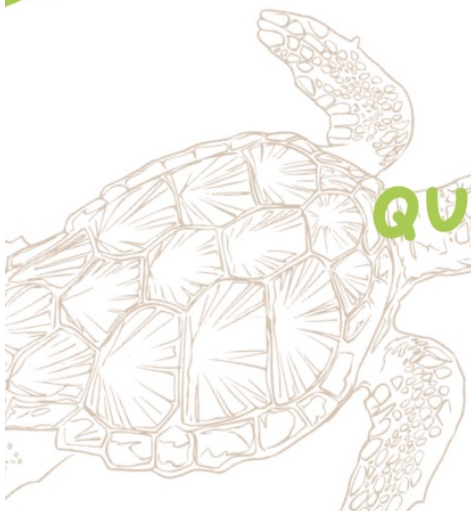
Swansboro

Friendly City by the Sea



QUARTERLY STATUS UPDATE REPORT

OCTOBER 9, 2025

Presented by: Anne Marie Bass, Front Row Communications

1. **Our State Magazine – Reel**
   The shoot date is Tuesday, Oct. 21st with a back up rain date of **Wed., Oct 22nd.**

A :60 video will feature a multigenerational family, including people of all ages and abilities, enjoying sips and bites at five Swansboro eateries. Volunteer Talent, restaurants, and scheduling are being finalized to ensure a seamless shoot and top-tier production with Our State. The video goes live in November.

Quarterly Report Status Updates: (see next slides)

1. **Website Stats**
   I've included snapshots for some key stats – both July 1, 2024 to date (about 18 months), as well as the last 3 months from Google Analytics.
2. **Social Media Stats & Metrics – July 1, 2025 to Date**
3. **Facebook/Instagram Ad Reports – July 1, 2025 – to Date**
4. **Visit Swansboro Monthly Marketing Eblasts –** August, Sept, Oct

Industry Averages

Open Rate	Click Rate	Bounce Rate
31.02%	1.34%	8.81%

Swansboro Averages for the Year (July '24 thru Sept'25)

Open Rate	Click Rate	Bounce Rate
63%	5%	3-5%

5. **Raleigh Magazine – Summer Travel Eblasts Features & Things To Do Features on RaleighMag.com**

6. **Print Ad Placements –**
   Our State Magazine Coast Host Co-Op –August, September & October. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.

7. **Website** –
   Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages.
   COMPLETED: VRBO page rebuilt in WordPress; Airbnb and VRBO listings now accessible on the website for easier short-term rental visibility.

8. **Downtown Merchants, Tours, Food & Drink Guide**
   Fall 2025 Update is at the printer; I'll bring copies to the 10.9 meeting or the *Our State* shoot, and they'll also ship to NC Welcome Centers.

9. **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 – 1st Snapshot for the Year

VisitSwansboro.org – Website Stats

Top 10 Pages Visited – July 1, 2024 to Oct 1, 2025 (last 18 months)

	Page title and screen name	Views	Active users
	Total	145,062 100% of total	87,211 100% of total
1	Welcome to the Town of Swansboro NC	24,045 (16.58%)	18,618 (21.35%)
2	Mullet Festival of North Carolina - 2024	13,925 (9.6%)	10,704 (12.27%)
3	Latest News | Visit Swansboro	6,653 (4.59%)	4,926 (5.65%)
4	Swansboro Independence Day Celebration -	6,401 (4.41%)	5,155 (5.91%)
5	Swansboro by Candlelight -	6,366 (4.39%)	5,228 (5.99%)
6	Swansboro Pirate Fest	6,022 (4.15%)	5,099 (5.85%)
7	Hearts & Horizons Getaway Contest | Visit Swansboro NC	5,333 (3.68%)	3,941 (4.52%)
8	Historic Downtown Shopping in Swansboro	5,242 (3.61%)	3,755 (4.31%)
9	(not set)	4,321 (2.98%)	140 (0.16%)
10	Swansboro Dining & Drinks -	4,259 (2.94%)	3,330 (3.82%)

Top 10 Pages Visited - July 1, 2025 to Oct 1, 2025 (last 90 day snapshot)

