



**Quarterly Status Update Report of 3.17.23  
For the April 13, 2023 STDA Board Meeting  
Submitted by: Anne Marie Bass**





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## **STATUS UPDATES & COMMENTS**





## Status Updates & Comments

### **2023/2024 SWANSBORO DESTINATION MARKETING & ADVERTISING PLAN – To follow in the next few days**

- Per Randy's suggestion, I will include a questionnaire that is tied to specific input and feedback from the Board.

### **DOWNTOWN MERCHANT & RESTAURANT GUIDE – Spring 2023 Refresh & Reprint**

- Currently working on gathering all of the ADDS, EDITS, DELETES from various merchants
- Printing should be completed, shipped and delivered by early April.
- As was done previously. Shipment will be sent to Swansboro Town Hall.
- Storage will be at the Visitors Center.
- As was done in the Fall, I appreciate help distributing the new guide to the local merchants and restaurateurs.

### **SWANSBORO VISITOR BROCHURE – Currently planned for Spring 2023**

- A Swansboro Visitor Brochure is planned to be produced.
- Given all of the dynamics – and to ensure a common understanding for all involved, of the overall strategy and ongoing investment, Anne Marie is sharing more details so that the STDA Board could have an opportunity to discuss and vote at the April 13th 2023 STDA Board Meeting.



**VISITOR GUIDES BEING PRODUCED IN ONSLOW COUNTY  
THAT FEATURE SWANSBORO**

## Onslow County Tourism & Jacksonville TDA Visitor Guide



The Jacksonville Onslow County Visitor Guide is produced and funded entirely by OCT & JTDA.

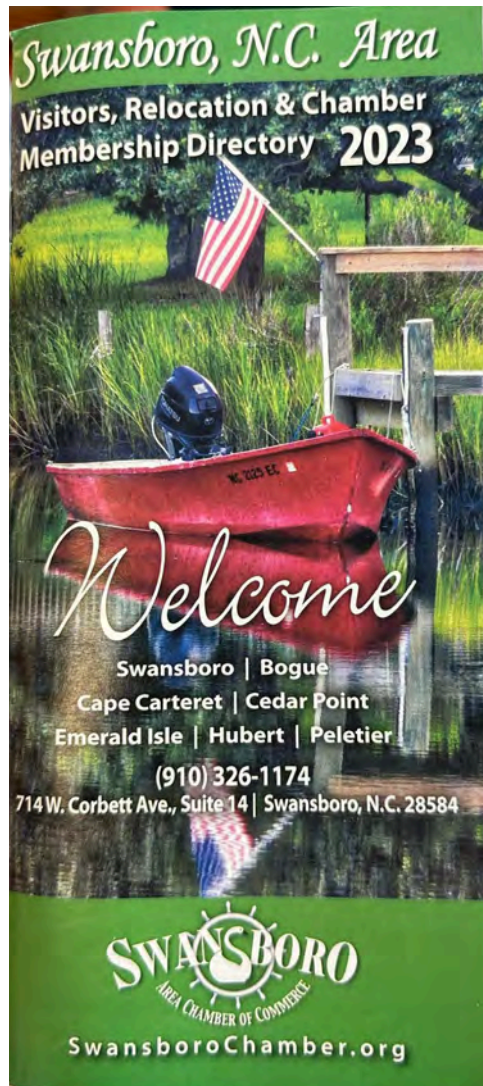
Currently being distributed at the NC Welcome Centers.

### Swansboro features:

- **Hammocks Beach State Park – full page spread**
- **Downtown Swansboro – small feature box.**



<https://www.onlyinonslow.com/download-visitors-guide/>



## Swansboro Area Chamber – Visitors, Relocation & Chamber Membership Directory - 2023

Traditionally, this guide has been the print asset from the Town Swansboro, and has served dual purposes, as the Visitor Guide at the NC Welcome Centers, in addition to being the Relocation & Chamber Guide for the Swansboro area. It is produced annually by the SACC.

