

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JUNE 17, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the May 20, 2021 Meeting
- V. Public Comments
- VI. Presentation-Dr. Jack Bagwell, President, College of the Albemarle
- VII. Steering Committee Report-Chair
 - 1. Town of Manteo-Davis Lot Recommendation
- VIII. Budget & Finance Report-Budget & Finance Committee Chair
 - 1. Monthly Financial Reports
 - 2. Adoption of Fiscal Year 2021-2022 Budget Ordinance
 - 3. Auditing Firm Recommendation
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MAY 20, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Jeff Pruitt, Chair; Tim Cafferty, Vice-Chair; Ervin Bateman, Treasurer; Monica Thibodeau, Assistant Treasurer; Bambos Charalambous, Leo Holland, Karen Loopman-Davis, Donna Peele, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Jamie Chisholm and Ivy Ingram.

EXCUSED ABSENCE: Doug Brindley, Webb Fuller, Secretary; and Bobby Owens.

STAFF (in person):

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Stephanie Hall, Senior Content Coordinator
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING:

In Person: Scott Garber, USA Pickleball Ambassador, Dare County (OBX) NC; Philip Ruckle, *The Coastland Times*.

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. Cafferty moved to approve the agenda. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Mr. Bateman moved to approve the meeting minutes from April 15, 2021, meeting. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

PUBLIC COMMENTS: Scott Garber made a presentation about pickleball and how other destinations include pickleball facilities (attachment A).

PUBLIC HEARING ON PROPOSED FISCAL YEAR 2021-2022 BUDGET: At 9:15 a.m., Mr. Bateman moved to open the Public Hearing for the proposed Fiscal Year 2021-20212 budget. Second by Mr. Charalambous.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

The Chair called for any comments. None were made. The Clerk stated no written comments regarding the proposed budget were received. Mr. Batemen moved to close the public hearing. Second by Mr. Holland.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

The hearing closed at 9:16 a.m.

STEERING COMMITTEE: Lee Nettles reviewed the contract with Coastal Engineering and Surveying, Inc. for remodeling the server room and marketing area of the bureau's administrative offices. The total cost is \$18,500.00.

Mr. Cafferty moved to approve the contract with Coastal Engineering and Surveying, Inc, in the amount of \$18,500.00. Second by Mr. Charalambous.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 20.05% compared to 2019-2020 actual receipts. Diane Bognich reviewed the updated draft of the proposed budget for Fiscal Year 2021-22.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles updated the Board on:

- Boardwalk Engineering and Design expenditure received consent from the Dare County Commissioners and is moving forward.
- Manteo Town Common (phase 1) opening
- Collaboration with Outer Banks Forever and Surfline. The webcam at the Cape Hatteras Lighthouse is live.
- Advance Auto Parts travel promotion underway and accruing entries every day
- Virtual dive on the *USS Monitor*, in partnership with Oceana and NOAA.
- Marketing and visitation numbers
- Group Sales, Events, and Public Relations efforts

OLD BUSINESS: Jay Wheless reviewed the contract with the Town of Nags Head to purchase the Town's share of the Soundside event site. The MOU with the Town remains in place. The terms agreed upon are: \$600,000 in Fiscal Year 2020-2021, with following payments being made each year for a period of 10 years; a minimum payment of 100,000 per year, and the remaining amount paid out in the final year.

Mr. Charalambous moved to approve the contract as presented. Second by Mr. Holland.

Yes: Ervin Bateman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

Mr. Holland asked if there were any updates on the combined conditional use permit for the event site. Lee Nettles noted that there had been no word from Nags Head on this matter.

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

BOARD MEMBER COMMENTS: Ms. Peele noted that the walkway in Hatteras was progressing. The Chair noted that the connector sidewalk in Kitty Hawk was nearly complete. Mr. Holland noted it was National EMS Week and encouraged Board members to watch the video Dare County created to highlight the services. Mr. Cafferty noted that, to this point in 2021, Outer Banks Blue experienced more occupancy than the summer (June, July, and August) of 2019. Ms. Thibodeau echoed the raise in occupancy. Mr. Bateman noted that the County Commissioners continue to work on the issue of affordable housing and that they would be meeting with the Institute of Government on this.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, June 17, 2021, at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the meeting was adjourned at 10:01 a.m.

ATTESTED:

Clerk, Dare County Tourism Board



Staff Report

May 14, 2021

Davis Lot

At their June 10, 2021 meeting, Steering Committee recommended approval of conceptual plans and authorizing Staff/Legal Counsel to approve final plans.

The Davis Lot is located on the downtown Manteo waterfront between the Waterfront Condos and the building housing Poor Richard's Restaurant, and it provides a view of the Elizabeth II sailing vessel. This property was purchased by the Town of Manteo with financial assistance from the Dare County Tourism Board and the Friends of the Elizabeth II. Deed restrictions were enacted to protect the property as an open space for the use of the public on the waterfront, to provide a view of the Elizabeth II, and to allow staging of special events. Certain activities are prohibited on the site, such as the construction of buildings, placement of asphalt or concrete, etc.

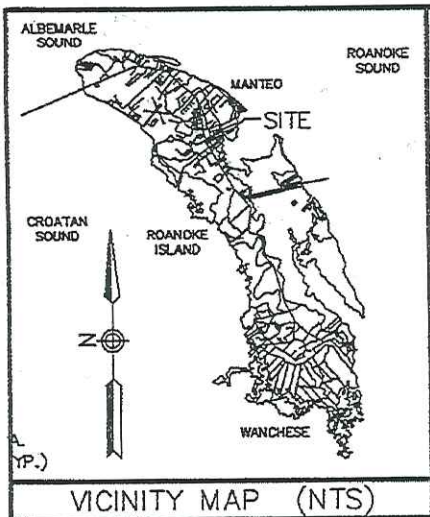
In order to promote the public use contemplated in the deed restrictions and to provide amenities that would be compatible with viewing of the Elizabeth II and the waterfront area, the Town of Manteo is prepared to design and construct improvements on the Davis Lot. Sample improvements may include pathways of an allowable material, low seating areas and tables, landscaping, drainage, interpretive signage, low solar-powered bollard lights, an enclosure for roll carts, and more. The Town acknowledges the deed restrictions that prohibit asphalt, concrete, buildings, large vertical structures, etc. The design will not include any such prohibited elements.

Attached please find a drawing entitled "Concept C" that has been shared with stakeholders. Although there will be some tweaks to this conceptual drawing as it moves from concept to civil engineering design, Concept C represents the general direction for this project. The Town intends to work with a qualified civil engineer to turn the conceptual plan into a design followed by construction of the proposed improvements.

No funding is being sought from the Dare County Tourism Board. The Town of Manteo is simply seeking consensus from the Dare County Tourism Board in support of this project.

Thank you for your consideration.

Attachment: Exhibit Entitled "Concept C"



DOUGH'S CREEK

NOTES:

1. THIS SURVEY IS SUBJECT TO ANY FACTS THAT MAY BE DISCLOSED BY A FULL AND ACCURATE TITLE SEARCH.
2. AREA BY COORDINATE COMPUTATION = $\pm 5,560$ s.f.
3. F.I.R.M. ZONE: AE; B.F.E.: 8.2' PER F.I.S.
4. PIN NO.: 10 988015 62 0583
5. RECORDED REFERENCE: D.B. 1729, PG. 43
6. MINIMUM BUILDING LINES (MBL), IF SHOWN HEREON, ARE PER THE CURRENT LOCAL ZONING REGULATIONS. OTHER SETBACKS AND/OR RESTRICTIONS MAY APPLY AND MUST BE VERIFIED PRIOR TO CONSTRUCTION.
7. ELEVATIONS (NAVD 1988): AS SHOWN

EX. DOCK EASEMENT TO THE TOWN OF MANTEO PER DB 317, PG 963

EXISTING BOARDWALK OVER WATER

LINE TABLE		
LINE	LENGTH	BEARING
L1	0.33	S88°12'43"E
L2	14.54	N44°38'26"W

LEGEND

- EX. PIPE
- EX. 0.05" REBAR
- 0.05" REBAR SET FLUSH
- EX. CONC. MON.
- CONC. MON. SET
- EX. P/K NAIL
- P/K NAIL SET
- CALCULATED CORNER
- WATER METER
- PHONE PEDESTAL
- C.A.T.V.
- UTILITY POLE
- GUY WIRE
- FIRE HYDRANT
- ELECT. TRANS.

N/F
MARION K. MEEKINS
(DB 813, PG 228)

N/F
JOHN F. WILSON, III,
ESTELLE J. WILSON,
& JOHN F. WILSON, IV
(DB 329, PG 307)

THE WATERFRONT CONDOMINIUMS
(DB 414, PG 737)
(U.O.F. 2, PGS. 332-340)



I, MANSON RAY MEEKINS, P.L.S., CERTIFY THAT THIS PLAT WAS DRAWN UNDER MY SUPERVISION FROM AN ACTUAL SURVEY UNDER MY SUPERVISION; THAT THE RATIO OF PRECISION AS CALCULATED IS 1:10,000+1; THAT THIS PLAT IS PREPARED IN ACCORDANCE WITH SECTION 1600 OF THE STATE BOARD OF REGISTRATION RULES "STANDARDS OF PRACTICE".

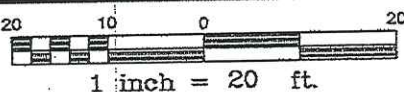
DATE 5/04/09

N: 244,626.392 (METERS)
E: 910,174.050 (METERS)
N30°00'09"E
561.89' (TIE)
(5' CONC. SIDEWALK)
N.C.G.S. MON. "AGONA"
NAD 83 (NSRS 2007)
N: 244190.611 METERS
E: 909756.837 METERS

N.C.G.S. "FERNANDO"
N: 244,478.084 (METERS)
E: 910,088.416 (METERS)
NAD 83 (NSRS 2007)
(GROUND DISTANCE
COMBINED FACTOR = 0.9999441)

QUEEN ELIZABETH AVENUE
(S.R. 1191)
(ASPHALT)

SURVEY FOR
THE TOWN OF MANTEO
A PARCEL OF LAND ON DOUGH'S CREEK - MANTEO
NAGS HEAD TOWNSHIP - DARE COUNTY - NORTH CAROLINA



SEABOARD SURVEYING & PLANNING, INC.
103F W. WOOD HILL DR., P.O. BOX 58, NAGS HEAD, NC 27959
OFFICE: (252) 480-9998 FAX: (252) 480-0571

FILE: 0905118 SURVEYED: 4/21/09 JRM PLATTED: 4/30/09 MRM

CONCEPT "C"

B: 1804 P: 137

06/19/2009 03:09 PM

Doc Code: ESMT

Vanzolia McMurran, Register of Deeds Dare CO, NC

Doc Id: 6260253

Receipt #: 09-8129

NCExcise Tax pd: \$0.00

6260253 B: 1804 P: 137 Page 1 of 7 6/19/09 3:09 PM



Prepared by and return to
Daniel D. Khoury, Esquire
Vandevender Black LLP
305 Essex Square
Manteo, NC 27954

EXEMPT
DARE COUNTY TAX
COLLECTOR

NO. 1844-09

PERMANENT CONSERVATION EASEMENT

THIS PERMANENT CONSERVATION EASEMENT AGREEMENT made and entered into this 12th day of May, 2009 by and between the Town of Manteo, a Municipal Corporation (the "Grantor") and the Dare County Tourism Board, a Public Authority (the "Grantee") of One Visitors Center Circle, Manteo, North Carolina 27954, and the Friends of Elizabeth, II, Inc., a North Carolina non-profit corporation, as a Third Party Beneficiary of One Festival Park Way, Manteo, North Carolina 27954.

BACKGROUND:

- A. Grantor owns in fee simple certain real property situated, lying and being in the Town of Manteo, Dare County, North Carolina, more particularly described in Exhibit A attached hereto and incorporated herein (the "Property").
- B. Grantee is a public body of this state and is qualified to be the Grantee of a conservation easement pursuant to N.C.G.S. § 121-35;
- C. The Grantor previously purchased a one-half undivided interest in the Property from the heirs of Carson Davis and have received a partial grant from the Friends of Elizabeth II, Inc. toward purchasing the remaining one-half interest in the Property. To further facilitate the Grantor's purchase of the remaining one-half interest in the Property, Grantor by application dated September 3, 2008 applied to the Grantee for an open space/green space grant (the "GOSPL") for the purpose of acquiring the remaining one-half interest in the Property from the heirs of H. Vernon Davis and protecting the Property in perpetuity as an open space/green space for the following purposes: the use of the public on the historic Manteo Waterfront, to afford a public view from Queen Elizabeth Avenue to the Elizabeth II docked on the eastern shore of Dough's Creek and to allow for the staging of events associated with Dare Days, Art Shows, Christmas and seasonal events and other performances sponsored either by the Special Events

Committee of the Town of Manteo, events sponsored by The Friends of Elizabeth II, or other groups holding events for the public as approved by the Town of Manteo (the "Permitted Uses").

D. The Grantee approved a GOSPL Grant to the Grantee in the amount of \$112,500.00 for its acquisition of the remaining one-half interest of the Property for the Permitted Uses subject to the Grantor's conveyance of a conservation easement to the Grantee. In acceptance of the GOSPL Grant, the Grantor hereby grants a conservation easement as hereinafter stated.

E. The Friends of Elizabeth II, Inc. have made a contribution in the amount of \$125,000.00 to assist in the purchase of the Property for the purpose of having the Property restricted to the Permitted Uses.

NOW, THEREFORE, for and in consideration of the covenants and representations contained herein and for other good and valuable consideration, the receipt and legal sufficiency of which is hereby acknowledged, Grantor hereby unconditionally and irrevocably grants and conveys unto Grantee, its heirs, successors and assigns, forever and in perpetuity a Conservation Easement of the nature and character and to the extent hereinafter set forth, over the Property described on Exhibit A, together with the right to preserve and protect the conservation values thereof, as follows:

ARTICLE I DURATION OF EASEMENT

This Conservation Easement shall be perpetual. This Conservation Easement is an easement in gross, runs with the land and is enforceable by Grantee against Grantor, Grantor's, successors and assigns, lessees, agents and licensees.

ARTICLE II PROHIBITED AND RESTRICTED ACTIVITIES

Any activity on, or use of, the Property inconsistent with the purpose of this Conservation Easement is prohibited. Without limiting the generality of the foregoing, the following activities and uses are expressly prohibited, restricted or reserved as indicated hereunder: The Property shall be preserved in a manner that promotes and protects its natural character for the Permitted Uses and any improvement or disturbance that is consistent with the Permitted Uses shall be permitted. Without limiting the generality of the foregoing, the following activities and uses are expressly prohibited, restricted or reserved as indicated hereunder:

A. Construction. Construction of any building or improvement of a permanent character that is inconsistent with the Permitted Uses shall be prohibited. No portion of the property shall be improved with asphalt or concrete. Temporary construction of platforms for staging of entertainment and events in connection with the Permitted Uses shall not be prohibited.

B. Industrial, Commercial and Residential Use. Industrial, residential and/or commercial activities, including any right of passage for such purposes are prohibited. Notwithstanding the prohibition of commercial activities, commercial vendors are allowed on the Property in connection with the Permitted Uses.

C. Signage. Any signage such as billboards or signs promoting any business or activity other than signage related to the Permitted Uses is prohibited.

D. Dumping or Storage. Dumping or storage of soil, trash, ashes, garbage, waste, abandoned vehicles, appliances, machinery or hazardous substances, or toxic or hazardous waste, or any placement of underground or aboveground storage tanks or other materials on the Property is prohibited.

E. Excavation, Dredging or Mineral Use. There shall be no grading, filling, excavation, dredging, mining or drilling; no removal of topsoil, sand, gravel, rock, peat, minerals or other materials, and no change in the topography of the land in any manner on the Property (the "disturbances"), except those disturbances engaged to facilitate, improve, protect and preserve the Property for its Permitted Uses.

F. Vehicles. The operation of mechanized vehicles, including, but not limited to, motorcycles, dirt bikes, all-terrain vehicles, cars and trucks is prohibited, except for the limited right of access associated with the staging of events related to the Permitted Uses.

G. Other Prohibitions. Any other use of, or activity on the Property that is or may become inconsistent with the purposes of this grant and the Permitted Uses of the Property is prohibited.

ARTICLE III GRANTOR'S RESERVED RIGHTS

The Grantor expressly reserves for itself, its successors or assigns, the right to continue the use of the property for all purposes not inconsistent with this Conservation Easement, including, but not limited to Permitted Uses, the right to sell, transfer, gift or otherwise convey the Property, in whole or in part, provided such sale, transfer or gift conveyance is subject to the terms of, and shall specifically reference, this Conservation Easement.

ARTICLE IV GRANTEE'S RIGHTS

The Grantee or its authorized representatives, successors and assigns, shall have the right to enter the Property at all reasonable times for the purpose of inspecting said property to determine if the Grantor, or his personal representatives, heirs, successors, or assigns, is complying with the terms, conditions, restrictions, and purposes of this Conservation Easement.

ARTICLE V ENFORCEMENT AND REMEDIES

A. To accomplish the purposes of this Easement, Grantee is allowed to prevent any activity on or use of the Property that is inconsistent with the purposes of this Easement and to require the restoration of such areas or features of the Property that may be damaged by such activity or use. Upon any breach of the terms of this Conservation Easement by Grantor that comes to the attention of the Grantee, the Grantee shall notify the Grantor in writing of such breach. The Grantor shall have 60 days after receipt of such notice to correct the conditions constituting such breach. If the breach remains uncured after 60 days, the Grantee may enforce this Conservation Easement by appropriate legal proceedings including damages, injunctive and other relief. Notwithstanding the foregoing, the Grantee reserves the immediate right, without notice, to obtain a temporary restraining order, injunctive or other appropriate relief if the breach of the term of this Conservation Easement is or would irreversibly or

otherwise materially impair the benefits to be derived from this Conservation Easement. The Grantor and Grantee acknowledge that under such circumstances damage to the Grantee would be irreparable and remedies at law will be inadequate. The rights and remedies of the Grantee provided hereunder shall be in addition to, and not in lieu of, all other rights and remedies available to Grantee in connection with this Conservation Easement. The costs of a breach, correction or restoration, including the Grantee's expenses, court costs, and attorneys' fees, shall be paid by Grantor, provided Grantor is determined to be responsible for the breach. If the Grantor is found not to be in breach, the Grantee shall be responsible for all expenses and reasonable attorney fees incurred by the Grantor.

B. No failure on the part of the Grantee to enforce any covenant or provision hereof shall discharge or invalidate such covenant or any other covenant, condition, or provision hereof or affect the right to Grantee to enforce the same in the event of a subsequent breach or default.

C. Nothing contained in this Conservation Easement shall be construed to entitle Grantee to bring any action against Grantor for any injury or change in the Property resulting from causes beyond the Grantor's control, including, without limitation, fire, flood, storm, war, acts of God or third parties, except Grantor's lessees or invitees; or from any prudent action taken in good faith by Grantor under emergency conditions to prevent, abate, or mitigate significant injury to life, damage to property or harm to the Property resulting from such causes.

ARTICLE VI MISCELLANEOUS

A. Warranty. Grantor warrants, covenants and represents that it owns the Property in fee simple, and that Grantor either owns all interests in the Property which may be impaired by the granting of this Conservation Easement or that there are no outstanding mortgages, tax liens, encumbrances, or other interests in the Property which have not been expressly subordinated to this Conservation Easement. Grantor further warrants that Grantee shall have the use of and enjoy all the benefits derived from and arising out of this Conservation Easement, and that Grantor will warrant and defend title to the Property against the claims of all persons.

B. Subsequent Transfers. The Grantor agrees to incorporate the terms of this Conservation Easement in any deed or other legal instrument that transfers any interest in all or a portion of the Property. The Grantor agrees to provide written notice of such transfer to Grantee at least thirty (30) days prior to the date of the transfer. The Grantor and Grantee agree that the terms of this Conservation Easement shall survive any merger of the fee and easement interests in the Property or any portion thereof.

C. Assignment. The parties recognize and agree that the benefits of this Conservation Easement are in gross and assignable; provided, however that the Grantee hereby covenants and agrees, that in the event it transfers or assigns this Conservation Easement, the organization receiving the interest will be a qualified holder under N.C.G.S. § 121-34 et seq. and § 170(h) of the Internal Revenue Code, and the Grantee further covenants and agrees that the terms of the transfer or assignment will be such that the transferee or assignee will be required to continue in perpetuity the conservation purposes described in this document.

D. Entire Agreement and Severability. This instrument sets forth the entire agreement of the parties with respect to the Conservation Easement and supersedes all prior discussions, negotiations,

understandings or agreements relating to the Conservation Easement. If any provision is found to be void or unenforceable by a court of competent jurisdiction, the remainder shall continue in full force and effect.

E. Obligations of Ownership. Grantor is responsible for any real estate taxes, assessments, fees, or charges levied upon the Property. Grantor shall keep the Property free of any liens or other encumbrances for obligations incurred by Grantor. Grantee shall not be responsible for any costs or liability of any kind related to the ownership, operation, insurance, upkeep, or maintenance of the Property, except as expressly provided herein. Nothing herein shall relieve the Grantor of the obligation to comply with federal, state or local laws, regulations and permits that may apply to the exercise of the Reserved Rights.

F. Termination. In the event that changed conditions render impossible the continued use of the Property for the conservation purposes, this Conservation Easement may be terminated, in whole or in part, by judicial proceeding or by consent and written termination agreement by and between Grantor and Grantee.

G. Eminent Domain. Whenever all or part of the Property is taken in the exercise of eminent domain so as to substantially abrogate the Restrictions imposed by this Conservation Easement, Grantor and Grantee shall join in appropriate actions at the time of such taking to recover the full value of the taking, and all incidental and direct damages due to the taking.

H. Proceeds. This Conservation Easement constitutes a real property interest immediately vested in Grantee. In the event that all or a portion of this Property is sold, exchanged, or involuntarily converted following a termination or the exercise of eminent domain, Grantee shall be entitled to the fair market value of this Conservation Easement. The parties stipulate that the fair market value of this Conservation Easement shall be determined by multiplying the fair market value of the Property unencumbered by this Conservation Easement (minus any increase in value after the date of this grant attributable to improvements) by the ratio of the value of this easement at the time of this grant to the value of the Property (without deduction for the value of this Conservation Easement) at the time of this grant. The values at the time of this grant shall be the values used, or which would have been used, to calculate a deduction for federal income tax purposes, pursuant to Section 170(h) of the Internal Revenue Code (whether eligible or ineligible for such a deduction). Grantee shall use its share of the proceeds in a manner consistent with the purposes of this Conservation Easement.

I. Notification. Any notice, request for approval, or other communication required under this Conservation Easement shall be sent by registered, certified mail or by overnight delivery via United Parcel Service or FedEx, postage prepaid, to the following addresses (or such address as may be hereafter specified by notice pursuant to this paragraph):

To Grantor:

Town of Manteo
P.O. Box 246
Manteo, NC 27954

With a required copy to:

The Friends of Elizabeth II
One Festival Park Way
Manteo, NC 27954

To Grantee:

Dare County Tourism Board
One Visitors Center Circle
Manteo, NC 27954

Failure of Grantee. If at any time Grantee is unable or fails to enforce this Conservation Easement, or if Grantee ceases to be a qualified grantee, and if within a reasonable period of time after the occurrence of one of these events Grantee fails to make an assignment pursuant to this Conservation Easement, then the Grantee's interest shall become vested in another qualified grantee in accordance with an appropriate proceeding in a court of competent jurisdiction.

K. Amendment. This Conservation Easement may be amended, but only in writing signed by all parties hereto, and provided such amendment does not affect the qualification of this Conservation Easement or the status of the Grantee under any applicable laws, and is consistent with the conservation purposes of this grant.

TO HAVE AND TO HOLD the said rights and easements perpetually unto Grantee for the aforesaid purposes.

IN TESTIMONY WHEREOF, the Grantor has hereunto set its hand and seal, the day and year below acknowledged:

GRANTOR:

TOWN OF MANTEO

By: _____

L. Jameson Daniels, Mayor

(SEAL)

ATTEST:

Becky Breiholz
Becky Breiholz, Town Clerk

STATE OF NORTH CAROLINA
DARE COUNTY

I, The undersigned, Notary Public for the County and State aforesaid, do hereby certify that Becky Breiholz personally came before me this day and acknowledged that she is Town Clerk of Manteo, a North Carolina municipal corporation, and that by authority duly given and as the act of the corporation, the foregoing instrument was signed in its name by its Mayor, sealed with its corporate seal and attested by her as its Town Clerk.

Witness my hand and official seal, this 14 day of May, 2009.