	Page title and screen name	Views	Active users	Views per active user
	Total	35,745 100% of total	18,535 100% of total	1.93 Avg 0%
1	Welcome to the Town of Swansboro NC	6,203 (17.35%)	4,649 (25.08%)	1.33
2	(not set)	4,320 (12.09%)	139 (0.75%)	31.08
3	Latest News | Visit Swansboro	3,913 (10.95%)	2,799 (15.1%)	1.40
4	Mullet Festival of North Carolina - 2025	3,514 (9.83%)	2,763 (14.91%)	1.27
5	Swansboro Dining & Drinks -	1,656 (4.63%)	1,303 (7.03%)	1.27
6	Swansboro Independence Day Celebration -	1,649 (4.61%)	1,297 (7%)	1.27
7	Historic Downtown Shopping in Swansboro	1,117 (3.12%)	758 (4.09%)	1.47
8	Hammocks Beach State Park -	697 (1.95%)	552 (2.98%)	1.26
9	Riverside Steak & Seafood -	573 (1.6%)	449 (2.42%)	1.28
10	Merchants, Tours, Food & Drink Guide & Map	564 (1.58%)	444 (2.4%)	1.27

front row communications

VisitSwansboro.org – Website Stats

Top Traffic Sources – July 1, 2024 to Oct 1, 2025 (last 18 months)

		(Default Channel Group)	Sessions
		Total	101,068 100% of total
	1	Organic Search	48,035 (47.53%)
	2	Organic Social	20,507 (20.29%)
	3	Paid Social	17,996 (17.81%)
	4	Direct	10,846 (10.73%)
	5	Referral	1,307 (1.29%)
	6	Email	1,066 (1.05%)
	7	Paid Other	778 (0.77%)
	8	Unassigned	282 (0.28%)
	9	Organic Shopping	49 (0.05%)

Top Traffic Sources – July 1, 2025 to Oct 1, 2025 (last 90 day snapshot)

		Session primary...Channel Group)	Sessions
		Total	21,546 100% of total
	1	Organic Search	10,615 (49.27%)
	2	Paid Social	7,206 (33.44%)
	3	Direct	2,106 (9.77%)
	4	Organic Social	859 (3.99%)
	5	Paid Other	768 (3.56%)
	6	Referral	367 (1.7%)
	7	Email	113 (0.52%)
	8	Unassigned	50 (0.23%)

VisitSwansboro.org – Website Stats

Top 10 States – 7.1.2024 to Date

	Region	Active users	New users
	Total	87,211 100% of total	85,778 100% of total
1	North Carolina	51,342 (58.87%)	50,143 (58.46%)
2	Virginia	7,693 (8.82%)	7,208 (8.4%)
3	Georgia	4,850 (5.56%)	4,236 (4.94%)
4	Florida	3,992 (4.58%)	3,507 (4.09%)
5	New York	2,769 (3.18%)	2,354 (2.74%)
6	Ohio	1,847 (2.12%)	1,484 (1.73%)
7	South Carolina	1,775 (2.04%)	1,556 (1.81%)
8	Pennsylvania	1,680 (1.93%)	1,418 (1.65%)
9	Michigan	1,471 (1.69%)	1,147 (1.34%)
10	(not set)	1,289 (1.48%)	1,259 (1.47%)

Top 10 States – 7.1.2025 to Date

	Region	Active users	New users
	Total	18,535 100% of total	18,184 100% of total
1	North Carolina	11,045 (59.59%)	10,724 (58.97%)
2	Virginia	1,267 (6.84%)	1,116 (6.14%)
3	Georgia	781 (4.21%)	624 (3.43%)
4	Florida	688 (3.71%)	570 (3.13%)
5	New York	578 (3.12%)	467 (2.57%)
6	Ohio	517 (2.79%)	389 (2.14%)
7	Michigan	436 (2.35%)	327 (1.8%)
8	South Carolina	435 (2.35%)	363 (2%)
9	Pennsylvania	412 (2.22%)	341 (1.88%)
10	Indiana	381 (2.06%)	281 (1.55%)

VisitSwansboro.org – Website Stats

Top 10 Cities – 7.1.2024 to Date (last 18 months)

