

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JUNE 18, 2020
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the May 21, 2020 Meeting
- V. Public Comments
- VI. Steering Committee Report-Chair
 - 1. Approval of Restricted Fund Grant Extension Requests
- VII. Budget & Finance Report-Budget & Finance Committee Chair
 - 1. Monthly Reports
 - 2. Adoption of Fiscal Year 2020-2021 Budget Ordinance
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MAY 21, 2020
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Myra Ladd-Bone, Chair; and Leo Holland.

Via GoToMeeting: Ervin Bateman, Assistant Treasurer; Pat Weston, Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Ivy Ingram, Karen Loopman-Davis (joined at 9:17a.m.), Bobby Owens, and Jay Wheless, Legal Counsel.

Excused Absence: Jeff Pruitt, Vice-Chair.

STAFF:

Lee Nettles, Executive Director (in person)
Diane Bognich, Director of Administration (GoToMeeting)
Lorrie Love, Tourism Sales and Events Manager (GoToMeeting)
Aaron Tuell, Public Relations Manager (GoToMeeting)
Amy Wood, Clerk to the Board/Administrative Specialist (in person)

OTHERS ATTENDING:

In-Person: Philip Ruckle, *The Coastland Times*.

Via GoToMeeting: Dave Hallac, Superintendent, Outer Banks Group, National Park Service; Katie Stone, Acting Director, *The Lost Colony*.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Ms. Weston. There was no discussion and the motion passed unanimously.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from April 16, 2020 meeting. Second by Mr. Burdick. There was no discussion and the motion passed unanimously.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac reviewed the adaptive recovery plan with the National Park Service sites in the county.

The Board took a short break and returned at 9:15 a.m.

PUBLIC HEARING ON PROPOSED FISCAL YEAR 2020-2021: At 9:15 Ms. Weston moved to open the Public Hearing for the proposed Fiscal Year 2020-2021 budget. Second by Ms. Ingram.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

The Chair called for any comments. None were made. The Clerk stated no written comments regarding the proposed budget were received.

Mr. Holland moved to close the public hearing. Second by Ervin Bateman.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

The hearing closed at 9:16 a.m.

STEERING COMMITTEE REPORT: The Chair and Lee Nettles reviewed the draft language for the Restricted Fund Agreements (Attachment A). Ms. Weston suggested adding “epidemic” to the language. Legal Counsel noted he had no issues with adding epidemic to the language, and that he felt the language provided legal protection for the Board. The Board briefly discussed adding the language to all the grant agreements.

Mr. Burdick moved to adopt the language and to add it to all the grant [Tourism Impact, Fireworks, and Event Grants] agreements. Ms. Chisholm seconded.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

Lee Nettles reviewed the thought process behind the COVID-19 Response Grant (attachment B). Mr. Burdick moved to approve the COVID-19 Response Grant. Second by Ms. Loopman-Davis. During discussion, several Board members expressed their disagreement with the need for this grant and discussed the option to wait and see how the rest of the year went financially before offering the grant.

No: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, and Pat Weston.

Yes: None. The motion failed to pass.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Diane Bognich reviewed the proposed budget for Fiscal Year 2020-2021. Mr. Cafferty asked how the Event Grants would be impacted by the cut in funding. Ms. Bognich noted that the events for fall were still going and some grants that had been postponed their event, their awards had been encumbered.

EVENT GRANT AWARD RECOMMENDATIONS: Ms. Chisholm reviewed the grants committee efforts to re-evaluate the Event Grant Awards. Ms. Chisholm moved to award the following Event Grant Awards:

Organization	Event	Award Amount
Advice 5k	25 th Annual Advice 5K Turkey Trot	\$1,000.00
Chicamacomico Historical Association	Thanksgiving on Hatteras Island	\$1,000.00
Dare County Arts Council	Outer Banks Veterans Week	\$5,000.00
Dare County Arts Council	Surfalorus Film Festival	\$1,000.00
Hatteras Island Youth Education Fund	Surfin' Turkey 5k & Puppy Drum Fun Run	\$1,000.00
Manteo Preservation Trust	Holiday Tour of Homes	\$1,000.00
NC Beach Buggy Association	NCBBA Red Drum Tournament	\$1,000.00
OBX Go Far	OBX Jeep Jam 2020	\$14,000.00
Outer Banks Seafood Festival	Seafood Festival	\$25,000.00
Outer Banks Sporting Events	Outer Banks Triathlon Weekend	\$7,000.00
Outer Banks Sporting Events	TowneBank Outer Banks Marathon	\$15,000.00
Outer Banks Wedding Assoc.	Wedding Weekend Expo & Tour	\$2,000.00
Roanoke Island Historical Association	Lost Colony Wine, Beer & Culinary Festival	\$8,000.00
Rogallo Foundation	6 th Annual Outer Banks Brewtag	\$8,000.00
Town of Duck	2020 Duck Jazz Festival	\$6,000.00
Town of Manteo	9 th Annual Wooden Boat Show	\$1,000.00
	<i>TOTAL AWARDED AMOUNT</i>	\$143,500.00

Second by Ms. Ingram.

Yes: Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, and Pat Weston.

No: None.

The motion passed unanimously.

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

- Recent media interviews and articles
- Re-start of the advertising campaign
- New television commercials and local radio spots. He will send the Board links to these following the meeting.
- Work by the State Tourism Board and the House regarding legislation allowing restaurants to use 50% of their indoor capacity outside of the space, enabling them to operate at a higher capacity.
- Upcoming partner webinars on travel trends. An in-person Tourism Summit will be held in November.

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

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

BOARD MEMBER COMMENTS: There were no Board member comments made.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting is scheduled for June 18, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting. The meeting was adjourned at 10:02 a.m.

ATTESTED:

Chair, Dare County Tourism Board

draft



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TO: Dare County Tourism Board

FROM: Steering Committee
Myra Ladd-Bone, Chair

DATE: June 8, 2020

RE: Restricted Fund Grant Extension Request Recommendations

The Steering Committee met on June 9, 2020 and made the following Restricted Fund Grant Extension Request Recommendations:

- Town of Kitty Hawk, extension to June 30, 2021 for the Kitty Hawk Park Connector Trail Project
- Town of Nags Head, extension to September 30, 2020 for the Nags Head Multi-Use Path, Phase VIII
- Outer Banks Scenic Byways, extension to December 30, 2020 for the Scenic Byways Interpretive Signage

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2019-2020**

FISCAL YEAR		PROJECTED FY 19-20	ACTUAL FY 19-20	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$793,100.00	\$1,019,991.19	\$226,891.19	28.61%
<u>JULY RECEIVED</u>	MEALS	<u>\$341,000.00</u>	<u>\$399,780.43</u>	<u>\$58,780.43</u>	<u>17.24%</u>
		\$1,134,100.00	\$1,419,771.62	\$285,671.62	25.19%
<i>JULY EARNED</i>	OCCUPANCY	\$1,255,300.00	\$1,106,543.73	(\$148,756.27)	-11.85%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$420,000.00</u>	<u>\$472,600.66</u>	<u>\$52,600.66</u>	<u>12.52%</u>
		\$1,675,300.00	\$1,579,144.39	(\$96,155.61)	-5.74%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,069,660.00	\$1,386,583.82	\$316,923.82	29.63%
<u>SEPT RECEIVED</u>	MEALS	<u>\$378,250.00</u>	<u>\$427,333.95</u>	<u>\$49,083.95</u>	<u>12.98%</u>
		\$1,447,910.00	\$1,813,917.77	\$366,007.77	25.28%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$457,980.00	\$456,102.94	(\$1,877.06)	-0.41%
<u>OCT RECEIVED</u>	MEALS	<u>\$256,530.00</u>	<u>\$245,359.41</u>	<u>(\$11,170.59)</u>	<u>-4.35%</u>
		\$714,510.00	\$701,462.35	(\$13,047.65)	-1.83%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$211,405.00	\$225,976.76	\$14,571.76	6.89%
<u>NOV RECEIVED</u>	MEALS	<u>\$164,205.00</u>	<u>\$196,138.50</u>	<u>\$31,933.50</u>	<u>19.45%</u>
		\$375,610.00	\$422,115.26	\$46,505.26	12.38%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$88,225.00	\$115,681.16	\$27,456.16	31.12%
<u>DEC RECEIVED</u>	MEALS	<u>\$111,060.00</u>	<u>\$122,310.47</u>	<u>\$11,250.47</u>	<u>10.13%</u>
		\$199,285.00	\$237,991.63	\$38,706.63	19.42%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$37,095.00	\$64,325.91	\$27,230.91	73.41%
<u>JAN RECEIVED</u>	MEALS	<u>\$83,230.00</u>	<u>\$105,377.51</u>	<u>\$22,147.51</u>	<u>26.61%</u>
		\$120,325.00	\$169,703.42	\$49,378.42	41.04%
<i>JANUARY EARNED</i>	OCCUPANCY	\$64,210.00	\$82,572.04	\$18,362.04	28.60%
<u>FEB RECEIVED</u>	MEALS	<u>\$64,065.00</u>	<u>\$98,628.09</u>	<u>\$34,563.09</u>	<u>53.95%</u>
		\$128,275.00	\$181,200.13	\$52,925.13	41.26%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$46,370.00	\$68,444.24	\$22,074.24	47.60%
<u>MARCH RECEIVED</u>	MEALS	<u>\$70,345.00</u>	<u>\$90,153.63</u>	<u>\$19,808.63</u>	<u>28.16%</u>
		\$116,715.00	\$158,597.87	\$41,882.87	35.88%
<i>MARCH EARNED</i>	OCCUPANCY	\$62,730.00	\$30,251.77	(\$32,478.23)	-51.77%
<u>APRIL RECEIVED</u>	MEALS	<u>\$105,080.00</u>	<u>\$69,265.66</u>	<u>(\$35,814.34)</u>	<u>-34.08%</u>
		\$167,810.00	\$99,517.43	(\$68,292.57)	-40.70%
<i>APRIL EARNED</i>	OCCUPANCY	\$178,105.00	\$12,691.08	(\$165,413.92)	-92.87%
<u>MAY RECEIVED</u>	MEALS	<u>\$170,565.00</u>	<u>\$37,629.09</u>	<u>(\$132,935.91)</u>	<u>-77.94%</u>
		\$348,670.00	\$50,320.17	(\$298,349.83)	-85.57%
<i>MAY EARNED</i>	OCCUPANCY	\$295,225.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$217,345.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$512,570.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,264,180.00	\$4,569,164.64	\$304,984.64	7.15%
TO-DATE	MEALS	<u>\$2,164,330.00</u>	<u>\$2,264,577.40</u>	<u>\$100,247.40</u>	<u>4.63%</u>
		\$6,428,510.00	\$6,833,742.04	\$405,232.04	6.30%
TOTAL	OCCUPANCY	\$4,559,405.00			
PROJECTED	MEALS	<u>\$2,381,675.00</u>			
2019-2020		\$6,941,080.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2019-2020		2019	2020		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$215,483.12	\$12,691.08	(\$202,792.04)	-94.11%
	MEALS	<u>\$199,132.07</u>	<u>\$37,629.09</u>	<u>(\$161,502.98)</u>	<u>-81.10%</u>
		\$414,615.19	\$50,320.17	(\$364,295.02)	-87.86%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$365,789.79	\$0.00	\$0.00	0.00%
	MEALS	<u>\$278,868.23</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$644,658.02	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,019,991.19	\$0.00	\$0.00	0.00%
	MEALS	<u>\$399,780.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,419,771.62	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,106,543.73	\$0.00	\$0.00	0.00%
	MEALS	<u>\$472,600.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,579,144.39	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,386,583.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$427,333.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,813,917.77	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$479,268.11	\$258,285.04	(\$220,983.07)	-46.11%
	Meals	<u>\$584,660.12</u>	<u>\$401,053.98</u>	<u>(\$183,606.14)</u>	<u>-31.40%</u>
		\$1,063,928.23	\$659,339.02	(\$404,589.21)	-38.03%
Total for Year	OCCUPANCY	\$5,155,937.50			
	MEALS	<u>\$2,727,051.77</u>			
		\$7,882,989.27			

OCCUPANCY & MEALS FY 2019-2020

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 18-19	ACTUAL FY 19-20	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$953,286.96	\$1,019,991.19	\$66,704.23	7.00%
JULY RECEIVED	MEALS	<u>\$386,336.19</u>	<u>\$399,780.43</u>	<u>\$13,444.24</u>	<u>3.48%</u>
		\$1,339,623.15	\$1,419,771.62	\$80,148.47	5.98%
JULY EARNED	OCCUPANCY	\$1,332,093.40	\$1,106,543.73	(\$225,549.67)	-16.93%
AUGUST RECEIVED	MEALS	<u>\$444,464.40</u>	<u>\$472,600.66</u>	<u>\$28,136.26</u>	<u>6.33%</u>
		\$1,776,557.80	\$1,579,144.39	(\$197,413.41)	-11.11%
AUGUST EARNED	OCCUPANCY	\$1,098,655.34	\$1,386,583.82	\$287,928.48	26.21%
SEPT RECEIVED	MEALS	<u>\$391,888.23</u>	<u>\$427,333.95</u>	<u>\$35,445.72</u>	<u>9.04%</u>
		\$1,490,543.57	\$1,813,917.77	\$323,374.20	21.70%
SEPTEMBER EARNED	OCCUPANCY	\$468,126.63	\$456,102.94	(\$12,023.69)	-2.57%
OCT RECEIVED	MEALS	<u>\$239,371.30</u>	<u>\$245,359.41</u>	<u>\$5,988.11</u>	<u>2.50%</u>
		\$707,497.93	\$701,462.35	(\$6,035.58)	-0.85%
OCTOBER EARNED	OCCUPANCY	\$243,387.96	\$225,976.76	(\$17,411.20)	-7.15%
NOV RECEIVED	MEALS	<u>\$178,929.55</u>	<u>\$196,138.50</u>	<u>\$17,208.95</u>	<u>9.62%</u>
		\$422,317.51	\$422,115.26	(\$202.25)	-0.05%
NOVEMBER EARNED	OCCUPANCY	\$100,000.00	\$115,681.16	\$15,681.16	15.68%
DEC RECEIVED	MEALS	<u>\$120,134.85</u>	<u>\$122,310.47</u>	<u>\$2,175.62</u>	<u>1.81%</u>
		\$220,134.85	\$237,991.63	\$17,856.78	8.11%
DECEMBER EARNED	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
JAN RECEIVED	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
JANUARY EARNED	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
FEB RECEIVED	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
FEBRUARY EARNED	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
MARCH RECEIVED	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
MARCH EARNED	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
APRIL RECEIVED	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
APRIL EARNED	OCCUPANCY	\$215,483.12	\$12,691.08	(\$202,792.04)	-94.11%
MAY RECEIVED	MEALS	<u>\$199,132.07</u>	<u>\$37,629.09</u>	<u>(\$161,502.98)</u>	<u>-81.10%</u>
		\$414,615.19	\$50,320.17	(\$364,295.02)	-87.86%
MAY EARNED	OCCUPANCY	\$365,789.79	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$278,868.23</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$644,658.02	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,674,818.40	\$4,569,164.64	(\$105,653.76)	-2.26%
	MEALS	<u>\$2,345,784.64</u>	<u>\$2,264,577.40</u>	<u>(\$81,207.24)</u>	<u>-3.46%</u>
		\$7,020,603.04	\$6,833,742.04	(\$186,861.00)	-2.66%
TOTAL	OCCUPANCY	\$5,040,608.19			
ACTUAL	MEALS	<u>\$2,624,652.87</u>			
2018-2019		\$7,665,261.06			

Dare County Gross Collections on Retail Sales

	2020	2019	2018	2017	2016	2015	Variance 2020-2019	Percent Change
January	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
February	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	296,381	9.79%
March	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	246,717	8.71%
April		4,266,897	3,948,431	3,729,748	3,547,074	3,007,272		0.00%
May		5,501,100	4,861,088	5,084,042	4,011,689	3,930,062		0.00%
June		7,096,777	6,558,353	6,355,380	5,676,881	5,553,791		0.00%
July		11,321,288	10,815,908	10,038,975	9,085,195	9,066,601		0.00%
August		13,178,541	12,870,106	12,961,419	12,153,647	10,985,313		0.00%
September		11,799,596	10,996,721	10,694,311	10,634,932	10,595,224		0.00%
October		6,834,818	6,542,087	7,181,012	6,631,836	6,261,920		0.00%
November		5,191,614	4,932,146	4,698,891	4,294,600	3,902,927		0.00%
December		3,874,539	3,719,123	3,759,730	3,904,190	2,995,244		0.00%
YTD	10,210,345	9,376,182	9,153,274	8,787,906	7,336,179	6,754,423	834,163	8.90%
TOTAL	10,210,345	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
YTD % Change	8.90%	2.44%	4.16%	19.79%	8.61%	5.95%		
Total % Change	8.90%	5.44%	1.51%	8.94%	6.70%	5.09%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	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	3,283,749
February	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	2,581,654
March	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	4,202,539
April	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	11,315,913
May		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	19,663,470
June		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	61,057,567
July		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	97,575,888
August		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	84,228,391
September		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	30,770,807
October		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	15,001,325
November		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	6,852,685
December		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	3,429,743
YTD Total	19,265,668	43,830,333	39,731,985	39,052,431	31,237,409	27,531,749	26,611,333	25,202,779	26,747,245	24,086,159	21,046,321	21,298,421	20,616,050	21,383,855
Total	19,265,668	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	339,963,731
YTD % Change	-56.04%	10.31%	1.74%	25.02%	13.46%	3.46%	5.59%	-5.77%	11.05%	14.44%	-1.18%	3.31%	-3.59%	21.65%
Total % Change	-56.04%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	9.61%
Month Increase/Decrease	-96.78%	22.86%	-8.92%	47.54%	4.31%	-7.12%	27.71%	-21.28%	10.44%	17.89%	-4.39%	24.49%	-21.35%	9.37%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	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%	32.74%
Qtr 2 (Mar-May)	-86.52%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	12.13%
Qtr 3 (June-Aug)		4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%	8.82%
Qtr 4 (Sept-Nov)		-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	8.46%
Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33%														
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 and 4 weekends in July 2008, 2009, 2015, 2019														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	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	5,652,092
February	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	5,864,520
March	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	8,368,675
April	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	13,018,031
May		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	17,030,910
June		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	26,398,208
July		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	32,620,688
August		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	31,213,494
September		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	19,572,423
October		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	12,942,026
November		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	9,001,275
December		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	7,449,495
YTD Total	30,064,019	51,315,996	44,877,109	46,794,400	42,082,198	39,088,293	36,966,436	34,926,018	36,506,441	33,029,081	30,840,813	31,374,034	31,819,919	32,903,318
Total	30,064,019	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	189,131,837
YTD % Change	-41.41%	14.35%	-4.10%	11.20%	7.66%	5.74%	5.84%	-4.33%	10.53%	7.10%	-1.70%	-1.40%	-3.29%	1.46%
Total % Change	-41.41%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%
Month Increase/(Decrease)	-81.39%	13.90%	-7.02%	23.99%	1.33%	2.46%	12.31%	-13.82%	9.58%	10.23%	0.58%	17.52%	-17.83%	5.37%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	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%	0.76%
Qtr 2 (Mar-May)	-67.15%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%	2.44%
Qtr 3 (June-Aug)		6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%	5.69%
Qtr 4 (Sept-Nov)		3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%	8.40%
Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase														
For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase														
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														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	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	25,804	21,243	9,991	21,848	18,954	34,898	50,462	56,934	149,040	101,762	68,241	39,261	77,827	57,144	60,734
February	36,064	52,546	36,814	143,923	27,050	39,974	64,152	69,405	79,720	89,994	71,212	134,203	97,209	54,050	55,880
March	79,865	76,403	65,753	85,386	29,171	208,302	123,529	186,658	249,522	63,921	166,270	149,882	184,588	160,084	65,539
April	156,538	127,482	140,738	877,315	9,994	254,169	580,729	450,715	587,966	1,930	308,672	366,481	321,223	365,960	48,233
May	274,409	249,701	329,396	309,416		665,277	745,164	864,675	990,995		552,057	639,286	607,239	600,680	
June	379,391	265,719	263,476	417,010		1,229,304	1,431,385	1,666,397	1,830,953		1,046,720	989,369	1,196,072	1,288,613	
July	749,249	321,538	401,465	300,025		1,816,435	1,336,272	1,613,934	1,966,882		1,647,615	1,435,632	1,542,434	1,563,325	
August	382,004	230,703	295,816	369,371		1,157,766	890,569	1,232,064	1,510,242		1,314,037	1,415,838	1,296,981	872,728	
September	224,305	188,428	125,217	254,760		603,072	503,200	803,646	427,073		630,648	656,337	557,989	437,579	
October	136,646	86,645	160,079	149,153		164,375	413,901	349,366	406,219		372,984	421,919	439,412	308,779	
November	72,340	81,256	77,097	74,856		107,575	121,397	118,727	126,014		231,209	205,025	201,959	143,147	
December	37,430	61,634	18,684	82,449		30,970	48,795	32,024	59,397		102,282	110,884	91,303	55,559	
<i>YTD Totals</i>	<i>298,271</i>	<i>277,674</i>	<i>253,296</i>	<i>1,128,472</i>	<i>85,169</i>	<i>537,343</i>	<i>818,872</i>	<i>763,712</i>	<i>1,066,248</i>	<i>257,607</i>	<i>614,395</i>	<i>689,827</i>	<i>680,847</i>	<i>637,238</i>	<i>230,386</i>
Total	2,554,045	1,763,298	1,924,526	3,085,512	85,169	6,312,117	6,309,555	7,444,545	8,384,023	257,607	6,511,947	6,564,117	6,614,236	5,907,648	230,386