My Commission Expires: May 9, 2014

EXHIBIT "A"

UNOFFICIAL DOCUMENT

BEGINNING at a point on the East edge of a 10' sidewalk on the Eastern side of Queen Elizabeth Avenue, said beginning point being located 3.56' at South $18^{\circ}55'29''$ East from the Southeast corner of the Jolliff Building; thence from the beginning point a perpendicular angle from the line of the 10' sidewalk North $71^{\circ}04'31''$ East for 111.97' to a point; thence continuing North $71^{\circ}04'31''$ East a distance of approximately 25.59' to a point situated in the Western edge of a boardwalk situated over Dough's Creek; thence cornering and proceeding along the Western edge of the boardwalk over Dough's Creek South $17^{\circ}16'33''$ East for 40.07' to a point situated in Western edge of the boardwalk over Dough's Creek; thence cornering and proceeding along a line parallel to the first call South $71^{\circ}04'31''$ West for a distance of approximately 23.70' to an iron pipe; thence continuing South $71^{\circ}04'31''$ West a distance of 112.72' to a point situated in the Eastern edge of the 10' sidewalk; thence along the Eastern edge of said sidewalk North $18^{\circ}55'29''$ West for 40' to the point of beginning. All bearings are referenced to NC Grid coordinates.

For a more particular description see that map or plat captioned "Survey for The Town of Manteo, A Parcel Of Land On Dough's Creek-Manteo, Nags Head Township-Dare County-North Carolina" prepared by Mason Ray Meekins, P.L.S., dated May 4, 2009.

UNOFFICIAL DOCUMENT

UNOFFICIAL DOCUMENT

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2020-2021**

FISCAL YEAR		PROJECTED FY 20-21	ACTUAL FY 20-21	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$909,480.00	\$1,031,085.56	\$121,605.56	13.37%
<i>JULY RECEIVED</i>	MEALS	<u>\$240,750.00</u>	<u>\$343,466.82</u>	<u>\$102,716.82</u>	<u>42.67%</u>
		\$1,150,230.00	\$1,374,552.38	\$224,322.38	19.50%
<i>JULY EARNED</i>	OCCUPANCY	\$1,168,710.00	\$1,522,968.88	\$354,258.88	30.31%
<i>AUGUST RECEIVED</i>	MEALS	<u>\$329,000.00</u>	<u>\$378,907.71</u>	<u>\$49,907.71</u>	<u>15.17%</u>
		\$1,497,710.00	\$1,901,876.59	\$404,166.59	26.99%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,150,000.00	\$1,386,698.87	\$236,698.87	20.58%
<i>SEPT RECEIVED</i>	MEALS	<u>\$342,600.00</u>	<u>\$342,807.39</u>	<u>\$207.39</u>	<u>0.06%</u>
		\$1,492,600.00	\$1,729,506.26	\$236,906.26	15.87%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$409,385.00	\$646,711.02	\$237,326.02	57.97%
<i>OCT RECEIVED</i>	MEALS	<u>\$220,225.00</u>	<u>\$312,640.42</u>	<u>\$92,415.42</u>	<u>41.96%</u>
		\$629,610.00	\$959,351.44	\$329,741.44	52.37%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$217,800.00	\$411,520.36	\$193,720.36	88.94%
<i>NOV RECEIVED</i>	MEALS	<u>\$180,100.00</u>	<u>\$220,333.19</u>	<u>\$40,233.19</u>	<u>22.34%</u>
		\$397,900.00	\$631,853.55	\$233,953.55	58.80%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$90,900.00	\$149,613.81	\$58,713.81	64.59%
<i>DEC RECEIVED</i>	MEALS	<u>\$114,400.00</u>	<u>\$133,492.34</u>	<u>\$19,092.34</u>	<u>16.69%</u>
		\$205,300.00	\$283,106.15	\$77,806.15	37.90%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$43,300.00	\$99,622.05	\$56,322.05	130.07%
<i>JAN RECEIVED</i>	MEALS	<u>\$90,800.00</u>	<u>\$129,244.28</u>	<u>\$38,444.28</u>	<u>42.34%</u>
		\$134,100.00	\$228,866.33	\$94,766.33	70.67%
<i>JANUARY EARNED</i>	OCCUPANCY	\$69,200.00	\$221,256.93	\$152,056.93	219.74%
<i>FEB RECEIVED</i>	MEALS	<u>\$65,990.00</u>	<u>\$96,377.22</u>	<u>\$30,387.22</u>	<u>46.05%</u>
		\$135,190.00	\$317,634.15	\$182,444.15	134.95%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$47,800.00	\$167,212.81	\$119,412.81	249.82%
<i>MARCH RECEIVED</i>	MEALS	<u>\$72,455.00</u>	<u>\$92,066.71</u>	<u>\$19,611.71</u>	<u>27.07%</u>
		\$120,255.00	\$259,279.52	\$139,024.52	115.61%
<i>MARCH EARNED</i>	OCCUPANCY	\$74,690.00	\$277,701.44	\$203,011.44	271.81%
<i>APRIL RECEIVED</i>	MEALS	<u>\$110,235.00</u>	<u>\$179,713.69</u>	<u>\$69,478.69</u>	<u>63.03%</u>
		\$184,925.00	\$457,415.13	\$272,490.13	147.35%
<i>APRIL EARNED</i>	OCCUPANCY	\$183,450.00	\$395,352.18	\$211,902.18	115.51%
<i>MAY RECEIVED</i>	MEALS	<u>\$175,685.00</u>	<u>\$259,174.72</u>	<u>\$83,489.72</u>	<u>47.52%</u>
		\$359,135.00	\$654,526.90	\$295,391.90	82.25%
<i>MAY EARNED</i>	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
<i>JUNE RECEIVED</i>	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,364,715.00	\$6,309,743.91	\$1,945,028.91	44.56%
TO-DATE	MEALS	<u>\$1,942,240.00</u>	<u>\$2,488,224.49</u>	<u>\$545,984.49</u>	<u>28.11%</u>
		\$6,306,955.00	\$8,797,968.40	\$2,491,013.40	39.50%
TOTAL	OCCUPANCY	\$4,664,715.00			
PROJECTED	MEALS	<u>\$2,163,105.00</u>			
2020-2021		\$6,827,820.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2020-2021		2020	2021		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$68,444.24	\$167,212.81	\$98,768.57	144.31%
	MEALS	<u>\$90,153.63</u>	<u>\$92,066.71</u>	<u>\$1,913.08</u>	<u>2.12%</u>
		\$158,597.87	\$259,279.52	\$100,681.65	63.48%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$30,251.77	\$277,701.44	\$247,449.67	817.97%
	MEALS	<u>\$69,265.66</u>	<u>\$179,713.69</u>	<u>\$110,448.03</u>	<u>159.46%</u>
		\$99,517.43	\$457,415.13	\$357,897.70	359.63%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$12,691.08	\$395,352.18	\$382,661.10	3015.20%
	MEALS	<u>\$37,629.09</u>	<u>\$259,174.72</u>	<u>\$221,545.63</u>	<u>588.76%</u>
		\$50,320.17	\$654,526.90	\$604,206.73	1200.72%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,031,085.56	\$0.00	\$0.00	0.00%
	MEALS	<u>\$343,466.82</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,374,552.38	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,522,968.88	\$0.00	\$0.00	0.00%
	MEALS	<u>\$378,907.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,901,876.59	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,386,698.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$342,807.39</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,729,506.26	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$646,711.02	\$0.00	\$0.00	0.00%
	MEALS	<u>\$312,640.42</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$959,351.44	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$411,520.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$220,333.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$631,853.55	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$149,613.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$133,492.34</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$283,106.15	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$258,285.04	\$1,161,145.41	\$902,860.37	349.56%
	Meals	<u>\$401,053.98</u>	<u>\$756,576.62</u>	<u>\$355,522.64</u>	<u>88.65%</u>
		\$659,339.02	\$1,917,722.03	\$1,258,383.01	190.86%
Total for Year	OCCUPANCY	\$5,687,767.42			
	MEALS	<u>\$2,271,084.20</u>			
		\$7,958,851.62			

OCCUPANCY & MEALS FY 2020-2021

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 19-20	ACTUAL FY 20-21	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
<i>JULY RECEIVED</i>	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
<i>JULY EARNED</i>	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
<i>AUGUST RECEIVED</i>	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
<i>SEPT RECEIVED</i>	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$456,102.94	\$646,711.02	\$190,608.08	41.79%
<i>OCT RECEIVED</i>	MEALS	<u>\$245,359.41</u>	<u>\$312,640.42</u>	<u>\$67,281.01</u>	<u>27.42%</u>
		\$701,462.35	\$959,351.44	\$257,889.09	36.76%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$225,976.76	\$411,520.36	\$185,543.60	82.11%
<i>NOV RECEIVED</i>	MEALS	<u>\$196,138.50</u>	<u>\$220,333.19</u>	<u>\$24,194.69</u>	<u>12.34%</u>
		\$422,115.26	\$631,853.55	\$209,738.29	49.69%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$115,681.16	\$149,613.81	\$33,932.65	29.33%
<i>DEC RECEIVED</i>	MEALS	<u>\$122,310.47</u>	<u>\$133,492.34</u>	<u>\$11,181.87</u>	<u>9.14%</u>
		\$237,991.63	\$283,106.15	\$45,114.52	18.96%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
<i>JAN RECEIVED</i>	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
<i>JANUARY EARNED</i>	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
<i>FEB RECEIVED</i>	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$68,444.24	\$167,212.81	\$98,768.57	144.31%
<i>MARCH RECEIVED</i>	MEALS	<u>\$90,153.63</u>	<u>\$92,066.71</u>	<u>\$1,913.08</u>	<u>2.12%</u>
		\$158,597.87	\$259,279.52	\$100,681.65	63.48%
<i>MARCH EARNED</i>	OCCUPANCY	\$30,251.77	\$277,701.44	\$247,449.67	817.97%
<i>APRIL RECEIVED</i>	MEALS	<u>\$69,265.66</u>	<u>\$179,713.69</u>	<u>\$110,448.03</u>	<u>159.46%</u>
		\$99,517.43	\$457,415.13	\$357,897.70	359.63%
<i>APRIL EARNED</i>	OCCUPANCY	\$12,691.08	\$395,352.18	\$382,661.10	3015.20%
<i>MAY RECEIVED</i>	MEALS	<u>\$37,629.09</u>	<u>\$259,174.72</u>	<u>\$221,545.63</u>	<u>588.76%</u>
		\$50,320.17	\$654,526.90	\$604,206.73	1200.72%
<i>MAY EARNED</i>	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
<i>JUNE RECEIVED</i>	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,569,164.64	\$6,309,743.91	\$1,740,579.27	38.09%
	MEALS	<u>\$2,264,577.40</u>	<u>\$2,488,224.49</u>	<u>\$223,647.09</u>	<u>9.88%</u>
		\$6,833,742.04	\$8,797,968.40	\$1,964,226.36	28.74%
TOTAL ACTUAL 2019-2020	OCCUPANCY	\$4,850,048.52			
	MEALS	<u>\$2,402,959.75</u>			
		\$7,253,008.27			

Dare County Gross Collections on Retail Sales

	2021	2020	2019	2018	2017	2016	Variance 2021-2020	Percent Change
January	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	847,934	22.26%
February	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	1,425,934	47.11%
March	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	1,084,364	38.30%
April		3,465,302	4,266,897	3,948,431	3,729,748	3,547,074		0.00%
May		2,728,392	5,501,100	4,861,088	5,084,042	4,011,689		0.00%
June		5,686,714	7,096,777	6,558,353	6,355,380	5,676,881		0.00%
July		12,370,251	11,321,288	10,815,908	10,038,975	9,085,195		0.00%
August		13,794,215	13,178,541	12,870,106	12,961,419	12,153,647		0.00%
September		12,478,041	11,799,596	10,996,721	10,694,311	10,634,932		0.00%
October		9,103,596	6,834,818	6,542,087	7,181,012	6,631,836		0.00%
November		6,925,862	5,191,614	4,932,146	4,698,891	4,294,600		0.00%
December		5,029,105	3,874,539	3,719,123	3,759,730	3,904,190		0.00%
YTD	13,568,577	10,210,345	9,376,182	9,153,274	8,787,906	7,336,179	3,358,232	32.89%
TOTAL	13,568,577	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	32.89%	8.90%	2.44%	4.16%	19.79%	38.51%		
Total % Change	32.89%	4.27%	5.44%	1.51%	8.94%	6.70%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	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	4,171,787	3,571,786
February	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	2,231,381	2,642,080
March	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	3,815,488	5,502,196
April	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	11,079,765	8,899,988
May		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	21,820,610	20,903,445
June		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	56,771,695	65,529,705
July		162,256,684	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	87,373,542	92,310,020
August		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	96,469,017	95,817,540
September		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	34,425,803	30,653,566
October		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	15,129,892	13,961,791
November		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	6,708,504	6,392,023
December		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	3,653,289	3,710,254
YTD Total	106,824,655	19,265,668	43,830,333	39,731,985	39,052,431	31,237,409	27,531,749	26,611,333	25,202,779	26,747,245	24,086,159	21,046,321	21,298,421	20,616,050
Total	106,824,655	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	343,650,773	349,894,394
YTD % Change	454.48%	-56.04%	10.31%	1.74%	25.02%	13.46%	3.46%	5.59%	-5.77%	11.05%	14.44%	-1.18%	3.31%	-3.59%
Total % Change	454.48%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%
Month Increase/Decrease	5411.53%	-96.78%	22.86%	-8.92%	47.54%	4.31%	-7.12%	27.71%	-21.28%	10.44%	17.89%	-4.39%	24.49%	-21.35%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%	9.77%
Qtr 2 (Mar-May)	1486.26%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%
Qtr 3 (June-Aug)		12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%
Qtr 4 (Sept-Nov)		53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%
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														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
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														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	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	5,553,193	5,315,203
February	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	5,878,828	5,901,277
March	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	7,371,099	9,906,602
April	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	12,570,914	10,696,837
May		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	17,237,550	17,902,993
June		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	25,850,095	26,110,903
July		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	32,687,202	33,163,197
August		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	31,285,408	32,095,228
September		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	19,444,780	17,335,174
October		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	12,630,255	12,192,193
November		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	8,298,475	8,044,142
December		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	6,123,554	6,457,727
YTD Total	64,269,924	30,064,019	51,315,996	44,877,109	46,794,400	42,082,198	39,088,293	36,966,436	34,926,018	36,506,441	33,029,081	30,840,813	31,374,034	31,819,919
Total	64,269,924	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	184,931,353	185,121,476
YTD % Change	113.78%	-41.41%	14.35%	-4.10%	11.20%	7.66%	5.74%	5.84%	-4.33%	10.53%	7.10%	-1.70%	-1.40%	-3.29%
Total % Change	113.78%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%
Month Increase/(Decrease)	596.10%	-81.39%	13.90%	-7.02%	23.99%	1.33%	2.46%	12.31%	-13.82%	9.58%	10.23%	0.58%	17.52%	-17.83%
Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%	-2.39%
Qtr 2 (Mar-May)	291.89%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%
Qtr 3 (June-Aug)		-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%
Qtr 4 (Sept-Nov)		23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
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.														

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Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	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	21,243	9,991	21,848	18,954	69,721	50,462	56,934	149,040	101,762	197,792	39,261	77,827	57,144	60,734	73,666
February	52,546	36,814	143,923	27,050	54,287	64,152	69,405	79,720	89,994	183,108	134,203	97,209	54,050	55,880	87,169
March	76,403	65,753	85,386	29,171	136,583	123,529	186,658	249,522	63,921	692,174	149,882	184,588	160,084	65,539	206,483
April	127,482	140,738	877,315	9,994	259,204	580,729	450,715	587,966	1,930	1,235,799	366,481	321,223	365,960	48,233	404,682
May	249,701	329,396	309,416	91,397		745,164	864,675	990,995	1,130,609		639,286	607,239	600,680	254,673	
June	265,719	263,476	417,010	351,108		1,431,385	1,666,397	1,830,953	2,412,414		989,369	1,196,072	1,288,613	795,837	
July	321,538	401,465	300,025	363,847		1,336,272	1,613,934	1,966,882	2,685,694		1,435,632	1,542,434	1,563,325	1,043,368	
August	230,703	295,816	369,371	373,764		890,569	1,232,064	1,510,242	1,588,143		1,415,838	1,296,981	872,728	902,896	
September	188,428	125,217	254,760	278,989		503,200	803,646	427,073	1,348,600		656,337	557,989	437,579	551,614	
October	86,645	160,079	149,153	155,303		413,901	349,366	406,219	922,352		421,919	439,412	308,779	493,509	
November	81,256	77,097	74,856	65,719		121,397	118,727	126,014	355,225		205,025	201,959	143,147	63,227	
December	61,634	18,684	82,449	106,697		48,795	32,024	59,397	149,223		110,884	91,303	55,559	214,261	
<i>YTD Totals</i>	<i>277,674</i>	<i>253,296</i>	<i>1,128,472</i>	<i>85,169</i>	<i>519,795</i>	<i>818,872</i>	<i>763,712</i>	<i>1,066,248</i>	<i>257,607</i>	<i>2,308,873</i>	<i>689,827</i>	<i>680,847</i>	<i>637,238</i>	<i>230,386</i>	<i>772,000</i>
Total	1,763,298	1,924,526	3,085,512	1,871,993	519,795	6,309,555	7,444,545	8,384,023	10,849,867	2,308,873	6,564,117	6,614,236	5,907,648	4,549,771	772,000
Month Increase	-18.56%	10.40%	523.37%	-98.86%	2493.60%	128.48%	-22.39%	30.45%	-99.67%	63931.04%	18.73%	-12.35%	13.93%	-86.82%	739.01%
<i>YTD Increase</i>	-6.91%	-8.78%	345.52%	-92.45%	510.31%	52.39%	-6.74%	39.61%	-75.84%	796.28%	12.28%	-1.30%	-6.41%	-63.85%	235.09%
Total Year Increa	-30.96%	9.14%	60.33%	-39.33%		-0.04%	17.99%	12.62%	29.41%		0.80%	0.76%	-10.68%	-22.99%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2018	2019	2020	2021	2017	2018	2019	2020	2021	2019	2020	2021
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property	Other	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental	Rental
										Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**	Properties**
January	1,231,693	1,257,924	1,301,265	1,437,035	1,748,076	12,750	19,038	18,951	80,549	5,742,596	5,632,280	4,641,865	6,501,671	20,308,517		4,048,599	7,565,248
February	1,562,373	1,581,432	1,331,764	1,533,776	1,728,750	21,179	21,882	25,687	121,593	3,025,121	3,299,316	4,283,950	4,958,235	14,641,992		3,640,228	8,831,162
March	2,625,980	3,034,735	2,618,614	1,246,258	3,909,056	46,450	48,950	24,532	456,135	4,006,629	5,645,680	6,065,892	2,033,390	22,818,135		392,302	14,285,652
April	5,755,388	4,790,774	5,082,911	272,368	7,371,174	94,478	129,659	6,532	690,426	12,673,454	12,073,020	14,912,027	382,791	29,766,955		54,406	11,899,053
May	7,781,122	7,657,044	8,296,802	3,148,199		223,246	148,954	188,734		22,356,377	23,236,092	25,901,180	23,445,254			7,959,755	
June	11,713,936	11,720,032	11,050,965	11,291,492		373,865	220,076	689,124		64,523,921	79,376,489	86,974,007	88,087,699			15,349,447	
July	15,241,700	13,517,098	13,333,255	16,489,187		488,402	280,756	291,105		121,406,705	116,827,701	93,189,170	131,031,173		9,774,831	14,163,157	
August	11,871,548	12,441,921	14,094,249	13,307,261		422,935	266,881	244,691		88,138,009	93,023,812	121,424,486	122,944,015		24,094,200	14,432,996	
September	6,960,599	5,190,429	6,280,715	9,374,533		127,801	128,596	495,636		39,786,449	41,912,607	37,793,636	51,755,580		5,444,607	7,502,538	
October	5,255,695	4,729,167	5,163,907	6,047,939		94,511	76,787	91,603		15,566,863	16,607,911	16,375,128	33,435,472		3,090,168	5,199,066	
November	2,754,045	2,101,808	1,972,903	1,882,898		35,749	31,815	7,333		7,540,897	7,319,364	9,080,251	14,518,005		1,659,752	894,605	
December	1,228,853	1,255,150	1,413,200	1,833,474		27,148	22,812	50,865		3,104,990	3,165,578	4,773,626	8,836,444		1,465,862	4,304,339	
YTD Totals	11,175,434	10,664,865	10,334,554	4,489,437	14,757,056	174,857	219,529	75,702	1,348,703	25,447,800	26,650,296	29,903,734	13,876,087	87,535,599	0	8,135,535	42,581,115
Total	73,982,932	69,277,514	71,940,550	67,864,420	14,757,056	1,968,514	1,396,206	2,134,793	1,348,703	387,872,011	408,119,850	425,415,218	487,929,729	87,535,599	45,529,420	77,941,438	42,581,115
Month Increase	26.62%	-16.76%	6.10%	-94.64%	2606.33%		37.24%	-94.96%	10469.90%	56.79%	-4.74%	23.52%	-97.43%	7676.29%			21770.85%
YTD Increase	10.07%	-4.57%	-3.10%	-56.56%	228.71%		25.55%	-65.52%	1681.59%	31.12%	4.73%	12.21%	-53.60%	530.84%			423.40%
Total Year Increa	3.60%	-6.36%	3.84%	-5.67%			-29.07%	52.90%		6.35%	5.22%	4.24%	14.69%				

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	45,893	80,128	100,883	103,524	117,805	7,131,148	7,115,084	6,272,045	8,223,680	22,515,577
February	100,360	121,379	111,202	123,301	138,103	4,938,755	5,205,555	6,004,609	6,788,236	16,833,409
March	177,413	239,016	191,043	100,157	288,353	7,159,836	9,356,430	9,370,541	3,538,436	28,050,784
April	319,158	278,446	356,959	0	387,071	19,822,692	18,054,916	22,183,138	715,316	39,424,885
May	233,603	269,937	329,769	122,541		32,005,253	32,964,383	36,428,842	28,192,673	0
June	316,197	421,313	441,718	529,356		79,240,527	94,643,779	102,003,266	103,467,906	0
July	486,546	488,988	538,288	643,415		140,228,393	134,391,620	110,890,945	152,256,684	0
August	383,434	426,743	534,008	621,785		102,930,101	108,717,337	138,805,084	139,737,864	0
September	243,058	201,660	210,087	466,395		48,338,071	48,791,548	45,403,850	63,775,711	0
October	229,934	217,916	215,456	309,934		21,974,957	22,503,851	22,618,642	41,364,509	0
November	31,732	146,707	126,782	167,957		10,734,352	9,965,662	11,523,953	17,053,031	0
December	260,812	143,609	120,970	126,529		4,815,968	4,706,348	6,505,201	11,266,628	0
<i>YTD Totals</i>	<i>642,824</i>	<i>718,969</i>	<i>760,087</i>	<i>326,982</i>	<i>931,332</i>	<i>39,052,431</i>	<i>39,731,985</i>	<i>43,830,333</i>	<i>19,265,668</i>	<i>106,824,655</i>
Total	2,828,140	3,035,842	3,277,165	3,314,894	931,332	479,320,053	496,416,513	518,010,116	576,380,674	106,824,655
Month Increase	265.46%	-12.76%	28.20%	-100.00%	#DIV/0!	47.54%	-8.92%	22.86%	-96.78%	5411.53%
<i>YTD Increase</i>	183.99%	11.85%	5.72%	-56.98%	184.83%	25.02%	1.74%	10.31%	-56.04%	454.48%
Total Year Increa	87.86%	7.34%	7.95%	1.15%		5.81%	3.57%	4.35%	11.27%	

