reposts</p>
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<
Insights
i





Last 90 Days ▾ Jul 6 - Oct 3

Overview

Views	38K >
Interactions	1,438 >
Total followers	2,275 >

Content You Shared

See all


Posts	28 >
Stories	230 >
Reels	1 >


🏠
🔍
+
📺
🌐

<
Content

All | Last 3 months | 🔄

Views





Posts	28 >
Stories	230 >
Reels	1 >

🏠
🔍
+
📺
🌐



Tunnels to Towers 5K Run/Walk // July - August 2024

Results From This Ad ⓘ

People reached	Link clicks
20,584	477

[View Detailed Results](#)


Help Us Improve

Are you satisfied with this ad?

No
 Yes

Details


- Completed Status
- Get more website visitors Goal
- \$69.95 / \$10.00 Total Spent / Daily Budget ⓘ
- 7 days Duration
- Jul 2, 2024 9:15am Start date
- Jul 9, 2024 9:15am End date



Visit Swansboro NC
Sponsored · 🌐

#5K #Tunnel2Towers ❤️ The 4th Annual Tunnel to Towers Swansboro, NC 5K will be on Saturday, SEPTEMBER 7th, 2024! Join our fantastic community to 🏃 Run/Walk, REMEMBER & HONOR. Sign up today!

🏃 RUN SIGNUP: <https://runsignup.com/R...> See more



runsignup.com
T2T | Swansboro, NC 5K
The Tunnel to Towers 5K Run & Walk - ...

[Sign up](#)

Results From This Ad ⓘ

People reached	Link clicks
14,846	581

[View Detailed Results](#)

Help Us Improve


Are you satisfied with this ad?

No
 Yes

Details


- Completed Status
- Get more website visitors Goal
- \$69.98 / \$10.00 Total Spent / Daily Budget ⓘ
- 7 days Duration
- Aug 13, 2024 2:48pm Start date
- Aug 20, 2024 2:48pm End date

Ad preview



Visit Swansboro NC
Sponsored · 🌐

Join us on the morning of Saturday, September 7th, friends! Be a part of the 4th Annual 🇺🇸 Tunnel to Towers Swansboro, NC 🏃 5K Run/Walk. It's a fantastic opportunity to support a meaningful cause and connect with our wonderful Swansboro community.... See more



runsignup.com



Fall General Marketing Campaign// Aug – Sept, 2024

Results

Link clicks	4,010
Cost per Link Click	\$0.12
Amount spent	\$488.10
	\$550.00 lifetime budget
Reach	61,993
Impressions	161,260
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.12
Frequency	2.60
Unique link clicks	3,174

Demographics

Maximum

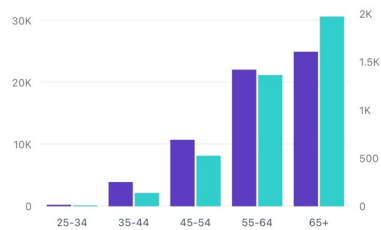
All Women Men

61,993

4,010

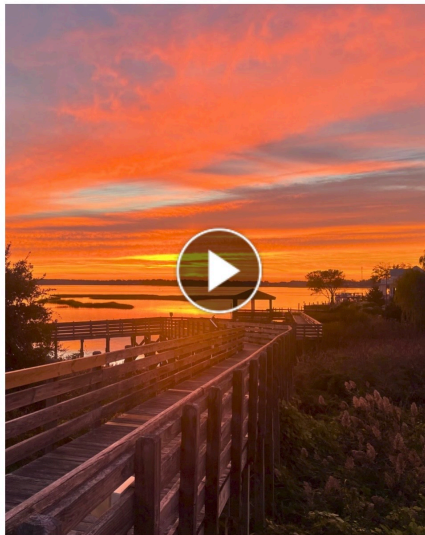
People Reached

Link clicks



Visit Swansboro NC
Sponsored · 🌐

Exciting adventures and autumn outdoor fun await on North Carolina's coast. Discover the charm of Swansboro!



