

Application for Swansboro Tourism Promotion Fund Assistance

The Swansboro Tourism Development Authority (STDA) is interested in assisting new events that bring revenue and overnight stays to strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, we strongly recommend that each applicant's goal should be to becoming self-sustaining.

Section 1. Applicant Information & Summary

Full Legal Name of Applicant Organization: *

Town of Swansboro

Name of Event, Activity or Project to be Funded*

Swansboro Festivals: Arts by the Sea (2026), Independence Day(July 3, 25), Mullet Festival (Oct 11-13, 25), and Flotilla(Nov 29, 25)

Is Applicant a 501c3? *

- Yes
 No

Is Applicant Tax Exempt? *

- Yes
 No

Application Contact Person*

Anna Stanley

Title*

Parks and Recreation Director

601 West Corbett Ave

Mailing Address

City

Swansboro

State *

NC

Zip Code

28584

Primary Phone

910-326-2600

Alternate Phone

Email Address

astanley@ci.swansboro.nc.us

Date or Dates of Activity or Project *

July 1, 2025 — June 30, 2026

Amount Requested *

\$6500

Notes

Organization refers to the applicant or operating entity and the terms may be interchangeably used.

Activity is used to reflect a program, project, activity, festival, or event for which funding is being sought. The applicant may use any word that adequately describes their activity.

Dates: Because this application covers a time longer than one year, if your event occurs during July-August, please note whether it is schedule to occur twice and if so, please list the dates for both if available.

An attachment may be provided in lieu of using the space provided in the application. The **attachment must reference the specific section** being referenced, be in order behind the signature page and the section being answered in the attachment should be marked to indicate an attachment has been provided.

Only this application and approved attachments should be included in the submission.

Section 2. Organization Information

What is the purpose of the Organization?

See attached sheets

Please limit to 3 lines of text

Number of years organization has been in business

72

Number of years organization has operated as IRS tax exempt

Does the Organization have a Board of Directors?

Town (BOC) Parks and Rec (Advisory Board)

Describe the leadership of the Organization and how it relates to the activity. If a nonprofit such as a 501(c)3, describe the makeup of the Board of Directors and how the activity is administered. If another type of organization, describe the leadership of the activity and what if any, oversight others may have over that leadership.*

The Town of Swansboro and the Parks and Recreation Dept oversees the festivals. Festival committees consist of Management (Parks & Rec, Administration, Fire, Police, and Public Works), Vendor, and Entertainment Chairman). The festival relies heavily on volunteers to execute festival day activities. The management team meets frequently before and after each festival.

Please limit to 4 lines

Section 3. Disclosure of Potential Conflict of Interest

Are any of the Board Members, employees, or staff of the organization that will be carrying out this activity, or members of their immediate families or their business associates:

Employees of the Town of Swansboro or related to an employee of the Town of Swansboro *

- Yes
 No

Members or related to members of Swansboro Tourism Development Authority?

- Yes
 No

Potential beneficiaries of the activity for which funds are requested?

- Yes
 No

Paid providers of goods or services to the activity or having other financial interest in the activity?

- Yes
 No

Section 4. Organization Administrators

Chief Executive Officer

John Barlow, Town Manager

Phone

910-326-4428

Email

tnmgr@ci.swansboro.nc.us

Note if any

Chief Financial Officer

Town of Swansboro, Sonia Johnson

Phone

910-3226-4428

Email

sjohnson@ci.swansboro.nc.us

Note if any

Other Administrator

Anna Stanley, Parks and Recreation Director

Title

Festival Director

Phone

910-326-2600

Email

astanley@ci.swansboro.nc.us

Note if any

Section 5. Activity Administrators, if different

Primary Responsible Person

Phone

Alternate Phone

Email

Note if any

Chief Financial Contact for matters related to this activity

Phone

Email

Note if any

Any Other Administrator responsible for this activity

Title

Phone

Email

Note if any

Section 6. Nature of the Activity

What is the purpose of the activity?

Is this a fundraiser for the organization? *

Yes

No

This does not disqualify the activity for funding

Is admission or a fee charged? *

Yes

No

What is the target audience for the event?

Section 7. Organizational Capacity

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather dependent. Please attach and label as "Activity Information" and this section number.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

See additional sheets

Section 11. Summary of sources and amounts of funding for the activity for the past five years

If your activity does not have a past history, then only include the budget numbers for current FY. See additional sheets

What constitutes your fiscal year?

