



Dare County Tourism Board Meeting

April 18, 2024
9:00 a.m.

Curtis Creech Memorial Boardroom
Outer Banks Visitors Bureau Administrative Offices
One Visitors Center Circle
Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, APRIL 18, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the March 21, 2024 Meeting
- V. Public Comments
- VI. Presentations
 - 1. NPS Year in Review-Dave Hallac, Superintendent, National Parks of Eastern NC
 - 2. Boardwalk Update-Jay Wheless & John DeLucia
- VII. Chair/Steering Committee Report
 - 1. Outer Banks Sailing Association-James Eaton
- VIII. Budget & Finance Report
 - 1. Monthly Reports
 - 2. Proposed Fiscal Year 2024-2025 Budget
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 21, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Mark Ballog, Mark Batenic, John Head, Richard Hess, Tess Judge, Wally Overman, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE, Tonia Cohen, Secretary; Terry Gray, and Mike Siers.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Jeff Schwartzenburg, Community Engagement Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: Drew Pearson, Director, Dare County Emergency Management; John DeLucia, Albemarle & Associates.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Robinson moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from February 15, 2024 meeting. Second by Mr. Overman. There was no discussion. The motion passed unanimously (10-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

PRESENTATIONS: Drew Pearson, Dare County Emergency Management Director, made a presentation on the “Love the Beach, Respect the Ocean” campaign (attached).

John DeLucia, Albemarle & Associates, noting that the CAMA permit for the boardwalk at the Soundside Event Site had been denied, and recommended seeking additional guidance in navigating the variance process. Albemarle and Associates and Legal Counsel both suggested to engage with Brough Law Firm, who has experience in these matters. Following discussion, Mr. Hess moved to engage Brough Law Firm to work with Albemarle & Associates, Legal Counsel, and Staff. Second by John Head. There was no further discussion. The motion passed unanimously (10-0).

Mr. Hess left the meeting at 9:50 a.m.

BUDGET AND FINANCE REPORT: Mr. Clissold presented the FY 2023-2024 Budget Amendment. In the General Fund, increases were made to the Event Grant Line Item, Professional Services, Workers Comp, Travel Show Exhibits, and the Audit. In the Restricted Fund, increases were made to the Fireworks Grant, Short Term Unappropriated, and the Event Site line items. In the Event Site Fund, increases were made for Other Professional Services, and Repairs and Maintenance.

Mr. Overman moved to approve the Fiscal Year 2023-2024 Budget Amendment. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (10-0).

Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up .49 % compared to 2022-2023 actual receipts.

STEERING COMMITTEE REPORT: The Chair reviewed the following recommended award amounts for [4th of July] Fireworks Grant:

Municipality/Organization	Eligible Grant Recommended Amount
Avon Property Owner Assoc	\$14,875.00
Town of Kill Devil Hills	\$12,400.00
Town of Manteo	\$19,000.00
Town of Nags Head	\$13,750.00

Mr. Hines moved to approve the Fireworks Grants as presented. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

The Chair reviewed the Long Term Restricted Fund Grant Extension Request from the Graveyard of the Atlantic Museum. Mr. Overman moved to approve granting an extension to June 30, 2024. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

GRANTS COMMITTEE REPORT: Lee Nettles spoke on the following Event Grant Award recommendations:

<u>Organization</u>	<u>2024 Events</u>	<u>Recommended Amount</u>
Chicamacomico Historical Assoc.	150 th Anniversary of the Life Saving Service	\$9,000.00
	Shuck Hatteras Oyster Festival	\$6,000.00
Community Care Clinic of Dare	Billfish Tournament	\$3,000.00
Dare County Arts Council	Outer Banks Veteran's Week	\$5,000.00
	Pride Arts Project	\$4,000.00
	Surfalorus Film Festival	\$3,000.00
Eastern Surfing Association, OBNC District	Eastern Surfing Championship	\$19,500.00
First Flight High School	Good Guys vs Cancer Basketball	\$15,000.00
First Flight Rotary	2024 Oink and Oyster Roast	\$2,500.00
Hatteras Community Sailing	Lighthouse Maritime Regatta	\$6,000.00
	Wind & Waves Maritime Regatta	\$3,500.00
Hatteras Island Youth Education Fund	Surfin' Turkey 5k and Puppy Drum Fun Run	\$6,500.00
Just in Case	Vusic OBX Concert at Roanoke Island Festival Park	\$15,000.00
	Fall Concert Series	\$27,000.00
Nags Head Surf Fishing Club	F. Boyden Youth Fishing Tournament	\$1,500.00
	Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	Red Drum Fishing Tournament	\$5,000.00
OBX Jeep Invasion	OBX Jeep Invasion	\$12,000.00

OBX Pride	OBX Pridefest	\$11,000.00
Outer Banks Conservationists	Island Farm Pumpkin Patch	\$5,000.00
Outer Banks Home Builders Assoc.	Parade of Homes	\$5,000.00
Outer Banks Seafood Festival	Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	Outer Banks Marathon	\$18,000.00
	Outer Banks Triathlon	\$9,000.00
Peace Garden Projects	Outer Banks Environmental Film Festival	\$3,500.00
Roanoke Island Historical Assoc.	Oyster Shellabration & Cookout	\$3,500.00
The Rogallo Foundation	OBX Brewtag	\$10,000.00
Soggy Bones	Which Craft Surf Gathering	\$2,500.00
Town of Duck	Duck Jazz Festival	\$9,000.00
Town of Manteo	Dare Days	\$19,000.00
<i>Total Amount Requested</i>		<i>\$278,000.00</i>

Mr. Hines moved to excuse Mr. Ballog and Mr. Clissold from voting on the Outer Banks Room in the Inn recommendation.

Mr. Hines moved to recommend awarding Outer Banks Room in the Inn an event grant in the amount of \$20,000.00. Second by Ms. Judge. There was no discussion. The motion passed unanimously (8-0).

OUTER BANKS VISITORS BUREAU UPDATES:

Lee Nettles reviewed:

- the recent Marketing Committee meeting
- Board and Staff attendance at the upcoming Visit NC Tourism Conference
- a presentation to the Outer Banks Chamber of Commerce Leadership Class
- the Marketing dashboard and visitation numbers.

Jeff Schwartzenberg reviewed the second Long Range Tourism Management Plan Special Committee meeting and topics covered in that meeting.

Lorrie Love noted the return of student groups, an upcoming familiarization tour, and Spring events at the Soundside.

Aaron Tuell reviewed recent and upcoming appearances on the Hampton Roads show, and other public relations efforts.

OLD BUSINESS: There was no old business before the Board.

NEW BUSINESS: There was no new business before the Board.

BOARD MEMBER COMMENTS: The Chair gave a brief report on the VisitNC Tourism Conference. Staff will share some of the facts and figures provided at the conference.

Mr. Robinson thanked the Board for the grant extension.

Mr. Ballog noted the upcoming Taste of the Beach and Soft Shell Crab week. He thanked the Board for the grant towards 12 Bars of Christmas and noted plans to expand the event.

Ms. Judge reviewed the State of the Child conference, noting that childcare is a major issue for working families in Dare County.

Mr. Batenic noted the new EMS station in Southern Shores was nearing completion and the sidewalk along the east side of Duck Road was complete.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 18, 2024 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:54 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

Outer Banks Sailing Association

Proposal for Creating a home base at Nags Head Harvey Sound Access

Background

The Outer Banks Sailing Association (OBSA) was formalized as a 501 C3 charitable organization in January 2023. Board members are:

James Eaton -President/ Team OBX Sailing

Jessica Jennings- VP/Treasurer

Hardy Peters - Member at large / East Coast Sailboats/ Team OBX sailing

Joe Van Giesen - Member at large/ Member SSA Annapolis

Iver Scott - Colington youth sailing group

Brian Bullock - Sailing supporter, Member at large

Geoff Grishman - Commodore -Colington Yacht Club

Mission

The mission of the OBSA is to promote the sport of sailing and to use sailing as a way to promote confidence, team building, and sportsmanship among the youth and adults of the Outer Banks through the support and production of casual and competitive sailing events.

Current and past efforts

OBSA operates a weeknight race series out of the Southern Shores north marina.

OBSA has produced/aided production of the 2022/2023 Multihull Sailfests in Southern Shores

OBSA is producing the 2024 sailfest and F-18 regional championships to be held in Nags Head.

OBSA is preparing to expand the weeknight sailing series and produce 2-4 regattas in the OBX per year, focusing on the most active east coast fleets. The F-18, Melges 15 fleets to start.

OBSA is working with "Hatteras Sailing" to expand and promote the high school sailing team.

Current needs

In order to support continued growth of sailing and the sailing community in the Outer Banks the OBSA is searching for a new home base. While the Southern Shores Civic Association has been very supportive, existing community by-laws limit what can be done at the north marina.

OBSA needs access to a more public location to meet its mission goals and therefore proposes the use of a small portion of the Nags head event site for the storage of small boats. Storage at this location will allow access to the Harvey Sound Access to launch the boats. The following attachment provides some detail concerning what the OBSA believes would be needed. We are thankful for any consideration given to this effort and look forward to speaking with those concerned so that we may answer questions and provide further detail as needed.

Sincerely,

James Eaton- OBSA President

jamesobx@gmail.com / 252-455-0205

Outer Banks Sailing Association

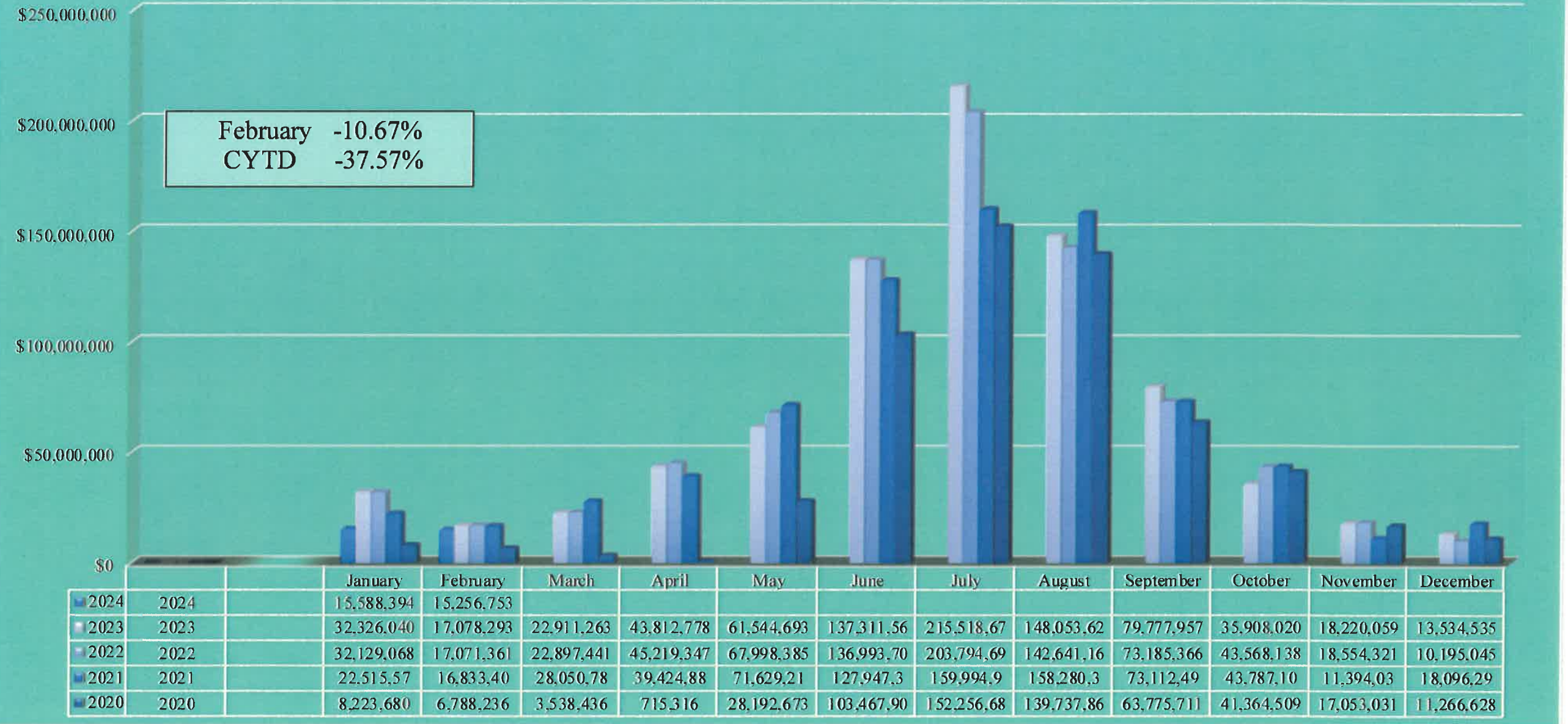
Proposal for Creating a home base at Nags Head Harvey Sound Access



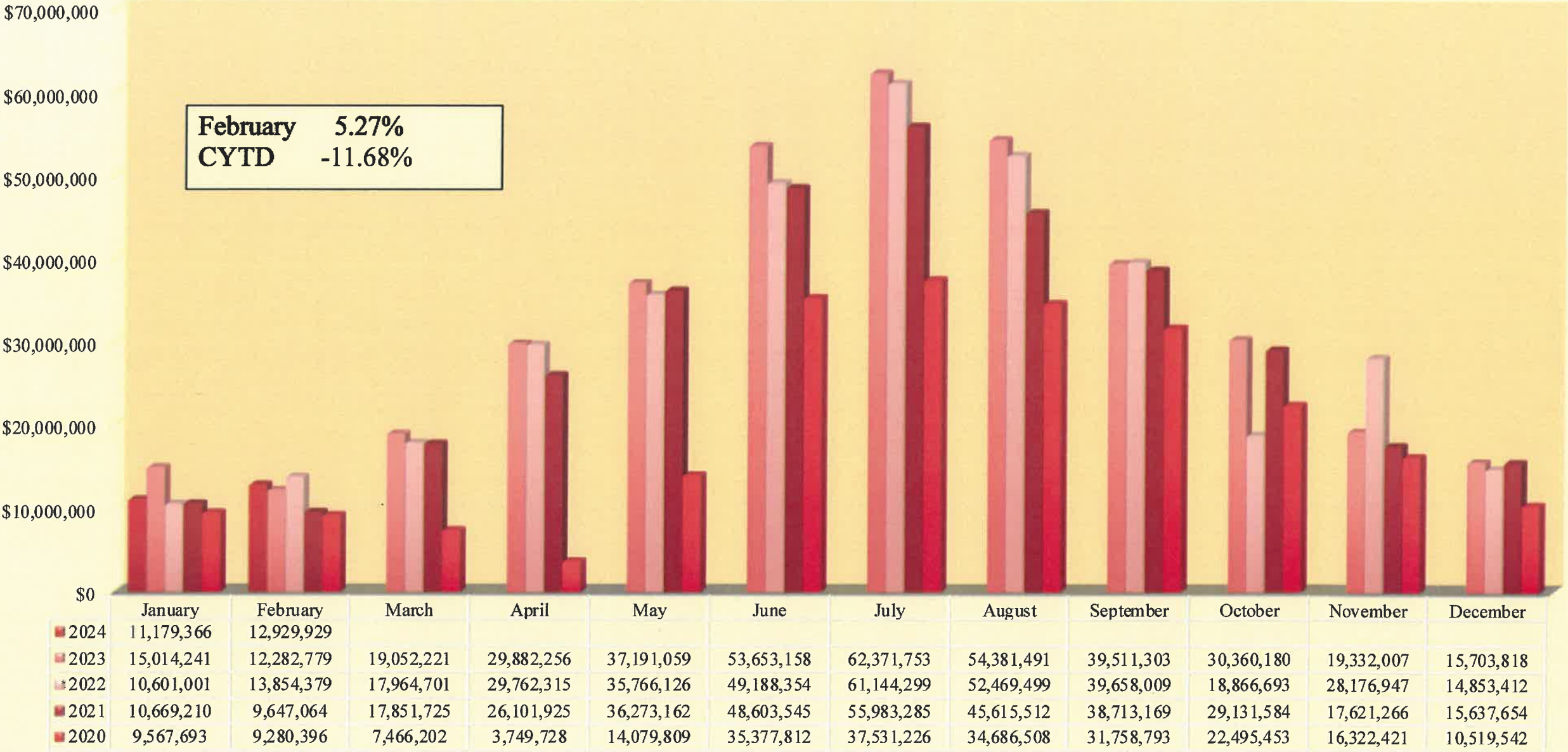
1. Storage area will be approx. 60 feet long and 15 feet wide and made of pressure treated lumber. Storage rack will be maintained by OBSA.
2. It is the intent of OBSA to store at least 5 but up to 10 boats at this location. boats will be small monohulls approximately 15' in length. (Melges 15s and club 420s)
3. Boats will be owned and maintained by OBSA and/or HS school sailing team.
4. Pathway A OR Pathway B is intended to be used to access the water. 1 fence post would have to be modified sat either location to allow for temp. removal and replacement to facilitate access.
5. Stone or mulch could be placed under storage racks and trimmed in to facilitate mowing at the Tourism board's discretion.
6. OBSA is prepared to fund project in whole if needed.



Occupancy Collections



Meals Collections



**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2023-2024**

FISCAL YEAR		PROJECTED FY 23-24	ACTUAL FY 23-24	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
JULY RECEIVED	MEALS	<u>\$425,965.00</u>	<u>\$514,981.30</u>	<u>\$89,016.30</u>	<u>20.90%</u>
		\$1,560,890.00	\$1,881,999.21	\$321,109.21	20.57%
JULY EARNED	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
AUGUST RECEIVED	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
AUGUST EARNED	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
SEPT RECEIVED	MEALS	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
SEPTEMBER EARNED	OCCUPANCY	\$542,895.00	\$799,595.38	\$256,700.38	47.28%
OCT RECEIVED	MEALS	<u>\$276,660.00</u>	<u>\$386,499.75</u>	<u>\$109,839.75</u>	<u>39.70%</u>
		\$819,555.00	\$1,186,095.13	\$366,540.13	44.72%
OCTOBER EARNED	OCCUPANCY	\$261,640.00	\$348,085.75	\$86,445.75	33.04%
NOV RECEIVED	MEALS	<u>\$212,220.00</u>	<u>\$273,920.83</u>	<u>\$61,700.83</u>	<u>29.07%</u>
		\$473,860.00	\$622,006.58	\$148,146.58	31.26%
NOVEMBER EARNED	OCCUPANCY	\$112,835.00	\$182,561.98	\$69,726.98	61.80%
DEC RECEIVED	MEALS	<u>\$134,805.00</u>	<u>\$178,483.22</u>	<u>\$43,678.22</u>	<u>32.40%</u>
		\$247,640.00	\$361,045.20	\$113,405.20	45.79%
DECEMBER EARNED	OCCUPANCY	\$81,700.00	\$135,855.24	\$54,155.24	66.29%
JAN RECEIVED	MEALS	<u>\$106,990.00</u>	<u>\$144,573.68</u>	<u>\$37,583.68</u>	<u>35.13%</u>
		\$188,690.00	\$280,428.92	\$91,738.92	48.62%
JANUARY EARNED	OCCUPANCY	\$272,985.00	\$155,450.13	(\$117,534.87)	-43.06%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$101,950.46</u>	<u>\$11,540.46</u>	<u>12.76%</u>
		\$363,395.00	\$257,400.59	(\$105,994.41)	-29.17%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$151,260.50	\$17,435.50	13.03%
MARCH RECEIVED	MEALS	<u>\$92,745.00</u>	<u>\$128,875.91</u>	<u>\$36,130.91</u>	<u>38.96%</u>
		\$226,570.00	\$280,136.41	\$53,566.41	23.64%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,453,170.00	\$6,763,609.40	\$1,310,439.40	24.03%
TO-DATE	MEALS	<u>\$2,179,795.00</u>	<u>\$2,865,537.60</u>	<u>\$685,742.60</u>	<u>31.46%</u>
		\$7,632,965.00	\$9,629,147.00	\$1,996,182.00	26.15%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	<u>\$2,778,310.00</u>			
2023-2024		\$8,985,785.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,367,017.91	\$0.00	\$0.00	0.00%
	MEALS	<u>\$514,981.30</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,881,999.21	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$2,165,402.07	\$0.00	\$0.00	0.00%
	MEALS	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
Total To Date					
	Occupancy	\$593,722.50	\$442,565.87	(\$151,156.63)	-25.46%
	Meals	<u>\$383,846.09</u>	<u>\$375,400.05</u>	<u>(\$8,446.04)</u>	<u>-2.20%</u>
		\$977,568.59	\$817,965.92	(\$159,602.67)	-16.33%
Total for Year					
	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 22-23	ACTUAL FY 23-24	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
JULY RECEIVED	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
JULY EARNED	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
AUGUST RECEIVED	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
AUGUST EARNED	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
SEPT RECEIVED	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
SEPTEMBER EARNED	OCCUPANCY	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
OCT RECEIVED	MEALS	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
OCTOBER EARNED	OCCUPANCY	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
NOV RECEIVED	MEALS	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
NOVEMBER EARNED	OCCUPANCY	\$185,251.27	\$182,561.98	(\$2,689.29)	-1.45%
DEC RECEIVED	MEALS	<u>\$300,138.52</u>	<u>\$178,483.22</u>	<u>(\$121,655.30)</u>	<u>-40.53%</u>
		\$485,389.79	\$361,045.20	(\$124,344.59)	-25.62%
DECEMBER EARNED	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
JAN RECEIVED	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
JANUARY EARNED	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
FEB RECEIVED	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
FEBRUARY EARNED	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
MARCH RECEIVED	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
MARCH EARNED	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
	OCCUPANCY	\$6,764,082.56	\$6,763,609.40	(\$473.16)	-0.01%
TOTAL TO DATE	MEALS	<u>\$2,825,697.78</u>	<u>\$2,865,537.60</u>	<u>\$39,839.82</u>	<u>1.41%</u>
		\$9,589,780.34	\$9,629,147.00	\$39,366.66	0.41%
TOTAL ACTUAL 2022-2023	OCCUPANCY	\$8,041,025.42			
	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February		5,720,632	5,088,542	4,749,304	3,323,370	3,026,989		0.00%
March		4,840,202	4,719,805	4,162,193	3,077,829	2,831,112		0.00%
April		6,631,823	6,393,489	6,474,307	3,465,302	4,266,897		0.00%
May		8,187,759	9,057,618	7,933,574	2,728,392	5,501,100		0.00%
June		10,047,125	10,023,252	10,165,581	5,686,714	7,096,777		0.00%
July		15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		0.00%
August		19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		0.00%
September		15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		0.00%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
TOTAL	5,373,347	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-2.28%	2.59%	15.08%	22.26%	8.27%	-1.89%		
Total % Change	-2.28%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March		22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April		43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May		61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June		137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July		215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August		148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September		79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October		35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November		18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	30,845,147	49,404,333	49,200,429	39,348,986	15,011,916	12,276,654	12,320,639	12,069,903	9,877,658	9,251,948	7,584,279	8,005,521	7,503,057	7,506,882
Total	30,845,147	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-37.57%	0.41%	25.04%	162.12%	22.28%	-0.36%	2.08%	22.19%	6.76%	21.99%	-5.26%	6.70%	-0.05%	9.11%
Total % Change	-37.57%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease	-10.67%	0.04%	1.41%	147.98%	13.05%	15.35%	5.40%	37.20%	9.63%	11.45%	-0.74%	-7.65%	11.66%	20.63%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)		-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)		3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)		-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March		19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April		29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May		37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June		53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July		62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August		54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September		39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October		30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November		19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	24,109,295	27,297,020	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
Total	24,109,295	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	-11.68%	157.49%	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%	4.10%
Total % Change	-11.68%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease)/Qtr	5.27%	-11.34%	43.61%	3.95%	16.91%	-1.77%	-0.33%	12.75%	11.61%	2.59%	6.93%	-2.13%	7.16%	5.53%
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)		3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)		4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)		2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945		63,921	692,174	414,682	159,347		65,539	206,483	136,291	117,052	
April	9,994	259,204	260,362	186,041		1,930	1,235,799	1,294,819	454,658		48,233	404,682	326,574	298,479	
May	91,397	282,278	285,411	262,423		1,130,609	1,918,384	1,046,309	571,317		254,673	565,909	530,590	410,132	
June	351,108	570,964	330,644	353,506		2,412,414	2,845,176	1,770,185	1,305,653		795,837	919,645	833,391	705,955	
July	363,847	446,262	595,516	427,557		2,685,694	3,088,190	1,860,733	1,284,313		1,043,368	1,058,556	1,166,419	936,181	
August	373,764	532,087	383,480	306,695		1,588,143	2,216,628	1,415,619	813,582		902,896	902,324	778,232	691,547	
September	278,989	401,958	240,314	188,170		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
YTD Totals	46,004	124,008	121,498	153,585	238,224	191,756	380,900	357,780	37,453	25,619	116,614	160,835	136,578	106,173	101,007
Total	1,871,993	3,180,963	2,553,878	2,197,285	238,224	10,849,867	15,518,895	9,658,974	5,733,141	25,619	4,549,771	5,554,350	5,143,081	4,386,712	101,007

Month Increase	-81.21%	100.69%	62.31%	-22.22%	231.81%	12.89%	103.47%	-1.32%	-87.94%	-11.49%	3.39%	55.99%	-18.27%	-23.82%	-4.36%
YTD Increase	-72.25%	169.56%	-2.02%	26.41%	55.11%	-16.18%	98.64%	-6.07%	-89.53%	-31.60%	4.87%	37.92%	-15.08%	-22.26%	-4.87%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116		24,532	456,135	458,768	521,683		2,033,390	22,818,135	18,269,896	18,236,039	
April	272,368	7,371,174	8,104,880	8,083,416		6,532	690,426	970,654	1,063,464		382,791	29,766,955	35,002,625	34,488,045	
May	3,148,199	11,955,124	10,324,362	10,518,694		188,734	1,201,894	1,151,529	1,247,200		23,445,254	56,477,960	55,576,157	49,509,116	
June	11,291,492	17,405,621	16,192,842	16,054,375		689,124	1,781,971	1,801,287	2,070,056		88,087,699	105,559,551	117,473,065	118,553,305	
July	16,489,187	22,217,201	20,666,774	21,259,405		291,105	2,244,007	2,397,468	2,892,211		131,031,173	132,554,585	178,978,115	191,239,034	
August	13,307,261	18,448,886	16,657,613	16,564,558		244,691	2,161,167	2,079,173	2,423,773		122,944,015	135,457,160	122,930,026	129,365,315	
September	9,374,533	11,630,739	11,442,403	11,573,148		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
YTD Totals	2,970,811	3,476,826	3,769,141	4,041,279	3,840,354	44,638	202,142	377,596	470,680	438,617	11,459,906	34,950,509	44,657,485	44,839,291	26,505,033
Total	67,864,420	109,606,289	103,230,055	104,260,627	3,840,354	2,134,793	11,425,576	11,664,072	13,503,523	438,617	487,929,729	633,068,406	690,896,310	706,870,771	26,505,033

