



# Swansboro

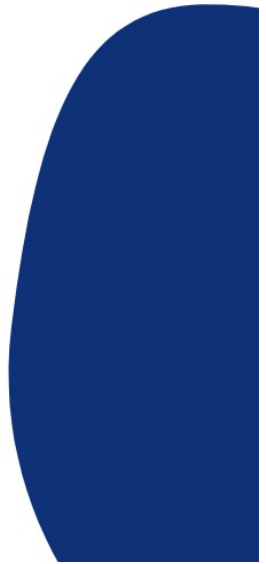
Friendly City by the Sea

**STDA STATUS UPDATE REPORT**

**FEBRUARY 6, 2025**



Presented by: Anne Marie Bass, Front Row Communications





## Table of Contents & Status Update Notes

### 1. 2025 Official North Carolina Travel Guide –

The STDA earned two mentions resulting from the media pitch to the NC PR Team of February 2024. (see pages to follow)

- **Mocktails** – Il Cigno Italiano
- **Birding** – Lady Swan Boat Tours

The guide is available on [visitnc.com](https://www.visitnc.com) in various formats, the content will also be added to the Visit NC website. To date, one article is currently published – specific to Swansboro. Others will be added to the newly launched Visit NC website later this year.

Places for Showstopping Sips and Marvelous Mocktails: <https://www.visitnc.com/story/unCc/places-for-showstopping-sips-and-marvelous-mocktails-in-nc>

Bulk orders of the NC Travel Guide are available at no cost for distribution by visitor centers, attractions, accommodations and other tourism-related businesses. The guides come 50 guides/box. Please let me know if you'd like me to make the request.

### 2. Social Media Stats & Metrics – October 1<sup>st</sup> 2024 – to Date

There has been an increase in sharing ideas and posts that convey the Swansboro visitor experience per local story tellers and tour operators. This is very positive action with solid feedback/engagement being well received. I encourage this – good vibes all the way around.

### 3. Facebook/Instagram Ad Reports – October 1<sup>st</sup> 2024 – to Date: 2024 Mullet Festival of NC; Swansboro by Candlelight, 2024 Christmas Flotilla, 2024 Weekend Getaway in Swansboro; Winter/Spring Travel Plans – Hearts & Horizons Getaway Contest (Note: screenshots only shared for purposes of reporting only.)

### 4. Visit Swansboro Monthly Marketing Eblasts – November, December, January



## Table of Contents & Status Update Notes

### **5. Promotional Getaway Contests –**

Get Real, Go Reel (Fall 2024); Hearts & Horizons (Currently Running & Active)

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

Hearts & Horizons Swansboro Getaway Contest

### **7. Print Ad Placements –**

Our State Magazine Special Interest Pub – October 2024; Our State October 2024 Issue; Raleigh Magazine – Full Page December/January 2025 Issue; 2025 Swansboro Chamber Guide

### **8. Website –**

Continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc.

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

Spring 2025 Update & Refresh is coming up. [Updates to all businesses and updates to the Swanfest Schedule for the 2025 season - I will be working on this in March for printing and distribution in April.](#)

- Fall Shipments made to the 14 NC Welcome Centers and to Downtown Merchants for local Swansboro distribution – in Nov ' 24 & Dec 2024. The feedback from the Welcome Centers has been very good and the guides are being picked up by visitors.

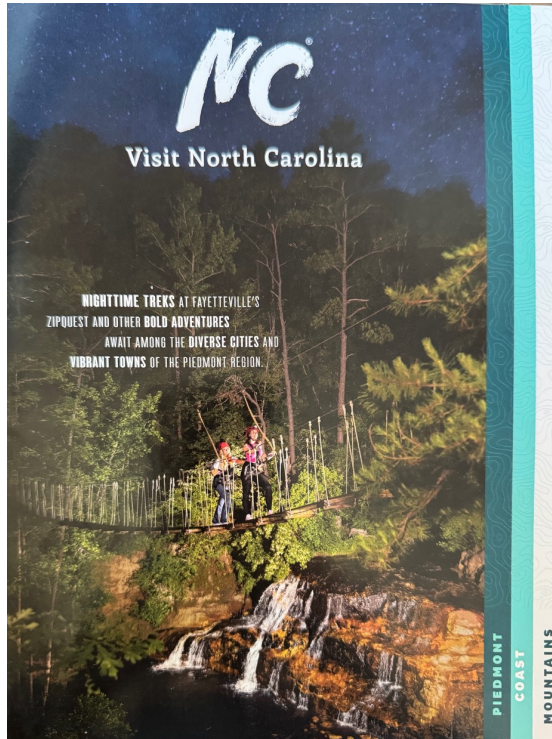
### **10. Misc. Questions –**

Anne Marie is always available for input, feedback, suggestions and idea sharing. Please reach out anytime.

