

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, FEBRUARY 17, 2022
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 January 20, 2022 Meeting
- V. Public Comments
- VI. Chair/Steering Committee Report
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meetings
- XIII. Adjournment

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**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, JANUARY 20, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Bobby Owens, Dennis Robinson, Monica Thibodeau, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Mark Ballog, Jamie Chisholm, Ivy Ingram, and Mike Siers.

EXCUSED ABSENCE: Ervin Bateman

STAFF (in person):

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

OTHERS ATTENDING:

Via GoToMeeting: Dave Hallac, Superintendent, Outer Banks Group, National Park Service.

In-Person: None.

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

The Clerk swore in the following Dare County Tourism Board Appointees:

Gray Berryman, Outer Banks Association of REALTORS®
Tim Cafferty, Member at Large
David Hines, Town of Kitty Hawk

The following members were sworn in prior to the meeting as they would not be physically present at the January meeting:

Mark Ballog, Outer Banks Restaurant Association
Ervin Bateman, Dare County Commissioners
Ivy Ingram, Town of Kill Devil Hills
Mike Siers, Town of Nags Head

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the Nominating Committee's recommended slate of officers, as follows:

- Chair: Tim Cafferty
- Vice-Chair: Monica Thibodeau
- Secretary: Jamie Chisholm
- Treasurer: Ervin Bateman
- Assistant Treasurer: Ivy Ingram

Legal Counsel then called for nominations from the floor for the positions of Chair, Vice Chair, Secretary, Treasurer, and Assistant Treasurer. Hearing none, Mr. Charalambous moved to close nominations. Second by Mr. Owens.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Mr. Charalambous moved to accept the slate of candidates as presented. Second by Mr. Robinson.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Legal Counsel then turned the meeting over to the Chair.

APPROVAL OF AGENDA: Ms. Thibodeau moved to approve the agenda. Second by Mr. Charalambous. There was no discussion.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from December 16, 2021 meeting. Second by Mr. Owens. There was no discussion.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

PUBLIC COMMENTS: Superintendent Hallac reviewed happenings in the Cape Hatteras National Seashore. There were no further public comments made. No written comments were received.

BUDGET AND FINANCE REPORT: Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 16.69% compared to 2019-2020 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: The Chair congratulated Lee Nettles on his appointment to the North Carolina Travel & Tourism Board.

Lee Nettles:

- Welcomed new Board members
- Noted the opportunity to focus on long range planning regarding tourism in Dare County and what those plans might entail (housing, transportation, etc.)
- Noted that the Bureau was a sponsor of a Chamber program bringing in a speaker in April. Doug Griffiths, author of 13 Ways to Kill Your Community will speak in April and as a part of the sponsorship, the Board has an opportunity to work with Mr. Griffiths.
- An Outer Banks Visitors Bureau Partner webinar series continues with a new webinar on February 3, 2022
- Reviewed the marketing dashboard and visitation reports
- Provided a brief overview of marketing efforts and how these efforts might change moving forward, particularly with television.

Aaron Tuell noted progress on a video highlighting the African American Heritage Trail areas on Roanoke Island, as well as other media efforts promoting the Outer Banks.

Lorrie Love reviewed group and consumer tradeshow and upcoming events held at the Soundside Event Site.

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

NEW BUSINESS: The Chair and Staff reviewed the following items:

- Tourism Impact Grant Extension Request from the Town of Nags Head.

The Town requested an extension to June 30, 2023 to create a skate park that the community will get the most use from and to seek additional grant funding from other entities for accessibility features.

Ms. Thibodeau moved to grant an extension to the Town of Nags Head to June 30, 2023. Second by Mr. Charalambous.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

NEW BUSINESS (continued):

- Resolution 2022-1 **DARE COUNTY TOURISM BOARD RESOLUTION ADOPTING THE RECORDS RETENTION AND DISPOSITION SCHEDULES FOR LOCAL GOVERNMENT AGENCIES**

***WHEREAS**, the Dare County Tourism Board is a North Carolina Public Authority; and*

***WHEREAS**, the North Carolina Department of Natural and Cultural Resources, Division of Archives and Records defines “Public Record” as any document, paper, letter, map, book, photograph, film, sound recording, magnetic or other tape, electronic data-processing record, artifact, or other documentary material, despite physical form or characteristics, made or received pursuant to law or ordinance in connection with the transaction of public business by any agency of North Carolina government or its subdivisions; and*

***WHEREAS**, without a records retention program, public records can accumulate, causing the need for additional storage space, and without a schedule for disposal, valuable documents can be mistakenly discarded; and*

***WHEREAS**, The Dare County Tourism Board currently uses the 2019 version of the Records Retention and Disposition Schedule; and*

NOW, THEREFORE, BE IT RESOLVED THAT THE DARE COUNTY TOURISM BOARD

- 1) *Adopts the revised version of the Records Retention and Disposition Schedules General Records Schedule for Local Government Agencies, a copy of which are on file in the office of the Board Clerk; and*
- 2) *Deems the appropriate time to retain all records to be discarded “when Administrative value ends” as a period of no less than three (3) years; and*
- 3) *The Dare County Tourism Board will continue to follow schedules as they are revised and released by North Carolina Department of Natural and Cultural Resources, Division of Archives and Records, Government Records Section.*

Mr. Owens moved to approve Resolution 2022-1. Second by Mr. Charalambous.

Yes: Mark Ballog, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

BOARD MEMBER COMMENTS: The Chair and Board members welcomed the new members. Mr. Berryman spoke about the importance of long-term planning.

SET DATE, TIME, AND PLACE OF NEXT MEETING:

- The Board set their meeting schedule for the third Thursday of each month at 9 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC
- The next meeting is scheduled for Thursday, February 17, 2022 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 Chair adjourned the meeting at 10:10 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

Occupancy Collections

Dec +61%
CYTD +34%

	January	February	March	April	May	June	July	August	September	October	November	December
2018	7,115,084	5,205,555	9,356,430	18,054,916	32,964,383	94,643,779	134,391,620	108,717,337	48,791,548	22,503,851	9,965,662	4,706,348
2019	6,272,045	6,004,609	9,370,541	22,183,138	36,428,842	102,003,266	110,890,945	138,805,084	45,403,850	22,618,642	11,523,953	6,505,201
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294

Meals Collections

Dec 49%
CYTD 51%

	January	February	March	April	May	June	July	August	September	October	November	December
2018	6,630,060	8,081,163	12,472,869	17,693,017	25,305,198	37,728,467	44,840,505	39,760,919	24,228,769	18,452,784	12,448,598	9,670,246
2019	9,232,116	7,938,346	13,993,067	20,152,467	27,895,551	39,212,117	47,545,995	44,023,260	24,552,170	19,796,005	12,708,341	10,994,527
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2021-2022**

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$992,065.00	\$1,276,821.42	\$284,756.42	28.70%
<u>JULY RECEIVED</u>	MEALS	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,312,540.00	\$1,761,386.20	\$448,846.20	34.20%
<i>JULY EARNED</i>	OCCUPANCY	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
<u>SEPT RECEIVED</u>	MEALS	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$471,670.00	\$717,839.65	\$246,169.65	52.19%
<u>OCT RECEIVED</u>	MEALS	<u>\$241,835.00</u>	<u>\$381,874.96</u>	<u>\$140,039.96</u>	<u>57.91%</u>
		\$713,505.00	\$1,099,714.61	\$386,209.61	54.13%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$224,335.00	\$437,385.81	\$213,050.81	94.97%
<u>NOV RECEIVED</u>	MEALS	<u>\$185,505.00</u>	<u>\$283,579.71</u>	<u>\$98,074.71</u>	<u>52.87%</u>
		\$409,840.00	\$720,965.52	\$311,125.52	75.91%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$98,630.00	\$103,833.12	\$5,203.12	5.28%
<u>DEC RECEIVED</u>	MEALS	<u>\$117,835.00</u>	<u>\$144,517.86</u>	<u>\$26,682.86</u>	<u>22.64%</u>
		\$216,465.00	\$248,350.98	\$31,885.98	14.73%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$48,600.00	\$191,666.48	\$143,066.48	294.38%
<u>JAN RECEIVED</u>	MEALS	<u>\$93,525.00</u>	<u>\$172,557.93</u>	<u>\$79,032.93</u>	<u>84.50%</u>
		\$142,125.00	\$364,224.41	\$222,099.41	156.27%
<i>JANUARY EARNED</i>	OCCUPANCY	\$72,280.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$67,970.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$140,250.00	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$54,705.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$79,630.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,335.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$85,430.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$116,040.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$201,470.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	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	\$4,338,825.00	\$5,913,247.55	\$1,574,422.55	36.29%
TO-DATE	MEALS	<u>\$1,668,920.00</u>	<u>\$2,479,428.78</u>	<u>\$810,508.78</u>	<u>48.56%</u>
		\$6,007,745.00	\$8,392,676.33	\$2,384,931.33	39.70%
TOTAL	OCCUPANCY	\$5,034,690.00			
PROJECTED	MEALS	<u>\$2,329,110.00</u>			
2020-2021		\$7,363,800.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2020-2021		2021	2022		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$221,256.93	\$0.00	\$0.00	0.00%
	MEALS	<u>\$96,377.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$317,634.15	\$0.00	\$0.00	0.00%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,276,821.42	\$0.00	\$0.00	0.00%
	MEALS	<u>\$484,564.78</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,761,386.20	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,592,749.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	Meals	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
Total for Year	OCCUPANCY	\$7,592,128.00			
	MEALS	<u>\$3,422,528.96</u>			
		\$11,014,656.96			

OCCUPANCY & MEALS FY 2021-2022

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
<u>JULY RECEIVED</u>	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
<i>JULY EARNED</i>	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
<u>SEPT RECEIVED</u>	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
<u>NOV RECEIVED</u>	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
<u>DEC RECEIVED</u>	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
<u>JAN RECEIVED</u>	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
<i>JANUARY EARNED</i>	OCCUPANCY	\$221,256.93	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$96,377.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$317,634.15	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,248,220.55	\$5,913,247.55	\$665,027.00	12.67%
	MEALS	<u>\$1,860,892.15</u>	<u>\$2,479,428.78</u>	<u>\$618,536.63</u>	<u>33.24%</u>
		\$7,109,112.70	\$8,392,676.33	\$1,283,563.63	18.06%
TOTAL	OCCUPANCY	\$7,019,145.43			
ACTUAL	MEALS	<u>\$2,847,305.98</u>			
2020-2021		\$9,866,451.41			

