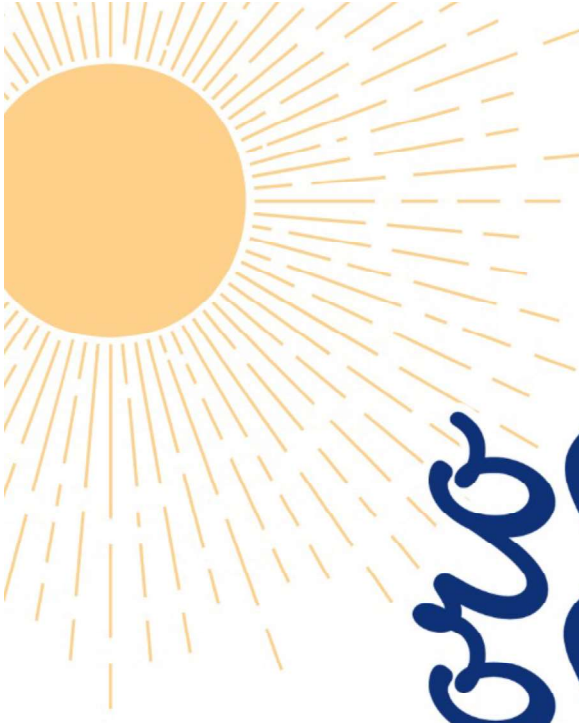


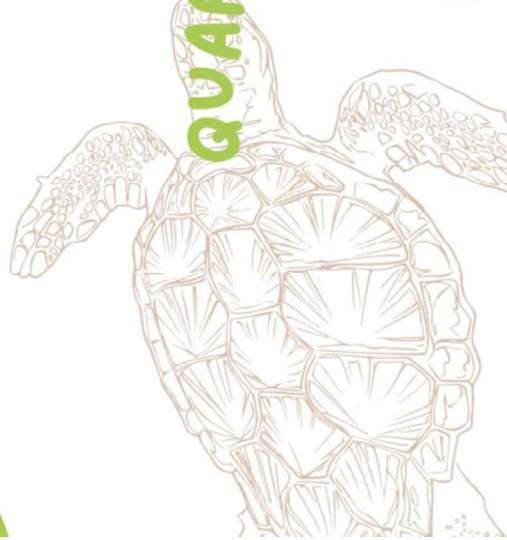


# Swansboro

Friendly City by the Sea

**QUARTERLY STATUS UPDATE REPORT**

**APRIL 10, 2025**



Presented by: Anne Marie Bass, Front Row Communications

**1. 2026 NC Travel Guide // Visit NC Road Show Media Pitch –**

I presented a media pitch on behalf of the Swansboro TDA to the NC PR Team on February 20, 2025 for the 2026 North Carolina Travel Guide (as I did last year...) and selected three of the themes that were provided by Visit NC—that I feel are a good match to the Swansboro visitor experience.  
(See a selection of the slides from my presentation pitch deck to follow...)

***THEME 1: Eats and Drinks***

Modern riffs on classic eats (think BBQ and other Southern cuisine)

***THEME 2: Fandom***

Sites featured in or inspiration for literature, film, music and arts that cultivate relationships with loyal fans

***THEME 3: Slow Travel, signal free zones and sparks of delight***

**2. Social Media Stats & Metrics – February 1<sup>st</sup> 2025 – to Date**

There is ongoing and consistent sharing and cross-promotion in tourism partners social media which continues a positive momentum and mutual supporting dynamic. The rising tide raises all ships.

**3. Facebook/Instagram Ad Reports – February 1<sup>st</sup> 2025 – to Date:** Winter/Spring Travel Plans – Hearts & Horizons Getaway Contest; St. Paddy's Day Weekend Boost, Spring 2025 Campaign (Note: screenshots only shared for purposes of reporting only.)

**4. Visit Swansboro Monthly Marketing Eblasts – February, March, April**

**5. Promotional Getaway Contests –**

[Hearts & Horizons](#) – overall we received in total approx. 750 unique entries that doubled the marketing eblast list with people interested in Swansboro. Winner is from the Outer Banks (Corolla, NC) She is excited about her visit!

**6. Our State Magazine & Raleigh Magazine – Eblasts - Promotional Contest Element incorporated**

Hearts & Horizons Swansboro Getaway Contest – integrated into the campaign driving traffic to the campaign overview and contest pages on the website.

**7. Print Ad Placements –**

[Our State Magazine Coast Host Co-Op](#) – March & April Issues are out. Consistency in advertising is the key – the print ads build on the core branding of Swansboro.

**8. Website –**

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc. (will be adding Pirate Fest and update the back end with HTML code for the Airbnb & Vrbo pages.)

**9. Downtown Merchants & Restaurants Guide & Map –**

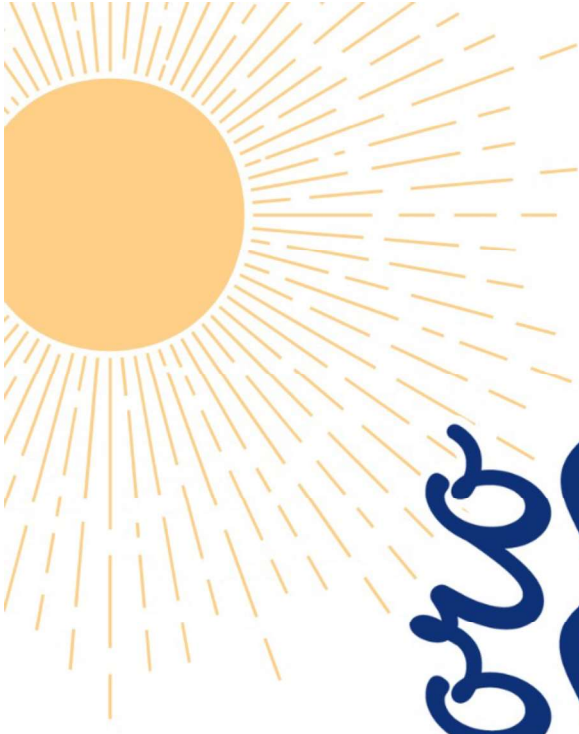
[Spring 2025 Update & Refresh](#) – currently gathering edits & tweaks from the Merchants. I should have this ready for design updates and printing in April. Bundles of 250 approx. printed copies will be sent to the 14 NC Welcome Centers. I will bring bundles to Swansboro for local distribution when I come in May.

**10. Misc. Questions –**

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

**Appendix**

- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot to Date
- [STDA Proposed Budget & Plan Options for 2025-2026 Fiscal Year](#)
  - Anne Marie will come and present options, ideas and strategy in May. Options are for budgetary estimates intended to encourage discussions and consensus–building with STDA Board Members and local stakeholders.
  - Request for consideration is a **two-year contract renewal** with Front Row Comm for planning continuity and mutual overall investment in partnership.