–

State 5 years previous

Actual

State 4 years previous

Actual

State 3 years previous

Actual

State 2 years previous

Actual

State 1-year previous

Estimated

State Current

Budget

County 5 years previous

Actual

County 4 years previous

Actual

County 3 years previous

Actual

County 2 years previous

Actual

County 1-year previous

Estimated

County Current

Budget

Authority 5 years previous

Actual

Authority 4 years previous

Actual

Authority 3 years previous

Actual

Authority 2 years previous

Actual

Authority 1-year previous

Estimated

Authority Current

Budget

Other 5 years previous

Actual

Other 4 years previous

Actual

Other 3 years previous

Actual

Other 2 years previous

Actual

Other 1 year previous

Estimated

Other Current

Budget

Activity 5 years previous

Actual

Activity 4 years previous

Actual

Activity 3 years previous

Actual

Activity 2 years previous

Actual

Activity 1-year previous

Estimated

Activity Current

Budget

Total 5 years previous

Actual

Total 4 years previous

Actual

Total 3 years previous

Actual

Total 2 years previous

Actual

Total 1-year previous
Estimated

Total Current
Budget

Narrative

See attached sheets

Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

See attached sheets

Section 12. Summary of expenditures for the activity for the past five years. See additional sheets
If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditures can be used for each of the categories.

What constitutes your fiscal year?

Estimated Budget

5 years previous Salaries & Benefits
Actual

4 years previous Salaries & Benefits
Actual

3 years previous Salaries & Benefits
Actual

2 years previous Salaries & Benefits
Actual

1-year previous Salaries & Benefits
Estimated

Current Salaries & Benefits
Budget

5 years previous Promotion, Media, or Advertisements
Actual

4 years previous Promotion, Media, or Advertisements
Actual

3 years previous Promotion, Media, or Advertisements
Actual

2 years previous Promotion, Media, or Advertisements
Actual

1-year previous Promotion, Media or Advertisements
Estimated

Current Promotion, Media, or Advertisements
Budget

5 years previous Awards, Music, Performers, Art
Actual

4 years previous Awards, Music, Performers, Art
Actual

3 years previous Awards, Music, Performers, Art
Actual

2 years previous Awards, Music, Performers, Art
Actual

1-year previous Awards, Music, Performers, Art
Estimated

Current Awards, Music, Performers, Art
Budget

5 years previous Payments for lodging
Actual

4 years previous Payments for lodging
Actual

3 years previous Payments for lodging
Actual

2 years previous Payments for lodging
Actual

1 year previous Payments for lodging
Estimated

Current Payments for lodging
Budget

5 years previous Any Other Expenses
Actual

4 years previous Any Other Expenses
Actual

3 years previous Any Other Expenses
Actual

2 years previous Any Other Expenses
Actual

1 year previous Any Other Expenses

Estimated

Current Any Other Expenses

Budget

5 years previous Total

Actual

4 years previous Total

Actual

3 years previous Total

Actual

2 years previous Total

Actual

1-year previous Total

Estimated

Current Total

Budget

Narrative: Describe any other funding provided and give information that would help the Authority have a more complete understanding of this information.

Section 13. Activity Budget Detail

Provide a Detailed budget for the activity. Provide income, expenditures, and anticipated revenue (including how you would spend Authority Funds). For administrative grant provide total operating budget for the organization. An attachment such as a printout from a spreadsheet or the spreadsheet file is preferable.

See additional sheets

Please attach and label as "Detailed Budget" and this section number.

Section 14. Tourism Related Impacts

Please answer as completely as possible, but if you do not know, or it is undetermined, please state so. Unless otherwise stated, questions refer to the FY16 Activity as proposed.

Is the Activity an annual event or do you hope that it will be?

Annual (it has occurred twice)

Hoped to be Annual

One Time Activity

If checked, do you plan to become self-sustaining

Yes No

If this event has occurred in the last two years, list the actual numbers next to estimated numbers for the activity under the previous two fiscal years*.