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	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,009,005	70.52%
May	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	5,205,182	94.62%
June	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	4,478,867	63.11%
July	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	1,776,284	15.69%
August	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	12,153,647	3,016,215	22.89%
September	14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	10,634,932	2,079,979	17.63%
October	10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	6,631,836	1,262,999	18.48%
November	7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	4,294,600	791,179	15.24%
December		5,029,105	3,874,539	3,719,123	3,759,730	3,904,190		0.00%
YTD	101,740,660	76,762,718	74,566,813	70,678,114	69,531,684	63,372,033	24,977,942	32.54%
TOTAL	101,740,660	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	32.54%	2.94%	5.50%	1.65%	9.72%	12.85%		
Total % Change	32.54%	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	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610	20,903,445
June	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695	65,529,705
July	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020
August	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540
September	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566
October	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791
November	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023
December	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289	3,710,254
Total	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773	349,894,394
Total % Change	33.78%	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(Decrease)/Qtr	60.62%	73.19%	38.22%	-2.28%	32.88%	3.60%	14.38%	-31.22%	45.43%	3.77%	23.74%	-34.82%	-1.54%	8.18%
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)	328.72%	-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)	12.84%	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)	4.99%	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														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														

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	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993
June	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903
July	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197
August	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228
September	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174
October	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193
November	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142
December	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554	6,457,727
Total	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476
Total % Change	51.11%	-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) Increase(Decrease)/Qtr	48.65%	-4.32%	13.69%	-5.05%	12.54%	8.58%	5.46%	15.55%	-2.65%	-4.95%	23.53%	-2.29%	-5.17%	-13.31%
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)	217.16%	-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)	39.60%	-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)	21.10%	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.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														

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	282,278	745,164	864,675	990,995	1,130,609	1,918,384	639,286	607,239	600,680	254,673	565,909
June	265,719	263,476	417,010	351,108	570,964	1,431,385	1,666,397	1,830,953	2,412,414	2,845,176	989,369	1,196,072	1,288,613	795,837	919,645
July	321,538	401,465	300,025	363,847	446,262	1,336,272	1,613,934	1,966,882	2,685,694	3,088,190	1,435,632	1,542,434	1,563,325	1,043,368	1,058,556
August	230,703	295,816	369,371	373,764	532,087	890,569	1,232,064	1,510,242	1,588,143	2,216,628	1,415,838	1,296,981	872,728	902,896	902,324
September	188,428	125,217	254,760	278,989	401,958	503,200	803,646	427,073	1,348,600	1,567,213	656,337	557,989	437,579	551,614	608,182
October	86,645	160,079	149,153	155,303	165,873	413,901	349,366	406,219	922,352	1,030,829	421,919	439,412	308,779	493,509	491,572
November	81,256	77,097	74,856	65,719	125,498	121,397	118,727	126,014	355,225	365,096	205,025	201,959	143,147	63,227	145,754
December	61,634	18,684	82,449	106,697	136,248	48,795	32,024	59,397	149,223	178,506	110,884	91,303	55,559	214,261	90,408
Total	1,763,298	1,924,526	3,085,512	1,871,993	3,180,963	6,309,555	7,444,545	8,384,023	10,849,867	15,518,895	6,564,117	6,614,236	5,907,648	4,549,771	5,554,350
Month Increase	64.66%	-69.69%	341.28%	29.41%	27.70%	57.56%	-34.37%	85.48%	151.23%	19.62%	8.41%	-17.66%	-39.15%	285.65%	-57.80%
Total Year Increa	-30.96%	9.14%	60.33%	-39.33%	69.92%	-0.04%	17.99%	12.62%	29.41%	43.03%	0.80%	0.76%	-10.68%	-22.99%	22.08%

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	11,955,124	223,246	148,954	188,734	1,201,894	22,356,377	23,236,092	25,901,180	23,445,254	56,477,960		7,959,755	11,894,484
June	11,713,936	11,720,032	11,050,965	11,291,492	17,405,621	373,865	220,076	689,124	1,781,971	64,523,921	79,376,489	86,974,007	88,087,699	105,559,551		15,349,447	15,036,636
July	15,241,700	13,517,098	13,333,255	16,489,187	22,217,201	488,402	280,756	291,105	2,244,007	121,406,705	116,827,701	93,189,170	131,031,173	132,554,585	9,774,831	14,163,157	18,366,907
August	11,871,548	12,441,921	14,094,249	13,307,261	18,448,886	422,935	266,881	244,691	2,161,167	88,138,009	93,023,812	121,424,486	122,944,015	135,457,160	24,094,200	14,432,996	15,236,263
September	6,960,599	5,190,429	6,280,715	9,374,533	11,630,739	127,801	128,596	495,636	1,369,614	39,786,449	41,912,607	37,793,636	51,755,580	58,512,166	5,444,607	7,502,538	9,479,100
October	5,255,695	4,729,167	5,163,907	6,047,939	7,830,739	94,511	76,787	91,603	794,126	15,566,863	16,607,911	16,375,128	33,435,472	34,110,939	3,090,168	5,199,066	6,243,795
November	2,754,045	2,101,808	1,972,903	1,882,898	2,106,980	35,749	31,815	7,333	8,921	7,540,897	7,319,364	9,080,251	14,518,005	8,640,528	1,659,752	894,605	698,108
December	1,228,853	1,255,150	1,413,200	1,833,474	3,253,943	27,148	22,812	50,865	515,173	3,104,990	3,165,578	4,773,626	8,836,444	14,219,918	1,465,862	4,304,339	7,063,801
Total	73,982,932	69,277,514	71,940,550	67,864,420	109,606,289	1,968,514	1,396,206	2,134,793	11,425,576	387,872,011	408,119,850	425,415,218	487,929,729	633,068,406	45,529,420	77,941,438	126,600,209
Month Increase	1.13%	2.14%	12.59%	29.74%	77.47%		-15.97%	122.97%	912.82%	42.08%	1.95%	50.80%	85.11%	60.92%		193.64%	64.11%
Total Year Increase	3.60%	-6.36%	3.84%	-5.67%	61.51%		-29.07%	52.90%	435.21%	6.35%	5.22%	4.24%	14.69%	29.75%			62.43%

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

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	429,562	32,005,253	32,964,383	36,428,842	28,192,673	71,629,217
June	316,197	421,313	441,718	529,356	646,362	79,240,527	94,643,779	102,003,266	103,467,906	127,947,319
July	486,546	488,988	538,288	643,415	630,180	140,228,393	134,391,620	110,890,945	152,256,684	159,994,974
August	383,434	426,743	534,008	621,785	723,235	102,930,101	108,717,337	138,805,084	139,737,864	158,280,320
September	243,058	201,660	210,087	466,395	392,240	48,338,071	48,791,548	45,403,850	63,775,711	73,112,498
October	229,934	217,916	215,456	309,934	157,157	21,974,957	22,503,851	22,618,642	41,364,509	43,787,109
November	31,732	146,707	126,782	167,957	10,176	10,734,352	9,965,662	11,523,953	17,053,031	11,394,032
December	260,812	143,609	120,970	126,529	217,271	4,815,968	4,706,348	6,505,201	11,266,628	18,096,294
Total	2,828,140	3,035,842	3,277,165	3,314,894	4,137,515	479,320,053	496,416,513	518,010,116	576,380,674	771,066,418
Month Increase	391.05%	-44.94%	-15.76%	4.60%	71.72%	32.88%	-2.28%	38.22%	73.19%	60.62%
Total Year Increa	87.86%	7.34%	7.95%	1.15%	24.82%	5.81%	3.57%	4.35%	11.27%	33.78%

