

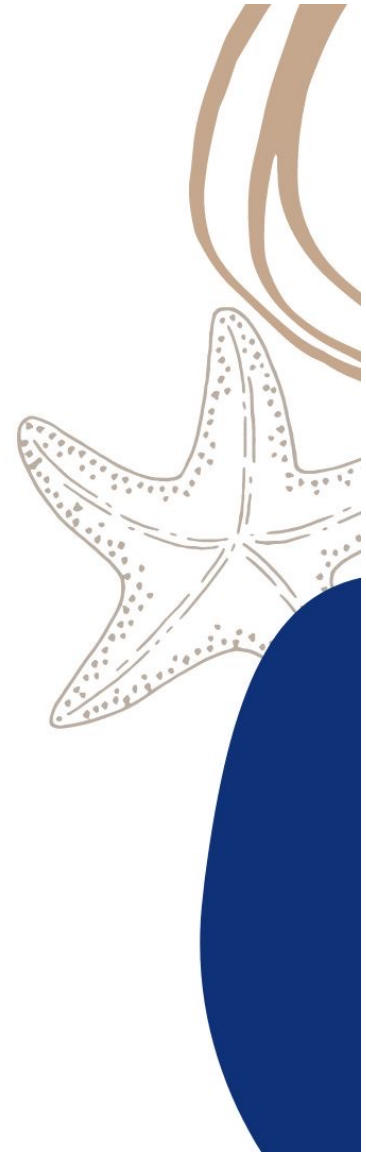
# Swansboro

Friendly City by the Sea

**STDA STATUS UPDATE REPORT**

**OCTOBER 10, 2024**

Presented by: Anne Marie Bass, Front Row Communications





## Table of Contents

1. Social Media Stats & Metrics – July 1<sup>st</sup> – to Date
2. Facebook/Instagram Ad Reports – July 1<sup>st</sup> to Date
3. Downtown Merchants & Restaurants Guide & Map
  - Update and refresh for Fall 2024 is completed. Printer had issues due to Helene. I will send a box to Town Hall when they are ready.
  - Shipments made to the 14 NC Welcome Centers – in May 2024
  - I contacted three of them to determine a need for replenishment – all indicated they were ready for a new shipment
4. Print Ad Placements – Our State Magazine & 2025 Swansboro Chamber Guide
5. Visit Swansboro Monthly Marketing Eblasts – July, August, September & October
6. Consideration: New Swag Bag – to have for groups and VIP guests
7. Swansboro by Candlelight – in partnership with the Downtown Merchants, marketing and advertising efforts are in progress.
8. Website – continual care and feeding to update all Landing Pages, Festival Pages, Home Page, Contest Promotional Pages, Partner Listings, Airbnb, Vrbo, etc.
9. Misc. Questions – Anne Marie is pulling together and will bring to the meeting...

### Appendix

- STDA Approved Budget for 2024-2025 Fiscal Year – Snapshot



# Social Media Metrics and Stats – July 1, 2024 to October 3, 2024

## October Report:






Facebook – 9,346 followers; 6.5K likes  
Instagram – 2,276 followers

## July Report:

Facebook – 8,890 followers; 6.3K likes  
Instagram – 2,182 followers

### Top content by reach

Boost content | See all content

 <p><b>#5KRunWalk #SWANSBORO On...</b></p> <p>Fri Sep 13, 9:50am</p> <p>↻ 31.9K    ❤️ 153 💬 17    📌 32</p>	 <p><b>A moment in time to soak in the sun...</b></p> <p>Sun Jul 7, 4:38am</p> <p>↻ 15.1K    ❤️ 194 💬 14    📌 12</p>	 <p><b>Experience the charm of Swansboro like a...</b></p> <p>Fri Jul 19, 8:26am</p> <p>↻ 15.1K    ❤️ 194 💬 12    📌 14</p>	 <p><b>Brighten your visit to Swansboro with som...</b></p> <p>Fri Jul 12, 9:33am</p> <p>↻ 10.4K    ❤️ 79 💬 8    📌 6</p>	 <p><b>We curated a few amazing 📷 snaps of...</b></p> <p>Mon Jul 15, 9:15am</p> <p>↻ 8K    ❤️ 68 💬 5    📌 3</p>
--	--	--	--	--

Insights Jul 6 - Oct 3

Last 90 Days

### Overview

Views	38K
Interactions	1,438
Total followers	2,275

### Content You Shared

See all

Posts	28
Stories	230
Reels	1

Content

All | Last 3 months

### Views

		
1,543	1,373	990

		
920	855	727

		
725	885	646

## Tunnels to Towers 5K Run/Walk // July - August 2024

### Results From This Ad ⓘ

People reached	Link clicks
<b>20,584</b>	<b>477</b>


[View Detailed Results](#)

#### Help Us Improve

Are you satisfied with this ad?