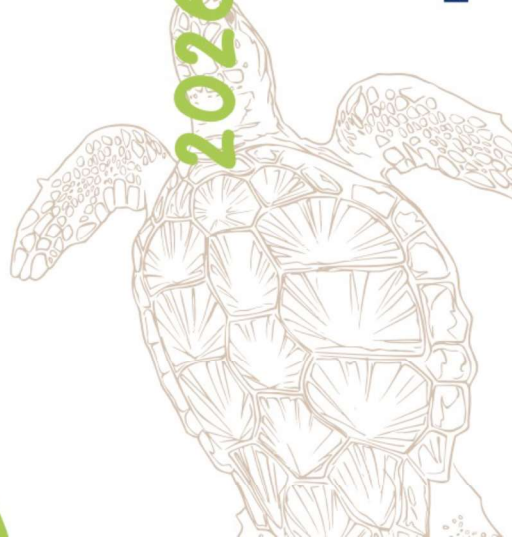


# Swansboro

Friendly City by the Sea

**2026 NC TRAVEL GUIDE MEDIA PITCH**

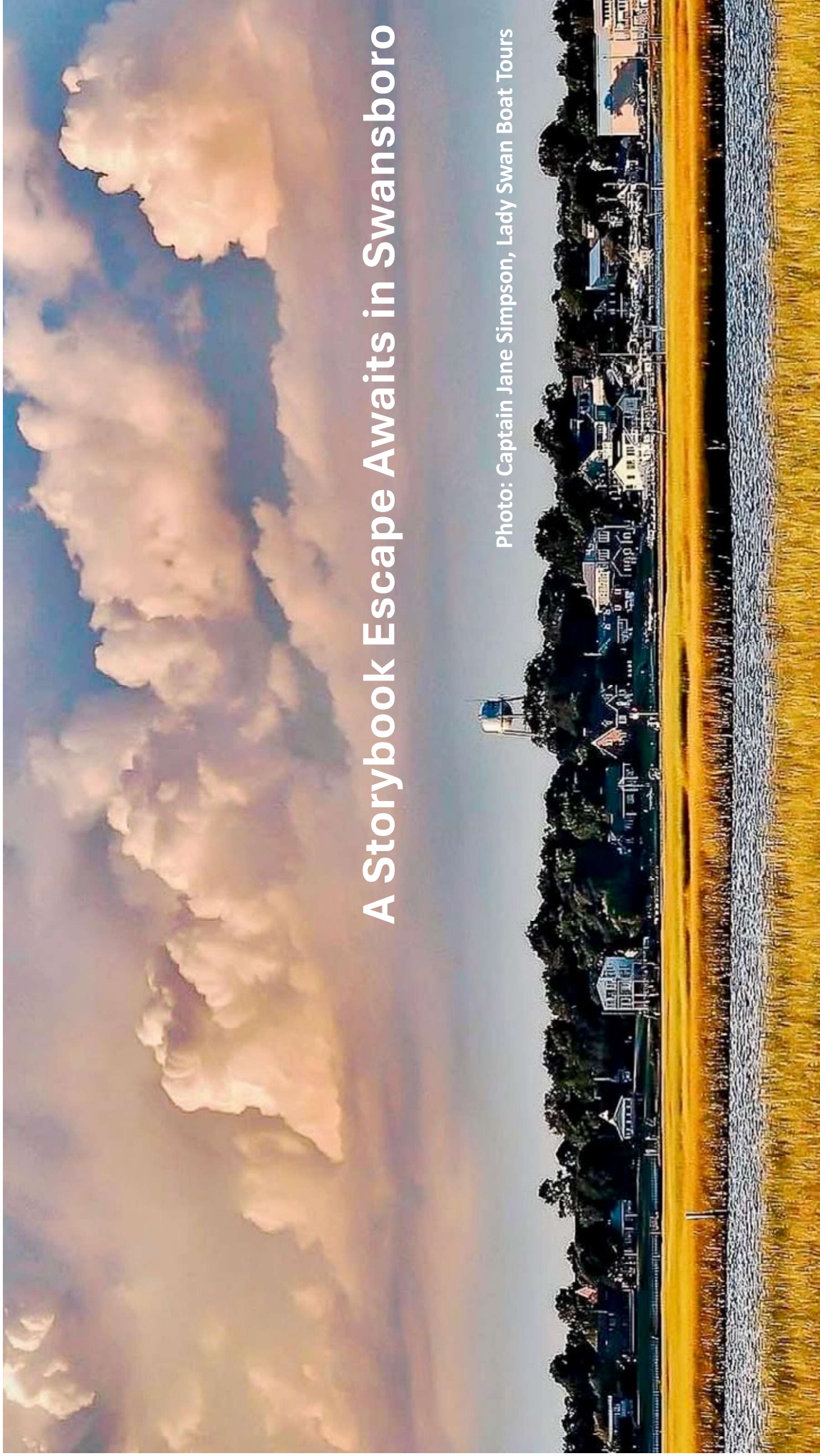
**FEBRUARY 20, 2025**



Presented by: Anne Marie Bass, Front Row Communications

# A Storybook Escape Awaits in Swansboro

Photo: Captain Jane Simpson, Lady Swan Boat Tours



## Slow Travel at Its Best: Kayaking to Bear Island



Photo: Captain Darryl Marsh, Marsh Cruises

An aerial photograph of a coastal town. A long bridge spans a body of water, leading into a densely built-up area. The town features numerous houses with colorful roofs, green lawns, and trees. A large parking lot with many cars is visible. A road curves through the town, and a body of water is on the left side. Two white location pin icons are placed on the image, one near the bridge and one near the parking lot.

# A Downtown that Tells a Story

Bake, Bottle & Brew &  
Willy Nilly Warehouse

Preston's Corner Bar & Grill &  
Back Bar on Front Street

Photo: Todd Dini

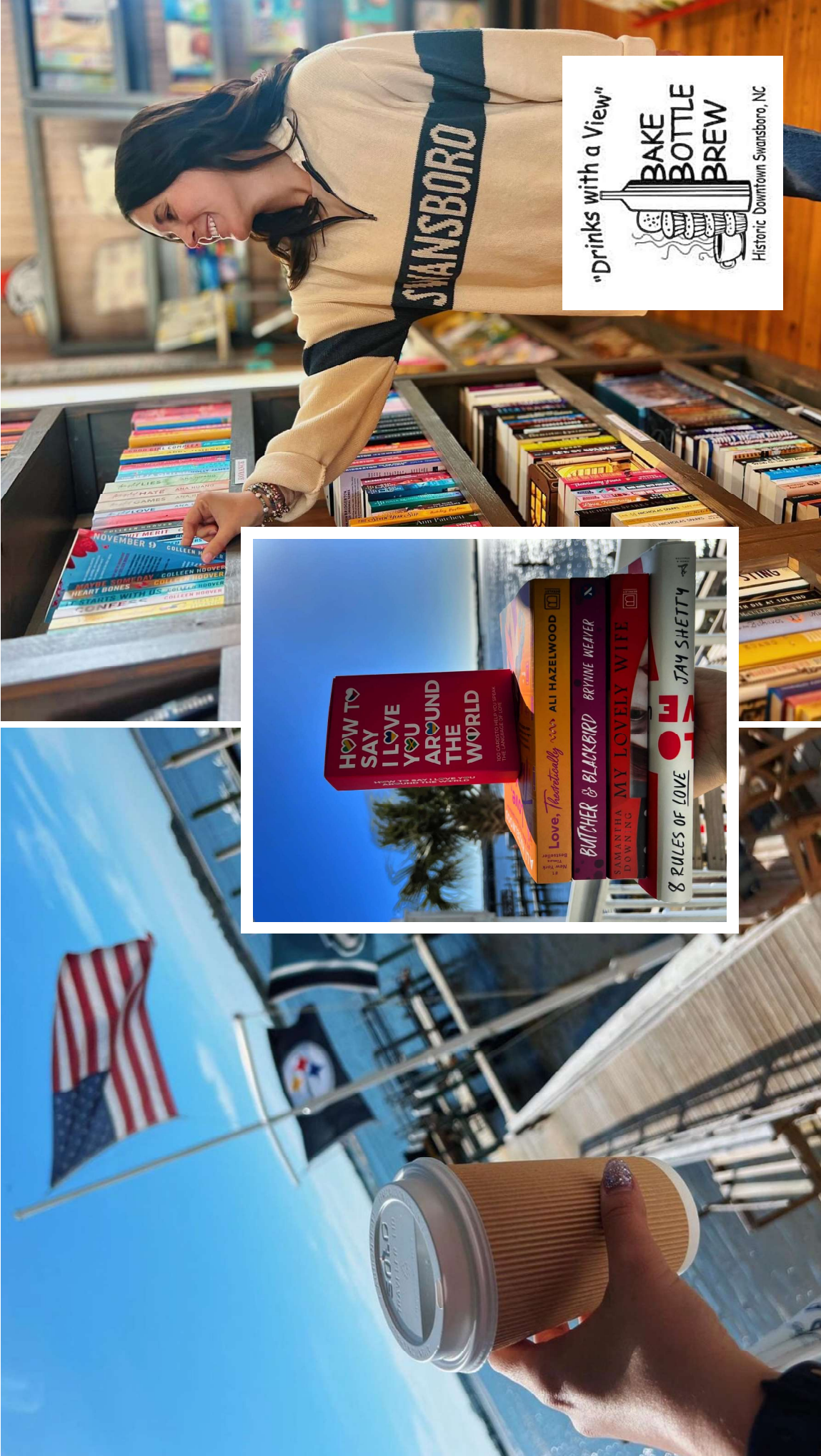


## A Cozy Corner at Bake Bottle & Brew

"Drinks with a View"