DARE COUNTY GROSS																
OCCUPANCY BY DISTRICT																
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL
AVON	2,483,054	11.0%	1,143,301	6.8%	1,523,212	5.4%	1,984,065	5.0%	4,824,265	6.7%	7,623,717	6.0%	6,592,326	4.1%	9,592,019	6.1%
BUXTON	544,488	2.4%	364,946	2.2%	683,573	2.4%	1,148,568	2.9%	1,877,712	2.6%	2,850,695	2.2%	2,951,851	1.8%	2,990,193	1.9%
COLINGTON	14,774	0.1%	20,317	0.1%	55,996	0.2%	91,214	0.2%	146,882	0.2%	322,491	0.3%	474,087	0.3%	374,140	0.2%
FRISCO	538,245	2.4%	226,988	1.3%	378,573	1.3%	739,290	1.9%	1,675,224	2.3%	2,624,849	2.1%	2,624,715	1.6%	2,930,659	1.9%
HATTERAS	1,613,376	7.2%	430,806	2.6%	657,802	2.3%	1,239,768	3.1%	2,962,198	4.1%	4,566,799	3.6%	4,846,728	3.0%	5,940,008	3.8%
KILL DEVIL HILLS	3,096,270	13.8%	3,313,303	19.7%	6,741,815	24.0%	9,698,361	24.6%	13,619,166	19.0%	22,855,095	17.9%	27,712,049	17.3%	26,615,230	16.8%
KITTY HAWK	1,306,830	5.8%	1,491,596	8.9%	2,632,886	9.4%	3,465,663	8.8%	4,959,151	6.9%	8,144,675	6.4%	9,594,242	6.0%	9,709,614	6.1%
MANTEO-TOWN	430,440	1.9%	236,934	1.4%	548,533	2.0%	923,581	2.3%	1,260,269	1.8%	2,098,059	1.6%	2,299,134	1.4%	2,241,738	1.4%
NAGS HEAD	3,878,714	17.2%	3,486,075	20.7%	5,978,557	21.3%	9,235,248	23.4%	17,298,910	24.2%	33,579,610	26.2%	41,717,094	26.1%	43,635,210	27.6%
RODANTHE	1,591,344	7.1%	813,406	4.8%	980,977	3.5%	1,180,404	3.0%	2,895,708	4.0%	4,572,381	3.6%	5,451,411	3.4%	5,367,663	3.4%
SALVO	2,344,520	10.4%	1,194,950	7.1%	931,211	3.3%	751,039	1.9%	2,557,960	3.6%	3,906,170	3.1%	4,839,814	3.0%	5,106,965	3.2%
WAVES	1,202,878	5.3%	734,878	4.4%	872,163	3.1%	947,671	2.4%	2,289,789	3.2%	3,503,419	2.7%	11,844,255	7.4%	3,585,119	2.3%
SOUTHERN SHORES	909,588	4.0%	735,996	4.4%	1,187,933	4.2%	1,311,207	3.3%	3,353,451	4.7%	7,389,945	5.8%	8,772,016	5.5%	9,116,788	5.8%
DUCK	1,852,901	8.2%	1,640,219	9.7%	3,033,091	10.8%	4,818,415	12.2%	9,371,202	13.1%	20,773,247	16.2%	26,419,287	16.5%	27,502,748	17.4%
RIM (ROANOKE ISL. MAINI	627,606	2.8%	878,101	5.2%	1,388,327	4.9%	1,199,965	3.0%	1,335,436	1.9%	1,482,593	1.2%	1,611,958	1.0%	1,411,059	0.9%
OTC UNATTRIBUTED*	80,549	0.4%	121,593	0.7%	456,135	1.6%	690,426	1.8%	1,201,894	1.7%	1,653,574	1.3%	2,244,007	1.4%	2,161,167	1.4%
TOTAL	22,515,577	100.0%	16,833,409	100.0%	28,050,784	100.0%	39,424,885	100.0%	71,629,217	100.0%	127,947,319	100.0%	159,994,974	100.0%	158,280,320	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										
OCCUPANCY BY DISTRICT										
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON	4,359,833	6.0%	3,422,881	7.8%	1,108,170	9.7%	1,111,193	6.1%	45,768,036	5.9%
BUXTON	1,795,644	2.5%	1,190,221	2.7%	636,996	5.6%	465,216	2.6%	17,500,103	2.3%
COLINGTON	214,972	0.3%	84,831	0.2%	24,224	0.2%	12,513	0.1%	1,836,441	0.2%
FRISCO	1,528,692	2.1%	1,165,109	2.7%	263,642	2.3%	394,563	2.2%	15,090,549	2.0%
HATTERAS	2,623,675	3.6%	1,977,572	4.5%	342,165	3.0%	751,342	4.2%	27,952,239	3.6%
KILL DEVIL HILLS	12,847,753	17.6%	8,026,944	18.3%	1,893,024	16.6%	3,837,262	21.2%	140,256,272	18.2%
KITTY HAWK	5,193,038	7.1%	2,604,720	5.9%	907,567	8.0%	1,281,595	7.1%	51,291,577	6.7%
MANTEO-TOWN	1,334,160	1.8%	861,056	2.0%	273,609	2.4%	360,174	2.0%	12,867,687	1.7%
NAGS HEAD	19,847,171	27.1%	11,269,538	25.7%	3,211,506	28.2%	3,825,129	21.1%	196,962,762	25.5%
RODANTHE	2,655,804	3.6%	1,852,728	4.2%	387,465	3.4%	707,391	3.9%	28,456,682	3.7%
SALVO	2,180,636	3.0%	1,473,634	3.4%	218,626	1.9%	529,200	2.9%	26,034,725	3.4%
WAVES	1,865,639	2.6%	1,185,910	2.7%	281,020	2.5%	293,135	1.6%	28,605,876	3.7%
SOUTHERN SHORES	3,728,231	5.1%	1,672,371	3.8%	344,740	3.0%	967,741	5.3%	39,490,007	5.1%
DUCK	10,739,264	14.7%	5,645,884	12.9%	1,421,588	12.5%	2,242,578	12.4%	115,460,424	15.0%
RIM (ROANOKE ISL. MAINI	828,372	1.1%	559,584	1.3%	70,769	0.6%	802,089	4.4%	12,195,859	1.6%
OTC UNATTRIBUTED*	1,369,614	1.9%	794,126	1.8%	8,921	0.1%	515,173	2.8%	11,297,179	1.5%
TOTAL	73,112,498	100.0%	43,787,109	100.0%	11,394,032	100.0%	18,096,294	100.0%	771,066,418	100.0%
* Part of OTC transactions are i										
The amounts are included in tl										

DARE COUNTY GROSS																
MEALS BY DISTRICT																
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL
AVON - 1	460,563	4.3%	273,292	2.8%	620,382	3.5%	855,797	3.3%	2,027,700	5.6%	2,488,769	5.1%	2,876,930	5.1%	2,377,133	5.2%
BUXTON - 2	290,236	2.7%	276,338	2.9%	580,310	3.3%	1,042,990	4.0%	1,391,963	3.8%	1,798,154	3.7%	1,942,324	3.5%	1,656,513	3.6%
COLINGTON - 3	65,096	0.6%	86,449	0.9%	110,296	0.6%	288,154	1.1%	395,247	1.1%	523,633	1.1%	569,541	1.0%	625,076	1.4%
FRISCO - 5	63,587	0.6%	30,632	0.3%	141,058	0.8%	238,549	0.9%	357,830	1.0%	462,776	1.0%	527,971	0.9%	438,422	1.0%
HATTERAS - 6	11,248	0.1%	279,511	2.9%	301,289	1.7%	582,593	2.2%	816,477	2.3%	1,157,752	2.4%	1,162,184	2.1%	931,272	2.0%
KILL DEVIL HILLS - 7	2,977,039	27.9%	2,843,490	29.5%	5,234,303	29.3%	7,024,824	26.9%	8,913,791	24.6%	11,207,349	23.1%	13,848,756	24.7%	10,699,569	23.5%
KITTY HAWK - 8	1,645,334	15.4%	1,641,876	17.0%	2,727,881	15.3%	3,562,952	13.7%	4,546,756	12.5%	6,066,253	12.5%	7,655,361	13.7%	5,746,835	12.6%
MANTEO-TOWN - 10	1,162,274	10.9%	855,301	8.9%	1,429,690	8.0%	1,801,206	6.9%	2,189,340	6.0%	2,605,650	5.4%	2,974,628	5.3%	2,393,434	5.2%
RIM (ROANOKE ISL. M	231,731	2.2%	217,208	2.3%	278,626	1.6%	367,469	1.4%	418,473	1.2%	487,559	1.0%	570,376	1.0%	480,308	1.1%
NAGS HEAD - 14	2,059,419	19.3%	1,877,182	19.5%	3,915,459	21.9%	5,869,222	22.5%	8,633,929	23.8%	12,853,590	26.4%	13,220,573	23.6%	11,497,241	25.2%
RODANTHE - 15	50,251	0.5%	33,890	0.4%	90,340	0.5%	285,784	1.1%	489,133	1.3%	581,896	1.2%	842,186	1.5%	689,082	1.5%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	229	0.0%	26,126	0.1%	49,767	0.1%	58,224	0.1%	29,025	0.1%
WAVES - 19	35,760	0.3%	28,528	0.3%	168,272	0.9%	412,596	1.6%	646,402	1.8%	890,242	1.8%	1,034,310	1.8%	960,516	2.1%
SOUTHERN SHORES -	391,571	3.7%	534,718	5.5%	611,725	3.4%	775,805	3.0%	1,034,603	2.9%	1,497,738	3.1%	2,020,772	3.6%	1,147,925	2.5%
DUCK - 21	1,225,101	11.5%	668,649	6.9%	1,642,094	9.2%	2,993,755	11.5%	4,385,392	12.1%	5,932,417	12.2%	6,679,149	11.9%	5,943,161	13.0%
TOTAL	10,669,210	100.0%	9,647,064	100.0%	17,851,725	100.0%	26,101,925	100.0%	36,273,162	100.0%	48,603,545	100.0%	55,983,285	100.0%	45,615,512	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT										
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON - 1	1,767,842	4.6%	1,236,102	4.2%	827,949	4.7%	431,730	2.8%	16,244,189	4.6%
BUXTON - 2	1,356,509	3.5%	1,216,365	4.2%	687,594	3.9%	269,190	1.7%	12,508,486	3.6%
COLINGTON - 3	465,990	1.2%	374,431	1.3%	214,920	1.2%	120,618	0.8%	3,839,451	1.1%
FRISCO - 5	356,145	0.9%	574,271	2.0%	167,968	1.0%	96,489	0.6%	3,455,698	1.0%
HATTERAS - 6	701,685	1.8%	501,652	1.7%	102,672	0.6%	110,849	0.7%	6,659,184	1.9%
KILL DEVIL HILLS - 7	10,126,556	26.2%	7,094,895	24.4%	4,886,207	27.7%	5,417,617	34.6%	90,274,396	25.7%
KITTY HAWK - 8	5,008,315	12.9%	3,977,792	13.7%	2,813,361	16.0%	2,515,529	16.1%	47,908,245	13.6%
MANTEO-TOWN - 10	2,012,320	5.2%	1,601,038	5.5%	1,296,580	7.4%	1,360,674	8.7%	21,682,135	6.2%
RIM (ROANOKE ISL. M	428,168	1.1%	422,990	1.5%	311,683	1.8%	287,242	1.8%	4,501,833	1.3%
NAGS HEAD - 14	9,419,241	24.3%	6,803,626	23.4%	3,827,129	21.7%	3,241,595	20.7%	83,218,206	23.7%
RODANTHE - 15	385,765	1.0%	458,429	1.6%	188,764	1.1%	66,172	0.4%	4,161,692	1.2%
SALVO - 18	21,144	0.1%	8,762	0.0%	395	0.0%	0	0.0%	193,672	0.1%
WAVES - 19	596,914	1.5%	378,952	1.3%	115,356	0.7%	32,386	0.2%	5,300,234	1.5%
SOUTHERN SHORES -	1,413,922	3.7%	1,084,981	3.7%	535,964	3.0%	610,835	3.9%	11,660,559	3.3%
DUCK - 21	4,652,653	12.0%	3,397,298	11.7%	1,644,724	9.3%	1,076,728	6.9%	40,241,121	11.4%
TOTAL	38,713,169	100.0%	29,131,584	100.0%	17,621,266	100.0%	15,637,654	100.0%	351,849,101	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
COLINGTON	14,774	3,274	351.25%	20,317	6,168	229.39%	55,996	10,810	418.00%	91,214	0	#DIV/0!
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%
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%
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%
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%
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%
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%
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%
*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%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,895,708	994,456	191.19%	4,572,381	3,113,249	46.87%	5,451,411	6,961,433	-21.69%	5,367,663	5,425,650	-1.07%
WAVES	2,289,789	875,701	161.48%	3,503,419	2,374,280	47.56%	11,844,255	5,101,837	132.16%	3,585,119	3,537,511	1.35%
SALVO	2,557,960	588,373	334.75%	3,906,170	1,986,086	96.68%	4,839,814	7,793,423	-37.90%	5,106,965	5,524,202	-7.55%
AVON	4,824,265	2,066,612	133.44%	7,623,717	6,283,223	21.33%	6,592,326	11,853,109	-44.38%	9,592,019	9,512,081	0.84%
BUXTON	1,877,712	847,665	121.52%	2,850,695	2,319,946	22.88%	2,951,851	3,396,670	-13.10%	2,990,193	2,661,554	12.35%
FRISCO	1,675,224	754,299	122.09%	2,624,849	2,146,129	22.31%	2,624,715	3,153,413	-16.77%	2,930,659	2,760,749	6.15%
HATTERAS	2,962,198	1,067,301	177.54%	4,566,799	3,605,207	26.67%	4,846,728	6,465,000	-25.03%	5,940,008	5,553,616	6.96%
TOTAL HATTERAS ISLAND	19,082,856	7,194,407	165.25%	29,648,030	21,828,120	35.82%	39,151,100	44,724,885	-12.46%	35,512,626	34,975,363	1.54%
NORTHERN BEACHES:												
DUCK	9,371,202	3,716,546	152.15%	20,773,247	18,177,434	14.28%	26,419,287	25,056,315	5.44%	27,502,748	24,833,969	10.75%
SOUTHERN SHORES	3,353,451	1,350,564	148.30%	7,389,945	6,673,186	10.74%	8,772,016	8,222,034	6.69%	9,116,788	7,916,829	15.16%
KITTY HAWK	4,959,151	2,084,664	137.89%	8,144,675	6,651,519	22.45%	9,594,242	8,342,133	15.01%	9,709,614	7,691,727	26.23%
COLINGTON	146,882	24,407	501.80%	322,491	216,365	49.05%	474,087	364,283	30.14%	374,140	312,553	19.70%
KILL DEVIL HILLS	13,619,166	5,429,553	150.83%	22,855,095	18,187,203	25.67%	27,712,049	23,860,833	16.14%	26,615,230	22,495,828	18.31%
NAGS HEAD	17,298,910	7,038,514	145.78%	33,579,610	28,605,413	17.39%	41,717,094	38,857,728	7.36%	43,635,210	38,682,106	12.80%
TOTAL NORTHERN BEACHES	48,748,762	19,644,248	148.16%	93,065,063	78,511,120	18.54%	114,688,775	104,703,326	9.54%	116,953,730	101,933,012	14.74%
ROANOKE ISLAND:												
MANTEO-TOWN	1,260,269	504,989	149.56%	2,098,059	1,467,488	42.97%	2,299,134	1,603,378	43.39%	2,241,738	1,641,666	36.55%
RIM (ROANOKE ISL. MAINLAND)	1,335,436	663,286	101.34%	1,482,593	986,934	50.22%	1,611,958	973,034	65.66%	1,411,059	967,930	45.78%
TOTAL ROANOKE ISLAND	2,595,705	1,168,275	122.18%	3,580,652	2,454,422	45.89%	3,911,092	2,576,412	51.80%	3,652,797	2,609,596	39.98%
OTC UNATTRIBUTED	1,201,894	185,743	547.07%	1,653,574	674,244	145.25%	2,244,007	252,061	790.26%	2,161,167	219,893	882.83%
*Part of OTC transactions are reported												
TOTAL	71,629,217	28,192,673	154.07%	127,947,319	103,467,906	23.66%	159,994,974	152,256,684	5.08%	158,280,320	139,737,864	13.27%