Month Increase	-7.32%	-18.56%	10.40%	523.37%	-98.86%	-7.24%	128.48%	-22.39%	30.45%	-99.67%	19.11%	18.73%	-12.35%	13.93%	-86.82%
<i>YTD Increase</i>	5.23%	-6.91%	-8.78%	345.52%	-92.45%	30.34%	52.39%	-6.74%	39.61%	-75.84%	14.19%	12.28%	-1.30%	-6.41%	-63.85%
Total Year Increa	16.54%	-30.96%	9.14%	60.33%		9.49%	-0.04%	17.99%	12.62%		6.81%	0.80%	0.76%	-10.68%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2018	2019	2020	2016	2017	2018	2019	2020	2019	2020
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental
									Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**
January	1,237,556	1,231,693	1,257,924	1,301,265	1,437,035	12,750	19,038	18,951	4,901,521	5,742,596	5,632,280	4,641,865	6,501,671		4,048,599
February	1,322,085	1,562,373	1,581,432	1,331,764	1,533,776	21,179	21,882	25,687	2,113,601	3,025,121	3,299,316	4,283,950	4,958,235		3,640,228
March	3,048,117	2,625,980	3,034,735	2,618,614	1,246,258	46,450	48,950	24,532	4,309,813	4,006,629	5,645,680	6,065,892	2,033,390		392,302
April	4,545,245	5,755,388	4,790,774	5,082,911	272,368	94,478	129,659	6,532	8,083,104	12,673,454	12,073,020	14,912,027	382,791		54,406
May	6,995,624	7,781,122	7,657,044	8,296,802		223,246	148,954		21,184,107	22,356,377	23,236,092	25,901,180			
June	10,724,168	11,713,936	11,720,032	11,050,965		373,865	220,076		60,621,694	64,523,921	79,376,489	86,974,007			
July	14,702,019	15,241,700	13,517,098	13,333,255		488,402	280,756		111,492,605	121,406,705	116,827,701	93,189,170		9,774,831	
August	12,963,240	11,871,548	12,441,921	14,094,249		422,935	266,881		91,755,613	88,138,009	93,023,812	121,424,486		24,094,200	
September	8,044,658	6,960,599	5,190,429	6,280,715		127,801	128,596		35,992,377	39,786,449	41,912,607	37,793,636		5,444,607	
October	4,123,137	5,255,695	4,729,167	5,163,907		94,511	76,787		15,940,123	15,566,863	16,607,911	16,375,128		3,090,168	
November	2,491,471	2,754,045	2,101,808	1,972,903		35,749	31,815		6,134,126	7,540,897	7,319,364	9,080,251		1,659,752	
December	1,215,099	1,228,853	1,255,150	1,413,200		27,148	22,812		2,185,437	3,104,990	3,165,578	4,773,626		1,465,862	
<i>YTD Totals</i>	<i>10,153,003</i>	<i>11,175,434</i>	<i>10,664,865</i>	<i>10,334,554</i>	<i>4,489,437</i>	<i>174,857</i>	<i>219,529</i>	<i>75,702</i>	<i>19,408,039</i>	<i>25,447,800</i>	<i>26,650,296</i>	<i>29,903,734</i>	<i>13,876,087</i>	<i>0</i>	<i>8,135,535</i>
Total	71,412,419	73,982,932	69,277,514	71,940,550	4,489,437	1,968,514	1,396,206	75,702	364,714,121	387,872,011	408,119,850	425,415,218	13,876,087	45,529,420	8,135,535

Month Increase	8.22%	26.62%	-16.76%	6.10%	-94.64%		37.24%	-94.96%	1.60%	56.79%	-4.74%	23.52%	-97.43%		
<i>YTD Increase</i>	16.41%	10.07%	-4.57%	-3.10%	-56.56%		25.55%	-65.52%	10.70%	31.12%	4.73%	12.21%	-53.60%		
Total Year Increa	5.35%	3.60%	-6.36%	3.84%			-29.07%		3.31%	6.35%	5.22%	4.24%			

* 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 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	10,031	45,893	80,128	100,883	103,524	6,278,051	7,131,148	7,115,084	6,272,045	8,223,680
February	16,671	100,360	121,379	111,202	123,301	3,599,607	4,938,755	5,205,555	6,004,609	6,788,236
March	112,325	177,413	239,016	191,043	100,157	7,924,692	7,159,836	9,356,430	9,370,541	3,538,436
April	87,331	319,158	278,446	356,959	0	13,435,059	19,822,692	18,054,916	22,183,138	715,316
May	114,954	233,603	269,937	329,769		29,786,428	32,005,253	32,964,383	36,428,842	0
June	165,585	316,197	421,313	441,718		74,166,862	79,240,527	94,643,779	102,003,266	0
July	360,458	486,546	488,988	538,288		130,768,381	140,228,393	134,391,620	110,890,945	0
August	215,044	383,434	426,743	534,008		107,787,704	102,930,101	108,717,337	138,805,084	0
September	171,161	243,058	201,660	210,087		45,666,221	48,338,071	48,791,548	45,403,850	0
October	102,725	229,934	217,916	215,456		20,839,990	21,974,957	22,503,851	22,618,642	0
November	96,064	31,732	146,707	126,782		9,132,785	10,734,352	9,965,662	11,523,953	0
December	53,113	260,812	143,609	120,970		3,624,331	4,815,968	4,706,348	6,505,201	0
YTD Totals	226,358	642,824	718,969	760,087	326,982	31,237,409	39,052,431	39,731,985	43,830,333	19,265,668
Total	1,505,462	2,828,140	3,035,842	3,277,165	326,982	453,010,111	479,320,053	496,416,513	518,010,116	19,265,668

Month Increase	296.78%	265.46%	-12.76%	28.20%	-100.00%	4.31%	47.54%	-8.92%	22.86%	-96.78%
YTD Increase	417.82%	183.99%	11.85%	5.72%	-56.98%	13.46%	25.02%	1.74%	10.31%	-56.04%
Total Year Increa	94.62%	87.86%	7.34%	7.95%		3.99%	5.81%	3.57%	4.35%	

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	138,440	155,233	-10.82%	165,461	178,321	-7.21%	124,809	235,134	-46.92%	7,267	816,711	-99.11%	435,977	1,385,399	-68.53%
WAVES	173,850	214,579	-18.98%	138,772	194,030	-28.48%	64,020	218,326	-70.68%	5,772	669,600	-99.14%	382,414	1,296,535	-70.50%
SALVO	166,784	103,194	61.62%	151,036	190,333	-20.65%	52,537	151,805	-65.39%	8,579	624,521	-98.63%	378,936	1,069,853	-64.58%
AVON	434,039	412,817	5.14%	380,590	542,733	-29.88%	138,732	614,483	-77.42%	30,048	1,921,566	-98.44%	983,409	3,491,599	-71.83%
BUXTON	153,215	109,939	39.36%	162,973	164,879	-1.16%	145,613	345,191	-57.82%	63,878	813,784	-92.15%	525,679	1,433,793	-63.34%
FRISCO	102,027	76,242	33.82%	89,747	109,527	-18.06%	47,494	206,052	-76.95%	9,747	531,280	-98.17%	249,015	923,101	-73.02%
HATTERAS	239,225	195,167	22.57%	149,163	225,587	-33.88%	107,696	272,582	-60.49%	23,329	864,032	-97.30%	519,413	1,557,368	-66.65%
TOTAL HATTERAS ISLAND	1,407,580	1,267,171	11.08%	1,237,742	1,605,410	-22.90%	680,901	2,043,573	-66.68%	148,620	6,241,494	-97.62%	3,474,843	11,157,648	-68.86%
NORTHERN BEACHES:															
DUCK	973,632	585,568	66.27%	621,871	419,880	48.11%	453,220	777,209	-41.69%	93,678	2,127,813	-95.60%	2,142,401	3,910,470	-45.21%
SOUTHERN SHORES	431,854	346,044	24.80%	327,899	231,269	41.78%	69,681	335,007	-79.20%	9,167	540,818	-98.30%	838,601	1,453,138	-42.29%
KITTY HAWK	746,475	646,687	15.43%	801,188	695,819	15.14%	414,239	1,145,909	-63.85%	38,020	1,874,991	-97.97%	1,999,922	4,363,406	-54.17%
COLINGTON	3,274	6,172	-46.95%	6,168	5,149	19.79%	10,810	12,563	-13.95%	0	20,313	-100.00%	20,252	44,197	-54.18%
KILL DEVIL HILLS	2,055,516	1,719,691	19.53%	1,877,121	1,468,481	27.83%	918,296	2,370,776	-61.27%	201,342	4,919,938	-95.91%	5,052,275	10,478,886	-51.79%
NAGS HEAD	2,239,211	1,463,725	52.98%	1,513,288	1,206,348	25.44%	844,330	2,213,962	-61.86%	164,145	5,044,713	-96.75%	4,760,974	9,928,748	-52.05%
TOTAL NORTHERN BEACHES	6,449,962	4,767,887	35.28%	5,147,535	4,026,946	27.83%	2,710,576	6,855,426	-60.46%	506,352	14,528,586	-96.51%	14,814,425	30,178,845	-50.91%
ROANOKE ISLAND:															
MANTEO-TOWN	170,435	113,227	50.53%	143,543	242,653	-40.84%	68,224	238,085	-71.34%	46,483	1,121,840	-95.86%	428,685	1,715,805	-75.02%
RIM (ROANOKE ISL. MAINLAND)	178,581	107,493	66.13%	235,653	109,892	114.44%	55,283	194,420	-71.57%	8,348	211,242	-96.05%	477,865	623,047	-23.30%
TOTAL ROANOKE ISLAND	349,016	220,720	58.13%	379,196	352,545	7.56%	123,507	432,505	-71.44%	54,831	1,333,082	-95.89%	906,550	2,338,852	-61.24%
OTC UNATTRIBUTED	17,122	16,267	5.26%	23,763	19,708	20.58%	23,452	39,037	-39.92%	5,513	79,976	-93.11%	69,850	154,988	-54.93%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.															
TOTAL	8,223,680	6,272,045	31.12%	6,788,236	6,004,609	13.05%	3,538,436	9,370,541	-62.24%	715,316	22,183,138	-96.78%	19,265,668	43,830,333	-56.04%

DARE COUNTY GROSS															
MEALS BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	23,211	15,265	52.05%	17,721	16,337	8.47%	29,023	31,347	-7.41%	17,392	188,191	-90.76%	87,347	251,140	-65.22%
WAVES - 19	21,957	17,002	29.14%	25,502	21,195	20.32%	68,108	83,625	-18.56%	21,006	275,896	-92.39%	136,573	397,718	-65.66%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0	276	-100.00%	0	276	-100.00%
AVON - 1	270,637	213,771	26.60%	277,555	214,211	29.57%	220,022	382,698	-42.51%	110,415	846,018	-86.95%	878,629	1,656,698	-46.97%
BUXTON - 2	158,548	164,197	-3.44%	131,822	186,036	-29.14%	184,755	342,224	-46.01%	100,175	709,517	-85.88%	575,300	1,401,974	-58.97%
FRISCO - 5	149,794	17,979	733.16%	92,226	19,419	374.93%	9,415	28,980	-67.51%	88,905	50,827	74.92%	340,340	117,205	190.38%
HATTERAS - 6	20,554	10,871	89.07%	39,069	48,544	-19.52%	44,105	131,962	-66.58%	6,891	418,663	-98.35%	110,619	610,040	-81.87%
TOTAL HATTERAS ISLAND	644,701	439,085	46.83%	583,895	505,742	15.45%	555,428	1,000,836	-44.50%	344,784	2,489,388	-86.15%	2,128,808	4,435,051	-52.00%
NORTHERN BEACHES:															
DUCK - 21	509,944	442,133	15.34%	602,110	410,245	46.77%	451,567	841,090	-46.31%	79,278	1,762,874	-95.50%	1,642,899	3,456,342	-52.47%
SOUTHERN SHORES - 20	522,960	1,507,308	-65.31%	367,120	468,909	-21.71%	384,555	551,241	-30.24%	129,975	653,624	-80.11%	1,404,610	3,181,082	-55.84%
KITTY HAWK - 8	1,799,644	1,472,747	22.20%	1,604,718	1,552,993	3.33%	1,125,357	2,258,057	-50.16%	737,774	3,241,423	-77.24%	5,267,493	8,525,220	-38.21%
COLINGTON - 3	61,040	64,345	-5.14%	111,816	82,095	36.20%	57,273	111,758	-48.75%	51,470	206,497	-75.07%	281,599	464,695	-39.40%
KILL DEVIL HILLS - 7	3,030,736	2,588,635	17.08%	3,173,984	2,326,259	36.44%	2,362,500	4,816,907	-50.95%	1,093,292	5,333,306	-79.50%	9,660,512	15,065,107	-35.87%
NAGS HEAD - 14	1,823,494	1,687,822	8.04%	1,892,513	1,674,843	13.00%	1,649,672	3,109,265	-46.94%	846,543	4,888,589	-82.68%	6,212,222	11,360,519	-45.32%
TOTAL NORTHERN BEACHES	7,747,818	7,762,990	-0.20%	7,752,261	6,515,344	18.98%	6,030,924	11,688,318	-48.40%	2,938,332	16,086,313	-81.73%	24,469,335	42,052,965	-41.81%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	955,731	824,328	15.94%	779,047	735,098	5.98%	691,359	1,020,732	-32.27%	332,005	1,292,941	-74.32%	2,758,142	3,873,099	-28.79%
MANTEO-OUTSIDE - 11	219,443	205,713	6.67%	165,193	182,162	-9.32%	188,491	283,181	-33.44%	134,607	283,825	-52.57%	707,734	954,881	-25.88%
TOTAL ROANOKE ISLAND	1,175,174	1,030,041	14.09%	944,240	917,260	2.94%	879,850	1,303,913	-32.52%	466,612	1,576,766	-70.41%	3,465,876	4,827,980	-28.21%
TOTAL	9,567,693	9,232,116	3.63%	9,280,396	7,938,346	16.91%	7,466,202	13,993,067	-46.64%	3,749,728	20,152,467	-81.39%	30,064,019	51,315,996	-41.41%

DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON	434,039	5.3%	380,590	5.6%	138,732	3.9%	30,048	4.2%	983,409	5.1%
BUXTON	153,215	1.9%	162,973	2.4%	145,613	4.1%	63,878	8.9%	525,679	2.7%
COLINGTON	3,274	0.0%	6,168	0.1%	10,810	0.3%	0	0.0%	20,252	0.1%
FRISCO	102,027	1.2%	89,747	1.3%	47,494	1.3%	9,747	1.4%	249,015	1.3%
HATTERAS	239,225	2.9%	149,163	2.2%	107,696	3.0%	23,329	3.3%	519,413	2.7%
KILL DEVIL HILLS	2,055,516	25.0%	1,877,121	27.7%	918,296	26.0%	201,342	28.1%	5,052,275	26.2%
KITTY HAWK	746,475	9.1%	801,188	11.8%	414,239	11.7%	38,020	5.3%	1,999,922	10.4%
MANTEO-TOWN	170,435	2.1%	143,543	2.1%	68,224	1.9%	46,483	6.5%	428,685	2.2%
NAGS HEAD	2,239,211	27.2%	1,513,288	22.3%	844,330	23.9%	164,145	22.9%	4,760,974	24.7%
RODANTHE	138,440	1.7%	165,461	2.4%	124,809	3.5%	7,267	1.0%	435,977	2.3%
SALVO	166,784	2.0%	151,036	2.2%	52,537	1.5%	8,579	1.2%	378,936	2.0%
WAVES	173,850	2.1%	138,772	2.0%	64,020	1.8%	5,772	0.8%	382,414	2.0%
SOUTHERN SHORES	431,854	5.3%	327,899	4.8%	69,681	2.0%	9,167	1.3%	838,601	4.4%
DUCK	973,632	11.8%	621,871	9.2%	453,220	12.8%	93,678	13.1%	2,142,401	11.1%
RIM (ROANOKE ISL. MAINI	178,581	2.2%	235,653	3.5%	55,283	1.6%	8,348	1.2%	477,865	2.5%
OTC UNATTRIBUTED*	17,122	0.2%	23,763	0.4%	23,452	0.7%	5,513	0.8%	69,850	0.4%
TOTAL	8,223,680	100.0%	6,788,236	100.1%	3,538,436	100.0%	715,316	100.0%	19,265,668	100.0%
* Part of OTC transactions are reported by district.										
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC										

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON - 1	270,637	2.8%	277,555	3.0%	220,022	2.9%	110,415	2.9%	878,629	2.9%
BUXTON - 2	158,548	1.7%	131,822	1.4%	184,755	2.5%	100,175	2.7%	575,300	1.9%
COLINGTON - 3	61,040	0.6%	111,816	1.2%	57,273	0.8%	51,470	1.4%	281,599	0.9%
FRISCO - 5	149,794	1.6%	92,226	1.0%	9,415	0.1%	88,905	2.4%	340,340	1.1%
HATTERAS - 6	20,554	0.2%	39,069	0.4%	44,105	0.6%	6,891	0.2%	110,619	0.4%
KILL DEVIL HILLS - 7	3,030,736	31.7%	3,173,984	34.2%	2,362,500	31.6%	1,093,292	29.2%	9,660,512	32.1%
KITTY HAWK - 8	1,799,644	18.8%	1,604,718	17.3%	1,125,357	15.1%	737,774	19.7%	5,267,493	17.5%
MANTEO-TOWN - 10	955,731	10.0%	779,047	8.4%	691,359	9.3%	332,005	8.9%	2,758,142	9.2%
RIM (ROANOKE ISL. M	219,443	2.3%	165,193	1.8%	188,491	2.5%	134,607	3.6%	707,734	2.4%
NAGS HEAD - 14	1,823,494	19.1%	1,892,513	20.4%	1,649,672	22.1%	846,543	22.6%	6,212,222	20.7%
RODANTHE - 15	23,211	0.2%	17,721	0.2%	29,023	0.4%	17,392	0.5%	87,347	0.3%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WAVES - 19	21,957	0.2%	25,502	0.3%	68,108	0.9%	21,006	0.6%	136,573	0.5%
SOUTHERN SHORES -	522,960	5.5%	367,120	4.0%	384,555	5.2%	129,975	3.5%	1,404,610	4.7%
DUCK - 21	509,944	5.3%	602,110	6.5%	451,567	6.0%	79,278	2.1%	1,642,899	5.5%
TOTAL	9,567,693	100.0%	9,280,396	100.0%	7,466,202	100.0%	3,749,728	100.0%	30,064,019	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 5/31/20

