

**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 Ruckle, *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 PsychoPath 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.

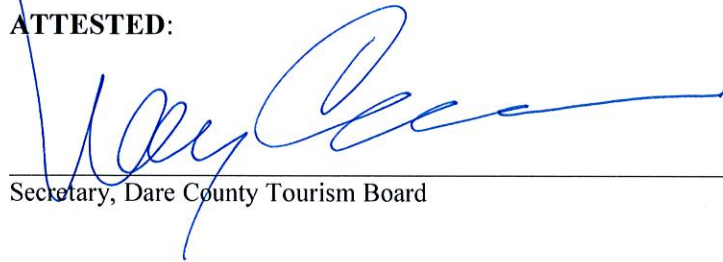
NEW BUSINESS: There was no new business before the Board.

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:

A handwritten signature in blue ink, appearing to read 'May', is written over a horizontal line. The signature is fluid and cursive.

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? _____

01 POST OFFICE BOX 549
VETERANS MEMORIAL DRIVE
KITTY HAWK, NC 27949



PHONE (252) 261-3552
FAX (252) 261-7900
TOWN WEB SITE: www.townofkittyhawk.org
EMAIL ADDRESS: info@kittyhawktown.net

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,

A handwritten signature in cursive script that reads "Gary L. Perry".

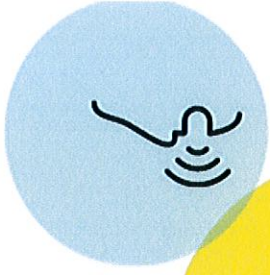
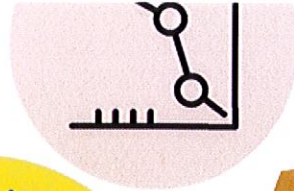
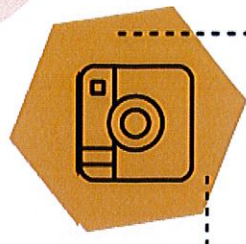
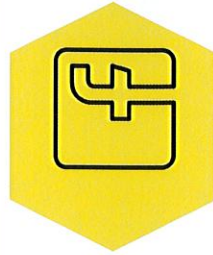
Mayor Gary L. Perry
Town of Kitty Hawk

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

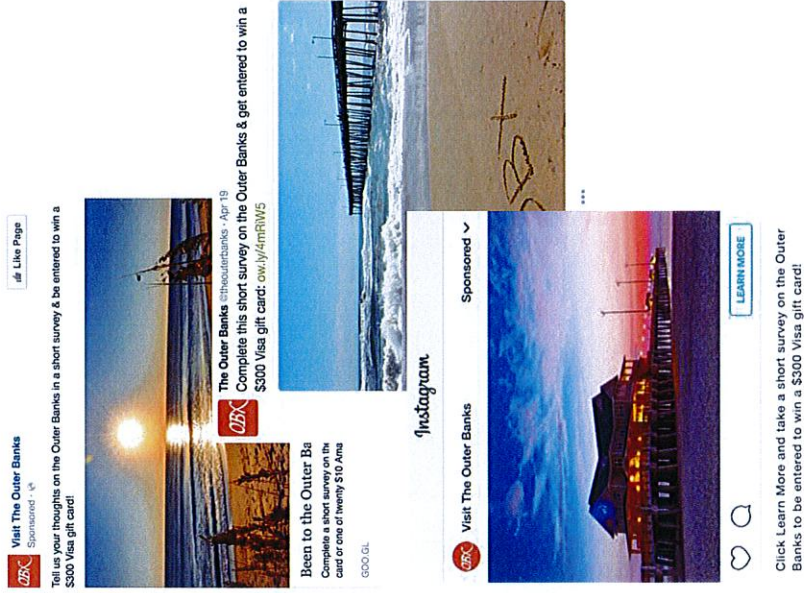
Research prepared for The Outer Banks Visitors
Bureau by Destination Analysts, Inc.



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.

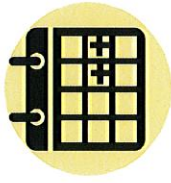
In total 7,148 completed surveys were collected from e-newsletter subscribers (5,230 from the consumer list and 1,918 from the lead generation list).

