



Tourism Development Authority Meeting Agenda Item Submittal

Item To Be Considered: Marketing & Advertising Quarterly Status Update

Board Meeting Date: January 12, 2023

Prepared By: Sonia Johnson, Finance Director

Overview: Front Row Communication-Marketing & Advertising Quarterly Status Update Report

Background Attachment(s): Quarterly Status Update Report of 12.17.22
For January 12, 2023, STDA Board Meeting. Submitted by: Anne Marie Bass

Action: _____



**Quarterly Status Update Report of 12.17.22
For January 12, 2023 STDA Board Meeting
Submitted by: Anne Marie Bass**





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STATUS UPDATES & COMMENTS





Status Updates & Comments

FALL 2022 PHOTO SHOOT – completed October 15, 2022

- The objective of the shoot was to capture lifestyle vignettes depicting visitor experiences along the water – dining, shopping, live music.
- A big THANKS to all of the local Swansboro locals who were talent and volunteers working with us – Corey & Kapresha Mitchell (Coastal Farmhouse), Jess Harnatkiewicz, Debbie Harnatkiewicz (Jess' Boutique, BBB) and friends/staff, Linda Thornley, Randy Swanson (The Boro LCK) and staff, Ethan and Laini Jo Johnson (Pogie's) and staff.

SWANSBORO BY CANDLELIGHT – A great Swansboro Visitor Experience (Hallmark Movie)

- There is some clarification needed as to the roles & responsibilities for the committee in organizing this event. I am a “do-er” and “problem solver” and in such...I helped bridge the gap of communication where I felt was needed. I look forward to advisement on the correct procedures and the best way for me to help for next year. The Downtown Merchants create a great visitor experience that I am sure has a strong economic impact for the Town of Swansboro and Onslow County.
- Samantha Ann captured some amazing photos – approved and paid from the STDA Marketing Contingency.
- The “Winter Getaway to Swansboro” promotional contest was a very successful Facebook ad campaign. I selected the winner, Tammy Mooney from Lexington, NC and mailed her prize to her, which included \$50 gift cards from The Boro & BBB.
- Thanks to Hampton Inn for donating a two-night stay gift certificate as part of the prize package.
- I wanted to mention that there were several mentions on Facebook as to an emotional appeal to women...”like a Hallmark movie.” (invaluable!)

DOWNTOWN MERCHANT GUIDE – Spring 2022 Refresh & Reprint

- The Fall Downtown Merchant Guide was refreshed and printed. It was ready for the Mullet Festival as requested.
- Debbie Harnatkiewicz and her family volunteered to deliver them to the merchants – that is much appreciated.
- I will be refreshing and updating for the Spring around the March timeframe. The print expense will be paid by the STDA (taking turns and alternating with the Downtown Merchants).

ALBERT J. ELLIS AIRPORT VIDEO – NEW VIDEO in development

- Anne Marie is working with Ken Honeycutt to create a new video utilizing the STDA new photo library. This will be complete by early January.



Status Updates & Comments

SWANSBORO VISITOR BROCHURE – Spring 2023

- A Swansboro Visitor Brochure will be developed and designed, being made available to prospective visitors in all of the North Carolina Welcome Centers.
- We will utilize the new additions to the photo library from Fall of 2021 and Fall of 2022.

WEBSITE – Status Update

- Anne Marie continues to refresh and update with new images, provides updates, adds, deletes for the partner listings, and ensures information is accurate and up-to-date.
- This is an ongoing task that is part of ongoing care and feeding.

SWANSBORO WEBCAM – Research & Initial Info.

- Anne Marie researched webcams and solutions providers. Brad Pumphrey of East Bay Media presented at the October 2022 STDA Board Meeting.
- Subsequently, he was asked to provide a proposal. He sent it to me and I forwarded it to Sonia & Randy.

STDA ADVERTISING PARTNERSHIP WITH SWANSBORO PARKS & REC – Previously agreed with Anna Stanley & Paula Webb

- As an update from my last quarterly report. STDA Board Members may recall that Anna & I have worked out a partnership where I provide support to her for advertising Swansboro Festivals with a portion of the STDA grant she received.
- Doing so ensures that the Swansboro Festivals ad strategy includes attracting visitors to Swansboro from drive-in markets and in doing so ensures general brand awareness that Swansboro be seen as an overnight getaway and vacation destination.
- One of the top reasons why new people will visit a destination for the first time is due to festivals and events.
- We determined that Facebook ads pointed to the VisitSwansboro.org website is the most cost-efficient and effective digital advertising strategy that best suits the Town of Swansboro Festivals.
- This partnership has been going very well.
- I was able to support the Swansboro Holiday Flotilla rain date change, that also included the Christmas Tree Lighting this year. Social media is a valuable and critical tool to convey event information to the public very quickly.