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	2,655,804	2,365,098	12.29%	1,852,728	1,541,990	20.15%	387,465	961,131	-59.69%	707,391	356,292	98.54%	28,456,682	22,155,276	28.44%
WAVES	1,865,639	1,722,784	8.29%	1,185,910	1,223,669	-3.09%	281,020	439,615	-36.08%	293,135	175,262	67.26%	28,605,876	15,833,073	80.67%
SALVO	2,180,636	2,074,571	5.11%	1,473,634	1,512,395	-2.56%	218,626	628,126	-65.19%	529,200	272,078	94.50%	26,034,725	20,758,190	25.42%
AVON	4,359,833	4,187,773	4.11%	3,422,881	3,228,635	6.02%	1,108,170	1,597,806	-30.64%	1,111,193	480,802	131.11%	45,768,036	40,193,450	13.87%
BUXTON	1,795,644	1,554,576	15.51%	1,190,221	1,193,252	-0.25%	636,996	543,408	17.22%	465,216	359,302	29.48%	17,500,103	13,402,052	30.58%
FRISCO	1,528,692	1,344,992	13.66%	1,165,109	829,031	40.54%	263,642	643,922	-59.06%	394,563	159,536	147.32%	15,090,549	12,041,086	25.33%
HATTERAS	2,623,675	2,321,754	13.00%	1,977,572	1,344,448	47.09%	342,165	1,235,837	-72.31%	751,342	252,554	197.50%	27,952,239	22,365,130	24.98%
TOTAL HATTERAS ISLAND	17,009,923	15,571,548	9.24%	12,268,055	10,873,420	12.83%	3,238,084	6,049,845	-46.48%	4,252,040	2,055,826	106.83%	189,408,210	146,748,257	29.07%
NORTHERN BEACHES:															
DUCK	10,739,264	9,836,814	9.17%	5,645,884	5,792,939	-2.54%	1,421,588	2,139,172	-33.54%	2,242,578	1,537,811	45.83%	115,460,424	93,233,401	23.84%
SOUTHERN SHORES	3,728,231	3,219,094	15.82%	1,672,371	1,629,063	2.66%	344,740	626,105	-44.94%	967,741	515,654	87.67%	39,490,007	30,991,130	27.42%
KITTY HAWK	5,193,038	4,325,618	20.05%	2,604,720	2,911,834	-10.55%	907,567	1,211,189	-25.07%	1,281,595	1,000,386	28.11%	51,291,577	36,218,992	41.62%
COLINGTON	214,972	164,549	30.64%	84,831	93,930	-9.69%	24,224	64,459	-62.42%	12,513	17,539	-28.66%	1,836,441	1,278,337	43.66%
KILL DEVIL HILLS	12,847,753	11,710,936	9.71%	8,026,944	7,592,435	5.72%	1,893,024	2,381,941	-20.53%	3,837,262	2,379,325	61.28%	140,256,272	99,090,329	41.54%
NAGS HEAD	19,847,171	17,178,559	15.53%	11,269,538	11,451,011	-1.58%	3,211,506	4,265,582	-24.71%	3,825,129	3,020,346	26.65%	196,962,762	153,860,233	28.01%
TOTAL NORTHERN BEACHES	52,570,429	46,435,570	13.21%	29,304,288	29,471,212	-0.57%	7,802,649	10,688,448	-27.00%	12,166,818	8,471,061	43.63%	545,297,483	414,672,422	31.50%
ROANOKE ISLAND:															
MANTEO-TOWN	1,334,160	843,370	58.19%	861,056	603,414	42.70%	273,609	237,847	15.04%	360,174	259,993	38.53%	12,867,687	7,590,830	69.52%
RIM (ROANOKE ISL. MAINLAN	828,372	453,768	82.55%	559,584	337,970	65.57%	70,769	76,891	-7.96%	802,089	428,883	87.02%	12,195,859	5,366,561	127.26%
TOTAL ROANOKE ISLAND	2,162,532	1,297,138	66.72%	1,420,640	941,384	50.91%	344,378	314,738	9.42%	1,162,263	688,876	68.72%	25,063,546	12,957,391	93.43%
OTC UNATTRIBUTED	1,369,614	471,455	190.51%	794,126	78,493	911.72%	8,921	0	#DIV/0!	515,173	50,865	912.82%	11,297,179	2,002,604	464.12%
*Part of OTC transactions are report															
TOTAL	73,112,498	63,775,711	14.64%	43,787,109	41,364,509	5.86%	11,394,032	17,053,031	-33.18%	18,096,294	11,266,628	60.62%	771,066,418	576,380,674	33.78%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(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%
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%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%
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%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	489,133	179,186	172.98%	581,896	457,470	27.20%	842,186	438,997	91.84%	689,082	415,794	65.73%
WAVES - 19	646,402	219,190	194.90%	890,242	677,632	31.38%	1,034,310	494,010	109.37%	960,516	299,026	221.21%
SALVO - 18	26,126	5,010	421.48%	49,767	40,793	22.00%	58,224	53,343	9.15%	29,025	30,041	-3.38%
AVON - 1	2,027,700	706,126	187.16%	2,488,769	1,903,871	30.72%	2,876,930	1,921,229	49.74%	2,377,133	1,761,166	34.97%
BUXTON - 2	1,391,963	431,796	222.37%	1,798,154	1,314,854	36.76%	1,942,324	1,309,809	48.29%	1,656,513	1,161,413	42.63%
FRISCO - 5	357,830	147,558	142.50%	462,776	264,210	75.15%	527,971	323,934	62.99%	438,422	277,784	57.83%
HATTERAS - 6	816,477	224,957	262.95%	1,157,752	828,595	39.72%	1,162,184	811,540	43.21%	931,272	622,896	49.51%
TOTAL HATTERAS ISLAND	5,755,631	1,913,823	200.74%	7,429,356	5,487,425	35.39%	8,444,129	5,352,862	57.75%	7,081,963	4,568,120	55.03%
NORTHERN BEACHES:												
DUCK - 21	4,385,392	1,497,309	192.88%	5,932,417	4,225,720	40.39%	6,679,149	4,120,252	62.11%	5,943,161	4,619,356	28.66%
SOUTHERN SHORES - 20	1,034,603	431,285	139.89%	1,497,738	1,144,690	30.84%	2,020,772	1,041,675	93.99%	1,147,925	997,366	15.10%
KITTY HAWK - 8	4,546,756	2,032,942	123.65%	6,066,253	4,467,270	35.79%	7,655,361	4,831,902	58.43%	5,746,835	4,447,622	29.21%
COLINGTON - 3	395,247	110,255	258.48%	523,633	323,053	62.09%	569,541	283,287	101.05%	625,076	517,144	20.87%
KILL DEVIL HILLS - 7	8,913,791	3,552,444	150.92%	11,207,349	9,022,628	24.21%	13,848,756	9,288,088	49.10%	10,699,569	8,527,837	25.47%
NAGS HEAD - 14	8,633,929	3,059,988	182.16%	12,853,590	8,517,851	50.90%	13,220,573	10,169,265	30.01%	11,497,241	8,890,686	29.32%
TOTAL NORTHERN BEACHES	27,909,718	10,684,223	161.22%	38,080,980	27,701,212	37.47%	43,994,152	29,734,469	47.96%	35,659,807	28,000,011	27.36%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,189,340	1,213,967	80.35%	2,605,650	1,839,180	41.67%	2,974,628	2,075,092	43.35%	2,393,434	1,653,471	44.75%
MANTEO-OUTSIDE - 11	418,473	267,796	56.27%	487,559	349,795	39.38%	570,376	368,803	54.66%	480,308	464,906	3.31%
TOTAL ROANOKE ISLAND	2,607,813	1,481,763	75.99%	3,093,209	2,188,975	41.31%	3,545,004	2,443,895	45.06%	2,873,742	2,118,377	35.66%
TOTAL	36,273,162	14,079,809	157.63%	48,603,545	35,377,612	37.39%	55,983,285	37,531,226	49.16%	45,615,512	34,686,508	31.51%