	City	Active users	New users
	Total	87,211 100% of total	85,778 100% of total
1	Raleigh	7,973 (9.14%)	7,761 (9.05%)
2	(not set)	7,649 (8.77%)	7,307 (8.52%)
3	Swansboro	5,968 (6.84%)	5,744 (6.7%)
4	Charlotte	4,732 (5.43%)	4,540 (5.29%)
5	Jacksonville	3,400 (3.9%)	3,307 (3.86%)
6	Ashburn	3,069 (3.52%)	2,886 (3.36%)
7	Atlanta	2,926 (3.36%)	2,695 (3.14%)
8	Emerald Isle	2,329 (2.67%)	2,229 (2.6%)
9	New York	1,446 (1.66%)	1,273 (1.48%)
10	Greenville	1,218 (1.4%)	1,171 (1.37%)

Top 10 Cities – 7.1.2025 to Date (last 90 day snapshot)

	City	Active users	New users
	Total	18,535 100% of total	18,184 100% of total
1	(not set)	1,606 (8.66%)	1,489 (8.19%)
2	Raleigh	1,504 (8.11%)	1,422 (7.82%)
3	Swansboro	1,467 (7.91%)	1,402 (7.71%)
4	Charlotte	1,024 (5.52%)	966 (5.31%)
5	Jacksonville	698 (3.77%)	666 (3.66%)
6	Emerald Isle	681 (3.67%)	642 (3.53%)
7	New Bern	260 (1.4%)	258 (1.42%)
8	Ashburn	222 (1.2%)	206 (1.13%)
9	Greenville	196 (1.06%)	181 (1%)
10	Atlanta	193 (1.04%)	173 (0.95%)

VisitSwansboro.org – Website Stats

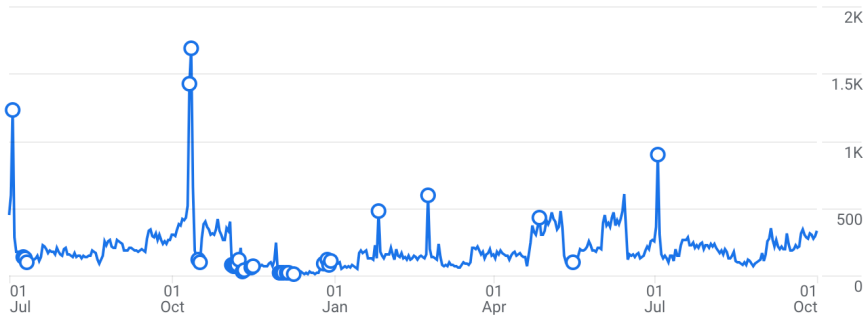
Total # of Active Users & NEW Users

Acquisition overview

Active users
87K

New users
86K

7.1.2024 to Date
(last 18 months)

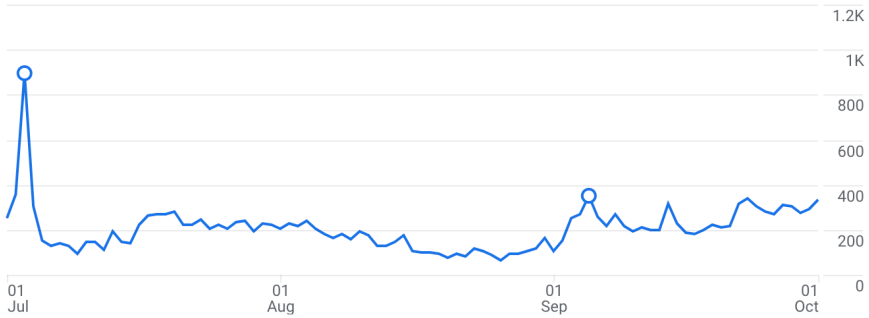


Acquisition overview

Active users
19K

New users
18K

7.1.2025 to Date
(last 90 day snapshot)



