

Swansboro

Friendly City by the Sea



STDA QUARTERLY STATUS UPDATE REPORT

APRIL 11, 2024

Presented by: Anne Marie Bass, Front Row Communications



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- Includes **GeoTargeting / GeoFencing** Tactic for refined strategic targeting – as requested in February 2024 STDA Board Meeting



Summary of Key Accomplishments, Status Updates & Work Products to Date

Social Media Management – Anne Marie creates and manages the content and engagement on the STDA Facebook & Instagram pages

Facebook – started with < 500 in March 2021 – we now have 8,026 followers; 5.8K likes

Instagram – started the page in March 2021 – we now have 2,059 followers

Facebook Ad Campaigns – we have run 56 total campaigns over the past three years time.

Facebook Stats – from March 2021 to present

Reach breakdown

Total

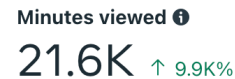
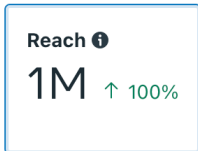
1,042,081 ↑ 100%

From organic

445,169 ↑ 100%

From ads

624,061 ↑ 100%



Promotional Contests – we ran two promotional contests this fiscal year and one last year

- (Fall) Cool & Breezy Getaway Contest – generated 475 email addresses with people that entered (clicked thru at least two pages on the website interested in Swansboro and completed the form)
- (February) Bring Your Love to Swansboro Giveaway Contest – (no overnight stay) generated 75 email addresses with people who entered.)
- In 2022, we ran the Swansboro by Candlelight Giveaway Winter Getaway Contest – I will soon be adding those entries into Constant Contact (manual process)

Email List of Visit Swansboro Fans – This fiscal year, we began an email marketing list building process. We have generated a list of approximately 500 fans/email addresses – via two promotional contests and one Facebook Ad Campaign promoting the Fall 2023 Downtown Merchants & Restaurants Guide – Digital Print Version for download. We initiated a Constant Contact license and set out one eblast. We have a new requirement by Constant Contact to meet in authenticating the email address that we just set up with Dream Host – this is in process. As soon as this is complete – we can continue to send out eblasts, which enable us to directly promote Swansboro and things to do, etc. to our fans

Photo Assets – The official Visit Swansboro Photo Library was started in 2021 – we have had 2 (one-day each) lifestyle photo shoots (with people who volunteer as “talent”) in 2021 and 2022. Local professional photographers –Todd Dini and Samantha Ann Photo have also participated in paid shoots – Mullet Festival 2022 (drone photography by Todd Dini.) Swansboro by Candlelight and Arts by the Sea (Samantha Ann Photo) *A special thanks to local supporters/stakeholders and the local professional photographers who have responded to my requests and have contributed photos in some instances at no cost for various needs.*



Summary of Key Accomplishments, Status Updates & Work Products to Date

Video Assets - we updated and refreshed the video running at Albert J. Ellis Airport using the new lifestyle photography and photos contributed by local Swansboro stakeholders. 2 Versions – 1 for Fall/Winter, 1 for Spring/Summer. We will continue to refresh these with new photo assets to keep it new and current.

Branding Visit Swansboro “The Friendly City by the Sea” – we have updated and refreshed the overall branded look/feel for the Our State Magazine print and digital ads utilizing the new lifestyle photography running in their NC Coast Host and Destinations sections, as well as the Raleigh Magazine print ad placements, on the website, in digital ad campaigns and on social media posts.

Website – the current website is almost 12 years old, yet I am working with it, and have made improvements with the refreshed photo assets, updated information and improvements to overall look on desktop and mobile of various interior pages. Currently underway in transferring the website hosting and maintenance to Dream Host. This is a multi-step process and I am currently in the midst of taking care of additional technical needs that are being addressed.