visitswansboro.org
The Friendly City by the Sea [Learn more](#)

👍👍👍 Jackson... 23 comments 135 shares

👍 Like 💬 Comment ➦ Share

INSTAGRAM STORIES



MOBILE NATIVE

Locations

Maximum

Countries **Regions**

North Carolina

Link clicks	3,644
Cost per Link Click	\$0.12
Reached	54,280
CTR	2.50%

Virginia

Link clicks	337
Cost per Link Click	\$0.13
Reached	6,833
CTR	2.33%

South Carolina

Link clicks	29
Cost per Link Click	\$0.13
Reached	880
CTR	2.38%



Movin' Mullet 5K Run/Walk // Sept-Oct 2024

Results

Link clicks	477
Cost per Link Click	\$0.21
Amount spent	\$100.10
	\$120.00 lifetime budget
Reach	28,305
Impressions	53,187
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.21
Frequency	1.88
Unique link clicks	414

Locations

Maximum

Countries Regions

US	
Link clicks	504
Cost per Link Click	\$0.21
Reached	29,275
CTR	0.90%

Visit Swansboro NC Sponsored

#5KRunWalk #SWANSBORO On Saturday, OCTOBER 5th, It's all business in the front at the start line AND a party in the ...See more



runsignup.com
Movin' Mullet 5k Run
 The Movin' Mullet 5k Run is ... [Sign up](#)

Jacksonville... 10 comments 32 shares
 Like Comment Share

Demographics

Maximum

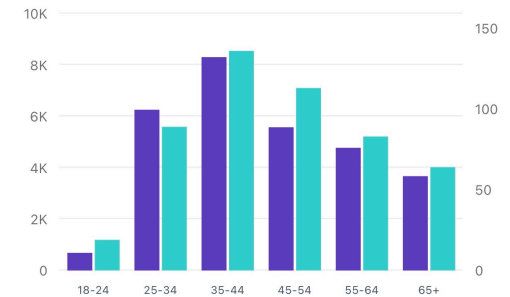
All Women Men

29,275

People Reached

504

Link clicks



70th Annual Mullet Festival Ad – is now running and ACTIVE. I will include it in the next quarterly report.



Visit Swansboro NC

Sponsored · 🌐



👁️ Discover the charm and FUN in Swansboro this October and throughout the fall season!
#VisitSwansboroNC #FriendlyCityByTheSea



visitswansboro.org

Mullet Festival of North Carolina | Swansboro

Learn more

👍❤️😮 You, Mari... 22 comments 230 shares

Swansboro Mullet Festival of NC // Sept-Oct 2024

INSTAGRAM STORIES



70th Annual Mullet Festival Ad – is now running and ACTIVE. I will include it in the next quarterly report.



Our State Magazine – Ad Placements // July to October 2024



Time for a *Girls' Trip?*

Swansboro
www.VisitSwansboro.org

August 2024

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

Mullet Festival of NC
October 12-13, 2024

Arts by the Sea
June 14, 2025

Swansboro by Candlelight
November 9, 2024

Swansboro Christmas Flotilla
November 29, 2024

2025 Independence Day Celebration & Fireworks
July 3, 2025

SWANSBORO Festivals

Swansboro
www.VisitSwansboro.org

September 2024





Our State Magazine – Ad Placements // July to October 2024



October 2024 –
Special Interest
Publication



October 2024



Raleigh Magazine – Ad Placement // July August 2024

SHOPPING DINING & DRINKS FESTIVALS *Swansboro* OUTDOOR ADVENTURE ACCOMMODATIONS

www.VisitSwansboro.org

RALEIGH

Play Time

25 DREAM ESCAPES
THE ULTIMATE HOTEL BUCKET LIST

GAME ON! NEW URBAN PLAYGROUNDS

July/August 2024 Travel Issue



Swansboro Chamber Guide – Ad Placement // 2025



2025 Chamber Guide – to be printed

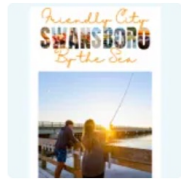


We sent out 4 Eblasts – July through October 2024



October 2024 Eblast

Sent Email • Sent Wed at 7:00pm EDT
 681 sends • 376 (57%) opens • 41 (6%) clicks • 26 (4%) bounces • 0 (0%) unsubscribes



