

## COMMUNITY ENGAGEMENT REPORT – AUGUST 14, 2024

### *The Outer Banks Promise*

#### Community Partner Toolkit & Activation

Our [Partner Toolkit](#) was created to make it easy for community and industry partners to share The Outer Banks Promise with their audiences. The Toolkit includes access to the press release, images, logo, Promise video and suggested web/email/social copy. Recent support includes:

- Outer Banks Forever (July newsletter)
- Dare County (August newsletter)
- Outer Banks Community Foundation (August newsletter)
- East Carolina Media – *Dixie 105.7, 102.5 The Shark, 96.7 The Coast, 98.1 WOBX* (In-studio radio interviews and social media promotion)
- Silicon Travel (Website banners and dedicated newsletter)
- Radio Hatteras (PSAs)
- Towns of Duck and Southern Shores

#### Marketing & Outreach

- Activation at the four OBVB Welcome Centers (Roanoke Island, Kitty Hawk, Whalebone, Hatteras)
- Dare County Board of Commissioners Meeting (July)
- Soundside Summer Markets (July-August)
- Town Council/Commissioners Meetings (August-September-October)
- PR Newswire Press Release (August)
- Groups/Associations (Outer Banks Hotel/Motel Association, Kitty Hawk Rotary – August)

#### Paid Media

- East Carolina Media
- Outer Banks Chamber of Commerce
- Outer Banks Voice
- Island Free Press
- *Milepost* Magazine
- *Our State* Paid Content Articles (August-September-October)

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**PARTNER TOOLKIT**

The Outer Banks Promise is a destination pledge designed to inspire responsible behavior and a greater respect for our local culture and natural environment. By highlighting what makes the Outer Banks special and unique, we hope that people will develop a greater understanding of the small (but mighty) steps we can all take to help protect this place for generations to come. As we continue to share this pledge within our community of Dare County residents, visitors and prospective visitors, we would greatly appreciate your help in amplifying this message via your communication channels.

**HOW YOU CAN HELP:**

- Visit [OBXpromise.com](#) and make your promise
- Share with your employees
- Include a link on your website
- Craft a blog or social media post
- Share the video and/or embed it on an appropriate web page
- Include content in an upcoming newsletter, confirmation email or pre-arrival email



**THE OUTER BANKS PROMISE**  
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**Make a Promise, Protect the Place**

The Outer Banks is an amazing natural wonder that has supported a special way of life for generations. Let's all work together and make a promise to protect this place.

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU

## **Outdoor NC Trail Town Guide**

The Outer Banks Visitors Bureau participated in the pilot **Outdoor NC Trail Town Stewardship Designation Program** and will be one of 15 North Carolina destinations celebrated in the new **Outdoor NC Trail Town Stewardship Guide**. The [online publication](#) is expected to launch on Friday, August 16



## **2nd Annual Non-Profit Knowledge Series**

The Outer Banks Visitors Bureau and Outer Banks Community Foundation will present the **2nd Annual Non-Profit Knowledge Series event on Friday, September 27 at College of the Albemarle**. Registration for this free event will open soon for local non-profit professionals. Attendees will have the opportunity to collaborate with their peers and learn more about the importance of strategic planning, defining an organization's mission, vision and values, and tips on how to make a powerful, clear appeal message.

## **Community Engagement & Outreach**

### **Meetings & Events**

- 8/6 – Southern Shores Town Council Meeting (*Outer Banks Promise Presentation*)
- 8/7 – Duck Town Council Meeting (*Outer Banks Promise Presentation*)
- 8/8 – Dare Community Housing Task Force – Outreach Sub-Committee Meeting
- 8/9 – Destination Management Peer Group Virtual Meeting
- 8/12 – Dare Community Housing Task Force – Non-Profit Sub-Committee Meeting
- 8/15 – Outer Banks Hotel/Motel Association Meeting (*Outer Banks Promise Presentation*)
- 8/19 – National Aviation Day (*Outer Banks Promise Activation*)
- 8/20 – Dare Community Housing Task Force – General Meeting
- 8/22 – Kitty Hawk Rotary Club Meeting (*LRTMP/Outer Banks Promise 'Road Show' Update*)
- 8/22 – Coastal Environmental Educators Network (CEEN) Meeting
- 8/29 – Outer Banks Chamber of Commerce Business Update & Small Business Awards
- 9/4 – Nags Head Board of Commissioners Meeting (*Outer Banks Promise Presentation*)
- 9/4 – Manteo Board of Commissioners Meeting (*Outer Banks Promise Presentation*)
- 9/6 – Outer Banks Community Services (Non-Profit) Collaborative Meeting
- 9/9 – Kill Devil Hills Board of Commissioners Meeting (*Outer Banks Promise Presentation*)
- 9/10 – Blue Zones Ignite Outer Banks Community Keynote Event
- 9/17 – Dare Community Housing Task Force – General Meeting
- 10/7 – Kitty Hawk Town Council Meeting (*Outer Banks Promise Presentation*)