Historic Downtown Swansboro, NC



# Nicholas Sparks

# Captures Swansboro

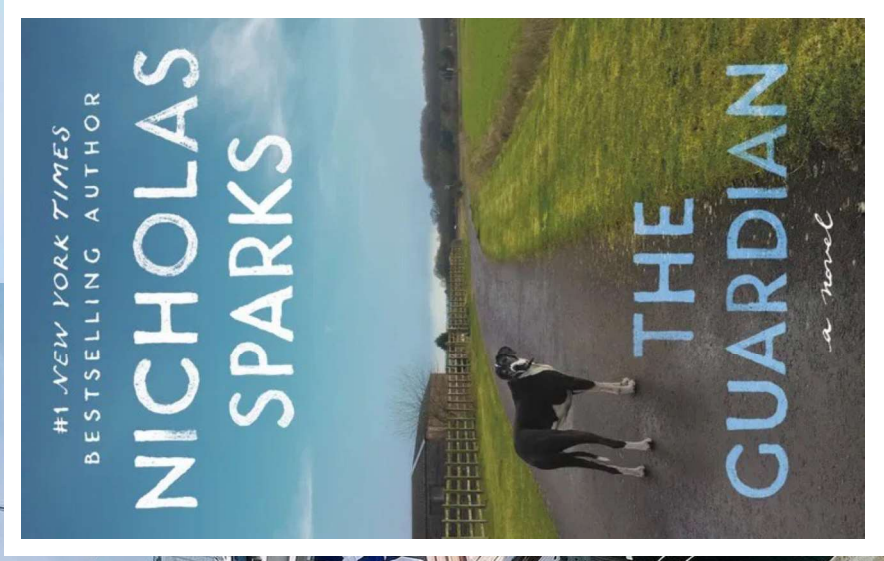
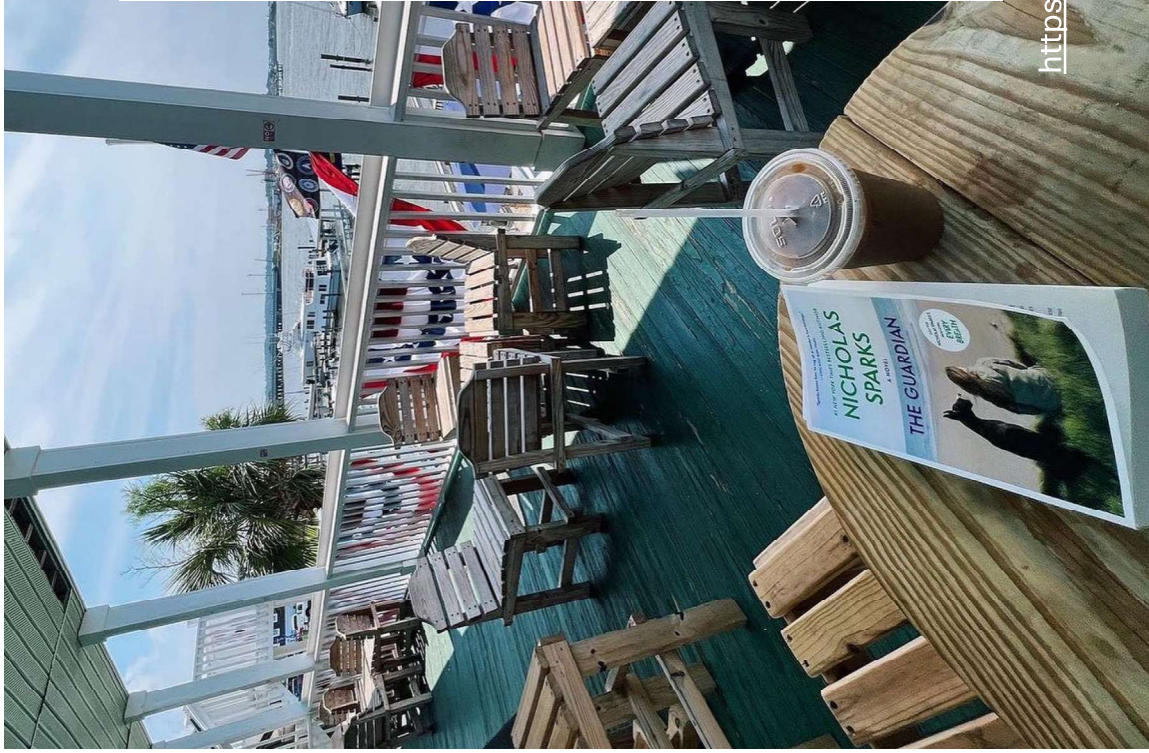


## Swansboro, NC

Swansboro, the setting for Nicholas Sparks' romantic thriller, *The Guardian*, is a historical waterfront community located where the White Oak River spills into the Atlantic Ocean. Known as "The Friendly City By the Sea," Swansboro's laid back atmosphere of Eastern North Carolina is evident in the vibrant community between neighbors and businesses that give it a small-town feel. Swansboro has many things to see, from the unique waterfront shops, boutiques, and dining, to outdoor activities like boating, water sports, and fishing. The open spaces, unspoiled beaches, and miles of coasts make it the perfect setting for Sparks to weave a suspenseful tale of mystery and desire in *The Guardian*.

