



Dare County Tourism Board Meeting

Thursday, April 20, 2023
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, APRIL 20, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the March 23, 2023 Meeting
- V. Public Comments
- VI. Steering/Chairman's Report
- VII. Budget & Finance Report
 - 1. Monthly Reports
 - 2. Fiscal Year 2023-2024 Proposed Budget
- VIII. Outer Banks Visitors Bureau Updates
- IX. Long Range Tourism Management Plan Presentation- MMGY Next Factor
- X. Closed Session pursuant to NCGS 143-318.11 (a) (5) (ii) To establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the amount of compensation and other material terms of an employment contract or proposed employment contract.
- XI. Old Business
- XII. New Business
- XIII. Board Member Comments
- XIV. Set Date, Time, and Place of Next Meeting
- XV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 23, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, 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
Aaron Tuell, Public Relations Manager
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING: Luke Halton, The OBX Way.

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

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

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from February 16, 2023 meeting. Second by Ms. Cohen. There was no discussion. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Luke Halton shared the recent *The Coastland Times* article about the OBX Way trail.

LONG RANGE TOURISM MANAGEMENT PLAN UPDATE: Shelley Green, with MMGYNextFactor, updated the Board on the Long-Range Tourism Management Plan (attached).

STEERING COMMITTEE REPORT: The Chair reported on the Visit NC Tourism Conference, Auction at the former Pamlico Jack's, open house for the proposed windmill project in Kitty Hawk, and Board member opportunities at events.

The Chair reviewed the Fireworks Grant Award recommendations. Lee Nettles reviewed the process for Restricted Fund Grants.

Mr. Bateman moved to approve the fireworks grants, totaling \$55,000.00, as presented:

- Avon Property Owners Assoc: \$14,525.00
- Town of Kill Devil Hills: \$12,200.00
- Town of Manteo: \$14,525.00
- Town of Nags Head: \$13,750.00

Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

The Chair and Lee Nettles reviewed the request from the Roanoke Island Historical Association and the work done regarding future funding needs. The Board discussed the request.

Mr. Bateman moved to approve a Long-Term Unappropriated Fund Grant to Roanoke Island Historical Association in the amount of \$75,000.00 for purchase of a sound array for *The Lost Colony*. Second by Mr. Hess. There was no discussion. The motion passed unanimously (12-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.64% compared to 2021-2022 actual receipts.

Staff reviewed the Fiscal Year 2022-2023 Budget Amendment, which increases the event grant line item, additional monies for research, and for unexpected repairs at the Event Site. Mr. Hess moved to approve the Fiscal Year 2022-2023 Budget Amendment. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (12-0).

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Lee Nettles reviewed the Event Grant deadlines and process. Ms. Ingram moved to approve the following Event Grant Awards:

<u>Organization</u>	<u>Event</u>	<u>Recommended Amount</u>
Chicamacomico Historical Assoc.	2023 Shuck Hatteras Oyster Festival	\$6,000.00
Community Care Clinic of Dare	2023 Billfish Tournament	\$3,000.00
Dare County Arts Council	2023 Outer Banks Veterans Week	\$7,500.00
	2023 Pride Arts Project	\$3,000.00
	2023 Surfalorus Film Festival	\$5,000.00
Dare Co. Motorsports Charity Group	2023 Outer Banks Fall Bike Fest	\$18,000.00
Dare Co. Veterans Advisory Council	The Wall That Heals	\$25,000.00
Eastern Surfing Assoc, OBNC District	2023 Eastern Surfing Championship	\$19,500.00
First Flight High School	2023 Good Guys vs. Cancer Basketball Tournament	\$13,000.00
First Flight Rotary Foundation	2023 Oink & Oyster Roast	\$2,500.00
Hatteras Island Youth Education Fund	2023 Surfin' Turkey 5k and Puppy Drum Fun Run	\$6,500.00
Just in Case	Halloween on the Banks	\$20,000.00
Nags Head Surf Fishing Club	2023 F. Boyden Youth Fishing Tournament	\$1,500.00
	2023 Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	2023 Red Drum Tournament	\$5,000.00
OBX Pride	2023 OBX Pridefest	\$10,000.00
Outer Banks Conservationists	2023 Island Farm Pumpkin Patch	\$5,000.00
Outer Banks Home Builders Association	2023 Parade of Homes	\$10,000.00
Outer Banks Seafood Festival	2023 Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	2023 Outer Banks Marathon	\$20,000.00
	2023 Ride the Sea Century Ride	\$8,000.00
The Rogallo Foundation	2023 OBX Brewtag	\$10,000.00
Town of Duck	2023 Duck Jazz Festival	\$9,000.00
Town of Manteo	2023 Dare Days	\$20,000.00
	<i>Total Amount Requested</i>	<i>\$266,500.00</i>

Second by Mr. Siers. There was no discussion. The motion passed unanimously (12-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted Visit NC Tourism Conference attendance and ideas that it inspired.
- Noted the auction April 1st at Pamlico Jack's will have two different times for front and back of the house.
- Updated progress on the Salary Study
- Touched on the Community Foundation Mission Mixer and the work the Bureau is doing with non-profits.
- Marketing Dashboard, with a focus on the website traffic on the release date of OBX (season 3). The Board noted how the season was looking in regarding bookings, particularly in the later part of summer and improvements with J1 workers.
- Potential for Visitor Profile, Sentiment and Satisfaction studies.

Lorrie Love reviewed Outer Banks Soft-Shell Week, recent group sales marketplaces and upcoming events at the Event Site.

Aaron Tuell reviewed recent speaking engagements, press coverage, and upcoming familiarization tours.

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

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

BOARD MEMBER COMMENTS: Mr. Clissold noted the work done on a Social District in downtown Manteo.

Mr. Ballog noted Taste of the Beach weekend events and Soft-Shell Crab Week work.

Mr. Robinson noted the fishing tournaments looked to be strong this year thanks to dredging.

Ms. Ingram noted the Town of Kill Devil Hills had approved the sidewalk and added additional funds to have the project completed before the season.

Ms. Cohen noted the return of school groups and the reopening of hotels under a different brand.

Mr. Hess noted the openings of Marshalls and Target. He also noted that airbnb's "located in less desirable locations [located on the west side for example]" are moving back to long term rentals.

Mr. Holland noted the ruling on the Amicus Brief and donations from the Town of Sothern Shores to The Healing Wall and the Kitty Hawk Elementary School Inclusive Playground.

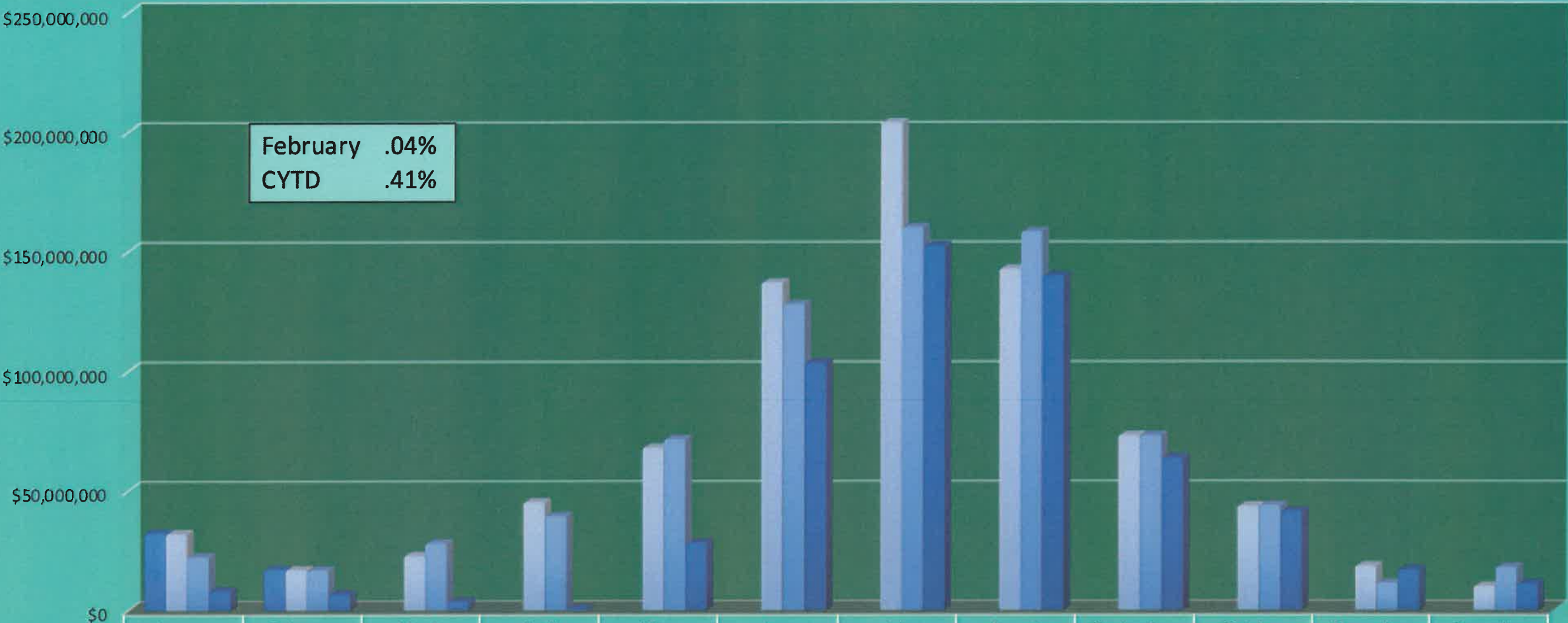
SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 20, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:42 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

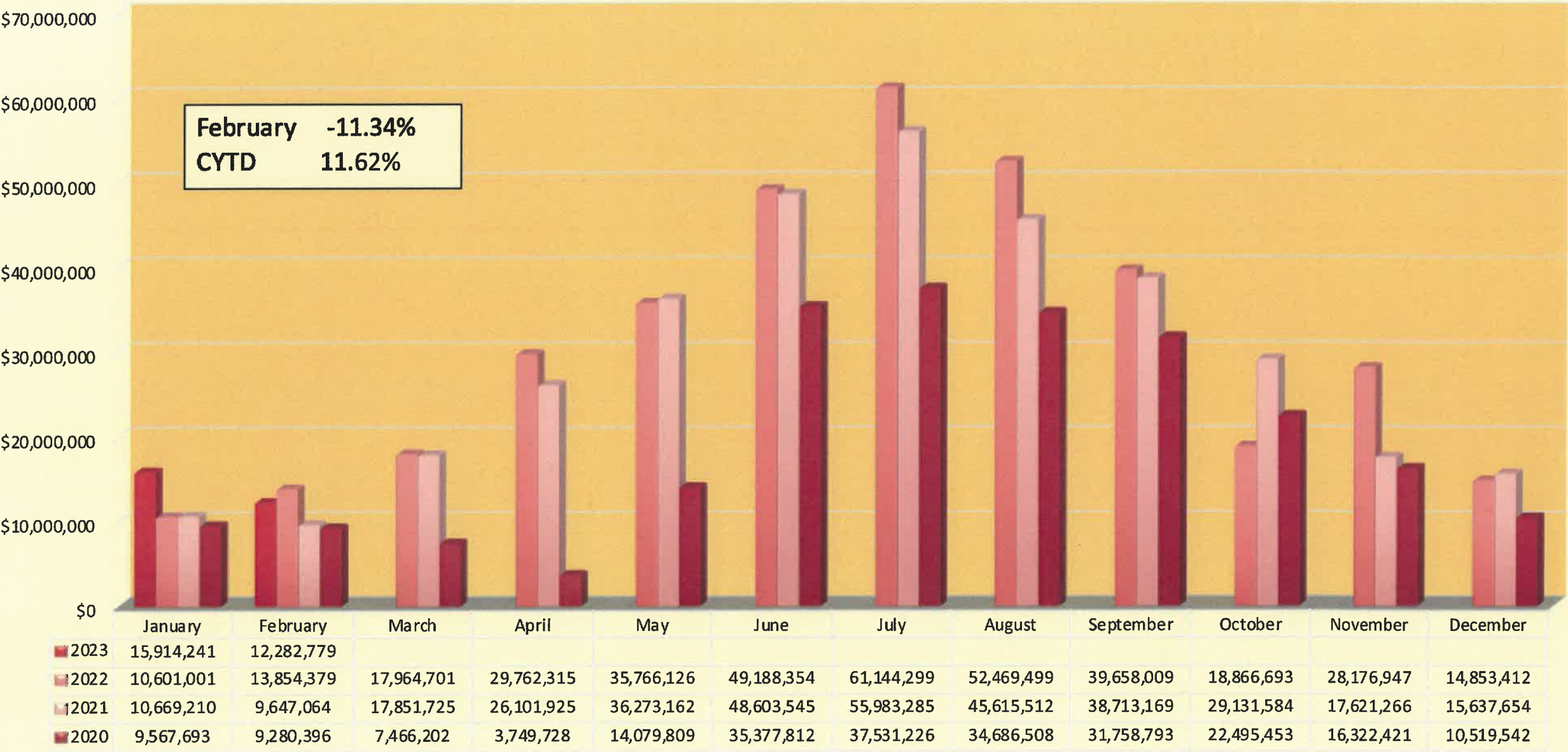
Occupancy Collections



February .04%
CYTD .41%

	January	February	March	April	May	June	July	August	September	October	November	December
2023	32,326,040	17,078,293										
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
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2022-2023**

