

Application for Swansboro Tourism Promotion Fund Assistance

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

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *

Town of Swansboro Parks and Recreation

Name of Event, Activity or Project to be Funded*

Piratefest

Is Applicant a 501c3? *

Yes

No

Is Applicant Tax Exempt? *

Yes

No

Application Contact Person*

Anna Stanley

Title*

Parks and Recreation Director

601 West Corbett Ave

Mailing Address

City

Swansboro

State *

NC

Zip Code

28584

Primary Phone

910-326-2600

Alternate Phone

Email Address

astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project *

May 10, 2025

Amount Requested *

\$2000

Notes

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

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

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

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

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

Section 2. Organization Information

What is the purpose of the Organization?

See additional sheets

Please limit to 3 lines of text

Number of years organization has been in business

71

Number of years organization has operated as IRS tax exempt

Does the Organization have a Board of Directors?

Parks and Recreation Advisory Board

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

See additional sheets

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

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

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

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

- Yes
- No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow

Phone

910-326-4428

Email

tnmgr@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Sonia Johnson

Phone

910-326-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley

Title

Parks and Recreation Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Any Other Administrator responsible for this activity

[Empty text box]

Title

[Empty text box]

Phone

[Empty text box]

Email

[Empty text box]

Note if any

[Empty text box]

Section 6. Nature of the Activity

What is the purpose of the activity?

See additional sheets

Is this a fundraiser for the organization? *

- Yes
- No

This does not disqualify the activity for funding

Is admission or a fee charged? *

- Yes
- No

What is the target audience for the event?

All demographics, families, adults, seniors

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

See additional sheets

Section 8. Activity Information

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

See additional sheets

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

See additional sheets

Section 10. Promotional & Marketing Activity

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

See additional sheets

Section 11. Summary of sources and amounts of funding for the activity for the past five years

If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year?

 —

State 5 years previous

 Actual

State 4 years previous

 Actual

State 3 years previous

 Actual

State 2 years previous

 Actual

State 1-year previous

 Estimated

State Current

 Budget

County 5 years previous

 Actual

County 4 years previous

 Actual

County 3 years previous

 Actual

County 2 years previous

 Actual

County 1-year previous

 Estimated

County Current

 Budget

Authority 5 years previous

 Actual

Authority 4 years previous

 Actual

Authority 3 years previous

 Actual

Authority 2 years previous

 Actual

Authority 1-year previous

 Estimated

Authority Current

 Budget

Other 5 years previous

 Actual

Other 4 years previous

 Actual

Other 3 years previous

 Actual

Other 2 years previous

 Actual

Other 1 year previous

 Estimated

Other Current

 Budget

Activity 5 years previous

 Actual

Activity 4 years previous

 Actual

Activity 3 years previous

 Actual

Activity 2 years previous

 Actual

Activity 1-year previous

 Estimated

Activity Current

 Budget

Total 5 years previous

 Actual

Total 4 years previous

 Actual

Total 3 years previous

 Actual

Total 2 years previous

 Actual

Total 1-year previous

Estimated

Total Current

Budget

Narrative

See additional sheets

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

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

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

See additional sheets

What constitutes your fiscal year?

—

5 years previous Salaries & Benefits

Actual

4 years previous Salaries & Benefits

Actual

3 years previous Salaries & Benefits

Actual

2 years previous Salaries & Benefits

Actual

1-year previous Salaries & Benefits

Estimated

Current Salaries & Benefits

Budget

5 years previous Promotion, Media, or Advertisements

Actual

4 years previous Promotion, Media, or Advertisements

Actual

3 years previous Promotion, Media, or Advertisements

Actual

2 years previous Promotion, Media, or Advertisements

Actual

1-year previous Promotion, Media or Advertisements

Estimated

Current Promotion, Media, or Advertisements

Budget

5 years previous Awards, Music, Performers, Art

Actual

4 years previous Awards, Music, Performers, Art

Actual

3 years previous Awards, Music, Performers, Art

Actual

2 years previous Awards, Music, Performers, Art

Actual

1-year previous Awards, Music, Performers, Art

Estimated

Current Awards, Music, Performers, Art

Budget

5 years previous Payments for lodging

Actual

4 years previous Payments for lodging

Actual

3 years previous Payments for lodging

Actual

2 years previous Payments for lodging

Actual

1 year previous Payments for lodging

Estimated

Current Payments for lodging

Budget

5 years previous Any Other Expenses

Actual

4 years previous Any Other Expenses

Actual

3 years previous Any Other Expenses

Actual

2 years previous Any Other Expenses

Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

See additional sheets

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See additional sheets

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

Annual (it has occurred twice)

Hoped to be Annual

One Time Activity

See additional sheets

If checked, do you plan to become self-sustaining

Yes No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

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

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

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

Actual

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

Actual

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

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

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

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

Section 15. Tourism Development Plan

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

See additional sheets

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

See additional sheets

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

See additional sheets

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

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

Yes

No

Section 17. Other Award Criteria Items

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

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

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

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

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

- Yes
- No

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

- Yes
- No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Anna Stanley

I accept the conditions *

- Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to:
Sonia Johnson, Finance Director
Town of Swansboro
601 W. Corbett Ave.
Swansboro, NC 28584
- A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

*****The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$2000 to PirateFest.**

Section 2. Organization Information

What is the purpose of the Organization

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

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization describe the leadership of the activity and what if any, oversight others may have over that leadership.

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

Section 6. Nature of the Activity

What is the purpose of the activity?

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

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

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

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

PirateFest is organized through a collaborative partnership between two recreation departments, each bringing extensive expertise in event planning and community engagement. With a combined **30+ years of experience**, the leadership team has a proven history of successfully planning and executing large-scale public events that foster community involvement, tourism, and economic impact.

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

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

Section 8. Activity Information

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

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

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

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

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

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

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

Both departments work together throughout the year to plan PirateFest. Most of the detailed planning and coordination is five to six months prior to the event. Both departments meet more frequently three months before the event. After action meetings are held within two weeks after the event. Promotion for the event begins three months before the event with flyers, posters, and social media posts. Two weeks prior to the event promotion is heavier, especially on social media post highlighting features of the event. Radio advertising also takes place during this time.

Section 10. Promotional & Marketing Activity

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

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

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

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

Combined Advertising Efforts

Radio

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

Newspaper Ads/Magaazines

- Tideland news writes a news feature
- Featured in Our State Magazine in 2022

Marketing Firms

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

-

Organizations

- Festivals and Events-festivalsandevents.net
- Festivals.com
- Fairsandfestival.net
- Free listings
- Onslow County Tourism features the event
- Visit Swansboro NC website (Swansboro Tourism Development Authority) features the event

Section 11.

Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year? July 1- June 30

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

Narrative:

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

Onslow County Parks and Recreation receives funding from Onslow County Tourism.

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

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

Fiscal Year: June 1-July 30

Detail	2022 Actuals	2023 Actuals	2024 Actuals	2025 Projections
Entertainment				
/Performers	\$5,150.00	\$7,305.00	\$10,880.00	\$11,330.00
Hotels	\$1,440.00	\$1,852.00	\$1,100.00	\$1,600.00
Supplies	\$84.00			\$260.00
Rentals	\$613.00	\$508.11	\$413.11	\$450.00
Advertising	in-kind	in-kind	in-kind	in-kind
Totals	\$7,287.00	\$9,665.11	\$12,393.11	\$13,640.00
Advertising has been in-kind or provided for free by the County				

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

Section 14. Tourism Related Impacts

PIRATEFEST				
	2022	2023	2024	Notes
Attendance	4,000	7,100	6,100	
Travel >100 miles				
Overnight Stays -pd by County	13	12	98	These are rooms booked for entertainers. Total nights not tracked all years. (2024 rms sold out)
TOS Employpass	10	23	32	man hours
County Employpass	48	48	48	man hours
Volunteers	6	4	5	
Economic Impact-Day	\$23,250.00	\$41,268.75	\$35,456.25	
Economic Impact-Overnight	\$2,509.00	\$2,316.00	\$18,914.00	Information taken form Onslow Co. Grant App
Economic Impact-total	\$25,759.00	\$43,584.75	\$54,370.25	

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

Section 15: Tourism Development Plan

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

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

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

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

1. Increased Visitor Traffic

- Attracts tourists from surrounding areas, boosting foot traffic in downtown Swansboro.
- Encourages day-trippers and overnight visitors who spend money locally.

