



# Dare County Tourism Board Meeting

June 19, 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, JUNE 19, 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 the May 15, 2025 Meeting
- V. Public Comments
- VI. Chair/Steering Committee Report
  - 1. Tourism Impact Grant Extension Request Recommendations
  - 2. Boardwalk Project Timeline
- VII. Budget & Finance Report
  - 1. Monthly Reports
  - 2. Adoption of Fiscal Year 2025-2026 Budget Ordinance
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment



**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, MAY 15, 2025  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:** Dennis Robinson, Chairman; Tod Clissold, Treasurer; John Head, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Mark Batenic, Brenda Chasen, Terry Gray, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** David Hines, Vice Chair.

**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 Schwartzenberg, Community Engagement Manager

**OTHERS ATTENDING:** None.

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

**APPROVAL OF AGENDA:** Mr. Siers moved to approve the agenda. Second by Mr. Gray. There was no discussion. The motion passed unanimously (12-0).

**APPROVAL OF MINUTES:** Mr. Hess moved to approve the meeting minutes from March 20, 2025 meeting. Second by Ms. Chasen. There was no discussion. The motion passed unanimously (12-0).

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

**CHAIRMAN'S REMARKS:** The Chair noted that 54 boats were registered and participating in the Hatteras Village Offshore Open.

**BUDGET AND FINANCE REPORT:** Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .87 % compared to 2023-2024. Board members discussed bookings for the late spring and summer and new rules being proposed by the North Carolina Realtors Association regarding licensing operators of Airbnb's.

**PUBLIC HEARING ON PROPOSED FISCAL YEAR 2025-2026 BUDGET:** At 9:15 a.m. Mr. Hess moved to open the Public Hearing for the proposed Fiscal Year 2025-2026 budget. Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

The Chair called for comments from the public. No comments were made. No written comments were received.

Mr. Hess moved to close the Public Hearing. Second by Mr. Batenic. There was no discussion. The motion passed unanimously (12-0). The Public Hearing closed at 9:16 a.m.

**BUDGET AND FINANCE REPORT (continued):** Diane Bognich reviewed the second draft of the proposed Fiscal Year 2025-26 budget, which included additional salary adjustment and funds for an additional [new] welcome sign at Aycock Brown Welcome Center.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles reviewed the thinking that led to, and the process for evaluating the StaySense booking engine. This process included meetings, discussions, and a poll of the short term rental companies (results of poll on file in the Outer Banks Visitors Bureau Administrative Offices) The Board discussed the pros and cons of the booking engine, noting that there were technological issues that the company currently addressing. The Board reached consensus that it would not pursue the booking engine at this time.

Lee Nettles then reviewed the recent Marketing Committee meeting and planning for Fiscal year 2025-26 marketing and the upcoming Hampton Roads Show week-long focus on the Outer Banks.

Jeff Schwartzenberg noted that the Bureau had adopted a beach along the Cape Hatteras National Seashore and the first beach clean-up day would be May 28<sup>th</sup> [this was later postponed to June 3 due to weather], and participation in KidsFest at Roanoke Island Festival Park.

Lorrie Love noted the upcoming OBX Tourism Summit on November 6, 2025 at the Hatteras Marlin Club, the Ripe booking widget for hotel/motels soft launch, and the event site calendar.

Aaron Tuell noted “Top Ten” stories in Newsweek and Southern Living, ongoing work with the Hampton Roads show, and upcoming articles.

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

**NEW BUSINESS:** Lee Nettles reviewed the letter opposing tolls on the Hatteras Ocracoke ferry (on file) The Board discussed how other areas are tolled, the previous times a toll was proposed, if a toll would really have an impact on visitor spending, and state statutes on providing free access when alternate routes do not exist.

Mr. Overman moved to approve the letter opposing tolls on the ferry. Second by Mr. Hess. There was no further discussion. The motion carried 11-1 (nay: Mr. Head).

Lee Nettles reviewed that seismic testing and offshore drilling along the East Coast was  
Previous resolutions from the Board opposed

Mr. Clissold moved to update Resolution 2018-1, opposing offshore exploration for natural gas and/or oil, and 2018-1, opposing seismic testing. Second by Mr. Overman. There was no discussion and the motion passed unanimously.

**BOARD MEMBER COMMENTS:** Mr. Ballog announced that 36 restaurants were participating in the 2<sup>nd</sup> Annual National Soft Shell Crab Week, and new billboard on Hwy 64 west promoting the 12 Bars of Christmas.

Ms. Cohen noted that the motels/hotels were preparing for the summer season.

Mr. Wheless noted the YouTube channel for Peter Santenello, and his interviews with people on the Outer Banks.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, June 19, 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: a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board



## Town of Kitty Hawk

Post Office Box 554, 101 Veterans Memorial Dr  
Kitty Hawk, North Carolina 27949  
Ph: 252-261-3552 Fax 252-261-7900  
[www.kittyhawknc.gov](http://www.kittyhawknc.gov)

**Mayor**  
Craig Garriss

**Mayor Pro Tem**  
Jeff Pruitt

**Councilman**  
David Hines

**Councilman**  
Dylan Tillett

**Councilwoman**  
Charlotte Walker

**Town Manager**  
Melody Clopton

**Town Clerk**  
Lauren Garrett

**Town Attorney**  
Casey C. Varnell

At their 6/10/25 meeting, Steering Committee recommended granting an extension to June 30, 2026.

April 7, 2025

The Outer Banks Visitor Bureau  
Attention: Diane Bognich  
Director of Administration  
1 Visitor Center Circle  
Manteo, NC 27954

REF: Grant award for the highway I58 Multi-Use Path Project

The Town of Kitty Hawk requests an extension for the grant. The I58 multi-use path project is in the early stages and will not be completed by June 2025. We appreciate the financial support the Tourism Board provides to the Town on numerous projects.

Sincerely,

Melody C. Clopton, SPHR, PSHRA-SCP  
Town Manager

May 20, 2025

Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954  
Attn: Diane Bognich, Director of Administration

At their 6/10/25 meeting, the Steering Committee recommended withdrawing the previous extension request [extension to October 31, 2025] and granting a new extension to June 30, 2026.

Dear Diane,

I am writing to request withdrawing our initial request for an extension to our Tourism Impact Grant, generously provided by the Outer Banks Visitors Bureau, for Outer Banks Forever's Accessible Restroom and Shower Facility project at Old Lighthouse Beach in Buxton, North Carolina. Instead, I am requesting an extension through June of 2026 for this grant. This project, which is currently in progress, will provide vital, much requested accommodation for our community, and is aimed at enhancing the park visitor and beachgoer experience and promoting sustainable tourism.

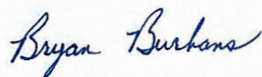
Due to an unexpected change in the construction, we expect the revised project completion date to be no later than next summer (2026). We are working diligently with our National Park Service partners to streamline the process and to ensure these new facilities meet the highest standards of accessibility and safety for all park visitors and beachgoers.

We are grateful for the support and funding from the Outer Banks Visitors Bureau, which has been critical in advancing this project. This new extension will allow us to fully address the project effectively and guarantee that the new restroom and shower facilities will provide a lasting benefit for both residents and visitors to the Outer Banks.

Additionally, I am the new Director of Outer Banks Forever, and as such, I am the authorized signer for any amendments required by the Visitors Bureau. We welcome feedback and are happy to meet any additional requirements and/or provide any documentation needed to facilitate this extension request. Please let me know if you have any questions or would like more information.

Thank you again for your understanding and for your continued support. We are confident that, with this extension, our Accessible Restroom and Shower Facility project will be a resounding success, enhancing the experience for everyone who spends time at Cape Hatteras National Seashore for years to come.

Sincerely,



Bryan Burhans  
Director, Outer Banks Forever

At their 6/10/25 meeting, the Steering Committee recommended an extension to June 30, 2026, with fundraising efforts completed as stated in request.



Everyone's Playground  
Project Update  
Submitted to: Outer Banks Visitors Bureau  
March 28th, 2025

Dear Outer Banks Visitors Bureau,

We are pleased to provide an update on the progress of Everyone's Playground. This report outlines the milestones achieved, challenges encountered, financial updates, and next steps as we continue working toward the playground completion.

Everyone's Playground will be a fully accessible playspace—a unique opportunity not only for residents and tourists of Dare County but for the entire region of Eastern NC and Southeastern VA. The concept for this playground originated when two young friends, one with physical disabilities and one without, struggled to play together on the same playground. Sadly, this story is far from unique, as millions of people worldwide with disabilities, as well as our aging population, face similar barriers. What began as a simple idea has grown into a vision for a universally designed playground.

Universal design is the process of creating spaces, products, and experiences that are accessible, usable, and effective for people of all abilities, ages, and backgrounds, without the need for modification or specialized adaptation. It emphasizes inclusivity, ensuring that environments can be enjoyed by the broadest possible range of people. This approach is guided by principles such as flexibility, simplicity, and equitable use, benefiting everyone, including individuals with disabilities, older adults, and those with varying needs.

In the case of Everyone's Playground, universal design will go beyond offering a single accessible feature or isolated section of the play area, which is sadly all too common. Instead, the entire space will be fully accessible, featuring flat, even surfaces and multiple play options—ensuring children of all abilities can interact, play, and explore side by side. This equitable approach helps eliminate isolation in recreational spaces, ensuring that children with disabilities are not further isolated by society.

Creating a space that encourages interaction among children of different abilities fosters empathy and connection that extends beyond play. These experiences will translate into classrooms, workplaces, and communities, fostering positive mental wellness and social skills. Additionally, Everyone's Playground will support our aging population, allowing grandparents to enjoy safe outdoor play with their grandchildren—an increasingly valuable option in an era when childcare costs are soaring and other alternatives are scarce.



Ultimately, this playground will serve as a model, providing an enriching environment for all who will use it to enjoy together, including the thousands of OBX visitors and tourists. The investment in Everyone's Playground is an investment in a more connected, compassionate, and accessible future for all.

An accessible playground will attract out-of-town visitors by offering a welcoming space where children of all abilities can play together. Families traveling with children, especially those with disabilities, often seek destinations that accommodate their needs, making an inclusive playground a key attraction. The same is true of those families traveling with older adults who desire a space for intergenerational enjoyment. It enhances the community's reputation for accessibility, encourages longer visits, and boosts local businesses as families explore nearby amenities.

Universally designed play spaces should be the norm, yet they remain an exception. Too often, accessibility features are seen as costly add-ons rather than essential elements, making them the first to be cut from playground plans. This exclusion disproportionately impacts children and individuals with disabilities, along with their families and advocates, who already face significant barriers in daily life.

For many, time and financial resources are consumed by meeting essential healthcare needs, advocating for education, and attending countless medical appointments. The opportunity to fight for inclusive recreational spaces often falls by the wayside—not due to a lack of need, but because survival takes precedence. Yet, play is not a luxury; it is a fundamental part of childhood development, social interaction, and well-being.

Investing in universally designed playgrounds is not just about accessibility—it's about equity, community acceptance, and long-term benefits for all children. When we prioritize inclusive play spaces, we foster a society where everyone, regardless of ability, has the chance to experience joy, connection, and belonging. The cost of an accessible playground is not an expense to be cut—it is an investment in a more inclusive future.

### ***Progress & Achievements:***

#### *Funding updates:*

The total price tag of Everyone's Playground remains at approximately \$870,000. At the present moment we have raised over \$520,000 including the grant from you.

We have received financial support from esteemed community organizations such as the Outer Banks Community Foundation, Meekins Trust, Karl and Debbie Daniels Family Fund, Walmart, Dare County Schools, Town of Southern Shores, the Surf Pediatric Foundation, Kellogg Supply Company, For the Love of the Outer Banks, Scott and Allison Brown, Southern Bank Foundation, a pledge from CHKD, and many more. One highlight of our fundraising campaign has been the enthusiasm from our donors, prospective donors, and those considering contributing, particularly in response to the support from the Outer Banks Visitors Bureau. You

can also find a link to our promotional video below where Outer Banks Visitors Bureau is recognized below.

*Non-Profit establishment:*

Everyone's Playground has also established its own non-profit, *Everyone's Outer Banks*, as well as a fund at the Outer Banks Community Foundation, laying the groundwork to solidify the future support of the playground and potential future accessible opportunities.

*Steering Committee:*

To this point, our primary fundraising focus has been through grant requests guided by Kellie Flock and Macey Chovaz. While we are still pursuing a few additional grants, to bring the project to a successful installation, we've created a new fundraising team to begin focusing on relationship based fundraising with individuals and businesses.

Scott Brown and Jane Webster are co chairs of our fundraising team. They were both instrumental in the Outer Banks Relief Foundation's successful \$1 million campaign several years ago. Additionally, they served as president and vice president of the Outer Banks community foundation's Board of directors as that organization raised substantial funds for hurricane Dorian relief. Their experience in relationship based fundraising is now guiding our efforts. We are also fortunate to have the guidance of David Shufflebarger who had a successful career in major gift fundraising.

Over the last two months they've recruited Marie Neilson and Sarah Spencer to the team. Marie chairs the Outer Banks hospitals development council. Now that the Hospital gala is complete Marie is excited to help make Everyone's Playground a reality.

Sarah Spencer is a long-time respected realtor in our community and owner of the Keller Williams local real estate franchise. Just this week Sarah secured a \$20,000 donation as well as an in-kind donation for the fencing surrounding the playground from Kellogg Supply Company.

They are in conversation with a few other key community members to add to the fundraising team.

The team has identified a targeted list of 75 potential donors they believe have the capacity for a gift of \$10,000 or more. They will be meeting with these donors over the next eight months. In the two months since forming the fundraising team they've raised \$65,000 from six donors. Our goal is to have all funds secured by year end to then place the equipment order.

***Next Steps:***



Despite the many moving parts that can make a project like this challenging, our motivated and dedicated team is consistently tackling and overcoming obstacles. Our committee meets biweekly to monthly to assess progress and strategize our next steps, while we stay connected weekly through phone, text, and email to support one another. Each core member has designated tasks aligned with their unique strengths and expertise, ensuring an organized and efficient approach that maintains steady momentum toward our goals.

Our fundraising team is actively reaching out to potential donors, meeting face-to-face in order to secure commitments. As recently as this week, members have proudly shared news of new donations and pledges. While fundraising remains our top priority, we are also dedicated to educating our community and beyond about the importance of creating more inclusive and accessible environments

We sincerely appreciate the Outer Banks Visitors Bureau for your support. Your investment in Everyone's Playground will make both a meaningful and lasting difference, and we are committed to ensuring its success. Please feel free to reach out with any questions or if additional details are needed.

Sincerely,

Everyone's Playground Steering Committee

**Publications:**

[Everyone's Playground](#)-website

[Everyone's Playground](#)-highlight video that Outer Banks Visitors Bureau is mentioned in

[Everyone's Playground](#)-Outer Banks Community Foundation news article

[Everyone's Playground](#)-At -a Glance

[Everyone's Playground](#) pictures and information



OUTER BANKS VISITORS BUREAU  
One Visitors Center Circle, Manteo, NC 27954  
[P] 252.473.2138 [F] 252.473.5777  
[Toll-Free] 877.629.4386 [www.outerbanks.org](http://www.outerbanks.org)

Date: June 12, 2025

To: Dennis Robinson, Chair  
Dare County Tourism Board

From: Lee Nettles, Executive Director  
Diane Bognich, Director of Administration

Re: Boardwalk Update and Timeline

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John Delucia has developed a timeline for the boardwalk project and sent the bid package for review.

The proposed timeline for the project is as follows:

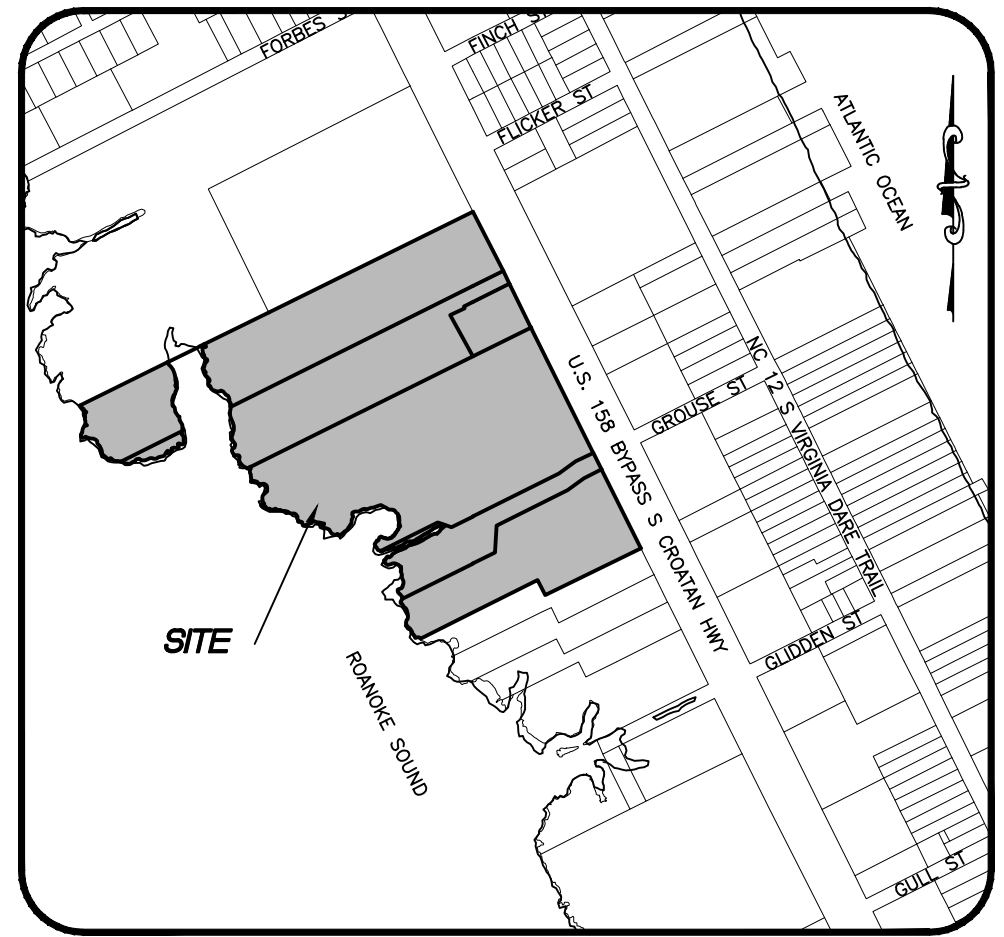
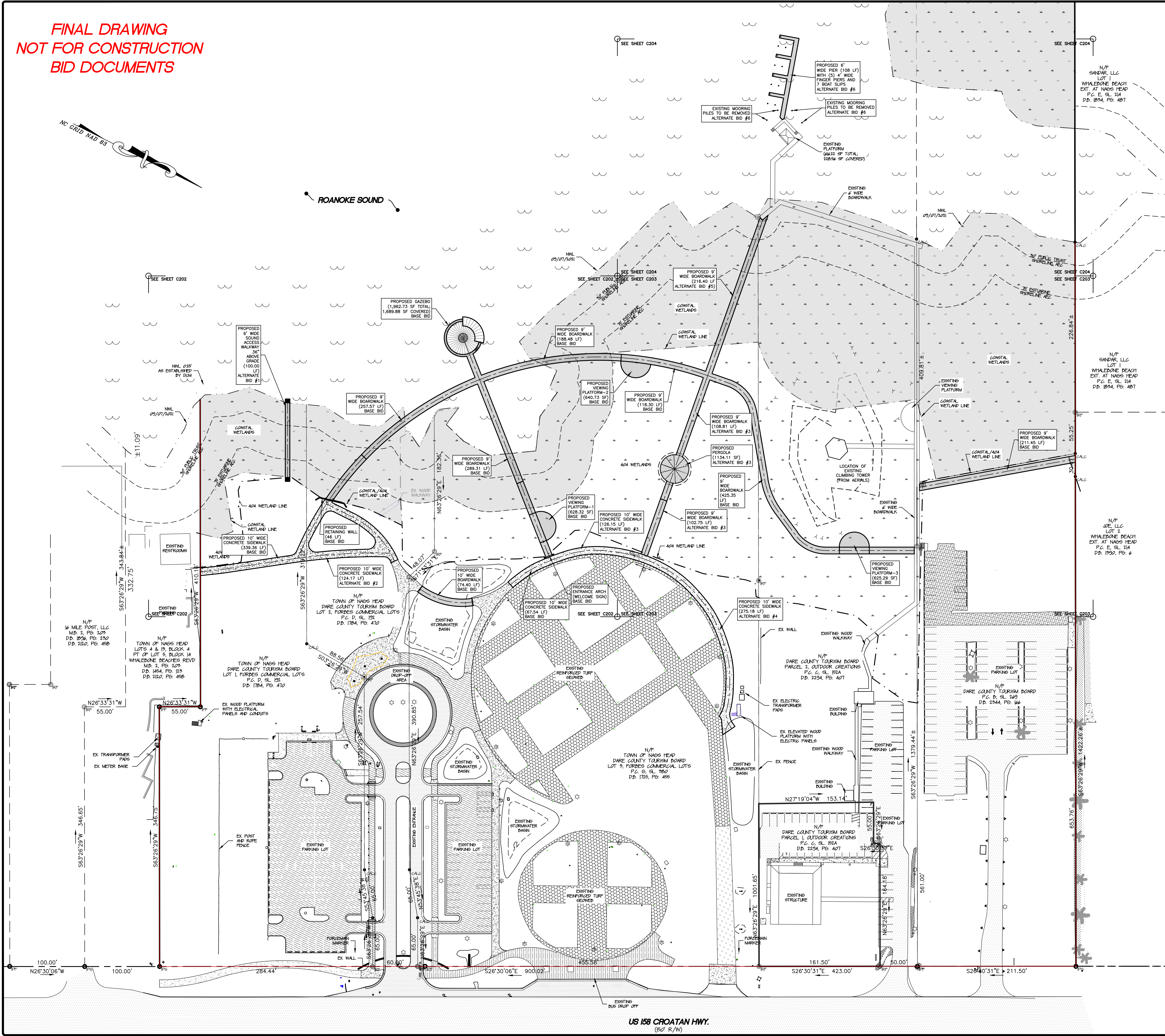
June 10: Approval to go to Bid  
June 13 or 16: Release plans to Bidders  
July 7: Prebid Meeting  
July 9: Questions Due from Bidders  
July 11: Issue any addendum  
July 18: Open Bids  
August 4: DC Board of Commissioners  
August 5: Issue Notice of Award  
August 18: Issue Notice to Proceed  
August 18 – Dec 18: Construction  
Dec 19 – Jan 19, 2026: Project Close-out

Attached is a rendering of the project. The bid will be a base bid, which includes the main north – south walkway and the walkway that ends with the gazebo.

There are 6 alternates that will also be bid that contain the ancillary parts of the boardwalk, boat docks, some of the concrete connections and the pergola.

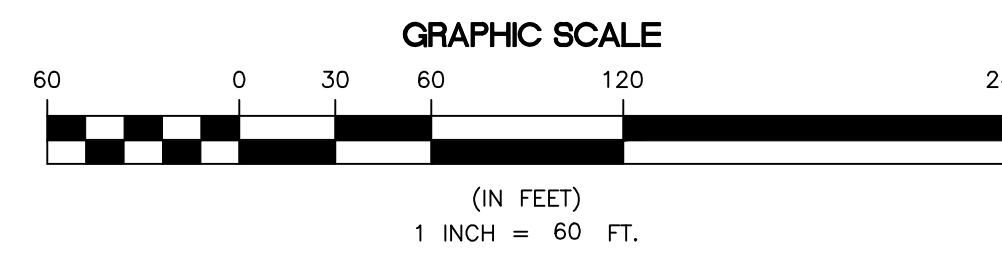


FINAL DRAWING  
NOT FOR CONSTRUCTION  
BID DOCUMENTS



- NOTES:**
- OWNERS: TOWN OF NAGS HEAD, DARE COUNTY TOURISM BOARD, PO BOX 99, NAGS HEAD, NC 27959
  - PROPERTY IS:  
LOT 1, FORBES COMMERCIAL LOTS, PARCEL ID 012422000, P.C. D, S.L. 192, 6806 S. CROATAN HIGHWAY, NAGS HEAD  
LOT 2, FORBES COMMERCIAL LOTS, PARCEL ID 012422001, P.C. D, S.L. 192, 6900 S. CROATAN HIGHWAY, NAGS HEAD  
LOT 3, FORBES COMMERCIAL LOTS, PARCEL ID 008854000, P.C. G, S.L. 380, 6800 S. CROATAN HIGHWAY, NAGS HEAD  
PARCEL 1, OUTDOOR CREATIONS, PARCEL ID 030879000, P.C. C, S.L. 152A, 6716 S. CROATAN HIGHWAY, NAGS HEAD  
PARCEL 2, OUTDOOR CREATIONS, PARCEL ID 030880000, P.C. C, S.L. 152A, 6714 S. CROATAN HIGHWAY, NAGS HEAD  
"PAMLIQO JACKS" RESTAURANT, PARCEL ID 008795000, P.C. B, S.L. 269, 6708 S. CROATAN HIGHWAY, NAGS HEAD  
EASEMENT TO DARE COUNTY D.B. 2644, PG 925
  - PROPERTY IS LOCATED IN FIRM ZONES X, SHADED X, AE-4, FIRM MAP NO. 3730080000K, EFFECTIVE DATE: JUNE 19, 2020. (SUBJECT TO CHANGE BY FEMA)
  - BOARDWALK TO BE 9'-0" TOTAL WIDTH, 8'-0" DECK AND 12" OF HANDRAILS.

- LEGEND**
- CALCULATED POINT
  - IRON PIPE FOUND
  - IRON PIPE SET
  - IRON ROD FOUND
  - IRON ROD SET
  - PK NAIL FOUND
  - PK NAIL SET
  - RIGHT OF WAY
  - PROJECT BOUNDARY LINE
  - INTERIOR OR ADJACENT PROPERTY LINE
  - EXISTING POWER POLE
  - EXISTING GUY WIRE
  - OVERHEAD ELECTRIC
  - EXISTING TELEPHONE PEDESTAL
  - EXISTING CABLE TV PEDESTAL
  - EXISTING LIGHT POLE
  - HANDICAP PARKING
  - SIGNAGE
  - EXISTING FIRE HYDRANT
  - EXISTING WATER METER
  - EXISTING WATER VALVE
  - EXISTING SPOT ELEVATIONS
  - PROPOSED SPOT ELEVATIONS
  - EXISTING FENCE
  - EXISTING WETLANDS
  - AREA OF ENVIRONMENTAL CONCERN
  - EXISTING CONCRETE
  - EXISTING PAVEMENT
  - PROPOSED CONCRETE
  - PROPOSED BOARDWALK



**Albemarle & Associates, Ltd.**  
Engineering - Environmental - Land Planning

**SEAL**  
16759  
JOHN M. DELUCA, P.E.

**REVISIONS**

NO.	DATE	DESCRIPTION
1	04/05/2023	ISSUED FOR BIDDING

**SOUNDFRONT IMPROVEMENTS - OVERALL PLAN**  
**OUTER BANKS VISITORS BUREAU**  
**THE SOUNDISE EVENT SITE SOUND FRONT IMPROVEMENTS**

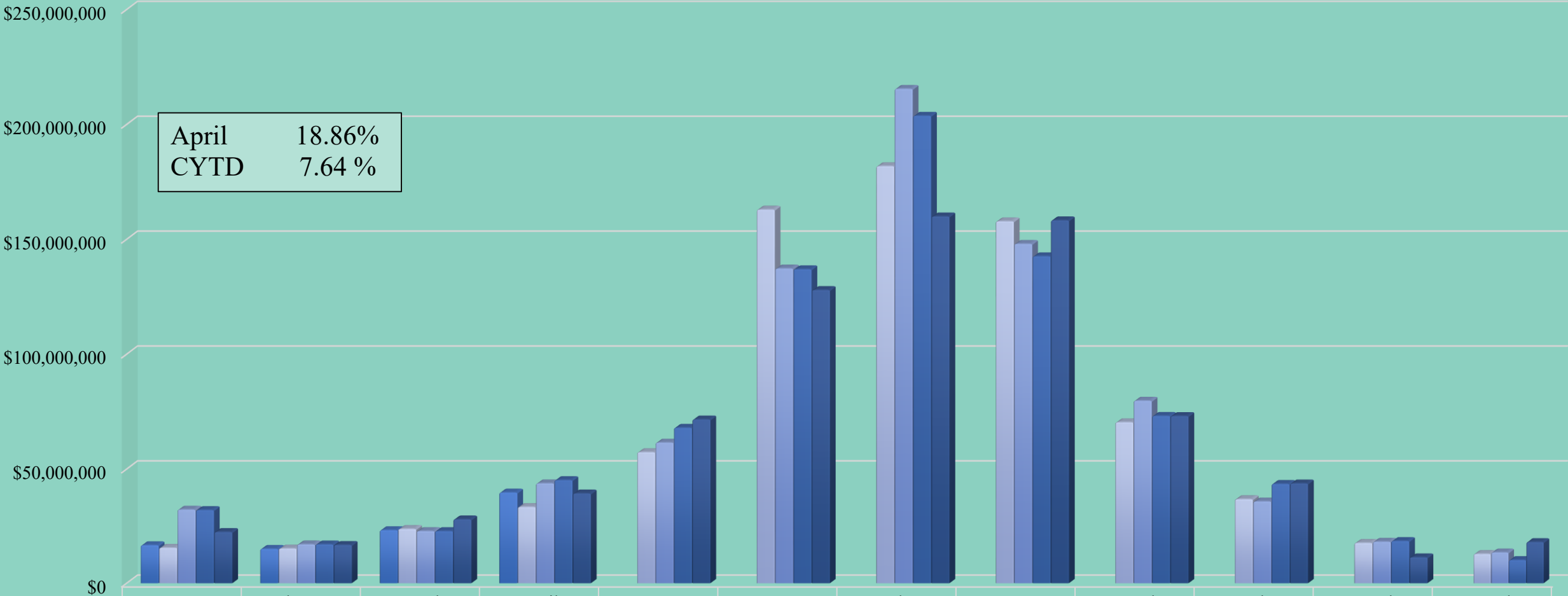
**DATE:** 04/05/2023  
**SURVEYED:** SEE NOTES  
**DESIGNED:** JMD  
**DRAWN:** RCA  
**CHECKED:** JMD  
**FILE:** 01411R