<https://nicholassparks.com/work/the-guardian/>

Photo: Velvet Rodeo



<https://nicholassparks.com/work/the-guardian/>

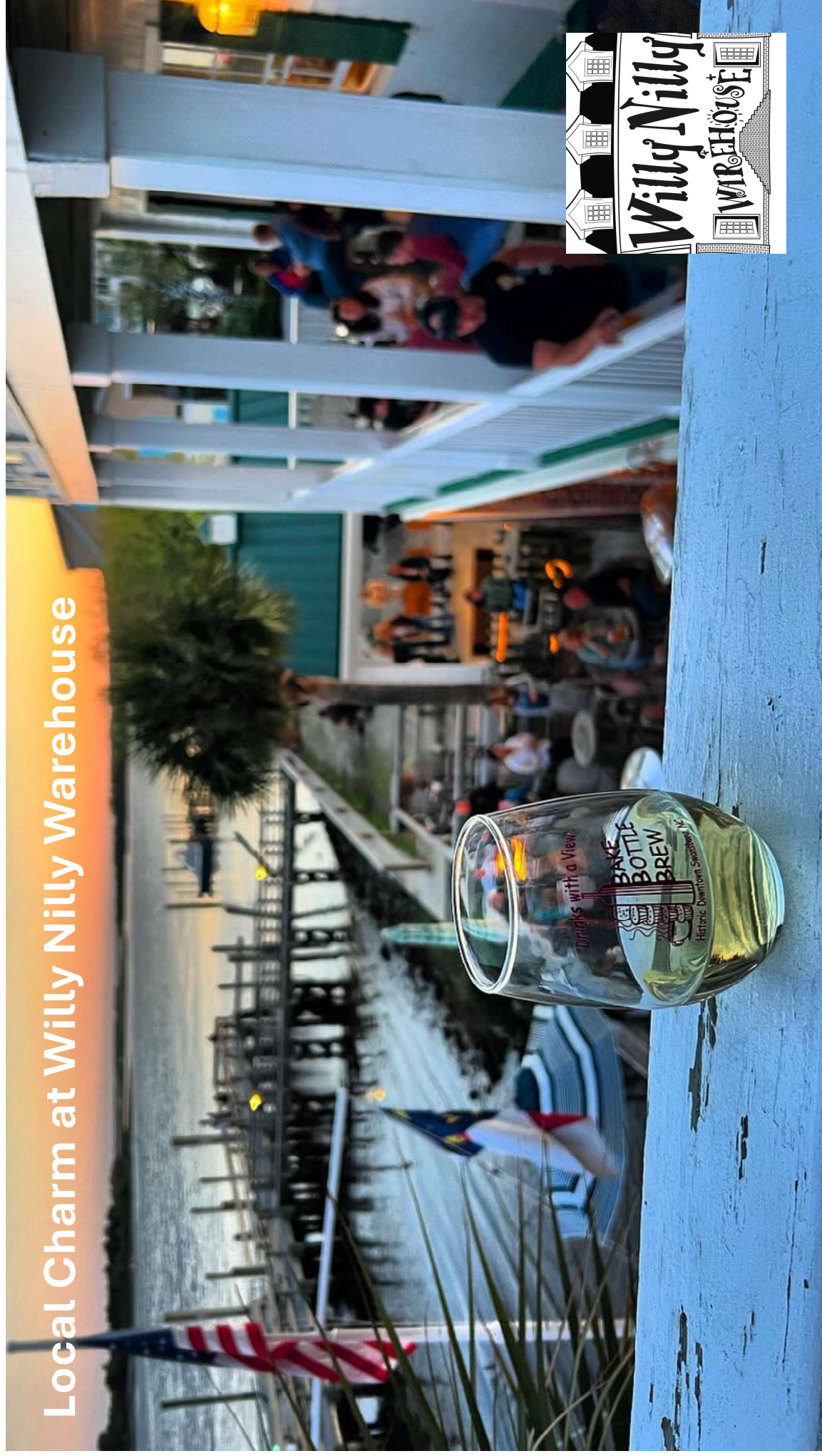
Photo: Justin Webb

# A Town Lit with Tradition: Swansboro By Candlelight



Photo: Samantha Ann Photo

# Local Charm at Willy Nilly Warehouse



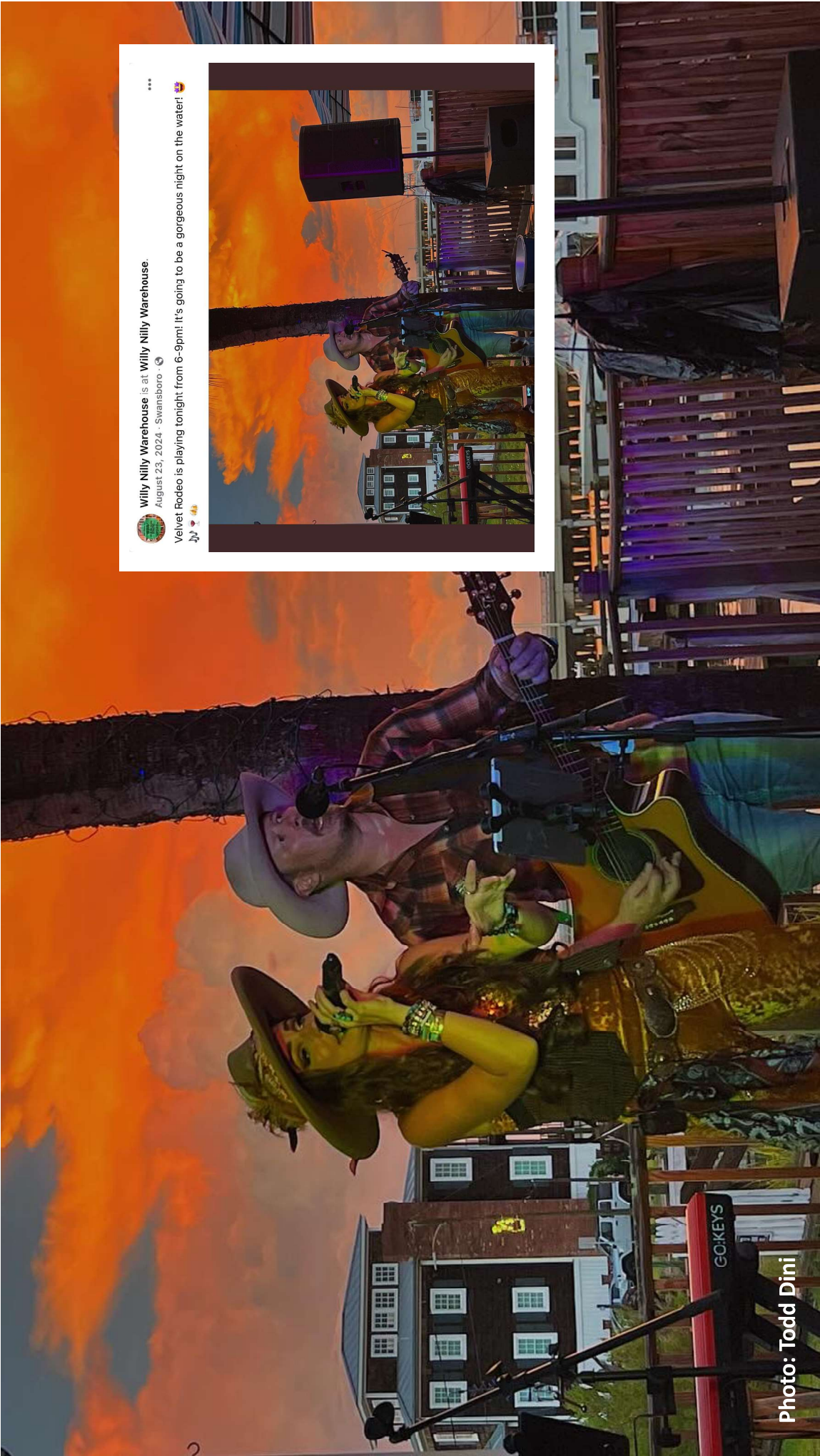


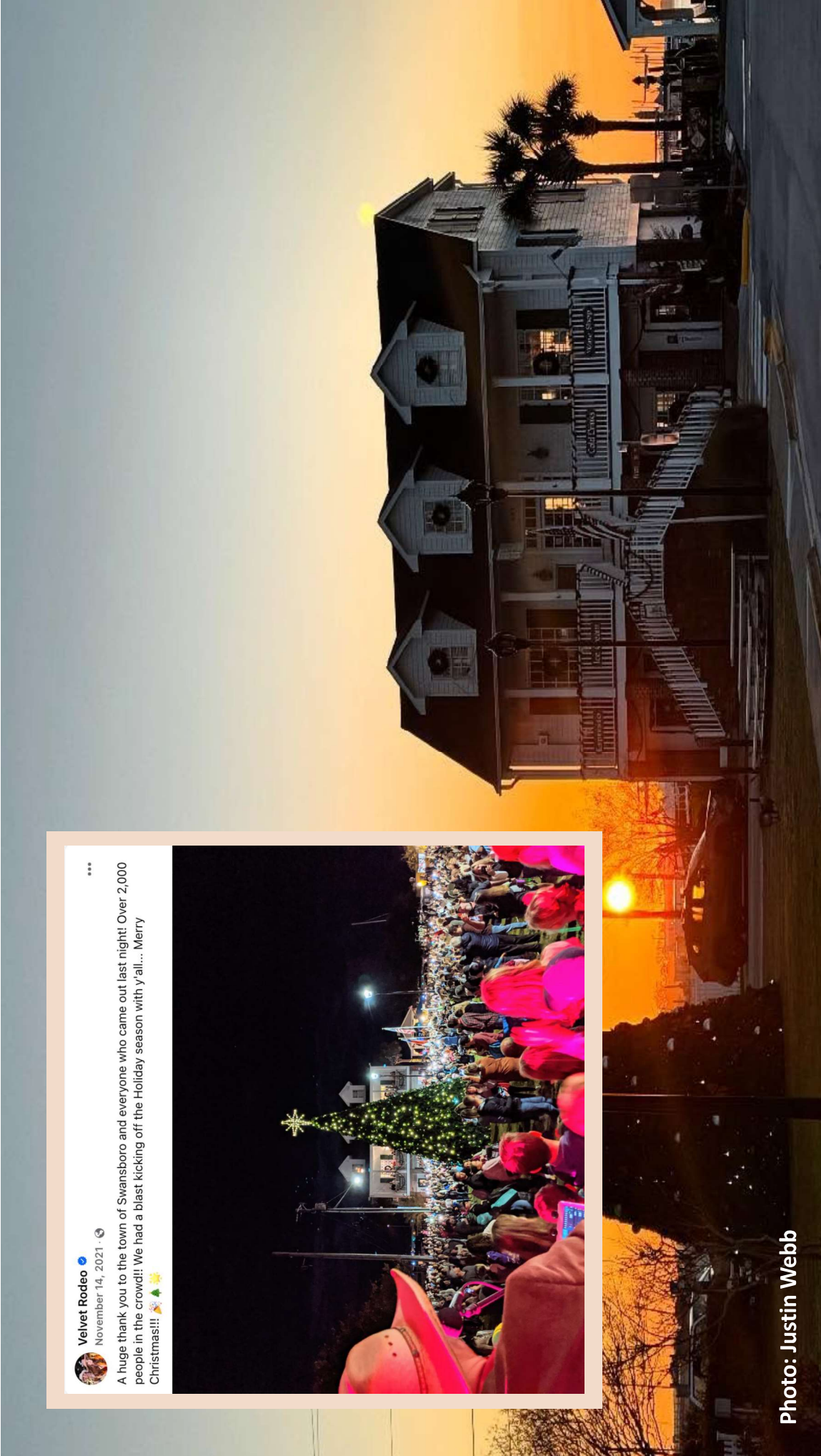
Photo: Todd Dini

**Willy Nilly Warehouse** is at **Willy Nilly Warehouse**.  
August 23, 2024 · Swansboro · 🌐

Velvet Rodeo is playing tonight from 6-9pm! It's going to be a gorgeous night on the water! 🌅

👍 🗨️ 📌

...



Velvet Rodeo  
November 14, 2021

A huge thank you to the town of Swansboro and everyone who came out last night! Over 2,000 people in the crowd!! We had a blast kicking off the Holiday season with y'all... Merry Christmas!!



Photo: Justin Webb

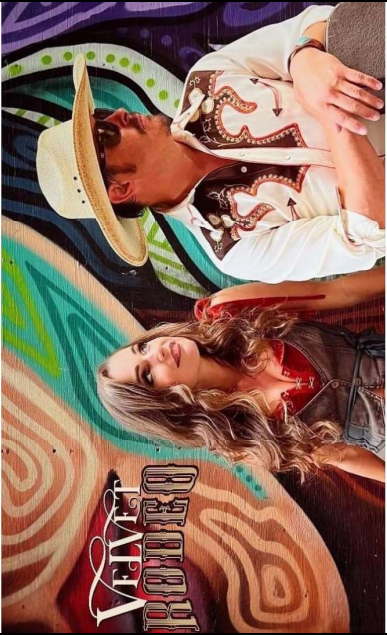


Willy Nilly Warehouse is at [Willy Nilly Warehouse](#).

May 9, 2023 · Swansboro · 🌐

🌟 **TOMORROW!** 🌟 Come join Nashville artists -Velvet Rodeo- as they celebrate the release of their debut Album "Back in the Saddle".

Velvet Rodeo will be playing Wednesday, May 10th from 6 - 9pm! We can't wait to see everyone.

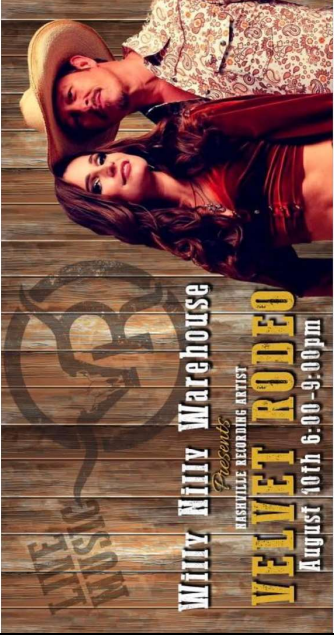




Willy Nilly Warehouse

August 9, 2023 · 🌐

So excited to have Velvet Rodeo back tomorrow!



Thu, Aug 10, 2023

**Nashville Artist "Velvet Rodeo" Perform Live at Willy Nilly Warehouse**

Downtown Swansboro NC

50 people interested

☆ Interested





Velvet Rodeo

August 19, 2024 · 🌐