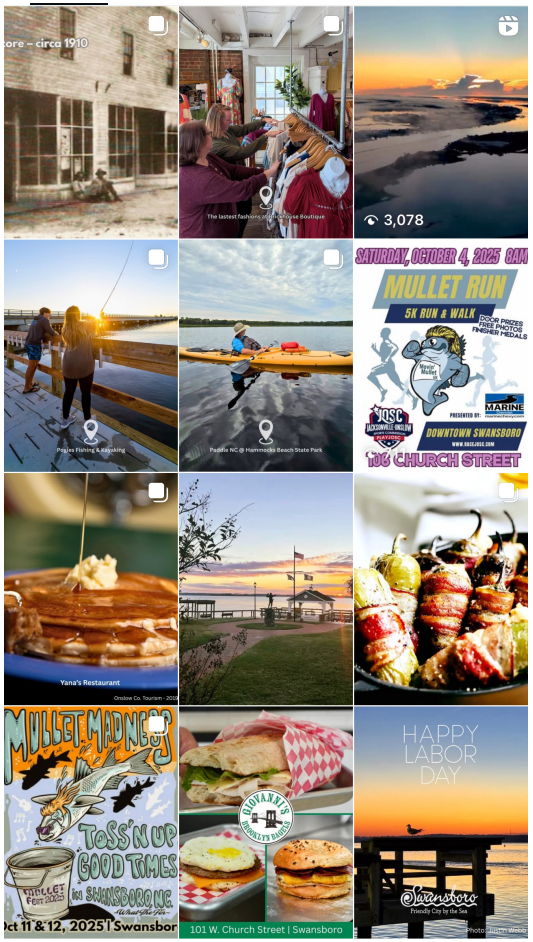
Facebook & Instagram Metrics and Snapshot – **July 1, 2025 thru Oct 1, 2025**

October 2025 Report:
Facebook – 11,387 followers
Instagram – 2,805 followers

July 2025 Report:
Facebook – 10,747 followers
Instagram – 2,696 followers

Top 5 Posts by Views

Preview	Views	Reach	Interactions
📍This is Swansboro, NC. A... Published • Jul 10 at 12:35 PM	68,595	45,205	896
Run. Walk. Honor. 🇺🇸 #Neve... Published • Aug 19 at 12:20 PM	66,450	39,643	434
Party in the front... racing i... Published • Sep 16 at 12:34 PM	55,442	30,184	122
🌿 "All we do is from our he... Published • Aug 4 at 12:15 PM	28,281	17,096	557
🍷 At il Cigno Italiano, every... Published • Jul 7 at 5:19 PM	20,776	13,912	248



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Facebook/Instagram Ad Campaigns Summary Snapshot – *July 1 2025 to Oct. 2, 2025*

Completed

Post engagements Ad: Celebrate Father's Day Weekend in Swansbor...
Completed • Engagement

975	$0.0399	$38.92
Post engagements	Cost per Post Engagement	Amount spent

Website visitors Ad: 🎆 4th of July Weekend in Swansboro? Y...
Off • Traffic

676	$0.17	$111.76
Link clicks	Cost per Link Click	Amount spent

Late Summer Enews Sign Up
Completed • Traffic

3,386	$0.21	$699.89
Link clicks	Cost per Link Click	Spent

Completed

Post: "Run. Walk. Honor. 🇺🇸 #NeverForget #T2T #DoGood..."
Completed • Traffic

929	$0.17	$160.61
Link clicks	Cost per Link Click	Spent

Ended recently

Post: "*Party in the front... racing in the back!* 🏃💨"
Completed • Traffic

517	$0.29	$149.91
Link clicks	Cost per Link Click	Spent

Active

Ends today

2025 Mullet Fest & September General Campaign
Active • Traffic

4,598	$0.15	$694.55
Link clicks	Cost per Link Click	Spent

2025 Mullet Fest REEL
Active • Traffic

2,075	$0.0958	$198.75
Link clicks	Cost per Link Click	Spent

Visit Swansboro Marketing Eblasts

Monthly Eblasts – August 2025 through October, 2025

Campaign is actively running and not complete with resends

October 2025 Eblast

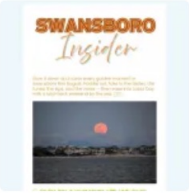
Sent | Email • Sent yesterday at 9:30am EDT • Resending tomorrow at 8:30am…

2,278 sends • 989 (45%) opens • 49 (2%) clicks • 74 (3%) bounces • 2 (1%) unsubscribes

September 2025 Eblast

Sent | Email • Sent Sep 1, 2025 at 11:53am EDT • Resent Sep 4, 2025 at 8:30am…

2,287 sends • 1,373 (62%) opens • 61 (3%) clicks • 82 (4%) bounces • 12 (1%) unsubscribes