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



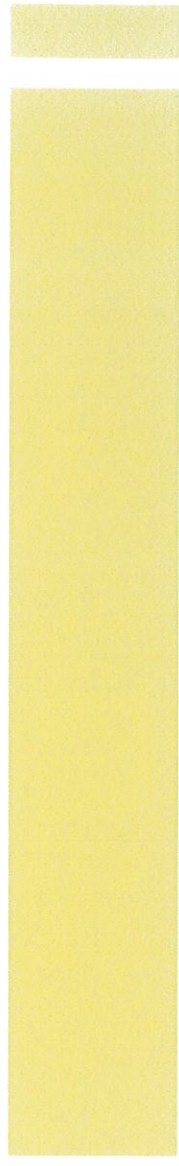
ROI Quick Facts – Social Media

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).

	Facebook ROI Estimates:	Twitter ROI Estimates:	Instagram ROI Estimates:
Incremental trips to the Outer Banks generated by respective social media marketing:	8,908 trips	1,006 trips	2,133 trips
Total visitor days in the Outer Banks on influenced trips:	48,665 days	5,461 days	9,809 days
Average visitor spending per-day on incremental trips to the Outer Banks:	\$323.45	\$328.94	\$344.20
Total visitor spending on incremental trips to the Outer Banks:	\$15,740,625	\$1,796,400	\$3,376,273
Additional days spent in the Outer Banks on trips extended by respective social media marketing:	2,395 days	617 days	554 days
Total visitor spending on trips extended by respective social media marketing:	\$774,709	\$202,985	\$190,657
Total visitor spending impact of respective social media marketing:	\$16,515,334	\$1,999,384	\$3,566,930
Total visitor spending impact per respective social media follower:	\$352.88	\$203.67	\$153.09



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)

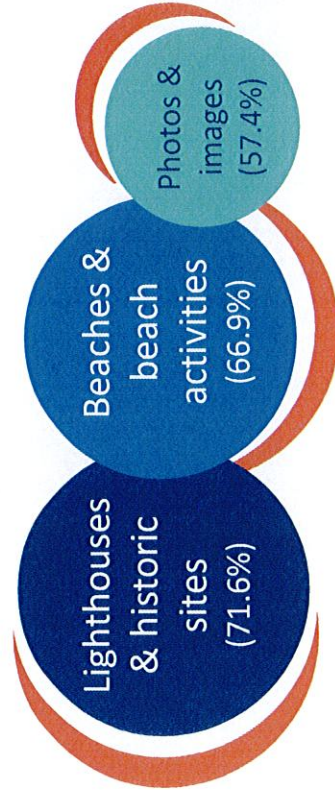


Since following The Outer Banks on Facebook, followers have taken an average of **4.0** trips to The Outer Banks

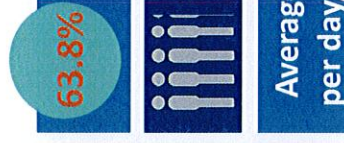


Of those who said their trips were influenced by Outer Banks' Facebook content – **2.5** of their trips were influenced by Outer Banks' posts

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)



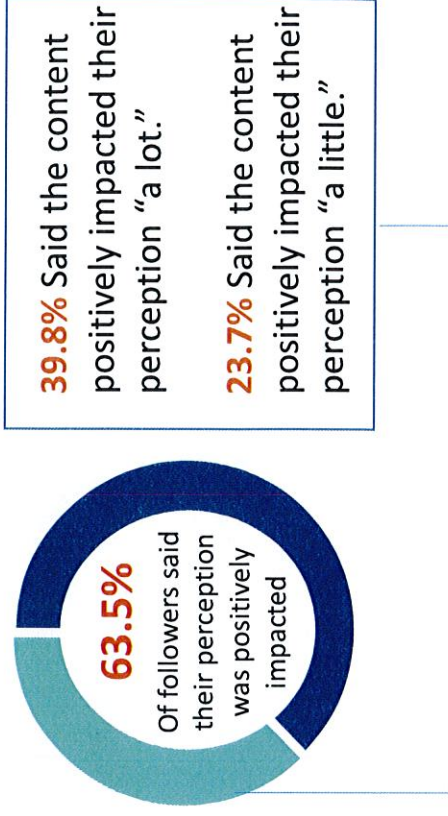
Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Facebook)



Reasons for Following Visit The Outer Banks on Facebook (% of all Facebook respondents)



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





Snapshot of Twitter Survey Findings



Twitter Follower Details (% of all Twitter respondents)



of Twitter followers surveyed are non-local

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



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)