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	1,591,344	138,440	1049.48%	813,406	165,461	391.60%	980,977	124,809	685.98%	1,180,404	7,267	16143.35%	4,566,131	435,977	947.33%
WAVES	1,202,878	173,850	591.91%	734,878	138,772	429.56%	872,163	64,020	1262.33%	947,671	5,772	16318.42%	3,757,590	382,414	882.60%
SALVO	2,344,520	166,784	1305.72%	1,194,950	151,036	691.17%	931,211	52,537	1672.49%	751,039	8,579	8654.39%	5,221,720	378,936	1278.00%
AVON	2,483,054	434,039	472.08%	1,143,301	380,590	200.40%	1,523,212	138,732	997.95%	1,984,065	30,048	6502.99%	7,133,632	983,409	625.40%
BUXTON	544,488	153,215	255.38%	364,946	162,973	123.93%	683,573	145,613	369.45%	1,148,568	63,878	1698.07%	2,741,575	525,679	421.53%
FRISCO	538,245	102,027	427.55%	226,988	89,747	152.92%	378,573	47,494	697.10%	739,290	9,747	7484.80%	1,883,096	249,015	656.22%
HATTERAS	1,613,376	239,225	574.42%	430,806	149,163	188.82%	657,802	107,696	510.80%	1,239,768	23,329	5214.28%	3,941,752	519,413	658.89%
TOTAL HATTERAS ISLAND	10,317,905	1,407,580	633.02%	4,909,275	1,237,742	296.63%	6,027,511	680,901	785.23%	7,990,805	148,620	5276.67%	29,245,496	3,474,843	741.64%
NORTHERN BEACHES:															
DUCK	1,852,901	973,632	90.31%	1,640,219	621,871	163.76%	3,033,091	453,220	569.23%	4,818,415	93,678	5043.59%	11,344,626	2,142,401	429.53%
SOUTHERN SHORES	909,588	431,854	110.62%	735,996	327,899	124.46%	1,187,933	69,681	1604.82%	1,311,207	9,167	14203.56%	4,144,724	838,601	394.24%
KITTY HAWK	1,306,830	746,475	75.07%	1,491,596	801,188	86.17%	2,632,886	414,239	535.60%	3,465,663	38,020	9015.37%	8,896,975	1,999,922	344.87%
COLINGTON	14,774	3,274	351.25%	20,317	6,168	229.39%	55,996	10,810	418.00%	91,214	0	#DIV/0!	182,301	20,252	800.16%
KILL DEVIL HILLS	3,096,270	2,055,516	50.63%	3,313,303	1,877,121	76.51%	6,741,815	918,296	634.17%	9,698,361	201,342	4716.86%	22,849,749	5,052,275	352.27%
NAGS HEAD	3,878,714	2,239,211	73.22%	3,486,075	1,513,288	130.36%	5,978,557	844,330	608.08%	9,235,248	164,145	5526.27%	22,578,594	4,760,974	374.24%
TOTAL NORTHERN BEACHES	11,059,077	6,449,962	71.46%	10,687,506	5,147,535	107.62%	19,630,278	2,710,576	624.21%	28,620,108	506,352	5552.22%	69,996,969	14,814,425	372.49%
ROANOKE ISLAND:															
MANTEO-TOWN	430,440	170,435	152.55%	236,934	143,543	65.06%	548,533	68,224	704.02%	923,581	46,483	1886.92%	2,139,488	428,685	399.08%
RIM (ROANOKE ISL. MAINLAND)	627,606	178,581	251.44%	878,101	235,653	272.62%	1,388,327	55,283	2411.31%	1,199,965	8,348	14274.28%	4,093,999	477,865	756.73%
TOTAL ROANOKE ISLAND	1,058,046	349,016	203.15%	1,115,035	379,196	194.05%	1,936,860	123,507	1468.22%	2,123,546	54,831	3772.89%	6,233,487	906,550	587.61%
OTC UNATTRIBUTED	80,549	17,122	370.44%	121,593	23,763	411.69%	456,135	23,452	1844.97%	690,426	5,513	12423.60%	1,348,703	69,850	1830.86%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.															
TOTAL	22,515,577	8,223,680	173.79%	16,833,409	6,788,236	147.98%	28,050,784	3,538,436	692.75%	39,424,885	715,316	5411.53%	106,824,655	19,265,668	454.48%

DARE COUNTY GROSS MEALS BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	50,251	23,211	116.50%	33,890	17,721	91.24%	90,340	29,023	211.27%	285,784	17,392	1543.19%	460,265	87,347	426.94%
WAVES - 19	35,760	21,957	62.86%	28,528	25,502	11.87%	168,272	68,108	147.07%	412,596	21,006	1864.18%	645,156	136,573	372.39%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	229	0	#DIV/0!	229	0	#DIV/0!
AVON - 1	460,563	270,637	70.18%	273,292	277,555	-1.54%	620,382	220,022	181.96%	855,797	110,415	675.07%	2,210,034	878,629	151.53%
BUXTON - 2	290,236	158,548	83.06%	276,338	131,822	109.63%	580,310	184,755	214.10%	1,042,990	100,175	941.17%	2,189,874	575,300	280.65%
FRISCO - 5	63,587	149,794	-57.55%	30,632	92,226	-66.79%	141,058	9,415	1398.23%	238,549	88,905	168.32%	473,826	340,340	39.22%
HATTERAS - 6	11,248	20,554	-45.28%	279,511	39,069	615.43%	301,289	44,105	583.12%	582,593	6,891	8354.40%	1,174,641	110,619	961.88%
TOTAL HATTERAS ISLAND	911,645	644,701	41.41%	922,191	583,895	57.94%	1,901,651	555,428	242.38%	3,418,538	344,784	891.50%	7,154,025	2,128,808	236.06%
NORTHERN BEACHES:															
DUCK - 21	1,225,101	509,944	140.24%	668,649	602,110	11.05%	1,642,094	451,567	263.64%	2,993,755	79,278	3676.27%	6,529,599	1,642,899	297.44%
SOUTHERN SHORES - 20	391,571	522,960	-25.12%	534,718	367,120	45.65%	611,725	384,555	59.07%	775,805	129,975	496.89%	2,313,819	1,404,610	64.73%
KITTY HAWK - 8	1,645,334	1,799,644	-8.57%	1,641,876	1,604,718	2.32%	2,727,881	1,125,357	142.40%	3,562,952	737,774	382.93%	9,578,043	5,267,493	81.83%
COLINGTON - 3	65,096	61,040	6.64%	86,449	111,816	-22.69%	110,296	57,273	92.58%	288,154	51,470	459.85%	549,995	281,599	95.31%
KILL DEVIL HILLS - 7	2,977,039	3,030,736	-1.77%	2,843,490	3,173,984	-10.41%	5,234,303	2,362,500	121.56%	7,024,824	1,093,292	542.54%	18,079,656	9,660,512	87.15%
NAGS HEAD - 14	2,059,419	1,823,494	12.94%	1,877,182	1,892,513	-0.81%	3,915,459	1,649,672	137.35%	5,869,222	846,543	593.32%	13,721,282	6,212,222	120.88%
TOTAL NORTHERN BEACHES	8,363,560	7,747,818	7.95%	7,652,364	7,752,261	-1.29%	14,241,758	6,030,924	136.15%	20,514,712	2,938,332	598.18%	50,772,394	24,469,335	107.49%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	1,162,274	955,731	21.61%	855,301	779,047	9.79%	1,429,690	691,359	106.79%	1,801,206	332,005	442.52%	5,248,471	2,758,142	90.29%
MANTEO-OUTSIDE - 11	231,731	219,443	5.60%	217,208	165,193	31.49%	278,626	188,491	47.82%	367,469	134,607	172.99%	1,095,034	707,734	54.72%
TOTAL ROANOKE ISLAND	1,394,005	1,175,174	18.62%	1,072,509	944,240	13.58%	1,708,316	879,850	94.16%	2,168,675	466,612	364.77%	6,343,505	3,465,876	83.03%
TOTAL	10,669,210	9,567,693	11.51%	9,647,064	9,280,396	3.95%	17,851,725	7,466,202	139.10%	26,101,925	3,749,728	596.10%	64,269,924	30,064,019	113.78%

DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON	2,483,054	11.0%	1,143,301	6.8%	1,523,212	5.4%	1,984,065	5.0%	7,133,632	6.7%
BUXTON	544,488	2.4%	364,946	2.2%	683,573	2.4%	1,148,568	2.9%	2,741,575	2.6%
COLINGTON	14,774	0.1%	20,317	0.1%	55,996	0.2%	91,214	0.2%	182,301	0.2%
FRISCO	538,245	2.4%	226,988	1.3%	378,573	1.3%	739,290	1.9%	1,883,096	1.8%
HATTERAS	1,613,376	7.2%	430,806	2.6%	657,802	2.3%	1,239,768	3.1%	3,941,752	3.7%
KILL DEVIL HILLS	3,096,270	13.8%	3,313,303	19.7%	6,741,815	24.0%	9,698,361	24.6%	22,849,749	21.4%
KITTY HAWK	1,306,830	5.8%	1,491,596	8.9%	2,632,886	9.4%	3,465,663	8.8%	8,896,975	8.3%
MANTEO-TOWN	430,440	1.9%	236,934	1.4%	548,533	2.0%	923,581	2.3%	2,139,488	2.0%
NAGS HEAD	3,878,714	17.2%	3,486,075	20.7%	5,978,557	21.3%	9,235,248	23.4%	22,578,594	21.1%
RODANTHE	1,591,344	7.1%	813,406	4.8%	980,977	3.5%	1,180,404	3.0%	4,566,131	4.3%
SALVO	2,344,520	10.4%	1,194,950	7.1%	931,211	3.3%	751,039	1.9%	5,221,720	4.9%
WAVES	1,202,878	5.3%	734,878	4.4%	872,163	3.1%	947,671	2.4%	3,757,590	3.5%
SOUTHERN SHORES	909,588	4.0%	735,996	4.4%	1,187,933	4.2%	1,311,207	3.3%	4,144,724	3.9%
DUCK	1,852,901	8.2%	1,640,219	9.7%	3,033,091	10.8%	4,818,415	12.2%	11,344,626	10.6%
RIM (ROANOKE ISL. MAIN)	627,606	2.8%	878,101	5.2%	1,388,327	4.9%	1,199,965	3.0%	4,093,999	3.8%
OTC UNATTRIBUTED*	80,549	0.4%	121,593	0.7%	456,135	1.6%	690,426	1.8%	1,348,703	1.3%
TOTAL	22,515,577	100.0%	16,833,409	100.0%	28,050,784	100.0%	39,424,885	100.0%	106,824,655	100.0%
* Part of OTC transactions are reported by district.										
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC										

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON - 1	460,563	4.3%	273,292	2.8%	620,382	3.5%	855,797	3.3%	2,210,034	3.4%
BUXTON - 2	290,236	2.7%	276,338	2.9%	580,310	3.3%	1,042,990	4.0%	2,189,874	3.4%
COLINGTON - 3	65,096	0.6%	86,449	0.9%	110,296	0.6%	288,154	1.1%	549,995	0.9%
FRISCO - 5	63,587	0.6%	30,632	0.3%	141,058	0.8%	238,549	0.9%	473,826	0.7%
HATTERAS - 6	11,248	0.1%	279,511	2.9%	301,289	1.7%	582,593	2.2%	1,174,641	1.8%
KILL DEVIL HILLS - 7	2,977,039	27.9%	2,843,490	29.5%	5,234,303	29.3%	7,024,824	26.9%	18,079,656	28.1%
KITTY HAWK - 8	1,645,334	15.4%	1,641,876	17.0%	2,727,881	15.3%	3,562,952	13.7%	9,578,043	14.9%
MANTEO-TOWN - 10	1,162,274	10.9%	855,301	8.9%	1,429,690	8.0%	1,801,206	6.9%	5,248,471	8.2%
RIM (ROANOKE ISL. M	231,731	2.2%	217,208	2.3%	278,626	1.6%	367,469	1.4%	1,095,034	1.7%
NAGS HEAD - 14	2,059,419	19.3%	1,877,182	19.5%	3,915,459	21.9%	5,869,222	22.5%	13,721,282	21.3%
RODANTHE - 15	50,251	0.5%	33,890	0.4%	90,340	0.5%	285,784	1.1%	460,265	0.7%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	229	0.0%	229	0.0%
WAVES - 19	35,760	0.3%	28,528	0.3%	168,272	0.9%	412,596	1.6%	645,156	1.0%
SOUTHERN SHORES -	391,571	3.7%	534,718	5.5%	611,725	3.4%	775,805	3.0%	2,313,819	3.6%
DUCK - 21	1,225,101	11.5%	668,649	6.9%	1,642,094	9.2%	2,993,755	11.5%	6,529,599	10.2%
TOTAL	10,669,210	100.0%	9,647,064	100.0%	17,851,725	100.0%	26,101,925	100.0%	64,269,924	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 5/31/21

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,732,307.95	3,498,536.00	1,233,771.95	135.3%
3040 · Meals Tax - 75%	1,866,168.38	1,622,330.00	243,838.38	115.0%
3050 · Website Advertising	104,734.79	75,000.00	29,734.79	139.6%
3210 · Interest Income	44,805.21	50,145.00	-5,339.79	89.4%
3220 · Other	4,009.48	1,000.00	3,009.48	400.9%
3300 · Grant Income	21,500.00	21,500.00	0.00	100.0%
Total Income	6,773,525.81	5,268,511.00	1,505,014.81	128.6%
Gross Profit	6,773,525.81	5,268,511.00	1,505,014.81	128.6%
Expense				
5000 · Director Compensation	15,675.00	17,100.00	-1,425.00	91.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	573.13	7,000.00	-6,426.87	8.2%
5003 · Directors & Officers Insurance	3,315.00	3,315.00	0.00	100.0%
5004 · Miscellaneous Items	152.66	1,000.00	-847.34	15.3%
5010 · Salaries (Full Time) Promotion	666,341.97	719,050.00	-52,708.03	92.7%
5020 · Salaries (Part Time) Promotion	57,279.66	105,100.00	-47,820.34	54.5%
5025 · Salaries (Part Time) Welcome AB	55,297.67	83,350.00	-28,052.33	66.3%
5026 · Salaries (Part Time) Welcome RI	94,471.81	136,175.00	-41,703.19	69.4%
5030 · Payroll Taxes	66,576.56	86,940.00	-20,363.44	76.8%
5040 · Employee Insurance	148,308.05	148,200.00	108.05	100.1%
5050 · Retirement	69,343.37	77,565.00	-8,221.63	89.4%
5055 · 401(k) Match	5,902.53	7,195.00	-1,292.47	82.0%
5060 · Workmens Compensation	2,075.66	2,400.00	-324.34	86.5%
5080 · Employee Relations	749.85	2,805.00	-2,055.15	26.7%
5090 · Training	1,450.88	10,100.00	-8,649.12	14.4%
5110 · Contracted Service	23,320.95	28,350.00	-5,029.05	82.3%
5140 · Audit	7,875.00	7,875.00	0.00	100.0%
5170 · Other Professional Services	2,870.00	7,300.00	-4,430.00	39.3%
5180 · Legal	7,880.00	20,500.00	-12,620.00	38.4%
5185 · Research	47,100.00	230,000.00	-182,900.00	20.5%
5190 · Administrative Advertising	489.94	1,000.00	-510.06	49.0%
5500 · Advertising-Printed	1,173,489.98	1,423,285.00	-249,795.02	82.4%
5502 · Advertising - Production Fee	74,614.02	130,000.00	-55,385.98	57.4%
5510 · Advertising - Event Dev & Mktg	3,029.00	73,100.00	-70,071.00	4.1%
5515 · Advertising - Online	1,785,249.95	2,128,915.00	-343,665.05	83.9%
5525 · Community Relations	3,937.60	24,500.00	-20,562.40	16.1%
5530 · Legal Notices	150.00	1,500.00	-1,350.00	10.0%
5560 · Brochures/Production & Printing	12,418.45	50,000.00	-37,581.55	24.8%
5580 · Promotional Aids	0.00	6,500.00	-6,500.00	0.0%
6100 · Familiarization Tours	53,082.43	115,000.00	-61,917.57	46.2%
6101 · Group sales	0.00	12,000.00	-12,000.00	0.0%
6130 · Uniforms	422.90	920.00	-497.10	46.0%
6150 · Event Grant	62,361.39	576,500.00	-514,138.61	10.8%
6170 · Tourism Summit	1,450.00	20,500.00	-19,050.00	7.1%
6200 · Postage and Delivery	104,763.50	195,200.00	-90,436.50	53.7%
6300 · Travel	991.82	40,438.00	-39,446.18	2.5%
6305 · Vehicle Maintenance	570.09	3,500.00	-2,929.91	16.3%
6320 · Registrations	2,817.00	35,000.00	-32,183.00	8.0%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	24,032.91	47,810.00	-23,777.09	50.3%
6440 · Insurance	25,684.93	25,685.00	-0.07	100.0%
6460 · Telephone	31,048.79	44,045.00	-12,996.21	70.5%
6500 · Equipment	5,194.75	26,700.00	-21,505.25	19.5%
6510 · Expendable Equipment	409.90	2,700.00	-2,290.10	15.2%
6530 · Technical Support	1,817.64	8,500.00	-6,682.36	21.4%
6580 · Utilities	11,387.94	18,360.00	-6,972.06	62.0%
6600 · Cleaning/maintenance supplies	833.97	3,250.00	-2,416.03	25.7%
6610 · Building Maintenance	5,704.53	30,460.00	-24,755.47	18.7%
6620 · Equipment Service Contracts	2,140.15	3,500.00	-1,359.85	61.1%
6640 · Equipment Rent	16,239.71	34,000.00	-17,760.29	47.8%
6660 · Equipment Repairs	0.00	3,550.00	-3,550.00	0.0%
6700 · Office Supplies	8,992.04	22,865.00	-13,872.96	39.3%
6810 · Web Site/Internet	24,342.96	36,300.00	-11,957.04	67.1%
Total Expense	4,714,228.04	6,851,403.00	-2,137,174.96	68.8%
Net Ordinary Income	2,059,297.77	-1,582,892.00	3,642,189.77	-130.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 5/31/21

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,384.26	5,000.00	384.26	107.7%
Total 3100 · Sale of Merchandise	5,384.26	5,000.00	384.26	107.7%
Total 9910 · Transfer from Merchandise Sales	5,384.26	5,000.00	384.26	107.7%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	35,000.00	35,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	35,000.00	35,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	1,818,122.00	-1,818,122.00	0.0%
Total Other Income	40,384.26	1,858,122.00	-1,817,737.74	2.2%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	3,288.19	3,000.00	288.19	109.6%
6800 · Credit Card Charges	511.80	1,200.00	-688.20	42.7%
Total 9930 · Transfer to Merchandise	3,799.99	4,200.00	-400.01	90.5%
9950 · Transfer to Event Site Fund	273,699.00	271,030.00	2,669.00	101.0%
Total Other Expense	277,498.99	275,230.00	2,268.99	100.8%
Net Other Income	-237,114.73	1,582,892.00	-1,820,006.73	-15.0%
Net Income	1,822,183.04	0.00	1,822,183.04	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 5/31/21

	<u>Jul '20 - May 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	50.14	20.00	30.14	250.7%
Total Income	50.14	20.00	30.14	250.7%
Gross Profit	50.14	20.00	30.14	250.7%
Net Ordinary Income	50.14	20.00	30.14	250.7%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	35,000.00	35,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	35,000.00	35,000.00	0.00	100.0%
Total Other Income	35,000.00	35,000.00	0.00	100.0%
Net Other Income	35,000.00	35,000.00	0.00	100.0%
Net Income	35,050.14	35,020.00	30.14	100.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 5/31/21

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	220.68	125.00	95.68	176.5%
Total Income	220.68	125.00	95.68	176.5%
Gross Profit	220.68	125.00	95.68	176.5%
Net Ordinary Income	220.68	125.00	95.68	176.5%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,384.26	5,000.00	384.26	107.7%
Total 3100 · Sale of Merchandise	5,384.26	5,000.00	384.26	107.7%
Total 9910 · Transfer from Merchandise Sales	5,384.26	5,000.00	384.26	107.7%
Total Other Income	5,384.26	5,000.00	384.26	107.7%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	3,288.19	3,000.00	288.19	109.6%
6800 · Credit Card Charges	511.80	1,200.00	-688.20	42.7%
Total 9930 · Transfer to Merchandise	3,799.99	4,200.00	-400.01	90.5%
Total Other Expense	3,799.99	4,200.00	-400.01	90.5%
Net Other Income	1,584.27	800.00	784.27	198.0%
Net Income	1,804.95	925.00	879.95	195.1%

DARE COUNTY TOURISM BOARD

31-May-21

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	TOTAL
GENERAL FUND	642,529	1,653,446	555,101	1,506,010	2,342,249	0	1,014,991	1,008,119	8,722,446
RESTRICTED FUND	990,896	959,601			0	1,000,462	767,186	503,836	4,221,981
TRAVEL GUIDE	49,355								49,355
MERCHANDISE SALES	156,078								156,078
EVENT SITE FUND	308,365								308,365
TOTAL	2,147,224	2,613,047	555,101	1,506,010	2,342,249	1,000,462	1,782,178	1,511,955	13,458,225
TOTAL % EACH BANK	34.58%	19.42%	4.12%		17.40%		13.24%	11.23%	100.00%
INTEREST RATES	0.25%	0.03%	0.05%	0.25%	0.21%	21.00%	.25% & .20%	.17% on 2	
TOTAL CHECKING & CD'S	13,458,225								
60% ALLOWED IN ANY BANK	8,074,935								
25% ALLOWED IN ANY ONE INV	3,364,556								

60% General Fund Reserved Balance is \$4,351,493.

100% Restricted Fund Balance Restricted by House Bill 225 \$4,221,981

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2020 through May 2021

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,577,435.96	1,166,179.00	411,256.96	135.3%
3040 · Meals Tax	622,056.11	540,776.00	81,280.11	115.0%
3210 · Interest	22,924.72	23,000.00	-75.28	99.7%
Total Income	2,222,416.79	1,729,955.00	492,461.79	128.5%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	1,306,968.00	-1,306,968.00	0.0%
4585 · Unappropriated Long-Term	70,000.00	400,000.00	-330,000.00	17.5%
Total 4000 · Long - Term Projects	70,000.00	2,168,138.00	-2,098,138.00	3.2%
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	487,932.00	487,932.00	0.00	100.0%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4647 · TIG - Chicamacomico Cisterns	32,999.00	48,000.00	-15,001.00	68.7%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
4649 · TIG - FNAM - Handicap Access	25,750.00	25,750.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4651 · TIG - KDH - Baum Street, Phase2	55,618.00	55,618.00	0.00	100.0%
4652 · TIG - Manteo - Town Common	0.00	371,885.00	-371,885.00	0.0%
4653 · TIG - SS - S. Dogwood Trail	0.00	260,993.00	-260,993.00	0.0%
4654 · TIG -Hatteras District-Pathways	0.00	342,640.00	-342,640.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4656 · TIG - NH - Admiral Street	0.00	40,000.00	-40,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	0.00	40,000.00	-40,000.00	0.0%
4659 · TIG - OB Gun Club-Improve Range	0.00	12,000.00	-12,000.00	0.0%
4999 · Unappropriated Funds	0.00	64,122.00	-64,122.00	0.0%
5140 · Audit	2,625.00	2,625.00	0.00	100.0%
5160 · Fireworks	12,831.00	92,500.00	-79,669.00	13.9%
5170 · Traffic Control - Hwy 12 & 158	5,040.00	25,000.00	-19,960.00	20.2%
Total 4100 · Short-Term Projects	622,795.00	2,411,913.00	-1,789,118.00	25.8%
Total Expense	692,795.00	4,580,051.00	-3,887,256.00	15.1%
Net Ordinary Income	1,529,621.79	-2,850,096.00	4,379,717.79	-53.7%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	2,850,096.00	-2,850,096.00	0.0%
Total Other Income	0.00	2,850,096.00	-2,850,096.00	0.0%
Net Other Income	0.00	2,850,096.00	-2,850,096.00	0.0%
Net Income	1,529,621.79	0.00	1,529,621.79	100.0%

**Outer Banks Visitors Bureau
Restricted Fund Summary
2019-2021**

	<u>Balance</u> <u>7/1/2019</u>	<u>Allocation</u> <u>2019-2020</u>	<u>Allocation</u> <u>Paid</u>	<u>Allocation</u> <u>Transferred</u>	<u>Balance</u> <u>7/1/2020</u>	<u>Allocation</u> <u>2020-2021</u>	<u>Allocation</u> <u>Paid</u>	<u>Allocation</u> <u>Transferred</u>	<u>Estimated</u> <u>Balance</u> <u>FY20-21</u>
Short-term Projects									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
SS Civic Assoc - Sea Oats Park, Phase II	14,178		(13,400)	(778)	0		0	0	0
Town of Duck - Pedestrian Path, Phase II	309,351		(309,351)	0	0		0	0	0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932				487,932		(487,932)		0
Town of Duck - Pedestrian Path, Phase III	307,289		(296,454)	(10,835)	(0)		0	0	(0)
Town of KH - KH Park Trail Connection	47,592				47,592				47,592
TIG - Chicamacomico - Cisterns	0	48,000			48,000		(32,999)	(15,001)	0
TIG - Dare Co Arts Council - Courtyard	0	90,950			90,950				90,950
TIG - Frisco Native American - Handicapp Access	0	25,750			25,750		(25,750)		0
TIG - Town of Duck - Pedestrian Path, Phase IV	0	147,806			147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	0	55,618			55,618		(55,618)		0
TIG - Town of Manteo - Manteo Common	0	221,885			221,885				221,885
TIG - Town of SS - S. Dogwood Trail	0	260,993	(260,993)		0		0		0
TIG - Manteo - Town Common Phase II					0	150,000	0		150,000
TIG - Hatteras Tax District - Pathway					0	342,640	0		342,640
TIG - KDH - Meekins Field					0	200,000	0		200,000
TIG - NH - Admiral Street					0	40,000	0		40,000
TIG - NH - Skate Park					0	30,000	0		30,000
TIG - NC Coastal Fed - Baum Bridge					0	40,000	0		40,000
TIG - OB Gun Club - Range Improvements					0	12,000	0		12,000
Fireworks	50,000		(50,000)	55,000	55,000	0	(12,831)	37,500	79,669
Audit	0		(2,500)	2,500	0		(2,625)	2,625	0
Highway 158/Highway 12 Intersection						25,000	(5,040)		19,960
Unappropriated Funds	490,060	(255,391)		(45,887)	188,782	696,837		(639,764)	245,855
TOTAL SHORT TERM COMMITMENTS	1,732,901	595,611	(932,698)	0	1,395,815	1,536,477	(622,795)	(614,640)	1,694,857
Long Term Projects									
Multi-Use Center (100%)	2,192,370	1,265,646	(3,194,971)	0	263,044	1,530,796	0	0	1,793,840
Natural Historical Cultural	176,370	0	(30,000)	(146,370)	0	0	0	0	0
Green Space/Open Space (GOSPL)	0	0	0	0	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds	350,000	3,630		146,370	500,000	100,000	-70,000	(200,000)	330,000
TOTAL LONG TERM COMMITMENTS UNPAID	3,179,910	1,269,276	(3,224,971)	0	1,224,214	1,630,796	(70,000)	(200,000)	2,585,010
Total	4,912,811	1,864,887	(4,157,669)	0	2,620,029	3,167,273	(692,795)	(814,640)	4,279,867
Cash on Hand 5/31/21									
								Checking	990,896
Total Cash on Hand								Savings	3,231,085
									4,221,981
25% of Occupancy & Meals Income per Budget June									
									130,216
									130,216
Unappropriated Balances									72,330
Transfer from General Fund									
						2,329,708	*		
30% Short-term						698,912			
Short-term Interest						22,925			
						721,837			
70% Long-term							1,630,796		
Long-term Interest							0		
							1,630,796		
							*		

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

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2020 through May 2021

	Jul '20 - May 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	600.00	1,200.00	-600.00	50.0%
3200 · Site Rental Income - Other	0.00	11,300.00	-11,300.00	0.0%
Total 3200 · Site Rental Income	600.00	12,500.00	-11,900.00	4.8%
3210 · Interest Income	342.04	150.00	192.04	228.0%
3250 · Lease Income	40,490.00	45,600.00	-5,110.00	88.8%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
Total Income	41,432.04	78,250.00	-36,817.96	52.9%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	1,480.00	40,000.00	-38,520.00	3.7%
6440 · Insurance	7,200.00	7,200.00	0.00	100.0%
6580 · Utilities	18,119.85	63,975.00	-45,855.15	28.3%
6610 · Repairs & Maintenance	137,403.18	168,035.00	-30,631.82	81.8%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	725.00	20,000.00	-19,275.00	3.6%
Total Expense	164,928.03	349,480.00	-184,551.97	47.2%
Net Ordinary Income	-123,495.99	-271,230.00	147,734.01	45.5%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	271,030.00	271,030.00	0.00	100.0%
Total Other Income	271,030.00	271,230.00	-200.00	99.9%
Net Other Income	271,030.00	271,230.00	-200.00	99.9%
Net Income	147,534.01	0.00	147,534.01	100.0%

Dare County Tourism Board

BE IT ORDAINED by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 17, 2021.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2021 and ending June 30, 2022:

Occupancy Tax Distribution	3,776,018
Prepared Food Tax Distribution	1,746,832
Appropriation from Fund Balance	2,653,623
Travel Guide Income	35,000
Merchandise Sales Income	3,000
Website Revenue	100,000
Interest & Other Revenue	<u>51,150</u>
	8,365,623

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2021 and ending June 30, 2022:

Governing Body	31,183
Promotion	7,193,215
Aycock Brown Welcome Center	126,190
Roanoke Island/Whalebone/Hatteras Welcome Centers	173,930
Travel Guide Expenses	72,000
Merchandise Expenses	2,400
Unappropriated Fund Balance	481,225
Transfer to Event Site Fund	<u>285,480</u>
	8,365,623

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2021 and ending June 30, 2022:

Occupancy Tax Distribution	1,258,672
Prepared Food Tax Distribution	582,278
Appropriation from Fund Balance	4,196,002
Interest	<u>23,000</u>
	6,059,952

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2021 and ending June 30, 2022:

Expenditures	6,059,952
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2021 and ending June 30, 2022:

Event Rental Income	13,800
Lease Income.....	45,600
Interest & Other Revenue.....	400
Transfer from General Fund.....	285,480
Unappropriated Funds.....	65,000
	410,280

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2021 and ending June 30, 2022:

Expenditures	410,280
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

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

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

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 17 June, 2021.