#### Details


- Completed**  
Status
- Get more website visitors**  
Goal
- \$69.95 / \$10.00**  
Total Spent / Daily Budget ⓘ
- 7 days**  
Duration
- Jul 2, 2024 9:15am**  
Start date
- Jul 9, 2024 9:15am**  
End date



**Visit Swansboro NC**  
Sponsored · 🌐

**#5K #Tunnel2Towers** ❤️ The 4th Annual Tunnel to Towers Swansboro, NC 5K will be on Saturday, SEPTEMBER 7th, 2024! Join our fantastic community to 🏃 Run/Walk, REMEMBER & HONOR. Sign up today!

🏃 RUN SIGNUP: <https://runsignup.com/R...> See more



runsignup.com  
**T2T | Swansboro, NC 5K**  
The Tunnel to Towers 5K Run & Walk - ...

[Sign up](#)

### Results From This Ad ⓘ

People reached	Link clicks
<b>14,846</b>	<b>581</b>

[View Detailed Results](#)


#### Help Us Improve

Are you satisfied with this ad?

#### Details


- Completed**  
Status
- Get more website visitors**  
Goal
- \$69.98 / \$10.00**  
Total Spent / Daily Budget ⓘ
- 7 days**  
Duration
- Aug 13, 2024 2:48pm**  
Start date
- Aug 20, 2024 2:48pm**  
End date

### Ad preview



**Visit Swansboro NC**  
Sponsored · 🌐

Join us on the morning of Saturday, September 7th, friends! Be a part of the 4th Annual 🇺🇸 Tunnel to Towers Swansboro, NC 🏃 5K Run/Walk. It's a fantastic opportunity to support a meaningful cause and connect with our wonderful Swansboro community.... See more



runsignup.com



## Fall General Marketing Campaign// Aug – Sept, 2024

### Results

Link clicks	4,010
Cost per Link Click	\$0.12
Amount spent	\$488.10
	\$550.00 lifetime budget
Reach	61,993
Impressions	161,260
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.12
Frequency	2.60
Unique link clicks	3,174

### Demographics

Maximum

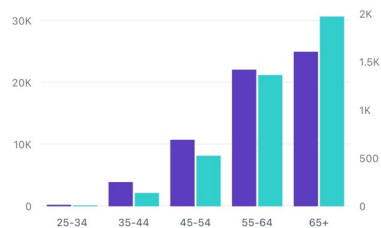
All Women Men

61,993

4,010

People Reached

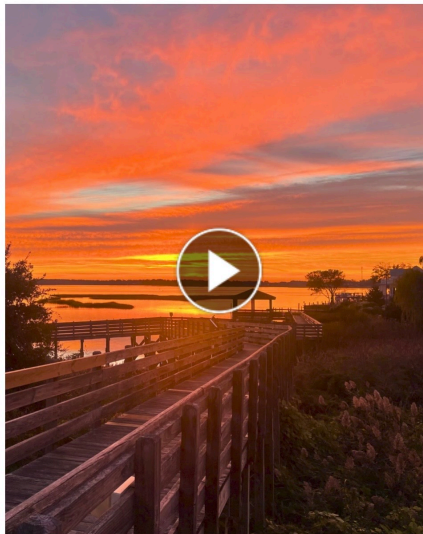
Link clicks



Visit Swansboro NC  
Sponsored · 🌐



Exciting adventures and autumn outdoor fun await on North Carolina's coast. Discover the charm of Swansboro!



