



Dare County Tourism Board Meeting

April 17, 2025

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, APRIL 17, 2025
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 March 20, 2025 Meeting
- V. Public Comments
- VI. Chairman's Remarks
- VII. Budget & Finance Report
 - 1. Monthly Reports
 - 2. Audit Firm Recommendation
 - 3. Proposed Budget for Fiscal Year 2025-2026
- VIII. Personnel Committee Report
 - 1. Exempt Employee Recommendations
- 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 20, 2025
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Dennis Robinson, Chairman; David Hines, Vice Chair; Tod Clissold, Treasurer; John Head, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Mark Batenic, Brenda Chasen, Terry Gray, Richard Hess, Tess Judge, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Wally Overman, 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 Schwartzberg, Community Engagement Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: None.

The meeting was called to order at 9:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Hess moved to approve the agenda. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (11-0).

APPROVAL OF MINUTES: Ms. Chasen moved to approve the meeting minutes from February 27, 2025 meeting. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (11-0).

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

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .75% compared to 2023-2024.

The Board discussed the Fiscal Year 2024-2025 Budget Amendment. In the General Fund, \$29,700 is coming from the unappropriated surplus over the designated 60% reserve and moving into the Event Grants line item. In the Restricted Fund, \$1,775 is transferred from the unappropriated fund line item to the Fireworks Grant line item.

Mr. Head moved to approve the Fiscal Year 2024-2025 Budget Amendment. Second by Ms. Judge. There was no further discussion. The motion passed unanimously (11-0).

STEERING COMMITTEE REPORT: The Chair reviewed the Tourism Impact Grant Extension Requests.

- Town of Nags Head, Whalebone Park Restroom. The Town requested a six month extension due to construction delays and to lessen the impact of construction on park visitors. Mr. Hines moved to approve an extension to December 31, 2025. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).
- Outer Banks Community Foundation, Community Terrace at the OB Center for Nonprofits, requested an extension to June 30, 2026 due to construction delays. Mr. Hines moved to approve an extension to June 30, 2026. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (11-0).
- Outer Banks Forever, Accessible Restroom and Shower Facility. Outer Banks Forever requested an extension through October 2025 due to construction timeline changes. Mr. Hines moved to approve an extension to October 31, 2025. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

The Chair and Staff then reviewed the following fireworks grants recommendations:

- Avon Property Owners Association \$14,875.00
- Town of Kill Devil Hills \$12,400.00
- Town of Manteo \$19,500.00
- Town of Nags Head \$15,000.00
- Total Recommended Awards Amount \$61, 775.00

Mr. Hines moved to approve the Fireworks Grant Awards as presented. Second by Ms. Judge. There was no discussion. The motion passed unanimously (11-0).

GRANTS COMMITTEE REPORT: Lee Nettles reviewed the work of the Grants Committee and the following recommended Event Grant Awards:

<i>Organization</i>	<i>Project</i>	<i>Recommended Amount</i>
<i>A Pathway Forward</i>	<i>Halloween International Film Festival</i>	\$ 5,000.00
	<i>Live at the Pioneer</i>	\$ 18,500.00
<i>Bluegrass Island Charitable Foundation</i>	<i>Bluegrass Island Nights Concerts</i>	\$ 7,400.00
<i>Chicamacomico Historical Association</i>	<i>2025 Thanksgiving Week</i>	\$ 1,000.00
<i>Dare County Arts Council</i>	<i>2025 Outer Banks Veterans Week</i>	\$ 3,000.00
	<i>2025 Rock the Cape</i>	\$ 2,500.00
	<i>2025 Surfalorus Film Festival</i>	\$ 2,500.00
<i>Eastern Surfing Association OBNC District</i>	<i>2025 Easterns Surfing Championship</i>	\$ 15,000.00
<i>The Elizabethan Gardens</i>	<i>Beer Garden</i>	\$ 4,000.00
<i>First Flight Rotary Foundation</i>	<i>2025 Oink & Oyster Roast</i>	\$ 1,000.00
<i>First Flight Track Club</i>	<i>Duck Turkey Trot 5K</i>	\$ 3,700.00
<i>Garage Band Charities</i>	<i>OBX Rod & Custom Fall Toy Festival</i>	\$ 2,000.00
<i>Hatteras Community Sailing</i>	<i>Lighthouse Maritime Regatta</i>	\$ 2,000.00
<i>Hatteras Island Youth Education Fund</i>	<i>2025 Surfin' Turkey 5K & Puppy Drum Fun Run</i>	\$ 3,700.00
<i>The Halloween Island Fund/OBCF</i>	<i>2025 Halloween Island</i>	\$ 13,000.00

<i>Nags Head Surf Fishing Club</i>	<i>2025 F. Boyden Youth Fishing Tournament</i>	\$ 1,500.00
	<i>2025 NH Surf Fishing Tournament</i>	\$ 3,000.00
<i>North Carolina Beach Buggy Association</i>	<i>2025 Red Drum Tournament</i>	\$ 5,000.00
<i>OBX Go Far</i>	<i>OBX Go Far Turkey Trot</i>	\$ 3,700.00
<i>OBX Pride</i>	<i>2025 OBX Pridefest</i>	\$ 5,000.00
<i>OBX Room in the Inn</i>	<i>The 12 Bars of Christmas</i>	\$ 20,000.00
<i>Outer Banks Conservationists</i>	<i>2025 Island Farm Pumpkin Patch</i>	\$ 4,000.00
<i>Outer Banks Home Builders Association</i>	<i>2025 Parade of Homes</i>	\$ 2,000.00
<i>Outer Banks Relief Foundation</i>	<i>2025 Misfits Christmas</i>	\$ 15,000.00
	<i>The Gobbler 5K & Fun Run</i>	\$ 3,700.00
	<i>The Holiday Hustle 5K</i>	\$ 1,000.00
<i>Outer Banks Sailing Association</i>	<i>2025 OBX Multi-Hull Sailfest</i>	\$ 1,500.00
<i>Outer Banks Seafood Festival</i>	<i>2025 OB Seafood Festival</i>	\$ 30,000.00
<i>Outer Banks Sporting Events</i>	<i>Another Round 25k</i>	\$ 4,000.00
	<i>2025 Outer Banks Marathon</i>	\$ 12,000.00
	<i>2025 Outer Banks Triathlon</i>	\$ 5,000.00
<i>Town of Duck</i>	<i>2025 Duck Jazz Festival</i>	\$ 8,500.00
<i>Town of Manteo</i>	<i>Dare Day 2025</i>	\$ 13,000.00
<i>Vusic Heals</i>	<i>2025 Live from OBX Concert at RIFP</i>	\$ 15,000.00
	<i>2025 Live from OBX Fall Concerts</i>	\$ 15,000.00
	<i>Total Recommended Award Amount</i>	\$ 252,200.00

Following discussion about the requests and recommended award amounts, Ms. Chasen moved to approve the awards as presented, except for Room in the Inn (12 Bars of Christmas) and The Halloween Island Fund/OBCF (Halloween Island). Second by Mr. Batenic. There was no discussion. The motion passed unanimously (11-0).

Mr. Hines moved to recuse Mr. Clissold from voting on The Halloween Island Fund award. Second by Mr. Gray. There was no discussion. The motion passed unanimously (10-0).

Mr. Hines moved to award The Halloween Island Fund/OBCF \$13,000.00 for the 2025 Halloween Island event. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (10-0).

Mr. Gray moved to recuse Mr. Ballog and Mr. Clissold from voting on the Room in the Inn award. Second by Mr. Hines. There was no discussion. The motion passed unanimously (9-0).

Mr. Batenic moved to award Room in the Inn \$20,000.00 for the 12 Bars of Christmas event. Second by Mr. Gray. There was no discussion. The motion passed unanimously (9-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- Ongoing work with booking engines for both hotel/motel and rental home agencies on outerbanks.org
- Outer Edge series viewing growth and potential to produce more episodes
- Marketing dashboard and visitation.

Jeff Schwartzberg noted speaking to the Chamber of Commerce Leadership Class and the East Carolina University Purple and Gold Bus Tour about the Long Range Tourism Management Plan and the Outer Banks Promise, and a collaboration with Coastal Studies Institute on a screening of 'The Cigarette Surfboard' at the Pioneer Theater on April 17, 2025.

Lorrie Love reviewed voluntourism efforts and a recent visit from University of Vermont students on an alternative spring break project at Island Farm. She also announced the location for the next Outer Banks Tourism Summit, which will be at the Marlin Club in Hatteras Village.

Aaron Tuell announced at Outer Banks was named "Vacation of the Year" for 2025 by Southern Living and the issue featured several locations (including Duck) throughout. Travel and Leisure and Conde Nast also noted the Outer Banks in their "Best" lists. He also noted work with the Hampton Roads show for a featured week and running the Outer Edge series.

OLD BUSINESS: Lee Nettles reviewed a revised letter (on file) in support the National Park Service, U.S. Fish and Wildlife, and U.S. Forest Service that emphasized the economic impact of those agencies and tourism in Dare County. The Board discussed adding how deferred maintenance and lack of personnel would also impact the services. Staff will bring a revised copy back to the Board in April.

NEW BUSINESS: Ms. Cohen noted the economic impact on hotels of foreign tour groups cancelling their reservations.

BOARD MEMBER COMMENTS: Mr. Hess noted the State of the County and Regional Economic Forecast meetings. Ms. Chasen noted the Town of Duck purchased the Herron properties and would like to use materials from the Herron home to create an art feature for the town.

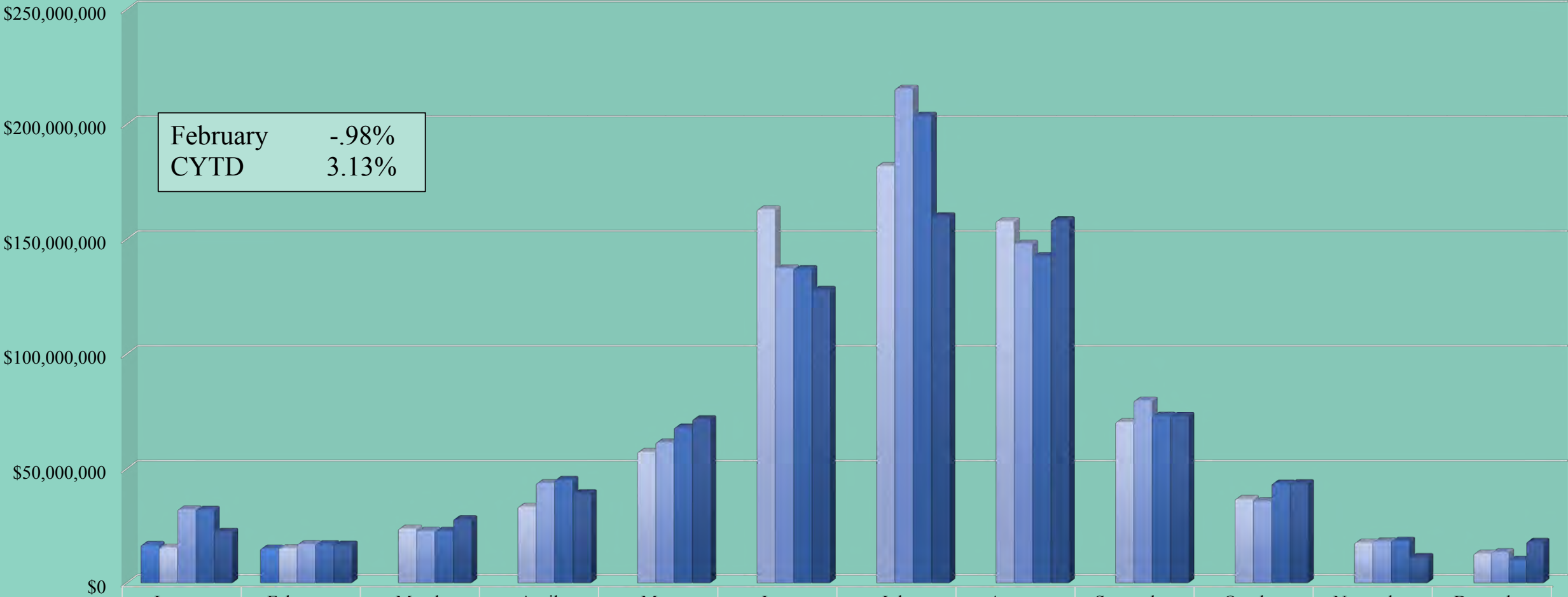
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 17, 2025 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:40 a.m.

ATTESTED:

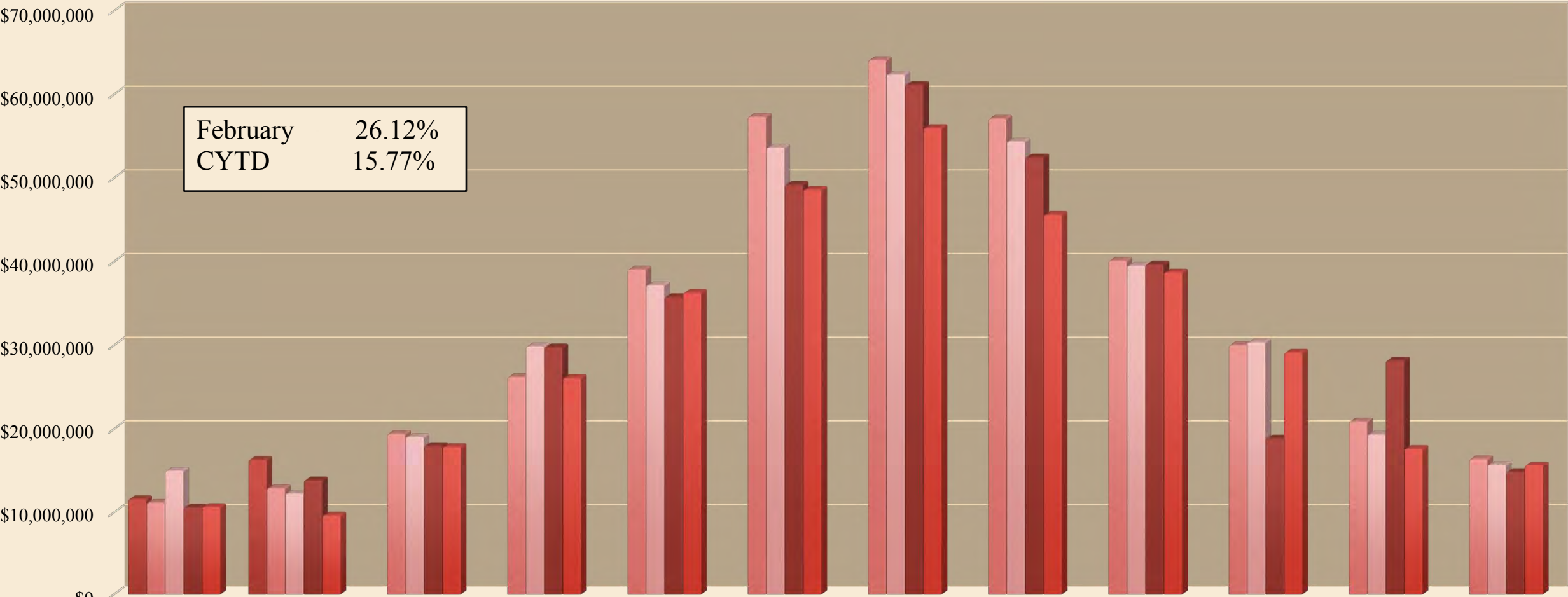
Clerk, Dare County Tourism Board

Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2025	16,704,519	15,106,523										
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	12,869,300
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2025	11,603,500	16,306,677										
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	16,400,335
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	<u>\$443,005.00</u>	<u>\$557,765.57</u>	<u>\$114,760.57</u>	<u>25.91%</u>
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	<u>\$472,275.00</u>	<u>\$634,476.85</u>	<u>\$162,201.85</u>	<u>34.34%</u>
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	<u>\$445,330.00</u>	<u>\$553,576.05</u>	<u>\$108,246.05</u>	<u>24.31%</u>
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	<u>\$297,730.00</u>	<u>\$388,697.83</u>	<u>\$90,967.83</u>	<u>30.55%</u>
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	<u>\$220,715.00</u>	<u>\$283,327.98</u>	<u>\$62,612.98</u>	<u>28.37%</u>
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	<u>\$140,200.00</u>	<u>\$190,430.48</u>	<u>\$50,230.48</u>	<u>35.83%</u>
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$126,884.25	\$41,914.25	49.33%
JAN RECEIVED	MEALS	<u>\$121,270.00</u>	<u>\$154,314.62</u>	<u>\$33,044.62</u>	<u>27.25%</u>
		\$206,240.00	\$281,198.87	\$74,958.87	36.35%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$164,923.75	\$1,018.75	0.62%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$106,310.86</u>	<u>\$15,900.86</u>	<u>17.59%</u>
		\$254,315.00	\$271,234.61	\$16,919.61	6.65%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$150,015.31	\$16,190.31	12.10%
MARCH RECEIVED	MEALS	<u>\$96,455.00</u>	<u>\$161,621.93</u>	<u>\$65,166.93</u>	<u>67.56%</u>
		\$230,280.00	\$311,637.24	\$81,357.24	35.33%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$141,500.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$218,185.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$267,780.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,651,680.00	\$6,699,913.03	\$1,048,233.03	18.55%
TO-DATE	MEALS	<u>\$2,327,390.00</u>	<u>\$3,030,522.17</u>	<u>\$703,132.17</u>	<u>30.21%</u>
		\$7,979,070.00	\$9,730,435.20	\$1,751,365.20	21.95%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	<u>\$2,954,855.00</u>			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2024-2025		2024	2025		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%
	MEALS	<u>\$128,875.91</u>	<u>\$161,621.93</u>	<u>\$32,746.02</u>	<u>25.41%</u>
		\$280,136.41	\$311,637.24	\$31,500.83	11.24%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,633,431.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$557,765.57</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,191,196.93	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,813,246.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$634,476.85</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,447,723.23	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,474,621.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$553,576.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,028,197.20	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$799,304.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$388,697.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,188,001.98	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,327.98</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$646,130.31	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%
	MEALS	<u>\$190,430.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$365,114.83	\$0.00	\$0.00	0.00%
Total To Date					
Occupancy		\$442,565.87	\$441,823.31	(\$742.56)	-0.17%
	Meals	<u>\$375,400.05</u>	<u>\$422,247.41</u>	<u>\$46,847.36</u>	<u>12.48%</u>
		\$817,965.92	\$864,070.72	\$46,104.80	5.64%
Total for Year					
Occupancy		\$7,833,324.78			
	MEALS	<u>\$3,812,951.52</u>			
		\$11,646,276.30			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%
<u>MARCH RECEIVED</u>	MEALS	<u>\$128,875.91</u>	<u>\$161,621.93</u>	<u>\$32,746.02</u>	<u>25.41%</u>
		\$280,136.41	\$311,637.24	\$31,500.83	11.24%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,763,609.40	\$6,699,913.03	(\$63,696.37)	-0.94%
	MEALS	<u>\$2,865,537.60</u>	<u>\$3,030,522.17</u>	<u>\$164,984.57</u>	<u>5.76%</u>
		\$9,629,147.00	\$9,730,435.20	\$101,288.20	1.05%
TOTAL	OCCUPANCY	\$8,041,025.42			
ACTUAL	MEALS	<u>\$3,649,343.06</u>			
2023-2024		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2025	2024	2023	2022	2021	2020	2019	Variance 2025-2024	Percent Change
January	5,799,343	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	425,996	7.93%
February		5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989		
March		4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112		
April		6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897		
May		7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100		
June		9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777		
July		16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		
August		18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		
September		15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		
October		10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		
November		7,638,058	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		
December		5,690,111	6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		
YTD	5,799,343	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	425,996	7.93%
TOTAL	5,799,343	114,026,433	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	7.93%	-2.28%	2.59%	15.08%	22.26%	8.27%	-1.89%		
Total % Change	7.93%	-2.24%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	16,704,519	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
February	15,106,523	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
March		23,855,777	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
April		33,495,901	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
May		57,369,540	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
June		162,956,697	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
July		181,861,471	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
August		157,867,180	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
September		70,396,614	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
October		36,914,698	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
November		17,709,005	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
December		12,869,300	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
YTD Total	31,811,042	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
Total	31,811,042	786,141,330	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
YTD % Change	3.13%	-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%
Total % Change	3.13%	-4.83%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%
Month Increase/Decrease	-0.98%	-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%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	0.68%	-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%
Qtr 2 (Mar-May)		-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%
Qtr 3 (June-Aug)		0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%
Qtr 4 (Sept-Nov)		-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%
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, 2														
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														
2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	11,603,500	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
February	16,306,677	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
March		19,422,840	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
April		26,222,012	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
May		39,078,063	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
June		57,344,840	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
July		64,106,859	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
August		57,116,087	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
September		40,124,326	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
October		30,027,178	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
November		20,897,820	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
December		16,400,335	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
YTD Total	27,910,177	24,109,295	27,297,020	24,455,380	20,316,274	18,848,089	17,170,462	14,711,223	15,014,713	14,141,838	13,809,150	12,703,076	11,610,903	11,909,598
Total	27,910,177	394,849,655	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
YTD % Change	15.77%	-11.68%	11.62%	20.37%	7.79%	9.77%	16.72%	-2.02%	6.17%	2.41%	8.71%	9.41%	-2.51%	10.79%
Total % Change	15.77%	1.57%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%
Month Increase/(Decrease)	26.12%	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%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.30%	-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%
Qtr 2 (Mar-May)		-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%
Qtr 3 (June-Aug)		4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%
Qtr 4 (Sept-Nov)		2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%
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														
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.														
For February 2025, approximately \$4,300,000 was reported for years 2024-2021, primarily in KDH, but about \$400,000 is from Duck and Nags Head each.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	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	69,721	33,385	85,050	10,819	15,970	197,792	177,093	15,667	6,337	8,958	73,666	65,334	51,898	49,099	30,440
February	54,287	88,113	68,535	227,405	27,896	183,108	180,687	21,786	19,282	15,757	87,169	71,244	54,275	51,908	28,248
March	136,583	-6,494	122,945	65,282		692,174	414,682	159,347	135,076		206,483	136,291	117,052	143,712	
April	259,204	260,362	186,041	55,545		1,235,799	1,294,819	454,658	296,019		404,682	326,574	298,479	279,005	
May	282,278	285,411	262,423	160,661		1,918,384	1,046,309	571,317	587,641		565,909	530,590	410,132	532,707	
June	570,964	330,644	353,506	326,158		2,845,176	1,770,185	1,305,653	1,018,049		919,645	833,391	705,955	1,003,815	
July	446,262	595,516	427,557	325,951		3,088,190	1,860,733	1,284,313	974,783		1,058,556	1,166,419	936,181	1,035,089	
August	532,087	383,480	306,695	215,521		2,216,628	1,415,619	813,582	756,020		902,324	778,232	691,547	878,291	
September	401,958	240,314	188,170	141,952		1,567,213	888,980	551,520	387,637		608,182	610,925	552,665	569,120	
October	165,873	237,302	115,799	105,808		1,030,829	438,511	368,819	341,105		491,572	357,764	356,835	394,962	
November	125,498	77,421	36,929	175,772		365,096	176,484	148,581	122,665		145,754	79,095	142,803	161,350	
December	136,248	28,424	43,635	19,425		178,506	-5,128	37,898	38,230		90,408	187,222	68,890	89,811	
YTD Totals	124,008	121,498	153,585	238,224	43,866	380,900	357,780	37,453	25,619	24,715	160,835	136,578	106,173	101,007	58,688
Total	3,180,963	2,553,878	2,197,285	1,830,299	43,866	15,518,895	9,658,974	5,733,141	4,682,844	24,715	5,554,350	5,143,081	4,386,712	5,188,869	58,688
Month Increase	100.69%	62.31%	-22.22%	231.81%	-87.73%	103.47%	-1.32%	-87.94%	-11.49%	-18.28%	55.99%	-18.27%	-23.82%	-4.36%	-45.58%
YTD Increase	169.56%	-2.02%	26.41%	55.11%	-81.59%	98.64%	-6.07%	-89.53%	-31.60%	-3.53%	37.92%	-15.08%	-22.26%	-4.87%	-41.90%
Total Year Increa	69.92%	-19.71%	-13.96%	-16.70%		43.03%	-37.76%	-40.64%	-18.32%		22.08%	-7.40%	-14.71%	18.29%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	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	1,748,076	1,643,048	1,933,579	1,786,856	1,553,861	80,549	149,571	159,300	175,273	172,366	20,308,517	30,139,025	30,132,778	13,694,264	15,013,283
February	1,728,750	2,126,093	2,107,700	2,053,498	1,662,483	121,593	228,025	311,380	263,344	195,853	14,641,992	14,518,460	14,706,513	12,810,769	13,292,540
March	3,909,056	3,943,594	4,072,116	3,786,471		456,135	458,768	521,683	552,764		22,818,135	18,269,896	18,236,039	19,526,776	
April	7,371,174	8,104,880	8,083,416	6,144,929		690,426	970,654	1,063,464	768,762		29,766,955	35,002,625	34,488,045	26,505,952	
May	11,955,124	10,324,362	10,518,694	10,856,653		1,201,894	1,151,529	1,247,200	1,370,448		56,477,960	55,576,157	49,509,116	45,021,825	
June	17,405,621	16,192,842	16,054,375	16,657,173		1,781,971	1,801,287	2,070,056	2,317,315		105,559,551	117,473,065	118,553,305	143,504,873	
July	22,217,201	20,666,774	21,259,405	19,613,048		2,244,007	2,397,468	2,892,211	2,786,075		132,554,585	178,978,115	191,239,034	159,461,002	
August	18,448,886	16,657,613	16,564,558	15,531,262		2,161,167	2,079,173	2,423,773	2,309,637		135,457,160	122,930,026	129,365,315	140,143,571	
September	11,630,739	11,442,403	11,573,148	9,698,706		1,369,614	1,254,083	1,422,871	1,168,599		58,512,166	59,777,401	66,745,205	59,326,136	
October	7,830,739	7,109,786	7,072,350	6,723,465		794,126	637,398	737,809	760,668		34,110,939	35,292,753	27,840,006	29,135,862	
November	2,106,980	3,118,187	2,970,668	3,216,590		8,921	301,371	336,909	356,440		8,640,528	14,980,559	14,816,354	13,895,505	
December	3,253,943	1,900,473	2,050,618	1,817,251		515,173	234,745	316,867	256,241		14,219,918	7,958,228	11,239,061	10,790,116	
YTD Totals	3,476,826	3,769,141	4,041,279	3,840,354	3,216,344	202,142	377,596	470,680	438,617	368,219	34,950,509	44,657,485	44,839,291	26,505,033	28,305,823
Total	109,606,289	103,230,055	104,260,627	97,885,902	3,216,344	11,425,576	11,664,072	13,503,523	13,085,566	368,219	633,068,406	690,896,310	706,870,771	673,816,651	28,305,823
Month Increase	12.71%	22.98%	-0.87%	-2.57%	-19.04%	373.36%	87.53%	36.56%	-15.43%	-25.63%	195.31%	-0.84%	1.30%	-12.89%	3.76%
YTD Increase	17.03%	8.41%	7.22%	-4.97%	-16.25%	352.85%	86.80%	24.65%	-6.81%	-16.05%	204.98%	27.77%	0.41%	-40.89%	6.79%
Total Year Increa	61.51%	-5.82%	1.00%	-6.11%		435.21%	2.09%	15.77%	-3.10%		29.75%	9.13%	2.31%	-4.68%	