STDA PHOTO & VIDEO LIBRARY NEW ADDITIONS





The official Swansboro TDA Photo and Video Library has some great new additions from work over the past few months! 😊

Please see the links to videos (made strictly for ease in viewing.) Note that I used the low res photos to reduce the size of the files.

Fall 2022 Swansboro Photo Shoot / Front Row Comm

https://drive.google.com/file/d/1es1j1n1FLQwLcFvxhA2w6NO8tvpHdCet/view?usp=share_link

2022 Mullet Festival / Dini Photo (Todd Dini) Drone

https://drive.google.com/file/d/1TU6IRbR_M4vypkZ52pLIWKSPWYKUowgt/view?usp=share_link

2022 Swansboro by Candlelight / Samantha Ann Photo

https://drive.google.com/file/d/1o8AZkJuF5BHri4dYMIbzwFENatpJl6rf/view?usp=share_link



FACEBOOK AD REPORTS, PRINT & DIGITAL AD PLACEMENTS & EARNED MEDIA





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Fall Fishing Getaway to Swansboro” Video Ad Campaign – Aug/Sept 2022 - COMPLETE

Target was men age 45+, travel intenders - **Raleigh & Charlotte, Hampton Roads, VA Markets**

“Plan Your Fall Getaway to Swansboro for Mullet Festival” Ad Campaign – September 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

“Join Us for Mullet Festival” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**

“Kick off the Holiday Shopping Season – Swansboro by Candlelight” Ad Campaign – October 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh & Charlotte Markets**

“Swansboro by Candlelight Winter Getaway Contest” Ad Campaign – November 2022 – COMPLETE

Target was women age 45+, shopping, holidays, travel intenders - **Raleigh Market**

“Swansboro by Candlelight Facebook Event” Ad Campaign – October 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**





Facebook Ad Campaigns – Overview // 2022-2023 Fiscal Year

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 45+ Festival goers, travel intenders - **Raleigh & Charlotte Markets**

Swansboro Holiday Flotilla - Ad Campaign – November 2022 – COMPLETE

Target was age 21 +, **Local Swansboro and 50 mile radius, includes New Bern, Morehead City**



Plan Your Fall Getaway for Mullet Festival // September 2022 / Raleigh & Hampton Roads, VA Markets



Post: "PLAN YOUR Fall Getaway for Mullet Festival..."
Sep 9, 2022 - Sep 23, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	1,480
Cost per Link clicks	\$0.16
Amount spent	\$240.00
	Lifetime budget: \$240.00 USD
Reach	35,920
Impressions	80,842
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.16
Frequency	2.25
Unique link clicks	1,279



Visit Swansboro NC
Sponsored



PLAN YOUR FALL GETAWAY to NC's southern coast in Swansboro the weekend of October 8th and 9th for the North ...See more



visitswansboro.org

Mullet Festival of North Carolina -

Learn more

Visit Swan... 27 comments 72 shares

Countries

Regions

US

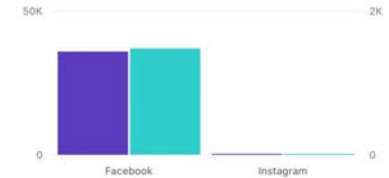
Link clicks	1,480
Cost per Link clicks	\$0.16
Reached	35,920
CTR	1.83

Placements

Learn about metrics

All Mobile Desktop

People Reached	35,920
Link clicks	1,480
Spent	\$240.00

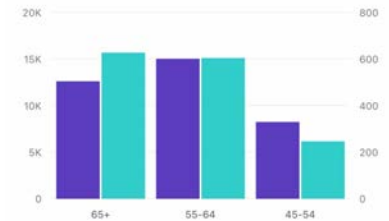


Demographics

Learn about metrics

All Women Men

People Reached	35,920
Link clicks	1,480
Cost per Link clicks	\$0.16





Post: "🐟 Join u...fun in Historic..."
Oct 2, 2022 - Oct 7, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	830
Cost per Link clicks	\$0.0904
Amount spent	\$75.00
Lifetime budget: \$75.00 USD	
Reach	14,076
Impressions	24,461
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.0904
Frequency	1.74
Unique link clicks	757

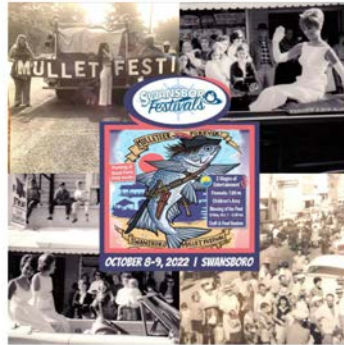
Join Us for Mullet Festival // October 2022 / Local Swansboro 50 mi radius