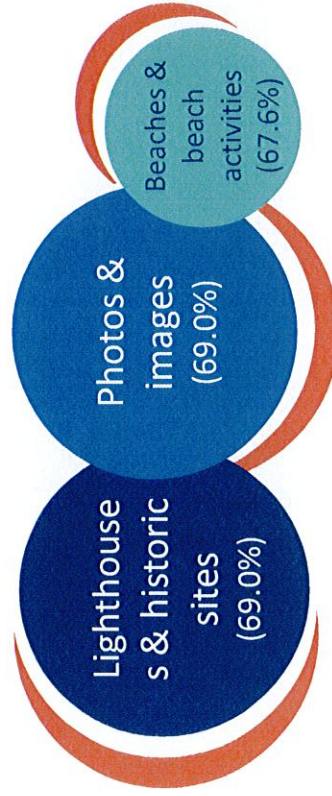
Since following The Outer Banks on Twitter, followers have taken an average of 2.3 trips to The Outer Banks



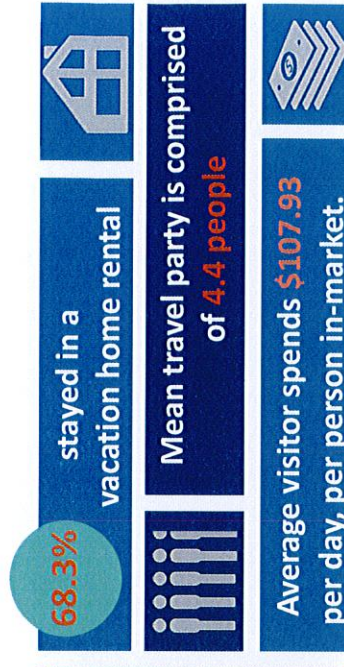
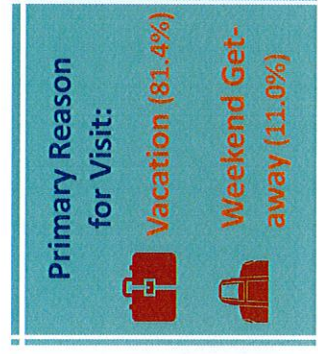
Of those who said their trips were influenced by Outer Banks' Twitter content – 1.8 of their trips were influenced by Outer Banks' tweets

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

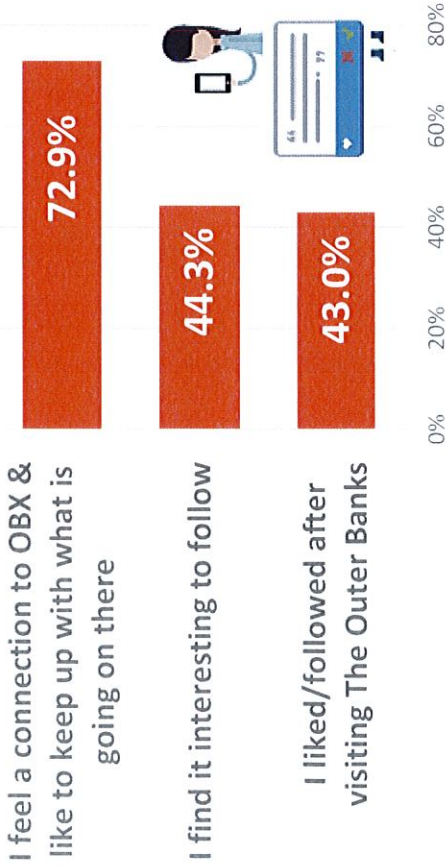
The Outer Banks since following Visit The Outer Banks on Twitter)



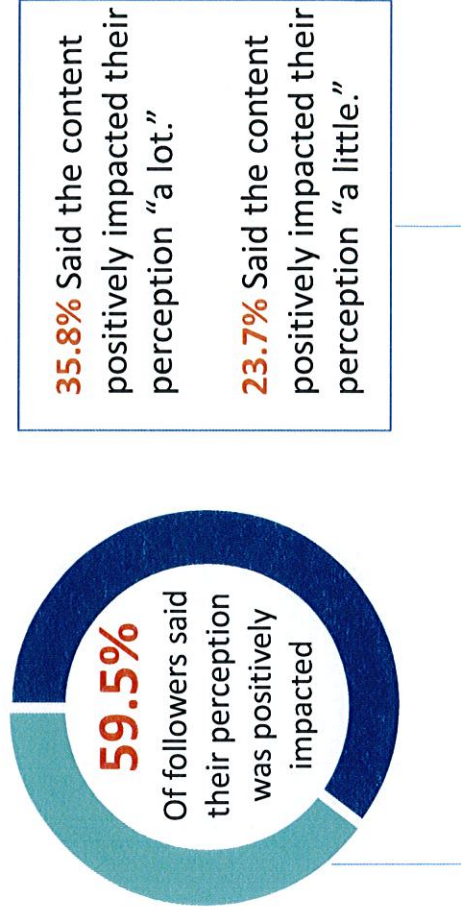
Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Twitter)