*If funded by the TDA, this number should match your after-action report, or the report should be amended. See additional sheets

2 years previous Estimated Total Participants

Actual

1-year previous Estimated Total Participants

Actual

Current Estimated Total Participants

Estimated

2 years previous Estimated Participants who travel more than 100 miles

Actual

1-year previous Estimated Participants who travel more than 100 miles

Actual

Current Estimated Participants who travel more than 100 miles

Estimated

2 years previous Estimated Overnight Stays for this Activity

Actual

1-year previous Estimated Overnight Stays for this Activity

Actual

Current Estimated Overnight Stays for this Activity

Estimated

2 years previous Organizational Paid Employees assigned to this Activity

Actual

1-year previous Organizational Paid Employees assigned to this Activity

Actual

Current Organizational Paid Employees assigned to this Activity

Estimated

2 years previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

1-year previous Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Actual

Current Paid persons as a result of this Activity (Not ordinarily on payroll, hired only for this Activity)

Estimated

2 years previous Estimated volunteers to be involved in this Activity

Actual

1-year previous Estimated volunteers to be involved in this Activity

Actual

Current Estimated volunteers to be involved in this Activity

Estimated

2 years previous Estimated Value of Overnight Stays from Previous Activity*

*If funded by the TDA, this number should match your after-action report, or the report should be amended.

Section 15. Tourism Development Plan

A. Describe how the Activity will encourage persons to stay overnight in Swansboro lodging facilities.

See additional sheets

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

See additional sheets

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

See additional sheets

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

See additional sheets

Section 16. Volunteers

Does this Activity intend to use volunteers?

Yes

No

Section 17. Other Award Criteria Items

A. Does the Activity follow any of the goals adopted by Swansboro? This is not required but does add to the adopted criteria for consideration by the Authority. The goals are available by email or on the web.

B. Will the Activity be operated or performed in a manner that is consistent with standards for such activities?

C. Is there professional management or a demonstration of competence among the operators?

The current Parks and Recreation Director has over 20 years' experience in festival administration and planning. Another staff member who assists the director in organizing the festival served on the Swansboro Festival Committee for 20 years. She has been an integral part of the transition and aiding the department.

D. How does the involvement of the Authority or staff benefit this Activity?

The TDA receives the occupancy tax and revenue is generated through daily visitors.

Section 18. Certifications and Notices

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization? No payments will be made to the organization *

- Yes
- No

Does the Organization agree to adhere to other provisions and conditions described in the Instructions for this application? *

- Yes
- No

I certify that I am authorized to sign for the organization and that the information provided, including attachments, is true and correct to the best of my knowledge. I further certify that the organization I am signing for has reviewed and will accept the terms of the provided instructions if funding is approved.

Authorized Signer for Organization

Anna Stanley

I accept the conditions *

- Yes

* Indicates a required field

NOTES TO APPLICANT

- Applications may be submitted to:
Sonia Johnson, Finance Director
Town of Swansboro
601 W. Corbett Ave.
Swansboro, NC 28584
- A representative of the applicant will be required to attend the Authority meeting at which the application is to be considered.
- For consideration, an applicant must submit an application at least 30 days prior to the next scheduled quarterly TDA meeting and grant awards will be awarded up to \$2,000 unless by special exception by the TDA. Applications received after 30 days prior to the next scheduled meeting will be considered the following quarter.
- Funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred.
- The applicant hereby acknowledges receipt of the STDA Outside Organization Funding Policy and agrees to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use.

*****The Town of Swansboro is requesting \$6500 for the 2025-26 fiscal year to purchase the City Data.AI software program and advertising for the Arts by the Sea Festival.**

The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.

What is City Data? AI: CityData tackles challenges in accurately counting visitors, understanding movement patterns, and verifying visit data for city and park management.

- Visitor counts, dwell time, demographics, movement patterns via anonymized mobile GPS data
- CityData delivers detailed heat maps, trend analysis, and validation metrics for parks and regions, covering visitation over multiple years and seasonal variations.

Section 2. Organization Information

What is the purpose of the Organization?

The Swansboro Festivals are a cherished tradition that celebrates the rich culture, history, and coastal charm of Swansboro while drawing visitors from across the region. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County.

Section 6. Nature of the Activity

What is the purpose of the activity?

