



Swansboro

Friendly City by the Sea

STDA STATUS UPDATE REPORT

FEBRUARY 12, 2024

Presented by: Anne Marie Bass, Front Row Communications



Table of Contents

Status Updates & Comments

New Visit Swansboro Website Hosting & Maintenance Company Needed - **Immediate Need**

Social Media Stats

Social Media Promotional Contests

Facebook Ad Campaign Reports

Print Ad Placements

Digital Ad Placements

Appendix

- STDA Approved 2023-2024 Budget Snapshots – as of February 12, 2024
- Visit NC - 2025 NC Travel Guide Pitch Deck

WEBSITE – Ongoing Work, Care and Feeding, Digital Front Door

You will see quotes from various website hosting & maintenance firms in the Appendix. This is an immediate need. The current web hosting company, Web Design City (Jacksonville) has closed the business and we need to find another firm. We need work and support.

DOWNTOWN MERCHANTS & RESTAURANTS GUIDE – Spring 2024 Refresh & Reprint

I am working on the Spring 2024 reprint very soon. Gathering all adds, updates, deletes. Then refresh of design, print and ship to Town of Swansboro

SWANSBORO FACEBOOK AD CAMPAIGNS & OVERALL ENGAGEMENT – Affecting Consideration for Prospective Visitors

The campaigns are going extremely well, and the engagement on the Facebook Page is exceptional! Visitors, locals, past residents – they all love Swansboro.

SWANSBORO DIGITAL & PRINT ADVERTISING – Ongoing Brand Building

Focus is on brand building...telling a story through a series of consistent ad placements, mainly in Our State but also in Raleigh Mag and local publications for print. Integrated with digital...promoting Swansboro's profile as a vacation/overnight destination, inspiring visits in conjunction with and around Swansboro Festivals and Events, leveraging coastal location, waterfront – with Swansboro's unique mix of assets and things to do.

LATEST NEWS/ STDA Email List Building (Constant Contact) – 1st Party Data, Closed Loop Ongoing Dialogue with Fans

We sent our first eblast in January to the list from the Cool & Breezy Getaway contest...I will now be adding Bring Your Love list. We will have more when the Spring 2024 Merchants & Restaurants Guide update is ready and I push that out. I have a sign up form on the website...“Latest News” – most importantly – building Visit Swansboro's Email List – closing the loop and building a relationship – to promote Swansboro's ongoing tourism-specific messaging to subscribers



WEBSITE HOST & MAINTENANCE QUOTES





Website Hosting & Maintenance Company

Hi Anne Marie, <https://www.biztoolsone.com>

I did look at Swansboro. From that initial look, I think migration would be mostly smooth.

Pricing for that:

- Transfer Fee \$750 (covers up to 4 hours work; one-time fee)
- Server fee \$250 first year; \$150 annually thereafter
 - This assumes that they remain on the existing design. If we did a redesign, and could start from a clean code base, that new site would not incur a fee from being on a standalone server.
- Monthly site management fee \$35 (covers automated Wordpress and plugin updates, security monitoring, daily on-site backups, weekly off-site backups, and tech support. This does not cover content, image, or other updates like that.)
- Annual security fee \$100 - This licenses a copy of Wordfence, as well as enables the SSL/https function.

We do require payment of the transfer and initial server fees up front.

As we discussed on the phone, there is always the possibility that things don't go smoothly in the actual transition. While my initial look indicated no problems, there can always be issues "under the hood" that only a more invasive look would uncover. If we run into that, billing is \$100/hr. And if there are any plugin license fees, we bill those plus our own charge for installation, upkeep, etc. (Generally, plugin cost + 25%.)

Let me know if you have questions or need additional information.

Thanks-
Jon





<https://www.dreamhost.com>

Website Hosting & Maintenance Company

<https://www.dreamhost.com/pro-services/management/dreamcare>



Employee-owned company
“Gold Fish” in a kiddie pool with sharks. – per Sean.

Hey Anne,

Thanks again for taking the time to hop on a conversation with me today to talk more about your project. It was a pleasure learning more about your site and how our teams may be able to help with your client's site. As we talked about in the call, you could move the current build to DreamHost using our \$99 Site Transfer package and our DreamCare plan with 3hrs of development to get the site moved over effectively and then have our help with implementing a new form and a few other tweaks.

