RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 18, 2016
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICE
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

ATTENDING: Susie Walters, Chair; Ervin Bateman, Vice Chair; Nancy Caviness, Secretary; Leo Holland, Assistant Treasurer; George Banks III, Bambos Charalambous, Tonia Cohen, Mike Hogan, Natalie Kavanagh, Stuart Pack, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

EXCUSED ABSENCE: Dorie Fuller, Treasurer.

STAFF:
Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Lorrie Love, Tourism Sales and Events Manager
Amy Wood, Clerk to the Board/Administrative Specialist

OTHERS: Dave Hallac, Superintendent; and Mark Dowdle, Deputy Superintendent, Outer Banks Group, National Park Service; Gary Perry, Mayor, Town of Kitty Hawk; Tom Bennett, Mayor, Town of Southern Shores; Philip Ruckie, The Coastland Times; Doug Doughtie, Sheriff, Dare County, and Cecil Childress, dpmPartners/Sea Ranch Resort.

The meeting was called to order at 9:02 a.m. The Board recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda as presented. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Cohen moved to approve the June 16, 2016, meeting minutes. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Gary Perry spoke regarding the traffic management situation at the intersection of US 158 and Highway 12 and requested funding (attachment A). Superintendent Hallac reviewed visitation numbers at the Park sites and upcoming events for National Aviation Day at the Wright Brothers National Memorial.

STEERING COMMITTEE/CHAIR'S REPORT: Staff reviewed the proposed three year strategic goals with the Board. A few Board members stated their discomfort with one of the goals to “be a leader for responsible growth and support of Dare County events (substantial event every month, work toward weekly?)” and felt events growth should be “quality over quantity.” Overall, the Board agreed with the goals and staff will prioritize these goals and create an action plan for implementation. This prioritized plan, and possibly the action plan, will be shared with the Steering Committee in September and then the full Board.

The Board tabled the Natural, Historic, and Cultural Grant request from Elizabethan Gardens pending further information.

The Board discussed a letter from the mayor of Kitty Hawk requesting no more than $25,000 for overtime expenses related to seasonal traffic management program (attachment B). The Board had lengthy discussion on the implications of funding and whether or not other municipalities in the county should contribute to this.
Legal Counsel noted that the highway enforcement fell under the North Carolina Highway Patrol and the request for funding should be made to them. Gary Perry and Sheriff Doughtie noted that the Highway Patrol did not have the resources to man the intersection and that responsibility had fallen to the municipalities and Dare County Sheriff’s office to man the intersection. This matter was tabled pending further discussions with the Counties of Dare and Currituck, and the North Carolina Highway Patrol.

The Board took a ten minute break. The meeting resumed at 10:15 a.m.

The Email and Social Media Conversion Study was presented (attachment C).

The Chair noted the draft resolution (attachment D) needed for the League of Municipalities regarding the 401(k) plan for Bureau employees. Ms. Wickre moved to approve the resolution. Mr. Charalambous seconded. There was no discussion and the motion passed unanimously.

The Chair referenced the letter (attachment E) to Jerry Jennings requesting directional signage, east and west bound, for the Sarah Owens Welcome Center.

Nancy Caviness was excused at 10:25 a.m.

**BUDGET AND FINANCE REPORT:** Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2015-2016 ended up 5.76%. Receipts for fiscal year 2016-2017 are down 4.55%. The Board discussed the decline in early summer bookings in competing destinations.

Mr. Bateman was excused at 10:45 a.m.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed:
- New marketing and events assistant will start on August 22, 2016
- 3-D Paint artist finishing up the drawing at the Wright Brothers for National Aviation Day
- Held interviews with the social media company finalists. He noted that he wants to share more Social Media strategies at the September board meeting.
- Media buy with Travel Channel for January 2017, making Dare County’s Outer Banks the Destination of the Month for January. The buy features 84 commercials, 15 30-second vignettes, and additional online and social media opportunities.
- Recently released state tourism expenditures. Dare County remains fourth in the state for tourism expenditures.
- Inquiry, fulfillment, and visitation numbers.
- Media exposure for the Outer Banks and the OBX Daydream series on YouTube
- Upcoming Group Travel Shows and the breakthrough in the international market with rental homes that Lorrie Love has worked hard to bring to fruition.

**OLD BUSINESS:** The Board reviewed a request from Roanoke Island Historical Association to amend their Established Event Developer grant to postpone the wine festival [new event] and replace it with PyschoPath for 2017 only. The Board discussed various options before reaching consensus to send the request back to the Grants Committee. Grants Committee will bring a recommendation back to the Board in September.

