



# Swansboro

Friendly City by the Sea

2026/2027

**ADDITIONAL INFORMATION, UPDATES &  
PROPOSED BUDGET OPTIONS  
(AS OF 4.29.26)**



Presented by: Anne Marie Bass, Front Row Communications





## Table of Contents & Status Update Notes

### Key Updates Since Initial 2026-2027 Proposed Budget Draft

- **Visit NC 2026-2027 Co-Op Update:** Swansboro was awarded the **Garden & Gun Digital + E-Newsletter** opportunity, if selected by the STDA Board. Other submitted Visit NC Co-Op opportunities were not awarded. This resulted in a **\$1,850 adjustment** from the original core investment amount in the draft plan.
- **Core Plan Adjustment:** Of that amount, I suggest reallocating **\$1,650** to an additional **Our State Sunday Morning Read eblast**, resulting in a **net reduction of \$200** to the core investment plan.
- **Raleigh Magazine Update:** Raleigh Magazine presented a new **Print + Digital Bundle**, which is now reflected as an additional option within the **Silver Package**.
- **Facebook / Instagram Ad Budget:** I applied the remaining **\$250 Visit NC 2025-2026 Co-Op balance** to go towards supplementing the Facebook/Instagram ad spend.

In addition, I am asking for an **\$300–\$400 in additional ad budget** from funded contingency to support further support Facebook/Instagram ad spend based on stronger-than-planned spending during the Fall 2025 Mullet Festival pivot.



## Proposed 2026/2027 Budget — Additional Media Opportunities

### ◆ 1. OUT-OF-STATE EXPANSION

#### Northern Virginia Magazine (Digital)

- Eblasts + Website Banners
- Targets DC Metro / high-income drive market
- Supports Facebook & Instagram campaigns

**Investment:** ~\$6,150

### ◆ 4. IN-STATE AMPLIFICATION – OPTION A

#### Raleigh Magazine (Podcast)

- “Office Talk” mid-roll podcast placements
- Seasonal Event-aligned messaging (2 months – October & November)

**Investment:** ~\$1,600

#### NC Field & Family (Print)

- Direct mail to NC households
- Promotes events + statewide awareness

**Investment:** ~\$6,780

### ◆ 2. CONTENT & SOCIAL GROWTH

#### NC Tripping – Influencer Program

- Hosted visit + content creation
- Instagram + blog + video assets
- “Swansboro Insider” storytelling approach

**Investment:** ~\$6,000

### ◆ 4. IN-STATE AMPLIFICATION – OPTION B

#### Raleigh Magazine (Silver Path 1 - Print + Digital Bundle)

- Half Page Ad – July/August ‘26 Issue
- Quarter Page Ad – September ‘26 Issue
- Dedicated Eblast – October ‘26
- Full Page Ad – November ‘26 Issue
- Quarter Page Ads – December ‘26 - May ‘27 Issues
- Dedicated Eblast – June ‘27

PLUS

- “Office Talk” mid-roll podcast placement - November

(Total Value: \$9,710)

**Total Investment:** \$7,890 – reduced by what is already in the core plan of \$4,100 = **\$3,790 additional spend**

**Monthly Amount:** \$657.50 per month (July ‘26 through June ‘27)

### ◆ 3. AFFLUENT AUDIENCE REACH

#### Visit NC Co-Op – Garden & Gun

- Digital + Email Newsletter placements
- High-income, travel-oriented audience
- Strong engagement + click-through performance

**Investment:** ~\$7,500



## ◆ PLATINUM

### Full Market Expansion + Maximum Visibility

- Includes all recommended placements
- Expands reach across in-state, Southeast, and DC Metro markets
- Highest level of visibility and frequency

**Total Investment:** ~\$103,664

## ◆ SILVER

### Targeted Regional Reach

Focuses on strong in-state visibility and event-driven promotion

#### Choose ONE Silver path (same tier):

- **Silver Path 1 - Raleigh Mag Bundle:** *(Print + Digital)* + **NC Field & Family**
- **Silver Path 2 - Podcast Add-On:** **NC Tripping + Raleigh Mag Podcast (2 months)** + Raleigh Mag *(print already in core plan)*

**Total Investment:** ~\$80,244 – \$83,214 *(depending on Silver path)*

## Proposed 2026/2027 Budget — Packaged Options

Options are structured to guide decision-making by budget level and desired reach.

