



# Tourism Development Authority Meeting Agenda Item Submittal

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Item To Be Considered: **Town of Swansboro-Swansboro Festivals**

Board Meeting Date: **April 9, 2026**

Prepared By: **Anna Stanley, Parks & Recreation Director**

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**Overview:** The Town of Swansboro is requesting \$6,500 for the 2025-2026 fiscal year to purchase the City Data AI software program and advertising for the Arts by the Sea Festival.

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.

**Background Attachment(s):** Town of Swansboro-Application & supporting documents for Swansboro Festivals

**Recommended Action:**

1. Motion to approve funding request for Town of Swansboro for Swansboro Festivals
2. Motion to approve to allocate \$6,500 each year or match the funds that Onslow County Tourism provides each year.

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**Action:** \_\_\_\_\_

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