### Swansboro features:

- **Branded editorial content “About Swansboro”**
- **A Full page ad – funded by the STDA**



## Considerations & Questionnaire for the STDA Board for Vote

### Current Situation:

- **The Downtown Merchants & Restaurant Guide & Map** is used “in market” by Swansboro’s visitors to Historic Downtown, when they arrive. A digital version of the map is also can be found on the [www.visitswansboro.org](http://www.visitswansboro.org) website.
- In an overall STDA “destination marketing” strategy, an **Official Swansboro Visitor Brochure** – could be produced and made available to **prospective visitors “on their way” from drive in markets throughout the State of North Carolina, and beyond.**

### From a Budgetary Perspective:

The initial design and printing of a Swansboro Visitor Brochure has already been approved. Investment in the STDA Branded Photo Library was the first step in the process. (Specifically, the design is budgeted from the current 2022/2023 Marketing Contingency Fund. An initial printing and shipping budgetary estimate is included also in the 2022/2023 budget (See Appendix)

### From a Strategic Perspective:

Adding an official Swansboro Visitor Brochure would be an important marketing asset to add to the destination marketing strategy and should be considered with the thought of it being an ongoing investment.





## Considerations & Questionnaire for the STDA Board for Vote

### Ongoing Fulfillment of Visitor Brochures:

There will be an ongoing need to keep up with requests from the NC Welcome Centers for shipments of Visitor Brochures for replenishment in their respective rack card displays.

### Two Possible Approaches:

- **OPTION 1:**
  - All printed Visitor Brochures get sent directly from the printer to the Town of Swansboro.
  - Town staff working at the Visitor Center stocks and fulfills shipment requests when they come in from the NC Welcome Centers. (Anne Marie will be the point of contact and liaison with the Welcome Centers.)
- **OPTION 2:**
  - Visitor Brochures are printed in North Carolina (near Anne Marie – in Piedmont region)
  - Anne Marie provides direct oversight and works with printer to provide packing, shipping and fulfillment of Visitor Brochures to the NC Welcome Centers
  - A smaller supply of Visitor Brochures can be stocked locally in Swansboro for the Swansboro Visitor Center rack card displays and and local area needs that arise.



## Considerations & Questionnaire for the STDA Board for Vote

### Questions for Discussion and Vote:

Given the background provided and the current situation, does the Board want to continue with the plans to produce an Official Swansboro Visitor Brochure?

If yes, should Anne Marie continue (now) with the design of the brochure?

Next step...What thoughts are there towards how ongoing fulfillment to the NC Welcome Centers are best handled given ideas on two possible approaches? (Option 1 or Option 2)

### PRINTING ESTIMATES:

Anne Marie is in the process of obtaining print quotes from two printers:

1. **Zoo Printing** – they have been printing the Downtown Merchant & Restaurant Guide (wholesale printer in CA) It looks like we could print about 8,000 qty with the budgetary estimate line item of \$1,400. I had made a guesstimate of about \$400 in shipping costs to NC Welcome Centers, but that is TBD (ball park only.)
2. **Immedia Print** – they are a printer located in Winston-Salem and have the ability to print and provide ongoing storage, packing, shipping and fulfillment of Visitor Brochures to multiple locations (NC Welcome Centers), where Anne Marie can oversee directly. I am waiting on the estimate for this option.

# **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**

### *Swansboro Galentines Day Getaway- Ad Campaign – February 2023 – COMPLETE*

Target Women age 35 +, **Raleigh Metro Area**

### *Swansboro Spring 2023 General Video Ad Campaign – March 2023 – THIS IS ACTIVELY RUNNING*



## Plan A Galentine's Day Weekend Getaway to Swansboro // Raleigh Market – February 2023

RESULTS	
Feb 7, 2023 - undefined	
18,359 People Reached	588 Link clicks
\$200.00 spent	
Show Details ▾	
AUDIENCE	
Gender	Age
Women	
Link clicks	579
Cost per Link clicks	\$0.34
Reached	18,035
PERFORMANCE	
Cost per Link clicks	\$0.34
Reach	18,359
Frequency	2.11
ENGAGEMENT	
Post Reactions	208
Post Comments	14
Post Shares	49
Link Clicks	588
Page Likes	--


**Visit Swansboro NC**  
 Sponsored · 🌐

💖 Feel the LOVE and Discover the Charm of Swansboro this GALENTINE'S DAY Weekend or anytime in February!