* OTC amounts are included in Motel/Hotel for comparative purposes

Outer Banks Visitors Bureau
 Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	7,565,248	10,640,444	10,970,042	10,903,039	12,620,563	117,805	71,183	107,068	41,019	82,007	22,515,577	32,129,068	32,326,040	15,588,394	16,704,519
February	8,831,162	9,964,265	9,901,463	11,277,328	11,566,055	138,103	86,764	119,484	93,891	79,599	16,833,409	17,071,361	17,078,293	15,256,753	15,106,523
March	14,285,652	11,694,833	11,682,633	12,948,689		288,353	139,472	203,764	198,460		28,050,784	22,897,441	22,911,263	23,855,777	0
April	11,899,053	11,767,660	12,328,326	12,894,732		387,071	230,087	302,139	214,451		39,424,885	45,219,347	43,812,778	33,495,901	0
May	11,894,484	12,431,457	12,627,627	14,583,119		429,562	235,556	273,011	210,053		71,629,217	67,998,385	61,544,693	57,369,540	0
June	15,036,636	18,707,648	18,477,129	22,241,837		646,362	393,576	338,773	446,629		127,947,319	136,993,703	137,311,567	162,956,697	0
July	18,366,907	22,972,242	23,810,322	22,754,381		630,180	527,134	372,183	451,598		159,994,974	203,794,691	215,518,673	181,861,471	0
August	15,236,263	17,820,645	17,510,657	19,451,549		723,235	476,191	311,925	342,515		158,280,320	142,641,161	148,053,622	157,867,180	0
September	9,479,100	9,589,739	9,771,123	9,129,130		392,240	225,343	167,249	273,063		73,112,498	73,185,366	79,777,957	70,396,614	0
October	6,243,795	5,954,385	5,629,110	6,096,788		157,157	132,022	154,211	213,496		43,787,109	43,568,138	35,908,020	36,914,698	0
November	698,108	4,271,270	4,234,311	4,701,162		10,176	122,575	104,724	137,123		11,394,032	18,554,321	18,220,059	17,709,005	0
December	7,063,801	3,945,571	4,807,160	5,507,905		217,271	125,826	94,433	114,467		18,096,294	10,195,045	13,534,535	12,869,300	0
YTD Totals	16,396,410	20,604,709	20,871,505	22,180,367	24,186,618	255,908	157,947	226,552	134,910	161,606	39,348,986	49,200,429	49,404,333	30,845,147	31,811,042
Total	126,600,209	139,760,159	141,749,903	152,489,659	24,186,618	4,137,515	2,765,729	2,548,964	2,736,765	161,606	771,066,418	814,248,027	825,997,500	786,141,330	31,811,042
Month Increase	142.60%	12.83%	-0.63%	13.90%	2.56%	12.00%	-37.17%	37.71%	-21.42%	-15.22%	147.98%	1.41%	0.04%	-10.67%	-0.98%
YTD Increase	113.25%	25.67%	1.29%	6.27%	9.05%	12.82%	-38.28%	43.44%	-40.45%	19.79%	162.12%	25.04%	0.41%	-37.57%	3.13%
Total Year Increa	62.43%	10.39%	1.42%	7.58%		24.82%	-33.15%	-7.84%	7.37%		33.78%	5.60%	1.44%	-4.83%	

** Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

DARE COUNTY GROSS						
OCCUPANCY BY DISTRICT						
	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON	468,623	2.8%	354,945	2.3%	823,568	2.6%
BUXTON	167,545	1.0%	197,736	1.3%	365,281	1.1%
COLINGTON	7,043	0.0%	6,500	0.0%	13,543	0.0%
FRISCO	188,822	1.1%	146,012	1.0%	334,834	1.1%
HATTERAS	289,477	1.7%	216,580	1.4%	506,057	1.6%
KILL DEVIL HILLS	4,287,184	25.7%	4,194,573	27.8%	8,481,757	26.7%
KITTY HAWK	1,784,054	10.7%	1,772,695	11.7%	3,556,749	11.2%
MANTEO-TOWN	388,834	2.3%	368,023	2.4%	756,857	2.4%
NAGS HEAD	4,245,201	25.4%	3,643,885	24.1%	7,889,086	24.8%
RODANTHE	697,511	4.2%	546,021	3.6%	1,243,532	3.9%
SALVO	284,708	1.7%	180,180	1.2%	464,888	1.5%
WAVES	214,763	1.3%	155,732	1.0%	370,495	1.2%
SOUTHERN SHORES	933,386	5.6%	732,479	4.8%	1,665,865	5.2%
DUCK	1,687,839	10.1%	1,336,237	8.8%	3,024,076	9.5%
RIM (ROANOKE ISL. MAIN)	887,163	5.3%	1,059,072	7.0%	1,946,235	6.1%
OTC UNATTRIBUTED	172,366	1.0%	195,853	1.3%	368,219	1.2%
TOTAL	16,704,519	100.0%	15,106,523	100.0%	31,811,042	100.0%

DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON - 1	203,609	1.8%	195,161	1.2%	398,770	1.4%
BUXTON - 2	268,494	2.3%	311,375	1.9%	579,869	2.1%
COLINGTON - 3	57,341	0.5%	89,163	0.5%	146,504	0.5%
FRISCO - 5	145,960	1.3%	133,294	0.8%	279,254	1.0%
HATTERAS - 6	34,533	0.3%	88,020	0.5%	122,553	0.4%
KILL DEVIL HILLS - 7	3,911,804	33.7%	7,618,646	46.7%	11,530,450	41.3%
KITTY HAWK - 8	1,921,092	16.6%	1,962,226	12.0%	3,883,318	13.9%
MANTEO-TOWN - 10	1,091,498	9.4%	1,130,896	6.9%	2,222,394	8.0%
RIM (ROANOKE ISL. M	302,737	2.6%	289,432	1.8%	592,169	2.1%
NAGS HEAD - 14	2,548,768	22.0%	2,849,864	17.5%	5,398,632	19.3%
RODANTHE - 15	25,784	0.2%	48,570	0.3%	74,354	0.3%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%
WAVES - 19	35,947	0.3%	33,323	0.2%	69,270	0.2%
SOUTHERN SHORES -	495,324	4.3%	488,934	3.0%	984,258	3.5%
DUCK - 21	560,609	4.8%	1,067,773	6.5%	1,628,382	5.8%
TOTAL	11,603,500	100.0%	16,306,677	100.0%	27,910,177	100.0%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	697,511	425,595	63.89%	546,021	441,288	23.73%	1,243,532	866,883	43.45%
WAVES	214,763	120,379	78.41%	155,732	180,621	-13.78%	370,495	301,000	23.09%
SALVO	284,708	226,199	25.87%	180,180	180,158	0.01%	464,888	406,357	14.40%
AVON	468,623	625,203	-25.04%	354,945	424,551	-16.40%	823,568	1,049,754	-21.55%
BUXTON	167,545	155,201	7.95%	197,736	204,981	-3.53%	365,281	360,182	1.42%
FRISCO	188,822	127,568	48.02%	146,012	115,835	26.05%	334,834	243,403	37.56%
HATTERAS	289,477	190,645	51.84%	216,580	219,953	-1.53%	506,057	410,598	23.25%
TOTAL HATTERAS ISLAND	2,311,449	1,870,790	23.55%	1,797,206	1,767,387	1.69%	4,108,655	3,638,177	12.93%
NORTHERN BEACHES:									
DUCK	1,687,839	1,632,266	3.40%	1,336,237	1,421,388	-5.99%	3,024,076	3,053,654	-0.97%
SOUTHERN SHORES	933,386	840,739	11.02%	732,479	717,292	2.12%	1,665,865	1,558,031	6.92%
KITTY HAWK	1,784,054	1,559,852	14.37%	1,772,695	1,623,727	9.17%	3,556,749	3,183,579	11.72%
COLINGTON	7,043	27,314	-74.21%	6,500	10,488	-38.02%	13,543	37,802	-64.17%
KILL DEVIL HILLS	4,287,184	4,120,872	4.04%	4,194,573	4,185,786	0.21%	8,481,757	8,306,658	2.11%
NAGS HEAD	4,245,201	4,165,184	1.92%	3,643,885	3,746,974	-2.75%	7,889,086	7,912,158	-0.29%
TOTAL NORTHERN BEACHES	12,944,707	12,346,227	4.85%	11,686,369	11,705,655	-0.16%	24,631,076	24,051,882	2.41%
ROANOKE ISLAND:									
MANTEO-TOWN	388,834	285,739	36.08%	368,023	543,102	-32.24%	756,857	828,841	-8.68%
RIM (ROANOKE ISL. MAINLAN	887,163	910,365	-2.55%	1,059,072	977,265	8.37%	1,946,235	1,887,630	3.10%
TOTAL ROANOKE ISLAND	1,275,997	1,196,104	6.68%	1,427,095	1,520,367	-6.13%	2,703,092	2,716,471	-0.49%
OTC UNATTRIBUTED	172,366	175,273	-1.66%	195,853	263,344	-25.63%	368,219	438,617	-16.05%
TOTAL	16,704,519	15,588,394	7.16%	15,106,523	15,256,753	-0.98%	31,811,042	30,845,147	3.13%

DARE COUNTY GROSS									
MEALS BY DISTRICT									
	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
JUNE	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	25,784	28,734	-10.27%	48,570	12,139	300.12%	74,354	40,873	81.91%
WAVES - 19	35,947	38,688	-7.08%	33,323	39,180	-14.95%	69,270	77,868	-11.04%
SALVO - 18	0	4,469	-100.00%	0	2,436	-100.00%	0	6,905	-100.00%
AVON - 1	203,609	240,018	-15.17%	195,161	237,540	-17.84%	398,770	477,558	-16.50%
BUXTON - 2	268,494	219,407	22.37%	311,375	239,743	29.88%	579,869	459,150	26.29%
FRISCO - 5	145,960	154,070	-5.26%	133,294	125,147	6.51%	279,254	279,217	0.01%
HATTERAS - 6	34,533	32,102	7.57%	88,020	72,846	20.83%	122,553	104,948	16.77%
TOTAL HATTERAS ISLAND	714,327	717,488	-0.44%	809,743	729,031	11.07%	1,524,070	1,446,519	5.36%
NORTHERN BEACHES:									
DUCK - 21	560,609	488,383	14.79%	1,067,773	850,696	25.52%	1,628,382	1,339,079	21.60%
SOUTHERN SHORES - 20	495,324	446,156	11.02%	488,934	496,778	-1.58%	984,258	942,934	4.38%
KITTY HAWK - 8	1,921,092	2,136,451	-10.08%	1,962,226	2,188,744	-10.35%	3,883,318	4,325,195	-10.22%
COLINGTON - 3	57,341	74,603	-23.14%	89,163	176,001	-49.34%	146,504	250,604	-41.54%
KILL DEVIL HILLS - 7	3,911,804	3,708,673	5.48%	7,618,646	4,214,253	80.78%	11,530,450	7,922,926	45.53%
NAGS HEAD - 14	2,548,768	2,187,827	16.50%	2,849,864	2,847,377	0.09%	5,398,632	5,035,204	7.22%
TOTAL NORTHERN BEACHES	9,494,938	9,042,093	5.01%	14,076,606	10,773,849	30.66%	23,571,544	19,815,942	18.95%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	1,091,498	1,097,187	-0.52%	1,130,896	1,124,672	0.55%	2,222,394	2,221,859	0.02%
MANTEO-OUTSIDE - 11	302,737	322,598	-6.16%	289,432	302,377	-4.28%	592,169	624,975	-5.25%
TOTAL ROANOKE ISLAND	1,394,235	1,419,785	-1.80%	1,420,328	1,427,049	-0.47%	2,814,563	2,846,834	-1.13%
TOTAL	11,603,500	11,179,366	3.79%	16,306,677	12,929,929	26.12%	27,910,177	24,109,295	15.77%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/25

	Jul '24 - Mar 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 - Occupancy Tax - 75%	5,024,934.77	4,845,904.00	179,030.77	103.7%
3040 - Meals Tax - 75%	2,272,891.65	2,216,141.00	56,750.65	102.6%
3050 - Website Advertising	130,319.90	125,000.00	5,319.90	104.3%
3210 - Interest Income	570,083.28	360,050.00	210,033.28	158.3%
3220 - Other	250.00	1,000.00	-750.00	25.0%
Total Income	7,998,479.60	7,548,095.00	450,384.60	106.0%
Gross Profit	7,998,479.60	7,548,095.00	450,384.60	106.0%
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	997.81	7,000.00	-6,002.19	14.3%
5003 - Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 - Miscellaneous Items	110.21	1,000.00	-889.79	11.0%
5010 - Salaries (Full Time) Promotion	796,779.20	1,085,900.00	-289,120.80	73.4%
5020 - Salaries (Part Time) Promotion	68,203.08	134,650.00	-66,446.92	50.7%
5025 - Salaries (Part Time) Welcome AB	74,860.94	119,100.00	-44,239.06	62.9%
5026 - Salaries (Part Time) Welcome RI	106,810.35	180,045.00	-73,234.65	59.3%
5030 - Payroll Taxes	79,602.11	124,070.00	-44,467.89	64.2%
5040 - Employee Insurance	143,454.17	179,900.00	-36,445.83	79.7%
5050 - Retirement	112,369.52	159,910.00	-47,540.48	70.3%
5055 - 401(k) Match	6,357.46	10,860.00	-4,502.54	58.5%
5060 - Workmens Compensation	2,641.41	2,385.00	256.41	110.8%
5080 - Employee Relations	1,635.73	3,540.00	-1,904.27	46.2%
5090 - Training	1,517.52	13,340.00	-11,822.48	11.4%
5110 - Contracted Service	20,390.00	29,085.00	-8,695.00	70.1%
5140 - Audit	10,875.00	13,650.00	-2,775.00	79.7%
5170 - Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 - Legal	26,253.22	38,500.00	-12,246.78	68.2%
5185 - Research	174,955.31	188,500.00	-13,544.69	92.8%
5190 - Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 - Advertising-Printed	887,305.75	1,629,065.00	-741,759.25	54.5%
5502 - Advertising - Production Fee	266,741.16	190,000.00	76,741.16	140.4%
5510 - Advertising - Event Dev & Mktg	12,690.00	73,100.00	-60,410.00	17.4%
5515 - Advertising - Online	2,439,852.48	2,766,820.00	-326,967.52	88.2%
5525 - Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 - Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 - Brochures/Production & Printing	15,145.37	21,650.00	-6,504.63	70.0%
5580 - Promotional Aids	9,173.69	8,500.00	673.69	107.9%
6100 - Familiarization Tours	49,544.38	110,000.00	-60,455.62	45.0%
6101 - Group sales	25,657.58	30,000.00	-4,342.42	85.5%
6130 - Uniforms	-110.00	3,420.00	-3,530.00	-3.2%
6150 - Event Grant	369,506.10	861,700.00	-492,193.90	42.9%
6160 - Long Range Tourism Plan	34,382.66	275,000.00	-240,617.34	12.5%
6170 - Tourism Summit	11,490.52	27,500.00	-16,009.48	41.8%
6200 - Postage and Delivery	46,855.32	200,200.00	-153,344.68	23.4%
6300 - Travel	26,372.73	60,675.00	-34,302.27	43.5%
6305 - Vehicle Maintenance	1,430.54	3,000.00	-1,569.46	47.7%
6320 - Registrations	31,616.05	40,000.00	-8,383.95	79.0%
6340 - Travel Show Exhibit	473.12	5,000.00	-4,526.88	9.5%
6420 - Dues and Subscriptions	52,803.61	69,850.00	-17,046.39	75.6%
6440 - Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 - Telephone	25,000.20	37,825.00	-12,824.80	66.1%
6500 - Equipment	18,102.79	31,200.00	-13,097.21	58.0%
6510 - Expendable Equipment	117.41	3,275.00	-3,157.59	3.6%
6530 - Technical Support	2,777.28	5,600.00	-2,822.72	49.6%
6580 - Utilities	11,074.89	18,360.00	-7,285.11	60.3%
6600 - Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 - Building Maintenance	24,803.60	37,000.00	-12,196.40	67.0%
6620 - Equipment Service Contracts	1,464.45	3,100.00	-1,635.55	47.2%
6640 - Equipment Rent	14,158.23	33,840.00	-19,681.77	41.8%
6660 - Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 - Office Supplies	9,413.97	23,025.00	-13,611.03	40.9%
6800 - Bank Service Charges	1,287.15	3,240.00	-1,952.85	39.7%
6810 - Web Site/Internet	37,810.93	52,000.00	-14,189.07	72.7%
Total Expense	6,107,043.58	9,028,565.00	-2,921,521.42	67.6%
Net Ordinary Income	1,891,436.02	-1,480,470.00	3,371,906.02	-127.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/25

	<u>Jul '24 - Mar 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
9990 · Unappropriated Fund Balance	0.00	1,842,015.00	-1,842,015.00	0.0%
Total Other Income	57,500.00	1,881,015.00	-1,823,515.00	3.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
Total Other Expense	61,152.21	400,545.00	-339,392.79	15.3%
Net Other Income	-3,652.21	1,480,470.00	-1,484,122.21	-0.2%
Net Income	<u>1,887,783.81</u>	<u>0.00</u>	<u>1,887,783.81</u>	<u>100.0%</u>

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 3/31/25

	Jul '24 - Mar 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	69.38	50.00	19.38	138.8%
Total Income	69.38	50.00	19.38	138.8%
Gross Profit	69.38	50.00	19.38	138.8%
Net Ordinary Income	69.38	50.00	19.38	138.8%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
Total 9920 · Transfer from Travel Guide Fund	57,500.00	39,000.00	18,500.00	147.4%
Total Other Income	57,500.00	39,000.00	18,500.00	147.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
Total 9925 · Transfer to Travel Guide	59,224.84	115,000.00	-55,775.16	51.5%
Total Other Expense	59,224.84	115,000.00	-55,775.16	51.5%
Net Other Income	-1,724.84	-76,000.00	74,275.16	2.3%
Net Income	-1,655.46	-75,950.00	74,294.54	2.2%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2024 through March 2025