## **Appendix**

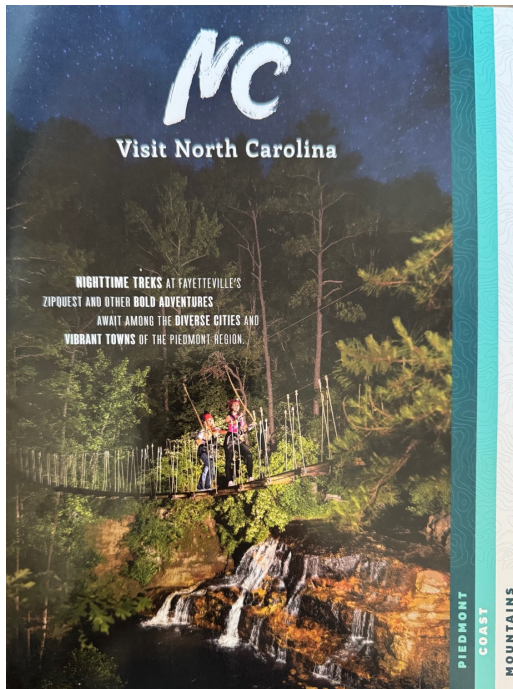
- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot to Date

NC 2025 Travel Guide – Earned Media Placement (from 2024 Visit NC Road Show Pitch)



**Il Cigno Italiano**  
 Swansboro

Renowned for its meatballs and manicotti, this traditional Italian restaurant boasts a whimsical mocktail menu. The standout is Swan Juice, where muddled raspberries and blackberries dance with orange and strawberry juices. It's all crowned with a splash of lemon-lime soda.



# BIRD SPOTTING

Avian aficionados flock to North Carolina year-round to spy winged wonders soaring, resting and nesting. *by* BRIAN KRAMER

**1 SEA OF BLUE**  
Although solitary hunters, great blue herons raise their young in colonies, notably on Heron Island in **Lake Norman**, near the town of Cornelius. A restoration project added vegetation and rocks to prevent the island from being washed away by waves, resulting in a colony with 60 to 80 nests that are protected from human visits from April to August. Watch the action through binoculars or via a live stream at [ncwf.org](#).

**2 BIRD'S-EYE PERSPECTIVE**  
Hikers have long loved the short but rigorous climb (1.5 miles round trip) to the top of **Hawkbill Mountain** near Linville Falls for stunning views of the gorge below, but birders will find their eyes gazing skyward to watch the raptors that frequent the area. Peregrine falcons, turkey vultures, owls and numerous hawk species seem to float effortlessly above the craggy landscape — then suddenly dive for dinner.

**3 FLOATS OF FANCY**  
**Lady Swan Boat Tours** launch out of Swansboro, taking a maximum of 26 passengers into the surrounding marshes from early spring through early winter. The pontoon-style boats allow for unimpeded vistas during the gentle one- to two-hour rides, many of which focus on wildlife, including ospreys that appear in early March and build elaborate nests above the water.

**4 BEACH DWELLERS**  
Rare birds and fauna coalesce on **Bird Island Reserve**, a protected 1.4-acre barrier island at the west end of Sunset Beach. Loggerhead sea turtles may be the marquee attraction, but a year-round cast of shorebirds — such as brown pelicans, black skimmers, blue egrets, terns and herons — will also lift your spirits. After exploring the island, leave a message in the beloved knifed Spirit mailbox, about 1.5 miles southwest of the public beach access.

**5 AVIAN CENTRAL**  
For a birding double shot, head for Sanford. Start the two lakes at **San-Lee Park** and glimpse a bevy of water-loving birds, notably the belted kingfisher with its distinctive blue neckband. A scenic 17-mile drive north, **White Pine Nature Preserve** features 6 miles of trails through forests populated with wild turkeys and pileated woodpeckers. Keep your ears open for migratory musicians, including yellow-billed cuckoos and yellow-throated warblers.