FISCAL YEAR		PROJECTED FY 22-23	ACTUAL FY 22-23	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
JULY RECEIVED	MEALS	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
JULY EARNED	OCCUPANCY	\$1,389,685.00	\$2,025,876.87	\$636,191.87	45.78%
AUGUST RECEIVED	MEALS	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,781,530.00	\$2,623,166.30	\$841,636.30	47.24%
AUGUST EARNED	OCCUPANCY	\$1,257,920.00	\$1,434,166.40	\$176,246.40	14.01%
SEPT RECEIVED	MEALS	<u>\$371,790.00</u>	<u>\$496,883.38</u>	<u>\$125,093.38</u>	<u>33.65%</u>
		\$1,629,710.00	\$1,931,049.78	\$301,339.78	18.49%
SEPTEMBER EARNED	OCCUPANCY	\$493,540.00	\$725,052.86	\$231,512.86	46.91%
OCT RECEIVED	MEALS	<u>\$251,510.00</u>	<u>\$398,737.51</u>	<u>\$147,227.51</u>	<u>58.54%</u>
		\$745,050.00	\$1,123,790.37	\$378,740.37	50.83%
OCTOBER EARNED	OCCUPANCY	\$233,310.00	\$433,387.04	\$200,077.04	85.76%
NOV RECEIVED	MEALS	<u>\$192,925.00</u>	<u>\$162,642.84</u>	<u>(\$30,282.16)</u>	<u>-15.70%</u>
		\$426,235.00	\$596,029.88	\$169,794.88	39.84%
NOVEMBER EARNED	OCCUPANCY	\$102,575.00	\$185,251.27	\$82,676.27	80.60%
DEC RECEIVED	MEALS	<u>\$122,550.00</u>	<u>\$300,138.52</u>	<u>\$177,588.52</u>	<u>144.91%</u>
		\$225,125.00	\$485,389.79	\$260,264.79	115.61%
DECEMBER EARNED	OCCUPANCY	\$65,545.00	\$101,098.09	\$35,553.09	54.24%
JAN RECEIVED	MEALS	<u>\$97,265.00</u>	<u>\$143,214.99</u>	<u>\$45,949.99</u>	<u>47.24%</u>
		\$162,810.00	\$244,313.08	\$81,503.08	50.06%
JANUARY EARNED	OCCUPANCY	\$248,170.00	\$322,624.32	\$74,454.32	30.00%
FEB RECEIVED	MEALS	<u>\$82,190.00</u>	<u>\$124,423.37</u>	<u>\$42,233.37</u>	<u>51.39%</u>
		\$330,360.00	\$447,047.69	\$116,687.69	35.32%
FEBRUARY EARNED	OCCUPANCY	\$61,895.00	\$170,000.09	\$108,105.09	174.66%
MARCH RECEIVED	MEALS	<u>\$84,315.00</u>	<u>\$116,207.73</u>	<u>\$31,892.73</u>	<u>37.83%</u>
		\$146,210.00	\$286,207.82	\$139,997.82	95.75%
MARCH EARNED	OCCUPANCY	\$93,850.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$123,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$217,535.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$250,790.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$312,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,884,390.00	\$6,764,082.56	\$1,879,692.56	38.48%
TO-DATE	MEALS	<u>\$1,932,685.00</u>	<u>\$2,825,697.78</u>	<u>\$893,012.78</u>	<u>46.21%</u>
		\$6,817,075.00	\$9,589,780.34	\$2,772,705.34	40.67%
TOTAL	OCCUPANCY	\$5,541,030.00			
PROJECTED	MEALS	<u>\$2,476,785.00</u>			
2022-2023		\$8,017,815.00			

CALENDAR YEAR RECEIPTS 2022-2023		ACTUAL 2022	ACTUAL 2023	+/- \$	+/- %
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
	MEALS	<u>\$176,838.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,799.04	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,366,625.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$486,160.01</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,852,785.63	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$2,025,876.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$597,289.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,623,166.30	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,434,166.40	\$0.00	\$0.00	0.00%
	MEALS	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
Total To Date					
	OCCUPANCY	\$682,635.80	\$593,722.50	(\$88,913.30)	-13.02%
	Meals	<u>\$397,466.72</u>	<u>\$383,846.09</u>	<u>(\$13,620.63)</u>	<u>-3.43%</u>
		\$1,080,102.52	\$977,568.59	(\$102,533.93)	-9.49%
Total for Year					
	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2022-2023

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
JULY RECEIVED	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
JULY EARNED	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
AUGUST RECEIVED	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
AUGUST EARNED	OCCUPANCY	\$1,592,951.57	\$1,434,166.40	(\$158,785.17)	-9.97%
SEPT RECEIVED	MEALS	<u>\$455,773.11</u>	<u>\$496,883.38</u>	<u>\$41,110.27</u>	<u>9.02%</u>
		\$2,048,724.68	\$1,931,049.78	(\$117,674.90)	-5.74%
SEPTEMBER EARNED	OCCUPANCY	\$717,839.65	\$725,052.86	\$7,213.21	1.00%
OCT RECEIVED	MEALS	<u>\$381,874.96</u>	<u>\$398,737.51</u>	<u>\$16,862.55</u>	<u>4.42%</u>
		\$1,099,714.61	\$1,123,790.37	\$24,075.76	2.19%
OCTOBER EARNED	OCCUPANCY	\$437,385.81	\$433,387.04	(\$3,998.77)	-0.91%
NOV RECEIVED	MEALS	<u>\$283,579.71</u>	<u>\$162,642.84</u>	<u>(\$120,936.87)</u>	<u>-42.65%</u>
		\$720,965.52	\$596,029.88	(\$124,935.64)	-17.33%
NOVEMBER EARNED	OCCUPANCY	\$103,833.12	\$185,251.27	\$81,418.15	78.41%
DEC RECEIVED	MEALS	<u>\$144,517.86</u>	<u>\$300,138.52</u>	<u>\$155,620.66</u>	<u>107.68%</u>
		\$248,350.98	\$485,389.79	\$237,038.81	95.45%
DECEMBER EARNED	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
JAN RECEIVED	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
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MARCH RECEIVED	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
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		\$406,798.99	\$0.00	\$0.00	0.00%
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MAY RECEIVED	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
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JUNE RECEIVED	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,404,216.87	\$6,764,082.56	\$359,865.69	5.62%
	MEALS	<u>\$2,704,337.57</u>	<u>\$2,825,697.78</u>	<u>\$121,360.21</u>	<u>4.49%</u>
		\$9,108,554.44	\$9,589,780.34	\$481,225.90	5.28%
TOTAL ACTUAL 2021-2022	OCCUPANCY	\$7,764,423.91			
	MEALS	<u>\$3,510,093.54</u>			
		\$11,274,517.45			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	0	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341		
March	0	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152		
April	0	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431		
May	0	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088		
June	0	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353		
July	0	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908		
August	0	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106		
September	0	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721		
October	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
November	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
December	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
YTD	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
TOTAL	5,498,489	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	2.59%	15.08%	22.26%	8.27%	-1.89%	10.44%		
Total % Change	2.59%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March		22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April		45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May		67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June		136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July		203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August		142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September		73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October		43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November		18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December		10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
YTD Total	49,404,333	49,200,429	39,348,986	15,011,916	12,276,654	12,320,639	12,069,903	9,877,658	9,251,948	7,584,279	8,005,521	7,503,057	7,506,882	6,880,308
Total	49,404,333	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997
YTD % Change	0.41%	25.04%	162.12%	22.28%	-0.36%	2.08%	22.19%	6.76%	21.99%	-5.26%	6.70%	-0.05%	9.11%	7.45%
Total % Change	0.41%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease/Increase(Decrease)/Qtr	0.04%	1.41%	147.98%	13.05%	15.35%	5.40%	37.20%	9.63%	11.45%	-0.74%	-7.65%	11.66%	20.63%	6.93%
Qtr 1 (Dec-Feb)	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%
Qtr 2 (Mar-May)		-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%
Qtr 3 (June-Aug)		8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%
Qtr 4 (Sept-Nov)		5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
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														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March		17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April		29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May		35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June		49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July		61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August		52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361
September		39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October		18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November		28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December		14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
YTD Total	27,297,020	24,455,380	20,316,274	18,848,089	17,170,462	14,711,223	15,014,713	14,141,838	13,809,150	12,703,076	11,610,903	11,909,598	10,749,384	10,252,791
Total	27,297,020	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957
YTD % Change	11.62%	20.37%	7.79%	9.77%	16.72%	-2.02%	6.17%	2.41%	8.71%	9.41%	-2.51%	10.79%	4.84%	-10.32%
Total % Change	11.62%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease) Increase(Decrease)/Qtr	-11.34%	43.61%	3.95%	16.91%	-1.77%	-0.33%	12.75%	11.61%	2.59%	6.93%	-2.13%	7.16%	5.53%	-9.73%
Qtr 1 (Dec-Feb)	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%
Qtr 2 (Mar-May)		4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%
Qtr 3 (June-Aug)		8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%
Qtr 4 (Sept-Nov)		1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	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	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494		249,522	63,921	692,174	414,682		160,084	65,539	206,483	136,291	
April	877,315	9,994	259,204	260,362		587,966	1,930	1,235,799	1,294,819		365,960	48,233	404,682	326,574	
May	309,416	91,397	282,278	285,411		990,995	1,130,609	1,918,384	1,046,309		600,680	254,673	565,909	530,590	
June	417,010	351,108	570,964	330,644		1,830,953	2,412,414	2,845,176	1,770,185		1,288,613	795,837	919,645	833,391	
July	300,025	363,847	446,262	595,516		1,966,882	2,685,694	3,088,190	1,860,733		1,563,325	1,043,368	1,058,556	1,166,419	
August	369,371	373,764	532,087	383,480		1,510,242	1,588,143	2,216,628	1,415,619		872,728	902,896	902,324	778,232	
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>165,771</i>	<i>46,004</i>	<i>124,008</i>	<i>121,498</i>	<i>153,585</i>	<i>228,760</i>	<i>191,756</i>	<i>380,900</i>	<i>357,780</i>	<i>37,453</i>	<i>111,194</i>	<i>116,614</i>	<i>160,835</i>	<i>136,578</i>	<i>106,173</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	153,585	8,384,023	10,849,867	15,518,895	9,658,974	37,453	5,907,648	4,549,771	5,554,350	5,143,081	106,173
Month Increase	290.95%	-81.21%	100.69%	62.31%	-22.22%	14.86%	12.89%	103.47%	-1.32%	-87.94%	-44.40%	3.39%	55.99%	-18.27%	-23.82%
<i>YTD Increase</i>	254.17%	-72.25%	169.56%	-2.02%	26.41%	81.07%	-16.18%	98.64%	-6.07%	-89.53%	-36.47%	4.87%	37.92%	-15.08%	-22.26%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%		12.62%	29.41%	43.03%	-37.76%		-10.68%	-22.99%	22.08%	-7.40%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	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	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594		48,950	24,532	456,135	458,768		6,065,892	2,033,390	22,818,135	18,269,896	
April	5,082,911	272,368	7,371,174	8,104,880		129,659	6,532	690,426	970,654		14,912,027	382,791	29,766,955	35,002,625	
May	8,296,802	3,148,199	11,955,124	10,324,362		148,954	188,734	1,201,894	1,151,529		25,901,180	23,445,254	56,477,960	55,576,157	
June	11,050,965	11,291,492	17,405,621	16,192,842		220,076	689,124	1,781,971	1,801,287		86,974,007	88,087,699	105,559,551	117,473,065	
July	13,333,255	16,489,187	22,217,201	20,666,774		280,756	291,105	2,244,007	2,397,468		93,189,170	131,031,173	132,554,585	178,978,115	
August	14,094,249	13,307,261	18,448,886	16,657,613		266,881	244,691	2,161,167	2,079,173		121,424,486	122,944,015	135,457,160	122,930,026	
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
YTD Totals	2,633,029	2,970,811	3,476,826	3,769,141	4,041,279	40,920	44,638	202,142	377,596	470,680	8,925,815	11,459,906	34,950,509	44,657,485	44,839,291
Total	71,940,550	67,864,420	109,606,289	103,230,055	4,041,279	1,396,206	2,134,793	11,425,576	11,664,072	470,680	425,415,218	487,929,729	633,068,406	690,896,310	44,839,291
Month Increase	-15.79%	15.17%	12.71%	22.98%	-0.87%	3.32%	17.39%	373.36%	87.53%	36.56%	29.84%	15.74%	195.31%	-0.84%	1.30%
YTD Increase	-7.27%	12.83%	17.03%	8.41%	7.22%	20.60%	9.09%	352.85%	86.80%	24.65%	-0.06%	28.39%	204.98%	27.77%	0.41%
Total Year Increase	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%		4.24%	14.69%	29.75%	9.13%	

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

Outer Banks Visitors Bureau
 Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833		191,043	100,157	288,353	139,472		9,370,541	3,538,436	28,050,784	22,897,441	0
April		54,406	11,899,053	11,767,660		356,959	0	387,071	230,087		22,183,138	715,316	39,424,885	45,219,347	0
May		7,959,755	11,894,484	12,431,457		329,769	122,541	429,562	235,556		36,428,842	28,192,673	71,629,217	67,998,385	0
June		15,349,447	15,036,636	18,707,648		441,718	529,356	646,362	393,576		102,003,266	103,467,906	127,947,319	136,993,703	0
July	9,774,831	14,163,157	18,366,907	22,972,242		538,288	643,415	630,180	527,134		110,890,945	152,256,684	159,994,974	203,794,691	0
August	24,094,200	14,432,996	15,236,263	17,820,645		534,008	621,785	723,235	476,191		138,805,084	139,737,864	158,280,320	142,641,161	0
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
YTD Totals	0	7,688,827	16,396,410	20,604,709	20,871,505	212,085	226,825	255,908	157,947	226,552	12,276,654	15,011,916	39,348,986	49,200,429	49,404,333
Total	45,529,420	77,941,438	126,600,209	139,760,159	20,871,505	3,277,165	3,314,894	4,137,515	2,765,729	226,552	518,010,116	576,380,674	771,066,418	814,248,027	49,404,333
Month Increase			142.60%	12.83%	-0.63%	-8.38%	10.88%	12.00%	-37.17%	37.71%	15.35%	13.05%	147.98%	1.41%	0.04%
YTD Increase			113.25%	25.67%	1.29%	5.25%	6.95%	12.82%	-38.28%	43.44%	-0.36%	22.28%	162.12%	25.04%	0.41%
Total Year Increa			62.43%	10.39%		7.95%	1.15%	24.82%	-33.15%		4.35%	11.27%	33.78%	5.60%	