- We have updated the header images and continue to update photography on the interior landing pages where we have Facebook Ads are pointing to (landing pages – such as festivals, for example.)
- Festivals Pages – ongoing updates and refreshes for each page – ongoing. In support of Director Anna Stanley to align to using the STDA Grant funds to build upon the strategy of Swansboro becoming more widely known as an overnight vacation destination with the Town of Swansboro Festivals and Events being a strong reason for visitation.
- Shopping, Restaurants, Lodging – updates when applicable on regular intervals (Airbnb & VRBO’s were added to the site in 2022.)
- In 2022 we transferred the Go Daddy domain ownership to Town of Swansboro from Darryl Marsh.
- Change of Web Hosting Company & Maintenance – in process with Dream Host (as per last quarterly report)
- Adding Constant Contact Email List forms – in process – there may be a better resource for this work other than Dream Host (Anne Marie is currently pursuing)
- Fixing Google Analytics (GA4) – we will soon start rebuilding website stats as this is fixed. This was a requirement as of July 2023 and did not happen properly with the prior website hosting company. In process. (Anne Marie is currently pursuing. There may be a better technical resource to do this other than Dream Host.)
- As the website hosting transfer process is complete, there are several updates to be made to local businesses, Airbnbs and VRBOs on the site – which is on Anne Marie’s to do list.



Summary of Key Accomplishments, Status Updates & Work Products to Date

Partnerships

- **Swansboro Festivals**
 - Partnership in developing and running the Facebook ad campaigns and a print ad in Our State Magazine for the signature events and festivals.
 - Providing any insights that are helpful to Director Anna Stanley as it pertains to areas of mutual interest. Sharing ideas, insights and perspectives in support of the overall objectives for the best interest of all stakeholders.
 - Joined discussions and review of the Placer.ai technology tool that may have an interest to the Town of Swansboro and also other departments/stakeholders.
- **Swansboro Historical Society** – Working with Allyson Roberts to assist in promoting the Swansboro Historical Self Guided Walking Tour on April 27th. Will develop and create a Facebook ad campaign targeted to drive in markets; encouraging day trips and highlighting an overnight getaway to Swansboro around this event.
- **Downtown Merchants & Restaurants**
 - Developing and running the Facebook ad campaigns and overall marketing for SBC for the past three years.
 - Oversee and collect all updates and changes for the Downtown Merchants & Restaurants Guide & Map – we have produced 6 updated and refreshed versions to date since 2021. (updated twice a year.)
 - Support to Sonia in keeping up with the expenditures towards the donated funds, in conjunction with Debbie Harnatkiewicz and others that are involved in organizing the event.
- **Visit NC** – Anne Marie presented a media pitch to the Visit NC PR Team for the 2025 NC Travel Guide Road Show in February 2024. She regularly attends webinars and stays up to date with the State of NC Tourism office as it pertains to matter that may be of interest to Swansboro.
- **JTDA & OCT** – there are two other local tourism offices in Onslow County. Anne Marie is in regular contact with the JTDA Team. Additionally, Anne Marie opens dialogue and participates when requested in discussions for any partnership areas that may be of interest and mutual benefit and vice versa.

Tourism Marketing, Strategy, Planning & Budget Development – Anne Marie creates and fully manages the ongoing function of marketing and advertising for the STDA including vendor management, contracts, and budgeting.

April 2024 Issue

March 2024 Issue

The March 2024 Issue cover features a collage of regional advertisements. At the top, a banner reads "from BEACHES to HISTORIC TOWNS..." and "from BATTLESHIPS to WINERIES...". Below this, several ads are visible:

- Joe Lamb, Jr. & Associates**: "PROVIDING THE TRUE OUTER BANKS EXPERIENCE For 65 Years".
- Swansboro**: "Your Beach Adventure Awaits! Hammocks Beach State Park".
- Pender County**: "Your Perfect Blend of Relaxation and Adventure!".
- ORIENTAL**: "WHERE SIMPLE PLEASURES FILL YOUR DAYS".
- MOA**: "Experience the perfect place of recreation."
- Tryon Palace**: "One History, Many Voices. Palace Tours • Living History Programs • Exhibits • Gardens • Special Events".
- International Food Trail**: "Passport to Flavor".
- Visit Jacksonville**: "400 years of history, 100 miles of shoreline".