**6 EDUCATION STATION**  
Boost your birding IQ with a visit to **Howell Woods Environmental Learning Center** in Four Oaks. This 2,856-acre property offers guided walks and classes, many on topics like migration and birdhouse building. Download their Bird Checklist to track how many of the 176 species you've encountered (which may include white-eyed vireos or Kentucky warblers).

**GLIDE AND SEEK** The expert guides of **Native Girl Kayaking**, based out of Herrford, have a well-trained eye for avian life. Their fall trips through the **Diemel Swampy Canal** are likely to include sightings of bald eagles and pileated woodpeckers, along with the occasional green heron, black bear and migrating monarch butterfly. Follow the 4.4-mile water trail loop at **Merchants Millpond State Park** in Gatesville, looking and listening for woodpeckers and warblers darting among old-growth cypress trees.

The free **Merlin Bird ID app** is a favorite recognition tool for both beginning and seasoned birders. The popular **Photo ID** feature suggests ornithological names for your pics of feathered friends.

W00272NLSIA 00 30100 TRAVEL NC 25200

**3 FLOATS OF FANCY**  
**Lady Swan Boat Tours** launch out of Swansboro, taking a maximum of 26 passengers into the surrounding marshes from early spring through early winter. The pontoon-style boats allow for unimpeded vistas during the gentle one- to two-hour rides, many of which focus on wildlife, including ospreys that appear in early March and build elaborate nests above the water.



## Social Media Metrics and Snapshot – October 2024 thru January 2025




### February 2025 Report:


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


### October 2024 Report:

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

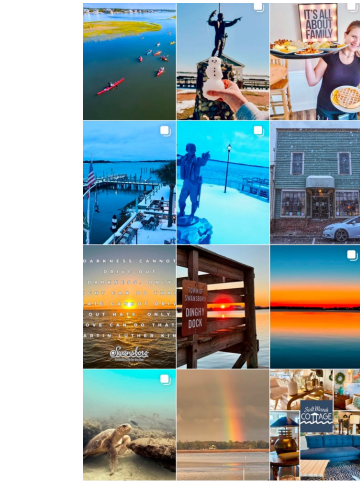
### Top 3 Posts by Views (Paid and Organic)

- 

🎄🌊 The Friendly City by the Sea is ready for the holidays! Enjoy the Town of Swansboro's dazzling 🌈 Annual Christmas Flotilla on Friday, November 29th from 5 to 8pm, explore the trails at Hammocks Beach State Park, and shop local on Small...  
 Nov 20, 2024
- 

🌟 A LAST-MINUTE long weekend getaway this December 🌟 before the holiday hustle begins could be just what you need. Gather your girlfriends for some much-needed quality time in Swansboro! Book your stay at our award-winning 🏡...  
 Dec 3, 2024
- 

🌨️ Even winter days hold a little magic. Whether you're a local or dreaming of your next getaway, it's these small, unexpected moments that make Swansboro so special! 🌈 Huge thanks to 🙌🏡 David Stewart for sending in this amazing RAINBO...  
 Tue, Jan 7



	Views	Reach	Interactions
51,116	26,043	462	
39,012	23,048	839	
26,814	19,151	1,427	

Insights ⓘ

Last 90 Days ▾ Nov 1 - Jan 29

### Overview

Views	50.8K >
Interactions	2,509 >
Total followers	2,371 >

### Content You Shared

[See all](#)



Posts	37 >
Stories	220 >
Reels	6 >



Locations

Maximum

Countries

Regions

US

Link clicks	4,804
Cost per Link Click	\$0.12
Reached	74,592
CTR	3.04%

Results

Link clicks	4,804
Cost per Link Click	\$0.12
Amount spent	\$562.21
	\$562.21 lifetime budget
Reach	74,592
Impressions	158,159

Show more



Visit Swansboro NC

Sponsored



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

**MULLET FESTIVAL OF NC**  
**OCTOBER 11 - 13, 2024**

**HISTORIC SWANSBORO**

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

visitswansboronc Sponsored

**MULLET FESTIVAL OF NC**  
**OCTOBER 11 - 13, 2024**

**SWANSBORO, NC**  
**MULLET MEMORIES SINCE 1951**


LEARN MORE

**MULLET FESTIVAL OF NC**

**SWANSBORO, NC**  
**SWANSBORO MULLET FESTIVAL**  
**BUILDING BRIDGES 70 YRS**

**MULLET FESTIVAL**

**OCTOBER 11 - 13, 2024**



**2024 Candlelight**  
Oct 18, 2024 - Nov 9, 2024

Completed

[Edit](#) [Duplicate](#)