** 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						
	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON	5,173,494	16.0%	1,436,510	8.4%	6,610,004	13.4%
BUXTON	382,351	1.2%	282,831	1.7%	665,182	1.3%
COLINGTON	8,009	0.0%	9,524	0.1%	17,533	0.0%
FRISCO	929,907	2.9%	217,764	1.3%	1,147,671	2.3%
HATTERAS	3,347,567	10.4%	651,905	3.8%	3,999,472	8.1%
KILL DEVIL HILLS	4,299,295	13.3%	3,939,118	23.1%	8,238,413	16.7%
KITTY HAWK	1,626,845	5.0%	1,391,882	8.2%	3,018,727	6.1%
MANTEO-TOWN	305,119	0.9%	224,455	1.3%	529,574	1.1%
NAGS HEAD	4,545,805	14.1%	3,317,925	19.4%	7,863,730	15.9%
RODANTHE	2,178,032	6.7%	658,001	3.9%	2,836,033	5.7%
SALVO	3,709,036	11.5%	959,276	5.6%	4,668,312	9.4%
WAVES	1,758,064	5.4%	533,048	3.1%	2,291,112	4.6%
SOUTHERN SHORES	913,500	2.8%	643,079	3.8%	1,556,579	3.2%
DUCK	1,859,445	5.8%	1,316,005	7.7%	3,175,450	6.4%
RIM (ROANOKE ISL. MAINI	1,130,271	3.5%	1,185,590	6.9%	2,315,861	4.7%
OTC UNATTRIBUTED	159,300	0.5%	311,380	1.8%	470,680	1.0%
TOTAL	32,326,040	100.0%	17,078,293	100.0%	49,404,333	100.0%

DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	611,245	2.2%
BUXTON - 2	251,526	1.7%	295,171	2.4%	546,697	2.0%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	211,097	0.8%
FRISCO - 5	158,141	1.1%	113,981	0.9%	272,122	1.0%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	53,423	0.2%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	8,509,201	31.2%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	5,240,189	19.2%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	2,452,276	9.0%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	619,782	2.3%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	5,959,462	21.8%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	87,434	0.3%
SALVO - 18	7,192	0.0%	7,764	0.1%	14,956	0.1%
WAVES - 19	39,376	0.3%	35,396	0.3%	74,772	0.3%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	1,130,476	4.1%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,513,888	5.5%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	27,297,020	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	2,178,032	2,584,975	-15.74%	658,001	771,456	-14.71%	2,836,033	3,356,431	-15.50%
WAVES	1,758,064	2,035,943	-13.65%	533,048	638,923	-16.57%	2,291,112	2,674,866	-14.35%
SALVO	3,709,036	3,905,134	-5.02%	959,276	1,127,306	-14.91%	4,668,312	5,032,440	-7.24%
AVON	5,173,494	4,351,801	18.88%	1,436,510	1,438,633	-0.15%	6,610,004	5,790,434	14.15%
BUXTON	382,351	578,357	-33.89%	282,831	301,617	-6.23%	665,182	879,974	-24.41%
FRISCO	929,907	872,393	6.59%	217,764	170,480	27.74%	1,147,671	1,042,873	10.05%
HATTERAS	3,347,567	2,672,053	25.28%	651,905	436,688	49.28%	3,999,472	3,108,741	28.65%
TOTAL HATTERAS ISLAND	17,478,451	17,000,656	2.81%	4,739,335	4,885,103	-2.98%	22,217,786	21,885,759	1.52%
NORTHERN BEACHES:									
DUCK	1,859,445	2,131,526	-12.76%	1,316,005	1,485,383	-11.40%	3,175,450	3,616,909	-12.21%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	643,079	785,694	-18.15%	1,556,579	1,799,619	-13.51%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,391,882	1,572,039	-11.46%	3,018,727	2,981,848	1.24%
COLINGTON	8,009	10,745	-25.46%	9,524	17,110	-44.34%	17,533	27,855	-37.06%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	3,939,118	3,417,977	15.25%	8,238,413	7,286,573	13.06%
NAGS HEAD	4,545,805	5,158,471	-11.88%	3,317,925	3,211,258	3.32%	7,863,730	8,369,729	-6.05%
TOTAL NORTHERN BEACHES	13,252,899	13,593,072	-2.50%	10,617,533	10,489,461	1.22%	23,870,432	24,082,533	-0.88%
ROANOKE ISLAND:									
MANTEO-TOWN	305,119	311,844	-2.16%	224,455	307,378	-26.98%	529,574	619,222	-14.48%
RIM (ROANOKE ISL. MAINLAND)	1,130,271	1,073,925	5.25%	1,185,590	1,161,394	2.08%	2,315,861	2,235,319	3.60%
TOTAL ROANOKE ISLAND	1,435,390	1,385,769	3.58%	1,410,045	1,468,772	-4.00%	2,845,435	2,854,541	-0.32%
OTC UNATTRIBUTED	159,300	149,571	6.50%	311,380	228,025	36.56%	470,680	377,596	24.65%
TOTAL	32,326,040	32,129,068	0.61%	17,078,293	17,071,361	0.04%	49,404,333	49,200,429	0.41%

DARE COUNTY GROSS MEALS BY DISTRICT									
	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	33,616	29,596	13.58%	53,818	46,435	15.90%	87,434	76,031	15.00%
WAVES - 19	39,376	30,984	27.08%	35,396	35,337	0.17%	74,772	66,321	12.74%
SALVO - 18	7,192	0	#DIV/0!	7,764	7,025	10.52%	14,956	7,025	112.90%
AVON - 1	302,578	222,024	36.28%	308,667	299,299	3.13%	611,245	521,323	17.25%
BUXTON - 2	251,526	202,780	24.04%	295,171	307,695	-4.07%	546,697	510,475	7.10%
FRISCO - 5	158,141	78,987	100.21%	113,981	116,793	-2.41%	272,122	195,780	38.99%
HATTERAS - 6	45,102	14,437	212.41%	8,321	88,787	-90.63%	53,423	103,224	-48.25%
TOTAL HATTERAS ISLAND	837,531	578,808	44.70%	823,118	901,371	-8.68%	1,660,649	1,480,179	12.19%
NORTHERN BEACHES:									
DUCK - 21	711,369	464,406	53.18%	802,519	843,908	-4.90%	1,513,888	1,308,314	15.71%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	601,594	533,593	12.74%	1,130,476	1,009,176	12.02%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	2,133,394	2,341,833	-8.90%	5,240,189	4,323,926	21.19%
COLINGTON - 3	91,233	61,922	47.34%	119,864	125,502	-4.49%	211,097	187,424	12.63%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	3,895,252	5,212,559	-25.27%	8,509,201	8,559,461	-0.59%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	2,363,177	2,396,822	-1.40%	5,959,462	4,527,575	31.63%
TOTAL NORTHERN BEACHES	12,648,513	8,461,659	49.48%	9,915,800	11,454,217	-13.43%	22,564,313	19,915,876	13.30%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,225,049	1,249,722	-1.97%	2,452,276	2,576,795	-4.83%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	318,812	249,069	28.00%	619,782	482,530	28.44%
TOTAL ROANOKE ISLAND	1,528,197	1,560,534	-2.07%	1,543,861	1,498,791	3.01%	3,072,058	3,059,325	0.42%
TOTAL	15,014,241	10,601,001	41.63%	12,282,779	13,854,379	-11.34%	27,297,020	24,455,380	11.62%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/23

	Jul '22 - Mar 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	5,073,061.93	4,155,772.00	917,289.93	122.1%
3040 · Meals Tax - 75%	2,119,733.78	1,857,589.00	262,144.78	114.1%
3050 · Website Advertising	109,767.00	100,000.00	9,767.00	109.8%
3210 · Interest Income	222,092.21	50,040.00	172,052.21	443.8%
3220 · Other	1,098.50	1,000.00	98.50	109.9%
Total Income	7,525,753.42	6,164,401.00	1,361,352.42	122.1%
Gross Profit	7,525,753.42	6,164,401.00	1,361,352.42	122.1%
Expense				
5000 · Director Compensation	12,800.00	17,100.00	-4,300.00	74.9%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	2,968.17	7,000.00	-4,031.83	42.4%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	320.47	1,000.00	-679.53	32.0%
5010 · Salaries (Full Time) Promotion	605,721.69	808,000.00	-202,278.31	75.0%
5020 · Salaries (Part Time) Promotion	81,555.56	126,000.00	-44,444.44	64.7%
5025 · Salaries (Part Time) Welcome AB	68,139.49	100,950.00	-32,810.51	67.5%
5026 · Salaries (Part Time) Welcome RI	96,819.83	151,390.00	-54,570.17	64.0%
5030 · Payroll Taxes	64,389.65	98,030.00	-33,640.35	65.7%
5040 · Employee Insurance	125,357.08	165,650.00	-40,292.92	75.7%
5050 · Retirement	71,011.81	111,105.00	-40,093.19	63.9%
5055 · 401(k) Match	5,489.89	8,080.00	-2,590.11	67.9%
5060 · Workmens Compensation	1,962.11	2,080.00	-117.89	94.3%
5080 · Employee Relations	546.13	3,195.00	-2,648.87	17.1%
5090 · Training	6,528.61	24,800.00	-18,271.39	26.3%
5110 · Contracted Service	20,706.00	28,500.00	-7,794.00	72.7%
5140 · Audit	10,315.00	10,875.00	-560.00	94.9%
5170 · Other Professional Services	7,495.00	7,300.00	195.00	102.7%
5180 · Legal	6,200.00	20,500.00	-14,300.00	30.2%
5185 · Research	260,439.46	277,700.00	-17,260.54	93.8%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	954,853.93	1,404,760.00	-449,906.07	68.0%
5502 · Advertising - Production Fee	159,921.88	170,000.00	-10,078.12	94.1%
5510 · Advertising - Event Dev & Mktg	27,100.00	73,100.00	-46,000.00	37.1%
5515 · Advertising - Online	1,940,753.89	2,616,390.00	-675,636.11	74.2%
5525 · Community Relations	18,866.79	30,000.00	-11,133.21	62.9%
5530 · Legal Notices	140.00	1,500.00	-1,360.00	9.3%
5560 · Brochures/Production & Printing	3,167.81	22,500.00	-19,332.19	14.1%
5580 · Promotional Aids	174.49	9,000.00	-8,825.51	1.9%
6100 · Familiarization Tours	33,529.94	110,000.00	-76,470.06	30.5%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	1,615.12	2,200.00	-584.88	73.4%
6150 · Event Grant	292,083.72	845,450.00	-553,366.28	34.5%
6170 · Tourism Summit	16,725.14	22,500.00	-5,774.86	74.3%
6200 · Postage and Delivery	58,578.68	200,200.00	-141,621.32	29.3%
6300 · Travel	23,814.53	48,460.00	-24,645.47	49.1%
6305 · Vehicle Maintenance	1,917.17	3,500.00	-1,582.83	54.8%
6320 · Registrations	23,921.55	52,475.00	-28,553.45	45.6%
6340 · Travel Show Exhibit	1,038.94	4,000.00	-2,961.06	26.0%
6420 · Dues and Subscriptions	37,820.66	45,060.00	-7,239.34	83.9%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	27,494.06	39,915.00	-12,420.94	68.9%
6500 · Equipment	20,139.69	101,030.00	-80,890.31	19.9%
6510 · Expendable Equipment	165.44	2,045.00	-1,879.56	8.1%
6530 · Technical Support	212.97	13,050.00	-12,837.03	1.6%
6580 · Utilities	8,871.55	18,360.00	-9,488.45	48.3%
6600 · Cleaning/maintenance supplies	301.93	2,600.00	-2,298.07	11.6%
6610 · Building Maintenance	24,120.88	51,780.00	-27,659.12	46.6%
6620 · Equipment Service Contracts	1,321.20	3,100.00	-1,778.80	42.6%
6640 · Equipment Rent	21,448.54	33,840.00	-12,391.46	63.4%
6660 · Equipment Repairs	1,933.68	6,605.00	-4,671.32	29.3%
6700 · Office Supplies	9,963.81	23,025.00	-13,061.19	43.3%
6800 · Bank Service Charges	884.53	1,920.00	-1,035.47	46.1%
6810 · Web Site/Internet	22,677.41	41,500.00	-18,822.59	54.6%
Total Expense	5,227,415.73	8,021,005.00	-2,793,589.27	65.2%
Net Ordinary Income	2,298,337.69	-1,856,604.00	4,154,941.69	-123.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/23

	<u>Jul '22 - Mar 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
Total Other Income	46,000.00	2,250,084.00	-2,204,084.00	2.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Expense	106,000.00	393,480.00	-287,480.00	26.9%
Net Other Income	-60,000.00	1,856,604.00	-1,916,604.00	-3.2%
Net Income	2,238,337.69	0.00	2,238,337.69	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 3/31/23

	<u>Jul '22 - Mar 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	57.34	40.00	17.34	143.4%
Total Income	57.34	40.00	17.34	143.4%
Gross Profit	57.34	40.00	17.34	143.4%
Net Ordinary Income	57.34	40.00	17.34	143.4%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
Total Other Income	46,000.00	46,000.00	0.00	100.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
Total Other Expense	106,000.00	108,000.00	-2,000.00	98.1%
Net Other Income	-60,000.00	-62,000.00	2,000.00	96.8%
Net Income	-59,942.66	-61,960.00	2,017.34	96.7%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2022 through March 2023