visitswansboro.org

The Friendly City by the Sea

Learn more

👍❤️😂 Jackson... 23 comments 135 shares

👍 Like    💬 Comment    ➦ Share

Instagram Stories



MOBILE NATIVE

### Locations

Maximum

Countries **Regions**

North Carolina

Link clicks	3,644
Cost per Link Click	\$0.12
Reached	54,280
CTR	2.50%

Virginia

Link clicks	337
Cost per Link Click	\$0.13
Reached	6,833
CTR	2.33%

South Carolina

Link clicks	29
Cost per Link Click	\$0.13
Reached	880
CTR	2.38%

Movin' Mullet 5K Run/Walk // Sept-Oct 2024

Results

Link clicks	477
Cost per Link Click	\$0.21
Amount spent	\$100.10
	\$120.00 lifetime budget
Reach	28,305
Impressions	53,187
Purchase ROAS (return on ad spend)	0.00
CPC (cost per link click)	\$0.21
Frequency	1.88
Unique link clicks	414

Locations

Maximum

Countries Regions

US	
Link clicks	504
Cost per Link Click	\$0.21
Reached	29,275
CTR	0.90%



Visit Swansboro NC

Sponsored



#5KRunWalk #SWANSBORO On Saturday, OCTOBER 5th, It's all business in the front at the start line AND a party in the ...See more



runsignup.com

Movin' Mullet 5k Run

The Movin' Mullet 5k Run is ...

Sign up

Jacksonville... 10 comments 32 shares

Like Comment Share

Demographics

Maximum

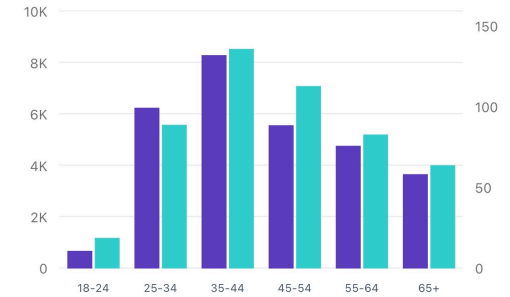
All Women Men

29,275

People Reached

504

Link clicks



70<sup>th</sup> Annual Mullet Festival Ad – is now running and ACTIVE. I will include it in the next quarterly report.



Visit Swansboro NC

Sponsored · 🌐



👁️ Discover the charm and FUN in Swansboro this October and throughout the fall season!  
#VisitSwansboroNC #FriendlyCityByTheSea



visitswansboro.org

Mullet Festival of North Carolina | Swansboro

Learn more

👍❤️😮 You, Mari... 22 comments 230 shares

### Swansboro Mullet Festival of NC // Sept-Oct 2024

#### INSTAGRAM STORIES



70<sup>th</sup> Annual Mullet Festival Ad – is now running and ACTIVE. I will include it in the next quarterly report.



**SwanFest**  
2025 Outdoor Free Summer Concert Series  
Each Sunday from Memorial Day through Labor Day

**HISTORIC DOWNTOWN SWANSBORO**  
**MERCHANTS & RESTAURANTS GUIDE**

**Annual Swansboro Events**  
JUNE 14, 2025 By The Sea  
JULY 13, 2025 Mullet FNC  
AUGUST 12, 2025 Mullet FNC

**Front Street Grocery**

**Swansboro**  
www.VisitSwansboro.org

**Heritage Center**  
Monday 1:00 pm to 4:00 pm  
swansborohistoricsite.org

**Gray Dolphin**  
(919) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.

**Boque Banks Realty**  
(919) 326-0868 A proven leader in real estate sales.

**Humphrey Farm General Store**  
(919) 348-4669 Signature jams, salamis, pickles, sauces, dip mixes, teas and coffees. 100 year old olive oils and more!

**Poor Man's Hole**  
(252) 671-0020 Handcrafted furniture by Speight Rhau, gifts and vintage antiques.

**The Mercantile**  
(919) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

**Instigator Fishing & Diving Charters**  
(919) 382-7915 Operating a 15' Centerline for all of our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving. Specializing in Mosquitofish Food Hunt.

**The Lady Swan / Swansboro Boat Tours**  
(919) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

## Downtown Merchants & Restaurants Guide & Map – Fall 2024

**1 Swansboro Paddle Boarding & Kayaking**  
(919) 389-1474 Paddle Boards, kayaks, boat & jet ski rentals, island taxis, customized guided trips, repairs, & more!

**2 By The Bridge Restaurant**  
(919) 708-1020 South Florida fusion inspired eating breakfast, lunch and dinner. Full bar, signature cocktails and pub-style burgers and sandwiches.

**3 Glamour and Grace Boutique**  
(919) 325-8197 Offering a variety of men's and women's clothing & accessories.

**4 Boro Low Country Kitchen**  
(919) 326-0501 Casual on the water. Seafood Low Country Bolls, Fried and Grilled Seafood, Philly Cheese, Italian Sausage, Chicken. Specializing in pick up, out in, and catered platters.