Recall that the only other "thing" to worry about would be the hosting to accommodate the new build. If you only plan to host the 1 site and do not need any email set up, I'd suggest our shared starter package. If you do plan to use email or even plan to host other sites on the account, the unlimited package is the better choice. More details on both package options can be found here:

<https://www.dreamhost.com/hosting/shared/>

If this all still sounds good, simply reply back and let me know if you'd like to continue! 🙌

If there are any questions or concerns that I can help with, in the meantime, feel free to reach out! 🤝

Cheers,
Sean
DreamHost Professional Services

ANNE MARIE:

\$100 for hosting transfer

\$200 for 3 hours of professional developer hours (at a discount – See the comments to the right of what I feel we need.)

They have bundles services ongoing – that would lend itself to be from \$129 to \$199 per month for ongoing hosting and maintenance depending on what we need in a given month. The \$199 level includes some developer hours – for example to apply Facebook Ad Unique Tracking Codes – for example.

At the end of the day...Pricing ends up being similar to Biz Tools – but packaged a bit differently. Biz Tools is in Fayetteville.. Dream Host has data centers in VA, Portland Sothern California.

To start, we need...(per Anne Marie)

1. Transfer the site
2. Become the POC for the Go Daddy Domains for Tech Support
3. Update the plugins
4. Set up Constant Contact Forms so that the Enewsletter and Promotional Contest Forms automatically populate Constant Contact
5. Make corrections to fix the Google Analytics (GA4) set up – right now it is not working.
6. Review the Smart Post app – we currently using the paid version.
7. All the other tech stuff

NOTE: A consideration is –in moving forward with a new website build (which is what we need.) They do have the ability – with resources in India & Russia (cost savings) – I can concept a new website and give them a scope of work, as I would in any scenario. A tourism website is quite a bit more specific than a typical small business website – like a restaurant or a dentist, for example.



DreamCare PRO

For a 100% hassle-free site – We maintain your software and proactively fix your code if you get hacked.

Starting at

\$129/mo

24/7 Professional Monitoring

Managed Software Updates

Monthly Security Review

Site Performance Report

Proactive Hacked Site Repair

Uptime SLA

Off-site Cloud Backups

Sign Up Now



CHANNEL MARKER MEDIA

Website Hosting & Maintenance Company

Spoke to the Owner prior to the Christmas Holiday - he said he would be getting back to me with a proposal.

Contacted twice since that time with no response. <https://www.channelmarkermedia.com>



front row communications



<https://www.bluetonemedia.com>

Website Hosting & Maintenance Company



910.795.2280
314 Walnut St. Ste C
Wilmington, NC 28401

Scope of Work: Website Migration to BlueTone Media WordPress Server

Project Overview:

The purpose of this project is to migrate an existing website to the BlueTone Media WordPress Server, ensuring a seamless transition with minimal downtime and optimal performance. The project includes a one-time migration fee and ongoing monthly hosting with security updates.

1. Migration Services (One-Time Fee - \$750):

- a. Analysis of Existing Website:
 - Review current website structure, content, and functionality.
 - Identify potential challenges and compatibility issues for migration.
- b. Backup and Data Transfer:
 - Create a comprehensive backup of the existing website.
 - Migrate all website data, including files, databases, and media content, to the BlueTone Media WordPress Server.
- c. Domain and DNS Configuration:
 - Update domain settings and configure DNS records for seamless transition.
 - Ensure proper domain mapping to the new hosting environment.
- d. Testing and Quality Assurance:

- Conduct thorough testing to ensure all website features and functionalities work correctly.
- Address any issues or discrepancies identified during testing.

2. Monthly Hosting and Security Services (\$299/Month):

- a. WordPress Hosting:
 - Provision and maintain hosting services on the BlueTone Media WordPress Server.
 - Ensure optimal server performance, speed, and reliability.
- b. Security Updates:
 - Regularly update the WordPress core to the latest stable version.
 - Update all installed plugins and themes to address security vulnerabilities.
- c. Basic Security Protocols:
 - Implement and maintain basic security measures to protect against common threats.
 - Monitor and respond to security incidents promptly.
- d. Technical Support:
 - Provide ongoing technical support related to hosting and security.
 - Address any hosting-related issues promptly to minimize downtime.

3. Communication:

- a. Monthly Reports:
 - Highlight any security incidents and resolutions.
- b. Communication:
 - Maintain open communication channels for any urgent matters or inquiries.
 - Respond to client queries within a reasonable timeframe.

Terms and Conditions:

- a. Payment Terms:
 - The one-time migration fee of \$750 is due upon project initiation.