💖 Take a break to enjoy a coastal getaway and our over 40 unique shops and eateries in our historic coastal North Carolina town. We'd love to... See more



[visitswansboro.org](https://visitswansboro.org)  
**Welcome to the Town of Swansboro NC**
[Learn more](#)

AUDIENCE			
Gender	Age	Placements	Location
18-24			
Link clicks			2
Cost per Link clicks			\$0.14
Reached			40
25-34			
Link clicks			7
Cost per Link clicks			\$0.37
Reached			472
35-44			
Link clicks			15
Cost per Link clicks			\$0.53
Reached			1,236
45-54			
Link clicks			50
Cost per Link clicks			\$0.43
Reached			2,481
55-64			
Link clicks			171
Cost per Link clicks			\$0.36
Reached			5,854
65+			
Link clicks			343
Cost per Link clicks			\$0.31
Reached			8,275

Our State Magazine // NC Coast Host Ad – March 2023 Issue



NORTH  
Swansboro  
CAROLINA







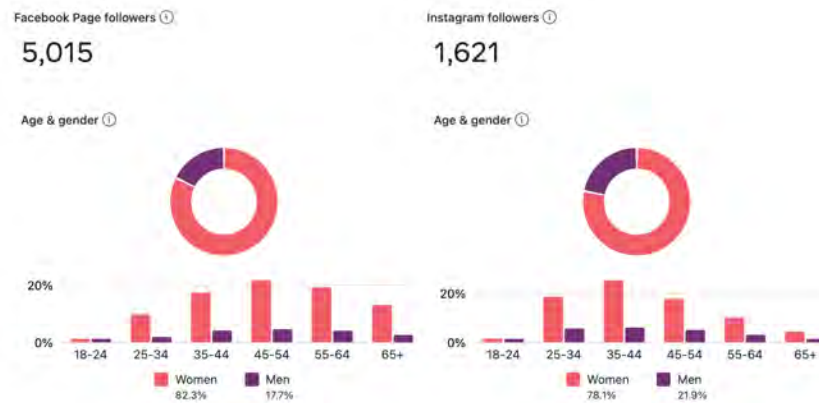
# **SOCIAL MEDIA STATS**

## **December 2022 through March 2023**



## Social Media Stats for Last 90 Days

### @VisitSwansboro NC – Likes & Followers on Facebook & Instagram



#### Top Performing Organic Post –

Followers were excited about the Boro Girl Boutique Grand Opening

#### Highest reach on a post



**Facebook post**

🎵 Oh, what a beautiful morning! Oh, what a...

Mar 5, 2023, 6:57 AM

This post reached **629%** more Accounts Center accounts (9,123 Accounts Center accounts) than your median post (1,251 Accounts Center accounts) on Facebook.

#### Instagram followers

**1.6K**

Similar to others  
Typically: 1.1K

#### New Instagram followers

**37**

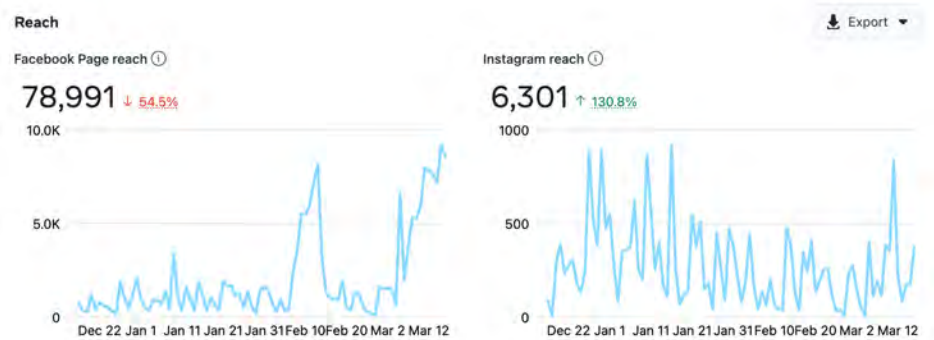
Similar to others  
Typically: 34

#### Content interactions

**499**

Higher than others  
Typically: 280

### Facebook & Instagram Pages Reach



Business Benchmarks – our posts are receiving a lot more content interactions than other pages! 😊