	Jul '24 - Mar 25	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,674,978.26	1,615,301.00	59,677.26	103.7%
3040 · Meals Tax	757,630.52	738,714.00	18,916.52	102.6%
3210 · Interest	334,746.89	300,000.00	34,746.89	111.6%
Total Income	2,767,355.67	2,654,015.00	113,340.67	104.3%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	602,716.00	8,454,015.00	-7,851,299.00	7.1%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
Total 4000 · Long - Term Projects	677,716.00	9,473,806.00	-8,796,090.00	7.2%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	118,855.00	210,389.00	-91,534.00	56.5%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	240,000.00	-125,000.00	47.9%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	121,845.00	121,845.00	0.00	100.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	75,000.00	75,000.00	0.00	100.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4689 · TIG-APOA -Boardwalk Replacement	0.00	54,000.00	-54,000.00	0.0%
4690 · TIG-DCAC-50 Years Art Panels	0.00	4,000.00	-4,000.00	0.0%
4691 · TIG-Friends of JR-10Point Trail	0.00	50,000.00	-50,000.00	0.0%
4692 · TIG-KDH-Martin&Swan Sidewalk	0.00	240,000.00	-240,000.00	0.0%
4693 · TIG-KH-Message Board	0.00	27,490.00	-27,490.00	0.0%
4694 · TIG-KH-NC12 Crosswalk Lights	0.00	40,000.00	-40,000.00	0.0%
4695 · TIG-Manteo-Cartwright Park	0.00	250,000.00	-250,000.00	0.0%
4696 · TIG-NH-Baymeadow Sidewalk	0.00	53,137.00	-53,137.00	0.0%
4697 · TIG-NH-Living Shoreline	0.00	100,000.00	-100,000.00	0.0%
4698 · TIG-NH-Windjammer Sidewalk	0.00	124,087.00	-124,087.00	0.0%
4999 · Unappropriated Funds	0.00	770,739.00	-770,739.00	0.0%
5140 · Audit	3,625.00	4,550.00	-925.00	79.7%
5160 · Fireworks	60,025.00	121,800.00	-61,775.00	49.3%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
Total 4100 · Short-Term Projects	871,556.00	4,015,262.00	-3,143,706.00	21.7%
Total Expense	1,549,272.00	13,489,068.00	-11,939,796.00	11.5%
Net Ordinary Income	1,218,083.67	-10,835,053.00	12,053,136.67	-11.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
Total Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Other Income	0.00	10,835,053.00	-10,835,053.00	0.0%
Net Income	1,218,083.67	0.00	1,218,083.67	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2024-2025

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockey's Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000				132,000		(132,000)		0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000		(115,000)		0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845		(121,845)		0
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RiFP - Concrete Loading Dock		75,000			75,000		(75,000)		0
TIG - SS - Walking Path W. Highway 12		118,855			118,855		(118,855)		0
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
TIG - APOA - Antillas & Gull Cry Boardwalks						54,000			54,000
TIG - DCAC - 50 Years Art Panels						4,000			4,000
TIG - Friends of Jockey's Ridge - 10 Point Trail						50,000			50,000
TIG - KDH - West Martin & Swan St Sidewalks						240,000			240,000
TIG - KH - Message Boards						27,490			27,490
TIG - KH - Beach Road Crosswalk Lighting						40,000			40,000
TIG - Manteo - Carwright Park						250,000			250,000
TIG - NH - W. Baymeadow Dr Sidewalk						53,137			53,137
TIG - NH - Living Shoreline						100,000			100,000
TIG - NH - W. Windjammer Sidewalk						124,087			124,087
TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest						91,534			91,534
TIG - Chicamacomico - 1874 Station, Phase II						125,000			125,000
Fireworks	76,581		(55,000)	38,444	60,025		(60,025)	60,000	60,000
Audit	190		(3,625)	3,435	0		(3,625)	4,550	925
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,446,340)	1,092,855	1,478,792		(1,223,798)	1,347,849
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,461)	3,111,804	2,638,040	(871,556)	(1,159,248)	3,719,041
Long Term Projects									
Multi-Use Center (100%)	5,631,067	1,384,413	(9,296)		7,006,205	1,447,811	(602,716)		7,851,299
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	(75,000)		525,560
TOTAL LONG TERM COMMITMENTS UNPAID	6,624,442	1,584,413	(382,860)	0	7,825,996	1,647,811	(677,716)	0	8,796,090
Total	8,915,935	4,972,515	(1,366,190)	(1,584,461)	10,937,600	4,285,851	(1,549,272)	(1,159,248)	12,515,131
Cash on Hand 3/31/25									
								Checking	7,959
								Savings	12,220,328
Total Cash on Hand									12,228,287
25% of Occupancy & Meals Income per Budget									
April									88,684
May									128,774
June									163,790
									359,248
Unappropriated Balances									72,404
Transfer from General Fund						2,791,857	*		
30% Short-term						706,205			
Amount over budget to short-term						437,841			
Short-term Interest						334,747			
						1,478,792			
70% Long-term								1,647,811	
Long-term Interest								0	
								1,647,811	*

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

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2024 through March 2025

	Jul '24 - Mar 25	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	24,280.00	24,350.00	-70.00	99.7%
Total 3200 · Site Rental Income	25,280.00	26,350.00	-1,070.00	95.9%
3210 · Interest Income	1,067.05	500.00	567.05	213.4%
3250 · Lease Income	35,559.15	52,700.00	-17,140.85	67.5%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
Total Income	61,906.20	109,930.00	-48,023.80	56.3%
Expense				
5160 · Event Development & Marketing	3,618.35	50,000.00	-46,381.65	7.2%
5170 · Other Professional Services	18,067.99	55,000.00	-36,932.01	32.9%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	10,100.66	40,665.00	-30,564.34	24.8%
6610 · Repairs & Maintenance	128,336.25	220,015.00	-91,678.75	58.3%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	8,509.07	20,000.00	-11,490.93	42.5%
Total Expense	178,856.96	395,675.00	-216,818.04	45.2%
Net Ordinary Income	-116,950.76	-285,745.00	168,794.24	40.9%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
Total Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Other Income	200.00	285,745.00	-285,545.00	0.1%
Net Income	-116,750.76	0.00	-116,750.76	100.0%

DARE COUNTY TOURISM BOARD

31-Mar-25

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MCMT 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	CD'S TRUIST BANK	TOTAL
GENERAL FUND	36,058	6,770,760	872,959	1,074,763	2,939,583	0	1,033,161	1,076,995	1,870,961	3,245,477	0	18,920,716
RESTRICTED FUND	7,959	4,009,716			1,331,151	250,000	0	0	1,860,889	3,768,572	1,000,000	12,228,287
TRAVEL GUIDE	56,938											56,938
MERCHANDISE SALES	166,273											166,273
EVENT SITE FUND	430,738											430,738
TOTAL	697,966	10,780,476	872,959	1,074,763	4,270,733	250,000	1,033,161	1,076,995	3,731,850	7,014,050	1,000,000	31,802,952
TOTAL % EACH BANK	6.36%	33.90%	5.99%		35.48%			3.39%	11.73%		3.14%	100.00%
INTEREST RATES	0.25%	4.28%	2.50%	2.55%	4.03%	0.00%	4.75%	4.00%	4.0% & 4.65%	4.65, 4.5, 4.25 & 4.1	3.35%	
TOTAL CHECKING & CD'S	31,802,952											
60% ALLOWED IN ANY BANK	19,081,771											
25% ALLOWED IN ANY ONE INV	7,950,738											

60% General Fund Reserved Balance is \$5,639,646.

100% Restricted Fund Balance Restricted by House Bill 225 \$12,228,287

Firm Name	People Involved and Professional Experience	Additional Clients	Peer Review	Independence Policy	Insured	Any Regulatory Action	Tentative Schedule	Costs	Other
Carr, Riggs & Ingram	Madonna Stafford, Partner - 18 years of audit experience Michael Jordan, Partner - 20 years of governmental audit experience Reid Parker, Manager - 10 year of audit experience	Martin County & Martin County TDA, Currituck County, Southern Shores Town of Winterville, Town of Williamston Town of Minnesott Beach Town of Vandemere Pamlico County	Yes	Yes	\$1,000,000	None	Fieldwork in late May, year end fieldwork in early August. Trial balance by September 30. Timely submission to LGC and Board no later than 12/31	FY 24/25: \$16,100 binding. FY 25/26: \$16,850. FY 27/28: \$17 750	Available throughout the year for minor questions, counsel and advice at no additional cost. Outlines transition plan
Potter & Company	Emily Hills, Partner in Charge - 7 years of experience at Potter Danial Morrow, Partner - 9 years experience Adora Mackey, Sr Auditor - 3 years experience Maddie Cabe, Auditor - 3 years experience	Town of Kill Devil Hills Town of Nags Head Town of Stallings Dare County Dare County Town of Mooresville Rowan County	Yes	Yes	Yes	None	Final fieldwork late September. Final mid October. Submit to LGC & Board by Dec 31	FY24/25: \$20,000. For FY 25/26 & 26/27 price based on CPI, estimated \$800-1600 increase a year	1 day onsite. Additional services billed at \$440/hour or \$205/hour



Dare County Tourism Board
(dba Outer Banks Visitors Bureau)

Proposed Budget for Fiscal Year 2025-2026

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Dare County Tourism Board						
Budget 2025-2026						
Total Revenues - Governmental Funds						
(General Fund and Special Revenue)						
		Budget	Amended Budget	Projected	Proposed Budget	% Change to FY 24-25
		FY 2024-2025	FY 2024-2025	FY 2024-2025	FY 2025-2026	Budget
Occupancy		\$ 6,461,205	\$ 6,461,205	\$ 7,493,248	\$ 6,615,045	2.38%
Meals		\$ 2,954,855	\$ 2,954,855	\$ 3,592,820	\$ 3,083,510	4.35%
		\$ 9,416,060	\$ 9,416,060	\$ 11,086,068	\$ 9,698,555	3.00% *
Interest - GF		\$ 360,000	\$ 360,000	\$ 714,936	\$ 360,000	0.00%
Interest - Travel Guide		\$ 50	\$ 50	\$ 54	\$ 50	0.00%
Interest - Restricted		\$ 300,000	\$ 300,000	\$ 438,477	\$ 150,000	-50.00%
Website Advertising		\$ 125,000	\$ 125,000	\$ 165,688	\$ 125,000	0.00%
Travel Guide Income		\$ 39,000	\$ 39,000	\$ 57,500	\$ 41,000	5.13%
Other - General		\$ 1,000	\$ 1,000	\$ 300	\$ 1,000	0.00%
		\$ 825,050	\$ 825,050	\$ 1,376,954	\$ 677,050	-17.94%
Amounts Rolled Over from PY		\$ 3,069,064	\$ 3,069,064	\$ 3,296,802	\$ 2,397,022	-21.90%
Appropriated Fund Balance		\$ 11,120,598	\$ 11,150,298	\$ 7,079,017	\$ 12,884,069	15.55%
		\$ 14,189,662	\$ 14,219,362	\$ 10,375,819	\$ 15,281,091	7.47%
Total Revenues		\$ 24,430,772	\$ 24,460,472	\$ 22,838,841	\$ 25,656,696	4.89%
* This is a 3% increase over 24-25 budget figures. The percent change from projected actual 2024-2025 figures is a decrease of (11.97%).						

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau								
Budget 2025-2026								
Summary								
		Amended		Proposed				
	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY26-27	FY27-28	FY28-29
GENERAL FUND								
REVENUES								
Occupancy/Meals Tax (75%)	7,062,045	7,062,045	8,314,551	7,273,916	3.0%	7,492,134	7,866,740	8,181,410
Revenues - Website Advertising	125,000	125,000	165,688	125,000	0.0%	127,500	132,600	137,904
Revenues - Interest and Other	361,050	361,050	715,290	361,050	0.0%	364,714	375,655	394,438
Appropriated from Fund Balance	285,545	315,245	315,245	285,545	-9.4%	1,777,051	1,762,367	1,788,663
Transfer from Travel Guide/Travel Guide Income	39,000	39,000	57,500	41,000	5.1%	42,230	43,497	44,802
Total Revenues	7,872,640	7,902,340	9,568,274	8,086,511	2.3%	9,803,628	10,180,859	10,547,217
Projected Over Budget By			1,665,934					
EXPENDITURES:								
Governing	30,705	30,705	27,991	30,420	-0.9%	30,662	30,722	30,932
Promotion	8,564,340	8,594,040	7,933,372	8,956,245 *	4.2%	8,668,753	8,994,163	9,340,933
Aycock Brown Welcome Center	176,315	176,315	169,974	178,200	1.1%	178,124	188,579	188,188
Outer Banks Welcome Center RI, Whalebone & Hatteras	227,505	227,505	221,916	234,925	3.3%	236,990	248,600	251,058
Travel Guide Expenses	115,000	115,000	59,225	115,000	0.0%	118,450	122,004	125,664
Unappropriated Fund Balance	1,542,294	1,542,294	1,542,294	688,278	-55.4%	236,108	197,516	196,099
Transfer to Event Site Fund	285,545	285,545	285,545	280,465	-1.8%	334,541	399,276	414,342
Total Expenditures	10,941,704	10,971,404	10,240,317	10,483,533	-4.4%	9,803,629	10,180,859	10,547,216
Projected Under Budget By			731,087					
Revenue vs Expenses	-3,069,064	-3,069,064		-2,397,022		0	0	0
Revenue Income over Budget	2,136,679	2,136,679		1,665,934				
Unspent Funds/Encumbrances	932,384	932,384		731,087 *				
* Includes estimated encumbrances of \$353,000								
Unappropriated Surplus	0	0		0				
Net Revenue vs Expenses	0	0		0				

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Draft #1
as of 3/31/2025

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2025-2026

FISCAL YEAR		ACTUAL 2020-2021	ACTUAL 2021-2022	ACTUAL 2022-2023	ACTUAL 2023-2024	ACTUAL 2024-2025
JULY RECEIPTS						
	OCCUPANCY	\$1,031,086	\$1,276,821	\$1,366,626	\$1,367,018	\$1,633,431
	MEALS	\$343,467	\$484,565	\$486,160	\$514,981	\$557,766
		\$1,374,552	\$1,761,386	\$1,852,786	\$1,881,999	\$2,191,197
AUGUST RECEIPTS						
	OCCUPANCY	\$1,522,969	\$1,592,750	\$2,025,877	\$2,165,402	\$1,813,246
	MEALS	\$378,908	\$556,560	\$597,289	\$604,977	\$634,477
		\$1,901,877	\$2,149,310	\$2,623,166	\$2,770,379	\$2,447,723
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,386,699	\$1,592,952	\$1,434,166	\$1,458,380	\$1,474,621
	MEALS	\$342,807	\$455,773	\$496,883	\$531,275	\$553,576
		\$1,729,506	\$2,048,725	\$1,931,050	\$1,989,655	\$2,028,197
OCTOBER RECEIPTS						
	OCCUPANCY	\$646,711	\$717,840	\$725,053	\$799,595	\$799,304
	MEALS	\$312,640	\$381,875	\$398,738	\$386,500	\$388,698
		\$959,351	\$1,099,715	\$1,123,790	\$1,186,095	\$1,188,002
NOVEMBER RECEIPTS						
	OCCUPANCY	\$411,520	\$437,386	\$433,387	\$348,086	\$362,802
	MEALS	\$220,333	\$283,580	\$162,643	\$273,921	\$283,328
		\$631,854	\$720,966	\$596,030	\$622,007	\$646,130
DECEMBER RECEIPTS						
	OCCUPANCY	\$149,614	\$103,833	\$185,251	\$182,562	\$174,684
	MEALS	\$133,492	\$144,518	\$300,139	\$178,483	\$190,430
		\$283,106	\$248,351	\$485,390	\$361,045	\$365,115
JANUARY RECEIPTS						
	OCCUPANCY	\$99,622	\$191,666	\$101,098	\$135,855	\$126,884
	MEALS	\$129,244	\$172,558	\$143,215	\$144,574	\$154,315
		\$228,866	\$364,224	\$244,313	\$280,429	\$281,199
FEBRUARY RECEIPTS						
	OCCUPANCY	\$221,257	\$320,769	\$322,624	\$155,450	\$164,924
	MEALS	\$96,377	\$93,580	\$124,423	\$101,950	\$106,311
		\$317,634	\$414,349	\$447,048	\$257,400	\$271,235
MARCH RECEIPTS						
	OCCUPANCY	\$167,213	\$170,201	\$170,000	\$151,260	\$133,825
	MEALS	\$92,067	\$131,328	\$116,208	\$128,876	\$96,455
		\$259,280	\$301,529	\$286,208	\$280,136	\$230,280
APRIL RECEIPTS						
	OCCUPANCY	\$277,701	\$229,961	\$228,527	\$238,725	\$125,235
	MEALS	\$179,714	\$176,838	\$179,535	\$198,494	\$141,500
		\$457,415	\$406,799	\$408,062	\$437,219	\$266,735
MAY RECEIPTS						
	OCCUPANCY	\$395,352	\$451,019	\$436,135	\$331,070	\$296,910
	MEALS	\$259,175	\$284,410	\$284,935	\$258,330	\$218,185
		\$654,527	\$735,429	\$721,069	\$589,400	\$515,095
JUNE RECEIPTS						
	OCCUPANCY	\$709,402	\$679,227	\$612,281	\$562,874	\$387,380
	MEALS	\$359,081	\$344,508	\$359,175	\$372,452	\$267,780
		\$1,068,483	\$1,023,735	\$971,456	\$935,326	\$655,160
TOTALS						
	OCCUPANCY	\$7,019,145	\$7,764,423	\$8,041,025	\$7,896,277	\$7,493,248
	MEALS	\$2,847,306	\$3,510,093	\$3,649,343	\$3,694,814	\$3,592,820
		\$9,866,451	\$11,274,517	\$11,690,368	\$11,591,092	\$11,086,069

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2025-2026

FISCAL YEAR		5 YEAR AVERAGE FY 2021-2025	BUDGET FY 2024-2025	PROPOSED FY 2025-2026	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 24-25 Budget	\$ Increase / Decrease from 24-25 Budget
JULY RECEIPTS								
	OCCUPANCY	\$1,334,996	\$1,210,325	\$1,246,635	-28.29%	-\$386,796	3.00%	\$36,311
	MEALS	\$477,388	\$443,005	\$466,295	-17.76%	-\$91,471	5.26%	\$23,290
		<u>\$1,812,384</u>	<u>\$1,653,330</u>	<u>\$1,712,930</u>	<u>-25.41%</u>	<u>-\$478,267</u>	<u>3.60%</u>	<u>\$59,601</u>
AUGUST RECEIPTS								
	OCCUPANCY	\$1,824,049	\$1,650,520	\$1,700,035	-5.23%	-\$113,211	3.00%	\$49,516
	MEALS	\$554,442	\$472,275	\$501,445	-21.99%	-\$133,032	6.18%	\$29,169
		<u>\$2,378,491</u>	<u>\$2,122,795</u>	<u>\$2,201,480</u>	<u>-8.89%</u>	<u>-\$246,243</u>	<u>3.71%</u>	<u>\$78,685</u>
SEPTEMBER RECEIPTS								
	OCCUPANCY	\$1,469,364	\$1,439,060	\$1,442,235	-2.22%	-\$32,386	0.22%	\$3,175
	MEALS	\$476,063	\$445,330	\$463,690	-16.92%	-\$89,886	4.12%	\$18,360
		<u>\$1,945,427</u>	<u>\$1,884,390</u>	<u>\$1,905,925</u>	<u>-6.15%</u>	<u>-\$122,272</u>	<u>1.14%</u>	<u>\$21,535</u>
OCTOBER RECEIPTS								
	OCCUPANCY	\$737,701	\$579,615	\$602,005	-24.67%	-\$197,299	3.86%	\$22,390
	MEALS	\$373,690	\$297,730	\$316,665	-18.64%	-\$72,033	6.36%	\$18,935
		<u>\$1,111,391</u>	<u>\$877,344</u>	<u>\$918,670</u>	<u>-22.71%</u>	<u>-\$269,332</u>	<u>4.71%</u>	<u>\$41,325</u>
NOVEMBER RECEIPTS								
	OCCUPANCY	\$398,636	\$272,110	\$280,275	-23.71%	-\$82,527	3.00%	\$8,165
	MEALS	\$244,761	\$220,715	\$227,335	-20.44%	-\$55,993	3.00%	\$6,620
		<u>\$643,397</u>	<u>\$492,825</u>	<u>\$507,610</u>	<u>-22.27%</u>	<u>-\$138,520</u>	<u>3.00%</u>	<u>\$14,786</u>
DECEMBER RECEIPTS								
	OCCUPANCY	\$159,189	\$117,350	\$120,870	-29.48%	-\$53,815	3.00%	\$3,520
	MEALS	\$189,412	\$140,200	\$144,405	-25.79%	-\$46,026	3.00%	\$4,205
		<u>\$348,601</u>	<u>\$257,550</u>	<u>\$265,275</u>	<u>-27.65%</u>	<u>-\$99,841</u>	<u>3.00%</u>	<u>\$7,724</u>
JANUARY RECEIPTS								
	OCCUPANCY	\$131,025	\$84,970	\$87,520	-28.98%	-\$39,365	3.00%	\$2,549
	MEALS	\$148,781	\$121,270	\$124,910	-20.34%	-\$29,404	3.00%	\$3,640
		<u>\$279,806</u>	<u>\$206,242</u>	<u>\$212,430</u>	<u>-24.52%</u>	<u>-\$68,769</u>	<u>3.00%</u>	<u>\$6,189</u>
FEBRUARY RECEIPTS								
	OCCUPANCY	\$237,005	\$163,905	\$163,825	-0.71%	-\$1,099	-0.05%	-\$81
	MEALS	\$104,528	\$90,410	\$93,120	-12.94%	-\$13,191	3.00%	\$2,710
		<u>\$341,533</u>	<u>\$254,315</u>	<u>\$256,945</u>	<u>-5.55%</u>	<u>-\$14,290</u>	<u>1.03%</u>	<u>\$2,629</u>
MARCH RECEIPTS								
	OCCUPANCY	* \$158,500	\$133,825	\$137,840	2.65%	\$4,015	3.00%	\$4,015
	MEALS	* \$112,987	\$96,455	\$99,350	2.25%	\$2,895	3.00%	\$2,896
		<u>\$271,486</u>	<u>\$230,281</u>	<u>\$237,190</u>	<u>2.47%</u>	<u>\$6,910</u>	<u>3.00%</u>	<u>\$6,910</u>
APRIL RECEIPTS								
	OCCUPANCY	* \$220,030	\$125,235	\$128,990	1.57%	\$3,755	3.00%	\$3,755
	MEALS	* \$175,216	\$141,500	\$145,745	2.14%	\$4,245	3.00%	\$4,245
		<u>\$395,246</u>	<u>\$266,735</u>	<u>\$274,735</u>	<u>1.83%</u>	<u>\$8,001</u>	<u>3.00%</u>	<u>\$8,000</u>
MAY RECEIPTS								
	OCCUPANCY	* \$382,097	\$296,910	\$305,815	2.69%	\$8,905	3.00%	\$8,905
	MEALS	* \$261,007	\$218,185	\$224,735	2.54%	\$6,550	3.00%	\$6,550
		<u>\$643,104</u>	<u>\$515,095</u>	<u>\$530,550</u>	<u>2.62%</u>	<u>\$15,455</u>	<u>3.00%</u>	<u>\$15,455</u>
JUNE RECEIPTS								
	OCCUPANCY	* \$590,233	\$387,380	\$399,000	2.06%	\$11,620	3.00%	\$11,620
	MEALS	* \$340,599	\$267,780	\$275,815	2.16%	\$8,035	3.00%	\$8,035
		<u>\$930,832</u>	<u>\$655,159</u>	<u>\$674,815</u>	<u>2.10%</u>	<u>\$19,655</u>	<u>3.00%</u>	<u>\$19,656</u>
TOTALS								
	OCCUPANCY	\$7,642,824	\$6,461,206	\$6,615,045	-11.12%	-\$878,202	2.38%	\$153,840
	MEALS	\$3,458,875	\$2,954,854	\$3,083,510	-13.78%	-\$509,311	4.35%	\$128,656
		<u>\$11,101,699</u>	<u>\$9,416,060</u>	<u>\$9,698,555</u>	<u>-11.97%</u>	<u>-\$1,387,513</u>	<u>3.00%</u>	<u>\$282,496</u>
			FY23/24 Budget	\$9,053,785.00				
			25/26 vs 23/24	7.12%				