Visit Swansboro NC
Sponsored · 🌐



Join us for lots of family fun in Historic Downtown Swansboro for the 68th Annual NC Mullet Festival on Saturday & ...See more



visitswansboro.org
Mullet Festival of North Carolina | Swansboro

Learn more

195 35 comments 96 shares

Like Comment Share

Countries

Regions

US

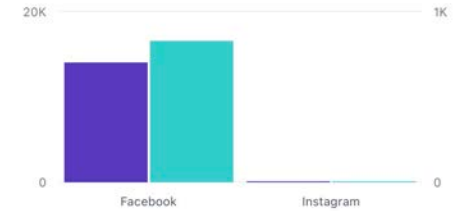
Link clicks	830
Cost per Link clicks	\$0.09
Reached	14,076
CTR	3.39

All

Mobile

Desktop

People Reached	14,076
Link clicks	830
Spent	\$75.00



Demographics

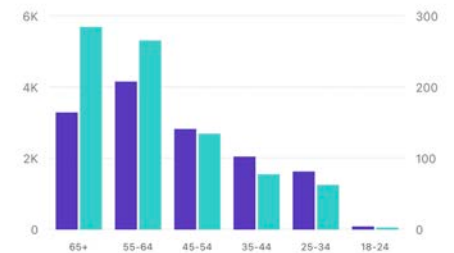
Learn about metrics ⓘ

All

Women

Men

People Reached	14,076
Link clicks	830
Cost per Link clicks	\$0.09





RALEIGH METRO...oro by Candlelight
Oct 21, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	691
Cost per Link clicks	\$0.14
Amount spent	\$100.00
Lifetime budget: \$100.00 USD	
Reach	11,024
Impressions	22,940
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.14
Frequency	2.08
Unique link clicks	575

2022 Swansboro by Candlelight // October 2022 / Raleigh Metro



Visit Swansboro NC
Sponsored

Kick off the holiday shopping season and discover the charm at North Carolina's southern coast in Swansboro!



visitswansboro.org
Swansboro by Candlelight | Novembe...

Learn more

200

22 comments 83 shares

Countries

Regions

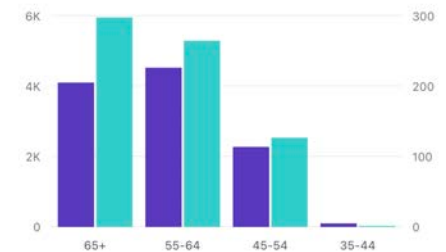
US	
Link clicks	691
Cost per Link clicks	\$0.14
Reached	11,024
CTR	3.01

Demographics

Learn about metrics

All Women Men

People Reached	11,024
Link clicks	691
Cost per Link clicks	\$0.14

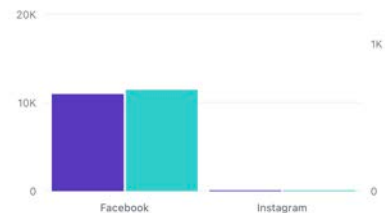


Placements

Learn about metrics

All Mobile Desktop

People Reached	11,024
Link clicks	691
Spent	\$100.00





CHARLOTTE ME...oro by Candlelight

Oct 21, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	383
Cost per Link clicks	\$0.26
Amount spent	\$100.00
	Lifetime budget: \$100.00 USD
Reach	10,074
Impressions	18,015
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.26
Frequency	1.79
Unique link clicks	348

2022 Swansboro by Candlelight // October 2022 / Charlotte Metro



Visit Swansboro NC
Sponsored

Kick off the holiday shopping season and discover the charm at North Carolina's southern coast in Swansboro!



visitswansboro.org
Swansboro by
Candlelight | Novembe...