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	3,426,873.49	3,419,554.00	7,319.49	100.2%
3040 · Meals Tax - 75%	1,698,433.06	1,786,256.00	-87,822.94	95.1%
3050 · Website Advertising	94,492.15	105,000.00	-10,507.85	90.0%
3210 · Interest Income	101,745.95	100,425.00	1,320.95	101.3%
3220 · Other	135.00	1,000.00	-865.00	13.5%
Total Income	5,321,679.65	5,412,235.00	-90,555.35	98.3%
Gross Profit	5,321,679.65	5,412,235.00	-90,555.35	98.3%
Expense				
5000 · Director Compensation	15,575.00	17,100.00	-1,525.00	91.1%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,462.37	7,000.00	-4,537.63	35.2%
5003 · Directors & Officers Insurance	3,454.50	3,455.00	-0.50	100.0%
5004 · Miscellaneous Items	1,001.33	1,000.00	1.33	100.1%
5010 · Salaries (Full Time) Promotion	722,113.15	783,000.00	-60,886.85	92.2%
5020 · Salaries (Part Time) Promotion	57,766.22	91,000.00	-33,233.78	63.5%
5025 · Salaries (Part Time) Welcome AB	56,005.90	92,500.00	-36,494.10	60.5%
5026 · Salaries (Part Time) Welcome RI	81,250.99	136,800.00	-55,549.01	59.4%
5030 · Payroll Taxes	69,305.02	91,559.00	-22,253.98	75.7%
5040 · Employee Insurance	160,125.22	158,785.00	1,340.22	100.8%
5050 · Retirement	65,860.52	64,580.00	1,280.52	102.0%
5055 · 401(k) Match	6,209.95	7,830.00	-1,620.05	79.3%
5060 · Workmens Compensation	2,303.37	2,500.00	-196.63	92.1%
5080 · Employee Relations	1,785.23	2,975.00	-1,189.77	60.0%
5090 · Training	8,609.30	9,600.00	-990.70	89.7%
5110 · Contracted Service	23,581.80	25,320.00	-1,738.20	93.1%
5140 · Audit	7,500.00	7,500.00	0.00	100.0%
5170 · Other Professional Services	14,250.00	24,400.00	-10,150.00	58.4%
5180 · Legal	5,975.00	20,500.00	-14,525.00	29.1%
5185 · Research	50,326.25	50,000.00	326.25	100.7%
5190 · Administrative Advertising	35.14	1,500.00	-1,464.86	2.3%
5500 · Advertising-Printed	924,043.09	1,164,385.00	-240,341.91	79.4%
5502 · Advertising - Production Fee	95,245.82	100,000.00	-4,754.18	95.2%
5510 · Advertising - Event Dev & Mktg	20,523.33	93,100.00	-72,576.67	22.0%
5515 · Advertising - Online	1,909,049.64	2,263,000.00	-353,950.36	84.4%
5525 · Community Relations	15,500.30	30,000.00	-14,499.70	51.7%
5530 · Legal Notices	50.97	1,500.00	-1,449.03	3.4%
5560 · Brochures/Production & Printing	3,558.15	40,000.00	-36,441.85	8.9%
5580 · Promotional Aids	3,364.40	7,500.00	-4,135.60	44.9%
6100 · Familiarization Tours	42,410.74	90,000.00	-47,589.26	47.1%
6101 · Group sales	14,647.10	28,000.00	-13,352.90	52.3%
6130 · Uniforms	197.94	1,070.00	-872.06	18.5%
6150 · Event Grant	345,212.67	700,920.00	-355,707.33	49.3%
6155 · Establish Event Developer Grant	3,984.97	5,000.00	-1,015.03	79.7%
6170 · Tourism Summit	3,844.94	18,000.00	-14,155.06	21.4%
6200 · Postage and Delivery	173,876.02	215,300.00	-41,423.98	80.8%
6300 · Travel	30,405.81	44,952.00	-14,546.19	67.6%
6305 · Vehicle Maintenance	875.52	4,000.00	-3,124.48	21.9%
6320 · Registrations	23,035.00	40,000.00	-16,965.00	57.6%
6340 · Travel Show Exhibit	71.95	6,000.00	-5,928.05	1.2%
6420 · Dues and Subscriptions	37,934.83	40,240.00	-2,305.17	94.3%
6440 · Insurance	24,366.22	24,556.00	-189.78	99.2%
6460 · Telephone	34,209.96	43,805.00	-9,595.04	78.1%
6500 · Equipment	16,694.27	50,475.00	-33,780.73	33.1%
6510 · Expendable Equipment	0.00	3,000.00	-3,000.00	0.0%
6530 · Technical Support	369.85	18,000.00	-17,630.15	2.1%
6580 · Utilities	11,950.57	18,560.00	-6,609.43	64.4%
6600 · Cleaning/maintenance supplies	254.21	3,000.00	-2,745.79	8.5%
6610 · Building Maintenance	13,724.26	55,800.00	-42,075.74	24.6%
6620 · Equipment Service Contracts	1,359.64	3,500.00	-2,140.36	38.8%
6640 · Equipment Rent	25,025.15	33,600.00	-8,574.85	74.5%
6660 · Equipment Repairs	1,044.72	3,600.00	-2,555.28	29.0%
6700 · Office Supplies	14,011.50	21,525.00	-7,513.50	65.1%
6810 · Web Site/Internet	22,381.10	29,788.00	-7,406.90	75.1%
Total Expense	5,168,720.90	6,802,080.00	-1,633,359.10	76.0%
Net Ordinary Income	152,958.75	-1,389,845.00	1,542,803.75	-11.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 5/31/20

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	9,405.73	18,475.00	-9,069.27	50.9%
3120 · Sales - Aycok Brown	6,883.93	12,311.00	-5,427.07	55.9%
Total 3100 · Sale of Merchandise	16,289.66	30,786.00	-14,496.34	52.9%
Total 9910 · Transfer from Merchandise Sales	16,289.66	30,786.00	-14,496.34	52.9%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	77,560.01	84,100.00	-6,539.99	92.2%
Total 9920 · Transfer from Travel Guide Fund	77,560.01	84,100.00	-6,539.99	92.2%
9990 · Unappropriated Fund Balance	0.00	1,696,954.00	-1,696,954.00	0.0%
Total Other Income	93,849.67	1,811,840.00	-1,717,990.33	5.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	13,682.04	25,000.00	-11,317.96	54.7%
Total 9925 · Transfer to Travel Guide	163,990.02	175,000.00	-11,009.98	93.7%
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	8,747.33	18,572.00	-9,824.67	47.1%
6800 · Credit Card Charges	961.27	1,288.00	-326.73	74.6%
Total 9930 · Transfer to Merchandise	9,708.60	19,860.00	-10,151.40	48.9%
9950 · Transfer to Event Site Fund	227,135.00	227,135.00	0.00	100.0%
Total Other Expense	400,833.62	421,995.00	-21,161.38	95.0%
Net Other Income	-306,983.95	1,389,845.00	-1,696,828.95	-22.1%
Net Income	-154,025.20	0.00	-154,025.20	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 5/31/20

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	155.96	100.00	55.96	156.0%
Total Income	155.96	100.00	55.96	156.0%
Gross Profit	155.96	100.00	55.96	156.0%
Net Ordinary Income	155.96	100.00	55.96	156.0%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	77,560.01	84,100.00	-6,539.99	92.2%
Total 9920 · Transfer from Travel Guide Fund	77,560.01	84,100.00	-6,539.99	92.2%
Total Other Income	77,560.01	84,100.00	-6,539.99	92.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	13,682.04	25,000.00	-11,317.96	54.7%
Total 9925 · Transfer to Travel Guide	163,990.02	175,000.00	-11,009.98	93.7%
Total Other Expense	163,990.02	175,000.00	-11,009.98	93.7%
Net Other Income	-86,430.01	-90,900.00	4,469.99	95.1%
Net Income	-86,274.05	-90,800.00	4,525.95	95.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 5/31/20

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	508.23	325.00	183.23	156.4%
Total Income	508.23	325.00	183.23	156.4%
Gross Profit	508.23	325.00	183.23	156.4%
Expense				
6700 · Office Supplies	0.00	400.00	-400.00	0.0%
Total Expense	0.00	400.00	-400.00	0.0%
Net Ordinary Income	508.23	-75.00	583.23	-677.6%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	9,405.73	18,475.00	-9,069.27	50.9%
3120 · Sales - Aycock Brown	6,883.93	12,311.00	-5,427.07	55.9%
Total 3100 · Sale of Merchandise	16,289.66	30,786.00	-14,496.34	52.9%
Total 9910 · Transfer from Merchandise Sales	16,289.66	30,786.00	-14,496.34	52.9%
Total Other Income	16,289.66	30,786.00	-14,496.34	52.9%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	8,747.33	18,572.00	-9,824.67	47.1%
6800 · Credit Card Charges	961.27	1,288.00	-326.73	74.6%
Total 9930 · Transfer to Merchandise	9,708.60	19,860.00	-10,151.40	48.9%
Total Other Expense	9,708.60	19,860.00	-10,151.40	48.9%
Net Other Income	6,581.06	10,926.00	-4,344.94	60.2%
Net Income	7,089.29	10,851.00	-3,761.71	65.3%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2019 through May 2020

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,142,291.15	1,139,851.00	2,440.15	100.2%
3040 · Meals Tax	566,144.34	595,419.00	-29,274.66	95.1%
3210 · Interest	51,323.47	65,000.00	-13,676.53	79.0%
3220 · Other Income	0.00	0.00	0.00	0.0%
Total Income	1,759,758.96	1,800,270.00	-40,511.04	97.7%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4520 · Natural, Historic and Cultural	30,000.00	30,000.00	0.00	100.0%
4525 · Event Site	3,194,971.36	3,393,987.00	-199,015.64	94.1%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
Total 4000 · Long - Term Projects	3,224,971.36	4,385,157.00	-1,160,185.64	73.5%
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	0.00	487,932.00	-487,932.00	0.0%
4642 · Town of Duck - Pedestrian Path	309,351.00	616,640.00	-307,289.00	50.2%
4644 · SS Civic Assoc- Sea Oats Park	13,399.53	14,178.00	-778.47	94.5%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4999 · Unappropriated Funds	0.00	958,461.00	-958,461.00	0.0%
5140 · Audit	2,500.00	2,500.00	0.00	100.0%
5160 · Fireworks	50,000.00	105,000.00	-55,000.00	47.6%
Total 4100 · Short-Term Projects	375,250.53	2,258,803.00	-1,883,552.47	16.6%
Total Expense	3,600,221.89	6,643,960.00	-3,043,738.11	54.2%
Net Ordinary Income	-1,840,462.93	-4,843,690.00	3,003,227.07	38.0%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,843,690.00	-4,843,690.00	0.0%
Total Other Income	0.00	4,843,690.00	-4,843,690.00	0.0%
Net Other Income	0.00	4,843,690.00	-4,843,690.00	0.0%
Net Income	-1,840,462.93	0.00	-1,840,462.93	100.0%

**Outer Banks Visitors Bureau
Restricted Fund Summary
2018-2020**

	Balance 7/1/2018	Allocation 2018-2019	Allocation Paid	Allocation Transferred	Balance 7/1/2019	Allocation 2019-2020	Allocation Paid	Allocation Transferred	Estimated Balance FY19-20
Short-term Projects									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
Town of KDH - Bay Drive Path	340,125		(340,125)		0				0
Town of Duck - Pedestrian Path	447,887		(417,026)	(30,861)	0				0
Town of NH - Dowdy's Park, Phase II	226,750		(226,750)		0				0
SS Civic Assoc - Sea Oats Park, Phase II	14,178				14,178		(13,400)	(778)	0
Town of Duck - Pedestrian Path, Phase II	309,351		0		309,351		(309,351)	0	0
Town of SS - E. Dogwood Pedestrian Path	119,357		(86,938)	(32,419)	0				0
Town of NH - W. Bypass Multi-Use Phase VIII				487,932	487,932				487,932
Town of Duck - Pedestrian Path, Phase III				307,289	307,289				307,289
Town of KH - KH Park Trail Connection				47,592	47,592				47,592
TIG - Chicamacomico - Cisterns					0	48,000			48,000
TIG - Dare Co Arts Council - Courtyard					0	90,950			90,950
TIG - Frisco Native American - Handicapp Access					0	25,750			25,750
TIG - Town of Duck - Pedestrian Path, Phase IV					0	147,806			147,806
TIG - Town of KDH - Baum Street, Phase II					0	55,618			55,618
TIG - Town of Manteo - Manteo Common					0	221,885			221,885
TIG - Town of SS - S. Dogwood Trail					0	260,993			260,993
Fireworks	46,000		(46,000)	50,000	50,000		(50,000)	55,000	55,000
Audit	0		(2,375)	2,375	0		(2,500)	2,500	0
Unappropriated Funds	526,700	619,852		(656,492)	490,060	(248,705)		(56,722)	184,632
TOTAL SHORT TERM COMMITMENTS	2,056,847	619,852	(1,119,214)	175,416	1,732,901	602,297	(375,251)	0	1,959,948
Long Term Projects									
Multi-Use Center (100%)	2,948,709	1,211,436	(2,336,148)	368,373	2,192,370	1,281,975	(3,194,971)	0	279,373
Natural Historical Cultural	225,741	134,604	(224,904)	40,930	176,370	0	(30,000)	(146,370)	0
Green Space/Open Space (GOSPL)	845,350	89,370	0	(934,719)	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds		0	350,000	350,000	350,000	3,630		146,370	500,000
TOTAL LONG TERM COMMITMENTS UNPAID	4,480,969	1,435,410	(2,561,053)	(175,416)	3,179,910	1,285,605	(3,224,971)	0	1,240,543
Total	6,537,816	2,055,262	(3,680,267)	0	4,912,811	1,887,901	(3,600,222)	0	3,200,491
Cash on Hand 5/31/20									
								Checking	139,831
								Savings	3,004,847
Total Cash on Hand									3,144,678
25% of Occupancy & Meals Income per Budget June									128,143
									128,143
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						1,836,578	*		
Short-term Interest						550,973			
						51,323			
						602,297			
70% Long-term								1,285,605	
Long-term Interest								0	
								1,285,605	*

*Estimate Based on Actual through May and Budgeted Figures

Agrees to Financial Statements

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2019 through May 2020

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	1,400.00	-400.00	71.4%
3200 · Site Rental Income - Other	7,930.00	12,400.00	-4,470.00	64.0%
Total 3200 · Site Rental Income	8,930.00	13,800.00	-4,870.00	64.7%
3210 · Interest Income	647.55	325.00	322.55	199.2%
3250 · Lease Income	37,159.00	44,000.00	-6,841.00	84.5%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
Total Income	46,736.55	78,125.00	-31,388.45	59.8%
Expense				
5160 · Event Development & Marketing	36,526.04	60,000.00	-23,473.96	60.9%
5170 · Other Professional Services	37,656.37	40,000.00	-2,343.63	94.1%
6440 · Insurance	6,423.20	1,440.00	4,983.20	446.1%
6580 · Utilities	19,464.82	22,610.00	-3,145.18	86.1%
6610 · Repairs & Maintenance	133,858.51	161,940.00	-28,081.49	82.7%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	14,475.53	19,200.00	-4,724.47	75.4%
Total Expense	248,404.47	305,460.00	-57,055.53	81.3%
Net Ordinary Income	-201,667.92	-227,335.00	25,667.08	88.7%
Other Income/Expense				
Other Income				
3220 · Other Income	2,500.00	200.00	2,300.00	1,250.0%
9910 · Transfer from General Fund	227,135.00	227,135.00	0.00	100.0%
Total Other Income	229,635.00	227,335.00	2,300.00	101.0%
Net Other Income	229,635.00	227,335.00	2,300.00	101.0%
Net Income	27,967.08	0.00	27,967.08	100.0%

DARE COUNTY TOURISM BOARD

31-May-20

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	CD'S SOUTHERN	CD'S FIRST BANK	CD'S TOWNE BANK	CD'S FIRST NATIONAL	TOTAL
GENERAL FUND	453,520	2,269,364	557,076	664,168	0	1,000,000	1,000,000	1,024,495	6,968,623
RESTRICTED FUND	139,831	1,504,847			250,000	750,000	500,000	0	3,144,678
TRAVEL GUIDE	14,303								14,303
MERCHANDISE SALES	150,189								150,189
EVENT SITE FUND	157,460								157,460
TOTAL	915,303	3,774,210	557,076	664,168	250,000	1,750,000	1,500,000	1,024,495	10,435,252
TOTAL % EACH BANK	17.53%	36.17%	5.34%			16.77%	14.37%	9.82%	100.00%
INTEREST RATES	0.25%	0.40%	0.05%	0.25%	0%	2% on 2		1.5% on 2	
TOTAL CHECKING & CD'S	10,435,252								
60% ALLOWED IN ANY BANK	6,261,151								
25% ALLOWED IN ANY ONE INV	2,608,813								

60% General Fund Reserved Balance is \$4,214,445.

100% Restricted Fund Balance Restricted by House Bill 225 \$3,144,678



OUTER BANKS VISITORS BUREAU
One Visitors Center Circle, Manteo, NC 27954
[P] 252-473-2138 [F] 252-473-5777
[Toll-Free] 877.OBX.4FUN
www.outerbanks.org

Date: June 10, 2020

To: Myra Ladd-Bone, Chair
Dare County Tourism Board

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

Re: Draft Proposed Budget for 2020-2021

Attached is the FY 2020-2021 Budget Ordinance for your consideration. Also attached is an updated draft of the proposed budget for fiscal year 2020-2021. Following are the major changes from the first draft.

GENERAL FUND

- Projected revenue was increased for the actual receipts for April filings. The projected revenue for June receipts (May money) was also slightly increased since the County opened to visitors earlier than anticipated.
- There were slight changes to postage, insurance and salaries based on final decisions regarding the line items.
- There is still no COLA, no performance raises and no increase in health insurance.
- Encumbrances have been adjusted to grants and the COVID marketing.
- After all of these changes, the unbalanced budget improved. The deficit is now covered completely by the over 60% of reserves, leaving the full requirement of 60% in fund balance.

RESTRICTED FUND

- The additional revenue was allocated to the short-term and long-term line items.
- At the request of the Budget & Finance Committee a line item was added in the short-term funds. The line item is \$25,000 for traffic control during the summer months at the Highway 158/Highway 12 intersection in Kitty Hawk.

EVENT SITE FUND

- Adjustments were made in repairs and maintenance for a Fire Suppression System contract at Pamlico Jacks and in the insurance line item for actual costs.

Dare County Tourism Board

BE IT ORDAINED by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 18, 2020.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2020 and ending June 30, 2021:

Occupancy Tax Distribution	2,936,036
Prepared Food Tax Distribution.....	1,622,330
Appropriation from Fund Balance	1,818,122
Travel Guide Income	0
Merchandise Sales Income	0
Website Revenue.....	75,000
Interest & Other Revenue	<u>51,000</u>
	6,502,488

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2020 and ending June 30, 2021:

Governing Body.....	30,895
Promotion.....	5,908,085
Aycock Brown Welcome Center	124,505
Roanoke Island/Whalebone/Hatteras Welcome Centers.....	167,973
Travel Guide Expenses	0
Merchandise Expenses.....	0
Transfer to Event Site Fund	<u>271,030</u>
	6,502,488

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2020 and ending June 30, 2021:

Occupancy Tax Distribution	978,679
Prepared Food Tax Distribution	540,776
Appropriation from Fund Balance	2,850,096
Interest.....	<u>23,000</u>
	4,392,551

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2020 and ending June 30, 2021:

Expenditures.....	4,392,551
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2020 and ending June 30, 2021:

Event Rental Income	12,500
Lease Income.....	45,600
Interest & Other Revenue.....	350
Transfer from General Fund.....	271,030
Unappropriated Funds.....	<u>20,000</u>
	349,480

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2020 and ending June 30, 2021:

Expenditures	349,480
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

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

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

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 18 June, 2020.

Myra Ladd-Bone, Chairman

ATTEST:

Webb Fuller, Secretary

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Dare County Tourism Board						
Budget 2020-2021						
Total Revenues - Governmental Funds						
(General Fund and Special Revenue)						
		Budget	Amended		Proposed	% Change
		FY 2019-2020	Budget	Projected	Budget	to FY 19-20
			FY 2019-2020	FY 2019-2020	FY 2020-2021	Budget
Occupancy		\$ 4,559,405	\$ 4,559,405	\$ 4,642,971	\$ 3,914,715	-14.14%
Meals		\$ 2,381,675	\$ 2,381,675	\$ 2,318,914	\$ 2,163,106	-9.18%
		\$ 6,941,080	\$ 6,941,080	\$ 6,961,885	\$ 6,077,821	-12.44% *
Interest - GF		\$ 100,000	\$ 100,000	\$ 102,146	\$ 50,000	-50.00%
Interest - Travel Guide		\$ 100	\$ 100	\$ 158	\$ -	-100.00%
Interest - Merchandise		\$ 325	\$ 325	\$ 514	\$ -	-100.00%
Interest - Restricted		\$ 65,000	\$ 65,000	\$ 51,823	\$ 23,000	-64.62%
Website Advertising		\$ 105,000	\$ 105,000	\$ 94,403	\$ 75,000	-28.57%
Travel Guide Income		\$ 84,100	\$ 84,100	\$ 79,360	\$ -	-100.00%
Merchandise Income		\$ 30,786	\$ 30,786	\$ 16,290	\$ -	-100.00%
Other - General		\$ 1,000	\$ 1,000	\$ 235	\$ 1,000	0.00%
		\$ 386,311	\$ 386,311	\$ 344,929	\$ 149,000	-61.43%
Amounts Rolled Over from PY		\$ 1,269,819	\$ 1,269,819	\$ 1,269,819	\$ 953,641	-24.90%
Appropriated Fund Balance		\$ 5,070,825	\$ 5,270,825	\$ 531,296	\$ 3,714,577	-29.53%
		\$ 6,340,644	\$ 6,540,644	\$ 1,801,115	\$ 4,668,218	-28.63%
Total Revenues		\$ 13,668,035	\$ 13,868,035	\$ 9,107,929	\$ 10,895,039	-21.44%
* This is a 12.44% decrease over 19-20 budget figures. The percent change from projected actual 2019-2020 figures is a decrease of (12.67%).						