Lee Nettles reviewed bids received for Soundside Event Site southern area and electrical improvements, noting that the lowest bid came in $30,000 over the previously approved amount of $790,000 but he was assured that the job would be done for the budgeted amount. Mr. Charalambous moved to approve the Executive Director to enter into a contract not to exceed the previously budgeted amount of $790,000. Mr. Holland seconded. Staff was asked to work with legal counsel to ensure timelines were included in the contract. There was no further discussion and the motion passed unanimously.
The Board discussed the pros and cons of having a project manager for the Event Site work. Ms. Wickre moved to authorize the Executive Director to find a project manager. Mr. Banks seconded. There was no discussion and the motion passed unanimously.

Ms. Cohen was excused at 11:50 a.m.

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

BOARD MEMBER COMMENTS: Mr. Overman noted the Airport Authority was to acquire a vintage plane for the airport museum and invited the Board to take a tour of the museum. Mr. Hogan noted potential for building two hotels in Kill Devil Hills.

SET DATE, TIME AND PLACE OF NEXT MEETING: Thursday, September 15, 2016 at 9:00 a.m. on Hatteras Island. Final location to be determined. [The location for this meeting was moved to back to Roanoke Island].

Mr. Holland moved to adjourn. Mr. Overman seconded. There was no discussion and the motion passed unanimously. The meeting was adjourned at 12:12 p.m.

ATTESTED:

[Signature]

Secretary, Dare County Tourism Board
Good Morning. Thank you for allowing me to address this board on behalf of the town of Kitty Hawk, citizens of Dare County and visitors to the outer banks.

You have before you a request for grant application asking financial assistance to help the town of Kitty Hawk deal with a choke point of weekend traffic at 158/12 during peak tourist season. Because the type of financial grant involved has recently been the subject of contentious debate I believe it necessary to explain why this request should be seriously considered as appropriate for visitor bureau action.

NC DOT traffic figures supplied to us last year indicate between 45 and 50 thousand vehicles pass through the 158/12 choke point during the peak Saturday/Sunday weekends. Of that number, 20 plus thousand turn left from a four-lane highway onto the two lane NC 12.

In 2015, at the request of Currituck Commissioner Paul O'Neal the town of Duck, Kitty Hawk, Southern Shores, NC State Troopers, NC DOT and Dare County Sheriff’s Office initiated a response where by Uniformed Police Officers would man the intersection to prevent vehicles from blocking the intersection during traffic signal change.

I am pleased to report the effort has had a positive effect on both flow and safety of our visiting tourist. Lessons learned and applied this year continue to improve the service and we hope a less stressed visitor.

Up to this point, police officers staffing the intersection have been off duty, overtime compensated. None of the towns or departments has sufficient personnel to take from normal force to undertake this added task during summer months. Some departments are so short of personnel or stressed with other calls they are unable to meet volunteer commitments thus further stressing the ability to keep an officer at the site when required.

So why ask the tourist bureau to fund this service. Much of the problem at the intersection of 158/12 is attributable to the success of visitor bureau efforts to bring ever-increasing numbers of tourist to the outer banks. It is apparent that the Kitty Hawk choke point is a victim of your success in drawing those huge numbers, a majority of them funneling to other parts of the county. A source of funding to pay overtime to Uniformed Police Officers, other than the citizens of Kitty Hawk, Southern Shores, Duck, Currituck and Dare County is required to continue the service.

The visitor’s bureau has the ability to provide such funds through your enabling legislation, specifically allowing financial assistance caused by the impact of tourism. This request is different from the recent debate on the subject since a clear purpose is presented for funding an identified need that affects and enhances visitor access to every part of the outer banks. The service provided at 158/12 is without question a completely tourist generated issue. Funding assistance to continue this service is required.

Thank you for considering this request. May I answer any questions?

August 18, 2016
August 4, 2016

Dear Mr. Lee Nettles,

On the weekends from Memorial Day to Labor Day, extreme congestion and gridlock caused by tourists traveling to Northern Dare and Currituck (via Dare) counties have traditionally occurred at the intersection of US 158 and NC 12. This intersection is also located in front of the Outer Banks Visitors Bureau Welcome Center. In the summer of 2015 law enforcement agencies of Dare County, Currituck County, Kitty Hawk, Southern Shores, Duck and the North Carolina Highway Patrol partnered to assist with the traffic flow at the intersection.