	Jul '22 - Mar 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,691,020.63	1,385,258.00	305,762.63	122.1%
3040 · Meals Tax	706,577.92	619,196.00	87,381.92	114.1%
3210 · Interest	131,987.54	23,000.00	108,987.54	573.9%
Total Income	2,529,586.09	2,027,454.00	502,132.09	124.8%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	23,138.00	4,890,803.00	-4,867,665.00	0.5%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
Total 4000 · Long - Term Projects	23,138.00	5,884,258.00	-5,861,120.00	0.4%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	0.00	25,000.00	-25,000.00	0.0%
4999 · Unappropriated Funds	0.00	175,582.00	-175,582.00	0.0%
5140 · Audit	3,435.00	3,625.00	-190.00	94.8%
5160 · Fireworks	55,000.00	131,581.00	-76,581.00	41.8%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
Total 4100 · Short-Term Projects	64,095.00	2,196,939.00	-2,132,844.00	2.9%
Total Expense	87,233.00	8,081,197.00	-7,993,964.00	1.1%
Net Ordinary Income	2,442,353.09	-6,053,743.00	8,496,096.09	-40.3%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
Total Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Income	2,442,353.09	0.00	2,442,353.09	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2022-2023

Short-term Projects	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000			(30,000)	0
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250			(21,250)	0
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
TIG - Dare County - Frisco Buxton Pathway						200,000			200,000
TIG - Duck - Ocean Crest Improvements						78,000			78,000
TIG - KDH - Wright Brothers Sidewalk						177,000			177,000
TIG - NH - Whalebone Park Restrooms						112,000			112,000
TIG - OB Forever - Weather Bureau Signal						34,595			34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway						132,000			132,000
TIG - SS - Walking Path E. Highway 12						150,000			150,000
TIG - SS Civic Assoc - Accessible Access 96A						25,000			25,000
Fireworks	79,669		(58,088)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,250)	3,250	0		(3,435)	3,625	190
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(5,660)		6,580
Unappropriated Funds	287,498	859,826		(580,813)	566,511	941,323		(915,970)	591,863
TOTAL SHORT TERM COMMITMENTS	1,658,000	1,385,774	(897,178)	(525,948)	1,620,647	1,849,918	(64,095)	(908,595)	2,497,875
Long Term Projects									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,788,449	(23,138)		5,473,614
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
TOTAL LONG TERM COMMITMENTS UNPAID	2,680,843	1,980,655	(47,590)	0	4,613,908	1,888,449	(23,138)	0	6,479,219
Total	4,338,843	3,366,429	(944,768)	(525,948)	6,234,556	3,738,366	(87,233)	(908,595)	8,977,094
Cash on Hand 3/31/23			#					Checking	38,574
Total Cash on Hand								Savings	8,710,665
									8,749,239
25% of Occupancy & Meals Income per Budget									
April									54,384
May									110,377
June									135,425
									300,185
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,697,784 *			
Short-term Interest						809,335			
						131,988			
						941,323			
70% Long-term							1,888,449		
Long-term Interest							0		
							1,888,449 *		

*Estimate Based on Actual through March and Budgeted Figures

Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2022 through March 2023

	<u>Jul '22 - Mar 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3200 · Site Rental Income	1,400.00	1,400.00	0.00	100.0%
3205 · Reservation fee	20,220.00	15,700.00	4,520.00	128.8%
3200 · Site Rental Income - Other				
Total 3200 · Site Rental Income	21,620.00	17,100.00	4,520.00	126.4%
3210 · Interest Income	586.98	300.00	286.98	195.7%
3250 · Lease Income	30,921.00	45,600.00	-14,679.00	67.8%
9999 · Unappropriated Funds	0.00	119,055.00	-119,055.00	0.0%
Total Income	53,127.98	182,055.00	-128,927.02	29.2%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	1,826.44	55,000.00	-53,173.56	3.3%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	16,521.09	46,645.00	-30,123.91	35.4%
6610 · Repairs & Maintenance	144,487.62	285,870.00	-141,382.38	50.5%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	16,934.87	20,000.00	-3,065.13	84.7%
Total Expense	189,807.94	467,735.00	-277,927.06	40.6%
Net Ordinary Income	-136,679.96	-285,680.00	149,000.04	47.8%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Income	-136,479.96	0.00	-136,479.96	100.0%

DARE COUNTY TOURISM BOARD

31-Mar-23

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 FIRST BANK	CD'S TOWNE BANK	CD'S FIRST NATIONAL	TOTAL
GENERAL FUND	34,966	4,886,213	75,899	1,037,260	2,972,467	0	1,000,000	755,566	3,005,289	13,767,661
RESTRICTED FUND	38,574	4,233,418			1,227,247	250,000	1,000,000	1,000,000	1,000,000	8,749,239
TRAVEL GUIDE	40,576									40,576
MERCHANDISE SALES	165,165									165,165
EVENT SITE FUND	312,121									312,121
TOTAL	591,402	9,119,631	75,899	1,037,260	4,199,714	250,000	2,000,000	1,755,566	4,005,289	23,034,761
TOTAL % EACH BANK	8.16%	39.59%	0.33%		35.62%		8.68%	7.62%		100.00%
INTEREST RATES	0.40%	4.49%	0.10%	3.15%	2.43%	0.25%	3.95% & 4.0%	3.15 & 3.9%	3.99%, 4.04% & 4.07	
TOTAL CHECKING & CD'S	23,034,761									
60% ALLOWED IN ANY BANK	13,820,857									
25% ALLOWED IN ANY ONE INV	5,758,690									
60% General Fund Reserved Balance is \$4,975,341.										
100% Restricted Fund Balance Restricted by House Bill 225			\$8,749,239							



Dare County Tourism Board

Proposed Budget
Fiscal Year 2023-2034

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

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Dare County Tourism Board Budget 2023-2024						
Total Revenues - Governmental Funds (General Fund and Special Revenue)						
	Budget FY 2022-2023	Amended Budget FY 2022-2023	Projected FY 2022-2023	Proposed Budget FY 2023-2024	% Change to FY 22-23 Budget	
Occupancy	\$ 5,319,090	\$ 5,541,030	\$ 7,745,263	\$ 6,095,133	10.00%	
Meals	\$ 2,476,785	\$ 2,476,785	\$ 3,522,931	\$ 2,724,463	10.00%	
	\$ 7,795,875	\$ 8,017,815	\$ 11,268,194	\$ 8,819,596	10.00%	*
Interest - GF	\$ 50,000	\$ 50,000	\$ 234,691	\$ 191,000	282.00%	
Interest - Travel Guide	\$ 40	\$ 40	\$ 40	\$ 40	0.00%	
Interest - Restricted	\$ 23,000	\$ 23,000	\$ 127,880	\$ 114,000	395.65%	
Website Advertising	\$ 100,000	\$ 100,000	\$ 140,460	\$ 125,000	25.00%	
Travel Guide Income	\$ 30,000	\$ 46,000	\$ 46,000	\$ 35,000	-23.91%	
Other - General	\$ 1,000	\$ 1,000	\$ 1,184	\$ 1,000	0.00%	
	\$ 204,040	\$ 220,040	\$ 550,254	\$ 466,040	111.80%	
Amounts Rolled Over from PY	\$ 3,528,298	\$ 3,528,298	\$ 3,528,298	\$ 3,356,882	-4.86%	
Appropriated Fund Balance	\$ 6,339,223	\$ 6,339,223	\$ 2,925,922	\$ 9,228,523	45.58%	
	\$ 9,867,521	\$ 9,867,521	\$ 6,454,220	\$ 12,585,405	27.54%	
Total Revenues	\$ 17,867,436	\$ 18,105,376	\$ 18,272,668	\$ 21,871,041	20.80%	
* This is a 10% increase over 22-23 budget figures. The percent change from projected actual 2022-2023 figures is a decrease of (21.7%).						

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

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Outer Banks Visitors Bureau Budget 2023-2024 Summary								
	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
GENERAL FUND								
REVENUES								
Occupancy/Meals Tax (75%)	5,846,906	6,013,361	8,451,145	6,614,697	10.0%	6,813,138	7,153,795	7,439,947
Revenues - Website Advertising	100,000	100,000	140,460	125,000	25.0%	127,500	132,600	137,904
Revenues - Interest and Other	51,040	51,040	235,914	192,040	276.3%	194,001	199,821	209,812
Appropriated from Fund Balance	285,480	285,480	285,480	286,270	0.3%	1,777,051	1,762,367	1,788,663
Transfer from Travel Guide/Travel Guide Income	30,000	46,000	46,000	35,000	-23.9%	36,050	37,132	38,245
Total Revenues	6,313,426	6,495,881	9,158,999	7,253,007	11.7%	8,947,740	9,285,714	9,614,571
Projected Over Budget By			2,663,118					
EXPENDITURES:								
Governing	30,385	30,385	28,116	30,745	1.2%	31,003	31,070	31,288
Promotion	7,452,715	7,609,795	6,933,907	8,098,500 *	6.4%	7,675,818	7,944,993	8,268,583
Aycock Brown Welcome Center	172,405	174,280	168,136	172,305	-1.1%	171,400	181,629	181,004
Outer Banks Welcome Center RI, Whalebone & Hatteras	206,545	206,545	199,083	210,410	1.9%	216,848	227,856	229,695
Travel Guide Expenses	84,500	108,000	106,000	112,000	3.7%	123,200	126,896	130,703
Unappropriated Fund Balance	1,609,694	1,609,694	1,609,694	1,699,659	5.6%	0	0	0
Transfer to Event Site Fund	285,480	285,480	285,480	286,270	0.3%	431,618	462,314	449,344
Total Expenditures	9,841,724	10,024,179	9,330,416	10,609,889	5.8%	8,649,886	8,974,758	9,290,616
Projected Under Budget By			693,763					
Revenue vs Expenses	-3,528,298	-3,528,298		-3,356,882		297,853	310,956	323,955
Revenue Income over Budget	2,445,238	2,445,238		2,663,118				
Unspent Funds/Encumbrances	1,083,059	1,083,059		693,763 *				
* Includes estimated encumbrances of \$441,250								
Unappropriated Surplus	0	0		0				
Net Revenue vs Expenses	0	0		0				

Draft #1
as of 4/7/2023

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

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Outer Banks Visitors Bureau								
Budget 2023-2024								
Summary								
	Budget	Amended		Proposed				
	2022-2023	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2022-2023	2022-2023	2023-2024	Change	FY23-24	FY24-25	FY25-26
RESTRICTED FUND								
Interest	23,000	23,000	127,880	114,000	395.7%	110,000	85,000	85,000
Designated From Fund Balance	6,053,743	6,053,743	5,997,323	8,942,253	47.7%	5,942,253	6,120,521	6,365,341
Occupancy/Meals Tax (25%)	1,948,969	2,004,454	2,817,049	2,204,899	10.0%	2,271,046	2,384,598	2,479,982
Total Revenues	8,025,712	8,081,197	8,942,252	11,261,152	39.4%	8,323,299	8,590,119	8,930,324
Total Expenditures and Commitments	8,025,712	8,081,197	8,942,252	11,261,152	39.4%	8,323,299	8,590,119	8,930,324
EVENT SITE FUND								
Event Rental Income	17,100	17,100	28,300	22,900	33.9%	24,900	26,000	27,800
Lease Income	45,600	45,600	45,828	49,155	7.8%	45,600	47,380	47,380
Other Income	200	200	200	200	0.0%	200	200	200
Interest	300	300	549	500	66.7%	150	100	100
Transfer to Event Site	285,480	285,480	285,480	286,270	0.3%	431,618	462,314	449,344
Unappropriated Funds	52,055	119,055	0	45,810	-61.5%	907	1,120	1,340
	400,735	467,735	360,357	404,835	-13.4%	503,375	537,114	526,164
Expenditures	400,735	467,735	367,858	404,835	-13.4%	503,375	537,114	526,164

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

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

FISCAL YEAR		ACTUAL FY 2018-2019	ACTUAL 2020-2021	ACTUAL 2021-2022	ACTUAL 2022-2023	3 YEAR AVERAGE FY 2021-2023
JULY RECEIPTS						
	OCCUPANCY	\$953,287	\$1,031,086	\$1,276,821	\$1,366,626	\$1,224,844
	MEALS	\$386,336	\$343,467	\$484,565	\$486,160	\$438,064
		\$1,339,623	\$1,374,552	\$1,761,386	\$1,852,786	\$1,662,908
AUGUST RECEIPTS						
	OCCUPANCY	\$1,332,093	\$1,522,969	\$1,592,750	\$2,025,877	\$1,713,865
	MEALS	\$444,464	\$378,908	\$556,560	\$597,289	\$510,919
		\$1,776,558	\$1,901,877	\$2,149,310	\$2,623,166	\$2,224,784
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,098,655	\$1,386,699	\$1,592,952	\$1,434,166	\$1,471,272
	MEALS	\$391,888	\$342,807	\$455,773	\$496,883	\$431,821
		\$1,490,544	\$1,729,506	\$2,048,725	\$1,931,050	\$1,903,094
OCTOBER RECEIPTS						
	OCCUPANCY	\$468,127	\$646,711	\$717,840	\$725,053	\$696,535
	MEALS	\$239,371	\$312,640	\$381,875	\$398,738	\$364,418
		\$707,498	\$959,351	\$1,099,715	\$1,123,790	\$1,060,952
NOVEMBER RECEIPTS						
	OCCUPANCY	\$243,388	\$411,520	\$437,386	\$433,387	\$427,431
	MEALS	\$178,930	\$220,333	\$283,580	\$162,643	\$222,185
		\$422,318	\$631,854	\$720,966	\$596,030	\$649,616
DECEMBER RECEIPTS						
	OCCUPANCY	\$100,000	\$149,614	\$103,833	\$185,251	\$146,233
	MEALS	\$120,135	\$133,492	\$144,518	\$300,139	\$192,716
		\$220,135	\$283,106	\$248,351	\$485,390	\$338,949
JANUARY RECEIPTS						
	OCCUPANCY	\$46,833	\$99,622	\$191,666	\$101,098	\$130,796
	MEALS	\$92,656	\$129,244	\$172,558	\$143,215	\$148,339
		\$139,490	\$228,866	\$364,224	\$244,313	\$279,135
FEBRUARY RECEIPTS						
	OCCUPANCY	\$61,766	\$221,257	\$320,769	\$322,624	\$288,217
	MEALS	\$76,744	\$96,377	\$93,580	\$124,423	\$104,794
		\$138,510	\$317,634	\$414,349	\$447,048	\$393,010
MARCH RECEIPTS						
	OCCUPANCY	\$60,762	\$167,213	\$170,201	\$170,201	\$169,205
	MEALS	\$80,478	\$92,067	\$131,328	\$131,328	\$118,241
		\$141,240	\$259,280	\$301,529	\$301,529	\$287,446
APRIL RECEIPTS						
	OCCUPANCY	\$94,424	\$277,701	\$229,961	\$229,961	\$245,874
	MEALS	\$135,650	\$179,714	\$176,838	\$176,838	\$177,797
		\$230,073	\$457,415	\$406,799	\$406,799	\$423,671
MAY RECEIPTS						
	OCCUPANCY	\$215,483	\$395,352	\$451,019	\$451,019	\$432,463
	MEALS	\$199,132	\$259,175	\$284,410	\$284,410	\$275,998
		\$414,615	\$654,527	\$735,429	\$735,429	\$708,462
JUNE RECEIPTS						
	OCCUPANCY	\$297,875	\$709,402	\$679,227	\$300,000	\$562,876
	MEALS	\$221,909	\$359,081	\$344,508	\$220,865	\$308,151
		\$519,783	\$1,068,483	\$1,023,735	\$520,865	\$871,028
TOTALS	OCCUPANCY	\$4,972,693	\$7,019,145	\$7,764,423	\$7,745,263	\$7,509,611
	MEALS	\$2,567,694	\$2,847,306	\$3,510,093	\$3,522,931	\$3,293,443
		\$7,540,387	\$9,866,451	\$11,274,517	\$11,268,194	\$10,803,054