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau								
Budget 2020-2021								
Summary								
GENERAL FUND								
	Budget	Amended		Proposed				
	2019-2020	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
REVENUES								
Occupancy/Meals Tax (75%)	5,205,810	5,205,810	5,221,414	4,558,366	-12.4%	4,789,345	5,028,812	5,229,964
Revenues - Website Advertising	105,000	105,000	94,403	75,000	-28.6%	89,250	92,820	96,533
Revenues - Interest and Other	101,425	101,425	103,053	51,000	-49.7%	51,000	51,000	51,000
Appropriated from Fund Balance	227,135	427,135	427,135	864,481	102.4%	315,170	388,625	380,798
Transfer from Travel Guide/Travel Guide Income	84,100	84,100	79,360	0	-100.0%	0	0	0
Transfer from Merchandise Fund/Merchandise Income	30,786	30,786	16,290	0	-100.0%	0	0	0
Total Revenues	5,754,256	5,954,256	5,941,654	5,548,847	-6.8%	5,244,765	5,561,257	5,758,295
Projected Over Budget By			-12,601					
EXPENDITURES:								
Governing	31,034	31,034	26,456	30,895	-0.4%	31,060	31,229	31,450
Promotion	6,248,988	6,448,988	5,601,853	5,908,085 *	-8.4%	5,994,875	6,245,488	6,426,365
Aycock Brown Welcome Center	144,482	144,482	103,894	124,505	-13.8%	127,201	135,742	133,354
Outer Banks Welcome Center RI, Whalebone & Hatteras	177,176	177,176	122,691	167,973	-5.2%	170,408	179,437	178,711
Travel Guide Expenses	175,000	175,000	163,990	0	-100.0%	0	0	0
Merchandise Expenses	20,260	20,260	11,814	0	-100.0%	0	0	0
Transfer to Event Site Fund	227,135	227,135	227,135	271,030	19.3%	315,170	388,625	380,798
Total Expenditures	7,024,075	7,224,075	6,257,833	6,502,488	-10.0%	6,638,713	6,980,521	7,150,679
Projected Under Budget By			966,242					
Revenue vs Expenses	-1,269,820	-1,269,820		-953,641		-1,393,949	-1,419,264	-1,392,383
Revenue Income over Budget	651,587	651,587		-12,601				
Unspent Funds/Encumbrances	618,232	618,232		966,242 *				
* Includes estimated encumbrances of \$538,000								
Unappropriated Surplus	0	0		0				
Net Revenue vs Expenses	0	0		0				

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau								
Budget 2020-2021								
Summary								
GENERAL FUND		Amended		Proposed				
	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
	2019-2020	2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
RESTRICTED FUND								
Interest	65,000	65,000	51,823	23,000	-64.6%	23,000	23,000	25,000
Designated From Fund Balance	4,843,690	4,843,690	1,057,802	2,850,096	-41.2%	3,124,507	3,281,882	3,412,076
Occupancy/Meals Tax (25%)	1,735,270	1,735,270	1,740,471	1,519,455	-12.4%	1,596,448	1,676,271	1,743,322
Total Revenues	6,643,960	6,643,960	2,850,096	4,392,551	-33.9%	4,743,955	4,981,153	5,180,398
Total Expenditures and Commitments	6,643,960	6,643,960	2,850,096	4,392,551	-33.9%	4,743,955	4,981,153	5,180,398
EVENT SITE FUND								
Event Rental Income	13,800	13,800	8,930	12,500	-9.4%	14,500	15,600	17,400
Lease Income	44,000	44,000	46,728	45,600	100.0%	46,000	46,000	46,000
Other Income	200	200	2,500	200	0.0%	200	200	200
Interest	325	325	654	150	-53.8%	150	75	100
Transfer to Event Site	227,135	227,135	227,135	271,030	19.3%	315,170	388,625	380,798
Unappropriated Funds	20,000	20,000	0	20,000	0.0%	0	0	0
	305,460	305,460	285,947	349,480	14.4%	376,020	450,500	444,498
Expenditures	305,460	305,460	275,639	349,480	14.4%	376,020	450,500	444,498

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2020-2021

FISCAL YEAR		ACTUAL FY 2016-2017	ACTUAL FY 2017-2018	ACTUAL FY 2018-2019	ACTUAL 2019-2020	3 YEAR AVERAGE FY 2018-2020
JULY RECEIPTS						
	OCCUPANCY	\$735,128	\$792,811	\$953,287	\$1,019,991	\$922,030
	MEALS	\$329,457	\$362,826	\$386,336	\$399,780	\$382,981
		<u>\$1,064,584</u>	<u>\$1,155,636</u>	<u>\$1,339,623</u>	<u>\$1,419,771</u>	<u>\$1,305,010</u>
AUGUST RECEIPTS						
	OCCUPANCY	\$1,327,823	\$1,399,823	\$1,332,093	\$1,106,544	\$1,279,487
	MEALS	\$422,005	\$430,484	\$444,464	\$472,601	\$449,183
		<u>\$1,749,828</u>	<u>\$1,830,307</u>	<u>\$1,776,558</u>	<u>\$1,579,144</u>	<u>\$1,728,670</u>
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,074,458	\$1,030,026	\$1,098,655	\$1,386,584	\$1,171,755
	MEALS	\$385,953	\$381,674	\$391,888	\$427,334	\$400,299
		<u>\$1,460,411</u>	<u>\$1,411,700</u>	<u>\$1,490,544</u>	<u>\$1,813,918</u>	<u>\$1,572,054</u>
OCTOBER RECEIPTS						
	OCCUPANCY	\$455,049	\$483,864	\$468,127	\$456,103	\$469,364
	MEALS	\$264,821	\$268,694	\$239,371	\$245,359	\$251,142
		<u>\$719,870</u>	<u>\$752,558</u>	<u>\$707,498</u>	<u>\$701,462</u>	<u>\$720,506</u>
NOVEMBER RECEIPTS						
	OCCUPANCY	\$211,453	\$215,123	\$243,388	\$225,977	\$228,163
	MEALS	\$148,074	\$195,036	\$178,930	\$196,139	\$190,035
		<u>\$359,527</u>	<u>\$410,159</u>	<u>\$422,318</u>	<u>\$422,115</u>	<u>\$418,197</u>
DECEMBER RECEIPTS						
	OCCUPANCY	\$90,830	\$100,288	\$100,000	\$115,681	\$105,323
	MEALS	\$115,444	\$117,679	\$120,135	\$122,310	\$120,041
		<u>\$206,274</u>	<u>\$217,967</u>	<u>\$220,135</u>	<u>\$237,992</u>	<u>\$225,364</u>
JANUARY RECEIPTS						
	OCCUPANCY	\$37,531	\$46,916	\$46,833	\$64,326	\$52,692
	MEALS	\$84,445	\$100,227	\$92,656	\$105,378	\$99,420
		<u>\$121,976</u>	<u>\$147,144</u>	<u>\$139,490</u>	<u>\$169,703</u>	<u>\$152,112</u>
FEBRUARY RECEIPTS						
	OCCUPANCY	\$72,316	\$71,363	\$61,766	\$82,572	\$71,900
	MEALS	\$62,448	\$63,144	\$76,744	\$98,628	\$79,505
		<u>\$134,764</u>	<u>\$134,506</u>	<u>\$138,510</u>	<u>\$181,200</u>	<u>\$151,406</u>
MARCH RECEIPTS						
	OCCUPANCY	\$50,896	\$51,535	\$60,762	\$68,444	\$60,247
	MEALS	\$77,059	\$77,018	\$80,478	\$90,154	\$82,550
		<u>\$127,955</u>	<u>\$128,553</u>	<u>\$141,240</u>	<u>\$158,598</u>	<u>\$142,797</u>
APRIL RECEIPTS						
	OCCUPANCY	\$64,654	\$92,983	\$94,424	\$30,252	\$84,020 ^
	MEALS	\$110,775	\$120,972	\$135,650	\$69,266	\$122,466 ^
		<u>\$175,429</u>	<u>\$213,955</u>	<u>\$230,073</u>	<u>\$99,518</u>	<u>\$206,486</u>
MAY RECEIPTS						
	OCCUPANCY	\$203,106	\$179,915	\$215,483	\$12,691	\$199,502 ^
	MEALS	\$185,225	\$173,435	\$199,132	\$37,629	\$185,931 ^
		<u>\$388,331</u>	<u>\$353,350</u>	<u>\$414,615</u>	<u>\$50,320</u>	<u>\$385,432</u>
JUNE RECEIPTS						
	OCCUPANCY	\$319,497	\$320,386	\$297,875	\$73,806 *	\$312,586 ^
	MEALS	\$242,661	\$237,390	\$221,909	\$54,336 *	\$233,987 ^
		<u>\$562,157</u>	<u>\$557,775</u>	<u>\$519,783</u>	<u>\$128,143</u>	<u>\$546,573</u>
TOTALS	OCCUPANCY	\$4,642,741	\$4,785,033	\$4,972,693	\$4,642,971	\$4,957,068
	MEALS	\$2,428,366	\$2,528,578	\$2,567,694	\$2,318,914	\$2,597,538
		<u>\$7,071,107</u>	<u>\$7,313,611</u>	<u>\$7,540,387</u>	<u>\$6,961,884</u>	<u>\$7,554,607</u>

*COVID Closures, June receipt (May money) -75%

^ Average of 2017-2019

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2020-2021

FISCAL YEAR		BUDGET FY 2019-2020	PROPOSED FY 2020-2021	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 19-20 Budget	\$ Increase / Decrease from 19-20 Budget
JULY RECEIPTS							
	OCCUPANCY	\$793,100	\$609,480	-40.25%	-\$410,511	-23.15%	-\$183,620
	MEALS	\$341,000	\$240,750	-39.78%	-\$159,030	-29.40%	-\$100,250
		<u>\$1,134,100</u>	<u>\$850,230</u>	-40.12%	-\$569,541	-25.03%	-\$283,870
AUGUST RECEIPTS							
	OCCUPANCY	\$1,255,300	\$768,710	-30.53%	-\$337,834	-38.76%	-\$486,590
	MEALS	\$420,000	\$329,000	-30.39%	-\$143,601	-21.67%	-\$91,000
		<u>\$1,675,300</u>	<u>\$1,097,710</u>	-30.49%	-\$481,434	-34.48%	-\$577,590
SEPTEMBER RECEIPTS							
	OCCUPANCY	\$1,069,660	\$1,100,000	-20.67%	-\$286,584	2.84%	\$30,340
	MEALS	\$378,250	\$342,600	-19.83%	-\$84,734	-9.42%	-\$35,650
		<u>\$1,447,910</u>	<u>\$1,442,600</u>	-20.47%	-\$371,318	-0.37%	-\$5,310
OCTOBER RECEIPTS							
	OCCUPANCY	\$457,980	\$409,385	-10.24%	-\$46,718	-10.61%	-\$48,595
	MEALS	\$256,530	\$220,225	-10.24%	-\$25,134	-14.15%	-\$36,305
		<u>\$714,510</u>	<u>\$629,610</u>	-10.24%	-\$71,852	-11.88%	-\$84,900
NOVEMBER RECEIPTS							
	OCCUPANCY	\$211,405	\$217,800	-3.62%	-\$8,177	3.03%	\$6,395
	MEALS	\$164,205	\$180,100	-8.18%	-\$16,038	9.68%	\$15,895
		<u>\$375,610</u>	<u>\$397,900</u>	-5.74%	-\$24,215	5.93%	\$22,290
DECEMBER RECEIPTS							
	OCCUPANCY	\$88,225	\$90,900	-21.42%	-\$24,781	3.03%	\$2,675
	MEALS	\$111,060	\$114,400	-6.47%	-\$7,911	3.01%	\$3,340
		<u>\$199,285</u>	<u>\$205,300</u>	-13.74%	-\$32,692	3.02%	\$6,015
JANUARY RECEIPTS							
	OCCUPANCY	\$37,095	\$43,300	-32.69%	-\$21,026	16.73%	\$6,205
	MEALS	\$83,230	\$90,800	-13.83%	-\$14,578	9.10%	\$7,570
		<u>\$120,325</u>	<u>\$134,100</u>	-20.98%	-\$35,604	11.45%	\$13,775
FEBRUARY RECEIPTS							
	OCCUPANCY	\$64,210	\$69,200	-16.19%	-\$13,372	7.77%	\$4,990
	MEALS	\$64,065	\$65,990	-33.09%	-\$32,638	3.00%	\$1,925
		<u>\$128,275</u>	<u>\$135,190</u>	-25.39%	-\$46,010	5.39%	\$6,915
MARCH RECEIPTS							
	OCCUPANCY	\$46,370	\$47,800	-30.16%	-\$20,644	3.08%	\$1,430
	MEALS	\$70,345	\$72,455	-19.63%	-\$17,698	3.00%	\$2,110
		<u>\$116,715</u>	<u>\$120,255</u>	-24.18%	-\$38,342	3.03%	\$3,540
APRIL RECEIPTS							
	OCCUPANCY	\$62,730	\$74,690	146.89%	\$44,438	19.07%	\$11,960
	MEALS	\$105,080	\$110,235	59.15%	\$40,970	4.91%	\$5,155
		<u>\$167,810</u>	<u>\$184,925</u>	85.82%	\$85,408	10.20%	\$17,115
MAY RECEIPTS							
	OCCUPANCY	\$178,105	\$183,450	1345.50%	\$170,759	3.00%	\$5,345 Easter is
	MEALS	\$170,565	\$175,685	366.89%	\$138,056	3.00%	\$5,120 April 4
		<u>\$348,670</u>	<u>\$359,135</u>	613.70%	\$308,815	3.00%	\$10,465
JUNE RECEIPTS							
	OCCUPANCY	\$295,225	\$300,000	306.47%	\$226,194	1.62%	\$4,775
	MEALS	\$217,345	\$220,865	306.48%	\$166,529	1.62%	\$3,520
		<u>\$512,570</u>	<u>\$520,865</u>	306.47%	\$392,723	1.62%	\$8,295
TOTALS	OCCUPANCY	\$4,559,405	\$3,914,715	-17.53%	-\$728,256	-14.14%	-\$644,690
	MEALS	\$2,381,675	\$2,163,106	-7.01%	-\$155,808	-9.18%	-\$218,569
		<u>\$6,941,080</u>	<u>\$6,077,821</u>	-13.87%	-\$884,064	-12.44%	-\$863,259
		FY18/19 Budget	\$6,738,858.00	3.00%			

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2020-2021									
Governing									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5000	Director Compensation	17,100	17,100	17,000	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,479	1,479	1,413	1,480	0.1%	1,479	1,479	1,479
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	6,850	3,442	7,000	2.2%	7,000	7,100	7,150
5003	Directors & Officers Ins.	3,455	3,455	3,455	3,315	-4.1%	3,481	3,550	3,621
5004	Miscellaneous Items	1,000	1,150	1,146	1,000	-13.0%	1,000	1,000	1,100
Total - Governing		31,034	31,034	26,456	30,895	-0.4%	31,060	31,229	31,450
Projected under budget by				4,578					

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Governing					
		Amended		Proposed	
Account		Budget	Projected	Budget	
Number	Title	2019-2020	2019-2020	2020-2021	Justification
5000	Director Compensation	17,100	17,000	17,100	13 Directors - 5 @ \$125/month, 8 @ \$100/month
5030	Payroll Taxes	1,479	1,413	1,480	FICA employer match, plus SUTA
5001	Professional Services	1,000	0	1,000	Services as needed
5002	Dir. Travel/Mtg./Meals	6,850	3,442	7,000	Travel, food for meetings
5003	Directors & Officers Ins.	3,455	3,455	3,315	Insurance, Sch D
5004	Miscellaneous Items	1,150	1,146	1,000	Gifts, etc.
	Total - Governing	31,034	26,456	30,895	

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2020-2021 Promotion									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
Personnel									
5010	Salaries (full)	783,000	783,000	782,255	695,000	-11.2%	715,850	811,643	835,992
5020	Salaries (part)	91,000	82,700	65,836	103,000	24.5%	106,090	109,273	112,551
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	70,330	70,330	67,707	64,635	-8.1%	66,859	74,463	76,609
5040	Employee Insurance	154,585	154,585	154,326	144,000	-6.8%	158,400	171,072	184,758
5050	Retirement	64,580	71,880	71,802	77,565	7.9%	85,344	100,239	107,519
5055	401(k) Match	7,830	7,830	7,250	6,950	-11.2%	7,159	8,116	8,360
5060	Worker's Comp	2,050	2,050	1,853	1,970	-3.9%	2,029	2,090	2,153
5080	Employee Relations	1,750	1,750	1,651	1,750	0.0%	1,750	1,750	1,750
5090	Training	8,200	9,200	9,094	8,200	-10.9%	8,500	8,700	8,900
		1,184,325	1,184,325	1,161,774	1,104,070	-6.8%	1,152,980	1,288,345	1,339,591
Marketing/Advertising									
5500	Other Advertising	1,164,385	1,164,385	1,164,385	1,189,385	2.1%	1,225,067	1,261,819	1,299,673
5502	Production Advertising	100,000	100,000	100,000	80,000	-20.0%	100,000	100,000	100,000
5510	Events-Development & Prom	93,100	88,550	73,000	73,100	-17.4%	75,293	77,552	79,878
5515	Advertising - Online	2,063,000	2,263,000 #	2,021,000	2,255,000 *	-0.4%	2,322,650	2,392,330	2,464,099
5525	Community Relations	30,000	30,000	22,000	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	40,000	40,000	19,558	25,000	-37.5%	30,000	30,000	30,000
5580	Promotional Aids	7,500	7,500	5,264	6,500	-13.3%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	90,000	90,000	54,661	90,000	0.0%	90,000	92,700	95,481
6101	Group Sales	28,000	28,000	19,147	12,000	-57.1%	15,000	15,450	15,914
		3,615,985	3,811,435	3,479,015	3,760,985	-1.3%	3,895,510	4,007,350	4,122,545

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

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Outer Banks Visitors Bureau									
Budget 2020-2021									
Promotion									
Account			Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2019-2020	2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
	Special Projects								
6150	Event Grant	700,920	700,920	345,213	396,000 *	-43.5%	225,000	230,000	235,000
6155	Est. Event Developer Grant	5,000	5,000	3,985	0	-100.0%	0	0	0
6170	Tourism Summit	18,000	18,000	3,845	17,500	-2.8%	18,000	18,000	18,000
		723,920	723,920	353,043	413,500	-42.9%	243,000	248,000	253,000
	Operations								
5110	Contracted Services	15,200	17,200	16,528	15,930	-7.4%	15,930	15,930	15,930
5140	Audit	7,500	7,500	7,500	7,875	5.0%	8,250	8,663	9,096
5170	Other Professional Service	24,400	22,400	16,620	7,300	-67.4%	32,300	15,000	15,000
5180	Legal	20,500	20,500	9,925	20,500	0.0%	20,500	20,500	20,500
5185	Research	50,000	54,550	54,526	80,000	46.7%	50,000	75,000	50,000
5190	Administrative Advertising	1,500	1,500	785	1,000	-33.3%	1,000	1,000	1,000
5530	Legal Notices	1,500	1,500	1,380	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	215,000	215,000	212,062	175,000	-18.6%	183,750	192,938	202,584
6300	Travel	43,500	43,500	32,062	39,000	-10.3%	40,560	42,182	43,870
6305	Vehicle Maintenance	4,000	4,000	2,376	3,500	-12.5%	3,500	3,500	3,500
6320	Registrations	40,000	40,000	28,435	35,000	-12.5%	35,350	35,704	36,061
6340	Travel Show Exhibit	6,000	6,000	3,372	3,500	-41.7%	5,000	6,000	6,000
6420	Dues & Subscriptions	40,000	40,000	39,498	29,000	-27.5%	46,500	46,500	46,500
6440	Insurance	19,995	19,995	19,805	19,925	-0.4%	20,921	21,967	23,066
6460	Telephone	29,500	29,500	25,221	29,500	0.0%	29,500	30,385	30,385
6500	Equipment	45,975	45,975	21,409	19,200	-58.2%	46,700	36,700	37,801
6510	Expendable Equipment	3,000	3,000	1,300	2,700	-10.0%	2,700	2,700	2,700
6530	Tech. Support/Software	18,000	18,000	5,380	8,500	-52.8%	13,500	13,500	13,500
6580	Utilities	11,000	11,000	7,988	10,800	-1.8%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	2,000	2,000	1,322	1,500	-25.0%	1,500	1,500	1,500
6610	Building Maintenance	40,000	39,000	19,131	25,000	-35.9%	40,000	25,000	45,000
6620	Equip. Service Contracts	3,500	3,500	3,120	3,500	0.0%	3,500	3,500	3,500