**SCALE:**  
1" = 60'  
**C201**  
**PROJ. NO. 01411R**

**NORTH CAROLINA**  
**DARE COUNTY**  
**NAGS HEAD TOWNSHIP**  
**NAGS HEAD**



Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2025	16,704,519	15,106,523	23,315,703	39,811,889								
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

April 7.72%  
CYTD 8.55%

	January	February	March	April	May	June	July	August	September	October	November	December
2025	11,603,500	16,306,677	19,564,191	28,246,857								
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	\$232,103.47	\$106,868.47	85.33%
APRIL RECEIVED	MEALS	<u>\$141,500.00</u>	<u>\$191,555.30</u>	<u>\$50,055.30</u>	<u>35.37%</u>
		\$266,735.00	\$423,658.77	\$156,923.77	58.83%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$394,366.90	\$97,456.90	32.82%
MAY RECEIVED	MEALS	<u>\$218,185.00</u>	<u>\$282,450.37</u>	<u>\$64,265.37</u>	<u>29.45%</u>
		\$515,095.00	\$676,817.27	\$161,722.27	31.40%
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	\$6,073,825.00	\$7,326,383.40	\$1,252,558.40	20.62%
TO-DATE	MEALS	<u>\$2,687,075.00</u>	<u>\$3,504,527.84</u>	<u>\$817,452.84</u>	<u>30.42%</u>
		\$8,760,900.00	\$10,830,911.24	\$2,070,011.24	23.63%
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	\$232,103.47	(\$6,621.57)	-2.77%
	MEALS	<u>\$198,494.48</u>	<u>\$191,555.30</u>	<u>(\$6,939.18)</u>	<u>-3.50%</u>
		\$437,219.52	\$423,658.77	(\$13,560.75)	-3.10%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$331,069.81	\$394,366.90	\$63,297.09	19.12%
	MEALS	<u>\$258,330.28</u>	<u>\$282,450.37</u>	<u>\$24,120.09</u>	<u>9.34%</u>
		\$589,400.09	\$676,817.27	\$87,417.18	14.83%
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	\$1,012,360.72	\$1,068,293.68	\$55,932.96	5.53%
	Meals	<u>\$832,224.81</u>	<u>\$896,253.08</u>	<u>\$64,028.27</u>	<u>7.69%</u>
		\$1,844,585.53	\$1,964,546.76	\$119,961.23	6.50%
Total for Year					
	OCCUPANCY	\$7,833,324.78			
	MEALS	<u>\$3,812,951.52</u>			
		\$11,646,276.30			



## OCCUPANCY &amp; MEALS FY 2024-2025

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
JULY RECEIVED	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%
JULY EARNED	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
AUGUST RECEIVED	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%
AUGUST EARNED	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
SEPT RECEIVED	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%
SEPTEMBER EARNED	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
OCT RECEIVED	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%
OCTOBER EARNED	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
NOV RECEIVED	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%
NOVEMBER EARNED	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
DEC RECEIVED	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%
DECEMBER EARNED	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
JAN RECEIVED	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	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
FEB RECEIVED	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	OCCUPANCY	\$151,260.50	\$150,015.31	(\$1,245.19)	-0.82%
MARCH RECEIVED	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	OCCUPANCY	\$238,725.04	\$232,103.47	(\$6,621.57)	-2.77%
APRIL RECEIVED	MEALS	<u>\$198,494.48</u>	<u>\$191,555.30</u>	<u>(\$6,939.18)</u>	<u>-3.50%</u>
		\$437,219.52	\$423,658.77	(\$13,560.75)	-3.10%
APRIL EARNED	OCCUPANCY	\$331,069.81	\$394,366.90	\$63,297.09	19.12%
MAY RECEIVED	MEALS	<u>\$258,330.28</u>	<u>\$282,450.37</u>	<u>\$24,120.09</u>	<u>9.34%</u>
		\$589,400.09	\$676,817.27	\$87,417.18	14.83%
MAY EARNED	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
JUNE RECEIVED	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%
	OCCUPANCY	\$7,333,404.25	\$7,326,383.40	(\$7,020.85)	-0.10%
TOTAL TO DATE	MEALS	<u>\$3,322,362.36</u>	<u>\$3,504,527.84</u>	<u>\$182,165.48</u>	<u>5.48%</u>
		\$10,655,766.61	\$10,830,911.24	\$175,144.63	1.64%
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	4,761,493	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-758,226	-13.74%
March	4,435,585	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-296,910	-6.27%
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	14,996,421	15,625,561	16,059,323	15,167,801	13,568,577	10,210,345	9,376,182	-629,140	-4.03%
TOTAL	14,996,421	114,026,433	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-4.03%	-2.70%	5.88%	11.79%	32.89%	8.90%	2.44%		
Total % Change	-4.03%	-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	23,315,703	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	39,811,889	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	94,938,634	88,196,825	116,128,374	117,317,217	106,824,655	19,265,668	43,830,333	39,731,985	39,052,431	31,237,409	27,531,749	26,611,333	25,202,779	26,747,245
Total	94,938,634	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	7.64%	-24.05%	-1.01%	9.82%	454.48%	-56.04%	10.31%	1.74%	25.02%	13.46%	3.46%	5.59%	-5.77%	11.05%
Total % Change	7.64%	-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	18.86%	-23.55%	-3.11%	14.70%	5411.53%	-96.78%	22.86%	-8.92%	47.54%	4.31%	-7.12%	27.71%	-21.28%	10.44%
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)	10.07%	-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, 2025														
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	19,564,191	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	28,246,857	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	75,721,225	69,754,147	76,231,497	72,182,396	64,269,924	30,064,019	51,315,996	44,877,109	46,794,400	42,082,198	39,088,293	36,966,436	34,926,018	36,506,441
Total	75,721,225	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	8.55%	-8.50%	5.61%	12.31%	113.78%	-41.41%	14.35%	-4.10%	11.20%	7.66%	5.74%	5.84%	-4.33%	10.53%
Total % Change	8.55%	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)	7.72%	-12.25%	0.40%	14.02%	596.10%	-81.39%	13.90%	-7.02%	23.99%	1.33%	2.46%	12.31%	-13.82%	9.58%
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)	4.75%	-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, 2025														
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.														

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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	104,135	692,174	414,682	159,347	135,076	166,614	206,483	136,291	117,052	143,712	115,952
April	259,204	260,362	186,041	55,545	163,901	1,235,799	1,294,819	454,658	296,019	356,216	404,682	326,574	298,479	279,005	292,901
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	519,795	375,366	462,571	359,051	311,902	2,308,873	2,067,281	651,458	456,714	547,545	772,000	599,443	521,704	523,724	467,541
Total	3,180,963	2,553,878	2,197,285	1,830,299	311,902	15,518,895	9,658,974	5,733,141	4,682,844	547,545	5,554,350	5,143,081	4,386,712	5,188,869	467,541
Month Increase	2493.60%	0.45%	-28.55%	-70.14%	195.08%	63931.04%	4.78%	-64.89%	-34.89%	20.34%	739.01%	-19.30%	-8.60%	-6.52%	4.98%
YTD Increase	510.31%	-27.79%	23.23%	-22.38%	-13.13%	796.28%	-10.46%	-68.49%	-29.89%	19.89%	235.09%	-22.35%	-12.97%	0.39%	-10.73%
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	3,572,007	456,135	458,768	521,683	552,764	468,496	22,818,135	18,269,896	18,236,039	19,526,776	19,237,216
April	7,371,174	8,104,880	8,083,416	6,144,929	6,715,530	690,426	970,654	1,063,464	768,762	991,981	29,766,955	35,002,625	34,488,045	26,505,952	32,065,519
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	14,757,056	15,817,615	16,196,811	13,771,754	13,503,881	1,348,703	1,807,018	2,055,827	1,760,143	1,828,696	87,535,599	97,930,006	97,563,375	72,537,761	79,608,558
Total	109,606,289	103,230,055	104,260,627	97,885,902	13,503,881	11,425,576	11,664,072	13,503,523	13,085,566	1,828,696	633,068,406	690,896,310	706,870,771	673,816,651	79,608,558
Month Increase	2606.33%	9.95%	-0.26%	-23.98%	9.29%	10469.90%	40.59%	9.56%	-27.71%	29.04%	7676.29%	17.59%	-1.47%	-23.14%	20.97%
YTD Increase	228.71%	7.19%	2.40%	-14.97%	-1.95%	1681.59%	33.98%	13.77%	-14.38%	3.89%	530.84%	11.87%	-0.37%	-25.65%	9.75%
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	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	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	14,934,113	288,353	139,472	203,764	198,460	119,779	28,050,784	22,897,441	22,911,263	23,855,777	23,315,703
April	11,899,053	11,767,660	12,328,326	12,894,732	14,964,964	387,071	230,087	302,139	214,451	217,822	39,424,885	45,219,347	43,812,778	33,495,901	39,811,889
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	42,581,115	44,067,202	44,882,464	48,023,788	54,085,695	931,332	527,506	732,455	547,821	499,207	106,824,655	117,317,217	116,128,374	88,196,825	94,938,634
Total	126,600,209	139,760,159	141,749,903	152,489,659	54,085,695	4,137,515	2,765,729	2,548,964	2,736,765	499,207	771,066,418	814,248,027	825,997,500	786,141,330	94,938,634
Month Increase	21770.85%	-1.10%	4.76%	4.59%	16.05%	#DIV/0!	-40.56%	31.32%	-29.02%	1.57%	5411.53%	14.70%	-3.11%	-23.55%	18.86%
YTD Increase	423.40%	3.49%	1.85%	7.00%	12.62%	184.83%	-43.36%	38.85%	-25.21%	-8.87%	454.48%	9.82%	-1.01%	-24.05%	7.64%
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	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE	697,511	425,595	63.89%	546,021	441,288	23.73%	740,319	597,879	23.82%	1,294,321	1,048,566	23.44%	3,278,172	2,513,328	30.43%
WAVES	214,763	120,379	78.41%	155,732	180,621	-13.78%	167,633	239,206	-29.92%	430,710	488,648	-11.86%	968,838	1,028,854	-5.83%
SALVO	284,708	226,199	25.87%	180,180	180,158	0.01%	272,888	367,083	-25.66%	898,594	693,169	29.64%	1,636,370	1,466,609	11.58%
AVON	468,623	625,203	-25.04%	354,945	424,551	-16.40%	736,818	866,199	-14.94%	1,874,393	1,787,717	4.85%	3,434,779	3,703,670	-7.26%
BUXTON	167,545	155,201	7.95%	197,736	204,981	-3.53%	421,322	481,827	-12.56%	960,627	792,306	21.24%	1,747,230	1,634,315	6.91%
FRISCO	188,822	127,568	48.02%	146,012	115,835	26.05%	434,325	277,056	56.76%	885,171	722,397	22.53%	1,654,330	1,242,856	33.11%
HATTERAS	289,477	190,645	51.84%	216,580	219,953	-1.53%	376,079	427,926	-12.12%	1,117,346	1,082,612	3.21%	1,999,482	1,921,136	4.08%
<b>TOTAL HATTERAS ISLAND</b>	2,311,449	1,870,790	23.55%	1,797,206	1,767,387	1.69%	3,149,384	3,257,176	-3.31%	7,461,162	6,615,415	12.78%	14,719,201	13,510,768	8.94%
<b>NORTHERN BEACHES:</b>															
DUCK	1,687,839	1,632,266	3.40%	1,336,237	1,421,388	-5.99%	2,226,448	2,704,153	-17.67%	4,321,909	3,766,066	14.76%	9,572,433	9,523,873	0.51%
SOUTHERN SHORES	933,386	840,739	11.02%	732,479	717,292	2.12%	1,041,751	1,100,121	-5.31%	1,498,303	1,086,297	37.93%	4,205,919	3,744,449	12.32%
KITTY HAWK	1,784,054	1,559,852	14.37%	1,772,695	1,623,727	9.17%	2,589,708	2,600,393	-0.41%	3,724,374	2,834,051	31.42%	9,870,831	8,618,023	14.54%
COLINGTON	7,043	27,314	-74.21%	6,500	10,488	-38.02%	22,902	29,870	-23.33%	53,526	42,984	24.53%	89,971	110,656	-18.69%
KILL DEVIL HILLS	4,287,184	4,120,872	4.04%	4,194,573	4,185,786	0.21%	6,623,730	6,048,428	9.51%	10,257,649	8,676,544	18.22%	25,363,136	23,031,630	10.12%
NAGS HEAD	4,245,201	4,165,184	1.92%	3,643,885	3,746,974	-2.75%	5,304,906	5,805,991	-8.63%	9,481,722	7,882,797	20.28%	22,675,714	21,600,946	4.98%
<b>TOTAL NORTHERN BEACHES</b>	12,944,707	12,346,227	4.85%	11,686,369	11,705,655	-0.16%	17,809,445	18,288,956	-2.62%	29,337,483	24,288,739	20.79%	71,778,004	66,629,577	7.73%
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN	388,834	285,739	36.08%	368,023	543,102	-32.24%	572,397	513,059	11.57%	826,260	708,252	16.66%	2,155,514	2,050,152	5.14%
RIM (ROANOKE ISL. MAINLAND)	887,163	910,365	-2.55%	1,059,072	977,265	8.37%	1,315,981	1,243,822	5.80%	1,195,003	1,114,733	7.20%	4,457,219	4,246,185	4.97%
<b>TOTAL ROANOKE ISLAND</b>	1,275,997	1,196,104	6.68%	1,427,095	1,520,367	-6.13%	1,888,378	1,756,881	7.48%	2,021,263	1,822,985	10.88%	6,612,733	6,296,337	5.03%
<b>OTC UNATTRIBUTED</b>	172,366	175,273	-1.66%	195,853	263,344	-25.63%	468,496	552,764	-15.24%	991,981	768,762	29.04%	1,828,696	1,760,143	3.89%
<b>TOTAL</b>	16,704,519	15,588,394	7.16%	15,106,523	15,256,753	-0.98%	23,315,703	23,855,777	-2.26%	39,811,889	33,495,901	18.86%	94,938,634	88,196,825	7.64%



DARE COUNTY GROSS MEALS BY DISTRICT															
	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	25,784	28,734	-10.27%	48,570	12,139	300.12%	103,735	227,835	-54.47%	289,185	209,574	37.99%	467,274	478,282	-2.30%
WAVES - 19	35,947	38,688	-7.08%	33,323	39,180	-14.95%	118,501	126,051	-5.99%	321,882	265,210	21.37%	509,653	469,129	8.64%
SALVO - 18	0	4,469	-100.00%	0	2,436	-100.00%	31,142	7,337	324.45%	82	4,150	-98.02%	31,224	18,392	69.77%
AVON - 1	203,609	240,018	-15.17%	195,161	237,540	-17.84%	476,344	458,389	3.92%	918,137	764,154	20.15%	1,793,251	1,700,101	5.48%
BUXTON - 2	268,494	219,407	22.37%	311,375	239,743	29.88%	496,451	693,233	-28.39%	1,102,219	1,064,459	3.55%	2,178,539	2,216,842	-1.73%
FRISCO - 5	145,960	154,070	-5.26%	133,294	125,147	6.51%	232,689	215,225	8.11%	381,156	293,688	29.78%	893,099	788,130	13.32%
HATTERAS - 6	34,533	32,102	7.57%	88,020	72,846	20.83%	374,111	222,938	67.81%	431,342	534,983	-19.37%	928,006	862,869	7.55%
TOTAL HATTERAS ISLAND	714,327	717,488	-0.44%	809,743	729,031	11.07%	1,832,973	1,951,008	-6.05%	3,444,003	3,136,218	9.81%	6,801,046	6,533,745	4.09%
NORTHERN BEACHES:															
DUCK - 21	560,609	488,383	14.79%	1,067,773	850,696	25.52%	1,554,830	1,694,315	-8.23%	2,821,219	2,452,662	15.03%	6,004,431	5,486,056	9.45%
SOUTHERN SHORES - 20	495,324	446,156	11.02%	488,934	496,778	-1.58%	809,992	677,177	19.61%	845,579	661,787	27.77%	2,639,829	2,281,898	15.69%
KITTY HAWK - 8	1,921,092	2,136,451	-10.08%	1,962,226	2,188,744	-10.35%	2,698,748	2,616,082	3.16%	3,600,043	4,038,113	-10.85%	10,182,109	10,979,390	-7.26%
COLINGTON - 3	57,341	74,603	-23.14%	89,163	176,001	-49.34%	127,900	154,804	-17.38%	271,115	302,922	-10.50%	545,519	708,330	-22.99%
KILL DEVIL HILLS - 7	3,911,804	3,708,673	5.48%	7,618,646	4,214,253	80.78%	6,661,630	6,779,828	-1.74%	8,370,115	7,806,322	7.22%	26,562,195	22,509,076	18.01%
NAGS HEAD - 14	2,548,768	2,187,827	16.50%	2,849,864	2,847,377	0.09%	4,010,589	3,898,906	2.86%	6,623,180	5,677,705	16.65%	16,032,401	14,611,815	9.72%
TOTAL NORTHERN BEACHES	9,494,938	9,042,093	5.01%	14,076,606	10,773,849	30.66%	15,863,689	15,821,112	0.27%	22,531,251	20,939,511	7.60%	61,966,484	56,576,565	9.53%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	1,091,498	1,097,187	-0.52%	1,130,896	1,124,672	0.55%	1,501,602	1,295,396	15.92%	1,817,381	1,733,963	4.81%	5,541,377	5,251,218	5.53%
MANTEO-OUTSIDE - 11	302,737	322,598	-6.16%	289,432	302,377	-4.28%	365,927	355,324	2.98%	454,222	412,320	10.16%	1,412,318	1,392,619	1.41%
TOTAL ROANOKE ISLAND	1,394,235	1,419,785	-1.80%	1,420,328	1,427,049	-0.47%	1,867,529	1,650,720	13.13%	2,271,603	2,146,283	5.84%	6,953,695	6,643,837	4.66%
TOTAL	11,603,500	11,179,366	3.79%	16,306,677	12,929,929	26.12%	19,564,191	19,422,840	0.73%	28,246,857	26,222,012	7.72%	75,721,225	69,754,147	8.55%



DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2025	% OF	2025	% OF	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON	468,623	2.8%	354,945	2.3%	736,818	3.2%	1,874,393	4.7%	3,434,779	3.6%
BUXTON	167,545	1.0%	197,736	1.3%	421,322	1.8%	960,627	2.4%	1,747,230	1.8%
COLINGTON	7,043	0.0%	6,500	0.0%	22,902	0.1%	53,526	0.1%	89,971	0.1%
FRISCO	188,822	1.1%	146,012	1.0%	434,325	1.9%	885,171	2.2%	1,654,330	1.7%
HATTERAS	289,477	1.7%	216,580	1.4%	376,079	1.6%	1,117,346	2.8%	1,999,482	2.1%
KILL DEVIL HILLS	4,287,184	25.7%	4,194,573	27.8%	6,623,730	28.4%	10,257,649	25.8%	25,363,136	26.7%
KITTY HAWK	1,784,054	10.7%	1,772,695	11.7%	2,589,708	11.1%	3,724,374	9.4%	9,870,831	10.4%
MANTEO-TOWN	388,834	2.3%	368,023	2.4%	572,397	2.5%	826,260	2.1%	2,155,514	2.3%
NAGS HEAD	4,245,201	25.4%	3,643,885	24.1%	5,304,906	22.8%	9,481,722	23.8%	22,675,714	23.9%
RODANTHE	697,511	4.2%	546,021	3.6%	740,319	3.2%	1,294,321	3.3%	3,278,172	3.5%
SALVO	284,708	1.7%	180,180	1.2%	272,888	1.2%	898,594	2.3%	1,636,370	1.7%
WAVES	214,763	1.3%	155,732	1.0%	167,633	0.7%	430,710	1.1%	968,838	1.0%
SOUTHERN SHORES	933,386	5.6%	732,479	4.8%	1,041,751	4.5%	1,498,303	3.8%	4,205,919	4.4%
DUCK	1,687,839	10.1%	1,336,237	8.8%	2,226,448	9.5%	4,321,909	10.9%	9,572,433	10.1%
RIM (ROANOKE ISL. MAINL	887,163	5.3%	1,059,072	7.0%	1,315,981	5.6%	1,195,003	3.0%	4,457,219	4.7%
OTC UNATTRIBUTED	172,366	1.0%	195,853	1.3%	468,496	2.0%	991,981	2.5%	1,828,696	1.9%
TOTAL	16,704,519	100.0%	15,106,523	100.0%	23,315,703	100.0%	39,811,889	100.0%	94,938,634	100.0%

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2025	% OF	2025	% OF	2025	% OF	2025	% OF	2025	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON - 1	203,609	1.8%	195,161	1.2%	476,344	2.4%	918,137	3.3%	1,793,251	2.4%
BUXTON - 2	268,494	2.3%	311,375	1.9%	496,451	2.5%	1,102,219	3.9%	2,178,539	2.9%
COLINGTON - 3	57,341	0.5%	89,163	0.5%	127,900	0.7%	271,115	1.0%	545,519	0.7%
FRISCO - 5	145,960	1.3%	133,294	0.8%	232,689	1.2%	381,156	1.3%	893,099	1.2%
HATTERAS - 6	34,533	0.3%	88,020	0.5%	374,111	1.9%	431,342	1.5%	928,006	1.2%
KILL DEVIL HILLS - 7	3,911,804	33.7%	7,618,646	46.7%	6,661,630	34.1%	8,370,115	29.6%	26,562,195	35.1%
KITTY HAWK - 8	1,921,092	16.6%	1,962,226	12.0%	2,698,748	13.8%	3,600,043	12.7%	10,182,109	13.4%
MANTEO-TOWN - 10	1,091,498	9.4%	1,130,896	6.9%	1,501,602	7.7%	1,817,381	6.4%	5,541,377	7.3%
RIM (ROANOKE ISL. M	302,737	2.6%	289,432	1.8%	365,927	1.9%	454,222	1.6%	1,412,318	1.9%
NAGS HEAD - 14	2,548,768	22.0%	2,849,864	17.5%	4,010,589	20.5%	6,623,180	23.4%	16,032,401	21.2%
RODANTHE - 15	25,784	0.2%	48,570	0.3%	103,735	0.5%	289,185	1.0%	467,274	0.6%
SALVO - 18	0	0.0%	0	0.0%	31,142	0.2%	82	0.0%	31,224	0.0%
WAVES - 19	35,947	0.3%	33,323	0.2%	118,501	0.6%	321,882	1.1%	509,653	0.7%
SOUTHERN SHORES -	495,324	4.3%	488,934	3.0%	809,992	4.1%	845,579	3.0%	2,639,829	3.5%
DUCK - 21	560,609	4.8%	1,067,773	6.5%	1,554,830	7.9%	2,821,219	10.0%	6,004,431	7.9%
TOTAL	11,603,500	100.0%	16,306,677	100.0%	19,564,191	100.0%	28,246,857	100.0%	75,721,225	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 5/31/25

	Jul '24 - May 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	5,494,787.55	4,845,904.00	648,883.55	113.4%
3040 · Meals Tax - 75%	2,628,395.91	2,216,141.00	412,254.91	118.6%
3050 · Website Advertising	148,229.80	125,000.00	23,229.80	118.6%
3210 · Interest Income	744,775.28	360,050.00	384,725.28	206.9%
3220 · Other	290.00	1,000.00	-710.00	29.0%
<b>Total Income</b>	<b>9,016,478.54</b>	<b>7,548,095.00</b>	<b>1,468,383.54</b>	<b>119.5%</b>
<b>Gross Profit</b>	<b>9,016,478.54</b>	<b>7,548,095.00</b>	<b>1,468,383.54</b>	<b>119.5%</b>
Expense				
5000 · Director Compensation	15,675.00	17,100.00	-1,425.00	91.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	5,580.44	7,000.00	-1,419.56	79.7%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	133.82	1,000.00	-866.18	13.4%
5010 · Salaries (Full Time) Promotion	1,006,287.85	1,085,900.00	-79,612.15	92.7%
5020 · Salaries (Part Time) Promotion	84,704.73	134,650.00	-49,945.27	62.9%
5025 · Salaries (Part Time) Welcome AB	94,588.70	119,100.00	-24,511.30	79.4%
5026 · Salaries (Part Time) Welcome RI	141,456.23	180,045.00	-38,588.77	78.6%
5030 · Payroll Taxes	100,824.43	124,070.00	-23,245.57	81.3%
5040 · Employee Insurance	170,372.88	179,900.00	-9,527.12	94.7%
5050 · Retirement	141,963.67	159,910.00	-17,946.33	88.8%
5055 · 401(k) Match	8,010.61	10,860.00	-2,849.39	73.8%
5060 · Workmens Compensation	2,641.41	2,385.00	256.41	110.8%
5080 · Employee Relations	2,203.34	3,540.00	-1,336.66	62.2%
5090 · Training	1,517.52	13,340.00	-11,822.48	11.4%
5110 · Contracted Service	24,636.00	29,085.00	-4,449.00	84.7%
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	27,253.22	38,500.00	-11,246.78	70.8%
5185 · Research	184,955.31	188,500.00	-3,544.69	98.1%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	909,392.29	1,629,065.00	-719,672.71	55.8%
5502 · Advertising - Production Fee	267,266.16	190,000.00	77,266.16	140.7%
5510 · Advertising - Event Dev & Mktg	22,535.00	73,100.00	-50,565.00	30.8%
5515 · Advertising - Online	2,758,399.47	2,766,820.00	-8,420.53	99.7%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	310.00	1,500.00	-1,190.00	20.7%
5560 · Brochures/Production & Printing	16,575.82	21,650.00	-5,074.18	76.6%
5580 · Promotional Aids	9,173.69	8,500.00	673.69	107.9%
6100 · Familiarization Tours	51,464.75	110,000.00	-58,535.25	46.8%
6101 · Group sales	33,344.24	30,000.00	3,344.24	111.1%
6130 · Uniforms	1,067.34	3,420.00	-2,352.66	31.2%
6150 · Event Grant	417,227.20	861,700.00	-444,472.80	48.4%
6160 · Long Range Tourism Plan	37,707.06	275,000.00	-237,292.94	13.7%
6170 · Tourism Summit	11,490.52	27,500.00	-16,009.48	41.8%
6200 · Postage and Delivery	54,060.76	200,200.00	-146,139.24	27.0%
6300 · Travel	36,811.11	60,675.00	-23,863.89	60.7%
6305 · Vehicle Maintenance	1,535.09	3,000.00	-1,464.91	51.2%
6320 · Registrations	36,291.05	40,000.00	-3,708.95	90.7%
6340 · Travel Show Exhibit	1,036.46	5,000.00	-3,963.54	20.7%
6420 · Dues and Subscriptions	66,034.15	69,850.00	-3,815.85	94.5%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	30,485.74	37,825.00	-7,339.26	80.6%
6500 · Equipment	18,102.79	31,200.00	-13,097.21	58.0%
6510 · Expendable Equipment	456.60	3,275.00	-2,818.40	13.9%
6530 · Technical Support	3,738.03	5,600.00	-1,861.97	66.8%
6580 · Utilities	12,672.87	18,360.00	-5,687.13	69.0%
6600 · Cleaning/maintenance supplies	82.85	2,600.00	-2,517.15	3.2%
6610 · Building Maintenance	27,334.37	37,000.00	-9,665.63	73.9%
6620 · Equipment Service Contracts	1,464.45	3,100.00	-1,635.55	47.2%
6640 · Equipment Rent	20,730.91	33,840.00	-13,109.09	61.3%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	12,688.67	23,025.00	-10,336.33	55.1%
6800 · Bank Service Charges	1,539.22	3,240.00	-1,700.78	47.5%
6810 · Web Site/Internet	56,126.09	52,000.00	4,126.09	107.9%
<b>Total Expense</b>	<b>6,980,202.58</b>	<b>9,028,565.00</b>	<b>-2,048,362.42</b>	<b>77.3%</b>
<b>Net Ordinary Income</b>	<b>2,036,275.96</b>	<b>-1,480,470.00</b>	<b>3,516,745.96</b>	<b>-137.5%</b>

May is 92% of the fiscal year budget

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 5/31/25

	Jul '24 - May 25	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	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%
<b>Total Other Income</b>	57,500.00	1,881,015.00	-1,823,515.00	3.1%
<b>Other Expense</b>				
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%
<b>Total 9925 · Transfer to Travel Guide</b>	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	3,186.10	285,545.00	-282,358.90	1.1%
<b>Total Other Expense</b>	62,410.94	400,545.00	-338,134.06	15.6%
<b>Net Other Income</b>	-4,910.94	1,480,470.00	-1,485,380.94	-0.3%
<b>Net Income</b>	<b>2,031,365.02</b>	<b>0.00</b>	<b>2,031,365.02</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
Travel Guide - YTD thru 5/31/25

	<u>Jul '24 - May 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	90.79	50.00	40.79	181.6%
<b>Total Income</b>	<u>90.79</u>	<u>50.00</u>	<u>40.79</u>	<u>181.6%</u>
<b>Gross Profit</b>	<u>90.79</u>	<u>50.00</u>	<u>40.79</u>	<u>181.6%</u>
<b>Net Ordinary Income</b>	90.79	50.00	40.79	181.6%
<b>Other Income/Expense</b>				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	<u>57,500.00</u>	<u>39,000.00</u>	<u>18,500.00</u>	<u>147.4%</u>
<b>Total Other Income</b>	57,500.00	39,000.00	18,500.00	147.4%
<b>Other Expense</b>				
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%
<b>Total 9925 · Transfer to Travel Guide</b>	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
<b>Total Other Expense</b>	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
<b>Net Other Income</b>	-1,724.84	-76,000.00	74,275.16	2.3%
<b>Net Income</b>	<u><u>-1,634.05</u></u>	<u><u>-75,950.00</u></u>	<u><u>74,315.95</u></u>	<u><u>2.2%</u></u>