- Monthly hosting fees of \$299 will be invoiced at the beginning of each month.

b. Contract Duration:

- The hosting and security services contract is ongoing until terminated by either party with a **30-day notice**.

c. Termination:

- Either party may terminate the hosting services with a 30-day written notice.
- In the event of termination, the client is responsible for the safe transfer of their website to an alternative hosting provider.

Conclusion:

This scope of work outlines the tasks and services associated with the migration to BlueTone Media WordPress Server, as well as ongoing hosting and security support. The client acknowledges and agrees to the terms outlined herein by proceeding with the project.

[Client Name/Signature]

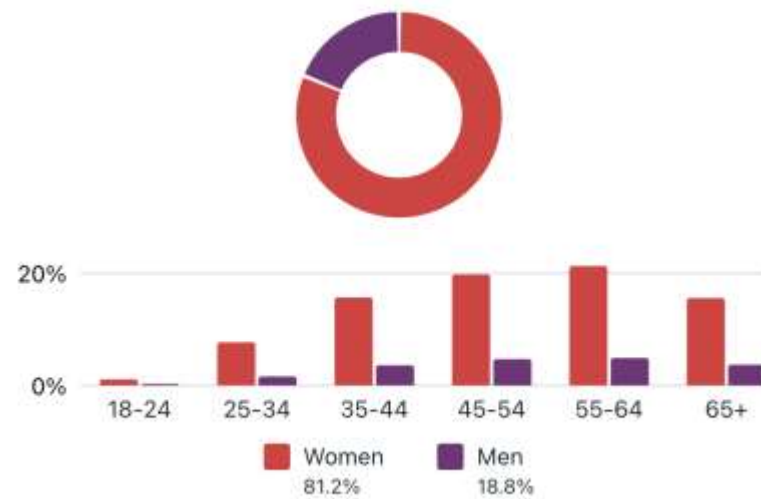
[Date]

Social Media Stats

@VisitSwansboro NC – Likes & Followers on Facebook & Instagram

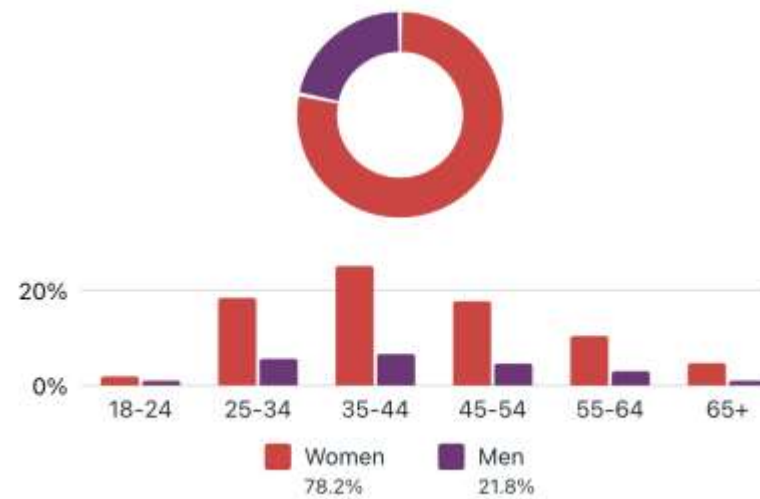
Facebook followers
7,588

Age & gender



Instagram followers
2,007

Age & gender



Top Performing Organic Post – New Year's Day & Swansboro Waterfront – Clyde Phillips (UGC)

Highest reach on a post



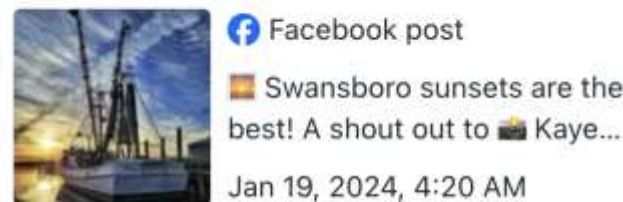
This post's reach (38,097) is **1,693%** higher than your median post reach (2,125) on Facebook.

Highest reactions on a post



This post received **2,457%** more reactions (1,432 reactions) than your median post (56 reactions) on Facebook.