September 2024 Eblast

Sent Email • Sent Sep 3, 2024 at 7:00pm EDT
 656 sends • 290 (47%) opens • 24 (4%) clicks • 33 (5%) bounces • 1 (1%) unsubscribe



August 2024 Eblast

Sent Email • Sent Aug 2, 2024 at 4:05pm EDT
 558 sends • 295 (56%) opens • 24 (5%) clicks • 28 (5%) bounces • 2 (1%) unsubscribes



July 2024 Eblast

Sent Email • Sent Jun 30, 2024 at 10:52am EDT
 502 sends • 344 (72%) opens • 35 (7%) clicks • 24 (5%) bounces • 2 (1%) unsubscribes

Visit Swansboro Marketing Eblasts

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%
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We now have 695 contacts on our list.



Product Details

Materials & Features

- Material: 80gsm non-woven polypropylene
- Handles: Dual 18" length
- Size: 12" H x 9" W x 4-1/2" D



Item #138505

Payson Mini Tote - 12" x 9"

This mini tote provides BIG advertising! [Read More...](#)

(4.8) ★★★★★ [353 ratings](#)

Stash toiletries, candies, samples and other small gifts in this handy mini tote, designed with an open main compartment for easy packing and retrieval. Unlike plastic gift bags, this reusable gift tote can be used over and over again. Perfect for packaging your tradeshow goodies, holiday presents, hospitality gifts and more!

- Your price includes a one-color imprint on the front of the bag.
- Set-up charge: add \$55.
- Imported.
- Maximum number of imprint colors: 2
- Ready to ship in : 3 business days *

* Excludes art preparation time, applies only to orders of 2500 items or fewer with 1 imprint color(s) and 1 imprint location(s).

Payson Mini Tote - 12"...

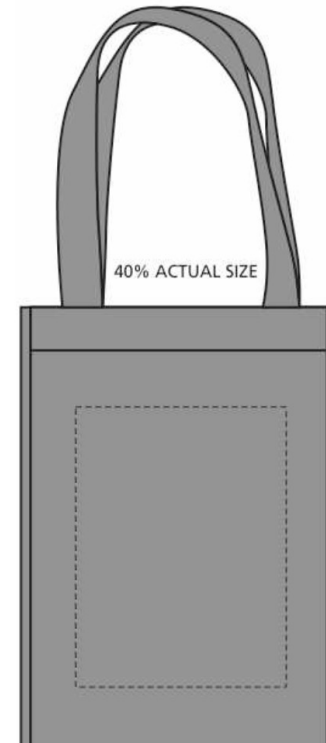


[Item Info](#) ▾



PAYSON MINI TOTE - 12" X 9"

Imprint Area: 8"H x 6"W



<https://www.4imprint.com/product/138505/Payson-Mini-Tote-12-x-9>



This is the one that would be best of the options we considered.



Item #138505

Payson Mini Tote - 12" x 9"

Original price: \$1.05 to \$1.69

Now on sale: \$0.99 to \$1.55 - Sale ends 10/26

(4.8) ★★★★★ [364 ratings](#)

Choose Your Quantity:

Enter the quantity you'd like, or drag our orange 'i' to find a quantity and price that's best for you. (Patent 7,979,318)