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

	Jul '24 - May 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	1,831,595.85	1,615,301.00	216,294.85	113.4%
3040 · Meals Tax	876,131.93	738,714.00	137,417.93	118.6%
3210 · Interest	418,327.68	300,000.00	118,327.68	139.4%
<b>Total Income</b>	<b>3,126,055.46</b>	<b>2,654,015.00</b>	<b>472,040.46</b>	<b>117.8%</b>
<b>Expense</b>				
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%
<b>Total 4000 · Long - Term Projects</b>	<b>677,716.00</b>	<b>9,473,806.00</b>	<b>-8,796,090.00</b>	<b>7.2%</b>
<b>4100 · Short-Term Projects</b>				
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%
<b>Total 4100 · Short-Term Projects</b>	<b>871,556.00</b>	<b>4,015,262.00</b>	<b>-3,143,706.00</b>	<b>21.7%</b>
<b>Total Expense</b>	<b>1,549,272.00</b>	<b>13,489,068.00</b>	<b>-11,939,796.00</b>	<b>11.5%</b>
<b>Net Ordinary Income</b>	<b>1,576,783.46</b>	<b>-10,835,053.00</b>	<b>12,411,836.46</b>	<b>-14.6%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>10,835,053.00</b>	<b>-10,835,053.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>10,835,053.00</b>	<b>-10,835,053.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>1,576,783.46</b>	<b>0.00</b>	<b>1,576,783.46</b>	<b>100.0%</b>

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
<b>Short-term Projects</b>									
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 - Jockeys 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 - Cartwright 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	1,642,035		(1,223,798)	1,511,091
TOTAL SHORT TERM COMMITMENTS	2,291,493	3,388,103	(983,330)	(1,584,461)	3,111,804	2,801,282	(871,556)	(1,159,248)	3,882,283
<b>Long Term Projects</b>									
Multi-Use Center (100%)	5,631,087	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	4,972,516	(1,366,190)	(1,584,461)	10,937,800	4,449,093	(1,549,272)	(1,159,248)	12,678,373
			#				#		
Cash on Hand 5/31/25							Checking		7,983
							Savings		12,579,003
Total Cash on Hand									12,586,986
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
April									0
May									0
June									163,790
									163,790
Unappropriated Balances									72,403
Transfer from General Fund						2,871,518	*		
30% Short-term						708,205			
Amount over budget to short-term						517,502			
Short-term Interest						418,328			
						1,642,035			
70% Long-term							1,647,811		
Long-term Interest							0		
							1,647,811	*	

\*Estimate Based on Actual through May 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 May 2025

	Jul '24 - May 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,400.00	2,000.00	-600.00	70.0%
3200 · Site Rental Income - Other	35,465.00	24,350.00	11,115.00	145.6%
<b>Total 3200 · Site Rental Income</b>	<b>36,865.00</b>	<b>26,350.00</b>	<b>10,515.00</b>	<b>139.9%</b>
3210 · Interest Income	1,229.55	500.00	729.55	245.9%
3250 · Lease Income	44,767.20	52,700.00	-7,932.80	84.9%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
<b>Total Income</b>	<b>82,861.75</b>	<b>109,930.00</b>	<b>-27,068.25</b>	<b>75.4%</b>
<b>Expense</b>				
5160 · Event Development & Marketing	4,631.98	50,000.00	-45,368.02	9.3%
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	9,383.98	40,665.00	-31,281.02	23.1%
6610 · Repairs & Maintenance	171,187.07	220,015.00	-48,827.93	77.8%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	17,804.93	20,000.00	-2,195.07	89.0%
<b>Total Expense</b>	<b>231,300.59</b>	<b>395,675.00</b>	<b>-164,374.41</b>	<b>58.5%</b>
<b>Net Ordinary Income</b>	<b>-148,438.84</b>	<b>-285,745.00</b>	<b>137,306.16</b>	<b>51.9%</b>
<b>Other Income/Expense</b>				
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%
<b>Total Other Income</b>	<b>200.00</b>	<b>285,745.00</b>	<b>-285,545.00</b>	<b>0.1%</b>
<b>Net Other Income</b>	<b>200.00</b>	<b>285,745.00</b>	<b>-285,545.00</b>	<b>0.1%</b>
<b>Net Income</b>	<b>-148,238.84</b>	<b>0.00</b>	<b>-148,238.84</b>	<b>100.0%</b>



DARE COUNTY TOURISM BOARD

31-May-25

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	CD'S TRUIST BANK	TOTAL
GENERAL FUND	14,965	7,006,766	1,076,726	995,029	2,957,537	0	0	1,848,263	1,919,738	3,245,477	0	19,064,501
RESTRICTED FUND	7,983	4,313,372			1,339,281	250,000	0	0	1,876,576	3,783,529	1,016,245	12,586,986
TRAVEL GUIDE	56,959											56,959
MERCHANDISE SALES	166,336											166,336
EVENT SITE FUND	400,250											400,250
TOTAL	646,492	11,320,138	1,076,726	995,029	4,296,818	250,000	0	1,848,263	3,796,314	7,029,006	1,016,245	32,275,031
TOTAL % EACH BANK	5.86%	35.07%	3.34%		35.09%			5.73%	11.76%		3.15%	100.00%
INTEREST RATES	0.25%	4.23%	2.50%	2.55%	2.77%	0.00%	4.75%	4.00%	4.0% & 4.65%	4.65, 4.5, 4.25 & 4.1	3.35%	
TOTAL CHECKING & CD'S	32,275,031											
60% ALLOWED IN ANY BANK	19,365,019											
25% ALLOWED IN ANY ONE INV	8,068,758											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225			\$12,586,986									

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Dare County Tourism Board  
(dba Outer Banks Visitors Bureau)

Proposed Budget for Fiscal Year 2025-2026

## Dare County Tourism Board

**BE IT ORDAINED** by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 19, 2025.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

Occupancy Tax Distribution .....	4,961,284
Prepared Food Tax Distribution.....	2,312,632
Appropriation from Fund Balance .....	3,043,140
Travel Guide Income .....	41,000
Website Revenue .....	125,000
Interest & Other Revenue .....	<u>361,050</u>
	10,844,106

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

Governing Body .....	30,930
Promotion.....	9,072,185
Aycock Brown Welcome Center .....	182,955
Roanoke Island/Whalebone/Hatteras Welcome Centers .....	236,375
Travel Guide Expenses .....	115,000
Unappropriated Fund Balance .....	925,306
Transfer to Event Site Fund .....	<u>281,355</u>
	10,844,106

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

Occupancy Tax Distribution .....	1,653,761
Prepared Food Tax Distribution .....	770,878
Appropriation from Fund Balance .....	12,574,331
Interest.....	<u>150,000</u>
	15,148,970

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

Expenditures.....	15,148,970
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2025 and ending June 30, 2026:

Event Rental Income .....	26,350
Lease Income .....	52,700
Interest & Other Revenue .....	700
Transfer from General Fund .....	281,355
Unappropriated Funds .....	<u>45,380</u>
	406,485

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2025 and ending June 30, 2026:

Expenditures .....	406,485
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.

Section 8: The Budget Officer may make cash advances between funds for periods not to exceed 60 days without reporting to the Governing Board. Any advances that extend beyond 60 days must be approved by the Board. All advances that will be outstanding at the end of the fiscal year must be approved by the Board.

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 19 June, 2025.

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Dennis Robinson, Chairman

ATTEST:

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Tonia Cohen, Secretary

**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		Proposed	% Change
		FY 2024-2025	Budget	Projected	Budget	to FY 24-25
			FY 2024-2025	FY 2024-2025	FY 2025-2026	Budget
Occupancy		\$ 6,461,205	\$ 6,461,205	\$ 7,713,763	\$ 6,615,045	2.38%
Meals		\$ 2,954,855	\$ 2,954,855	\$ 3,772,307	\$ 3,083,510	4.35%
		\$ 9,416,060	\$ 9,416,060	\$ 11,486,070	\$ 9,698,555	3.00% *
Interest - GF		\$ 360,000	\$ 360,000	\$ 748,111	\$ 360,000	0.00%
Interest - Travel Guide		\$ 50	\$ 50	\$ 90	\$ 50	0.00%
Interest - Restricted		\$ 300,000	\$ 300,000	\$ 428,309	\$ 150,000	-50.00%
Website Advertising		\$ 125,000	\$ 125,000	\$ 168,230	\$ 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	\$ 1,402,539	\$ 677,050	-17.94%
Amounts Rolled Over from PY		\$ 3,069,064	\$ 3,069,064	\$ 3,069,064	\$ 2,761,785	-10.01%
Appropriated Fund Balance		\$ 11,120,598	\$ 11,150,298	\$ 6,827,966	\$ 12,855,686	15.29%
		\$ 14,189,662	\$ 14,219,362	\$ 9,897,030	\$ 15,617,471	9.83%
Total Revenues		\$ 24,430,772	\$ 24,460,472	\$ 22,785,639	\$ 25,993,076	6.27%
* This is a 3% increase over 24-25 budget figures. The percent change from projected actual 2024-2025 figures is a decrease of (15%).						

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Summary</b>									
	<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>					
	<b>2024-2025</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>	
		<b>2024-2025</b>	<b>2024-2025</b>	<b>2025-2026</b>	<b>Change</b>	<b>FY26-27</b>	<b>FY27-28</b>	<b>FY28-29</b>	
<b>GENERAL FUND</b>									
<b>REVENUES</b>									
Occupancy/Meals Tax (75%)	7,062,045	7,062,045	8,614,552	7,273,916	3.0%	7,492,134	7,866,740	8,181,410	
Revenues - Website Advertising	125,000	125,000	168,230	125,000	0.0%	127,500	132,600	137,904	
Revenues - Interest and Other	361,050	361,050	748,501	361,050	0.0%	364,714	375,655	394,438	
Appropriated from Fund Balance	285,545	315,245	315,245	281,355	-10.8%	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	
<b>Total Revenues</b>	<b>7,872,640</b>	<b>7,902,340</b>	<b>9,904,027</b>	<b>8,082,321</b>	<b>2.3%</b>	<b>9,803,628</b>	<b>10,180,859</b>	<b>10,547,217</b>	
Projected Over Budget By			2,001,687						
<b>EXPENDITURES:</b>									
Governing	30,705	30,705	27,814	30,930	0.7%	31,198	31,268	31,490	
Promotion	8,564,340	8,594,040	7,911,708	9,072,185 *	5.6%	8,785,616	9,113,130	9,460,669	
Aycock Brown Welcome Center	176,315	176,315	166,188	182,955	3.8%	179,757	190,269	189,937	
Outer Banks Welcome Center RI, Whalebone & Hatteras	227,505	227,505	218,534	236,375	3.9%	238,390	250,052	252,564	
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	925,306	-40.0%	114,742	73,880	71,522	
Transfer to Event Site Fund	285,545	285,545	285,545	281,355	-1.5%	335,476	400,257	415,372	
<b>Total Expenditures</b>	<b>10,941,704</b>	<b>10,971,404</b>	<b>10,211,308</b>	<b>10,844,106</b>	<b>-1.2%</b>	<b>9,803,628</b>	<b>10,180,859</b>	<b>10,547,216</b>	
Projected Under Budget By			760,096						
Revenue vs Expenses	-3,069,064	-3,069,064		-2,761,785		0	0	0	
Revenue Income over Budget	2,136,679	2,136,679		2,001,687					
Unspent Funds/Encumbrances	932,384	932,384		760,096 *					
* Includes estimated encumbrances of \$554,425									
Unappropriated Surplus	0	0		0					
<b>Net Revenue vs Expenses</b>	<b>0</b>	<b>0</b>		<b>0</b>					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Summary</b>									
	<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>					
	<b>2024-2025</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>	
		<b>2024-2025</b>	<b>2024-2025</b>	<b>2025-2026</b>	<b>Change</b>	<b>FY26-27</b>	<b>FY27-28</b>	<b>FY28-29</b>	
<b>RESTRICTED FUND</b>									
Interest	300,000	300,000	428,309	150,000	-50.0%	110,000	85,000	85,000	
Designated From Fund Balance	10,835,053	10,835,053	9,274,504	12,574,331	16.1%	9,574,331	9,861,561	10,256,023	
Occupancy/Meals Tax (25%)	2,354,015	2,354,015	2,871,518	2,424,639	3.0%	2,497,378	2,622,247	2,727,137	
Total Revenues	13,489,068	13,489,068	12,574,331	15,148,970	12.3%	12,181,709	12,568,808	13,068,160	
Total Expenditures and Commitments	13,489,068	13,489,068	12,574,331	15,148,970	12.3%	12,205,902	12,593,727	13,094,076	
<b>EVENT SITE FUND</b>									
Event Rental Income	26,350	26,350	37,045	26,350	0.0%	28,350	29,450	31,250	
Lease Income	52,700	52,700	52,702	52,700	0.0%	52,700	52,700	52,700	
Other Income	200	200	200	200	0.0%	200	200	200	
Interest	500	500	1,245	500	0.0%	150	100	100	
Transfer to Event Site	285,545	285,545	215,000	281,355	-1.5%	335,476	400,257	415,372	
Unappropriated Funds	30,380	30,380	30,380	45,380	49.4%	30,000	31,500	33,075	
	395,675	395,675	336,572	406,485	2.7%	446,876	514,207	532,697	
Expenditures	395,675	395,675	333,309	406,485	2.7%	445,941	513,226	531,667	

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

**BUDGET & FINANCE PROJECTIONS**  
**OCCUPANCY & MEALS FY 2025-2026**

<b>FISCAL YEAR</b>		<b>ACTUAL 2020-2021</b>	<b>ACTUAL 2021-2022</b>	<b>ACTUAL 2022-2023</b>	<b>ACTUAL 2023-2024</b>	<b>ACTUAL 2024-2025</b>
<b>JULY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,031,086	\$1,276,821	\$1,366,626	\$1,367,018	\$1,633,431
	<b>MEALS</b>	\$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
<b>AUGUST RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,522,969	\$1,592,750	\$2,025,877	\$2,165,402	\$1,813,246
	<b>MEALS</b>	\$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
<b>SEPTEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,386,699	\$1,592,952	\$1,434,166	\$1,458,380	\$1,474,621
	<b>MEALS</b>	\$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
<b>OCTOBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$646,711	\$717,840	\$725,053	\$799,595	\$799,304
	<b>MEALS</b>	\$312,640	\$381,875	\$398,738	\$386,500	\$388,698
		\$959,351	\$1,099,715	\$1,123,790	\$1,186,095	\$1,188,002
<b>NOVEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$411,520	\$437,386	\$433,387	\$348,086	\$362,802
	<b>MEALS</b>	\$220,333	\$283,580	\$162,643	\$273,921	\$283,328
		\$631,854	\$720,966	\$596,030	\$622,007	\$646,130
<b>DECEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$149,614	\$103,833	\$185,251	\$182,562	\$174,684
	<b>MEALS</b>	\$133,492	\$144,518	\$300,139	\$178,483	\$190,430
		\$283,106	\$248,351	\$485,390	\$361,045	\$365,115
<b>JANUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$99,622	\$191,666	\$101,098	\$135,855	\$126,884
	<b>MEALS</b>	\$129,244	\$172,558	\$143,215	\$144,574	\$154,315
		\$228,866	\$364,224	\$244,313	\$280,429	\$281,199
<b>FEBRUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$221,257	\$320,769	\$322,624	\$155,450	\$164,924
	<b>MEALS</b>	\$96,377	\$93,580	\$124,423	\$101,950	\$106,311
		\$317,634	\$414,349	\$447,048	\$257,400	\$271,235
<b>MARCH RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$167,213	\$170,201	\$170,000	\$151,260	\$150,015
	<b>MEALS</b>	\$92,067	\$131,328	\$116,208	\$128,876	\$161,622
		\$259,280	\$301,529	\$286,208	\$280,136	\$311,637
<b>APRIL RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$277,701	\$229,961	\$228,527	\$238,725	\$232,103
	<b>MEALS</b>	\$179,714	\$176,838	\$179,535	\$198,494	\$191,555
		\$457,415	\$406,799	\$408,062	\$437,219	\$423,658
<b>MAY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$395,352	\$451,019	\$436,135	\$331,070	\$394,367
	<b>MEALS</b>	\$259,175	\$284,410	\$284,935	\$258,330	\$282,450
		\$654,527	\$735,429	\$721,069	\$589,400	\$676,817
<b>JUNE RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$709,402	\$679,227	\$612,281	\$562,874	\$387,380 *
	<b>MEALS</b>	\$359,081	\$344,508	\$359,175	\$372,452	\$267,780 *
		\$1,068,483	\$1,023,735	\$971,456	\$935,326	\$655,160
<b>TOTALS</b>	<b>OCCUPANCY</b>	<b>\$7,019,145</b>	<b>\$7,764,423</b>	<b>\$8,041,025</b>	<b>\$7,896,277</b>	<b>\$7,713,763</b>
	<b>MEALS</b>	<b>\$2,847,306</b>	<b>\$3,510,093</b>	<b>\$3,649,343</b>	<b>\$3,694,814</b>	<b>\$3,772,307</b>
		<b>\$9,866,451</b>	<b>\$11,274,517</b>	<b>\$11,690,368</b>	<b>\$11,591,092</b>	<b>\$11,486,070</b>

\*estimated from budget



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

**BUDGET & FINANCE PROJECTIONS**  
**OCCUPANCY & MEALS FY 2025-2026**

		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
FISCAL YEAR								
JULY RECEIPTS								
	OCCUPANCY	\$1,334,996	\$1,210,325	\$1,226,635	-29.76%	-\$406,796	1.35%	\$16,311
	MEALS	<u>\$477,388</u>	<u>\$443,005</u>	<u>\$466,295</u>	<u>-17.76%</u>	<u>-\$91,471</u>	<u>5.26%</u>	<u>\$23,290</u>
		\$1,812,384	\$1,653,330	\$1,692,930	-26.48%	-\$498,267	2.40%	\$39,601
AUGUST RECEIPTS								
	OCCUPANCY	\$1,824,049	\$1,650,520	\$1,625,035	-8.69%	-\$188,211	-1.54%	-\$25,484
	MEALS	<u>\$554,442</u>	<u>\$472,275</u>	<u>\$501,445</u>	<u>-21.99%</u>	<u>-\$133,032</u>	<u>6.18%</u>	<u>\$29,169</u>
		\$2,378,491	\$2,122,795	\$2,126,480	-11.60%	-\$321,243	0.17%	\$3,685
SEPTEMBER RECEIPTS								
	OCCUPANCY	\$1,469,364	\$1,439,060	\$1,442,235	-2.22%	-\$32,386	0.22%	\$3,175
	MEALS	<u>\$476,063</u>	<u>\$445,330</u>	<u>\$463,690</u>	<u>-16.92%</u>	<u>-\$89,886</u>	<u>4.12%</u>	<u>\$18,360</u>
		\$1,945,427	\$1,884,390	\$1,905,925	-6.15%	-\$122,272	1.14%	\$21,535
OCTOBER RECEIPTS								
	OCCUPANCY	\$737,701	\$579,615	\$602,005	-24.67%	-\$197,299	3.86%	\$22,390
	MEALS	<u>\$373,690</u>	<u>\$297,730</u>	<u>\$316,665</u>	<u>-18.64%</u>	<u>-\$72,033</u>	<u>6.36%</u>	<u>\$18,935</u>
		\$1,111,391	\$877,344	\$918,670	-22.71%	-\$269,332	4.71%	\$41,325
NOVEMBER RECEIPTS								
	OCCUPANCY	\$398,636	\$272,110	\$280,275	-23.71%	-\$82,527	3.00%	\$8,165
	MEALS	<u>\$244,761</u>	<u>\$220,715</u>	<u>\$227,335</u>	<u>-20.44%</u>	<u>-\$55,993</u>	<u>3.00%</u>	<u>\$6,620</u>
		\$643,397	\$492,825	\$507,610	-22.27%	-\$138,520	3.00%	\$14,786
DECEMBER RECEIPTS								
	OCCUPANCY	\$159,189	\$117,350	\$130,870	-24.00%	-\$43,815	11.52%	\$13,520
	MEALS	<u>\$189,412</u>	<u>\$140,200</u>	<u>\$144,405</u>	<u>-25.79%</u>	<u>-\$46,026</u>	<u>3.00%</u>	<u>\$4,205</u>
		\$348,601	\$257,550	\$275,275	-24.88%	-\$89,841	6.88%	\$17,724
JANUARY RECEIPTS								
	OCCUPANCY	\$131,025	\$84,970	\$87,520	-28.98%	-\$39,365	3.00%	\$2,549
	MEALS	<u>\$148,781</u>	<u>\$121,270</u>	<u>\$124,910</u>	<u>-20.34%</u>	<u>-\$29,404</u>	<u>3.00%</u>	<u>\$3,640</u>
		\$279,806	\$206,242	\$212,430	-24.52%	-\$68,769	3.00%	\$6,189
FEBRUARY RECEIPTS								
	OCCUPANCY	\$237,005	\$163,905	\$163,825	-0.71%	-\$1,099	-0.05%	-\$81
	MEALS	<u>\$104,528</u>	<u>\$90,410</u>	<u>\$93,120</u>	<u>-12.94%</u>	<u>-\$13,191</u>	<u>3.00%</u>	<u>\$2,710</u>
		\$341,533	\$254,315	\$256,945	-5.55%	-\$14,290	1.03%	\$2,629
MARCH RECEIPTS								
	OCCUPANCY	\$161,738	\$133,825	\$137,840	-8.05%	-\$12,175	3.00%	\$4,015
	MEALS	<u>\$126,020</u>	<u>\$96,455</u>	<u>\$104,350</u>	<u>-44.44%</u>	<u>-\$57,272</u>	<u>8.19%</u>	<u>\$7,896</u>
		\$287,758	\$230,281	\$242,190	-24.79%	-\$69,447	5.17%	\$11,910
APRIL RECEIPTS								
	OCCUPANCY	\$241,403	\$125,235	\$168,990	-26.44%	-\$63,113	34.94%	\$43,755
	MEALS	<u>\$185,227</u>	<u>\$141,500</u>	<u>\$155,745</u>	<u>-18.04%</u>	<u>-\$35,810</u>	<u>10.07%</u>	<u>\$14,245</u>
		\$426,631	\$266,735	\$324,735	-22.63%	-\$98,922	21.74%	\$58,000
MAY RECEIPTS								
	OCCUPANCY	\$401,589	\$296,910	\$325,815	-20.71%	-\$68,552	9.74%	\$28,905
	MEALS	<u>\$273,860</u>	<u>\$218,185</u>	<u>\$224,735</u>	<u>-22.34%</u>	<u>-\$57,715</u>	<u>3.00%</u>	<u>\$6,550</u>
		\$675,448	\$515,095	\$550,550	-21.42%	-\$126,267	6.88%	\$35,455
JUNE RECEIPTS								
	OCCUPANCY	\$590,233	\$387,380	\$409,000	3.84%	\$21,620	5.58%	\$21,620
	MEALS	<u>\$340,599</u>	<u>\$267,780</u>	<u>\$275,815</u>	<u>2.16%</u>	<u>\$8,035</u>	<u>3.00%</u>	<u>\$8,035</u>
		\$930,832	\$655,159	\$684,815	3.17%	\$29,655	4.53%	\$29,656
TOTALS								
	OCCUPANCY	\$7,686,927	\$6,461,206	\$6,600,045	-14.10%	-\$1,113,717	2.15%	\$138,840
	MEALS	<u>\$3,494,773</u>	<u>\$2,954,854</u>	<u>\$3,098,510</u>	<u>-18.24%</u>	<u>-\$673,798</u>	<u>4.86%</u>	<u>\$143,656</u>
		\$11,181,699	\$9,416,060	\$9,698,555	-15.42%	-\$1,787,515	3.00%	\$282,496
			FY23/24 Budget	\$9,053,785.00				
			25/26 vs 23/24	7.12%				

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Governing</b>									
Account		Budget	Amended		Proposed				
Number	Title	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	1,356	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	6,450	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	3,125	3,125	2,629	3,350	7.2%	3,518	3,588	3,660
5004	Miscellaneous Items	1,000	1,000	279	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,705	30,705	27,814	30,930	0.7%	31,198	31,268	31,490
Projected under budget by				2,891					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Promotion</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY25-26	FY26-27	FY27-28
	Personnel								
5010	Salaries (full)	1,085,900	1,090,900	1,090,092	1,168,000	7.1%	1,203,040	1,263,192	1,301,088
5020	Salaries (part)	134,650	129,650	123,880	115,000	-11.3%	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	96,148	102,960	6.4%	105,198	110,312	113,534
5040	Employee Insurance	175,700	175,700	169,052	154,800	-11.9%	170,280	183,902	198,615
5050	Retirement	156,430	156,430	152,620	175,825	12.4%	176,826	198,479	190,552
5055	401(k) Match	10,860	10,860	8,947	11,680	7.6%	12,030	12,632	13,011
5060	Worker's Comp	1,935	2,235	2,191	2,060	-7.8%	2,122	2,185	2,251
5080	Employee Relations	2,340	2,340	2,926	2,390	2.1%	2,340	2,340	2,340
5090	Training	11,900	11,900	7,318	11,900	0.0%	10,000	10,500	11,025
		1,677,520	1,677,820	1,653,174	1,745,615	4.0%	1,801,286	1,908,915	1,961,519
	Marketing/Advertising								
5500	Other Advertising	1,629,065	1,356,765	1,356,765	1,627,910 *	20.0%	1,676,747	1,727,050	1,778,861
5502	Production Advertising	190,000	267,300	267,266	260,000	-2.7%	180,000	190,000	200,000
5510	Events-Development & Prom	73,100	73,100	52,035	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,766,820	2,961,820	2,961,820	3,224,790 *	8.9%	3,321,534	3,421,180	3,523,815
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	19,576	21,650	0.0%	20,000	20,000	20,000
5580	Promotional Aids	8,500	9,500	9,424	9,500	0.0%	8,500	8,500	8,500
6100	Press/Travel Writer Tours	110,000	105,000	103,715	110,000	4.8%	110,000	113,300	116,699
6101	Group Sales	30,000	34,000	33,844	30,000	-11.8%	18,000	21,600	22,248
		4,859,135	4,859,135	4,824,485	5,386,950	10.9%	5,440,074	5,609,181	5,780,002

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Promotion</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	2024-2025	2024-2025	2025-2026	Change	FY25-26	FY26-27	FY27-28
<b>Special Projects</b>									
6150	Event Grant	832,000	861,700	484,227	759,700 *	-11.8%	425,000	450,000	475,000
6160	Long Range Tourism Plan	275,000	275,000	137,707	275,000	0.0%	315,000	330,750	347,288
6170	Tourism Summit	27,500	27,500	18,991	27,000 *	-1.8%	18,000	18,000	18,000
		1,134,500	1,164,200	640,925	1,061,700	-8.8%	758,000	798,750	840,288
<b>Operations</b>									
5110	Contracted Services	16,030	16,530	16,097	16,030	-3.0%	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	10,300	5,200	10,800	4.9%	10,000	15,000	15,000
5180	Legal	38,500	38,500	35,853	20,500	-46.8%	20,500	20,500	20,500
5185	Research	188,500	188,500	184,955	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	810	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	186,000	136,561	200,000	7.5%	204,000	208,080	212,242
6300	Travel	59,000	57,000	55,475	60,000	5.3%	62,400	64,896	67,492
6305	Vehicle Maintenance	3,000	3,000	2,635	3,000	0.0%	3,000	3,000	3,000
6320	Registrations	40,000	42,000	44,791	45,000	7.1%	45,450	45,905	46,364
6340	Travel Show Exhibit	5,000	5,000	3,536	5,000	0.0%	6,500	7,500	7,500
6420	Dues & Subscriptions	69,400	73,400	72,418	75,000	2.2%	78,750	78,750	78,750
6440	Insurance	28,350	28,050	16,949	26,175	-6.7%	27,484	28,858	30,301
6460	Telephone	26,100	26,100	24,315	25,860	-0.9%	25,860	26,636	26,636
6500	Equipment	26,700	26,700	22,878	20,000	-25.1%	25,000	25,750	26,523
6510	Expendable Equipment	3,275	3,275	1,307	3,275	0.0%	3,275	3,275	3,275
6530	Tech. Support/Software	5,600	5,600	5,563	7,000	25.0%	7,000	7,000	7,000
6580	Utilities	10,800	10,800	8,150	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	31,038	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**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Promotion</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	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	27,831	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	15,044	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	3,240	3,240	2,299	3,060	-5.6%	3,213	3,374	3,542
6810	Web Site/Internet	52,000	62,000	62,334	65,000	4.8%	65,000	66,950	66,950
		893,185	892,885	793,124	877,920	-1.7%	786,256	796,283	878,860
	Total - Promotional	8,564,340	8,594,040	7,911,708	9,072,185	5.6%	8,785,616	9,113,130	9,460,669
	Projections under budget by			682,332					
	less encumbrances			-554,425					
				127,907					
	* Encumbrances: #6150 \$334,700								
	#5500 \$42,500								
	#5515 \$135,225								
	#6170 \$2,000								