## ADDENDUM



front row communications



## STDA Marketing Budget Snapshot as of 3.17.2023

SWANSBORO TDA / FY 2022-2023 // APPROVED Marketing, Advertising, Tourism Support				
Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2023 Merchant Map <b>Printing Estimate</b> (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 <b>Spring (April 2023)</b> <b>UPDATED ESTIMATE of 3.17.23 - \$634 (delivered)</b> (per piece print cost - 11.5 cents)
				Reprint in August 2022 - Expense paid from Downtown Merchants Fund
2023 Trifold Visitor Brochure <b>Printing Estimate</b>	1,400.00	0	1,400.00	9 x 16 size double gate, 5,000 or 8,000 quantity, specs: 4/4 80# semi gloss (per piece print cost - 14 cents) <b>UPDATED PRINT &amp; SHIP ESTIMATES IN PROCESS AS OF 3.17.23</b>
2023 Visitor Brochure - Shipping to NC Welcome Centers	400.00	0	400.00	Conservative <b>estimated shipping costs</b> - February 2022 timeframe
Web Design City - 2022/2023 Annual website hosting	840.00	840	0.00	<b>COMPLETE</b>
2022/2023 Our State Magazine Coast Host 1/6 Page Print Ads	6,670.00	6670	0.00	<b>CONTRACT SIGNED 6/8/22:</b> 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	<b>CONTRACT SIGNED 6/8/22:</b> 2 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	<b>CONTRACT SIGNED:</b> 2 Branded Editorials and 1 1/6 Page Ad
2023 NC Coast Host Membership Dues	350.00	350	0.00	<b>COMPLETE</b>
2023 Emerald Isle Barefoot Guide - comes out in March 2023	888.00	765	123.00	<b>CONTRACT SIGNED:</b> Comes up in October 2022 for March 2023 pub date
2022-2023 Bluewater Beacon Real Estate Guide	940.00	1100	-160.00	<b>CONTRACT SIGNED 5.23.22 (going to print in June 2022)</b>
2022/2023 Facebook Advertising - STDA + Parks & Rec Grant \$3600 - STDA // \$1200 - Parks & Rec Grant	4,800.00	2192.22	2,607.78	<b>Spent and Remaining to Date - As of 3.17.23</b>
Swansboro Area Chamber Directory - Full Page Ad	1,000.00	1100	-100.00	<b>COMPLETE</b> December timeframe
Swansboro Bags	1,295.00	851.52	443.48	<b>COMPLETE</b>
OAJ Airport 2021/2022 - LCD Video - Things to Do in Swansboro	5,000.00	5000	0.00	<b>COMPLETE</b> AMB Updating Video with NEW Photos from 2021 & 2022
<b>MARKETING &amp; ADVERTISING TOTAL</b>	<b>29,773.00</b>	<b>24,458.74</b>	<b>5,314.26</b>	
Retainer Fee @ \$1833/month	21,996.00	21996	0.00	All Inclusive Monthly Fee
Marketing Promotions Contingency Budget	4,400.00	2,151.25	2,248.75	Applied to video production, visitor guide design, ad design requiring Adobe format
<b>GRAND TOTAL</b>	<b>56,169.00</b>	<b>48,605.99</b>	<b>7,563.01</b>	




## STDA Marketing Contingency Budget Snapshot as of 3.17.2023

<b>2022/2023 Approved Marketing Contingency Budget</b>	<b>4,400.00</b>	
Fall 2022 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
Spring 2023 Downtown Merchant Guide Refresh & Update	225.00	Front Row Invoice - March 2023
<b>SPENT AS OF 3.17.23</b>	<b>2,151.25</b>	
<b>REMAINING BALANCE from \$4400</b>	<b>2,248.75</b>	
<b>ADD Balance Remaining from Promotional Bag Purchase Budget of \$1295</b>	<b>443.48</b>	
<b>GRAND TOTAL REMAINING BALANCE AS OF 3.17.23</b>	<b>2,692.23</b>	
The plan is to use these funds for the Visitor Brochure Design + any additional expenses that arise as needed.		