2. Economic Boost for Local Businesses

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

3. Promotion of Swansboro as a Destination

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

4. Seasonal Economic Impact

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

5. Media & Marketing Exposure

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

6. Community & Cultural Tourism

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

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

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

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





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

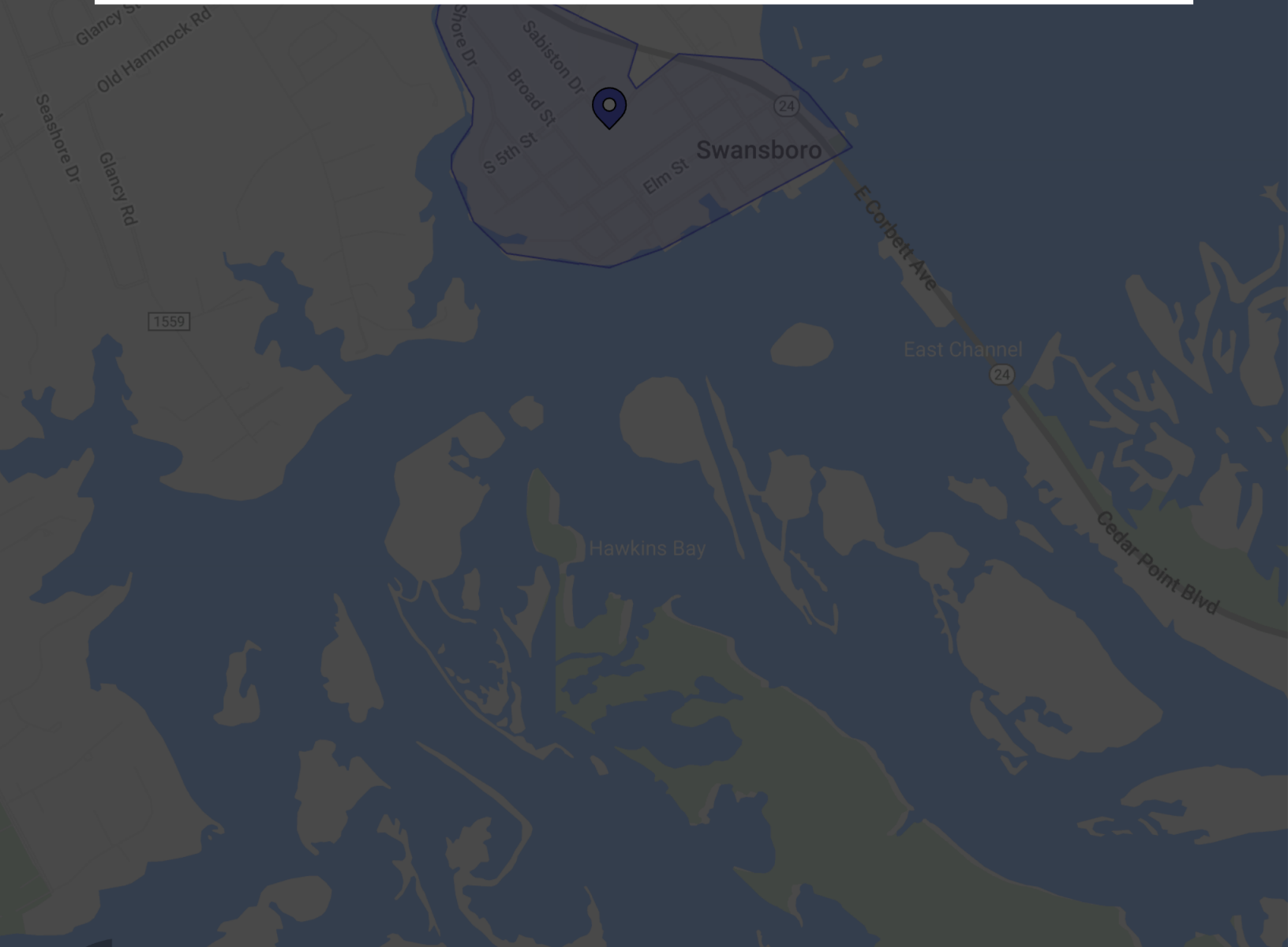
Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.



Property Overview

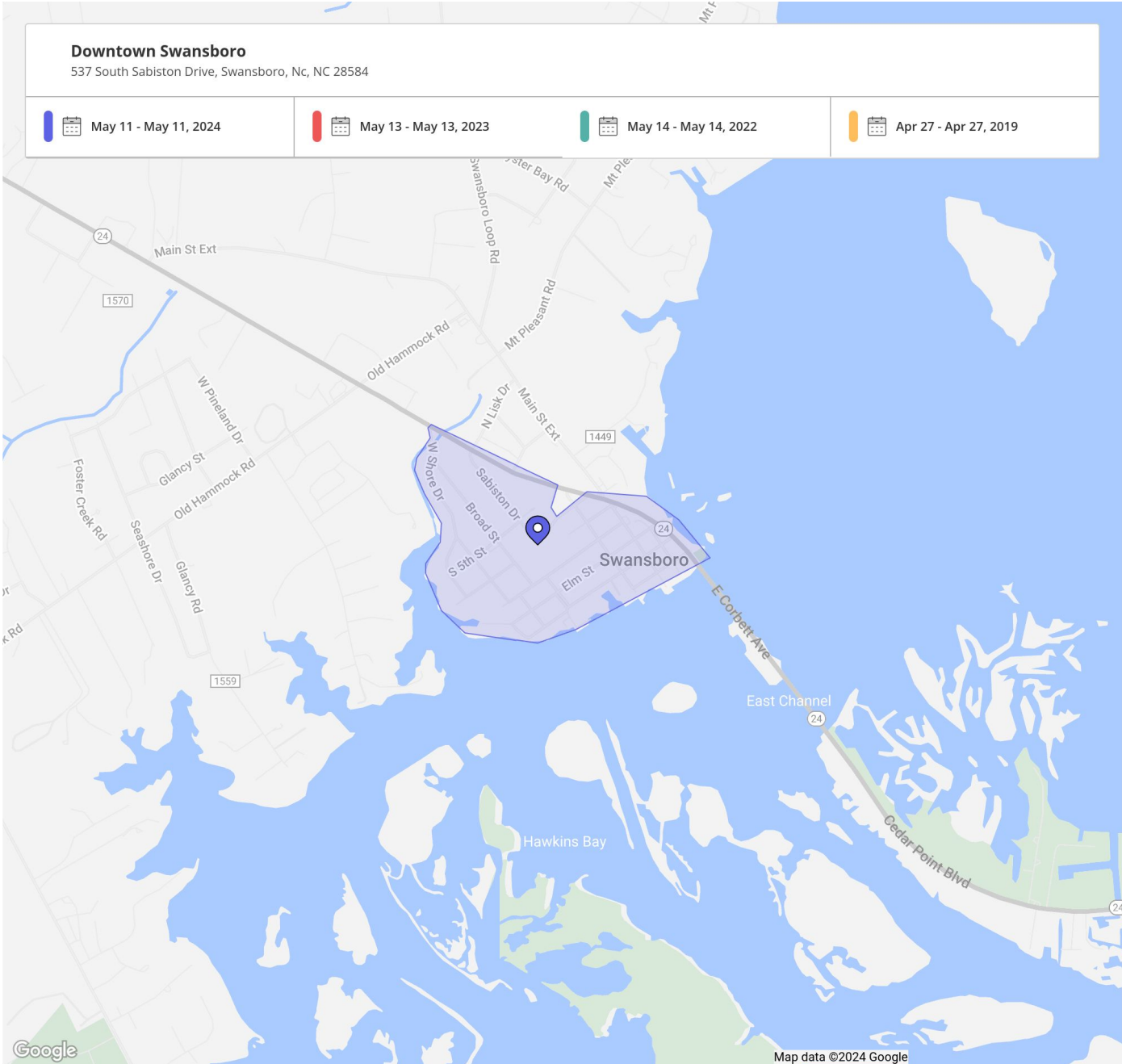
Property:

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



Property Overview

Time Compare





Metrics

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

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

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

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

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

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





Audience Overview

Summary

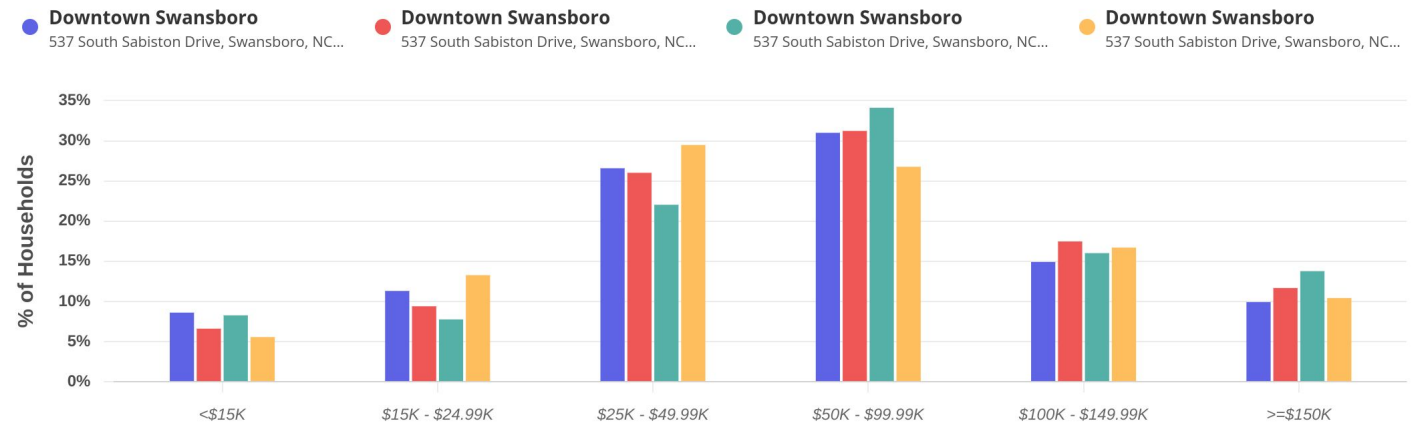
Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Swansboro - May 11th, 2024 South Sabiston Drive, Sw...	\$58.5K	26.6%	35.3	White (64.2%)	2.47
Downtown Swansboro - May 13th, 2023 South Sabiston Drive, Sw...	\$64.4K	27.6%	35.3	White (69.6%)	2.53
Downtown Swansboro - May 14th, 2022 South Sabiston Drive, Sw...	\$68.8K	31.5%	36.0	White (68.9%)	2.54
Downtown Swansboro - Apr 27th, 2019 South Sabiston Drive, Sw...	\$54.4K	24.9%	33.1	White (62.8%)	2.44