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Aycock Brown Welcome Center Kitty Hawk</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2024-2025	Budget 2024-2025	2024-2025	Budget 2025-2026	Change	FY25-26	FY26-27	FY27-28
5025	Salaries (part)	118,100	118,100	113,339	118,775	0.6%	122,338	126,008	129,789
5030	Payroll Taxes	10,215	10,215	9,804	10,275	0.6%	10,582	10,900	11,227
5040	Employee Insurance	4,200	4,200	4,176	6,100	45.2%	6,405	6,597	6,795
5050	Retirement	3,480	3,480	3,083	3,675	5.6%	3,859	3,975	4,094
5060	Worker's Comp	180	180	180	185	2.8%	191	196	202
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	10,110	9,960	10,095	11,400	14.5%	9,960	9,960	9,960
6130	Uniforms	1,080	1,080	949	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	3,600	-7.5%	3,780	3,969	4,167
6460	Telephone	5,940	5,940	5,338	5,520	-7.1%	5,630	5,743	5,858
6500	Equipment	1,500	1,500	1,000	4,700	213.3%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	6,229	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	3,350	3,500	2,901	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	2,596	3,100	0.0%	3,000	3000	3,000
	<b>Total - ABWC</b>	<b>176,315</b>	<b>176,315</b>	<b>166,188</b>	<b>182,955</b>	<b>3.8%</b>	<b>179,757</b>	<b>190,269</b>	<b>189,937</b>
	Projected under budget by			10,127					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Outer Banks Welcome Center Roanoke Island</b>									
Account		Budget	Amended		Proposed				
Number	Title	2024-2025	Budget 2024-2025	Projected 2024-2025	Budget 2025-2026	Percent Change	Estimate FY26-27	Estimate FY27-28	Estimate FY28-29
5026	Salaries (part) - RI	88,320	88,320	85,873	89,650	1.51%	92,340	95,110	97,963
5030	Payroll Taxes	7,640	7,640	7,428	7,755	1.51%	7,987	8,227	8,474
5060	Worker's Comp	130	130	130	135	3.85%	139	143	148
5080	Employee Relations	350	350	349	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	1,080	1,080	972	1,080	0.00%	800	800	800
6420	Dues & Subscriptions	180	180	163	170	-5.56%	179	187	197
6440	Insurance	6,320	6,320	6,320	5,825	-7.83%	6,116	6,422	6,743
6460	Telephone	1,345	1,345	1,308	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	796	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	505	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		111,075	111,075	107,230	115,995	4.43%	115,986	124,221	123,244
Projected under budget by				3,845					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Outer Banks Welcome Center - Hatteras Information Center</b>									
			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) - HI	39,275	39,275	37,803	40,650	3.50%	41,870	43,126	44,419
5030	Payroll Taxes	3,395	3,395	3,274	3,515	3.53%	3,622	3,730	3,842
5060	Worker's Comp	55	55	55	60	9.09%	62	64	66
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	652	720	0.00%	300	300	300
6300	Travel	1,030	1,030	782	1,030	0.00%	903	918	895
6440	Insurance	975	975	975	895	-8.21%	940	987	1,036
6460	Telephone	2,700	2,700	2,681	3,300	22.22%	3,366	3,433	3,502
6500	Equipment	1,000	1,000	974	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	192	100	-60.00%	200	200	200
6610	Building Maintenance	500	200	75	500	150.00%	500	500	500
6700	Office Supplies	825	1,125	1,113	975	-13.33%	700	725	750
Total - Welcome Ctr. - Hatteras		53,380	53,380	51,093	55,400	3.78%	56,062	57,583	59,110
Projected under budget by				2,287					



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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Outer Banks Welcome Center - Whalebone Junction</b>									
			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	51,215	54,200	3.34%	55,826	57,501	59,226
5030	Payroll Taxes	4,535	4,535	4,430	4,690	3.42%	4,829	4,974	5,123
5060	Worker's Comp	85	85	85	90	5.88%	93	95	98
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	690	795	0.00%	750	750	750
6130	Uniforms	540	540	528	540	0.00%	300	300	300
6440	Insurance	975	975	975	895	-8.21%	940	987	1,036
6460	Telephone	1,740	1,740	712	1,740	0.00%	1,775	1,810	1,847
6500	Equipment	1,000	800	550	1,000	25.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	49	50	0.00%	50	50	50
6700	Office Supplies	600	800	706	700	-12.50%	500	500	500
Total - Welcome Ctr. Whalebone		63,050	63,050	60,211	64,980	3.06%	66,342	68,247	70,210
Projected under budget by				2,839					

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

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2025-2026</b>						
<b>Restricted</b>						
			Amended		Proposed	
Account		Budget	Budget	Projected	Budget	Percent
<u>Number</u>	<u>Title</u>	<u>2024-2025</u>	<u>2024-2025</u>	<u>2024-2025</u>	<u>2025-2026</u>	<u>Change</u>
	Occupancy/Meals Tax 25%	2,354,015	2,354,015	2,871,518	2,424,639	3.0%
	Interest	300,000	300,000	428,309	150,000	-50.0%
	Appropriated Fund Balance	10,835,053	10,835,053	9,274,504	12,574,331	16.1%
	Total - Non Departmental	13,489,068	13,489,068	12,574,331	15,148,970	12.3%

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

8a

<b>Outer Banks Visitors Bureau Budget 2025-2026 Restricted Fund</b>					
		Projected Amount Allocated thru 5/31/25	Recommended FY 25-26 Projects	Proposed FY 25-26 Allocation	Percent Change
<b>Revenues</b>					
3210	Interest	428,309	0	150,000	-65.0%
9930	Appropriation from Fund Balance	9,274,504	0	12,574,331	35.6%
9940	Occupancy/Meals Tax 25%	2,871,518	0	2,424,639	-15.6%
	<b>Total Revenues</b>	<b>12,574,331</b>	<b>0</b>	<b>15,148,970</b>	<b>20.5%</b>
<b>Expenditures</b>					
<b>Long Term Projects: 70% = \$1,697,247</b>					
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%
	<b>Total Long Term Projects</b>	<b>8,796,091</b>	<b>1,697,247</b>	<b>10,493,338</b>	<b>19.3%</b>
<b>Short Term Projects: 30% = \$727,392, plus interest</b>					
<b>FY2023</b>					
4670	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
		112,000		112,000	
<b>FY2024</b>					
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%
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%
		942,963		942,963	
<b>FY2025</b>					
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%
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	1,519,299	813,317	2,332,616	53.5%
		2,723,277	877,392	3,600,669	32.2%
	<b>Total Short Term Projects</b>	<b>3,778,240</b>	<b>877,392</b>	<b>4,655,632</b>	<b>23.2%</b>
	<b>Total Expenditures</b>	<b>12,574,331</b>	<b>2,574,639</b>	<b>15,148,970</b>	<b>20.5%</b>
<b>Reconciliation Back to 5/31/25 Cash Balance</b>					
	Funds in the Banks @ 5/31/25			\$ 12,586,987	
	Estimated Revenues -June 2025			173,772	
	Budgeted FY 25-26 Revenue			2,574,639	
	<b>Total Proposed Expenditures</b>			<b>\$ 15,335,398</b>	
	Less Amounts to be Paid Out in 24-25			(186,428)	
	<b>Total Proposed Expenditures</b>			<b>\$ 15,148,970</b>	

## 8b

Draft #3  
as of 6/10/2025

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

<b>Outer Banks Visitors Bureau</b>										
<b>Budget 2025-2026</b>										
<b>Travel Guide</b>										
		Original	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	
<b>Revenues</b>										
3209	Advertising	39,000	39,000	57,500	41,000	5.1%	42,230	43,497	44,802	
3210	Interest	50	50	90	50	0.0%	53	55	58	
	Total Revenues	39,050	39,050	57,590	41,050	5.1%	42,283	43,552	44,860	
<b>Expenditures</b>										
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	
	<b>Revenues Over (Under) Expenditures</b>	-75,950	-75,950	-1,635	-73,950		-76,168	-78,451	-80,804	

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2025-2026</b>									
<b>Event Site Fund</b>									
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:								
3200	Event Rental Income	26,350	26,350	37,045	26,350	0.00%	28,350	29,450	31,250
3250	Lease income	52,700	52,700	52,702	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	1,245	500	0.00%	150	100	100
9910	Transfer from General Fund	285,545	285,545	215,000	281,355	-1.47%	335,476	400,257	415,372
9999	Unappropriated Funds	30,380	30,380	30,380	45,380	49.37%	30,000	31,500	33,075
	Total Revenues	395,675	395,675	336,572	406,485	2.73%	446,876	514,207	532,697
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	50,000	50,000	18,232	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	39,068	55,000	0.00%	55,000	92,700	104,751
6440	Insurance	9,725	9,725	9,725	8,950	-7.97%	9,398	9,867	10,361
6580	Utilities	40,665	40,665	28,140	35,455	-12.81%	36,519	37,614	38,743
6610	Repairs & Maintenance	220,015	220,015	218,332	235,015	6.82%	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	19,312	21,665	8.33%	24,199	25,118	26,074
	Total Expenditures	395,675	395,675	333,309	406,485	2.73%	446,876	514,207	532,697
	Revenues Over (Under) Expenditures	0	0	3,263	0		0	0	0

## Marketing Dashboard

thru MAY 2025

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	54,409	55,891	-1,482	-3%
Completed Video Views	46,660,801	31,587,460	15,073,341	48%
Website Sessions	4,191,968	4,208,899	-16,931	0%
Online Communities				
Email Subscribers	89,837	106,955	-17,118	-16%
Facebook	711,000	716,000	-5,000	-1%
X (Twitter)	39,625	40,871	-1,246	-3%
Instagram	133,548	131,239	2,309	2%
Pinterest	23,600	23,500	100	0%
TikTok	117,700	97,000	20,700	21%
YouTube	<u>4,800</u>	<u>0</u>	<u>4,800</u>	<u>#DIV/0!</u>
Online Communities Subtotal	1,120,110	1,115,565	-255	0%

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## 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.

### May 2025 Highlights

- **Paid Media:** FYTD total impressions are up 33% YoY and total video views are up 48%, driven by media cost efficiencies in the Fall and Spring-Summer campaigns.
  - Continuity: Native Display creative supported The Outer Edge, Trail of Art, Hidden Gems, and Soft Shell Crab Week. The Soft Shell Crab Week creative achieved the highest CTR at 0.44% and the most efficient CPC at \$1.51. Those in the Email Retargeting audience who clicked it spent 3 minutes and 14 seconds on the site, the longest time from any creative this fiscal year!
- **Website:** MoM website sessions were up 12% while FYTD sessions are flat. The majority of website sessions came from Organic Search on Google (40%), followed by Paid Search on Google + Bing (30%).
  - The /blog/post/ page saw the largest MoM increase at +62% or +32K page views. The most viewed blog post was the Ideal Family Beach Vacation Destination post, for the fourth month in a row, with 45K page views.
  - The external link event was up 20% MoM.
- **Email:** 236K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 10% open rate and 16% CTR (opens), and 0.5% bounce rate.
  - The May 2025 OBX Email "Summer's on Deck on the OBX" achieved a 19% open rate and a 14% CTR (opens). The majority of clicks went to the CTA button titled "Seasonal specials and travel discounts" at 25%, followed by the OBX Hidden Gems clickable photo at 13%.
  - The May 2025 OBX Email was also sent out to the "Unengaged Users" lists to boost re-engagement ahead of the annual list cleanup. This email garnered a 3% open rate and 15% CTR (opens).
  - The Art, History and Culture Workflow performed the best amongst niche workflows with nearly 400 sends, a 33% open rate, and a 32% CTR (opens).
- **Zartico:** Data is available through 5/31. May spend is up about 45% MoM and down about 10% YoY. FYTD Tracked Spend shows a decrease of 13%.
- **KeyData:**
  - Short Term Rentals: May shows a 2.5% increase in Revenue and a 3.5% decrease in Adj. Paid Occupancy. Looking ahead, June shows a 1% increase over 2024 while Adj. Paid Occupancy shows a 5% decrease.
    - The top 3 states (Virginia, North Carolina, and Pennsylvania) accounted for 60% of total rent revenue, or about \$16MM. Virginia saw the largest volume increase in rent dollars at +\$2.2MM
  - Hotels: May Revenue shows a 3% increase over 2024, while Paid Occupancy shows a 5.5% increase. Looking ahead to June, both Revenue and Paid Occupancy show double-digit increases over 2024.
  - *Note: 1-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 April. Compared to 2024, April tracked spend shows a 25% increase, while FYTD tracked spend is up 1%.
  - Several key markets saw increases YoY including Virginia Beach-Norfolk-Newport News, VA-NC (+\$775K or 15%), Washington-Arlington-Alexandria, DC-VA-MD-WV (+\$1.8MM or 85%), Raleigh-Cary, NC (+\$326K or 33%) and Baltimore-Columbia-Towson, MD (+\$378K or 84%).

Dashboard was updated on 6/11/25. Data is reviewed and validated through - Media, Email, and Website: 5/31/25; Zartico: 5/31/25, Visa: 4/30/25, KeyData Short Term Rentals: as of 6/9/25 (FY24-25) vs 6/10/24 (FY23-24), KeyData Hotel: as of 6/1/25 (FY24-25) vs. 6/2/24 (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.

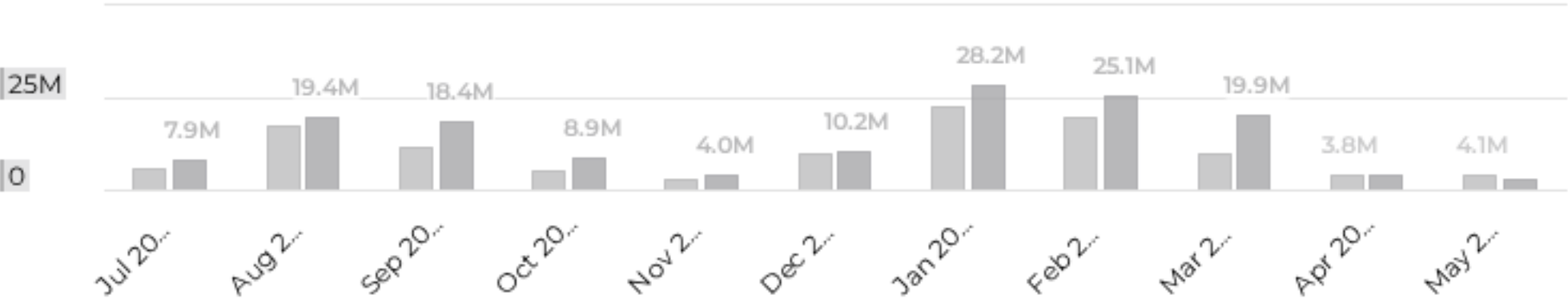
## Paid Media Campaigns (HY Managed)

FYTD: Impressions

148,869,647 ▲33%  
(Custom Range: 112,189,979)

Monthly Impressions v. Previous Year

Impressions

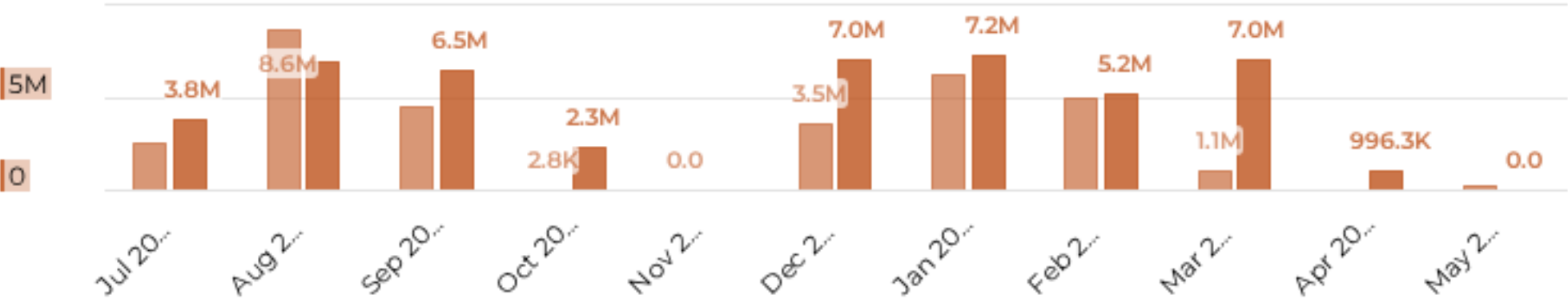


FYTD: Video Views

46,660,801 ▲48%  
(Custom Range: 31,587,460)

Monthly Video Views v. Previous Year

Video Views



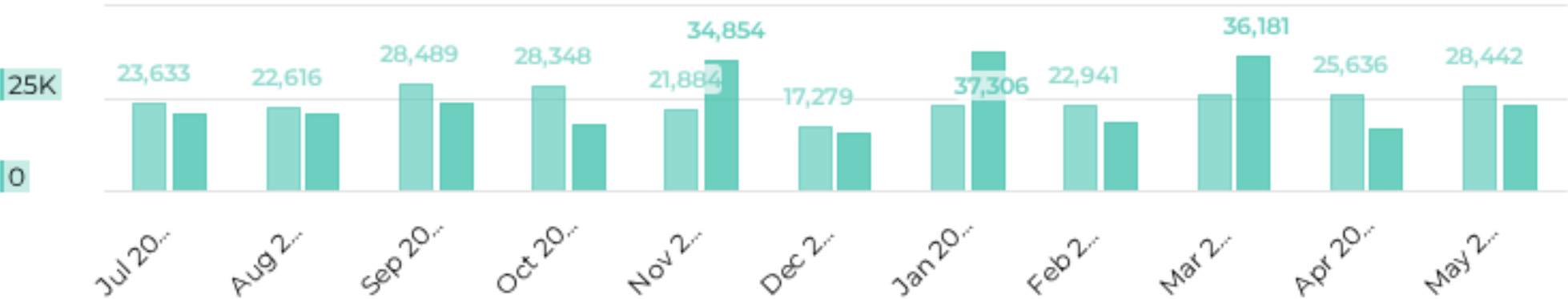
## Email Marketing

FYTD: Email Opens

264,138 ▼-2%  
(Custom Range: 268,189)

Monthly Email Opens v. Previous Year

Email Opens



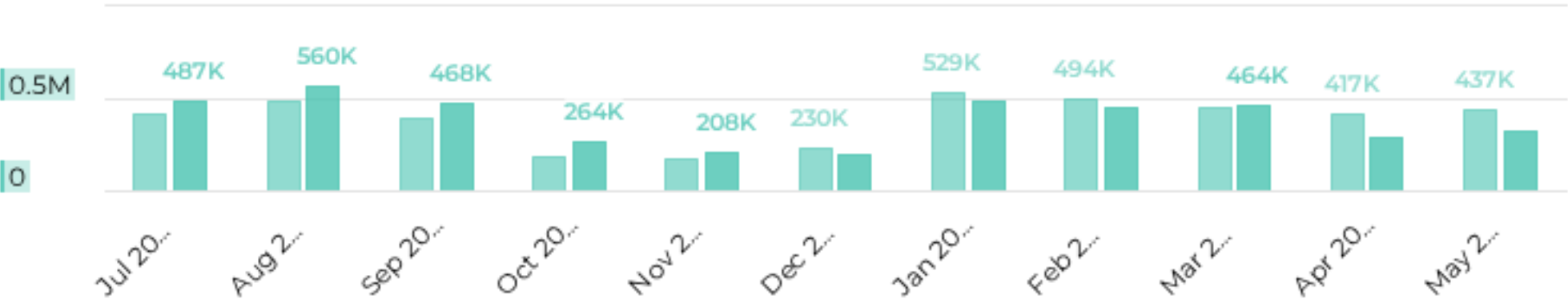
## Outerbanks.org

FYTD: Website Sessions

4,191,968 ▼0%  
(Custom Range: 4,208,899)

Monthly Website Sessions v. Previous Year

Sessions

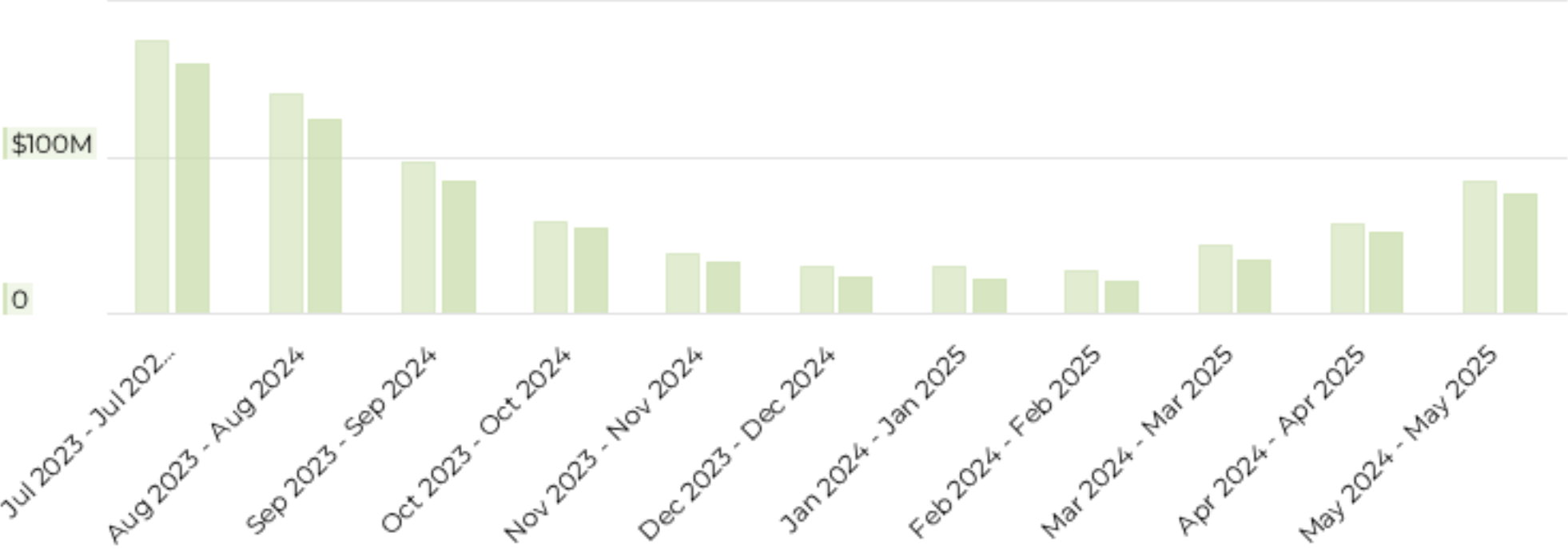


FYTD: Zartico Normalized Visitor Spend

\$680,335,547 -13%  
(Custom Range: \$779,123,769)

Zartico Monthly Spend v. Previous Year

Tracked Spend

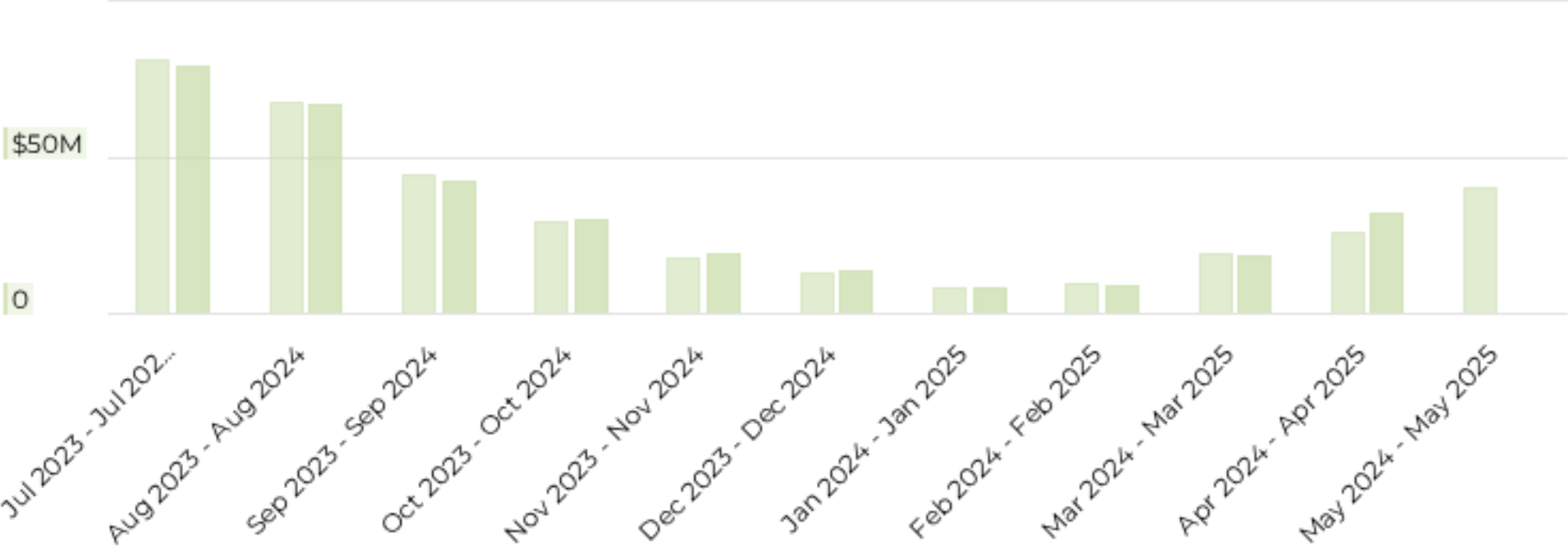


FYTD: Visa Tracked Spend

\$316,948,549 +1%  
(Custom Range: \$314,892,783)

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.

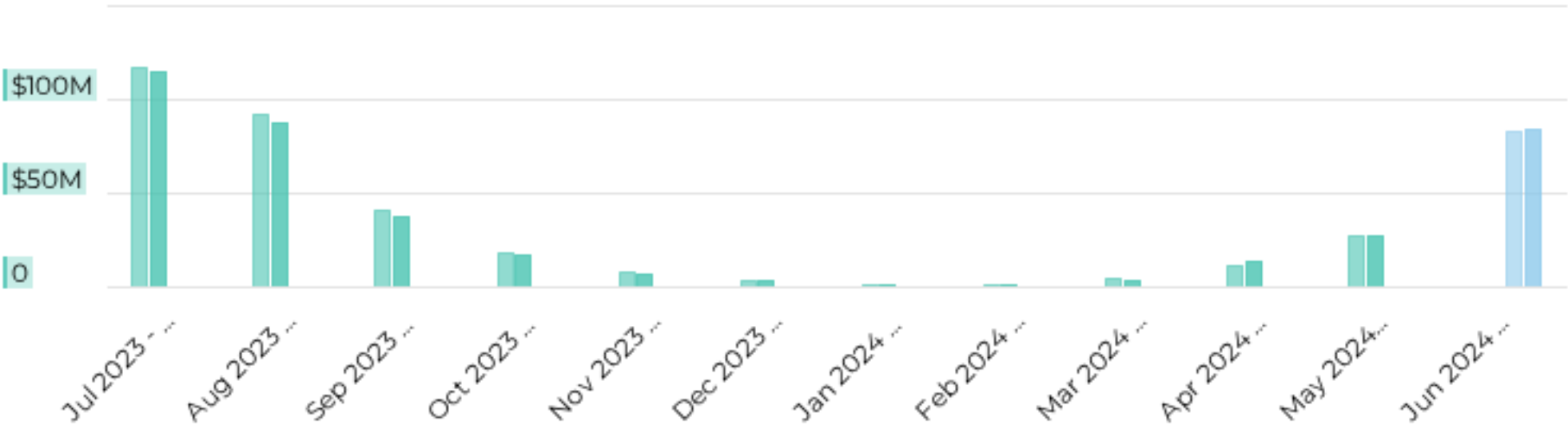
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$314,520,169 -2%  
(Custom Range: \$321,352,817)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 1-mo. Forecast as of 6/9/25 vs. 6/10/24

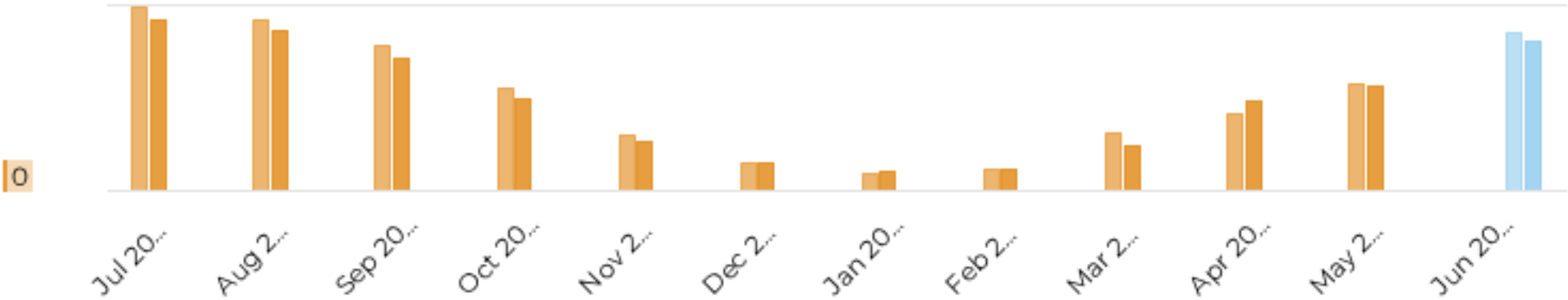


FYTD: Adj. Paid Occupancy %

54 % -6%  
(Custom Range: 58 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 1-mo. Forecast as of 6/9/25 vs. 6/10/24



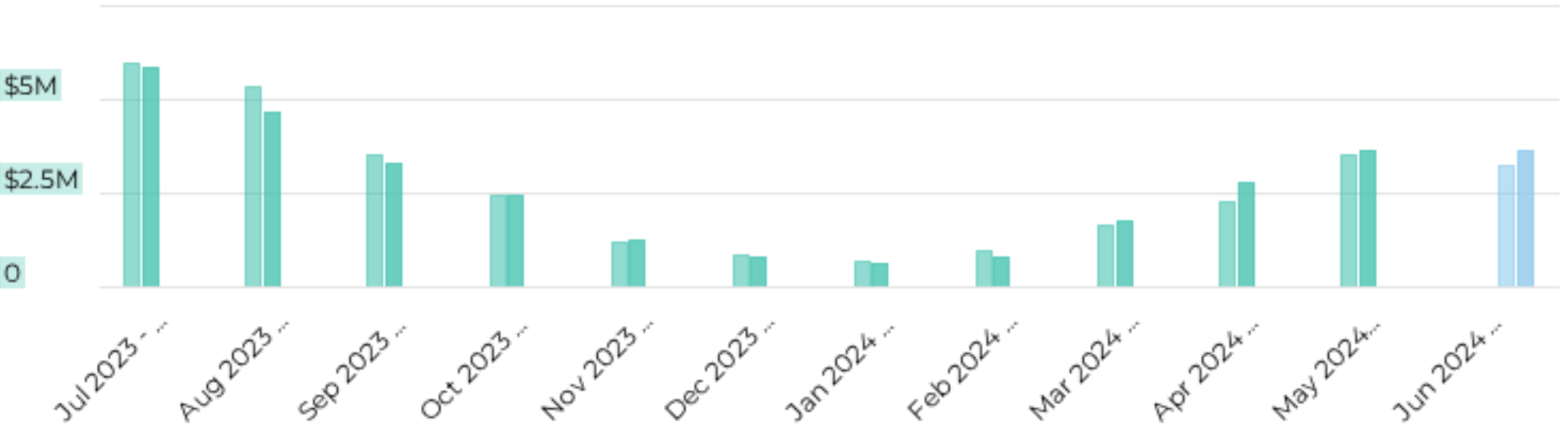
Hotels

FYTD: Total Revenue

\$27,813,784 -2%  
(Custom Range: \$28,343,130)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 1-mo Forecast as of 6/1/25 vs. 6/2/24

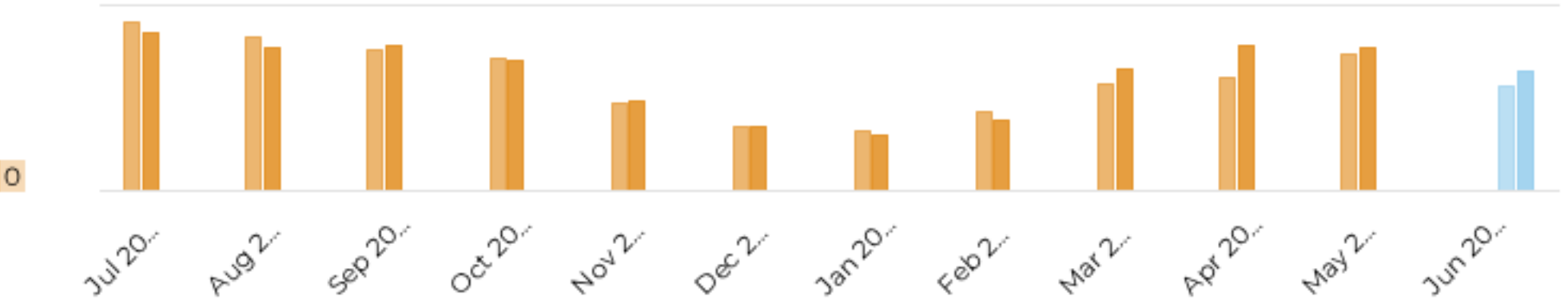


FYTD: Paid Occupancy %

62 % 2%  
(Custom Range: 61 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 1-mo Forecast as of 6/1/25 vs. 6/2/24



## Section II: Website

Reviews key KPIs/events tracked and website content viewed.