**North Carolina Department of Commerce – Visitor Services Administration**  
**Wally Wazan - Visitor Services Program Manager**  
**Phone: (919) 814-4649**  
[wwazan@commerce.nc.gov](mailto:wwazan@commerce.nc.gov)

<p><b>1</b> Kathy West  Manager  <b>I-26 East Welcome Center</b>  <b>[UPS: Mile marker 68]</b>  Box 249  Columbus, NC 28722  Phone: 828-894-2120  <a href="mailto:kathywest@commerce.nc.gov">kathywest@commerce.nc.gov</a></p>	<p>Vickie Sealock  Manager  <b>I-26 West Welcome Center</b>  <b>[UPS: 6178 I-26 West]</b>  PO Box 1210  Mars Hill, NC 28754  Phone: 828-689-4257  <a href="mailto:vsealock@commerce.nc.gov">vsealock@commerce.nc.gov</a></p> <p><b>4</b></p>
<p><b>2</b> Samantha Sherrill  Manager  <b>I-40 West Welcome Center</b>  <b>[UPS I-40 -mile marker 10.5 Eastbound Lane]</b>  PO Box 809  Waynesville, NC 28786  Phone: 828.627.6206  <a href="mailto:samantha.sherrill@commerce.nc.gov">samantha.sherrill@commerce.nc.gov</a></p>	
<p><b>3</b> Jeff Mills  Manager  <b>I-77 North Welcome Center</b>  <b>[UPS: 158 I-77 Southbound]</b>  Box 1066  Dobson, NC 27017  Phone: 336 320-2181  <a href="mailto:jmills@commerce.nc.gov">jmills@commerce.nc.gov</a></p>	<p>Louie Comer  Manager  <b>I-77 South Welcome Center</b>  <b>[UPS: 9301 South I-77 28210]</b>  Box 410724  Charlotte, NC 28241-0724  Phone: 704 588-2660  <a href="mailto:ccomer@commerce.nc.gov">ccomer@commerce.nc.gov</a></p> <p><b>5</b></p>
<p><b>6</b> Jeff Mills  Manager  <b>I-77 North Welcome Center</b>  <b>[UPS: 158 I-77 Southbound]</b>  Box 1066  Dobson, NC 27017  Phone: 336 320-2181  <a href="mailto:jmills@commerce.nc.gov">jmills@commerce.nc.gov</a></p>	<p><b>8</b> Louie Comer  Manager  <b>I-77 South Welcome Center</b>  <b>[UPS: 9301 South I-77 28210]</b>  Box 410724  Charlotte, NC 28241-0724  Phone: 704 588-2660  <a href="mailto:ccomer@commerce.nc.gov">ccomer@commerce.nc.gov</a></p>
<p><b>7</b> Cherie Nielsen  Manager  <b>I-85 North Welcome Center</b>  <b>[UPS: 231 I-85N]</b>  Box 156 Norlina, NC 27563  Phone: 252 456-3236  <a href="mailto:cherie.nielsen@commerce.nc.gov">cherie.nielsen@commerce.nc.gov</a></p>	<p><b>9</b> Victoria Bingman  Manager  <b>I-85 South Welcome Center</b>  <b>[UPS: I-85 at Mile Marker 2]</b>  5 Northbound I-85  Kings Mountain, NC 28086  Phone: 704 937-7861  <a href="mailto:victoria.bingman@commerce.nc.gov">victoria.bingman@commerce.nc.gov</a></p>

## North Carolina Department of Commerce – Visitor Services Administration

**Wally Wazan** - Visitor Services Program Manager

**Phone:** (919) 814-4649

[wwazan@commerce.nc.gov](mailto:wwazan@commerce.nc.gov)

NC Welcome Centers

Kat Littleturtle  
Manager

**Fulfill later in 2024**

**I-95 South Welcome Center**  
**(UPS: I-95 at Mile Marker 5)**

Box 999

Rowland, NC 28383

Phone: 910 422-8314

[klittleturtle@commerce.nc.gov](mailto:klittleturtle@commerce.nc.gov)

**Closed Through January 2024**

**(Major constructions project)**

**Temp Location – Fayetteville Rest Area**

**(Will receive lesser quantities)**

James Kinard  
Manager

**I-95 North Welcome Center**  
**[UPS: 3683 I-95 Southbound**  
**Mile Marker 181**

**Pleasant Hill, NC 27866]**

Box 52

Roanoke Rapids, NC 27870

Phone: 252 537-3365

[james.kinard@commerce.nc.gov](mailto:james.kinard@commerce.nc.gov)