August 2025 Eblast

Sent | Email • Sent Jul 30, 2025 at 4:15pm EDT • Resent Aug 2, 2025 at 9:30am…

1,999 sends • 1,217 (63%) opens • 81 (4%) clicks • 73 (4%) bounces • 5 (1%) unsubscribes

Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
Overall:		
32.55%	2.03%	10.31%
Travel & Hospitality:		
31.02%	1.34%	8.81%

The Visit Swansboro Email List is ***actively growing*** – due to the promotional getaway contest ads and the "Swansboro Insider" campaign we ran in late summer – branding Swansboro as a vacation destination.

We've seen strong growth: 1,508 contacts in July, now up to 2,278.

Raleigh Magazine – ***Summer Travel Eblasts*** – 2025

Pack Your Bags for Summer Travels

Swansboro

Paddle into adventure just two and a half hours from Raleigh! Explore Swansboro's scenic waterways, kayak trails and ecotours. Nature and relaxation await. Follow on **social** for more!

Discover More

July Eblast

Key messaging – **just 2.5 hours from Raleigh.** Follow us on social (Facebook Page.)

RALEIGH INSIDER

End Your Summer on a High Note With These Destinations & Festivals

Swansboro

🌅 Cruise into golden hour—just 2.5 hours from Raleigh! Unplug and set sail into Swansboro's waterfront magic. Coastal charm and easy relaxation await. Follow on **social** for more! ⚓🚤✨

Discover More

August Eblast

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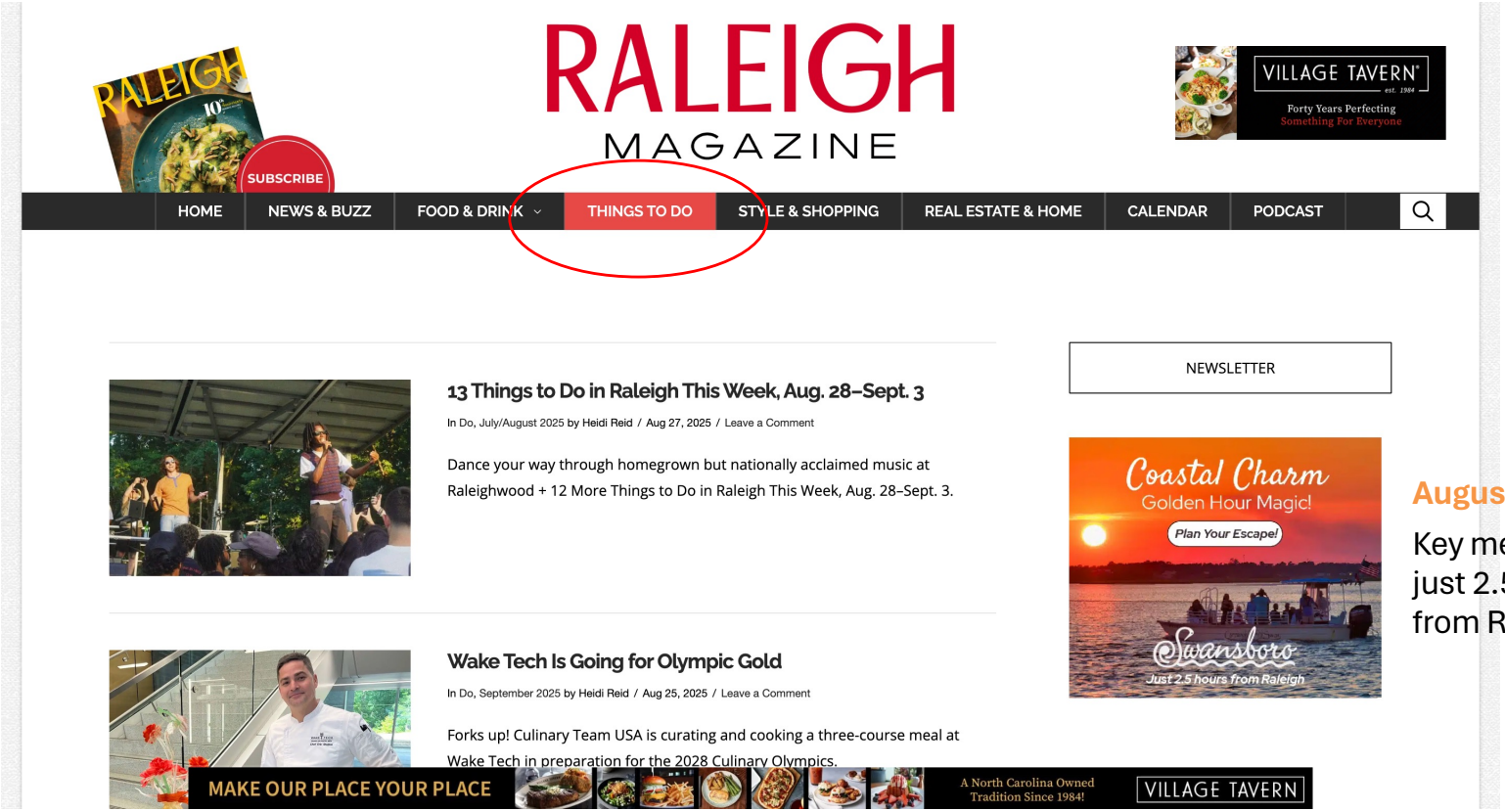
Raleigh Magazine Website – ***Things to Do Page*** – Banner Ad Placements