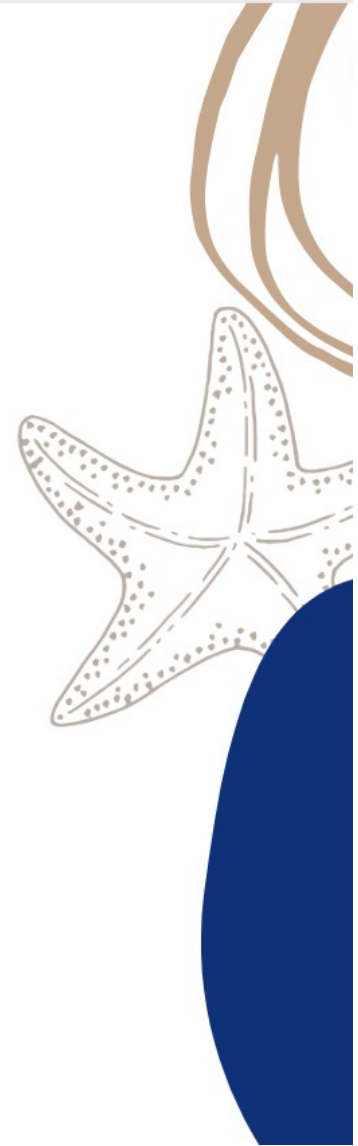
Quantity	Price Each
200	\$1.55

Subtotal **\$310.00**

S Best price



APPENDIX





2024/2025 STDA Marketing & Advertising Budget

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2024/2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2025) (cost split between TDA and merchants)	700.00		700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
				Fall Reprint in September 2024 - Expense to be paid from Downtown Merchants Fund
Dream Host - 2024/2025 Annual website hosting & Maintenance Plan	1,811.28		1,811.28	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$1
Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00		400.00	Assumes 4 hours total
Constant Contact License - Estimate	600.00		600.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
2024/2025 Our State Magazine Coast Host Section Ads	9,338.00		9,338.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
2024/2025 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
NEW 2024/2025 Our State Magazine - October 2024 Special Pub	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
2024/2025 Our State Magazine - Sponsored Eblasts	2,790.00		2,790.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 & Feb 25, 2025
2024/2025 Raleigh Magazine - Travel Section	2,125.00	1125	1,000.00	July/Aug 2025 (Travel Issue) - Half Page; Feb 2025 & April 2025 - 1/4 Page
2024/2025 Raleigh Magazine - "Office Talk" Podcast	1,600.00		1,600.00	2 Mid Roll Podcast Placements - to be selected
I opted not to commit, because I thought this amount would be better utilized to a possible alternate digital campaign.				
2025 NC Coast Host Membership Dues	350.00	350	0.00	



2024/2025 STDA Marketing & Advertising Budget

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50	Comes up for contract in October 2024 for March 2025 pub date
2025 Bluewater Beacon Real Estate Guide	1,110.00		1110	Sign contract in May 2025 - goes to print in June 2025
<i>I've been informed that continuing producing this publication is under review and TBD</i>				
2024/2025 Facebook Advertising	7,000.00	1525	5,475.00	From July 1, 2024 to June 30, 2025
<i>includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget)</i>		<i>spent as of 10.03.24</i>		
2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00	Submitted in October for 2025 Guide
OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
Retainer Fee @ \$2016/month	24,192.00	24192	0.00	
GRAND TOTAL	62,341.28	37444.50	24,896.78	

If there is any interest in additional advertising efforts, I recommend that a budget amount be determined and agreed, and subsequently - I will resume applying my time and effort to determine the best media placements according to the strategy and objectives desired.



2024/2025 STDA Approved Contingency Budget – Snapshot as of 10.03.2024

2024/2025 Approved Marketing Contingency Budget	6,900.00
<i>Additional Expenditures</i>	
Swansboro Swag Bags	TBD
Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	TBD



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **Consideration to hire a Consultant**

Board Meeting Date: **October 10, 2024**

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

Overview: Consideration to hire a consultant to provide guidance on the roles, responsibilities, and operations of the Swansboro Tourism Development Authority (STDA) at a special joint meeting with the Board of Commissioners.