As a result of this partnership visitors have been able to arrive at their destinations in timelier and safer manner. During a recent meeting among all agencies in July it was determined that the partnership was becoming more difficult to sustain as a result of funding and the high demand for law enforcement within their own communities during the summer months. Hiring additional full-time law enforcement personnel within the agencies to temporarily direct traffic is not financially responsible for any agency.

At the conclusion of the meeting it was unanimously agreed by all agencies to approach the Dare County Tourism Bureau and determine if funds were available to fund this service. The partnership would require funding in an amount not to exceed $25,000.

In conclusion, all agencies felt strongly that this service is needed and directly correlated with the success of tourism in Dare County. As Mayor of a participating municipality and on behalf of all agencies, I request funding not to exceed $25,000 be approved in an effort to continue this much needed service in 2017.

Sincerely,

Mayor Gary L. Perry
Town of Kitty Hawk

cc: Mayor Don Kingston, Duck
    Mayor Fred Newberry, Southern Shores
    Sheriff Susan B. Johnson, Currituck County
    Sheriff Doug Doughtie, Dare County
    First Sargent William Crane, North Carolina State Highway Patrol

August 18, 2016
The Outer Banks Visitors Bureau Social Media & eNewsletter ROI Study 2015

Research prepared for The Outer Banks Visitors Bureau by Destination Analysts, Inc.
Research Objectives & Methodology
Research Objectives

This presents the findings of a study of followers of three of The Outer Banks Visitors Bureau's social media assets:

- **Facebook** (Facebook.com/TheOuterBanks)
- **Twitter** (Twitter.com/TheOuterBanks)
- **Instagram** (Instagram.com/TheOuterBanksNC)

as well as the findings of a study of subscribers to The Outer Banks Email Newsletter.

**Primary objectives:**

- Generating Return on Investment (ROI) estimates
  - Incremental trip days
  - Associated in-market spending generated
- Explore content preferences, destination perceptions, and demographic/psychographic profiles of the VB’s followers/subscribers.
Methodology

Working closely with the Outer Banks Visitors Bureau, Destination Analysts developed a base questionnaire which addressed the core objectives of this research. This questionnaire was then adopted for each of the three social media channels studied and for The Outer Banks’ two email lists – consumer and lead generation. The Outer Banks Facebook, Twitter and Instagram followers were then invited to complete a survey about their travel behaviors and opinions through a series of promoted posts and tweets. The Outer Banks VB also sent out a survey invitation via email to their lists of email newsletter subscribers. As an incentive to complete the survey, respondents were entered in a prize drawing to win one of several prizes. These surveys were fielded in April 2016.

In total, 3,691 completed surveys were collected from Facebook followers, 425 completed surveys were collected from Twitter followers and 606 completed surveys were collected from Instagram followers.

In total 7,148 completed surveys were collected from e-newsletter subscribers (5,230 from the consumer list and 1,918 from the lead generation list).
Social Media & eNewsletter ROI Estimation Methodology

The ROI estimates derived for this study include all direct spending in The Outer Banks by two types of visitors:

1. those who live outside (or do not own property in) The Outer Banks and took *incremental trips* to the area that were inspired by the OBX Facebook, Twitter, Instagram or eNewsletter content.

2. those that *increased their intended length of stay in The Outer Banks* based on the OBX Facebook, Twitter, Instagram or eNewsletter content.
Summary of Social Media
ROI Findings
The profile at right shows a summary of fundamental findings and descriptive statistics emerging from this research. The Facebook ROI estimates are based on an average of 46,802 followers reached, the Twitter ROI estimates are based on an average 9,817 followers reached and the Instagram ROI estimates are based on an average 23,300 followers reached. These estimates are based on a twelve-month period (May 2015-May 2016).