DARE COUNTY GROSS MEALS BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	385,765	336,254	14.72%	458,429	219,079	109.25%	188,764	124,377	51.77%	66,172	45,221	46.33%	4,161,692	2,303,725	80.65%
WAVES - 19	596,914	358,109	66.69%	378,952	140,080	170.53%	115,356	1,141,221	-89.89%	32,386	39,005	-16.97%	5,300,234	3,504,846	51.23%
SALVO - 18	21,144	17,478	20.97%	8,762	1,269	590.46%	395	298	32.55%	0	14	100.00%	193,672	148,246	30.64%
AVON - 1	1,767,842	1,518,979	16.38%	1,236,102	1,247,180	-0.89%	827,949	612,060	35.27%	431,730	210,514	105.08%	16,244,189	10,759,754	50.97%
BUXTON - 2	1,356,509	1,214,757	11.67%	1,216,365	880,283	38.18%	687,594	652,850	5.32%	269,190	209,058	28.76%	12,508,486	7,750,120	61.40%
FRISCO - 5	356,145	372,434	-4.37%	574,271	242,860	136.46%	167,968	111,887	50.12%	96,489	84,845	13.72%	3,455,698	2,165,852	59.55%
HATTERAS - 6	701,685	486,242	44.31%	501,652	522,346	-3.96%	102,672	189,028	-45.68%	110,849	138,095	-19.73%	6,659,184	3,934,318	69.26%
TOTAL HATTERAS ISLAND	5,186,004	4,304,253	20.49%	4,374,533	3,253,097	34.47%	2,090,698	2,831,721	-26.17%	1,006,816	726,752	38.54%	48,523,155	30,566,861	58.74%
NORTHERN BEACHES:															
DUCK - 21	4,652,653	3,817,903	21.86%	3,397,298	2,081,451	63.22%	1,644,724	1,596,664	3.01%	1,076,728	1,125,175	-4.31%	40,241,121	24,726,729	62.74%
SOUTHERN SHORES - 20	1,413,922	1,135,759	24.49%	1,084,981	472,139	129.80%	535,964	728,463	-26.43%	610,835	612,342	-0.25%	11,660,559	7,968,329	46.34%
KITTY HAWK - 8	5,008,315	3,841,807	30.36%	3,977,792	3,220,658	23.51%	2,813,361	1,945,351	44.62%	2,515,529	1,590,162	58.19%	47,908,245	31,645,207	51.39%
COLINGTON - 3	465,990	412,250	13.04%	374,431	284,883	31.43%	214,920	148,684	44.55%	120,618	75,351	60.07%	3,839,451	2,436,506	57.58%
KILL DEVIL HILLS - 7	10,126,556	8,215,660	23.26%	7,094,895	5,906,105	20.13%	4,886,207	4,095,110	19.32%	5,417,617	3,045,288	77.90%	90,274,396	61,313,672	47.23%
NAGS HEAD - 14	9,419,241	7,725,607	21.92%	6,803,626	5,493,533	23.85%	3,827,129	3,320,679	15.25%	3,241,595	2,340,959	38.47%	83,218,206	55,730,790	49.32%
TOTAL NORTHERN BEACHES	31,086,677	25,148,986	23.61%	22,733,023	17,458,769	30.21%	13,922,305	11,834,951	17.64%	12,982,922	8,789,277	47.71%	277,141,978	183,821,233	50.77%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	2,012,320	1,922,273	4.68%	1,601,038	1,448,238	10.55%	1,296,580	1,324,065	-2.08%	1,360,674	774,084	75.78%	21,682,135	15,008,512	44.47%
MANTEO-OUTSIDE - 11	428,168	383,281	11.71%	422,990	335,349	26.13%	311,683	331,684	-6.03%	287,242	229,429	25.20%	4,501,833	3,438,777	30.91%
TOTAL ROANOKE ISLAND	2,440,488	2,305,554	5.85%	2,024,028	1,783,587	13.48%	1,608,263	1,655,749	-2.87%	1,647,916	1,003,513	64.21%	26,183,968	18,447,289	41.94%
TOTAL	38,713,169	31,758,793	21.90%	29,131,584	22,495,453	29.50%	17,621,266	16,322,421	7.96%	15,637,654	10,519,542	48.65%	351,849,101	232,835,383	51.11%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/22

	Jul '21 - Jan 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,467,567.99	3,823,891.00	643,676.99	116.8%
3040 · Meals Tax - 75%	1,859,571.59	1,746,832.00	112,739.59	106.5%
3050 · Website Advertising	73,417.20	100,000.00	-26,582.80	73.4%
3210 · Interest Income	6,317.35	50,150.00	-43,832.65	12.6%
3220 · Other	1,240.00	1,000.00	240.00	124.0%
Total Income	6,408,114.13	5,721,873.00	686,241.13	112.0%
Gross Profit	6,408,114.13	5,721,873.00	686,241.13	112.0%
Expense				
5000 · Director Compensation	8,350.00	17,100.00	-8,750.00	48.8%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,007.36	7,000.00	-4,992.64	28.7%
5003 · Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 · Miscellaneous Items	221.82	1,000.00	-778.18	22.2%
5010 · Salaries (Full Time) Promotion	453,731.51	737,750.00	-284,018.49	61.5%
5020 · Salaries (Part Time) Promotion	49,798.76	131,100.00	-81,301.24	38.0%
5025 · Salaries (Part Time) Welcome AB	45,589.58	93,255.00	-47,665.42	48.9%
5026 · Salaries (Part Time) Welcome RI	69,494.95	141,400.00	-71,905.05	49.1%
5030 · Payroll Taxes	45,868.65	91,675.00	-45,706.35	50.1%
5040 · Employee Insurance	101,244.68	154,200.00	-52,955.32	65.7%
5050 · Retirement	52,823.51	92,415.00	-39,591.49	57.2%
5055 · 401(k) Match	4,164.09	7,380.00	-3,215.91	56.4%
5060 · Workmens Compensation	1,731.23	2,155.00	-423.77	80.3%
5080 · Employee Relations	2,243.86	2,805.00	-561.14	80.0%
5090 · Training	80.44	11,250.00	-11,169.56	0.7%
5110 · Contracted Service	14,913.80	27,850.00	-12,936.20	53.6%
5140 · Audit	0.00	11,250.00	-11,250.00	0.0%
5170 · Other Professional Services	2,295.00	7,300.00	-5,005.00	31.4%
5180 · Legal	4,635.00	20,500.00	-15,865.00	22.6%
5185 · Research	50,400.00	263,400.00	-213,000.00	19.1%
5190 · Administrative Advertising	160.00	1,500.00	-1,340.00	10.7%
5500 · Advertising-Printed	838,945.96	1,382,065.00	-543,119.04	60.7%
5502 · Advertising - Production Fee	70,867.00	130,000.00	-59,133.00	54.5%
5510 · Advertising - Event Dev & Mktg	2,800.00	73,100.00	-70,300.00	3.8%
5515 · Advertising - Online	1,252,427.85	2,519,455.00	-1,267,027.15	49.7%
5525 · Community Relations	10,004.17	30,000.00	-19,995.83	33.3%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	1,169.61	34,750.00	-33,580.39	3.4%
5580 · Promotional Aids	1,388.56	9,000.00	-7,611.44	15.4%
6100 · Familiarization Tours	33,809.76	110,000.00	-76,190.24	30.7%
6101 · Group sales	6,013.01	12,000.00	-5,986.99	50.1%
6130 · Uniforms	1,400.27	1,840.00	-439.73	76.1%
6150 · Event Grant	139,162.47	750,000.00	-610,837.53	18.6%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	23,529.64	195,200.00	-171,670.36	12.1%
6300 · Travel	15,853.59	40,400.00	-24,546.41	39.2%
6305 · Vehicle Maintenance	543.01	3,500.00	-2,956.99	15.5%
6320 · Registrations	17,005.00	49,500.00	-32,495.00	34.4%
6340 · Travel Show Exhibit	1,884.62	3,500.00	-1,615.38	53.8%
6420 · Dues and Subscriptions	28,547.94	47,600.00	-19,052.06	60.0%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	19,132.69	42,815.00	-23,682.31	44.7%
6500 · Equipment	1,957.74	77,500.00	-75,542.26	2.5%
6510 · Expendable Equipment	309.56	2,100.00	-1,790.44	14.7%
6530 · Technical Support	3,215.34	13,050.00	-9,834.66	24.6%
6580 · Utilities	6,505.63	18,360.00	-11,854.37	35.4%
6600 · Cleaning/maintenance supplies	336.79	2,850.00	-2,513.21	11.8%
6610 · Building Maintenance	11,296.05	25,460.00	-14,163.95	44.4%
6620 · Equipment Service Contracts	0.00	3,500.00	-3,500.00	0.0%
6640 · Equipment Rent	15,185.81	34,000.00	-18,814.19	44.7%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	7,433.86	23,025.00	-15,591.14	32.3%
6800 · Bank Service Charges	695.45	1,920.00	-1,224.55	36.2%
6810 · Web Site/Internet	18,634.32	43,553.00	-24,918.68	42.8%
Total Expense	3,470,767.55	7,560,901.00	-4,090,133.45	45.9%
Net Ordinary Income	2,937,346.58	-1,839,028.00	4,776,374.58	-159.7%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/22

	<u>Jul '21 - Jan 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,670.14	6,000.00	-329.86	94.5%
Total 3100 · Sale of Merchandise	<u>5,670.14</u>	<u>6,000.00</u>	<u>-329.86</u>	<u>94.5%</u>
Total 9910 · Transfer from Merchandise Sales	5,670.14	6,000.00	-329.86	94.5%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	<u>24,000.00</u>	<u>25,000.00</u>	<u>-1,000.00</u>	<u>96.0%</u>
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	<u>29,670.14</u>	<u>2,203,398.00</u>	<u>-2,173,727.86</u>	<u>1.3%</u>
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	<u>73,900.00</u>	<u>73,900.00</u>	<u>0.00</u>	<u>100.0%</u>
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,883.15	4,200.00	-1,316.85	68.6%
68001 · Credit Card Charges	458.29	790.00	-331.71	58.0%
Total 9930 · Transfer to Merchandise	<u>3,341.44</u>	<u>4,990.00</u>	<u>-1,648.56</u>	<u>67.0%</u>
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Expense	<u>362,721.44</u>	<u>364,370.00</u>	<u>-1,648.56</u>	<u>99.5%</u>
Net Other Income	<u>-333,051.30</u>	<u>1,839,028.00</u>	<u>-2,172,079.30</u>	<u>-18.1%</u>
Net Income	<u>2,604,295.28</u>	<u>0.00</u>	<u>2,604,295.28</u>	<u>100.0%</u>

