



# Swansboro

Friendly City by the Sea



## PROPOSED MARKETING & ADVERTISING BUDGET

**FISCAL YEAR 2024 - 2025**

Presented by: Anne Marie Bass, Front Row Communications



## 2024/2025 STDA Proposed Marketing & Advertising Budget

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

PRINT COLLATERAL	2024/2025 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2024)</b> (cost split between TDA and merchants)	700.00	8.5" x 14" size double gate, <b>5,000</b> quantity, specs: 80# gloss text - in market piece
			<b>Fall Reprint in September 2024 - Expense to be paid from Downtown Merchants Fund</b>
WEBSITE	Dream Host - <b>2024/2025</b> Annual website hosting & Maintenance Plan	1,811.28	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$134/month
WEBSITE	Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00	Assumes 4 hours total
EBLAST TOOL	Constant Contact License - <b>Estimate</b>	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.
PRINT AD	<b>2024/2025</b> Our State Magazine <b>Coast Host Section Ads</b>	9,338.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
PRINT AD	<b>2024/2025</b> Our State Magazine - <b>Destinations Section Ad</b>	1,675.00	1 AD: 1/6 Page - Aug 24
PRINT AD	<b>NEW 2024/2025</b> Our State Magazine - <b>October 2024 Special Interest P</b>	1,600.00	1 AD: 1/4 Page - "Foods in 100 Counties"
DIGITAL ADS	<b>2024/2025</b> Our State Magazine - <b>Sponsored Eblasts</b>	2,790.00	2 EBLASTS: Sunday Morning Read - <b>Jan 24 &amp; Feb 25</b>
PRINT AD	<b>2024/2025</b> Raleigh Magazine - <b>Travel Section</b>	2,125.00	July/Aug 2025 (Travel Issue) - Half Page; Feb 2025 & April 2025 - 1/4 Page
PODCAST	<b>2024/2025</b> Raleigh Magazine - <b>"Office Talk" Podcast</b>	1,600.00	2 Mid Roll Podcast Placements - to be selected

Includes April 2024 Ad – which is optional at \$1334



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MEMBERSHIP	2025 NC Coast Host Membership Dues	350.00	Renewal
PRINT AD	2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	Comes up for contract in October 2024 for March 2025 pub date
PRINT AD	2025 Bluewater Beacon Real Estate Guide	1,110.00	Sign contract in May 2025 - goes to print in June 2025
DIGITAL ADS	2024/2025 Facebook Advertising	5,000.00	From July 1, 2024 to June 30, 2025
PRINT AD	2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	December 2024 timeframe for January 2025 Reprint
VIDEO PLACEMENT	OAJ Airport 2024/2025 - Video Placement	5,000.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
DIGITAL ADS	<b>NEW!</b> Curtis Media Group - Social Mirror Ad Campaign	10,500.00	See Proposal and Recommendations in April 11, 2024 Quarterly Report
SERVICES	Retainer Fee @ \$2016/month	24,192.00	
	<b>GRAND TOTAL</b>	<b>70,841.28</b>	

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<b>2024/2025 Proposed Marketing Contingency Budget</b>	<b>6,900.00</b>
CONSIDERATION #1: The 2023/2024 contingency fund was not fully spent - <b>\$4658</b> is remaining (we may spend just a bit more before June 30th, however.)	
CONSIDERATION #2: There is minimally <b>\$2300</b> remaining in the 2023/2024 approved budget as we did not pursue the Visitor Brochure - to date my feeling is that there are perhaps better was of handling which we can discuss.	
<i>Examples of Additional Expenditures (for reference)</i>	
Special Projects and/or additional requests or Hours outside of scope for Anne Marie	
STDA Board Meetings / Visits to Swansboro - Travel Expense - Anne Marie	
Updated & Refreshed Video Productions - for web/social media	
Photography & Video Asset Needs	
Promotional Marketing Items - Groups and Hampton (bags, etc.)	
Remnant Ads that become Available for Purchase	
Design Needs	
Add'l Facebook Ad Media Budget - Example - "Sign up for Newsletter" Ads	
Partial Funding of New Website - Research best approach TBD if interested	