Month Increase	15.17%	12.71%	22.98%	-0.87%	-2.57%	17.39%	373.36%	87.53%	36.56%	-15.43%	15.74%	195.31%	-0.84%	1.30%	-12.89%
YTD Increase	12.83%	17.03%	8.41%	7.22%	-4.97%	9.09%	352.85%	86.80%	24.65%	-6.81%	28.39%	204.98%	27.77%	0.41%	-40.89%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633		100,157	288,353	139,472	203,764		3,538,436	28,050,784	22,897,441	22,911,263	0
April	54,406	11,899,053	11,767,660	12,328,326		0	387,071	230,087	302,139		715,316	39,424,885	45,219,347	43,812,778	0
May	7,959,755	11,894,484	12,431,457	12,627,627		122,541	429,562	235,556	273,011		28,192,673	71,629,217	67,998,385	61,544,693	0
June	15,349,447	15,036,636	18,707,648	18,477,129		529,356	646,362	393,576	338,773		103,467,906	127,947,319	136,993,703	137,311,567	0
July	14,163,157	18,366,907	22,972,242	23,810,322		643,415	630,180	527,134	372,183		152,256,684	159,994,974	203,794,691	215,518,673	0
August	14,432,996	15,236,263	17,820,645	17,510,657		621,785	723,235	476,191	311,925		139,737,864	158,280,320	142,641,161	148,053,622	0
September	7,502,538	9,479,100	9,589,739	9,771,123		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957	0
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020	0
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
YTD Totals	7,688,827	16,396,410	20,604,709	20,871,505	22,180,367	226,825	255,908	157,947	226,552	134,910	15,011,916	39,348,986	49,200,429	49,404,333	30,845,147
Total	77,941,438	126,600,209	139,760,159	141,749,903	22,180,367	3,314,894	4,137,515	2,765,729	2,548,964	134,910	576,380,674	771,066,418	814,248,027	825,997,500	30,845,147

Month Increase		142.60%	12.83%	-0.63%	13.90%	10.88%	12.00%	-37.17%	37.71%	-21.42%	13.05%	147.98%	1.41%	0.04%	-10.67%
YTD Increase		113.25%	25.67%	1.29%	6.27%	6.95%	12.82%	-38.28%	43.44%	-40.45%	22.28%	162.12%	25.04%	0.41%	-37.57%
Total Year Increa	71.19%	62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%	

DARE COUNTY GROSS						
OCCUPANCY BY DISTRICT						
	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON	625,203	4.0%	424,551	2.8%	1,049,754	3.4%
BUXTON	155,201	1.0%	204,981	1.3%	360,182	1.2%
COLINGTON	27,314	0.2%	10,488	0.1%	37,802	0.1%
FRISCO	127,568	0.8%	115,835	0.8%	243,403	0.8%
HATTERAS	190,645	1.2%	219,953	1.4%	410,598	1.3%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	8,306,658	26.9%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	3,183,579	10.3%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	828,841	2.7%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	7,912,158	25.7%
RODANTHE	425,595	2.7%	441,288	2.9%	866,883	2.8%
SALVO	226,199	1.5%	180,158	1.2%	406,357	1.3%
WAVES	120,379	0.8%	180,621	1.2%	301,000	1.0%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,558,031	5.1%
DUCK	1,632,266	10.5%	1,421,388	9.3%	3,053,654	9.9%
RIM (ROANOKE ISL. MAINL	910,365	5.8%	977,265	6.4%	1,887,630	6.1%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	438,617	1.4%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	30,845,147	100.0%

DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	477,558	2.0%
BUXTON - 2	219,407	2.0%	239,743	1.9%	459,150	1.9%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	250,604	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	279,217	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	104,948	0.4%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	7,922,926	32.9%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	4,325,195	17.9%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	2,221,859	9.2%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	624,975	2.6%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	5,035,204	20.9%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	40,873	0.2%
SALVO - 18	4,469	0.0%	2,436	0.0%	6,905	0.0%
WAVES - 19	38,688	0.3%	39,180	0.3%	77,868	0.3%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	942,934	3.9%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,339,079	5.6%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	24,109,295	100.0%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	425,595	2,178,032	-80.46%	441,288	658,001	-32.94%	866,883	2,836,033	-69.43%
WAVES	120,379	1,758,064	-93.15%	180,621	533,048	-66.12%	301,000	2,291,112	-86.86%
SALVO	226,199	3,709,036	-93.90%	180,158	959,276	-81.22%	406,357	4,668,312	-91.30%
AVON	625,203	5,173,494	-87.92%	424,551	1,436,510	-70.45%	1,049,754	6,610,004	-84.12%
BUXTON	155,201	382,351	-59.41%	204,981	282,831	-27.53%	360,182	665,182	-45.85%
FRISCO	127,568	929,907	-86.28%	115,835	217,764	-46.81%	243,403	1,147,671	-78.79%
HATTERAS	190,645	3,347,567	-94.30%	219,953	651,905	-66.26%	410,598	3,999,472	-89.73%
TOTAL HATTERAS ISLAND	1,870,790	17,478,451	-89.30%	1,767,387	4,739,335	-62.71%	3,638,177	22,217,786	-83.62%
NORTHERN BEACHES:									
DUCK	1,632,266	1,859,445	-12.22%	1,421,388	1,316,005	8.01%	3,053,654	3,175,450	-3.84%
SOUTHERN SHORES	840,739	913,500	-7.97%	717,292	643,079	11.54%	1,558,031	1,556,579	0.09%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,623,727	1,391,882	16.66%	3,183,579	3,018,727	5.46%
COLINGTON	27,314	8,009	241.04%	10,488	9,524	10.12%	37,802	17,533	115.60%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,185,786	3,939,118	6.26%	8,306,658	8,238,413	0.83%
NAGS HEAD	4,165,184	4,545,805	-8.37%	3,746,974	3,317,925	12.93%	7,912,158	7,863,730	0.62%
TOTAL NORTHERN BEACHES	12,346,227	13,252,899	-6.84%	11,705,655	10,617,533	10.25%	24,051,882	23,870,432	0.76%
ROANOKE ISLAND:									
MANTEO-TOWN	285,739	305,119	-6.35%	543,102	224,455	141.96%	828,841	529,574	56.51%
RIM (ROANOKE ISL. MAINLAND)	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,887,630	2,315,861	-18.49%
TOTAL ROANOKE ISLAND	1,196,104	1,435,390	-16.67%	1,520,367	1,410,045	7.82%	2,716,471	2,845,435	-4.53%
OTC UNATTRIBUTED	175,273	159,300	10.03%	263,344	311,380	-15.43%	438,617	470,680	-6.81%
TOTAL	15,588,394	32,326,040	-51.78%	15,256,753	17,078,293	-10.67%	30,845,147	49,404,333	-37.57%

DARE COUNTY GROSS MEALS BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	28,734	33,616	-14.52%	12,139	53,818	-77.44%	40,873	87,434	-53.25%
WAVES - 19	38,688	39,376	-1.75%	39,180	35,396	10.69%	77,868	74,772	4.14%
SALVO - 18	4,469	7,192	-37.86%	2,436	7,764	-68.62%	6,905	14,956	-53.83%
AVON - 1	240,018	302,578	-20.68%	237,540	308,667	-23.04%	477,558	611,245	-21.87%
BUXTON - 2	219,407	251,526	-12.77%	239,743	295,171	-18.78%	459,150	546,697	-16.01%
FRISCO - 5	154,070	158,141	-2.57%	125,147	113,981	9.80%	279,217	272,122	2.61%
HATTERAS - 6	32,102	45,102	-28.82%	72,846	8,321	775.45%	104,948	53,423	96.45%
TOTAL HATTERAS ISLAND	717,488	837,531	-14.33%	729,031	823,118	-11.43%	1,446,519	1,660,649	-12.89%
NORTHERN BEACHES:									
DUCK - 21	488,383	711,369	-31.35%	850,696	802,519	6.00%	1,339,079	1,513,888	-11.55%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	496,778	601,594	-17.42%	942,934	1,130,476	-16.59%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,188,744	2,133,394	2.59%	4,325,195	5,240,189	-17.46%
COLINGTON - 3	74,603	91,233	-18.23%	176,001	119,864	46.83%	250,604	211,097	18.72%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	4,214,253	3,895,252	8.19%	7,922,926	8,509,201	-6.89%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,847,377	2,363,177	20.49%	5,035,204	5,959,462	-15.51%
TOTAL NORTHERN BEACHES	9,042,093	12,648,513	-28.51%	10,773,849	9,915,800	8.65%	19,815,942	22,564,313	-12.18%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,124,672	1,225,049	-8.19%	2,221,859	2,452,276	-9.40%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	302,377	318,812	-5.16%	624,975	619,782	0.84%
TOTAL ROANOKE ISLAND	1,419,785	1,528,197	-7.09%	1,427,049	1,543,861	-7.57%	2,846,834	3,072,058	-7.33%
TOTAL	11,179,366	15,014,241	-25.54%	12,929,929	12,282,779	5.27%	24,109,295	27,297,020	-11.68%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/24

	Jul '23 - Mar 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	5,072,707.06	4,706,607.00	366,100.06	107.8%
3040 · Meals Tax - 75%	2,149,153.21	2,083,732.00	65,421.21	103.1%
3050 · Website Advertising	99,597.90	125,000.00	-25,402.10	79.7%
3210 · Interest Income	376,004.56	191,050.00	184,954.56	196.8%
3220 · Other	256.00	1,000.00	-744.00	25.6%
Total Income	7,697,718.73	7,107,389.00	590,329.73	108.3%
Gross Profit	7,697,718.73	7,107,389.00	590,329.73	108.3%
Expense				
5000 · Director Compensation	12,825.00	17,100.00	-4,275.00	75.0%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	3,065.89	7,000.00	-3,934.11	43.8%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	332.43	1,000.00	-667.57	33.2%
5010 · Salaries (Full Time) Promotion	734,274.49	1,019,500.00	-285,225.51	72.0%
5020 · Salaries (Part Time) Promotion	68,607.73	129,500.00	-60,892.27	53.0%
5025 · Salaries (Part Time) Welcome AB	72,667.67	112,855.00	-40,187.33	64.4%
5026 · Salaries (Part Time) Welcome RI	100,953.55	170,785.00	-69,831.45	59.1%
5030 · Payroll Taxes	74,462.94	117,210.00	-42,747.06	63.5%
5040 · Employee Insurance	140,356.33	179,200.00	-38,843.67	78.3%
5050 · Retirement	99,388.12	138,665.00	-39,276.88	71.7%
5055 · 401(k) Match	5,920.59	10,195.00	-4,274.41	58.1%
5060 · Workmens Compensation	2,376.90	2,410.00	-33.10	98.6%
5080 · Employee Relations	1,263.96	3,195.00	-1,931.04	39.6%
5090 · Training	4,738.32	16,340.00	-11,601.68	29.0%
5110 · Contracted Service	21,065.00	29,085.00	-8,020.00	72.4%
5140 · Audit	10,945.00	10,945.00	0.00	100.0%
5170 · Other Professional Services	19,674.20	40,300.00	-20,625.80	48.8%
5180 · Legal	5,000.00	20,500.00	-15,500.00	24.4%
5185 · Research	149,082.50	267,500.00	-118,417.50	55.7%
5190 · Administrative Advertising	1,883.00	2,500.00	-617.00	75.3%
5500 · Advertising-Printed	813,247.54	1,454,760.00	-641,512.46	55.9%
5502 · Advertising - Production Fee	138,153.27	170,000.00	-31,846.73	81.3%
5510 · Advertising - Event Dev & Mktg	22,238.57	73,100.00	-50,861.43	30.4%
5515 · Advertising - Online	2,253,205.06	2,616,390.00	-363,184.94	86.1%
5525 · Community Relations	8,957.50	30,000.00	-21,042.50	29.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	7,788.58	19,000.00	-11,211.42	41.0%
5580 · Promotional Aids	3,675.74	8,500.00	-4,824.26	43.2%
6100 · Familiarization Tours	34,650.01	110,000.00	-75,349.99	31.5%
6101 · Group sales	13,895.00	17,750.00	-3,855.00	78.3%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	274,849.64	843,250.00	-568,400.36	32.6%
6160 · Long Range Tourism Plan	1,571.93	242,560.00	-240,988.07	0.6%
6170 · Tourism Summit	21,371.63	25,000.00	-3,628.37	85.5%
6200 · Postage and Delivery	60,563.58	200,200.00	-139,636.42	30.3%
6300 · Travel	22,255.77	60,640.00	-38,384.23	36.7%
6305 · Vehicle Maintenance	508.43	3,500.00	-2,991.57	14.5%
6320 · Registrations	18,657.38	52,475.00	-33,817.62	35.6%
6340 · Travel Show Exhibit	4,444.84	4,500.00	-55.16	98.8%
6420 · Dues and Subscriptions	37,550.86	57,855.00	-20,304.14	64.9%
6440 · Insurance	36,602.39	37,525.00	-922.61	97.5%
6460 · Telephone	24,584.70	38,955.00	-14,370.30	63.1%
6500 · Equipment	45,429.31	85,300.00	-39,870.69	53.3%
6510 · Expendable Equipment	12,504.05	14,550.00	-2,045.95	85.9%
6530 · Technical Support	693.34	9,000.00	-8,306.66	7.7%
6580 · Utilities	10,417.03	18,360.00	-7,942.97	56.7%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	8,125.35	50,905.00	-42,779.65	16.0%
6620 · Equipment Service Contracts	1,345.20	3,100.00	-1,754.80	43.4%
6640 · Equipment Rent	21,597.93	33,840.00	-12,242.07	63.8%
6660 · Equipment Repairs	1,061.39	5,050.00	-3,988.61	21.0%
6700 · Office Supplies	9,906.98	22,955.00	-13,048.02	43.2%
6800 · Bank Service Charges	1,148.30	1,920.00	-771.70	59.8%
6810 · Web Site/Internet	23,117.65	52,000.00	-28,882.35	44.5%
Total Expense	5,466,229.85	8,669,010.00	-3,202,780.15	63.1%
Net Ordinary Income	2,231,488.88	-1,561,621.00	3,793,109.88	-142.9%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/24

	Jul '23 - Mar 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	49,000.00	1,960,166.00	-1,911,166.00	2.5%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
9950 · Transfer to Event Site Fund	1,544.58	286,545.00	-285,000.42	0.5%
Total Other Expense	88,340.73	398,545.00	-310,204.27	22.2%
Net Other Income	-39,340.73	1,561,621.00	-1,600,961.73	-2.5%
Net Income	2,192,148.15	0.00	2,192,148.15	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 3/31/24

	<u>Jul '23 - Mar 24</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	122.46	50.00	72.46	244.9%
Total Income	122.46	50.00	72.46	244.9%
Gross Profit	122.46	50.00	72.46	244.9%
Net Ordinary Income	122.46	50.00	72.46	244.9%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
Total Other Income	49,000.00	35,000.00	14,000.00	140.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
Total Other Expense	86,796.15	112,000.00	-25,203.85	77.5%
Net Other Income	-37,796.15	-77,000.00	39,203.85	49.1%
Net Income	-37,673.69	-76,950.00	39,276.31	49.0%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2023 through March 2024

	Jul '23 - Mar 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,690,902.34	1,568,869.00	122,033.34	107.8%
3040 · Meals Tax	716,384.39	694,578.00	21,806.39	103.1%
3210 · Interest	301,684.05	125,000.00	176,684.05	241.3%
Total Income	2,708,970.78	2,388,447.00	320,523.78	113.4%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	123,563.96	442,795.00	-319,231.04	27.9%
4525 · Event Site	9,295.80	6,936,540.00	-6,927,244.20	0.1%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	132,859.76	8,129,895.00	-7,997,035.24	1.6%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	127,500.00	127,500.00	0.00	100.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	34,595.00	34,595.00	0.00	100.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,378,167.00	-1,378,167.00	0.0%
5140 · Audit	3,625.00	3,625.00	0.00	100.0%
5160 · Fireworks	55,000.00	115,025.00	-60,025.00	47.8%
5170 · Traffic Control - Hwy 12 & 158	4,550.00	24,530.00	-19,980.00	18.5%
Total 4100 · Short-Term Projects	289,030.00	2,994,008.00	-2,704,978.00	9.7%
Total Expense	421,889.76	11,123,903.00	-10,702,013.24	3.8%
Net Ordinary Income	2,287,081.02	-8,735,456.00	11,022,537.02	-26.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	2,287,081.02	0.00	2,287,081.02	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2023-2024

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760		(38,760)		0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500		(127,500)		0
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000			(200,000)	0
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000				177,000
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595		(34,595)		0
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A		25,000			25,000		(25,000)		0
TIG - Chicamacomico - 1874 Life-Saving Station					115,000				115,000
TIG - Duck - Performance Space Improvements					13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover					50,000				50,000
TIG - Frisco Native American - Education Bldg					39,300				39,300
TIG - KH - Hwy 158 Multi-Use Path					400,000				400,000
TIG - NH - E. Epstein Sidewalk					49,500				49,500
TIG - NH - Governor Street Beach Access					60,477				60,477
TIG - NH - W. Seachase Drive Access					45,150				45,150
TIG - NEST - Signs					2,750				2,750
TIG - NC Aquarium - Oyster Exhibits					121,845				121,845
TIG - OB Community Foundation - Community Terrace					85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach					125,000				125,000
TIG - RIFP - Concrete Loading Dock					75,000				75,000
TIG - SS - Walking Path W. Highway 12					118,855				118,855
TIG - Surf Ped Found - Everyone's Playground					282,963				282,963
Fireworks	76,581		(55,000)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,435)	3,625	190		(3,625)	3,435	0
Highway 158/Highway 12 Intersection	12,240		(5,660)	6,580	6,580		(4,550)	20,000	22,030
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,462,762		(1,462,824)	735,419
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	3,047,151	(289,030)	(1,584,389)	3,465,225
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,531,087	1,384,413	(9,296)		7,006,204
Infrastructure (capped)	455,045		(12,250)		442,795		(123,564)		319,231
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,524,442	1,584,413	(132,860)	0	8,075,995
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	4,631,564	(421,890)	(1,584,389)	11,541,220
			#				#		
Cash on Hand 3/31/24									
							Checking		34,734
							Savings		11,240,612
Total Cash on Hand									11,275,346
25% of Occupancy & Meals Income per Budget									
April									65,323
May									121,415
June									151,468
									338,205
Unappropriated Balances									
									72,331
Transfer from General Fund									
30% Short-term						2,745,492	*		
Amount over budget to short-term						679,034			
Short-term Interest						482,044			
						<u>301,684</u>			
						1,462,762			
70% Long-term								1,584,413	
Long-term Interest								0	
								<u>1,584,413</u>	*

*Estimate Based on Actual through March and Budgeted Figures
Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2023 through March 2024

	Jul '23 - Mar 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	2,000.00	-1,000.00	50.0%
3200 · Site Rental Income - Other	25,250.00	20,900.00	4,350.00	120.8%
Total 3200 · Site Rental Income	26,250.00	22,900.00	3,350.00	114.6%
3210 · Interest Income	1,182.34	500.00	682.34	236.5%
3250 · Lease Income	32,122.05	49,155.00	-17,032.95	65.3%
9999 · Unappropriated Funds	0.00	75,810.00	-75,810.00	0.0%
Total Income	59,554.39	148,365.00	-88,810.61	40.1%
Expense				
5160 · Event Development & Marketing	31,604.41	50,000.00	-18,395.59	63.2%
5170 · Other Professional Services	54,690.00	75,000.00	-20,310.00	72.9%
6440 · Insurance	5,752.26	11,515.00	-5,762.74	50.0%
6580 · Utilities	17,787.53	47,580.00	-29,792.47	37.4%
6610 · Repairs & Maintenance	128,696.83	230,745.00	-102,048.17	55.8%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	7,592.80	20,000.00	-12,407.20	38.0%
Total Expense	246,123.83	435,110.00	-188,986.17	56.6%
Net Ordinary Income	-186,569.44	-286,745.00	100,175.56	65.1%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-186,569.44	0.00	-186,569.44	100.0%

DARE COUNTY TOURISM BOARD

31-Mar-24

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	49,167	4,473,120	764,481	1,070,522	2,549,419	0	1,000,000	1,009,678	1,810,064	4,000,000	16,726,450
RESTRICTED FUND	34,734	6,935,772			1,277,251	1,000,000	0	1,000,000	1,027,589	0	11,275,346
TRAVEL GUIDE	2,958										2,958
MERCHANDISE SALES	165,762										165,762
EVENT SITE FUND	336,686										336,686
TOTAL	589,307	11,408,892	764,481	1,070,522	3,826,670	1,000,000	1,000,000	2,009,678	2,837,653	4,000,000	28,507,203
TOTAL % EACH BANK	9.33%	40.02%	6.19%		27.46%			7.05%	9.95%		100.00%
INTEREST RATES	0.40%	5.22%	3.50%	3.15%	2.43%	4.50%	4.90%	4.0% & 4.5%	5.18, 5.09, 4.86%	5.1% & 4.07	
TOTAL CHECKING & CD'S	28,507,203										
60% ALLOWED IN ANY BANK	17,104,322										
25% ALLOWED IN ANY ONE INV	7,126,801										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225			\$11,275,346								



Dare County Tourism Board

Proposed Budget

Fiscal Year 2024-2025

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

Page 1

Dare County Tourism Board						
Budget 2024-2025						
Total Revenues - Governmental Funds						
(General Fund and Special Revenue)						
		Budget	Amended		Proposed	% Change
		FY 2023-2024	Budget	Projected	Budget	to FY 23-24
			FY 2023-2024	FY 2023-2024	FY 2024-2025	Budget
Occupancy		\$ 6,207,476	\$ 6,275,475	\$ 7,500,478	\$ 6,461,205	2.96%
Meals		\$ 2,724,470	\$ 2,778,310	\$ 3,427,921	\$ 2,954,855	6.35%
		\$ 8,931,946	\$ 9,053,785	\$ 10,928,399	\$ 9,416,060	4.00% *
Interest - GF		\$ 191,000	\$ 191,000	\$ 503,530	\$ 360,000	88.48%
Interest - Travel Guide		\$ 50	\$ 50	\$ 126	\$ 50	0.00%
Interest - Restricted		\$ 125,000	\$ 125,000	\$ 365,502	\$ 300,000	140.00%
Website Advertising		\$ 125,000	\$ 125,000	\$ 149,767	\$ 125,000	0.00%
Travel Guide Income		\$ 35,000	\$ 35,000	\$ 49,000	\$ 39,000	11.43%
Other - General		\$ 1,000	\$ 1,000	\$ 256	\$ 1,000	0.00%
		\$ 477,050	\$ 477,050	\$ 1,068,181	\$ 825,050	72.95%
Amounts Rolled Over from PY		\$ 3,296,802	\$ 3,296,802	\$ 3,296,802	\$ 2,702,351	-18.03%
Appropriated Fund Balance		\$ 9,022,001	\$ 9,022,001	\$ 6,078,242	\$ 11,878,193	31.66%
		\$ 12,318,803	\$ 12,318,803	\$ 9,375,044	\$ 14,580,544	18.36%
Total Revenues		\$ 21,727,799	\$ 21,849,638	\$ 21,371,624	\$ 24,821,654	13.60%
* This is a 4% increase over 23-4-24 budget figures. The percent change from projected actual 2023-2024 figures is a decrease of (13.84%).						