**5 The BORO Restaurant & Bar**  
(919) 325-0802 Local fresh seafood, American and eclectic menu. Chef features daily live acoustic music Wed, Fri, Sat, weather permitting. Large outdoor courtyard seating. Cozy inside dining room. 12 craft draft local beers.

**6 Swansboro Front Street Grocery**  
(919) 325-0802 An artisanal grocery with a great assortment of snacks, drinks, beer, wine, British baked goods, local produce, ice cream and more!

**7 Yank's Restaurant**  
(919) 326-5501 Talk of the Town 5 Star Award Winner. A 1950s diner serving breakfast and lunch. Burgers, shakes, famous fruit fritters, omelets and gourmet salads.

**8 Gray Dolphin**  
(919) 326-4444 Unique gifts & accessories, Camille Beckman and gourmet foods.

**9 Boque Banks Realty**  
(919) 326-0868 A proven leader in real estate sales.

**10 Humphrey Farm General Store**  
(919) 348-4669 Signature jams, salamis, pickles, sauces, dip mixes, teas and coffees. 100 year old olive oils and more!

**11 Poor Man's Hole**  
(252) 671-0020 Handcrafted furniture by Speight Rhau, gifts and vintage antiques.

**12 The Mercantile**  
(919) 325-7004 Nautical gifts, antiques, t-shirts, handcrafted outdoor furniture, art work, coastal heritage books, jewelry and more.

**13 Instigator Fishing & Diving Charters**  
(919) 382-7915 Operating a 15' Centerline for all of our fishing & freediving charters and a 36' Topaz and 45' Viking for our SCUBA diving charters. Dive charters that offer wreck, ledge and night diving. Specializing in Mosquitofish Food Hunt.

**14 The Lady Swan / Swansboro Boat Tours**  
(919) 325-1200 Sunset, Historical, Nature Cruises & Much More! Regularly scheduled and private trips available. Come Take A Ride With Us!

**15 Bake Bottle & Brew**  
(919) 326-7330 Gift and book store offering beer, wine, coffee and Hershey's ice cream. Shop, sip and enjoy beautiful water views.

**16 Willy Nilly Warehouse**  
(252) 505-0857 Waterfront destination for live music, beer, wine, slushies and unique gifts.

**17 Saltwater Grill**  
(919) 326-7300 People come for the view and stay for the food – casual atmosphere, seafood, steaks, gourmet salads, full service bar featuring a superior wine selection.

**18 Casper's Marina**  
(919) 326-4462 Easy docking, boat gas, dry stack facility, ships store.

**19 Novelty Nook**  
(919) 325-7457 Gifts for all ages. Year round Christmas Store with ornaments, cheer and more. Variety of Swansboro logo merchandise.

**20 Rocket Fizz**  
(919) 325-7100 Retro candy, toads, pop/ice cream/hoy! 5,000+ types of nostalgia (& international candy) Come and be Willy Wonka for the day!

**21 Giovanni's Brooklyn Bagels**  
(252) 677-4446 Offering fresh bagels, sandwiches, pretzels, pastries, and coffee! Open Mon - Sat, 7am to 2pm, Sun. 8am to 2pm.

**22 Bella Hair & Boutique**  
(919) 889-8979 Master hair stylist and colorists specializing in custom haircuts, coloring, extensions and keratin.

**23 Med Spa / Reverse by Lisa**  
(252) 784-1862 Cosmetic Injectors & Laser Specialist. Botox, Fillers, Laser Treatments, RF Microneedling and Skin Care Products. Call for more information.

**24 Church Street Market & Pub**  
(919) 325-8546 Specialty sandwiches, soups, desserts, fine wines, beer & spirits. Breakfast Fri, Sat, Sun 7:30am to 10:30am

**25 Swansboro Visitors Center**  
(919) 326-4428 Open 10am-5pm, 7 days a week. One restroom available.

**26 Swansboro Town Hall**  
(919) 326-4428 www.swansboro-nc.org

**27 Cadro De Azmar/Cigar Shop**  
(252) 422-9500 Premium cigars, tobacco, quality pipes, humidors, outdoor seating with a waterfront view.

**28 Silver Line Jewelry, Art & Unique Finds**  
(919) 325-7229 Coastal treasure made in the Carolinas. Proudly carrying concert earrings made for smoother ears.