Reasons for Following Visit The Outer Banks on Twitter
(% of all Twitter respondents)



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





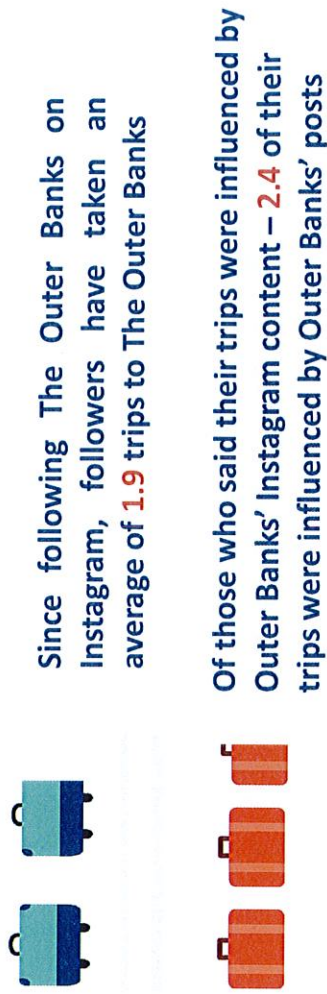
Snapshot of Instagram Survey Findings



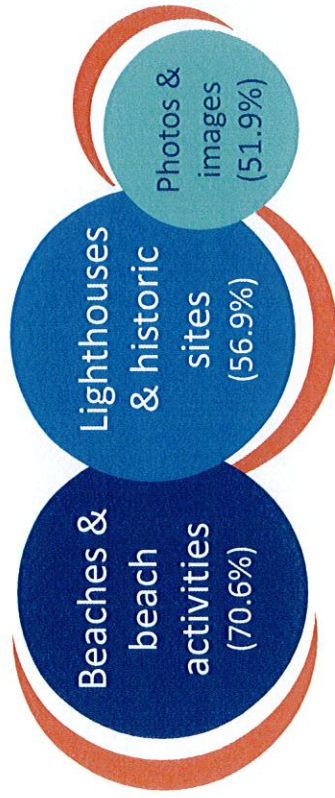
Instagram Follower Details (% of all Instagram respondents)



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)



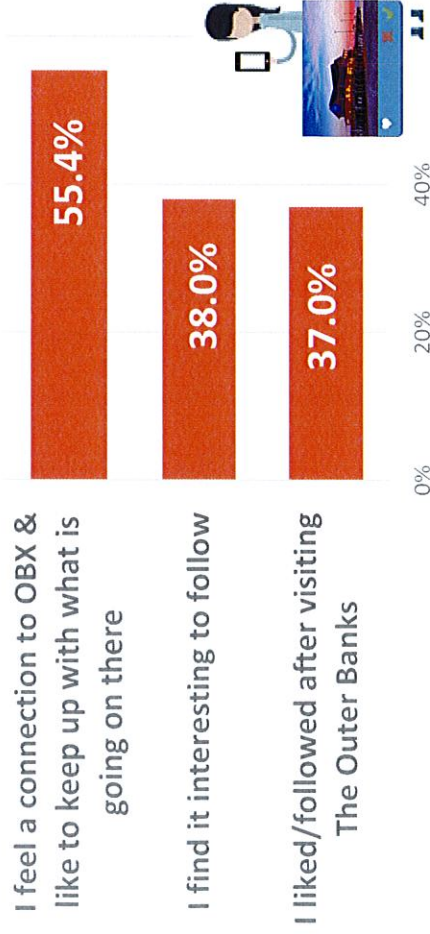
Top Influential Instagram Content Motivating Trip to The Outer Banks (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Instagram)