Background Attachment(s):

1. Session Law 2011-170
2. STDA Resolution 2011-R7 and R8(Amended 5-20-14)

Recommended Action: Motion to approve hiring a consultant to provide guidance on the roles, responsibilities, and operations of the Swansboro Tourism Development Authority (STDA).

Action: _____

PART IV: TOWN OF SWANSBORO

SECTION 4.1. Occupancy tax. – (a) Authorization and Scope. – The Swansboro Board of Commissioners may levy a room occupancy tax of up to three percent (3%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the town that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations when furnished in furtherance of their nonprofit purpose.

SECTION 4.1.(b) Administration. – A tax levied under this section shall be levied, administered, collected, and repealed as provided in G.S. 160A-215. The penalties provided in G.S. 160A-215 apply to a tax levied under this section.

SECTION 4.1.(c) Definitions. – The following definitions apply in this act:

- (1) Net proceeds. – Gross proceeds less the cost to the town of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross proceeds collected each year.
- (2) Promote travel and tourism. – To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.
- (3) Tourism-related expenditures. – Expenditures that, in the judgment of the Swansboro Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in the town or to attract tourists or business travelers to the town. The term includes tourism-related capital expenditures.

SECTION 4.1.(d) Distribution and Use of Tax Revenue. – The Town of Swansboro shall, on a quarterly basis, remit the net proceeds of the occupancy tax to the Swansboro Tourism Development Authority. The Authority shall use at least two-thirds of the funds remitted to it under this subsection to promote travel and tourism in the Town of Swansboro and shall use the remainder for tourism-related expenditures.

SECTION 4.2. Tourism Development Authority. – (a) Appointment and Membership. – When the Board of Commissioners adopts a resolution levying a room occupancy tax under this act, it shall also adopt a resolution creating the Swansboro Tourism Development Authority, which shall be a public authority under the Local Government Budget and Fiscal Control Act. The resolution shall provide for the membership of the Authority, including the members' terms of office, and for the filling of vacancies on the Authority. At least one-third of the members shall be individuals who are affiliated with businesses that collect the tax in the town, and at least one-half of the members shall be individuals who are currently active in the promotion of travel and tourism in the town. The Swansboro Board of Commissioners shall designate one member of the Authority as chair and shall determine the compensation, if any, to be paid to members of the Authority.

The Authority shall meet at the call of the chair and shall adopt rules of procedure to govern its meetings. The Finance Officer for the Town of Swansboro shall be the ex officio finance officer of the Authority.

SECTION 4.2.(b) Duties. – The Authority shall expend the net proceeds of the tax levied under this act for the purposes provided in Section 3.1 of this act. The Authority shall promote travel, tourism, and conventions in the town, sponsor tourist-related events and activities in the town, and finance tourist-related capital projects in the town.

SECTION 4.2.(c) Reports. – The Authority shall report quarterly and at the close of the fiscal year to the Swansboro Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the Swansboro Board of Commissioners may require.

PART IV: ADMINISTRATION AND EFFECTIVE DATE

SECTION 5. G.S. 153A-155(g) reads as rewritten:

RESOLUTION 2011-R7
A RESOLUTION LEVYING A ROOM OCCUPANCY TAX
IN THE TOWN OF SWANSBORO

WHEREAS North Carolina General Statute 160A-215, as amended by ratified Session Law 2011-170, authorizes the Town of Swansboro to levy a room occupancy tax; and

WHEREAS over 70 other North Carolina municipalities, including the Onslow County cities of Jacksonville and North Topsail Beach, have been authorized to levy a room occupancy tax; and

WHEREAS the Town of Swansboro – a coastal community with an beautiful and historic downtown waterfront area with regional tourism attraction – desires to promote, market, and enhance the travel and tourism segment of its local business economy; and

WHEREAS the promotion of tourism in Swansboro improves the economic health and prosperity of the community, creating business revenue to fund employment opportunities and generating sales tax revenue to support needed public services associated with tourism; and