August 2025

Key messaging – just 2.5 hours from Raleigh.

front row communications

Raleigh Magazine Website – ***Things to Do Page*** – Banner Ad Placements

HOME | NEWS & BUZZ | FOOD & DRINK | THINGS TO DO | STYLE & SHOPPING | REAL ESTATE & HOME | CALENDAR | PODCAST

13 Things to Do in Raleigh This Week, Aug. 28–Sept. 3

In Do, July/August 2025 by Heidi Reid / Aug 27, 2025 / Leave a Comment

Dance your way through homegrown but nationally acclaimed music at Raleighwood + 12 More Things to Do in Raleigh This Week, Aug. 28–Sept. 3.

Catch Skating & BMX at Hopscotch

In Do, September 2025 by Heidi Reid / Aug 25, 2025 / Leave a Comment

For the third year in a row, Skate Raleigh is bringing a competitive spirit to Hopscotch with BMX and skateboarding competitions.

Q&A With Leela Improv Theatre

In Do, September 2025 by Abigail Mason / Aug 25, 2025 / Leave a Comment

Following the recent opening of Leela Improv Theatre, we tapped founders Jill and Christopher Eickmann on their artistic approach to personal & professional

NEWSLETTER

September 2025
Key messaging – just 2.5 hours from Raleigh.

front row communications

Our State Magazine – Ad Placements // August, October 2025

October 2025

August 2025

Swansboro's Annual Festivals & Events
Join us in the Friendly City by the Sea!
Mullet Festival of NC
October 11 – 12, 2025
Swansboro by Candlelight
November 8, 2025
Swansboro Christmas Flotilla
November 28, 2025
Pirate Fest
May 9, 2026
Arts by the Sea
June 13, 2026
Independence Day Celebration & Fireworks
July 3, 2026
SWANSBORO Festivals
Swansboro
www.VisitSwansboro.org