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





Household Income

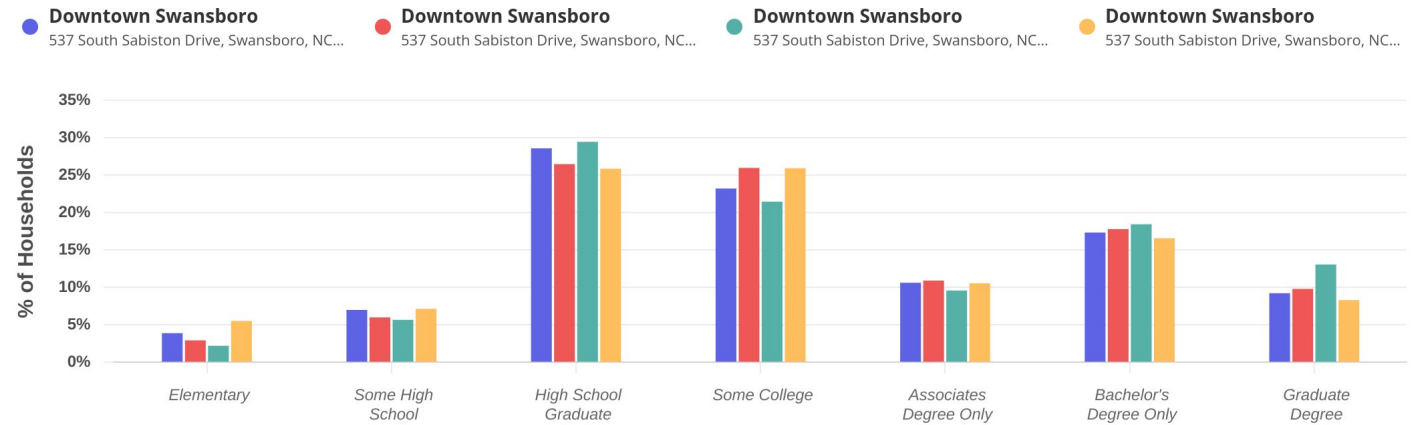


[Downtown Swansboro - May 11th, 2024](#)
[Downtown Swansboro - May 13th, 2023](#)
[Downtown Swansboro - May 14th, 2022](#)
[Downtown Swansboro - Apr 27th, 2019](#)

Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)



Education



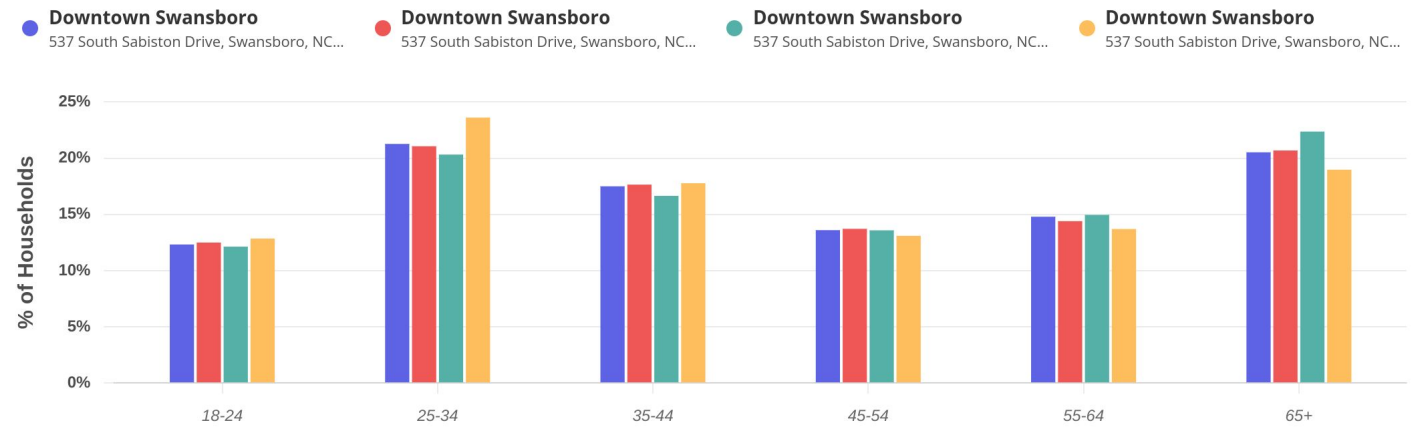
[Downtown Swansboro - May 11th, 2024](#)
[Downtown Swansboro - May 13th, 2023](#)
[Downtown Swansboro - May 14th, 2022](#)
[Downtown Swansboro - Apr 27th, 2019](#)

Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)





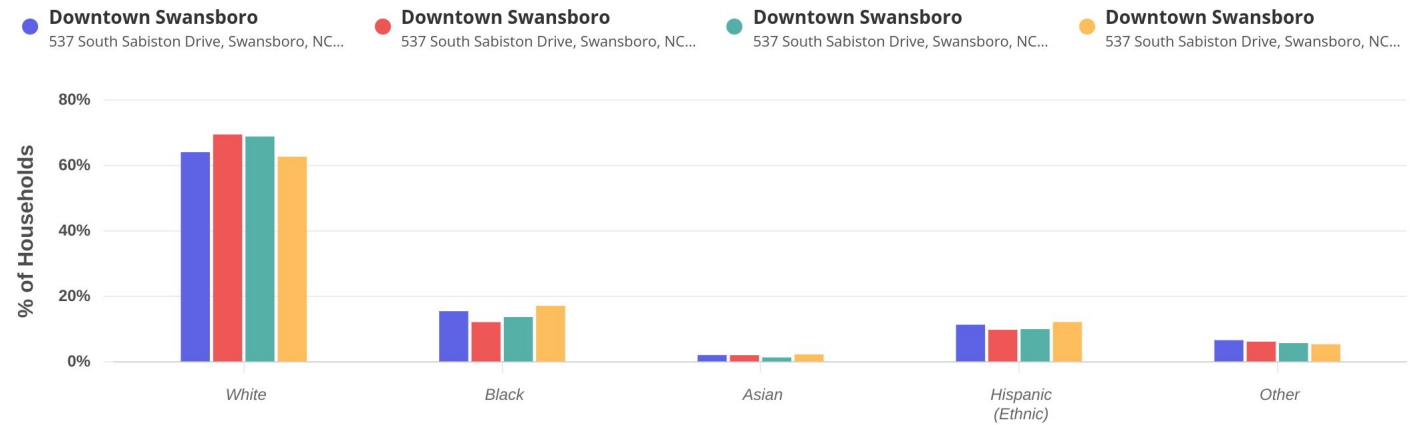
Age



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



Ethnicity

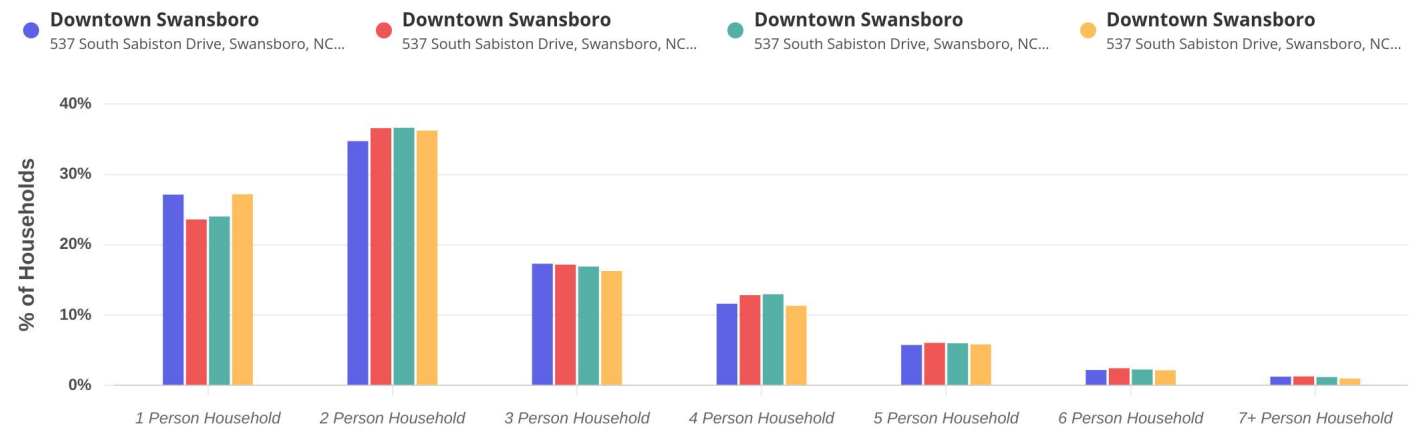


Downtown Swansboro - May 11th, 2024
Downtown Swansboro - May 13th, 2023
Downtown Swansboro - May 14th, 2022
Downtown Swansboro - Apr 27th, 2019
 Data Source: STI: Popstats
 Data provided by Placer Labs Inc. (www.placer.ai)