<table>
<thead>
<tr>
<th>ROI Quick Facts – Social Media</th>
<th>Facebook ROI Estimates:</th>
<th>Twitter ROI Estimates:</th>
<th>Instagram ROI Estimates:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incremental trips to the Outer Banks generated by respective social media marketing:</td>
<td>8,908 trips</td>
<td>1,006 trips</td>
<td>2,133 trips</td>
</tr>
<tr>
<td>Total visitor days in the Outer Banks on influenced trips:</td>
<td>48,665 days</td>
<td>5,461 days</td>
<td>9,809 days</td>
</tr>
<tr>
<td>Average visitor spending per-day on incremental trips to the Outer Banks:</td>
<td>$323.45</td>
<td>$328.94</td>
<td>$344.20</td>
</tr>
<tr>
<td>Total visitor spending on incremental trips to the Outer Banks:</td>
<td>$15,740,625</td>
<td>$1,796,400</td>
<td>$3,376,273</td>
</tr>
<tr>
<td>Additional days spent in the Outer Banks on trips extended by respective social media marketing:</td>
<td>2,395 days</td>
<td>617 days</td>
<td>554 days</td>
</tr>
<tr>
<td>Total visitor spending on trips extended by respective social media marketing:</td>
<td>$774,709</td>
<td>$202,985</td>
<td>$190,657</td>
</tr>
<tr>
<td>Total visitor spending impact of respective social media marketing:</td>
<td>$16,515,334</td>
<td>$1,999,384</td>
<td>$3,566,930</td>
</tr>
<tr>
<td>Total visitor spending impact per respective social media follower:</td>
<td>$352.88</td>
<td>$203.67</td>
<td>$153.09</td>
</tr>
</tbody>
</table>
Snapshot of Facebook Survey Findings
Facebook Follower Details (% of all Facebook respondents)

95.5% of Facebook followers surveyed are non-local.

Followers have been following The Outer Banks on Facebook for an average of 21.4 months.

Trips to The Outer Banks (% of all Facebook respondents who have taken a trip to The Outer Banks since following The Outer Banks on Facebook)

Since following The Outer Banks on Facebook, followers have taken an average of 4.0 trips to The Outer Banks.

Of those who said their trips were influenced by Outer Banks' Facebook content – 2.5 of their trips were influenced by Outer Banks' posts.

Top Influential Facebook Content Motivating Trip to The Outer Banks (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Facebook)

Lighthouses & historic sites (71.6%)
Beaches & beach activities (66.9%)
Photos & images (57.4%)

Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Facebook)

Primary Reason for Visit:
- Vacation (75.4%)
- Weekend Getaway (11.5%)

63.8% stayed in a vacation home rental.

Mean travel party is comprised of 4.1 people.

Average visitor spends $101.53 per day, per person in-market.

The Outer Banks – Social Media ROI Study 2016 – Facebook Stats
Reasons for Following Visit The Outer Banks on Facebook (% of all Facebook respondents)

- I feel a connection to OBX & like to keep up with what is going on there: 72.2%
- I liked/followed after visiting the Outer Banks: 45.6%
- I find it interesting to follow: 42.1%

Outer Banks Facebook Content's Impact on Followers' Perception of The Outer Banks (% of all Facebook respondents)

- 63.5% of followers said their perception was positively impacted.
- 39.8% said the content positively impacted their perception "a lot."
- 23.7% said the content positively impacted their perception "a little."

The Outer Banks – Social Media ROI Study 2016 – Facebook Stats
Snapshot of Twitter Survey Findings
Twitter Follower Details (% of all Twitter respondents)

91.3% of Twitter followers surveyed are non-local

Followers have been following The Outer Banks on Twitter for an average of 14.2 months

Trips to The Outer Banks (% of all Twitter respondents who have taken a trip to The Outer Banks since following The Outer Banks on Twitter)

Since following The Outer Banks on Twitter, followers have taken an average of 2.3 trips to The Outer Banks.

Of those who said their trips were influenced by Outer Banks’ Twitter content – 1.8 of their trips were influenced by Outer Banks’ tweets.

Top Influential Twitter Content Motivating Trip to The Outer Banks (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Twitter)

- Lighthouses & historic sites (69.0%)
- Photos & images (69.0%)
- Beaches & beach activities (67.6%)

Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Twitter)

- Primary Reason for Visit:
  - Vacation (81.4%)
  - Weekend Getaway (11.0%)

- 68.3% stayed in a vacation home rental
- Mean travel party is comprised of 4.4 people
- Average visitor spends $107.93 per day, per person in-market.

The Outer Banks – Social Media ROI Study 2016 – Twitter Stats
Reasons for Following Visit The Outer Banks on Twitter (% of all Twitter respondents)

- I feel a connection to OBX & like to keep up with what is going on there: 72.9%
- I find it interesting to follow: 44.3%
- I liked/followed after visiting The Outer Banks: 43.0%

The Outer Banks Twitter Content's Impact on Followers' Perception of The Outer Banks (% of all Twitter respondents)

- 59.5% of followers said their perception was positively impacted.
- 35.8% said the content positively impacted their perception "a lot."
- 23.7% said the content positively impacted their perception "a little."