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Draft #1
as of 4/2/2024

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**Draft #1
as of 4/2/2024**

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

Page 1b

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		ACTUAL 2019-2020	ACTUAL 2020-2021	ACTUAL 2021-2022	ACTUAL 2022-2023	ACTUAL 2023-2024
JULY RECEIPTS						
	OCCUPANCY	\$1,019,991	\$1,031,086	\$1,276,821	\$1,366,626	\$1,367,018
	MEALS	\$399,780	\$343,467	\$484,565	\$486,160	\$514,981
		<u>\$1,419,771</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,852,786</u>	<u>\$1,881,999</u>
AUGUST RECEIPTS						
	OCCUPANCY	\$1,106,544	\$1,522,969	\$1,592,750	\$2,025,877	\$2,165,402
	MEALS	\$472,601	\$378,908	\$556,560	\$597,289	\$604,977
		<u>\$1,579,144</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$2,623,166</u>	<u>\$2,770,379</u>
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,386,584	\$1,386,699	\$1,592,952	\$1,434,166	\$1,458,380
	MEALS	\$427,334	\$342,807	\$455,773	\$496,883	\$531,275
		<u>\$1,813,918</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,931,050</u>	<u>\$1,989,655</u>
OCTOBER RECEIPTS						
	OCCUPANCY	\$456,103	\$646,711	\$717,840	\$725,053	\$799,595
	MEALS	\$245,359	\$312,640	\$381,875	\$398,738	\$386,500
		<u>\$701,462</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$1,123,790</u>	<u>\$1,186,095</u>
NOVEMBER RECEIPTS						
	OCCUPANCY	\$225,977	\$411,520	\$437,386	\$433,387	\$348,086
	MEALS	\$196,139	\$220,333	\$283,580	\$162,643	\$273,921
		<u>\$422,115</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$596,030</u>	<u>\$622,007</u>
DECEMBER RECEIPTS						
	OCCUPANCY	\$115,681	\$149,614	\$103,833	\$185,251	\$182,562
	MEALS	\$122,310	\$133,492	\$144,518	\$300,139	\$178,483
		<u>\$237,992</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$485,390</u>	<u>\$361,045</u>
JANUARY RECEIPTS						
	OCCUPANCY	\$64,326	\$99,622	\$191,666	\$101,098	\$135,855
	MEALS	\$105,378	\$129,244	\$172,558	\$143,215	\$144,574
		<u>\$169,703</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$244,313</u>	<u>\$280,429</u>
FEBRUARY RECEIPTS						
	OCCUPANCY	\$82,572	\$221,257	\$320,769	\$322,624	\$155,450
	MEALS	\$98,628	\$96,377	\$93,580	\$124,423	\$101,950
		<u>\$181,200</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$447,048</u>	<u>\$257,400</u>
MARCH RECEIPTS						
	OCCUPANCY	\$68,444	\$167,213	\$170,201	\$170,000	\$133,825
	MEALS	\$90,154	\$92,067	\$131,328	\$116,208	\$92,745
		<u>\$158,598</u>	<u>\$259,280</u>	<u>\$301,529</u>	<u>\$286,208</u>	<u>\$226,570</u>
APRIL RECEIPTS						
	OCCUPANCY	\$30,252	\$277,701	\$229,961	\$228,527	\$125,235
	MEALS	\$69,266	\$179,714	\$176,838	\$179,535	\$136,055
		<u>\$99,518</u>	<u>\$457,415</u>	<u>\$406,799</u>	<u>\$408,062</u>	<u>\$261,290</u>
MAY RECEIPTS						
	OCCUPANCY	\$12,691	\$395,352	\$451,019	\$436,135	\$275,870
	MEALS	\$37,629	\$259,175	\$284,410	\$284,935	\$209,790
		<u>\$50,320</u>	<u>\$654,527</u>	<u>\$735,429</u>	<u>\$721,069</u>	<u>\$485,660</u>
JUNE RECEIPTS						
	OCCUPANCY	\$280,884	\$709,402	\$679,227	\$612,281	\$353,200
	MEALS	\$138,382	\$359,081	\$344,508	\$359,175	\$252,670
		<u>\$419,266</u>	<u>\$1,068,483</u>	<u>\$1,023,735</u>	<u>\$971,456</u>	<u>\$605,870</u>
TOTALS	OCCUPANCY	\$4,850,048	\$7,019,145	\$7,764,423	\$8,041,025	\$7,500,478
	MEALS	\$2,402,960	\$2,847,306	\$3,510,093	\$3,649,343	\$3,427,921
		<u>\$7,253,008</u>	<u>\$9,866,451</u>	<u>\$11,274,517</u>	<u>\$11,690,368</u>	<u>\$10,928,399</u>

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		5 YEAR AVERAGE FY 2022-2024	BUDGET FY 2023-2024	PROPOSED FY 2024-2025	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 23-24 Budget	\$ Increase / Decrease from 23-24 Budget
JULY RECEIPTS								
	OCCUPANCY	\$1,212,308	\$1,134,925	\$1,210,325	-11.46%	-\$156,693	6.64%	\$75,400
	MEALS	\$445,791	\$425,965	\$443,005	-13.98%	-\$71,977	4.00%	\$17,040
		\$1,658,099	\$1,507,050	\$1,653,330	-12.15%	-\$228,670	6.13%	\$92,440
AUGUST RECEIPTS								
	OCCUPANCY	\$1,682,708	\$1,596,655	\$1,650,520	-23.78%	-\$514,882	3.37%	\$53,865
	MEALS	\$522,067	\$431,030	\$472,275	-21.93%	-\$132,702	9.57%	\$41,245
		\$2,204,775	\$1,959,685	\$2,122,795	-23.38%	-\$647,584	4.85%	\$95,110
SEPTEMBER RECEIPTS								
	OCCUPANCY	\$1,451,756	\$1,383,710	\$1,439,060	-1.32%	-\$19,320	4.00%	\$55,350
	MEALS	\$450,815	\$408,970	\$445,330	-16.18%	-\$85,945	8.89%	\$36,360
		\$1,902,571	\$1,792,680	\$1,884,390	-5.29%	-\$105,265	5.12%	\$91,710
OCTOBER RECEIPTS								
	OCCUPANCY	\$669,060	\$542,895	\$579,615	-27.51%	-\$219,980	6.76%	\$36,720
	MEALS	\$345,022	\$276,660	\$297,730	-22.97%	-\$88,770	7.62%	\$21,069
		\$1,014,083	\$819,555	\$877,344	-26.03%	-\$308,751	7.05%	\$57,789
NOVEMBER RECEIPTS								
	OCCUPANCY	\$371,271	\$261,640	\$272,110	-21.83%	-\$75,976	4.00%	\$10,470
	MEALS	\$227,323	\$212,220	\$220,715	-19.42%	-\$53,206	4.00%	\$8,495
		\$598,594	\$473,860	\$492,825	-20.77%	-\$129,182	4.00%	\$18,964
DECEMBER RECEIPTS								
	OCCUPANCY	\$147,388	\$112,835	\$117,350	-35.72%	-\$65,212	4.00%	\$4,515
	MEALS	\$175,788	\$134,805	\$140,200	-21.45%	-\$38,283	4.00%	\$5,394
		\$323,177	\$247,640	\$257,550	-28.67%	-\$103,495	4.00%	\$9,910
JANUARY RECEIPTS								
	OCCUPANCY	\$118,514	\$81,700	\$84,970	-37.46%	-\$50,885	4.00%	\$3,271
	MEALS	\$138,994	\$106,990	\$121,270	-16.12%	-\$23,304	13.35%	\$14,281
		\$257,507	\$188,690	\$206,242	-26.46%	-\$74,188	9.30%	\$17,552
FEBRUARY RECEIPTS								
	OCCUPANCY	\$220,534	\$272,985	\$163,905	5.44%	\$8,455	-39.96%	-\$109,080
	MEALS	\$102,992	\$90,410	\$90,410	-11.32%	-\$11,540	0.00%	\$0
		\$323,526	\$363,395	\$254,315	-1.20%	-\$3,085	-30.02%	-\$109,080
MARCH RECEIPTS								
	OCCUPANCY	\$141,937	\$133,825	\$133,825	0.00%	\$0	0.00%	\$0
	MEALS	\$104,500	\$92,745	\$96,455	4.00%	\$3,710	4.00%	\$3,710
		\$246,437	\$226,571	\$230,281	1.64%	\$3,710	1.64%	\$3,710
APRIL RECEIPTS								
	OCCUPANCY	\$178,335	\$125,235	\$125,235	0.00%	\$0	0.00%	\$0
	MEALS	\$148,281	\$136,055	\$141,500	4.00%	\$5,445	4.00%	\$5,445
		\$326,617	\$261,290	\$266,735	2.08%	\$5,445	2.08%	\$5,445
MAY RECEIPTS								
	OCCUPANCY	\$314,213	\$275,870	\$296,910	7.63%	\$21,040	7.63%	\$21,040
	MEALS	\$215,188	\$209,790	\$218,185	4.00%	\$8,395	4.00%	\$8,395
		\$529,401	\$485,660	\$515,095	6.06%	\$29,435	6.06%	\$29,435
JUNE RECEIPTS								
	OCCUPANCY	\$526,999	\$353,200	\$387,380	9.68%	\$34,180	9.68%	\$34,180
	MEALS	\$290,763	\$252,670	\$267,780	5.98%	\$15,110	5.98%	\$15,110
		\$817,762	\$605,870	\$655,159	8.14%	\$49,289	8.14%	\$49,290
TOTALS								
	OCCUPANCY	\$7,035,024	\$6,275,475	\$6,461,207	-13.86%	-\$1,039,273	2.96%	\$185,732
	MEALS	\$3,167,525	\$2,778,310	\$2,954,855	-13.80%	-\$473,067	6.35%	\$176,544
		\$10,202,549	\$9,053,785	\$9,416,062	-13.84%	-\$1,512,340	4.00%	\$362,276
			FY22/23 Budget	\$8,119,742.00				
			24/25 vs 22/23	15.97%				

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Governing									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5000	Director Compensation	17,100	17,100	17,125	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,316	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	5,424	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	2,985	2,985	2,985	3,125	4.7%	3,281	3,347	3,414
5004	Miscellaneous Items	1,000	1,000	477	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,565	30,565	27,327	30,705	0.5%	30,961	31,027	31,244
	Projected under budget by			3,238					

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau Budget 2024-2025 Promotion										
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
Personnel										
5010	Salaries (full)	942,000	1,019,500	1,018,643	1,085,900	6.5%	1,118,477	1,174,401	1,209,633	
5020	Salaries (part)	129,500	129,500	124,466	134,250	3.7%	138,278	145,191	149,547	
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000	
5030	Payroll Taxes	85,350	91,280	90,732	96,770	6.0%	100,444	105,321	108,393	
5040	Employee Insurance	161,750	175,000	167,065	175,700	0.4%	193,270	208,732	225,430	
5050	Retirement	125,455	135,440	134,808	156,430	15.5%	164,987	185,160	177,749	
5055	401(k) Match	9,420	10,195	8,105	10,860	6.5%	11,185	11,744	12,096	
5060	Worker's Comp	1,695	1,945	1,912	2,035	4.6%	2,096	2,159	2,224	
5080	Employee Relations	1,995	1,995	2,049	2,340	17.3%	2,340	2,340	2,340	
5090	Training	14,900	14,900	8,332	11,900	-20.1%	10,000	10,500	11,025	
		1,473,065	1,580,755	1,556,112	1,677,185	6.1%	1,742,077	1,846,548	1,899,436	
Marketing/Advertising										
5500	Other Advertising	1,454,760	1,454,760	1,454,760	1,514,545	4.1%	1,559,981	1,606,781	1,654,984	
5502	Production Advertising	170,000	170,000	165,153	190,000	11.8%	180,000	190,000	200,000	
5510	Events-Development & Prom	73,100	73,100	39,189	53,100	-27.4%	54,693	56,334	58,024	
5515	Advertising - Online	2,616,390	2,616,390	2,616,390	2,741,820	4.8%	2,824,075	2,908,797	2,996,061	
5525	Community Relations	30,000	30,000	22,958	30,000	0.0%	30,000	30,000	30,000	
5560	Brochures/Production/Print	19,000	19,000	16,872	21,650	13.9%	20,000	20,000	20,000	
5580	Promotional Aids	9,000	8,500	4,214	8,500	0.0%	8,500	8,500	8,500	
6100	Press/Travel Writer Tours	110,000	110,000	90,100	110,000	0.0%	110,000	113,300	116,699	
6101	Group Sales	17,750	17,750	15,300	34,000	91.5%	18,000	21,600	22,248	
		4,500,000	4,499,500	4,424,936	4,703,615	4.5%	4,805,249	4,955,311	5,106,516	

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau Budget 2024-2025 Promotion										
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
Special Projects										
6150	Event Grant	818,250	843,250	431,350	802,000 *	-4.9%	425,000	450,000	475,000	
6160	Long Range Tourism Plan	350,000	242,560	100,176	225,000	-7.2%	315,000	330,750	347,288	
6170	Tourism Summit	25,000	25,000	22,872	27,500	10.0%	18,000	18,000	18,000	
		1,193,250	1,110,810	554,398	1,054,500	-5.1%	758,000	798,750	840,288	
Operations										
5110	Contracted Services	16,030	16,030	15,693	16,030	0.0%	16,030	16,030	16,832	
5140	Audit	10,875	10,945	10,945	13,650	24.7%	17,063	18,769	20,646	
5170	Other Professional Service	7,300	40,300	39,796	10,800	-73.2%	10,000	15,000	15,000	
5180	Legal	20,500	20,500	18,600	20,500	0.0%	20,500	20,500	20,500	
5185	Research	267,500	267,500	156,125	188,500	-29.5%	75,000	50,000	100,000	
5190	Administrative Advertising	1,500	2,500	2,433	1,500	-40.0%	1,500	1,500	1,500	
5530	Legal Notices	1,500	1,500	500	1,500	0.0%	1,500	1,500	1,500	
6200	Postage/Fulfillment	200,000	200,000	152,574	200,000	0.0%	204,000	208,080	212,242	
6300	Travel	59,000	59,000	46,761	59,000	0.0%	61,360	63,814	66,367	
6305	Vehicle Maintenance	3,500	3,500	2,208	3,000	-14.3%	3,000	3,000	3,000	
6320	Registrations	52,475	52,475	26,587	40,000	-23.8%	40,400	40,804	41,212	
6340	Travel Show Exhibit	4,000	4,500	4,445	5,000	11.1%	6,500	7,500	7,500	
6420	Dues & Subscriptions	57,405	57,405	45,839	69,400	20.9%	72,870	72,870	72,870	
6440	Insurance	26,515	26,465	25,542	28,350	7.1%	29,768	31,256	32,819	
6460	Telephone	24,400	24,400	23,982	25,540	4.7%	25,540	26,306	26,306	
6500	Equipment	78,500	78,500	76,209	21,200 *	-73.0%	25,000	25,750	26,523	
6510	Expendable Equipment	2,550	14,550	13,354	3,275	-77.5%	3,275	3,275	3,275	
6530	Tech. Support/Software	9,000	9,000	5,703	5,500	-38.9%	5,500	5,500	5,500	
6580	Utilities	10,800	10,800	9,533	10,800	0.0%	11,124	11,235	11,348	
6600	Cleaning/maint. Supplies	1,500	1,500	1,362	1,500	0.0%	1,500	1,500	1,500	
6610	Building Maintenance	25,000	45,000	39,526	20,000	-55.6%	20,000	35,000	55,000	
6620	Equip. Service Contracts	3,100	3,100	3,040	3,100	0.0%	3,100	3,100	3,100	

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Promotion									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
6640	Equipment Rental	33,840	33,840	30,652	33,840	0.0%	33,840	33,840	33,840
6660	Equipment Repairs	3,000	3,000	2,911	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,730	17,236	17,800	0.4%	17,800	17,800	17,800
6800	Bank Service Fees	1,920	1,920	1,575	1,920	0.0%	2,016	2,117	2,223
6810	Web Site/Internet	52,000	52,000	45,294	52,000	0.0%	52,000	53,560	53,560
		991,510	1,057,960	818,425	856,705	-19.0%	763,185	772,606	854,960
	Total - Promotional	8,157,825	8,249,025	7,353,871	8,292,005	0.5%	8,068,511	8,373,215	8,701,200
	Projections under budget by			895,154					
	less encumbrances			-402,000					
				493,154					
	* Encumbrances: #6150 \$402,000								

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2024-2025									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5025	Salaries (part)	111,855	111,855	110,017	117,400	5.0%	120,922	124,550	128,286
5030	Payroll Taxes	9,675	9,675	9,516	10,155	5.0%	10,460	10,774	11,097
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679
5050	Retirement	3,225	3,225	2,565	3,415	5.9%	3,586	3,693	3,804
5060	Worker's Comp	185	185	185	185	0.0%	191	196	202
5080	Employee Relations	455	455	308	455	0.0%	450	450	450
5090	Training	600	600	600	600	0.0%	600	600	600
5110	Contracted Services	9,960	9,960	9,960	9,960	0.0%	9,960	9,960	9,960
6130	Uniforms	800	800	540	1,080	35.0%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	630	630	187	645	2.4%	560	560	570
6420	Dues & Subscriptions	270	270	103	270	0.0%	270	270	270
6440	Insurance	3,685	3,685	3,685	3,890	5.6%	4,085	4,289	4,503
6460	Telephone	8,700	8,700	5,945	5,940	-31.7%	6,059	6,180	6,304
6500	Equipment	3,800	3,800	2,800	1,500	-60.5%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,625	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	388	600	0.0%	600	600	600
6610	Building Maintenance	3,405	3,405	3,024	3,500	2.8%	2000	7250	2000
6660	Equipment Repairs	1,800	1,800	800	1,800	0.0%	300	315	330
6700	Office Supplies	3,100	3,100	2,005	3,100	0.0%	3,000	3000	3,000
	Total - ABWC	173,745	173,745	162,581	175,495	1.0%	176,683	187,105	186,679
Projected under budget by									
				11,164					

Fiscal Year 2024-2025 Dare County Tourism Board Proposed Budget

Outer Banks Visitors Bureau									
Budget 2024-2025									
Outer Banks Welcome Center Roanoke Island									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2022-2023	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5026	Salaries (part) - RI	83,910	83,910	81,119	87,825	4.67%	90,460	93,174	95,969
5030	Payroll Taxes	7,260	7,260	7,017	7,600	4.68%	7,825	8,060	8,301
5060	Worker's Comp	135	135	135	135	0.00%	139	143	148
5080	Employee Relations	350	350	331	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	700	700	540	1,080	54.29%	800	800	800
6420	Dues & Subscriptions	0	180	95	180	0.00%	189	198	208
6440	Insurance	5,525	5,525	5,525	6,320	14.39%	6,636	6,968	7,316
6460	Telephone	1,415	1,415	1,174	1,345	-4.95%	1,372	1,399	1,427
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	824	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200
6610	Building Maintenance	2,000	2,000	1,525	2,000	0.00%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	468	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		105,005	105,185	100,613	110,545	5.10%	114,500	122,701	121,688
Projected under budget by				4,572					

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025									
Outer Banks Welcome Center - Hatteras Information Center									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2022-2023	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5026	Salaries (part) - HI	36,875	36,875	35,547	39,150	6.17%	40,325	41,534	42,780
5030	Payroll Taxes	3,190	3,190	3,075	3,385	6.11%	3,488	3,593	3,700
5060	Worker's Comp	55	55	55	60	9.09%	62	64	66
5080	Employee Relations	215	215	151	215	0.00%	200	200	200
5090	Training	140	140	125	140	0.00%	100	100	100
5110	Contracted Services	2,300	2,300	2,200	2,300	0.00%	2,300	2,300	2,300
6130	Uniforms	400	400	270	720	80.00%	300	300	300
6300	Travel	1,010	1,010	617	1,030	1.98%	903	918	895
6440	Insurance	925	925	925	975	5.41%	1,024	1,075	1,129
6460	Telephone	2,700	2,700	2,248	2,700	0.00%	2,754	2,809	2,865
6500	Equipment	1,000	1,000	800	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	153	250	0.00%	200	200	200
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500
6700	Office Supplies	825	825	428	825	0.00%	700	725	750
Total - Welcome Ctr. - Hatteras		50,385	50,385	46,669	53,250	5.69%	53,855	55,318	56,785
Projected under budget by				3,716					

Fiscal Year 2024-2025 Dare County Tourism Board Proposed Budget

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Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2024-2025						
Restricted						
			Amended		Proposed	
Account		Budget	Budget	Projected	Budget	Percent
<u>Number</u>	<u>Title</u>	<u>2023-2024</u>	<u>2023-2024</u>	<u>2023-2024</u>	<u>2024-2025</u>	<u>Change</u>
	Occupancy/Meals Tax 25%	2,232,987	2,263,447	2,732,100	2,354,015	4.0%
	Interest	125,000	125,000	365,502	300,000	140.0%
	Appropriated Fund Balance	8,735,456	8,735,456	8,494,046	11,591,648	32.7%
	Total - Non Departmental	11,093,443	11,123,903	11,591,648	14,245,663	28.1%

Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau					
Budget 2024-2025					
Restricted Fund					
Account Number	Title	Projected Amount Allocated thru 2/29/24	Recommended FY 24-25 Projects	Proposed FY 24-25 Allocation	Percent Change
Revenues					
3210	Interest	365,502	0	300,000	-17.9%
9930	Appropriation from Fund Balance	8,494,046	0	11,591,648	36.5%
9940	Occupancy/Meals Tax 25%	2,732,100	0	2,354,015	-13.8%
	Total Revenues	11,591,648	0	14,245,663	22.9%
Expenditures					
Long Term Projects: 70% = \$1,647,811					
4503	Infrastructure NOTE #1	319,231	100,000	419,231	31.3%
4525	Event Site NOTE #2	7,006,204	1,447,811	8,454,015	20.7%
4585	Long-term Unappropriated NOTE #3	750,560	100,000	850,560	13.3%
	Total Long Term Projects	8,075,995	1,647,811	9,723,806	20.4%
Short Term Projects: 30% = \$706,205, plus interest					
FY2020					
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806	0.0%
		147,806		147,806	
FY2022					
4662	TIG - NH - Epstein Beach Access	250,000	0	250,000	0.0%
		250,000	0	250,000	0.0%
FY2023					
4668	TIG - Duck - Ocean Crest Improvements	78,000		78,000	0.0%
4669	TIG - KDH - Wright Bros Sidewalk	177,000		177,000	0.0%
4670	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
4671	TIG - OB Forever - Lighthouse Pathway	132,000		132,000	0.0%
4672	TIG - SS Walking Path E Highway 12	150,000		150,000	0.0%
		649,000		649,000	
FY2024					
4675	TIG - Chicamacomico - 1874 Lifesaving Station	115,000		115,000	0.0%
4676	TIG - Duck - Performance Space Improvements	13,549		13,549	0.0%
4677	TIG - Elizabethan Garden - Pathway to Discovery	50,000		50,000	0.0%
4678	TIG - FNAM - Education Building	39,300		39,300	0.0%
4679	TIG - KH - Hwy 158 Multi-Use Path	400,000		400,000	0.0%
4680	TIG - NH - E. Epstein Sidewalk	49,500		49,500	0.0%
4681	TIG - NH - Governor St Beach Access	60,477		60,477	0.0%
4682	TIG - NH - W. Seachase Drive Sidewalk	45,150		45,150	0.0%
4683	TIG - NEST - Signs	2,750		2,750	0.0%
4684	TIG - NC Aquarium - Oyster Exhibits	121,845		121,845	0.0%
4685	TIG - OB Community Found - Community Terrace	85,000		85,000	0.0%
4686	TIG - OB Forever - Restrooms at Lighthouse Beach	125,000		125,000	0.0%
4687	TIG - RIFP - Concrete Loading Dock	75,000		75,000	0.0%
4688	TIG - SS Walking Path W. Highway 12	118,855		118,855	0.0%
4689	TIG - Surf Ped Foundation - Everyone's Playground	282,963		282,963	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	22,030	0	22,030	0.0%
5160	Fireworks	60,025	60,000	120,025	100.0%
5140	25 % of audit	0	4,550	4,550	-
4999	FY2023 S-T Unappropriated NOTE #4	802,402	941,655	1,744,057	117.4%
		2,468,846	1,006,205	3,475,051	40.8%
	Total Short Term Projects	3,515,652	1,006,205	4,521,857	28.6%
	Total Expenditures	11,591,648	2,654,016	14,245,663	22.9%
Reconciliation Back to 2/29/24 Cash Balance					
	Funds in the Banks @ 2/29/24			\$ 11,172,530	
	Estimated Revenues - May-June 2024			491,448	
	Budgeted FY 23-24 Revenues			2,654,015	
	Total Proposed Expenditures			\$ 14,317,993	
	Less Amounts to be Paid Out in 23-24			(72,330)	
	Total Proposed Expenditures			\$ 14,245,663	

Draft #1
as of 4/10/2024

8b

NOTE #1	Infrastructure was capped by the Board at \$500,000 in FY2006-2007. Proposed budget allocates \$100,000 to start bringing the balance back to \$500,000.
NOTE #2	The Event Site line item is funded by 100% of long-term revenues, less transfers to Long-term Unappropriated & Infrastructure. \$67,975 is encumbered for Boardwalk Engineering. Part of money held is to be used for construction of the Boardwalk.
NOTE #3	Long-term Unappropriated was established by the board in March 2019 and was capped at \$500,000 in FY19/20. \$100,000 is allocated in FY24/25 to rebuild the balance back to \$500,000 \$525,000 is encumbered: \$200,000 for Dare County Frisco Sidewalks and \$250,000 for Graveyard of the Atlantic for \$250,000 museum uplifts. \$75,000 for Roanoke Island Historical Association for Sound Array.
NOTE #4	Short-term Unappropriated is receiving the interest in addition to the Board designated 30% split of occupancy & meals taxes received, plus amounts over budgeted figures Funds in Short-term Unappropriated are allocated out to the audit, traffic control, Fireworks and Tourism Impact Grants.

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Travel Guide												
<u>Account Number</u>	<u>Title</u>	<u>Original Budget 2023-2024</u>	<u>Amended Budget 2023-2024</u>	<u>Projected 2023-2024</u>	<u>Proposed Budget 2024-2025</u>	<u>Percent Change</u>	<u>Estimate FY25-26</u>	<u>Estimate FY26-27</u>	<u>Estimate FY27-28</u>			
	Revenues											
3209 Advertising		35,000	35,000	49,000	39,000	11.4%	40,170	41,375	42,616			
3210 Interest		50	50	126	50	0.0%	53	55	58			
	Total Revenues	35,050	35,050	49,126	39,050	11.4%	40,223	41,430	42,674			
	Expenditures											
5560 Production/Printing/Distribution		110,000	110,000	81,957	110,000	0.0%	113,300	116,699	120,200			
6200 Freight		2,000	2,000	4,839	5,000	100.0%	5,150	5,305	5,464			
	Total Expenditures	112,000	112,000	86,796	115,000	2.7%	118,450	122,004	125,664			
	Revenues Over (Under) Expenditures	-76,950	-76,950	-37,670	-75,950		-78,228	-80,573	-82,989			

**Fiscal Year 2024-2025
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Event Site Fund										
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY25-26	Estimate FY27-28	
	Revenues:									
3200	Event Rental Income	22,900	22,900	29,360	24,700	7.86%	26,700	27,800	29,600	
3250	Lease Income	49,155	49,155	48,364	52,700	7.21%	52,700	52,700	52,700	
3220	Other Income	200	200	0	200	0.00%	200	200	200	
3210	Interest Income	500	500	1,133	500	0.00%	150	100	100	
9910	Transfer from General Fund	286,545	286,545	286,545	286,545	0.00%	339,907	404,803	420,035	
9999	Unappropriated Funds	45,810	75,810	0	30,380	-59.93%	30,000	31,500	33,075	
	Total Revenues	405,110	435,110	365,402	395,025	-9.21%	449,657	517,103	535,710	
	Projected under budget by									
	Expenditures:									
5160	Event Development & Marketing	50,000	50,000	46,004	50,000	0.00%	50,000	50,000	24,000	
5190	Other Professional Services	55,000	75,000	72,690	55,000	-26.67%	55,000	92,700	104,751	
6440	Insurance	11,515	11,515	5,752	9,725	-15.54%	10,211	10,722	11,258	
6580	Utilities	47,580	47,580	46,923	40,665	-14.53%	41,885	43,141	44,436	
6610	Repairs & Maintenance	220,745	230,745	223,019	219,365	-4.93%	271,462	298,608	328,469	
6700	Office Supplies	270	270	226	270	0.00%	300	300	300	
9990	Other Expenses	20,000	20,000	17,659	20,000	0.00%	20,800	21,632	22,497	
	Total Expenditures	405,110	435,110	412,273	395,025	-9.21%	449,658	517,103	535,710	
	Revenues Over (Under) Expenditures	0	0	-46,871	0		0	0	0	

Marketing Dashboard

thru MARCH 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	47,549	37,364	10,185	27%
Completed Video Views	30,567,571	18,483,352	12,084,219	65%
Website Sessions	3,345,613	2,895,613	450,000	16%
Online Communities				
Email Subscribers	118,884	127,177	-8,293	-7%
Facebook	718,000	716,288	1,712	0%
X (Twitter)	40,869	41,688	-819	-2%
Instagram	130,818	129,193	1,625	1%
Pinterest	23,500	23,500	0	0%
TikTok	<u>96,400</u>	<u>63,100</u>	<u>33,300</u>	<u>53%</u>
Online Communities Subtotal	1,128,471	1,100,946	27,525	3%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics which are managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

The following sections are included:

- **Section I: Fiscal Year 2023-2024 Overview:** Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Includes data sets from KeyData, Zartico, Visa and Google Analytics that highlight market interest at a state and city level.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.
- **Section V: Month of Data:** Reviews monthly data pacing versus previous year tracking.