Highest comments on a post

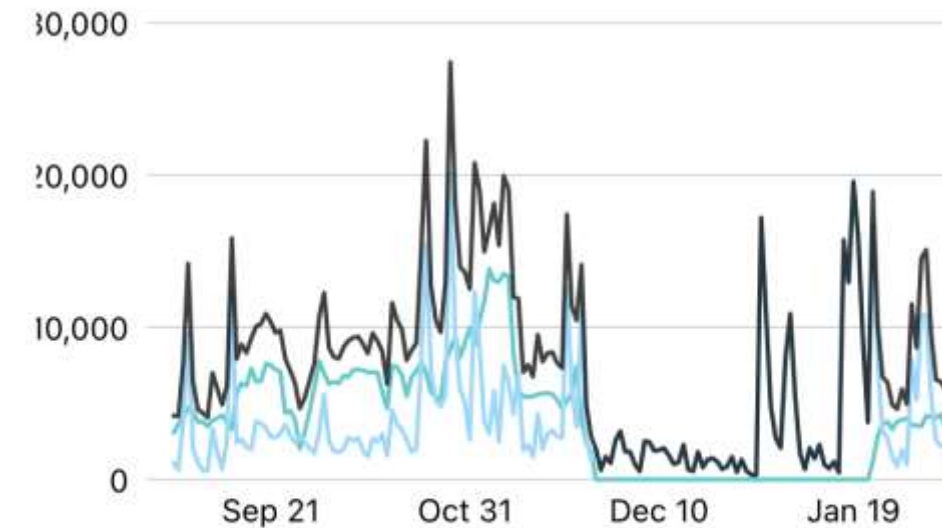


This post received **2,900%** more comments (90 comments) than your median post (3 comments) on Facebook.

Facebook & Instagram Pages Reach

Performance

Daily Cumulative



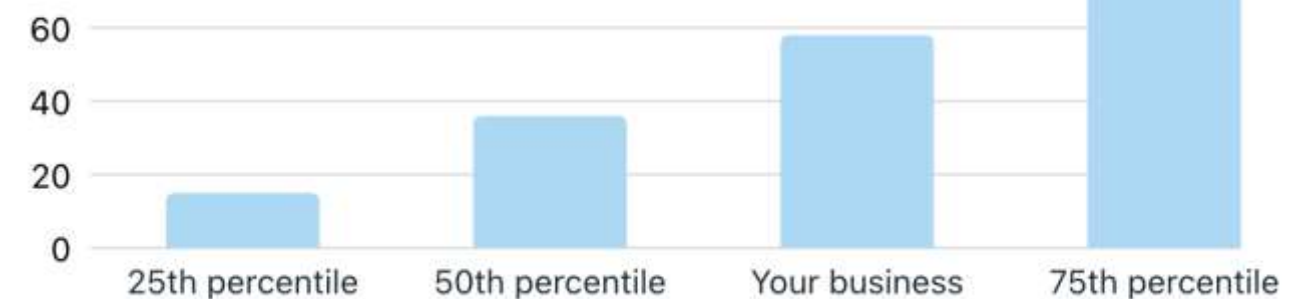
Published content

58

Business Benchmarks – Published Content

Similar to others

How often your business published versus others in this category





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

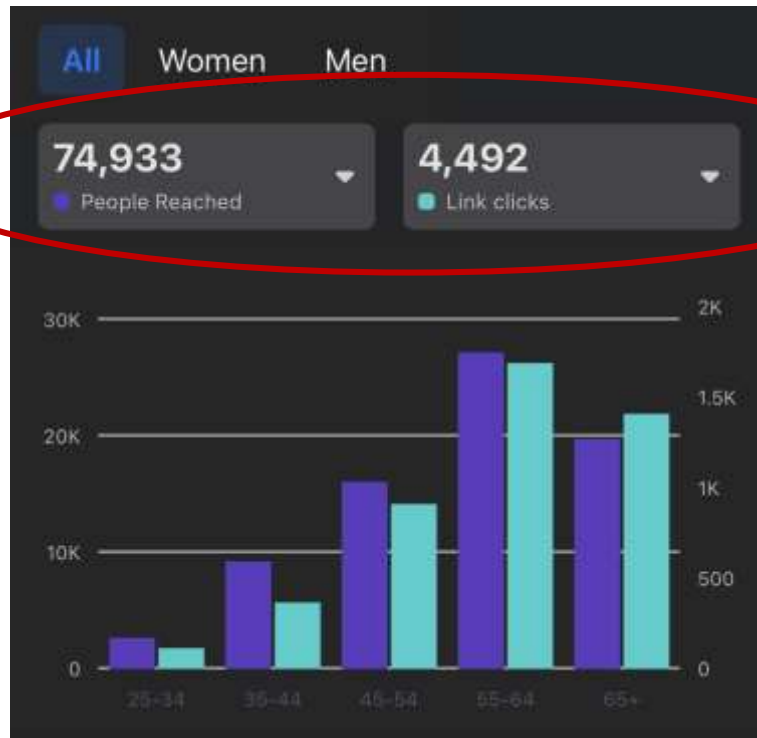
Bring Your Love to Swansboro Giveaway Contest