The April 2024 Issue cover features a collage of regional advertisements. At the top, a banner reads "from LIGHTHOUSES to BBQ..." and "IT'S ALL HERE, SHOULDN'T YOU BE?". Below this, several ads are visible:

- Visit Jacksonville**: "THE PERFECT GETAWAY IS RIGHT THIS WAY".
- Swansboro**: "Dine Dockside!".
- Downtown Morehead City**: "DOWNTOWN DERBY DARTY MAY 4".
- Visit Jacksonville**: "400 years of history, 100 miles of shoreline".

March 2024 Issue



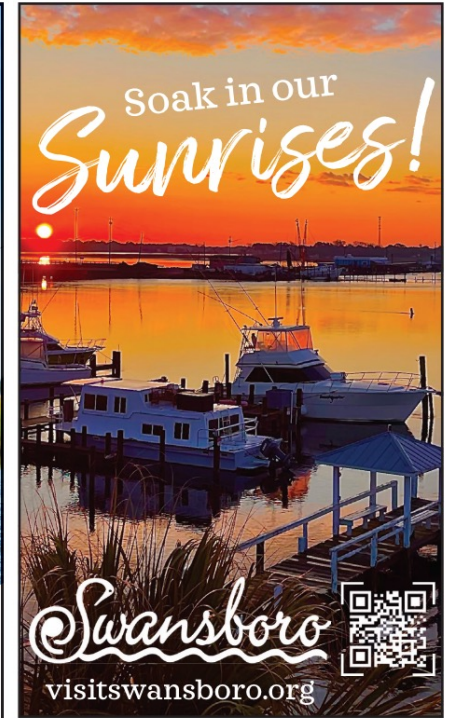
April 2024 Issue



May 2024 Issue



June 2024 Issue



The May and June 2024 issues are not yet in print, but ads have been developed and submitted. Sharing so you can see the visual “brand building,” showing the Swansboro experience – and how it is looking in print advertising.



Our State

CELEBRATING NORTH CAROLINA

DIGITAL ANALYTICS REPORT

Newsletter -Sunday Morning Read

Sponsor: Swansboro TDA

Date of Report: 3/8/24

Send Date	Recipients	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate	Total Clicks on Email	Clicks on Sponsor's Ad
2/25/24	47,814	68.8%	6.8%	9.9%	3,784	333

Glossary of Terms

Open Rate measures one open per recipient, expressed as a percentage of the total number of delivered email messages

Click Rate measures the percentage of email message that drew at least one click (also referred to as the click-through rate)

Clicks-Per-Unique-Open Rate measures the percentage of opened messages that recorded clicks (also known as the click-to-open rate)

	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate
Media & Publishing Industry Standards	23.9%	2.9%	12.4%
National Standards	21.5%	2.3%	10.5%



Discover the Charm of Swansboro

Relax all year long at North Carolina's coast and enjoy our historic downtown waterfront shops and local eateries. Eco tours, boating, shelling, fishing, sunset cruises, kayak tours, and beach adventures at Bear Island make Swansboro perfect for your next **family vacation destination**.





Placement – next to State of South Carolina full page, New Bern and Heart of NC (Randolph County)

Raleigh Magazine

February 2024 Issue

April 2024 Issue





Swansboro – Promotional Contests // STDA Email List Building Strategy Integrated into Facebook Ad Campaigns

Cool & Breezy Getaway Contest

PRIZE PACKAGE:

- 2 Nights Stay at Hampton Inn
- \$50 Gift Card to Bake, Bottle, Brew
- \$100 Gift Card to The Boro

433 Entries – added to the STDA Email List

Bring Your Love to Swansboro Giveaway Contest

PRIZE PACKAGE:

- \$100 Gift Card to Saltwater Grill
- \$75 Voucher to choice of Marsh Cruises, Pogies, or Lady Swan Tours

NOTE: Contest duration was 3 weeks. We did not include a hotel stay as a “Getaway” – I believe these reasons is why we had fewer entries than Cool & Breezy – which was embedded in the Mullet and Candlelight ad landing pages. Still a great brand awareness campaign promoting off season and Swansboro as a year round vacation and “getaway” destination – at the NC Coast.