### Outerbanks.org Page Views

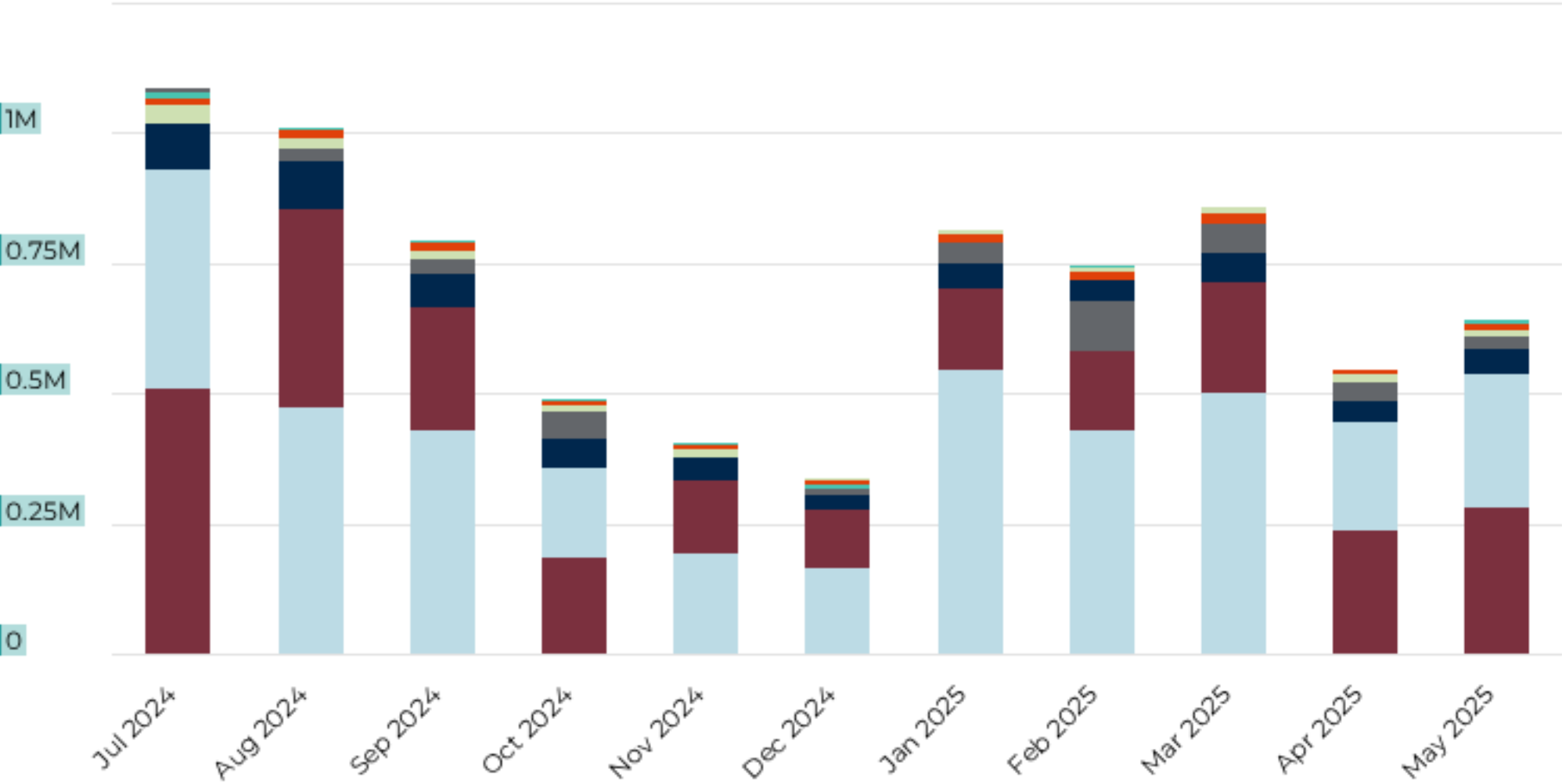
FYTD: Total Page Views

7,728,513 ▼ -12%  
(8,777,392)

### Monthly Page Views by Traffic Source

Page Views

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



### Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	▲ Diff
/blog/post/	83,064	▲ 62% (31,664)
/plan-your-trip/towns-and-villages/	48,002	▲ 15% (6,391)
/	41,613	▼ -21% (-11,168)
/things-to-do/	23,760	▲ 8% (1,818)
/places-to-stay/campgrounds-and-...	20,850	▲ 8% (1,585)
/plan-your-trip/travel-guide/	18,565	▼ -23% (-5,514)
/places-to-stay/vacation-rentals/	18,133	▼ -80% (-73,831)
/plan-your-trip/beaches/	17,210	▲ 42% (5,050)
/things-to-do/water-activities/	15,095	▼ -21% (-3,912)
/things-to-do/attractions/	14,166	▼ -48% (-13,182)
/plan-your-trip/getting-here-and-ar...	14,032	▼ -11% (-1,670)
/plan-your-trip/webcams/	13,844	▲ 20% (2,279)
/places-to-stay/	12,787	▼ 0% (-46)
/plan-your-trip/offers-and-packages/	11,157	▼ -33% (-5,528)
/events/	10,867	▲ 71% (4,528)
/places-to-stay/hotels-and-motels/	9,946	▼ -16% (-1,937)
/things-to-do/land-activities/	9,060	▼ -24% (-2,844)
/plan-your-trip/trip-ideas/	8,646	▼ -67% (-17,251)
/places-to-stay/oceanfront/	7,173	▼ -4% (-321)
/things-to-do/top-10-things-to-do/	6,368	▼ -31% (-2,922)

1 - 20 of 20 items



FYTD: Key Events

3,154,390

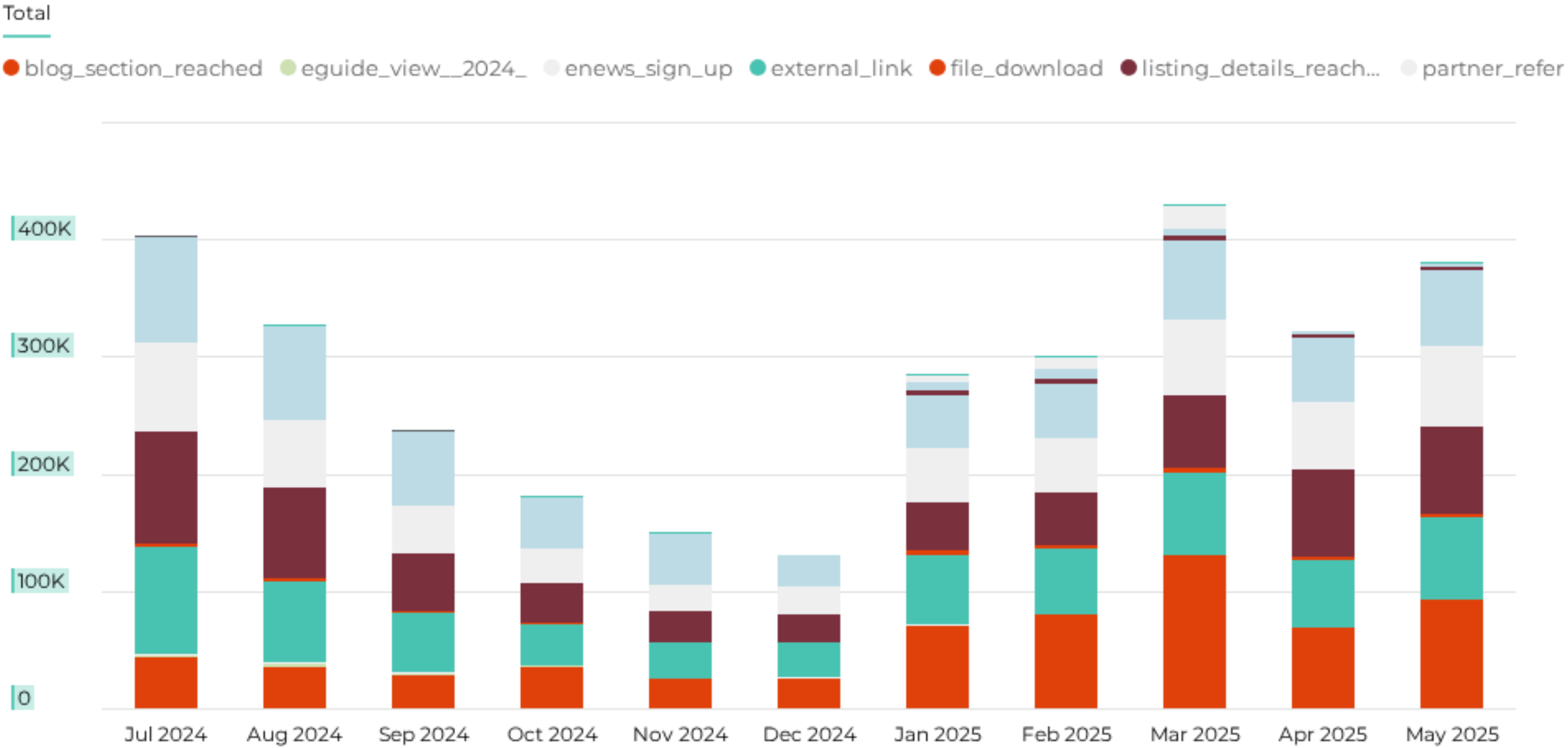
Monthly Key Events v. Previous Month

Event	# Total ↓	▲ Diff
blog_section_reached	92,649	▲ 35% (24,152)
listing_details_reached	75,078	▲ 1% (407)
external_link	69,535	▲ 20% (11,562)
partner_referral	69,067	▲ 19% (11,147)
temporary_goal__visit_t...	64,354	▲ 19% (10,405)
file_download	2,964	▲ 12% (324)
travel_guide_request	2,840	▲ 3% (81)
travel_guide_pdf_2025	2,519	▲ 12% (271)
video_progress	1,168	▼ -3% (-40)
view_search_results	1,058	▲ 46% (1,333)
Total	382,066	▲ 18% (58,459)

1 - 14 of 14 items



Total Key Events by Month



\*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests (event count inaccurate until mid-Feb 2024), vimeo-video (loads, plays, completes for Raw OBX), file downloads, search results viewed, e-newsletter sign-ups, video-start/progress/complete (for Outer Edge), travel guide pdf views (eguide\_view\_2023 or 2024, and travel\_guide\_pdf\_2025).









## 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 ↓	▲ Diff	# Organic Sessions	▲ Diff	# Normalized Spend (Zartico)	▲ Diff
Virginia	\$8,393,220	▲ 37%	23,050	▼ -27%	\$34,589,459	▼ -3%
North Carolina	\$3,869,373	▲ 33%	24,845	▼ -8%	\$13,944,532	▼ -20%
Pennsylvania	\$3,547,516	▲ 29%	8,649	▼ -21%	\$5,777,713	▼ -2%
Ohio	\$2,381,370	▲ 63%	8,161	▲ 8%	\$2,049,646	▼ -40%
Maryland	\$1,498,088	▲ 12%	4,632	▼ -11%	\$4,848,491	▲ 22%
New York	\$913,695	▼ -16%	8,597	▼ -34%	\$2,112,504	▲ 4%
West Virginia	\$913,447	▲ 65%	2,205	▲ 13%	\$1,980,393	▲ 6%
Tennessee	\$494,006	▲ 30%	3,239	▲ 3%	\$628,243	▼ -34%
New Jersey	\$412,321	▼ -20%	2,128	▼ -22%	\$948,619	▼ -40%
Florida	\$344,951	▲ 42%	6,532	▼ -50%	\$822,912	▼ -51%
South Carolina	\$324,615	▲ 22%	3,706	▲ 30%	\$666,813	▼ -52%
Delaware	\$323,268	▲ 20%	651	▲ 13%	\$215,097	▼ -44%
Georgia	\$304,124	▲ 56%	7,881	▼ -42%	\$390,968	▼ -48%
Massachusetts	\$267,435	▲ 96%	2,745	▼ -26%	\$533,166	▲ 1%
Kentucky	\$253,248	▲ 11%	2,824	▲ 32%	\$1,530,470	▲ 75%
Indiana	\$240,164	▲ 37%	4,465	▲ 43%	\$246,115	▼ -45%
Michigan	\$226,529	▲ 11%	5,391	▲ 40%	\$320,917	▲ 4%
New Hampshire	\$209,613	▲ 42%	1,132	▲ 29%	\$468,957	▲ 74%
Texas	\$207,788	▲ 104%	3,422	▼ -24%	\$488,877	▲ 22%
Connecticut	\$203,413	▲ 41%	1,424	▲ 6%	\$427,554	▲ 9%
Colorado	\$171,005	▲ 22%	1,021	▼ -17%	\$215,523	▼ -31%
Illinois	\$147,751	▲ 35%	2,670	▼ -38%	\$231,890	▼ -56%
Wisconsin	\$88,421	▲ 87%	974	▼ -5%	\$134,819	▼ -52%
District of Columbia	\$66,217	▼ -8%	1,537	▼ -7%	\$115,061	▼ -61%
California	\$62,947	▼ -6%	2,496	▼ -11%	\$330,777	▼ -25%
Utah	\$56,600	▲ 296%	375	▼ -11%	\$81,920	▼ -10%
Maine	\$56,416	▼ -20%	1,308	▲ 53%	\$104,222	▼ -27%
Missouri	\$54,845	▼ -38%	1,076	▼ -18%	\$128,488	▲ -31%
Total	\$26,512,247	▲ 31%	146,562	▼ -17%	\$75,936,440	▼ -10%

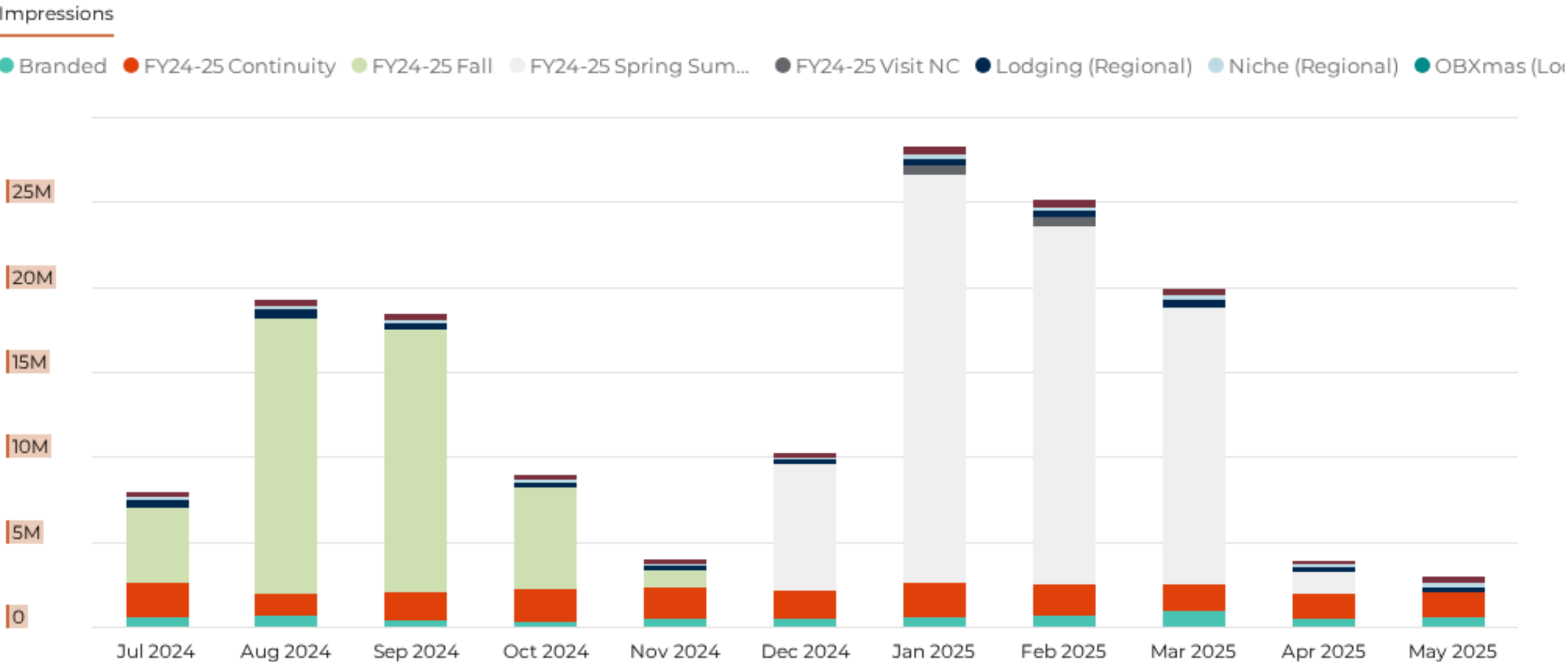
KeyData Short Term Rental Total Rent				Outerbanks.org Organic Search Visits				Zartico Normalized Visitor Spend			
FYTD: Top 50 Cities				FYTD: Top 50 Cities				FYTD: States			
 City	 State	# Total Rent ↓	# % Share of...	 City	 State	# Visits ↓	# % Share of...	 State	# Visitor Spend ↓	# % Share of Total ...	
--	Virginia	\$3,158,709	4.83 %	Ashburn	Virginia	72,175	12.26 %	Virginia	\$280,806,225	41.28 %	
Richmond	Virginia	\$2,962,555	4.53 %	New York	New York	60,420	10.26 %	North Carolina	\$120,631,000	17.73 %	
Pittsburgh	Pennsylvania	\$2,609,760	3.99 %	Atlanta	Georgia	47,234	8.02 %	Pennsylvania	\$71,935,515	10.58 %	
Midlothian	Virginia	\$2,262,026	3.46 %	--	Florida	35,994	6.11 %	Maryland	\$46,052,620	6.77 %	
Mechanicsvil...	Virginia	\$2,240,203	3.43 %	Chicago	Illinois	21,174	3.60 %	New York	\$22,497,679	3.31 %	
Alexandria	Virginia	\$2,227,547	3.41 %	Virginia Beach	Virginia	20,272	3.44 %	West Virginia	\$18,496,511	2.72 %	
Kill Devil Hills	North Caroli...	\$2,161,862	3.31 %	Raleigh	North Caroli...	18,338	3.11 %	Ohio	\$15,848,104	2.33 %	
Fredericksb...	Virginia	\$1,912,770	2.93 %	Charlotte	North Caroli...	17,927	3.04 %	New Jersey	\$15,311,676	2.25 %	
Virginia Beach	Virginia	\$1,901,515	2.91 %	--	Virginia	17,848	3.03 %	Florida	\$10,569,722	1.55 %	
Chesapeake	Virginia	\$1,886,698	2.89 %	Philadelphia	Pennsylvania	17,505	2.97 %	South Carolina	\$6,428,571	0.95 %	
Raleigh	North Caroli...	\$1,857,968	2.84 %	Boston	Massachuse...	17,460	2.97 %	Indiana	\$6,177,142	0.91 %	
Charlottesville	Virginia	\$1,756,867	2.69 %	--	North Caroli...	17,301	2.94 %	Massachusetts	\$5,493,962	0.81 %	
Williamsburg	Virginia	\$1,696,942	2.60 %	Roanoke	Virginia	17,227	2.93 %	Kentucky	\$5,292,492	0.78 %	
Kitty Hawk	North Caroli...	\$1,690,559	2.59 %	Kill Devil Hills	North Caroli...	15,488	2.63 %	Tennessee	\$5,183,053	0.76 %	
Arlington	Virginia	\$1,646,313	2.52 %	Baltimore	Maryland	14,816	2.52 %	Connecticut	\$4,525,126	0.67 %	
Fairfax	Virginia	\$1,552,807	2.38 %	Washington	District of C...	11,802	2.00 %	Michigan	\$4,109,006	0.60 %	
Carrollton	Virginia	\$1,421,966	2.18 %	--	Pennsylvania	10,608	1.80 %	Illinois	\$3,914,296	0.58 %	
Glen Allen	Virginia	\$1,398,516	2.14 %	Nags Head	North Caroli...	9,599	1.63 %	Delaware	\$3,260,628	0.48 %	
Ashburn	Virginia	\$1,290,798	1.98 %	Dallas	Texas	8,633	1.47 %	Georgia	\$2,927,426	0.43 %	
Washington	District of C...	\$1,283,741	1.96 %	Miami	Florida	8,206	1.39 %	California	\$2,890,927	0.42 %	
Leesburg	Virginia	\$1,186,695	1.82 %	Kitty Hawk	North Caroli...	7,567	1.29 %	Texas	\$2,766,530	0.41 %	
Manassas	Virginia	\$1,126,097	1.72 %	Reston	Virginia	7,027	1.19 %	New Hampshire	\$2,684,277	0.39 %	
Charlotte	North Caroli...	\$1,040,497	1.59 %	Manteo	North Caroli...	6,346	1.08 %	District of Columbia	\$2,170,740	0.32 %	
Corolla	North Caroli...	\$1,029,775	1.58 %	Richmond	Virginia	6,135	1.04 %	Colorado	\$1,916,874	0.28 %	
Vienna	Virginia	\$1,028,818	1.57 %	Los Angeles	California	5,875	1.00 %	Wisconsin	\$1,676,363	0.25 %	
Durham	North Caroli...	\$1,022,557	1.56 %	--	Ohio	5,362	0.91 %	Alabama	\$1,481,669	0.22 %	
Frederick	Maryland	\$978,419	1.50 %	Norfolk	Virginia	5,232	0.89 %	Vermont	\$1,260,186	0.19 %	
Yorktown	Virginia	\$967,693	1.48 %	Orlando	Florida	5,147	0.87 %	Iowa	\$1,194,965	0.18 %	
Cary	North Caroli...	\$954,017	1.46 %	Durham	North Caroli...	5,039	0.86 %	Arizona	\$1,168,082	0.17 %	
Chesterfield	Virginia	\$951,686	1.46 %	Pittsburgh	Pennsylvania	4,954	0.84 %	Washington	\$1,126,840	0.17 %	
Herndon	Virginia	\$951,121	1.46 %	--	New York	4,605	0.78 %	Rhode Island	\$1,066,399	0.16 %	
Newport Ne...	Virginia	\$946,828	1.45 %	Jet	Oklahoma	4,371	0.74 %	Maine	\$1,038,156	0.15 %	
1 - 50 of 50 items				1 - 50 of 50 items				1 - 50 of 50 items			

# Section IV: HY Managed Media

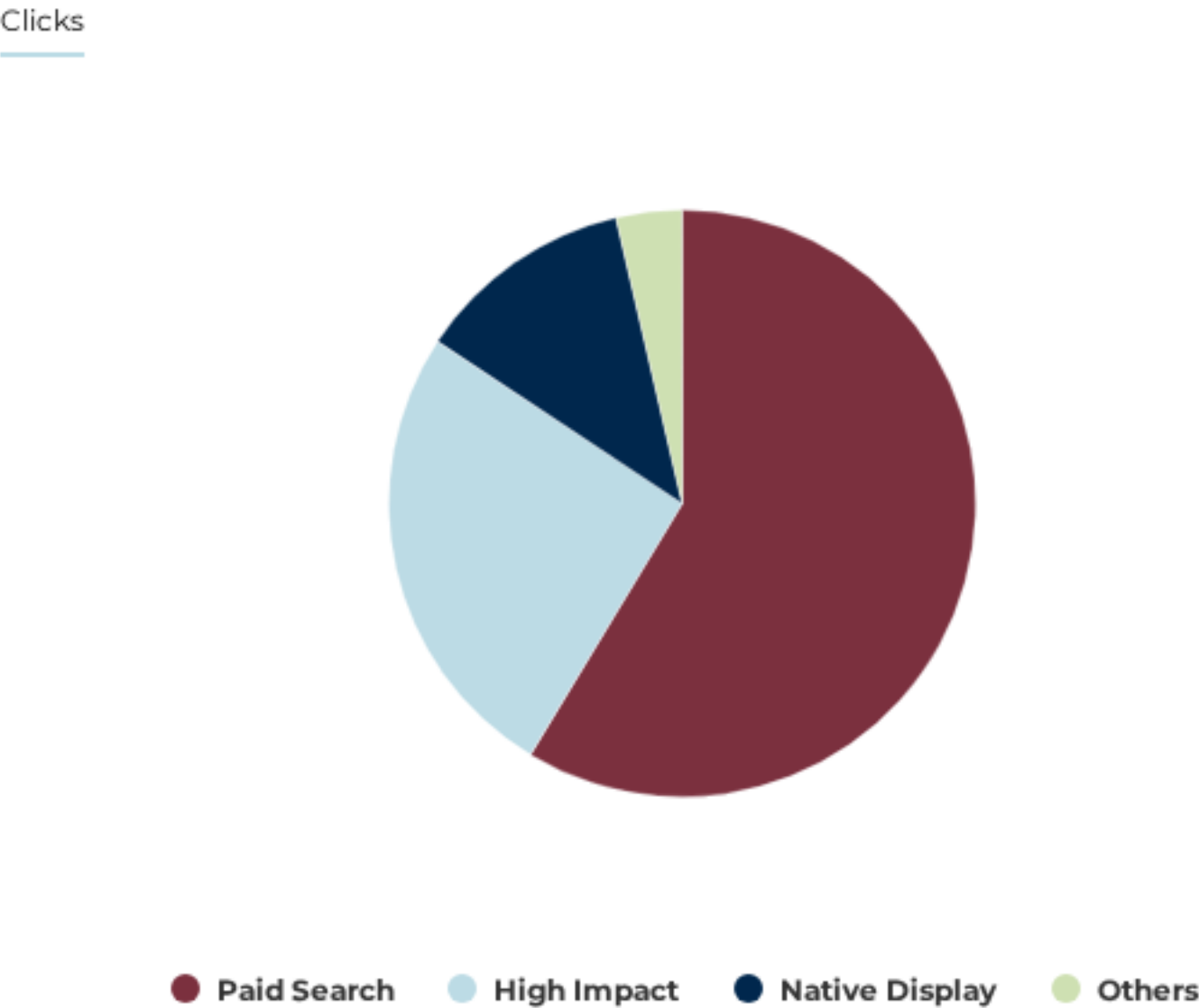
Reviews topline delivery metrics for HY managed paid media campaigns and OBVB's email marketing efforts.