March 2024 highlights:

- **Paid Media:** The remaining paid media in the Spring-Summer campaign concluded in March, except for native display supporting guidebook requests, which will remain live through April to allow for the budget to deliver in full. The Continuity campaign continued to deliver throughout the month.
 - Native continuity promoted 12 stops on Highway 12, family activities and hiking trails. 12 on 12 achieved the highest CTR at 0.53% and the lowest CPC at \$1.02.
 - The Teach + Travel print issue reaching educators who plan student travel published in March.
- **Website:** Total sessions were down 7% MoM; increased traffic from email, paid search and organic search offset the ~90% decrease in traffic from most of the Spring-Summer campaign concluding in February.
 - Amongst the top 20 pages, the /things-to-do/water-activities/ page saw the largest volume increase MoM (25K) while /blog/post/ saw the largest growth MoM (140%).
 - External links, partner referrals, listing details, blog section reached file downloads, and search result events all saw volume growth compared to February.
 - Travel guide request event had its first full month of accurate counting with 13K requests.
 - Of the 11K vimeo_video events, 260 plays occurred across the four videos with an 25% completion rate.
 - *Note: HY worked with Steph/Simpleview to clarify how guidebook and vimeo_video events were counted.*
 - *Travel_guide_request: Two events were simultaneously firing when "submit" was clicked. In mid-February, one of the events was deleted and now the event only fires once.*
 - *Vimeo_video: Each video load, counts as a single event. There is no way to retroactively filter out the load data. Future commentary will report on plays and completes to show true user engagement.*
- **Email:** 127K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 20% open rate, 17% CTR (opens), and a 0.19% bounce rate.
 - The March 2024 OBX monthly email, "Discover New Treasures on the OBX" saw a 21% open rate and 13% CTR (opens).
 - The CTA button titled "See Spring Special" achieved the highest click rate at 27%, while the "Your Guide to the OBX" image near the bottom of the email provided a 12% click rate.
 - The March monthly email was sent separately to the UNC Learfield Email list for testing. Compared to the general list, the open rate and CTR (opens) are below-average. The List will continue to be messaged to every month and performance will be monitored.
 - Amongst all niche workflows, the Foodie email drove the most clicks to the website with the highest CTR (opens) at 49%, a 69% increase over last month.
 - *Note: Total bounce rate returned to normal levels in March. Previously reported that the volume of successful email deliveries was down from November due to "soft bounces" from a server timeout with Gmail, when connecting with Gmail.*
- **Zartico:** Through March 29, tracked spend is up 23% MoM and is on track to meet or exceed March 2023 levels.
 - Top visitor origin markets based on total tracked spending were Richmond-Petersburg VA (17%), Washington DC (16%), and Harrisburg-Lancaster-Lebanon-York PA (12%).
 - Cape Hatteras National Seashore, Wright Brothers National Memorial, and Manteo Downtown/Waterfront were the top three visited POIs in March.
- **KeyData:** All monthly metrics were up YoY for the first time this FY; compared to March 2023, adj. paid occupancy was up 15%, total revenue was up 39%, guest nights were up 20%, and adj. RevPAR was up 33%. The increases were greatest in the second half of March likely due to the Easter Holiday.
 - Combined, Virginia and North Carolina, made up 50% of total revenue with the largest revenue growth YoY. New York visitors accounted for 10% of March revenue with a 3.3x increase in total revenue YoY.
- **VisaVue:** Through February 2024, FYTD total tracked credit card spend is down slightly YoY at 2.8%.

Dashboard data last updated on 4/10/24

Data was reviewed and validated through 3/31/24; (Zartico - 3/29/24, KeyData as of 4/9/24, Visa - 2/29/24)

FYT = Fiscal Year Total (includes all data from July 2023 through the listed 'reviewed and validated date').

Section I: Fiscal 2023-2024 Overview

Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.

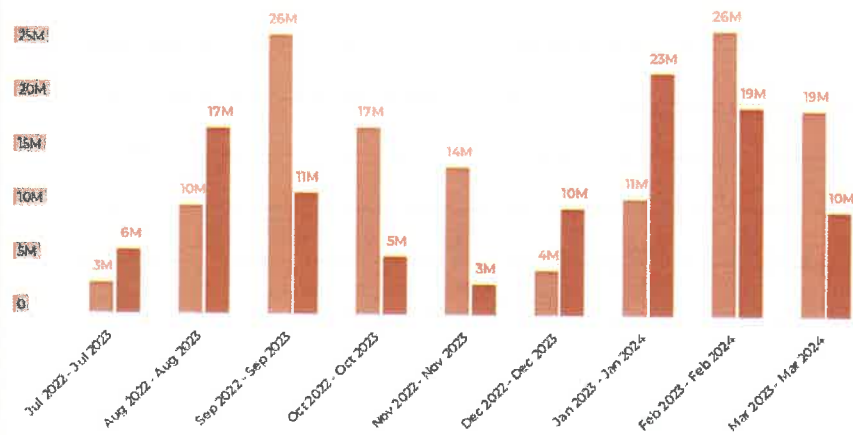
Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

104,281,289 -20.5%
(131,245,787)

Monthly Paid Impressions v. Previous Year

Impressions

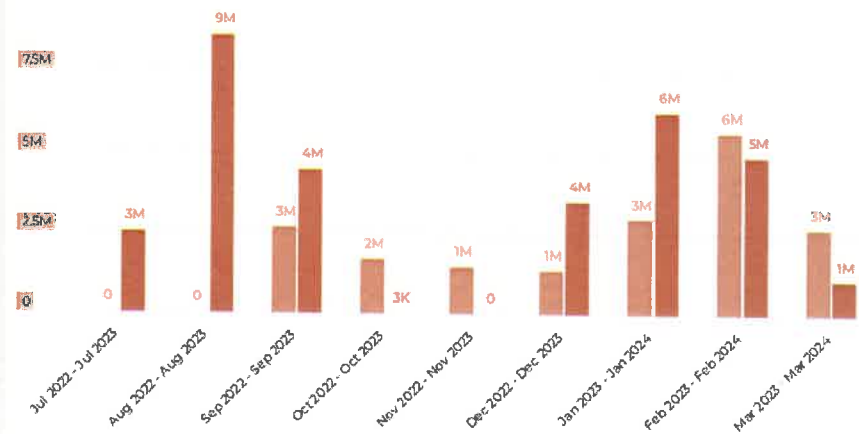


FYT: Paid Video Views

30,567,571 +65.38%
(18,483,352)

Monthly Paid Video Views v. Previous Year

Video Views



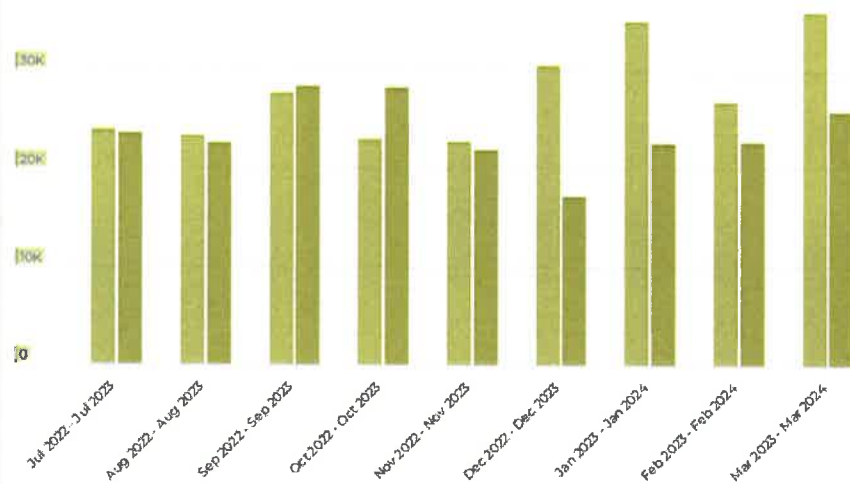
Email Marketing

FYT: Email Opens

212,816 -14.4%
(248,504)

Monthly Email Opens v. Previous Year

Email Opens



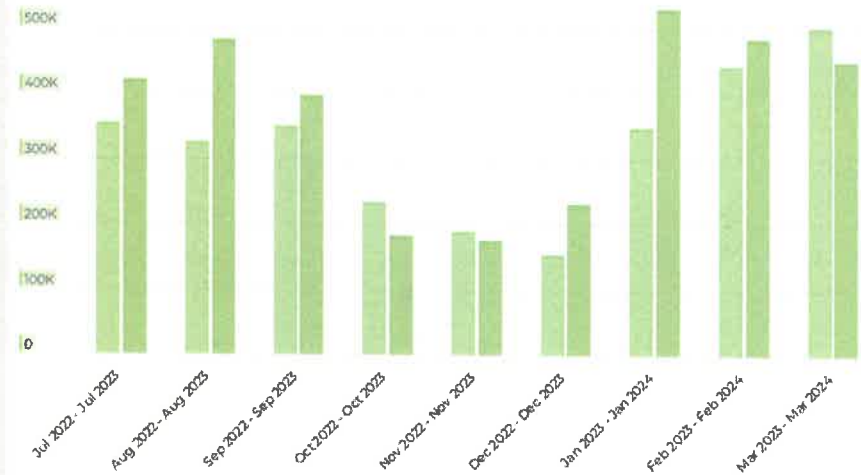
Outerbanks.org

FYT: Website Sessions

3,345,613 +15.5%
(2,895,613)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

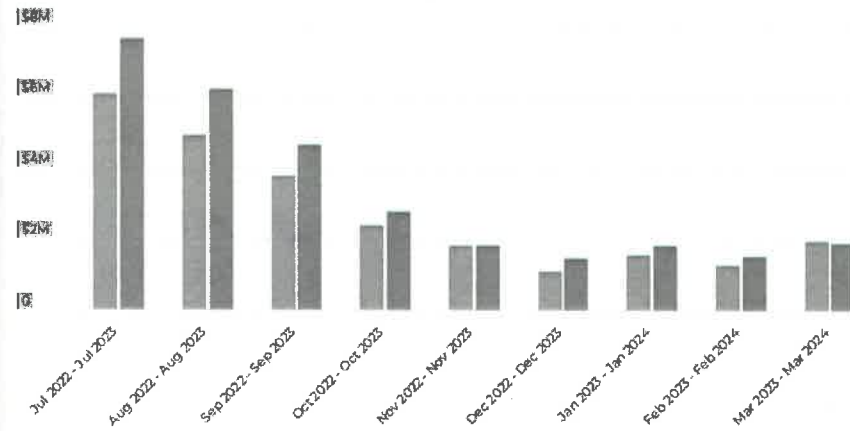
\$29,755,097 +20.0%
(\$24,793,328)

FYT: Tracked Spend (Visa)

\$269,857,265 -2.8%
(\$277,508,606)

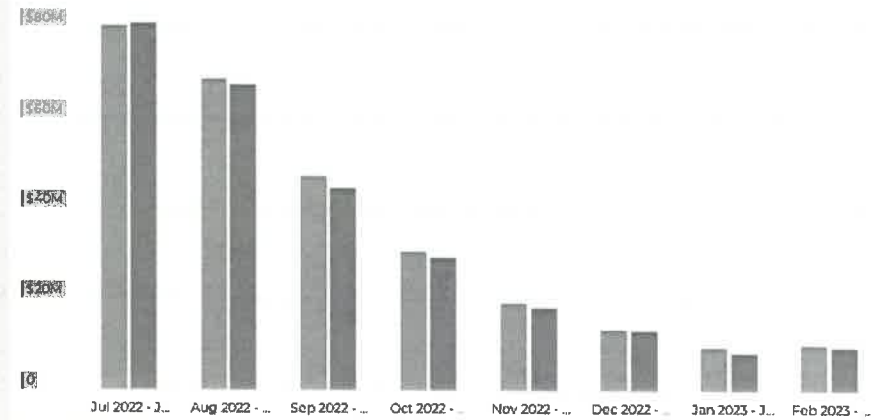
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

F

KeyData Rental Data

FYT: Total Revenue (Nightly)

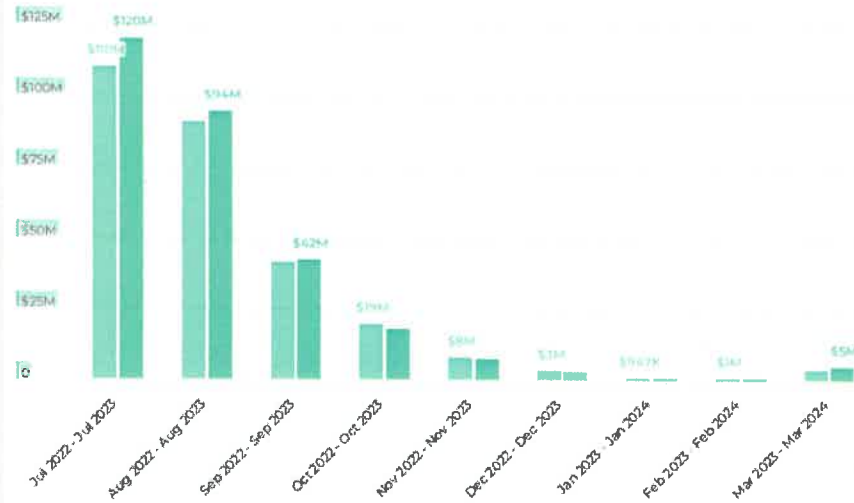
\$290,890,166 +4.7%
((\$277,887,481))

FYT: Adj. Paid Occ. %

57.8 % -8.59%
(63.2 %)

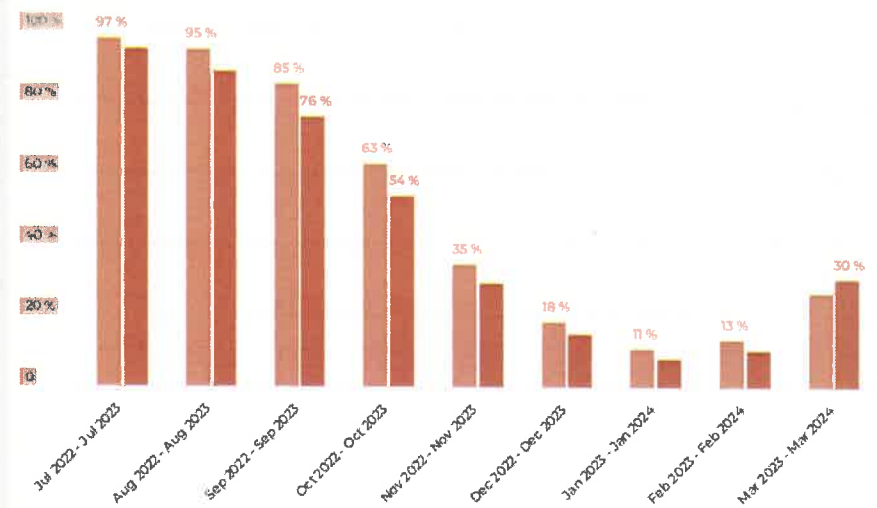
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs/events tracked and website content viewed

Outerbanks.org Page Views

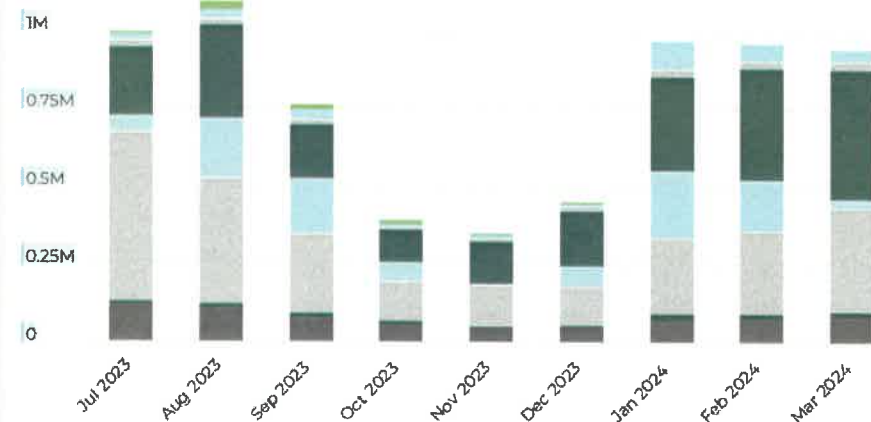
FYT: Page Views - All Pages

6,923,869 ▲ 0.1%
(6,914,912)

Monthly Page Views by Medium

Page Views

● Direct ● Email ● Organic Search ● Other ● Paid Media ● Paid Search ● Referral Websites ● Sc



*Filtered to Mediums with over 25 occurrences in any month

Top 20 Page Paths Visited (Current Month) v. Previous Month

Web Analytics Page ...	# Page Views: Previous... ↓	# Page Views	▲ Diff
/places-to-stay/vacation...	91,401	112,522	▲ 23% (21,121)
/plan-your-trip/travel-g...	45,312	45,364	▲ 0% (52)
/	42,244	44,296	▲ 5% (2,052)
/things-to-do/attractions/	23,500	33,006	▲ 40% (9,506)
/plan-your-trip/towns-a...	21,352	43,246	▲ 103% (21,894)
/things-to-do/?view=lst...	20,916	30,958	▲ 48% (10,042)
/things-to-do/	16,326	22,620	▲ 39% (6,294)
/blog/post/	15,158	36,364	▲ 140% (21,206)
/places-to-stay/	14,030	13,374	▼ -5% (-656)
/things-to-do/water-act...	14,009	38,859	▲ 177% (24,850)
/plan-your-trip/trip-ideas/	13,302	21,674	▲ 63% (8,372)
/places-to-stay/?view=ll...	12,276	11,961	▼ -3% (-315)
/places-to-stay/campgr...	11,925	19,989	▲ 68% (8,064)
/plan-your-trip/getting-...	11,334	15,166	▲ 34% (3,832)
/places-to-stay/hotels-a...	10,608	13,210	▲ 25% (2,602)
/places-to-stay/oceanfr...	9,113	11,077	▲ 22% (1,964)
/plan-your-trip/webcam...	8,837	11,675	▲ 32% (2,838)
/plan-your-trip/offers-an...	8,699	14,376	▲ 65% (5,677)
/things-to-do/land-activ...	6,441	13,567	▲ 111% (7,126)
/plan-your-trip/beaches/	5,830	12,017	▲ 106% (6,187)

1 - 20 of 20 items

↔ →

Section III: Feeder Market Trends

Highlights data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.

All Data Sources: Domestic Geographic Trends

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) by Month

State	Mar 2024				Feb 2024				Jan 2024				#
	# KeyData ↓	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa	
Virginia	\$1,354,337	22,179	\$913,558.38	--	\$189,317	15,923	\$661,943.47	\$3,425,465.11	\$465,316	14,093	\$665,583.95	\$2,847,856...	
North Caro...	\$1,100,152	20,889	\$268,236.37	--	\$542,390	13,818	\$190,160.81	\$3,647,410.96	\$656,231	13,052	\$205,142.33	\$3,439,782.61	
New York	\$431,351	12,215	\$40,391.22	--	\$129,083	9,805	\$42,161.32	\$174,334.97	\$86,174	8,442	\$35,474.22	\$104,168.81	
Maryland	\$303,672	3,699	\$59,651.38	--	\$31,586	3,053	\$74,408.99	\$395,256.73	\$44,004	2,880	\$78,332.26	\$333,226.51	
Pennsylv...	\$232,474	8,099	\$285,830.47	--	\$68,048	7,205	\$254,666.33	\$312,735.36	\$73,000	7,269	\$458,918.88	\$243,491.20	
New Jersey	\$211,025	2,369	\$14,364.82	--	\$12,121	2,067	\$43,121.08	\$134,156.85	\$24,773	1,805	\$15,842.28	\$117,994.15	
Ohio	\$148,079	5,836	\$37,804.01	--	\$18,728	5,357	\$28,926.90	\$72,498.39	\$36,926	6,047	\$15,530.19	\$64,352.86	
Michigan	\$108,994	3,815	\$5,076.99	--	\$9,835	3,180	\$6,087.16	\$52,813.22	\$13,335	3,420	\$3,422.90	\$46,312.69	
Delaware	\$95,472	550	\$4,591.90	--	\$710	432	\$2,306.35	\$57,421.83	\$14,641	451	\$1,486.91	\$49,150.88	
South Caro...	\$81,860	2,426	\$7,506.84	--	\$44,378	2,079	\$9,162.26	\$107,282.93	\$108,389	2,273	\$106,428.50	\$102,592.67	
Tennessee	\$55,676	2,264	\$22,813.83	--	\$37,422	1,966	\$11,779.31	\$45,594.07	\$41,813	2,047	\$10,147.31	\$52,426.99	
West Virgini...	\$49,101	1,556	\$75,478.16	--	\$22,216	1,307	\$56,003.99	\$46,623.41	\$17,779	1,489	\$71,825.85	\$44,685.93	
Texas	\$35,972	3,063	\$11,708.73	--	--	3,007	\$11,667.16	\$53,302.88	\$17,839	3,062	\$4,599.26	\$34,198.23	
Illinois	\$31,194	3,568	\$5,689.84	--	\$4,994	3,148	\$2,161.32	\$27,149.80	\$2,431	3,406	\$5,605.60	\$23,484.05	
Florida	\$28,571	9,004	\$9,707.74	--	\$13,739	8,181	\$10,221.10	\$168,563.80	\$16,971	5,579	\$12,480.52	\$158,875.96	
Minnesota	\$28,485	1,005	\$4,673.59	--	\$8,675	866	\$1,972.37	\$15,487.20	--	1,036	\$6,101.13	\$13,157.16	
Kentucky	\$27,668	1,867	\$8,309.99	--	\$497	1,515	\$16,666.73	\$16,577.79	--	1,803	\$10,803.93	\$18,534.20	
Wisconsin	\$23,744	1,122	\$15,899.20	--	\$2,490	1,092	\$11,246.06	\$19,901.78	--	1,289	\$24,182.01	\$10,535.97	
Indiana	\$22,947	2,984	\$10,627.42	--	\$1,090	2,538	\$10,475.95	\$16,392.69	--	2,783	\$343.82	\$9,777.43	
Georgia	\$22,299	11,060	\$5,644.98	--	\$723	5,771	\$6,882.30	\$54,504.50	\$17,736	6,496	\$13,509.99	\$52,319.15	
Massachus...	\$18,469	3,857	\$6,590.49	--	\$2,313	3,125	\$3,943.17	\$54,399.49	\$2,405	2,726	\$4,168.31	\$32,076.48	
Arizona	\$16,990	616	\$7,118.89	--	--	629	\$76.08	\$15,066.25	--	654	\$616.52	\$13,371.13	
California	\$16,578	2,245	\$3,790.31	--	\$6,608	2,086	\$2,959.58	\$68,641.51	\$5,271	1,984	\$8,092.47	\$54,092.86	
Connecticut	\$14,562	1,250	\$6,205.15	--	\$790	1,026	\$7,009.89	\$40,138.08	--	1,009	\$4,894.81	\$26,385.29	
Missouri	\$11,084	1,100	\$704.83	--	\$1,110	1,016	\$1,666.48	\$14,567.84	--	1,075	\$13,389.78	\$14,174.58	
Total	\$4,564,469	139,907	\$1,878,988...	--	\$1,184,269	110,185	\$1,525,369...	\$9,377,135...	\$1,678,148	107,623	\$1,808,045...	\$8,179,054...	\$

KeyData Revenue

FYT: Top 50 Cities

City	State	Total Revenue ↓
--	Virginia	\$5,258,597
Pittsburgh	Pennsylvania	\$3,499,613
Alexandria	Virginia	\$2,708,771
Midlothian	Virginia	\$2,491,879
Virginia Beach	Virginia	\$2,383,888
Fredericksburg	Virginia	\$2,322,916
Chesapeake	Virginia	\$2,185,505
Mechanicsville	Virginia	\$2,045,216
Arlington	Virginia	\$1,856,583
Williamsburg	Virginia	\$1,806,129
Raleigh	North Carolina	\$1,797,914
Kill Devil Hills	North Carolina	\$1,788,857
Richmond	Virginia	\$1,749,570
Charlottesville	Virginia	\$1,714,377
Glen Allen	Virginia	\$1,711,125
Fairfax	Virginia	\$1,646,058
Washington	District of Columbia	\$1,483,579
Vienna	Virginia	\$1,366,386
Ashburn	Virginia	\$1,362,257
Baltimore	Maryland	\$1,239,430
Frederick	Maryland	\$1,227,177
Rockville	Maryland	\$1,209,362
Springfield	Virginia	\$1,204,121
Manassas	Virginia	\$1,199,396
Charlotte	North Carolina	\$1,173,302
Leesburg	Virginia	\$1,124,116
Kitty Hawk	North Carolina	\$1,106,892
Newport News	Virginia	\$1,092,720
	Pennsylvania	\$1,043,600
Total		\$71,952,218

1 - 50 of 50 items



Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	57,450
Atlanta	Georgia	43,138
New York	New York	41,276
--	Virginia	19,493
Roanoke	Virginia	18,395
--	Florida	18,370
Virginia Beach	Virginia	18,367
Kill Devil Hills	North Carolina	17,436
Raleigh	North Carolina	17,278
--	North Carolina	16,670
Chicago	Illinois	15,674
Charlotte	North Carolina	14,443
Philadelphia	Pennsylvania	13,702
Baltimore	Maryland	13,059
--	Pennsylvania	11,746
Boston	Massachusetts	10,788
Washington	District of Columbia	9,912
Dallas	Texas	6,917
--	Ohio	6,141
Manteo	North Carolina	5,795
--	New York	5,365
Miami	Florida	5,249
Nags Head	North Carolina	4,935
Reston	Virginia	4,833
--	New Jersey	4,628
Corolla	North Carolina	4,349
Pittsburgh	Pennsylvania	4,152
Richmond	Virginia	4,142
	Georgia	4,056
Total		479,656