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 1/31/22

	Jul '21 - Jan 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	44.26	25.00	19.26	177.0%
Total Income	44.26	25.00	19.26	177.0%
Gross Profit	44.26	25.00	19.26	177.0%
Net Ordinary Income	44.26	25.00	19.26	177.0%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	24,000.00	25,000.00	-1,000.00	96.0%
Total Other Income	24,000.00	25,000.00	-1,000.00	96.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	73,900.00	73,900.00	0.00	100.0%
Total Other Expense	73,900.00	73,900.00	0.00	100.0%
Net Other Income	-49,900.00	-48,900.00	-1,000.00	102.0%
Net Income	-49,855.74	-48,875.00	-980.74	102.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 1/31/22

	Jul '21 - Jan 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	115.93	125.00	-9.07	92.7%
Total Income	115.93	125.00	-9.07	92.7%
Gross Profit	115.93	125.00	-9.07	92.7%
Net Ordinary Income	115.93	125.00	-9.07	92.7%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,670.14	6,000.00	-329.86	94.5%
Total 3100 · Sale of Merchandise	5,670.14	6,000.00	-329.86	94.5%
Total 9910 · Transfer from Merchandise Sales	5,670.14	6,000.00	-329.86	94.5%
Total Other Income	5,670.14	6,000.00	-329.86	94.5%
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,883.15	4,200.00	-1,316.85	68.6%
68001 · Credit Card Charges	458.29	790.00	-331.71	58.0%
Total 9930 · Transfer to Merchandise	3,341.44	4,990.00	-1,648.56	67.0%
Total Other Expense	3,341.44	4,990.00	-1,648.56	67.0%
Net Other Income	2,328.70	1,010.00	1,318.70	230.6%
Net Income	2,444.63	1,135.00	1,309.63	215.4%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2021 through January 2022

	Jul '21 - Jan 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,489,189.34	1,274,629.00	214,560.34	116.8%
3040 · Meals Tax	619,857.19	582,278.00	37,579.19	106.5%
3210 · Interest	2,927.13	23,000.00	-20,072.87	12.7%
Total Income	2,111,973.66	1,879,907.00	232,066.66	112.3%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	22,025.00	2,989,839.00	-2,967,814.00	0.7%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
Total 4000 · Long - Term Projects	41,465.00	3,881,009.00	-3,839,544.00	1.1%
4100 · Short-Term Projects				
4646 · Town of KH - KH Park Trail Conn	47,592.00	47,592.00	0.00	100.0%
4648 · TIG - DCAC - Courtyard	90,950.00	90,950.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	221,885.00	371,885.00	-150,000.00	59.7%
4654 · TIG - Hatteras District-Pathways	342,640.00	342,640.00	0.00	100.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	36,615.29	40,000.00	-3,384.71	91.5%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4661 · TIG-Friends Jockeys Ridge - UTV	0.00	20,280.00	-20,280.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4663 · TIG-Town of NH-Bonnett/Barnes	0.00	37,898.00	-37,898.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4666 · TIG-Town of SS-Transportation	0.00	30,260.00	-30,260.00	0.0%
4999 · Unappropriated Funds	0.00	239,700.00	-239,700.00	0.0%
5140 · Audit	0.00	3,750.00	-3,750.00	0.0%
5160 · Fireworks	58,088.00	134,669.00	-76,581.00	43.1%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	801,970.29	2,194,900.00	-1,392,929.71	36.5%
Total Expense	843,435.29	6,075,909.00	-5,232,473.71	13.9%
Net Ordinary Income	1,268,538.37	-4,196,002.00	5,464,540.37	-30.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
Total Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Income	1,268,538.37	0.00	1,268,538.37	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2021-2022

	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Estimated Balance FY21-22
Short-term Projects									
OB Scenic Byway - Interpretive Plan	26,500		(26,500)		0				0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932		(487,932)		0				0
Town of KH - KH Park Trail Connection	47,592				47,592		(47,592)		0
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0
TIG - Dare Co Arts Council - Courtyard	90,950				90,950		(90,950)		0
TIG - Frisco Native American - Handicapp Access	25,750		(25,750)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	55,618		(55,618)		0				0
TIG - Town of Manteo - Manteo Common	221,885				221,885		(221,885)		0
TIG - Manteo - Town Common Phase II	0	150,000	0		150,000				150,000
TIG - Hatteras Tax District - Pathway	0	342,640	0		342,640		(342,640)		0
TIG - KDH - Meekins Field	0	200,000	0		200,000				200,000
TIG - NH - Admiral Street	0	40,000	(40,000)		0				0
TIG - NH - Skate Park	0	30,000	0		30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	0	40,000	0		40,000		(36,615)	(3,385)	(0)
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0
TIG - Chicamacomico - 1911 Cookhouse	0					38,760			38,760
TIG - Friends of Jockey's Ridge - UTV	0					20,280			20,280
TIG - Town of NH - Epstein Street Beach Access	0					250,000			250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks	0					37,898			37,898
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	0					127,500			127,500
TIG - OB Forever - Aviation Trail Through Time	0					21,250			21,250
TIG - Town of SS - Transportation Data Software	0					30,260			30,260
Fireworks	55,000	0	(12,831)	37,500	79,669		(58,088)	55,000	76,581
Audit	0		(2,625)	2,625	0			3,750	3,750
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(4,200)		15,760
Unappropriated Funds	188,782	738,480		(639,764)	287,498	737,345		(581,313)	443,530
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	1,263,293	(801,970)	(525,948)	1,593,375
Long Term Projects									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,613,642	(22,025)		3,481,291
Natural Historical Cultural	0	0	0	0	0				0
Green Space/Open Space (GOSPL)	0	0	0	0	0				0
Infrastructure (capped)	461,170		0	0	461,170				461,170
L-T Unappropriated Funds	500,000	100,000	-70,000	(200,000)	330,000	100,000	(19,440)		410,560
TOTAL LONG TERM COMMITMENTS UNPAID	1,224,214	1,726,629	(70,000)	(200,000)	2,680,843	1,713,642	(41,465)	0	4,353,021
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	2,976,935	(843,435)	(525,948)	5,946,395
Cash on Hand 1/31/22								#	
								Checking	1,874,618
								Savings	3,805,094
Total Cash on Hand									5,679,712
25% of Occupancy & Meals Income per Budget									
February									35,063
March									33,584
April									50,368
May									89,784
June									130,216
									339,014
Unappropriated Balances									72,330
Transfer from General Fund						2,448,060	*		
30% Short-term						734,418			
Short-term Interest						<u>2,927</u>			
						737,345			
70% Long-term								1,713,642	
Long-term Interest								<u>0</u>	
								1,713,642	*

*Estimate Based on Actual through January and Budgeted Figures

Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2021 through January 2022

	Jul '21 - Jan 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,200.00	1,000.00	200.00	120.0%
3200 · Site Rental Income - Other	7,490.00	12,800.00	-5,310.00	58.5%
Total 3200 · Site Rental Income	8,690.00	13,800.00	-5,110.00	63.0%
3210 · Interest Income	234.76	200.00	34.76	117.4%
3250 · Lease Income	40,490.00	45,600.00	-5,110.00	88.8%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	49,414.76	124,600.00	-75,185.24	39.7%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	22,257.50	55,000.00	-32,742.50	40.5%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	16,443.31	56,375.00	-39,931.69	29.2%
6610 · Repairs & Maintenance	107,771.54	220,085.00	-112,313.46	49.0%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	155,026.85	410,280.00	-255,253.15	37.8%
Net Ordinary Income	-105,612.09	-285,680.00	180,067.91	37.0%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Income	285,680.00	285,680.00	0.00	100.0%
Net Other Income	285,680.00	285,680.00	0.00	100.0%
Net Income	180,067.91	0.00	180,067.91	100.0%

DARE COUNTY TOURISM BOARD

31-Jan-22

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	274,302	782,020	753,827	4,007,842	2,344,765	750,000	1,016,035	2,008,119	11,936,909
RESTRICTED FUND	1,874,618	535,809			1,000,471	1,001,628	767,186	500,000	5,679,712
TRAVEL GUIDE	19,505								19,505
MERCHANDISE SALES	162,622								162,622
EVENT SITE FUND	509,867								509,867
TOTAL	2,840,913	1,317,829	753,827	4,007,842	3,345,236	1,751,628	1,783,221	2,508,119	18,308,615
TOTAL % EACH BANK	46.97%	7.20%	4.12%		18.27%		9.74%	13.70%	100.00%
INTEREST RATES	0.15%	0.01%	0.01%	0.15%	0.19%	0.21%	.25% & .20%	.17% on 2	
TOTAL CHECKING & CD'S	18,308,615								
60% ALLOWED IN ANY BANK	10,985,169								
25% ALLOWED IN ANY ONE INV	4,577,154								
60% General Fund Reserved Balance is \$4,351,493.									
100% Restricted Fund Balance Restricted by House Bill 225									\$5,679,712

Marketing Dashboard

thru JANUARY 2022

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	30,703	21,171	9,532	45%
Completed Video Views	13,232,232	9,780,563	3,451,669	35%
Total Visits to Website	2,307,441	1,618,847	688,594	43%
Online Communities				
Email Subscribers	328,856	274,802	54,054	20%
Facebook	715,732	750,365	-34,633	-5%
Twitter	41,875	40,400	1,475	4%
Instagram	123,879	108,000	15,879	15%
Pinterest	<u>22,300</u>	<u>20,845</u>	<u>1,455</u>	<u>7%</u>
Online Communities Subtotal	1,232,642	1,194,412	38,230	3%

Devices JANUARY 2022

Mobile	64%
Desktop	32%
Tablet	4%



CAMPAIGN SUMMARY



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CONSIDERATIONS

- FY21-22 Spring-Summer campaign continued in January across the HYTD, Sojern, Jun Group, Pandora and Teads.
- Website performance exceeded YOY benchmarks in January for the sixth month in a row including website traffic and conversions.
- Active media for January includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).

Overview of below sections:

- January 2022 Overview reviews YOY change (v. January 2021) while Fiscal Year Overview reviews YOY change from FY20-21 (July 2021 - January 2022).
- Charts below are either "Month Of" (January data) or "Trending" (variable timeframe).

JANUARY 2022 OVERVIEW

- January was the first full month of Spring-Summer paid media activity - Continuity OTA, SEM, newsletter email, workflow email and native remarketing efforts have continued since their launch at the start of the fiscal year.
- 2022 started strong with total website conversions increasing +50% from January 2021 - Lodging & Restaurant Listing conversions had a particularly strong increase YOY at +71%
- Email sends continue to pace ahead YOY as users sign up for the consumer marketing email list and workflows continue to garner new interest and are refreshed.