We want to thank everyone who came out to Swanfest yesterday!! 🥳🥳 There are few things more special than coming back to sing in my hometown ❤️ Because of the wind, we weren't able to fully set up our Merch table, but we have one more show before we're back on the road at [Willy Nilly Warehouse](#) on Friday(8/23). We will have everything available then and we can't wait to see y'all there!! 🥳





**PRESTON'S**  
*Back Bar*  
**ER**

**PRESTON'S**  
*Back Bar*  
**ER**

**PRESTON'S**  
*Back Bar*  
**ER**  
910-708-1305

**ALWAYS  
OPEN  
9AM - 8PM  
LET'S HAVE FUN!!**

A restaurant and bar offering casual coastal cuisine with southern inspiration

Ask server about our rotating fresh made dessert options! || "Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness, especially if you have certain medical conditions"

# Poppin' Pimento Cheese



Poppin' Pimento Cheese  
Served with fried tortilla chips.

\$9.00

## APPETIZERS

## SOUPS

Clam Chowder \$5.00/+  
Award winning chowder with clams, diced potatoes, sweet corn, and bacon · Cup \$5.00 | Crock \$8.00

Crab Bisque \$8.00/+  
Creamy bisque loaded with crab meat · Cup \$8.00 | Crock \$11.00

French Onion \$5.00/+  
Mike's famous french onion soup topped with baguette crisps, melted swiss and provolone · Cup \$5.00 | Crock \$8.00

## SALADS

Caesar Salad \$6.00/+  
Classic homemade dressing, fresh romaine, shredded parmesan, and croutons · Small \$6.00 | Large \$10.00

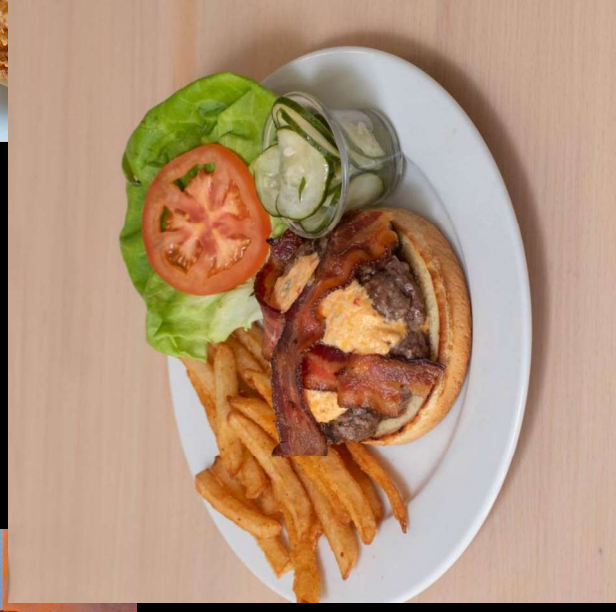


**Blackened Chicken Dip** – pimento cheese and blackened chicken served with warm tortilla chips

**Fried Green Tomatoes** – topped with pimento cheese and bacon jam

**Chicken Biscuit Sliders** – two buttermilk biscuits served with sweet jalapeño jelly, pimento cheese and fried chicken.