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**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2020-2021 Promotion									
Account		Budget	Amended		Proposed				
Number	Title	2019-2020	Budget 2019-2020	Projected 2019-2020	Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
6640	Equipment Rental	33,600	33,600	32,275	34,000	1.2%	34,000	34,000	34,000
6660	Equipment Repairs	3,000	3,000	2,631	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	16,300	17,300	16,601	16,500	-4.6%	16,500	16,500	16,500
6810	Web Site/Internet	29,788	29,788	26,769	36,300	21.9%	36,300	37,389	37,389
		724,758	729,308	608,021	629,530	-13.7%	703,385	701,792	711,229
	Total - Promotional	6,248,988	6,448,988	5,601,853	5,908,085	-8.4%	5,994,875	6,245,488	6,426,365
	Projections under budget by			847,135					
	less encumbrances			-538,000					
				309,135					
	* Encumbrances: #6150 \$296,000								
	#5515 \$ 50,000								
	#5515 \$192,000								
	# Amended Budget includes \$200,000 for COVID Advertising								

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Promotion					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
		2019-2020	2019-2020	2020-2021	
5010	Salaries (full)	783,000	782,255	695,000	No performance/COLA, reduction in staff
5020	Salaries (part)	82,700	65,836	103,000	6515 hours phone/900 hrs intern/F-T to P-T
5025	Overtime Pay	1,000	0	1,000	emergency response
5030	Payroll Taxes	70,330	67,707	64,635	7.65% of total payroll + SUTA
5040	Employee Insurance	154,585	154,326	144,000	No increase in rate
5050	Retirement	71,880	71,802	77,565	10.2% final of salaries (full and over 30 hrs)
5055	401(k) Match	7,830	7,250	6,950	1% match on contributing employees
5060	Worker's Comp	2,050	1,853	1,970	employee injury coverage
5080	Employee Relations	1,750	1,651	1,750	630 Christmas gifts & wellness, uniforms,
5090	Training	9,200	9,094	8,200	employee orientation, CPE, travel for training
5500	Other Advertising	1,164,385	1,164,385	1,189,385	print ads, tv, influencers, promo features
5502	Production - Advertising	100,000	100,000	80,000	photography, film, fees,
5510	Events-Development & Promo	88,550	73,000	73,100	event promotion and development
5515	Advertising - Online	2,263,000	2,021,000 *	2,255,000	Paid online ads/social, commissions, services, licenses
5525	Community Relations	30,000	22,000	30,000	
5560	Brochures/Production/Print	40,000	19,558	25,000	lighthouse brochure,attractions map, getaway cards,
					envelopes, decals, OB group planner revision,
					press releases, calendar of events, press kits, letterheads,
					media advisories, envelopes, labels, media kit inserts,
					brochure shell,student packs, newsletters, business cards
5580	Promotional Aids	7,500	5,264	6,500	media, group tours, school groups, county requests, fam
					tours, consumer trade shows, Vector based images
					advertising public relations and press
6100	Press/Travel Writer Tours	90,000	54,661	90,000	travel writers summer & spring
					individual writer retreats, individual tour operator fams,
					group tour operator fams
6101	Group Sales	28,000	19,147	12,000	NTA, ABA, Travel South, SYTA & NCMA sponsorships

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Promotion					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
		2019-2020	2019-2020	2020-2021	
6150	Event Grant	700,920	345,213 *	396,000	enc \$296,000, current year \$100,000, prior year \$338,500
6155	Est. Event Developer Grant	5,000	3,985	0	
6170	Tourism Summit	18,000	3,845	17,500	update speakers, rentals, other event costs
5110	Contract service	17,200	16,528	15,930	cleaner services, \$289/week +deep cleans
5140	Audit	7,500	7,500	7,875	per bid (25% paid by restricted funds)
5170	Other Professional Service	22,400	16,620	7,300	OPEB Study, Health Insurance Compliance,
5180	Legal	20,500	9,925	20,500	\$500/mo board meetings, 80 additional hrs for unforeseen expen
5185	Research	54,550	54,526	80,000	sentiment research study + KeyData
5190	Administrative Advertising	1,500	785	1,000	restricted fund grant notices
					board notices, bid ads, personnel
5530	Legal Notices	1,500	1,380	1,500	required notices
6200	Postage/Fulfillment	215,000	212,062	175,000	flyer mailings, parcel post, fedex/airborne,
					marketing mailings, publication mailings, admin. mailings
6300	Travel	43,500	32,062	39,000	Visit 365, NCMC, VAMC, Connect Sports, State Sponsored
					Domestic & International, TEAMS, AENC, ABA, OMA,
					Travel South, 3 Consumer Shows, IPW, STS, ESTO, SATW
					IMM, Tourism Day, PRSA, Travel Media
6305	Vehicle Maint./Fuel	4,000	2,376	3,500	gas 1500+r&m 2000
6320	Registrations	40,000	28,435	35,000	Visit 365, TEAMS, NTA, Connect Sports, AAA, ABA
					Travel South Domestic & Int'l, AENC
					3 Consumer Shows, IPW, State Sponsored Domestic & Int'l
					SATW, IMM, NC Tourism Day, PRSA, Travel Media
6340	Travel Show Exhibit	6,000	3,372	3,500	Travel South, AENC, ABA, TEAMS,
6420	Dues & Subscriptions	40,000	39,498	29,000	VMCA, SYTA, OMCA, NTA, ABA, NC Sports, Coast Host,
					Bank Travel, NCRLA, AENC, NCMCA, OBRA, OBHMA, RIHA
					FF Society, OB Chamber, OBWA, EDPNC, Flickr.com
					Magazine, PRSA, SATW, Dropbox, Newswire, OB Surf
					NCTIA, NCLM, NCACPA, AICPA, Coastland Times, Pilot
					Charter, GFOA, Aquarium Society, Southeast Tourism
6440	Insurance	19,995	19,805	19,925	property & liability coverages,
6460	Telephone	29,500	25,221	29,500	local service, long distance and 800#'s, cell phones
6500	Equipment	45,975	21,409	19,200	Computer/Printer replacement, Nikon Lens, GoPro 2, HVAC
6510	Expendable Equipment	3,000	1,300	2,700	equipment under 500

Fiscal Year 2020-2021
Dare County Tourism Board
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Outer Banks Visitors Bureau					
Budget 2020-2021					
Promotion					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
		2019-2020	2019-2020	2020-2021	
6530	Tech. Support/Software	18,000	5,380	8,500	PC Repair, TechSupport, Vector Images, phone & data base support, software & music licenses
6580	Utilities	11,000	7,988	10,800	electricity, avg current yr \$900/mo
6600	Cleaning/maint. Supplies	2,000	1,322	1,500	light bulbs, janitorial supplies, paper goods
6610	Building Maintenance	39,000	19,131	25,000	repairs and maintenance to building, HVAC repair,
6620	Equip. Service Contracts	3,500	3,120	3,500	forklift, generator, johns brothers, north beach, terminix
6640	Equipment Rental	33,600	32,275	34,000	postage meter system, copier, storage unit
6660	Equipment Repairs	3,000	2,631	3,000	unwarranted equipment
6700	Office Supplies	17,300	16,601	16,500	general office supplies, computer/fax toner, mailers, labels, copier and printer paper, ink and toner, cd's, business cards
					photo and speciality paper, labels, cards, binders
					checks, w/2's & 1099's, breakroom supplies
					Eguide, Online Group Planner, Anti-virus, Creative Productivity Software, email archiving, google srv, Tumblr, domains, G-Suites, lynda.com, paypal, PC America, logmein, office 360,
6810	Web Site/Internet	29,788	26,769	36,300	Adobe, Virtual Guide
	Total - Promotional	6,448,988	5,601,853	5,908,085	
Event Grant Encumbrances:		270,000			
Research		50,000			
Other Advertising		192,000			

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2020-2021									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5025	Salaries (part)	91,500	91,500	63,886	78,500	-14.2%	80,463	82,474	84,536
5030	Payroll Taxes	7,915	7,915	5,326	6,790	-14.2%	6,960	7,134	7,312
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679
5060	Worker's Comp	200	200	200	170	-15.0%	175	180	186
5080	Employee Relations	500	500	203	425	-15.0%	385	395	405
5090	Training	600	600	450	600	0.0%	600	600	600
5110	Contracted Services	7,920	7,920	7,856	7,920	0.0%	7,920	7,920	7,920
6130	Uniforms	560	560	547	440	-21.4%	440	440	440
6200	Postage	300	300	192	200	-33.3%	200	210	221
6300	Travel	557	557	278	550	-1.3%	526	536	545
6420	Dues & Subscriptions	240	240	258	270	12.5%	284	298	313
6440	Insurance	2,280	2,280	2,280	1,920	-15.8%	2,016	2,117	2,223
6460	Telephone	8,460	8,460	8,183	8,520	0.7%	8,690	8,864	9,041
6500	Equipment	1,500	1,500	0	1,500	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,720	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	263	600	0.0%	600	600	600
6610	Building Maintenance	7,250	7,250	1,493	2,000	-72.4%	2000	7250	2000
6660	Equipment Repairs	300	300	264	300	0.0%	300	315	330
6700	Office Supplies	3,000	3,000	2,319	3,000	0.0%	3,000	3000	3,000
	Total - ABWC	144,482	144,482	103,894	124,505	-13.8%	127,201	135,742	133,354
Projected under budget by				40,588					

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Aycock Brown Welcome Center Kitty Hawk					
Account Number	Title	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Justification
5020	Salaries (part)	91,500	63,886	78,500	6,306 hrs.
5030	Payroll Taxes	7,915	5,326	6,790	7.65% of total payroll, + SUTA
5040	Employee Insurance	4,200	4,176	4,200	med supplement only
5060	Worker's Comp	200	200	170	employee injury coverage,
5080	Employee Relations	500	203	425	sickness, death in family, Christmas
5090	Training	600	450	600	employee orientation
5110	Contracted Services	7,920	7,856	7,920	660x12 building cleaning
6130	Uniforms	560	547	440	2 shirts per yr per emp 1 summer, 1 winter
6200	Postage	300	192	200	books of stamps
6300	Travel	557	278	550	supervisors travel, mantee, po, etc.
6420	Dues & Subscriptions	240	258	270	VA Pilot, Sentinel, C. Times, Our State
6440	Insurance	2,280	2,280	1,920	property, general liability
6460	Telephone	8,460	8,183	8,520	local service, long distance, updated fiber
6500	Equipment	1,500	0	1,500	Computer as needed
6580	Utilities	6,600	5,720	6,600	electricity, avg of current year
6600	Cleaning/maint. Supplies	600	263	600	light bulbs, paper supplies
6610	Building Maintenance	7,250	1,493	2,000	repairs, window wash 2x per year
6660	Equipment Repairs	300	264	300	exhibit repairs and maintenance, repair equip
6700	Office Supplies	3,000	2,319	3,000	general office supplies, copy/fax paper, coffee supplies, water
	Total - ABWC	144,482	103,894	124,505	

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Dare County Tourism Board
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Outer Banks Visitors Bureau									
Budget 2020-2021									
Outer Banks Welcome Center Roanoke Island									
Account		Budget	Amended		Proposed				
Number	Title	2019-2020	Budget 2019-2020	Projected 2019-2020	Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5026	Salaries (part) - RI	71,000	71,000	48,777	65,700	-7.46%	67,343	69,026	70,752
5030	Payroll Taxes	6,140	6,140	4,219	5,685	-7.41%	5,825	5,971	6,120
5060	Worker's Comp	115	115	115	120	4.35%	124	127	131
5080	Employee Relations	435	435	235	350	-19.54%	350	350	350
5090	Training	600	600	450	600	0.00%	600	600	600
6130	Uniforms	330	330	270	300	-9.09%	240	240	240
6440	Insurance	1,140	1,140	1,140	2,880	152.63%	3,024	3,175	3,334
6460	Telephone	1,225	1,225	1,125	1,225	0.00%	1,250	1,274	1,300
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	656	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	90	200	0.00%	200	200	200
6610	Building Maintenance	8,050	8,050	1,200	2,960	-63.23%	2,960	7,960	3,100
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	600	600	597	600	0.00%	600	600	600
	Total - Welcome Ctr. R.I.	92,045	92,045	59,994	82,830	-10.01%	84,744	91,773	88,996
Projected under budget by									
				32,051					

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Dare County Tourism Board
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Outer Banks Visitors Bureau					
Budget 2020-2021					
Outer Banks Welcome Center Roanoke Island					
Account Number	Title	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Justification
5020	Salaries (part) - RIWC	71,000	48,777	65,700	5198 hrs.
5030	Payroll Taxes - RIWC	6,140	4,219	5,685	7.65% of total payroll, + SUTA
5060	Worker's Comp	115	115	120	employee injury coverage,
5080	Employee Relations	435	235	350	sickness, death in family, Christmas
5090	Training	600	450	600	employee orientation
6130	Uniforms	330	270	300	2 shirts per yr 8 emp
6440	Insurance	1,140	1,140	2,880	property, general liability,
6460	Telephone	1,225	1,125	1,225	local service, long distance
6500	Equipment	1,000	1,000	1,000	Computer as needed
6580	Utilities	960	656	960	electricity
6600	Cleaning/maint. Supplies	200	90	200	light bulbs, paper supplies
6610	Building Maintenance	8,050	1,200	2,960	repairs as needed, window washing
6660	Equipment Repairs	250	120	250	exhibit/computer repairs and maintenance
6700	Office Supplies	600	597	600	general office supplies, copy/fax paper, coffee supplies, water
	Total - Welcome Ctr. R.I.	92,045	59,994	82,830	

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Outer Banks Visitors Bureau									
Budget 2020-2021									
Outer Banks Welcome Center - Hatteras Information Center									
Account		Budget	Amended		Proposed				
Number	Title	2019-2020	Budget 2019-2020	Projected 2019-2020	Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5026	Salaries (part) - HI	30,100	30,100	20,562	30,125	0.08%	30,878	31,650	32,441
5030	Payroll Taxes	2,605	2,605	2,381	2,605	0.00%	2,671	2,738	2,806
5060	Worker's Comp	60	60	60	65	8.33%	67	69	71
5080	Employee Relations	150	150	85	140	-6.67%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	1,540	1,540	1,324	1,540	0.00%	660	660	660
6130	Uniforms	100	100	70	100	0.00%	80	80	80
6300	Travel	895	895	644	888	-0.78%	849	864	880
6440	Insurance	456	456	456	480	5.26%	504	529	556
6460	Telephone	2,820	3,045	3,027	2,880	-5.42%	2,938	2,996	3,056
6500	Equipment	1,000	1,000	0	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	200	200	74	200	0.00%	50	50	50
6610	Building Maintenance	500	275	0	500	81.82%	500	500	500
6700	Office Supplies	775	775	767	775	0.00%	450	450	450
	Total - Welcome Ctr. - Hatteras	41,301	41,301	29,550	41,398	0.23%	40,887	41,827	42,790
	Projected under budget by			11,751					

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Outer Banks Visitors Bureau									
Budget 2020-2021									
Outer Banks Welcome Center - Whalebone Junction									
Account		Budget	Amended		Proposed				
Number	Title	2019-2020	Budget 2019-2020	Projected 2019-2020	Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5026	Salaries (part)	35,700	35,700	26,072	35,700	0.00%	36,593	37,507	38,445
5030	Payroll Taxes	3,090	3,090	2,255	3,090	0.00%	3,165	3,244	3,325
5060	Worker's Comp	75	75	75	75	0.00%	77	80	82
5080	Employee Relations	140	140	92	140	0.00%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	660	660	550	660	0.00%	660	660	660
6130	Uniforms	80	80	59	80	0.00%	80	80	80
6440	Insurance	685	685	685	480	-29.93%	504	529	556
6460	Telephone	1,800	1,800	1,798	1,920	6.67%	1,958	1,998	2,038
6500	Equipment	1,000	1,000	969	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	450	450	442	450	0.00%	450	450	450
	Total - Welcome Ctr. Whalebone	43,830	43,830	33,147	43,745	-0.19%	44,777	45,838	46,926
Projected under budget by				10,683					

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Dare County Tourism Board
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Outer Banks Visitors Bureau					
Budget 2020-2021					
Outer Banks Welcome Center - Whalebone					
		Amended		Proposed	
Account		Budget	Projected	Budget	
Number	Title	2019-2020	2019-2020	2020-2021	Justification
5020	Salaries (part) - WB	35,700	26,072	35,700	2,584 hrs.
5030	Payroll Taxes - WB	3,090	2,255	3,090	7.65% of total payroll, plus SUTA
5060	Worker's Comp	75	75	75	employee injury coverage,
5080	Employee Relations	140	92	140	sickness, death in family, Christmas
5090	Training	100	100	100	employee orientation
5110	Contracted Services	660	550	660	Cleaner \$60/month
6130	Uniforms	80	59	80	2 shirts per yr 4 emp
6440	Insurance	685	685	480	property, general liability
6460	Telephone - WB	1,800	1,798	1,920	local service, long distance
6500	Equipment	1,000	969	1,000	computer
6600	Cleaning/maint. Supplies	50	50	50	light bulbs, paper supplies
6700	Office Supplies	450	442	450	general office supplies, copy/fax paper,
					coffee supplies, water
	Total - Welcome Ctr. WB.	43,830	33,147	43,745	

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2020-2021						
Restricted						
Account		Budget	Amended		Proposed	
Number	Title	2019-2020	Budget	Projected	Budget	Percent
			2019-2020	2019-2020	2020-2021	Change
	Occupancy/Meals Tax 25%	1,735,270	1,735,270	1,740,471	1,519,455	-12.4%
	Interest	65,000	65,000	51,823	23,000	-64.6%
	Other Income	0	0	0	0	-100.0%
	Appropriated Fund Balance	4,843,690	4,843,690	1,057,802	2,850,096	-41.2%
	Total - Non Departmental	6,643,960	6,643,960	2,850,096	4,392,551	-33.9%

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

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Outer Banks Visitors Bureau Budget 2020-2021 Restricted Fund					
Account Number	Title	Projected Amount Allocated thru 5/31/20	Recommended FY 19-20 Projects	Proposed FY 20-21 Allocation	Percent Change
Revenues					
3210	Interest	51,823	0	23,000	-55.6%
9930	Appropriation from Fund Balance	1,057,802	0	2,850,096	169.4%
	Other income	0	0	0	-100.0%
9940	Occupancy/Meals Tax 25%	1,740,471	0	1,519,455	-12.7%
	Total Revenues	2,850,096	0	4,392,551	54.1%
Expenditures					
Long Term Projects: 70% = \$1,063,619					
4503	Infrastructure NOTE #1	461,170	0	461,170	0.0%
4525	Event Site NOTE #2	212,099	1,063,619	1,275,718	501.5%
4585	Long-term Unappropriated NOTE #3	500,000	0	500,000	0.0%
	Total Long Term Projects	1,173,269	1,063,619	2,236,888	90.7%
Short Term Projects: 30% = \$455,837, plus interest					
FY2013					
4633	Dare County - Interpretive Byway Plan	26,500	0	26,500	0.0%
		26,500	0	26,500	
FY2019					
4642	Town of Duck - Pedestrian Path Phase 3	0	0	0	
4646	Town of KH - KH Park Trail Connection	47,592	0	47,592	
4637	Town of NH - West Side Multi-Use, Phase VIII	487,932	0	487,932	
		535,524		535,524	
FY2020					
	TIG - Chicamacomico Cisterns	48,000		48,000	
	TIG - Dare Co Arts Council - Courtyard	90,950		90,950	
	TIG - Frisco Native American - Handicap Access	25,750		25,750	
	TIG - Duck - Pedestrian Paths, Phase 4	147,806		147,806	
	TIG - KDH - Baum Street, Phase II	55,618		55,618	
	TIG - Manteo - Manteo Town Common	221,885		221,885	
	TIG - SS - S. Dogwood Trail	260,993		260,993	
	Traffic Control Hwy 158 & Hwy 12		25,000	25,000	
5160	Fireworks	50,000	42,500	92,500	85.0%
5140	25 % of audit	0	2,625	2,625	-
4999	FY2019 S-T Unappropriated NOTE #4	213,800	408,712	622,512	191.2%
		1,114,802	478,837	1,593,639	43.0%
	Total Short Term Projects	1,676,826	478,837	2,155,663	28.6%
	Total Expenditures	2,850,096	1,542,456	4,392,551	54.1%
Reconciliation Back to 4/30/20 Cash Balance					
Funds in the Banks @ 4/30/20				\$ 3,144,678	
Estimated Revenues - June 2019				32,536	
Budgeted FY 20-21 Revenues				1,542,455	
Total Proposed Expenditures				\$ 4,719,669	
Less Amounts to be Paid Out in 19-20				(327,118)	
Total Proposed Expenditures				\$ 4,392,551	

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

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NOTE #1 Infrastructure was capped by the Board at \$500,000 in FY2006-2007. Proposed budget does not allocate any money to bring the balance back to \$500,000.