## Paid Media Campaigns (HY Managed)

### Impression Delivery Trends by Campaign



### FYTD: Clicks by Media Type



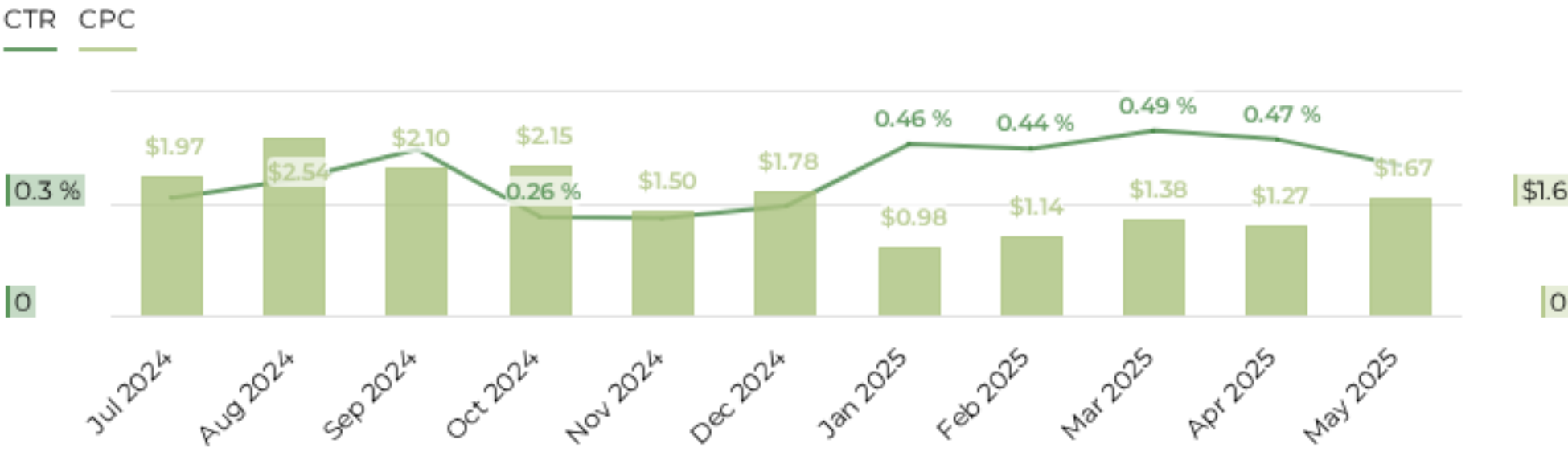
## Native Continuity: Blog/Niche Support

### Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	# CPC
Trail of Art (May)	244,159	0.39 %	\$1.66
Hidden Gems (May)	146,064	0.38 %	\$1.82
Soft Shell Crab Week (May)	139,004	0.44 %	\$1.51
Outer Edge (May)	122,786	0.41 %	\$1.71
Total	652,013	0.40 %	\$1.67

1 - 4 of 4 items

### Performance Trends





FYTD: Sends

1,931,459

(Custom Range: 1,451,475)

▲ 33%

FYTD: Open Rate

13.73 %

(Custom Range: 19.06 %)

▼ -28%

FYTD: Clicks

35,936

(Custom Range: 44,978)

▼ -20%

FYTD: CTR (Opens)

13.61 %

(Custom Range: 16.77 %)

▼ -19%

New Subscribers - Month Of

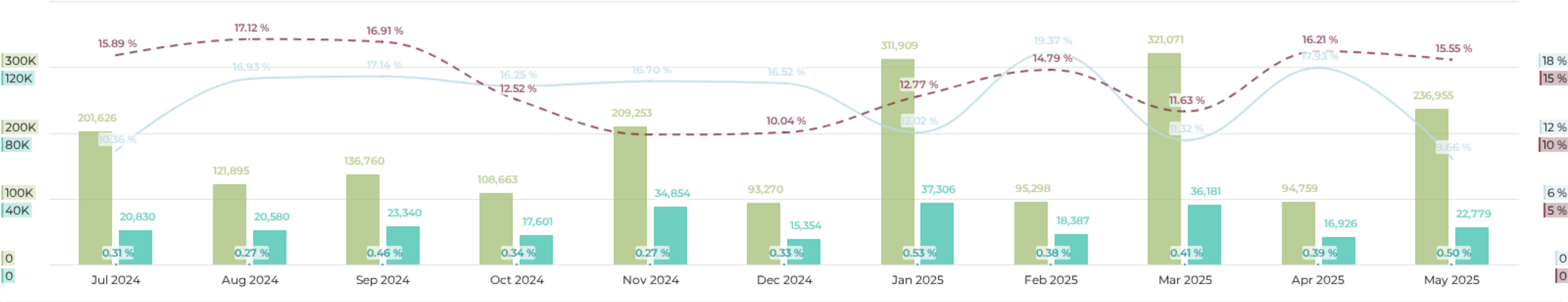
3,461

(Custom Range: 3,899)

▼ -11.23% (-438)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

Message Send Type	Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
Monthly - Specialty	All	137,020	3,639	556	2.67 %	15.28 %	0.52 %
	May 2025 OBX Email - U...	137,020	3,639	556	2.67 %	15.28 %	0.52 %
Monthly	All	90,193	17,257	2,343	19.21 %	13.58 %	0.40 %
	May 2025 OBX Email	90,193	17,257	2,343	19.21 %	13.58 %	0.40 %
Workflow - Welcome	All	8,446	1,488	499	17.87 %	33.53 %	1.40 %
	Welcome Email Workflow	8,446	1,488	499	17.87 %	33.53 %	1.40 %
Workflow - Niche	All	1,296	395	144	30.50 %	36.46 %	0.08 %
	Art, History and Culture ...	397	130	41	32.83 %	31.54 %	0.25 %
	Birding Workflow	232	72	32	31.03 %	44.44 %	0.00 %
	Foodie Workflow 3.0	209	63	21	30.14 %	33.33 %	0.00 %
	Active Vacationer Workfl...	142	43	17	30.28 %	39.53 %	0.00 %
	Surfing Workflow	106	29	11	27.36 %	37.93 %	0.00 %
Total		236,955	22,779	3,542	9.66 %	15.55 %	0.50 %

# Executive Summary

## Drive Awareness

KPI: Impressions

Performance As Of:	May 2025	May 2024	Base Goal	Stretch Goal
Current Month	4,950,578	3,877,251	3,210,942	4,816,413
Cumulative Fiscal	56,185,631	57,291,567	45,578,918	68,368,378
Cumulative % To Target		98%	123%	82%

## Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	May 2025	May 2024	Base Goal	Stretch Goal
Current Month	22,222	22,748	18,473	27,710
Cumulative Fiscal	339,196	288,517	326,537	489,806
Cumulative % To Target		118%	104%	69%

## Engage

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

Performance As Of:	May 2025	May 2024	Base Goal	Stretch Goal
Current Month	1,759,082	788,338	764,781	1,147,172
Cumulative Fiscal	14,251,848	13,197,701	11,284,863	16,927,294
Cumulative % To Target		108%	126%	84%

## Convert

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

Performance As Of:	May 2025	May 2024	Base Goal	Stretch Goal
Current Month	1,266	1,554	605	968
Cumulative Fiscal	23,100	27,852	21,489	34,383
Cumulative % To Target		83%	107%	67%

### Key Messaging:

- Voluntourism
- Soft-Shell Crab Week
- Wildlife on the OBX

### Performance Overview:

- All KPIs have exceeded base goal projections with one month to go in the 24/25 fiscal year.
- The Pinterest traffic campaign performed efficiently, exceeding Meta's CPC, and referred nearly 50% of all socially referred visitors this month.

### Next Steps & Recommendations:

- Continue to test new ways to frame event content (e.g., behind-the-scenes for Soft-Shell Crab Week) to capture audience attention.
- Continue to feature wildlife, especially rare sightings, on the OBX where applicable and relevant.
- Continue to test new and engaging formats on Instagram Stories.

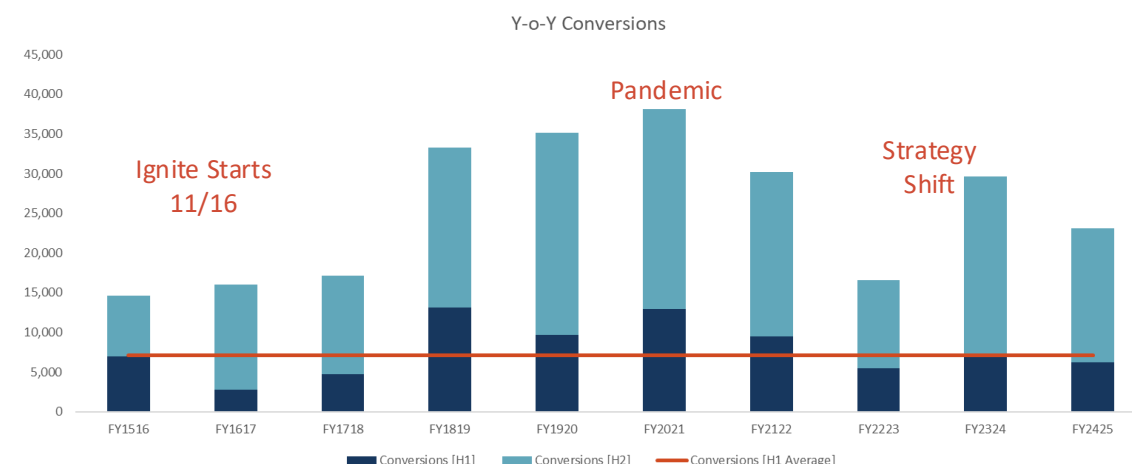
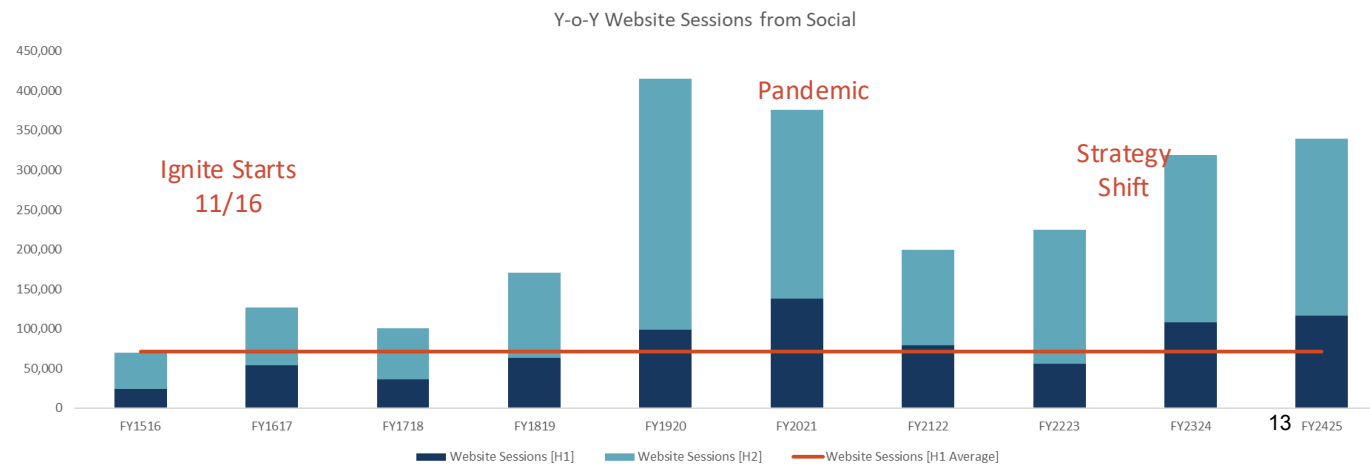
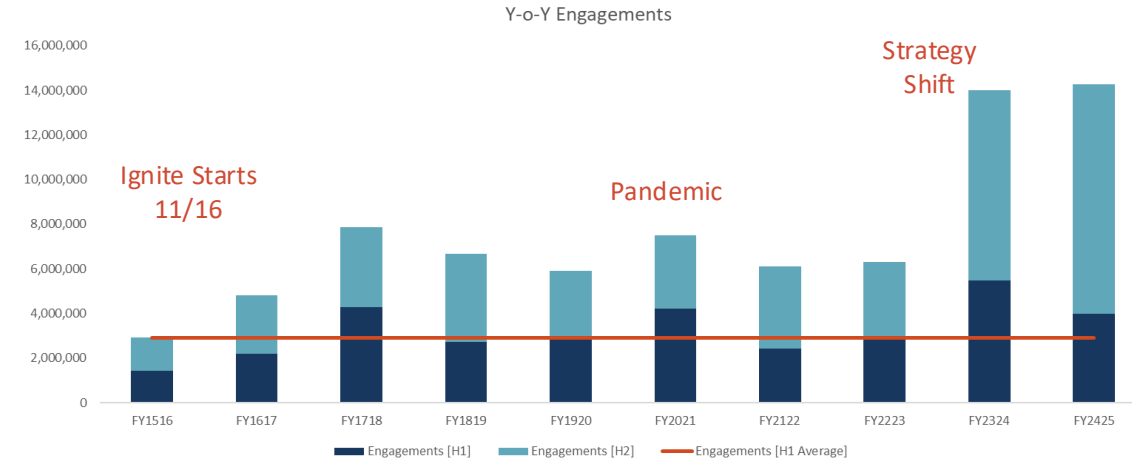
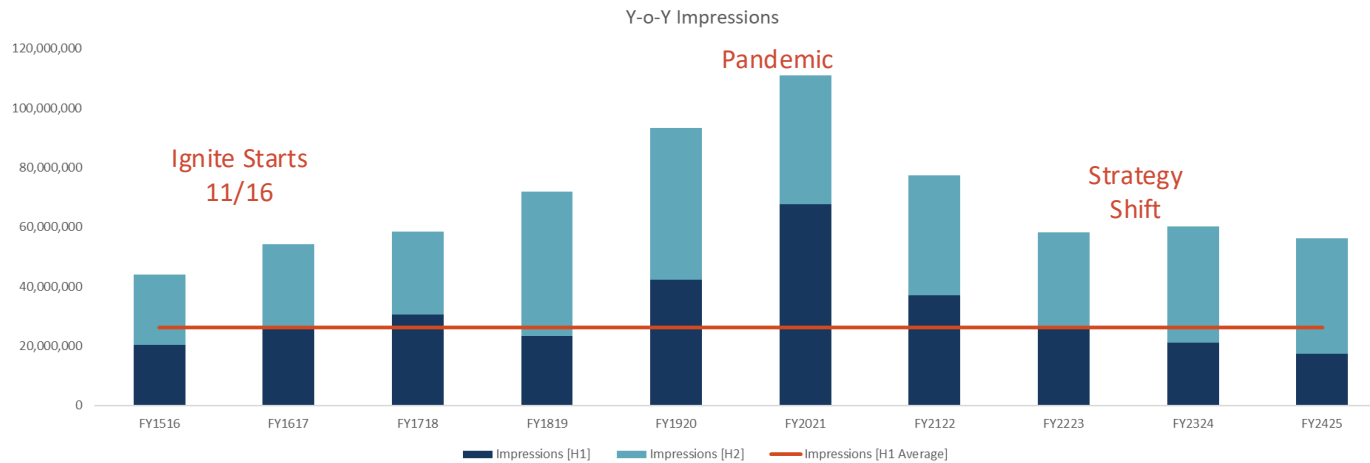


# OBX Social Performance FY15/16 – FY24/25

H1: July – December

H2: January - July

*FY2425 data pictured below represents July 2024 – May 2025*

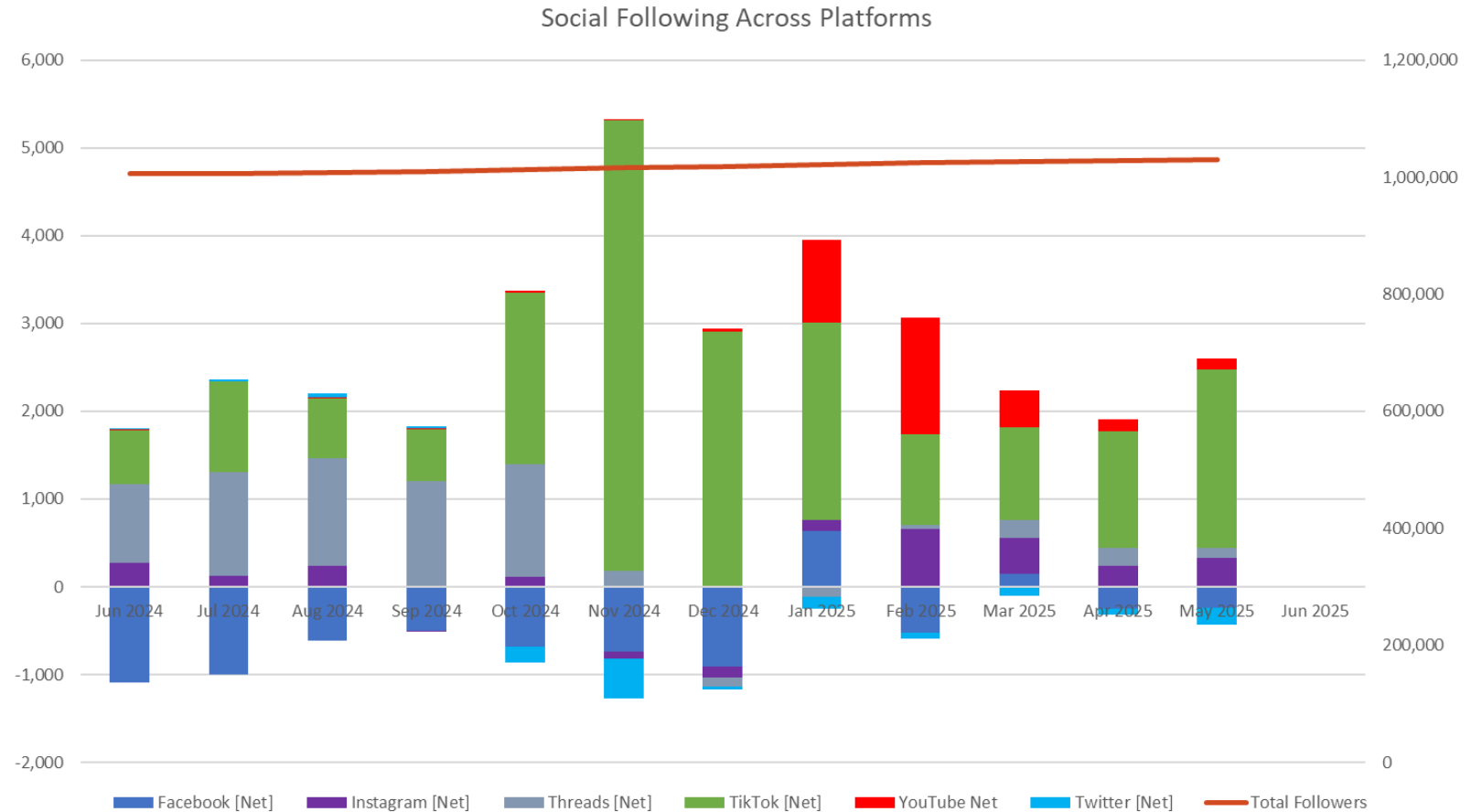




# Engage - Community Growth

## Highlights:

- Growth on YouTube and Instagram remained steady while TikTok experienced a larger bump in follower growth over April.

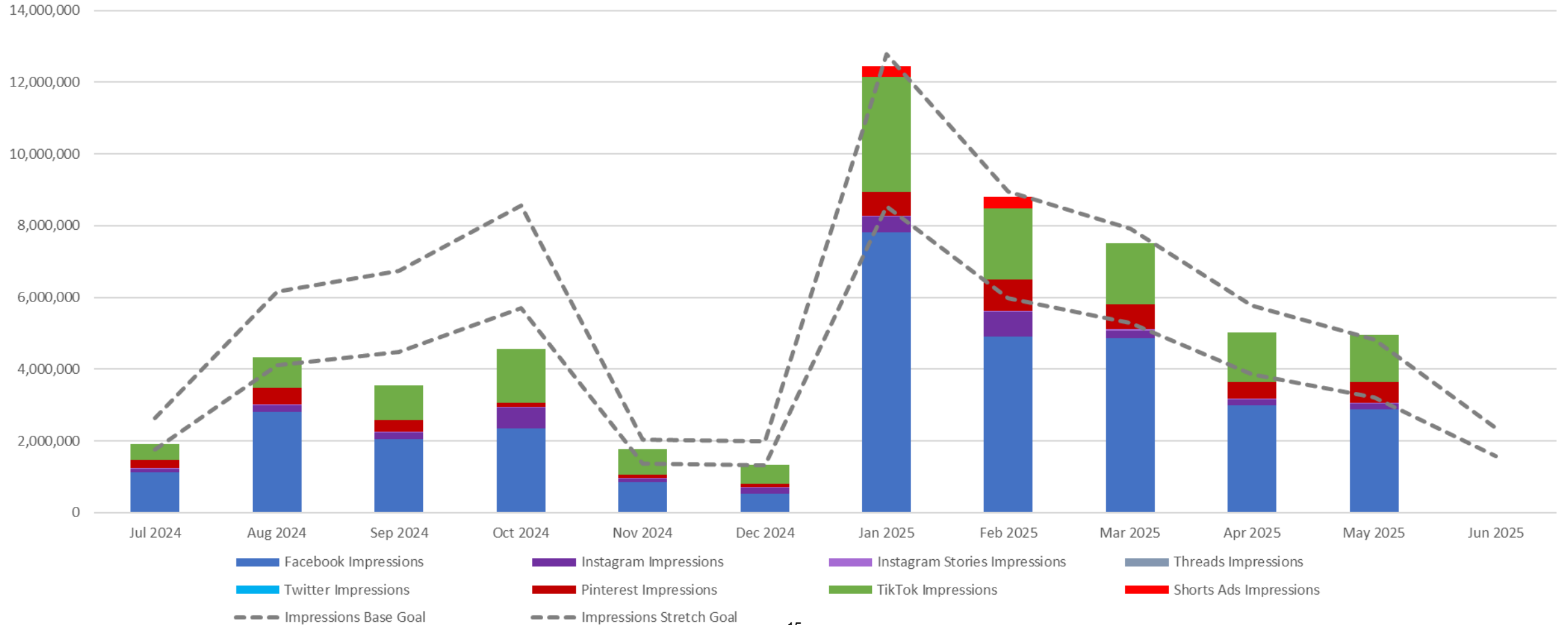






# Connect M-o-M

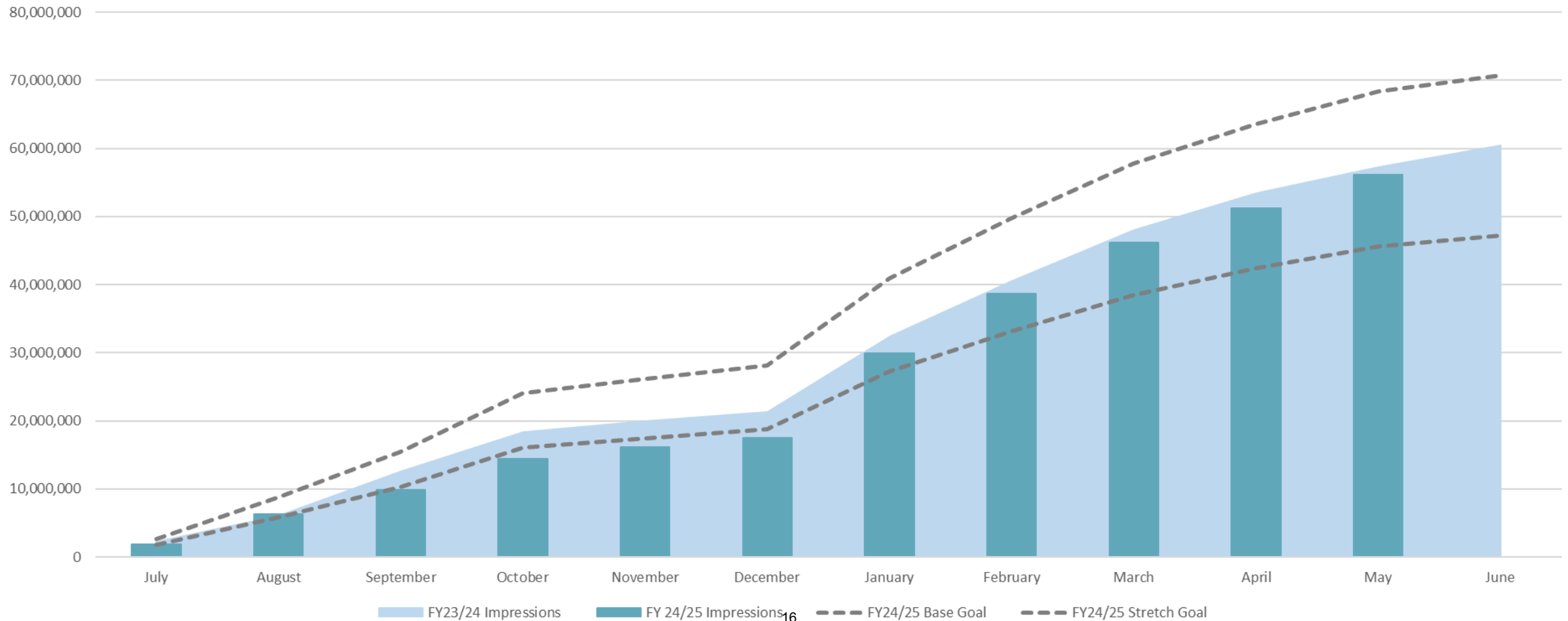
Impressions By Channel vs. Trend To Goal





# Connect [Cumulative Performance]

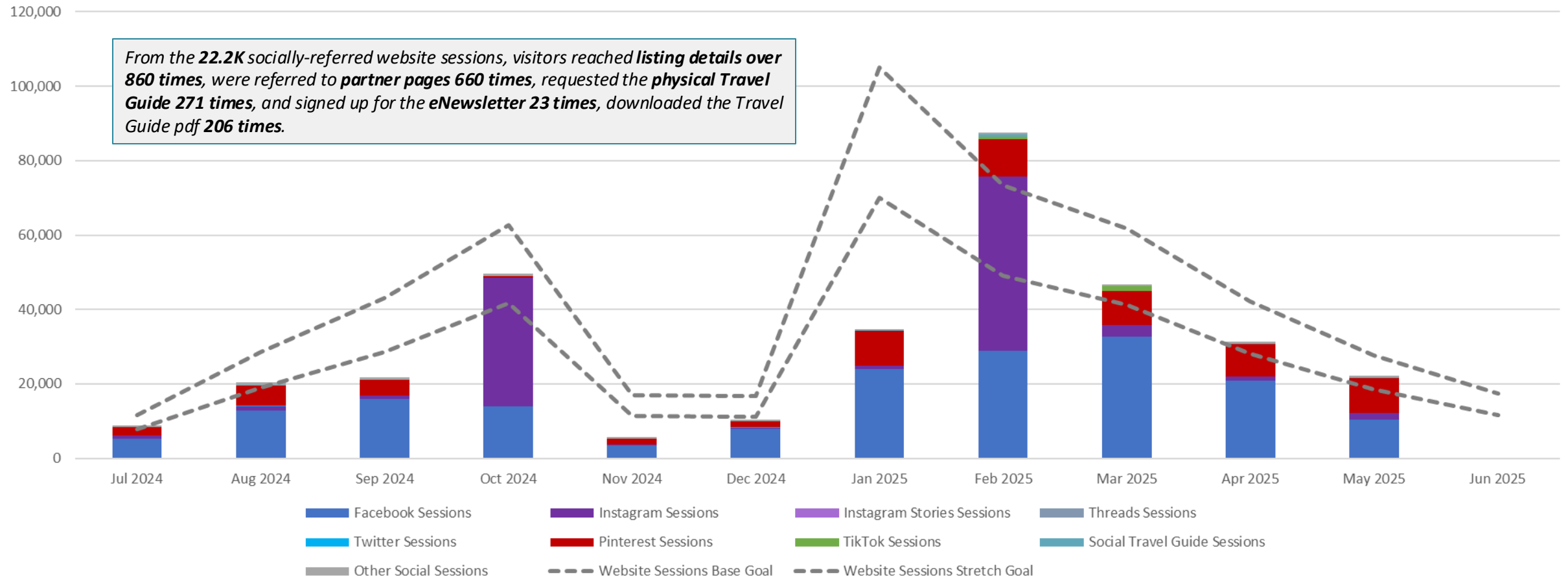
Cumulative Impressions Performance To Goal





# Drive Intent

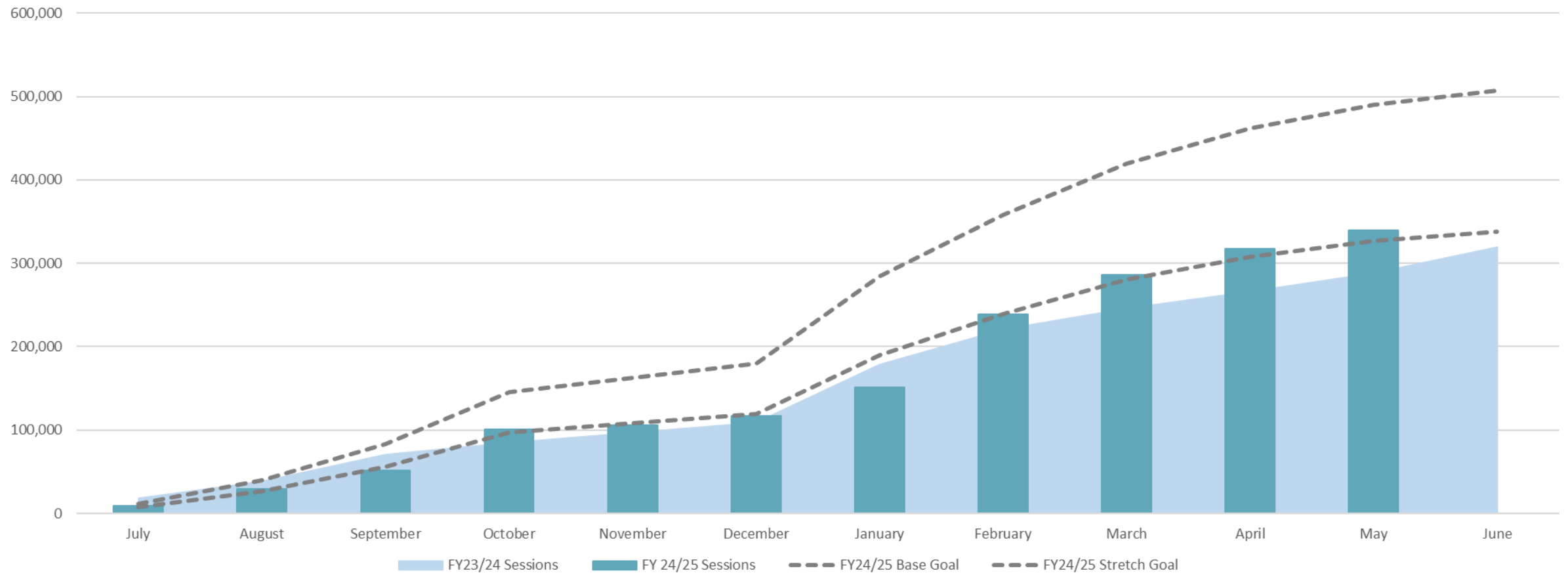
Website Sessions Referred from Social Channels vs. Trend to Goal