Note: All comparisons shown are to January 2021.

Paid Impressions

15,708,777

(Custom Range: 10,752,333)
▲ 46.10% (4,956,444)

Website Sessions

310,813

(Custom Range: 224,398)
▲ 38.51% (86,415)

Email Sends

404,959

(Custom Range: 268,160)
▲ 51.01% (136,799)

Paid Video Views

2,883,986

(Custom Range: 2,391,019)
▲ 20.62% (492,967)

Website Conversions (All)

32,237

(Custom Range: 21,464)
▲ 50.19% (10,773)

Lodging & Restaurant Listings Conversions

23,778

(Custom Range: 13,934)
▲ 70.65% (9,844)

FISCAL YEAR OVERVIEW

- January paid media impression and video views increased from the previous fiscal year as the first full month of the Spring-Summer campaign concluded.
- FY21-22 website sessions and overall conversions continue to pace ahead of the previous fiscal year by +34% or more.
- Website sessions, conversions and time spent on Outerbanks.org increased from the previous month as users are likely starting their spring and summer travel planning.
- Nearly all landing pages highlighted below had an increase in page views from December, with places to stay and trip planning landing pages delivering the most significant increases.

Note: All comparisons shown are to the previous fiscal year (July - January 2021).

Paid Impressions

66,484,531

(Custom Range: 49,431,156)
▲ 34.50% (17,053,375)

Website Sessions

2,307,448

(Custom Range: 1,591,258)
▲ 45.01% (716,190)

Email Sends

2,088,892

(Custom Range: 2,079,364)
▲ 0.46% (9,528)

Paid Video Views

13,232,232

(Custom Range: 9,780,563)
▲ 35.29% (3,451,669)

Website Conversions (All)

259,193

(Custom Range: 193,009)
▲ 34.29% (66,184)

Lodging & Restaurant Listings Conversions

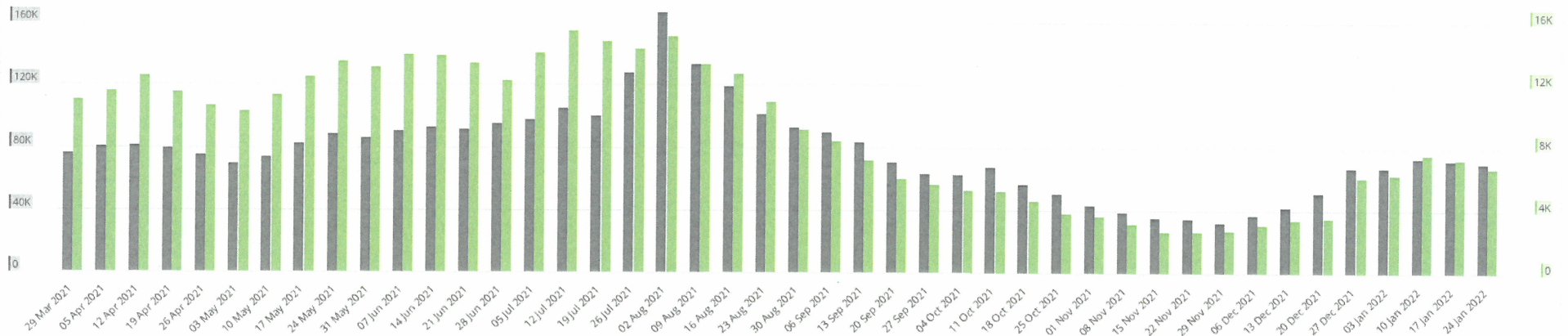
152,540

(Custom Range: 115,373)
▲ 32.21% (37,167)

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



EMAIL MARKETING INSIGHTS

- 252K consumer marketing contacts were sent the January 2022 newsletter.
- Workflow email sends increased in January as the Fishing and Family emails were refreshed and sent to their complete contact lists.
- The first of three Sunset Program emails were sent in January and re-engaged over 2K users who will return to the consumer marketing contact list.
- Workflows continue to drive strong open and click through rate performance in January - Foodie, Art, History and Culture and Active Vacationer workflows drove the strongest performance this month.
- The second Wedding Association email was sent in January and delivered above average open and click through rate performance.

Email Messages Sent - Performance by Message - Month Of

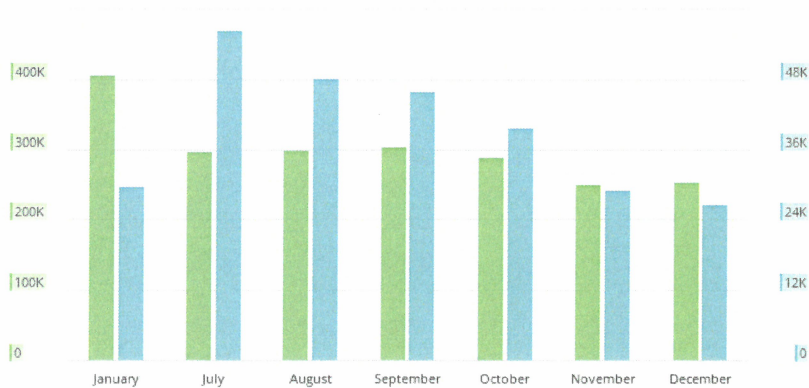
Message Send Name	# Sends ↓	# Opens	# Open Rate	# Clicks	# CTR (Opens)
January 2022 obx email	252,456	20,332	8.07 %	3,998	19.66 %
sunset program - January 2022 email	104,628	2,114	2.02 %	381	18.02 %
family workflow 3.0	29,584	4,134	13.99 %	1,040	25.16 %
fishing workflow 3.0	16,500	2,391	14.64 %	559	23.38 %
foodie workflow 2.0	666	241	36.35 %	115	47.72 %
art, history and culture workflow 2.0	564	188	33.39 %	88	46.81 %
active vacationer workflow 2.0	261	89	34.23 %	43	48.31 %
wedding association email 2.0	155	43	27.92 %	14	32.56 %
Total	404,959	29,575	7.32 %	6,252	21.14 %

1 - 9 of 9 items



Email Sends v. Opens - Trending

Message Sends Message Total Opens



Top Pages Visited - Month Of

Web Analytics Page Path	# Page Views	# Visits ↓	# Visitor Bounce Rate
/plan-your-trip/travel-guide/	3,382	1,483	32.10 %
/plan-your-trip/	1,761	1,378	26.05 %
/	1,428	1,183	45.22 %
/places-to-stay/vacation-rentals/	1,979	1,152	34.64 %
/blog/post/	2,106	1,126	43.61 %
/things-to-do/water-activities/	730	399	48.37 %
/bucketlist/	567	378	52.91 %
/plan-your-trip/the-islands/	649	286	45.45 %
/plan-your-trip/offers-and-pack...	628	279	34.05 %
/event/starry-nights-on-hattera...	341	272	48.90 %
/plan-your-trip/webcams/	385	256	84.77 %
Total	17,578	9,150	40.44 %

1 - 25 of 25 items

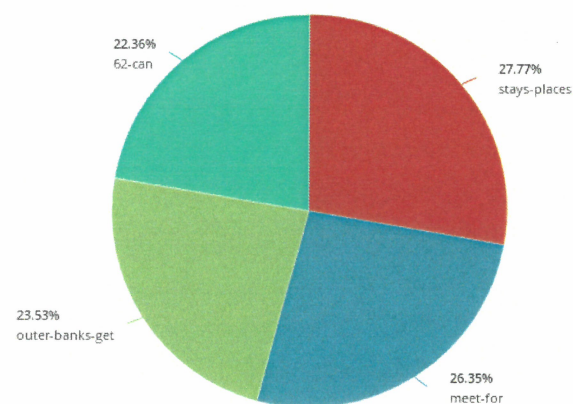


PAID PERFORMANCE

- FY21-22 Spring-Summer campaign concluded the first full month of promotion in January, driving over 15 million impressions and 69K clicks to date.
- Native Remarketing efforts continued in January with content supporting travel guide (outer-banks-get), the islands (meet-for), bucket list (62-can) and places to stay (stays-places) - Native remarketing efforts will continue into February as part of the Spring-Summer portion of the Continuity campaign.
- The Native Remarketing placement supporting the islands of the Outer Banks (meet-for) delivered the strongest CTR performance in January with places to stay (stays-places) and bucket list (62-can) placements following closely behind.
- VRBO placements continue to deliver a very strong CTR performance as impressions ramped up with the launch of the Spring-Summer portion of the Continuity campaign.
- Overall, Spring-Summer efforts are driving strong performance to date with CTV/Video/Audio delivering strong completion rates at 95%+ and Native/Display delivering above average CTR's compared to campaign benchmarks.
- Spring-Summer efforts running across JunGroup, Pandora and Teads continue to deliver some of the strongest CTR performances to date.
- HY has continued to closely monitor Search performance across Google/Bing and optimized the bid strategy which resulted in the lowest CPC since August and an increase in CTR performance for the second month in a row.
- Similar to other efforts, nearly all top Search landing pages saw an increase in page views from the previous month - Getting to the Outer Banks, thing to do/attractions and travel guide pages all saw more than double the traffic compared to December.