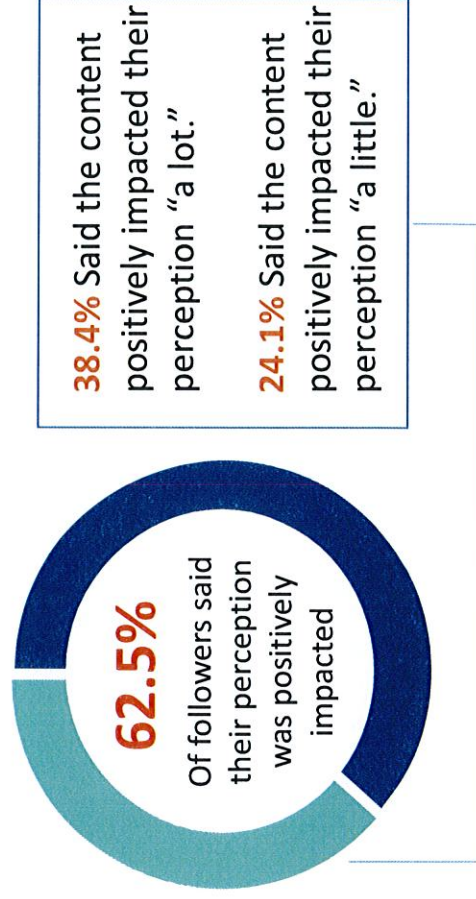
Trip Details (% of all respondents who have taken a trip to The Outer Banks since following Visit The Outer Banks on Instagram)



Reasons for Following Visit The Outer Banks on Instagram
(% of all Instagram respondents)



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



Social Media Findings: Comparison Tables



Outer Banks Trip Details	Facebook	Twitter	Instagram
Mean Number of trips to The Outer Banks since following/liking OBX on Respective Social Media Channel	4.0	2.3	1.9
Mean Number of trips to OBX influenced by respective social media channel	2.5	1.8	2.4
Primary Reason for Most Recent Visit	Vacation (75.4%) Weekend Getaway (11.5%) Visit friends/family (4.5%)	Vacation (81.4%) Weekend Getaway (11.0%) Visit friends/family (4.1%)	Vacation (62.5%) Weekend Getaway (21.9%) Visit friends/ family (5.0%)
Place of Stay:	63.8% 24.5%	68.3% 19.3%	54.4% 31.9%
Travel Party Composition: Vacation home/condo rental Hotel or motel in OBX Mean travel party Mean age	4.1 persons 41.5	4.4 persons 35.1	4.3 persons 35.0
Days & Nights Spent in OBX:	5.5 5.2	5.4 5.2	4.6 4.4
Spending in OBX per Travel Party per Day Average Spending per Person per Day	\$379.97 \$101.53	\$387.38 \$107.93	\$424.17 \$111.58
Top Influential Content Motivating Trip to OBX	Lighthouses/Historic sites (71.6%) Beaches/Beach activities (66.9%) Photos and images (57.4%) Activities & attractions (54.7%)	Lighthouses/Historic sites (69.0%) Photos and images (69.0%) Beaches/Beach activities (67.6%) Activities & attractions (60.0%)	Beaches/Beach activities (70.6%) Lighthouses/Historic sites (56.9%) Photos and images (51.9%) Activities & attractions (51.9%)
Sample Size	3,691	425	606

	Facebook	Twitter	Instagram
Mean Length of time following OBX on Respective Social Media Channel	21.4 months	14.2 months	8.4 months
Content Engagement	<p>Clicked a link for more info (75.0%) Watched a video (55.0%) Shared a post (54.7%)</p> <p>General info about OBX that applies to any time (64.1%) Discounts/deals (59.6%) Beaches/beach activities (59.3%)</p> <p>I have a connection to OBX and 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/informative to follow (42.1%)</p>	<p>Clicked a link for more info (84.0%) Watched a video (53.9%) Shared a post (38.1%)</p> <p>Photos (68.6%)</p> <p>General info about OBX that applies to any time (66.5%) Info on what's happening in OBX weeks/months in advance (63.4%) I have a connection to OBX and like to keep up with what is going on there (72.9%) I find it interesting/informative to follow (44.3%) I liked/followed after visiting The Outer Banks (43.0%)</p>	<p>Clicked a link for more info (67.3%) Watched a video (44.1%) Liked/followed a new page or person on Instagram (32.7%)</p> <p>Beaches/beach activities (63.2%) Discounts/deals (61.1%) General info about OBX that applies to any time (58.0%) I have a connection to OBX and like to keep up with what is going on there (55.4%) I find it interesting/informative to follow (38.0%) I liked/followed after visiting The Outer Banks (37.0%)</p>
Top Content of Interest:			
Top Reasons for following OBX on respective social media channel			
Impact on Followers' Perception of OBX			
Positively impacted perception a little	23.7%	23.7%	24.1%
Positively impacted perception a lot	39.8%	35.8%	38.4%
Sample Size	3,691	425	606

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).