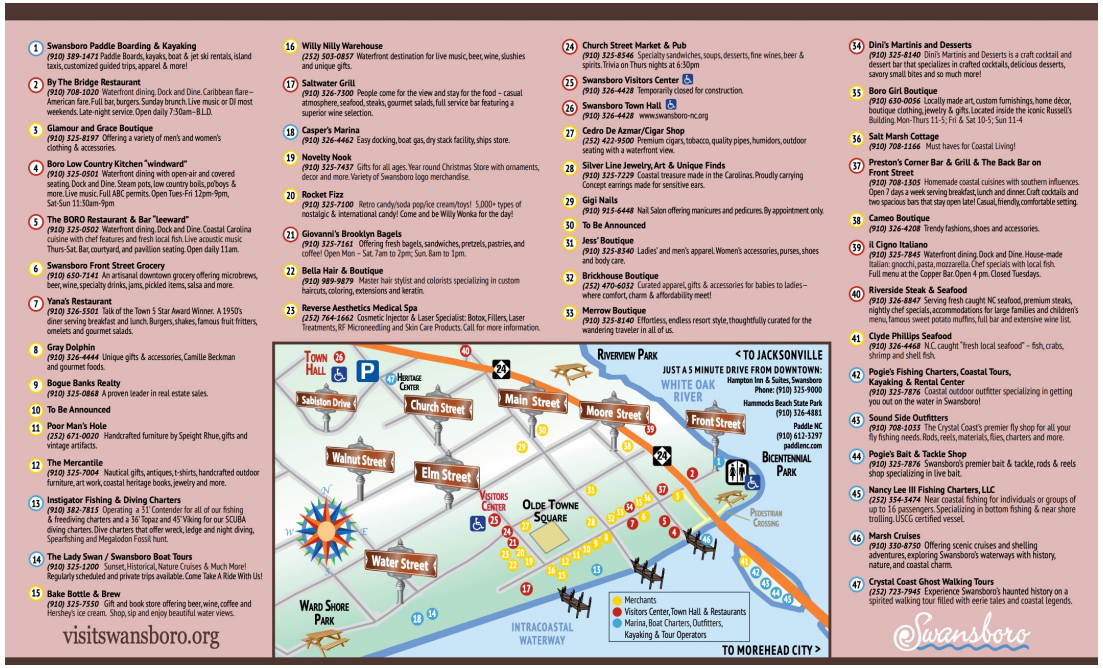
Our State
CELEBRATING NORTH CAROLINA
SOUNDS of HOME
EARL SCRUGGS, a BANJO, & the TWANG THAT CHANGED EVERYTHING
The CHOP of a PITMASTER'S CLEAVER
The CALL of a RED-TAILED HAWK
The SWEET DRAWL of "HEY, Y'ALL"
RUMBLE & THUNDER on RACE DAY
PLUS!
75 WAYS to HEAR OUR STATE

Sept 2025

front row communications

Downtown Merchants & Restaurants Guide & Map – Fall 2025

Recent Additions: Hampton Inn (on panel and map), Hammocks Beach State Park, Paddle NC, Pirate Fest, and Crystal Coast Ghost & Marsh Cruises — ensuring all of Swansboro's tour operators are included.



1 **Swansboro Paddle Boarding & Kayaking** *(910) 389-1471* Paddle Boards, kayaks, boat & jet ski rentals, island taxis, customized guided trips, apparel & more!

2 **By The Bridge Restaurant** *(910) 708-1020* 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–B.L.D.

3 **Glamour and Grace Boutique** *(910) 325-8197* Offering a variety of men's and women's clothing & accessories.

4 **Boro Low Country Kitchen "windward"** *(910) 325-0501* Waterfront dining with open-air and covered seating, Dock and Dine. Steam pots, low country boils, po'boys & more. Live music. Full ABC permits. Open Tues-Fri 12pm-9pm, Sat-Sun 11:30am-9pm

5 **The BORO Restaurant & Bar "leeward"** *(910) 325-0502* 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) 650-7141* An artisanal downtown grocery offering microbrews, beer, wine, specialty drinks, jams, pickled items, salsa and more.

7 **Yana's Restaurant** *(910) 326-5501* Talk of the Town 5 Star Award Winner. A 1950's diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.

8 **Gray Dolphin** *(910) 326-4444* Unique gifts & accessories, Camille Beckman and gourmet foods.

9 **Bogue 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 Rhue, 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) 382-7815* Operating a 31' Contender for all of our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving, Spearfishing and Megalodon Fossil hunt.

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* Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.

visitswansboro.org

16 **Willy Nilly Warehouse** *(252) 503-0857* Waterfront destination for live music, beer, wine, slushies and unique gifts.

17 **Saltwater Grill** *(910) 326-7300* 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) 325-7457* 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/soda pop/ice cream/toys! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!

21 **Giovanni's Brooklyn Bagels** *(910) 325-7161* Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon – Sat. 7am to 2pm; Sun. 8am to 1pm.

22 **Bella Hair & Boutique** *(910) 989-9879* Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.