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



Visit Swansboro NC Sponsored · 🌐

You'll be feelin' fine this Fall on North Carolina's southern coast! Plan your getaway for the 69th Annual Mullet Festival ...See more

visitswansboro.org
Swansboro Mullet Festival of NC | October 14th &... [Book now](#)



Campaign name
2023 Mullet Festival_Video Ad_1 Campaign

Budget and Schedule
 Aug 28, 2023 - Oct 14, 2023
 \$574.00 USD
 Ad delivery optimized for Link Clicks
 You will get charged per Impression

Audience
 Morehead City, Jacksonville, Raleigh, Greensboro, Charlotte, Fayetteville, Norfolk, Alexandria, Richmond
 Men and Women, ages 28+
 Include people who match: Outdoors (outdoors activities), Vacation rental (lodging), Airbnb (lodging), Beaches (places), Frequent Travelers, Household income: top 25%-50% of ZIP codes (US)
 Detailed Targeting expanded

Results

Link clicks	3,180
Cost per Link Click	\$0.13
Amount spent	\$406.75
	\$574.00 lifetime budget
Reach	59,924
Impressions	125,173
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.13
Frequency	2.09
Unique link clicks	2,621

Locations

Maximum

Countries Regions

US

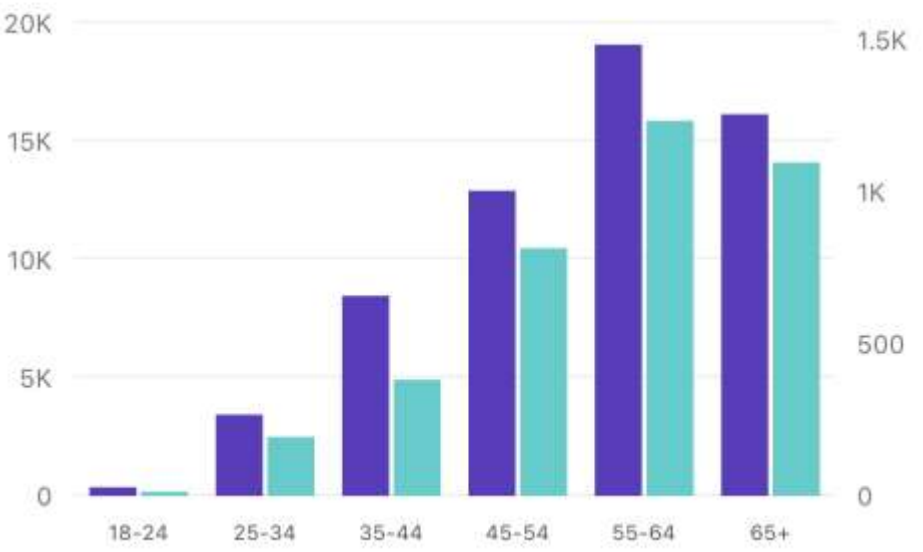
Link clicks	4,492
Cost per Link Click	\$0.13
Reached	74,933
CTR	2.57%

👍 Like 💬 Comment ➦ Share

Visit Swa... 58 comments 241 shares

Swansboro By Candlelight // Oct/Nov 2023

All Women Men
60,414 **3,736**
 People Reached Link clicks



Results

Link clicks	3,736
Cost per Link Click	\$0.14
Amount spent	\$507.40
\$519.00 lifetime budget	
<div style="width: 100%; height: 10px; background-color: #0070C0; border: 1px solid #0070C0;"></div>	
Reach	60,414
Impressions	126,770
<div style="width: 90%; height: 10px; background-color: #0070C0; border: 1px solid #0070C0;"></div> \$11.60 remaining	

[Show more](#)

Cost per result is 41% lower than similar ad sets from peers

This ad set	Peers' similar ad sets
\$0.14	\$0.23

Visit Swansboro NC
 Sponsored ·
 Shop, stroll and discover the magic of the holiday season in historic Swansboro, North Carolina!