Learn more

200

22 comments 83 shares

Countries

Regions

US

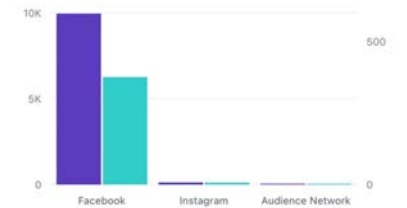
Link clicks	383
Cost per Link clicks	\$0.26
Reached	10,074
CTR	2.13

Placements

Learn about metrics

All Mobile Desktop

People Reached	10,074
Link clicks	383
Spent	\$100.00

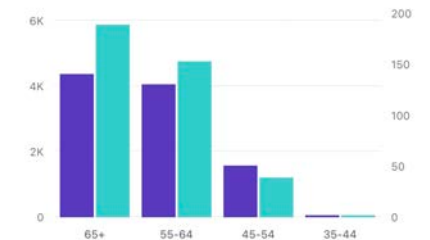


Demographics


Learn about metrics

All Women Men

People Reached	10,074
Link clicks	383
Cost per Link clicks	\$0.26



2022 Swansboro by Candlelight Winter Getaway Contest // November 2022 / Raleigh Metro


RALEIGH METRO...ontest Campaign
 Nov 1, 2022 - Nov 12, 2022

Off

Edit Duplicate

Maximum

Results

Link clicks	1,884
Cost per Link clicks	\$0.11
Amount spent	\$216.33
Lifetime budget: \$220.00 USD	
Reach	26,336
Impressions	51,014
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.11
Frequency	1.94
Unique link clicks	1,624


Visit Swansboro NC
 Sponsored

Discover the charm, shop by candlelight, and enjoy the festivities! Enter to Win our Swansboro by Candlelight Winter ...See more

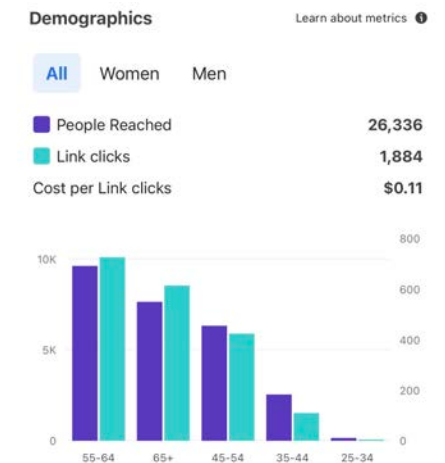


visitswansboro.org
Swansboro by Candlelight | Nov 12th ...
 Learn more

413 97 comments 80 shares

Countries Regions

US	
Link clicks	1,884
Cost per Link clicks	\$0.11
Reached	26,336
CTR	3.69



2022 Swansboro by Candlelight Event Page Ad // October 2022 / Local Swansboro



Event: 2022 Swa...oro by Candlelight
Oct 26, 2022 - Nov 1, 2022

Completed

Edit

Duplicate

Maximum

Results

Event Responses	751
Cost per Event Responses	\$0.13
Amount spent	\$100.00
Lifetime budget: \$100.00 USD	
Reach	11,116
Impressions	25,031
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.47
Frequency	2.25
Unique link clicks	207



Visit Swansboro NC
Sponsored

Join us in Historic Downtown Swansboro on Saturday, November 12th, from 5pm to 9pm for an enchanting evening of ...See more



SAT, NOV 12
2022 Swansboro by Candlelight

Interested

Countries

Regions

US

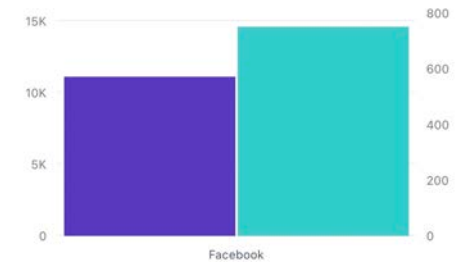
Event Responses	751
Cost per Event Responses	\$0.13
Reached	11,116
CTR	3.00

Placements

Learn about metrics

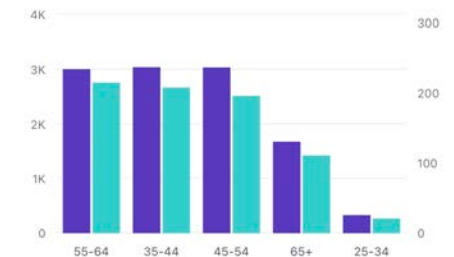
All Mobile Desktop

People Reached	11,116
Event Responses	751
Spent	\$100.00



All Women Men

People Reached	11,116
Event Responses	751
Cost per Event Responses	\$0.13





LOCAL 50 MI RA...mpaign Campaign

Nov 15, 2022 - Nov 25, 2022

Off

Edit

Duplicate

Maximum

Results

Link clicks	623
Cost per Link clicks	\$0.15
Amount spent	\$94.35
Lifetime budget: \$100.00 USD	
Reach	10,952
Impressions	22,862
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.15
Frequency	2.09
Unique link clicks	538

2022 Swansboro Holiday Flotilla Ad // November 2022 / Local Swansboro



Visit Swansboro NC

Sponsored

Join us for lots of family fun and get into the spirit of the season at Swansboro's Annual Holiday Flotilla!