Jeffrey N. Pruitt, Chairman

ATTEST:

Webb Fuller, Secretary

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Dare County Tourism Board						
Budget 2021-2022						
Total Revenues - Governmental Funds						
(General Fund and Special Revenue)						
		Budget	Amended		Proposed	% Change
		FY 2020-2021	Budget	Projected	Budget	to FY 20-21
			FY 2020-2021	FY 2020-2021	FY 2021-2022	Budget
Occupancy		\$ 3,914,715	\$ 4,664,715	\$ 6,609,459	\$ 5,034,690	7.93%
Meals		\$ 2,163,106	\$ 2,163,105	\$ 2,687,452	\$ 2,329,110	7.67%
		\$ 6,077,821	\$ 6,827,820	\$ 9,296,911	\$ 7,363,800	7.85% *
Interest - GF		\$ 50,000	\$ 50,000	\$ 44,456	\$ 50,000	0.00%
Interest - Travel Guide		\$ -	\$ 20	\$ 52	\$ 25	25.00%
Interest - Merchandise		\$ -	\$ 125	\$ 227	\$ 125	0.00%
Interest - Restricted		\$ 23,000	\$ 23,000	\$ 23,040	\$ 23,000	0.00%
Website Advertising		\$ 75,000	\$ 75,000	\$ 108,221	\$ 100,000	33.33%
Travel Guide Income		\$ -	\$ 35,000	\$ 35,000	\$ 35,000	0.00%
Merchandise Income		\$ -	\$ 5,000	\$ 6,384	\$ 3,000	-40.00%
Grant Income		\$ -	\$ 21,500	\$ 21,500	\$ -	-100.00%
Other - General		\$ 1,000	\$ 1,000	\$ 4,009	\$ 1,000	0.00%
		\$ 149,000	\$ 210,645	\$ 242,889	\$ 212,150	0.71%
Amounts Rolled Over from PY		\$ 953,641	\$ 953,641	\$ -	\$ 2,368,142	148.33%
Appropriated Fund Balance		\$ 3,714,577	\$ 3,714,577	\$ 705,266	\$ 4,481,483	20.65%
		\$ 4,668,218	\$ 4,668,218	\$ 705,266	\$ 6,849,625	46.73%
Total Revenues		\$ 10,895,039	\$ 11,706,683	\$ 10,245,066	\$ 14,425,575	23.23%
* This is a 7.85% increase over 20-21 budget figures. The percent change from projected actual 2020-2021 figures is a decrease of (30.3%).						

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as of 6/7/2021

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as of 6/7/2021

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2021-2022

FISCAL YEAR		ACTUAL FY 2017-2018	ACTUAL FY 2018-2019	ACTUAL 2019-2020	ACTUAL 2020-2021	3 YEAR AVERAGE FY 2019-2021
JULY RECEIPTS						
	OCCUPANCY	\$792,811	\$953,287	\$1,019,991	\$1,031,086	\$1,001,455
	MEALS	\$362,826	\$386,336	\$399,780	\$343,467	\$376,528
		\$1,155,636	\$1,339,623	\$1,419,771	\$1,374,552	\$1,377,982
AUGUST RECEIPTS						
	OCCUPANCY	\$1,399,823	\$1,332,093	\$1,106,544	\$1,522,969	\$1,320,535
	MEALS	\$430,484	\$444,464	\$472,601	\$378,908	\$431,991
		\$1,830,307	\$1,776,558	\$1,579,144	\$1,901,877	\$1,752,526
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,030,026	\$1,098,655	\$1,386,584	\$1,386,699	\$1,290,646
	MEALS	\$381,674	\$391,888	\$427,334	\$342,607	\$387,343
		\$1,411,700	\$1,490,544	\$1,813,918	\$1,729,506	\$1,677,989
OCTOBER RECEIPTS						
	OCCUPANCY	\$483,864	\$468,127	\$456,103	\$646,711	\$523,647
	MEALS	\$268,694	\$239,371	\$245,359	\$312,640	\$265,790
		\$752,558	\$707,498	\$701,462	\$959,351	\$789,437
NOVEMBER RECEIPTS						
	OCCUPANCY	\$215,123	\$243,388	\$225,977	\$411,520	\$293,628
	MEALS	\$195,036	\$178,930	\$196,139	\$220,333	\$198,467
		\$410,159	\$422,318	\$422,115	\$631,854	\$492,095
DECEMBER RECEIPTS						
	OCCUPANCY	\$100,288	\$100,000	\$115,681	\$149,614	\$121,765
	MEALS	\$117,679	\$120,135	\$122,310	\$133,492	\$125,313
		\$217,967	\$220,135	\$237,992	\$283,106	\$247,078
JANUARY RECEIPTS						
	OCCUPANCY	\$46,916	\$46,833	\$64,326	\$99,622	\$70,260
	MEALS	\$100,227	\$92,656	\$105,378	\$129,244	\$109,093
		\$147,144	\$139,490	\$169,703	\$228,866	\$179,353
FEBRUARY RECEIPTS						
	OCCUPANCY	\$71,363	\$61,766	\$82,572	\$221,257	\$121,865
	MEALS	\$63,144	\$76,744	\$98,628	\$96,377	\$90,583
		\$134,506	\$138,510	\$181,200	\$317,634	\$212,448
MARCH RECEIPTS						
	OCCUPANCY	\$51,535	\$60,762	\$68,444 ^	\$167,213	\$98,806
	MEALS	\$77,018	\$80,478	\$90,154 ^	\$92,067	\$87,566
		\$128,553	\$141,240	\$158,598	\$259,280	\$186,372
APRIL RECEIPTS						
	OCCUPANCY	\$92,983	\$94,424	\$30,252 ^	\$277,701	\$134,126
	MEALS	\$120,972	\$135,650	\$69,266 ^	\$179,714	\$128,210
		\$213,955	\$230,073	\$99,518	\$457,415	\$262,335
MAY RECEIPTS						
	OCCUPANCY	\$179,915	\$215,483	\$12,691 ^	\$395,352	\$207,842
	MEALS	\$173,435	\$199,132	\$37,629 ^	\$259,175	\$165,312
		\$353,350	\$414,615	\$50,320	\$654,527	\$373,154
JUNE RECEIPTS						
	OCCUPANCY	\$320,386	\$297,875	\$280,884 ^	\$299,715 ^	\$292,825
	MEALS	\$237,390	\$221,909	\$138,382 ^	\$199,227 ^	\$186,506
		\$557,775	\$519,783	\$419,266	\$498,942	\$479,331
TOTALS	OCCUPANCY	\$4,785,033	\$4,972,693	\$4,850,048	\$6,609,459	\$5,477,400
	MEALS	\$2,528,578	\$2,567,694	\$2,402,960	\$2,687,452	\$2,552,702
		\$7,313,611	\$7,540,387	\$7,253,008	\$9,296,911	\$8,030,102

^ Amount affected by COVID 19

* Amounts based on budget

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2021-2022

FISCAL YEAR		BUDGET FY 2020-2021	PROPOSED FY 2021-2022	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 20-21 Budget	\$ Increase / Decrease from 20-21 Budget
JULY RECEIPTS							
	OCCUPANCY	\$909,480	\$992,065	-3.78%	-\$39,020	9.08%	\$82,585
	MEALS	\$240,750	\$320,475	-6.69%	-\$22,992	33.12%	\$79,725
		\$850,230	\$1,312,540	-4.51%	-\$62,012	19.09%	\$162,310
AUGUST RECEIPTS							
	OCCUPANCY	\$1,168,710	\$1,318,025	-13.46%	-\$204,944	12.78%	\$149,315
	MEALS	\$329,000	\$361,870	-4.50%	-\$17,038	9.99%	\$32,870
		\$1,097,710	\$1,679,895	-11.67%	-\$221,981	16.60%	\$182,185
SEPTEMBER RECEIPTS							
	OCCUPANCY	\$1,150,000	\$1,185,500	-14.51%	-\$201,199	3.09%	\$35,500
	MEALS	\$342,600	\$347,875	1.48%	\$5,068	1.54%	\$5,275
		\$1,442,600	\$1,533,375	-11.34%	-\$196,131	2.83%	\$40,775
OCTOBER RECEIPTS							
	OCCUPANCY	\$409,385	\$471,670	-27.07%	-\$175,041	15.21%	\$62,285
	MEALS	\$220,225	\$241,836	-22.65%	-\$70,805	9.81%	\$21,611
		\$629,610	\$713,505	-25.63%	-\$245,846	13.32%	\$83,895
NOVEMBER RECEIPTS							
	OCCUPANCY	\$217,800	\$224,335	-45.49%	-\$187,185	3.00%	\$6,535
	MEALS	\$180,100	\$185,505	-15.81%	-\$34,828	3.00%	\$5,405
		\$397,900	\$409,840	-35.14%	-\$222,013	3.00%	\$11,940
DECEMBER RECEIPTS							
	OCCUPANCY	\$90,900	\$98,630	-34.08%	-\$50,984	8.50%	\$7,730
	MEALS	\$114,400	\$117,835	-11.73%	-\$15,658	3.00%	\$3,435
		\$205,300	\$216,465	-23.54%	-\$66,642	5.44%	\$11,165
JANUARY RECEIPTS							
	OCCUPANCY	\$43,300	\$48,600	-51.22%	-\$51,022	12.24%	\$5,300
	MEALS	\$90,800	\$93,525	-27.64%	-\$35,719	3.00%	\$2,725
		\$134,100	\$142,125	-37.90%	-\$86,742	5.98%	\$8,025
FEBRUARY RECEIPTS							
	OCCUPANCY	\$69,200	\$72,280	-67.33%	-\$148,977	4.45%	\$3,080
	MEALS	\$65,990	\$67,970	-29.48%	-\$28,408	3.00%	\$1,980
		\$135,190	\$140,250	-55.85%	-\$177,384	3.74%	\$5,060
MARCH RECEIPTS							
	OCCUPANCY	\$47,800	\$54,705	-67.28%	-\$112,508	14.45%	\$6,905
	MEALS	\$72,455	\$79,630	-13.51%	-\$12,437	9.90%	\$7,175
		\$120,255	\$134,335	-48.19%	-\$124,944	11.71%	\$14,080
APRIL RECEIPTS							
	OCCUPANCY	\$74,690	\$85,430	-69.24%	-\$192,272	14.38%	\$10,740
	MEALS	\$110,235	\$116,040	-35.43%	-\$63,673	5.27%	\$5,805
		\$184,925	\$201,470	-55.95%	-\$255,945	8.95%	\$16,545
MAY RECEIPTS							
	OCCUPANCY	\$183,450	\$183,450	-53.60%	-\$211,902	0.00%	\$0 Easter is
	MEALS	\$175,685	\$175,685	-32.21%	-\$83,490	0.00%	\$0 April 4
		\$359,135	\$359,135	-45.13%	-\$295,392	0.00%	\$0
JUNE RECEIPTS							
	OCCUPANCY	\$300,000	\$300,000	0.09%	\$285	0.00%	\$0
	MEALS	\$220,865	\$220,865	10.86%	\$21,638	0.00%	\$0
		\$520,865	\$520,865	4.39%	\$21,923	0.00%	\$0
TOTALS	OCCUPANCY	\$4,664,715	\$5,034,690	-37.91%	-\$1,574,769	7.93%	\$369,975
	MEALS	\$2,163,106	\$2,329,111	-16.12%	-\$358,341	7.67%	\$166,005
		\$6,827,821	\$7,363,800	-30.32%	-\$1,933,110	7.85%	\$535,980
		FY19/20 Budget	\$6,941,080.00	-1.63%			

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Governing									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2020-2021	2020-2021	2020-2021	2021-2022	Change	FY22-23	FY23-24	FY24-25
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	1,310	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	1,553	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	3,315	3,315	3,315	3,603	8.7%	3,783	3,859	3,936
5004	Miscellaneous Items	1,000	1,000	298	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	30,895	30,895	23,576	31,183	0.9%	31,463	31,539	31,766
Projected under budget by				7,319					

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Promotion									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2020-2021	Budget 2020-2021	2020-2021	Budget 2021-2022	Change	FY22-23	FY23-24	FY24-25
	Personnel								
5010	Salaries (full)	695,000	719,050	720,924	737,750	2.6%	819,883	860,877	886,703
5020	Salaries (part)	103,000	105,100	79,030	126,000	19.9%	129,780	133,673	137,684
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	64,635	66,635	64,157	69,425	4.2%	76,867	80,340	82,662
5040	Employee Insurance	144,000	144,000	155,583	150,000	4.2%	165,000	178,200	192,456
5050	Retirement	77,565	77,565	76,390	89,930	15.9%	105,586	115,110	123,071
5055	401(k) Match	6,950	7,195	6,943	7,380	2.6%	8,199	8,609	8,867
5060	Worker's Comp	1,970	1,970	1,646	1,780	-9.6%	1,833	1,888	1,945
5080	Employee Relations	1,750	1,750	890	1,750	0.0%	1,750	1,750	1,750
5090	Training	8,200	8,700	3,951	9,850	13.2%	8,500	8,700	8,900
		1,104,070	1,132,965	1,109,514	1,194,865	5.5%	1,318,398	1,390,147	1,445,038
	Marketing/Advertising								
5500	Other Advertising	1,189,385	1,243,285	1,243,285	1,382,065	11.2%	1,423,527	1,466,233	1,510,220
5502	Production Advertising	80,000	130,000	130,000	130,000	0.0%	100,000	100,000	100,000
5510	Events-Development & Prom	73,100	73,100	23,029	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,255,000	2,308,915	2,308,915	2,519,455	9.1%	2,595,039	2,672,890	2,753,077
5525	Community Relations	30,000	24,500	21,338	30,000	22.4%	30,000	30,000	30,000
5560	Brochures/Production/Print	25,000	50,000	29,918	34,750	-30.5%	30,000	30,000	30,000
5580	Promotional Aids	6,500	6,500	900	9,000	38.5%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	90,000	115,000	93,832	110,000	-4.3%	110,000	113,300	116,699
6101	Group Sales	12,000	12,000	4,500	12,000	0.0%	15,000	15,450	15,914
		3,760,985	3,963,300	3,855,717	4,300,370	8.5%	4,386,359	4,512,924	4,643,287

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Promotion									
Account Number	Title	Budget 2020-2021	Amended Budget 2020-2021	Projected 2020-2021	Proposed Budget 2021-2022	Percent Change	Estimate FY22-23	Estimate FY23-24	Estimate FY24-25
	Special Projects								
6150	Event Grant	396,000	576,500	74,361	750,000 *	30.1%	425,000	450,000	475,000
6170	Tourism Summit	17,500	20,500	2,950	20,500	0.0%	18,000	18,000	18,000
		413,500	597,000	77,311	770,500	29.1%	443,000	468,000	493,000
	Operations								
5110	Contracted Services	15,930	17,430	18,684	16,030	-8.0%	15,930	15,930	15,930
5140	Audit	7,875	7,875	7,875	11,250	42.9%	14,063	15,469	17,016
5170	Other Professional Service	7,300	7,300	5,445	7,300	0.0%	32,300	15,000	15,000
5180	Legal	20,500	20,500	12,830	20,500	0.0%	20,500	20,500	20,500
5185	Research	80,000	230,000	49,200	263,400 *	14.5%	75,000	50,000	50,000
5190	Administrative Advertising	1,000	1,000	553	1,500	50.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	1,479	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	175,000	195,000	130,825	195,000	0.0%	204,750	214,988	225,737
6300	Travel	39,000	39,000	4,715	39,000	0.0%	40,560	42,182	43,870
6305	Vehicle Maintenance	3,500	3,500	2,070	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	35,000	35,000	8,517	49,500	41.4%	49,995	50,495	51,000
6340	Travel Show Exhibit	3,500	3,500	1,100	3,500	0.0%	5,000	6,000	6,000
6420	Dues & Subscriptions	29,000	47,540	29,363	47,330	-0.4%	49,697	49,697	49,697
6440	Insurance	19,925	19,925	19,925	19,600	-1.6%	20,580	21,609	22,689
6460	Telephone	29,500	29,500	22,447	27,900	-5.4%	27,900	28,737	28,737
6500	Equipment	19,200	22,200	16,495	73,000	228.8%	25,000	25,750	26,523
6510	Expendable Equipment	2,700	2,700	2,060	2,100	-22.2%	2,100	2,100	2,100
6530	Tech. Support/Software	8,500	8,500	7,068	13,050	53.5%	13,050	13,050	13,050
6580	Utilities	10,800	10,800	8,547	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	2,000	1,987	1,500	-25.0%	1,500	1,500	1,500
6610	Building Maintenance	25,000	25,000	9,817	20,000	-20.0%	35,000	20,000	40,000
6620	Equip. Service Contracts	3,500	3,500	3,193	3,500	0.0%	3,500	3,500	3,500
6640	Equipment Rental	34,000	34,000	29,590	34,000	0.0%	34,000	34,000	34,000

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Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2020-2021	Amended Budget 2020-2021	Projected 2021-2022	Proposed Budget 2021-2022	Percent Change	Estimate FY22-23	Estimate FY23-24	Estimate FY24-25
5025	Salaries (part)	78,500	82,350	69,378	78,200	-5.0%	80,546	82,962	85,451
5030	Payroll Taxes	6,790	7,085	6,001	6,765	-4.5%	6,967	7,176	7,392
5040	Employee Insurance	4,200	4,200	4,731	4,200	0.0%	4,410	4,542	4,679
5060	Worker's Comp	170	170	170	150	-11.8%	155	159	164
5080	Employee Relations	425	425	342	425	0.0%	385	395	405
5090	Training	600	600	450	600	0.0%	600	600	600
5110	Contracted Services	7,920	8,520	8,315	8,220	-3.5%	8,220	8,220	8,220
6130	Uniforms	440	440	416	440	0.0%	440	440	440
6200	Postage	200	200	192	200	0.0%	200	210	221
6300	Travel	550	550	138	540	-1.8%	536	540	545
6420	Dues & Subscriptions	270	270	103	270	0.0%	284	298	313
6440	Insurance	1,920	1,920	1,920	2,740	42.7%	2,877	3,021	3,172
6460	Telephone	8,520	8,520	8,445	8,640	1.4%	8,813	8,989	9,169
6500	Equipment	1,500	1,500	1,000	1,500	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,626	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	650	223	600	-7.7%	600	600	600
6610	Building Maintenance	2,000	2,000	2,721	2,000	0.0%	7250	2000	2000
6660	Equipment Repairs	300	300	0	1,000	233.3%	300	315	330
6700	Office Supplies	3,000	3,100	3,057	3,100	0.0%	3,000	3000	3,000
	Total - ABWC	124,505	129,400	113,228	126,190	-2.5%	133,814	132,335	135,703
	Projected under budget by			16,172					

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Outer Banks Welcome Center Roanoke Island									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2020-2021	2020-2021	2020-2021	2021-2022	Change	FY21-22	FY22-23	FY23-24
5026	Salaries (part) - RI	65,700	68,100	54,464	63,250	-7.12%	65,148	67,102	69,115
5030	Payroll Taxes	5,685	5,870	4,711	5,475	-6.73%	5,635	5,804	5,978
5060	Worker's Comp	120	120	120	105	-12.50%	108	111	115
5080	Employee Relations	350	350	205	350	0.00%	350	350	350
5090	Training	600	600	450	600	0.00%	600	600	600
6130	Uniforms	300	300	307	800	166.67%	800	800	800
6440	Insurance	2,880	2,880	2,880	4,110	42.71%	4,316	4,531	4,758
6460	Telephone	1,225	1,225	1,240	1,290	5.31%	1,316	1,342	1,369
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	741	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	250	235	200	-20.00%	200	200	200
6610	Building Maintenance	2,960	2,960	1,462	2,960	0.00%	7,960	3,100	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	600	700	663	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		82,830	85,565	68,598	82,050	-4.11%	89,261	86,790	89,654
Projected under budget by				16,967					

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Outer Banks Welcome Center - Hatteras Information Center									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2020-2021	2020-2021	2020-2021	2021-2022	Change	FY22-23	FY23-24	FY24-25
5026	Salaries (part) - HI	30,125	30,975	24,491	31,200	0.73%	32,136	32,136	33,100
5030	Payroll Taxes	2,605	2,670	2,243	2,710	1.50%	2,780	2,780	2,863
5060	Worker's Comp	65	65	65	55	-15.38%	57	58	60
5080	Employee Relations	140	140	85	140	0.00%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	1,540	1,540	1,604	1,640	6.49%	1,640	1,640	1,640
6130	Uniforms	100	100	90	300	200.00%	300	300	300
6300	Travel	888	888	502	860	-3.15%	864	872	880
6440	Insurance	480	480	480	685	42.71%	719	755	793
6460	Telephone	2,880	2,880	2,933	3,065	6.42%	3,126	3,189	3,253
6500	Equipment	1,000	1,000	0	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	200	250	272	200	-20.00%	50	50	50
6610	Building Maintenance	500	500	0	500	0.00%	500	500	500
6700	Office Supplies	775	825	786	825	0.00%	700	675	650
Total - Welcome Ctr. - Hatteras		41,398	42,413	33,651	43,280	2.04%	44,112	44,195	45,329
Projected under budget by				8,762					