1 - 50 of 50 items



Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$14,604,364
Pennsylvania	\$4,438,148
North Carolina	\$3,371,811
West Virginia	\$1,247,891
Maryland	\$1,204,176
New York	\$716,489
New Jersey	\$577,793
Ohio	\$401,624
South Carolina	\$317,092
Florida	\$302,986
Tennessee	\$270,531
Connecticut	\$211,626
Kentucky	\$205,539
Massachusetts	\$165,662
Wisconsin	\$149,314
Texas	\$138,422
California	\$121,278
Georgia	\$117,771
Indiana	\$107,295
Illinois	\$94,553
Minnesota	\$87,349
Colorado	\$87,115
Delaware	\$79,108
District of Columbia	\$60,485
New Hampshire	\$59,951
Michigan	\$56,793
Missouri	\$49,494
Washington	\$47,170
Vermont	\$44,171
Total	\$29,751,807

1 - 50 of 50 items



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

Section IV: HY Managed Media

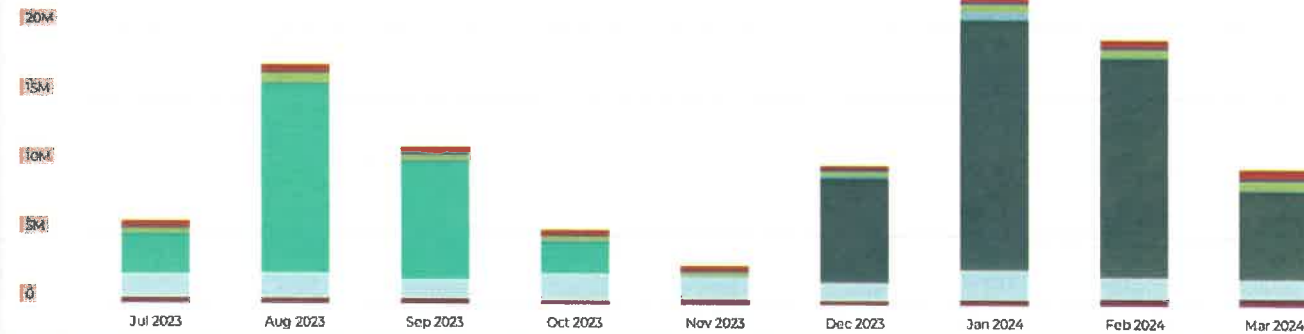
Reviews top-line delivery metrics for paid media campaigns, SEM and GMB's email marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

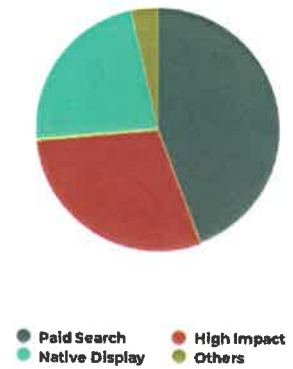
Impressions

Branded FY22-23 Continuity FY23-24 Continuity FY23-24 Fall FY23-24 Spring Sum... FY23-24 Visit NC Lodging (Regional) Niche (Regional) Travel (Regional)



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

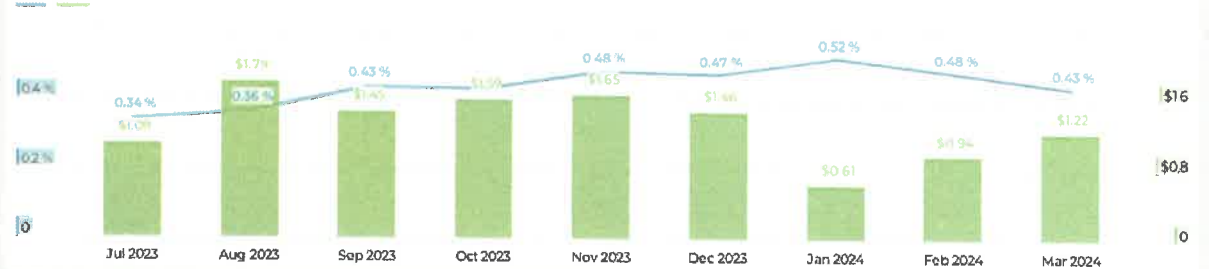
Performance by Creative - Month Of

Creative ↑	# Impressions	CTR	CPC
10 Hikes (March)	52,129	0.45 %	\$1.52
12 on 12 (March)	371,689	0.53 %	\$1.02
Family Vacatio...	141,272	0.16 %	\$2.71
Total	565,090	0.43 %	\$1.22

1 - 3 of 3 items

Monthly Performance

CTR CPC



Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressio...	Clicks	# CTR	# CPC	# Impressio...	Clicks	# CTR	# CPC	# Impressio...	Clicks	# CTR	# CPC
Travel (Regi...	4,014,363	274,416	6.84 %	\$0.18	654,337	130,792	19.99 %	\$0.61	4,668,700	405,208	8.68 %	\$0.32
Lodging (R...	3,761,025	278,312	7.40 %	\$0.22	819,625	116,777	14.25 %	\$0.86	4,580,650	395,089	8.63 %	\$0.41
Branded	2,828,079	161,918	5.73 %	\$0.15	373,606	57,351	15.35 %	\$0.68	3,201,685	219,269	6.85 %	\$0.29
Niche (Regi...	1,034,751	36,814	3.56 %	\$0.26	337,729	37,243	11.03 %	\$0.92	1,372,480	74,057	5.40 %	\$0.59
OBXmas (L...	--	--	--	--	2,865	450	15.71 %	\$1.13	2,865	450	15.71 %	\$1.13
Total	11,638,218	751,460	6.46 %	\$0.19	2,188,162	342,613	15.66 %	\$0.74	13,826,380	1,094,073	7.91 %	\$0.36

1 - 5 of 5 items

↔ →

Monthly Click Performance by Search Engine

CTR CPC

● Bing ● Google



Top 20 Ad Groups (Spend) - Month Of

Ad Group	Campaign	# Media Sp...	# Impressi...	Clicks	# CTR	# CPC
Outer Bank...	Lodging (R...	\$6,715	469,062	66,068	14.09 %	\$0.10
1 Vacation (...)	Travel (Regi...	\$4,825	462,854	50,717	10.96 %	\$0.10
1 Attractions	Travel (Regi...	\$2,637	17,688	4,349	24.59 %	\$0.61
1 Trip	Branded	\$1,931	261,184	22,833	8.74 %	\$0.08
Outer Bank...	Lodging (R...	\$1,864	9,400	2,348	24.98 %	\$0.79
1 Nags Hea...	Branded	\$1,715	13,975	2,299	16.45 %	\$0.75
North Caro...	Niche (Regi...	\$1,569	10,163	1,734	17.06 %	\$0.90
1 Things To ...	Travel (Regi...	\$1,560	9,474	3,674	38.78 %	\$0.42
1 Family Va...	Branded	\$1,178	186,387	16,542	8.88 %	\$0.07
1 Kitty Haw...	Branded	\$977	7,257	1,337	18.42 %	\$0.73
1 Corolla City	Branded	\$828	6,735	1,114	16.54 %	\$0.74
North Caro...	Lodging (R...	\$820	52,254	5,771	11.04 %	\$0.14
North Caro...	Niche (Regi...	\$816	15,761	1,000	6.34 %	\$0.82
Kill Devil Hl...	Travel (Regi...	\$758	3,114	1,253	40.24 %	\$0.60
Outer Bank...	Niche (Regi...	\$739	65,459	2,286	3.49 %	\$0.32
Outer Bank...	Lodging (R...	\$665	5,505	731	13.28 %	\$0.91
1 Duck City	Branded	\$630	4,991	861	17.25 %	\$0.73
Incremental...	Niche (Regi...	\$627	18,812	997	5.30 %	\$0.63
Outer Bank...	Lodging (R...	\$520	3,740	636	17.01 %	\$0.80

1 - 20 of 20 items

↔ →

Email Marketing

FYT: Email Sends

1,087,235 -37.4%
(1,737,487)

FYT: Email Open Rate

20.38 % +42.12%
(14.34 %)

FYT: Email Clicks

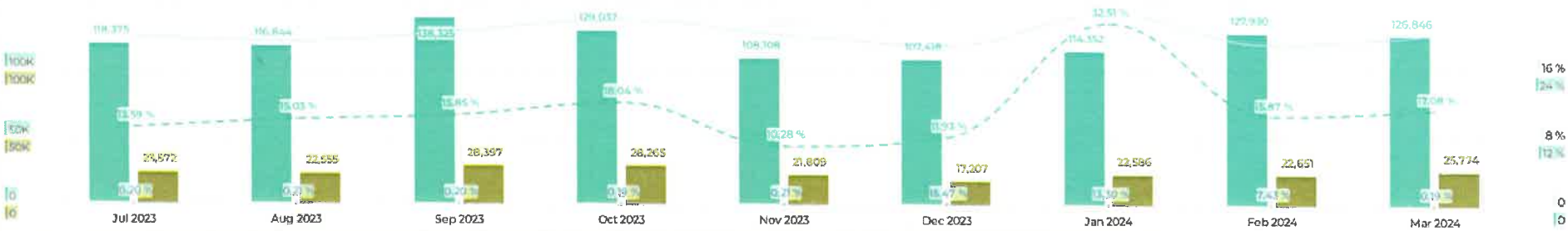
35,825 -5.6%
(38,346)

FYT: Email CTR (Opens)

16.83 % +9.09%
(15.43 %)

FYT: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	Clicks	Open Rate	CTR (Opens)	# Bounce Rate
March 2024 OBX Email	106,861	22,045	3,104	20.66 %	14.08 %	0.15 %
March 2024 OBX UNC Learfle...	12,023	1,107	53	9.22 %	4.79 %	0.13 %
Welcome Email Workflow	4,275	1,601	816	37.90 %	50.97 %	1.19 %
Foodie Workflow 3.0	788	250	123	31.81 %	49.20 %	0.25 %
Art, History and Culture Wor...	778	203	75	26.23 %	36.95 %	0.51 %
Family Workflow 3.0	586	171	70	29.18 %	40.94 %	0.00 %
Birding Workflow	515	138	50	26.90 %	36.23 %	0.39 %
Surfing Workflow	328	65	18	19.82 %	27.69 %	0.00 %
Active Vacationer Workflow 3...	291	89	42	30.69 %	47.19 %	0.34 %
Fishing Workflow 3.0	237	67	32	28.27 %	47.76 %	0.00 %
Camping/RV Workflow 3.0	164	38	18	23.17 %	47.37 %	0.00 %
Total	126,846	25,774	4,401	20.36 %	17.08 %	0.19 %

1 - 11 of 11 items

Executive Summary

Drive Awareness KPI: Impressions					
Performance As Of:	Mar 2024	Mar 2023	Base Goal	Stretch Goal	
Current Month	7,526,361	6,820,224	6,411,922	7,896,795	
Cumulative Fiscal	48,056,920	50,069,019	47,309,871	57,623,296	
Cumulative % To Target		96%	102%	83%	

Drive Intent KPI: Website Sessions Referred by Social Sources					
Performance As Of:	Mar 2024	Mar 2023	Base Goal	Stretch Goal	
Current Month	24,816	25,613	35,791	43,744	
Cumulative Fiscal	245,313	151,890	251,216	307,042	
Cumulative % To Target		162%	98%	80%	

Engage KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks					
Performance As Of:	Mar 2024	Mar 2023	Base Goal	Stretch Goal	
Current Month	2,101,867	641,089	571,562	696,576	
Cumulative Fiscal	11,322,150	4,118,923	4,099,795	5,010,861	
Cumulative % To Target		275%	276%	226%	

Convert KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups					
Performance As Of:	Mar 2024	Mar 2023	Base Goal	Stretch Goal	
Current Month	3,187	1,318	2,712	4,973	
Cumulative Fiscal	24,642	11,462	17,090	31,221	
Cumulative % To Target		215%	145%	79%	

Key Messaging:

- Wright Brothers National Monument Accessibility
- Women-Owned Businesses on the OBX
- Sailing on the OBX

Performance Overview:

- Impression performance exceeded YTD base goal by 2% and March 2023 performance by over 560K impressions.
- Intent (website traffic) performance was not as high as projected this month with slight CPC increases on Meta ads; however, overall YTD performance remains in trend with goal.
- So far in FY23/24, the Pinterest traffic campaign is generating a 70% more-efficient CPC and has already generated 221% more link clicks to the Outer Banks website than the previous year. Increased efficiency is likely due to Pinterest implementing a more direct path directing users from pins to the website.
- Engagements continue to vastly outperform projections and past year actuals.
- Additionally, conversion performance remains more efficient than last year and is trending 45% above YTD goal.

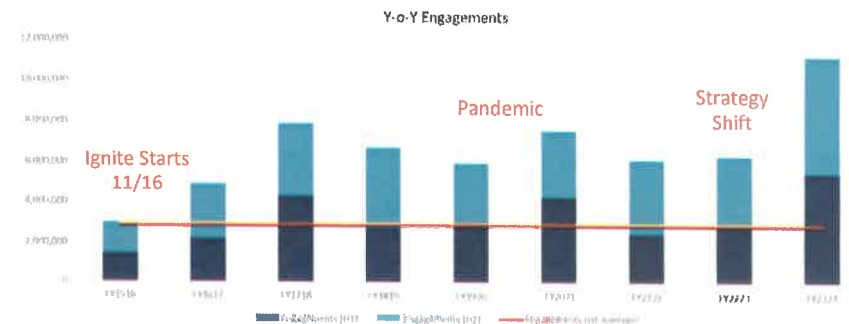
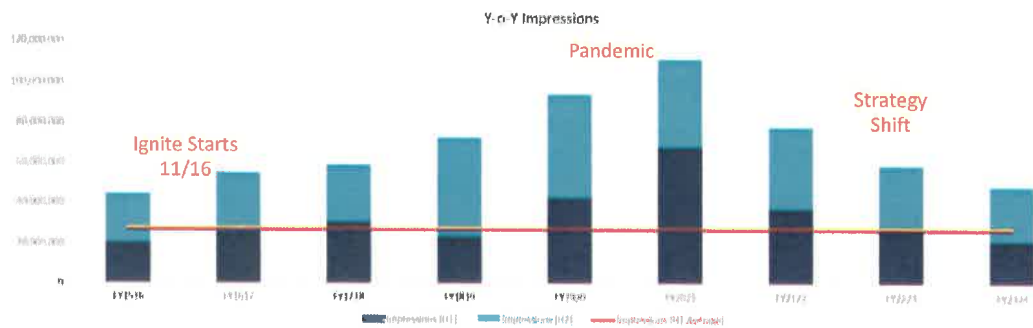
Next Steps & Recommendations:

- In addition to the mini-guides, continue to promote Travel Guide requests throughout the year due to efficient cost/conversion performance.
- Continue to identify and utilize relevant, popular hashtags on TikTok to aid in increased organic reach.
- Continue to develop and promote quarterly Pinterest content within the calendar.



OBX Social Performance FY15/16 – FY23/24

H1: July – December
H2: January – July



FY23/24 performance is only represented by July 2023 – March 2024 performance.

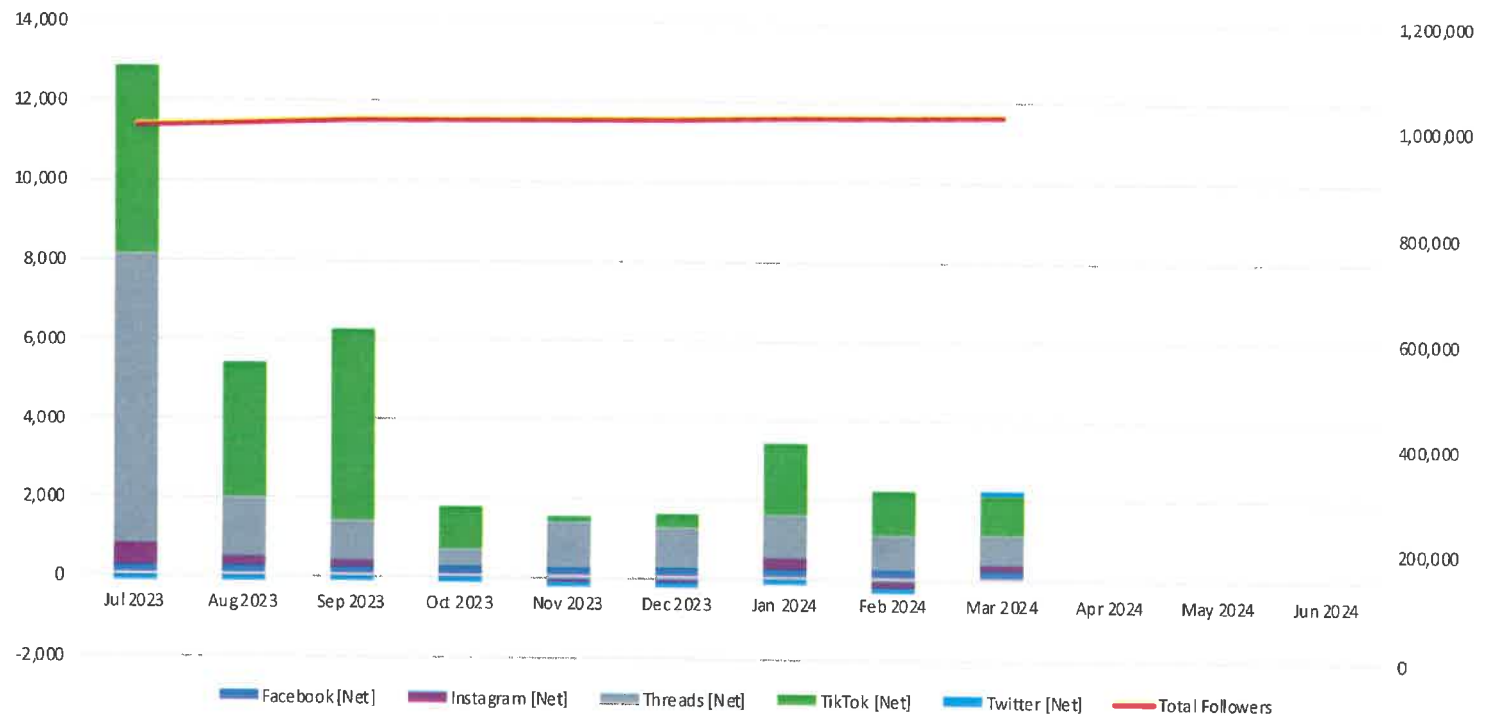


Engage - Community Growth

Highlights:

- Growth generally remained steady across platforms while Twitter experienced a rare, slight net increase in follower growth.

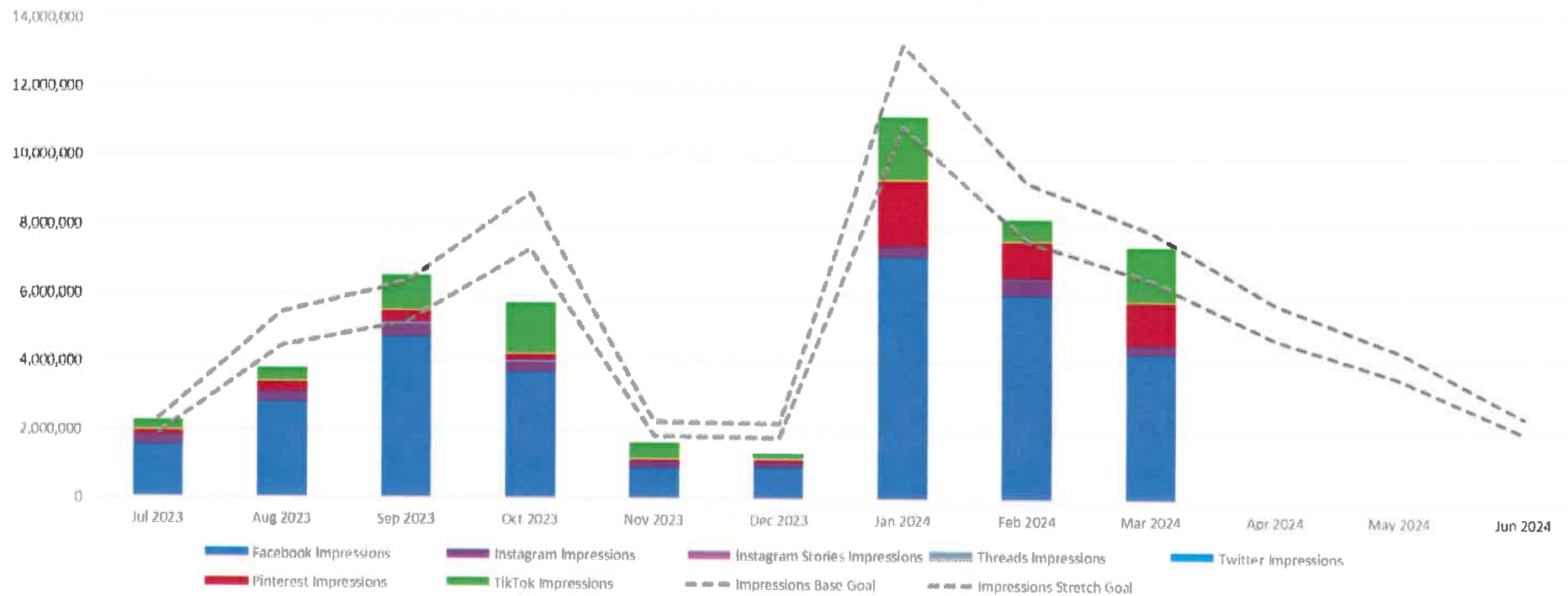
Social Following Across Platforms





Connect M-o-M

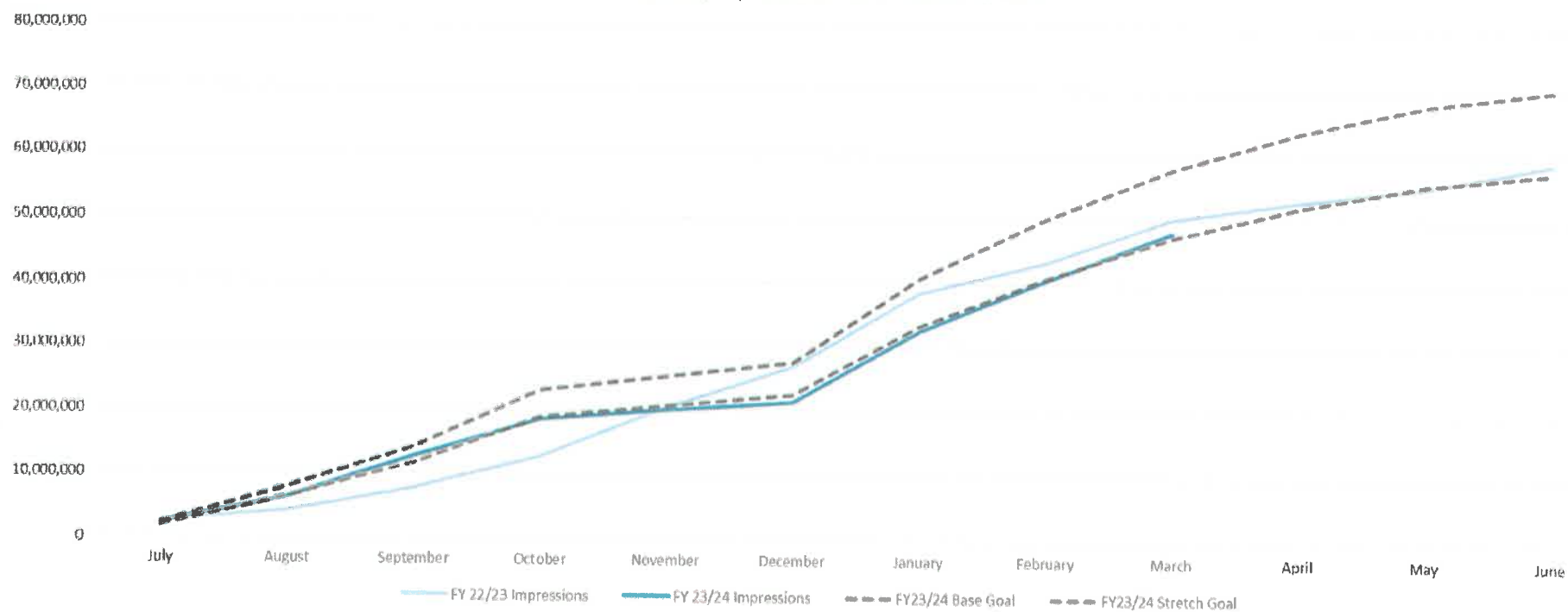
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

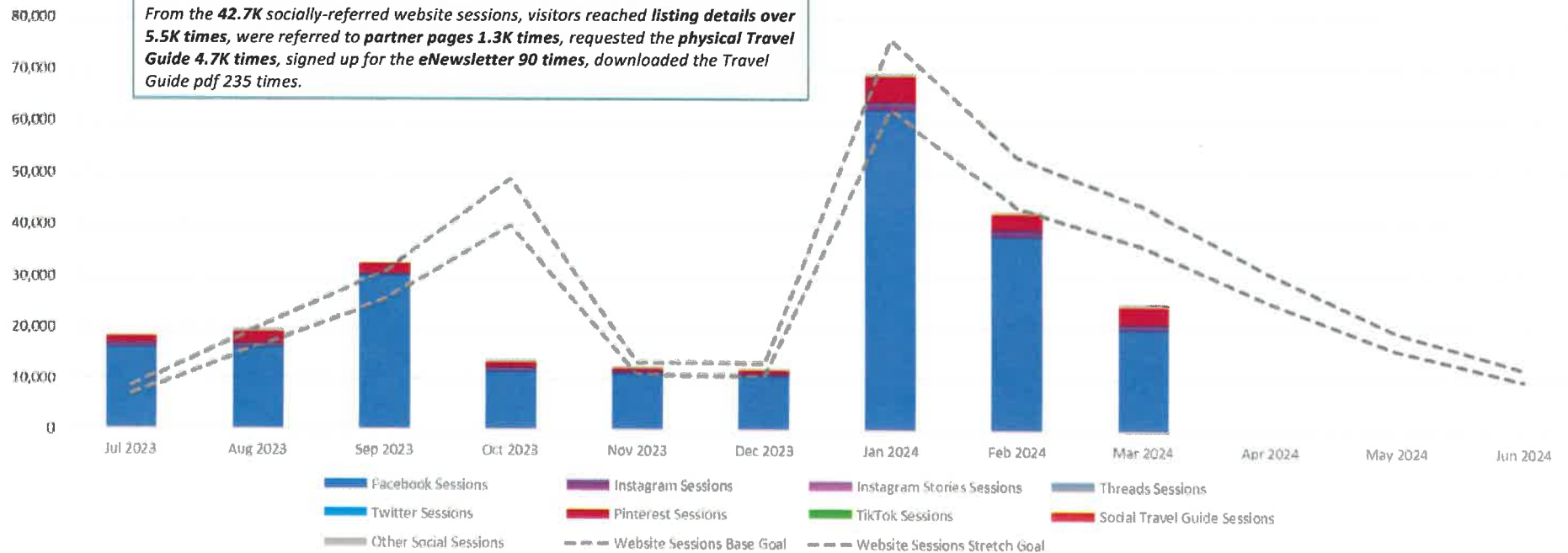
Cumulative Impressions Performance To Goal