The Swansboro Festivals feature a diverse lineup of entertainment, arts and crafts, local food vendors, and interactive activities designed to attract tourists and engage the community. To ensure a well-organized, safe, and accessible event, we require funding for the four community festivals:

- **Economic Impact:** These four community festivals contribute to the local economy by supporting small businesses, vendors, and local artisans. They attract visitors from surrounding areas, boosting revenue for restaurants, shops, and other local enterprises. These visits generate spending at local restaurants and shops. Overnight stays increase sales tax and occupancy tax revenue that can be reinvested back into the community.
- **Promoting Community Engagement:** The festivals create opportunities for residents to connect, fostering a sense of belonging and unity. These events bring together diverse groups, celebrating local culture, talent, and heritage.
- **Cultural Preservation:** The festivals celebrate and preserve the rich history and traditions of Swansboro, ensuring they are passed down to future generations while educating visitors.
- **Inclusive and Family-Friendly Atmosphere:** The festivals offer activities suitable for all ages and abilities, ensuring everyone can participate and enjoy a welcoming environment.
- **Tourism Development:** These festivals serve as a gateway to introducing visitors to Swansboro, increasing the likelihood of them exploring other attractions, dining, and lodging during future visits. These festivals position the community as a destination, attracting media coverage and partnerships.

Through these unique and engaging experiences, we aim to foster a deeper appreciation for Swansboro while encouraging visitors to return throughout the year, contributing to the town's cultural and economic vitality.

Section 7. Organizational Capacity

Briefly describe the competency of the organization and staff to perform this activity and to provide responsible management. Has this organization or staff members been in direct leadership of this event or similar events before? If this activity has occurred in the last two years, please briefly summarize any organizational leadership changes as well as lessons learned/challenges from the event in those years and what the organization and/or staff intends to do differently to improve the activity in previous years.

The Swansboro Parks and Recreation Department has overseen the management of the festivals since 2019. The current Parks and Recreation Director has 24 years' experience in festival administration. The Assistant Director and a staff member serving on the previous Swansboro Festival Committee for over 20 years are heavily involved in the planning and implementation of the festivals. Over the past six years the current Director has created a detailed and true cost of the festivals as well as the value of in-kind contributions, created a new sponsorship program, grown partnerships, recruited new sponsors, and secured new media partners.

Section 8. Activity Information

Simply and clearly explain and describe the activity in sufficient detail so that the Authority knows what is to occur. Attach additional sheets, if necessary, but a concise narrative is highly desired. Report any contingency plans if the activity is weather is dependent. Please attach and label as "Activity Information" and this section number.

The Town of Swansboro Parks and Recreation Department hosts four major festivals annually. All the festivals take place in Downtown Swansboro within the closed street perimeter of Front Street, Church St., and Highway 24. All the events are free and open to the public, which allows for a true showcase of the Swansboro waterfront and the eastern end of Onslow County. Each year festivals continue to grow, frequently setting record attendance.

Arts by the Sea is a one-day event held on the second Saturday of June. Arts by the Sea highlights artists and crafters as they line the historic streets with beautiful fine art and handmade wares. This is a juried art show and highlights local performing artists including dancers, musicians, and vocal artists. Approximately 7,000 patrons visit Arts by the Sea every year.

Independence Day Celebration attracts over 10,000 patrons that enjoy an evening of fireworks, musical entertainment, and food to celebrate Independence Day. The much-anticipated fireworks can be widely viewed along Swansboro's waterfront, along the bridges and along Highway 24 to Cedar Point.

The Mullet Festival will celebrate its 72nd anniversary in 2026. It is the oldest festival on the Crystal Coast and is held on the second weekend of October. The Swansboro Mullet Festival is a two-day event that offers locals and visitors a glimpse into history combined with a modern celebration of all things' mullet. The Mullet Festival attracts over 18,000 visitors to Swansboro and Onslow County from Eastern North Carolina and beyond.

The Swansboro Christmas Flotilla is a time-honored tradition and fun for the whole family! It is held annually the day after Thanksgiving. Approximately 9,000 visitors gather along Swansboro's waterfront to watch the spectacular parade of boats floating along the White Oak River.

Section 9. Activity Timeline Detail

Provide a Detailed timeline for the activity. Provide information on any organizational meetings, planning meetings or key milestones. Give specific information about when sponsor solicitation would occur, when promotion would begin, when funding might be needed from the Authority if approved and any contingency plans if the activity is weather dependent. If this event has occurred last year and was funded by the STDA please attached the actual detailed timeline from that activity The Authority is interested in evaluating when expenditures would need to be made, the time needed for lead-up expenditures to the event, and whether marketing is a blast type activity or something more institutional.