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Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2021-2022									
Outer Banks Welcome Center - Whalebone Junction									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2020-2021	2020-2021	2020-2021	2021-2022	Change	FY22-23	FY23-24	FY24-25
5026	Salaries (part)	35,700	37,100	37,703	39,650	6.87%	40,840	42,065	43,327
5030	Payroll Taxes	3,090	3,200	3,261	3,430	7.19%	3,533	3,639	3,748
5060	Worker's Comp	75	75	75	65	-13.33%	67	69	71
5080	Employee Relations	140	140	115	140	0.00%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	660	860	750	760	-11.63%	660	660	660
6130	Uniforms	80	80	47	300	275.00%	300	300	300
6440	Insurance	480	480	480	685	42.71%	719	755	793
6460	Telephone	1,920	1,920	1,635	1,920	0.00%	1,958	1,998	2,038
6500	Equipment	1,000	1,000	0	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	100	100	50	-50.00%	50	50	50
6700	Office Supplies	450	500	467	500	0.00%	450	450	450
Total - Welcome Ctr. Whalebone		43,745	45,555	44,733	48,600	6.68%	49,817	51,225	52,676
Projected under budget by				822					

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2021-2022						
Restricted						
Account		Budget	Amended		Proposed	
<u>Number</u>	<u>Title</u>	<u>2020-2021</u>	<u>2020-2021</u>	<u>2020-2021</u>	<u>2021-2022</u>	<u>Percent</u>
	Occupancy/Meals Tax 25%	1,519,455	1,706,955	2,324,228	1,840,950	7.8%
	Interest	23,000	23,000	23,040	23,000	0.0%
	Appropriated Fund Balance	2,850,096	2,850,096	1,848,735	4,196,002	47.2%
	Total - Non Departmental	4,392,551	4,580,051	4,196,003	6,059,952	32.3%

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget**

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Outer Banks Visitors Bureau					
Budget 2021-2022					
Restricted Fund					
		Projected			
Account		Amount	Recommended	Proposed	
Number	Title	Allocated	FY 21-22	FY 21-22	Percent
		thru 5/31/21	Projects	Allocation	Change
Revenues					
3210	Interest	23,040	0	23,000	-0.2%
9930	Appropriation from Fund Balance	1,848,735	0	4,196,002	127.0%
9940	Occupancy/Meals Tax 25%	2,324,228	0	1,840,950	-20.8%
	Total Revenues	4,196,003	0	6,059,952	44.4%
Expenditures					
Long Term Projects: 70% = \$1,288,665					
4503	Infrastructure NOTE #1	461,170	0	461,170	0.0%
4525	Event Site NOTE #2	1,790,004	1,188,665	2,978,669	66.4%
4585	Long-term Unappropriated NOTE #3	330,000	100,000	430,000	30.3%
	Total Long Term Projects	2,581,174	1,288,665	3,869,839	49.9%
Short Term Projects: 30% = \$552,285, plus interest					
FY2019					
4646	Town of KH - KH Park Trail Connection	47,592	0	47,592	0.0%
		47,592		47,592	
FY2020					
4648	TIG - Dare Co Arts Council - Courtyard	90,950		90,950	0.0%
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806		147,806	0.0%
4652	TIG - Manteo - Manteo Town Common	221,885		221,885	0.0%
		460,641		460,641	0.0%
FY2021					
4652	TIG - Manteo - Manteo Town Common, Phase II	150,000		150,000	0.0%
4654	TIG - Hatteras Tax District - Pathways	342,640		342,640	0.0%
4655	TIG - KDH - Meekins Field	200,000		200,000	0.0%
4657	TIG - NH - Skate Park	30,000		30,000	0.0%
4658	TIG - NC Coastal Fed - Baum Bridge Boat Access	40,000		40,000	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	19,960	0	19,960	0.0%
5160	Fireworks	79,669	55,000	134,669	69.0%
5140	25 % of audit	0	3,750	3,750	-
4999	FY2022 S-T Unappropriated NOTE #4	244,326	516,535	760,861	211.4%
		1,106,595	575,285	1,681,880	52.0%
	Total Short Term Projects	1,614,828	575,285	2,190,113	35.6%
	Total Expenditures	4,196,003	1,863,950	6,059,952	44.4%
Reconciliation Back to 5/31/21 Cash Balance					
Funds in the Banks @ 5/31/21				\$ 4,221,981	
Estimated Revenues - June 2021				125,236	
Budgeted FY 21-22 Revenues				1,863,950	
Total Proposed Expenditures				\$ 6,211,167	
Less Amounts to be Paid Out in 20-21				(151,215)	
Total Proposed Expenditures				\$ 6,059,952	

8b

Draft #3
as of 6/7/2021

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2021-2022									
Travel Guide									
Account		Original	Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2020-2021	2020-2021	2020-2021	2021-2022	Change	FY21-22	FY22-23	FY23-24
Revenues									
3209	Advertising	0	35,000	35,000	35,000	0.0%	36,050	37,132	38,245
3210	Interest	0	20	52	25	25.0%	25	25	25
	Total Revenues	0	35,020	35,052	35,025	0.0%	36,075	37,157	38,270
Expenditures									
5560	Production/Printing/Distribution	0	0	0	70,000	100.0%	77,000	79,310	81,689
6200	Freight	0	0	0	2,000	100.0%	2,200	2,266	2,334
	Total Expenditures	0	0	0	72,000	100.0%	79,200	81,576	84,023
	Revenues Over (Under) Expenditures	0	35,020	35,052	-36,975		-43,125	-44,420	-45,753

Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget


Outer Banks Visitors Bureau						
Budget 2021-2022						
Merchandise Sales						
Account		Budget	Amended		Proposed	
Number	Title	2020-2021	Budget	Projected	Budget	Percent
			2020-2021	2020-2021	2021-2022	Change
	Revenues:					
3100	Sale of Merchandise	0	5,000	6,384	3,000	-40.00%
3210	Interest Income	0	125	227	125	0.00%
	Total Revenues	0	5,125	6,611	3,125	-39.02%
	Projected under budget by					
	Expenditures:					
6710	Merchandise Purchased	0	3,000	4,150	1,950	-35.00%
6800	Bank Fees - Credit Cards	0	1,200	680	450	-62.50%
	Total Expenditures	0	4,200	4,830	2,400	-42.86%
	Revenues Over (Under) Expenditures	0	925	1,781	725	

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget**


Outer Banks Visitors Bureau									
Budget 2021-2022									
Event Site Fund									
Account Number	Title	Budget 2020-2021	Amended Budget 2020-2021	Projected 2020-2021	Proposed Budget 2021-2022	Percent Change	Estimate FY22-23	Estimate FY23-24	Estimate FY24-25
	Revenues:								
3200	Event Rental Income	12,500	12,500	12,600	13,800	10.40%	15,800	16,900	18,700
3250	Lease income	45,600	45,600	45,828	45,600	0.00%	46,000	46,000	47,380
3220	Other Income	200	200	0	200	0.00%	200	200	200
3210	Interest Income	150	150	357	200	33.33%	150	75	100
9910	Transfer from General Fund	271,030	271,030	271,030	285,480	5.33%	336,947	377,765	368,564
9999	Unappropriated Funds	20,000	20,000	0	65,000	225.00%	5,150	5,305	5,464
	Total Revenues	349,480	349,480	329,815	410,280	17.40%	404,247	446,245	440,408
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	50,000	50,000	0	50,000	0.00%	45,000	45,000	24,000
5190	Other Professional Services	40,000	40,000	1,530	55,000	37.50%	90,000	92,700	104,751
6440	Insurance	7,200	7,200	7,200	8,550	18.75%	8,978	9,426	9,898
6580	Utilities	63,975	63,975	25,865	56,375	-11.88%	58,066	59,808	61,602
6610	Repairs & Maintenance	168,035	168,035	171,206	220,085	30.98%	181,466	217,759	217,759
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	18,152	20,000	0.00%	20,800	21,632	22,497
	Total Expenditures	349,480	349,480	224,179	410,280	17.40%	404,609	446,625	440,807
	Revenues Over (Under) Expenditures	0	0	105,636	0		-362	-380	-399
	Encumbrances: #5190 \$15,000								

At their June 10, 2021 meeting, Budget & Finance Committee recommended selecting Thompson, Price, Scott, Adams & Co to complete the Fiscal Year 2020-21 Audit.

Firm	Johnson, Mizelle, Straub & Murphy	Thompson, Price, Scott, Adams & Co
People Involved & Professional Experience	<p>Lisa Murphy 35 Years, Many as Partner in Charge</p> <p>Jonathan Dail Sr Manager, 16 years exp</p>	<p>Alan Thompson - Engagement Partner - 24 Years experience</p> <p>Brandy Turbeville - Audit Manager - 15 Years experience</p> <p>Stuart Hill - Senior Staff - 7 Years Experience</p> <p>Ronnie Creech - Senior Staff - 20 Years Experience</p> <p>Patrick Pfiffer - Senior Staff - 1 Year Experience</p>
Other Clients	<p>Town Duck</p> <p>Town of Southern Shores</p> <p>Town of Nags Head</p> <p>Hatteras Village Community Center</p> <p>East Albemarle Regional Library</p>	<p>Columbus Co. Tourism</p> <p>Granville Co. TDA</p> <p>Johnston County Tourism</p> <p>Ocracoke Township TDA</p> <p>Northampton Co. TDA</p>
Peer Review	Yes	Yes
Education/CPE	<p>Require Yellow Book, 24 hours of Continued Professional Development in Gov't Acct.</p> <p>40 hours of CPE per year</p>	<p>40 hours of CPE. All attend LGC CPE</p>
Independence Policy	Yes	Yes
Insured	Liability \$1,000,000	Liability \$3,000,000
Any Regulatory Action	None	None
Tentative Schedule	<p>Sept 15 Fieldwork</p> <p>Oct 15 Report</p> <p>Oct/Nov Presentation</p>	<p>Aug-Sept Fieldwork</p> <p>Draft Report Sept 30</p> <p>Final Report Oct 31</p>
Costs	<p>\$13,000 in FY 20-21</p> <p>\$13,750 in FY 21-22</p> <p>\$14,500 in FY 22-23</p>	<p>\$8,950 in FY 20-21</p> <p>Renewable for 2 years</p> <p>Additional \$125</p>
Other Notes	Available throughout the year for minor questions, counsel, and advice at no additional cost	<p>No travel costs as they expect to complete via email and their portal. Any additional costs would have prior approval.</p> <p>Available throughout the year for questions</p>



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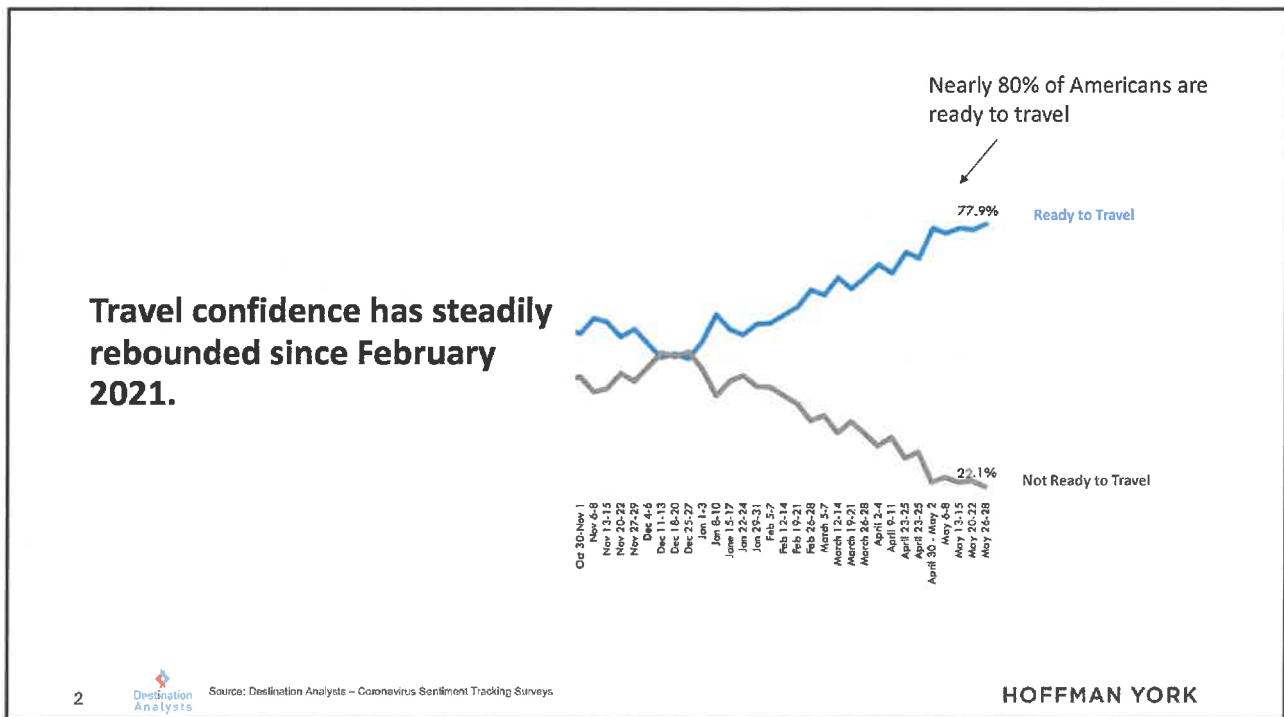
The Outer Banks
VISITORS BUREAU

Outer Banks Visitors Bureau

FY21-22 Annual Plan Overview

June 9, 2021

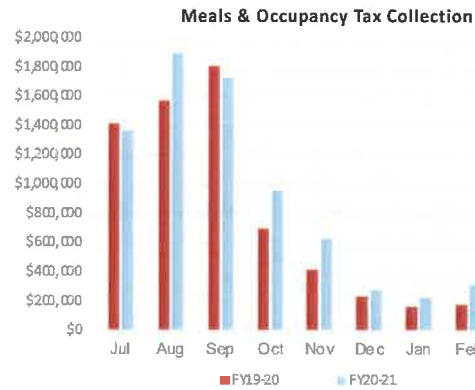
1



2

Outer Banks has outpaced many DMOs over the past year.

Total tax collections are up 20% with lodging taxes up 30% YTD.



3

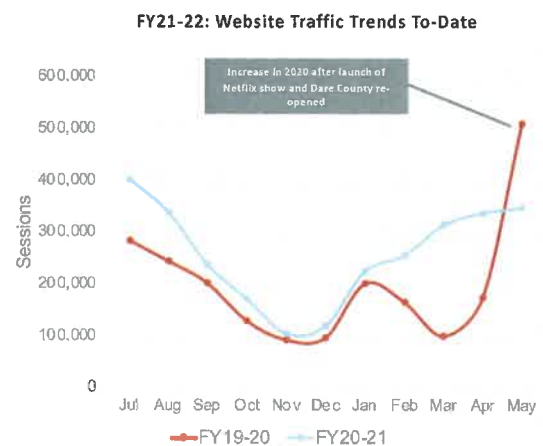
Source: OIBVB Monthly Tax Collections Reports

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3

Total site traffic is up 30% YOY even with significant jump in May 2020 traffic.

All paid efforts have improved in YOY traffic and organic/direct traffic is up significantly YOY.

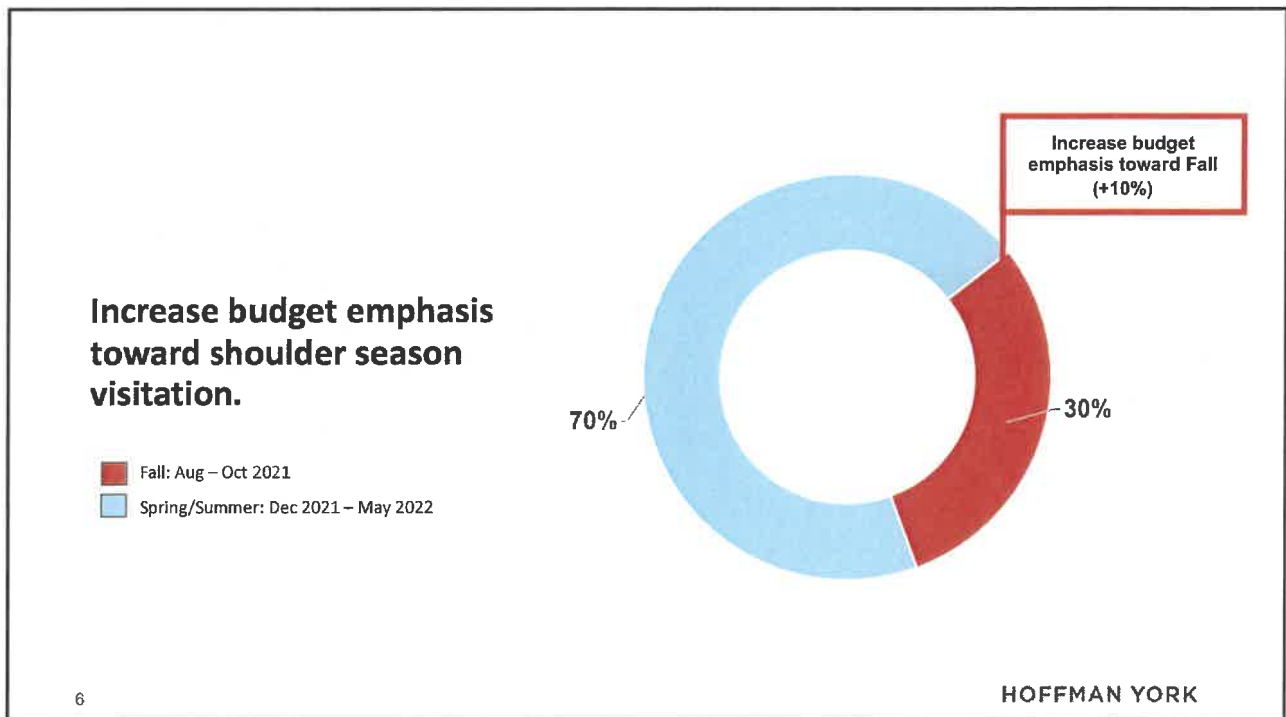


HOFFMAN YORK

4



5



6

Continuously monitoring feeder markets and adjusting geographic heavy-ups.



■ Heavy-up
■ Regional footprint

7

HOFFMAN YORK

7

A full-funnel strategy that builds short-term and long-term excitement, familiarity and visitation.



8

HOFFMAN YORK

8

Build awareness with high-value consumer audiences.

Mix of traditional media and high impact digital tactics.



Traditional TV



Print



Connected TV



Video



Audio



Single Adults

A18+, never married, no children present in HH



Family Audience

A25-54, HH \$100K - \$250K, presence of children in the HH (0-17)



Childless Retireers

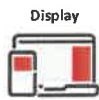
A45+, HH \$75K - \$150K, no children present in HH

9

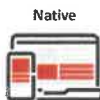
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Increase familiarity and interest via targeted digital tactics.

Target high-value consumers and active travel planners/interest.



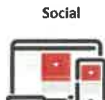
Display



Native



Content



Social



Site Visitors



Active Searching/ Booking Intent



Past Engagers



Past Visitation

10

HOFFMAN YORK

Drive leads and conversions with low-funnel and engagement media.

Continuous delivery of engagement focused content and assets to drive website visitation and conversions.



Lodging listings
conversions: **+68%**



Restaurant listings
conversions: **+54%**

11

Source: Google Analytics – July 2020 – May 2021 v. YOY

HOFFMAN YORK

11

Expanding content marketing efforts and testing new niche audiences and interests.

Strong results measured from golfing, birding and boomer content.

13 Best Outdoor Things For Boomers A55-75 + Remarketing Audience Segments



CTR Performance
Avg. CTR = 0.13%

0.25%

Birding 3rd party birding audience segments



0.21%

A Hunger For Golf...And From It Golfers + Remarketing Audience Segments



0.17%

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12

Improving email performance through segmentation workflows.

Overall email engagements and opens have improved with new segmentation.

Top Performing Workflows

Foodie
Open Rate: 26.7%
Open CTR: 28.8%

Camping/RV
Open Rate: 23.2%
Open CTR: 30.2%

Avg. Email Performance
Open Rate: 14.0%
Open CTR: 23.2%

HOFFMAN YORK

13

Fall planning in progress.

New creative to launch in August to promote shoulder season trip ideas and activities.

BOONE&TVA

Print
(Trusted Print Partner)

Local Market TV/CTV
(Primary Awareness Driver)

Digital Audio
(Awareness driver)

Digital
(Banners, native, custom content, email and SEM)

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14

Questions?

HOFFMAN YORK



1

A presentation slide titled "Overview" with a background image of a beach and waves. The title "Overview" is in a large, dark blue font. To the right of the title is a vertical blue line. In the top right corner, there are logos for "The Outer Banks OF NORTH CAROLINA" and "ignite". Below the line is a list of agenda items, each preceded by a checkmark.

Overview

- ✓ Introduction
- ✓ 2020 Social Performance
- ✓ 2021 Social Objectives + Media Flighting Plan
- ✓ 2021 Opportunities

2

Introduction: Ignite Social Team

The Outer Banks
OF NORTH CAROLINA



Founded in 2007, Ignite Social Media was created to offer leading brands the services of a full-service agency dedicated exclusively to social media marketing. As a full-service social media company, we've assembled a team of experts to offer social media strategy, community engagement, content development, paid media and analytics under one roof. Staying true to our Social Only focus, our approach is to think Social First in how we approach client marketing needs.



5+ Years in Partnership.
8+ Content Capture Trips.

Countless sunrises and sunsets captured, lighthouse steps climbed, and local seafood consumed.



The Drum
Social Buzz
Awards



3

2020 Social Performance

The Outer Banks
OF NORTH CAROLINA



CONNECT	CULTIVATE	CONVERT	CARE
Impressions YTD: 104.7MM % Change Over LYTD: 36% % to Goal Trend: 102%	Traffic YTD: 350.7K % Change Over LYTD: 18% % to Goal Trend: 130%	Conversions YTD: 36.5K % Change Over LYTD: 12% % to Goal Trend: 101%	Engagements YTD: 6.4MM % Change Over LYTD: 26% % to Goal Trend: 119%

- All KPIs year-to-date (YTD; July '20 – May '21) are **trending above last year-to-date (LYTD; July '19 – May '20)**.
- Impressions and engagements have already **surpassed FY19/20 performance**.
- Additionally, planning referrals (lodging, restaurants, things to do, etc.) are **up 34% over LYTD**.
- Instagram continues to be a top platform for the OBX and, through image and copy optimizations, content is being served organically to new audiences.



4

2020 Social Performance

Due to COVID-19, a spring program was unable to run in 2020. The intended program budget was reallocated to the summer months to **communicate crucial visitation messaging**.

In the summer of 2020, messaging promoted on OBX social channels pivoted to a **focus on setting expectations for vacation** during the pandemic, safety precautions, and a restaurants offering takeout, delivery, and socially-distanced seating.

In the winter of 2021, Ignite Social Media developed a program designed to encourage people to escape the surroundings they'd been stuck in for nearly a year to have a chance of scenery and work from the OBX. The program **exceeded expected goals**, generating over 9K newsletter sign-ups.