visitswansboro.org
Swansboro by Candlelight | Novembe... [Learn more](#)

You and ... 67 comments 324 shares



US

Link clicks	3,736
Cost per Link Click	\$0.14
Reached	60,414
CTR	2.95%

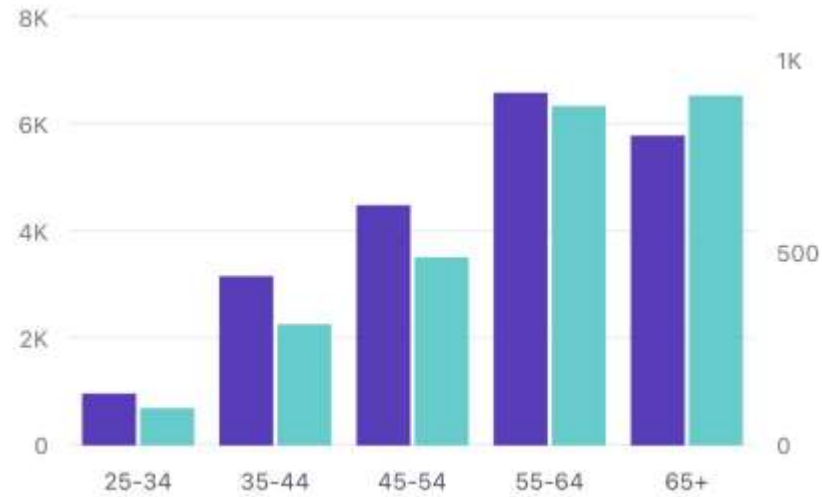
Setup

Campaign name
 2023 Swansboro by Candlelight Campaign

Budget and Schedule
 Oct 16, 2023 - Nov 12, 2023
 \$519.00 USD
 Ad delivery optimized for Link Clicks
 You will get charged per Impression

All Women Men

21,029 People Reached **2,692** Link clicks



Results

Link clicks	2,692
Cost per Link Click	\$0.0737
Amount spent	\$198.44
<p>\$300.00 lifetime budget</p> <p>\$101.56 remaining</p>	
Reach	21,029
Impressions	40,894

Cost per result is 68% lower than similar ad sets from peers

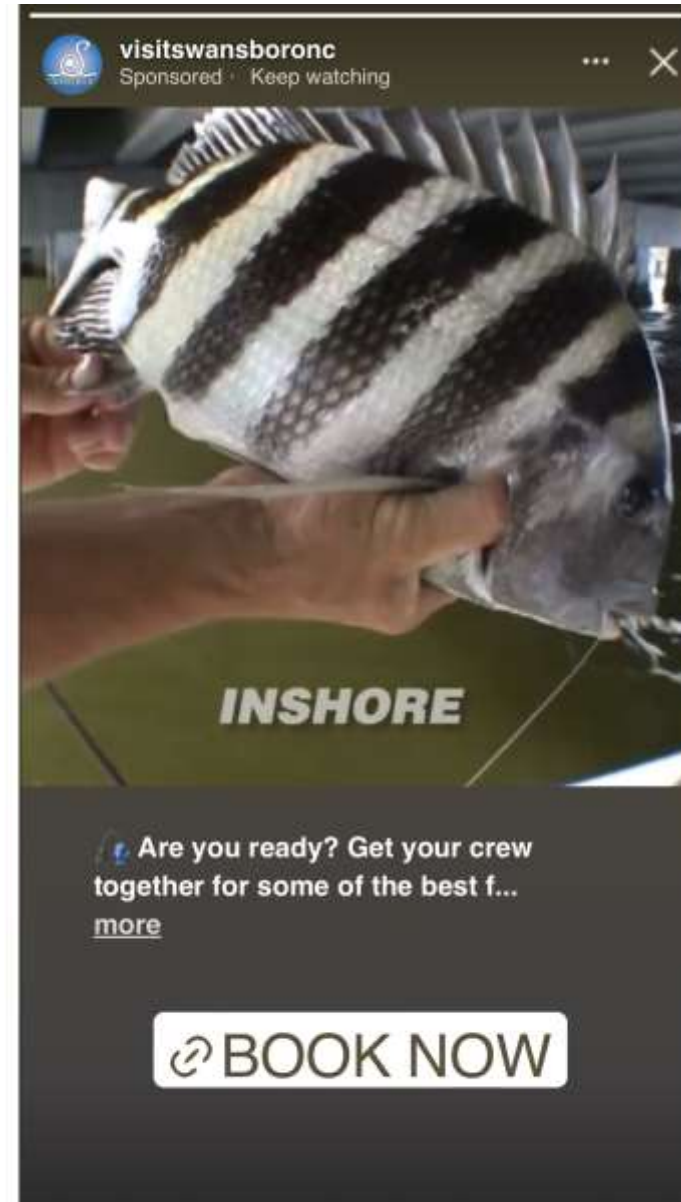
This ad set	Peers' similar ad sets
\$0.074	\$0.23