* Amounts based on prior year and budget

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2023-2024

FISCAL YEAR		BUDGET FY 2022-2023	PROPOSED FY 2023-2024	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 22-23 Budget	\$ Increase / Decrease from 22-23 Budget
JULY RECEIPTS							
	OCCUPANCY	\$1,031,750	\$1,134,925	-16.95%	-\$231,701	10.00%	\$103,175
	MEALS	\$338,295	\$372,125	-23.48%	-\$114,036	10.00%	\$33,830
		\$1,370,045	\$1,507,049	-18.66%	-\$345,737	10.00%	\$137,004
AUGUST RECEIPTS							
	OCCUPANCY	\$1,389,685	\$1,528,654	-24.54%	-\$497,223	10.00%	\$138,969
	MEALS	\$391,845	\$431,029	-27.84%	-\$166,260	10.00%	\$39,184
		\$1,781,530	\$1,959,683	-25.29%	-\$663,484	10.00%	\$178,153
SEPTEMBER RECEIPTS							
	OCCUPANCY	\$1,257,920	\$1,383,712	-3.52%	-\$50,454	10.00%	\$125,792
	MEALS	\$371,790	\$408,969	-17.69%	-\$87,914	10.00%	\$37,179
		\$1,629,710	\$1,792,681	-7.17%	-\$138,369	10.00%	\$162,971
OCTOBER RECEIPTS							
	OCCUPANCY	\$493,540	\$542,894	-25.12%	-\$182,159	10.00%	\$49,354
	MEALS	\$251,510	\$276,661	-30.62%	-\$122,076	10.00%	\$25,151
		\$745,050	\$819,555	-27.07%	-\$304,235	10.00%	\$74,505
NOVEMBER RECEIPTS							
	OCCUPANCY	\$233,310	\$256,641	-40.78%	-\$176,746	10.00%	\$23,331
	MEALS	\$192,925	\$212,218	30.48%	\$49,575	10.00%	\$19,293
		\$426,236	\$468,859	-21.34%	-\$127,171	10.00%	\$42,624
DECEMBER RECEIPTS							
	OCCUPANCY	\$102,575	\$112,833	-39.09%	-\$72,419	10.00%	\$10,258
	MEALS	\$122,550	\$134,805	-55.09%	-\$165,333	10.00%	\$12,255
		\$225,126	\$247,638	-48.98%	-\$237,752	10.00%	\$22,513
JANUARY RECEIPTS							
	OCCUPANCY	\$65,545	\$72,100	-28.68%	-\$28,999	10.00%	\$6,555
	MEALS	\$97,265	\$106,992	-25.29%	-\$36,223	10.00%	\$9,727
		\$162,810	\$179,091	-26.70%	-\$65,222	10.00%	\$16,281
FEBRUARY RECEIPTS							
	OCCUPANCY	\$248,170	\$272,987	-15.39%	-\$49,637	10.00%	\$24,817
	MEALS	\$82,190	\$90,409	-27.34%	-\$34,015	10.00%	\$8,219
		\$330,360	\$363,396	-18.71%	-\$83,652	10.00%	\$33,036
MARCH RECEIPTS							
	OCCUPANCY	\$61,895	\$68,085	-60.00%	-\$102,116	10.00%	\$6,190
	MEALS	\$84,315	\$92,747	-29.38%	-\$38,581	10.00%	\$8,432
		\$146,210	\$160,831	-46.66%	-\$140,697	10.00%	\$14,621
APRIL RECEIPTS							
	OCCUPANCY	\$93,850	\$103,235	-55.11%	-\$126,726	10.00%	\$9,385 Easter is
	MEALS	\$123,685	\$136,053	-23.06%	-\$40,785	10.00%	\$12,368 March 31
		\$217,535	\$239,288	-41.18%	-\$167,511	10.00%	\$21,753
MAY RECEIPTS							
	OCCUPANCY	\$250,790	\$275,869	-38.83%	-\$175,150	10.00%	\$25,079
	MEALS	\$190,715	\$209,787	-26.24%	-\$74,623	10.00%	\$19,072
		\$441,506	\$485,656	-33.96%	-\$249,773	10.00%	\$44,151
JUNE RECEIPTS							
	OCCUPANCY	\$312,000	\$343,200	14.40%	\$43,200	10.00%	\$31,200
	MEALS	\$229,700	\$252,670	14.40%	\$31,805	10.00%	\$22,970
		\$541,700	\$595,870	14.40%	\$75,005	10.00%	\$54,170
TOTALS							
	OCCUPANCY	\$5,541,030	\$6,095,133	-21.31%	-\$1,650,130	10.00%	\$554,103
	MEALS	\$2,476,785	\$2,724,463	-22.66%	-\$798,467	10.00%	\$247,679
		\$8,017,815	\$8,819,597	-21.73%	-\$2,448,597	10.00%	\$801,782
		FY21/22 Budget	\$7,427,630.00				
		23/24 vs 21/22	18.74%				

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2023-2024									
Governing									
Account		Budget	Amended		Proposed				
Number	Title	2022-2023	Budget 2022-2023	Projected 2022-2023	Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
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	1,316	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	1,000	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	5,430	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	2,805	2,805	2,805	3,165	12.8%	3,323	3,390	3,458
5004	Miscellaneous Items	1,000	1,000	465	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,385	30,385	28,116	30,745	1.2%	31,003	31,070	31,288
Projected under budget by				2,269					

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2023-2024 Promotion									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
Personnel									
5010	Salaries (full)	778,030	808,000	826,418	965,100	19.4%	994,053	1,043,756	1,075,068
5020	Salaries (part)	148,350	126,000	121,486	128,650	2.1%	132,510	136,485	140,579
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	74,435	74,800	75,900	87,045	16.4%	90,427	94,573	97,323
5040	Employee Insurance	150,000	161,450	148,407	169,300	4.9%	186,230	201,128	217,219
5050	Retirement	105,585	108,280	107,552	128,430	18.6%	126,486	137,969	147,559
5055	401(k) Match	7,780	8,080	7,281	9,655	19.5%	9,941	10,438	10,751
5060	Worker's Comp	1,705	1,705	1,587	1,695	-0.6%	1,746	1,798	1,852
5080	Employee Relations	1,995	1,995	1,421	1,995	0.0%	1,750	1,750	1,750
5090	Training	11,000	23,400	13,119	14,900	-36.3%	8,500	8,700	8,900
		1,279,880	1,314,710	1,303,171	1,507,770	14.7%	1,552,642	1,637,597	1,702,001
Marketing/Advertising									
5500	Other Advertising	1,404,760	1,404,760	1,404,760	1,454,760	3.6%	1,498,403	1,543,355	1,589,656
5502	Production Advertising	170,000	170,000	169,322	170,000	0.0%	150,000	150,000	150,000
5510	Events-Development & Prom	73,100	73,100	37,550	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,616,390	2,616,390	2,616,390	2,616,390	0.0%	2,694,882	2,775,728	2,859,000
5525	Community Relations	30,000	30,000	26,474	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	22,500	22,500	16,435	19,000	-15.6%	30,000	30,000	30,000
5580	Promotional Aids	9,000	9,000	1,374	9,000	0.0%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	110,000	110,000	80,814	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	15,000	15,000	13,900	17,750	18.3%	15,000	15,450	15,914
		4,450,750	4,450,750	4,367,019	4,500,000	1.1%	4,611,078	4,742,885	4,878,646

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau Budget 2023-2024 Promotion									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
Special Projects									
6150	Event Grant	763,200	845,450	425,584	796,250 *	-5.8%	425,000	450,000	475,000
6150	Long Range Tourism Plan	0	0	0	300,000	100.0%	315,000	330,750	347,288
6170	Tourism Summit	22,500	22,500	16,725	25,000	11.1%	18,000	18,000	18,000
		785,700	867,950	442,309	1,121,250	29.2%	758,000	798,750	840,288
Operations									
5110	Contracted Services	16,030	16,030	16,004	16,030	0.0%	16,030	16,030	16,832
5140	Audit	10,875	10,875	10,315	10,875	0.0%	13,594	14,953	16,448
5170	Other Professional Service	7,300	7,300	10,030	7,300	0.0%	7,300	15,000	15,000
5180	Legal	20,500	20,500	12,100	20,500	0.0%	20,500	20,500	20,500
5185	Research	237,700	277,700	280,629	267,500	-3.7%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	1,050	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	1,329	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	150,549	200,000	0.0%	204,000	208,080	212,242
6300	Travel	47,000	47,000	40,424	59,000	25.5%	61,360	63,814	66,367
6305	Vehicle Maintenance	3,500	3,500	3,485	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	52,475	52,475	35,977	52,475	0.0%	53,000	53,530	54,065
6340	Travel Show Exhibit	4,000	4,000	1,589	4,000	0.0%	5,500	6,500	6,500
6420	Dues & Subscriptions	44,790	44,790	46,855	57,405	28.2%	60,275	60,275	60,275
6440	Insurance	22,030	22,030	21,735	24,485	11.1%	25,709	26,995	28,344
6460	Telephone	24,400	24,400	23,765	24,400	0.0%	24,400	25,132	25,132
6500	Equipment	94,230	94,230	37,842	58,500 *	-37.9%	25,000	25,750	26,523
6510	Expendable Equipment	2,045	2,045	1,815	2,550	24.7%	2,550	2,550	2,550
6530	Tech. Support/Software	13,050	13,050	7,223	9,000	-31.0%	9,000	9,000	9,000
6580	Utilities	10,800	10,800	8,361	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,191	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	20,000	20,000	20,309	25,000	25.0%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,979	3,100	0.0%	3,100	3,100	3,100

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**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2023-2024									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5025	Salaries (part)	99,950	99,950	98,918	110,285	10.3%	113,594	117,001	120,511
5030	Payroll Taxes	8,650	8,650	8,556	9,540	10.3%	9,826	10,121	10,424
5040	Employee Insurance	4,200	4,200	4,176	4,600	9.5%	4,830	4,975	5,124
5050	Retirement	2,825	2,825	2,834	3,195	13.1%	3,355	3,455	3,559
5060	Worker's Comp	150	150	150	170	13.3%	175	180	186
5080	Employee Relations	455	455	133	455	0.0%	450	450	450
5090	Training	600	600	600	600	0.0%	600	600	600
5110	Contracted Services	9,960	9,960	9,960	9,960	0.0%	9,960	9,960	9,960
6130	Uniforms	800	800	797	800	0.0%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	560	560	257	630	12.5%	560	560	570
6420	Dues & Subscriptions	270	270	143	270	0.0%	270	270	270
6440	Insurance	3,185	3,185	3,185	3,595	12.9%	3,775	3,963	4,162
6460	Telephone	8,700	8,700	8,377	8,700	0.0%	8,874	9,051	9,233
6500	Equipment	3,800	3,800	3,800	3,800	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	6,063	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	16,000	16,320	15,164	3,405	-79.1%	2000	7250	2000
6660	Equipment Repairs	1,800	3,355	2,614	1,800	-46.3%	300	315	330
6700	Office Supplies	3,100	3,100	1,869	3,100	0.0%	3,000	3000	3,000
Total - ABWC		172,405	174,280	168,136	172,305	-1.1%	171,400	181,629	181,004
Projected under budget by				6,144					

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2023-2024									
Outer Banks Welcome Center Roanoke Island									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	2022-2023	2022-2023	2023-2024	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part) - RI	74,135	74,135	74,913	81,475	9.90%	83,919	86,437	89,030
5030	Payroll Taxes	6,415	6,415	6,480	7,050	9.90%	7,259	7,477	7,701
5060	Worker's Comp	110	110	110	125	13.64%	129	133	137
5080	Employee Relations	350	350	258	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	700	700	693	700	0.00%	800	800	800
6440	Insurance	4,775	4,775	4,775	5,395	12.98%	5,665	5,948	6,245
6460	Telephone	1,295	1,295	1,338	1,415	9.27%	1,443	1,472	1,502
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	723	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200
6610	Building Maintenance	14,960	14,960	9,976	2,000	-86.63%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	385	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		106,450	106,450	101,511	102,220	-3.97%	106,294	114,225	112,933
Projected under budget by				4,939					