Planning for the four festivals takes place all year long each year. Logistic and committee meetings are held for each festival several times prior to the event. After action meetings are held after each event to discuss any issues that may have occurred and how we can improve for the next year. Events are rain or shine and in the case of severe weather, a rain date is selected if possible.

Section 10. Promotional & Marketing Activity

If the Activity has occurred in the past, describe the promotional or marketing activity that has been used. If the Activity has not yet occurred, describe the promotional activity that the organization seeks to have for the Activity.

Swansboro Parks and Recreation utilize every media source as well as personal contacts to advertise the four festivals. Efforts include two websites (Parks and Recreation Department, and Swansboro Festivals), banners, posters, tourism websites (Onslow County and Visti Swansboro NC), community event calendars, and social media outlets.

In 2025, we significantly expanded our marketing reach to maximize exposure for our sponsors. Through strategic media placements, our total retail advertising value equaled approximately \$45,000. These efforts strengthened visibility for our events and provided meaningful brand exposure across Eastern North Carolina and beyond.

Advertising Reports-2025

Radio

- Exclusive radio partner, 5 stations, reaching 18+ demographics.
- All stations within the top 10 ranking by Nielson
- Guaranteed \$6000 in radio ads but receive much more; confirmed by run reports.
- In 2025, the value of radio ads was over \$25,000.

Newspaper Ads

- In-kind sponsorship with Tideland News (\$2,500)

Marketing Firms/Broadcasting

- Front Row Communications--Facebook ads directed to www.visistwansboro.org. (\$1700 paid, \$1226 in-kind)
- WITN-Broadcast and digital advertising (\$3750)
- In 2025, the department began working with an additional television station (WNCT-9) for broadcast and digital advertising. We have created a partnership with them, and they provided approximately \$7,300 in bonus ads, \$3750 were paid. Plans have been made for the year 2026 to continue that partnership.

Organizations

- Onslow County Tourism features each festival.
- Swansboro Tourism Development Authority-features each festival
- Festivals and Events-festivalsandevents.net
- Free festival event listings

Section 11.

Summary of sources and amounts of funding for the activity for the past five years. If your activity does not have a past history, then only include the budget numbers for current FY.

What constitutes your fiscal year? July 1- June 30

FUNDING							
Funding	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26	Notes
Federal	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Local-STDA	\$0.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	\$6,500.00	Requesting
County	\$6,500.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$20,000.00	Funded
Sponsors	\$6,400.00	\$13,000.00	\$19,750.00	\$24,850.00	\$26,600.00	\$46,250.00	
Total	\$12,900.00	\$29,500.00	\$36,250.00	\$41,350.00	\$43,100.00	\$72,750.00	
In-kind	\$28,820.00	\$33,659.00	\$33,640.00	\$25,955.00	\$29,050.00	\$39,500.00	

Narrative: Describe any other funding being sought for current year from other entities including whether an application is being made to Onslow County Tourism:

Funding received from Onslow County Tourism for at least the last 10 years.

The Town of Swansboro Parks and Recreation Department submitted a request for \$20,000 from the Non-profit Tourism Assistance Grant for the 2024-25 fiscal year. Onslow County awarded the Town of Swansboro \$20,000 for the 2025-26 fiscal year.

Section 12. Summary of expenditures for the activity for the past five years.

If your activity does not have a past history, then only include the budget numbers for current FY. These are broad categories and rounded estimates of expenditure can be used for each of the categories.