Date ▾ [Metrics](#)

### Results

Link clicks	5,451
Cost per Link Click	\$0.11
Amount spent	\$600.00
	<a href="#">\$600.00 lifetime budget</a>
	<b>Limit reached</b>
Reach	68,461
Impressions	185,916

[Show more](#)



**Visit Swansboro NC**  
Sponsored ·

Get ready for a blast from the past!  
Experience an unforgettable evening of shopping and nostalgia in Historic ...[See more](#)



visitswansboro.org  
**Escape to Historic...** [Learn more](#)



**visitswansboronc**  
Sponsored

**NOVEMBER 9TH 5-9 PM**  
*Swansboro*  
**Candle Light**  
*Shopping Tree Lighting*




*Wine Tastings & More!*  
**HISTORIC DOWNTOWN SWANSBORO**

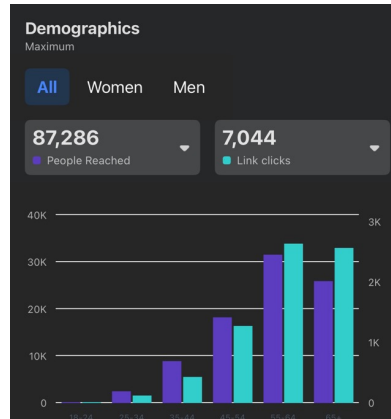
[LEARN MORE](#)



## Christmas Flotilla & Thanksgiving Weekend // November 2024


### Results

Link clicks	7,044
Cost per Link Click	\$0.0790
Amount spent	\$556.30
	\$600.00 lifetime budget 
Reach	87,286
Impressions	184,463




Visit Swansboro NC Sponsored


Kick off the holiday season in Swansboro over Thanksgiving weekend! Join us for our Christmas Flotilla, Shop Small ...See more



See the Holiday... Learn more




Relax & Enjoy Fami...



Let us Do the Cooking

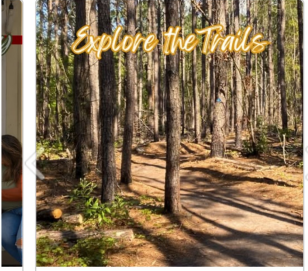
HAPPY THANKS GIVING

Relax & Enjoy Fami... Learn more




Soak in a Fall Sunset

Feel the Magic Alon... Learn more



Explore the Trails

Get Outdoors at Hammoc... Learn more



Shop Small Saturday

Find Unique Holiday Gif... Learn more

## Last Minute – December Weekend Getaway in Swansboro Boost // December 2024

**Campaign**

Edit Duplicate

Date Metrics

### Results

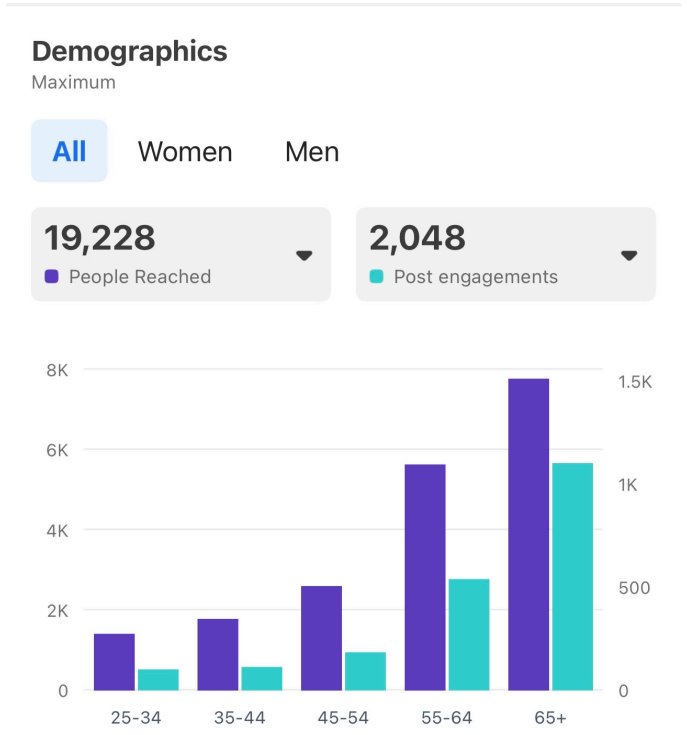
Post engagements	2,048
Cost per Post Engagement	\$0.0732
Amount spent	\$149.92
	\$150.00 lifetime budget
	\$0.08 remaining
Reach	19,228
Impressions	32,107