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**(NC DOT Rest Area - Green Visitor Center)**

**11**

NW NC VC- Wilkes County

2121 E. HWY 421- N. Wilkesboro, NC 28659

Tel: 336-667-1259

E-mail: [northwestncvc@embarqmail.com](mailto:northwestncvc@embarqmail.com)

### **I-73/74 Visitor Centers- (NC DOT Rest Area -Visitor Centers)**

Randolph County

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Annette Cagle – Director of Visitor Services

North Bound Center:

4393 US HWY 220 BYPASS

Seagrove, NC 27341

Contact: Visitor Center Manager

Telephone: 336-626 – 0364 ext. 107

Email: [Annette.cagle@heartofnorthcarolina.com](mailto:Annette.cagle@heartofnorthcarolina.com)

South Bound Center:

4390 US HWY 220 BYPASS

Seagrove, NC 27341

Contact: Visitor Center Manager

Telephone: 336-626 -0364 ext. 106

Email: [Annette.cagle@heartofnorthcarolina.com](mailto:Annette.cagle@heartofnorthcarolina.com)

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### **Additional Request**

Piedmont Triad Visitor Center

700 NC Hwy. 700

Pelham, NC 27311

336.388.9830

Attn: Hosanna Pennell

**Print Recommendations from  
Wally Wazan (Visitor Services  
Program Manager from State of  
North Carolina)**

- Print **5,000 qty** (for Welcome Centers)
- Initial Shipment - 300 qty. to each Welcome Center – this would be 3,900 total