Drive Intent

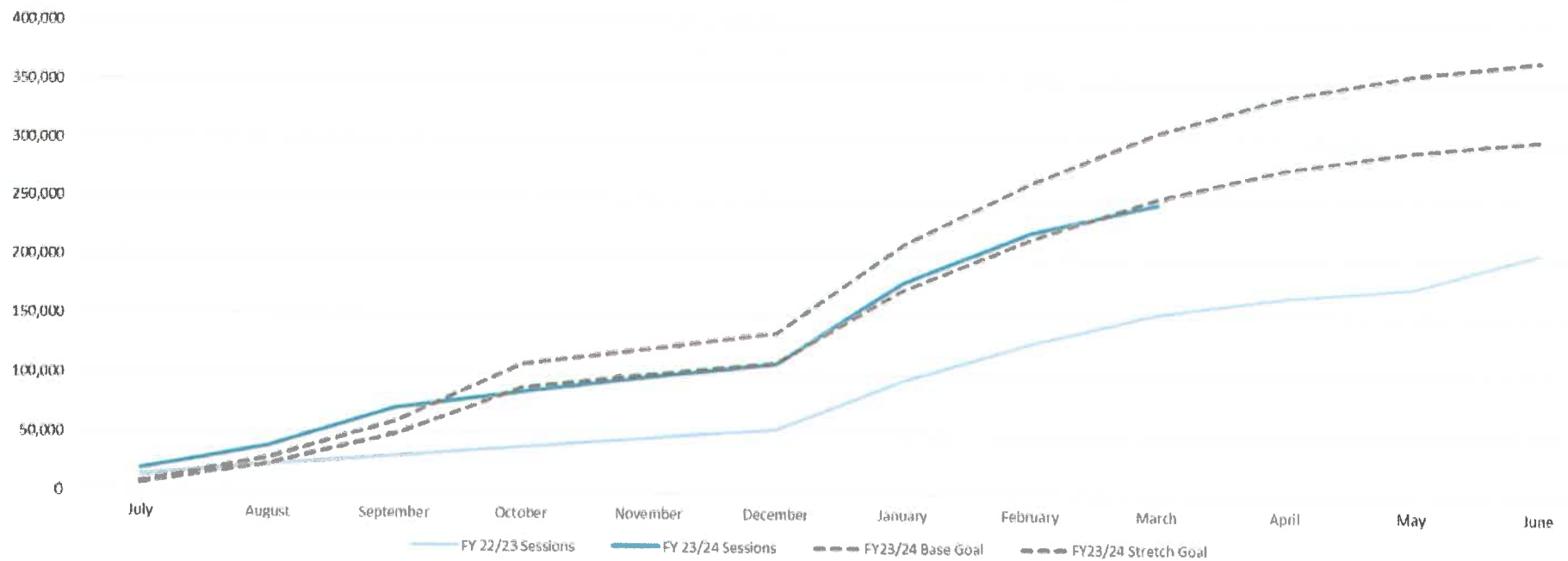
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

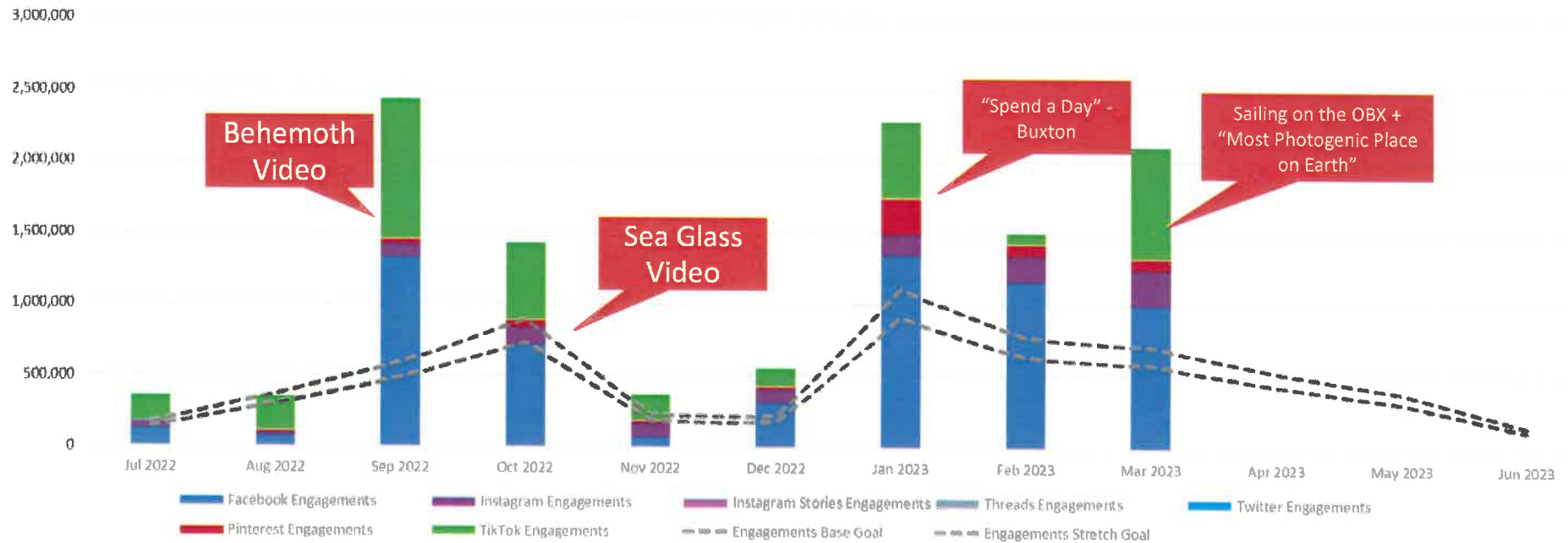
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

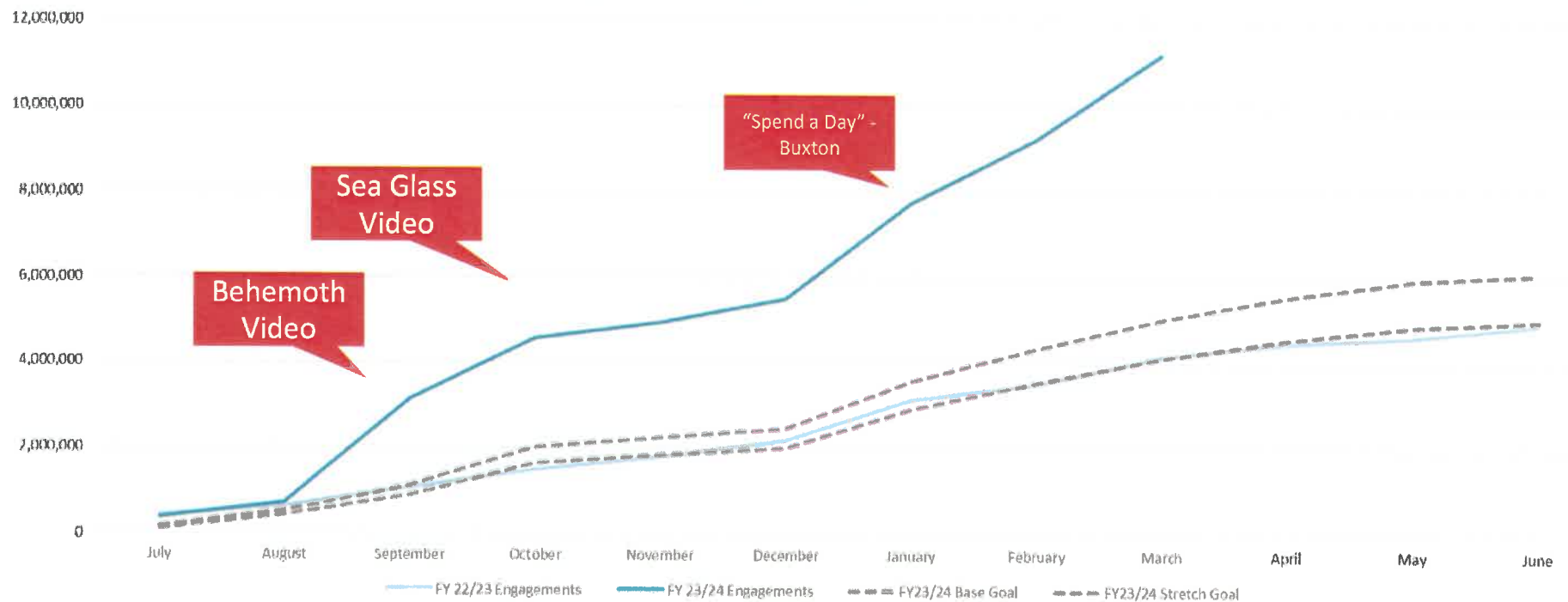
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

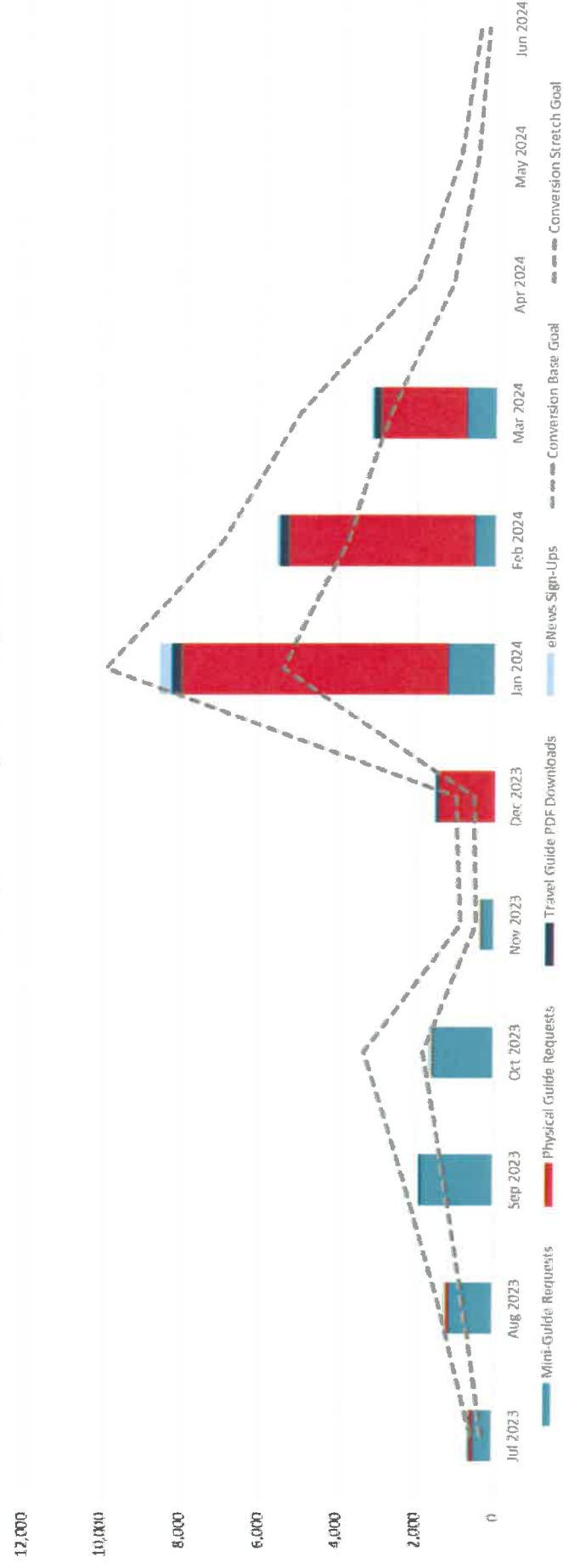
Cumulative Engagements Performance To Goal





Convert

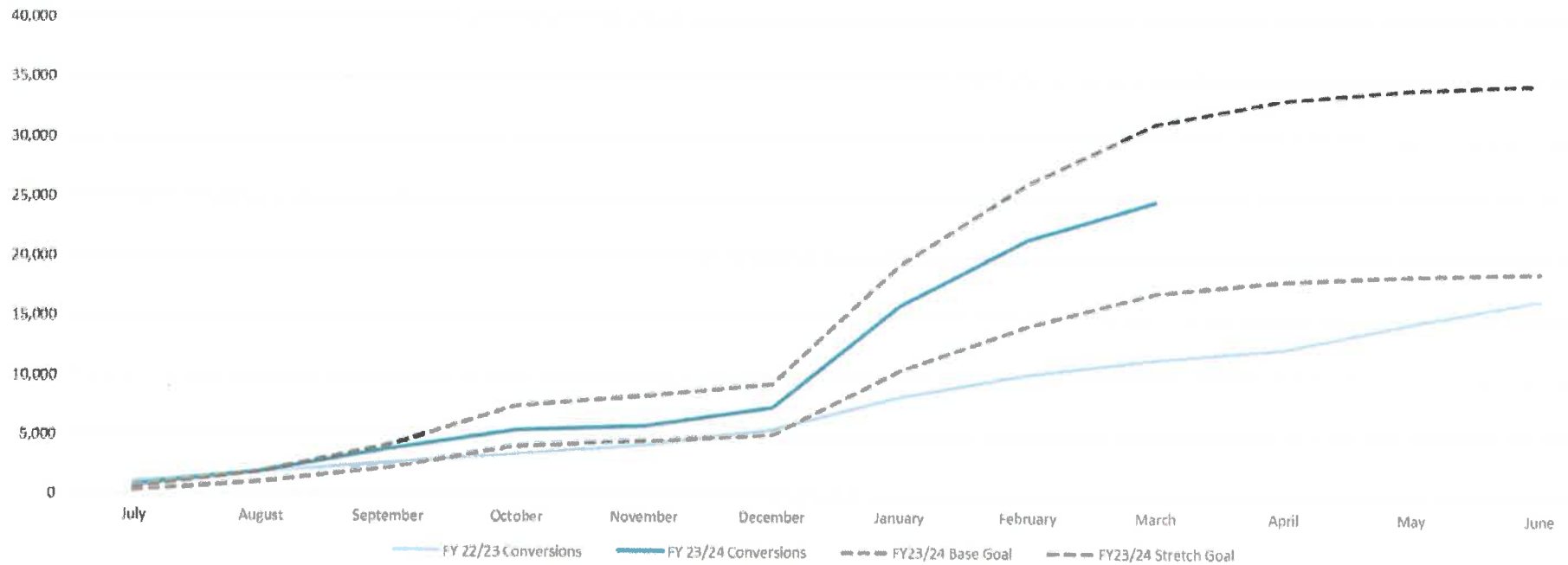
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



COMMUNITY ENGAGEMENT REPORT – APRIL 18, 2024

Long-Range Tourism Management Plan

Special Committee Meeting Update: April 10, 2024

Following committee Chairman Dennis Robinson's welcome and a Community Engagement report, the following topics were discussed:

- **Outer Banks Promise:** The committee reviewed the latest revisions to the Outer Banks Promise and gained consensus to present the DRAFT to the Dare County Tourism Board during its meeting on April 18. ***On the next page, you will find a brief introduction to the concept of a destination pledge, links to other destination pledges, and a DRAFT of the Outer Banks Promise.***
- **Review of LRTMP Goal #2: Adopt an integrated approach to improving environmental stewardship**
 - **Next step action items include:**
 - Collaborating with environmental partners to gather data and understand how it can be used to better communicate key environmental matters and concerns to residents and visitors.
 - Continuing to enhance outdoor recreation stewardship efforts.
- **Review of LRTMP Goal #3: Support infrastructure development that supports residents and visitors**
 - **Next step action items include:**
 - Building an inventory of local infrastructure partners and collaborating with these groups to offer a tourism perspective on the areas that overlap with the goals and strategies of the LRTMP.
 - Working with local stakeholders to gain a better understanding of accessibility efforts and related inventory in Dare County and enhancing the awareness and communication of that access.

The next meeting of the Special Committee is scheduled for **Wednesday, May 8, 2024 at 9:15am** at the **Outer Banks Visitors Bureau administrative offices on Roanoke Island**. The meeting is open to the public, although seating in these meetings is limited.

Community Engagement & Outreach

Community Meetings & Events

4/11/24 – 2nd Annual NPO Mission Mixer (Outer Banks Brewing Station) – co-host with OBCF
4/20/24 – Earth Fair OBX Celebration (Jockey's Ridge State Park) – partner/exhibitor
4/23/24 – Coastal Environmental Educators Network (CEEN) Meeting – OBVB host
4/24/24 – Outer Banks Forever Board Meeting – presenter
5/18/24 – *Our State* Outer Banks Voluntourism Event (The Elizabethan Gardens) – partner

Destination Pledge

DRAFT FOR DARE COUNTY TOURISM BOARD REVIEW

Included as a strategy in the [Outer Banks Long-Range Tourism Management Plan](#) (LRTMP) within Goal #1 (Strengthen Resident and Visitor Engagement) is the recommendation to create a [destination pledge](#). Such a pledge (or promise) has been crafted by several destinations around the world – particularly in recent years – and is designed to communicate the important values of a destination with the goal of positively influencing and encouraging a commitment to responsible behaviors, including inspiring greater respect for the natural environment, local culture and safety. Examples from other destinations include:

[Aspen, CO](#) | [Big Sur, CA](#) | [Kauai, HI](#) | [Sedona, AZ](#) | [Telluride, CO](#) | [Finland](#) | [Iceland](#)

As an action item to the implementation of the LRTMP, the Dare County Tourism Board Special Committee has crafted a **DRAFT** of an Outer Banks Promise for the Board to review at its meeting on Thursday, April 18, 2024.

THIS IS A DRAFT — PLEASE DO NOT SHARE WITH OTHERS PRIOR TO THE DARE COUNTY TOURISM BOARD'S CONSIDERATION ON APRIL 18, 2024.

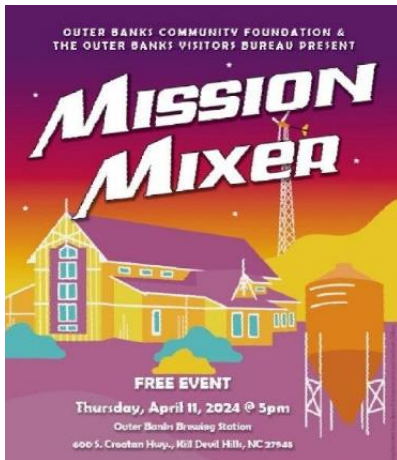
Outer Banks Promise

The Outer Banks is an amazing natural wonder that has been the source of historic achievements and supported a special way of life for generations. Let's keep it that way and do our part. Look out for one another, be aware and prepared for any situation and work together to protect this place that we love. So let's promise to:

- Discover this land of history and inspiration with a spirit of kindness and appreciation.
- Turn "what ifs" into "let's prepare."
- Pack it in, pack it out. Leave no trace.
- Wander with wonder, sticking to roads and paths.
- Soak up the beach vibes while giving respect to Mother Nature's wild side.
- Be a wildlife star, observing animals safely from afar.
- Support local. Small acts have big impacts.

Outer Banks Non-Profit Community Updates

March/April 2024 eNewsletter



RSVP for 2nd Annual Non-Profit Mission Mixer on April 11

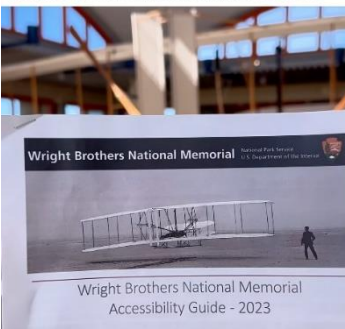
The Outer Banks Community Foundation and the Outer Banks Visitors Bureau are pleased to announce that the [2nd Annual Non-Profit Organization Mission Mixer](#) will take place on Thursday, April 11, 2024 at 5pm at the Outer Banks Brewing Station. Admission is FREE for Outer Banks non-profits. The event is an opportunity to network with others who are making a difference in our community.

Mark Ballog, owner of Lucky 12 Tavern, will be the featured speaker and will take you through his recent collaborations with non-profits and the [12 Bars of Christmas](#) holiday bar tour activation, which helped raise more than \$28,000 for local organizations. We hope to see you on April 11!

DCTB Special Committee: March 13 LRTMP Meeting Recap

The Dare County Tourism Board Special Committee for the [Long-Range Tourism Management Plan](#) (LRTMP) held its [second meeting](#) on March 13. The meeting provided an opportunity for the members to discuss the committee's role and structure. Next steps include:

- Prioritizing LRTMP strategies and tactics that the group can lead and look to accomplish in 2024
- Identifying the local organizations, commissions and committees who are already working on projects and initiatives that overlap with the strategies within the LRTMP
- Gathering data from these various groups to better inform and educate the Special Committee on aspects that apply directly to the strategic goals in the LRTMP



Social Impact:

Accessibility at Wright Brothers National Memorial

A recent video post on the Outer Banks Visitors Bureau [social media pages](#) spotlights the tremendous accessibility considerations that you'll find at the Wright Brothers National Memorial that enhance the visitor experience for those with visual and mobility impairments.

Did you know the Wright Brothers National Memorial is accessible for those with visual and mobility impairments? The brochure can be provided in Braille, and audio descriptions of exhibits are available at the front desk. There are also plenty of accessible parking spots near the visitor center and paved pathways throughout the memorial.

Volunteer with *Our State* on the Outer Banks



The Outer Banks
OF NORTH CAROLINA
outerbanks.org

Enjoy the beauty of coastal North Carolina
while giving back to an Outer Banks
nonprofit organization.

Saturday, May 18, 2024 | 10 a.m.
The Elizabethan Gardens | Manteo

Join *Our State* as we celebrate the newest special issue: *North Carolina Outdoors*. Spend time outside and volunteer at the beautiful Elizabethan Gardens in Manteo, enjoying the beauty of the gardens while helping the nonprofit tend its grounds and educational programs.

Volunteers of any age, ability, and interests are welcome.

In appreciation for your help, enjoy a volunteer social on the grounds, in partnership with the Outer Banks Visitors Bureau.

For more information
and to register, visit
ourstate.com/events
or contact Laura Caroline Rick
at lrick@ourstate.com
or (800) 948-1409.



Lodging is available in Manteo and surrounding areas. Properties include:

**HOTEL
MANTEO**

hotelmanteo.com
(252) 573-3737

KEES
Vacations
Outer Banks, North Carolina

www.keesouterbanks.com
(866) 316-1843

SEA FOAM

Come Join Us on the Beach
seafoam.com
(252) 441-7320

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – APRIL 2024

TOURISM SALES | Recent Trade Show Activity:

Bureau Staff had the pleasure of attending the Southeast Tourism Society 2024 Domestic Showcase (STS Domestic) held from March 20-23, 2024, in Little Rock, Arkansas. At this southern state only focused trade show, staff connected with 27 tour operators who visited the Outer Banks Visitors Bureau booth as per their scheduled appointments. These meetings resulted in exciting new leads from several tour and travel companies that had not previously explored the Outer Banks. We are pleased about the potential of welcoming these groups to our area.



What is STS Domestic Showcase? The Southeast Tourism Society Domestic Showcase empowers a diverse network of tourism professionals through Education, Advocacy, Recognition, and Networking. Its members operate charter, group tour, special operations, and contract services (commuter, school, transit). This is a valuable show to network with our out-of-state tour operators and group leaders to help incentivize and showcase Dare County.

Staff is currently working on sending out sales leads to industry partners and following up with tour operators.

TOURISM SALES | Upcoming Group Planner FAM Tour:

Star Destinations | April 23 -25, 2024: Tourism Sales is pleased to welcome 18 Group Planners from Iowa for a 2-night familiarization (FAM) tour of the stunning Outer Banks. Many of them will be experiencing our region's beauty for the first time. Specializing in organizing travel for bank travel clubs, they're excited to explore what our area has to offer. This FAM tour, starting in Richmond and spanning two states, will showcase the unique attractions and activities of the Outer Banks. Attached is their itinerary for your review.

We are pleased to extend invitations to Board Member to attend the following Group FAM dinner events:

- Tuesday, April 23rd | Basnight's Lone Cedar Café | 6:30pm
- Wednesday, April 24th | Blue Moon Grille | 6:00pm

Please let Amy or Lorrie if you are interested in attending one of these dinner opportunities.

TOURISM SALES | Request for Proposals:

The Bureau sent out the following request for proposal recently to our industry partners:

- **Bauer Compressors, October 17-18, 2024,** Group Rooms and Meeting Space, 18 people, 18 rooms, group meals, meeting space.

What's the economic impact of a tour group: A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

The Soundside Event Site | Calendar Attached:

Staff continues to work with event planners for events held at the Soundside Event Site. Please find attached the 2024 Events Calendar for your review.

INDUSTRY RELATIONS | OBX Soft-Shell Week| May 13 – 18, 2024:

The following Restaurants have signed up to participate in the 2nd Annual Soft-Shell Week, which is double from 2023.

- 1587 Restaurant & Lounge
- Basnight's Lone Cedar Cafe
- Black Pelican Restaurant & Catering
- Blue Moon Beach Grill
- Blue Water Grill
- The Bonzer Shack
- Cafe Pamlico
- Chilli Peppers Coastal Grill
- Dirty Dick's Crabhouse
- Goodwinds Restaurant and Wine Bar
- Goombays Grille & Raw Bar
- Greentail's Seafood Market and Kitchen
- Henry's Restaurant
- Jolly Roger
- Kill Devil Grill
- Lost Colony Taverne
- Lucky 12 Tavern
- Miller's Waterfront
- NC Coast Grill & Bar
- Outer Banks Brewing Station
- Poor Richards Sandwich Shop
- Red Drum Grill & Taphouse
- Red Sky Casual Dining & Cocktails
- The SaltBox Cafe
- Sandtrap Tavern
- Shipwrecks Taphouse & Grill
- Snow Bird Burgers & Cones
- Trio Restaurant & Market
- Two Roads Tavern

The [event website](#) has been launched and we are working on producing video blogs with our local restaurateurs and watermen that will show how the crabs molt to soft-shells, how to clean and cook them as well as where to purchase.