Visit Swansboro NC Sponsored

Are you ready? Get your crew together for some of the best fall fishing at North Carolina's southern coast!



visitswansboro.org
Fall Fishing in Swansboro, North Carolina [Book now](#)



Setup

Campaign name
 2023 Swansboro by Candlelight Campaign

Budget and Schedule
 Oct 16, 2023 - Nov 12, 2023
 \$519.00 USD
 Ad delivery optimized for Link Clicks
 You will get charged per Impression

Maximum

Countries Regions

US

Link clicks	2,692
Cost per Link Click	\$0.07
Reached	21,029
CTR	6.58%

Swansboro Christmas Flotilla // Nov 2023



Visit Swansboro NC
Sponsored · 🌐

🌟 Discover the charm and the 🌟 dazzling lights 🌟 at the 🌲 most wonderful time of the year in Swansboro, North Carolina!



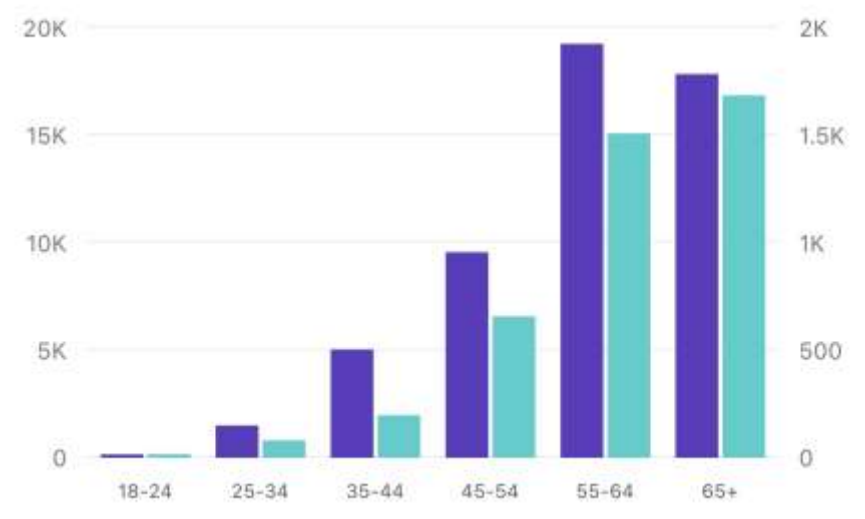
visitswansboro.org
Swansboro Christmas Flotilla | Friday, Nov. 2... [Learn more](#)

👍❤️😬 1.6K 83 comments 520 shares

👍 Like 💬 Comment ➦ Share

All Women Men

53,386 **4,149**
People Reached Link clicks



Results

Link clicks	4,149
Cost per Link Click	\$0.0964
Amount spent	\$400.00 \$400.00 lifetime budget
Reach	53,386
Impressions	115,920
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.0964
Frequency	2.17
Unique link clicks	3,314

^ Show less

INSTAGRAM STORIES



Campaign name
2023 Swansboro Christmas Flotilla Campaign

Budget and Schedule
Nov 2, 2023 - Nov 24, 2023
\$400.00 USD
Ad delivery optimized for Link Clicks
You will get charged per Impression

Audience
Washington, District of Columbia, Jacksonville, Charlotte, Greensboro, Fayetteville, Raleigh, Norfolk, Virginia Beach, Alexandria, Richmond, Roanoke
Men and Women, ages 18+
Include people who match: North Carolina (place), Wilmington, North Carolina (place), Vacation rental (lodging), Airbnb (lodging), Shopping (retail), Christmas shopping (website), Travel (travel & tourism), Frequent Travelers, Household income: top 25%-50% of ZIP codes (US)