77 Entries – added to the STDA Email List



Downtown Merchants & Restaurants Guide & Map – Spring 2024

The print job is currently in process. Shipment is expected to arrive in the next few days.



SwanFest
2024 Outdoor Free Summer Concert Series
Each Sunday from Memorial Day through Labor Day

- May 26 Heart Stop – 80s to Current Rock
- June 2 Pure T Mommi-keed – Alt Rock
- June 9 Built for Comfort – Rock, Blues & Country
- June 16 4everall – Earthy, Folly, Americana
- June 23 East Coast Jam Band – Rock-Latin
- June 30 Caffeinated Soul Boogie – Electro
- July 7 Southern Hill Cats – Rockabilly
- July 14 Damn Yankees – Rock/Cover
- July 21 Will & Tony Show – Rock & Country
- July 28 Henry Bitzer – Folk Rock & Country
- Aug 4 The Conspiracy – Arena Rock
- Aug 11 Webb & Co. – Country
- Aug 18 Velvet Rodeo – Country
- Aug 25 I 42 – Beach
- Sept 1 Big Jim Kohler – Chicago

Sunday evenings 6:30-9:00
The Olde Towne Square •

For more info visit www.visitswansboro.org

Historic Downtown SWANSBORO Merchants & Restaurants GUIDE



Swansboro
www.VisitSwansboro.org



day 1:00 - 4:00pm
at the www.VisitSwansboro.org

- 1 **Swansboro Paddle Boarding & Kayaking**
(910) 359-1472 Paddle boards, kayaks, customized guided trips, rentals, sales, apparel & more!
- 2 **Brin & Co Hair Salon**
(910) 330-3006 Hair salon for Ladies, Gents & Kids. Sales by appointment only.
- 3 **By The Bridge Restaurant**
(252) 773-1211 South Florida fusion inspired eatery serving breakfast and lunch with full bar, signature cocktails and pub-style burgers and sandwiches.
- 4 **Glamour and Grace Boutique**
(910) 325-8197 Offering a variety of men's and women's clothing & accessories.
- 5 **Boro Low Country Kitchen**
(910) 325-5951 Casual on the water, Seafood Low Country Bolls, Fried and Grilled Seafood, Philly Cheese, Italian Sausage, Chicken. Specializing in pick up, eat in, and catered parties.
- 6 **The BORO Restaurant & Bar**
(910) 325-6592 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.
- 7 **Swansboro Front Street Grocery**
(252) 725-1958 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, locally baked goods, local produce, ice cream and more.
- 8 **Yan's Restaurant**
(910) 326-5501 Talk of the Town 5 Star Award Winner. 50's themed - breakfast served all day, burgers, shakes, famous fruit fritters, omelets, and gourmet salads.
- 9 **Gray Dolphin**
(910) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.
- 10 **Bogue Banks Realty**
(910) 325-5868 A proven leader in real estate sales.
- 11 **Humphrey Farm General Store**
(910) 548-4669 Signature jams, salsas, pickles, sauces, dip mixes, teas and coffees, fill-your-own olive oils and more!
- 12 **Poor Man's Hole**
(252) 671-0020 Handcrafted furniture by Speight Rhue, gifts and vintage artists.
- 13 **The Mercantile**
(910) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, poetry and more.
- 14 **Integrator Fishing & Diving Charters**
(910) 382-7815 Operating a 31' Contender for all of our fishing & freediving charters and a 36' Topaz and 43' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving, Spearfishing and Megalodon Fossil hunt.
- 15 **The Lady Swan / Swansboro Boat Tours**
(910) 325-2200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