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Governing									
			Amended		Proposed				
Account Number	Title	Budget 2024-2025	Budget 2024-2025	Projected 2024-2025	Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5000	Director Compensation	17,100	17,100	17,100	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,029	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	6,978	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	3,125	3,125	2,629	2,840	-9.1%	2,982	3,042	3,102
5004	Miscellaneous Items	1,000	1,000	255	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,705	30,705	27,991	30,420	-0.9%	30,662	30,722	30,932
Projected under budget by				2,714					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Promotion									
Account		Budget	Amended		Proposed				
Number	Title	2024-2025	Budget 2024-2025	Projected 2024-2025	Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
	Personnel								
5010	Salaries (full)	1,085,900	1,085,900	1,090,094	1,148,500	5.8%	1,182,955	1,242,103	1,279,366
5020	Salaries (part)	134,650	134,650	121,873	115,000	-14.6%	118,450	124,373	128,104
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	96,805	96,805	95,974	101,470	4.8%	103,662	108,699	111,872
5040	Employee Insurance	175,700	175,700	171,143	194,000	10.4%	213,400	230,472	248,910
5050	Retirement	156,430	156,430	152,620	176,020	12.5%	174,014	195,315	187,511
5055	401(k) Match	10,860	10,860	8,504	11,485	5.8%	11,830	12,421	12,794
5060	Worker's Comp	1,935	1,935	2,191	2,275	17.6%	2,343	2,414	2,486
5080	Employee Relations	2,340	2,340	2,359	2,390	2.1%	2,340	2,340	2,340
5090	Training	11,900	11,900	7,233	11,900	0.0%	10,000	10,500	11,025
		1,677,520	1,677,520	1,651,991	1,764,040	5.2%	1,819,993	1,929,636	1,985,408
	Marketing/Advertising								
5500	Other Advertising	1,629,065	1,629,065	1,629,065	1,647,910	1.2%	1,697,347	1,748,268	1,800,716
5502	Production Advertising	190,000	190,000	257,212	240,000	26.3%	180,000	190,000	200,000
5510	Events-Development & Prom	73,100	73,100	35,415	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,766,820	2,766,820	2,766,820	3,085,365	11.5%	3,177,926	3,273,264	3,371,462
5525	Community Relations	30,000	30,000	20,040	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	21,650	21,650	20,788	20,650	-4.6%	20,000	20,000	20,000
5580	Promotional Aids	8,500	8,500	7,422	9,000	5.9%	8,500	8,500	8,500
6100	Press/Travel Writer Tours	110,000	110,000	101,794	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	30,000	30,000	28,363	30,000	0.0%	18,000	21,600	22,248
		4,859,135	4,859,135	4,866,919	5,246,025	8.0%	5,317,066	5,482,483	5,649,503

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Promotion									
Account		Budget	Amended		Proposed				
Number	Title	2024-2025	Budget 2024-2025	Projected 2024-2025	Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
Special Projects									
6150	Event Grant	832,000	861,700	497,475	778,700 *	-9.6%	425,000	450,000	475,000
6160	Long Range Tourism Plan	275,000	275,000	134,486	275,000	0.0%	315,000	330,750	347,288
6170	Tourism Summit	27,500	27,500	17,491	27,000	-1.8%	18,000	18,000	18,000
		1,134,500	1,164,200	649,452	1,080,700	-7.2%	758,000	798,750	840,288
Operations									
5110	Contracted Services	16,030	16,030	15,994	16,030	0.0%	16,030	16,030	16,832
5140	Audit	13,650	13,650	10,875	15,000	9.9%	18,750	20,625	22,688
5170	Other Professional Service	10,800	10,800	5,200	10,800	0.0%	10,000	15,000	15,000
5180	Legal	38,500	38,500	28,728	20,500	-46.8%	20,500	20,500	20,500
5185	Research	188,500	188,500	183,150	188,500	0.0%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	550	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	580	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	155,164	200,000	0.0%	204,000	208,080	212,242
6300	Travel	59,000	59,000	43,212	60,000	1.7%	62,400	64,896	67,492
6305	Vehicle Maintenance	3,000	3,000	2,953	3,000	0.0%	3,000	3,000	3,000
6320	Registrations	40,000	40,000	39,184	45,000	12.5%	45,450	45,905	46,364
6340	Travel Show Exhibit	5,000	5,000	2,526	5,000	0.0%	6,500	7,500	7,500
6420	Dues & Subscriptions	69,400	69,400	60,125	75,000	8.1%	78,750	78,750	78,750
6440	Insurance	28,350	28,350	16,949	23,735	-16.3%	24,922	26,168	27,476
6460	Telephone	26,100	26,100	24,562	25,860	-0.9%	25,860	26,636	26,636
6500	Equipment	26,700	26,700	21,670	20,000 *	-25.1%	25,000	25,750	26,523
6510	Expendable Equipment	3,275	3,275	967	3,275	0.0%	3,275	3,275	3,275
6530	Tech. Support/Software	5,600	5,600	5,257	7,000	25.0%	7,000	7,000	7,000
6580	Utilities	10,800	10,800	9,560	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,126	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	31,000	31,000	30,747	20,000	-35.5%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,684	3,100	0.0%	3,100	3,100	3,100

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2025-2026									
Promotion									
Account		Budget	Amended Budget	Projected	Proposed Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY25-26	FY26-27	FY27-28
6640	Equipment Rental	33,840	33,840	28,249	29,520	-12.8%	29,520	29,520	29,520
6660	Equipment Repairs	3,000	3,000	1,850	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,800	16,488	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	3,240	3,240	1,924	3,060	-5.6%	3,213	3,374	3,542
6810	Web Site/Internet	52,000	52,000	54,736	55,000	5.8%	55,000	56,650	56,650
		893,185	893,185	765,010	865,480	-3.1%	773,694	783,293	865,735
	Total - Promotional	8,564,340	8,594,040	7,933,372	8,956,245	4.2%	8,668,753	8,994,163	9,340,933
Projections under budget by				660,668					
less encumbrances				-353,000					
				307,668					
* Encumbrances: #6150 \$353,000									

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Aycock Brown Welcome Center Kitty Hawk									
Account		Budget	Amended		Proposed				
Number	Title	2024-2025	Budget 2024-2025	Projected 2024-2025	Budget 2025-2026	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
5025	Salaries (part)	118,100	118,100	118,295	118,775	0.6%	122,338	126,008	129,789
5030	Payroll Taxes	10,215	10,215	10,233	10,275	0.6%	10,582	10,900	11,227
5040	Employee Insurance	4,200	4,200	4,176	4,845	15.4%	5,087	5,240	5,397
5050	Retirement	3,480	3,480	2,913	3,735	7.3%	3,922	4,039	4,161
5060	Worker's Comp	180	180	180	200	11.1%	206	212	219
5080	Employee Relations	455	455	297	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	11,400	14.5%	9,960	9,960	9,960
6130	Uniforms	1,080	1,080	990	1,260	16.7%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	645	645	268	340	-47.3%	560	560	570
6420	Dues & Subscriptions	270	270	103	270	0.0%	270	270	270
6440	Insurance	3,890	3,890	3,890	3,225	-17.1%	3,386	3,556	3,733
6460	Telephone	5,940	5,940	5,319	5,520	-7.1%	5,630	5,743	5,858
6500	Equipment	1,500	1,500	1,000	1,500	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,758	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	3,500	3,500	2,536	3,500	0.0%	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	2,116	3,100	0.0%	3,000	3000	3,000
	Total - ABWC	176,315	176,315	169,974	178,200	1.1%	178,124	188,579	188,188
	Projected under budget by			6,341					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Outer Banks Welcome Center Roanoke Island									
Account		Budget	Amended Budget	Projected	Proposed Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY26-27	FY27-28	FY28-29
5026	Salaries (part) - RI	88,320	88,320	88,120	89,650	1.51%	92,340	95,110	97,963
5030	Payroll Taxes	7,640	7,640	7,622	7,755	1.51%	7,987	8,227	8,474
5060	Worker's Comp	130	130	130	140	7.69%	144	149	153
5080	Employee Relations	350	350	359	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	1,080	1,080	900	1,080	0.00%	800	800	800
6420	Dues & Subscriptions	180	180	160	170	-5.56%	179	187	197
6440	Insurance	6,320	6,320	6,320	5,240	-17.09%	5,502	5,777	6,066
6460	Telephone	1,345	1,345	1,296	1,320	-1.86%	1,346	1,373	1,401
6500	Equipment	1,000	1,000	1,001	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	827	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	6,000	200.00%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	428	700	0.00%	600	600	600
	Total - Welcome Ctr. R.I.	111,075	111,075	109,548	115,415	3.91%	115,377	123,582	122,572
	Projected under budget by			1,527					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Outer Banks Welcome Center - Hatteras Information Center									
Account		Budget	Amended Budget	Projected	Proposed Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY26-27	FY27-28	FY28-29
5026	Salaries (part) - HI	39,275	39,275	39,662	40,650	3.50%	41,870	43,126	44,419
5030	Payroll Taxes	3,395	3,395	3,435	3,515	3.53%	3,622	3,730	3,842
5060	Worker's Comp	55	55	55	65	18.18%	67	69	71
5080	Employee Relations	215	215	192	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	720	720	540	720	0.00%	300	300	300
6300	Travel	1,030	1,030	697	1,030	0.00%	903	918	895
6440	Insurance	975	975	975	805	-17.44%	845	888	932
6460	Telephone	2,700	2,700	2,436	2,700	0.00%	2,754	2,809	2,865
6500	Equipment	1,000	1,000	974	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	739	825	0.00%	700	725	750
	Total - Welcome Ctr. - Hatteras	53,380	53,380	52,258	54,715	2.50%	55,360	56,865	58,375
Projected under budget by				1,122					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Outer Banks Welcome Center - Whalebone Junction									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY26-27	FY27-28	FY28-29
5026	Salaries (part)	52,450	52,450	51,045	54,200	3.34%	55,826	57,501	59,226
5030	Payroll Taxes	4,535	4,535	4,415	4,690	3.42%	4,829	4,974	5,123
5060	Worker's Comp	85	85	85	95	11.76%	98	101	104
5080	Employee Relations	180	180	171	180	0.00%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	795	795	540	795	0.00%	750	750	750
6130	Uniforms	540	540	528	540	0.00%	300	300	300
6440	Insurance	975	975	975	805	-17.44%	845	888	932
6460	Telephone	1,740	1,740	712	1,740	0.00%	1,775	1,810	1,847
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	28	50	0.00%	50	50	50
6700	Office Supplies	600	600	511	600	0.00%	500	500	500
	Total - Welcome Ctr. Whalebone	63,050	63,050	60,110	64,795	2.77%	66,253	68,153	70,111
Projected under budget by				2,940					

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2025-2026						
Restricted						
Account		Budget	Amended		Proposed	
<u>Number</u>	<u>Title</u>	<u>2024-2025</u>	<u>2024-2025</u>	<u>2024-2025</u>	<u>2025-2026</u>	<u>Percent</u>
	Occupancy/Meals Tax 25%	2,354,015	2,354,015	2,771,517	2,424,639	3.0%
	Interest	300,000	300,000	438,477	150,000	-50.0%
	Appropriated Fund Balance	10,835,053	10,835,053	9,388,530	12,598,524	16.3%
	Total - Non Departmental	13,489,068	13,489,068	12,598,524	15,173,163	12.5%

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau					
Budget 2025-2026					
Restricted Fund					
		Projected			
		Amount	Recommended	Proposed	
Account		Allocated	FY 25-26	FY 25-26	Percent
Number	Title	thru 2/28/25	Projects	Allocation	Change
Revenues					
3210	Interest	438,477	0	150,000	-65.8%
9930	Appropriation from Fund Balance	9,388,530	0	12,598,524	34.2%
9940	Occupancy/Meals Tax 25%	2,771,517	0	2,424,639	-12.5%
	Total Revenues	12,598,524	0	15,173,163	20.4%
Expenditures					
Long Term Projects: 70% = \$1,697,247					
4503	Infrastructure NOTE #1	419,231	80,769	500,000	19.3%
4525	Event Site NOTE #2	7,851,300	1,516,478	9,367,778	19.3%
4585	Long-term Unappropriated NOTE #3	525,560	100,000	625,560	19.0%
	Total Long Term Projects	8,796,091	1,697,247	10,493,338	19.3%
Short Term Projects: 30% = \$727,392, plus interest					
FY2023					
4670	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
		112,000		112,000	
FY2024					
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%
4679	TIG - KH - Hwy 158 Multi-Use Path	400,000		400,000	0.0%
4681	TIG - NH - Governor St Beach Access	60,477		60,477	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%
4689	TIG - Surf Ped Foundation - Everyone's Playground	282,963		282,963	0.0%
		1,016,989		1,016,989	
FY2025					
4675	TIG - Chicamacomico - 1874 Lifesaving Station, Phase	125,000		125,000	0.0%
4689	TIG - APOA - Boardwalk Replacements	54,000		54,000	0.0%
4690	TIC - DCAC - 50 Years Art Panels	4,000		4,000	0.0%
4691	TIG - Friends of Jockey's Ridge - 10 Point Trail	50,000		50,000	0.0%
4692	TIG - KDH - Martin & Swan Sidewalks	240,000		240,000	0.0%
4693	TIG - KH - Message Board	27,490		27,490	0.0%
4694	TIG - KH - Crosswalk Lighting on NC12	40,000		40,000	0.0%
4695	TIG - Manteo - Cartwright Park	250,000		250,000	0.0%
4696	TIG - NH - Baymeadow Sidewalk	53,137		53,137	0.0%
4697	TIG - NH - Living Shoreline	100,000		100,000	0.0%
4698	TIG - NH - Windjammer Sidewalk	124,087		124,087	0.0%
4673	TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest	91,534		91,534	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	22,030	0	22,030	0.0%
5160	Fireworks	61,775	60,000	121,775	97.1%
5140	25 % of audit	925	4,075	5,000	440.5%
4999	FY2023 S-T Unappropriated NOTE #4	1,429,466	813,317	2,242,783	56.9%
		2,673,444	877,392	3,550,836	32.8%
	Total Short Term Projects	3,802,433	877,392	4,679,825	23.1%
	Total Expenditures	12,598,524	2,574,639	15,173,163	20.4%
Reconciliation Back to 2/28/25 Cash Balance					
Funds in the Banks @ 2/28/25				\$ 12,447,219	
Estimated Revenues -March-June 2025				539,407	
Budgeted FY 25-26 Revenue				2,574,639	
Total Proposed Expenditures				\$ 15,561,265	
Less Amounts to be Paid Out in 24-25				(388,102)	
Total Proposed Expenditures				\$ 15,173,163	

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Draft #1
as of 3/31/2025

**Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget**

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Outer Banks Visitors Bureau									
Budget 2025-2026									
Travel Guide									
Account		Original	Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2024-2025	2024-2025	2024-2025	2025-2026	Change	FY26-27	FY27-28	FY28-29
Revenues									
3209	Advertising	39,000	39,000	57,500	41,000	5.1%	42,230	43,497	44,802
3210	Interest	50	50	54	50	0.0%	53	55	58
	Total Revenues	39,050	39,050	57,554	41,050	5.1%	42,283	43,552	44,860
Expenditures									
5560	Production/Printing/Distribution	110,000	110,000	55,632	110,000	0.0%	113,300	116,699	120,200
6200	Freight	5,000	5,000	3,593	5,000	100.0%	5,150	5,305	5,464
	Total Expenditures	115,000	115,000	59,225	115,000	0.0%	118,450	122,004	125,664
	Revenues Over (Under) Expenditures	-75,950	-75,950	-1,671	-73,950		-76,168	-78,451	-80,804

Fiscal Year 2025-2026
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2025-2026									
Event Site Fund									
Account Number	Title	Original Budget 2024-2025	Amended Budget 2024-2025	Projected 2024-2025	Proposed Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
	Revenues:								
3200	Event Rental Income	26,350	26,350	30,475	26,350	0.00%	28,350	29,450	31,250
3250	Lease income	52,700	52,700	52,701	52,700	0.00%	52,700	52,700	52,700
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	500	500	982	500	0.00%	150	100	100
9910	Transfer from General Fund	285,545	285,545	285,545	280,465	-1.78%	334,541	399,276	414,342
9999	Unappropriated Funds	30,380	30,380	0	30,380	0.00%	30,000	31,500	33,075
	Total Revenues	395,675	395,675	369,903	390,595	-1.28%	445,941	513,226	531,667
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	50,000	50,000	16,845	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	38,968	55,000	0.00%	55,000	92,700	104,751
6440	Insurance	9,725	9,725	9,725	8,060	-17.12%	8,463	8,886	9,330
6580	Utilities	40,665	40,665	34,566	35,455	-12.81%	36,519	37,614	38,743
6610	Repairs & Maintenance	220,015	220,015	215,765	220,015	0.00%	271,462	298,608	328,469
6700	Office Supplies	270	270	500	400	48.15%	300	300	300
9990	Other Expenses	20,000	20,000	20,129	21,665	8.33%	24,199	25,118	26,074
	Total Expenditures	395,675	395,675	336,498	390,595	-1.28%	445,942	513,226	531,667
	Revenues Over (Under) Expenditures	0	0	33,405	0		0	0	0

At their April 3, 2025 meeting, the Personnel Committee recommended the below changes to the "exempt" employee status:

Bureau employees normally work 37.5 hours per week; however, employees are compensated for 40 hours. Therefore, employees will not be eligible for overtime compensation or compensatory time off until the employee has worked 40 hours during the established work period.

Employees should perform work within the established work period. If, however, circumstances arise which may require overtime work, the employee must secure approval of the appropriate supervisor prior to working any overtime.

In determining eligibility for overtime in a work period, only hours actually worked shall be considered; in no event will vacation, sick leave, or holidays be included in the computation of hours worked for FLSA purposes.

Whenever practical, employees and supervisors should schedule time off on an hour-for-hour basis within the applicable work period for non-exempt employees, instead of paying overtime. When time off within the work period cannot be granted, approved overtime work will be compensated in accordance with the FLSA.

Notwithstanding the procedures described in this section, during an absence from work, employees will use any accrued comp time prior to the use of vacation leave.

Overtime Pay: Eligibility for overtime compensation shall be in conformance with the Fair Labor Standards Act (FLSA). The following positions are "exempt" from overtime compensation based on FLSA designations of Executive, Administrative, Professional and/or Outside Sales.

- < Executive Director
- < Director of Finance and Administration
- < Tourism Sales and Events Manager
- < Public Relations Manager
- < Community Engagement Manager
- < Owned and Shared Media Manager

All other employees are designated as non-exempt and eligible for overtime pay or compensatory time off for all hours worked over 40 in the established work period.

"Non-Exempt" employees who work above the overtime threshold of 40 hours in a work week may choose either overtime pay or compensatory time off. Overtime pay will be paid within the pay period earned. It is the wish of the Board that the Executive Director will, within the State and Federal Law, clear all comp time, preferably within the quarter.

Compensatory Time:

"Exempt" Employees: Employees in positions determined to be "exempt" from the FLSA (as Executive, Administrative, or Professional staff) are paid on a salary basis and will not receive pay for hours worked in excess of their normal work periods. Exempt employees listed above may earn compensatory time only. A limit of 30 hours compensatory time may be earned and used in each quarter. Compensatory time will be used within the quarter earned, unless approval by the Executive Director in writing. Compensatory time not used within the quarter earned will be purged.

Break Time for Nursing Mothers

Pursuant to the Fair Labor Standards Act, the Bureau will provide a break time for any employee to express fresh milk for their nursing child for one year after the child's birth each time such employee has the need to express milk. The Bureau will provide an employee with a place other than a bathroom that is shielded from co-workers and the public which may be used by an employee to express breast milk.

Marketing Dashboard

thru March 2025

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	45,969	47,549	-1,580	-3%
Completed Video Views	45,664,542	31,350,449	14,314,093	46%
Website Sessions	3,587,964	3,355,314	232,650	7%
Online Communities				
Email Subscribers	92,233	106,710	-14,477	-14%
Facebook	711,000	718,000	-7,000	-1%
X (Twitter)	39,884	40,869	-985	-2%
Instagram	132,976	130,818	2,158	2%
Pinterest	23,600	23,500	100	0%
TikTok	114,200	96,400	17,800	18%
YouTube	<u>4,570</u>	<u>0</u>	<u>4,570</u>	<u>#DIV/0!</u>
Online Communities Subtotal	1,118,463	1,116,297	-2,404	0%



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics 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).