**29 Gigi Nails**  
(919) 915-6448 Nail Salon offering manicures and pedicures. By appointment only.

**30 To Be Announced**

**31 Jess' Boutique**  
(919) 325-8140 Ladies' and men's apparel. Women's accessories, purses, shoes and body care.

**32 Merrow Boutique**  
(919) 325-8140 Effortless, effortless resort style, thoughtfully curated for the wedding traveler in all of us.

**33 Din's Martinis and Desserts**  
(919) 325-8140 Din's Martinis and Desserts is a craft cocktail and dessert bar that specializes in crafted cocktails, delicious desserts, savory small bites and so much more!

**34 Boro Girl Boutique**  
(919) 630-0056 Locally made art, custom furnishings, home decor, boutique clothing, jewelry & gifts. Located inside the historic Borelli's Building Mon-Thurs 11-5; Fri & Sat 10-5; Sun 11-4

**35 Salt Marsh Cottage**  
(919) 708-1166 Must haves for Coastal Living!

**36 Preston's Corner Bar & Grill & The Back Bar on Front Street**  
(919) 708-1385 Homemade coastal cuisines with southern influences. Open 7 days a week serving breakfast, lunch and dinner. Craft cocktails and two spacious bars that stay open late! Casual, friendly, comfortable setting.

**37 Cameo Boutique**  
(919) 326-4258 Trendy fashions, shoes and accessories.

**38 Il Cigno Italiano**  
(919) 326-7945 Italian cuisine, Housemade Gnocchi, Pasta, and Mozzarella, lunch and dinner, fresh local fish. Chef features daily waterfront dining at its best.

**39 Riverside Steak & Seafood**  
(919) 326-8847 Serving fresh caught NC seafood, premium steaks, nightly chef specials, accommodations for large families and children's menus, famous sweet potato muffins, full bar and extensive wine list.

**40 Clyde Phillips Seafood**  
(919) 326-4468 N.C. caught "fresh local seafood" – fish, crabs, shrimp and shell fish.

**41 Poppy's Fishing Charters, Coastal Tours, Kayaking & Rental Center**  
(919) 325-7876 Coastal outdoor outfitter specializing in getting you out on the water in Swansboro.

**42 Sound Side Outfitters**  
(919) 708-1013 The Crystal Coast's premier fly shop for all your fly fishing needs. Rods, reels, materials, flies, charters and more.

**43 Poppy's Bait & Tackle Shop**  
(919) 325-7876 Swansboro's premier bait & tackle, rods & reels shop specializing in live bait.

**44 Nancy Lee III Fishing Charters, LLC**  
(252) 354-9474 Near coastal fishing for individuals or groups of up to 16 passengers. Specializing in bottom fishing & near shore trolling. USCG certified vessel.

We will print 5000 for the Fall. 250 qty will be shipped to the NC Welcome Centers that are not situated within any of the impacted NC communities impacted by Helene. I spoke with 3 of the 14 Welcome Centers about the spring shipment – and they were all picked up and indicated ready for a new shipment. One reached out and said they were completely out.







Time for a  
*Girls' Trip?*

**Swansboro**

[www.VisitSwansboro.org](http://www.VisitSwansboro.org)

August 2024

*Swansboro's Annual Festivals & Events*  
Join us in the Friendly City by the Sea!

Mullet Festival of NC October 12-13, 2024	Swansboro by Candlelight November 9, 2024	Swansboro Christmas Flotilla November 29, 2024
Arts by the Sea June 14, 2025	2025 Independence Day Celebration & Fireworks July 3, 2025	

**SWANSBORO Festivals**

**Swansboro**

[www.VisitSwansboro.org](http://www.VisitSwansboro.org)

September 2024





Our State Magazine – Ad Placements // July to October 2024



October 2024 –  
Special Interest  
Publication



October 2024



Raleigh Magazine – Ad Placement // July August 2024

SHOPPING DINING & DRINKS FESTIVALS *Swansboro* OUTDOOR ADVENTURE ACCOMMODATIONS

[www.VisitSwansboro.org](http://www.VisitSwansboro.org)