Friday, November 25 • 5-8pm RAIN DATE: SATURDAY 11/26

visitswansboro.org

Swansboro Holiday Flotilla Fri, Nov 25th 5-...

Learn more

286

19 comments 181 shares

Countries

Regions

US

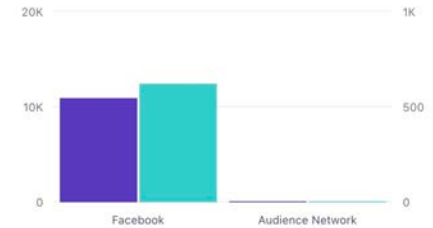
Link clicks	623
Cost per Link clicks	\$0.15
Reached	10,952
CTR	2.73

Placements

Learn about metrics

All Mobile Desktop

People Reached	10,952
Link clicks	623
Spent	\$94.35

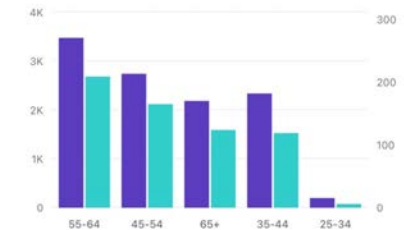


Demographics

Learn about metrics

All Women Men

People Reached	10,952
Link clicks	623
Cost per Link clicks	\$0.15





RALEIGH METRO...Flotilla Campaign

Nov 15, 2022 - Nov 23, 2022

Completed

Edit

Duplicate

Maximum

Results

Link clicks	881
Cost per Link clicks	\$0.23
Amount spent	\$200.00
Lifetime budget: \$200.00 USD	
Reach	20,664
Impressions	39,777
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.23
Frequency	1.92
Unique link clicks	779

2022 Swansboro Holiday Flotilla Ad // November 2022 / Raleigh Metro



Visit Swansboro NC
Sponsored

Plan a last-minute getaway to Swansboro for our Annual Holiday Flotilla and Christmas Tree Lighting!



visitswansboro.org
Swansboro Holiday
Flotilla Fri, Nov 25th 5-...

Learn more

185

20 comments 93 shares

Countries

Regions

US

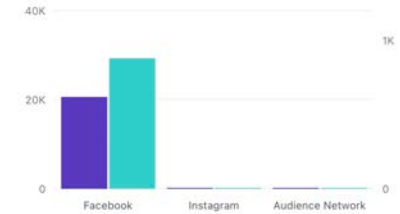
Link clicks	881
Cost per Link clicks	\$0.23
Reached	20,664
CTR	2.21

Placements

Learn about metrics

All Mobile Desktop

People Reached	20,664
Link clicks	881
Spent	\$200.00

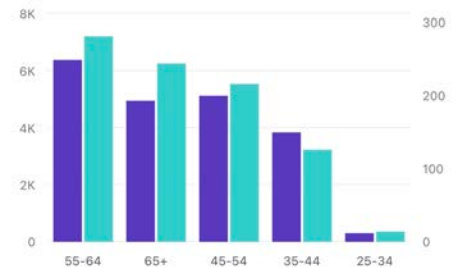


Demographics

Learn about metrics

All Women Men

People Reached	20,664
Link clicks	881
Cost per Link clicks	\$0.23





CHARLOTTE ME...paign Campaign

Nov 15, 2022 - Nov 23, 2022

Ad set off

Edit

Duplicate

Maximum

Results

Link clicks	69
Cost per Link clicks	\$0.31
Amount spent	\$21.40
Lifetime budget:	\$80.00 USD
Reach	3,308
Impressions	4,177
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.31
Frequency	1.26
Unique link clicks	67

2022 Swansboro Holiday Flotilla Ad // November 2022 / Charlotte Metro



Visit Swansboro NC
Sponsored ·

Plan a last-minute getaway to Swansboro for our Annual Holiday Flotilla and Christmas Tree Lighting!



visitswansboro.org
Swansboro Holiday
Flotilla Fri, Nov 25th 5-...