Native Article Promotions - Month Of Delivery

Impressions



Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	# Clicks	# CTR	# CPC	# Media Spend
stays-places	143,427	164	0.11 %	\$4.13	\$677
meet-for	136,080	197	0.14 %	\$3.24	\$638
outer-banks-get	121,503	100	0.08 %	\$5.72	\$572
62-can	115,472	132	0.11 %	\$4.11	\$542
Total	516,482	593	0.11 %	\$4.10	\$2,429

1 - 4 of 4 items

← → ↩

Native Article Promotion Performance - Website Analytics - Month Of

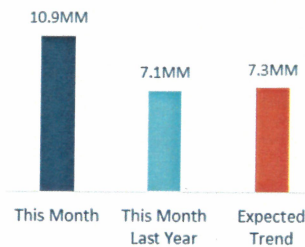
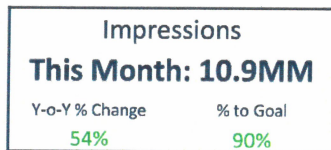
Web Analytics Page Path	# Visits ↓	# Visitor Bounce Rate	# Time On Site Avg.
/	487	85.83 %	22
/plan-your-trip/the-islands/	186	80.11 %	47
Total	673	84.25 %	29

1 - 2 of 2 items

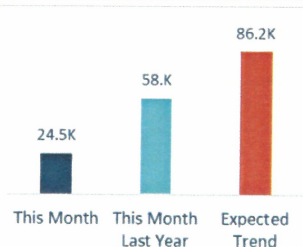
← → ↩

Executive Summary

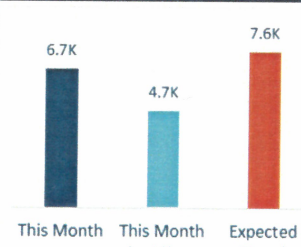
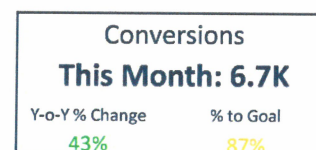
CONNECT



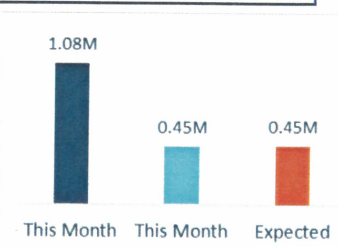
CULTIVATE



CONVERT



CARE



Monthly Highlights:

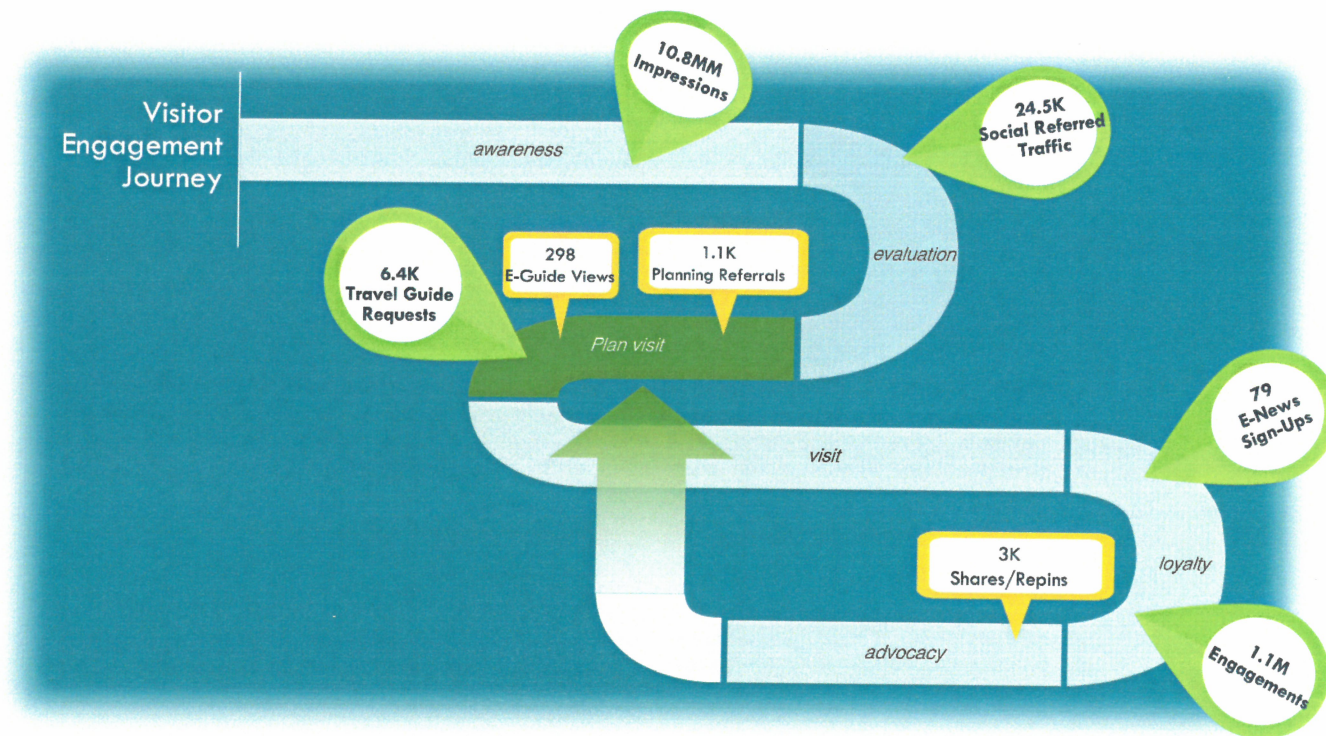
- As ad costs normalized following the holiday season, paired with placement optimizations, impressions, conversions, and engagements exceeded January of 2021 by 54%, 43%, and 141%, respectively.
- Leveraging a bird interest focused audience on a promoted post featuring migratory birds was successful in generating awareness, resulting in over 3MM impressions; the most of any promoted post so far this year.
- In addition to the 43% increase in conversions, lodging referrals were up 40% over last year as OBX fans are entering the vacation planning state of mind.

Recommendations/Next Steps:

- Continue to test additional interest-based audiences where relevant.
- Continue to incorporate video content into the planning calendar.
- Continue to utilize the 4:5 ratio (or slightly-taller images) on Instagram, when possible, based on the performance of the Duck Boardwalk post with a similar format as the post featured sky, landscape, and water and took up more space on the newsfeed when scrolling.

Visitor Journey

The Outer Banks®
OF NORTH CAROLINA



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – FEBRUARY 2022

Outer Banks Webinar Program:

On February 3, 2022, Bureau staff and Brian Matson from TwoSix Digital hosted a 60-minute webinar with tips and tactics to help our local tourism and hospitality partners navigate upcoming challenges and changes to the world's most popular online marketing channels. On February 15th at 10:00am OBVB Staff and Brian will be hosting a follow up “Fireside Chat” webinar to answer any questions covering topics from the Feb 3rd Digital Marketing Tips & Tactics webinar.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following in-person trade show and tourism conference:

- February 13 – 15, 2022: **Southeast Tourism Society’s Domestic Showcase, VA Beach, VA**
 - March 20 – 22, 2022: **Visit 365 Conference, Durham, NC**
-

The Soundside Event Site:

Attached is the current 2022 Events Calendar for the Soundside Event Site for your review. Currently there are 10 events scheduled for 2022. Staff continues to work with these events to help them navigate the application process with Town of Nags Head staff.

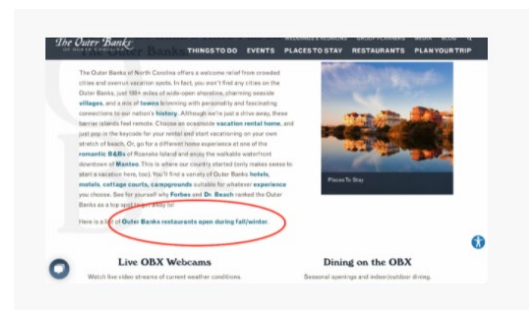
Request for Proposals:

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

- **95th Civil Affairs Brigade | GEMS Pillar Conference, April 29 – May 1, 2022**, 55 rooms, meeting space, group meals
-

Restaurant Off-Season Hours:

The Bureau continues to update our Winter restaurant hours. This list can be found on the homepage or at the top of the www.outerbanks.org/restaurants. Please share with your front-line staff.



2022 Soundside Event Site Schedule		
Name of Event	Date of Event	Site Reserved
Outer Banks Bike Week	Thursday, April 20 - Sunday, April 23, 2022	Wednesday, April 19 - Sunday, April 23, 2022
OBX Rod and Custom Festival	Friday, May 6 and Saturday, May 7, 2022	Thursday, May 5 - Sunday, May 8, 2022
Dare2Care OBX Shred Fest	Saturday, May 21, 2022	Friday, May 20 - Monday, May 23, 2022
Soundside Fun Fair	Thursday, June 9 - Sunday, June 12, 2022	Tuesday, June 7 - Monday, June 13 2022
HIS Generation Concert	Wednesday, June 15, 2022	Tuesday, June 14 - Wednesday, June 16, 2022
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022
OBX Fall Bike Fest	Friday, September 23 - Saturday, September 24, 2022	Thursday, September 22 - Saturday, September 24, 2022
OBX Rod and Custom Fall Festival	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022
OBX Jeep Invasion	Friday, October 7 - Sunday, October 9, 2022	Thursday, October 6 - Sunday, October 9, 2022
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Monday, October 17, 2022
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022

THE OUTER BANKS PROJECT

PUBLIC RELATIONS REPORT: February 2022

SOCIAL MEDIA - SPECIAL PROJECTS

Black History Month | Feb 2022 - The Outer Banks Visitors Bureau partnered with content provider Caleb Owolabi of 30 to 300 Productions, LLC to produce a series of social media videos highlighting Dare County's vibrant African American heritage, promoting a stronger appreciation and visitation to Roanoke Island's cultural sites. The content campaign went live this month on social media and components of the video series will live on our website to help travelers to the OBX plan.

African American Experience of Northeast North Carolina | Feb 2022 - Aaron serves on the both the Product and Marketing Committees of the six county heritage trail that is jointly promoted as the NCBlackHeritageTour.com Aaron worked on a Dare County itinerary of Outer Banks trail sites that can be shared online.

EARNED MEDIA - IN DEVELOPMENT

Luxury Magazine | Spring/Summer 2022 - Staff worked with writer Larry Olmsted for an in-market visit to Dare County, who wrote an article for Luxury magazine, the bi-annual periodical distributed to premium MasterCard customers. The story will feature the Outer Banks as a premier billfishing destination available to its subscription base in May 2022.

Family RV'ing | Summer 2022 - The PR team is providing assistance for a journalist visit by Craig Jones and Jo Matyas to develop an article in the official magazine of the Family Motor Coach Association, with huge reach in the US and Canada. They'll be reviewing three different campsites to paint a picture of what the Outer Banks offers for those researching an OBX camping trip.

GoGlobehopper | Summer 2022 - The PR team is providing visual assets to the travel media website GoGlobehopper.com to assist with a travel video promoting the Outer Banks. Some of their social media videos featuring other destinations get well over 100K views.

CONTENT PARTNERSHIPS

Julie Suman:

OuterBanks.org | Jan 2022 - "Birds Of A Feather Meet On The Outer Banks" <https://bit.ly/34QHd5y>

OuterBanks.org | Jan 2022 - "Tick Your Winter Birding List" <https://bit.ly/3rFSMWa>

Caz + Craig Makepeace - yTravelBlog:

OuterBanks.org | Jan 2022 - "The Land Of Beginnings Historical Walking Tour" <https://bit.ly/34lQvAk>

OuterBanks.org | Jan 2022 - "Birdwatching Is Such A Memorable Experience" <https://bit.ly/3GyRXlX>

OuterBanks.org | Jan 2022 - "Take A Winter Vacation To The Outer Banks" <https://bit.ly/338yrz4>

MARKETPLACES

Southeast Tourism Society | Feb 13-15, 2022 - Aaron is attending this combination group sales and public relations marketplace for association member tour operators and both group and leisure outlet journalists living or working in the region. We'll share our community's readiness.