Fiscal Year: June 1-July 30

FESTIVALS & EVENTS						
EXPENSES		FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25	FY 2025-26
LINE ITEM	DESCRIPTION	ACTUAL	ACTUAL	ACTUAL	Actual	BUDGETED
11-455-501220	SALARIES-OVERTIME	\$ -	\$ 11,667.28	\$ 26,146.64	\$ 26,351.57	\$ 30,000.00
11-455-501230	SALARIES-PARTIME	\$ -	\$ 1,360.15	\$ 7,923.89	\$ 6,768.68	\$ 10,000.00
11-455-501231	LONGEVITY			\$ 200.00	\$ 200.00	\$ 225.00
11-455-501810	FICA	\$ -	\$ 104.05	\$ 621.48	\$ 533.15	\$ 3,077.00
11-455-502010	SUPPLIES-DEPARTMENT	\$ 460.00	\$ 814.59	\$ 1,906.65	\$ 1,443.04	\$ 1,450.00
11-455-502016	PARADE EXPENSES	\$ -	\$ 1,608.18	\$ 1,334.70	\$ 1,569.14	\$ 1,700.00
11-455-502017	MULLET FESTIVAL EXPENSES	\$ 909.00	\$ 35,070.61	\$ 31,019.45	\$ 34,048.92	\$ 34,604.00
11-455-502018	JULY 4TH EXPENSES	\$ 500.00	\$ 17,405.85	\$ 29,832.85	\$ 26,851.22	\$ 34,015.00
11-455-502019	FLOTILLA EXPENSES	\$ -	\$ 6,508.34	\$ 5,184.17	\$ 5,506.74	\$ 7,494.00
11-455-502022	ARTS BY THE SEA	\$ -	\$ 5,716.84	\$ 6,786.45	\$ 4,085.01	\$ 8,230.00
11-455-502029	PUBLIC PERFORMANCE LICENSE	\$ -	\$ 797.29	\$ 1,627.58	\$ 1,488.92	\$ 1,552.00
11-455-502500	SUPPLIES-GAS/OIL	\$ -	\$ 63.44	\$ 113.67	\$ 273.23	\$ 450.00
11-455-503250	POSTAGE				\$ 65.49	\$ -
11-455-503100	TRAVEL/CONFERENCE	\$ -	\$ -	\$ 373.89		\$ 1,270.00
11-455-503310	UTILITIES	\$ 834.00	\$ 863.88	\$ 968.58	\$ 135.30	\$ 300.00
11-455-503540	R/M-MAINTENANCE GROUNDS	\$ -	\$ 52.77	\$ -		\$ 100.00
11-455-503551	SIGNS					\$ 4,002.00
11-455-503910	ADS & NOTICES	\$ 780.00	\$ 4,415.81	\$ 6,519.23	\$ 6,284.41	\$ 15,280.00
11-455-504910	DUES/SUBSCRIPTIONS	\$ 1,814.00	\$ 732.85	\$ 447.25	\$ 559.25	\$ 490.00
11-455-505001	NON-CAPITOL			\$ 408.38	\$ 448.18	\$ 450.00
DEPARTMENT TOTAL		\$ 5,297.00	\$ 87,181.93	\$ 121,414.86	\$ 116,612.25	\$ 154,689.00

Section 13. Activity Budget Detail

Details below show expenses year to date, but do not include any funds that are encumbered or expenses for the last festival Arts by the Sea.

FESTIVALS & EVENTS		
EXPENSES-YEAR TO DATE		
DOES NOT INCLUDE FUNDS ENCUMBERED OR ARTS BY THE SEA		
LINE ITEM	DESCRIPTION	2025-26 YTD
11-455-501220	SALARIES-OVERTIME	\$ 12,386.14
11-455-501230	SALARIES-PARTIME	\$ 4,092.63
11-455-501231	LONGEVITY	\$ 200.00
11-455-501810	FICA	\$ 328.39
11-455-502010	SUPPLIES-DEPARTMENT	\$ 212.18
11-455-502016	PARADE EXPENSES	\$ 1,039.14
11-455-502017	MULLET FESTIVAL EXPENSES	\$ 6,240.84
11-455-502018	JULY 4TH EXPENSES	\$ 32,399.96
11-455-502019	FLOTILLA EXPENSES	\$ 6,803.28
11-455-502022	ARTS BY THE SEA	\$ -
11-455-502029	PUBLIC PERFORMANCE LICENSE	\$ 1,539.79
11-455-502500	SUPPLIES-GAS/OIL	\$ 78.73
11-455-503250	POSTAGE	
11-455-503100	TRAVEL/CONFERENCE	\$ 829.95
11-455-503310	UTILITIES	\$ -
11-455-503540	R/M-MAINTENANCE GROUNDS	
11-455-503551	SIGNS	\$ 4,001.40
11-455-503910	ADS & NOTICES	\$ 6,418.31
11-455-504910	DUES/SUBSCRIPTIONS	\$ 439.50
11-455-505001	NON-CAPITOL	\$ 180.00
DEPARTMENT TOTAL		\$ 77,190.24