RALEIGH

Play Time

25 DREAM ESCAPES  
THE ULTIMATE HOTEL BUCKET LIST

GAME ON! NEW URBAN PLAYGROUNDS

July/August 2024 Travel Issue



## Swansboro Chamber Guide – Ad Placement // 2025



2025 Chamber Guide – to be printed



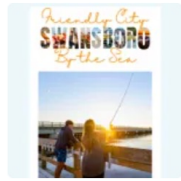
## We sent out 4 Eblasts – July through October 2024



### October 2024 Eblast

[Sent](#) [Email](#) • Sent Wed at 7:00pm EDT

[681 sends](#) • [376 \(57%\) opens](#) • [41 \(6%\) clicks](#) • [26 \(4%\) bounces](#) • [0 \(0%\) unsubscribes](#)



### September 2024 Eblast

[Sent](#) [Email](#) • Sent Sep 3, 2024 at 7:00pm EDT

[656 sends](#) • [290 \(47%\) opens](#) • [24 \(4%\) clicks](#) • [33 \(5%\) bounces](#) • [1 \(1%\) unsubscribe](#)



### August 2024 Eblast

[Sent](#) [Email](#) • Sent Aug 2, 2024 at 4:05pm EDT

[558 sends](#) • [295 \(56%\) opens](#) • [24 \(5%\) clicks](#) • [28 \(5%\) bounces](#) • [2 \(1%\) unsubscribes](#)



### July 2024 Eblast

[Sent](#) [Email](#) • Sent Jun 30, 2024 at 10:52am EDT

[502 sends](#) • [344 \(72%\) opens](#) • [35 \(7%\) clicks](#) • [24 \(5%\) bounces](#) • [2 \(1%\) unsubscribes](#)

## Visit Swansboro Marketing Eblasts

### Industry Standards:

Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
-------------------	-------------------------------	-------------

### Overall:

32.55%      2.03%      10.31%

### Travel & Hospitality:

31.02%	1.34%	8.81%
--------	-------	-------

We now have 695 contacts on our list.



Product Details

Materials & Features

- Material: 80gsm non-woven polypropylene
- Handles: Dual 18" length
- Size: 12" H x 9" W x 4-1/2" D



Item #138505

# Payson Mini Tote - 12" x 9"

This mini tote provides BIG advertising! [Read More...](#)

(4.8) ★★★★★ [353 ratings](#)

Stash toiletries, candies, samples and other small gifts in this handy mini tote, designed with an open main compartment for easy packing and retrieval. Unlike plastic gift bags, this reusable gift tote can be used over and over again. Perfect for packaging your tradeshow goodies, holiday presents, hospitality gifts and more!

- Your price includes a one-color imprint on the front of the bag.
- Set-up charge: add \$55.
- Imported.
- Maximum number of imprint colors: 2
- Ready to ship in : 3 business days \*

\* Excludes art preparation time, applies only to orders of 2500 items or fewer with 1 imprint color(s) and 1 imprint location(s).

Payson Mini Tote - 12"...

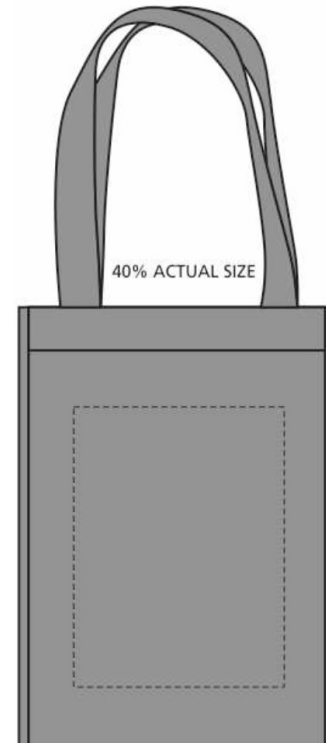


[Item Info](#) ▾



**PAYSON MINI TOTE - 12" X 9"**

Imprint Area: 8"H x 6"W



<https://www.4imprint.com/product/138505/Payson-Mini-Tote-12-x-9>



This is the one that would be best of the options we considered.