# Drive Intent [Cumulative Performance]

Cumulative Website Sessions Referred from Social Channels Performance To Goal

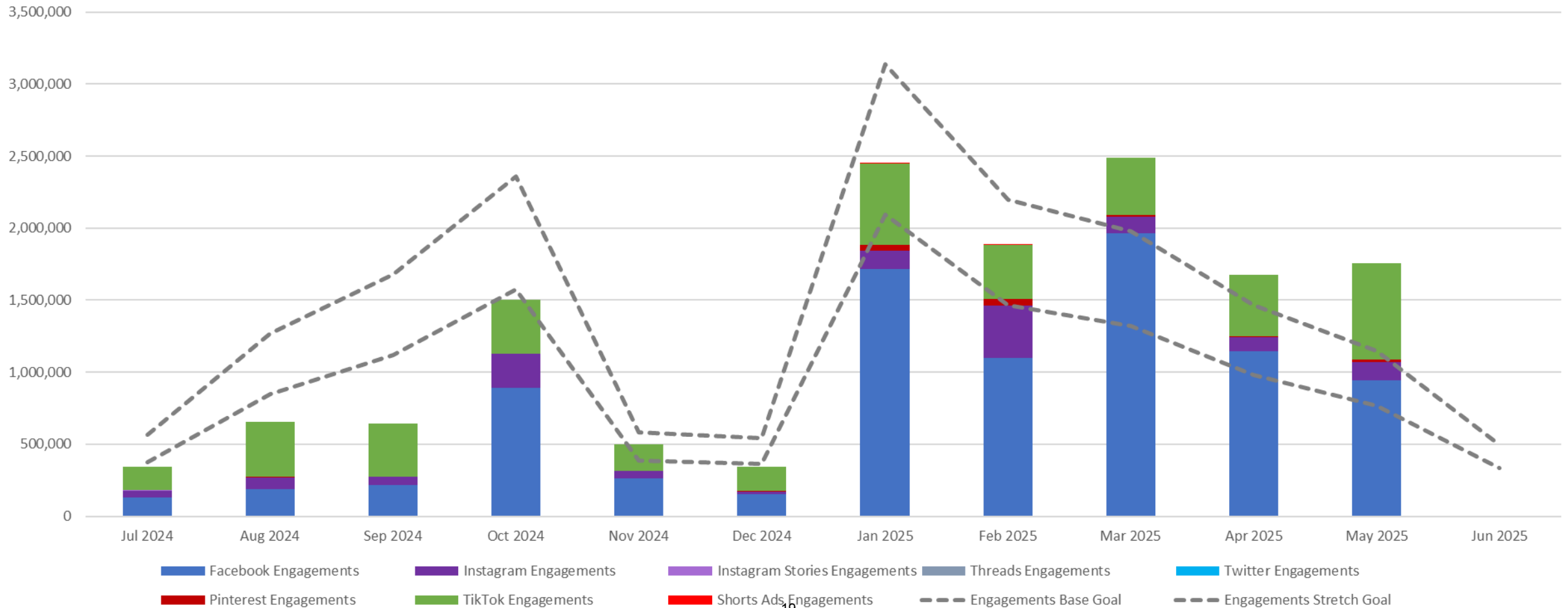






# Engage

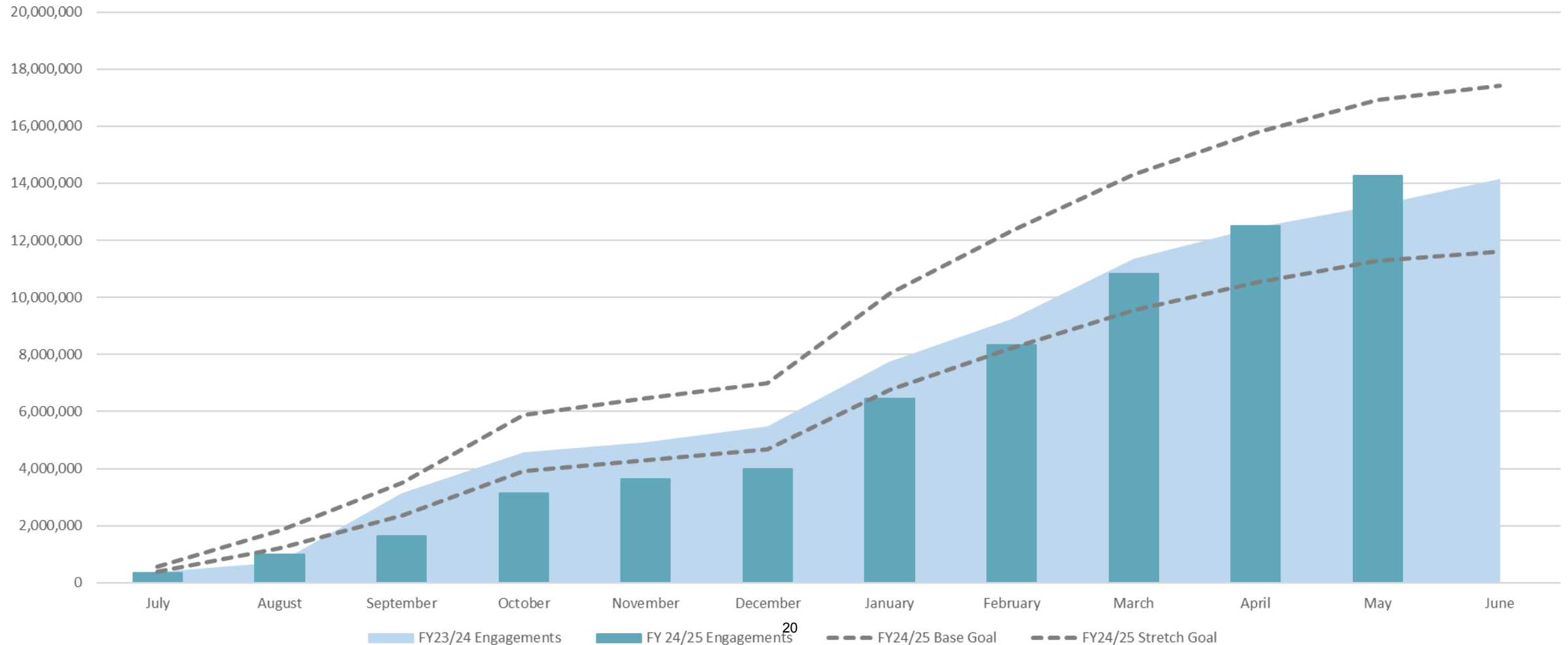
Engagements By Channel vs. Trend to Goal





# Engage [Cumulative Performance]

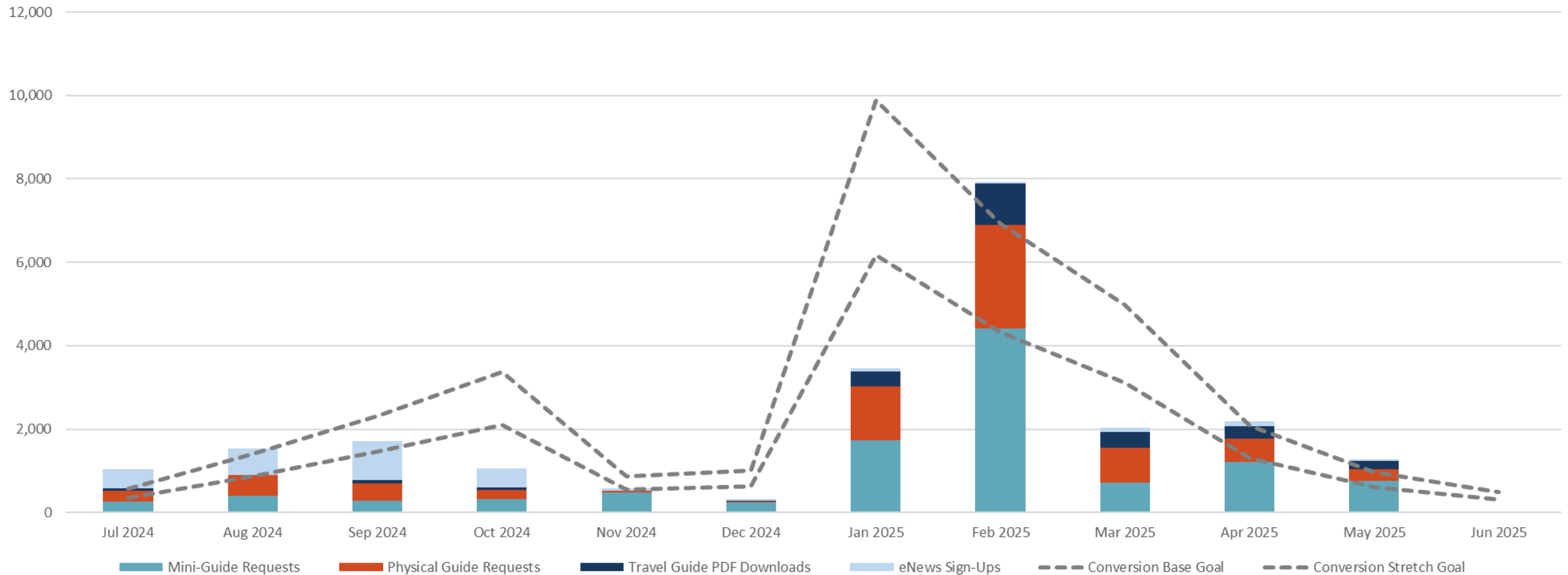
Cumulative Engagements Performance To Goal





# Convert

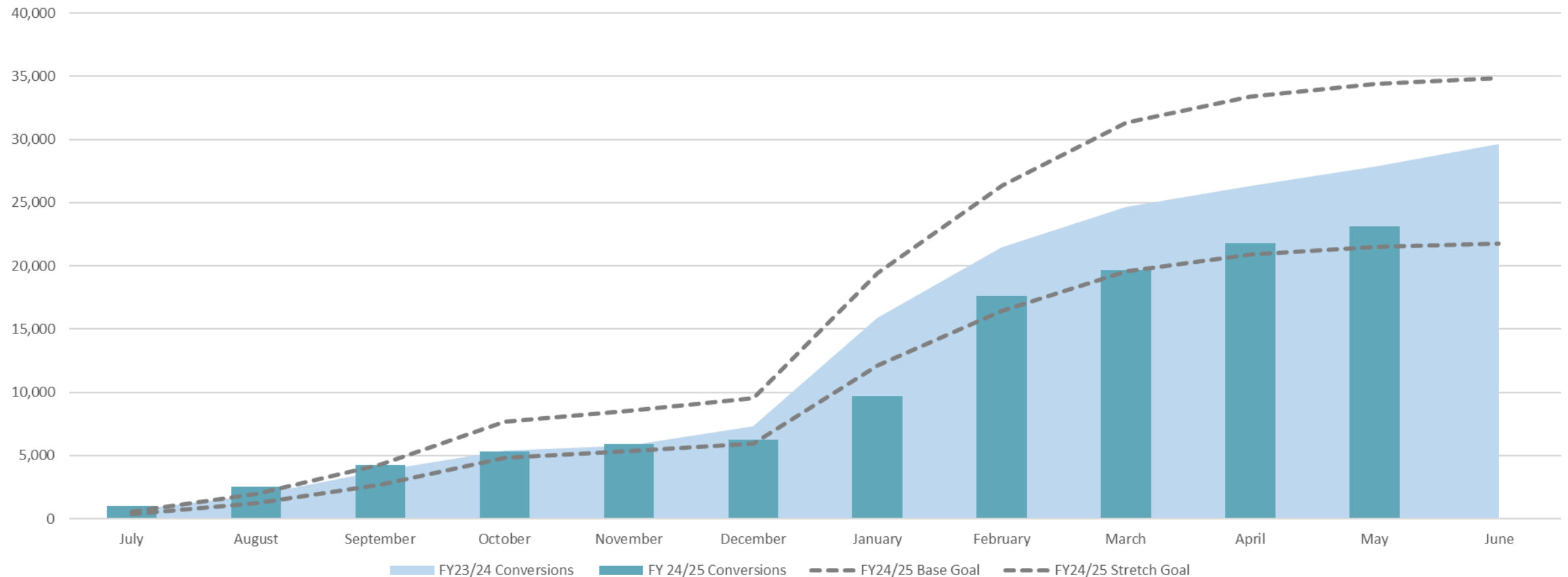
Conversions By Type vs. Trend to Goal





# Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal





### **LRTMP Committee Meeting Recap**

On June 11, 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 some general tourism updates, the committee discussed several items that are being considered for further action over the coming months, including:

- \* **Community engagement opportunities for further LRTMP feedback**, including the continuation of community “Road Show” presentations and participation in local events, as well as the possible creation of an on-location video podcast featuring partner conversations that touch on aspects of the plan.

- \* **The evolution of Voluntourism** and how the program can best align with the needs of local nonprofit organizations. An online platform to help aggregate community volunteer needs was also discussed.

- \* **The creation of a designated Voluntourism Week**, perhaps in Fall 2025, to drive purposeful travel to Dare County during a non-peak time with the goal of assisting at various events and community projects.

- \* The idea of **creating a program or collection of resource tools for local businesses, organizations and residents** to have access to information surrounding the impact of tourism in Dare County, destination stewardship initiatives and other items related to the LRTMP.

- \* Taking the next steps to create **visitor and resident sentiment surveys**.

### **OBVB Adopts Cape Hatteras National Seashore Beach**

As part of a commitment to destination stewardship, the Outer Banks Visitors Bureau is participating in the [National Park Service Adopt-a-Beach Program](#). The Bureau has adopted Cape Hatteras National Seashore Beach Access Ramp 1, covering the one-mile stretch immediately south of the homes in South Nags Head down to Ramp 2 at Coquina Beach. The first 'Promise for the Park' volunteer beach cleanup took place on Tuesday, June 3, with several more planned for 2025.



### **The Sitting Duck Podcast (Town of Duck)**

#### **Stewards of the Shore: Tourism With Purpose**

Kay Nickens, Town of Duck Public Information Officer, recently sat down with the OBVB's Lee Nettles and Jeff Schwartzberg in the latest installment of [The Sitting Duck Podcast](#). The discussion covered several topics including responsible tourism, updates on the Outer Banks Long-Range Tourism Management Plan (LRTMP) and The Outer Banks Promise destination pledge, the latest with the Bureau's voluntourism initiative and ways visitors and residents can help preserve the Outer Banks for generations to come.



## ***The Outer Banks LRTMP the Focus of CSI's June "Science on the Sound" Lecture Series***

The Coastal Studies Institute will host its June 2025 installment of the ["Science on the Sound" Lecture Series](#) on the ECU Outer Banks Campus on Thursday, June 19 at 6:00pm. This monthly, in-person lecture series brings perspectives from all over the state and highlights coastal topics in northeastern North Carolina. This month, Lee

Nettles and Jeff Schwartzberg from Bureau will present **"Finding Balance: The Outer Banks Long-Range Tourism Management Plan."** The public is welcome and encouraged to attend. The program will also be [live streamed](#) for those who cannot make it in person.

## ***Visitors Bureau Releases First Four Episodes of "The Voluntourism Experience" Video Series***

As the Visitors Bureau continues its work to connect visitors with the amazing nonprofits in the community, you're invited to explore the first four episodes of ["The Voluntourism Experience."](#) Join host Caleb Olewabi as he spends time with several local organizations and shares how visitors can turn a great vacation into a life-changing experience. Additional videos will be added on a bi-weekly basis through July.



[Chicamacomico](#)



[Outer Banks SPCA](#)



[Elizabethan Gardens](#)



[Jockey's Ridge State Park](#)



## ***The Outer Banks Promise***

We thank the following local businesses who collectively made [The Outer Banks Promise](#) in recent weeks, as well as the nearly 40 organizations who have made The Promise in the first year since it launched last June!

- [Duck Surf Rescue](#)
- [Kill Devil Hills Ocean Rescue](#)
- [Kitty Hawk Ocean Rescue](#)
- [NC Aquarium on Roanoke Isl.](#)
- [Ramada Plaza Oceanfront](#)
- [Secotan Alliance](#)
- [VisitOBX.com Properties:](#)
  - [Blue Heron Motel](#)
  - [Colonial Inn](#)
  - [Hatteras Island Inn](#)
  - [Heart of Manteo Motor Lodge](#)
  - [Mariner Inn and Suites](#)
  - [Outer Banks Motor Lodge](#)
  - [Scarborough Inn](#)
  - [Seahorse Inn and Cottages](#)





## **Q2 2025 Community, Stakeholder, Partner / Outreach & Engagement**

April 2 – Manteo High School Carer Fair (Participating Partner)  
April 3 – 3rd Annual Outer Banks Non-Profit Mission Mixer (Co-Host)  
April 4 – Outer Banks Relief Foundation 20<sup>th</sup> Anniversary Event (Attendee)  
April 6-8 – Visit NC Tourism Conference – Hickory, NC (Attendee)  
June 9 – DCTB Special Committee (LRTMP) Meeting  
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)  
April 29 – Outer Banks Workforce Network Meeting – Housing (Attendee)

May 1 – Coastal Environmental Educators Network Meeting (Attendee)  
May 1 – Community Care Clinic 20th Anniversary Open House (Attendee)  
May 2 – Outdoor NC – Trail Town Stewardship Program Focus Group (Participating Partner)  
May 9 – Children & Youth Partnership 16th Annual KidsFest (Participating Partner)  
May 12 – Surfrider Foundation Outer Banks Meeting (Attendee)  
May 17 – Coastal Studies Institute Open House (Participating Partner)  
May 19 – Dare Community Housing Task Force Strategy Meeting (Participant)  
May 20 – Kitty Hawk Ocean Rescue Annual Training / Outer Banks Promise (Presenter)  
May 21 – Duck Surf Rescue Annual Training / Outer Banks Promise (Presenter)  
May 23 – Kill Devil Hills Ocean Rescue Annual Training / Outer Banks Promise (Presenter)  
May 29 – Ramada Plaza Oceanfront / Outer Banks Promise (Presenter)  
May 30 – Secotan Alliance – In the Spirit of Wingina 2 Event (Presenter/Attendee)

June 3 – Nonprofit Partner Meeting – Island Farm – Outer Banks Conservationists (Attendee)  
June 3 – ‘Promise for the Park’ Beach Cleanup / Cape Hatteras National Seashore Ramp 1 (Host)  
June 5 – Dare County America 250 Marketing/Outreach Subcommittee Meeting (Attendee)  
June 9-13 – Outer Banks Week on the Hampton Roads Show  
June 11 – DCTB Special Committee (LRTMP) Meeting  
June 17 – Dare Community Housing Task Force Meeting (Attendee)  
June 18 – Outer Banks Chamber of Commerce Vibe@5 at The Sanderling Resort (Attendee)  
June 19 – CSI Science on the Sound Lecture Series: Outer Banks LRTMP (Presenter)  
June 20 – Destination Stewardship Bi-Monthly Meeting (Attendee)  
June 23 – Nonprofit Partner Meeting – Outer Banks Forever (Attendee)  
June 26 – Coastal Environmental Educators Network Meeting (Attendee)

July (TBD) - ‘Promise for the Park’ Beach Cleanup / Cape Hatteras National Seashore Ramp 1 (Host)  
July 10 – Barrier Island Station Resort (Duck, NC) Guest Event Series (Presenter)  
July 11 – Dare County America 250 Committee Meeting (Attendee)

## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – JUNE 2025

### INDUSTRY RELATIONS | Kill Devil Grill Wins 2025 Soft-Shell Week:

Kill Devil Grill claimed the top spot for the second year in a row during the 3rd Annual Outer Banks National Soft-Shell Week,



earning 285 votes for their standout dish featuring cornmeal fried jumbo soft crab over a jalapeño noodle cake topped with Tajin smoked shrimp, mango and pineapple salsa finished with honey lime glaze. Nearly 900 votes were cast for 36 restaurants from Duck to Hatteras. Rounding out the top five were Basnight's Lone Cedar Café, Dune Street Raw Bar & Grill, Blue Moon Beach Grill, and Café Pamlico.



Big thanks to all 36 participating restaurants: 1587 Lounge and Restaurant, Basnight's Lone Cedar Café, Black Pelican Restaurant & Catering, Blue Moon Beach Grill, Blue Water Grill & Raw Bar, Bonzer Shack Bar & Grill, Café Pamlico, Dirty Dick's Crabhouse Nags Head, Dune Street Raw Bar & Grill, Greentails Seafood Market & Kitchen, Henry's Restaurant, Jolly Roger Restaurant, Kelly's Outer Banks Catering, Kill Devil Grill, La Fogata Kitty Hawk Mexican Restaurant, Lost Colony Tavern, Lucky 12 Tavern, Mama Kwan's Tiki Bar & Grill, Miller's Waterfront Restaurant, NC Coast Grill & Bar, Noosa Beach Grill, Outer Banks Brewing Station, Poor Richard's Sandwich Shop and Pub, Red Drum Taphouse & Grill, Red Sky Casual Dining and Cocktails, Sandtrap Tavern, Shipwrecks Taphouse & Grill, Snow Bird Burgers and Cones, South of KDG, Trio Restaurant & Market, Two Roads Tavern and the Village Table & Tavern.

Mark your calendars for next year's crustacean celebration: May 11 – 16, 2026.

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### INDUSTRY RELATIONS | RIPE Booking Engine for Hotel/Motel and B&B's:

In mid-May the Visitors Bureau soft-launched a new booking platform on [outerbanks.org](http://outerbanks.org) through a partnership with RIPE. The RIPE booking engine is a reservation platform designed specifically for Destination Marketing Organizations (DMOs) to help convert website traffic into direct, commission-free bookings for local lodging partners, such as hotels, motels, and B&Bs. The platform connects with most existing reservation systems and allows properties to remain the merchant of record, with all bookings and payments flowing directly into their system. It also provides valuable first-party data to help with future marketing and guest engagement. The booking engine can be found on this webpage: [www.outerbanks.org/places-to-stay/hotels-and-motels/](http://www.outerbanks.org/places-to-stay/hotels-and-motels/)

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



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

Save the date for the 11th Annual OBX Tourism Summit on Thursday, November 6th, from 8:30 a.m. to 3:00 p.m. at the Hatteras Marlin Club. This year's event will feature timely topics including an economic review and outlook for the Outer Banks, sustainable tourism goals, website and research updates, and innovative marketing programs. It's a great chance for Dare County tourism professionals to connect and plan for the year ahead. Early bird registration opens in mid-August.

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Tourism Summit  
November 6, 2025  
Hatteras Marlin Club  
Hatteras Village, NC

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Presented by The Outer Banks Visitors Bureau

## TOURISM SALES | Request for Proposals:

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

- **USS Charles P. Cecil (DD/DDR-835) Association**, September 13 – 19, 2026, Military Reunion, 15 rooms, attractions, meals, 20-25 people
- 

## TOURISM SALES | Future Trade Show Dates and Locations:

- June 14-18, 2025: US Travel's IPW, Chicago, IL
- August 12-15, 2025: NC Motorcoach & Virginia Motorcoach, Winston Salem, NC
- September 8 - 11, 2025: S.P.O.R.T.S Marketplace, Columbia, SC
- November 9 - 12, 2025: National Tour Association Annual Travel Exchange, Ottawa, ONT
- December 1- 5, 2025: Travel South International Showcase, Kansas City, MO
- December 9-10, 2025: AENC Annual Trade Show, Raleigh, NC
- January 10 - 13, 2026: American Bus Association Annual Marketplace, Reno, NV
- Spring 2026: Travel and Adventure Show, location TBD
- March 16 – 18, 2026: Visit NC 365, Asheville, NC

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

## THE SOUNDSIDE EVENT SITE | Soundside Summer Markets:

Held every Wednesday from 9:00am – 1:00pm:

- June 18
- June 25
- July 2
- July 9
- July 16
- July 23
- July 30
- August 6
- August 13
- August 20



For additional information visit [www.soundsidemarket.com](http://www.soundsidemarket.com)

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## THE SOUNDSIDE EVENT SITE | Calendar Attached:

Staff continues to work with event planners for events held at the Soundside Event Site. Please find attached the 2025 Events Calendar for your review.

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

2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
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 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
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 - Satuday, 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

## PUBLIC RELATIONS REPORT: June 2025

### TELEVISION

**Hampton Roads Show | Jun 9-13, 2025** The Outer Banks Takeover Week! The Outer Banks Visitors Bureau sponsored a week of the Hampton Roads Show, beginning Monday, June 9 through Friday, June 13. Each day, one of the Tales from The Outer Edge videos aired in two parts, followed by an interview with one of the Outer Banks Visitors Bureau including Aaron Tuell, Stephanie Hall, Jeff Schwartzenberg and Lee Nettles to discuss the videos in summary with hosts Chris Reckling and Tara Wheeler. Aaron, Stephanie, Jarrod helped produce this week of OBX television with location filming on Hatteras and Roanoke Island, and the Northern Beaches. In studio guests included chefs from area restaurants doing cooking demonstrations, local attractions and businesses. The guests who appeared in studio represented Lucky 12 restaurant, Goombay's restaurant, NC Coast Grill, Sea Chef Dockside Kitchen, Roanoke Island Festival Park, NC Coastal Federation, NC Aquarium on Roanoke Island, Jockey's Ridge State Park, Outer Banks Adventures, Soundside Market, Graveyard of the Atlantic Museum, Pea Island Cookhouse Museum. On location filming included Oregon Inlet Fishing Center, Oregon Inlet Fishing Bridge with Keeper James, The Lost Colony Outdoor Drama, Kill Devil Hills Ocean Rescue, Pioneer Theater, Aaron Flahardy with Live from OBX summer concerts, Chicamacomico Life-Saving Station Drill Team, Jockey's Ridge State Park and Jennette's Pier.

### EARNED MEDIA

**BBC.co.uk| Best places to travel in 2025:** Where to go in the US for an enriching family trip

1. Outer Banks, North Carolina

The islands are the first US destination to create a tourism-specific [volunteering programme](#) that directly connects the traveller with 90-plus non-profit organisations for ways to live up to the [Outer Banks Promise](#), a pledge by both visitors and residents to protect and preserve the ecosystem. Consider joining a beach cleanup between playing in the waves.

<https://bit.ly/45zK7bY>

### **Travel and Leisure**

This waterfront hotel in North Carolina's Outer Banks Just Reopened with access to private beaches and a celebrity chef restaurant. The Sanderling Resort in North Carolina's Outer Banks has a new look- and is shaping up to be a perfect summer vacation spot. Since 1985, [The Sanderling Resort](#) in [Duck, North Carolina](#), has been offering its guests prime waterfront views, private beaches, and a casually elegant coastal vibe. Now, just in time for its 40th anniversary, the only full-service luxury resort in [the Outer Banks](#) has unveiled a new look.

<https://bit.ly/43SzeAM>

### **Issuu.com| Lake Norman Currents**

weekend getaway summer| Adventures x8 in the OBX

Add adventure in small towns and excursions to adjust islands and you have a week or two of a vacation planned for the sun worshipers and the adrenaline seekers in your group.

### **Southern Living**

See the tallest Living sand dune In the south at this state park In The Outer Banks. Head to Jockey's Ridge State Park for a sandy adventure.

### **South Park Magazine**

Wind warriors: A Kitesurfing adventure at OBX. Various companies offer private and group lessons to learn kiteboarding and kitesurfing. [Kitty Hawk Kites](#) offers a first-time course and



three-hour private lessons. [Kite Club Hatteras](#) provides beginner, intermediate and advanced lessons to learn board and kite control, how to launch the kite, and gear selection. [REAL Watersports](#) runs Zero to Hero Kite Camp, a three-day experience with five hours of instruction each day, using a proprietary coaching method. A coach works with two students at a time.

## **Forbes.com**

### **Outer Banks Distilling**

If Dad prefers a more tropical vibe, head to [Outer Banks Distilling](#) in Manteo, North Carolina, on the Outer Banks. Its home-crafted Kill Devil Rum made it famous, but it gives Dad many reasons to visit. Aside from the distillery tour, you'll be entertained at the bar, where artisanal cocktails showcase the liquors distilled on property. There's a good chance you'll cross paths with one of the four owners, former brewers and mixologists who love their jobs and encourage you to stay for hours, Jimmy Buffet style.

## UPCOMING MEDIA MISSIONS + MARKETPLACES

**IPW Chicago | Jun 15-18** Aaron is partnering with Visit NC in the media marketplace where he'll have appointments with both national and international media and have the opportunity to assist Lorrie Love in the sales part of the trade show.



FEATURES | [USA](#) | [NORTH AMERICA](#)

## Best places to travel in 2025: Where to go in the US for an enriching family trip



(Image credit: Getty Images)



By **Amelia Edelman** 26th May 2025

Imagine paddling off the coast of Maui and pointing out a spiky but harmless red pencil urchin to your awestruck child. Or waking them up at 05:00 so they can gaze at a



## mother and baby bison grazing right outside the cabin window in Yellowstone National Park.

*Article continues below*



In a year when some travellers may be **hitting pause on US trips**, there's still a world of awe, play and unexpected joy to be found across the country's mountains, prairies, coasts, islands and cities. This list for 2025, informed by my own adventures across the United States with kids in tow, includes magical destinations that are also offering something new right now.

### WHO PICKED THE LIST?

**Amelia Edelman** is a journalist and family travel expert living in the US who has travelled to 40 countries and 49 states, most of them with her two kids. In addition to BBC Travel, she has written for NPR, Travel + Leisure, Lonely Planet, US News and World Travel and others. As a single mother traveller, she launched a series of city guides for families called Mom Voyage.

Across the US, cities, states and national parks are unveiling exciting updates, from newly launched initiatives to unexpectedly fun (and often surprisingly affordable) experiences that you won't find anywhere else. Add in kid-friendly accommodations – whether you're after a national park lodge or a luxury resort with activities built in – and all these destinations offer much more than just a holiday. That's why I've made it a priority to bring my own children, age two and nine, to every one of these places, and why you should consider booking them for your next family holiday too.



*Visitors to the Outer Banks in North Carolina can enjoy activities like kayaking and birdwatching (Credit: Getty Images)*



## 1. Outer Banks, North Carolina

There are many things that make this **string of barrier islands**, stretching 200 miles off the North Carolina coast up to Virginia, so special. For one, the opportunity to go kayaking among great blue herons and wild horses – something my family does off the coast of Beaufort, NC, every summer. Another idea? Give back to the OBX (that's Outer Banks to locals).