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2023-2024									
Outer Banks Welcome Center - Hatteras Information Center									
Account		Budget	Amended		Proposed				
Number	Title	2022-2023	Budget 2022-2023	Projected 2022-2023	Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
5026	Salaries (part) - HI	33,205	33,205	32,582	36,575	10.15%	37,672	38,802	39,966
5030	Payroll Taxes	2,875	2,875	2,818	3,165	10.09%	3,259	3,356	3,457
5060	Worker's Comp	35	35	35	50	42.86%	52	53	55
5080	Employee Relations	215	215	125	215	0.00%	200	200	200
5090	Training	100	100	100	140	40.00%	100	100	100
5110	Contracted Services	1,750	1,750	1,700	2,300	31.43%	2,300	2,300	2,300
6130	Uniforms	400	400	399	400	0.00%	300	300	300
6300	Travel	900	900	740	1,010	12.22%	903	918	895
6440	Insurance	795	795	795	890	11.95%	935	981	1,030
6460	Telephone	3,600	3,600	2,922	2,700	-25.00%	2,754	2,809	2,865
6500	Equipment	1,000	1,000	800	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	384	250	0.00%	200	200	200
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500
6700	Office Supplies	825	825	476	825	0.00%	700	725	750
	Total - Welcome Ctr. - Hatteras	46,450	46,450	43,951	50,020	7.69%	50,874	52,245	53,619
Projected under budget by				2,499					

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2023-2024									
Outer Banks Welcome Center - Whalebone Junction									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	2022-2023	2022-2023	2024-2025	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part)	44,050	44,050	45,158	48,315	9.68%	49,764	51,257	52,795
5030	Payroll Taxes	3,810	3,810	3,906	4,180	9.71%	4,305	4,434	4,567
5060	Worker's Comp	80	80	80	80	0.00%	82	85	87
5080	Employee Relations	180	180	75	180	0.00%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	760	760	650	795	4.61%	750	750	750
6130	Uniforms	300	300	197	300	0.00%	300	300	300
6440	Insurance	795	795	795	890	11.95%	935	981	1,030
6460	Telephone	1,920	1,920	1,796	1,680	-12.50%	1,714	1,748	1,783
6500	Equipment	1,000	1,000	500	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	600	600	314	600	0.00%	500	500	500
Total - Welcome Ctr. Whalebone		53,645	53,645	53,621	58,170	8.44%	59,680	61,385	63,142
Projected under budget by				24					

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Draft #1
as of 4/7/2023

Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget

8a

Outer Banks Visitors Bureau Budget 2023-2024 Restricted Fund					
Account Number	Title	Projected Amount Allocated thru 2/28/23	Recommended FY 23-24 Projects	Proposed FY 23-24 Allocation	Percent Change
Revenues					
3210	Interest	127,880	0	114,000	-10.9%
9930	Appropriation from Fund Balance	5,997,323	0	8,942,253	49.1%
9940	Occupancy/Meals Tax 25%	2,817,049	0	2,204,899	-21.7%
	Total Revenues	8,942,252	0	11,261,152	25.9%
Expenditures					
Long Term Projects: 70% = \$1,543,429					
4503	Infrastructure NOTE #1	455,045	0	455,045	0.0%
4525	Event Site NOTE #2	5,557,099	1,343,429	6,900,529	24.2%
4585	Long-term Unappropriated NOTE #3	550,560	200,000	750,560	36.3%
	Total Long Term Projects	6,562,704	1,543,429	8,106,134	23.5%
Short Term Projects: 30% = \$661,470, plus interest					
FY2020					
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806	0.0%
4652	TIG - Manteo - Manteo Town Common	0	0	0	0.0%
		147,806	0	147,806	0.0%
FY2021					
4655	TIG - KDH - Meekins Field	200,000	0	200,000	0.0%
4657	TIG - NH - Skate Park	0	0	0	0.0%
		200,000	0	200,000	
4660	TIG - Chicamacomico	38,760	0	38,760	0.0%
4662	TIG - NH - Epstein Beach Access	250,000	0	250,000	0.0%
4664	TIG - NC Coast Fed - Jockey's Ridge Shoreline	127,500	0	127,500	0.0%
		416,260	0	416,260	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 Bros Sidewalk	177,000		177,000	0.0%
	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
	TIG - OB Forever - Weather Bureau Signal	34,595		34,595	0.0%
	TIG - OB Forever - Lighthouse Pathway	132,000		132,000	0.0%
	TIG - SS Walking Path E Highway 12	150,000		150,000	0.0%
	TIG - SSCA - Accessible Access 96A	25,000		25,000	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	6,580	0	6,580	0.0%
5160	Fireworks	76,581	33,419	110,000	43.6%
5140	25 % of audit	0	3,625	3,625	-
4999	FY2022 S-T Unappropriated NOTE #4	623,726	738,426	1,362,152	118.4%
		1,615,482	775,470	2,390,952	48.0%
	Total Short Term Projects	2,379,548	775,470	3,155,018	32.6%
	Total Expenditures	8,942,252	2,318,899	11,261,152	25.9%
Reconciliation Back to 2/28/23 Cash Balance					
	Funds in the Banks @ 2/28/23			\$ 8,659,579	
	Estimated Revenues - March-June 2023			491,156	
	Budgeted FY 22-23 Revenues			2,318,899	
	Total Proposed Expenditures			\$ 11,469,634	
	Less Amounts to be Paid Out in 22-23			(208,482)	
	Total Proposed Expenditures			\$ 11,261,152	

8b

Draft #1
as of 4/7/2023

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2023-2024 Travel Guide									
Account Number	Title	Original Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
Revenues									
3209	Advertising	30,000	46,000	46,000	35,000	-23.9%	36,050	37,132	38,245
3210	Interest	40	40	40	40	0.0%	40	40	40
	Total Revenues	30,040	46,040	46,040	35,040	-23.9%	36,090	37,172	38,285
Expenditures									
5560	Production/Printing/Distribution	82,500	106,000	106,000	110,000	3.8%	121,000	124,630	128,369
6200	Freight	2,000	2,000	0	2,000	100.0%	2,200	2,266	2,334
	Total Expenditures	84,500	108,000	106,000	112,000	3.7%	123,200	126,896	130,703
	Revenues Over (Under) Expenditures	-54,460	-61,960	-59,960	-76,960		-87,110	-89,725	-92,417

**Fiscal Year 2023-2024
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2023-2024									
Event Site Fund									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2023	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY25-26
Revenues:									
3200	Event Rental Income	17,100	17,100	28,300	22,900	33.92%	24,900	26,000	27,800
3250	Lease income	45,600	45,600	45,828	49,155	7.80%	45,600	47,380	47,380
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	300	300	549	500	66.67%	150	100	100
9910	Transfer from General Fund	285,480	285,480	285,480	286,270	0.28%	431,618	462,314	449,344
9999	Unappropriated Funds	52,055	119,055	0	45,810	-61.52%	907	1,120	1,340
	Total Revenues	400,735	467,735	360,357	404,835	-13.45%	503,375	537,114	526,164
Projected under budget by									
Expenditures:									
5160	Event Development & Marketing	50,000	50,000	2,000	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	16,826	55,000	0.00%	90,000	92,700	104,751
6440	Insurance	9,950	9,950	19,700	11,240	12.96%	11,802	12,392	13,012
6580	Utilities	46,645	46,645	44,113	47,580	2.00%	49,007	50,478	51,992
6610	Repairs & Maintenance	218,870	285,870	265,697	220,745	-22.78%	281,466	309,612	309,612
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	19,296	20,000	0.00%	20,800	21,632	22,497
	Total Expenditures	400,735	467,735	367,858	404,835	-13.45%	503,375	537,114	526,164
Revenues Over (Under) Expenditures		0	0	-7,501	0		0	0	0

Marketing Dashboard

thru MARCH 2023

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	37,364	45,952	-8,588	-19%
Completed Video Views	29,561,843	18,470,900	11,090,943	60%
Website Sessions	3,111,796	2,949,206	162,590	6%
Online Communities				
Email Subscribers	127,177	156,146	-28,969	-19%
Facebook	716,288	710,524	5,764	1%
Twitter	41,688	41,914	-226	-1%
Instagram	129,193	125,371	3,822	3%
Pinterest	23,500	22,632	<u>868</u>	<u>4%</u>
TikTok	<u>63,100</u>	0	63,100	#DIV/0!
Online Communities Subtotal	1,100,946	1,056,587	44,359	4%

Devices March 2023

Mobile	74%
Desktop	21%
Tablet	5%

TikTok Channel began July 2022

Overall Traffic Summary | 6 Months & YTD

Mar 1, 2023 - Mar 31, 2023

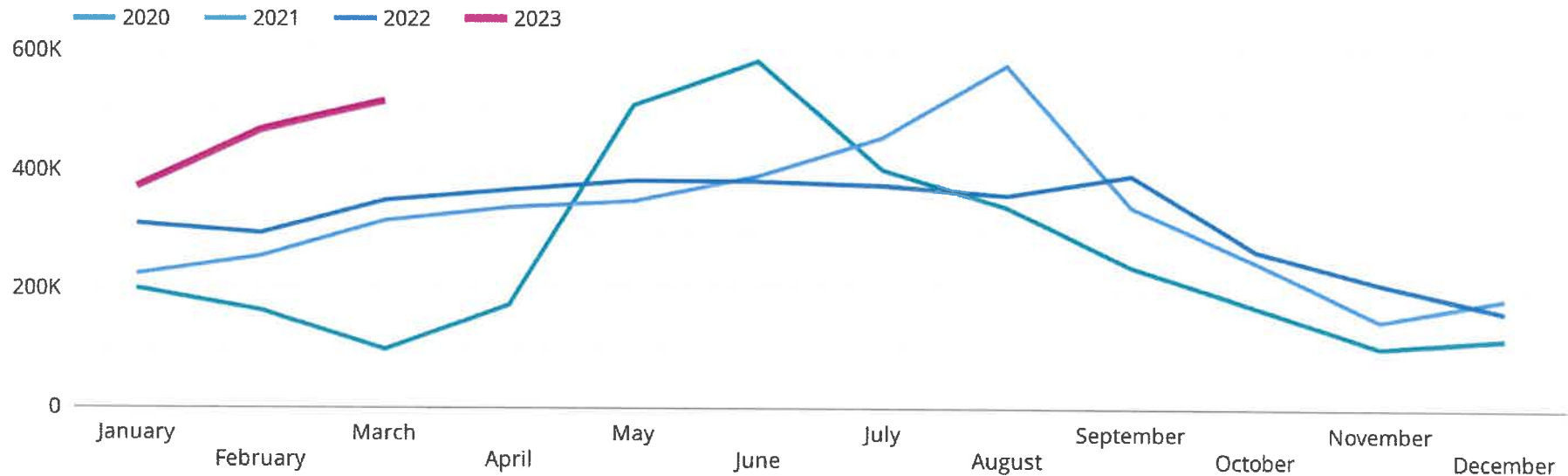
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
March	515,791	48.0% ↑	409,477	63.22%	10.4% ↑	885,933	40.9...	1.72	-4.8...	00:01:36	-18....
February	466,632	59.1% ↑	370,287	63.91%	9.2% ↑	778,865	49.2...	1.67	-6.2...	00:01:35	-18....
January	371,220	20.0% ↑	284,279	61.64%	3.8% ↑	640,075	18.9...	1.72	-0.9...	00:01:45	-5.9...
December	162,979	-11.8% ↓	129,042	62.61%	3.1% ↑	275,744	-12....	1.69	-0.4...	00:01:32	-7.6...
November	209,187	41.4% ↑	146,635	66.53%	13.6% ↑	326,136	24.3...	1.56	-12....	00:01:18	-27....
October	264,017	7.8% ↑	177,926	65.52%	11.1% ↑	410,681	-6.5...	1.56	-13....	00:01:24	-23....

How are users from all sources trending over time?

by Sessions Year over Year



Analysis:

The site received 515,791 sessions in March, which was a nice increase of 48% compared to last year.



CAMPAIGN SUMMARY



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CONSIDERATIONS

- Spring-Summer paid media campaign continued throughout March with the third of four full-page insertions in Our State (3/31). Several buys concluded, on time and in full, including Hulu, Peacock, HYTD, MiQ, Pandora, Jun Group, and Hopper several buys concluded on 3/31.
 - Visit NC Co-Op Our State eNews (added-value) deployed (3/9), reporting to be included in next month's dashboard.
 - Additional media efforts: Ontario Motorcoach Assc. newsletter, OTA continuity, native display article promos and remarketing, paid search across Google and Bing including incremental funds towards select markets, email marketing, Google Discovery (lead generation) and social media (Ignite Social).
- KeyData, Zartico and Arrivalist data sets are secured and analyzed to understand current trends and forecasts.
 - KeyData: Compared to March 2022, total revenue and average daily rate were down 10% while total canceled stays were up 5%.
 - Zartico: Tracked visitor spending in March was up 4% YoY, and up 8% to 2021.
 - Arrivalist (2021-2022 available): 2022 highlights are included in the annual recap; current monthly insights to be provided as the data is available

Overview of below sections:

- [March 2023 Overview](#) reviews YoY change (vs. March 2022)
- [Fiscal Year Overview](#) reviews fiscal year-to-date YoY change (vs. FY21-22: July 2021 - March 2022)
- [OuterBanks.org Overview](#) reviews MoM change (vs. February 2023)
- Charts below are either "Month Of" (March 2023 data) or "Trending" (variable timeframe).

MARCH 2023 OVERVIEW

- Paid impressions increased while video views were consistent to March 2022 (-2%).
 - Over 19MM paid impressions and nearly 2.7MM video views were delivered throughout the month.
- Total Website sessions increased for the second month in a row, up 48% compared to March 2022 and up 11% to February 2023.
 - Both paid and organic mediums saw increases in total website traffic MoM.
- Compared to February, total Lodging Partner Referral Conversions were up 10% and total eNews Sign Up increased 31%.
- Travel Guide Request conversions were down 2.5% MoM; the volume of conversions from social media decreased while traffic from Google organic search, Google paid search and HubSpot emails all saw increases.
- The Raw OBX landing page garnered 70K total page views in March with a 48-second average time on page.
 - Raw OBX surfing and fishing videos were played 2.2K times with an average video completion rate of 5%; viewership between the two videos was even.