	Consumer Actives:	Lead Generation Actives:
Incremental trips to Outer Banks generated by eNewsletter marketing:	2,519 trips	1,052 trips
Total visitor days in Outer Banks on influenced trips:	7,634 days	2,745 days
Average visitor spending per-day on incremental trips to Outer Banks:	\$337.70	\$312.19
Total visitor spending on incremental trips to Outer Banks:	\$2,577,975	\$857,037
Additional days spent in Outer Banks on trips extended by eNewsletter marketing:	382 days	236 days
Total visitor spending on trips extended by eNewsletter media marketing:	\$121,252	\$61,417
Total visitor spending impact of eNewsletter marketing:	\$2,699,227	\$918,454
Total visitor spending impact per subscriber:	\$133.55	\$41.86



Snapshot of E-Newsletter Survey Findings



Email Newsletter Subscriber Details (% of all respondents)



of Email Newsletter
Subscribers
surveyed are non-local

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



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

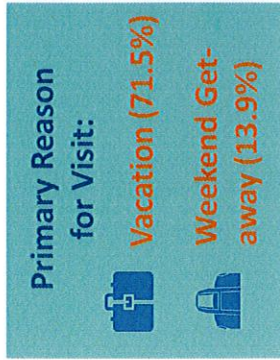


Since subscribing to The Outer Banks
newsletter, respondents have taken an
average of **2.1** trips to The Outer Banks



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)



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



E-Newsletter Findings: Comparison Tables



Outer Banks Trip Details	Consumer Actives	Lead Generation Actives
Mean Number of Trips to The Outer Banks Since Subscribing to the OBX eNewsletter	2.4	1.4
Mean Number of Trips to OBX Influenced by eNewsletter	2.4	2.3
Primary Reason for Most Recent Visit	Vacation (74.8%) Weekend Getaway (12.4%) Visit friends/family (3.0%)	Vacation (59.2%) Weekend Getaway (19.9%) Visit friends/family (6.4%)
Place of Stay:	56.2% 32.9%	44.5% 33.0%
Travel Party Composition:	4.9 persons 46.9	4.7 persons 45.9
Days & Nights Spent in OBX:	6.3 5.7	5.5 4.8
Spending in OBX per Travel Party per Day	\$317.06	\$270.63
Average Spending per Person per Day	\$86.79	\$75.39
Top Influential Content Motivating Trip to OBX	Lighthouses/Historic sites (67.9%) Beaches/Beach activities (65.3%) Attractions & Sightseeing (62.0%) Restaurant info/reviews (51.4%)	Beaches/Beach activities (63.6%) Lighthouses/Historic sites (60.9%) Attractions & Sightseeing (55.1%) Restaurant info/reviews (44.6%)
Sample Size	5,230	1,918

	Consumer Actives	Lead Generation Actives
Mean Length of time subscribing to OBX eNewsletter	15.8 months	12.3 months
Engagement with Outer Banks VB Content in Other Channels	<p>Visited OuterBanks.org (71.5%)</p> <p>Requested printed Official OBX Travel Guide (47.3%)</p> <p>Followed OBX on Facebook (41.9%)</p>	<p>Visited OuterBanks.org (56.7%)</p> <p>Requested printed Official OBX Travel Guide (37.4%)</p> <p>Followed OBX on Facebook (15.0%)</p>
Top Content of Interest	<p>Discounts/deals (69.9%)</p> <p>Info on what's happening in OBX weeks/months in advance (64.1%)</p> <p>Restaurant info/reviews (63.0%)</p>	<p>Discounts/deals (64.1%)</p> <p>General info about OBX that applies to any time (57.0%)</p> <p>Beach/beach activities (54.0%)</p>
Top Reasons for Subscribing to the OBX eNewsletter	<p>I have a connection to OBX and like to keep up with what is going on there (49.6%)</p> <p>I find it interesting/informative to follow (36.4%)</p> <p>I use it to get trip ideas (35.3%)</p>	<p>I use it to get trip ideas (40.8%)</p> <p>I have a connection to OBX and like to keep up with what is going on there (30.3%)</p> <p>I'm currently planning a trip to The Outer Banks (30.1%)</p>
Impact on Subscribers' Perception of OBX	<p>Positively impacted perception a little 28.0%</p> <p>Positively impacted perception a lot 35.7%</p>	<p>32.5%</p> <p>30.0%</p>
Sample Size	5,230	1,918

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 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