**The Corner Burger** – pimento cheese, jalapeño jelly and bacon



**PRESTON'S**  
Bar & Grill  
**CORNER**



## Social Media Metrics and Snapshot – February 2025 thru April 2025

### April 2025 Report:

Facebook – 10,000 followers; 6.8K likes  
Instagram – 2,433 followers

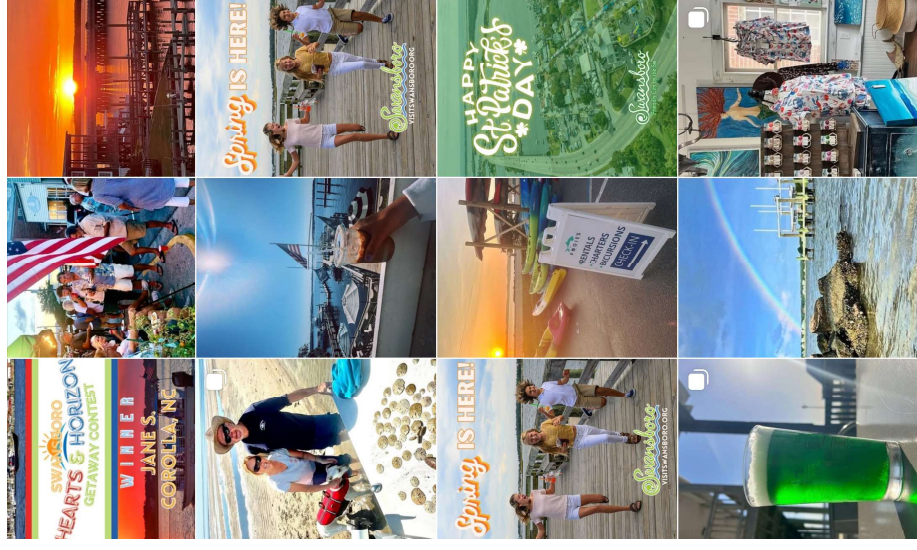


### February 2025 Report:

Facebook – 9,809 followers; 6.7K likes  
Instagram – 2,371 followers

### Top 5 Posts by Views (Organic)

|                                                                                       |                                                                                                                                                                                                                                                                            |                 |                 |                       |
|---------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------------|
|    | Morning light over Swansboro 🌅 A perfect moment to refresh, reset, and welcome the weekend! 🍷 Come see us! #VisitSwansboro #SwansboroSunrise 📍: Local, Deb H. 📷<br>Photo · Fri, Mar 28                                                                                     | Views<br>31,470 | Reach<br>24,464 | Interactions<br>610   |
|   | Who's up for a breakfast feast at Yana's Restaurant? Think 🍳 hot coffee, fruit fritters, fluffy pancakes, and made-to-order omelets! Here's a 📷 #throwback to when Bob Garner from PBS North Carolina Weekend stopped by to enjoy a classic...<br>Photo · Sat, Feb 22      | Views<br>28,593 | Reach<br>21,236 | Interactions<br>265   |
|  | Swansboro magic at its finest! ✨ This beyond-breathtaking view speaks for itself. A special shoutout to hometown talent, Todd Dini, for capturing the moment! Photo Report: @ourstatemag @dini_photo www.diniphotocom #OurStateMag...<br>Photo · Mon, Mar 3                | Views<br>23,645 | Reach<br>17,804 | Interactions<br>264   |
|  | Get ready for a weekend full of St. Paddy's Day shenanigans, and a little Irish luck right here in Swansboro! 🍀 Ghostly thrills – Join Crystal Coast Ghost – Spirits of Swansboro Tours (Fri & Sat evening at 7pm) for a spirited stroll through...<br>Photo · Wed, Mar 12 | Views<br>24,749 | Reach<br>15,585 | Interactions<br>1,019 |
|  | Nestled along Swansboro's waterfront in "The Friendly City by the Sea," Swansboro Front Street Grocery is your go-to spot for craft beer, fine wine, and delicious local snacks. Whether you're stocking up for your #Airbnb stay or lookin...<br>Photo · Mon, Mar 31      | Views<br>19,514 | Reach<br>13,130 | Interactions<br>274   |



Monthly Eblasts – February 2025 through April 2025

|                          |                                                                                                                                                                                                                                                          |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <div><div><div>April 2025 Eblast</div><div><div><div>Sent</div><div>DT Email</div></div><div>• Sent Sun at 8:27am EDT</div></div><div>1,462 sends • 859 (60%) opens • 48 (3%) clicks • 40 (3%) bounces • 6 (1%) unsubscribes</div></div></div>           |
| <input type="checkbox"/> | <div><div><div>March 2025 Eblast 2</div><div><div><div>Sent</div><div>Email</div></div><div>• Sent Mar 1, 2025 at 7:30am EDT</div></div><div>1,447 sends • 988 (71%) opens • 125 (9%) clicks • 46 (3%) bounces • 9 (1%) unsubscribes</div></div></div>   |
| <input type="checkbox"/> | <div><div><div>February 2025 Eblast</div><div><div><div>Sent</div><div>Email</div></div><div>• Sent Feb 2, 2025 at 8:59am EDT</div></div><div>1,068 sends • 629 (61%) opens • 105 (10%) clicks • 43 (4%) bounces • 6 (1%) unsubscribes</div></div></div> |

The Visit Swansboro Email List is **actively growing** – due to the promotional getaway contest ads we are running – branding Swansboro as a vacation destination.

To date, there are now 1,505 contacts our our list.



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%



Visit Swainsboro NC

Jan 15 • 6



Discover winter & spring break adventures at the coast!



ENTER NOW for your chance to WIN the ultimate escape to Swainsboro, NC!



#VisitSwainsboro



Shelling Excursions & Eco  
Tours All Year Long!



Learn more



Explore



6:44



Hearts & Horizons Getaway to  
Swansboro Contest  
Completed • Traffic



Edit



 Duplicate

Visit Swansboro NC  
Jan 15



 Discover winter & spring break adventures at the coast!  
ENTER NOW for your chance to WIN the ultimate escape to  
Swansboro, NC!   #VisitSwansboro

 Visit Swansboro NC

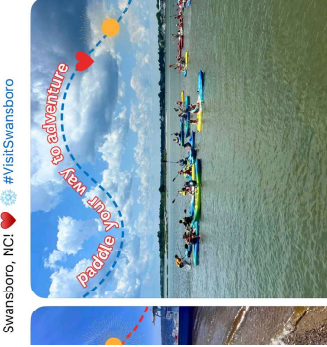
🇺🇸 Discover winter & spring break adventures at the coast!  
ENTER NOW for your chance to WIN the ultimate escape to  
Swansboro NC! ❤️ ❄️ #VisitSwansboro

 Visit Swansboro NC  
Jan 15, 2014



🇪🇸 Discover winter & spring break adventures at the coasts!  
ENTER NOW for your chance to WIN the ultimate escape to  
Swansboro, NC! ❤️ ❄️ #VisitSwansboro

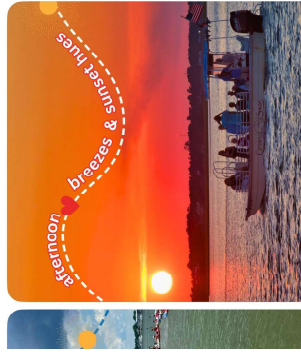
## Results

[View Performance](#)

ore

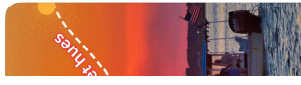
[Explore Together on a Guided Kavak Tour](#)

[Learn more](#)

[Learn more](#)

Relax on a Coastal Marsh Cruise

## Relax on a Coastal Marsh Cruise

[Learn more](#)[Learn more](#)

**Enter for Your Chance to Win!**

Chance to

193

7 comments 12 shares

7 comments 12 s

7 comments 12 shares

193

## Last Minute – Weekend Getaway in Swansboro Boost // St. Paddy's 2025


 Post: "  Get ready for a weekend full of St. Paddy's Day..."  
 Completed • Engagement



Duplicate



Can't duplicate this campaign because it uses an old objective.

[Learn more](#)

### Results

### View Performance



1,089

Post engagements

**\$0.0826**

Cost per Post Engagement

**\$90.00**

Amount spent

**\$90.00** lifetime budget 

**11,027**

Reach

**16,305**

Impressions



### MOBILE FEED

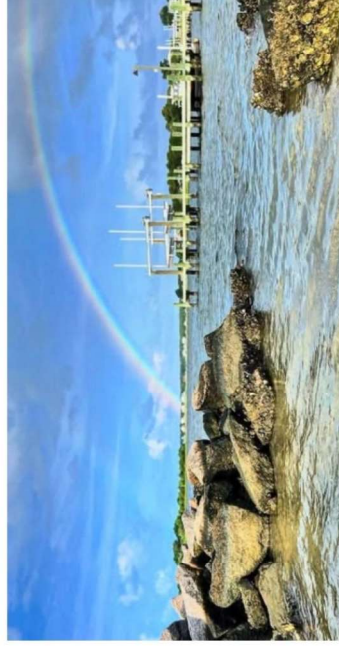


Visit Swansboro NC

Sponsored • 



Get ready for a weekend full of St. Paddy's Day shenanigans, and a little Irish luck right here in Swansboro!  ...See more



Church Str...