Household Size

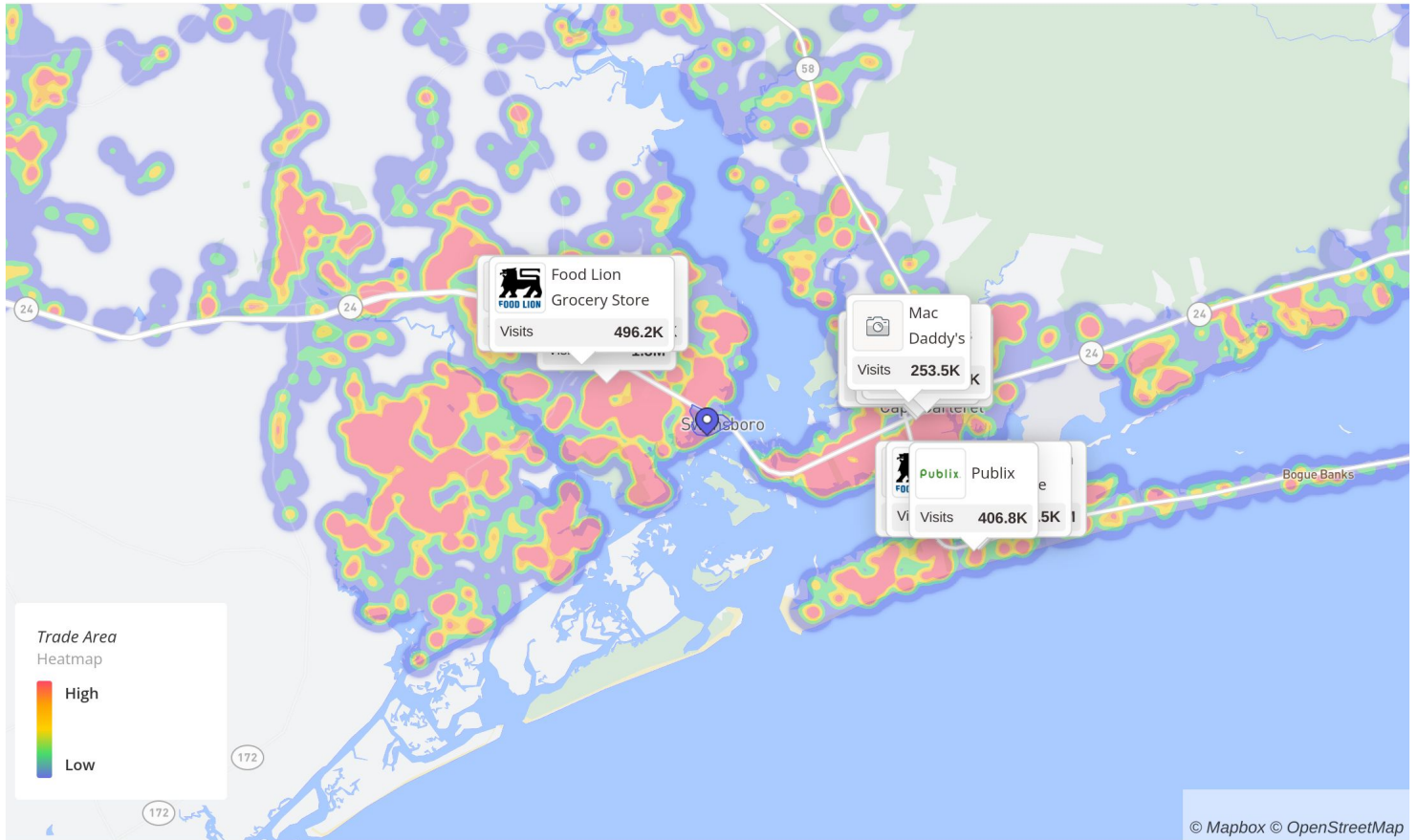


Downtown Swansboro - May 11th, 2024
Downtown Swansboro - May 13th, 2023
Downtown Swansboro - May 14th, 2022
Downtown Swansboro - Apr 27th, 2019
Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)





Market Landscape



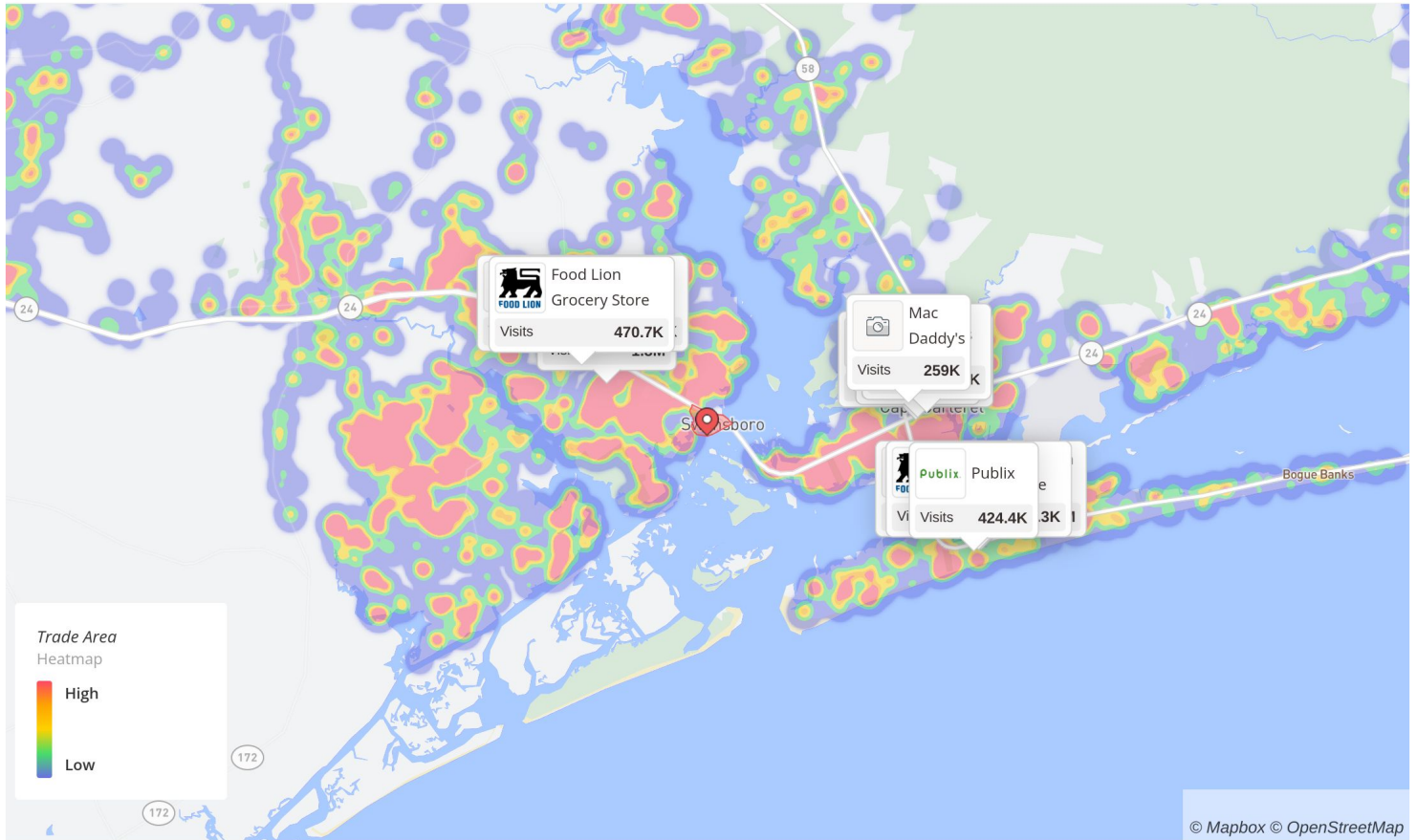
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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