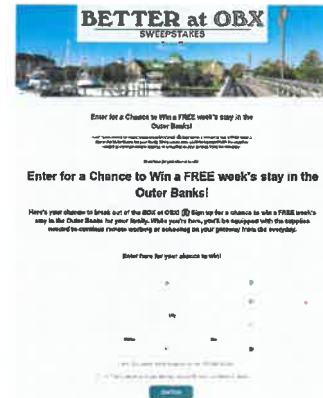
The Outer Banks
OF NORTH CAROLINA

ignite

28.2K
Sweepstakes
Views

12.5K
Entries
Expected: 7.9K-8.5K
(+47% above goal)

9.4K
E-News Opt-ins
Expected: 4.5K-4.9K
(+100% above goal)



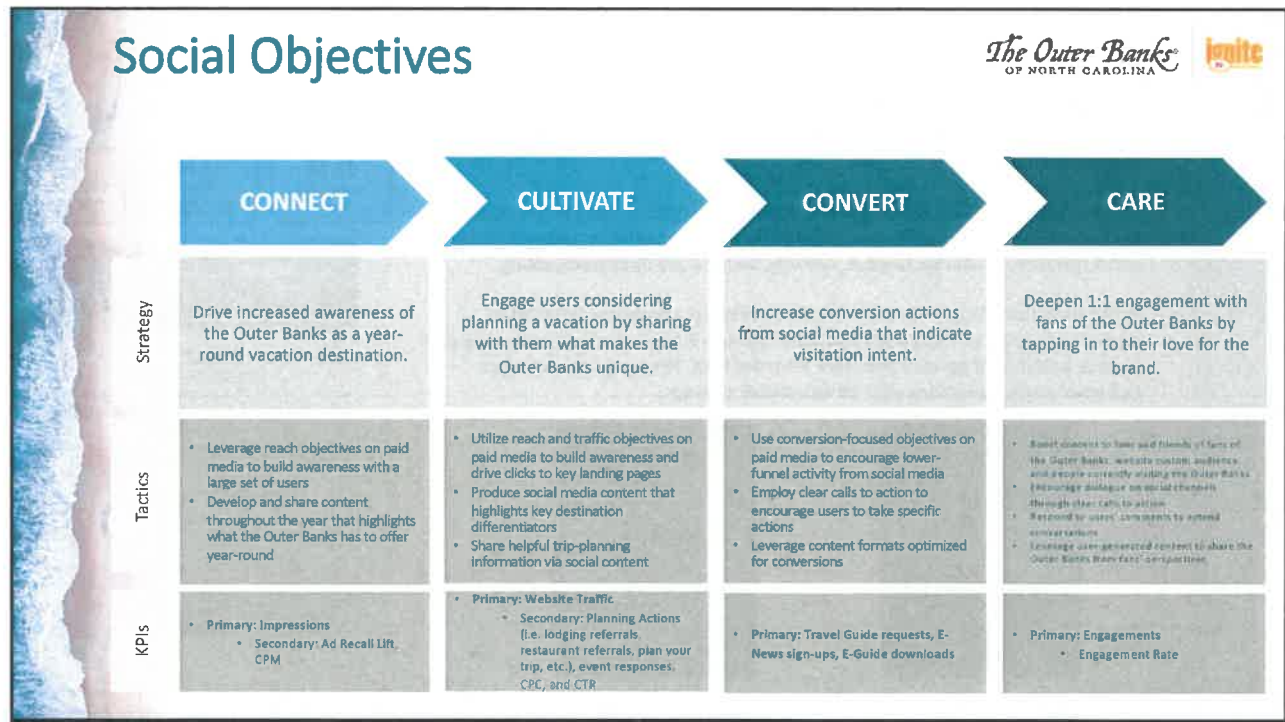
5

Looking to 2021

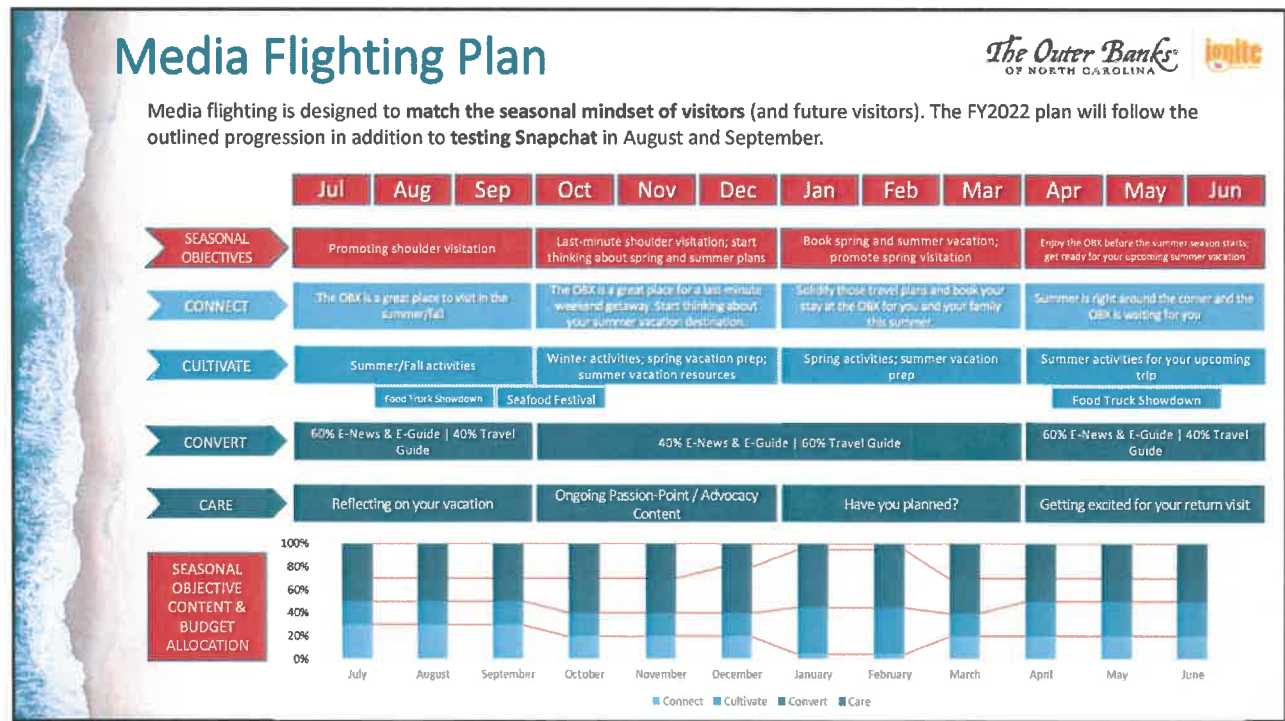
The Outer Banks
OF NORTH CAROLINA

ignite

6



7



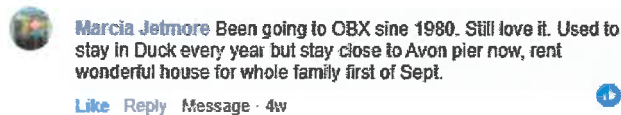
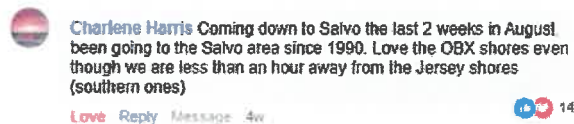
8

2021: Giving back to our visitors



There's no doubt about it—the Outer Banks has some of the most passionate fans around. From sharing treasured memories to recommending the best restaurants/shops/local hotspots in town, our community isn't shy about spreading their love for OBX.

We'd like to give back some of that love by surprising fans with Outer Banks merch so they can represent their favorite getaway, whether they're on vacation or planning for their next one. By surprising and delighting fans, we can establish a stronger connection with them on social and reward high-quality engagement, strengthening relationship with our online community.



9

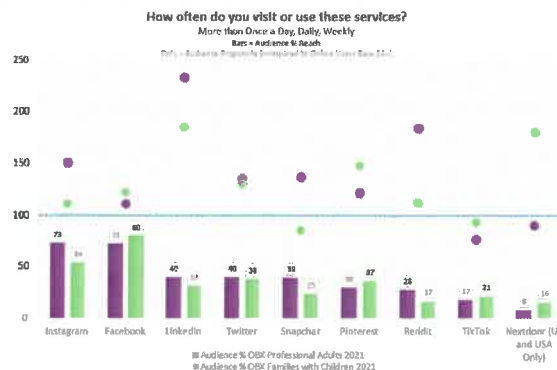
2021: Expanding Reach



Snapchat has continued to expand and see an increase in available opportunities for brands. This growth in engagement among a broader audience has led to increased offerings of useful tools (such as detailed ad targeting options) to maximize marketing efforts within their platforms. This along with OBX followers' likelihood to already be on Snapchat, provides a great opportunity to test this channel to reach an extended travel community. Snapchat delivers a niche, involved communities ready to be the next visitors of the OBX!

+30%
Increase YoY in
Engagement with
Snapchatters Over
Age 35

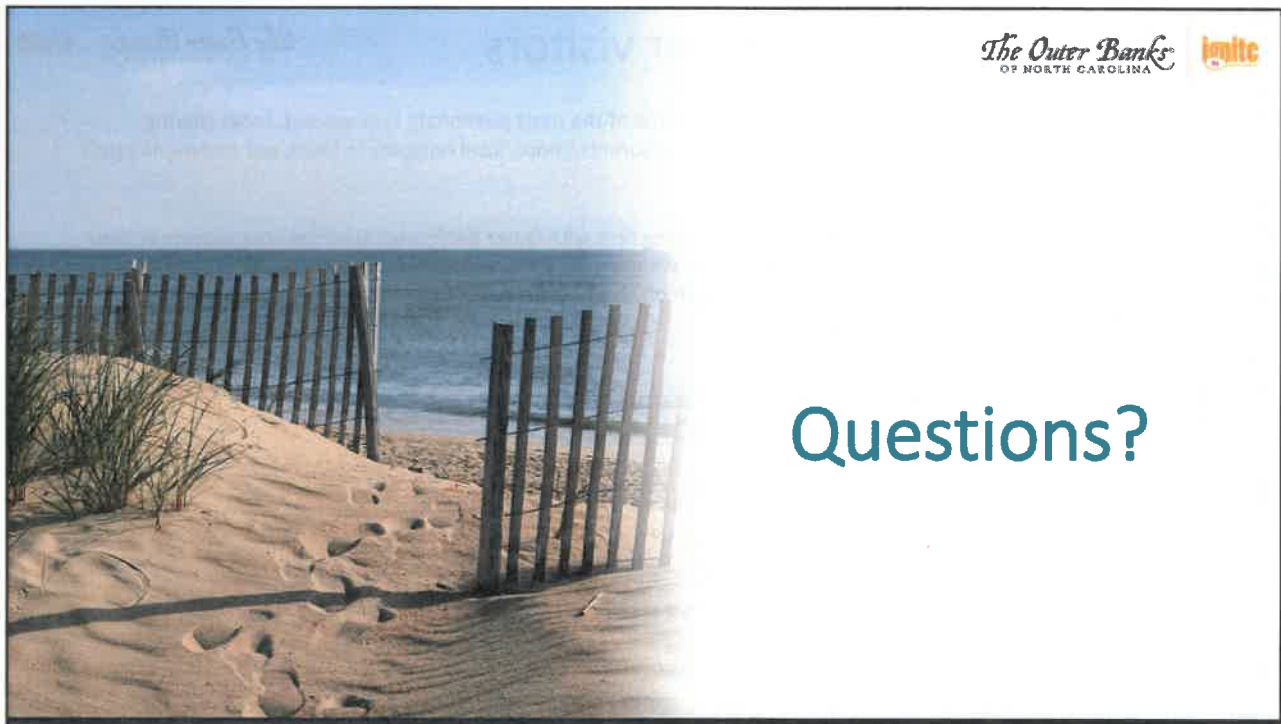
30
Number of Times Per
Day Snapchat Is
Opened Per User



OBX target
audience is MORE
LIKELY to be using
Snapchat than all
other internet
users

Source: GlobalWebIndex

10



11

Marketing Dashboard

thru May 2021

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	44,601	56,812	-12,211	-21%
Completed Video Views	17,352,551	13,714,976	3,637,575	27%
Total Visits to Website	2,871,187	2,189,887	681,300	31%
Online Communities				
Email Subscribers	292,248	244,754	47,494	19%
Facebook	716,736	715,736	1,000	0%
Twitter	40,400	40,200	200	0%
Instagram	116,000	94,400	21,600	23%
Pinterest	<u>21,103</u>	<u>20,400</u>	<u>703</u>	<u>3%</u>
Online Communities Subtotal	1,186,487	1,115,490	70,997	6%

Devices May 2021

Mobile	63%
Desktop	34%
Tablet	3%

Completed video views total includes 2,897,215 as part of a COVID-19 credit program with VisitNC

COVID-19 Entry Restrictions: March 17-May 16, 2020.

Dashboard Overview

Overview

FY20-21 Spring-Summer OTA, Email and SEM efforts continued in May while the CTV, Programmatic Video, Display and Native efforts concluded this month. Niche Audience Targeting and Article Remarketing efforts continued in May, supporting the Adventure Travel Guide and Cycling articles and birding. All workflows continued including Foodie, Active Vacationer & Art, History & Culture, Family, Fishing and Camping/RV emails.

Overall, outerbanks.org continues to show positive growth in website traffic and conversions from direct sources, paid media and organic search. Outerbanks.org sessions increased for the sixth month in a row as the majority of FY20-21 Spring-Summer efforts conclude. FY20-21 website traffic continues to exceed the previous year, partially due to paused paid efforts in April 2020. Organic search, paid search, direct and social continue to drive a significant portion of site visits for FY20-21 YTD.

Highlights for May:

- Recorded 347K site sessions in May - Strong YOY increases recorded this month across paid search and display sources.
- 173K engaged sessions recorded in May - Engaged sessions for FY20-21 fiscal YTD increased 49% YOY (compared to FY19-20 Jul - May).
- General Newsletter: 239K emails sent in May. Open Rate (+3%) and Open CTR (+107%) performance improved from the previous month. Recipients were highly interested in the Advance Auto Parts sweepstakes as that was the top link - Delivered 12K clicks.
- Workflow Emails: Strong open and click through rate performance continued in May. Workflows continued to out-perform the general newsletter - Over 111K emails sent to-date.
- SEM: Click performance improved over the previous month, while conversion performance continues to be similar to campaign benchmarks - Delivered 50K clicks and 10.7K conversions in May.
- Display: OTA conversion performance increased +9% MOM - Delivered over 2.6K conversions in May.
- Display: Programmatic Display and Native conversion performance maintained in May - Delivered 6K conversions this month and over 31K conversions throughout the campaign.
- Display: Epsilon Spring-Summer campaign experienced a geographic discrepancy in impression delivery - Epsilon is providing a makegood and was extended into June to deliver in full.
- Video: CTV (98%) and Programmatic Video (92%) continued to deliver strong completion rates - Delivered nearly 2MM completed views in May and 10.7MM completed views throughout the campaign.
- Birding CTR performance maintained MOM - Anticipate performance improvement in June due to creative refresh.
- Adventure Travel Guide and Cycling articles delivered average CTR performance in May, with both articles driving similar CTR performance - Adventure Travel Guide delivered 184K impressions and 147 clicks and Cycling delivered 183K impressions and 165 clicks.
- UberMedia: Nearly 29K visits were tracked to Dare County in April (+77% MOM). Out of State Overnights accounted for the largest portion with 16K visits.
- UberMedia data for May has not become available. May visitation data will be included in next month's dashboard.

Completed Optimizations

Monitored overall campaign reporting weekly to ensure strong performance and overall success.
Continued to monitor and optimize SEM performance.
Continued interest-based workflow emails in May.
Completed CTV/Video, Programmatic Display and Native efforts in May.
Continuing to run Epsilon, Expedia/VRBO, and TripAdvisor into June.

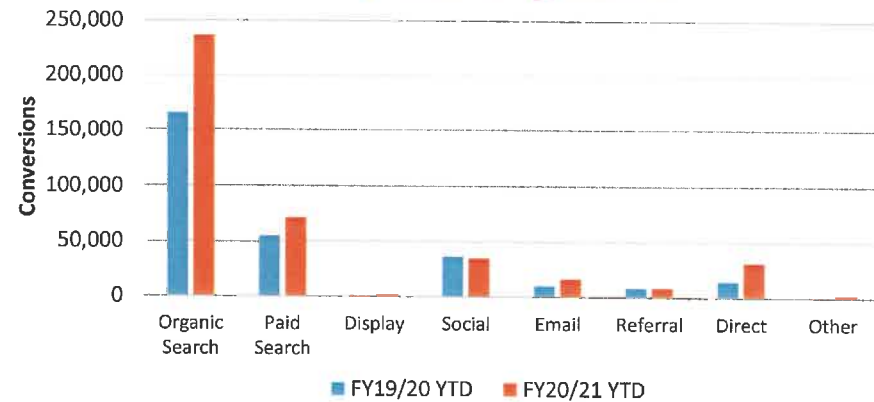
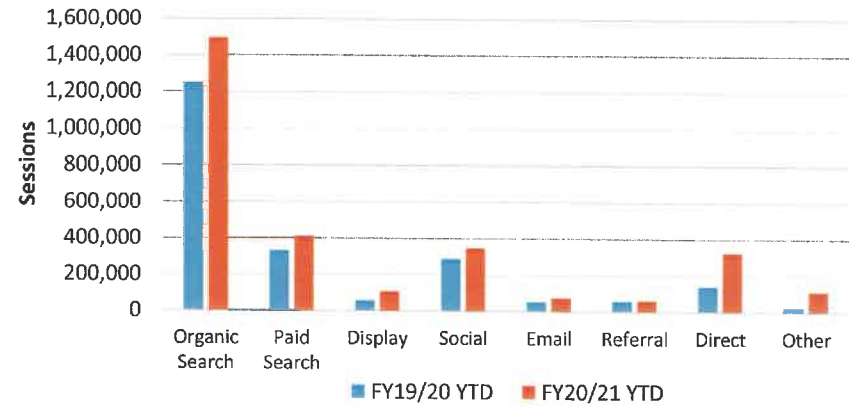
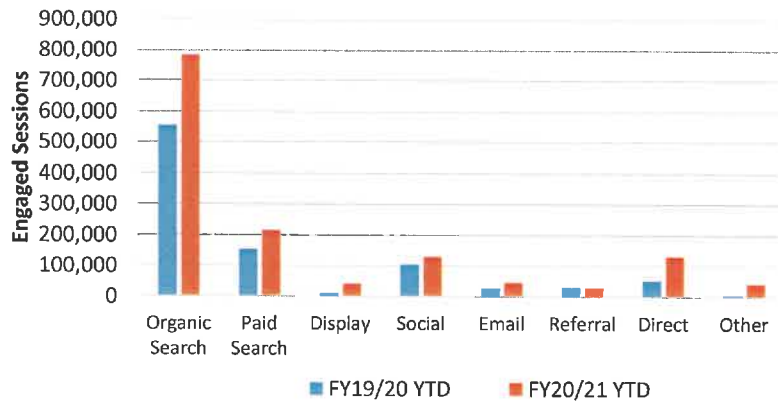
Action Steps

Topic	Commentary
Spring-Summer Campaign	Continue to monitor Spring-Summer campaign performance and optimize where necessary.
SEM	Monitor click and conversion performance throughout the Spring-Summer season and optimize as necessary.
Email	Develop new content with planning-specific CTAs. Optimize emails by showing highest-clicked links in more prominent places.

Website Overview

	May-21	YOY	FYTD	YOY
Sessions	347,138	-32%	2,844,187	30%
Engaged Sessions	173,951	-22%	1,369,587	49%
Any Conversion*	57,335	36%	402,216	38%
eNews Sign Up Conversions	1,602	-29%	19,726	42%
Travel Guide Conversions	2,942	-15%	39,939	-11%
Listing Referral Conversions	53,857	45%	352,180	47%

*All conversions are "1-per-session."



Client: Outer Banks Visitors Bureau
Report Time Period: May 2021



Media Delivery Overview

FY20-21 Overview: Email / Workflows Delivery

Platform	May-21			Fiscal Year To-Date		
	Sends	Opens	Clicks	Sends	Opens	Clicks
Newsletter Emails	239,182	43,516	14,315	2,989,867	437,557	59,300
Workflow Emails	3,500	1,350	561	111,657	28,659	8,032
Total	242,682	44,866	14,876	3,101,524	466,216	67,332

FY20-21 Overview: SEM Delivery

Platform	May-21		Fiscal Year To-Date	
	Impressions	Clicks	Impressions	Clicks
Google	279,872	35,586	2,978,184	265,886
Bing	329,851	14,823	3,884,698	137,517
Total	609,723	50,409	6,862,882	403,403

FY20-21 Overview: Display Delivery

Platform	May-21		Fiscal Year To-Date	
	Impressions	Clicks	Impressions	Clicks
OTA Sites	934,411	1,727	7,423,400	20,009
Programmatic Banners	3,854,145	5,620	44,111,999	46,989
Programmatic Native	1,742,310	2,010	18,118,991	42,950
Total	6,530,866	9,357	69,654,390	109,948

FY20-21 Overview: Video Delivery

Platform	May-21			Fiscal Year To-Date		
	Impressions	Clicks	Video Completions	Impressions	Clicks	Video Completions
Programmatic Video	945,268	1,601	870,610	7,690,975	24,499	6,574,778
Connected TV	1,133,475	--	1,110,241	8,041,536	--	7,880,558
Visit NC Credit - COX CTV	--	--	--	2,926,480	--	2,897,215
Total	2,078,743	1,601	1,980,851	18,658,991	24,499	17,352,551

4

Client: Outer Banks Visitors Bureau
Report Time Period: May 2021

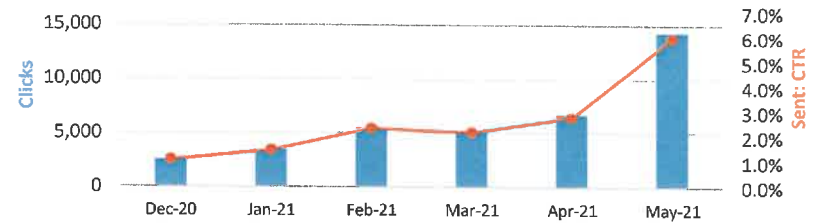


Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sends	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Dec-20	228,941	228,663	32,931	14.4%	2,551	1.1%	7.7%	308	564	5
Jan-21	229,575	229,253	28,345	12.4%	3,444	1.5%	12.2%	322	449	29
Feb-21	228,239	227,420	36,012	15.8%	5,400	2.4%	15.0%	819	561	7
Mar-21	235,190	234,319	32,092	13.7%	5,157	2.2%	16.1%	871	387	19
Apr-21	237,203	236,806	41,843	17.7%	6,659	2.8%	15.9%	397	492	14
May-21	239,182	238,241	43,516	18.3%	14,315	6.0%	32.9%	941	413	6
GRAND TOTAL	1,387,686	1,384,670	194,152	14.0%	44,985	3.2%	23.2%	3,046	2,816	295

Top Links Clicked - Current Month*

Link	Clicks*	Open: CTR
roadtripreadyweepstakes.com/	12,337	28.4%
/places-to-stay/	654	1.5%
/plan-your-trip/webcams/	650	1.5%
/restaurants/	555	1.3%
/travel-guide/	430	1.0%
/plan-your-trip/	320	0.7%
outerbanks.org/	302	0.7%
/plan-your-trip/trip-ideas/	296	0.7%
/blog/post/cycling-bike-paths-of-the-outer-banks-north-carolina/	149	0.3%
GRAND TOTAL	15,693	22.5%

* link clicks include forwarded email clicks

Email Performance - Current Month

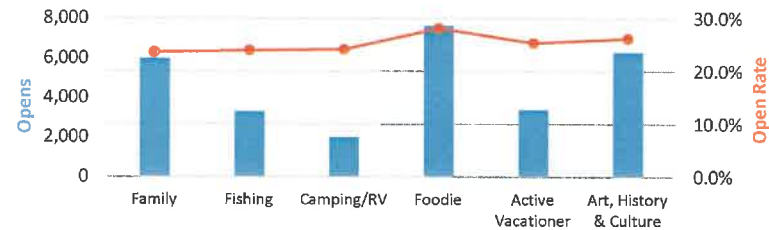
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Enter a sweepstakes for an OBX vacation package	239,182	238,241	43,516	18.3%	14,315	6.0%	32.9%	941	413	6
GRAND TOTAL	239,182	238,241	43,516	18.3%	14,315	6.0%	32.9%	941	413	6

Client: Outer Banks Visitors Bureau
Report Time Period: May 2021

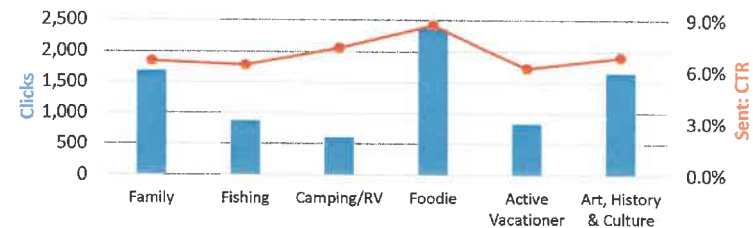


Email Marketing Campaign Overview

Opens and Open Rate by Interest Category



Clicks and Click Rate by Month



Total Campaign Performance by Interest Category

Interest Category	Sends	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Family	25,294	25,256	6,001	23.7%	1,686	6.7%	28.1%	38	69	2
Fishing	13,722	13,695	3,301	24.1%	882	6.4%	26.7%	27	26	3
Camping/RV	8,208	8,172	1,989	24.2%	610	7.4%	30.7%	36	18	0
Foodie	27,110	27,038	7,650	28.2%	2,372	8.7%	31.0%	72	60	2
Active Vacationer	13,341	13,310	3,399	25.5%	832	6.2%	24.5%	31	34	3
Art, History & Culture	23,982	23,920	6,319	26.3%	1,650	6.9%	26.1%	62	59	1
GRAND TOTAL	111,657	111,391	28,659	25.7%	8,032	7.2%	28.0%	266	266	11

Top 3 Links Clicked Per Workflow

Links: Family	Clicks*	Open: CTR
/places-to-stay/	463	7.7%
/things-to-do/top-10-things-to-do/	354	5.9%
/blog/post/5-ways-to-make-your-family-trip-to-the-outer-banks-of-north-carolina-unforgettable/	336	5.6%
Links: Fishing	Clicks*	Open: CTR
/things-to-do/water-activities/fishing	267	8.1%
/restaurants	199	6.0%
/places-to-stay	155	4.7%
Links: Camping/RV	Clicks*	Open: CTR
/places-to-stay/campgrounds-and-rv-parks	299	15.0%
/blog/post/camping-in-the-outer-banks-nc/	156	7.8%
/travel-guide	65	3.3%
GRAND TOTAL		

* link clicks include forwarded email clicks

Top 3 Links Clicked Per Workflow

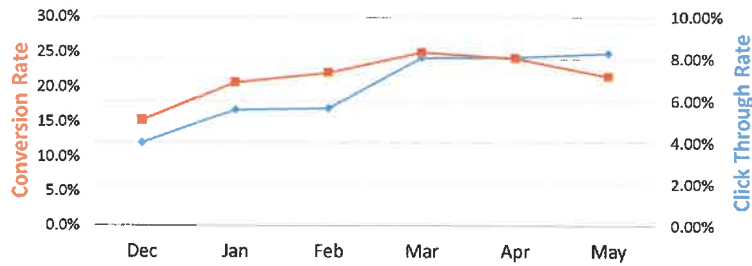
Links: Foodie	Clicks*	Open: CTR
/restaurants	557	7.3%
/restaurants/seafood/	531	6.9%
/post/best-obx-restaurants-bars	500	6.5%
Links: Active Vacationer	Clicks*	Open: CTR
/restaurants	204	6.0%
/things-to-do	198	5.8%
/places-to-stay	161	4.7%
Links: Art, History & Culture	Clicks*	Open: CTR
/restaurants	363	5.7%
/things-to-do	353	5.6%
/blog/post/the-attractions-of-island-life/	313	5.0%
GRAND TOTAL	5,474	6.8%