20 comments

54 shares



Like



Comment



Share



# Visit Swansboro Promotional Getaway Contest // Spring 2025 General Campaign

Spring into family fun adventures in Swansboro! 🌊 Make memories that last! 🌟 #VisitSwansboro #FamilyVacay #DiscoverTheCharm

visitswansboro.org

Discover the Friendly City by the Sea

Learn more

Spring into family fun adventures in Swansboro! 🌊 Make memories that last! 🌟 #VisitSwansboro #FamilyVacay #DiscoverTheCharm

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Discover the Friendly City by the Sea

Learn more

This campaign is currently active and running.

Spring into family fun adventures in Swansboro! 🌊 Make memories that last! 🌟 #VisitSwansboro #FamilyVacay #DiscoverTheCharm

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visitswansboro.org

Discover the Friendly City by the Sea

Learn more

## Raleigh Magazine – February 2025 Issue

### Integrated Campaign

- Facebook/Instagram Ads
  - Eblasts via Our State & Raleigh Magazine
- Print Ad – Raleigh Magazine – February 2025 issue
- Builds Visit Swansboro Email List
- Promotes Swansboro as being known as an overnight vacation destination

Promotes visitation to audiences with a variety of interests – romantic getaway, girls trip, shopping, dining, - includes visitor experience - winter shelling, sunset cruises, paddling incorporating both winter and spring season.

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

<https://www.visitswansboro.org/hearts-horizons-getaway-visit-swansboro/>





## Our State Magazine – Sunday Morning Eblast // January 26, 2025 & February 25, 2025

OM Our State Magazine  
To: ANNE MARIE BASS > Sunday

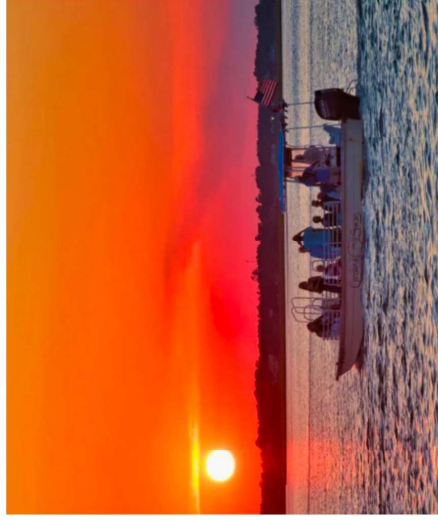
For you: Elizabeth's Corner 🍪



*One of our favorite stories by our editor in chief.*



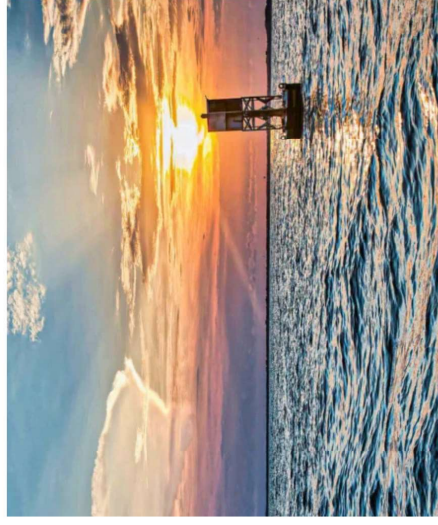
January 26, 2025 Eblast - Complete



### Win a Swansboro Getaway Adventure

Enter Swansboro's Hearts & Horizons **Getaway Contest!** Discover historic waterfront charm, island adventures, and awe-inspiring sunrises and sunsets. Ideal for romantic retreats, girls' getaways, and family escapes. Uncover coastal treasures, savor local flavors, and make moments that matter in Swansboro!

February 23, 2025 Eblast - Upcoming



### Win a Swansboro Coastal Escape

Don't miss your chance to enter Swansboro's Hearts & Horizons Getaway Contest! Experience waterfront charm, island adventures, and breathtaking sunsets. Perfect for romantic retreats, girls' getaways, and family escapes. **Enter now** to uncover coastal treasures and savor local flavors — ends March 3!



Raleigh Magazine Eblasts // January 15, 2025 & February 5, 2025

# RALEIGH INSIDER

FROM OUR PARTNERS

Enter to Win Coastal Charm,  
Adventure & Relaxation at the NC  
Coast



Escape to Swansboro, NC for a romantic retreat, girls' getaway, or a family adventure. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A 2-night stay, fine dining, and an eco-adventure voucher await! Don't miss this chance to make Swansboro your next destination!

Enter to Win Today!



Escape to Swansboro, NC for a romantic retreat, girls' getaway, or a family adventure. Bask in stunning sunrises and sunsets, savor coastal flavors, and make lasting special moments in the "Friendly City by the Sea."

A 2-night stay, fine dining, and an eco-adventure voucher await! Don't miss this chance to make Swansboro your next destination!

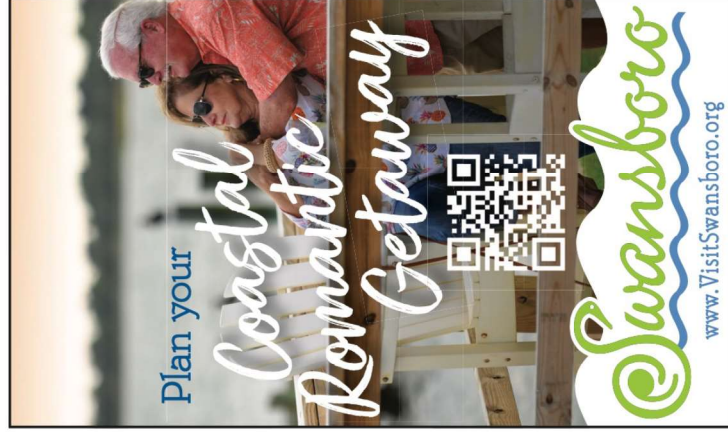
Enter to Win Today!



March 2025



April 2025



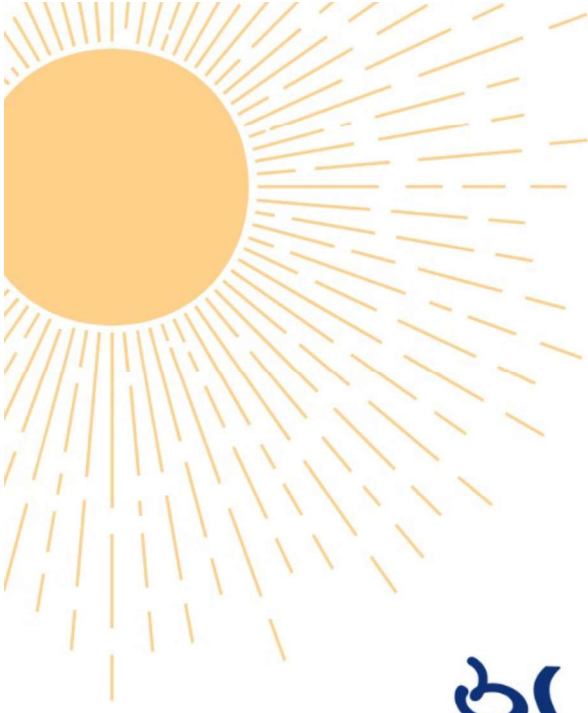


Anne Marie is currently gathering updates, adds, edits, tweaks, etc.

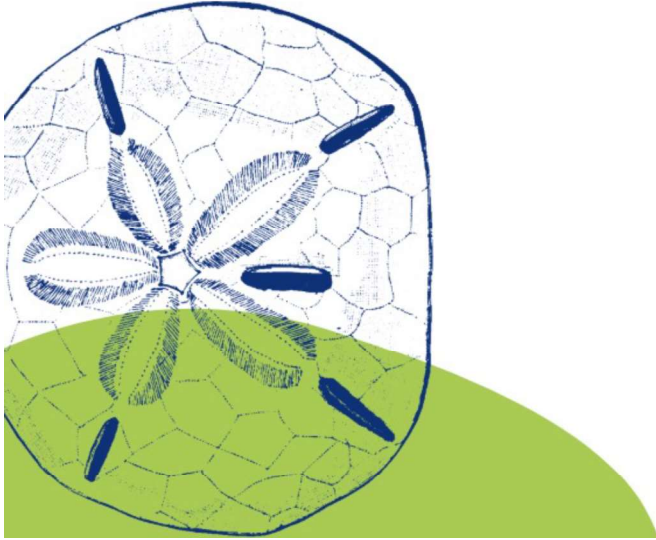
Swansboro  
NORTH  
CAROLINA

We will print 5000 for Spring 2025. Approx. 250 qty will & the remainder for distribution locally in Swansboro.