Market Landscape



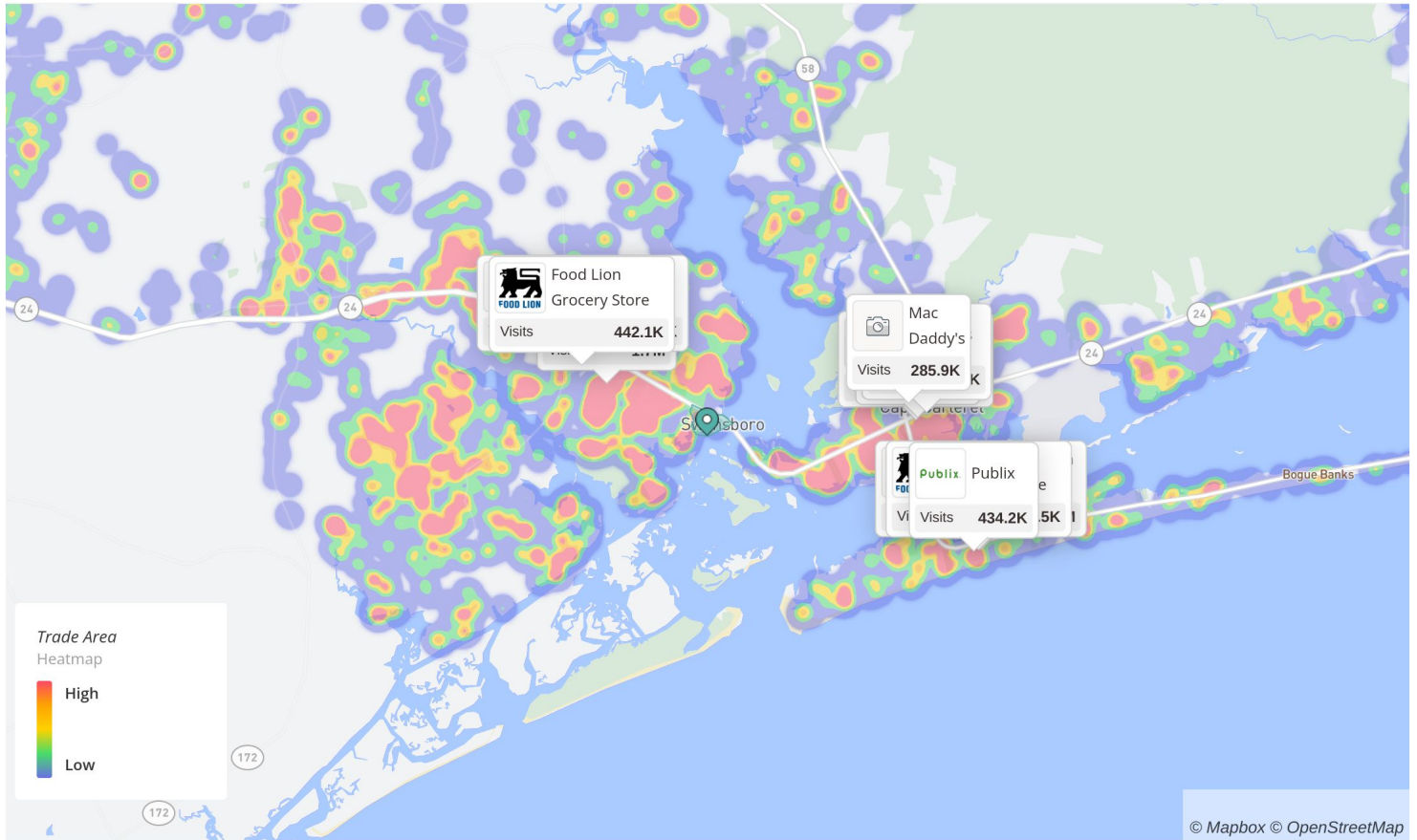
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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





Market Landscape



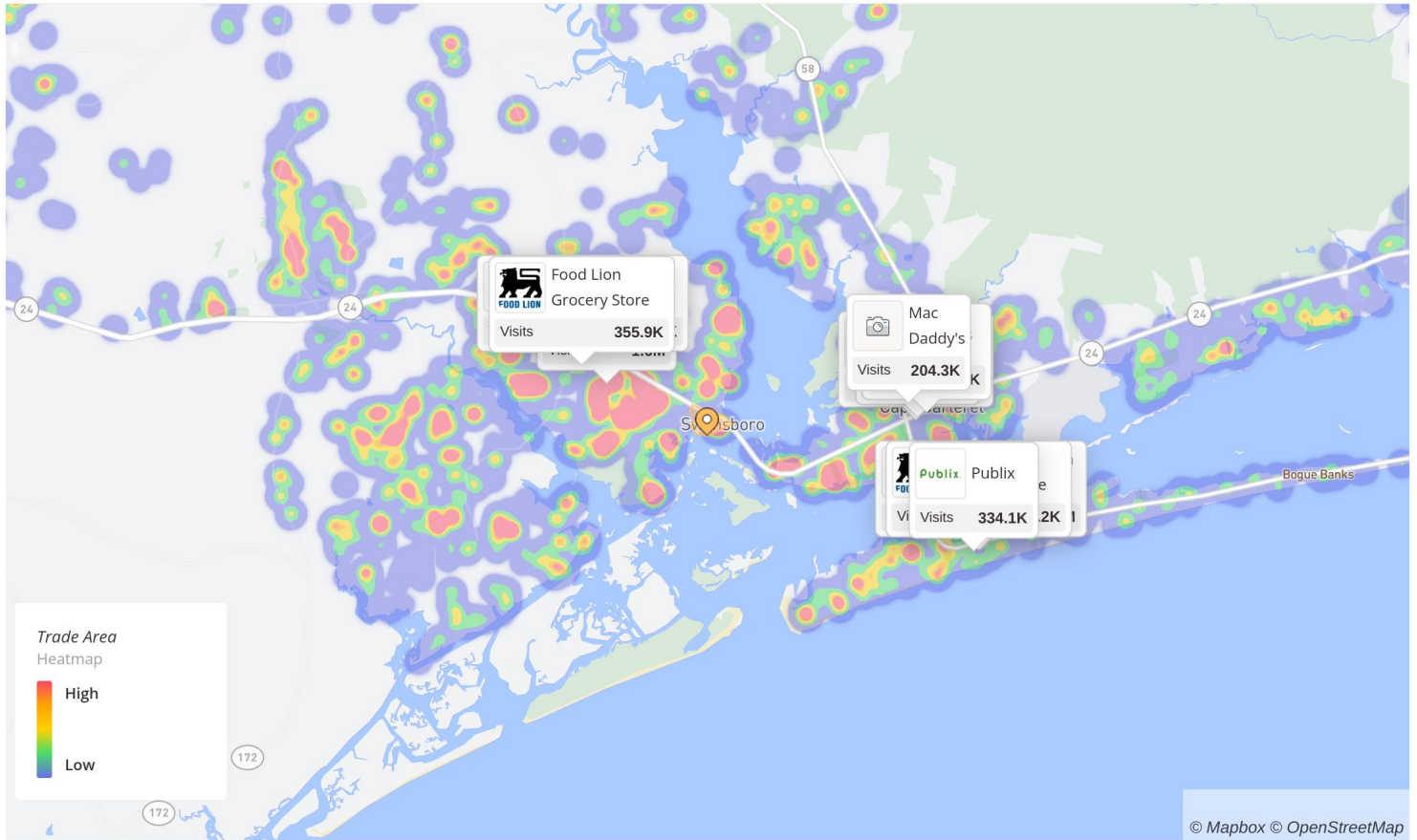
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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





Market Landscape



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

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





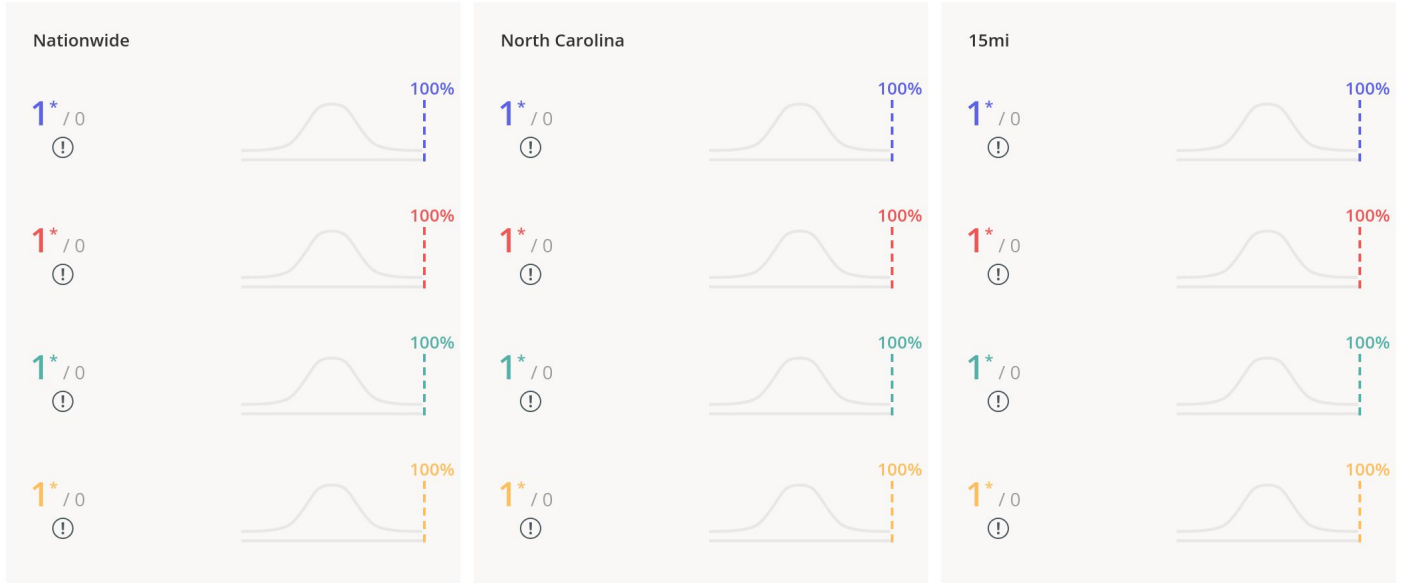
Ranking Overview

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...