Client: Outer Banks Visitors Bureau
Report Time Period: May 2021

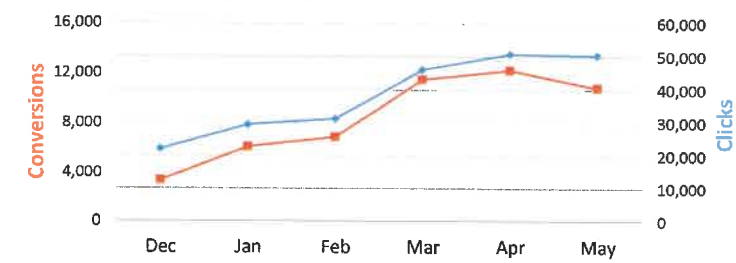


SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Dec	\$34,597	21,954	543,804	4.0%	\$1.58	3,345	\$10.34	15.2%
Jan	\$32,674	29,400	526,425	5.6%	\$1.11	6,044	\$5.41	20.6%
Feb	\$31,890	31,205	551,672	5.7%	\$1.02	6,848	\$4.66	21.9%
Mar	\$32,845	46,012	570,916	8.1%	\$0.71	11,477	\$2.86	24.9%
Apr	\$31,116	50,815	628,324	8.1%	\$0.61	12,233	\$2.54	24.1%
May	\$30,402	50,409	609,723	8.3%	\$0.60	10,798	\$2.82	21.4%
GRAND TOTAL	\$218,250	249,276	3,923,525	6.4%	\$0.88	54,117	\$4.03	21.7%

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$17,178	35,586	279,872	12.7%	\$0.48	8,716	\$1.97	24.5%
Bing	\$13,224	14,823	329,851	4.5%	\$0.89	2,082	\$6.35	14.0%
GRAND TOTAL	\$30,402	50,409	609,723	8.3%	\$0.60	10,798	\$2.82	21.4%

7

Display Overview

Campaign Overview: FY20-21 Spring-Summer Display Details by Tactic

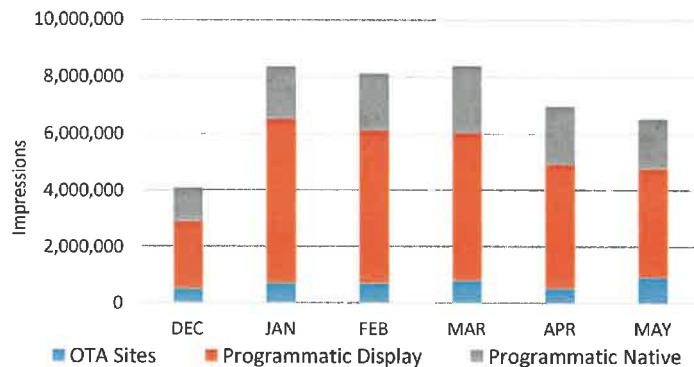
Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$80,000	\$68,062	4,047,164	6,970	0.17%	\$9.76	6,585	\$10	0.163%	65%	2.01	1:58
Programmatic Banners	\$254,188	\$193,455	27,140,611	40,863	0.15%	\$4.73	20,902	\$9	0.077%	89%	1.26	0:21
Programmatic Native		\$57,656	11,127,345	15,055	0.14%	\$3.83	10,868	\$5	0.098%	77%	1.59	1:15
FY20-21 Spring-Summer Total YTD	\$334,188	\$319,173	42,315,120	62,888	0.15%	\$5.08	38,355	\$8	0.091%	50%	2.12	2:28

Campaign Overview: FY20-21 Fall Display Details by Tactic (Concluded in December 2020)

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$64,000	\$64,000	3,376,236	4,222	0.13%	\$15.16	337	\$190	0.010%	82%	1.28	0:49
Programmatic Banners	\$170,000	\$127,378	16,971,388	13,251	0.08%	\$9.61	738	\$173	0.004%	47%	2.09	0:50
Programmatic Native		\$42,622	6,991,646	13,460	0.19%	\$3.17	312	\$137	0.004%	69%	1.67	3:36
FY20-21 Fall Total YTD	\$234,000	\$234,000	27,339,270	30,933	0.11%	\$7.56	1,387	\$169	0.005%	57%	1.92	1:55

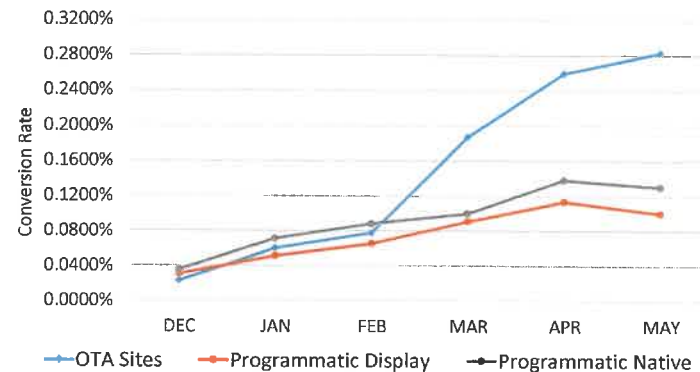
Total Impression Volume by Month by Tactic

Notes: FY20-21 Spring-Summer efforts delivered over 6.5MM impressions in May.



Conversion Rate by Month by Tactic

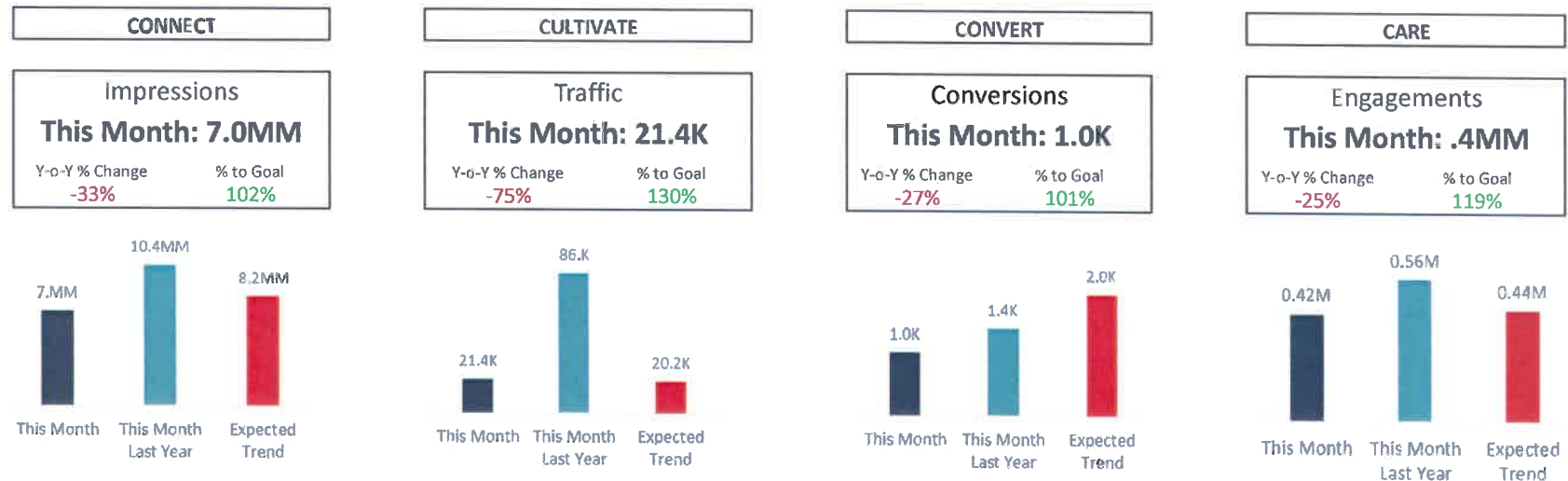
Notes: Conversion rate continued to climb for OTA in May.



Note: December OTA line reflects both the remaining FY20-21 Fall VRBO placement and FY20-21 Spring-Summer placements.

Note: FY20-21 Spring-Summer conversions include the Places To Stay Page View conversion.

Executive Summary



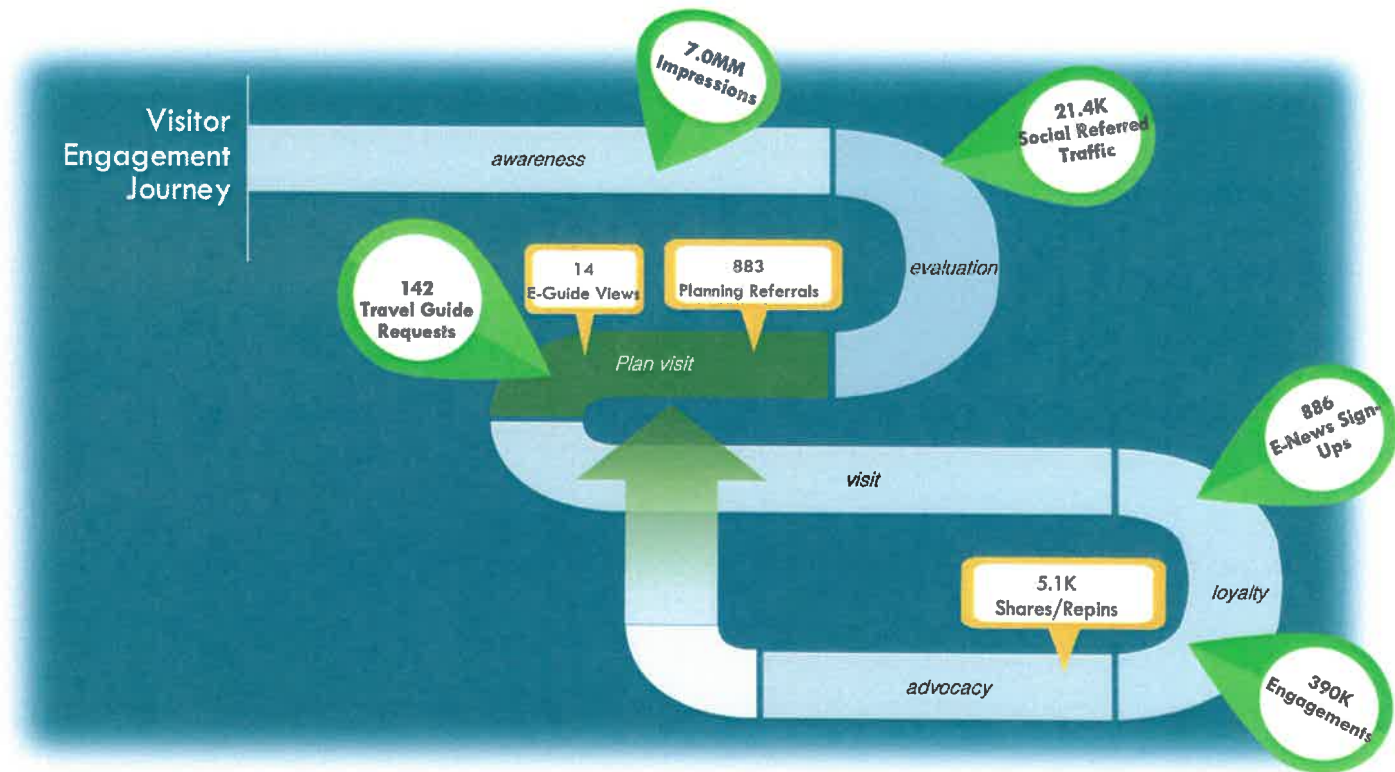
Monthly Highlights:

- Cumulative performance across all KPIs is currently trending above the projected goal.
- In comparing May 2021 to May 2020, this month's performance was lower as May 2020 received reallocated funds and content following an activity pause in March and April due to the beginning of the pandemic.

Recommendations/Next Steps:

- Adding motion to a still photo was successful at generating this month, continue to identify opportunities to add motion to photo assets to provide the audience with an eye-catching experience and immersive feel.
- With new developments on the platform, test the performance of Instagram Reels content for the OBX.
- As prospective visitors run into issues with lodging availability, develop messaging to encourage advanced booking for the shoulder and winter seasons.

Visitor Journey



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITIES – JUNE 2021

Virtual Trade Show Activity:

American Bus Association | June 8, 2021: Tourism Sales virtually attended the American Bus Association's (ABA) Marketplace. Staff had 12 pre-scheduled one on one zoom appointments with tour operators; each appointment lasted approximately 7 minutes. The following tour operators have tours scheduled to the Outer Banks for 2021: Wolf's Bus Group, Sugar Tours and Women Traveling Together (already sold out with a waiting list!). A couple are carryovers from the 2020 canceled season; however, Sugar Tours is new to the area. The group segment as has been severely affected in 2020 and are hopeful for a Fall 2021 comeback.

Staff is working on the sales leads from this show and will provide them to industry partners shortly.

What Is a Marketplace? A commercial trade show that allows you to sell your destination to potential tour operators/companies in seven minutes. Please note that staff is currently selling for the Fall 2021 and 2022 seasons.

What's the economic impact of a tour group in a destination? 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

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

- August 8 – 11 2021: 2021 VMA-MCASC-NCMA Regional Meeting
- October 11 – 14 2021: SPORTS Relationship Conference

The Soundside Event Site:

Attached is an updated 2021 schedule for your review.

2021 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
OBSF's Chowder Banks Fest	Saturday, April 24, 2021	Thursday, April 22 – Sunday, April 25, 2021
OBX Rod & Custom Festival	Friday, April 30 – Saturday, May 1, 2021	Thursday, April 29 – Sunday, May 2, 2021
Dare2Care OBX Shred Fest	Saturday, May 15, 2021	Thursday, May 13 – Sunday, May 16, 2021
Outer Banks Jeep Jam	Friday, May 21 – Saturday, May 22, 2021	Wednesday, May 19 – Sunday, May 23, 2021
Outer Banks Food Truck Showdown	Sunday, June 6, 2021	Thursday, June 3 – Monday, June 7, 2021
OBX FunFair presented by Deggeller Attractions	Thursday, June 10 - Sunday, June 13, 2021	Tuesday, June 8 - Monday, June 14, 2021
Sumospeed Beach Bash	Saturday, September 18, 2021	Saturday, September 18, 2021
Outer Banks Jeep Invasion	Friday, September 24 - Saturday, September 25, 2021	Friday, September 24 - Saturday, September 25, 2021
Outer Banks Seafood Festival	Saturday, October 16, 2021	Tuesday, October 12 - Tuesday, October 19, 2021
OBX Brewtag	Saturday, October 23, 2021	Wednesday, October 20 - Monday, October 25, 2021
Outer Banks Food Truck Showdown	Sunday, November 21, 2021	Thursday, November 18 - Tuesday, November 23, 2021

update June 2021

PUBLIC RELATIONS REPORT: June 2021

BEST LISTS

Dr. Beach | Lighthouse Beach, Buxton #5 Best Beach in American <https://www.drbeach.org/>

US News Travel | Outer Banks #11 Best Weekend Getaways in the South <https://bit.ly/3pBEz9V>

Lonely Planet | Top Spots for a Summer Beach Vacation in the USA <https://bit.ly/3psOGxC>

TV APPEARANCE

FOX 5 DC | May 28, 2021 – Aaron was interviewed live on the Friday morning heading into Memorial Day Weekend, encouraging travel to the Outer Banks and updating the public on travel here following the newly lifted safety restrictions. FOX 5 serves the Washington, DC, northern Virginia and Maryland markets.

EARNED MEDIA – PUBLISHED

Forbes | May 2021 – “Best Beach Vacations: The Outer Banks Is A Perfect Choice For Your Travel Now.” Larry Olmsted visited the OBX at our recommendation and has plans for future articles based on his visit across the different publications he writes for. <https://bit.ly/3cwizrR>

The Christian Post | May 2021 – “Questions Remain Centuries After Disappearance Of England’s First Colony.” by Dennis Lennox. Aaron met Dennis at last year’s International Media Marketplace event and invited him to explore the OBX for The Christian Post (1.9 million uvm). Dennis also contributes to The Epoch Times (7.6 million uvm). <https://bit.ly/3piU9av>

Pittsburgh Tribune-Review | May 2021 – “Here Are Some Top Vacation Getaways For Pittsburgh Travelers This Summer.” Aaron was interviewed about what makes the Outer Banks so appealing for visitors from Pennsylvania with our expansive parks and beaches. He also updated readers on the eased social safety restrictions following the state’s lifted mandates. <https://bit.ly/3fXRsrX>

Business North Carolina | June 2021 – “Town Square: Devil in the Details” The PR team supported Brian Mims’ feature of our Northern Beach town of Kill Devil Hills, using our photos with a nice OuterBanks.org credit. <https://bit.ly/3w8oStg>

EARNED MEDIA – IN MARKET VISITS

Amy Beth Wright | Jun 1-4, 2021 – Amy and her husband author the website ParksAndPoints.com, and she additionally freelances for editorial travel brands with a focus on public lands, food and spirits, architecture and history. Examples incl. Artsy, Wine Enthusiast, Metropolis, Southwest

Judy Koutsky | July 1-5, 2021 – Aaron worked with Judy on the Travel + Leisure story that included the Outer Banks in the “21 Best Babymoon Destinations Around The World.” <https://bit.ly/3qsqhXT> She is coming this summer to research a story for Forbes at our invitation, which we think will be a good turnaround.

THE OUTER BANKS PROJECT

EARNED MEDIA – IN DEVELOPMENT

Fodor's | TBD 2022 – Stratton Lawrence is updating the Forbes travel content for the Outer Banks, writing the new Eastern North Carolina and North Carolina Coast chapters of the next edition of Fodor's The Carolinas and Georgia book. Aaron helped him identify places to visit during his April 2020 in-market discovery.

Our State | 2022 Coastal Issue – Aaron is helping the editorial staff plan in-market writing visits to cover stories for the 2022 Annual Coastal Issue which will feature boating experiences in Manteo and commercial fishing vessels and crew in Hatteras out next summer.

CONTENT PARTNERSHIPS

OuterBanks.org The Outer Banks PR and Content Development team is working with influencers, bloggers and content creators to drive deeper discovery of our visitor experiences and supporting tourism businesses by publishing on the OBX's number one referral site. Big thanks to Stephanie Hall, Sr. Content Coordinator for her blog editor and site integration expertise.

Here is a little peek of what we have in the works June 2021:

Outer Banks Shopping Guide (seasonal style, boutique shops, etc.) - Megan Wilson

Perfect Girls Weekend on the OBX - Megan Wilson

Richmond Ties/Connections to the Outer Banks - Megan Wilson

Pregnancy Survival Guide to the Outer Banks - Megan Nichols

Romantic Getaway Guide to the Outer Banks - Kathy Newbern

Here's just some of the new partnered content published to our site so far in 2021:

Outer Banks Bird Watching - Sandy Semans <https://bit.ly/2TWF42F>

Traveling With Teens In The OBX: A Mom's Planning Advice - Hollie Shultz <https://bit.ly/3gmwwK1>

A Hunger For Golf...And From It - Bill Kamenjar <https://bit.ly/3cxcemF>

12 on 12: Iconic Stops Along Highway 12 On The Outer Banks - Jason Frye <https://bit.ly/3rALYGA>

Vacation Houses For Small Groups - Charles McCool <https://bit.ly/39nBR09>

13 Best Outdoor Things For Boomers - Patti Morrow <https://bit.ly/3vcbvXV>

Hitting The Sweet Spot - Bill Kamenjar <https://bit.ly/3t2MNIx>

Staff continues to also publish original content that informs inbound and in-market guests and travel shoppers on the best ways to explore the Outer Banks for meaningful trips. Peruse them all at **OuterBanks.org/Blog**

May 20, 2021, 07:10am EDT | 2,599 views

Best Beach Vacations: The Outer Banks Is A Perfect Choice For Your Travel Now

**Larry Olmsted** Senior Contributor ⓘ

ForbesLife

I am an award winning travel journalist & bestselling author. Follow me on Instagram [travelfoodguy](#) or Twitter [@travelfoodguy](#)[Follow](#)**Listen to this article now**

11:25

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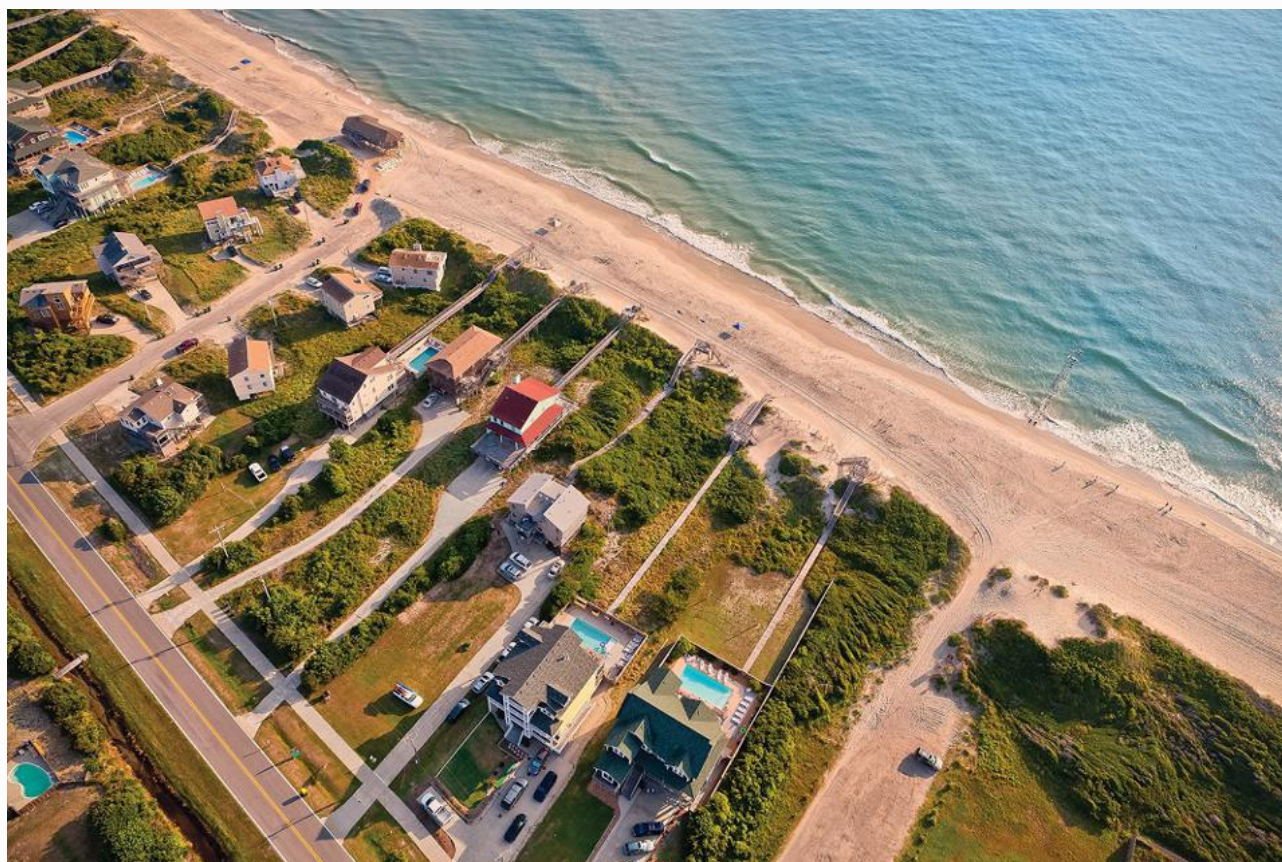
Even in a record travel year, North Carolina's Outer Banks have more than enough beaches for every ... [+]

OUTER BANKS VISITORS BUREAU

Since the global coronavirus pandemic began, travelers and relocated work from home employees have tried to stay safe using several travel strategies that

became popular during the spread of COVID-19. These include seeking outdoor-centric destinations with lots of space, fresh air, breezes and low population density. Lodging preferences took a dramatic shift away from basic hotel rooms, lobbies and elevators and moved towards standalone private units like rental homes. Traveling “pods,” or close-knit groups of family and trusted friends, sought self-contained larger accommodations under a single roof. Outdoor recreational pursuits that lend themselves to both exercise and social distancing exploded in popularity, especially hiking, biking, golf and watersports, especially fishing, which greatly increased in participation.

For all these reasons, while many destinations suffered from lack of tourism, the Outer Banks of North Carolina had a record year - and are currently enjoying another one. January is the slowest month of the year here, but in 2021 it was up 200%. Other places had to try to figure out how to adjust and offer these newly popular advantages, while the OBX, as fans call it, has always had them - in vast quantities.