- **Section I: Fiscal Year 2024-2025 Overview:** Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Highlights market visitation and interest on state and city levels from research partners and organic website visits.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns and email marketing.
- **Section V: Month of Data:** Compares monthly delivery of top-level metrics to the same month in the previous year.

March 2025 Highlights

- **Paid Media:** FYTD total impressions are up 36% YoY and total video views are up 46%, driven by media cost efficiencies in the Fall and Spring-Summer campaigns. Video views were up 35% MoM with the relauches of Outer Edge video.
 - **Continuity:**
 - Native Display creative supported The Outer Edge, Taste of the Beach, Spring Break, and Seasonal Specials. Native display achieved the highest overall CTR of this FY at 0.49%! The 2x Seasonal specials creative achieved the highest CTR at 0.51% and the most efficient CPC at \$1.33. Those in the Site Retargeting audience who clicked the "Outer Edge" creative spent the most time on the site at 1 minute and 55 seconds, among the top 10 creatives this FY.
 - Spring-Summer: Remaining Outer Edge Creative went live, including High Impact (Jun Group), Streaming Video (YouTube), Native Display (Teads), Native Video (Teads), and Streaming TV (Teads, Hulu - Ad Selector). Paid Media, including Streaming TV (NBC & Hulu), Streaming Video (YouTube/Shorts), Native Display (Teads), and High Impact (Undertone & Jun Group) all came to an end by 3/31, as planned except for Teads Streaming TV that will run into mid-April to deliver in full.
- **Website:** MoM sessions were up 27%, with most traffic coming from Paid Search (37%). Total website sessions are up 7% FYTD, driven by paid media campaign traffic.
 - The /blog/post/ page and Blog Section events saw the largest volume increases MoM at +98K and +51K, respectively. Most of the traffic to /blog/post/ (49%) came from Bing paid search and drove to the Ideal Family Beach Vacation Destination post, for the second month in a row.
- **Email:** 321K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 11% open rate and 12% CTR (opens), and 0.41% bounce rate.
 - The March 2025 OBX Email "Get a 360° Refresh" achieved a 17% open rate, a 12% CTR (opens). The majority of clicks went to the CTA button titled "Spring on these offers and packages" at 18%, followed by the Oceanfront Stays clickable photo at 14%.
 - The OBX Outer Edge Episode 4-6 Promotional email was sent out to engaged and unengaged users, delivering an 8% open rate and CTR (opens). The CTA button titled "The Full Outer Edge Series is Here" achieved the most clicks at 36%.
- **Zartico:** Data is available through 3/31. March spend is up 63% MoM, however, down 22% YoY likely due to Spring Break / Easter Holiday date changes. FYTD Tracked Spend shows a decrease of 13%.
 - *Note: In Feb, spend methodology updates removed Financial and Business & Professional categories, while refining MCCs in the Arts & Entertainment, Sports, Nightlife, Retail, and Transportation categories. All historical data has been refreshed with the updates.*
- **KeyData:**
 - Short Term Rentals: March shows a 29% decrease in tracked revenue and a 20% decrease in Adj. Paid Occupancy YoY is likely due to Spring Break / Easter Holiday time changes. Looking ahead, April, May and June either show increases or are flat YoY for both tracked revenue and Adj. Paid Occupancy.
 - The top 3 states (Virginia, North Carolina and Pennsylvania) accounted for 71% of total rent revenue, or \$2.2MM.
 - Hotels: March revenue is up 9% YoY and Adj. Paid Occupancy is up 14% YoY. Looking ahead, April, May and June either show an increase or are flat YoY for both tracked revenue and Adj. Paid Occupancy.
 - *Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.*
- **Visa:** Data is available through February. FYTD tracked spend is nearly flat YoY. February tracked spend was down 9% YoY

Dashboard was updated on 4/8/25. Data is reviewed and validated through - Media, Email, and Website: 3/31/25; Zartico: 3/31/25, Visa: 2/28/25, KeyData Short Term Rentals: as of 4/7/25 (FY24-25) vs 4/8/24 (FY23-24), KeyData Hotel: as of 3/30/25 (FY24-25) vs 3/31/24 (FY23-24).

FYTD = Fiscal Year Total To-Date (includes all data from July 2024 through the listed 'reviewed and validated date').

Section I: Fiscal Year 2024-2025 Overview

Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.

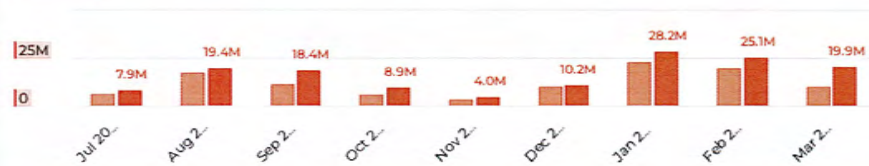
Paid Media Campaigns (HY Managed)

FYTD: Impressions

142,067,057 ▲36%
(Custom Range: 104,280,806)

Monthly Impressions v. Previous Year

Impressions



FYTD: Video Views

45,664,542 ▲46%
(Custom Range: 31,350,449)

Monthly Video Views v. Previous Year

Video Views



Email Marketing

FYTD: Email Opens

224,433 ▲5%
(Custom Range: 214,111)

Monthly Email Opens v. Previous Year

Email Opens



Outerbanks.org

FYTD: Website Sessions

3,587,964 ▲7%
(Custom Range: 3,355,314)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

\$552,243,588 ▼ -13%
(Custom Range: \$637,897,487)

Zartico Monthly Spend v. Previous Year

Tracked Spend

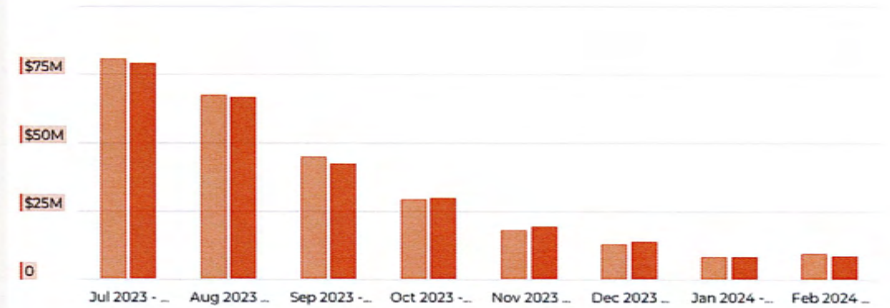


FYTD: Visa Tracked Spend

\$266,452,694 ▼ -1%
(Custom Range: \$269,857,265)

Visa Monthly Tracked Spend v. Previous Year

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.

KeyData Rental Data

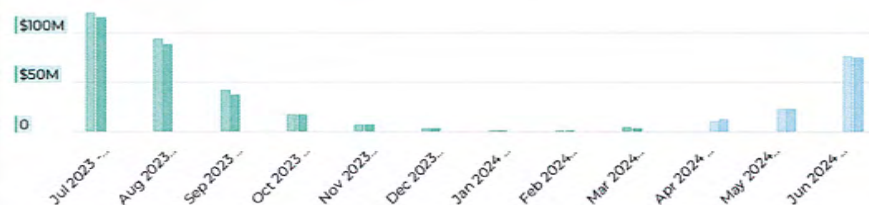
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$273,738,290 ▼-5%
(Custom Range: \$289,261,112)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 4/7/25 vs. 4/8/24

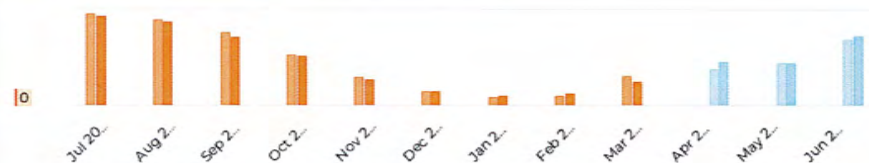


FYTD: Adj. Paid Occupancy %

55 % ▼-4%
(Custom Range: 58 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 4/7/25 vs. 4/8/24



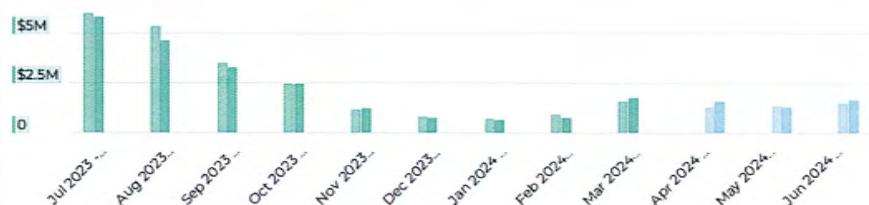
Hotels

FYTD: Total Revenue

\$21,399,387 ▼-5%
(Custom Range: \$22,525,723)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 3/30/25 vs. 3/31/24

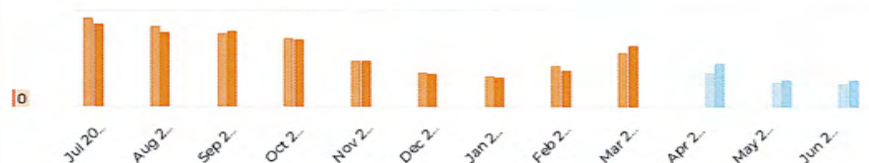


FYTD: Paid Occupancy %

58 % ▼-1%
(Custom Range: 59 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 3/30/25 vs. 3/31/24



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

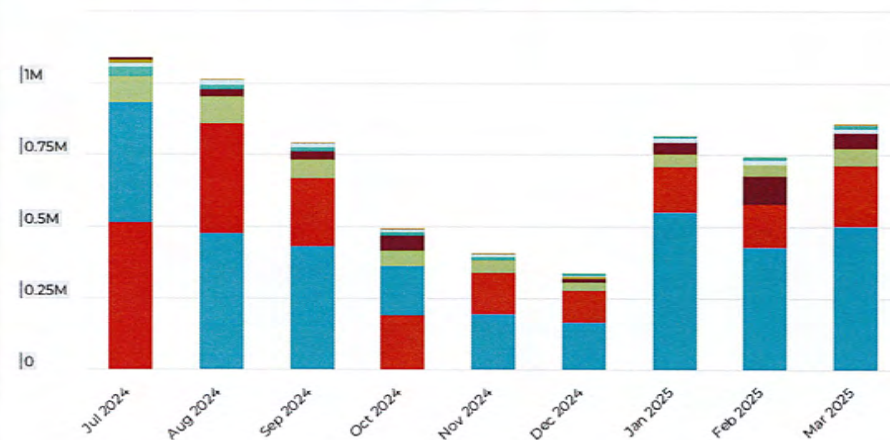
FYTD: Total Page Views

6,541,118 ▼ -6%
[6,939,813]

Monthly Page Views by Traffic Source

Page Views

● Social Media ● Other ● Email ● Referral ● Direct ● Paid Media ● Organic Search



Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	Δ Diff
/blog/post/	114,059	▲ 214% (77,695)
/plan-your-trip/?rwdd=1/	65,897	--
/plan-your-trip/travel-guide/	54,278	▲ 20% (8,914)
/plan-your-trip/towns-and-villages/	41,225	▼ -5% (-2,021)
/	37,204	▼ -16% (-7,092)
/edge/?rwdd=1/	31,851	--
/places-to-stay/vacation-rentals/	26,653	▼ -76% (-85,869)
/things-to-do/	21,307	▼ -6% (-1,313)
/places-to-stay/hotels-and-motels/	19,105	▲ 45% (5,895)
/places-to-stay/campgrounds-and...	18,652	▼ -7% (-1,337)
/plan-your-trip/beaches/	18,060	▲ 50% (6,043)
/places-to-stay/	16,414	▲ 23% (3,040)
/things-to-do/attractions/	14,528	▼ -56% (-18,478)
/things-to-do/water-activities/	14,333	▼ -63% (-24,526)
/places-to-stay/oceanfront/	12,453	▲ 12% (1,376)
/plan-your-trip/getting-here-and-ar...	11,087	▼ -27% (-4,079)
/plan-your-trip/trip-ideas/	10,422	▼ -52% (-11,252)
/edge/episode-1-sea-to-table/	9,564	--
/plan-your-trip/webcams/	8,749	▼ -25% (-2,926)
/events/	8,290	▲ 36% (2,173)

1 - 20 of 20 items

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Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

State	# KeyData STR	Δ Diff	# Organic Sessions	Δ Diff	# Normalized Spend (Zartico) ↓	Δ Diff
Virginia	\$1,049,324	▼ -23%	15,787	▼ -29%	\$14,355,646	▼ -18%
North Carolina	\$1,024,837	▼ -7%	18,076	▼ -13%	\$6,320,506	▼ -38%
Pennsylvania	\$135,426	▼ -42%	5,757	▼ -29%	\$3,725,422	▲ 3%
New York	\$126,682	▼ -71%	6,683	▼ -45%	\$1,175,648	▲ 54%
Ohio	\$129,729	▼ -12%	5,735	▼ -2%	\$1,073,009	▼ -4%
Maryland	\$107,349	▼ -65%	3,044	▼ -18%	\$1,018,316	▼ -59%
West Virginia	\$38,057	▼ -22%	1,515	▼ -3%	\$699,838	▲ 6%
New Jersey	\$19,510	▼ -91%	1,761	▼ -26%	\$604,668	▼ -1%
Florida	\$34,861	▲ 22%	4,784	▼ -47%	\$585,730	▼ -16%
Illinois	\$14,389	▼ -54%	2,348	▼ -34%	\$572,030	▲ 327%
Massachusetts	\$6,182	▼ -67%	2,561	▼ -34%	\$486,019	▲ 64%
Indiana	\$31,906	▲ 39%	3,362	▲ 13%	\$311,007	▼ -43%
Tennessee	\$24,387	▼ -56%	2,245	▼ -1%	\$276,205	▼ -34%
South Carolina	\$25,728	▼ -69%	2,623	▲ 8%	\$260,026	▼ -47%
Kentucky	\$25,837	▼ -7%	2,099	▲ 12%	\$213,075	▲ 21%
Arizona	\$1,326	▼ -92%	558	▼ -9%	\$182,571	▲ 408%
Michigan	\$62,511	▼ -43%	4,409	▲ 16%	\$176,384	▼ -54%
Wisconsin	\$19,045	▼ -20%	904	▼ -19%	\$159,979	▼ -32%
Georgia	\$19,903	▼ -11%	6,018	▼ -46%	\$156,327	▼ -38%
Connecticut	\$10,252	▼ -30%	1,051	▼ -16%	\$141,772	▼ -16%
Delaware	\$22,046	▼ -77%	486	▼ -12%	\$108,540	▼ -59%
Washington	\$5,790	▼ -41%	707	▲ 0%	\$74,133	▲ 599%
New Hampshire	\$605	▼ -94%	922	▲ 15%	\$70,628	▼ -37%
Colorado	\$22,819	▲ 149%	932	▼ -14%	\$62,021	▼ -49%
California	\$7,564	▼ -54%	1,935	▼ -14%	\$56,623	▼ -65%
Maine	\$4,556	▲ 42%	1,029	▲ 12%	\$54,127	▲ 10%
Arkansas	--	--	390	▼ -6%	\$47,421	▲ 187%
Total	\$3,091,258	▼ -32%	109,096	▼ -22%	\$33,393,011	▼ -22%

<< < 1 2 > >> 1 - 50 of 51 items

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KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	# Total Rent ↓	# % Share o...
--	Virginia	\$2,752,928	4.87 %
Richmond	Virginia	\$2,462,203	4.36 %
Pittsburgh	Pennsylvania	\$2,383,365	4.22 %
Alexandria	Virginia	\$1,990,202	3.52 %
Mechanicsvil...	Virginia	\$1,925,501	3.41 %
Midlothian	Virginia	\$1,877,309	3.32 %
Kill Devil Hills	North Caroli...	\$1,667,049	2.95 %
Chesapeake	Virginia	\$1,653,072	2.93 %
Fredericksb...	Virginia	\$1,628,018	2.88 %
Virginia Bea...	Virginia	\$1,598,540	2.83 %
Charlottesvil...	Virginia	\$1,543,417	2.73 %
Raleigh	North Caroli...	\$1,520,756	2.69 %
Williamsburg	Virginia	\$1,508,087	2.67 %
Fairfax	Virginia	\$1,416,383	2.51 %
Arlington	Virginia	\$1,387,981	2.46 %
Kitty Hawk	North Caroli...	\$1,355,547	2.40 %
Glen Allen	Virginia	\$1,229,645	2.18 %
Ashburn	Virginia	\$1,176,146	2.08 %
Washington	District of C...	\$1,166,748	2.06 %
Leesburg	Virginia	\$1,097,857	1.94 %
Carrollton	Virginia	\$1,085,708	1.92 %
Manassas	Virginia	\$1,014,406	1.80 %
Vienna	Virginia	\$950,174	1.68 %
Frederick	Maryland	\$890,104	1.58 %
Herndon	Virginia	\$885,100	1.57 %
Springfield	Virginia	\$847,012	1.50 %
Corolla	North Caroli...	\$842,557	1.49 %
Silver Spring	Maryland	\$815,163	1.44 %
Yorktown	Virginia	\$815,086	1.44 %
Roanoke	Virginia	\$813,454	1.44 %
Durham	North Caroli...	\$809,373	1.43 %
Cary	North Caroli...	\$807,985	1.43 %

1 - 50 of 50 items

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Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	# Visits ↓	# % Share o...
Ashburn	Virginia	66,266	13.29 %
New York	New York	54,335	10.89 %
Atlanta	Georgia	43,330	8.69 %
--	Florida	34,876	6.99 %
Chicago	Illinois	18,401	3.69 %
Virginia Bea...	Virginia	15,771	3.16 %
Boston	Massachuse...	14,970	3.00 %
Philadelphia	Pennsylvania	14,810	2.97 %
Raleigh	North Caroli...	14,360	2.88 %
Roanoke	Virginia	14,103	2.83 %
Charlotte	North Caroli...	13,548	2.72 %
--	North Caroli...	13,366	2.68 %
--	Virginia	13,023	2.61 %
Kill Devil Hills	North Caroli...	12,357	2.48 %
Baltimore	Maryland	11,709	2.35 %
Washington	District of C...	9,092	1.82 %
--	Pennsylvania	8,277	1.66 %
Dallas	Texas	7,797	1.56 %
Nags Head	North Caroli...	7,585	1.52 %
Miami	Florida	7,340	1.47 %
Kitty Hawk	North Caroli...	5,891	1.18 %
Reston	Virginia	5,442	1.09 %
Los Angeles	California	4,911	0.98 %
Manteo	North Caroli...	4,856	0.97 %
Orlando	Florida	4,639	0.93 %
Richmond	Virginia	4,555	0.91 %
--	Ohio	4,287	0.86 %
Norfolk	Virginia	3,993	0.80 %
Pittsburgh	Pennsylvania	3,911	0.78 %
Jet	Oklahoma	3,882	0.78 %
Corolla	North Caroli...	3,871	0.78 %
Durham	North Caroli...	3,696	0.74 %

1 - 50 of 50 items

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Zartico Normalized Visitor Spend

FYTD: States

State	# Visitor Spend ↓	# % Share of Total ...
Virginia	\$227,153,647	41.14 %
North Carolina	\$95,583,624	17.31 %
Pennsylvania	\$61,351,714	11.11 %
Maryland	\$38,887,644	7.04 %
New York	\$17,406,495	3.15 %
West Virginia	\$15,261,323	2.76 %
New Jersey	\$13,210,937	2.39 %
Ohio	\$12,267,095	2.22 %
Florida	\$9,051,993	1.64 %
Indiana	\$5,725,369	1.04 %
South Carolina	\$4,972,017	0.90 %
Massachusetts	\$4,242,006	0.77 %
Tennessee	\$4,157,706	0.75 %
Connecticut	\$3,855,970	0.70 %
Illinois	\$3,555,654	0.64 %
Kentucky	\$3,363,471	0.61 %
Michigan	\$2,799,489	0.51 %
Delaware	\$2,687,818	0.49 %
California	\$2,378,607	0.43 %
Georgia	\$2,159,592	0.39 %
Texas	\$2,098,921	0.38 %
District of Columbia	\$1,963,385	0.36 %
New Hampshire	\$1,650,853	0.30 %
Colorado	\$1,601,548	0.29 %
Wisconsin	\$1,391,675	0.25 %
Alabama	\$1,255,150	0.23 %
Iowa	\$1,055,361	0.19 %
Washington	\$1,033,995	0.19 %
Vermont	\$1,012,270	0.18 %
Arizona	\$960,583	0.17 %
Rhode Island	\$884,261	0.16 %
Minnesota	\$862,639	0.16 %

1 - 50 of 50 items

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Section IV: HY Managed Media

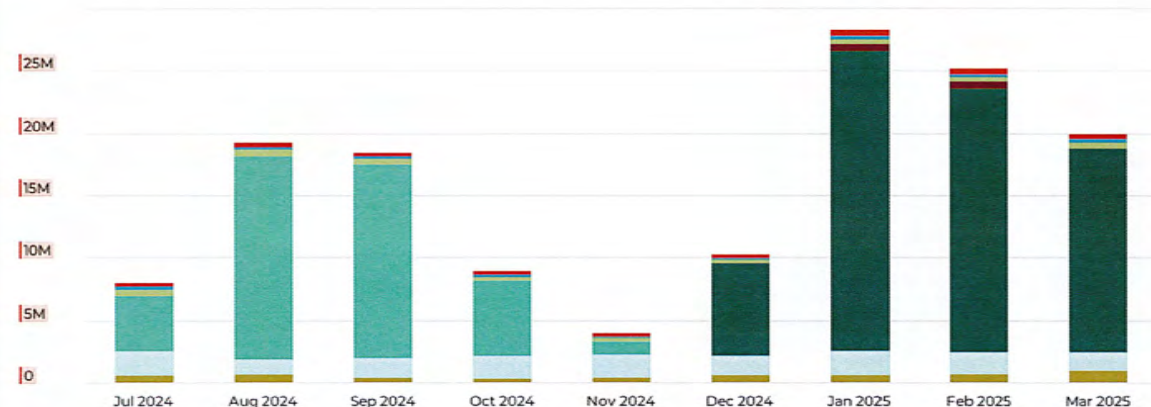
Reviews online delivery metrics for HY managed paid media campaigns and ORVR's email marketing efforts.