"The Fun Starts When the Shell Comes Off"

INDUSTRY RELATIONS | OBX Tourism Summit| Thursday, November 7, 2024:

SAVE THE DATE!!! We're excited to share the date and location for the 10th Annual OBX Tourism Summit! Join us at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:30 am to 3:00 pm. We're planning an engaging theme and lining up great speakers for this important event. Stay tuned for more details in the coming months!



Tourism Summit
November 7, 2024
Pioneer Theatre
Manteo, NC

Presented by The Outer Banks Visitors Bureau

What's the economic impact of a tour group: A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

2024 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 4, 2024	10:00am - 6:00pm	500-750	Michael Tillett -252-305-5789	Tuesday, April 30 – Monday, May 6, 2024
Holy Ghost Fire Revival	Friday, May 17-Sunday, May 19, 2024	7:00pm-11:00pm	250-500	Sharon Ethridge	Friday, May 17-Sunday, May 19, 2024
Soundside Fun Fair	Thursday, June 6-Sunday, June 9, 2024	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 4 – Monday, June 10, 2024
Soundside Market	Wednesday, June 19, 2024 (rain date: Friday, June 21)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 19, 2024
Soundside Market	Wednesday, June 26, 2024 (rain date: Friday, June 28)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 26, 2024
Soundside Market	Wednesday, July 3, 2024 (rain date: Friday, July 5)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 3, 2024
Soundside Market	Wednesday, July 10, 2024 (rain date: Friday, July 12)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 10, 2024
Soundside Market	Wednesday, July 17, 2024 (rain date: Friday, July 19)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 17, 2024
Soundside Market	Wednesday, July 24, 2024 (rain date: Friday, July 26)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 24, 2024
Soundside Market	Wednesday, July 31, 2024 (rain date: Friday, August 2)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 31, 2024
Soundside Market	Wednesday, August 7, 2024 (rain date: Friday, August 9)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 7, 2024
Soundside Market	Wednesday, August 14, 2024 (rain date: Friday, August 16)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 14, 2024
Soundside Market	Sunday, September 1, 2024	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, September 1, 2024
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Steve House - 252-305-9258	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 4 - Saturday, October 5, 2024
Down the Road Surf & Art Festival	Sunday, October 13, 2024	11:00am -8:00pm	1000	Ryan Jones	Saturday, October 12 - Monday, October 14, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Wednesday, October 23-Tuesday, October 29, 2024

STAR.DESTINATIONS.NC680.OBX.FAM.Tour

Tuesday, April 23 | Outer Banks Adventure

Late-Morning:

Depart Virginia Beach for the Outer Banks of North Carolina.



Depart for the [Outer Banks of North Carolina](https://www.outerbanks.org/)! A 100-mile stretch of wide-open shoreline just off the coast of North Carolina, these barrier islands of the Outer Banks are a different kind of place. Out here, it's easy to fill an entire day with once-in-a-lifetime quests. From elusive legends to the very real artifacts still being discovered under our feet and below the waves, the Outer Banks continues sharing its treasure today that

inspires a true sense of adventure. From Duck down to Hatteras, each town and island along our coastline offers a unique experience not soon forgotten.



1:30pm Embark on an exhilarating Corolla Wild Horse Safari adventure. Led by expert guides, traverse the sandy shores and maritime forests aboard specially equipped 4x4 vehicles, designed to navigate the wilderness with ease. Encounter the legendary wild horses, descendants of Spanish mustangs, as they roam freely along the shoreline and through hidden coves. Learn about their rich

history, behavior, and ongoing conservation efforts, capturing stunning photographs of these majestic creatures against the backdrop of the ocean and towering sand dunes. This safari promises not only wildlife encounters but also a profound connection with the untamed spirit of the Outer Banks.



4:15pm Currituck Beach Light, Corolla Heritage Park. Step back in time as you visit the majestic Currituck Beach Light, a historic landmark that has guided mariners since 1875. Explore the grounds and visit the lighthouse keeper's quarters, where you can discover fascinating exhibits and artifacts detailing the history of the lighthouse and its keepers.

5:30pm Check-in to the Holiday Inn Nags Head Oceanfront, a beachfront oasis offering spectacular views and modern amenities. Relax and unwind in your comfortable accommodations, taking in the soothing sound of the waves crashing against the shore.

Holiday Inn Nags Head Oceanfront, 4701 South Virginia Dare Trail, Nags Head, NC 27959
Phone: (252) 441-0454; [Holiday Inn Nags Head Oceanfront](#)

6:30pm Welcome Dinner at Basnight's Lone Cedar Café. Savor a delightful culinary experience at Basnight's Lone Cedar Café, renowned for its fresh local seafood and coastal-inspired cuisine. Enjoy waterfront dining with panoramic views of the Roanoke Sound, creating the perfect ambiance for a memorable evening.

Return to the Holiday Inn Nags Head Oceanfront.

Optional Evening Activity: Take a leisurely stroll along the pristine shoreline of Nags Head, where you can feel the soft sand beneath your feet and breathe in the salty sea air.

Wednesday, April 24 | Outer Banks Adventure

Breakfast at the Holiday Inn Express at your leisure.

8:30am Meet your Island Guide, Danny Couch of Hatteras Tours in the lobby of the hotel

8:45am Depart the for your tour of our Northern Beaches and the Roanoke Island

9:00am Jockey's Ridge State Park, begin your day with an exhilarating visit to Jockey's Ridge State Park, home to the tallest natural sand dune system in the Eastern United States. Learn about the intricate dune and eco systems of one of the most visited State Parks in our state.



10:15am Wright Brothers National Memorial; Immerse yourself in the historic achievements of Orville and Wilbur Wright. Discover the captivating story of the first powered flight through interactive exhibits and life-size replicas of the Wright brothers' aircraft. If we have time we'll climb Big Kill Devil Hill for a closer look at the towering granite monument, honoring their pioneering spirit.



12:00pm Following your visit to the Memorial, venture to Bodie Island Lighthouse: Completed in 1872 on the north side of Oregon Inlet near the northern border of the Cape Hatteras National Seashore, the familiar black and white horizontal striped structure was partly built of materials leftover from the construction of the newest Cape Hatteras Lighthouse. We'll climb to the top to check out the view!



12:45pm Downtown Manteo Waterfront; Lunch and shopping on own. Check out a few of the locally owned shops and boutiques. Stop by the Roanoke Marshes Light and the Roanoke Island Maritime. If time permits, also, check out **Elizabeth II** ship across the creek at Roanoke Island Festival Park. This ship is a replica of the one that brought the first English settlers to our shores.



2:30pm Fort Raleigh National Historic Site, Learn about Sir Walter Raleigh's explorers and the colonists who attempted to found settlements here on the north end of Roanoke Island in 1585 and 1587. Also located here is the Roanoke Island Freedman's Colony. The **Freedman's Colony** is recognized as an historic National Underground Railroad Network to Freedom site.

Next, we'll walk over to The Lost Colony Outdoor Drama



3:00pm Informational talk about the Lost Colony

Outdoor Drama, The Waterside Theatre is where you will start your backstage tour of **The Lost Colony**, the oldest symphonic outdoor drama in the United States. Learn about the excitement and tragedies of Paul Green's Pulitzer Prize and Tony award winning symphonic outdoor drama, **The Lost Colony**, the longest in the United States and its award-winning costumes by New York designer, William Ivy Long. The play recounts

the historical events leading to the disappearance of the first English colonists who settled on Roanoke Island over 400 years ago. **The play is held during the summer months of June through August.**



3:30pm Tour of the Elizabethan Gardens, Stroll through the majestic Gardens, which were designed as a living memorial to Queen Elizabeth and the Lost Colony. The Gardens include a collection of Renaissance statues and Elizabethan style buildings that let you image you are back in the time of Queen Elizabeth I. Spring-time tulips lead to an ever-changing palette of year-round color from hydrangeas, native plants, perennials and camellias.

6:00pm Group Dinner at Blue Moon Beach Grille in Nags Head; Gather with your travel companions for a memorable group dinner at Blue Moon Beach Grille, located in the vibrant town of Nags Head. Indulge in a feast of fresh seafood and regional specialties, accompanied by refreshing cocktails and beach breezes, as you reminisce about the day's adventures in Dare County's Outer Banks.

Return to the Holiday Inn Nags Head Oceanfront.

Optional Evening Activity: Take a leisurely stroll along the pristine shoreline of Nags Head, where you can feel the soft sand beneath your feet and breathe in the salty sea air.

Thursday, April 25 | Outer Banks Adventure

Depart the Outer Banks for your homeport. We thank you for visiting our chain of barrier islands and hope you will back come soon!

Airport Departures.



Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: April 2024

TELEVISION APPEARANCES

Hampton Roads Show | Mar 28, 2024 Public Relations Manager Aaron Tuell returned to the Hampton Roads Show on WAVY 10 to promote travel to Dare County, this time accompanied by Michele Bunce, Economic and Community Development Director for the Town of Manteo and Rebecca Meyers with VusicOBX concert series. They discussed upcoming local events such as Taste of the Beach, The Lost Colony Wine, Culinary and Arts Festival, The Flying Pirate Half Marathon and the OBX Rod and Custom Festival. The VusicOBX concert series was highlighted along with new developments in Manteo. The next appearance is scheduled for April 25, 2024 to talk about Outer Banks Soft-shell Crab Week.



<https://www.wavy.com/hr-show/spring-into-the-obx/>

PRESS TRIPS

Southern Living | April 2024 Aaron and the team are working on a feature for 2025 in Southern Living, hosting a journalist on assignment for the publication. They are in the planning stages of developing an in-market itinerary for a visit this spring.

Our State | Feb 2024 The Outer Banks Visitors Bureau public relations team helped assistant editor Chloe Klingstedt tour the Bodie Island Lighthouse and see a sunrise in Rodanthe as part of the magazine's editorial schedule.

SPONSORED CONTENT

RV There Yet? | April 10-13, 2024 RV enthusiasts Patrice and her husband Kevin McCabe are returning to the Outer Banks to complete filming for the episode which will air in Season 3 of the show on Discovery beginning in April to a potential audience of 88 million. Once the 13-week run of Season 3 is done on Discovery, then it moves to MotorTrend with 76 million viewers plus a host of popular streaming channels.

EARNED MEDIA

Le Figaro | Mar 2024 “Journey to the Outer Banks” Aaron and the team hosted a VisitNC referral for French magazine Le Figaro back in June 2023, with a readership of 1.3 million print readers and 25 million online web visitors. The photography is gorgeous.

AAA Magazine | Mar 2024 “Your Guide to the Outer Banks” Aaron and the team pitched writer Janna Graber for AAA Extra Mile magazine about multi-generational travel to the OBX and she turned the story just in time for spring. <https://bit.ly/3xrZSCK>

USA Today 10 Best | Mar 2024 “Untamed America: 10 Best National Wildlife Refuges to Visit” Pea Island National Wildlife Refuge was named #9 in the best list roundup by USA Today readers. <https://bit.ly/497u5UR>

EARNED MEDIA – IN DEVELOPMENT

Allianz | May 2024 Popular Raleigh-based influencers Caz and Craig Makepeace have a project with Allianz Travel about wellness travel and moms taking a much needed break. They’re featuring a few Dare County businesses, including Sanderling Resort in Duck as part of their campaign coverage. The Makepeaces run [ThisIsRaleigh.com](https://thisisraleigh.com) and [YTravelBlog](https://ytravelblog.com).

ConventionSouth Magazine | May 2024 Writer Paige Townley is working on a story for the May issue of the group trade publication about islands of the South that would be ideal for hosting meetings/events. Tourism Sales and Events Manager Lorrie Love and Aaron teamed up to provide her information and quotes for the upcoming spring issue due out in May.

Select Traveler | May 2024 Writer Cynthia Barnes interviewed Public Relations Manager Aaron Tuell for the group trade publication focused on banker travel and bank travel clubs. The story will be a roundup of destinations which have notable historic events.

Our State | June 2024 Chloe Klingstedt is an assistant editor at Our State magazine. We assisted with her with travel itinerary in February for coverage of the Outer Banks in the June 2024 issue. It will include the Hatteras Island Fishing Pier in Rodanthe and the Bodie Island Lighthouse.

AAA Magazine | July 2024 The PR team pitched the Soundside Summer Market this winter for an upcoming calendar coverage in the motor club magazine. Due out July 2024.

Fodor’s Travel | Sep 2024 Aaron and the PR Team assisted a writer from the travel enthusiast publisher who is now working on a North Carolina story to come out September 2024.

MEDIA MARKETPLACES

Travel South Global Week | April 8-11, 2023 Aaron joined the VisitNC publicists and other state PR pros for an international media conference organized by Travel South. Aaron met with a couple dozen media from Canada and the UK and secondary international markets during the event to discover joint opportunities to work together in 2024-2025.

États-Unis ODYSSÉE DANS LES OUTER BANKS

S'étirant sur 300 kilomètres en Caroline du Nord, ce chapelet d'îles forme une barrière naturelle entre l'immense péninsule d'Albemarle-Pamlico et l'océan Atlantique. De plages infinies en marais impénétrables, les Outer Banks fascinent autant par leurs paysages sauvages que par leur histoire minée de mystère.

Par Sarah Chevalley (texte) et Stanislas Faenté pour Le Figaro Magazine (photos)



Zigzaguant à travers les marais, la passerelle en bois menant au phare de Bodie, au cœur des Outer Banks.

D

es deux côtés de l'US 64, les pins ont laissé place à une épaisse forêt marécageuse bordant l'Alligator River. L'eau, encore invisible, nous entoure déjà. Un pont apparaît, dessinant une arabesque de 8 kilomètres au-dessus du Croatan Sound, l'un des principaux estuaires des

Outer Banks qui relie le continent à la petite île de Roanoke. Ruban de sable face à l'Atlantique, les OBX, comme les appellent les Américains, forment un système côtier où se rencontrent des détroits peu profonds alimentés par une ramification de rivières et de ruisseaux. Le mélange de nutriments provenant de la mer et de la terre fait de ce labyrinthe lacustre l'une des zones de pêche les plus réputées des États-Unis. Arrivé à Roanoke, une seule route possible conduit à Manteo. Plantée d'hibiscus et de magnolias, cette bourgade touristique aux maisons colorées de style colonial s'enroule autour d'une jolie baie. Le long des nombreuses cales sont amarrés des centaines de bateaux, la plupart équipés de porte-cannes à pêche. À bord d'un yacht glissant sur les canaux, des jeunes gens bronzés reviennent de Nags Head, le Hossegor local, sur l'île voisine de Bodie. Au large de sa plage immense, surfeurs aguerris et débutants attendent la vague tandis que les pêcheurs taquinent l'ombrine du haut de la jetée en bois qui s'avance dans l'Océan. Alors que le soleil décline doucement, une brume venue de la mer envahit les dunes. Sur le ponton, les tables du Tiki Bar & Grill sont prises d'assaut, la bière coule à flots, les assiettes se remplissent de fritures de crevettes. La bonne humeur des vacanciers américains ferait presque oublier que ces lieux recèlent une énigme, non élucidée depuis plus de quatre siècles.

LA COLONIE PERDUE DE ROANOKE

« Si les colons de l'expédition dirigée par John White n'avaient pas disparu, la fondation de notre pays aurait pu être différente ! » s'exclame avec emphase Francis D'Ambra. Pour capter l'attention de son auditoire, l'ancien chef de la police de Manteo, reconverti en guide touristique, a choisi un point de vue imprenable sur l'Elizabeth II, réplique de l'un des gâllons débarqués à Roanoke à la fin du XVI^e siècle, sagement amarré dans la baie. Mais c'est en réalité à quelques kilomètres, à la pointe de l'île, que tout a commencé. Au cœur d'une forêt maritime menant aux rives sablonneuses de

AU LARGE DE LA PLAGE IMMENSE, SURFERS AGUERRIS ET DÉBUTANTS ATTENDENT LA VAGUE

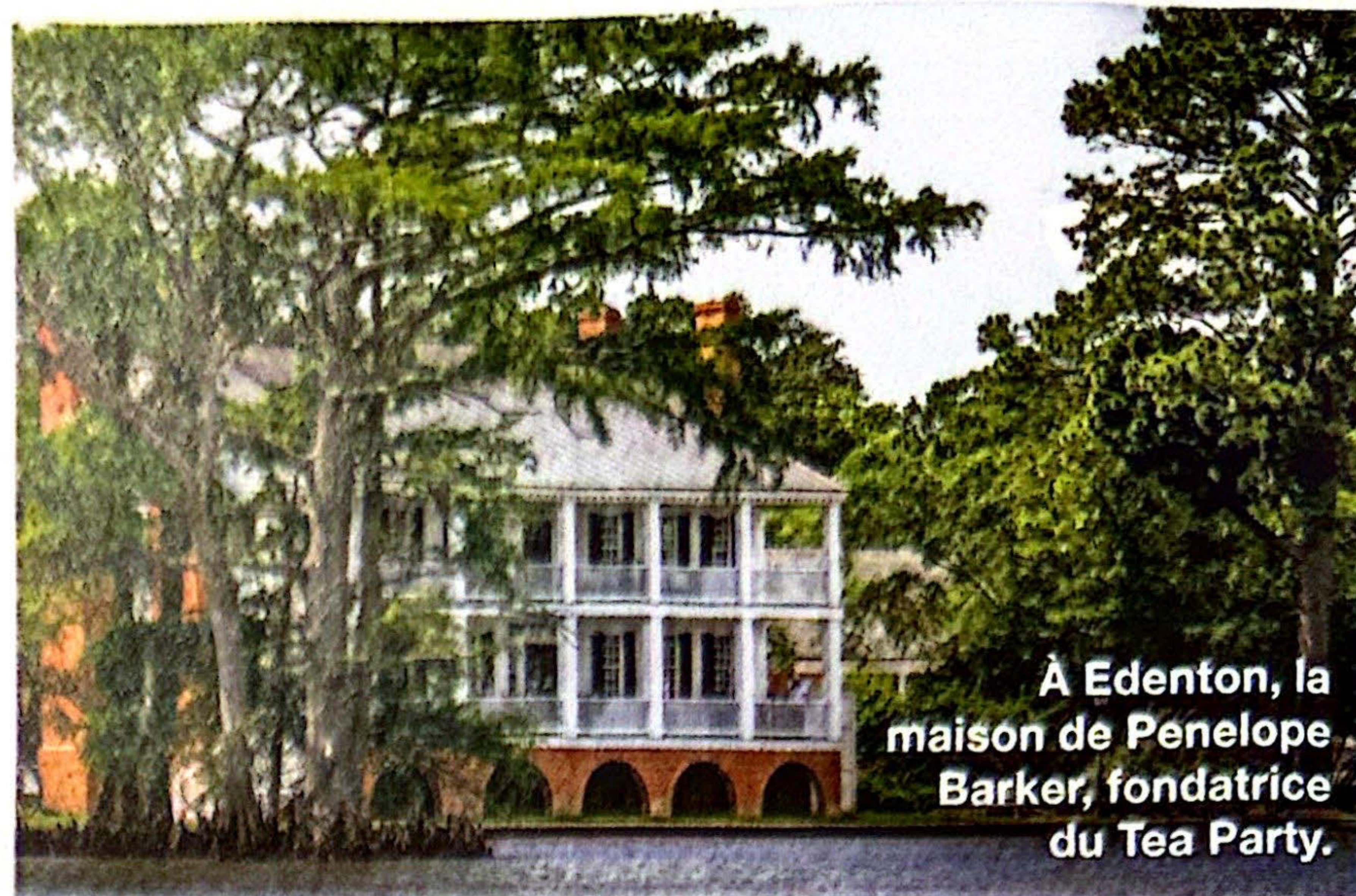
l'estuaire d'Albemarle, se trouve la reconstitution du fort où s'installèrent les Anglais lors de leurs trois expéditions financées par sir Walter Raleigh au cours des années 1580, vingt-cinq ans avant l'établissement de la colonie historique de Jamestown en Virginie. Parmi les passagers du troisième voyage, mené en 1587 par un explorateur du nom de John White, se trouvait la fille de ce dernier. Tout juste débarquée sur Roanoke, elle donna naissance au premier enfant anglais en territoire américain, une petite fille prénommée Virginia. Au bout de quelques mois, à cours de provisions, les colons durent renvoyer leur gouverneur en Angleterre pour se ravitailler. Arrivé sur les bords de la Tamise, le navire fut réquisitionné et le retour vers le Nouveau Monde retardé de trois ans. En 1590, lorsque John White mit à nouveau le pied sur Roanoke, les colons s'étaient évaporés. Malgré de nombreuses fouilles archéologiques, le mystère demeure. Il semble cependant probable qu'ils aient quitté l'île et se soient mélangés aux Amérindiens. Entourée de légendes et de folklore, « The Lost Colony » a inspiré de nombreux ouvrages et une célèbre pièce de théâtre. À l'intérieur du site de Fort Raleigh, un sentier mène aux jardins élisabéthains, créés au siècle dernier en l'honneur de la « reine vierge ». Les bosquets de roses et de camélias, les statues, dont une à l'effigie de Virginia, et les fontaines au doux murmure plongent le visiteur dans une pièce de Shakespeare qui se jouerait sous les tropiques. Des trouées dans la végétation luxuriante laissent apercevoir les eaux bleues de l'estuaire, si paisible jusqu'à ce que quelques gouttes de pluie ne se transforment en déluge. Les rafales de vent, aussi soudaines que puissantes, forment une houle inattendue. Cette grosse bourrasque laisse imaginer la violence des ouragans qui s'abattent régulièrement sur les Outer Banks, exposées à la montée des eaux. Au nord des OBX, les 20 kilomètres de plage de Corolla rétrécissent d'année en année, obligeant les chevaux sauvages héritiers des mus-



Ride The Wind
Surf Shop, célèbre
spot d'Ocracoke.

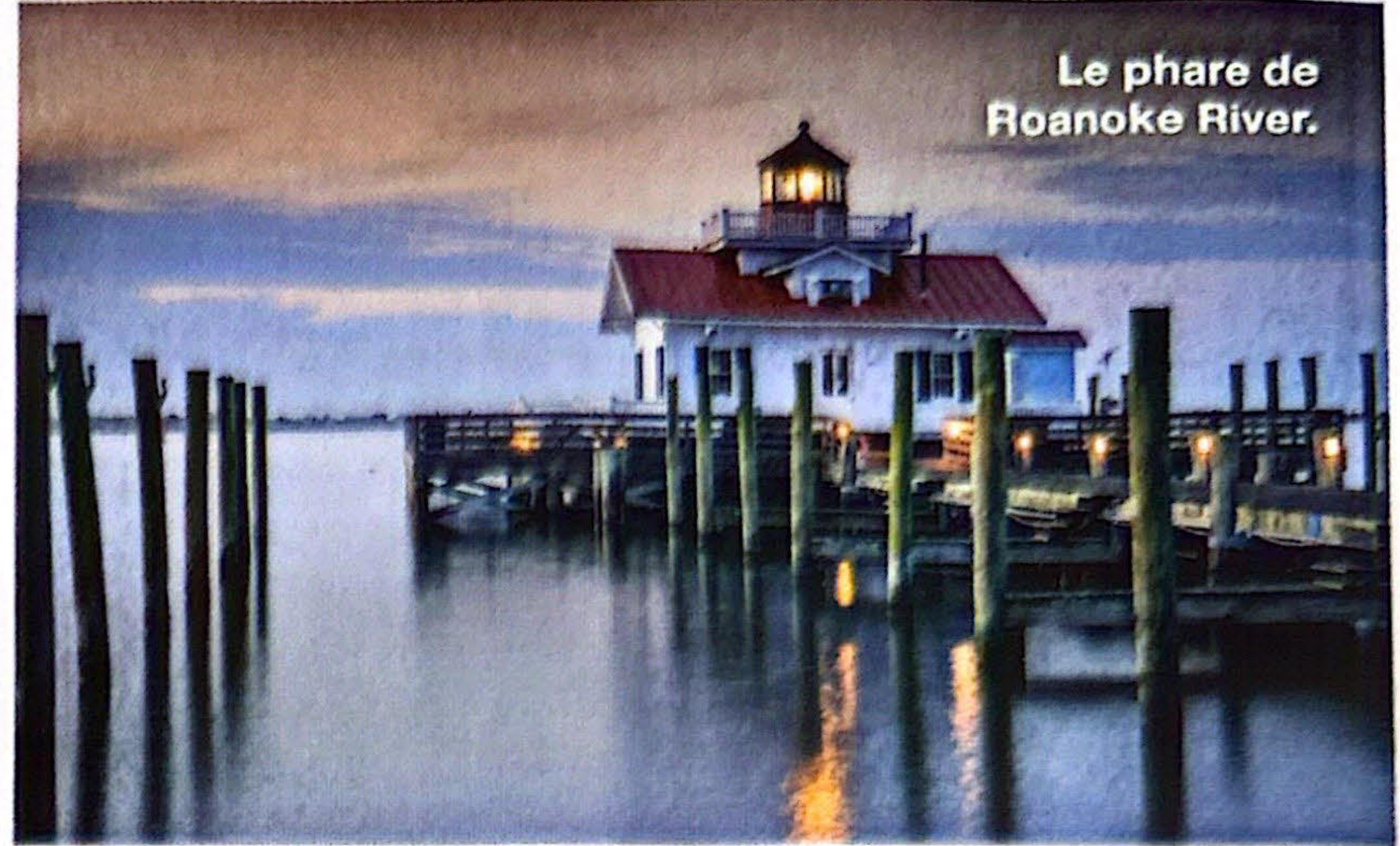
La longue plage
de sable, devant
le ponton du Nags Head
Fishing Pier, au sud
de Kitty Hawk.