There are about 8000 rental homes of every shape and size, many great values and with direct or ... [+]

MATT LUSK

Now as we emerge into a return of post-vaccinated travel, all the reasons why the region has enjoyed a decades long reputation as a low key, family friendly, relaxing and very much value-oriented beach destination are more appealing than ever. While the prices of everything related to travel, from flights to rental cars to hotels seems to be skyrocketing, the Outer Banks, even with continuing record pace of bookings, still offers a combination of price and attractions that has become almost impossible to find elsewhere, and it is very easy for a big chunk of the U.S. population to get to, typically without flying.

“People’s sentiments of what safe travel has changed, and we’ve always had all these rental homes. It’s a very value oriented beach destination, we have three National Parks, North Carolina’s most visited State Park, and the largest stretch of beach you can visit easily,” said Aaron Tuell, head of tourism for the visitors bureau. “There’s so much space, it’s not one of those boardwalk destinations or beach towns with everybody going to a mile long beach - there’s beach everywhere and there’s always a beach by your house. We enjoy a very high repeat tourism rate, and statistics say that once you visit the OBX you are likely to return.”

MORE FOR YOU

The Best Face Masks According To Top Outdoor Gear Specialists

Super Bowl Party 2021: Your Best NFL Game Food, Private, Safe And Delivered

Why You Should Try Cross-Country Skiing This Winter—For Fun And Fitness



There is no better place in the world to try hang gliding for the first time than in the Outer ... [+] ©JOSH MAREADY 2012

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I'm proof of that. I'd heard great things from repeat visitors over the years but had never gotten to the Outer Banks until recently, and now I totally see what the big appeal is. A forced relocation due to home damage and repairs fortunately coincided with vaccination and led me on my first big road trip of the pandemic. I was not only very impressed with the Outer Banks generally as a travel destination but was pleasantly surprised to see that unlike some other parts of

the Southeast, safety considerations and precautions were taken very seriously - even more so than in my pandemic conservative home state of Vermont.

Stretching from the Virginia border in the north to Cape Hatteras and its iconic lighthouse in the south, the Outer Banks are a chain of barrier islands off the northern coast of North Carolina that stretch more than 100 miles and include both the highest sand dunes and longest undeveloped swath of accessible beach on the eastern seaboard. There are no cities here, just a string of very varied towns that in their notably different characters offer something for everyone, from the recluse to the surfer, golf courses, luxe gated communities, beachfront cottages, and an astonishing amount of preserved natural space in state and national parks, wildlife refuges and such an immense amount of beach that even in peak summer season you can find isolation on the sand. [Cape Hatteras National Seashore](#) was the very first site in the National Park System established as a National Seashore (1937) and for those who really want to get off the grid, permits are available for driving off-road vehicles on the beach and open up the options for remote waterfront camping.

One of the worst kept secrets in annual family vacations, the Outer Banks has a loyal following of regulars who have been going there every year for as long as they can remember, and as a result, it has always had its lodging infrastructure built around professionally managed, pre-Airbnb rental homes, many of them large and specifically designed to accommodate multi-generational families or groups. Four, five and six bedroom homes that are walkable to the beach and have fenced in backyards, often with pools and hot tubs, full kitchens, barbecue grills and multiple outdoor decks, are all over the place and at rates you just cannot find at other beach destinations - even in the midst of a record tourism boom. The professionally managed 4-bedroom, 5-bathroom home with garage, billiard room, home theater, very nice kitchen and pool I stayed at a block from the beach in the heart of popular Kill Devil Hills never goes above \$700 a night, even in high season, and drops below \$300 in shoulder season, while easily accommodating two families of three to four in style, a far better buy than just about any hotel or resort. There are about 8,000 rental homes in the traditional

management pool, not counting the growing number of self-operated units using platforms like Airbnb and VRBO.



The Outer Banks are also a world-class fishing destination, inshore, offshore or surf casting, ... [+] OUTER BANKS VISITORS BUREAU

But there is also a good inventory of larger - much larger - 10,12, 15 bedrooms homes, and not just a few, something extremely hard to come by in most beach destinations with the exception of private island billionaire takeovers. For those not interested in homes, there is plenty of budget to midrange chain hotel lodging, mostly oceanfront, and a handful of upscale options, most notably the full-service [Sanderling](#) beach resort in quiet Duck, the only [Forbes Travel Guide](#) recommended property in the Outer Banks, and the escapist [Inn on Pamlico Sound](#), a deluxe waterfront boutique resort quietly tucked into the Cape Hatteras National Seashore and home to one of the very best gourmet eateries in the entire region.

Besides endless beaches close to just about every accommodation, golf courses and very high quality mini-golf facilities for family fun, the biggest attractions here are fishing, flying, lighthouses and wild horses. The [fishing off the Outer Banks](#) is world class, and there are several marinas offering state of the art sportfishing charters for off-shore angling, most notably [Pirate's Cove](#), which

puts the sportfishing docks in places like Key West, Hawaii and Cabo to shame. For offshore fishing, the Outer Banks is known as "The Billfish Capital of the World," and hundreds of blue marlin, white marlin and sailfish are caught and released every year, with a long season, June to September. Another big draw is yellowfin tuna, year-round. There are also numerous turnkey fishing piers and shops renting gear and bait for easy surf casting on the many miles of beaches.

The Wright Brothers chose Kitty Hawk as the birthplace of flight for its combination of high coastal dunes and reliable breezes, and the same holds true today for hang gliding. Google "best places in the world to try hang gliding" and the OBX will be at the very top of every list. [Kitty Hawk Kites](#), the school with the concession at Jockey's Ridge State Park, home to the highest sand dunes on the eastern seaboard, claims to teach about half of all first time hang gliding lessons in the nation, and far more than any other place in the world. I tried it, and the school and the park are great and surprisingly easy. For first timers, a 3-hour session (\$109) includes an hour of ground school and five flights, almost guaranteed to succeed. You run down a sand dune, which gives the glider lift, you take off, and fly a couple of hundred feet at 5-15 feet off the ground, which is all sand for the softest possible landings, while an instructor runs alongside telling you what to do. There is no other form of piloted aircraft you can solo so quick, easily or cheaply, even people who fear heights won't mind it. Just a blast, and this is the single "Must-Do" activity for visitors. To step back in history they also offer a replica of the 1920 glider plane the Wright Brothers built on their steps towards powered flight, which you can fly, and various combination packages including video memories. Like everything in the Outer Banks, it is very family friendly, even dog friendly and can accommodate kids as young as five.



The Outer Banks are home to the longest easily accessed stretch of undeveloped beach in the Eastern ...

[+] OUTER BANKS VISITORS BUREAU

There are several historic lighthouse you can climb here, most famously the Cape Hatteras one at the southern end of the OBX, a day trip for most visitors staying in the more populous northern towns. At the opposite northern end are the Corolla wild horses, wild colonial Spanish mustangs whose arrival here dates back 500 years. you can see them on your own with a properly equipped and permitted 4-wheel drive vehicle, or on one of several open-vehicle safari-style guided [wild horse tours](#).

Technically there are more than a dozen towns in the Outer Banks, mostly along one road, but some blend together they fall into a few groups. Northernmost is Corolla, Duck and adjacent Southern Shores. Duck has a waterfront boardwalk, quaint shops and restaurants with a village feel, a nice cycling/pedestrian path, and is a good compromise between undeveloped and full of services while not being too far from the commercial center. Southern Shores is more residential communities with a golf course.



Kitty Hawk, NC is the birthplace of powered flight, and the Wright Brothers National Memorial is the ... [+] OUTER BANKS VISITORS BUREAU

The three biggest towns, Kitty Hawk, Hill Devil Hills and Nags Head are contiguous in the center and not too different in feel from one another, all with tons of shopping, the big supermarkets, and a huge variety of bars and restaurants. This is t the place to stay if you want to eat out every night and be close to the action. It is also home to the Wright Brothers National Memorial, one of the most visited attractions in North Carolina, and Jockey Ridge. South of Nags Head begins Cape Hatteras National Seashore, and the Outer Banks become much more rural, with a series of small towns all with some dining and shopping but more escapist feel: Rodanthe (as in the Richard Gere romance *Nights in Rodanthe*), Waves and Salvo. Hatteras Village has more tourism infrastructure but is still pretty sleepy, adds a charter fishing, the ferry terminal and the Graveyard of the Atlantic Museum. The four southern villages are best for those who want peace, quiet and to eat more meals in.

The most distinctive town is Manteo, which is on Roanoke Island, slightly west of the north-south strip all the other towns lay along. A bed and breakfast filled village, it is the only really walkable village with a “downtown,” full of shops and restaurants along the waterfront, a good choice for couples.

All the towns have access to tons of beaches, and all feature lots of fresh seafood, both on menus and for sale to cook yourself.



Vacation rentals in the OBX come in every size and style for every taste and budget. OUTER BANKS VISITORS BUREAU

Late spring to early fall is peak season because of the beach weather, but the Outer Banks have year-round appeal and the value proposition is even more outstanding outside of the summertime. The [official tourism website](#) is one of the best I have seen with tons of helpful planning info.

The Outer Banks are a wonderful destination that will suit a wide variety of tastes, are within easy day driving distance of most major east coast cities, with New York City, Pittsburg and Savannah forming an arc about 500 miles away, while Philadelphia, Washington DC, Charlotte, and Richmond are all

substantially closer. If you choose to fly, the closest larger airport is Norfolk International, 82 miles away.



Larry Olmsted

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Top spots for a summer vacation in the USA

LONELY PLANET EDITORS 1 DAY AGO



Summer is peak travel season in the USA, and a host of festivals and outdoor activities make it liveliest time of year © Tetra images RF / Getty Images

As the weather warms up and the chills of winter are a distant memory, travelers around the USA are dreaming about where to go on their summer vacation.

The summer months of June to August are the USA's busiest travel season, with warm days across the entire country bringing in big crowds and higher prices. But music and food festivals and outdoor activities ensure that summer is the liveliest time to travel the country. Kids are out of school, and some of the USA's outdoor spaces, including national parks, are open for the season.

Here are the best places for a summer vacation in the [USA \(/usa\)](#).





Tap into nature and history on a summer trip to North Carolina's Outer Banks © MarkVanDykePhotography / Shutterstock

Outer Banks, North Carolina

North Carolina's [Outer Banks](#) are fragile ribbons of sand tracing the coastline for more than 100 miles, separated from the mainland by sounds and waterways. The ribbon of [Cape Hatteras National Seashore](#), broken up by villages, is home to several noteworthy lighthouses. A meandering drive down Highway 12, which connects much of the Outer Banks and makes up part of the Outer Banks National Scenic Byway (and its 21 coastal villages), is one of the truly great American road trips. The quaint waterfront area of Manteo is a pleasant base from which to explore the Outer Banks. Near the harbor is the [Roanoke Island Festival Park](#), where visitors can learn about the first English colonies on North American soil. In summer, be sure to catch an atmospheric amphitheater performance by Lost Colony Outdoor Drama, which portrays the story of the colonists who arrived in Manteo in the 1580s (before the European settlers arrived at Plymouth Rock) and then mysteriously disappeared.



Rankings / USA / Best Weekend Getaways in th...

Best Weekend Getaways in the South



Sometimes the best way to refresh the mind, body and soul after a long workweek is to enjoy a short weekend trip. Luckily, the southern United States is chock-full of interesting and diverse vacation destinations just waiting to be explored. To help you choose the right locale for a quick escape, U.S. News considered factors like accessibility, affordability, reader votes and entertainment options to pinpoint the best weekend getaways in the South. Have a favorite Southern spot? Cast your vote below to help us determine next year's ranking. (Note: Some of the below destinations may be affected by the coronavirus outbreak. Check with the CDC and the U.S. Department of State before traveling.)

[Read Best Vacations Methodology »](#)

SUMMARY ▾



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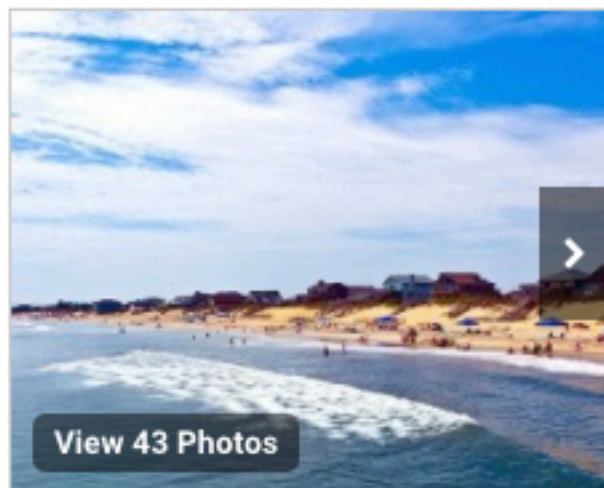
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New Orleans

#10 in Best Weekend Getaways in the South

A weekend in the Big Easy is likely all you'll need to get your fill of historic architecture, soulful jazz music and – of course – a cocktail or two. New Orleans' must-see attractions include the iconic French Quarter (the city's boozy party zone), St. Louis Cathedral and the historic Garden District. If you'd rather explore off the beaten path, consider signing up for a swamp tour to see alligators, deer and other wildlife throughout New Orleans' bayous. [READ MORE »](#)

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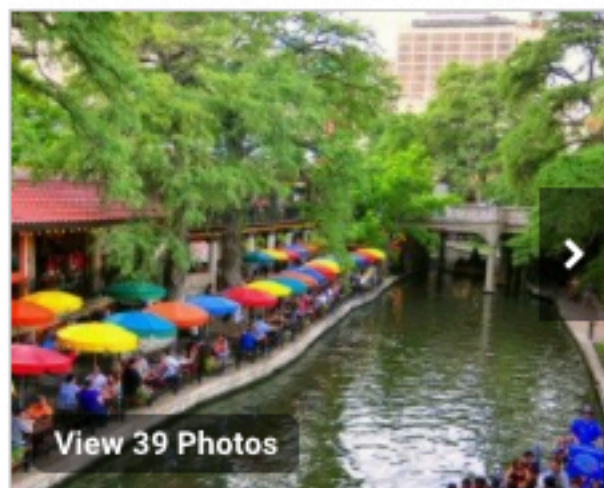
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Outer Banks

#11 in Best Weekend Getaways in the South

If a quiet weekend on the warm sand – complete with spotty cell reception and a good book in hand – sounds like your type of escape, pack your bags and get to the Outer Banks. A string of islands off the coast of North Carolina, OBX takes relaxation seriously. Spend your days soaking up some rays at Cape Hatteras National Seashore and exploring picturesque lighthouses like the Bodie Island Lighthouse. The islands' cozy beach house and cottage rentals guarantee a tranquil stay, and the seafood selection is not to be missed once mealtime arrives. [READ MORE »](#)

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San Antonio

#12 in Best Weekend Getaways in the South

For the full Southern experience, look no further than San Antonio. This iconic Texas city features a mix of modern experiences and historic sites, including its most well-known attraction: the Alamo. You'll only need an hour or two to visit this former Franciscan mission, so you'll have plenty of time left in your weekend to explore Brackenridge Park's 343 acres, tour San Fernando Cathedral and eat as much authentic Texas barbecue as your heart (and stomach) can handle. [READ MORE »](#)

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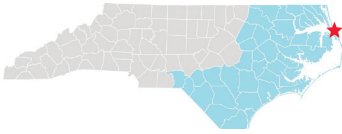
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KILL DEVIL HILLS

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40,000POPULATION SURGE IN
SUMMER MONTHS**No. 1**MOST POPULATED TOWN
ON OUTER BANKS**1953**YEAR TOWN WAS
CHARTERED**Wright
Brothers**MADE FIRST
SUCCESSFUL FLIGHT
HERE IN 1903**\$369,000**MEDIAN LIST PRICE FOR THE
TOWN'S HOMES IN APRIL

DEVIL IN THE DETAILS

Dare County's sandy beaches, charming locales and flighty history attract those looking for coastal digs.



▲ Kill Devil Hills covers 5.5 miles of the Outer Banks north of Nags Head.

BY BRYAN MIMS

The roar of a revved-up engine sweeps over the beach houses and hotels like a rogue wave. It drowns out voices, turns heads and stops traffic. After this burst of showboating, the hot rod keeps rolling north on Highway 12, past roadside onlookers eating ice cream from camping chairs and groups drinking cocktails on front decks.

On this Friday night in Kill Devil Hills, the souped-up, decked-out cars come up the road with the frequency of ocean swells: Camaros, Bel Airs, Mustangs and Malibus. In the parking lot of the Ramada Plaza sits more vintage beauties: convertibles, pickups and coupes. This is the OBX Rod & Custom Festival, an annual two-day affair that puts fancy rides on parade and fuels local charities such as the Children & Youth Partnership for Dare County with the proceeds.

Watching the waves of chrome and steel from their third-floor deck, Terry and Tracy McMann are among the roughly 7,000 year-round residents of Kill Devil Hills. They moved here from Richmond, Va., last summer after years of visiting the Outer Banks destination. Hanging from their deck railing is a black flag designed with a pirate ship and bearing the words "Kill Devil Rum."

It's the flagship spirit bottled at Outer Banks Distilling in nearby Manteo. "The pirates would get sick, and they'd drink the rum to kill the devil inside," Tracy says. The town's official story about the name's origin is steeped in rum. Back in Colonial days, ships carrying the liquor sometimes ran aground on the shoals off the Outer Banks. Locals scavenged the rum from the wreckage, stashed it away in the tall dunes and deemed it strong enough to kill the devil.

In modern times, pandemic-weary people have flocked to the coastal town. They've found



▲ A monument to the Wright Brothers' first successful flight is Kill Devil Hills' best-known landmark.

working remotely can be a day at the beach. Kill Devil Hills claims about 5 miles of beachfront, tucked between Kitty Hawk and Nags Head. Home sales across the Outer Banks are as fired up as a hot rod on a warm Friday night.

HIGH TIDE OF HOME SALES

The town's first-term mayor, Ben Sproul, 54, has lived here since the '80s and owned a surf shop for nearly 20 years. Now the marketing and communications manager for Surf or Sound Realty, he credits the pandemic for triggering at least some of the unprecedented boom in sales and property values. "There hasn't been this much disruption and change in this lifetime," he says. "It's dramatic."

The Outer Banks Association of Realtors reports that residential sales in March increased 87% compared with the same month in 2020, with the number of properties under contract up 100%.

This frenzy is reflective of the hot housing market across the country, but the Outer Banks has its own set of "many moving parts," as Sproul puts it. As the coronavirus closed office spaces and classrooms, people figured they could work as well from a beach house as from a home in the burbs. "We have a lot of loyalists that come every year, and a lot of them think, 'Oh, I wish I could own a home down there,'" Sproul says. "This really got a lot of people off the sidelines and pushed them over the edge to where they said, 'We should really do this.'"

Meanwhile, some local homeowners hit rough financial seas and decided to sell. It hasn't been enough, however, to keep inventory of homes for sale from reaching historic lows. The Realtors group says inventory in March dwindled by 72% compared to a year earlier.

A downside of the hot market is that housing for people who work in area restaurants, shops and recreation venues has evaporated. Many now commute from inland communities, unable to afford closer digs. Online rental marketplaces such as Airbnb and VRBO make it easier for homeowners to rent to vacationers rather than the local workforce, Sproul says. He's working with various groups to brainstorm ways of encouraging property owners to offer affordable housing for year-round residents.

At the pirate-themed Jolly Roger restaurant, founded in 1972, general manager Andrea Sullivan says the shrunken pool of

workers has forced Jolly Roger to close early on Sundays and open later on Mondays. She says much of the worker shortage stems from jobless benefits that have outlasted coronavirus restrictions, prompting some would-be employees to rely on unemployment checks rather than return to work. But housing can be a dealbreaker. "I have several people trying to come to work just for the summer, and they have to secure housing," she says. "And they haven't been able to do that."

Dare County's housing scarcity predates the pandemic but has become more pronounced. "I do feel that sometimes [property owners] are looking at the almighty dollar and that it's more important for the tourists to have a place to go rather than the locals to have a place to live," Sullivan says. "If you want it to be a successful tourist community, you have got to make sure you have the locals to work here."

NO VACANCY

When the pandemic began shutting down the economy in March 2020, Dare County officials blocked access to everyone except permanent residents, property owners and employees. Sheriff's deputies posted checkpoints on U.S. 64 and U.S. 158, the two main highways leading into the county, that lasted about two months. Hotels sat as empty as the deserted beaches. But on May 16, Dare County swung the gates wide open and let the river of cabin-fevered beachgoers flow.

"Once that bridge opened, everyone just flocked down here," says William McCloud, who works the desk at the John Yancey Oceanfront Inn. "Everybody was just trying to get out of the



▲ The Outer Banks' labor shortage is compounded by the inability of foreign college students to travel to the U.S. because of pandemic restrictions.



▲ Kill Devil Hills is known for its coastal seafood offerings and as the birthplace of aviation. Duck Donuts, which has dozens of locations across the U.S., was founded on the Outer Banks in 2007.

house, and we've been slam-packed." On this Friday night, the hotel is all booked. It's been near capacity since March, he says.

The nearby Outer Banks Motor Lodge harkens back to mid-century roadside America where guests drive right up to their room doors. Even with multistory beach houses and high-rise hotels all around, this 38-unit motor lodge, opened in 1959, is adored by visitors who have checked in for decades.

"Some guests came last year to celebrate their 50th wedding anniversary, and they had been here on their honeymoon," says general manager Linda Sabadic. "We ended up having a pretty full season, with a lot of our regulars coming back because they knew us and knew what they were getting, and I think we're going to have a really good year again."

Mayor Sproul says the occupancy tax, levied on guests staying in hotels and rentals, was practically nil in April 2020. That cut deep, he says, since the Outer Banks traditionally draws crowds for Easter and spring break. But Kill Devil Hills bounced back from that deficit. "By the end of the year, we made up for the loss and we're ahead."

A HIGH-FLYING HISTORY

The devilishly lyrical name of this town includes the word "hills" for good reason. In a land-and-seascape defined by its levelness, lofty sand dunes billow along the Albemarle Sound, lending a three-dimensional quality to the horizon. Attracted by the towering dunes and tireless winds, two brothers from Dayton, Ohio, came to the shores to make their crazy dream come true: On a cold, December morning in 1903, Orville and Wilbur Wright launched the world's first powered, heavier-than-air flight. They gave North Carolina a reason to brag, with the slogan "First in Flight" gracing license plates since the early 1980s.

This world-changing achievement is commemorated at the Wright Brothers National Memorial, which draws about half a million visitors every year. Its centerpiece is a 60-foot-tall granite monument atop the 90-foot-tall Kill Devil Hill. Back when the Wright Brothers took flight, this stretch of coast was a remote and mostly roadless outpost. Homes and stores emerged in 1878 after the establishment of Kill Devil Hills Lifesaving Station, which responded to shipwrecks off the coast. The community incorporated in 1953. Bridges were built across the sounds, transforming far-flung beaches into vacation spots.

The main drag through Kill Devil Hills is the four-lane U.S. 158, flanked by beachwear shops, pancake houses, fast-food drive-thrus and parking lots. But the soul of Kill Devil Hills is along the beach road, N.C. 12. It's home to the classics: The Kill Devil Grill, Miller's Steakhouse and Seafood, Jolly Roger, and Awful Arthur's Oyster Bar.

On this Friday night, Awful Arthur's has a good-sized, jovial crowd. Behind the bar, John Mason slides trays of shrimp, crab legs, oysters and clams into the steamer as he also takes drink orders and chats with the patrons. It's the prime out-to-eat-at-the-beach kind of place where the world's problems get lost in the happy hubbub. "I'm glad I live on the Outer Banks," Mason says. "All I do is fish and live, and everybody seems to just worry about living."

Leave it to a bartender with an oyster shucking knife to serve up such a heavenly slice of life from Kill Devil Hills. ■



Bryan Mims is a writer and reporter at WRAL-TV in Raleigh.

June 2, 2021

Director
Sarah Owens Welcome Center
One Visitors Center Circle
Manteo NC 27954

Dear Sir:

I am writing this letter to commend the service I received from one of your Customer Service representatives named Faye who works at the Sarah Owens Welcome Center. A couple of weeks ago, I had intended to meet my sister at the Whalebone Junction Information Station so that we could switch off my mother. Prior to my trip, I called to get the address for my GPS and was incorrectly given the Manteo address in error.

When I arrived in Manteo I could not locate the Visitors Center and called for directions. Faye answered the phone and quickly realized my intentions of going to the Whalebone Junction Station instead. I was completely lost and driving amongst many tourists walking around Manteo.

Faye told me that her "telephone was not ringing" at the moment and that she would stay on the line with me as long as she could to talk through. She must have realized I was completely unfamiliar with the area. I proceeded to tell her the buildings I was passing and various points of interests. Faye remained on the line with me all the way to the Whalebone Junction Information Station and only had to place me on hold once for a brief period.

For someone who has "no sense of direction" and was lost with my elderly mother in the car - Faye was a lifesaver!! Her patience and sense of humor kept my nerves calm until I reached my intended destination. She deserves special recognition for going "above and beyond" and I only regret it has taken me this long to write this letter.

Thank you again Faye for your patience, directions, and sense of humor!!! I have told this story several times and will do so in the future.

Sincerely,



Beverly Binetti
P O Box 6920
Ocean Isle Beach NC 28469