Locations
Maximum

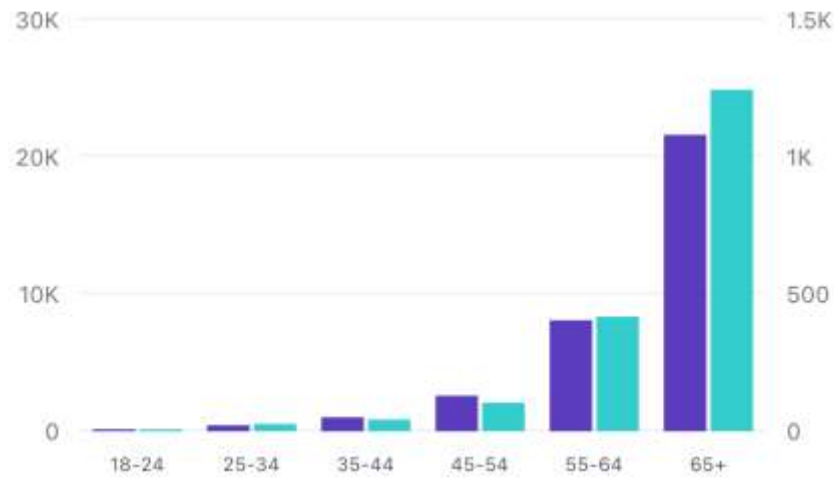
Countries Regions

US

Link clicks	4,149
Cost per Link Click	\$0.10
Reached	53,386
CTR	3.58%
unknown	
Link clicks	--
Reached	--

All Women Men

33,799 People Reached 1,841 Link clicks



Results

Link clicks	1,841
Cost per Link Click	\$0.27
Amount spent	\$500.00
\$500.00 lifetime budget	
Reach	33,799
Impressions	76,433
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.27
Frequency	2.26
Unique link clicks	1,548

Visit Swansboro NC Sponsored

Get your besties together for a Galentine's Day girls trip or sneak away for a romantic escape for two!

@ Historic Downtown Swansboro

visitswansboro.org

Bring Your Love & Discover the Charm of... Learn more

252 10 comments 29 shares



Locations

Maximum

Countries Regions

North Carolina

Link clicks	1,558
Cost per Link Click	\$0.26
Reached	27,354
CTR	2.44%

Virginia

Link clicks	229
Cost per Link Click	\$0.31
Reached	5,173
CTR	2.21%

South Carolina

Link clicks	54
Cost per Link Click	\$0.32
Reached	1,271
CTR	2.43%



Placed next to Visit Charlottesville, VA and Discover the Hammocks Coast (SC) – both full pages



Swansboro Area Chamber of Commerce Directory – 2024



Our State

CELEBRATING NORTH CAROLINA

DIGITAL ANALYTICS REPORT

Newsletter -Sunday Morning Read

Sponsor: Swansboro TDA
Date of Report: 2/5/24

1/21/24

Send Date	Recipients	Open Rate	Click Rate	Clicks-Per-Unique-Open-Rate	Total Clicks on Email	Clicks on Sponsor's Ad
1/21/24	47,681	68.9%	9.5%	13.7%	5,206	518



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, guided kayak tours, and beach adventures over to Bear Island make Swansboro perfect for your next **family vacation destination**.

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%





APPENDIX





STDA Marketing Budget Snapshot as of 2.12.2024

	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)	700.00	0	700.00
PRINT COLLATERAL	2024 Trifold Visitor Brochure Printing Estimate	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	Web Design City - Add Form to Site and Integrate Constant Contact Plus Miscellaneous Work to Site - Estimate	600.00	0	600.00
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



SWANSBORO TDA / FY 2023-2024 // APPROVED Marketing, Advertising, Tourism Support				
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	3202.28	1,997.72
as of 2.11.24	\$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		6,876.32

Unspent // Uncommitted to Date

STDA Marketing Contingency Budget Snapshot as of 2.12.2024



	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

My thought is that we use the remaining contingency towards to the website transfer, host maintenance costs, etc.

I need to set up an email address for VisitSwansboro.org – there are new rules and requirements in Constant Contact – for secure delivery - \$40/year to host an email? Need to confirm.

I need some additional work on the website with integrations of Constant Contact forms and setting up Facebook UTC Tracking Codes. We do have \$600 unspent already budgeted with Web Design City as well which I didn't spend bc he closed his doors.

Google Analytics GA4 was set up incorrectly – and I'll need to get that fixed as well.

We eventually need a new website all together which will be an investment. Current site and video assets are 11 – 12 years old.