Paid Media Campaigns (HY Managed)

Impression Delivery Trends by Campaign

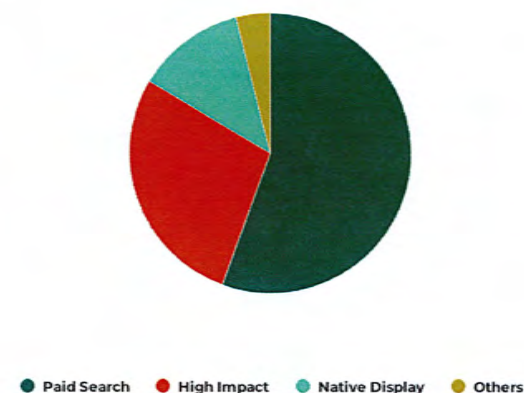
Impressions

● Branded ● FY24-25 Continuity ● FY24-25 Fall ● FY24-25 Spring Sum... ● FY24-25 Visit NC ● Lodging (Regional) ● Niche (Regional) ● OBXmas (Lc



FYTD: Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	# CPC
Outer Edge (March)	179,733	0.50 %	\$1.37
Taste of the Beach (March)	166,720	0.48 %	\$1.37
Spring Break (March)	163,595	0.49 %	\$1.44
Seasonal Specials (March)	122,948	0.51 %	\$1.33
Total	632,996	0.49 %	\$1.38

1 - 4 of 4 items

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Performance Trends

CTR CPC



(Custom Range: 1,087,271)
▲ 47%

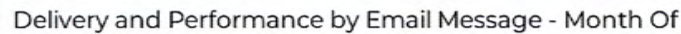
(Custom Range: 20.50 %)
▼ -31%

(Custom Range: 36,072)
▼ -18%

(Custom Range: 16.85 %)
▼ -22%

(Custom Range: 9,986)
▼ -39.16% (-3,911)

Sends	Opens	Open Rate	CTR (Opens)	Bounce Rate
-------	-------	-----------	-------------	-------------

1 - 15 of 15 items



Executive Summary

Drive Awareness

KPI: Impressions

Performance As Of:	Mar 2025	Mar 2024	Base Goal	Stretch Goal
Current Month	7,502,843	7,526,361	5,284,737	7,927,105
Cumulative Fiscal	46,219,339	48,056,920	38,519,935	57,779,903
Cumulative % To Target		96%	120%	80%

Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Mar 2025	Mar 2024	Base Goal	Stretch Goal
Current Month	46,847	24,816	41,263	61,895
Cumulative Fiscal	285,545	245,313	280,000	419,999
Cumulative % To Target		116%	102%	68%

Engage

KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks

Performance As Of:	Mar 2025	Mar 2024	Base Goal	Stretch Goal
Current Month	2,489,743	2,100,067	1,319,684	1,979,527
Cumulative Fiscal	10,819,494	11,316,316	9,541,945	14,312,917
Cumulative % To Target		96%	113%	76%

Convert

KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups

Performance As Of:	Mar 2025	Mar 2024	Base Goal	Stretch Goal
Current Month	2,032	3,187	3,109	4,974
Cumulative Fiscal	19,646	24,642	19,586	31,338
Cumulative % To Target		80%	100%	63%

Key Messaging:

- Spring on the OBX
- Accessibility

Performance Overview:

- All KPIs are cumulatively trending above the fiscal goal.
- Posted across multiple platforms, accessibility messaging was well received and appreciated by the OBX audience.
- A post calling for new visitors to ask questions received thoughtful questions allowing for the OBX page to open a dialogue with users.

Next Steps & Recommendations:

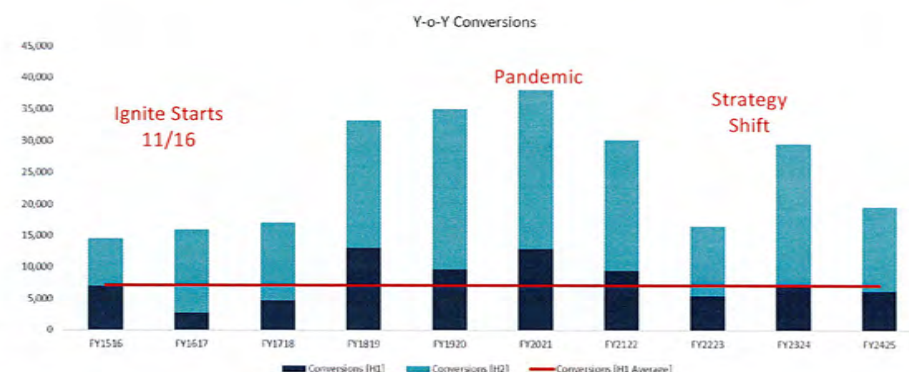
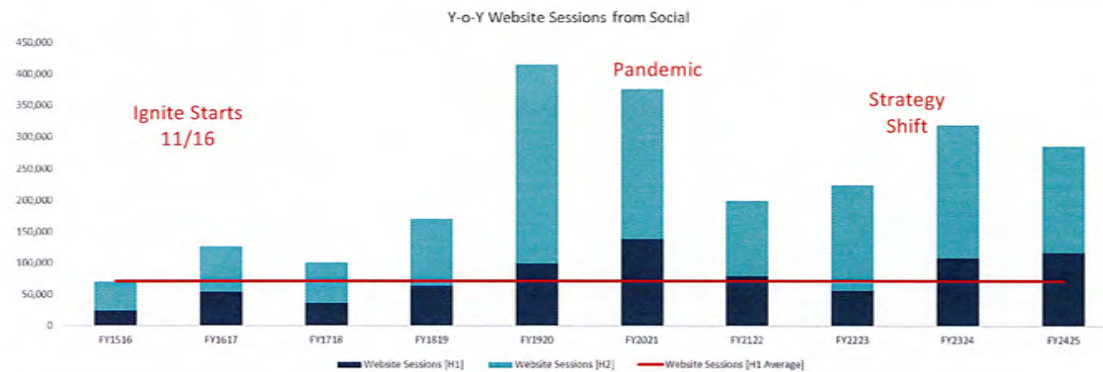
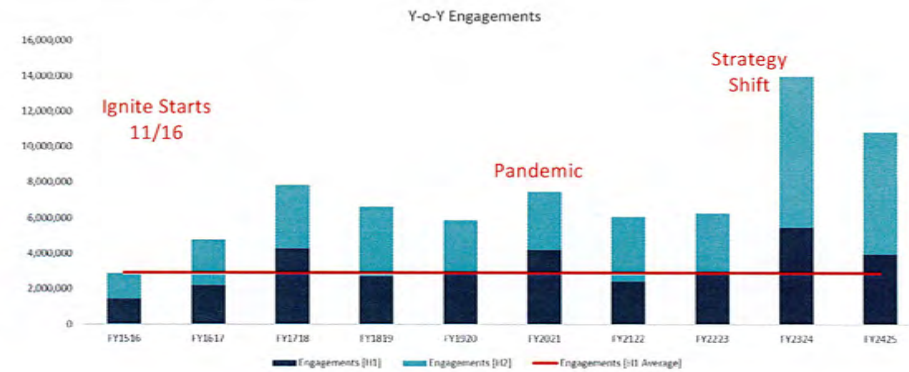
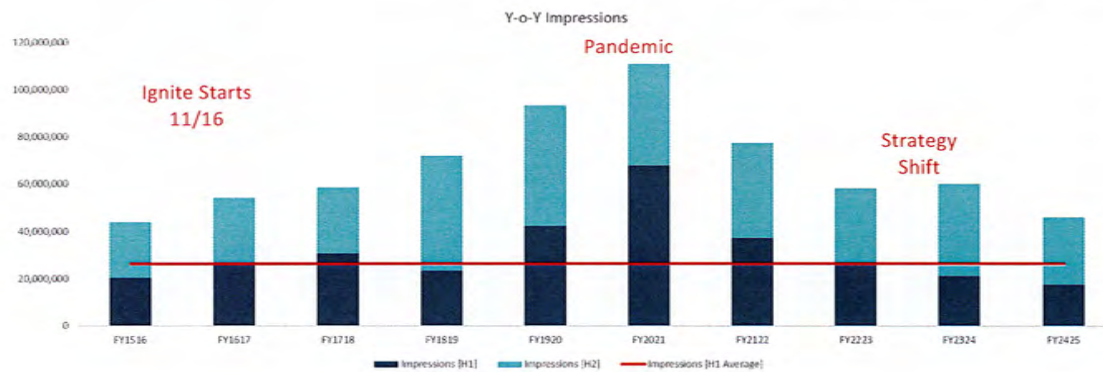
- Continue to promote Outer Edge, utilizing quotes from the most popular episodes.
- With shift to busy season, content messaging will focus heavily on accessibility and voluntourism.
- Continue to highlight upcoming events (i.e., Softshell Crab Week).



OBX Social Performance FY15/16 – FY24/25

H1: July – December
H2: January – July

FY2425 data pictured below represents July 2024 – March 2025

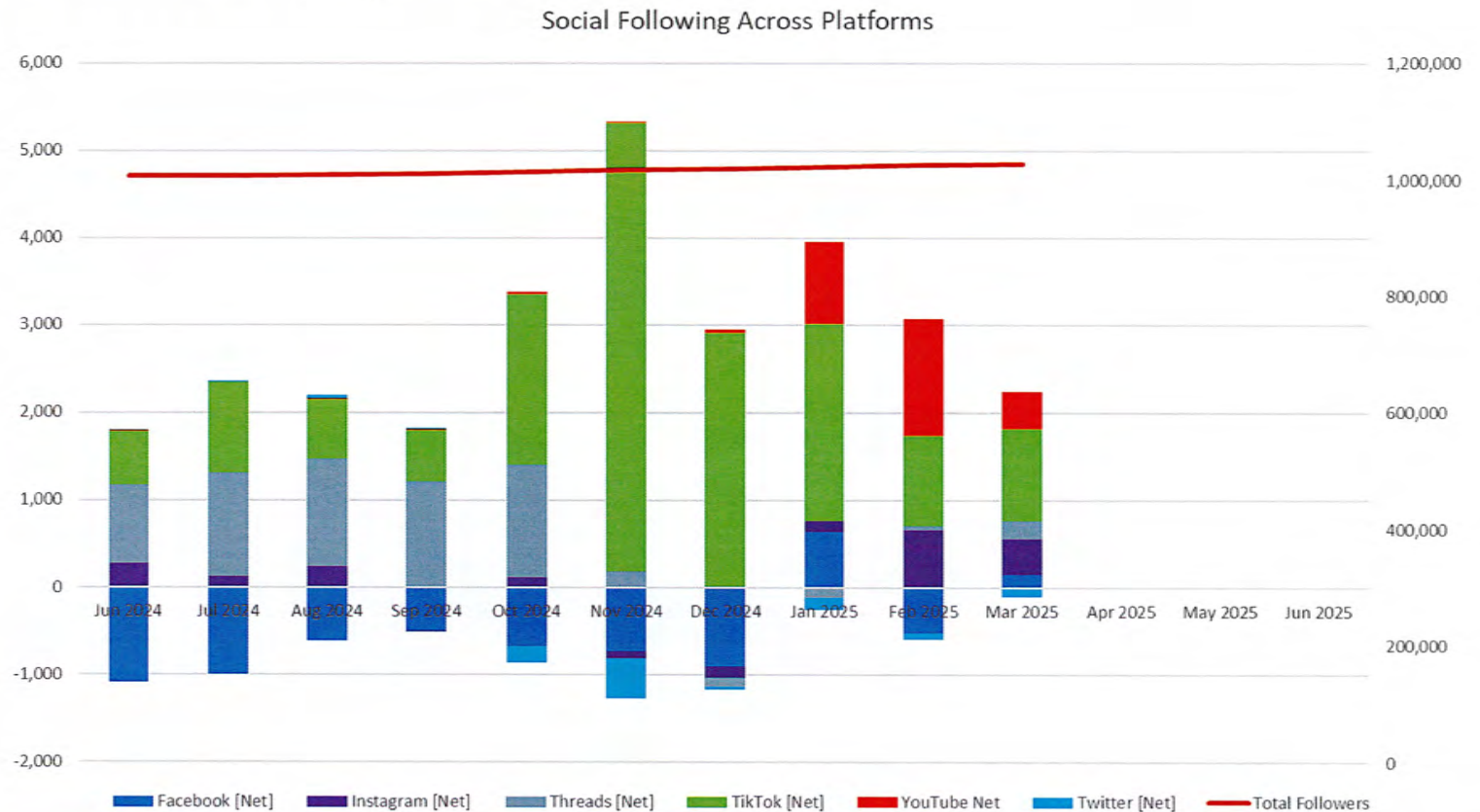




Engage - Community Growth

Highlights:

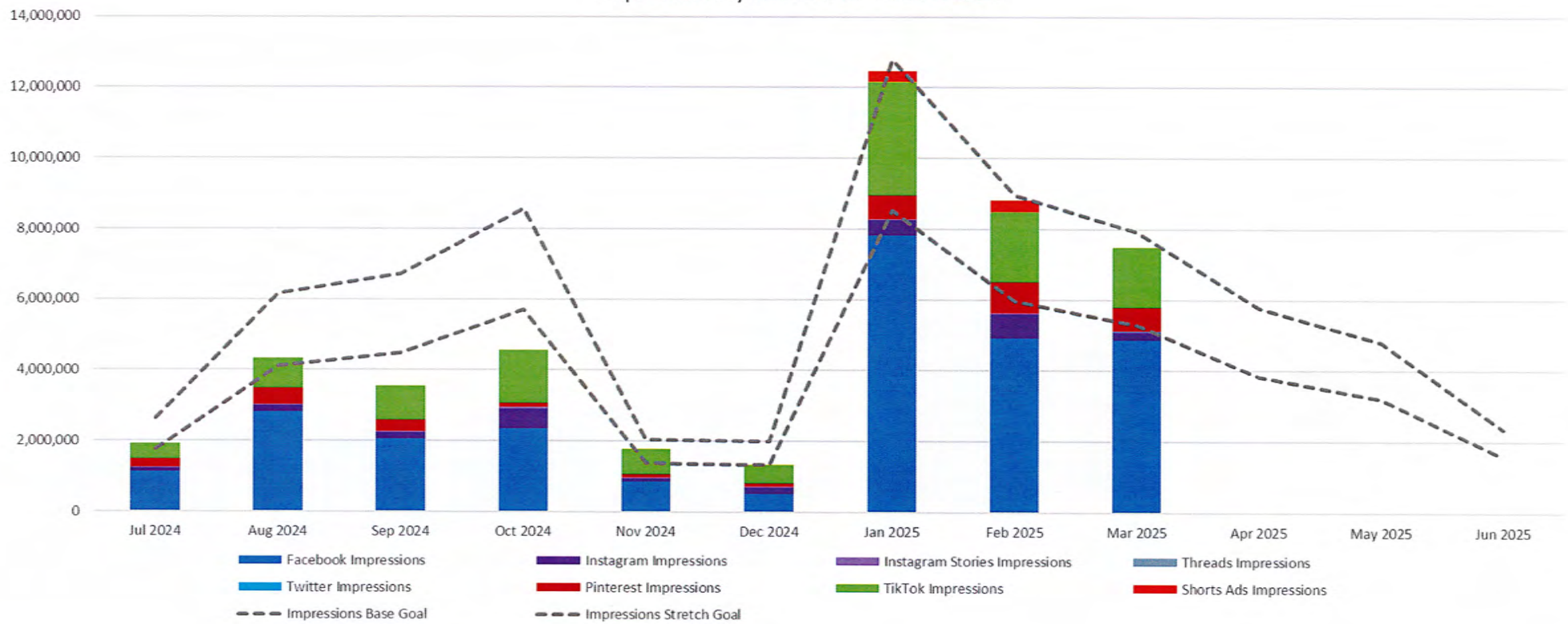
- Growth remained strong on YouTube and TikTok this month.





Connect M-o-M

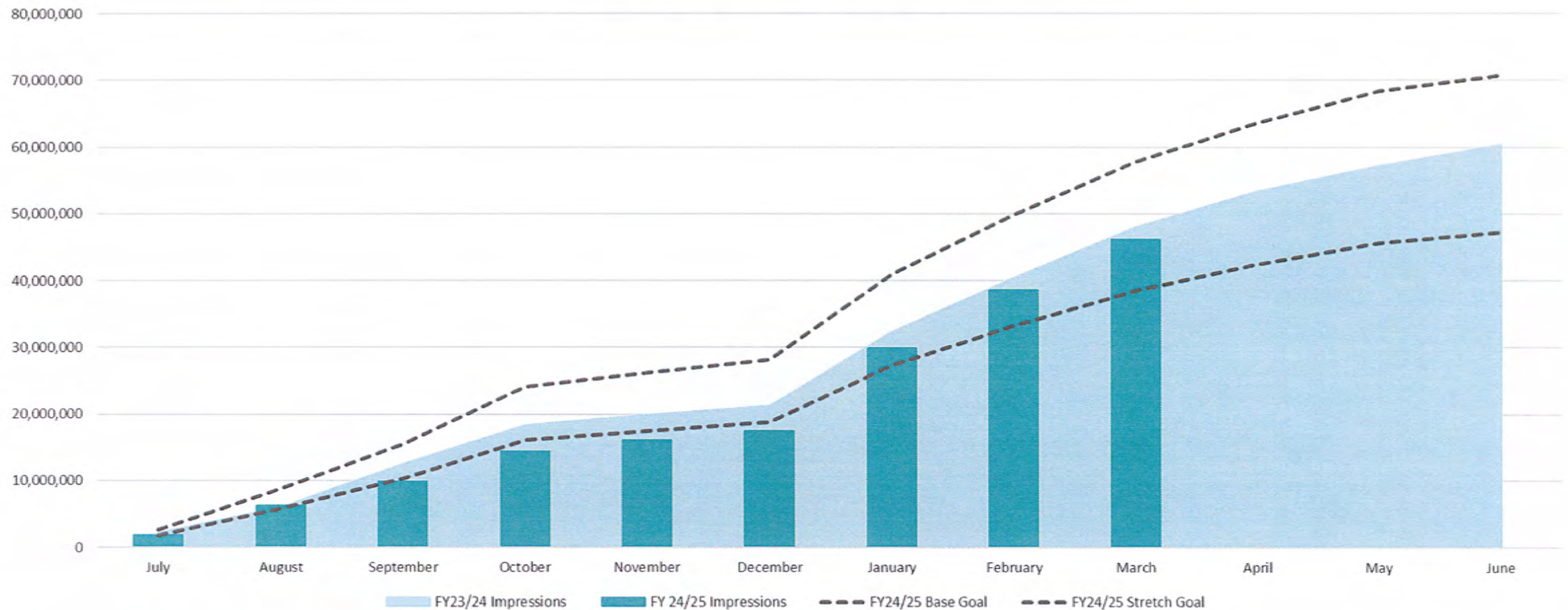
Impressions By Channel vs. Trend To Goal





Connect [Cumulative Performance]

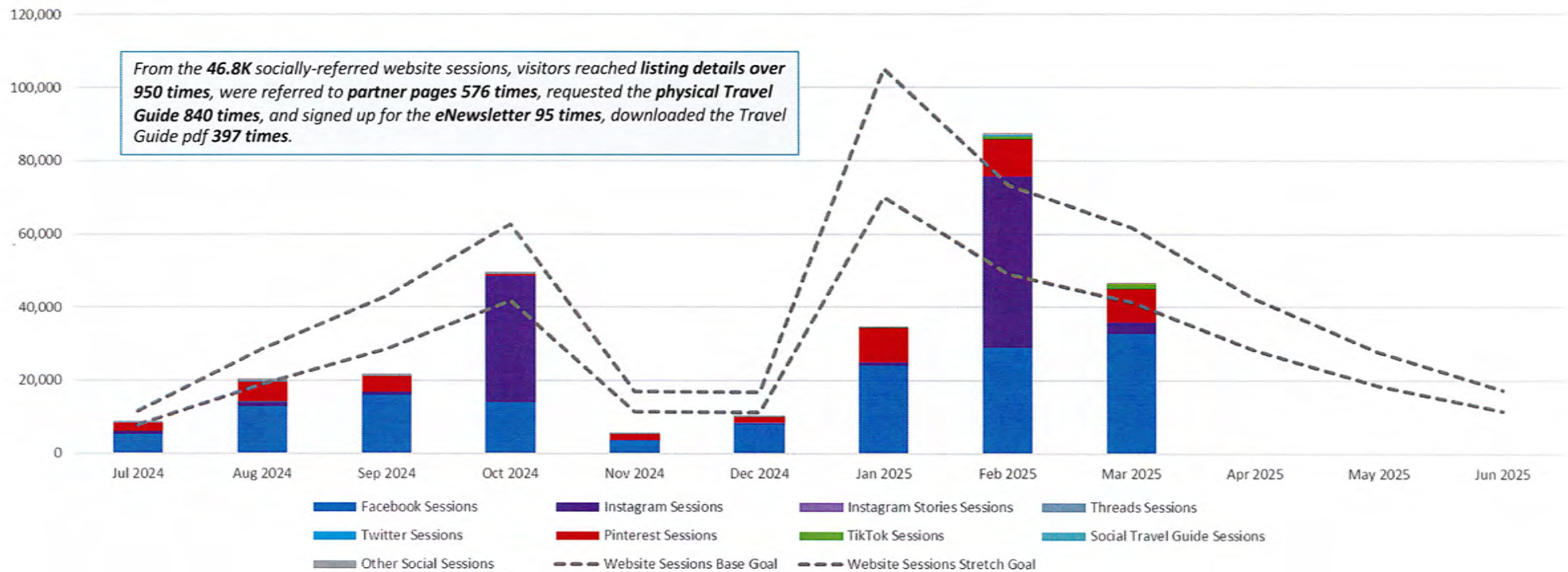
Cumulative Impressions Performance To Goal