WHEREAS a public hearing has been conducted, following at least 10 days notice, on the question of levying an occupancy tax of three percent on the gross receipts derived from the rental of rooms, lodging, or other accommodations in the town;

BE IT RESOLVED by the Board of Commissioners of the Town of Swansboro:

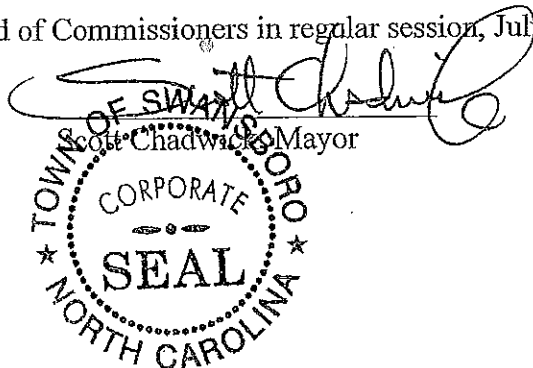
Section 1. Tax Levy. There is hereby levied a room occupancy tax of three percent on the gross receipts derived from the rental of any room, lodging, or accommodation furnished by an hotel, motel, inn, tourist camp, or similar place within the town that is subject to sales tax imposed by the State of North Carolina under the provisions of G.S. 105-164.4(a)(3).

Section 2. Collection and Use of Funds. The proceeds of this tax shall be collected by the Town of Swansboro and remitted, on a quarterly basis, to the Swansboro Tourism Development Authority. The Authority shall use at least two-thirds of the funds remitted to it to promote travel and tourism in the town of Swansboro and shall use the remainder for tourism-related expenses.

Section 3. Effective Date. This tax levy shall be effective September 1, 2011.

Adopted by the Swansboro Board of Commissioners in regular session, July 19, 2011.

Attest:
Paula W. Webb
Paula Webb, Town Clerk



RESOLUTION 2011-R8

**A RESOLUTION ESTABLISHING THE
SWANSBORO TOURISM DEVELOPMENT AUTHORITY**

WHEREAS the Town of Swansboro has, under the authority of North Carolina General Statute 160A-215 and Session Law 2011-170, levied a room occupancy tax on the gross receipts from the rental of any room, lodging, or accommodation furnished by an hotel, motel, inn, tourist camp, or similar place; and

WHEREAS the act of the General Assembly granting authority to the Town to levy a room occupancy tax required that the Town create a Tourism Development Authority to expend the proceeds of the room occupancy tax to promote travel, tourism, and conventions, to sponsor tourist-related events and activities in the town, and to finance tourist-related capital projects in the town;

BE IT RESOLVED by the Board of Commissioners of the Town of Swansboro:

Section 1. Creation of Authority. There is hereby created a Swansboro Tourism Development Authority, which shall be a public authority under the provisions of the Local Government Budget and Fiscal Control Act.

Section 2. Membership. The Swansboro Tourism Development Authority shall consist of six members, who shall be appointed by the Swansboro Board of Commissioners for a term of two years each that shall coincide with the calendar year; provided, however, that the initial appointments to the authority shall be for a term of 28 months, beginning September 1, 2011. Effective with the January 2014 appointments, membership of the Authority shall consist of 2-year staggered term appointments with three (3) members appointed by the Board of Commissioners at the end of each calendar year. The members shall serve at the pleasure of the Board of Commissioners, and any vacancies on the authority shall be filled by appointment of the Board of Commissioners. At least half of the members of the authority shall be persons who are active in the promotion of travel and tourism in the town, and at least one third of the members shall be persons who are affiliated with businesses that collect the room occupancy tax. Individual members may, if qualified, serve in and fulfill the representation requirements for more than one category, and the Town officials shall be regarded as being active in the promotion of travel and tourism, so long as the Town appropriates funds in support of these purposes. The remaining member or members of the authority shall be appointed at the sole discretion of the Board of Commissioners and may include members of the town governing board or town administration. The Board of Commissioners shall designate the

member of the authority who shall serve – at its pleasure – as the chair of the authority and shall determine the compensation, if any, to be paid to the members of the authority.