Show more

**Visit Swansboro NC** Sponsored

✨ A LAST-MINUTE long weekend getaway this December ✨ before the holiday hustle begins could be just what you ...See more

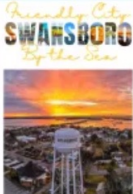
👍❤️ You, Onslow ... 22 comments 38 shares





## Monthly Eblasts – November 2024 through January 2025

## Visit Swansboro Marketing Eblasts




### January 2025 Eblast

Sent Email • Sent Jan 1, 2025 at 5:24pm EST

744 sends • 495 (70%) opens • 29 (4%) clicks • 37 (5%) bounces • 3 (1%) unsubscribes

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### December 2024 Eblast

Sent Email • Sent Dec 1, 2024 at 4:31pm EST

739 sends • 370 (53%) opens • 24 (3%) clicks • 35 (5%) bounces • 0 (0%) unsubscribes

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### November 2024 Eblast

Sent Email • Sent Nov 1, 2024 at 6:47pm EST

720 sends • 476 (69%) opens • 43 (6%) clicks • 34 (5%) bounces • 1 (1%) unsubscribe

### Industry Standards:

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

32.55%	2.03%	10.31%
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### Travel & Hospitality:

31.02%	1.34%	8.81%
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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 **1,079 contacts** on our list.



## Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025

**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




**Make Magical Romantic Moments** [Learn more](#) **Perfect fo**

193 7 comments 12 shares

**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




**Perfect for a Girl's Trip!** [Learn more](#) **Shel Tour**

193 7 comments 12 shares

**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




**Shelling Excursions & Eco Tours All Year Long!** [Learn more](#) **Expl Guid**

193 7 comments 12 shares

**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




**Explore Together on a Guided Kayak Tour** [Learn more](#) **Rela Crui**

193 7 comments 12 shares

**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




**Relax on a Coastal Marsh Cruise** [Learn more](#) **Ente Win!**

193 7 comments 12 shares

**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



**Enter for Your Chance to Win!** [Learn more](#)

193 7 comments 12 shares



This Facebook / Instagram Ad Campaign is currently active & running.



Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025



This contest was embedded into the Mullet Festival // Fall Marketing Campaign landing page. I refrained from pushing it out as much as I had planned – as the timing coincided with the NC focus and mood on the immediate response to the recovery efforts from Helene.

## Visit Swansboro Promotional Getaway Contest // Fall & Winter 2024/2025



### Integrated Campaign

- Facebook/Instagram Ads – currently active
- 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

January 26, 2025 Eblast - Complete

February 23, 2025 Eblast - Upcoming

OM Our State Magazine  
To: ANNE MARIE BASS > Sunday

For you: Elizabeth's Corner 🍪



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



### 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!

Stats Report to follow in next STDA report.



**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!**

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

**RALEIGH  
INSIDER**

FROM OUR PARTNERS



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!**





October 2024 –  
Special Interest  
Publication

This advertisement for Swansboro features a photograph of a group of five people (three women and two men) sitting around a table in a restaurant or cafe, enjoying a meal. The table is set with various dishes, including what appears to be seafood. The text 'WHERE Flavor MEETS Charm' is overlaid on the image in a stylized, blue and white font. At the bottom, the Swansboro logo is displayed in green and blue, with the website 'www.VisitSwansboro.org' below it.