Section 14. Tourism Related Impacts

SWANSBORO FESTIVALS					
	2022-23	2023-24	2024-25	2025-26	Notes
Attendance	43,000	45,000	45,000	22,000	Mullet Festival was cancelled due to severe weather. Rain date was the next Saturday, 1 day only at Municipal Park, about 2000 in attendance instead of the 18,000
Overnight Stays w/code	28	32	7		not all festivals tracked by hotel
Overnight Stays	325	396	408	219	Info gathered from hotel
TOS Employess	845	907	1219	510	man hours
Volunteers	75	64	30	30	
Economic Impact-Day	\$249,937.00	\$261,562.00	\$261,562.00	\$127,875.00	Information taken form Onslow Co. Grant App
Economic Impact-Overnight	\$62,725.00	\$76,428.00	\$78,744.00	\$42,267.00	
Economic Impact-total	\$312,662.00	\$337,990.00	\$340,306.00	\$170,142.00	

Section 15: Tourism Development Plan

A. Describe how the Activity will encourage people to stay overnight in Swansboro lodging facilities.

The Mullet Festival has taken place for the last 71 years. People travel to Swansboro just to attend this annual event. The Mullet Festival is a two-day event encouraging people to stay overnight. The other three festivals have taken place for 20-30 years. Vendors are encouraged to stay overnight, many of them come from several hours away. Hotel rates and links are posted on the Swansboro Festival website for vendors and festival participants. Emails are also sent to all vendors throughout the year with hotel information and links to book their stay.

The Department also works with an ad agency that creates ads targeting visitors to stay overnight, hotel links are provided in those ads.

B. Describe the other tourism related impacts of your activity to the Town of Swansboro.

The Mullet Festival is the longest running festival on the East Coast. Visitors travel from outside of Swansboro each year to attend the annual event. The department receives messages and calls from out-of-towners every year confirming the date for the festival so they can plan to stay overnight. The other three festivals have a large economic impact on daily visitors.

The Swansboro Festivals are a key driver of tourism, attracting thousands of visitors annually, boosting local businesses, and generating economic activity. By improving event infrastructure and staff preparedness, we can enhance visitor experience, increase attendance, and encourage extended stays in Onslow County. This investment will contribute to local hotel occupancy, dining, shopping, and overall tourism revenue.

Festivals impact tourism by:

1. Increased Visitor Foot Traffic: By attracting attendees from neighboring towns and beyond, the activity generates increased foot traffic to local businesses such as shops, restaurants, and lodging

establishments. This supports the local economy and enhances visibility for Swansboro as a regional destination.

2. **Promotion of Swansboro as a Tourism Hub:** The event highlights the town's charm, scenic waterfront, and welcoming community. Attendees often share their experiences through social media and word of mouth, which helps attract future visitors to Swansboro.
3. **Extension of Tourist Seasons:** By scheduling the activity during shoulder seasons or off-peak times, the event encourages tourism outside of the traditionally busy months. This helps stabilize the local economy throughout the year.
4. **Cultural and Recreational Engagement:** The activity highlights Swansboro's unique heritage and natural assets, fostering appreciation for the area's history, culture, and recreational opportunities. This positions the town as a vibrant destination for cultural and outdoor tourism.
5. **Collaboration with Local Partners:** The event creates opportunities for partnerships with local businesses, artists, and organizations, enhancing community involvement and promoting Swansboro as a unified and vibrant destination.

C. Have any partnerships been made or are planned with Swansboro lodging facilities?

Beginning in 2022, the department began working with the Hampton Inn to provide a specific link to provide vendors, entertainers, and patrons. These links are sent to vendors several times before the festivals and links are also posted on the Swansboro Festivals website for both vendors and patrons. The hotel provided the number of rooms that used the link if the information was available.

D. If you used a formula for any tourism related actual totals or estimates, describe the methodology used to derive the estimate.

Yes, numbers are calculated from the formulas provided in the Onslow County Tourism Assistance Grant.

******The Town of Swansboro is requesting \$6500 for the 2025-26 fiscal year to purchase the City Data.AI software program and advertising for the Arts by the Sea Festival.***

The Town of Swansboro also requests a motion that the Swansboro Tourism Development Authority allocate \$6500 each year or match the funds that Onslow County Tourism provides each year.