NOTE #2 The Event Site line item is funded by 100% of long-term revenues.

NOTE #3 Long-term Unappropriated was established by the board in March 2019 and is capped at \$500,000 in FY19/20. Includes an encumbrance of \$70,000 for Chicamacomico

NOTE #4 Short-term Unappropriated is receiving the interest in addition to the Board designated 30% split of occupancy & meals taxes received.
Funds in Short-term Unappropriated are allocated out to the audit, Fireworks Grants and Tourism Impact Grants.

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2020-2021									
Travel Guide									
Account		Original	Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2019-2020	2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
Revenues									
3209	Advertising	84,100	84,100	79,360	0	-100.0%	0	0	0
3210	Interest	100	100	158	0	-100.0%	0	0	0
	Total Revenues	84,200	84,200	79,518	0	-100.0%	0	0	0
Expenditures									
5560	Production/Printing/Distribution	150,000	150,000	150,308	0	-100.0%	0	0	0
6200	Freight	25,000	25,000	13,682	0	-100.0%	0	0	0
	Total Expenditures	175,000	175,000	163,990	0	-100.0%	0	0	0
	Revenues Over (Under) Expenditures	-90,800	-90,800	-84,472	0		0	0	0

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau Budget 2020-2021 Travel Guide					
<u>Account Number</u>	<u>Title</u>	<u>Amended Budget 2019-2020</u>	<u>Projected 2019-2019</u>	<u>Proposed Budget 2020-2021</u>	<u>Justification</u>
	Revenues:				
3209	Advertising	84,100	79,360	0	Based on 3 Year Average
3210	Interest	100	158	0	Based on dropping rates, rate .10%
	Total Revenues	84,200	79,518	0	
	Expenditures:				
5560	Production/Printing/Distribution	150,000	150,308	0	Based on 3 Year Average + Higher Paper Costs
6200	Freight	25,000	13,682	0	Based on 3 Year Average
	Total Expenditures	175,000	163,990	0	
		-90,800	-84,472	0	

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2020-2021						
Merchandise Sales						
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change
Revenues:						
3100	Sale of Merchandise	30,786	30,786	16,290	0	-100.00%
3210	Interest Income	325	325	514	0	-100.00%
Total Revenues						
		31,111	31,111	16,804	0	-100.00%
Projected under budget by						
Expenditures:						
6710	Merchandise Purchased	18,572	18,572	10,588	0	-100.00%
6800	Bank Fees - Credit Cards	1,288	1,288	1,226	0	-100.00%
6700	Office	400	400	0	0	-100.00%
Total Expenditures						
		20,260	20,260	11,814	0	-100.00%
Revenues Over (Under) Expenditures		10,851	10,851	4,990	0	

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Merchandise Sales					
<u>Account Number</u>	<u>Title</u>	<u>Amended Budget 2019-2020</u>	<u>Projected 2019-2020</u>	<u>Proposed Budget 2020-2021</u>	<u>Justification</u>
	Revenues:				
3100	Sale of Merchandise	30,786	16,290	0	Proposing to close out inventory
3210	Interest	325	514	0	Proposing to close out inventory
	Total Revenues	31,111	16,804	0	
	Expenditures:				
6710	Merchandise Purchased	18,572	10,588	0	60% cost of merchandise
6800	Bank Fees - Credit Cards	1,288	1,226	0	Credit card processing fees, avg 3% + fees
6700	Office	400	0	0	supplies
	Total Expenditures	20,260	11,814	0	
	Revenue Over Expenditures	10,851	4,990	0	

**Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget**

Outer Banks Visitors Bureau									
Budget 2020-2021									
Event Site Fund									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
	Revenues:								
3200	Event Rental Income	13,800	13,800	8,930	12,500	-9.42%	14,500	15,600	17,400
3250	Lease income	44,000	44,000	46,728	45,600	3.64%	46,000	46,000	46,000
3220	Other Income	200	200	2,500	200	0.00%	200	200	200
3210	Interest Income	325	325	654	150	-53.85%	150	75	100
9910	Transfer from General Fund	227,135	227,135	227,135	271,030	19.33%	315,170	388,625	380,798
9999	Unappropriated Funds	20,000	20,000	0	20,000	0.00%			
	Total Revenues	305,460	305,460	285,947	349,480	14.41%	376,020	450,500	444,498
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	60,000	55,010	36,526	50,000	-9.11%	60,000	45,000	24,000
5190	Other Professional Services	40,000	38,100	37,706	40,000	4.99%	40,000	90,000	101,700
6440	Insurance	1,440	6,430	6,423	7,200	11.98%	7,560	7,938	8,335
6580	Utilities	22,610	24,510	24,418	63,975	161.02%	65,894	67,871	69,907
6610	Repairs & Maintenance	161,940	161,940	152,662	168,035	3.76%	181,466	217,759	217,759
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	19,200	19,200	17,678	20,000	4.17%	20,800	21,632	22,497
	Total Expenditures	305,460	305,460	275,639	349,480	14.41%	376,020	450,500	444,498
	Revenues Over (Under) Expenditures	0	0	10,308	0		0	0	0

Fiscal Year 2020-2021
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau					
Budget 2020-2021					
Event Site Fund					
<u>Account Number</u>	<u>Title</u>	<u>Amended Budget 2019-2020</u>	<u>Projected 2019-2020</u>	<u>Proposed Budget 2020-2021</u>	<u>Justification</u>
	Revenues:				
3200	Event Rental Income	13,800	8,930	12,500	Based on PY: Seafood, Jeep Jam, Brewtag, OBX Rod, Carnival, Shredfest
3250	Lease Income	44,000	46,728	45,600	Adventure Park Lease
3220	Other Income	200	2,500	200	Miscellaneous income/security deposits
3210	Interest	325	654	150	Interest estimated at .15%
9910	Transfer from General Fund	227,135	227,135	271,030	To balance budget
9990	Unappropriated Funds	20,000	0	20,000	To balance budget
	Total Revenues	305,460	285,947	349,480	
	Expenditures:				
5160	Event Development	55,010	36,526	50,000	Expenses to develop & promote events at the site
5190	Other Professional Services	38,100	37,706	40,000	Surveying/Engineering/Site Work & WiFi Install
6440	Insurance	6,430	6,423	7,200	Insurance for OBVB events
6580	Utilities	24,510	24,418	63,975	Electric/Water/WIFI/Security Event Site, Pam Jac
					Maintenance contract \$8,613/mo., \$20,200 mulch, \$20,000 plantings, pest control, cleaning,
6610	Repairs & Maintenance	161,940	152,662	168,035	\$10,000 additional for misc. maint
6700	Office Supplies	270	226	270	Check/Deposit Order
9990	Other Expenses	19,200	17,678	20,000	Unappropriated Other, Property Taxes
	Total Expenditures	305,460	275,639	349,480	
	Revenue over Expenditures	0	10,308	0	

Schedule A
Fiscal Year 2020-2021
Proposed Full-time Salaries

[illegible]

Schedule B
Fiscal Year 2020-2021
Proposed Part-time Salaries

OUTER BANKS VISITORS BUREAU
BUDGET 2020- 2021
WAGES as of 7/1/19

<u>PROMOTION</u>	<u>2013-2014</u>	<u>2014-2015</u>	<u>2015-2016</u>	<u>2016-2017</u>	<u>2017-2018</u>	<u>2018-2019</u>	<u>2019-2020</u>	PY <u>%Increase</u>	Proposed <u>Increase</u>	Proposed <u>2020-2021</u>	<u>HOURS</u>	<u>TOTAL COSTS</u>
	9.38	9.66	9.95	10.25	10.50	10.72	12.85	20.00%	0.00%	12.85	590	7584.21
	9.00	9.27	9.55	9.84	10.05	10.26	12.30	20.00%	0.00%	12.30	390	4798.27
	9.70	9.99	10.29	10.60	10.85	11.08	13.30	20.00%	0.00%	13.30	590	7849.02
				9.00	9.20	9.39	11.25	20.00%	0.00%	11.25	390	4388.22
	9.00	9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50	0	0.00
	14.09	14.51	14.95	15.40	15.75	16.08	18.10	12.60%	0.00%	18.10	945	17101.59
	15.76	16.23	16.72	17.22	17.60	17.97	20.25	12.60%	0.00%	20.25	1550	31393.34
							25.17			25.17	800	20136.00
		9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50	900	9450.00
											6515	102700.66
<u>WELCOME ABWC</u>												
	10.58	10.90	11.22	11.56	11.80	12.05	14.45	20.00%	0.00%	14.45		
	9.48	9.76	10.06	10.36	10.60	10.82	13.00	20.00%	0.00%	13.00		
	9.48	9.76	10.06	10.36	10.60	10.82	13.00	20.00%	0.00%	13.00		
	9.18	9.46	9.74	10.03	10.25	10.75	14.00	30.20%	0.00%	14.00		
						9.00	10.80	20.00%	0.00%	10.80		
						9.00	10.80	20.00%	0.00%	10.80		
							10.25			10.25		
						9.00	10.80	20.00%	0.00%	10.80		
	9.00	9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50		
<u>WELCOME R.I.</u>												
	10.11	10.41	10.73	11.05	11.30	11.54	13.85	20.00%	0.00%	13.85		
	10.40	10.71	11.03	11.36	11.60	11.84	14.20	20.00%	0.00%	14.20		
	10.19	10.50	10.81	11.13	11.40	11.64	13.95	20.00%	0.00%	13.95		
	10.03	10.33	10.64	10.96	11.20	11.44	13.70	20.00%	0.00%	13.70		
	9.00	9.14	9.41	9.69	9.90	10.11	13.15	20.00%	0.00%	13.15		
	9.18	9.46	9.74	10.03	10.25	10.47	12.55	20.00%	0.00%	12.55		
							10.25			10.25		
				9.00	9.20	9.39	11.25	20.00%	0.00%	11.25		
	9.00	9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50		
<u>WHALEBONE</u>												
	11.10	11.43	11.78	12.13	12.40	12.66	15.20	20.00%	0.00%	15.20		
	9.48	9.76	10.06	10.36	10.60	10.82	13.00	20.00%	0.00%	13.00		
				9.00	9.20	9.40	11.30	20.00%	0.00%	11.30		
	9.00	9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50		
<u>HATTERAS</u>												
	10.38	10.69	11.01	11.34	11.60	11.84	14.20	20.00%	0.00%	14.20		
	9.46	9.74	10.04	10.34	10.55	10.77	12.90	20.00%	0.00%	12.90		
					9.00	9.20	11.05	20.00%	0.00%	11.05		
					9.00	9.20	11.05	20.00%	0.00%	11.05		
	9.00	9.00	9.00	9.00	9.00	9.00	10.50	17.00%	0.00%	10.50		

Schedule C
Fiscal Year 2020-2021
Estimated Group Insurance

OUTER BANKS VISITORS BUREAU
INSURANCE RATE No increase per NCLM

	<u>Estimated</u> <u>Cost</u>	<u>Vision</u>	<u>LIFE</u>	<u>TOTAL</u>	<u>ANNUAL</u> <u>COST</u>	<u>EMPLOYEE</u> <u>COST 20%</u> <u>OF FAMILY</u>	<u>EMPLOYER</u> <u>MONTHLY</u> <u>COSTS</u>	<u>EMPLOYER</u> <u>ANNUAL</u> <u>COSTS</u>	<u>EMPLOYEE</u> <u>PAYS</u> <u>DENTAL</u>	<u>Employee</u> <u>Monthly</u> <u>Costs</u>	<u>Employee</u> <u>Annual</u> <u>Costs</u>
EMPLOYEE	680.00	7.00	7.00	694.00	8,328.00		694.00	8,328.00	30.00	30.00	360.00
EMPLOYEE	680.00	7.00	7.00	694.00	2,776.00		694.00	2,776.00	0.00	0.00	0.00
EMPLOYEE & CHILDREN	1,224.00	13.00	8.06	1,245.06	14,940.72	106.03	1,139.03	13,668.41	63.50	169.53	2034.31
EMPLOYEE	0.00	0.00	0.00	0.00	0.00		0.00	0.00	0.00	0.00	0.00
EMPLOYEE & FAMILY	2,041.00	20.00	8.06	2,069.06	24,828.72	270.83	1,798.23	21,578.81	63.50	334.33	4011.91
EMPLOYEE	680.00	7.00	7.00	694.00	8,328.00		694.00	8,328.00	30.00	30.00	360.00
EMPLOYEE	680.00	7.00	8.06	695.06	8,340.72		695.06	8,340.72	30.00	30.00	360.00
EMPLOYEE & FAMILY	2,041.00	20.00	8.06	2,069.06	24,828.72	270.83	1,798.23	21,578.81	80.00	350.83	4209.91
EMPLOYEE	680.00	7.00	7.00	694.00	8,328.00		694.00	8,328.00	30.00	30.00	360.00
EMPLOYEE & FAMILY	2,041.00	20.00	8.06	2,069.06	24,828.72	270.83	1,798.23	21,578.81	80.00	350.83	4209.91
EMPLOYEE & CHILDREN	1,224.00	13.00	8.06	1,245.06	14,940.72	106.03	1,139.03	13,668.41	63.50	169.53	2034.31
Retirement-MEDICARE SUPP	348.00		0.00	348.00	4,176.00		348.00	4,176.00	0.00	0.00	0.00
Retirement-MEDICARE SUPP	348.00		0.00	348.00	3,480.00		348.00	4,176.00	0.00	0.00	0.00
MEDICARE SUPPLEMENT	348.00		0.00	348.00	4,176.00		348.00	4,176.00	0.00	0.00	0.00
MEDICARE SUPPLEMENT	348.00	0.00	0.00	348.00	4,176.00		348.00	4,176.00	67.50	67.50	810.00
EMPLOYEE	348.00	0.00	0.00	348.00	2,784.00		348.00	2,784.00	0.00	0.00	0.00
TOTAL	13,711.00		76.36	13,908.36	159,260.32	1,024.53	12,883.83	147,661.96	538.00	1,562.53	18,750.36
ABWC								4,176.00			
PROMOTION								<u>143,485.96</u>			
								147,661.96			

Schedule D
Fiscal Year 2020-2021

OUTER BANKS VISITORS BUREAU Estimated Insurance
INSURANCE - PROPERTY, CASUALTY AND WORKER'S COMPENSATION
FINAL FOR 2020

7/1/2020

<u>COVERAGE</u>	<u>PERIOD</u>	<u>Current COST</u>	<u>INCREASE</u>	<u>PROJECTED COST</u>
FLOOD CAPITAL CITY INSURANCE CO.	9/4/19-9/4/20	1,640.00	3%	1,656.40
WORKER'S COMPENSATION NCLM RICK MGMT. AGENCY	7/1/19-7/1/20	2,417.39	-1%	2,400.00
PROPERTY AND LIABILITY	7/1/19-7/1/20	<u>32,603.72</u>	6%	<u>34,509.00</u>
TOTAL		36,661.11		38,565.40
Governing/5003 Directors Coverage		3,315.00		
Promo/5060 Worker's Comp.		1,970.00		78.00%
Promo/6440 Insurance		18,234.83		
		1,656.40 Flood		
ABWC/5060 Worker's Comp.		170.00		11.00%
ABWC/6440 Insurance		1,920.00		
RIWC/5060 Worker's Comp		120.00		5.00%
RIWC/6440 Insurance		2,880.00		
HIWC/5060 Worker's Comp		65.00		3.00%
HIWC/6440 Insurance		480.00		
WBWC/5060 Worker's Comp		75.00		3.00%
WBWC/6440 Insurance		480.00		
EVENT SITE		7,199.17		
		38,565.40		
Allocate W/C				
Payroll for Calendar Year 2019				
		%		2,400.00
Aycock Brown Payroll	70750	0.07		167
RI Payroll	49500	0.05		117
Hatteras Payroll	26150	0.03		62
Whalebone Payroll	30053	0.03		71
Promo Payroll	843272	0.83		1,985
	<u>1019725</u>			
Allocate P&L Insurance				
Governing Directors		3,315.00		
Event Site		7,199.17		
ABWC	8%	1,919.59		
RIWC	12%	2,879.38		
HIWC	2%	479.90		
WBWC	2%	479.90		
Promo	76%	18,236.07		
		34,509.00		

Schedule E
Fiscal Year 2020-2021
Proposed ABWC Part-time

OUTER BANKS VISITORS BUREAU
PAYROLL
2020-2021

Aycock Brown

<u>2020</u>	<u>DAYS</u>	<u>STAFF ON</u>	<u>STAFF DAYS</u>	<u>STAFF HOURS</u>	<u>TOTAL HOURS</u>	<u>HOURLY WAGE</u>	<u>TOTAL COSTS</u>	
JULY	8	3	24	8.5	204	12.15	2,478.09	
	23	2	46	8.5	391	12.15	4,749.67	
AUGUST	10	3	30	8.5	255	12.15	3,097.61	
	21	2	42	8.5	357	12.15	4,336.66	
SEPTEMBER	30	2	60	8.5	510	12.15	6,195.23	
OCTOBER	31	2	62	8.5	527	12.15	6,401.73	
NOVEMBER	30	2	60	8.5	510	12.15	6,195.23	
DECEMBER	8	2	16	8.5	136	12.15	1,652.06	
	22	2	44	6	264	12.15	3,206.94	
<u>2021</u>								
JANUARY	10	2	20	8.5	170	12.15	2,065.08	
	21	2	42	6	252	12.15	3,061.17	
FEBRUARY	8	2	16	8.5	136	12.15	1,652.06	
	20	2	40	6	240	12.15	2,915.40	
MARCH	31	2	62	8.5	527	12.15	6,401.73	
APRIL	30	2	60	8.5	510	12.15	6,195.23	Easter is 4/4
MAY	31	2	62	8.5	527	12.15	6,401.73	
	10	2.5	25	8.5	212.5	12.15	2,581.34	
JUNE	8	3	24	8.5	204	12.15	2,478.09	
	22	2	44	8.5	374	12.15	4,543.17	
					6306.5		76,608.21	
HOLIDAY PAY (10 holidays)					170	6.08	1,032.75	
One employee inventory					0	14.00	0.00	
Total 2020-2021					6306.5		77,640.96	