## ◆ GOLD

### Strategic Growth in Key Markets

Combines strong NC reach with targeted out-of-state exposure

- Option A: NC Tripping + Northern Virginia Magazine
- Option B: NC Tripping + Garden & Gun

**Total Investment:** ~\$84,794 – \$86,144

## ◆ BRONZE

### Focused Awareness + Content Growth

- Emphasis on content creation and social driven visibility
- NC Tripping influencer program

**Total Investment:** ~\$78,644



**Proposed 2026/2027 Budget — Packaged Options**  
Options are structured to guide decision-making by budget level and desired reach.

Hello,

**VISIT NC Co-op Programs Awarded – Garden & Gun Digital & E Newsletter**

Below is a screenshot of the 2026-2027FY Partner Programs Co-Op programs you have been awarded. In **bold** are the programs you were awarded. Strike through are those you were not. If there is **yellow highlight** please indicate the timeframe and or name of event missing. Upon reviewing, please CONFIRM back via email you would like to participate in those programs during that timeframe. Once we receive your confirmation, we can schedule a kick off call to discuss any questions/ fiscal year concerns < from there a contract will be sent for you to sign < once the contract is signed materials can be submitted for the new year. We look forward to your participation!

Swansboro TDA 26-27 Programs Contract Tier 2						PROGRAM DETAILS	
Job Number	Program Name	Base Price	Tier Disc.	OA Disc.	Partner Total	Timing	Awarded
<b>Print Programs</b>							
1			-	-			
<b>Digital</b>							
2	<b>Garden &amp; Gun Digital</b>	\$2,500.00	-	-		March 1-May 30, 2027	
	<b>Garden &amp; Gun Due South E-Newsletter</b>	\$5,000.00				Which top three months do you prefer?	
<b>Social</b>							
3			-	-			
<b>Web/MultiChannel</b>							
	<del>Welcome Journey: Small Towns-</del>						
4	<del>First in Fright Enews-</del>		-	-			
	<b>Featured Event: Christmas Flotilla</b>						
	<del>Featured Event: Facebook Promotion: Christmas Flotilla</del>						
<b>Production</b>							
5			-	-			
	Total	\$7,500.00					

**◆ 3. AFFLUENT AUDIENCE REACH**  
**Visit NC Co-Op – Garden & Gun**

- Digital + Email Newsletter placements
- High-income, travel-oriented audience
- Strong engagement + click-through performance

**Investment: ~\$7,500**

## SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description	
PRINT COLLATERAL	2027 Merchant & Restaurant Guide - <span style="color: red;">Printing Estimate</span> (based on prior years actual) - <span style="color: blue;">Spring (April 2027)</span>	815.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
	2026 Merchant & Restaurant Guide - <span style="color: red;">Printing Estimate</span> (based on prior years actual) - <span style="color: blue;">Fall (October 2026)</span>	815.00			8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece <i>sent to 14 NC Welcome Centers</i>
WEBSITE	Dream Host - <b>2026/2027</b> Annual website hosting & Maintenance Plan	1,788.00			Assumes \$239.88 for Annual Hosting + Monthly Management Fee - \$129/month
WEBSITE	Misc. Tech Needs for Website - <span style="color: red;">Estimate</span>	800.00			Care & Feeding, Tech Issues, Airbnb & VRBO pages, Plugin Support
EBLAST SOFTWARE	Constant Contact License - <span style="color: red;">Estimate</span>	1,008.00			Annual Price is \$83.30/month - a Non Profit / Advance Pay discount may apply. Current Tier 2500-5000 emails
PRINT AD	<b>2026/2027</b> Our State Magazine - <span style="color: blue;">Print Ads - Coast Host Section Ads</span>	11,400.00			6 ADS TOTAL: 1/3 Pag Ad Size for Sept 25; 1/6 Page Ad Size - for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
DIGITAL ADS	<b>2026/2027</b> Our State Magazine - <span style="color: green;">Sponsored Eblasts</span>	<del>3,300.00</del>	4,950		2 EBLASTS: Sunday Morning Read - Dates TBD
	Add one additional Sunday Morning Read Eblast - Add \$1650				
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <span style="color: blue;">Featured Event - Facebook</span>	<del>1,000.00</del>		Deduct	<span style="color: blue;">Christmas Flotilla (Thanksgiving Weekend)</span>
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <span style="color: blue;">Welcome Journey - Small Towns</span>	<del>500.00</del>		1,850	<span style="color: blue;">Eblast - Winter 2027 (Reaching New Subscribers each month to Visit NC ENews)</span>
<del>VISIT NC CO OP</del>	<del>2026/2027</del> Visit NC - <span style="color: blue;">First in Fright - Featured Content</span>	<del>350.00</del>			<span style="color: blue;">Visit NC Website</span>
DIGITAL ADS	<b>2026/2027</b> Facebook & Instagram Advertising <i>assumes \$2000 incl. from Swansboro Festivals (\$400/per event)</i>	7,000.00			From July 1, 2025 to June 30, 2026
PRINT ADS	<b>2026/2027</b> Raleigh Magazine - <span style="color: blue;">Print Ads - Travel Section</span>	2,000.00			3 ADS TOTAL: July/Aug 2026 (Annual Travel Issue) - Half Page ; Feb 2027; April 2027 - 1/4 Page
PRINT ADS	<b>2026/2027</b> Raleigh Magazine - <span style="color: blue;">Print Ads - November 2026 Issue</span>	1,500.00			1 AD: Full Page - Special Travel Section
DIGITAL ADS	<b>2026/2027</b> Raleigh Magazine - Banner Ad Placements on Site	600.00			2 PLACEMENTS: August & September 2026 - \$300/per month