The Outer Banks – Social Media ROI Study 2016 – Twitter Stats
Snapshot of Instagram
Survey Findings
Trips to The Outer Banks (% of all Instagram respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Instagram)

Since following The Outer Banks on Instagram, followers have taken an average of 1.9 trips to The Outer Banks.

Of those who said their trips were influenced by The Outer Banks' Instagram content - 24% of their trips were influenced by Outer Banks' posts.

Average visitor spends $111.58 per day, per person in-market.

Primary Reason for Visit:
- Vacation (62.5%)
- Weekend Getaway (21.9%)

Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Instagram)

54.4% stayed in a vacation home rental.

Top Influential Instagram Content Motivating Trip to The Outer Banks (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Instagram)

- Photos & images (51.9%)
- Lighthouses & historic sites (56.9%)
- Beaches & beach activities (70.6%)

Followers have been following The Outer Banks on Instagram for an average of 8.4 months.

95.9% of Instagram followers surveyed are non-local.
Reasons for Following Visit The Outer Banks on Instagram (% of all Instagram respondents)

- I feel a connection to OBX & like to keep up with what is going on there: 55.4%
- I find it interesting to follow: 38.0%
- I liked/followed after visiting The Outer Banks: 37.0%

Visit The Outer Banks Instagram Content’s Impact on Followers’ Perception of The Outer Banks (% of all Instagram respondents)

- 62.5% Of followers said their perception was positively impacted
- 38.4% Said the content positively impacted their perception “a lot.”
- 24.1% Said the content positively impacted their perception “a little.”