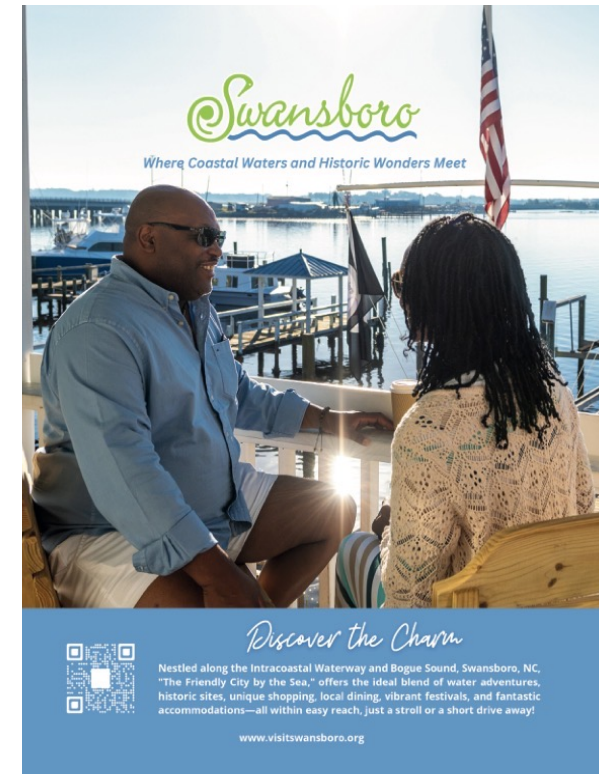
This advertisement for 'Swansboro by Candlelight' features a photograph of a two-story building at night, illuminated with warm lights and decorated with holiday lights. The text 'Swansboro by Candlelight' is at the top in white on a red background. Below that, 'Shop &amp; Stroll this Holiday Season!' is written in a large, white, cursive font. The Swansboro logo and the website 'VisitSwansboro.org' are in the middle. A QR code is on the right side. At the bottom, the event details 'November 9 • 5-9 p.m. Historic Downtown Swansboro' are listed in white on a red background.



October 2024



Raleigh Magazine – Full Page Ad Placement // December | January 2025 Special Issue





## Swansboro Chamber Guide – Ad Placement // 2025

Discover the Charm

Accommodations Shopping Waterfront Dining

Festivals Outdoor Adventures Family Fun

Swansboro

[www.VisitSwansboro.org](http://www.VisitSwansboro.org)

A square QR code located at the bottom right of the advertisement, which likely links to the website mentioned below.

**2025 Chamber Guide – Full Page Ad  
- to be printed**



**SwanFest**  
2025 Outdoor Free Summer Concert Series  
Each Sunday from Memorial Day through Labor Day

**HISTORIC DOWNTOWN SWANSBORO**  
**MERCHANTS & RESTAURANTS GUIDE**

**Annual Swansboro Events**  
JULY 14, 2025 By The Sea  
JULY 20, 2025 Mullet  
JULY 27, 2025 Mullet

**Front Street Grocery**

**Swansboro**  
www.VisitSwansboro.org

**Heritage Center**  
Monday 1:00 pm to 4:00 pm  
swansborohistoricsite.org

For more Seaside!

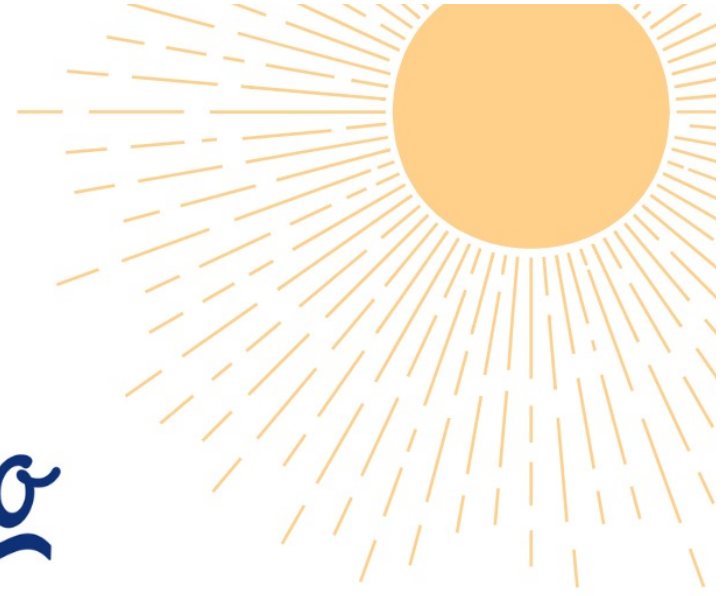
## Downtown Merchants & Restaurants Guide & Map – Fall 2024