Drive Intent

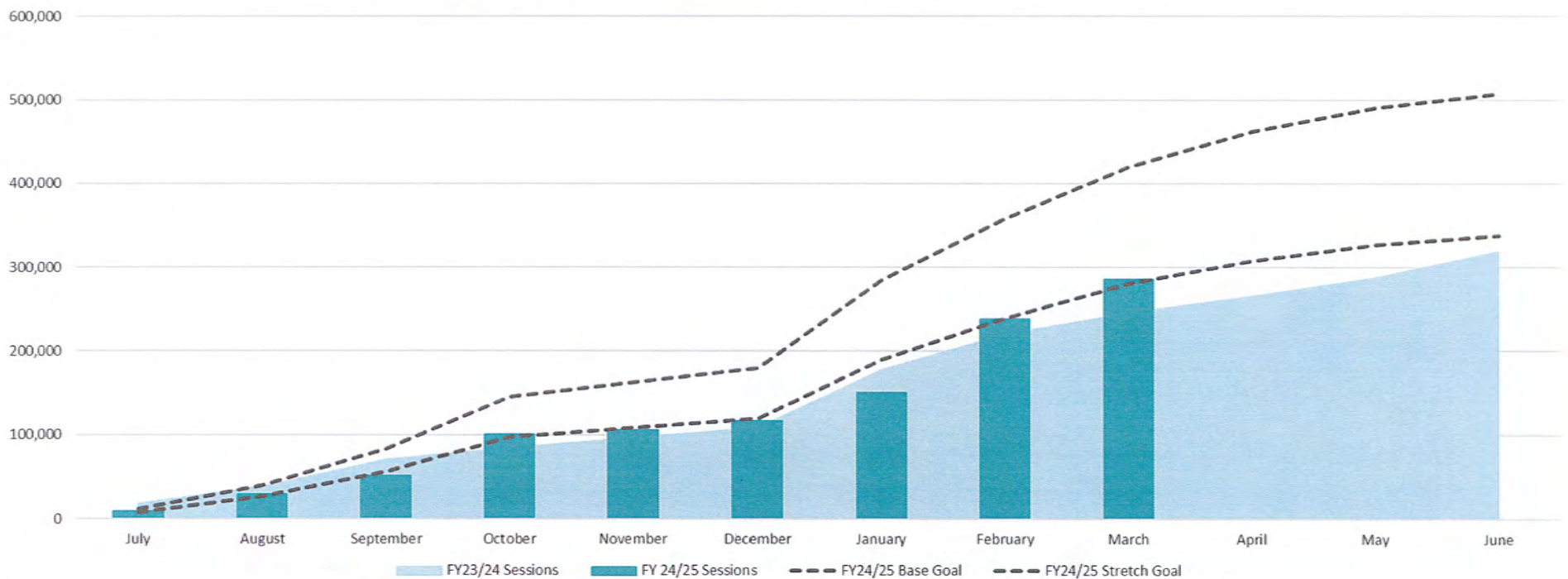
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

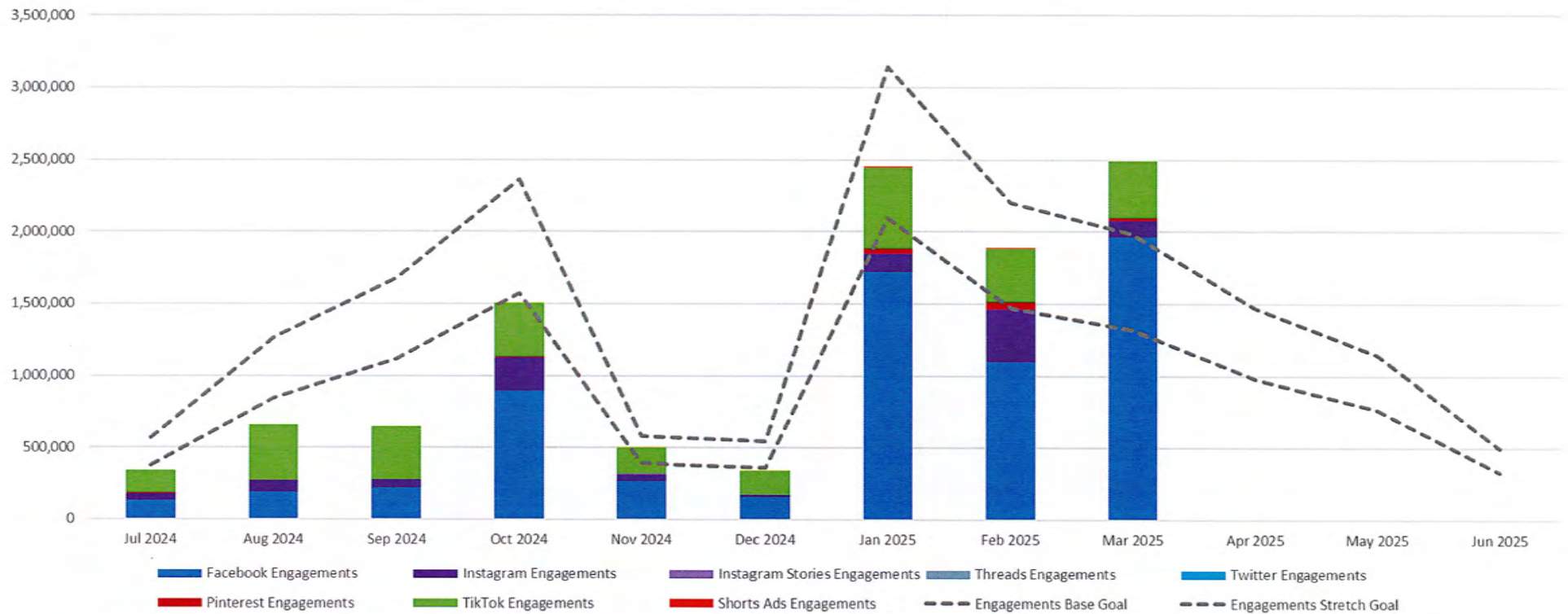
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

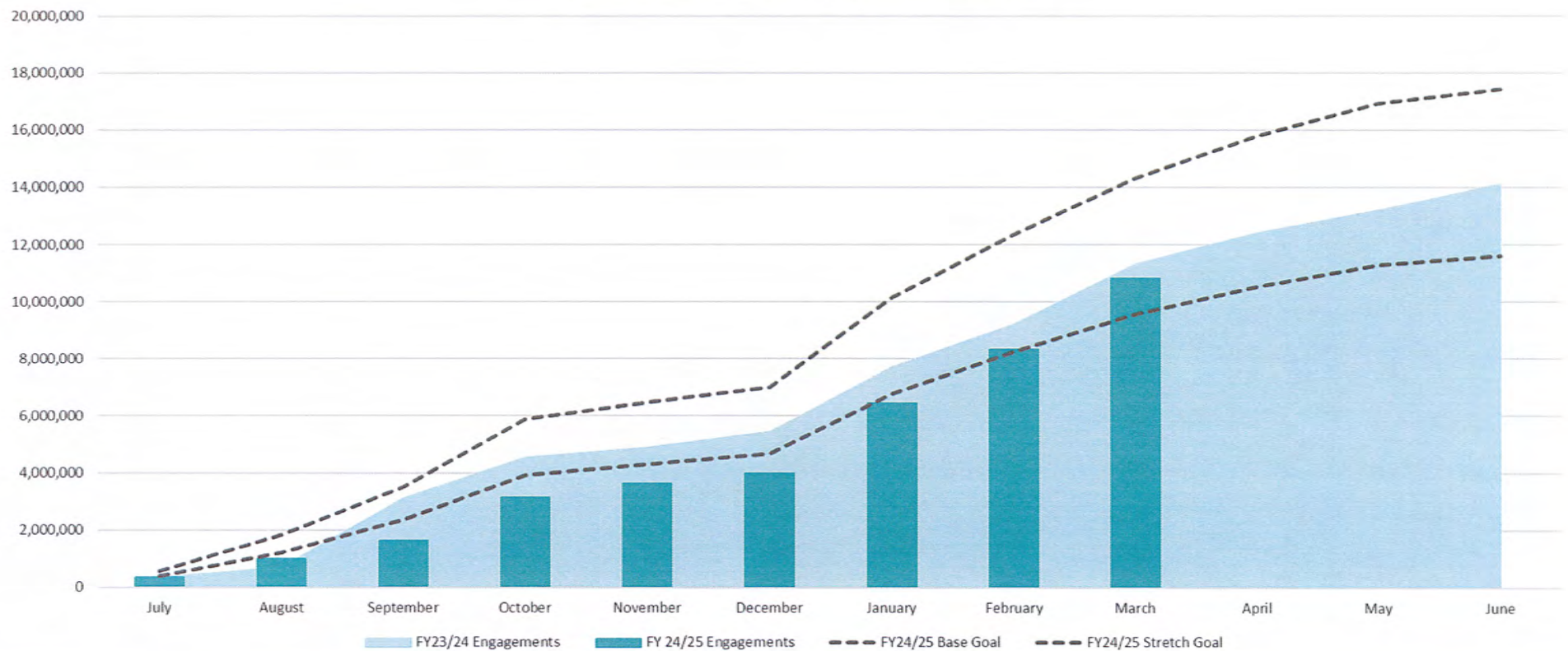
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

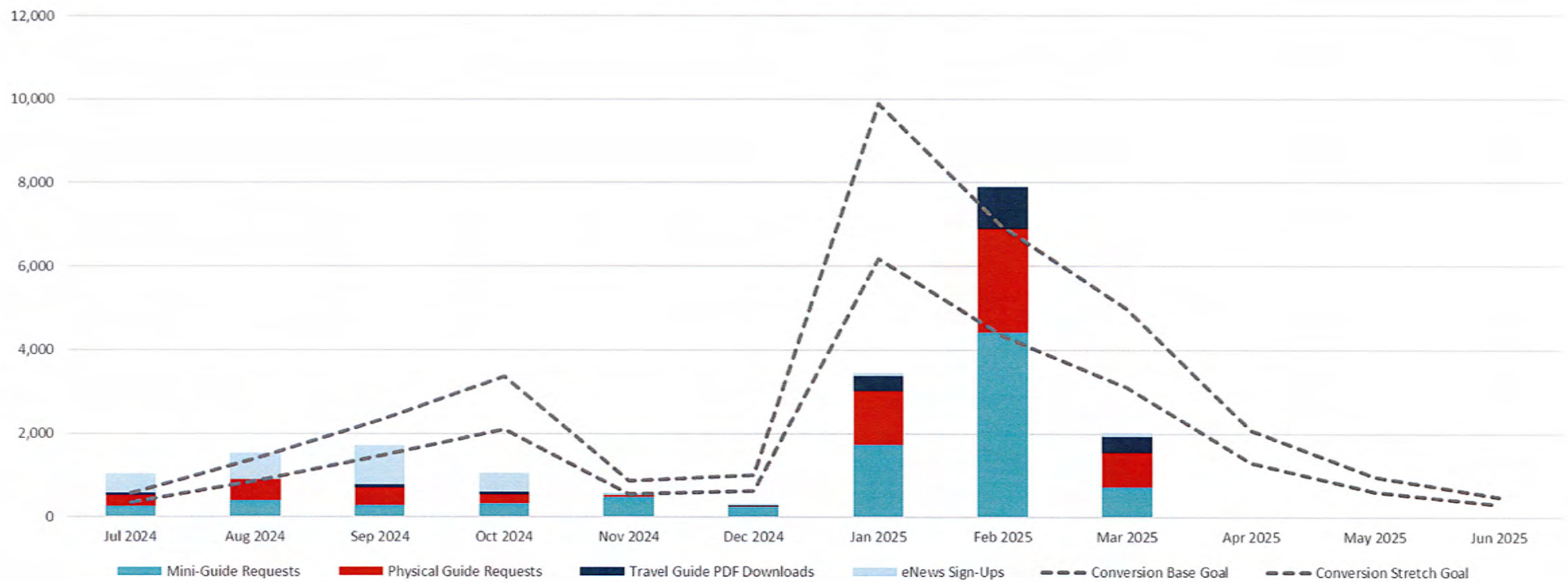
Cumulative Engagements Performance To Goal





Convert

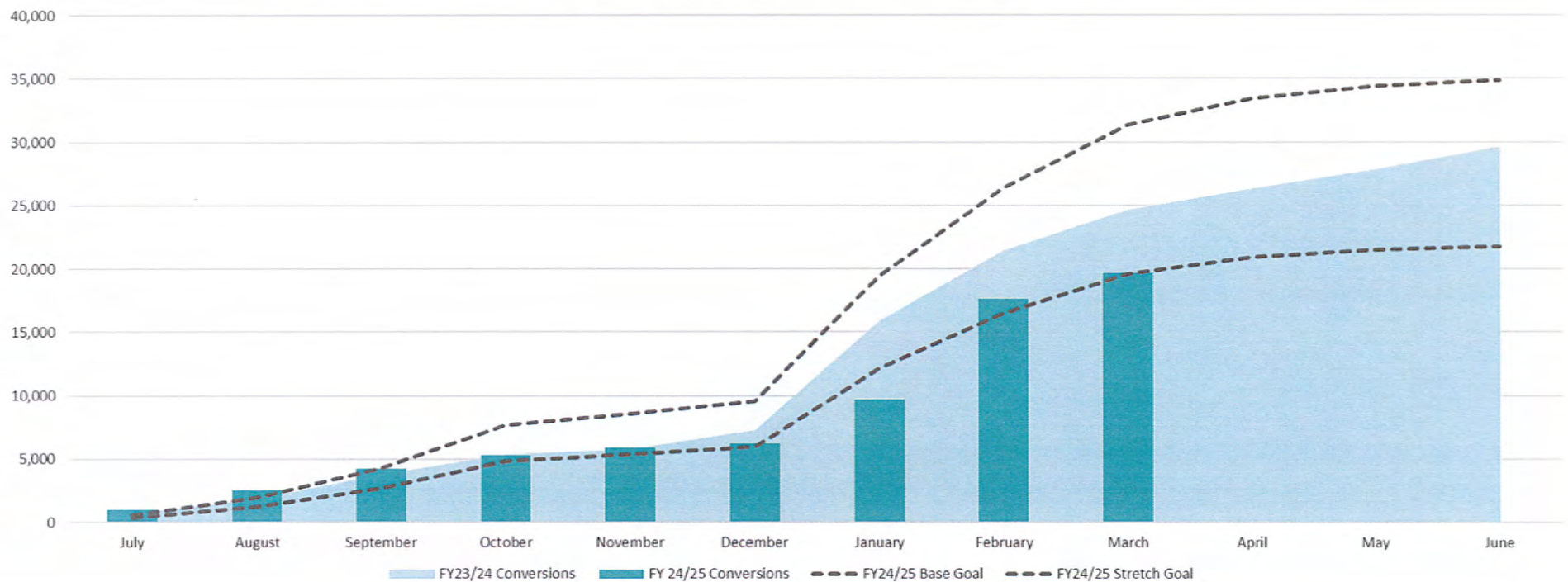
Conversions By Type vs. Trend to Goal





Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal

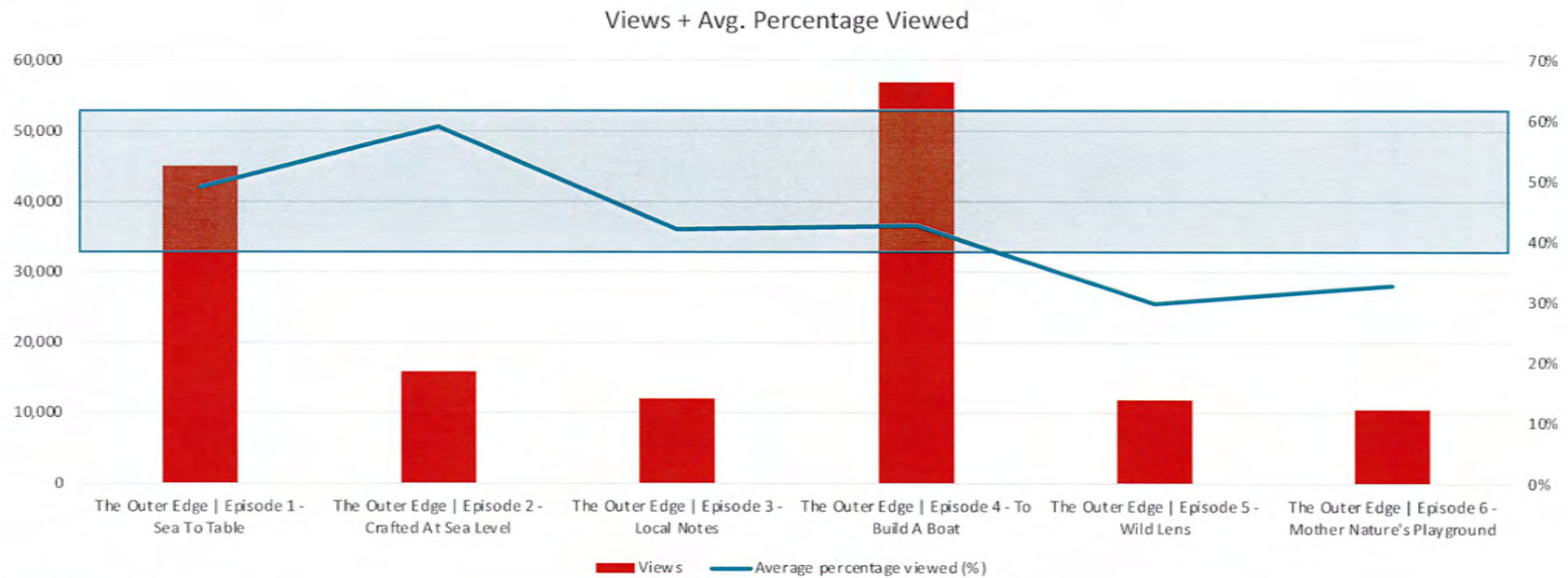




Series Overview

Total YouTube Views¹: 152,172

Avg. % Viewed: **44.1%**(²Above Benchmark)



¹Date of video published to 3/31/2025

²Avg. % Viewed [Benchmark](#) for videos over 5 minutes: 40%-60%

DCTB Special Committee Discusses the Changing Outer Banks Coastline

On April 9, the Dare County Tourism Board Special Committee for the [Outer Banks Long-Range Tourism Management Plan](#) met at the Outer Banks Visitors Bureau administrative offices on Roanoke Island. After a few tourism and community engagement updates from the Bureau, Coastal Studies Institute Executive Director Dr. Reide Corbett and National Park Service Eastern NC Superintendent Dave Hallac led the group through a discussion on our changing Outer Banks coastline, the impacts of sea level rise and coastal erosion in our region and key considerations to take into account as we look into the future.



Next LRTMP Committee Meeting: Wednesday, June 11 (9:00 am) at the OBVB administrative offices



OBVB Seeks Input from Local Nonprofits to Bolster Voluntourism Program

As the Visitors Bureau looks to grow and evolve its [voluntourism](#) efforts to connect visitors with the incredible work that Outer Banks nonprofits do *in* and *for* the community, an online survey has launched that will provide local organizations the opportunity to share vital feedback on how OBVB can better support these groups. If you are a member of the nonprofit community and did not receive the survey, please

reach out to Jeff Schwartzenberg, Community Engagement Manager, at community@outerbanks.org.

3rd Annual Nonprofit Mission Mixer Inspires Storytelling Through Podcasts

More than 75 local nonprofit professionals, board members and volunteers attended the 3rd Annual Nonprofit Mission Mixer on April 3 at the Outer Banks Brewing Station, co-hosted by The Outer Banks Community Foundation and the Visitors Bureau. The event featured remarks from Shea LaFountaine (*History Fix*), Rev. Dr. Michelle Lewis (*Finding Hope in the Climate Crisis*) and Chef Wes Stepp and Celeste Rafferty (*Outer Banks Raw*), who shared their journeys into podcasting and how they're creating meaningful impact.



OBVB Welcomes Friends of the Mountains-to-Sea Trail at Annual Gathering

The Visitors Bureau was a proud sponsor of the [Friends of the Mountains-to-Sea Trail Annual Gathering of Friends](#) event from March 21-23. More than 200 people attended the multi-day event, which featured guided hikes and tours, a welcome reception at Jennette's Pier, an annual meeting at Roanoke Island Festival Park and a group hike to the MST terminus marker at Jockey's Ridge State Park. The Bureau had the opportunity to welcome the group to Dare County, share an episode of *The Outer Edge* (Wild Lens) and introduce them to The Outer Banks Promise destination pledge.



The Outer Banks Promise – Partner Spotlight: Midgett Realty

In addition to Midgett Realty staff collectively making The Outer Banks Promise at their annual holiday gathering in December 2024, they recently created specialty t-shirts for their frontline staff to wear this year, highlighting their specific Promise, which aligns with the company's values and mission. In addition, they have included The Promise in their premium position online ads on Island Free Press.