## Swansboro Visitor Brochure // Concepts for Design Quote

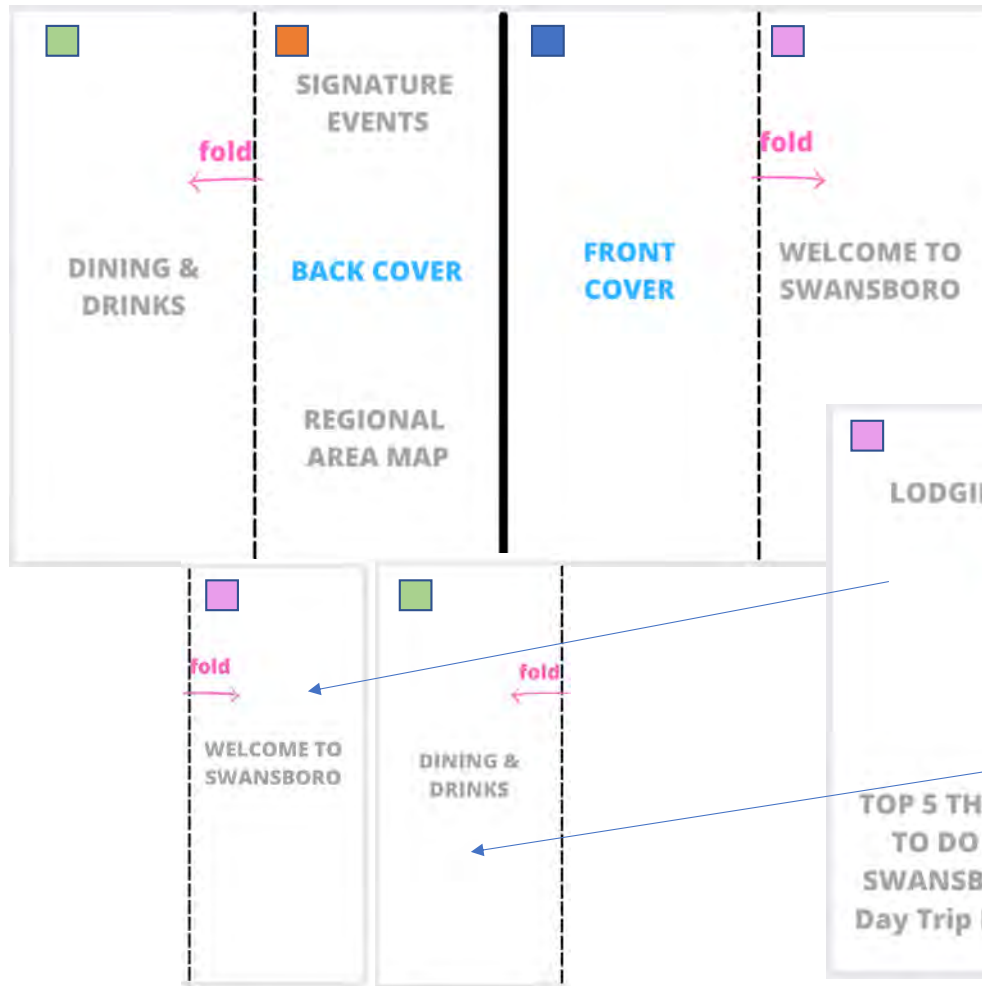
9 x 16

Folded down to 4 x 9 – rack card size brochure

4/4 Full Color

Double gate fold

(same fold as the Merchant & Restaurant Guide – just slightly larger in dimension)





Job Information		Additional Options	
Product:	Brochures	Job Name or PO#:	
Size:	9 X 16	Custom Trim Size:	9 X 16
Paper:	80# Gloss Text	Folding:	Double Gate Fold
Color:	4/4 (Full Color Both Sides)	<b>Artwork &amp; Proof Options</b>	
Coating:	AQ 2 Sides (Semi-Gloss Coat)	File Format:	PDF - Acrobat
Turnaround:	GANG 3-4 Day	File Delivery:	Web/FTP Upload
Quantity:	5000	Proof Type:	Online PDF Proof - \$5
Versions:	1	Proof Email:	annemarie@frontrowcom.com
Product Price: \$809.14 X 1 = \$609.14			

Shipping					
Ship From	Ship To	Method	Price	Quantity	Remove
Front Row Communicatic 51 E 4TH ST, APT 715 WINSTON SALEM, NC 27101-4245 US	Swansboro Tourism Deve 601 W CORBETT AVE SWANSBORO, NC 28584-8451 US	UPS Ground	\$123.22	5000	
WILL CALL NOT AVAILABLE					

UPS does not deliver to P.O. Boxes!

Order Totals	
Product Total:	\$609.14
Proof / Prepress Total:	\$5.00
Folding / Bindery Total:	\$135.00
Shipping & Handling Total:	\$123.22
Sales Tax:	\$0.00
Coupon:	-\$0.00
<b>Order Total:</b>	<b>\$872.36</b>
Place Order	

## Swansboro Visitor Brochure – Print Quote 1

### PRINT QUOTE – Zoo Printing

5,000 quantity

Double gate fold

4/4

80# gloss text

AQ 2 Sides Semi-gloss coating

9 x 16

Job Information		Additional Options	
Product:	Brochures	Job Name or PO#:	
Size:	9 X 16	Custom Trim Size:	9 X 16
Paper:	80# Gloss Text	Folding:	Double Gate Fold
Color:	4/4 (Full Color Both Sides)		
Coating:	AQ 2 Sides (Semi-Gloss Coat)		
Turnaround:	GANG 3-4 Day		
Quantity:	8000		
Versions:	1		
Product Price: \$993.15 X 1 = \$993.15			
		<b>Artwork &amp; Proof Options</b>	
		File Format:	PDF - Acrobat
		File Delivery:	Web/FTP Upload
		Proof Type:	Online PDF Proof - \$5
		Proof Email:	annemarie@frontrowcom.com

## Swansboro Visitor Brochure – Print Quote 2

### PRINT QUOTE – Zoo Printing

**8,000 quantity**

Double gate fold

4/4

80# gloss text

AQ 2 Sides Semi-gloss coating

9 x 16

Ship From	Ship To	Method	Price	Quantity	Remove
Front Row Communicat 51 E 4TH ST, APT 715 WINSTON SALEM, NC 27101-4245 US	Swansboro Tourism Deve 601 W CORBETT AVE SWANSBORO, NC 28584-8451 US	UPS Ground	\$200.51	8000	

UPS does not deliver to P.O. Boxes!

Order Totals	
Product Total:	\$993.15
Proof / Prepress Total:	\$5.00
Folding / Bindery Total:	\$195.00
Shipping & Handling Total:	\$200.51
Sales Tax:	\$0.00
Coupon:	-\$0.00
<b>Order Total:</b>	<b>\$1,393.66</b>
Place Order	