- 1 **Swansboro Paddle Boarding & Kayaking**  
(919) 389-1474 Paddle Boards, kayaks, boat & jet ski rentals, island taxis, customized guided trips, repairs, & more.
- 2 **By The Bridge Restaurant**  
(919) 708-1020 South Florida fusion inspired eating breakfast, lunch and dinner. Full bar, signature cocktails and pub-style burgers and sandwiches.
- 3 **Glamour and Grace Boutique**  
(919) 325-8197 Offering a variety of men's and women's clothing & accessories.
- 4 **Boro Low Country Kitchen**  
(919) 326-0501 Casual on the water. Seafood Low Country Bolls, Fried and Grilled Seafood, Philly Cheese, Italian Sausage, Chicken. Specializing in pick up, out in, and catered platters.
- 5 **The BORO Restaurant & Bar**  
(919) 325-0802 Local fresh seafood, American and eclectic menu. Chef features daily live acoustic music Wed-Fri, Sat, weather permitting. Large outdoor courtyard seating. Cozy inside dining room. 12 craft draft local beers.
- 6 **Swansboro Front Street Grocery**  
(252) 722-1928 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, British baked goods, local produce, ice cream and more.
- 7 **Yan's Restaurant**  
(919) 326-5501 Talk of the Town 5 Star Award Winner. A 1950s diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.
- 8 **Gray Dolphin**  
(919) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.
- 9 **Boque Banks Realty**  
(919) 326-0868 A proven leader in real estate sales.
- 10 **Humphrey Farm General Store**  
(919) 348-4669 Signature jams, salads, pickles, sauces, dip mixes, teas and coffees. 161 year old olive oils and more!
- 11 **Poor Man's Hole**  
(252) 671-0020 Handcrafted furniture by Speight Rhue, gifts and vintage antiques.
- 12 **The Mercantile**  
(919) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.
- 13 **Instigator Fishing & Diving Charters**  
(919) 382-7915 Operating a 51' Centerline 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. Specializing in Mosquitofish Trawl Hunt.
- 14 **The Lady Swan / Swansboro Boat Tours**  
(919) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!
- 15 **Bake Bottle & Brew**  
(919) 326-7330 Gift and book store offering beer, wine, coffee and Hershey's or cream. Shop, sip and enjoy beautiful water views.
- 16 **Willy Nilly Warehouse**  
(252) 505-0857 Waterfront destination for live music, beer, wine, slushies and unique gifts.
- 17 **Saltwater Grill**  
(919) 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**  
(919) 326-4462 Easy docking, boat gas, dry stack facility, ships store.
- 19 **Novelty Nook**  
(919) 325-7457 Gifts for all ages. Year round Christmas Store with ornaments, cheer and more. Variety of Swansboro logo merchandise.
- 20 **Rocket Fizz**  
(919) 325-7100 Retro candy, soda, pop/ice cream/toppy! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!
- 21 **Giovanni's Brooklyn Bagels**  
(252) 677-4446 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon - Sat, 7am to 2pm, Sun, 8am to 2pm.
- 22 **Bella Hair & Boutique**  
(919) 889-8979 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.
- 23 **Med Spa / Reverse by Lisa**  
(252) 784-1862 Cosmetic Injectors & Laser Specialist. Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.
- 24 **Church Street Market & Pub**  
(919) 325-8246 Specialty sandwiches, soups, desserts, fine wines, beer & coffee. Breakfast Fri, Sat, Sun 7:30am to 10:30am
- 25 **Swansboro Visitors Center**  
(919) 326-4428 Open 10am-5pm, 7 days a week. One restroom available.
- 26 **Swansboro Town Hall**  
(919) 326-4428 www.swansboro-nc.org
- 27 **Cadno De Aznar/Cigar Shop**  
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.
- 28 **Silver Line Jewelry, Art & Unique Finds**  
(919) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying concert earrings made for smoother ears.
- 29 **Gigi Nails**  
(919) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.
- 30 **To Be Announced**  
(919) 325-8140 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.
- 31 **Marrow Boutique**  
(919) 325-8140 Effortless, effortless resort style, thoughtfully curated for the wedding traveler in all of us.
- 32 **Dini's Martinis and Desserts**  
(919) 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!
- 33 **Boro Girl Boutique**  
(919) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the historic Burell's Building Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4
- 34 **Salt Marsh Cottage**  
(919) 708-1166 Must haves for Coastal Living!
- 35 **Preston's Corner Bar & Grill & The Back Bar on Front Street**  
(919) 708-1265 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.
- 36 **Cameo Boutique**  
(919) 326-4228 Trendy fashions, shoes and accessories.
- 37 **Il Cigno Italiano**  
(919) 326-7945 Italian cuisine, Housemade Gnocchi, Pasta, and Mozzarella, lunch and dinner, fresh local fish. Chef features daily waterfront dining at its best.
- 38 **Riverside Steak & Seafood**  
(919) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.
- 39 **Poppy's Fishing Charters, Coastal Tours, Kayaking & Rental Center**  
(919) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro.
- 40 **Sound Side Outfitters**  
(919) 708-1013 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.
- 41 **Poppy's Bait & Tackle Shop**  
(919) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.
- 42 **Nancy Lee III Fishing Charters, LLC**  
(252) 334-9474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