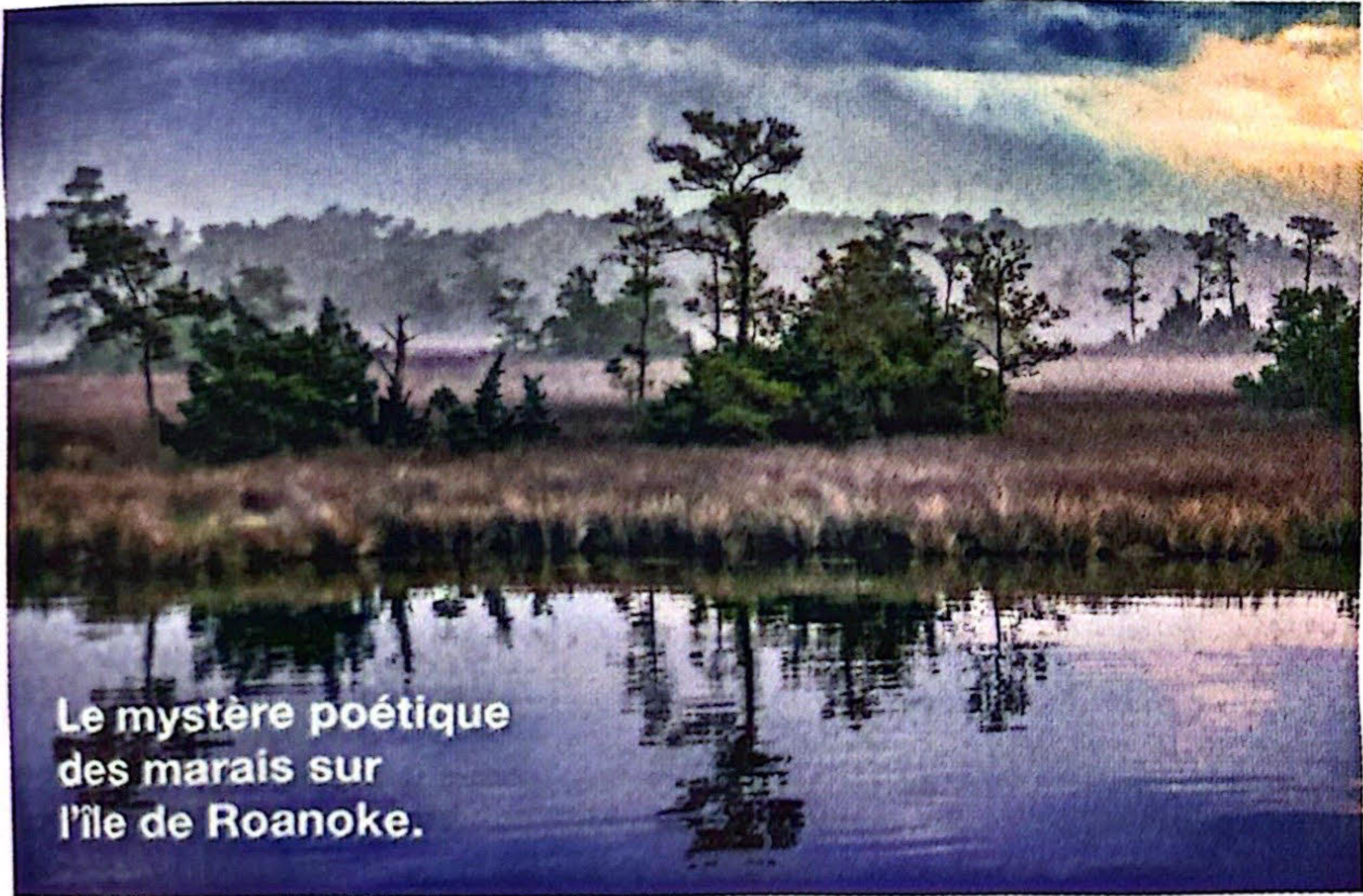


Sur la route de l'isthme, direction le cap Hatteras.



Le phare de Roanoke River.

LES OUTER BANKS
INCARNENT UN IDÉAL
DE VACANCES IODÉES
ET INSOUCIANTES
POUR DE NOMBREUX
AMÉRICAINS



Le mystère poétique des marais sur l'île de Roanoke.



Le schooner « Windfall II » dans le Pamlico Sound.



Les surfeurs de Nags Head, dans l'eau jusqu'au coucher du soleil.



La jolie véranda du Captain's Quarters Inn, à Edenton.



Les cyprès chauves
des marais aux abords
de l'île de Roanoke.



Sur le ponton de Nags
Head Fishing.

ENTOURÉE DE LÉGENDES, "THE LOST COLONY" A INSPIRÉ DE NOMBREUX OUVRAGES

tangs, arrivés à la nage depuis des navires espagnols, à brouter dans les jardins des résidences secondaires. Vaisseaux en bois sur pilotis à l'allure fantomatique, les maisons sur la plage de Rodanthe, station huppée de l'île d'Hatteras, sont rattrapées par l'Océan. Malgré la menace, les constructions au ras de l'eau se multiplient. Les Outer Banks incarnent un idéal de vacances iodées et insouciantes pour de nombreux Américains. Pourtant leur rivage a longtemps fait trembler les marins les plus endurcis. Formés au large du cap Hatteras, par la rencontre du Labrador et du Gulf Stream, les Diamond Shoals, des bancs de sable scélérats cachés sous les vagues, ont provoqué le naufrage de milliers de navires depuis le XVI^e siècle, valant à la région le triste surnom de « cimetière de l'Atlantique ».

AU PAYS DES PHARES GÉANTS

L'isthme étroit menant au cap Hatteras est bordé d'un côté par d'immenses dunes couvertes d'herbes grasses, laissant par endroits apercevoir l'océan impétueux, et de l'autre par les eaux plus calmes du détroit de Pamlico, où windsurfs et kitesurfs semblent répéter une chorégraphie. Au bout de la péninsule, les bandes noires en spirale du phare le plus haut des États-Unis s'élèvent à plus de 60 mètres dans un ciel limpide. Allumés pour la première fois en 1803, ses feux peuvent être vus à 30 kilomètres à la ronde. Posé au milieu d'une pinède, le phare du cap Hatteras a été déplacé de près d'un kilomètre avant l'an 2000 pour éviter d'être englouti par l'Atlantique. À quelques milles au nord, celui de Bodie trône au milieu de prairies où l'herbe pousse dans l'eau. En haut de ses 214 marches, le regard est hypnotisé par l'Océan qui s'étire à l'infini puis se transforme en ruisseaux sombres zigzaguant entre des fourrés de salicorne. Dissimulés dans les tourbières, des échassiers s'envolent gracieusement. Vigies au cœur d'un monde silencieux, les phares des Outer Banks sont aussi des lieux de mémoire. La pétillante Meghan Agresto veille sur celui de Currituck depuis plus de vingt-cinq ans. Sa tour en brique est entourée par deux jolies maisons victoriennes où ont cohabité pendant plus d'un siècle les familles de gardiens, isolées du reste du monde. « Jusqu'aux années 1950, il y avait peu de ponts et encore moins de routes

asphaltées dans les OBX. Seuls quelques fermiers, des pêcheurs et les surfmen vivaient sur les îles », se souvient cette gardienne de phare des temps modernes. Les ancêtres des gardes-côtes opéraient pour des stations de sauvetage réparties sur les îles. Située à Rodanthe, la seule encore debout est appelée Chicamacomico, « le pays des sables mouvants » en dialecte algonquin. Des volontaires, descendants de surfmen, font revivre avec fierté le quotidien de ces héros qui n'hésitaient pas à s'embarquer sur des radeaux en pleine tempête pour secourir les marins en détresse. Malgré des conditions de vie difficiles, les habitants des Outer Banks sont des irréductibles qui ne quitteraient leurs îles pour rien au monde.

LE CHARME INSULAIRE

« Sous chaque naufrage est indiqué le nombre de personnes sauvées et celles qui ont péri », observe l'historien Philip Howard, en tournant méticuleusement les pages jaunies du registre tenu par son arrière-grand-père, garde-côte en chef d'Ocracoke. Le destin de cette petite île au sud des Outer Banks est intimement lié à celui de sa famille. Leur ancêtre acheta ce confetti de 25 km² pour une centaine de livres sterling au tournant du XVIII^e siècle. Accessible par un traversier au départ d'Hatteras, Ocracoke est une île attachante où vit une communauté soudée d'un millier d'âmes. Les plages semblent plus sauvages qu'ailleurs et sa baie protégée, jalonnée de coquettes maisons en bois, abrite un port pittoresque où l'on se régale de fruits de mer à la fraîcheur incomparable. L'estuaire d'Ocracoke fut pendant des siècles la seule route navigable pour atteindre le continent, notamment Edenton, première capitale de Caroline du Nord. Loin du tumulte de l'Atlantique, sa baie immobile, ponctuée de cyprès chauves, est bordée de ravissantes demeures à colonnades, respirant l'esprit sudiste. C'est dans cette petite cité que les navires en provenance du Vieux Continent déchargeaient leurs marchandises lorsqu'ils n'avaient pas été dépouillés par les pirates à leur arrivée dans les îles. L'un des plus célèbres d'entre eux, Edward Teach, plus connu sous le surnom de Barbe Noire, avait élu domicile à Ocracoke. Sous la pression des habitants terrorisés, la Royal Navy, dirigée par le lieutenant Robert Maynard, décida de surprendre le pirate dans son repaire en novembre 1718. Après des combats épiques, Barbe Noire fut finalement battu, sa tête tranchée exposée sur le mât du sloop britannique. Non loin du village d'Ocracoke, la plage déserte de Springer's Point, où eut lieu la sanglante bataille, respire un parfum de bout du monde. Une brise légère bruisse dans les feuilles des chênes centenaires, le ressac berce nos oreilles. Le calme est olympien, avant l'orage qui s'annonce au large des Outer Banks. ■ Sarah Chevalley

PRÉPARER SON VOYAGE

Travel South USA

(Travelsouth.visittheusa.com), le site de tourisme officiel du sud des États-Unis, partage en français de nombreuses informations sur les Outer Banks ainsi que des expériences à vivre dans la région.

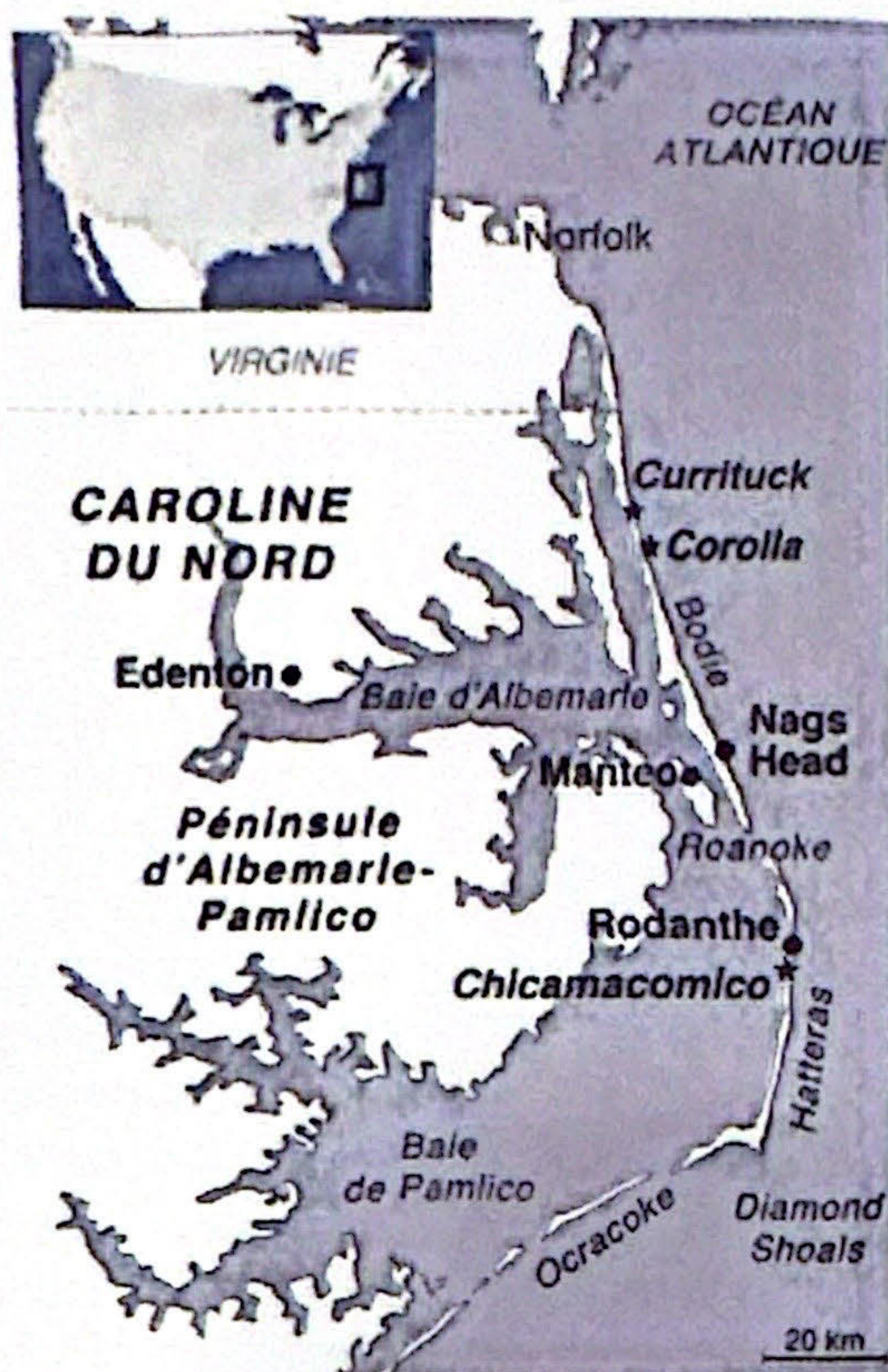
Y ALLER

Air France (36.54 ; Airfrance.fr) dessert quotidiennement Raleigh-Durham depuis Paris-CDG. Les vols avec escale sont effectués en partenariat avec **Delta Air Lines** (Delta.com). À partir de 597 € l'aller-retour en classe Economy. Sur place, location de voiture indispensable.

NOTRE SÉLECTION D'HÉBERGEMENTS

Petite ville sympathique, Raleigh, la capitale de Caroline du Nord, est incontournable pour rejoindre les Outer Banks. En plein centre, le **Heights House Hotel** (00.1.919.594.1881 ; Heightshousenc.com) est un manoir de style italien bâti au XIX^e siècle pour un riche planteur, transformé en 2021 en hôtel de 9 chambres. On aime le mélange entre mobilier design et esprit Vieux Sud, avec en point d'orgue une superbe coupole. L'hôtel ne possède pas de restaurant mais propose un « Afternoon Tea », des pique-niques, des concerts dans le jardin. À partir de 280 € la nuit, petit déjeuner compris. Point de chute touristique pour découvrir le nord des OBX. Currituck abrite le village-museo de Corolla, situé à côté du phare. Plusieurs maisons historiques ont été soigneusement restaurées dont le **Corolla Village Inn** (00.1.252.597.3422 ; Corollavillageinn.com), belle demeure victorienne en cèdre. Ouvert en 2019, l'hôtel est immergé dans la nature. Les 12 grandes chambres respirent les vacances en bord de mer. À partir de 200 € la nuit.

Au sud de la baie d'Ocracoke, **The Castle on Silver Lake** (00.1.252.928.3505 ; Thecastlebb.com) est une fantaisie coloniale bâtie par un homme d'affaires excentrique de Virginie dans les années 1960. Avec sa toiture en bardeaux et son intérieur lambrissé, ce manoir rappelle les constructions géorgiennes de Williamsburg. Ce charmant Bed & Breakfast propose 12 chambres avec vue sur la baie.



UN DÉLICIEUX PARFUM DE BOUT DU MONDE

À partir de 150 € la nuit, petit déjeuner compris. Bien qu'Edenton ne fasse pas officiellement partie des Outer Banks, la première capitale coloniale de Caroline du Nord, située à l'entrée de la baie d'Albemarle, est une halte de charme. Très bien restaurées, ses demeures du XVIII^e siècle ont été reconverties pour certaines en Bed & Breakfast de luxe. Les 8 coquettes chambres du **Captain's Quarters Inn** (00.1.919.893.4424 ; Captainsquartersedenton.com) ont des parquets cirés où trônent des lits en acajou. Le petit déjeuner fait maison est un must. À partir de 164 € la nuit, petit déjeuner compris.

NOS BONNES TABLES

La jetée de Nags Head abrite une institution locale, le **Captain Andy's Oceanfront Tiki Bar & Grill** (Nagsheadpier.com), où l'on vient s'attabler dehors avec les surfeurs et les pêcheurs, de préférence au coucher du soleil. Environ 25 € pour une assiette de calamars frits et une pinte de bière. Réputée pour ses délicieux poissons et fruits de mer, Ocracoke possède plusieurs bonnes tables dont le **Flying Melon** (252.928.2533). Installé dans une charmante maison victorienne, ce restaurant associe avec brio recettes locales et créoles. Mention spéciale pour le succulent mahi-mahi. Compter 65 € par personne. Les fans de cuisine mexicaine ne manqueront pour rien au monde le food truck **Eduardo's Taco**

(Eduardosocracoke.com), à l'entrée du village d'Ocracoke. Les burritos d'Eduardo Chavez, notamment ceux aux crevettes, sont irrésistibles. À partir de 10 €. Plus raffinée que les OBX, Edenton recèle quelques perles dont le **Cotton Gin Culinary** (252.368.4881 ; Thecottongininn.com), un élégant concept store, où la propriétaire, chef hors pair, régale ses hôtes de recettes exquis inspirées de la cuisine créole et européenne. Environ 70 € par personne sur réservation. Ancienne conserverie de harengs, **The Herringbone** (252.368.1068 ; The-herringbone.com) est la nouvelle adresse tendance de la ville, avec une superbe terrasse panoramique sur la baie. Environ 70 € par personne

À FAIRE

Partir sur les traces de la « Lost Colony » à Fort Raleigh (252.473.2111 ; Nps.gov) et admirer les jardins élisabéthains (252.473.3234 ; Elizabethangardens.org). Monter dans les phares de Bodie Island (252.473.2111. Nps.gov), et de Currituck Beach (252.453.4939 ; Obcinc.org). Escalader les dunes géantes du Jockey's Ridge State Park (252.573.6108 ; Ncparks.gov) et embrasser la vue à 360°. Tirer des bords dans la baie d'Ocracoke sur un schooner traditionnel (252.928.7245 ; Schoonerwindfall.com). Découvrir l'histoire d'Edenton en bateau électrique à travers les mille et une anecdotes du capitaine (860.367.5786 ; Edentonbaycruises.com). S. C.

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YOUR GUIDE TO THE OUTER BANKS, NORTH CAROLINA

NAGS HEAD, KITTY HAWK, FAMOUS OUTER BANKS LIGHTHOUSES, AND MORE

March 05, 2024 | 5 min read



Janna Graber

(<https://cluballiance.aaa.com/the-extra-mile/authors/janna-graber>)



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Sometimes, you just need to see the ocean. Perhaps that's why a beach vacation is such a popular getaway. Beach holidays are especially popular with families. My extended family and I recently spent a week in Outer Banks, North Carolina. It was an excellent fit for our multigenerational group.



The Cape Hatteras National Seashore opened in 1953 as America's first national seashore, and is home to some of the largest tracts of undeveloped oceanfront on the East Coast at nearly 70 miles long and 30,000 square acres. Photo courtesy Outer Banks Visitors Bureau

WHERE ARE THE OUTER BANKS?

If you've never been there, the Outer Banks is a string of skinny barrier islands off the coast of North Carolina. Storms and winds constantly reshape the island chain, but the region is known for its excellent beaches and quirky small towns. Each of its 21 coastal villages has its own personality and vibe.

You can drive the whole length of the Outer Banks, including the **Cape Hatteras National Seashore** (<https://www.outerbanks.org/things-to-do/attractions/cape-hatteras-national-seashore>), on the 138-mile Outer Banks National Scenic Byway. Top destinations in the Outer Banks include Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, and more.



The islands of the Outer Banks are connected by two-lane coastal highway NC 12. Most of the Outer Banks is less than a mile wide but stretches for 130 miles north to south. Photo courtesy Outer Banks Visitors Bureau

HOW TO GET TO THE OUTER BANKS

We flew into the closest airport, which is Virginia's Norfolk International Airport. It's about 90 minutes by car to the Outer Banks, depending on the traffic. There are two ferries providing car passage to the Outer Banks from the mainland, or you can get to the islands by bridge. The Wright Memorial Bridge is the most popular. U.S. Route 158 connects Point Harbor on the mainland with Kitty Hawk on the Outer Banks.

Keep in mind that traffic in the Outer Banks can be slow at times, especially on Saturdays during the summer. That's because most visitors stay in weekly rental homes which turn over on Saturdays. If you can begin and end your trip on another day of the week, you can avoid much of this traffic.

FIND AN AGENT

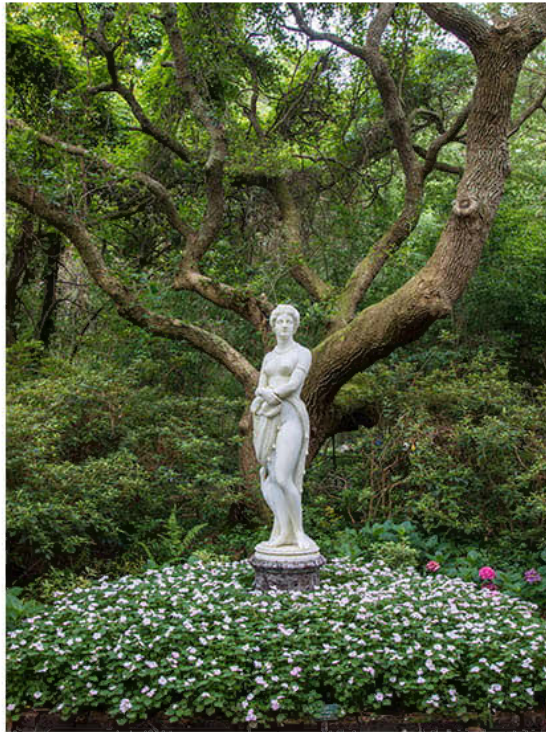
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Summer is the peak season for the Outer Banks, when the weather is best, and children are on summer break. You'll find smaller crowds and better prices if you visit in the late spring or early fall.

WHERE TO STAY IN THE OUTER BANKS

While there are resorts and hotels, the most popular accommodations are Outer Banks vacation rentals. We rented a six-bedroom home right on the beach in Southern Shores. The beach was wide and clean. The water was warm, and our family spent hours playing in the waves. In the evenings, we'd walk on the beach at sunset. When it grew dark, the kids pulled out flashlights and looked for tiny crabs scurrying across the sand.

There are several professional management companies that rent vacation homes in the Outer Banks. You'll also find homes for rent on short-term rental platforms like VRBO. The Outer Banks Tourism Bureau offers [Tips on How to Rent a Vacation Home in the Outer Banks](https://www.outerbanks.org/blog/post/how-to-rent-a-vacation-home-on-the-obx/) (<https://www.outerbanks.org/blog/post/how-to-rent-a-vacation-home-on-the-obx/>).



Elizabethan Gardens Statue. Photo courtesy Outer Banks Visitors Bureau

THINGS TO DO IN THE OUTER BANKS

There's no doubt that the most popular attraction here are the Outer Banks beaches, but you'll find other activities to suit any age, from mini golf to museums. Although we didn't go fishing, the Outer Banks is a popular place for sports fishing. Here were some of our family's favorite activities in the Outer Banks.



The Cape Hatteras Lighthouse is the tallest brick lighthouse in America at 208 feet, and one of three lighthouses you can climb on the OBX seasonally. Photo courtesy Outer Banks Visitors Bureau

1. OUTER BANKS LIGHTHOUSES

The Outer Banks is famous for its five lighthouses, and the grandparents in our family had these on their bucket list. At 208 feet high, the **Cape Hatteras Lighthouse** (<https://www.nps.gov/caha/planyourvisit/chls.htm>) is the tallest brick beacon in the nation. For more than a century, it has warned sailors of the treacherous Diamond Shoals off Cape Hatteras. Today, you can visit the museum and visitor center to learn about its history.

The Bodie Island Lighthouse is 150 feet high and is a favorite with photographers. It played a vital role in the Civil War, when Confederate troops destroyed the former lighthouse to keep Union forces from using it as an observatory. It was rebuilt after the war.

The newest lighthouse is the Roanoke Marshes Lighthouse. Built in 1857, it was decommissioned in 1955. It offers several exhibits about Roanoke Island and its maritime heritage.



The Lost Colony Outdoor Drama. Photo courtesy Outer Banks Visitors Bureau

2. SEE THE LOST COLONY AT WATERSIDE THEATER

In 1587, 117 English men and women settled on what is now Roanoke Island. When English supply ships returned three years later, every trace of them had vanished.

No one knows for sure what happened to the colonists. The **mystery of the Lost Colony** (<https://www.npca.org/articles/3604-the-lost-colony-an-outer-banks-mystery>) continues to this day. The outdoor performance of "The Lost Colony" at the Waterside Theater on Roanoke Island dramatically portrays the story of the colonists.

3. WILD HORSE SAFARI

Horses were brought to the region in the 1500s. They were either abandoned or escaped, and today, wild horses can still be found on the northern beaches of Carova and Corolla. Several companies offer wild horse safaris, and we went on a two-hour wild horse adventure with Corolla Wild Horse Safari Tours. Riding in an open-air jeep, we explored the beaches of Corolla, learning about the area and its history from our guide. We saw many wild horses in that very secluded part of the island. Tip:

Bring water to drink during the tour.



Visitors can soar over the giant sand dunes of Jockey's Ridge State Park in a replica 1902 Wright Glider, provided by a local outfitter, to enjoy a taste of what Orville and Wilbur must have felt at the dawn of flight on the OBX. Photo courtesy Outer Banks Visitors Bureau

4. VISIT THE WRIGHT BROTHERS NATIONAL MEMORIAL

In 1903, Orville and Wilbur Wright changed the world when they took the first flight. At the Wrights Brothers National Memorial in Kill Devil Hills, you can walk the sandy hills where the brothers tested their invention. In the museum, we learned all about the Wright family and their quest to fly. There's even a reproduction of the 1903 Wright Flyer, the plane that took the very first flight.



The Cape Hatteras National Seashore enjoys a wide variety of recreational uses, one being

horseback riding adventures provided by local outfitters, touring the undeveloped beaches along the Atlantic Ocean. Photo courtesy Outer Banks Visitors Bureau

5. HORSEBACK RIDING

For our family, riding along the coast on horseback was a fun experience. Several outfitters offer horseback riding right on the beach or on trails to the beach. One good option is Hatteras Island Horseback Riding, which offers riding on the Cape Hatteras National Seashore and Recreation Area.



Breakwater Restaurant. Photo courtesy Outer Banks Visitors Bureau

6. DINING IN THE OUTER BANKS

There are several good restaurants in the Outer Banks. The region is known for its fresh shrimp, crab, and oysters. Softshell crabs are a local delicacy and we tried them at a popular eatery called Get Your Crabs. I thought their oysters were even better. Mahi Mahi's Island Grill in Nags Head is known for their award-winning Shrimp and Grits. We also liked Sooeys BBQ for their hush puppies and southern barbeque. And you can't visit the Outer Banks without a visit to the famous Duck Donuts. Tip: Order ahead for pickup, as there's always a line.



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