Downtown Swansboro
537 South Sabiston Drive, Swansboro, N...



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

Category: Address | Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

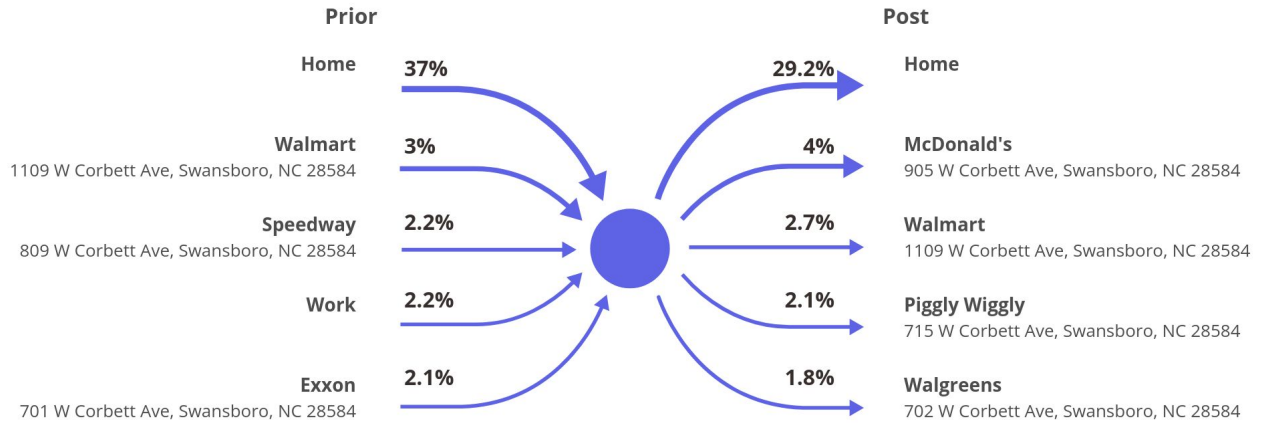
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584

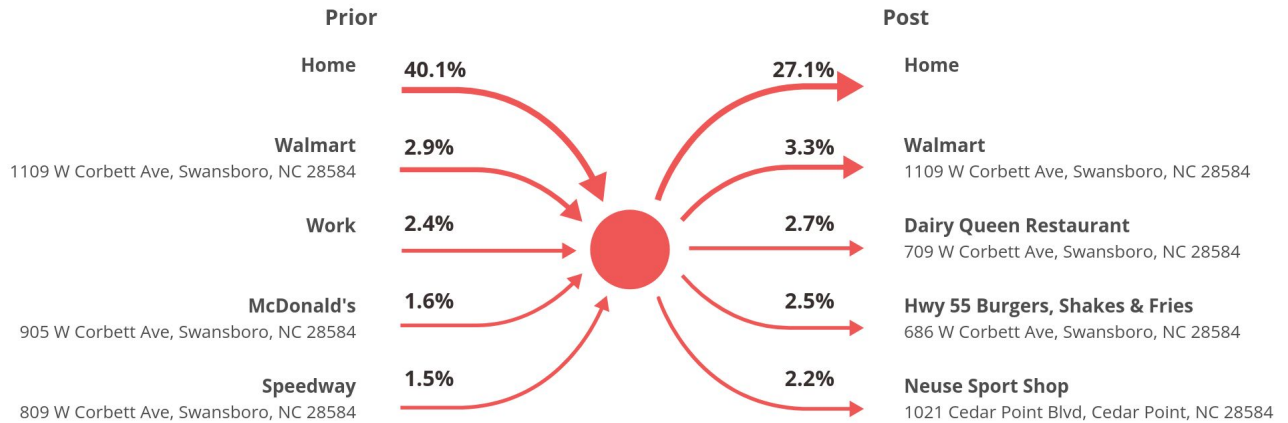


Show by: | May 11th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584



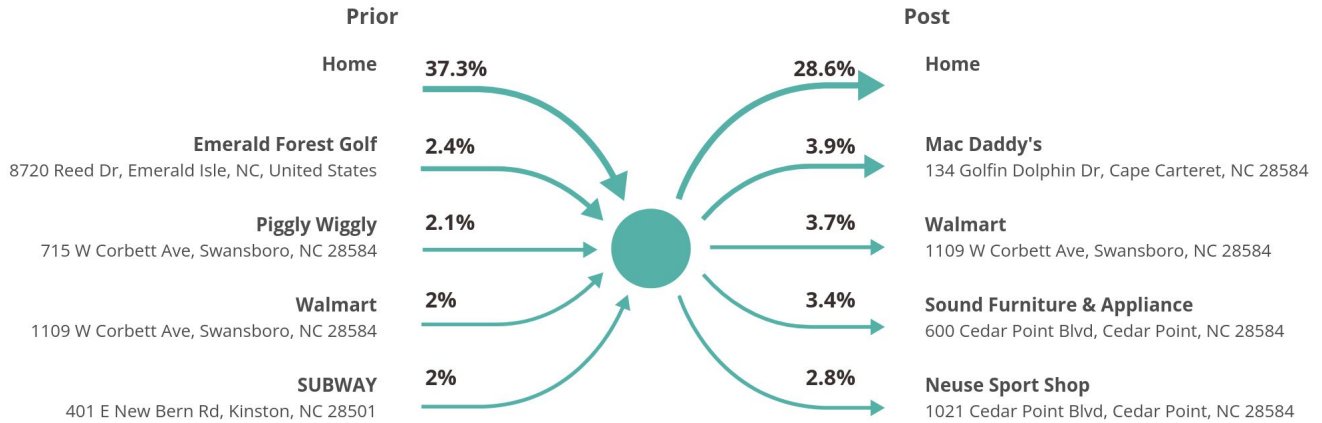
Show by: | May 13th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)