Schedule F
Fiscal Year 2020-2021
Proposed RIWC Part-time

OUTER BANKS VISITORS BUREAU
PAYROLL RIWC
2020-2021

RIWC							
<u>2020</u>	<u>DAYS</u>	<u>STAFF ON</u>	<u>STAFF DAYS</u>	<u>STAFF HOURS</u>	<u>TOTAL HOURS</u>	<u>HOURLY WAGE</u>	<u>TOTAL COSTS</u>
JULY	23	2	46	8.5	391	12.87	5,033.15
	8	2	16	8.5	136	12.87	1,750.66
AUGUST	21	2	42	8.5	357	12.87	4,595.48
	10	2	20	8.5	170	12.87	2,188.33
SEPTEMBER	8	2	16	8.5	136	12.87	1,750.66
	22	1.5	33	8.5	280.5	12.87	3,610.74
OCTOBER	22	1.5	33	8.5	280.5	12.87	3,610.74
	9	2	18	8.5	153	12.87	1,969.49
NOVEMBER	9	2	18	8.5	153	12.87	1,969.49
	20	1	20	8.5	170	12.87	2,188.33
DECEMBER	9	2	18	8.5	153	12.87	1,969.49
	21	1	21	6	126	12.92	1,627.56
 <u>2021</u>							
JANUARY	10	2	20	8.5	170	12.87	2,188.33
	21	1	21	6	126	12.87	1,621.94
FEBRUARY	8	2	16	8.5	136	12.87	1,750.66
	20	1	20	6	120	12.87	1,544.70
MARCH	8	2	16	8.5	136	12.87	1,750.66
	23	1	23	8.5	195.5	12.87	2,516.57
APRIL	8	2	16	8.5	136	12.87	1,750.66
	22	1.5	33	8.5	280.5	12.87	3,610.74
MAY	10	2	20	8.5	170	12.87	2,188.33
	31	2	62	8.5	527	12.87	6,783.81
JUNE	30	2	60	8.5	510	12.87	6,564.98
	0	2	0	8.5	0	12.87	0.00
					<u>5013</u>		<u>64,535.47</u>
ONE STAFF - INVENTORY					0	13.95	0.00
HOLIDAY PAY					170	6.46	<u>1,098.20</u>
TOTAL 2019-2020					5013		65,633.67

Schedule G
Fiscal Year 2019-2020
Proposed HIWC Part-time

OUTER BANKS VISITORS BUREAU
 PAYROLL HATTERAS
 2020-2021

HATTERAS

<u>2020</u>	<u>DAYS</u>	<u>STAFF ON</u>	<u>STAFF DAYS</u>	<u>STAFF HOURS</u>	<u>TOTAL HOURS</u>	<u>HOURLY WAGE</u>	<u>TOTAL COSTS</u>
JULY	31	1	31	8.5	263.5	12.30	3,241.05
AUGUST	31	1	31	8.5	263.5	12.30	3,241.05
SEPTEMBER	30	1	30	8.5	255	12.30	3,136.50
OCTOBER	31	1	31	8.5	263.5	12.30	3,241.05
NOVEMBER	30	1	29	8.5	246.5	12.30	3,031.95
DECEMBER	31	0	0	8.5	0	12.30	0.00
<u>2021</u>							
JANUARY	0	0	0	8.5	0	12.30	0.00
FEBRUARY	0	0	0	8.5	0	12.30	0.00
MARCH	31	1	31	8.5	263.5	12.30	3,241.05
APRIL	30	1	30	8.5	255	12.30	3,136.50
MAY	31	1	31	8.5	263.5	12.30	3,241.05
JUNE	30	1	30	8.5	<u>255</u>	12.30	<u>3,136.50</u>
					2329		28,646.70
HOLIDAY PAY (8 holidays)					68	6.17	419.56
One employee at \$14.2					550	1.90	<u>1,045.00</u>
TOTAL 2020-2021					2329		30,111.26

Schedule H
Fiscal Year 2019-2020
Whalebone Proposed Part-time

OUTER BANKS VISITORS BUREAU
PAYROLL WHALEBONE
2020-2021

WHALEBONE

<u>2020</u>	<u>DAYS</u>	<u>STAFF ON</u>	<u>STAFF DAYS</u>	<u>STAFF HOURS</u>	<u>TOTAL HOURS</u>	<u>HOURLY WAGE</u>	<u>TOTAL COSTS</u>
JULY	31	1	31	8.5	263.5	13.17	3,469.42
AUGUST	31	1	31	8.5	263.5	13.17	3,469.42
SEPTEMBER	30	1	30	8.5	255	13.17	3,357.50
OCTOBER	31	1	31	8.5	263.5	13.17	3,469.42
NOVEMBER	30	1	29	8.5	246.5	13.17	3,245.58
DECEMBER	31	1	30	8.5	255	13.17	3,357.50
<u>2021</u>							
JANUARY	0	0	0	8.5	0	13.17	0.00
FEBRUARY	0	0	0	8.5	0	13.17	0.00
MARCH	31	1	31	8.5	263.5	13.17	3,469.42
APRIL	30	1	30	8.5	255	13.17	3,357.50
MAY	31	1	31	8.5	263.5	13.17	3,469.42
JUNE	30	1	30	8.5	<u>255</u>	13.17	<u>3,357.50</u>
					2584		34,022.67
HOLIDAY PAY (9 holidays)					76.5	6.59	83.09
ONE STAFF AT 15.2					750	2.03	<u>1,522.50</u>
TOTAL 2020-2021					2584		35,628.25

Marketing Dashboard

thru MAY 2020

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	4,089	10,764	-6,675	-62%
Completed Video Views	13,714,976	6,291,374	7,423,602	118%
Total Visits to Website	2,189,887	2,054,013	135,874	7%
Online Communities				
Email Subscribers	244,754	628,430	-383,676	-61%
Facebook	715,161	712,000	3,161	0%
Twitter	40,200	37,200	3,000	8%
Instagram	94,400	74,700	19,700	26%
Pinterest	<u>20,400</u>	<u>20,000</u>	<u>400</u>	<u>2%</u>
Online Communities Subtotal	1,114,915	1,472,330	-357,415	-24%

Devices May 2020

Mobile	71%
Desktop	25%
Tablet	4%

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

Effective 7/2019 using a different eblast system for subscribers. Included a rigorous database cleanse.

Client: Outer Banks Visitors Bureau

Report Time Period: May 2020



Dashboard Overview

Overview

May media efforts included retargeting ads throughout May, paid search starting May 11th and the relaunch of all TV and digital media with "Open" creative starting May 25th to neighboring states. Digital media includes streaming TV, video, native ads and display banners. May site metrics saw an incredible lift as marketing efforts resumed and excitement for visiting the Outer Banks grew following the reopening announcement.

Highlights for May digital:

- In addition to relaunching traditional TV, a total of 4 million targeted digital paid media impressions ran from May 25th - May 31st as planned.
- 103,779 paid video views occurred from the launch date of May 25th. Video completion rate increased from an 89% in March, to 92% in May.
- 508K total site sessions occurred in May. May site sessions showed a 193% increase from April and a 100% increase from May FY19; however, overall year to date sessions are up 7% year over year. The majority (67%) of traffic for the month of May was due to organic search which on its own saw a 127% increase in May from April and a 133% increase from May FY19.
- Delivered 42,038 total conversions in the month of May; a <1% increase YOY and a 300% increase from prior month of April. In particular, Display, native and OTA conversions for the month of May surpassed those of January and February.
- Tracked 888 Arrivals into Dare County in May; a 69% decrease YOY but an 876% increase from the prior month of April and a 50% increase over the month of March.

Completed Optimizations

- All search relaunched during May with new ad copy emphasizing 100 miles of open beach and replacing any language with immediacy with more general "plan your trip" call to actions.
- Incremental budget has allowed us to broaden our streaming TV and video buy to incorporate all of the following states: Maryland, North Carolina, Ohio, Pennsylvania, Tennessee, Virginia, West Virginia.
- In May, new remarketing copy was implemented to play off of the popular show "Outer Banks", as well as, open beaches in lieu of the Covid-19 pandemic. The Nags Head Beach creative is slightly out performing the Shipwreck creative, but both are delivering over a 0.15% CTR.

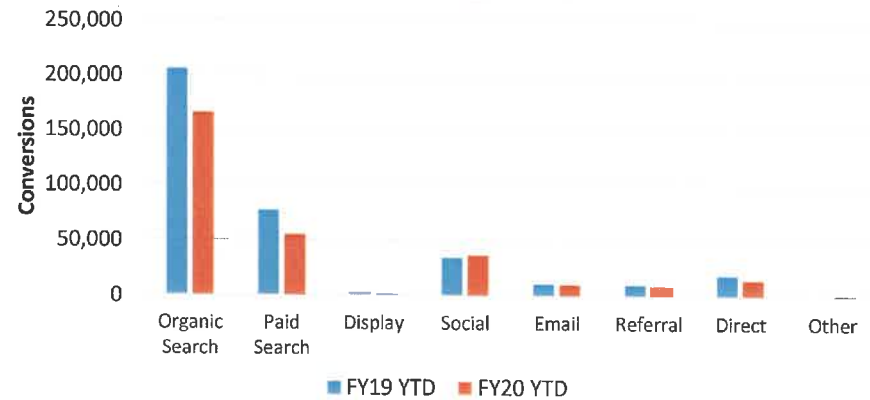
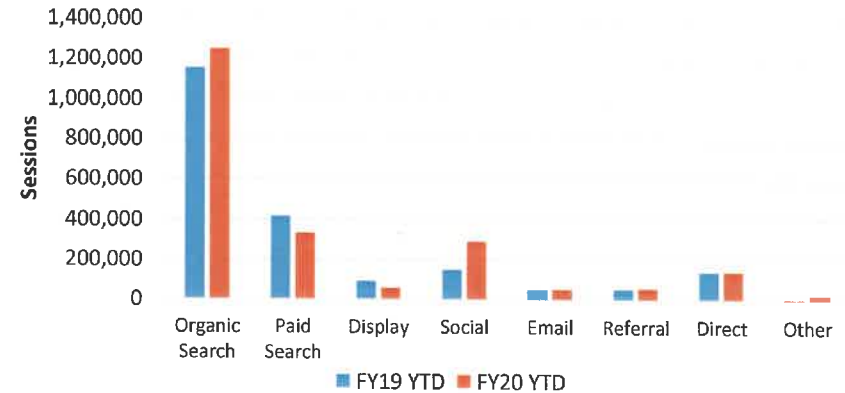
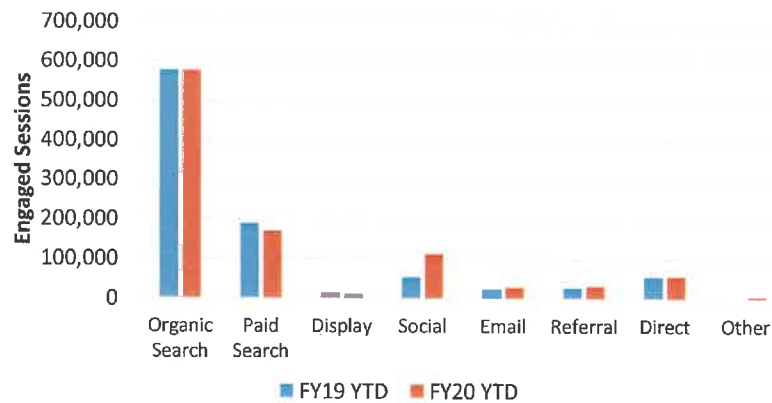
Action Steps

Topic	Commentary
Digital Remarketing	Continue to track assets throughout June. Continue to run both Shipwreck and Nags Head copy through to the campaign end.

Website Overview

	May-20	YoY	FYTD	YoY
Sessions	508,732	100%	2,189,887	7%
Engaged Sessions	223,842	93%	971,110	4%
Any Conversion*	42,038	.0%	291,573	-18%
eNews Sign Up Conversion	2,272	83%	13,863	-25%
Travel Guide Conversions	3,454	-43%	44,638	-13%
Listing Referral Conversions	37,150	4%	239,916	-19%

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

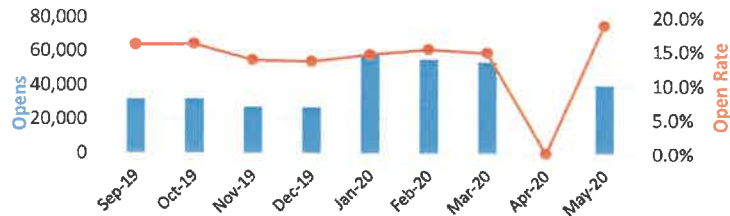


Client: Outer Banks Visitors Bureau
Report Time Period: May 2020

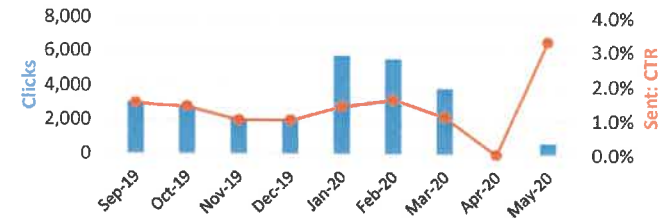


Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Sep-19	200,945	200,098	31,984	16.0%	3,084	1.5%	9.6%	847	739	63
Oct-19	199,788	199,433	32,179	16.1%	2,793	1.4%	8.7%	355	714	55
Nov-19	199,772	199,172	27,291	13.7%	2,003	1.0%	7.3%	600	484	61
Dec-19	199,916	199,551	26,959	13.5%	1,954	1.0%	7.2%	365	418	62
Jan-20	402,911	402,555	58,497	14.5%	5,770	1.4%	9.9%	356	1,023	105
Feb-20	361,303	360,745	55,411	15.3%	5,608	1.6%	10.1%	558	899	124
Mar-20	364,581	362,052	53,951	14.8%	3,907	1.1%	7.2%	2,529	656	92
Apr-20	0	0	0	0.0%	0	0.0%	0.0%	0	0	0
May-20	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4
GRAND TOTAL	2,539,612	2,530,434	370,186	14.6%	31,189	1.2%	8.4%	9,178	6,603	835

Top 10 Links Clicked - Current Month*

Link	Clicks*	Open: CTR
/where-to-stay/	1,697	4.2%
/10-things-to-do-before-and-during-your-obx-trip/	1,617	4.0%
/advisory/	1,556	3.9%
/takeout/	1,279	3.2%
/comparing-outer-banks-netflix-show-to-the-real-obx/	703	1.7%
/plan-your-trip/getting-here-around/	526	1.3%
/plan-your-trip/	393	1.0%
GRAND TOTAL	7,771	19.3%

* link clicks include forwarded email clicks

Email Performance - Current Month

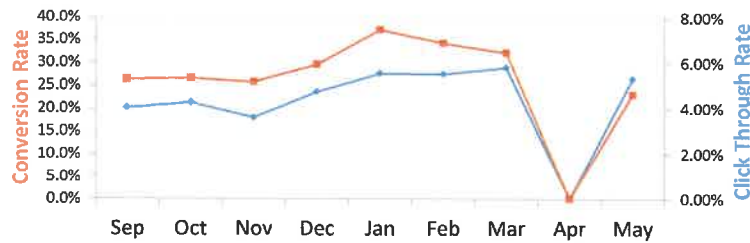
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Enjoy the open spaces of the Outer Banks this summer	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4
GRAND TOTAL	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4

Client: Outer Banks Visitors Bureau
Report Time Period: May 2020

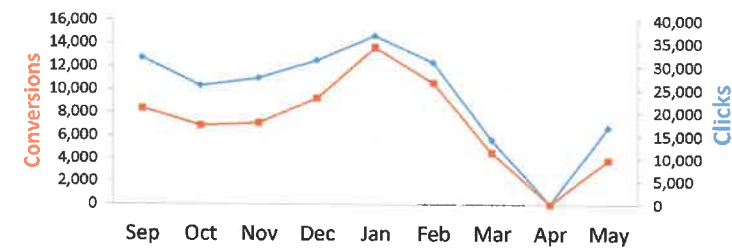


SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Sep	\$24,162	31,813	789,763	4.0%	\$0.76	8,378	\$2.88	26.3%
Oct	\$22,985	25,815	607,015	4.3%	\$0.89	6,858	\$3.35	26.6%
Nov	\$27,034	27,416	766,081	3.6%	\$0.99	7,069	\$3.82	25.8%
Dec	\$32,007	31,265	661,233	4.7%	\$1.02	9,238	\$3.46	29.5%
Jan	\$28,976	36,584	662,632	5.5%	\$0.79	13,635	\$2.13	37.3%
Feb	\$20,307	30,838	561,570	5.5%	\$0.66	10,582	\$1.92	34.3%
Mar	\$9,083	14,124	244,349	5.8%	\$0.64	4,542	\$2.00	32.2%
Apr	\$0	0	0	0.0%	\$0.00	0	\$0.00	0.0%
May	\$11,702	16,818	316,894	5.3%	\$0.70	3,883	\$3.01	23.1%
GRAND TOTAL	\$237,500	347,530	6,832,545	5.1%	\$0.68	75,716	\$3.14	21.8%

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$7,100	10,879	127,786	8.5%	\$0.65	1,790	\$3.97	16.5%
Bing	\$4,602	5,939	189,108	3.1%	\$0.77	2,093	\$2.20	35.2%
GRAND TOTAL	\$11,702	16,818	316,894	5.3%	\$0.70	3,883	\$3.01	23.1%

Client: Outer Banks Visitors Bureau
Report Time Period: May 2020



Display Overview

Campaign Overview: FY20 Fall Display Details by Tactic

Notes: FY20 Fall launched on August 12th and concluded on October 14th.

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$25,000	\$25,000	1,530,076	937	0.06%	\$26.68	106	\$236	0.007%	76%	1.94	1:15
Programmatic Banners	\$136,000	\$115,531	21,739,617	22,402	0.10%	\$5.16	301	\$384	0.001%	84%	1.30	0:17
Programmatic Native		\$20,469	1,811,985	4,490	0.25%	\$4.56	85	\$241	0.005%	84%	1.40	0:47
FY20 Fall Total YTD	\$161,000	\$161,000	25,081,678	27,829	0.11%	\$5.79	492	\$327	0.002%	84%	1.34	0:25

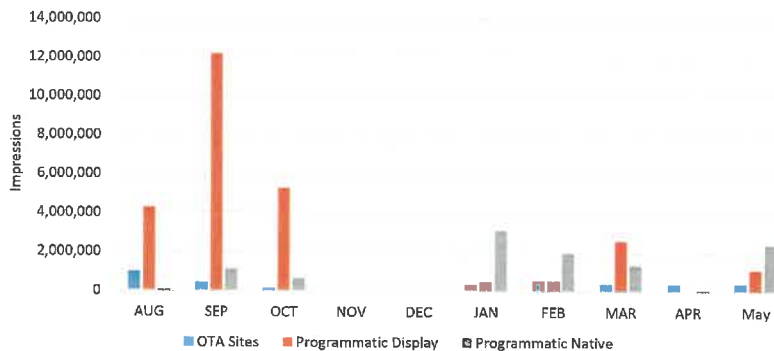
Campaign Overview: FY20 Spring-Summer Display Details by Tactic

Notes: FY20 Spring-Summer launched on January 1st and runs through June 30th, 2020. - All digital efforts were paused on 3.16.2020 due to the Covid-19 outbreak. Native RT was re-activated on 4.27.2020. All additional digital efforts were re-launched the week of 5.25.20 and new budgets are reflected below.

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$45,000	\$35,485	1,774,228	2,216	0.12%	\$16.01	457	\$78	0.026%	77%	1.92	1:25
Site Direct	\$35,000	\$0	0	0	--	--	0	--	--	--	--	--
Programmatic Banners	\$170,672	\$27,090	4,592,429	2,969	0.06%	\$9.12	310	\$87	0.007%	55%	2.06	0:39
Programmatic Native		\$69,606	8,019,588	9,736	0.12%	\$7.15	879	\$79	0.011%	7%	1.72	0:53
Incremental Native	\$20,000	\$4,120	768,041	451	0.06%	\$9.13	22	\$187	0.003%	76%	1.82	1:07
FY20 Spring-Summer Total YTD	\$270,672	\$132,180	14,386,245	14,921	0.10%	\$8.86	1,646	\$80	0.011%	72%	1.82	0:51

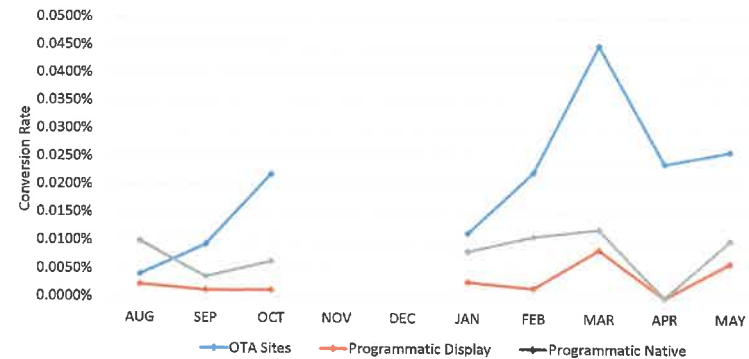
Total Impression Volume by Month by Tactic

Notes: Over 6.7MM impressions delivered in the first two months of the Spring/Summer campaign.