Learn more

185

20 comments · 93 shares

Countries

Regions

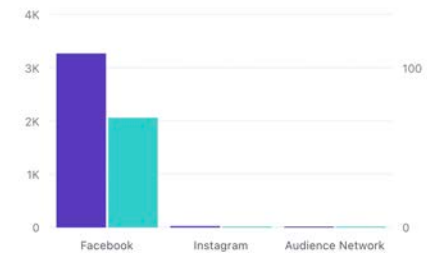
US	
Link clicks	69
Cost per Link clicks	\$0.31
Reached	3,308
CTR	1.65

Placements

Learn about metrics

All Mobile Desktop

People Reached	3,308
Link clicks	69
Spent	\$21.40

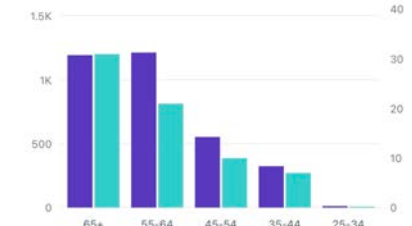


Demographics

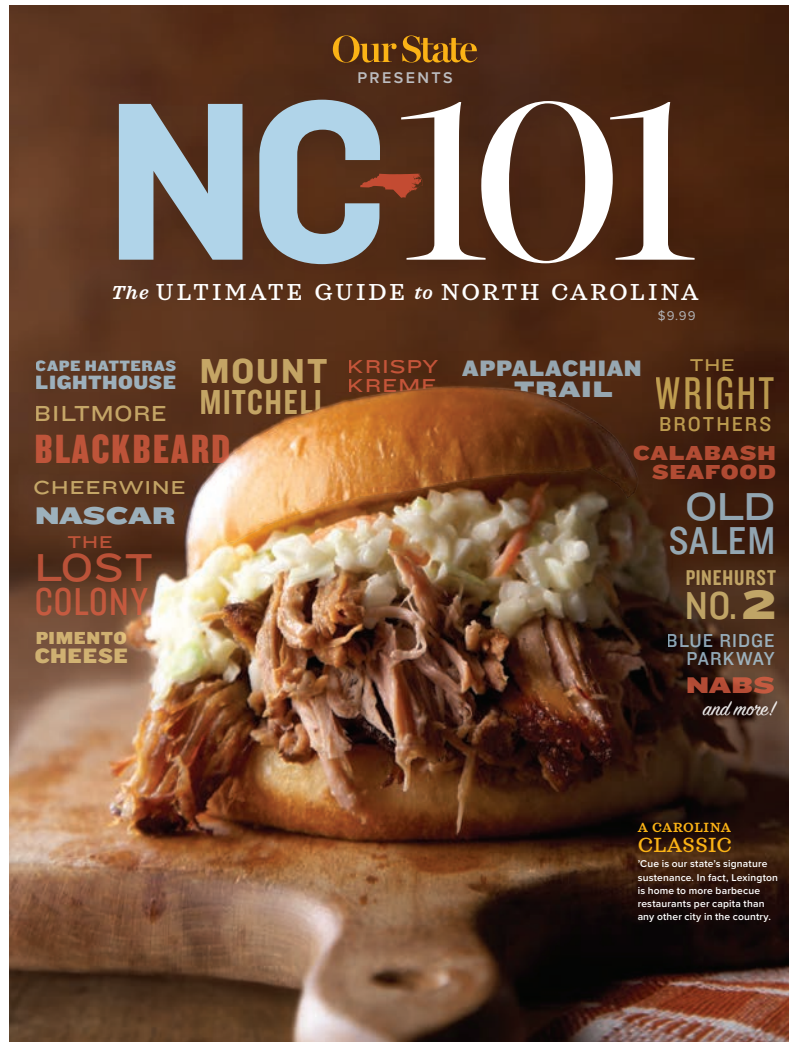
Learn about metrics

All Women Men

People Reached	3,308
Link clicks	69
Cost per Link clicks	\$0.31



FB Combined ad sets with Raleigh. I also turned off the ad when rain was forecasted



Our State Magazine // Earned Media

This is a special publication that came out – for sale on news stands. It features Hammocks Beach State Park.

This is “earned media” – STDA did not pay for this feature



Our State Magazine // Earned Media – November 2022 Issue



This photo essay is from the November issue and highlights Swansboro's Pirate Fest.

NORTH
Swansboro
CAROLINA

RALEIGH MAGAZINE

Foodie City

The Mac + Cheese City

Exclusive CRAWFORD'S CROATIAN CREATION

HAPPY BIRTHDAY POOLE'S DINER

58 GIFTS TO GIVE



Looking for a relaxing escape or a fun-filled family vacation? We've got you covered.



DISCOVER A COASTAL NC HIDDEN GEM

The quaint and historic waterfront town of Swansboro overlooks the Intracoastal Waterway and Bogue Sound at the southern end of the Crystal Coast. It's a coastal North Carolina small town you don't want to miss! Known as "The Friendly City by the Sea," you'll find a unique blend of shopping, dining, historic sites, annual festivals and outdoor adventures.