Visitor Journey

Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584

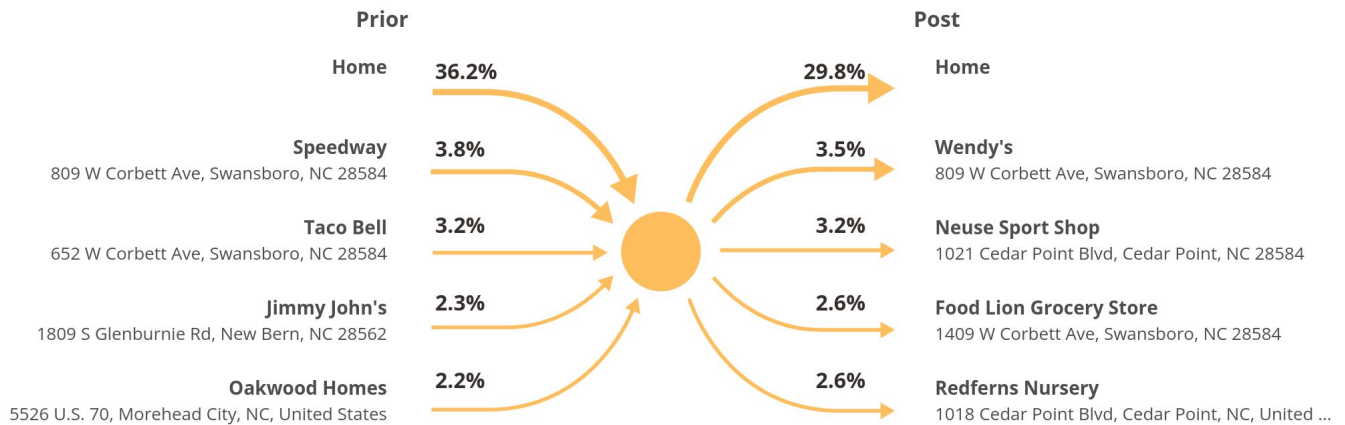


Show by: | May 14th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey

Downtown Swansboro
537 South Sabiston Drive, Swansboro, NC, NC 28584

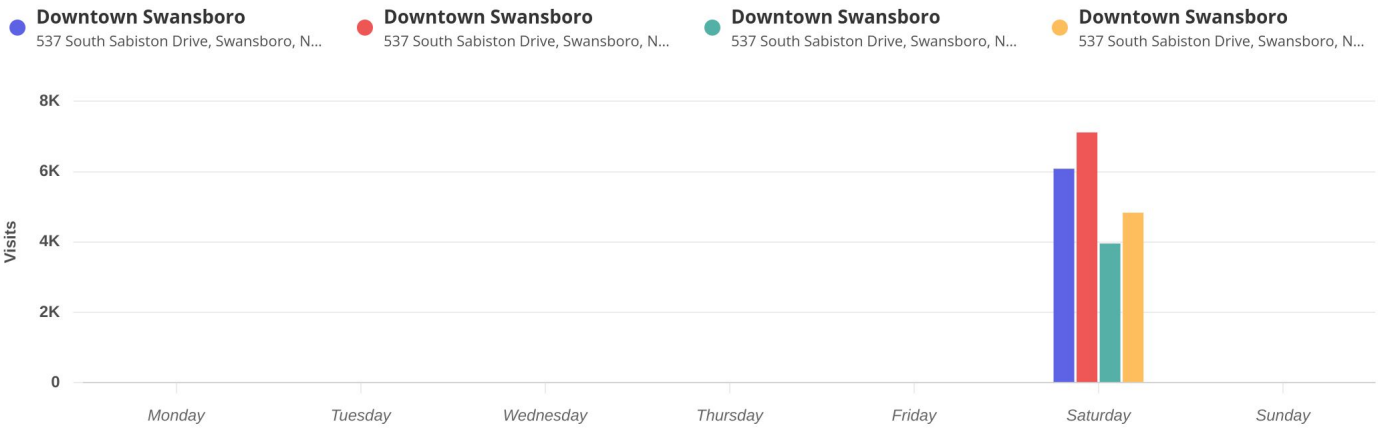


Show by: | Apr 27th, 2019
Data provided by Placer Labs Inc. (www.placer.ai)





Daily Visits



Visits

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

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

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

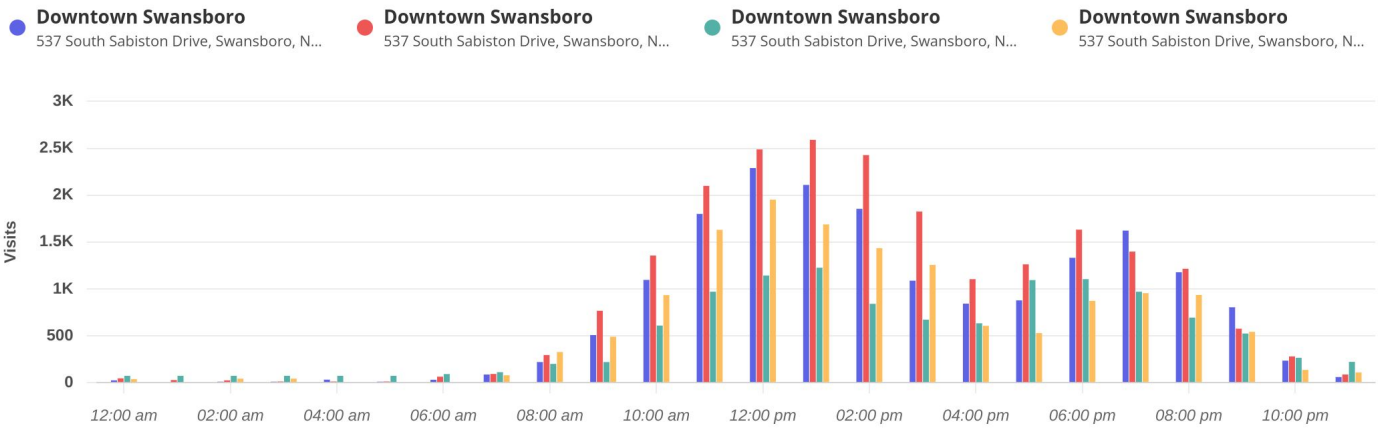
[Downtown Swansboro](#) - Apr 27th, 2019

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





Hourly Visits



Visits

Downtown Swansboro - May 11th, 2024

Downtown Swansboro - May 13th, 2023

Downtown Swansboro - May 14th, 2022

Downtown Swansboro - Apr 27th, 2019

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





Favorite Places

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

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

Category: All Categories | Min. Visits: 1

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

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

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

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

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





Favorite Places

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

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

Category: All Categories | Min. Visits: 1

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

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

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

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

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





Favorite Places

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

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

Category: All Categories | Min. Visits: 1

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

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

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

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

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





Favorite Places

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

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

Category: All Categories | Min. Visits: 1

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

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

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

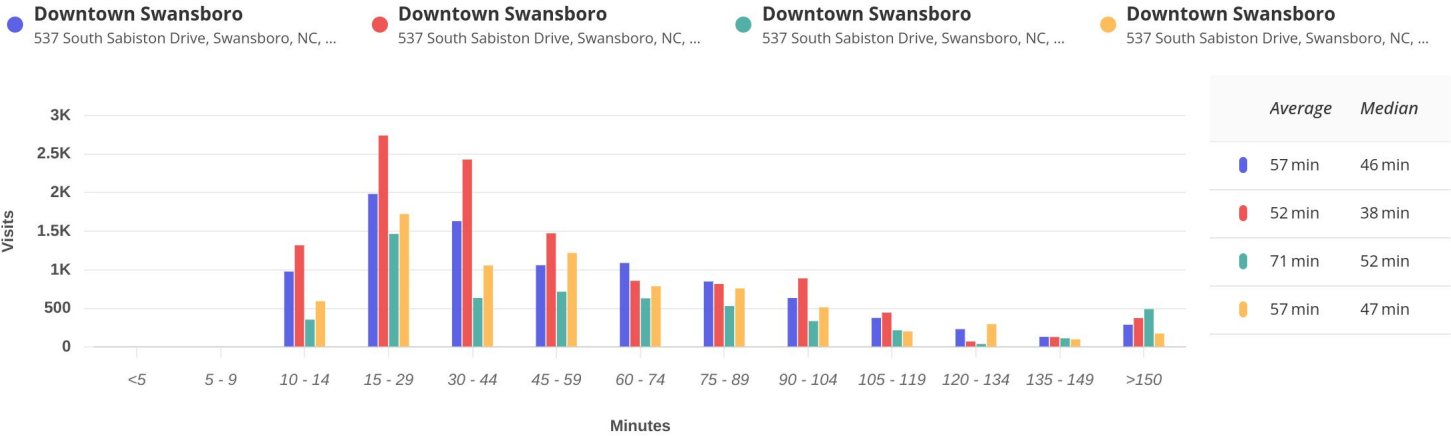
[Downtown Swansboro](#) - Apr 27th, 2019