Paid Impressions

19,029,582

(Custom Range: 13,239,971)
▲ 43.73% (5,789,611)

Video Views (Brand Creative)

2,656,187

(Custom Range: 2,715,890)
▼ -2.20% (-59,703)

Total Email Sends

135,257

(Custom Range: 340,289)
▼ -60.25% (-205,032)

Consumer Marketing Email List Size

127,177

(Custom Range: 156,146)
▼ -18.55% (-28,969)

Website Sessions

515,791

(Custom Range: 348,489)
▲ 48.01% (167,302)

Website Conversions (All)

34,719

(Custom Range: 45,894)
▼ -24.35% (-11,175)

Lodging & Restaurant Listings Conversions

19,494

(Custom Range: 24,444)
▼ -20.25% (-4,950)

Note: All comparisons shown in the above section are YoY Month Of (March 2022).

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FISCAL YEAR OVERVIEW

Paid Impressions

129,861,909

(Custom Range: 145,574,813)
▼ -10.79% (-15,712,904)

Website Sessions

3,111,796

(Custom Range: 2,949,208)
▲ 5.51% (162,588)

Website Conversions (All)

173,256

(Custom Range: 333,258)
▼ -48.01% (-160,002)

Video Views (Brand Creative)

29,561,843

(Custom Range: 18,470,900)
▲ 60.05% (11,090,943)

Email Sends

1,737,487

(Custom Range: 2,629,353)
▼ -33.92% (-891,866)

Lodging & Restaurant Listings Conversions

116,385

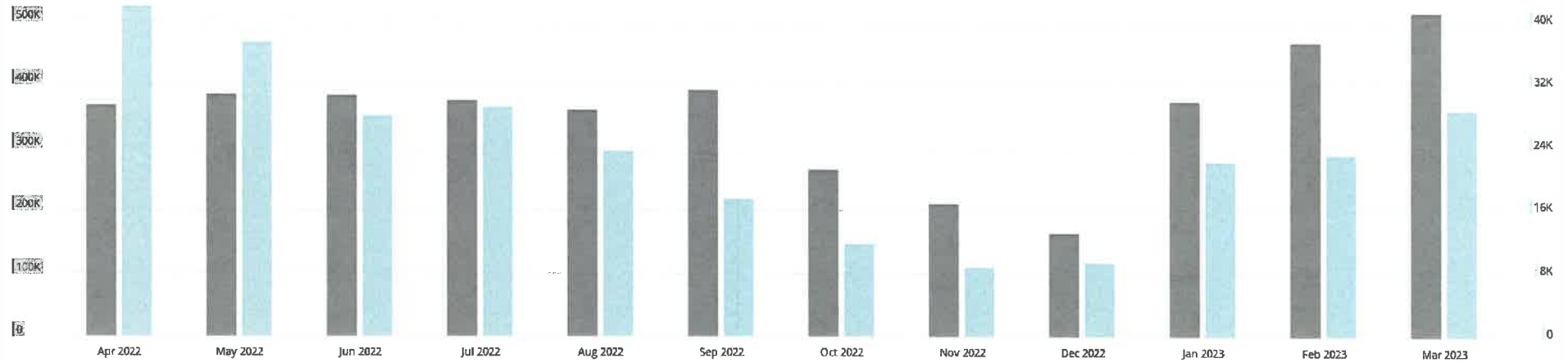
(Custom Range: 200,165)
▼ -41.86% (-83,780)

Note: All comparisons shown in the above section are to the previous fiscal year (July 2021 - March 2022).

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

515,791

(Previous Month: 466,632)
▲ 10.53% (49,159)

New Visits - Month Of

394,643

(Previous Month: 363,095)
▲ 8.69% (31,548)

Avg. Time on Site (Seconds) - Month Of

97

(Previous Month: 95)
▲ 1.40% (1)

Organic Search Sessions - Month Of

214,230

(Previous Month: 178,158)
▲ 20.25% (36,072)

Paid Media Sessions - Month Of

191,162

(Previous Month: 182,958)
▲ 4.48% (8,204)

Bounce Rate - Month Of

63 %

(Previous Month: 64 %)
▼ -1% (-1 %)

EMAIL MARKETING INSIGHTS

- 135K emails were sent in March to the consumer marketing contact list and various workflow audiences with an overall average open rate of 26%.
 - March's average open rate increased 52% MoM and was the highest seen open rate in the last year.
- The "Welcome email" continues to drive the strongest open rate results achieving a 52% open rate this month (+9 pts MoM); the email also had the highest CTR on opens at 54%.
- "Art, History and Culture" audience workflow had the most emails sent with above-average performance metrics.
- Of audience workflows, "Foodie" had the highest CTR on opens at 49%, while Fishing had the highest open rate at 40%.

Email Messages Sent - Performance by Message - Month Of

Message Send Name	# Sends ↓	# Opens	Open Rate	Clicks	# CTR (Opens)
March 2023 OBX Email	127,177	31,938	25.11 %	4,811	15.06 %
Welcome Email Workflow	4,347	2,261	52.01 %	1,204	53.25 %
Art, History and Culture Workflow 3.0	1,229	431	35.07 %	147	34.11 %
Foodie Workflow 3.0	570	223	39.12 %	109	48.88 %
Birding Workflow	459	130	28.32 %	47	36.15 %
Family Workflow 3.0	403	126	31.27 %	58	46.03 %
Active Vacationer Workflow 3.0	398	124	31.16 %	51	41.13 %
Surfing Workflow	291	83	28.52 %	18	21.69 %
Fishing Workflow 3.0	224	89	39.73 %	27	30.34 %
Camping/RV Workflow 3.0	159	62	38.99 %	29	46.77 %
Total	135,257	35,467	26.22 %	6,501	18.33 %

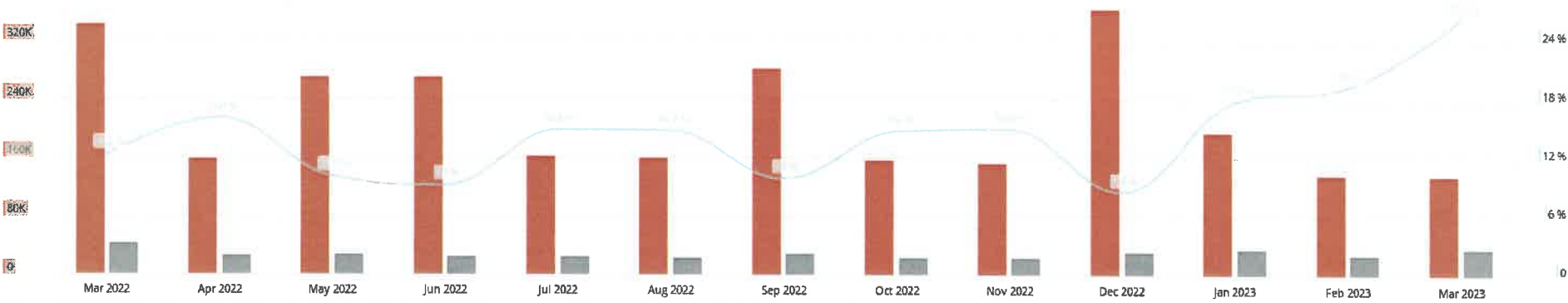
1 - 10 of 10 items

1 2 3 4 5 6 7 8 9 10

7

Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	Visits	Visitor Bounce Rate
/blog/post/	2,531	1,297	40.94 %
/places-to-stay/	1,952	1,101	21.25 %
/	1,229	989	49.95 %
/plan-your-trip/travel-guide/	1,769	756	47.09 %
/things-to-do/	1,455	739	32.34 %
/bucketlist/	1,237	738	48.78 %
/plan-your-trip/offers-and-packages/	813	553	33.45 %
/event/taste-of-the-beach/	679	529	45.75 %
/restaurants/	936	429	45.45 %
/plan-your-trip/	525	300	28.00 %
/event/eastertide-in-the-gardens/	418	293	50.51 %
/event/32nd-annual-st-patricks-day-parade/	298	255	52.55 %
/events/	519	238	35.29 %
/plan-your-trip/webcams/	208	120	86.67 %
/places-to-stay/vacation-rentals/	503	59	44.07 %
/places-to-stay/hotels-and-motels/	604	55	69.09 %
/things-to-do/water-activities/	309	53	56.60 %
Total	17,323	8,809	41.25 %

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PAID SEARCH INSIGHTS

- Overall paid search performance improved MoM; CPC continued to decline and reached the lowest cost seen since Summer 2022.

- Google

- Overall CTR improved MoM; increases occurred in all campaigns except for a slight decrease in Lodging.
- Overall CPC continued to decrease again this month. All campaigns were flat or decreased over the previous month.
- Conversion performance improvements were seen in all campaigns MoM:
 - Overall conversion rate increased 15%
 - Overall Cost per Conversion decreased 25%

- Bing

- Overall CTR improved MoM; increases occurred in all campaigns except for a slight decrease in Branded.
- Overall CPC continued to decrease again this month. All campaigns were flat or decreased over the previous month.
- Conversion performance declined slightly MoM:
 - Overall conversion rate decreased 12%
 - Overall Cost per Conversion increased 8%

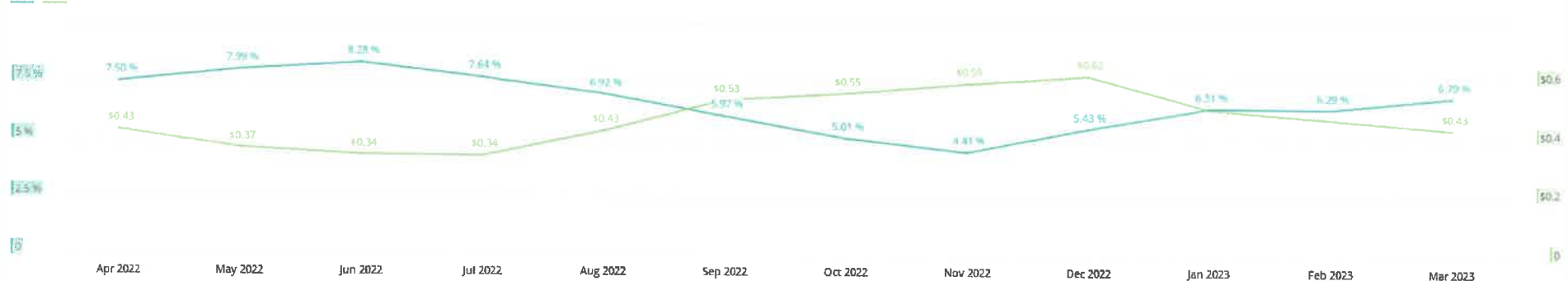
Paid Search Performance - Month of

Site Name	# Impressions	# Clicks	CTR	CPC ↑	# Media Spend
Bing Ads	1,285,560	52,970	4.12 %	\$0.33	\$17,429
Google Search Network	369,762	59,404	16.07 %	\$0.53	\$31,409
Total	1,655,322	112,374	6.79 %	\$0.43	\$48,838

1 - 2 of 2 Items

Paid Search Performance - Trending

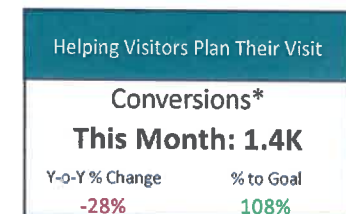
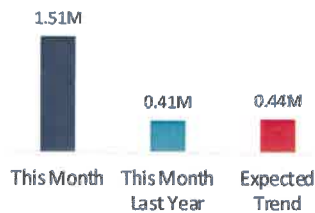
CTR CPC



9



Executive Summary



Increased platform ad buying costs have resulted in below-goal performance.

Strategy Overview:

The social media strategy changed in FY22/23 to focus on driving visitors who will be stewards and appreciators of the Outer Banks and what makes the destination special by furthering engagement with those who love the destination and providing guidance on ways visitors can discover more of what the Outer Banks has to offer.

Monthly Highlights:

- TikTok continues to drive a bulk of engagement activity; contributing nearly 1MM engagements primarily through video views.
- Additionally, content this month resonated with the audience heavily this month as posts were shared nearly 5K times – the most monthly shares since October 2018.
 - A Facebook post about history on the OBX, as well as a post about the live cameras, generated over 800 shares each.
 - An Instagram Reel (Matador content repurposed for the platform) featuring local eateries generated over 1.8K shares.
- The Matador video featuring a highlight reel of restaurants was repurposed across platforms and provided an opportunity for fans and loyal visitors to share their favorites as well.

Next Steps & Recommendations:

- Continue to expand on “Leave No Trace” messaging to encourage mindful visitation.
- Continue developing new mini-guide conversion tactic to implement in May
- Continue to identify opportunities to catch eyes of loyal fans with images that play off reality (upside down puddle and AI Hatteras)

*Website-conversions are experiencing abnormalities; while the cause is investigated Travel Guide conversion reporting has been replaced with Facebook-attributed conversions, which are to be viewed as a more-conservative representation.



Visitor Journey

Top fan
Eric D. Hager
We'll be there in late March.. a little cool 🌊 2 ...

Like Reply Hide Send Message 6d

Author
Visit The Outer Banks 🌊
Eric D. Hager There will be plenty to explore! Let us know if you need some ideas!