- 16 **Bake Bottle & Brew**
(910) 325-7550 Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.
- 17 **Willy Nilly Warehouse**
(910) 326-7500 Waterfront destination for live music, beer, wine, studios and unique gifts.
- 18 **Saltwater Grill**
(910) 326-7500 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.
- 19 **Casper's Marina**
(910) 326-4462 Easy docking, boat gas, dry stack facility, ships store.
- 20 **Novelty Nook**
(910) 325-7437 Gifts for all ages. Year round Christmas Store with ornaments, decor and more Variety of Swansboro local merchandise.
- 21 **Rocket Fliz**
(910) 325-7100 Retro candy/soda pop/cice cream/toy! 5,000+ types of nostalgic & international candy! Come and be Willy Wonka for the day!
- 22 **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.
- 23 **Bella Hair & Boutique**
(910) 989-9879 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.
- 24 **Med Spa / Reverse by Lisa**
(252) 764-6662 Cosmetic Injector & Laser Specialist: Botox, Fillers, Laser Treatments, RF Micro-needling and Skin Care Products. Call for more information.
- 25 **Church Street Market & Pub**
(910) 325-8546 Specialty sandwiches, soups, desserts, fine wines, beer & spirits. Breakfast Fri, Sat, Sun 7:00am to 10:30am
- 26 **Swansboro Visitors Center**
(910) 326-4428 Open 10am-5pm, 7 days a week. One unique restroom available.
- 27 **Swansboro Town Hall**
(910) 326-4428 www.swansboro-nc.org
- 28 **Cedro De Azmar/Cigar Shop**
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.
- 29 **Silver Line Jewelry, Art & Unique Finds**
(910) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying Concept earrings made for sensitive ears.
- 30 **Gigi Nails**
(910) 915-4448 Nail Salon offering manicures and pedicures. By appointment only.
- 31 **To Be Announced**
- 32 **Jess' Boutique**
(910) 325-8340 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.

- 33 **To Be Announced**
- 34 **Merrow Boutique**
(910) 325-7447 Discover the latest styles, inspiration and exclusive products from around the world.
- 35 **Dini's Martinis and Desserts**
(910) 325-8140 Dini's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites and so much more!
- 36 **Boro Gift Boutique**
(910) 650-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located in the historic Rowlett's Building. Tues-Thurs 10-6; Fri & Sat 10-7; Sun 11-4; Mon Closed
- 37 **Salt Marsh Cottage**
(910) 708-1166 Must have for Coastal Living!
- 38 **Preston's Corner Bar & Grill & The Back Bar on Front Street**
(910) 708-1205 Home-made coastal cuisine 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.
- 39 **Carroll Boutique**
(910) 326-4208 Trendy fashions, shoes and accessories.
- 40 **Il Cigno Italiano**
(910) 325-7845 Italian cuisine, Housemade Gnocchi, Pasta, and Maccarelli, lunch and dinner, fresh local fish. Chef features daily waterfront dining on the terrace.
- 41 **Riverside Steak & Seafood**
(910) 326-8847 Serving fresh caught NC seafood, premium steaks, highly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.
- 42 **Clyde Phillips Seafood**
(910) 326-4468 N.C. caught "fresh local seafood" - fish, crabs, shrimp and shell fish.
- 43 **Pogie's Fishing Charters, Coastal Tours, Kayaking & Rental Center**
(910) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro!
- 44 **Sound Side Outfitters**
(910) 708-0535 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.
- 45 **Pogie's Bait & Tackle Shop**
(910) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live baits.
- 46 **Nancy Lee Fishing Center/Charters**
(910) 526-4304 Fishing Charters - 1/2 day head boat and private fishing charters for small or large groups, fishing tackle, fishing pines and fish market.




Swansboro

NORTH
Swansboro
CAROLINA



STDA Marketing Budget Snapshot as of 4.04.2024

	Media / Advertiser / Element	Budgeted	Actual	Remaining
PRINT COLLATERAL	2023/2024 Merchant & Restaurant Guide - Printing Estimate (based on prior years actual) - Spring (April 2024) (cost split between TDA and merchants) as of 4.04.24 - Order is placed	700.00	611.12	88.88
PRINT COLLATERAL	2024 Trifold Visitor Brochure Printing Estimate Did not pursue this - there might be better alternatives	1,700.00	0	1,700.00
SHIPPING COSTS	2024 Visitor Brochure - Shipping to NC Welcome Centers - Estimate	600.00	0	600.00
WEBSITE	Web Design City - 2023/2024 Annual website hosting	840.00	839.40	0.60
WEBSITE	Dream Host - Transfer Website Hosting & Migration Process + Technical Fixes Still Needed	600.00	287.39	312.61
EBLAST TOOL	Constant Contact License - Estimate	540.00	462	78.00
PRINT AD	2023/2024 Our State Magazine Coast Host Section Ads	8,004.00	8004	0.00
PRINT AD	2023/2024 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00