Item #138505

## Payson Mini Tote - 12" x 9"

Original price: \$1.05 to \$1.69

Now on sale: \$0.99 to \$1.55 - Sale ends 10/26

(4.8) ★★★★★ [364 ratings](#)

### Choose Your Quantity:

Enter the quantity you'd like, or drag our orange 'i' to find a quantity and price that's best for you. (Patent 7,979,318)



Quantity	Price Each
<input type="text" value="200"/>	<input type="text" value="\$1.55"/>

Subtotal **\$310.00**

**S** Best price



# APPENDIX







## 2024/2025 STDA Marketing & Advertising Budget

### SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2024/2025 Merchant & Restaurant Guide - <b>Printing Estimate</b> (based on prior years actual) - <b>Spring (April 2025)</b> (cost split between TDA and merchants)	700.00		700.00	8.5" x 14" size double gate, 5,000 quantity, specs: 80# gloss text - in market piece
				<b>Fall Reprint in September 2024 - Expense to be paid from Downtown Merchants Fund</b>
Dream Host - <b>2024/2025</b> Annual website hosting & Maintenance Plan	1,811.28		1,811.28	Assumes \$203.40 for Annual Hosting + Monthly Management Fee & SEO Toolkit of \$1
Misc. Tech Needs for Website @ \$99/hour (Dream Host hourly rate)	400.00		400.00	Assumes 4 hours total
Constant Contact License - <b>Estimate</b>	600.00		600.00	Cost for license will be between \$600 - \$900 annually depending on # of emails in our list. We may still qualify for a non-profit discount as we did this year.
2024/2025 Our State Magazine <b>Coast Host Section Ads</b>	9,338.00		9,338.00	6 ADS TOTAL - 1/3 Page for Sept 24; 1/6 Pages for Oct 24, Mar 24, Apr 2024, May, 24, Jun 24
2024/2025 Our State Magazine - <b>Destinations Section Ad</b>	1,675.00	1675	0.00	1 AD: 1/6 Page - Aug 24
<b>NEW</b> 2024/2025 Our State Magazine - <b>October 2024 Special Pub</b>	1,600.00	1600	0.00	1 AD: 1/4 Page - "Foods in 100 Counties"
2024/2025 Our State Magazine - <b>Sponsored Eblasts</b>	2,790.00		2,790.00	2 EBLASTS: Sunday Morning Read - <b>Jan 24, 2025 &amp; Feb 25, 2025</b>
2024/2025 Raleigh Magazine - <b>Travel Section</b>	2,125.00	1125	1,000.00	July/Aug 2025 (Travel Issue) - Half Page; Feb 2025 & April 2025 - 1/4 Page
2024/2025 Raleigh Magazine - <b>"Office Talk" Podcast</b>	1,600.00		1,600.00	2 Mid Roll Podcast Placements - to be selected
<small>I opted not to commit, because I thought this amount would be better utilized to a possible alternate digital campaign.</small>				
2025 NC Coast Host Membership Dues	350.00	350	0.00	



## 2024/2025 STDA Marketing & Advertising Budget

### SWANSBORO TDA / FY 2024-2025 // APPROVED Marketing, Advertising, Tourism Support

Media / Advertiser / Element	Budgeted	Actual	Remaining	Description
2025 Emerald Isle Barefoot Guide - comes out in March 2025	950.00	877.5	72.50	Comes up for contract in October 2024 for March 2025 pub date
2025 Bluewater Beacon Real Estate Guide	1,110.00		1110	Sign contract in May 2025 - goes to print in June 2025
<i>I've been informed that continuing producing this publication is under review and TBD</i>				
2024/2025 Facebook Advertising	7,000.00	1525	5,475.00	From July 1, 2024 to June 30, 2025
<i>includes \$500 / \$2000 total per festival - per Anna (Swansboro Festivals Budget)</i>		<i>spent as of 10.03.24</i>		
2025 Swansboro Area Chamber Directory - Full Page Ad	1,100.00	1100	0.00	Submitted in October for 2025 Guide
OAJ Airport 2024/2025 - Video Placement	5,000.00	5000	0.00	Update Video Asset - twice a year, per contract with Honeycutt Advertising
Retainer Fee @ \$2016/month	24,192.00	24192	0.00	
<b>GRAND TOTAL</b>	<b>62,341.28</b>	<b>37444.50</b>	<b>24,896.78</b>	

If there is any interest in additional advertising efforts, I recommend that a budget amount be determined and agreed, and subsequently - I will resume applying my time and effort to determine the best media placements according to the strategy and objectives desired.



## 2024/2025 STDA Approved Contingency Budget – Snapshot as of 10.03.2024

<b>2024/2025 Approved Marketing Contingency Budget</b>	<b>6,900.00</b>
<i>Additional Expenditures</i>	
Swansboro Swag Bags	TBD
Shipping Costs - Fall 2024 Merchant Guides to Welcome Centers	TBD