The Outer Banks – Social Media ROI Study 2016 – Instagram Stats
Social Media Findings: Comparison Tables
<table>
<thead>
<tr>
<th>Outer Banks Trip Details</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Number of trips to The Outer Banks since following/liking OBX on Respective Social Media Channel</td>
<td>4.0</td>
<td>2.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Mean Number of trips to OBX influenced by respective social media channel</td>
<td>2.5</td>
<td>1.8</td>
<td>2.4</td>
</tr>
<tr>
<td>Primary Reason for Most Recent Visit</td>
<td>Vacation (75.4%)</td>
<td>Vacation (81.4%)</td>
<td>Vacation (62.5%)</td>
</tr>
<tr>
<td></td>
<td>Weekend Getaway (11.5%)</td>
<td>Weekend Getaway (11.0%)</td>
<td>Weekend Getaway (21.9%)</td>
</tr>
<tr>
<td></td>
<td>Visit friends/family (4.5%)</td>
<td>Visit friends/family (4.1%)</td>
<td>Visit friends/family (5.0%)</td>
</tr>
<tr>
<td>Place of Stay:</td>
<td>Vacation home/condo rental</td>
<td>63.8%</td>
<td>68.3%</td>
</tr>
<tr>
<td></td>
<td>Hotel or motel in OBX</td>
<td>24.5%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Travel Party Composition:</td>
<td>Mean travel party</td>
<td>4.1 persons</td>
<td>4.4 persons</td>
</tr>
<tr>
<td></td>
<td>Mean age</td>
<td>41.5</td>
<td>35.1</td>
</tr>
<tr>
<td>Days &amp; Nights Spent in OBX:</td>
<td>Days</td>
<td>5.5</td>
<td>5.4</td>
</tr>
<tr>
<td></td>
<td>Nights</td>
<td>5.2</td>
<td>5.2</td>
</tr>
<tr>
<td>Spending in OBX per Travel Party per Day</td>
<td>$379.97</td>
<td>$387.38</td>
<td>$424.17</td>
</tr>
<tr>
<td>Average Spending per Person per Day</td>
<td>$101.53</td>
<td>$107.93</td>
<td>$111.58</td>
</tr>
<tr>
<td>Top Influential Content Motivating Trip to OBX</td>
<td>Lighthouses/Historic sites (71.6%)</td>
<td>Lighthouses/Historic sites (69.0%)</td>
<td>Lighthouses/Historic sites (56.9%)</td>
</tr>
<tr>
<td></td>
<td>Beaches/Beach activities (66.9%)</td>
<td>Photos and images (69.0%)</td>
<td>Beaches/Beach activities (67.6%)</td>
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<tr>
<td></td>
<td>Photos and images (57.4%)</td>
<td>Beaches/Beach activities (67.6%)</td>
<td>Photos and images (51.9%)</td>
</tr>
<tr>
<td></td>
<td>Activities &amp; attractions (54.7%)</td>
<td>Activities &amp; attractions (60.0%)</td>
<td>Activities &amp; attractions (51.9%)</td>
</tr>
<tr>
<td>Sample Size</td>
<td>3,691</td>
<td>425</td>
<td>606</td>
</tr>
<tr>
<td></td>
<td>Facebook</td>
<td>Twitter</td>
<td>Instagram</td>
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<tr>
<td>--------------------------------</td>
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<tr>
<td><strong>Mean Length of time following OBX on Respective Social Media Channel</strong></td>
<td>21.4 months</td>
<td>14.2 months</td>
<td>8.4 months</td>
</tr>
<tr>
<td><strong>Content Engagement</strong></td>
<td>Clicked a link for more info (75.0%)</td>
<td>Clicked a link for more info (84.0%)</td>
<td>Clicked a link for more info (67.3%)</td>
</tr>
<tr>
<td></td>
<td>Watched a video (55.0%)</td>
<td>Watched a video (53.9%)</td>
<td>Watched a video (44.1%)</td>
</tr>
<tr>
<td></td>
<td>Shared a post (54.7%)</td>
<td>Shared a post (38.1%)</td>
<td>Liked/followed a new page or person on Instagram (32.7%)</td>
</tr>
<tr>
<td><strong>Top Content of Interest:</strong></td>
<td>General info about OBX that applies to any time (64.1%)</td>
<td>Photos (68.6%)</td>
<td>Beaches/beach activities (63.2%)</td>
</tr>
<tr>
<td></td>
<td>Discounts/deals (59.6%)</td>
<td>General info about OBX that applies to any time (66.5%)</td>
<td>Discounts/deals (61.1%)</td>
</tr>
<tr>
<td></td>
<td>Beaches/beach activities (59.3%)</td>
<td>Info on what’s happening in OBX weeks/months in advance (63.4%)</td>
<td>General info about OBX that applies to any time (58.0%)</td>
</tr>
<tr>
<td><strong>Top Reasons for following OBX on respective social media channel</strong></td>
<td>I have a connection to OBX and like to keep up with what is going on there (72.2%)</td>
<td>I have a connection to OBX and like to keep up with what is going on there (72.9%)</td>
<td>I have a connection to OBX and like to keep up with what is going on there (55.4%)</td>
</tr>
<tr>
<td></td>
<td>I liked/followed after visiting The Outer Banks (45.6%)</td>
<td>I find it interesting/informative to follow (44.3%)</td>
<td>I find it interesting/informative to follow (38.0%)</td>
</tr>
<tr>
<td></td>
<td>I find it interesting/informative to follow (42.1%)</td>
<td></td>
<td>I liked/followed after visiting The Outer Banks (43.0%)</td>
</tr>
<tr>
<td><strong>Impact on Followers' Perception of OBX</strong></td>
<td>Positively impacted perception a little 23.7%</td>
<td>Positively impacted perception a little 23.7%</td>
<td>Positively impacted perception a little 24.1%</td>
</tr>
<tr>
<td></td>
<td>Positively impacted perception a lot 39.8%</td>
<td>Positively impacted perception a lot 35.8%</td>
<td>Positively impacted perception a lot 38.4%</td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
<td>3,691</td>
<td>425</td>
<td>606</td>
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Summary of E-Newsletter
ROI Findings
## ROI Quick Facts – Email Newsletter

The profile at right shows a summary of fundamental findings and descriptive statistics emerging from this research. The Email Newsletter ROI estimates are based on an average of 20,212 subscribers reached for consumer actives and 21,942 subscribers reached for lead generation actives. These estimates are based on a twelve-month period (May 2015-May 2016).

<table>
<thead>
<tr>
<th></th>
<th>Consumer Actives:</th>
<th>Lead Generation Actives:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incremental trips to Outer Banks generated by eNewsletter marketing:</td>
<td>2,519 trips</td>
<td>1,052 trips</td>
</tr>
<tr>
<td>Total visitor days in Outer Banks on influenced trips:</td>
<td>7,634 days</td>
<td>2,745 days</td>
</tr>
<tr>
<td>Average visitor spending per-day on incremental trips to Outer Banks:</td>
<td>$337.70</td>
<td>$312.19</td>
</tr>
<tr>
<td>Total visitor spending on incremental trips to Outer Banks:</td>
<td>$2,577,975</td>
<td>$857,037</td>
</tr>
<tr>
<td>Additional days spent in Outer Banks on trips extended by eNewsletter marketing:</td>
<td>382 days</td>
<td>236 days</td>
</tr>
<tr>
<td>Total visitor spending on trips extended by eNewsletter media marketing:</td>
<td>$121,252</td>
<td>$61,417</td>
</tr>
<tr>
<td>Total visitor spending impact of eNewsletter marketing:</td>
<td>$2,699,227</td>
<td>$918,454</td>
</tr>
<tr>
<td>Total visitor spending impact per subscriber:</td>
<td>$133.55</td>
<td>$41.86</td>
</tr>
</tbody>
</table>
Email Newsletter Subscriber Details (% of all respondents)

95.9% of Email Newsletter Subscribers surveyed are non-local.