Like Reply 3d

Top fan
Eric D. Hager
Visit The Outer Banks I have the Outer Banks Travel Guide booklet.. 📖

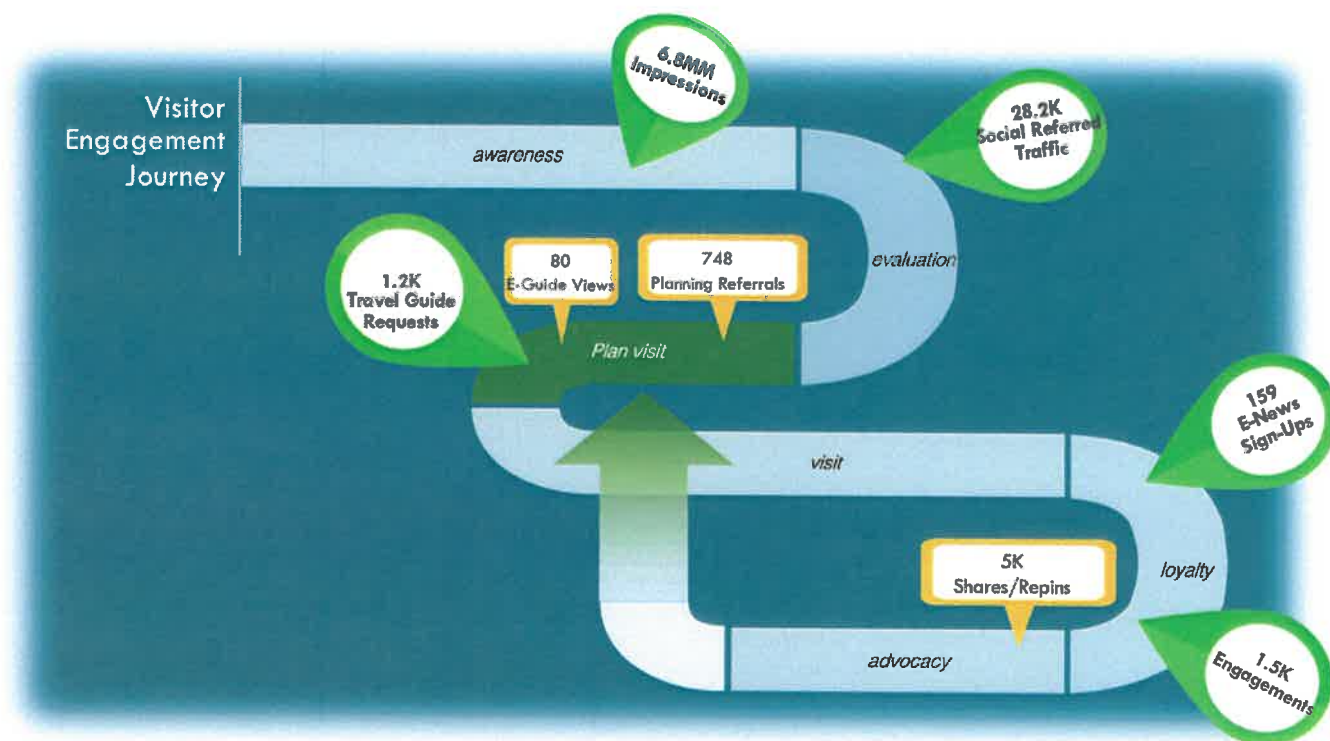
Love Reply Hide Send Message 3d

Top fan
Eric D. Hager
Visit The Outer Banks it's very thorough 🌊

Love Reply Hide Send Message 3d Edited

Author
Visit The Outer Banks 🌊
Eric D. Hager It sounds like you'll be all set then! We do love our travel guide, it's so helpful to plan things out. We hope you have the BEST trip later this month! 🌊

Like Reply 23h



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – APRIL 2023

Industry Relations | Summer Forecast for Vacation Rentals: What to Expect and How to Prepare Wednesday, April 26th | 2:30pm

Join us for a timely and informative webinar as we delve into the upcoming summer forecast for vacation rentals in Dare County. Whether you're a seasoned vacation rental professional or new to the industry, this 30-minute webinar will provide valuable insights to help you prepare for a successful summer season. Hollie Hannahs with KeyData will be walking us through the following summer forecast discussion:

- Current trends that are happening in regional resort and beach communities
- What's currently happening for Dare County vacation rentals for Summer 2023
- Questions

Don't miss out on this free opportunity and get ahead of the curve. [Register now!](#)

Industry Relations | Call for Travel Packages and Special Offers:

Bureau Staff is always looking for new and exciting travel options to promote to our visitors to Dare County's Outer Banks. Recently, we've asked our industry partners for their travel packages and special offers as they provide excellent value and opportunities for our visitors to experience all the Outer Banks has to offer.

Travel packages do not have to be discounts as we are particularly interested in packages that include accommodation, a meal and activities all bundled into one person or per couple price. In addition, we are also open to any special offers that partners may have available to promote as well.

If you would like to be included in this free promotion, please send us the following information:

- Details about your [travel packages and special offers](#) that include accommodations, meal, and activities in our destination.
- Any special promotions or discounts that your company is offering exclusively to customers who book through your website. Make sure to include a direct link to the promotion to your site.
- Description of and an image to use for your travel packages and offers that we can use in our marketing efforts.
- Please send your travel packages or promotion to webmasters@outerbanks.org.

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 | Soft-Shell Week Update:

The following Restaurants have signed up to participate in the 1st Annual Soft-Shell Week, May 15-20, 2023.

- Awful Arthur's Oyster Bar
- Sugar Creek Seafood Restaurant
- Blue Moon Grill
- Lucky 12 Tavern
- Bonzer Shack Bar and Grill
- Green Tails Seafood Market & Kitchen
- Blue Water Grill & Raw Bar
- Millers Waterfront
- TRIO Restaurant and Market
- Chili Peppers Coastal Grill
- Red Drum Grill & Taphouse
- Blue Water Grill & Raw Bar
- Basnight's Lone Cedar Café
- Shipwrecks Taphouse and Grill

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

Tourism Sales | Student Group Count for Jennette's Pier Program:

Bureau Staff mentioned this at the last Board meeting, but here's a breakdown of the student groups/field trips that are visiting Jennette's Pier for Spring 2023:

- March 2023: 29 student groups; 2,741 students participated in STEM programming.
- April 2023: 21 student groups; 1,748 students participating in STEM programming.
- May 2023: 16 student groups; 1,911 students participating in STEM programming.

Soundside Event Site | Soundside Markets Coming Soon:

We recently partnered with Alex Brewer of Ignite Life and Ignite Films to help produce the first season of the Soundside Markets at the Soundside Event Site. Held every other Wednesday from 10am – 2pm, beginning on June 21, July 5, August 2, and August 16. For additional information, [click here](#). See attached poster.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows this fiscal year:

- **May 20-24, 2023:** US Travel's International Pow Wow, San Antonio, TX

The Soundside Event Site:

Attached is the current 2023 Events Calendar for the Soundside Event Site 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

2023 Soundside Event Site Schedule				
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees Expected	Site Reserved
Outer Banks Bike Week	Wednesday, April 26 – Saturday, April 29, 2023	11:00am - 5:00pm	3800 - over the all event days - 1200 peak day	Tuesday, April 25 - Sunday, April 30, 2023
OBX Rod and Custom Festival	Thursday, May 4- Saturday, May 6, 2023	10:00am - 6:00pm	1000-1500	Wednesday, May 3 – Monday, May 8, 2023
OBX Jeep Invasion	Friday, May 12-Saturday, May 13, 2023	9:00am - 5:00pm	1000	Thursday, May 11 - Sunday, May 14, 2023
OBX Shredfest	Saturday, May 20, 2023	1:30pm-8:00pm	500-750	Friday, May 19 - Monday, May 22, 2023
Soundside Fun Fair	Thursday, June 8-Sunday, June 11, 2023	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Tuesday, June 6 – Monday, June 12, 2023
Soundside Market	Wednesday, June 21, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, June 21, 2023
Soundside Market	Wednesday, July 5, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 5, 2023
Soundside Market	Wednesday, July 19, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 19, 2023
Soundside Market	Wednesday, August 2, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 2, 2023
Soundside Market	Wednesday, August 16, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 16, 2023
Sumospeed Beach Bash	Saturday, September 16, 2023	11:00am - 6:00pm	1000 (not all on site at one time)	Friday, September 15-Saturday, September 16, 2023
Fall OBX Bike Week	Thursday, September 21-Saturday, September 23, 2023	11:00am - 5:00pm	1500	Wednesday, September 20-Sunday, September 24, 2023
Garage Band Charities	Friday, October 6-Saturday, October 7, 2023	10:00am - 6:00pm	750-1000	Thursday, October 5 - Monday, October 9, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	8,000-10,000 (not all at one time, flow)	Wednesday, October 18-Wednesday, October 25, 2023
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	4000-5000	Wednesday, October 25-Tuesday, October 31, 2023
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	7,000-11,000 (not all at one time, est 3000 peak attendance per day)	Tuesday, November 14-Sunday, November 19, 2023



Jun 21 • Jul 5 • Jul 19 • Aug 2 • Aug 16
(All Dates Are Wednesdays)

The Soundside Market is bringing the fun to a Sound near you in 2023. Local artisans and makers showcasing their handmade goods.

www.soundsidemarket.com

**Soundside Event Site
6800 S. Croatan Hwy, Nags Head**

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: April 2023

BEST LISTS

USA Today | Apr 23 Reader Choice Awards: Enjoy Waterfront Charm at the 10 Best Small Coastal Towns in the US (repositioning of the national contest we shared to get votes to help Nags Head, NC place.

<https://bit.ly/3zMWOiA>

EARNED MEDIA / IN DEVELOPMENT

Northern Virginia | May 2023 The OBVB PR team provided assistance the editor for new events and signature draws that would make readers in the NoVA area want to travel to the OBX to attend.

Destinations | May 2023 Aaron and Tourism Sales and Events Manager Lorrie Love collaborated on a City Guide column of the official magazine of American Bus Association

North Carolina Field Trips | Summer 2023 The OBVB PR Team provided imagery for this new Our State magazine sister special publication.

PRESS TRIPS / IN DEVELOPMENT

German Market FAM | Apr-23 Aaron is collaborating with the PR team from VisitNC to host a German audience press trip of five representing premium outlets for the nights of Apr 23-26 as part of a Raleigh to the OBX international flight then drive market experience.

Matt Lardie | April 20-23 + (May 18-21) Content plus editorial exploration for Eater Carolinas and other national outlets 10 total content pieces (5 culinary and 5 supporting the Love It Like a Local effort)

Our State FAM | Apr-23 Aaron and the team are providing itinerary assistance and pitching about half dozen story ideas to senior editor Mark Kemp to explore during his visit to work on the 2024 Annual Coastal Issue of Our State.

Girl Camper | Apr-23 The OBVB PR team is working with the magazine to develop a full review/editorial for the popular print magazine based on journalist visits around the brand's annual Camporee, which will be held at Camp Hatteras the week of April 25-30. The female centric DIY camping trailer magazine has become very popular in recent years.

NC Film FAM | May-23 The OBVB PR team is working with the VisitNC to host a film-forward press trip, highlighting the Outer Banks as a place where movies and pop culture come to life.

Le Figaro | May-23 Aaron is working with the state tourism office on a neat opportunity, circ.370,193 copies/1.35 million readers - Weekly supplement news & lifestyle magazine distributed with Le Figaro national newspaper.

MEDIA MARKETPLACES

Southeast Tourism Society | Apr 16-20 - Aaron is heading to Hunstville, AL to meet with some of the South's top working freelancers and journalists on staff at leisure and trade publications.

**READERS' CHOICE AWARDS**

Travel

Add Topic +

Enjoy waterfront charm at the 10 best coastal small towns in the US

*Plenty to see and do near lakes or oceans***10Best Editors**

Published 6:00 a.m. ET April 9, 2023 | Updated 7:41 a.m. ET April 10, 2023

— Purchases you make through our links may earn us and our publishing partners an affiliate commission.

Big cities on the water have their perks, but these 10 small towns – all recipients of USA TODAY 10Best Readers' Choice Awards – offer a tranquility and charm that's hard to find in more densely populated areas. Here are the 10 best coastal small towns in the U.S. for 2023.

No. 10: Cannon Beach, Oregon

Located in the gorgeous Pacific Northwest is this coastal Oregon town known for the unique and hard-to-miss Haystack Rock, a 235-foot-tall sea stack (one of the largest in the world). Stunning sandy beaches are perfect for splashing around or simply enjoying a breathtaking sunset. Shopping, dining, a lighthouse, and regular events are all draws of Cannon Beach.

No. 9: Nags Head, North Carolina

One of the Outer Banks' most well-known tourist destinations, Nags Head is popular with visitors for its wide variety of restaurants, natural and historical attractions, and magnificent ocean views. Nags Head beaches are pet-friendly, and water lovers will find outlets for many of their favorite sports, including kayaking, windsurfing and kiteboarding. The historic Jennette's Pier offers exceptional "in-shore" fishing and is home to a small museum and educational research center. For those seeking more adventure, the Bodie Island Lighthouse gives visitors a spectacular ocean view from the top of the 156-foot tower during the summer months.

Learn more: Best travel insurance

No. 8: Rehoboth Beach, Delaware

“Rehoboth has it all,” says 10Best contributor Marla Cimini, including “awesome beaches, a fun boardwalk, many excellent restaurants and an array of things to do.” This coastal town on the Atlantic is also home to the Penny Lane Mall, Clear Space Theater Company, a summertime waterpark and Rehoboth Toy & Kite Company (both a big hit with families), and a number of breweries for kicking back.

No. 7: Sanibel Island, Florida

Not far from Fort Myers and Cape Coral is Sanibel Island, a Gulf Coast getaway known for top-notch resorts, white sand beaches and a laid-back vibe. In between beach days, locals and tourists alike enjoy golfing, perusing the local farmer’s market, dining and plenty of time at one of the nearby spas.

- **Book online - Everglades Day Safari from Sanibel, Fort Myers & Naples**

No. 6: St. Augustine, Florida

Founded in 1565, St. Augustine is known as the nation’s oldest city, coastal or otherwise. Castillo de San Marcos and Fort Matanzas are excellent attractions from which to look out to the sea (they were used in part to watch for attacks coming from boats, after all). Also along the coast are the historic St. Augustine Sea Wall and Ponce de Leon’s Fountain of Youth Archaeological Park.

No. 5: Provincetown, Massachusetts

A much-beloved town for the LGBTQ community, Provincetown (or P-town) is a charming vacation spot on the tip of Cape Cod. Featuring an eclectic mix of galleries and museums, bars and restaurants, cabarets, whale-watching opportunities, guesthouses and unique shopping experiences, there’s never a dull moment.

- **Book online - Barnstable: Cape Cod and Provincetown Self-Drive Audio Tour**