[illegible]



## APPENDIX





2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

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

| Media / Advertiser / Element |                                                                                                                                                                                             | Budgeted Actual Remaining Description |         |         |                                                                                                                                                         |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|---------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRINT COLLATERAL             | 2024/2025 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2025)</b><br>(2 reprints per year - cost split between TDA and merchants) | 700.00                                |         | 700.00  | 8.5" x 14" size double gate. <b>5,000</b> quantity, specs: 80# gloss text - in market piece                                                             |
|                              |                                                                                                                                                                                             |                                       |         |         | <b>Full Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund</b>                                                         |
| WEBSITE                      | Dream Host - <b>2024/2025</b> Annual website hosting & Maintenance Plan                                                                                                                     | 1,811.28                              | 1811.28 | 0.00    | Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month                                                               |
| WEBSITE                      | Misc. Tech Needs for Website<br><b>Comment of 4.2.25: I may end up using some of this to fix Airbnb &amp; VRBO pages on the site</b>                                                        | 400.00                                | 0       | 400.00  |                                                                                                                                                         |
| EBLAST TOOL                  | Constant Contact License - <b>Estimate</b>                                                                                                                                                  | 600.00                                | 742     | -142.00 | Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. Prepayment gets 30% off. Next invoice is \$280 on 4.13.25 |
| PRINT AD                     | <b>2024/2025</b> Our State Magazine <b>Coast</b> Host Section Ads                                                                                                                           | 9,338.00                              | 9338    | 0.00    | 6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 24, May 24, Jun 24                                                                |
| PRINT AD                     | <b>2024/2025</b> Our State Magazine - <b>Destinations</b> Section Ad                                                                                                                        | 1,675.00                              | 1675    | 0.00    | 1 AD: 1/6 Page - Aug 24                                                                                                                                 |
| PRINT AD                     | <b>NEW 2024/2025</b> Our State Magazine - <b>October 2024 Special Pub</b>                                                                                                                   | 1,600.00                              | 1600    | 0.00    | 1 AD: 1/4 Page - "Foods in 100 Counties"                                                                                                                |
| DIGITAL ADS                  | <b>2024/2025</b> Our State Magazine - <b>Sponsored Eblasts</b>                                                                                                                              | 2,790.00                              | 2790    | 0.00    | 2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - <b>COMPLETE &amp; Feb 25, 2025</b>                                                                      |
| PRINT AD                     | <b>2024/2025</b> Raleigh Magazine - <b>Travel</b> Section                                                                                                                                   | 2,125.00                              | 2125    | 0.00    | July/Aug 2025 (Travel Issue) - Half Page - <b>COMPLETE</b> ; Feb 2025 - <b>COMPLETE &amp; April 2025 - 1/4 Page</b>                                     |
| PRINT AD                     | <b>2024/2025</b> Raleigh Magazine - <b>DECEMBER JANUARY Special Travel</b><br><b>swapped out podcast midroll with full page ad</b>                                                          | 1,600.00                              | 1500    | 100.00  | Full Page Ad - Special Travel Section (due to Helene)                                                                                                   |
| MEMBERSHIP                   | <b>2025</b> NC Coast Host Membership Dues                                                                                                                                                   | 350.00                                | 350     | 0.00    | Renewal                                                                                                                                                 |



2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

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

| Media / Advertiser / Element |                                                                                                                                            | Budgeted Actual Remaining Description |          |          |                                                                            |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|----------|----------|----------------------------------------------------------------------------|
| PRINT AD                     | 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              |
| PRINT AD                     | 2025 Bluewater Beacon Real Estate Guide                                                                                                    | 1,110.00                              | 0        | 1110     | Sign contract in May 2025 - goes to print in June 2025                     |
| DIGITAL ADS                  | I've been informed that continuing producing this publication is under review and TBD<br>2024/2025 Facebook Advertising                    | 7,000.00                              | 4284.61  | 2,715.39 | From July 1, 2024 to June 30, 2025                                         |
| PRINT AD                     | Includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget)<br>2025 Swansboro Area Chamber Directory - Full Page Ad | 1,100.00                              | 1100     | 0.00     | Submitted in October 2024 for 2025 Guide                                   |
| VIDEO PLACEMENT              | OAJ Airport 2024/2025 - Video Placement                                                                                                    | 5,000.00                              | 5000     | 0.00     | Update Video Asset - twice a year, per contract with Honeycutt Advertising |
| SERVICES                     | Retainer Fee @ \$2016/month                                                                                                                | 24,192.00                             | 24192    | 0.00     |                                                                            |
|                              | GRAND TOTAL                                                                                                                                | 62,341.28                             | 57385.39 | 4,955.89 |                                                                            |

## 2024/2025 STDA Approved Contingency Budget – Snapshot as of 4.02.2025

|                                                               |                 |
|---------------------------------------------------------------|-----------------|
| <b>2024/2025 Approved Marketing Contingency Budget</b>        | <b>6,900.00</b> |
| <i>Additional Expenditures</i>                                |                 |
| Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers | 401.37          |
| Additional Shipping Costs Merch Guide - Local Swansboro       | 43.77           |
| Raleigh Magazine Eblasts -- January 15 & February 5           | 1,500.00        |
| ESTIMATED Shipping costs - Spring 2025 Merch Guides to WCs    | 450.00          |
| Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons  | 200.00          |
| Fall 2024 Merch Guide Design Refresh                          | 400.00          |
| Spring 2025 Merch Guide Design Refresh                        | 400.00          |
| Spent/Committed to Date                                       | 3,395.14        |
| <b>Remaining</b>                                              | <b>3,504.86</b> |

### Comments:

I anticipate spending thru the Facebook/Instagram ad budget – thru June 30.

I will have actual costs for the Spring 2025 Merch Guide reprint by May – to follow.

As I understand it, the Bluewater Beacon has been discontinued, so we did not spend the \$1110.

I delayed ordering any new swag bags until a need arises or the Visitor Center remediation is completed, as this is where the bags have been stored.

Please note that the Budget Snapshots may not be exact – these are my best efforts to help in keeping expenditures up-to-date and for a common understanding.

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

| Media / Advertiser / Element |                                                                                                                                                                                        | Budgeted | Actual | Remaining | Description                                                                                                                                                       |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRINT COLLATERAL             | 2026 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2026)</b><br>(2 reprints per year - cost split between TDA and merchants) | 700.00   |        |           | 8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece                                                                              |
|                              | 2025 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - Fall (October 2025)                                                                        |          |        |           | Fail 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 |        |           | Assumes \$239.88 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$12                                                                                |
| WEBSITE                      | Misc. Tech Needs for Website                                                                                                                                                           | 400.00   |        |           |                                                                                                                                                                   |
| EBLAST SOFTWARE              | Constant Contact License - <b>Estimate</b>                                                                                                                                             | 777.00   |        |           | 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. |
| PRINT AD                     | 2025/2026 Our State Magazine Coast Host Section Ads                                                                                                                                    | 9,725.00 |        |           | 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 |        |           | 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"                                                                                                |
| PAID CONTENT ARTICLE         | NEW 2025/2026 Our State Magazine - "Sponsored Content"                                                                                                                                 | 5,795.00 |        |           | Paid branded editorial - about Swansboro (paid as opposed to "earned")                                                                                            |
| DIGITAL ADS                  | 2025/2026 Our State Magazine - Sponsored Eblasts<br>One additional Eblast added for a total of three.                                                                                  | 4,785.00 |        |           | 3 EBLASTS: Sunday Morning Read - Jan 25rd, Feb 22nd., 2026 + Additional Sept. 14, 2025                                                                            |
| PRINT ADS                    | 2025/2026 Raleigh Magazine - Travel Section                                                                                                                                            | 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 AD: Full Page - Special Travel Section                                                                                                                          |