Subscribers have been receiving The Outer Banks newsletter for an average of 14.9 months.

Trips to The Outer Banks (% of all respondents who have taken a trip to The Outer Banks since subscribing to The Outer Banks newsletter)

Since subscribing to The Outer Banks newsletter, respondents have taken an average of 2.1 trips to The Outer Banks.

Of those who said their trips were influenced by Outer Banks' newsletter content – 2.4 of their trips were influenced by Outer Banks' email newsletter.

Trip Details (% of all respondents who have taken a trip to The Outer Banks since subscribing to The Outer Banks newsletter)

Primary Reason for Visit:
- Vacation (71.5%)
- Weekend Getaway (13.9%)

53.8% stayed in a vacation home rental.

Mean travel party is comprised of 4.9 people.

Average visitor spends $84.00 per day, per person in-market.

Outer Banks Newsletter Content's Impact on Followers' Perception of The Outer Banks (% of all respondents)

63.3% of subscribers said their perception of The Outer Banks was positively impacted.

"A lot" (34.1%)
"A little" (29.2%)

The Outer Banks – Social Media ROI Study 2016 – E-Newsletter Stats
E-Newsletter Findings: Comparison Tables
<table>
<thead>
<tr>
<th>Outer Banks Trip Details</th>
<th>Consumer Actives</th>
<th>Lead Generation Actives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean Number of Trips to The Outer Banks Since Subscribing</td>
<td>2.4</td>
<td>1.4</td>
</tr>
<tr>
<td>to the OBX eNewsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean Number of Trips to OBX Influenced by eNewsletter</td>
<td>2.4</td>
<td>2.3</td>
</tr>
<tr>
<td>Primary Reason for Most Recent Visit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacation (74.8%)</td>
<td></td>
<td>Vacation (59.2%)</td>
</tr>
<tr>
<td>Weekend Getaway (12.4%)</td>
<td></td>
<td>Weekend Getaway (19.9%)</td>
</tr>
<tr>
<td>Visit friends/family (3.0%)</td>
<td></td>
<td>Visit friends/family (6.4%)</td>
</tr>
<tr>
<td>Place of Stay:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vacation home/condo rental</td>
<td>56.2%</td>
<td>44.5%</td>
</tr>
<tr>
<td>Hotel or motel in OBX</td>
<td>32.9%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Travel Party Composition:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mean travel party</td>
<td>4.9 persons</td>
<td>4.7 persons</td>
</tr>
<tr>
<td>Mean age</td>
<td>46.9</td>
<td>45.9</td>
</tr>
<tr>
<td>Days &amp; Nights Spent in OBX:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Days</td>
<td>6.3</td>
<td>5.5</td>
</tr>
<tr>
<td>Nights</td>
<td>5.7</td>
<td>4.8</td>
</tr>
<tr>
<td>Spending in OBX per Travel Party per Day</td>
<td>$317.06</td>
<td>$270.63</td>
</tr>
<tr>
<td>Average Spending per Person per Day</td>
<td>$86.79</td>
<td>$75.39</td>
</tr>
<tr>
<td>Top Influential Content Motivating Trip to OBX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighthouses/Historic sites (67.9%)</td>
<td></td>
<td>Beaches/Beach activities (63.6%)</td>
</tr>
<tr>
<td>Beaches/Beach activities (65.3%)</td>
<td></td>
<td>Lighthouses/Historic sites (60.9%)</td>
</tr>
<tr>
<td>Attractions &amp; Sightseeing (62.0%)</td>
<td></td>
<td>Attractions &amp; Sightseeing (55.1%)</td>
</tr>
<tr>
<td>Restaurant info/reviews (51.4%)</td>
<td></td>
<td>Restaurant info/reviews (44.6%)</td>
</tr>
<tr>
<td>Sample Size</td>
<td>5,230</td>
<td>1,918</td>
</tr>
<tr>
<td></td>
<td>Consumer Actives</td>
<td>Lead Generation Actives</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td><strong>Mean Length of time subscribing to OBX eNewsletter</strong></td>
<td>15.8 months</td>
<td>12.3 months</td>
</tr>
<tr>
<td><strong>Engagement with Outer Banks VB Content in Other Channels</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visited OuterBanks.org (71.5%)</td>
<td></td>
<td>Visited OuterBanks.org (56.7%)</td>
</tr>
<tr>
<td>Requested printed Official OBX Travel Guide (47.3%)</td>
<td></td>
<td>Requested printed Official OBX Travel Guide (37.4%)</td>
</tr>
<tr>
<td>Followed OBX on Facebook (41.9%)</td>
<td></td>
<td>Followed OBX on Facebook (15.0%)</td>
</tr>
<tr>
<td><strong>Top Content of Interest</strong></td>
<td>Discounts/deals (69.9%)</td>
<td>Discounts/deals (64.1%)</td>
</tr>
<tr>
<td></td>
<td>Info on what’s happening in OBX weeks/months in advance (64.1%)</td>
<td>General info about OBX that applies to any time (57.0%)</td>
</tr>
<tr>
<td></td>
<td>Restaurant info/reviews (63.0%)</td>
<td>Beach/beach activities (54.0%)</td>
</tr>
<tr>
<td><strong>Top Reasons for Subscribing to the OBX eNewsletter</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I have a connection to OBX and like to keep up with what is going on there (49.6%)</td>
<td></td>
<td>I use it to get trip ideas (40.8%)</td>
</tr>
<tr>
<td>I find it interesting/informative to follow (36.4%)</td>
<td></td>
<td>I have a connection to OBX and like to keep up with what is going on there (30.3%)</td>
</tr>
<tr>
<td>I use it to get trip ideas (35.3%)</td>
<td></td>
<td>I'm currently planning a trip to The Outer Banks (30.1%)</td>
</tr>
<tr>
<td><strong>Impact on Subscribers’ Perception of OBX</strong></td>
<td>28.0%</td>
<td>32.5%</td>
</tr>
<tr>
<td>Positively impacted perception a little</td>
<td>35.7%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Positively impacted perception a lot</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sample Size</strong></td>
<td>5,230</td>
<td>1,918</td>
</tr>
</tbody>
</table>
DARE COUNTY TOURISM BOARD RESOLUTION