visitswansboro.org

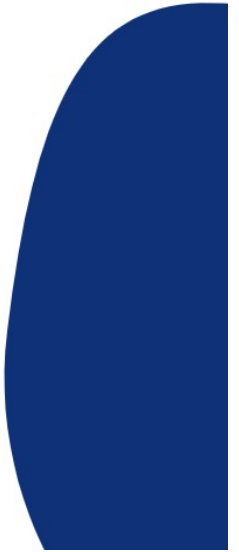
We will print 5000 for Spring 2025. Approx. 250 qty will be shipped to each the 14 NC Welcome Centers & the remainder for distribution locally in Swansboro.





*Swansboro*  
Friendly City by the Sea

**APPENDIX**





## 2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

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

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
<b>2024/2025</b> Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2025)</b> (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>Fall Reprint completed in October 2024 - Expense to be paid from Downtown Merchants Fund</b>
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
Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00		400.00	Assumes 4 hours total
Constant Contact License - <b>Estimate</b>	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.
<b>2024/2025</b> Our State Magazine <b>Coast Host Section Ads</b>	9,338.00	5336	4,002.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
<b>2024/2025</b> Our State Magazine - <b>Destinations Section Ad</b>	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
<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"
<b>2024/2025</b> Our State Magazine - <b>Sponsored Eblasts</b>	2,790.00	1395	1,395.00	2 EBLASTS: Sunday Morning Read - Jan 24, 2025 - <b>COMPLETE &amp; Feb 25, 2025</b>
<b>2024/2025</b> Raleigh Magazine - <b>Travel Section</b>	2,125.00	1625	500.00	July/Aug 2025 (Travel Issue) - Half Page - <b>COMPLETE</b> ; Feb 2025 - <b>COMPLETE &amp; April 2025 - 1/4 Page</b>
<b>2024/2025</b> Raleigh Magazine - <b>DECEMBER JANUARY Special Travel</b>	1,600.00	1500	100.00	Full Page Ad - Special Travel Section (due to Helene)
I opted not to commit, because I thought this amount would be better utilized to a possible alternate digital campaign.				
<b>2025</b> NC Coast Host Membership Dues	350.00	350	0.00	



2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

**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	3403.71	3,596.29	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 1.29.25</i>		
2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00	Submitted in October 2024 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	
<b>GRAND TOTAL</b>	<b>62,341.28</b>	<b>49865.49</b>	<b>12,475.79</b>	

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.

The Waterway Guide has been an advertising vehicle to attract and inform the boating community – prior to Florence. I have presented their proposal previously where the opportunity has been tabled (to my recall.) Please let me know if the STDA Board would like to resume advertising here or receive additional advertising info in general.



## 2024/2025 STDA Approved Contingency Budget – Snapshot as of 1.30.2025

2024/2025 Approved Marketing Contingency Budget	6,900.00
<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	450.00
Promotional Gift Cards - Get Real Go Reel; Hearts & Horizons	200.00
Spent/Committed to Date	2,595.14
<b>Remaining</b>	<b>4,304.86</b>

### Comments:

**New Promotional Swag Bags:** Per the Fall STDA Board meeting, I will plan to purchase some new swag bags for groups and VIPs, etc. I have spoken with Kelley Brown (Hampton Inn) and she did not need these right away. I have delayed as I understand that the Visitor Center is being remediated (which is where they have been stored) and perhaps wait to order until the work is completed. Please advise.

The Bluewater Beacon has let me know that they may (or may not) continue producing that book. Subsequently there is \$1100 that we had allocated that is now a possible addition to the contingency fund.

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.