Getting out on the water is available nearly year-round with scenic cruises departing from Swansboro taking passengers on sunset cruises, eco tours and shelling excursions. Hammocks Beach State Park is just a short drive from Swansboro's historic district. Discover the paddling trails and marsh ferry that runs

from Apr 5-mile-lol Stroll the of eclectic buildings views. Sw family vac You'll find well as a For more

96 | RALEIGH MAGAZINE | raleighmag.com



DISCOVER A COASTAL NC HIDDEN GEM SWANSBORO, NC

The quaint and historic waterfront town of Swansboro overlooks the Intracoastal Waterway and Bogue Sound at the southern end of the Crystal Coast. It's a coastal North Carolina small town you don't want to miss! Known as "The Friendly City by the Sea," you'll find a unique blend of shopping, dining, historic sites, annual festivals and outdoor adventures.

Getting out on the water is available nearly year-round with scenic cruises departing from Swansboro taking passengers on sunset cruises, eco tours and shelling excursions. Hammocks Beach State Park is just a short drive from Swansboro's historic district. Discover the paddling trails and marsh ferry that runs

from April through October to the unspoiled beaches of the 5-mile-long Bear Island.

Stroll the streets along the water's edge against a backdrop of eclectic boutiques and eateries set inside restored historic buildings. Savor fresh seafood. Dine alfresco with waterfront views. Swansboro is an ideal destination for romantic getaways, family vacations, fishing adventures, or a girls' trip to the coast! You'll find unique accommodations listed with Airbnb, VRBO, as well as a Trip Advisor top-rated Hampton Inn & Suites.

For more information visitswansboro.org.

96 | RALEIGH MAGAZINE | raleighmag.com





Discover the Charm

Accommodations Waterfront Dining

Festivals Shopping Outdoor Fun

Swansboro
www.VisitSwansboro.org





Our State Magazine – Sunday Morning Read Eblast – November 27, 2022



Screenshots from the Our State Magazine – Sunday Morning Read Eblast with Visit Swansboro’s clickable digital ad promoting Swansboro as a Coastal Getaway.



Digital Eblast – Our State



Plan Your Coastal Getaway to Swansboro

Experience the charm of Swansboro, North Carolina with more than 40 unique shops and eateries. Explore by land and sea with a historic walking tour, eco tours, shelling excursions to Bear Island, and sunset cruises along the Intracoastal Waterway.



Our State Magazine – Sunday Morning Read Eblast – November 27, 2022

Digital Eblast – Our State

Our State

CELEBRATING NORTH CAROLINA

DIGITAL ANALYTICS REPORT

Newsletter -Sunday Morning Read

Sponsor: Swansboro TDA

Date of Report: 12/5/22

Email Send Date	Recipients	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate	Clicks on Sponsor's Ad
11/27/22	45,429	69.3%	5.9%	8.4%	269

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	18.9%	2.7%	12.8%
National Standards	23.1%	3.0%	11.4%

Digital Ad

11/27/22



Plan Your Coastal Getaway to Swansboro

Experience the charm of Swansboro, North Carolina with more than 40 unique shops and eateries. Explore by land and sea with a historic walking tour, eco tours, shelling excursions to Bear Island, and sunset cruises along the Intracoastal Waterway.

SOCIAL MEDIA STATS

October thru December 2022



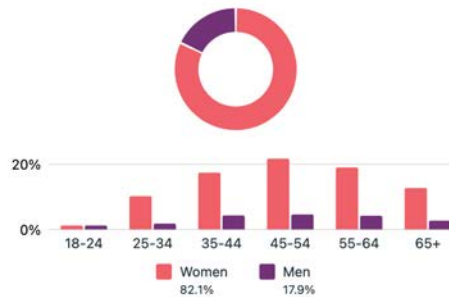
Social Media Stats for Last 90 Days

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram

Facebook Page followers ⓘ

4,774

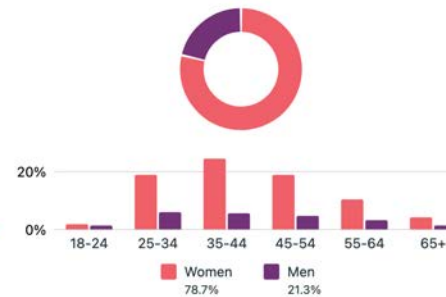
Age & gender ⓘ



Instagram followers ⓘ

1,529

Age & gender ⓘ

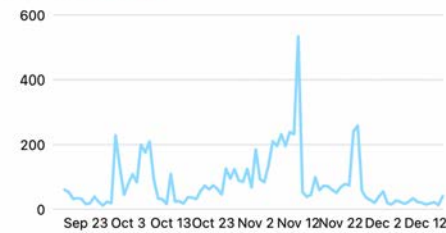


Facebook & Instagram Pages & Profile Visits

Page and profile visits ⓘ

Facebook Page visits ⓘ

7,315 ↑ 198.7%



Instagram profile visits ⓘ

636 ↓ 59.5%



Decrease on Instagram due to paid Facebook ad campaigns and metrics changing based on need to have more reels and/or run paid ads on Instagram which may not be strategic for Swansboro