The islands are the first US destination to create a tourism-specific **volunteering programme** that directly connects the traveller with 90-plus non-profit organisations for ways to live up to the **Outer Banks Promise**, a pledge by both visitors and residents to protect and preserve the ecosystem. Consider joining a beach cleanup between playing in the waves.

There are many interesting places to base yourself, from **Hatteras Island** up to the upscale town of Duck and all the way to Carova Beach, which hits the Virginia border. But I'm partial to Ocracoke, the southernmost town in the chain, where the **local dialect is akin to Elizabethan English**. The island has no beachfront development or chain hotels – just 16 miles of beaches protected by the National Park Service. Children will love exploring by bike, attending the fun **Fig Festival** in August and getting a taste of island life shaped by generations of fishermen and artists.

Bonus for the "**noctourists**" among us: Ocracoke is actively becoming a **Dark Sky destination**, and from here you can see the Milky Way, meteor showers and sometimes even bioluminescent waters on nighttime beach strolls. And don't miss the **Ocracoke British Cemetery**; this small plot of land on the island is **British territory in perpetuity**. There's an annual ceremony in May here, hosted by the heartwarming partnership of Royal Navy representatives and local school children, to symbolise the enduring friendship between the US and the UK.

**Best time to go:** June-August is peak beach season, but September-October hits that sweet spot of great weather and sparser crowds. Summer and autumn offer the best chances to spot bioluminescence.



*Grand Junction, Colorado, is home to the world's largest flat-top mountain (Credit: Alamy)*

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## 2. Grand Junction, Colorado

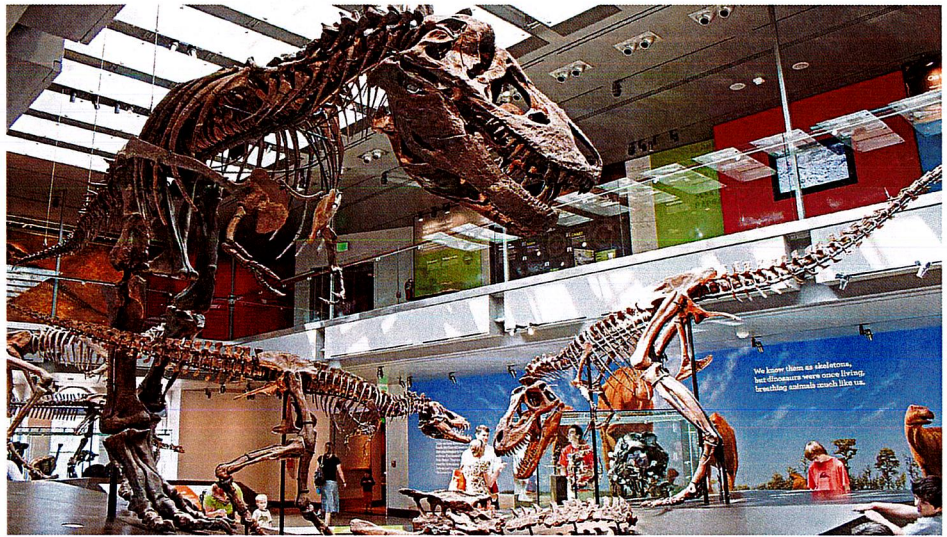
**One of 2025's biggest travel trends** is the "destination dupe" – travellers seeking to avoid over-visited (and often pricey) places in favour of unsung settings with a similar vibe. So, skip the Grand Canyon and head to Grand Junction. The small city is on Colorado's western edge, between the 200,000-acre Dominguez–Escalante National Conservation Area and Grand Mesa, the world's largest flat-top mountain. Here, you and your family can hike the **Colorado National Monument**, a semi-desert that sits high on the Colorado Plateau, with spectacular canyons cut deep into sandstone and granite that earn it the nickname "mini Grand Canyon". Children can learn about local geology, ecology and



cultural history – and even **earn a Junior Ranger badge** in the process. You can also hike Rattlesnake Canyon, which has the **world's second largest concentration of arches**, instead of dodging the crowds who are trying to get the same postcard photo in Utah's Arches National Park.

Just outside Grand Junction, the **Little Book Cliffs Wild Horse Reserve** is home to around 100 wild mustangs and is one of just three wild horse preserves in the country. Families can get there by hiking, taking an ATV or, fittingly, via horseback. Back in town, don't miss the **Dinosaur Journey Museum**, where children will love uncovering bones during a real-life dino dig. At the **EUREKA! McConnell Science Museum**, young ones (and the young at heart) can check out creature-filled saltwater tanks and meet friendly Charlie the chinchilla. This year marks a particular celebration for downtown Grand Junction: 2025 is the 40th anniversary of **Art on the Corner**, a public art programme that is lauded as one of the first free outdoor sculpture exhibitions in the country.

**Best time to go:** Grand Junction doesn't have major seasonal extremes so it's a great year-round option. Spring and autumn are favourites for enjoying the local flora, from wildflowers to leaf-peeping.



*Dinosaur fossils are a main draw at the Natural History Museum in Los Angeles (Credit: Alamy)*

### 3. Los Angeles, California

Los Angeles has long been a holiday favourite for families – Disneyland is, after all, just 30 minutes away if the LA traffic gods oblige. But this sprawling beach-to-mountains city on California's southern coast needs visitors more than ever following the recent wildfires.

**Visit California assures travellers** that it's now safe to visit – in fact, more than 98% of Los Angeles emerged from the fires undamaged – and, as my family experienced when travelling here mere weeks after the fires, most of the compelling local spots remain open. These include the world-renowned art collection at the **Getty Center**, the entertaining and educational **California Science Center** (the West Coast's largest hands-on science exhibit) and the child-favourite **Natural History Museum** (more dinosaurs!). My children's personal pick is open, too: the small but mighty **Cayton Children's Museum** in the beachside neighbourhood of Santa Monica.

"The local community has been working tirelessly to continue to provide one-of-a-kind experiences for tourists," says Laura Dominguez, director of operations for LA's **Fairmont Miramar Hotel & Bungalows**, which provided reduced rates and donated meals to their displaced neighbours in Altadena following the fires.

The best part of visiting LA right now? According to Dominguez, "with fewer crowds than usual at this time of year, visitors can enjoy a more relaxed pace while exploring the area". So take advantage and bring your family to local non-profit Heal The Bay's **aquarium** right on the Santa Monica pier to teach your children about the 100 local species on-site.



Last Call: T+L's World's Best Summit Tickets Are Limited

## This Waterfront Hotel in North Carolina's Outer Banks Just Reopened—With Access to Private Beaches and a Celebrity Chef Restaurant

The Sanderling Resort in North Carolina's Outer Banks has a new look—and is shaping up to be a perfect summer vacation spot.

By **Regan Stephens** | Published on May 27, 2025



**COMMENTS**



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Sanderling Resort and beach.  
//The Sanderling Resort

Last Call: T+L's World's Best Summit Tickets Are Limited

**award-winning chef Vivian Howard and serves refined Southern coastal cuisine.**

**Summer guests can enjoy a variety of experiences, including floral arranging workshops, mixology classes, stargazing sessions, and evening ghost crab hunts.**

Since 1985, [The Sanderling Resort](#) in [Duck, North Carolina](#), has been offering its guests prime waterfront views, private beaches, and a casually elegant coastal vibe. Now, just in time for its 40th anniversary, the only full-service luxury resort in [the Outer Banks](#) has unveiled a new look.

Located between the Atlantic Ocean and Currituck Sound, the hotel spans 12 acres and features newly designed interiors, a restaurant by lauded chef Vivian Howard, a waterfront event venue, and a slate of immersive guest experiences.


The Sanderling Resort “captures the spirit of the quintessential American beach vacation—an inspiring blend of barefoot luxury, culinary excellence, and the natural beauty that makes the Outer Banks a truly one-of-a-kind destination,” Shai Zelering, managing partner and head of hospitality at Brookfield’s Real Estate Group, the resort's owner, told *Travel + Leisure*. “It’s a place designed for active escapes, meaningful moments, and timeless memories.”



Last Call: T+L's World's Best Summit Tickets Are Limited

Theodosia is open to guests and locals, and joins the resort's other dining outposts: the all-day Lifesaving Station, housed in a restored 19th-century Coast Guard station, and the seasonally open Sandbar and Beach House Bar, both offering casual bites and drinks.

The new Sunset Ballroom event venue, which replaces an underutilized indoor pool, features vaulted ceilings, a new outdoor deck, and a wall of windows that frame the Currituck Sound and show off the destination's spectacular sunsets.

 Outdoor pool area at a resort with lounge chairs, a fenced perimeter, and buildings in the background



Last Call: T+L's World's Best Summit Tickets Are Limited

evening ghost crab hunts along the shoreline.

The Sanderling also offers plenty of self-guided ways to spend time, from bird watching—the resort is near the 60-acre Pine Island Audubon Sanctuary—to scavenger hunts and exploring coastal trails.

*Nightly rates at The Sanderling Resort start from \$475, and you can book your stay at [thesanderling.com](https://thesanderling.com).*

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**Everything You Need to Know About Camping in North Carolina's Outer Banks**

 [Oregon Inlet Campground near Outer](#)

**This Charming North Carolina Town Is Called the 'Apple Capital' of the State — With Idyllic Weather, Beautiful Mountain Scenery, and Quaint Inns**


 [Street view in Hendersonville](#)

North Carolina native and James Beard award-winning chef Vivian Howard is behind The Sanderling's signature restaurant, named Theodosia after the daughter of founding father Aaron Burr. (Theodosia is the central figure of one of the Outer Banks' [most enduring maritime legends](#).) The restaurant serves refined Southern coastal cuisine, featuring dishes such as slow-baked grouper in Frogmore broth, blueberry barbecue duck, and lemon pie with a Ritz cracker crust, enjoyed against the backdrop of the surrounding beaches.

 [Main building of Theodosia at the Sanderling Resort near a body of water](#)

## Last Call: T+L's World's Best Summit Tickets Are Limited



 Interior lobby view with wooden floors, central seating, plants, and chairs, featuring a warm atmosphere and green accents



The lobby at The Sanderling Resort.  
Credit: Michael Clifford/The Sanderling Resort

1 of 2



Interior lobby



A well-lit room

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view look comes courtesy of New York City-based interior design firm, which channeled the welcoming spirit of a chic friend's



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## Lake Norman CURRENTS May 2025

Published on Apr 21, 2025



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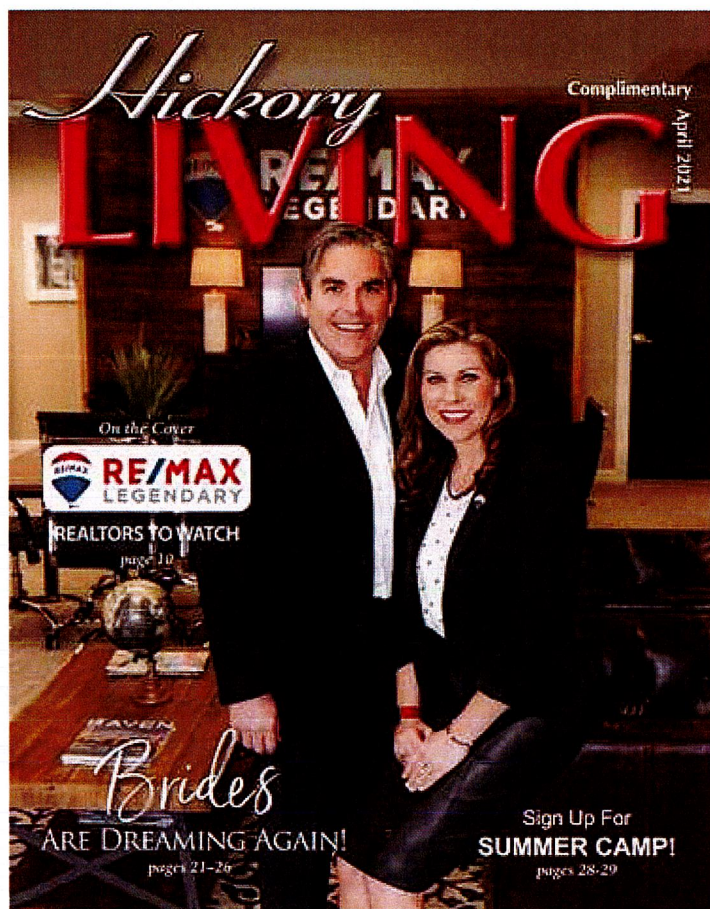
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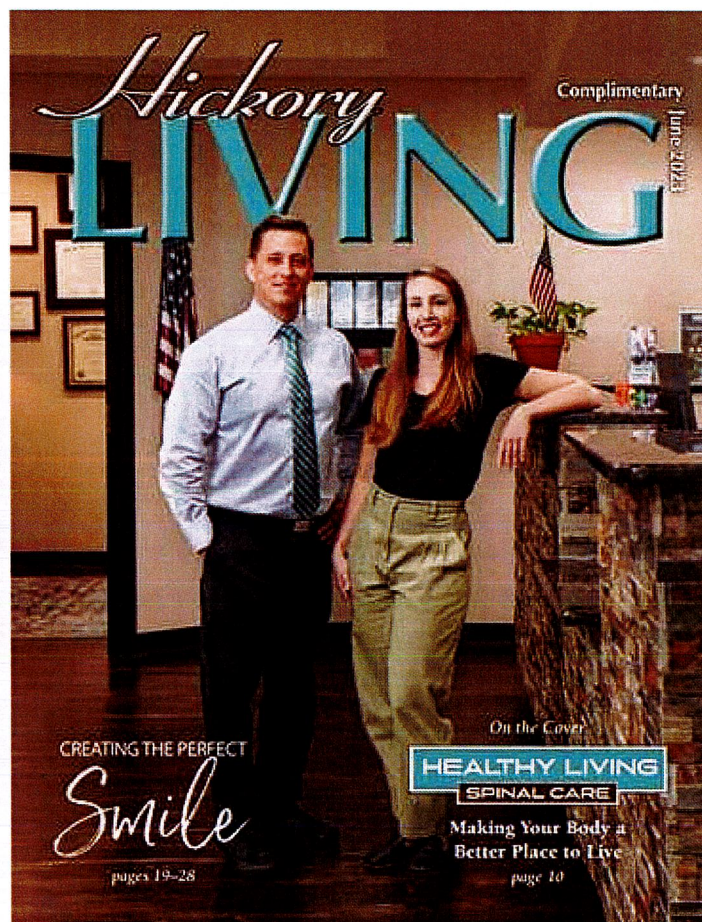


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# See The Tallest 'Living' Sand Dune In The South At This State Park In The Outer Banks

Head to Jockey's Ridge State Park for a sandy adventure.

By [Jennifer Prince](#) Published on May 30, 2025

## In This Article

Jockey's Ridge State Park and Its Famed Sand Dune

What To Do

When To Visit





Jockey's Ridge State Park.

Credit: Courtesy Visit NC, by Holden Kudla and Atlas-Obscura

With summer activities in full swing, you may be planning a [beach trip](#), whether for the day if you're lucky enough to live close or a week of family vacation. But while you may be tempted to spend your days sunning, building sand castles, and splashing in the waves (all of which are fabulous), don't miss out on researching nearby attractions. Oceansides throughout the South have everything from boardwalks and piers to rollercoasters and surf lessons.

If you find yourself near [Nags Head](#), North Carolina, it's a natural formation that draws visitors from near and far. [Jockey's Ridge State Park](#)'s claim to fame is that it has the largest sand dune in the South.

## Jockey's Ridge State Park and Its Famed Sand Dune





Credit: Courtesy Visit NC, by Holden Kudla and Atlas Obscura

The sand dune at Jockey's Ridge State Park is formally defined as a living or [active dune](#), to be exact, which doesn't mean that it's actually alive but references the fact that it's constantly changing due to the wind shifting the sand.

The dunes are pretty impressive at 110 feet tall—give or take a little, depending on the airflow—but one woman's tenacity kept them from being razed. In 1973, Carolista Baum stopped a bulldozer from destroying the sand masses. Her courage and advocacy started a preservation movement that led to the formation of Jockey's Ridge State Park in 1975. Now, the park sees over one million visitors annually.

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**This North Carolina Destination Was Named  
The Vacation Of The Year**





# What To Do at Jockey's Ridge State Park

 Jockey's Ridge State Park

The Wright Experience at Jockey's Ridge State Park.  
Credit: Courtesy Visit NC, by Ryan Donnell

## Go for High Adventure

While viewing and climbing are popular activities, more adventurous folks can use the stately sand formation for more adrenaline-pumping pursuits. Book a hang gliding lesson or [pilot a reproduction](#) of the glider the Wright brothers flew in 1902. Although bringing your four-wheeler sounds tempting, it's [strictly prohibited](#), as the park is protected, but you can try your hand at sandboarding if you bring your own.

Jockey's Ridge State Park also offers 420 acres to explore for those who enjoy a more relaxed pace. Fly a kite in the breeze, picnic at one of the many shelters, or explore one of the short hiking trails. The on-site visitor center is also worth a visit, as it contains several exhibits, including a display of [fulgurites](#), which are hollow tubes formed in the sand during lightning strikes. If you're fortunate enough to find a fulgurite while exploring, it's against the rules to disturb it, but let the park staff know its location so they can take note.

## Visit the Less-Trafficked Side

While the oceanside of Jockey's Ridge's claim to fame is the dunes, which mimic the desolation of the desert, the Roanoke Sound border of the park on the western side is just the opposite. There, you'll discover a rich biodiversity of sea-loving flora and fauna in its natural habitat. You can explore the calmer waters by windsurfing, kiteboarding, and paddling. Or simply swim and watch the sunset in its colorful glory.

## When To Visit

[Culture and Lifestyle](#)[Activities and Entertainment](#)[Outdoor Recreation](#)

Credit: Courtesy Visit NC

Jockey's Ridge State Park is located at 300 W. Carolista Drive in Nags Head, NC, and is free to visit. Depending on the season, it opens daily at 8 a.m. and closes between 6 p.m. and 9 p.m. The park is open on all holidays except Christmas, and Jockey's Ridge is dog-friendly—just be prepared to clean up during a day of exploration with your pup.



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# Wind warriors: A kitesurfing adventure at OBX

Travel

May 27, 2025



*Try kiteboarding, stay in a boutique hotel and tour historic sites at the Outer Banks.*

by **Vanessa Infanzon**

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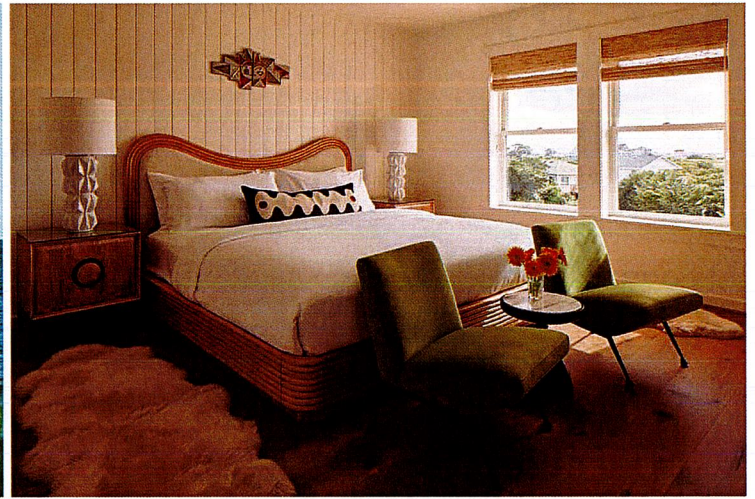
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“Twenty years later and I’m still going strong,” says [Grubb, CEO of Grubb Properties](#). “It’s a little bit of a steep learning curve because it’s all about flying the kite more than it is strength. It’s something you can do much later in life.”

On the ocean, a kitesurfer focuses on riding waves with their feet strapped to a board while holding a kite. Kiteboarding also harnesses the power of the wind to ride along the water, learning tricks on flatwater such as a bay or sound.

“You start with jumping, and then you work on back rolls, front rolls, double back rolls,” Grubb explains. “I’m probably not as aggressive as I used to be, but we continue to have fun and push everyone.”



*Kiteboarding photograph courtesy REAL Watersports. Edgecamp Pamlico Station bedroom courtesy Edgecamp Pamlico Station*

## Getting started

The Outer Banks, known as the “Kite Boarding and Wind Surfing Capital of the East Coast,” offer kiteboarders and kitesurfers the Atlantic Ocean on one side and Pamlico Sound on the other.

Various companies offer private and group lessons to learn kiteboarding and kitesurfing. [Kitty Hawk Kites](#) offers a first-time course and three-hour private lessons. [Kite Club Hatteras](#) provides beginner, intermediate and advanced lessons to learn board and kite control, how to launch the kite, and gear selection. [REAL Watersports](#) runs Zero to Hero

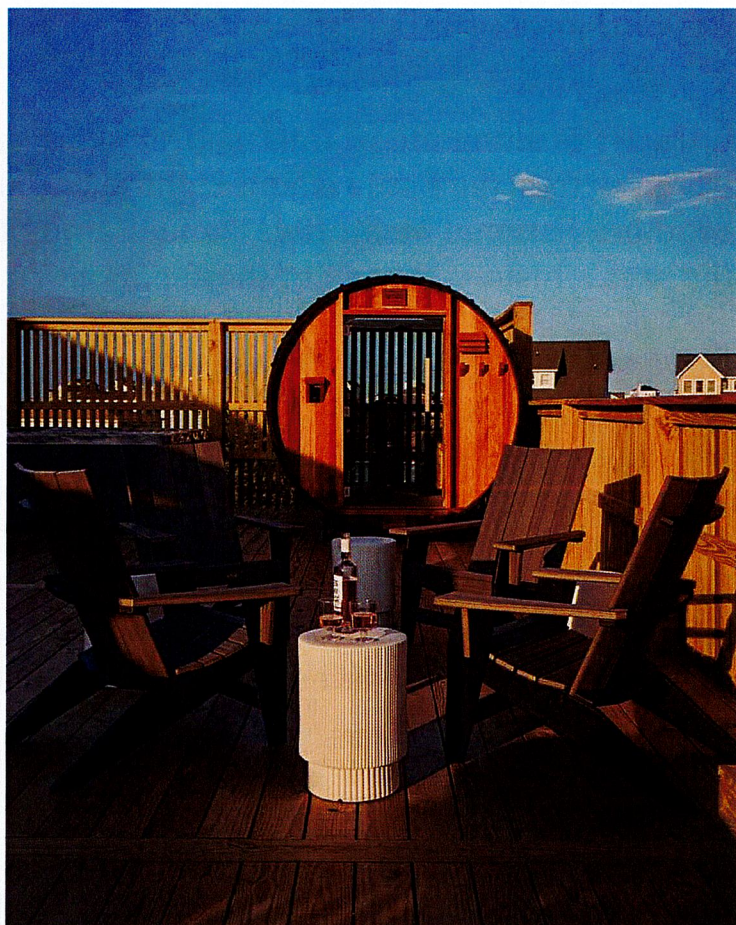
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use Jet Skis to teach kiteboarding. No matter the wind direction from our facility, you can go out and find uncrowded terrain and good wind.”



*courtesy Edgecamp Pamlico Station*

## Rest and relax

After a day of jumping waves and flying across the ocean tethered to a kite, [Edgecamp Pamlico Station](#) offers nearby accommodations in Rodanthe on Hatteras Island. The 14-suite hotel debuted last summer and is accessible to local attractions, beaches and restaurants.

Pamlico Station’s bright orange doors welcome guests into suites with a living room, dining area, fully equipped kitchen and bedroom. Evidence of designer Jonathan Adler’s “modern American glamour” is marked by the whimsical art, bold colors and personal touches throughout the space. Some suites have private patios with chair hammocks. an

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hotel's concierge service. Arrange for your kitchen to be stocked or for a private chef to provide meals.

## Beyond kitesurfing

Attractions along the islands' shores are a short trip from Rodanthe. Head north to Bodie Island to tour the **Bodie Island Lighthouse**, **Jockey's Ridge State Park** and the **Wright Brothers National Memorial**. Wander along boardwalks, look for wildlife and learn about the area's history at each of these parks.

Drive south to the tip of Hatteras, home to the **Graveyard of the Atlantic**. A museum designed to look like a ship highlights the history of the Outer Banks and the stories behind some of the 2,000 shipwrecks off the coast.

Schedule a guided tour through the **Frisco Native American Museum & Natural History Center**. The museum features thousands of artifacts from across the country and a special exhibit on the Croatan people who once lived on Hatteras Island. Nature trails lead visitors through several acres of a maritime forest and over a pond.

Cape Hatteras Lighthouse, a popular island attraction, is undergoing an 18-month restoration and is expected to reopen in summer 2026.



*The Elizabethan Gardens and The Lost Colony, Manteo. Photographs courtesy The Outer Banks Visitors Bureau.*

Roanoke Island, just east of Bodie, is home to Manteo, a charming town on the water.

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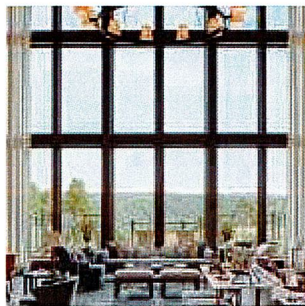
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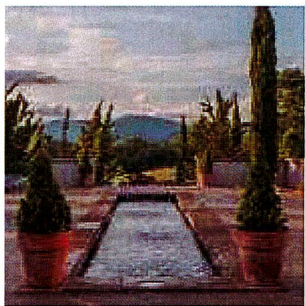
Next door to the gardens is **Fort Raleigh National Historic Site**, a 355-acre attraction dedicated to telling stories dating back to 1580. The park hosts “[The Lost Colony](#),” a production running since 1937 in an outdoor theater on the water. The performance details the unsolved mystery of England’s attempt to start a colony. **SP**

**Featured image:** *Photograph courtesy REAL Watersports*

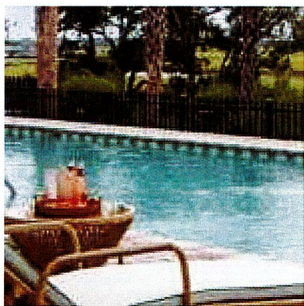
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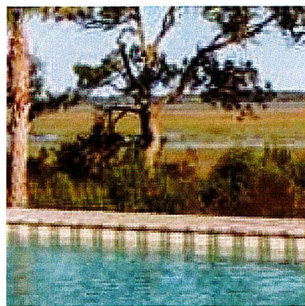
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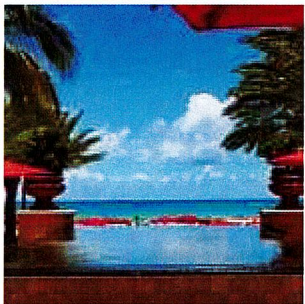
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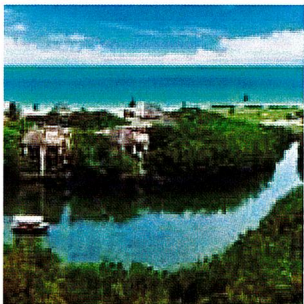
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LIFESTYLE &gt; TRAVEL

# Father's Day Gift Guide 2025: Best Winery, Distillery And Brewery Trips For Dads

A tasty travel gift for dad is always a hit, especially when it brings great wines, spirits and craft beers.

By **Rebecca Deurlein**, Contributor. ⓘ Rebecca Deurlein is an award-...

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Published Jun 09, 2025, 06:00am EDT, Updated Jun 9, 2025, 02:07pm EDT

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This Father's Day, take Dad to breweries, distilleries, and wineries with unique tasting and touring experiences.

GETTY

Americans love their drinks and their drinking experiences, and while we have our pick of establishments across the U.S., there are some true standouts. This Father's Day, take Dad on a trip that features the best winery, brewery or distillery experiences, all just a short drive or flight away. These are distinctive local



experiences where tastings, tours, classes and atmosphere go beyond the traditional and are sure to make Dad feel loved.

## Wineries With Unique Tastings And Tours For Dad



Toast to Father's Day at Berryessa Gap's winery located in Winters, California.



Meet master distiller Jeff Arnett, well-known as Jack Daniels' former distiller, at [Company Distilling](#) in Townsend, Tennessee, just down the road from the Cades Cove entrance of Great Smoky Mountains National Park. Arnett will share generous pours with dad and personally educate him on all things whiskey. Choose your poison from six whiskeys, ryes, bourbons, gin, moonshine and beer. And don't forget—you're in the Smokies, so hiking or at least a scenic drive (before drinking commences, of course) is a must.

## **Outer Banks Distilling**

If Dad prefers a more tropical vibe, head to [Outer Banks Distilling](#) in Manteo, North Carolina, on the Outer Banks. Its home-crafted Kill Devil Rum made it famous, but it gives Dad many reasons to visit. Aside from the distillery tour, you'll be entertained at the bar, where artisanal cocktails showcase the liquors distilled on property. There's a good chance you'll cross paths with one of the four owners, former brewers and mixologists who love their jobs and encourage you to stay for hours, Jimmy Buffet style.

## **Breweries For Dads Who Love Craft Beer**



Cycling through Houston as part of Tour de Brewery brings history, sightseeing, and excellent local craft beers.  
COURTESY OF TOUR DE BREWERY

## Tour De Brewery

Is Dad active and a little adventurous? Then get him moving on a cycling brewery tour in [Houston](#). [Tour de Brewery](#) offers two small group biking tours: the Suds and Stadiums route, which winds through downtown's sports arenas, and History and Hops, which visits greenspaces, murals, and some of the oldest buildings in Houston. Both offer quaffing stops at popular Texas breweries like Gristworkz, Equal Parts Brewing Company and 8th Wonder Brewing.

## Topsy Turvy Brewery

In an historical church in Lake Geneva, Wisconsin, you'll find [Topsy Turvy Brewery](#), where Dad can learn all about this neck of the woods. All the beers are named after Wisconsin inventions, tourist attractions or historical places, and if Dad is traveling with a non-beer drinker, there's a wine and cocktail list as well.

The interior of this brewery is stunning and eclectic—picture a tear-shaped, multi-colored stained-glass window flanked by stainless steel barrels and fronted by a stacked wood, Jenga-looking bar. More stained-glass windows fill the brewery, and the outdoor beer garden is the perfect place to people watch. Topsy Turvy is in the