23 **Reverse Aesthetics Medical Spa** *(252) 764-1662* 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, soups, desserts, fine wines, beer & spirits. Trivia 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 **To Be Announced**

31 **Jess' Boutique** *(910) 325-8340* Ladies' and men's apparel. Women's accessories, purses, shoes and body care.

32 **Brickhouse Boutique** *(252) 470-6032* Curated apparel, gifts & accessories for babies to ladies—where comfort, charm & affordability meet!

33 **Merrow Boutique** *(910) 325-8140* Effortless, endless resort style, thoughtfully curated for the wandering traveler in all of us.

34 **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!

35 **Boro Girl Boutique** *(910) 630-0056* Locally made art, custom furnishings, home décor, boutique clothing, jewelry & gifts. Located inside the iconic Russell's Building. Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4

36 **Salt Marsh Cottage** *(910) 708-1166* Must haves for Coastal Living!

37 **Preston's Corner Bar & Grill & The Back Bar on Front Street** *(910) 708-1305* Homemade coastal cuisines 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.

38 **Cameo Boutique** *(910) 326-4208* Trendy fashions, shoes and accessories.

39 **il Cigno Italiano** *(910) 325-7845* Waterfront dining. Dock and Dine. House-made Italian: gnocchi, pasta, mozzarella. Chef specials with local fish. Full menu at the Copper Bar. Open 4 pm. Closed Tuesdays.

40 **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.

41 **Clyde Phillips Seafood** *(910) 326-4468* N.C. caught "fresh local seafood" – fish, crabs, shrimp and shell fish.

42 **Pogie's Fishing Charters, Coastal Tours, Kayaking & Rental Center** *(910) 325-7876* Coastal outdoor outfitter specializing in getting you out on the water in Swansboro!

43 **Sound Side Outfitters** *(910) 708-1033* The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.

44 **Pogie's Bait & Tackle Shop** *(910) 325-7876* Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

45 **Nancy Lee III Fishing Charters, LLC** *(252) 354-3474* Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

46 **Marsh Cruises** *(910) 330-8750* Offering scenic cruises and shelling adventures, exploring Swansboro's waterways with history, nature, and coastal charm.

47 **Crystal Coast Ghost Walking Tours** *(252) 723-7945* Experience Swansboro's haunted history on a spirited walking tour filled with eerie tales and coastal legends.

Swansboro

North Swansboro Carolina

Swansboro

Friendly City by the Sea

APPENDIX

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2025/2026 STDA Approved Budget – Snapshot – **UPDATED 10.2.25**

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			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
	(2 reprints per year - cost split between TDA and merchants)				
	2025 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Fall (October 2025)	815.00	573	242.00	**Fall Reprint completed in October 2025 - Expense to be paid from Downtown Merchants Fund**
WEBSITE	Dream Host - **2025/2026** Annual website hosting & Maintenance Plan	1,847.00	1847.00	0	Assumes $239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of $134/month
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	5925	3,800.00	6 ADS TOTAL: 1/3 Pag Ad Sizee for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
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			See Slide with Detailed Information "Swansboro's Restaurant Scene"
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	4,785.00	1595	3,190.00	3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025

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Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT ADS	**2025/2026** Raleigh Magazine - Travel Section	2,000.00		2,000.00	3 ADS TOTAL: July/Aug 2025 (Annual Travel Issue) - Half Page ; Feb 2026; April 2026 - 1/4 Page
PRINT AD	**2025/2026** Raleigh Magazine - December '25/January /'26 Issue	1,500.00		1,500.00	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	0	350	Renewal
PRINT AD	**2026** Emerald Isle Barefoot Guide - comes out in March 2026	950.00	950	0	Comes up for contract in October 2025 for March 2026 pub date
DIGITAL ADS	**2025/2026** Facebook Advertising	7,000.00	1973	5,027.00	From July 1, 2025 to June 30, 2026
	includes $400 per festival / $1600 total - per Anna (Swansboro Festivals Budget - still TBD for 2025/2026 fiscal)				
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**	**52208.50**	**21,155.50**	
	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			

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2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 10.2.25**

	2025/2026 Approved Marketing Contingency Budget	**3,500.00**	
	Additional Expenditures		
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	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	
	ESTIMATED: Our State Reel Shoot - Food/Gratuity Costs	350.00	
	BALANCE TO DATE	**4,995.00**	