Upcoming Outer Banks Promise Commitments – Q2 2025:

- First Flight Rotary Club
- NC Aquarium on Roanoke Island
- Ramada Plaza Oceanfront
- Secotan Alliance

Q1/Q2 2025 Community, Stakeholder, Partner – Outreach & Engagement

March 21-22 – Friends of the Mountains-to-Sea Trail Annual Meeting (Sponsor/Presenter)

March 25 – Coastal Environmental Educators Network Meeting (Attendee)

April 2 – Manteo High School Career Fair (Participating Partner)

April 3 – 3rd Annual Outer Banks Non-Profit Mission Mixer (Co-Host)

April 4 – Outer Banks Relief Foundation 20th Anniversary Event (Attendee)

April 6-8 – Visit NC Tourism Conference – Hickory, NC (Attendee)

April 10 – George Washington University Focus Group: Destination Stewardship & Mgmt (Participant)

April 11 – Love the Beach, Respect the Ocean Meeting (Attendee)

April 11 – Dare County America 250 Committee Meeting (Attendee)

April 17 – Science on the Sound – The Cigarette Surfboard Film Screening (Co-Host)

April 24 – Destination Stewardship Bi-Monthly Meeting (Attendee)

May 1 – Community Care Clinic 20th Anniversary Open House (Attendee)

May 9 – Children & Youth Partnership for Dare County 16th Annual KidsFest (Participating Partner)

May 13 – Outer Banks Chamber of Commerce Vibe @5 Mixer (Attendee)

May 30 – Secotan Alliance – In the Spirit of Wingina 2 Event (Attendee)

June 17 – Dare Community Housing Task Force Meeting (Attendee)

June 19 – CSI Science on the Sound Lecture Series: Outer Banks LRTMP (Presenter)



Coastal Studies Institute
A MULTIDISCIPLINARY RESEARCH PARTNERSHIP

The Outer Banks
VISITORS BUREAU
outerbanks.org

Present

THE CIGARETTE SURFBOARD

an environmental surf documentary

THURSDAY, APRIL 17, 2025

THE PIONEER THEATER
109 BUDLEIGH ST., MANTEO

5:00PM-6:00PM | PRE-PARTY IN COURTYARD
- FOOD TRUCK + CASH BAR
- MEET THE FILMMAKER & SHAPER
- CIGARETTE SURFBOARDS ON DISPLAY
6:00PM | WELCOME + FILM SCREENING
7:45PM | Q&A

FREE TO ATTEND | RSVP REQUIRED
SCAN QR CODE FOR TICKETS



PUBLIC RELATIONS REPORT: Apr 2025

BEST LISTS

Condé Nast Traveler | Apr 2025 “The Best Weekend Getaways in the US for a Quick Escape” It’s a long drive—around six hours—Cape Hatteras is still one of the best weekend getaways from DC, thanks to the astonishing views and bracing air of the Outer Banks. The 70-mile-long National Seashore here was the first in the country and is anchored by the landmark Bodie Island Light Station, the tallest lighthouse in the U.S. with more than 200 stairs. <https://bit.ly/4I7SJMh>

**USA Today 10 Best | Apr 2025**

“Duck #8 Best Coastal Small Town for 2025” *Named and famed for the massive flocks of ducks that migrate through the region, Duck has been a paradise for hunting and fishing enthusiasts since the early 20th century. Today, it's better known for its 7-mile beach, sophisticated beachfront rental homes, and its beloved culinary scene.* <https://bit.ly/4js5LCP>

USA Today 10 Best | Mar 2025 “10 Best National Wildlife Refuges” The U.S. National Wildlife Refuge system protects millions of acres of land and water habitat from coast to coast, with at least one refuge in every state. *The 571 refuges in the system, as well as another 38 wetland management districts, protect more than 220 species of mammal, 700 species of birds, over 1,000 species of fish, and 250 reptile and amphibian species. And more than 380 endangered or threatened plants and animals find sanctuary in these special places.* <https://bit.ly/3Ypul9K>

Travel + Leisure | Mar 2025 “12 Best Beaches on the East Coast” Duck, NC – Best for Solo Travelers *With one of the best beaches in North Carolina, this is the type of town where you can really kick back and take it easy.* <https://bit.ly/44jnms4>

U.S. News Travel | Feb 2025 “Outer Banks #1 Best Family Beach Vacations in the USA” *To help you choose a beach destination for your next family vacation, U.S. News considered factors like safe waters, kid-friendly attractions, dining options, spacious accommodations and multigenerational appeal to determine the best family beach vacations in the U.S.* <https://bit.ly/2K0axYe>

U.S. News Travel | Feb 2025 “Outer Banks #6 Best Cheap Family Vacation for 2025” The North Carolina coast’s uncrowded beaches – most of which are free to visit – are its main draw, but families visiting the Outer Banks will also find can’t-miss historical sites, such as the Wright Brothers National Memorial. *After an active day, families can stroll along Duck’s boardwalk or go ghost crabbing. Thanks to the area’s spacious rental options, you can save on lodging by sharing a house with family or friends.* <https://bit.ly/3G4YvOJ>

EARNED MEDIA

Our State | Apr 2025 “29 Beautiful Public Gardens to Explore This Spring” From the Blue Ridge Mountains to the Outer Banks, an incredible array of public gardens awaits anyone eager to celebrate springtime in North Carolina in all its colorful glory. *The Elizabethan Gardens contain 10 acres of seasonal plantings and a lasting tribute to the first English colonists to set foot in the New World: A bronze statue of Queen Elizabeth I, the garden’s namesake, and a white marble statue Virginia Dare, the first English to be born in a New England colony, are the garden’s signature figures.* <https://bit.ly/425uPts>

Condé Nast Traveler | Mar 2025 “8 Best Beaches on the East Coast” Whether you’re looking for a sunny spot your intrepid crew can explore together, or an idyllic stretch of sand where you can find respite, or the inspiration to pen the next Great American novel, our picks for the best beaches on the East Coast have you covered. <https://bit.ly/4iEfWnN>

Islands | Mar 2025 “A Secluded Coastal Village in North Carolina Is A Beautiful Getaway With Small Beach Town Vibes” Hatteras Village is a small community of homes and businesses tucked at the end of Highway 12. <https://bit.ly/4igax68>

MEDIA AND INFLUENCER TRIPS

Visit NC Press Trip | May 8-9, 2025 Aaron and the team are hosting a press visit with journalists selected by the state’s PR team. We’re calling it the Coastal Contrasts FAM tour which includes writers we have worked with before, so we’re anticipating great results.

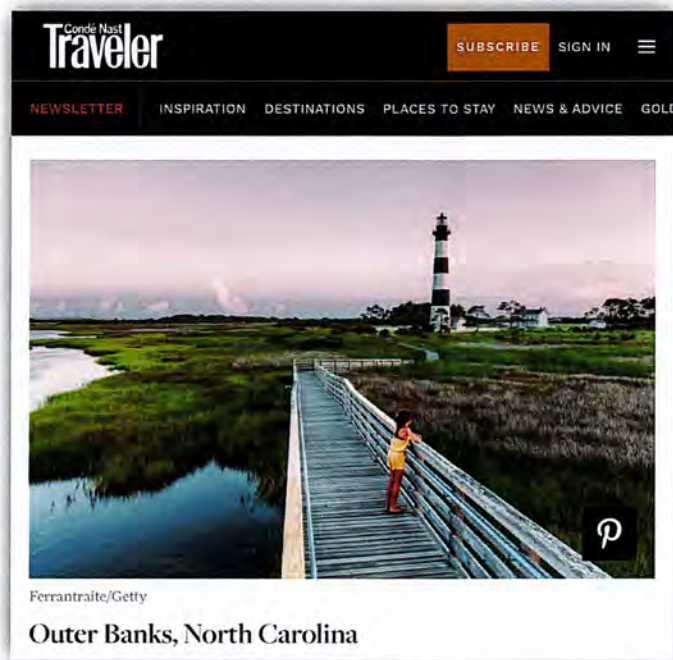
Group Travel Leader | Apr 2025 The group’s publication is focusing on waterfront destinations in the Carolinas in their April issue. We contributed to the article.

EveryQueer | May 23-27, 2025 Aaron met the founder and CEO Meg Ten Eyck at IMM in NYC this January. Meg has been cited as a leading expert in LGBTQ travel and selected as Woman of the Year for Facebook’s initiative with Girl Gone International. We are looking at a press trip that would include content generation for outerbanks.org and social channels.

Travel + Leisure | May 25-28 Aaron and the team are assisting contributor Amelia Edelman for an Outer Banks discovery. Amelia creates content for Travel + Leisure’s social media channels, writes roundup style guides for BBC Travel and essays for Lonely Planet and US News Travel. We’re looking forward to helping her explore the Outer Banks.

UPCOMING MEDIA MISSIONS + MARKETPLACES

Washington DC Media Mission | Apr 16-19 Aaron is one of ten destination PR officials invited by Visit North Carolina to do a media marketplace with Capitol based journalists as part of a drive market strategy.



USA TODAY

10BEST



Most Recent Readers' Choice Awards Results



Photo courtesy of felixmizioznikov / iStock Via Getty Images Plus

2025

SMALL TOWNS

No. 8: Best Coastal Small Town

Duck marks the northern beginning of North Carolina's Outer Banks, that long series of barrier islands that protects the state. Named and famed for the massive flocks of ducks that migrate through the region, Duck has been a paradise for hunting and fishing enthusiasts since the early 20th century. Today, it's better known for its 7-mile beach, sophisticated beachfront rental homes, and its beloved culinary scene.

DESTINATIONS > USA

12 Best Beach Towns on the East Coast, According to Locals

Local travel experts weigh in on the best coastal spots from Maine to Florida for fresh seafood, buzzy boardwalks, and leisurely days under the sun.

By [Lydia Mansel](#) | Updated on February 9, 2025

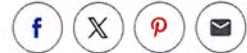


PHOTO: WILLIAM REAGAN/GETTY IMAGES

From the rocky shoreline of New England to the long stretches of white sand in the South, the Eastern Seaboard of the U.S. offers some of the best beach towns in the country.

"East Coast beach towns have a certain distinct charm that you have to experience yourself to fully embrace," says Katie Cosgrove, director of sales and marketing at [Ashore Resort & Beach Club](#) in Ocean City, Maryland.

"These towns tend to be more laid-back, with an appeal for every type of traveler — whether it's families, beach week groups looking for nightlife, couples looking for a getaway, and everyone in between." Most are also relatively close to larger cities like Savannah, Washington, D.C., Philadelphia, and New York City, which "makes for a quick and easy getaway for urban dwellers," she says. Cosgrove and other local experts share their picks for the best beach towns on the East Coast.

- Best tourist destination: Palm Beach, Florida
- Underrated hidden gem: Tybee Island, Georgia
- Best for families: Ocean City, Maryland
- Best for couples: Chatham, Massachusetts
- Best for solo travelers: Duck, North Carolina

05 Duck, North Carolina

of 12



PHOTO: VISIT NC

For "a mix of adventure and relaxation," Cosgrove recommends this beach town in the Outer Banks. With one of the [best beaches in North Carolina](#), this is the type of town where you can really kick back and take it easy. If you prefer to spend your vacation days on the move, take a spin around town on a bike (you can rent one from [Duck Cycle](#)), head out on the water with [Nor' Banks Sailing & Watersports](#), or get your steps in while exploring the [Town Park and Boardwalk](#). If you end up craving something sweet, [Duck Donuts](#) is Cosgrove's favorite for hot doughnuts made to order.

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Rankings / USA / Best Family Beach Vacations ...

Best Family Beach Vacations in the U.S. for 2025

By Elizabeth Von Tersch

Reviewed by Nicola Wood

Last updated on Feb. 14

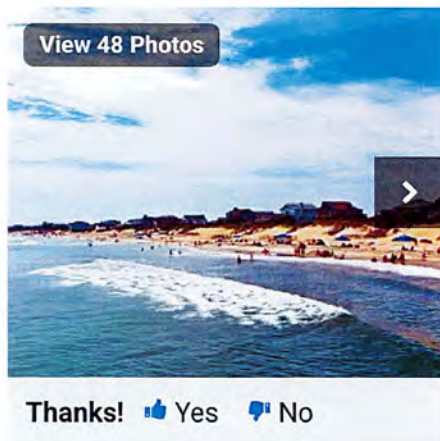


Characterized by carefree days along the water, casual attire and an unhurried itinerary, beach vacations allow families to focus on quality time.

To help you choose a beach destination for your next family vacation, U.S. News considered factors like safe waters, kid-friendly attractions, dining options, spacious accommodations and multigenerational appeal to determine the best family beach vacations in the U.S. Weigh in by voting below, then use this ranking to plan your upcoming travels. And before you zip up your suitcase, consult this [beach packing list](#) to make sure you have all of the essentials.

[Read Best Vacations Methodology »](#)

SUMMARY ▼



Outer Banks

#1 in Best Family Beach Vacations in the U.S. for 2025

Outer Banks is home to some of the best [East Coast beaches](#), lauded for their consistent yet manageable waves and verdant landscapes. You can also count on this group of North Carolina barrier islands to deliver great summer weather (think: highs in the 80s). Plan on renting a cottage or condo for more space without being too far from the beach. For lots of sand to stretch out on and build sandcastles, visit Nags Head's wide shores and sand dunes. Or, head to Kitty Hawk or Kill Devil Hills for easy beach access and lifeguards on duty. [Read More »](#)

Best Hotels

Flights

Things To Do



DESTINATIONS > UNITED STATES > NORTH CAROLINA

A 'Secluded' Coastal Village In North Carolina Is A Beautiful Getaway With Small Beach Town Vibes

By Matt A. Claiborne

March 8, 2025 5:00 pm EST



Tom Worsley/Shutterstock

Everyone has a picture in their mind of what the perfect Outer Banks getaway looks like. For many, it involves roaming down North Carolina Highway 12 and stopping by [artsy beach towns with waterfront shopping and dining](#). Nags Head, Kitty Hawk, Corolla, and Duck are popular spots along the way. But if you keep driving south, you eventually come to the tip of land known as Cape Hatteras on Hatteras Island.

It's marked by America's tallest brick lighthouse, a distinctive 208-foot-tall landmark that's hard to miss. Despite its name, the lighthouse is located near the town of Buxton. Several more villages continue along the island, but the last one, where the road ends at a ferry ramp, is a real treasure: Hatteras Village.

The village is located within the boundaries of Cape Hatteras National Seashore. With a permit, off-road vehicles (ORVs) can explore miles of the Outer Banks beaches in the area,



Islands

the island is quieter, with miles of beautiful beach shaped by those incredible sea breezes.

The 'best' beaches, 'stays,' and 'activities' in 'Hatteras Village'



Hatteras Village is a small community of homes and businesses tucked at the end of Highway 12. The Outer Banks Scenic Byway meanders around the island, lined with shops, restaurants, and a few inns. Residential streets branch off, some toward the beach, some along the inner sounds and marshes. Near the Hatteras Ferry Terminal, you'll find Beach Ramp 55 for ORVs and a parking lot for the rest of us. The beach here is wide open, with homes stretching east and nearly 2 miles of undeveloped dunes going west.

Despite the small size and quiet location, this little beach town has everything you need for a perfect getaway. The Village Market Red and White has your groceries and provisions, and several eateries have fresh, right-off-the-boat seafood. Hatteras Sol Waterside Grill is one of the top picks in town, with a near five-star rating on Google. As for accommodations, there are several inns available, including The Atlantic, which received the TripAdvisor Traveler's Choice Award for 2024. Plus, countless rental properties are available, from bargain condos to three-story beach houses with wrap-around porches and ocean views.

Activities in Hatteras start with simply relaxing and unwinding — many rentals come with patios featuring outstanding ocean views. But once you've found the bottom of that cup of coffee, there's exploring and beachcombing to do, too. The village is a hub for deep-sea fishing enthusiasts, and charters are available at the marina area. There are more miles of



Islands

shipwrecks over the centuries on the shifting shoals here.

Tips' for' the' perfect' Outer' Banks' getaway



Jeff Yount/Getty Images

It's a long drive to get to Hatteras Village. In fact, it's about the most remote island you can drive to without getting on a ferry. It lies at the southern end of the Outer Banks Scenic Byway (North Carolina Route 12) and is the departure point for one of the three ferries to [Ocracoke Island, one of the Outer Banks' least visited](#) spots. The nearest major cities are Norfolk and Raleigh, three and four hours away by car, respectively.

The Outer Banks is known for its vacation rental market. Many of the towns in the area are filled with properties, and some families return to their favorite spot year after year. Camping is another popular option, and there are several beachside campgrounds between the village and the neighboring towns of Frisco and Buxton. Holiday weekends and summer vacations mean crowds in most Outer Banks towns. That's not a problem once you get there, but traffic can be miserable if you hit the rush. There are only two roads in and out. Most one-week vacation rentals start and end on Saturdays, making travel on that particular day rough. For a more leisurely drive, try starting and ending your stays on a Sunday or even mid-week.

The weather makes the Outer Banks enjoyable year-round, but, like any beach town, it's most popular in the summer months. Crowds are thinned out between Labor Day and Memorial Day, so spring and fall are excellent times for a quieter escape. The ideal time to visit for maximum beach fun is August or September.



Ferrantraite/Getty

Outer Banks, North Carolina

Wind-whipped summer climes plus a central location along the coast make for the **Outer Banks**'s ideal **surfing** conditions, a pleasantly surprising bonus to a beach on this side of the country—and get used to it—because when it comes to the marvelously unexpected, the Outer Banks is brimming. In the same visit, you might catch a herd of wild horses running about the grounds and examine a historic shipwreck resting beneath swarming schools of fish while **snorkeling**. On your way down the Outer Banks Scenic Byway, you'll find towering dunes that rise nearly to the height of some of the region's storied lighthouses. This is a destination for nature lovers wishing to immerse themselves in an ecosystem that balances all walks, swims, and flights of life.

Stay here: This **three-bed rental in Duck Beach** is great for those planning a completely car-free visit as it sits both steps away from the beach and downtown Duck. And with a wraparound porch and a pet-friendly policy, why not invite the whole family?

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2025 Readers' Choice Awards Survey



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NEWS & ADVICE

The Most Exciting Hotel Openings of Spring 2025

TODD PLUMMER



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Photo courtesy of Kannan Sundaram / iStock Via Getty Images Plus

No. 8: Pea Island National Wildlife Refuge



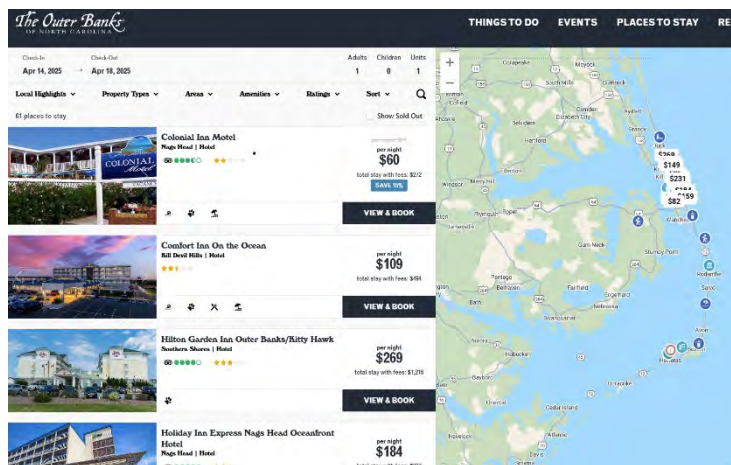
Rodanthe, North Carolina

The Pea Island National Wildlife Refuge is located on North Carolina's Outer Banks and spans approximately 5,000 acres of diverse habitats including salt marshes, dunes, maritime forests, and ponds. Serving as a nesting, resting, and wintering area for migratory birds along the Atlantic Flyway, visitors can observe impressive flocks of swans, ducks, and other waterfowl, in addition to other wildlife like river otters and sea turtles.

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – APRIL 2025

INDUSTRY RELATIONS | RIPE Booking Engine | Available soon for Hotel/Motel & B&B's:

The Outer Banks Visitors Bureau is excited to team up with RIPE Booking Solutions to offer a new way for travelers to book directly with our local **hotels, motels, and B&Bs**. This easy-to-use platform connects straight to each property's booking system, so visitors can see real-time availability and prices—and book right on outerbanks.org. It's a great way to make sure more of that spending stays local. This partnership also makes planning a trip to the Outer Banks even easier. With no third-party booking sites or extra fees for the hotels, motels and B&B's, travelers get a smoother experience and better rates, while local lodging partners keep full control of their reservations. Our staff has been working diligently with RIPE and our website team to upload accommodation details and ensure filters like location, amenities, and property type are accurate and user-friendly.



The booking engine can be found on the hotel/motel pages and B&B pages of outerbanks.org. RIPE is slated to go live the week of April 21st if not before.

INDUSTRY RELATIONS: OBX Soft-Shell Week | May 12 – 17, 2025

We're kicking things up a notch for this year's Soft-Shell Week, now officially called ***the Outer Banks National Soft-Shell Week!*** Set for May 12–17, 2025, we've refreshed the look with a revised logo. Over 20 Restaurants have signed up to feature a soft-shell crab dish and be part of the fun, with free promotion through radio, social media, email, and even a spot on Hampton Roads TV show. Diners can vote for their favorite dish online, and the winner takes home the "Best Soft-Shell Dish" trophy. We're also updating our interactive map and event webpage, as well as printing event posters to help spread the word. It's shaping up to be a fun, flavorful week that supports our local crabbers, food scene and gives visitors another great reason to come hungry to the OBX.



INDUSTRY RELATIONS | OBX Tourism Summit | Thursday, November 6, 2025:



Mark your calendars for the 11th Annual OBX Tourism Summit, which will take place on **Thursday, November 6th**, from **8:30 a.m. to 3:00 p.m.** at the Hatteras Marlin Club in Hatteras Village. Planning is well underway as we develop an engaging theme and line up dynamic speakers for what promises to be an insightful and

inspiring event. This year, we're exploring timely topics such as practical uses of AI in daily workflows, an economic update for our market and Visitor Bureau updates, including our latest marketing strategies and plans. This is a can't-miss opportunity for tourism professionals across Dare County to connect, learn, and prepare for the year ahead. Stay tuned for more details soon!

TOURISM SALES | Future Trade Show Dates and Locations:

Bureau Staff is currently scheduled for the following industry shows:

- June 14-18, 2025: US Travel's IPW, Chicago, IL
-

The Soundside Event Site | 2025 Events Calendar:

Attached is our calendar for the Soundside Event Site 2025 season. Please feel free to let us know if you have any questions.

2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
Outer Banks Bronco Beach Bash	Saturday April 12 -Sunday, April 13, 2025	10:00am - 5:00pm	550 participants	Brad Hoffman - 443-366-5944	Friday, April 11 - Sunday, April 13, 2025
Soundside Market	Saturday, April 19, 2025 (rain date: April 26, 2025)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, April 19, 2025
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 3, 2025	10:00am - 6:00pm	750-1000	Michael Tillett -252-305-5789	Monday, April 28 – Monday, May 5, 2025
Sumospeed Beach Bash	Saturday, May 31, 2025	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, May 31, 2025
Soundside Fun Fair	Thursday, June 5-Sunday, June 8, 2025	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 3 – Monday, June 9, 2025
Soundside Market	Wednesday, June 18, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 18, 2025
Soundside Market	Wednesday, June 25, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 25, 2025
Soundside Market	Wednesday, July 2, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 2, 2025
Soundside Market	Wednesday, July 9, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 9, 2025
Soundside Market	Wednesday, July 16, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 16, 2025
Soundside Market	Wednesday, July 23, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 23, 2025
Soundside Market	Wednesday, July 30, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 30, 2025
Soundside Market	Wednesday, August 6, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 6, 2025
Soundside Market	Wednesday, August 13, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 13, 2025
Soundside Market	Wednesday, August 20, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 20, 2025
OBX Multi-Hull Sailfest (canceled)	Friday, September 5 – Sunday, September 7, 2025	9:00am – 5:00pm	200	Hardy Peters – 252-489-3491	Thursday, September 4 – Sunday, September 7, 2025
OBX Jeep Invasion	Friday, September 19 - Saturday, September 20, 2025	9:00am - 5:00pm	1000 (not all at one time)	Steve House - 252-305-9258	Thursday, September 18 - Sunday, September 21, 2025
Garage Band Charities Cruise	Saturday, October 4, 2025	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 3 - Sunday October 5, 2025
WingFling OBX (tentative)	Saturday, October 11, 2025	1:00pm - 6:00pm	500-750	Aaron Flahardy	Friday, October 10 - Sunday, October 12, 2025
Outer Banks Seafood Festival	Saturday, October 18, 2025	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 14-Wednesday, October 22, 2025
OBX Brewtag	Saturday, October 25, 2025	11:00am - 6:00pm	2000-3000	James Kahle - 252.305.0005	Thursday, October 23-Monday, October 27, 2025
OBX Show Fest	Friday, November 8 - Saturday, November 9, 2025	9:00am - 5:00pm	1000	Eric Czap - 910.398.5011	Friday, November 8 - Sunday, November 10, 2025
Soundside Holiday Market	Sunday, November 23, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 23, 2025
Soundside Holiday Market	Sunday, November 30, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 30, 2025
Soundside Holiday Market	Sunday, December 14, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 14, 2025