Section 3. Meetings and Procedures. The Authority shall meet at the call of its chair and shall adopt rules of procedure to govern its meetings.

Section 4. Accounting. The finance officer of the Town of Swansboro shall be the ex-officio finance officer of the authority and shall be responsible for the collection and accounting of all funds remitted to- or disbursed by the Authority. The net proceeds of the tax remitted to the authority shall be the gross proceeds of the tax less the cost (as determined by the finance officer) to the town of administering the tax, which cost shall not exceed three percent of the first \$500,000 of gross proceeds collected each year and one percent of the remaining gross proceeds collected each year, unless otherwise authorized by state law.

Section 5. Staffing. The Town may, in the discretion of the Board of Commissioners and/or the town manager, provide staffing assistance to the authority to facilitate its duties and responsibilities. The cost of any such staffing assistance that falls within the description of administrative expenses incurred in promoting travel and tourism should be reimbursed to the Town.

Section 6. Duties. The Authority shall promote travel, tourism, and conventions in the town, shall sponsor tourist-related events and activities in the town, and shall finance tourist-related capital projects in the town. The Authority shall expend the net proceeds of the room occupancy tax levied by the Town of Swansboro as follows: (a) at least two-thirds shall be used to promote travel and tourism in the Town of Swansboro; (b) the remaining funds may be used for tourism-related expenditures.

- a. “Promote travel and tourism” means to advertise or market an area or activity, publish and distribute pamphlets or other materials, conduct market research, and/or engage in similar promotional activities that attract tourists or business travelers to the area. This term includes administrative expenses incurred in engaging in the foregoing listed activities. This term also includes activities and expenditures of town government designed to promote travel and tourism.
- b. “Tourism-related expenditures” means expenditures that, in the judgment of the Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in the town or to attract tourists or business travelers to the town. This term includes tourism-related capital expenditures, including tourism-related capital projects of town government.

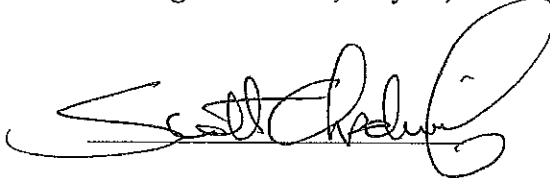
Section 7. Reports. The Authority shall report quarterly and at the close of the fiscal year to the Swansboro Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year. Such reports shall be in such detail as may be required by the Board of Commissioners. The fiscal year shall be the same as the municipal fiscal year.

Section 8. Effective Date. The Swansboro Tourism Development Authority shall be established effective September 1, 2011.

Section 9. Amendments. The provisions of this resolution may be amended from time to time by the Board of Commissioners, following a public hearing with at least 10 days notice to the public.

Adopted by the Swansboro Board of Commissioners in regular session, July 19, 2011.

Amended by the Swansboro Board of Commissioners in regular session, May 20, 2014.



Scott Chadwick, Mayor

Attest:



Paula Webb, Town Clerk





Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: **2025 Regular Meeting Schedule**

Board Meeting Date: **October 10, 2024**

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

Overview: 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 shall be filed with the Town Clerk. A quarterly regular meeting schedule has been provide for consideration.

Background Attachment(s): 2025 Meeting Schedule

Recommended Action: Motion to approve the 2025 Meeting Schedule

Action: _____

**SWANSBORO TOURISM DEVELOPMENT AUTHORITY
2025 MEETING SCHEDULE**

THURSDAY, JANUARY 09, 2025	2:30PM
THURSDAY, APRIL 10, 2025	2:30PM
THURSDAY, JULY 10, 2025,	2:30PM
THURSDAY, OCTOBER 09, 2025	2:30PM