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





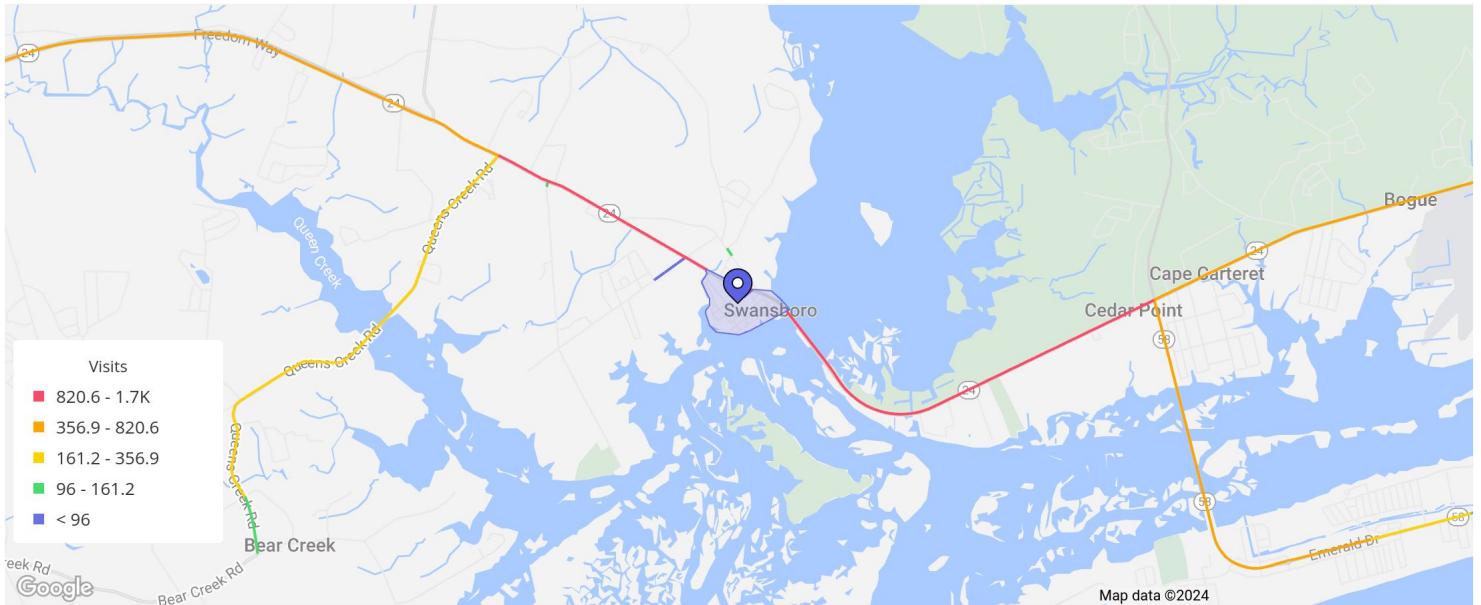
Visit Duration



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



Visitor Journey - Routes



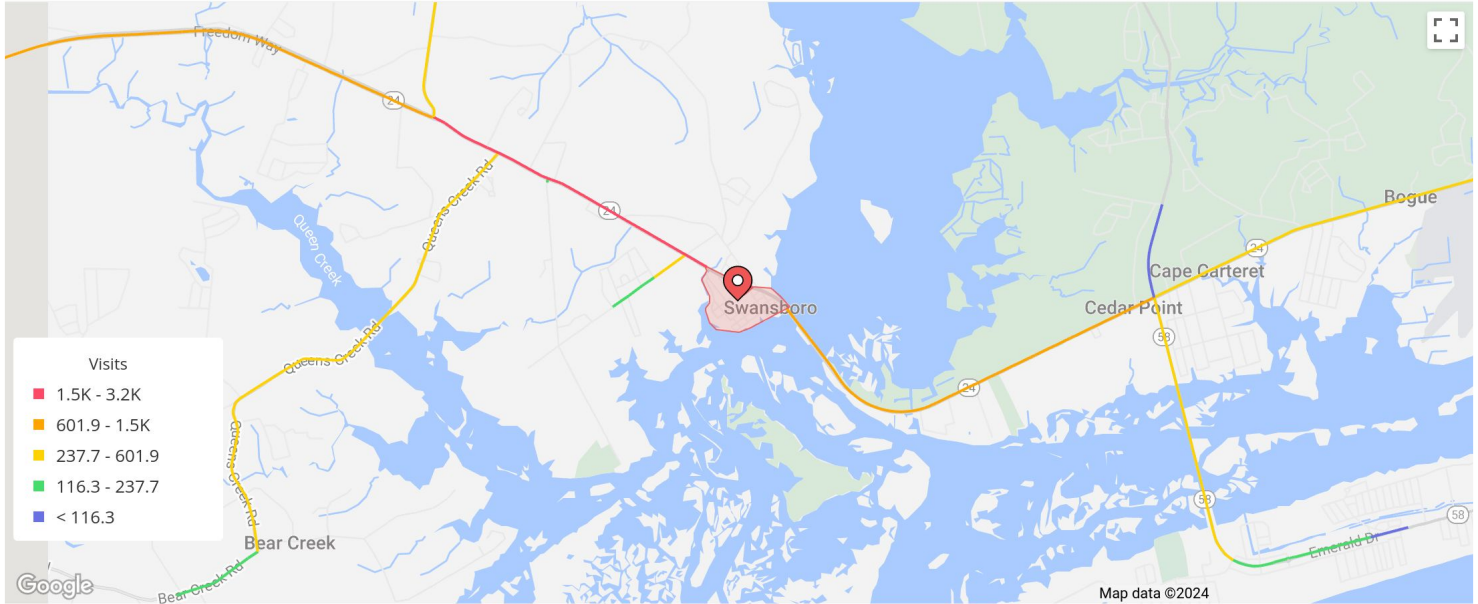
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

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





Visitor Journey - Routes

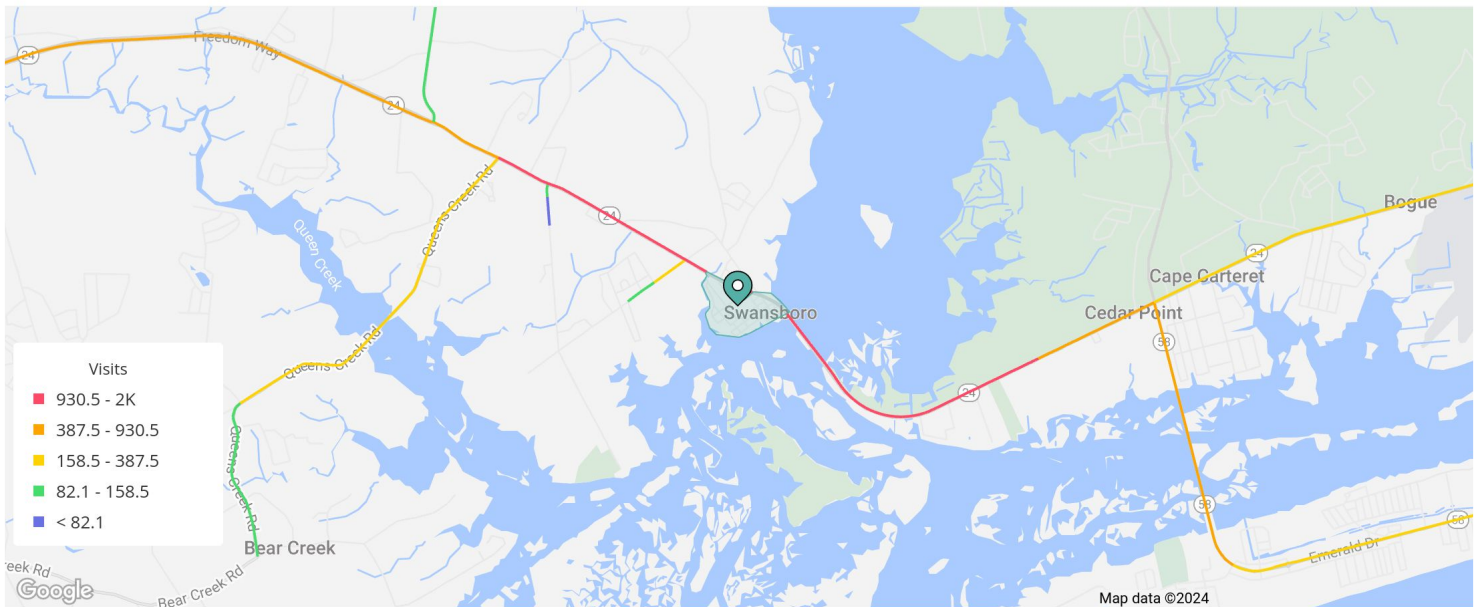


To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

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



Visitor Journey - Routes



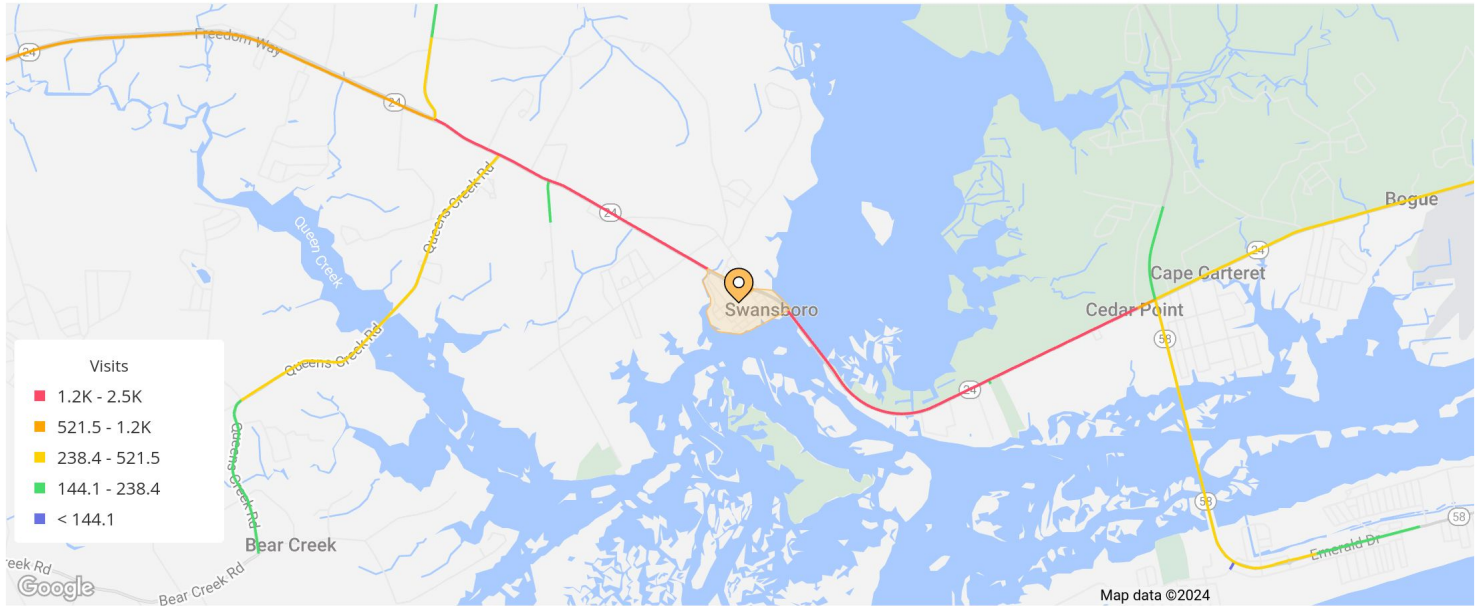
To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

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





Visitor Journey - Routes



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

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