**SWANSBORO TDA / FY 2026-2027 // PROPOSED Marketing, Advertising, Tourism Support**

Media / Advertiser / Element		Budgeted	Actual	Remaining	Description
PRINT AD	2027 Emerald Isle Barefoot Guide - <a href="#">Print Ad</a> - Half Page	950.00			Comes up for contract in October 2026 for March 2027 pub date
PRINT AD	2027 Bluewater Beacon - <a href="#">Print Ad</a> - Half Page	900.00			Comes up for contract in March 2026 for Spring 2026 pub date
PRINT AD	2027 Swansboro Area Chamber Directory - Full Page Ad	1,100.00			Paid in October: Comes out in January
MEMBERSHIP	2027 NC Coast Host Membership Dues	350.00			Regional Tourism Organization Renewal
VIDEO PLACEMENT	OAJ Airport <b>2026/2027</b> - Video Placement	5,000.00			Update Video Asset - per contract with Honeycutt Advertising
SERVICES	Marketing Strategy, Management & Execution Retainer \$2639/month	31,668.00			
	<b>GRAND TOTAL</b>	<del>72,844.00</del>		Deduct \$200 - 72,644	
	Approved Amount - TBD (based on Options & Board Selections)				
	<b>2026/2027 Approved Marketing Contingency Budget</b>	<b>5,000.00</b>			
	<i>Additional Expenditures</i>				
<b>Starting Contingency</b>	ADD \$2596 - Rollover from Unspent 2025/2026 Funded Contingency	<b>7,596.00</b>			



2025/2026 STDA Approved Contingency Budget – Snapshot – **UPDATED 4.29.26**

<b>Starting Contingency</b>	ADD \$3295 - From Originally Proposed & Approved Option 1 Amount	<b>6,795.00</b>	<b>7.1.25</b>	
	Fall 2025 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	complete	
	Spring 2026 Merch & Rest Guide Shipping to Welcome Centers - EST	450.00	Spring '26	
	Fall 2025 Merch Guide - Design Refresh & Update	400.00	complete	
	Promotional Gift Cards - Fall 2025 Contest Giveaway	150.00	complete	
	Swansboro by Candlelight - Photography - \$450 (Wick Smith)	450.00	complete	
	Raleigh Magazine - Additional 2 Eblasts - Holiday/Nov 2025	450.00	complete	
	Dreamhost - Website Hacking Repair Services	199.00	complete	
	Promotional Gift Cards - Spring 2026 Beach Adventure Getaway Contest - \$100 The Boro + \$50 Other Merchants	150.00	complete	purchase 5.7 visit
	Spring 2026 Merch Guide - Design Refresh & Update	400.00	complete	April '26 Invoice
	Blue Water Beacon 2026/2027 Ad Space (Return of Pub from 2025)	900.00	complete	Approved - RS
	Qty 3 - Swansboro Swag Bags + Elements - I-95 Welcome Ctr Days (Years 2026 & 2027) & Spring 2026 Getaway Contest Prize Package	200.00	complete	Approved - 4.9 Board mtg.
	<b>BALANCE TO DATE - 4.01.2026</b>	<b>2,596.00</b>		



**NOTES:**

- I am applying a remaining balance of \$250 from the Visit NC Co-Op programs (Tier 2 discounts) – to the Facebook ads budget remaining through end of fiscal.
- I would like to spend an additional \$300 to \$400 from the remaining contingency also – towards Facebook ad campaigns – requesting approval from the Board.