STDA Marketing Budget Snapshot as of 4.04.2024

	Media / Advertiser / Element	Budgeted	Actual	Remaining
PRINT AD	2023/2024 Our State Magazine - Destinations Section Ad	1,675.00	1675	0.00
DIGITAL ADS	2023/2024 Our State Magazine - Sponsored Eblasts	2,790.00	2790	0.00
PRINT AD	2023/2024 Raleigh Magazine - Travel Section	2,125.00	2125	0.00
PODCAST	2023/2024 Raleigh Magazine - Podcast	1,600.00	1600	0.00
MEMBERSHIP	2024 NC Coast Host Membership Dues	350.00	350	0.00
PRINT AD	2024 Emerald Isle Barefoot Guide - comes out in March 2024	950.00	850	100.00
PRINT AD	2023-2024 Bluewater Beacon Real Estate Guide	1,110.00	1100	1100
DIGITAL ADS	2023/2024 Facebook Advertising	5,200.00	3790	1,410.00
	as of 4.04.24			\$3600 - STDA // \$1600 - Parks & Rec Grant
PRINT AD	Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00
VIDEO PLACEMENT	OAJ Airport 2023/20224 - Video Placement	5,000.00	5000	0.00
SERVICES	Retainer Fee @ \$1833/month	21,996.00	21996	0.00
	GRAND TOTAL	56,880.00		5,390.09

Unspent // Uncommitted to Date



STDA Marketing Contingency Budget Snapshot as of 4.04.2024

	2023/2024 Approved Marketing Contingency Budget	4,400.00
	Carry Over / Unspent from 2022/2023 from Approved Budget	2,425.00
	Carry Over / Unspent Remaining from 2022/2023 Contingency Funds	2,049.00
	TOTAL Carry Over / Unspent from 2022/2023 Fiscal Year	4,474.00
	GRAND TOTAL 2023/2024 Approved Marketing Contingency & 2022/2023 Carry Over/Unspent Funds	8,874.00
	Expenditures To Date	
Sept/Oct 2023	Our State 2023 Special Publication "Towns We Love" - Half Page Ad - \$1600 - Invoiced from Advertiser	7,274.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$260 (Prepayment added to Aug/Sept invoice)	7,014.00
Sept/Oct 2023	Fall 2023 Merchants & Restaurant Map & Guide Design Updates - Estimated at \$60 (Additional Sept/Oct invoice)	6,954.00
Sept/Oct 2023	Photo Purchase - Some Gave All - Boots for TNT 5K - \$24	6,930.00
Sept/Oct 2023	Fall 2023 Getaway Contest - Gift Cards for Prize Package - \$150 - Sept/Oct Invoice	6,804.00
Sept/Oct 2023	STDA October 2023 Board Meeting - Travel Expense - \$214.13 - Sept/Oct Invoice	6,589.87
Oct/Nov 2023	Photo Purchase - Swansboro by Candlelight - Samantha Ann - Will Add to Oct/Nov 2023 Invoice - \$112.35	6,477.52
Oct/Nov 2023	Postage - Cool & Breezy	6,467.57
Feb/Mar 2024	Bring Your Love Prize Package Gift Card - \$100 Salwater Grill	6,367.57
Feb/Mar 2024	Our State 2024 - April Coast Host Ad Invoiced from Advertiser	5,033.57
Feb/Mar 2024	Spring 2024 - Downtown Merchants & Restaurants Guide Refresh - \$375 Estimated	4,658.57

As of 4.04.24

I need some additional work on the website with integrations of Constant Contact forms and setting up Facebook UTC Tracking Codes.

Google Analytics / GA4 was set up incorrectly – and I’m about to get that fixed as well.

We do have \$312 remaining as unspent budgeted funds to apply towards the website work to apply. (see prior page)

I would like to apply some funds potentially to additional Facebook Ad media buys – depending on bidding costs & reach available for April/May/June.