Top Performing Organic Posts – All were Swansboro by Candlelight

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Facebook post
2022 Swansboro by Candlelight
Oct 18, 2022, 10:52 AM

This post reached 3,743% more people (51,501 people) than your median post (1,340 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post
🌟SAVE THE DATE! Discover the charm of Historic...
Oct 29, 2022, 10:51 AM

This post received 1,034% more reactions (329 reactions) than your median post (29 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
🌟SAVE THE DATE! Discover the charm of Historic...
Oct 29, 2022, 10:51 AM

This post received 10,700% more comments (108 comments) than your median post (1 comment) on Facebook.



ADDENDUM
Marketing Budget Snapshot & Contingency Fund Snapshot
as of 12/16/22



STDA Marketing Budget Snapshot as of 12.16.22

SWANSBORO TDA / FY 2022-2023 // PROPOSED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2023 Merchant Map Printing Estimate (based on prior years actual) (cost split between TDA and merchants)	600.00	0	600.00	8 1/2 x 14 size double gate, 5,000 quantity, specs: 80# gloss text - in market piece produce in Spring (April 2023) (per piece print cost - 11.5 cents) Reprint in August 2022 - Expense paid from Downtown Merchants Fund
2023 Trifold Visitor Brochure Printing Estimate	1,400.00	0	1,400.00	9 x 16 size double gate, 10,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents)
2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative estimated shipping costs - February 2022 timeframe
Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	COMPLETE
2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	CONTRACT SIGNED 6/8/22: 5 ADS: \$1334/each - Sept 22, Oct 22, Mar 23, May, 23, Jun 23
2022/2023 Our State - Sunday Mornings Sponsored Eblasts	2,590.00	2590	0.00	CONTRACT SIGNED 6/8/22: 3 EBLASTS: \$1295/each - Sept 14, Nov 27; 1 more to sign up for (depending on STDA promotional items budget/need)
2022/2023 Raleigh Magazine - Travel Section	3,000.00	3000	0.00	CONTRACT SIGNED: 2 Branded Editorials and 1 1/6 Page Ad
2023 NC Coast Host Membership Dues	350.00	350	0.00	COMPLETE
2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	CONTRACT SIGNED: Comes up in October 2022 for March 2023 pub date
2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	CONTRACT SIGNED 5.23.22 (going to print in June 2022)
2022/2023 Facebook Advertising - STDA + Parks & Recs Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	1741.61	3,058.39	As of 12.16.22
Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	COMPLETE December timeframe
Swansboro Bags	1,295.00	851.52	443.48	COMPLETE
OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	AMB Updating Video with NEW Photos from 2021 & 2022
MARKETING & ADVERTISING TOTAL	29,773.00	24,008.13	5,764.87	
Anne Marie - Marketing Planning Visits - Travel Expenses	800.00	400	400.00	Assume 2 visits - \$400/per visit - I have submitted expense for hotel and gas reimburse
Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
Marketing Promotions Contingency Budget	4,400.00	1,926.25	2,473.75	Applied to video production, visitor guide design, ad design requiring Adobe format
GRAND TOTAL	56,969.00	48,330.38	8,638.62	



STDA Marketing Contingency Budget Snapshot as of 12.16.22

2022/2023 Approved Marketing Contingency Budget	4,400.00		
Fall Downtown Merchant Guide Refresh & Update + Candlelight Poster Design & Video Productions / Sight Sound Media	450.00	Front Row Invoice	
Raleigh Magazine - Remnant Ad Purchase Oct 2022 Issue	375.00	PAID by STDA	
Mullet Festival - Drone Photo & Video (Dini Photo)	250.00	PAID by STDA	
Sight Sound Media - Flotilla Square Format Video	150.00	Front Row Invoice	
Candlelight Photography (Samantha Ann Photo)	401.25	Front Row Invoice	
Ad Design & Updated Logo Vectors	300.00	Front Row Invoice - November 2022 Invoice	
SPENT AS OF 12.16.22	1,926.25		
REMAINING BALANCE from \$4400	2,473.75		
ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295	443.48		
GRAND TOTAL REMAINING BALANCE AS OF 12.16.22	2,917.23		
The plan is to use these funds for the Visitor Brochure Design + any additional expenses that arise as needed.			