WHEREAS, the Dare County Tourism Board (doing business as the Outer Banks Visitors Bureau) wishes to provide a qualified defined contribution plan to the employees of the Outer Banks Visitors Bureau.

AND WHEREAS, the State of North Carolina has established the Supplemental Retirement Income Plan of North Carolina, a qualified governmental defined contribution plan under Internal Revenue Service Code §401 (k) for members of the North Carolina Retirement Systems.

THEREFORE, BE IT RESOLVED that the Dare County Tourism Board had adopted the Supplemental Retirement Plan of North Carolina, also known as NC 401 (k) under the terms of the Plan Document and the Third-Party Administrator Agreement. All employees shall become eligible to defer compensation immediately with membership in the North Carolina Local Government Employees’ Retirement System (LGERS).

Signed this (day) of (month), 2016

__________________________
Chair, Dare County Tourism Board

__________________________
Date

August 18, 2016
August 19, 2016

Mr. Jerry Jennings, PE
Division Engineer
North Carolina Department of Transportation
113 Airport Drive, Suite 100
Edenton, NC 27932

Dear Mr. Jennings,

In June of this year, the Dare County Tourism Board dedicated the welcome center on Roanoke Island in the name of Ms. Sarah Owens. Ms. Owens was tireless in her devotion to tourism and Dare County’s Outer Banks, serving as an employee of the original Tourist Bureau and welcoming thousands of visitors while at Owens Restaurant.

The Tourism Board recognized her legacy with the welcome center dedication, and now, we humbly ask for your assistance in helping us share this acknowledgement with our visitors. We request modification of the blue directional signs located on eastbound and westbound sides of U.S. highway 64 to reflect the new name of the visitor information center -- Sarah Owens Welcome Center.

Thank you, in advance, for your consideration, and please let me know if we can assist in any way.

Respectfully,

Susie Walters
Chair, Dare County Tourism Board

cc: M. Fearing, N.C. Board of Transportation
    L. Nettles, Outer Banks Visitors Bureau

August 18, 2016