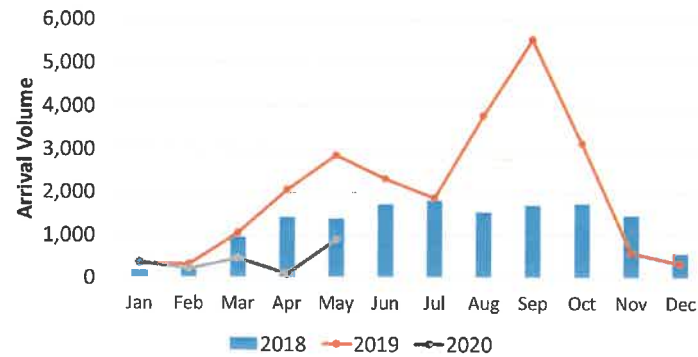
Conversion Rate by Month by Tactic

Notes: Conversion rates increase due to digital re-launch on May 25th.



Arrivalist Overview

Arrivals by Month - YOY Comparison



Top Arrival Geographies - May 2020

Geography	Arrivals - Current Year	APM	YOY Change
Washington Dc	149	0.3	-49%
Norfolk/Portsmouth/Newport News	138	0.7	-71%
Richmond/Petersburg	80	1.2	-60%
Raleigh/Durham	68	0.5	-75%
Philadelphia	54	0.3	-61%
New York	36	0.4	-43%
Baltimore	31	0.3	-61%
Pittsburgh	28	0.2	-75%
Greensboro/High Point/Winston-Salem	25	0.4	-71%
Charlotte	24	0.2	-72%
All Other Markets (Outside Top 10)	255	0.3	-77%
Total	888	0.3	-69%

Client: Outer Banks Visitors Bureau
Report Time Period: May 2020



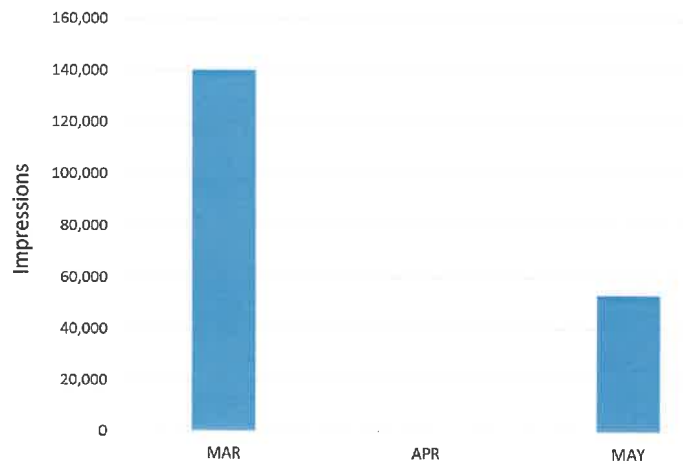
Audio Overview

Campaign Overview: FY20 Spring- Summer Audio Details by Tactic

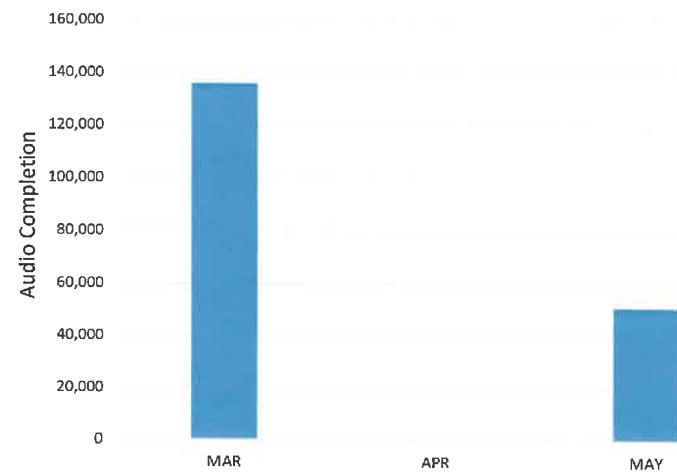
Notes: All digital efforts were paused on 3.16.2020 due to the Covid-19 outbreak. All digital efforts were re-launched the week of 5.25.20 and new budgets are reflected below.

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Player Completions	Cost/ Completed View	Radio Completion Rate	Conv.	Cost / Conv.	Conv. Rate
Digital Radio	\$7,899	\$3,477	189,825	77	0.04%	\$45.16	182,758	\$0.02	96%	0	0	0.0000%
Digital Radio Incremental	\$1,250	\$80	4,319	2	0.05%	\$39.95	4,170	\$0.02	97%	0	\$0	0.0000%
FY20 Spring-Summer Total YTD	\$9,149	\$3,557	194,144	79	0.04%	\$42.55	186,928	\$0.02	96%	0	\$0	0.0000%

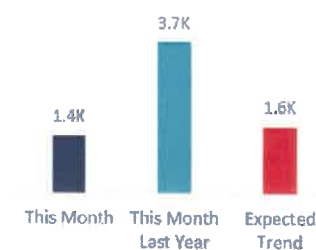
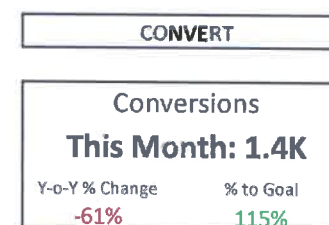
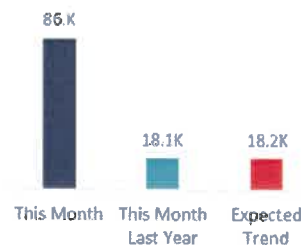
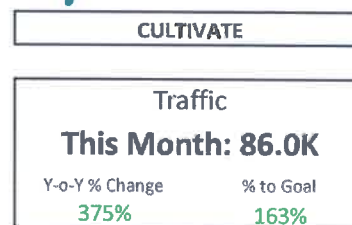
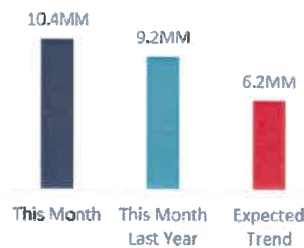
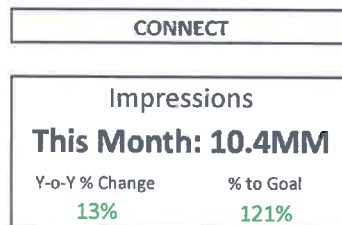
Digital Radio: Total Impression Volume by Month



Audio View Completions by Month



Executive Summary



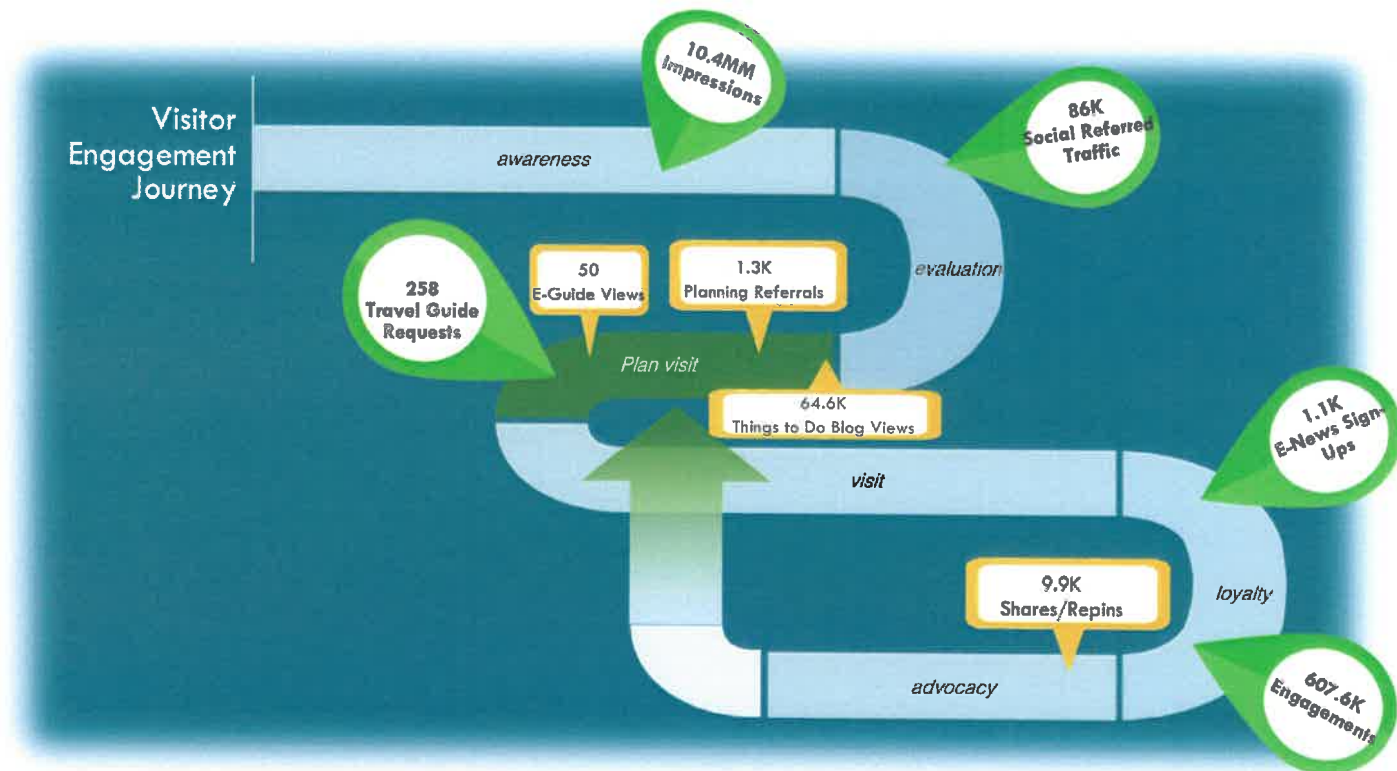
Monthly Highlights:

- May's primary social media focus was on informing visitors of the OBX's reopening and what to expect from their summer vacations.
- 86K visits were generated this month, resulting in a 40% increase in the cumulative traffic referred by social during the 19/20 fiscal year.
- While referring traffic to the blog post of "10 Things To Do Before & During Your OBX Trip" was a primary objective of content this month, social ads promoting the page resulted in 1K attributed conversions.

Recommendations/Next Steps:

- Continue to provide information setting visitor expectations and providing resources for visiting this summer.
- Ramp up content and advertising supporting eNews sign-ups in future months following the promotion of reopening and expectations information.

Visitor Journey



TOURISM SALES & EVENTS ACTIVITY – JUNE 2020

NPS Fee Increase Update for the Motorcoach Market:

On May 26th, The National Park Service has officially announced the **withdrawal** of its plans to implement a standard, nationwide commercial use authorization (CUA) requirement for road-based commercial tours and will not increase commercial tour entrance fees. Those parks that have long-standing, road-based commercial tour CUA programs may continue to do so and will charge current CUA fees. Parks that have not historically issued road-based commercial tour CUAs may not begin issuing at this time. Currently Wright Brothers National Memorial has a \$100 required CUA, Cape Hatteras National Seashore has a \$200 required CUA and Fort Raleigh National Historic is free.

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

- **Mid Atlantic Receptive Services (MARS), October 2020 to March 2021**, 15-20 rooms, looking for 1-2 night patterns at extremely low rates. They want to have short trip itineraries ready to go and available to offer to their clients once the travel bans are lifted.
- **The Nature Conservancy NC Chapter**, Any Wednesday - Friday pattern in September 2020, 24 rooms, Needs meeting space 50 people (all day Thursday; possible 1/2 day on Friday)
- **Site Search Inc**, client is an Environmental Pest Service – Incentive group, April or May 2021 (Friday-Sunday pattern only), 50 rooms, 100 people
- **Star Destinations**, Any 4 nights, Sunday - Thursday pattern, starting April 12 - May 15, 2021 and September 7 - October 30, 2021, 12 rooms double occupancy, 24 people

Recent Sales Trips:

Tourism Sales recently attended the **Travel South Domestic Showcase** in Baton Rouge, LA on March 8-11, 2020. This Showcase is an invitation-only, appointment-style marketplace focusing on increasing travel to and within the 12 Southern states. This marketplace is one of the best returns on investment shows for our area. Going into Showcase, Tourism sales had 27 qualified pre-scheduled one-on-one appointments with tour operators, FIT planners and bank travel group leaders; however, staff ended up with 22 appointments at the show as several of my appointments canceled due to Coronavirus concerns. The NPS CUA and new admission fees continued to be of top discussion at our appointments as tour planners wanted to know how these fees would affect their pricing for 2021 tours. But as of May 26th, the CUA fees are now a moot point. Yay!

Outer Banks Webinar Program:

Bureau staff is re-started its Free webinar to valued AAA agents. The webinar takes the AAA Travel Specialist through what's new and what's popular on the Outer Banks of NC to help them create the ultimate AAA TripTik. It will also focus on the wide open spaces and outdoor options available our destination offers for their clients.

Our next webinar is scheduled for Wednesday, June 24th.

*A fully loaded motorcoach (46 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

OBX Group Tour Committee:

Many group tour travel and motorcoach companies are family owned businesses and have canceled all of their spring/summer programs, furloughed their staffs and are currently focused on keeping their business afloat. Staff has been working with several of these companies to rework their Outer Banks itineraries for 2021 Spring and Summer for their senior tours. Numerous have rebooked for the 2021 season and are focused on smaller groups of 25-35 attendees.

In addition, various tour operators are inquiring about new programming to the Outer Banks next year since their international travel has been canceled. Basically, they are looking for unique destinations to use for their domestic products that are not large cities of population to replace their international cruises and European trips. We've also heard through several trade organizations the student travel market may not be as robust for Spring 2021 as school systems are just not sure what their school calendars will look like and if they will have the budgets for student trips.

Recently, staff assembled a few local industry partners to help us to review, spruce up and add the experiential components to our current itineraries. We designed them for senior/baby boomer market. Likewise, many tour operators are looking to downsize their normal group size of 55 down to 24 people due to social distancing measures. They would like to provide attendees with more personal and behind the scenes type of tours; "something that the normal public could not see or do".

As a tier 3 destination, the Outer Banks is poised to be a must-see group tour stop as we are both rural and a resort area with open spaces and lots of outdoor adventure to enjoy. Stay tuned for our updated itineraries.

2020 Outer Banks Tourism Summit | Postponed to November 5th:

Mark your calendars now for the 8th Annual OBX Tourism Summit: Thursday, November 5, 2020; 8:00am – 3:00pm at the Sanderling Resort's Event House in Duck. We are currently working on the updating our agenda and securing additional speakers line up, The Summit brings together industry partners from all over Dare County to learn about the latest marketing trends, network with local tourism colleagues as well as catch up on the current topics facing the Outer Banks vacation industry.

Again, this year we are offering an early bird registration discount, \$45 per person until April 2nd. After that date registration is \$55 per person.

- Thurs, Nov 5: 8:00am – 8:45am OBX Tourism Summit Registration | Sanderling Event House
- Thurs, Nov 5: 9:00am – 3:00pm OBX Tourism Summit (Speakers, Lunch, OBVB report) | Sanderling Event House

*A fully loaded motorcoach (46 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association



Join us for a **FREE Outer Banks Webinar**

Let our local experts welcome you back. Give your staff the opportunity to ask questions in real-time!



Home to Three National Parks



Family Friendly Activities



Bucket List Adventures

Did you know, the OBX has more than just beaches?

Contact Juliane Kelly to schedule your FREE webinar training.
Appointments filling up fast!

kelly@outerbanks.org | 877.629.4386 | www.outerbanks.org

PUBLIC RELATIONS REPORT: June 2020

TOP DESTINATION ACCOLADES

Forbes.com | May 20, 2020 “Ranked: The 20 Top Places Americans Are Dreaming About Right Now The Outer Banks ranks #1 in destination resilience during the spring lockdown.

<https://www.forbes.com/sites/laurabegleybloom/2020/05/20/america-best-places-travel-beaches-small-towns/#7ec7e1e97e3a>

Dr. Beach | May 2020 “2020 Top Ten Beach List” The Outer Banks has two of the best-ranked beaches in America, #5 Lighthouse Beach in Buxton, NC and #2 Ocracoke Lifeguarded Beach

<https://www.drbeach.org/>

PRESS RELEASES

Play It Safe This Summer On The Outer Banks | June 2, 2020 “The total pickup by PR Newswire’s East Coast media audience was 150 outlets for a combined potential exposure of 84.2 MM people.

<https://t.co/iORcFuzugM>

COVID-19 – MEDIA INTERVIEWS Recap

WTKR 3 | Apr 30, 2020 “OBVB PR Team was able to connect anchor Kurt Williams to Lee Nettles for a recorded web interview about OBX tourism in the COVID-era.

WVEC 13 | May 4, 2020 “Dare County begins reopening in stages to lift coronavirus travel restrictions” Aaron Tuell was able to interest local television media in covering the ‘Welcome Back’ effort for non-resident property owners’ re-entry into Dare County.

<https://www.13newsnow.com/article/news/health/coronavirus/dare-county-begins-staged-reopening-after-pandemic-restrictions/291-09fe983a-bba8-47fd-acdf-49e842f21491>

WVEC 13 | May 2020 “Arthur doesn't bring a change in plans for OBX vacationers” Aaron Tuell was able to connect Ali Weatherton to Tim Cafferty for OBVB comments regarding Tropical Storm Arthur. ***<https://www.13newsnow.com/article/news/local/north-carolina/outer-banks/arthur-doesnt-bring-a-change-in-plans-for-obx-vacationers/291-9688fa81-3af7-47d0-a21b-96e9bc36b720>***

Washington Post | May 9, 2020 “10 Questions About Visiting The Beach During The Pandemic Answered” Lee Nettles interviewed as part of a regional roundup, commenting on safety of vacation rental homes and smart practices. ***<https://wapo.st/30qQmgE>***

Bloomberg | May 22, 2020 “Americans Venture Out for Holiday Travel in Test of Containment” Lee Nettles interview. ***<https://www.bloomberg.com/news/articles/2020-05-22/americans-venture-out-for-holiday-travel-in-test-of-containment>***

Wall Street Journal | May 2020 “Vacation Towns Reopen From Lockdowns And The Locals Are Torn” Lee Nettles interview. ***<https://on.wsj.com/3cKFpt2>***

THE OUTER BANKS PROJECT

WRAL 5 | May 22, 2020 “NC coast expects tourism dollars over Memorial Day weekend” Aaron connected TV reporter Brian Shrader to Lee for an interview. <https://www.wral.com/nc-coast-expects-tourism-dollars-over-memorial-day-weekend/19108198/>

Michigan radio | Jun 3, 2020 Aaron Tuell was interviewed by Michael Patrick Shiels for his widely syndicated radio program based in Michigan, the MiBigShow.com about OBX travel now. <https://www.spreaker.com/episode/28893482>

EARNED MEDIA – FULLFILMENT the following articles contain references to Roanoke Island, the Town of Manteo and/or resident businesses and attractions. (a lot of public relations focus for 2020 Q1 and Q2 has been the “we’re open” message and safe travel promotion in the national and regional news media. Editorial content was mostly paused across America for spring 2020.

Family Fun Canada | May 2020 “Unspoiled Beaches, A History of Flight, A Lost Colony and So Much More” The latest installment from travel writer Nancy Truman, featuring some of Manteo’s charms. <https://bit.ly/2Bq7RmO>

Gone to Carolinas | “10 Best Southeastern Beaches in the USA” <https://bit.ly/3bqTfQu>

Dana Vento | “4 Social Distancing Vacation Destinations for Families to Consider”
<https://bit.ly/3cqyjdA>

Linda Milks | “The Outer Banks for Safe Family Vacations” <https://bit.ly/3fPZRvI>

Dana Vento | “5 Outer Banks Restaurants You Gotta Try While You Are There” – OBVB PR Team assisted Pittsburgh-based travel influencer last year. She updated her food story for us from 2019 in time for this summer. <https://bit.ly/3dOvT9w>

INBOUND MEDIA

Sucheta Rawal | June 11-14, 2020 | a food & travel writer contributing to CNN Travel, Travel+Leisure, Cuisine Noir, Fodors, and Atlanta Magazine, among other publications, an award-winning blog on culture followed across 120 countries - Go Eat Give; as well as a series of children’s books on travel - Beato Goes To. She will be visiting all three islands of the Outer Banks.

Patti Morrow | June 18-22, 2020 an active Boomer travel advocate and adventurer, she is working on another feature for the Outer Banks based in Manteo and exploring outward for her brands *Gone to Carolinas* and *Luggage and Lipstick*.

Play It Safe This Summer On The Outer Banks



OBX Ranked Among Top Beaches For Social Spacing In 2020

NEWS PROVIDED BY

Outer Banks Visitors Bureau →

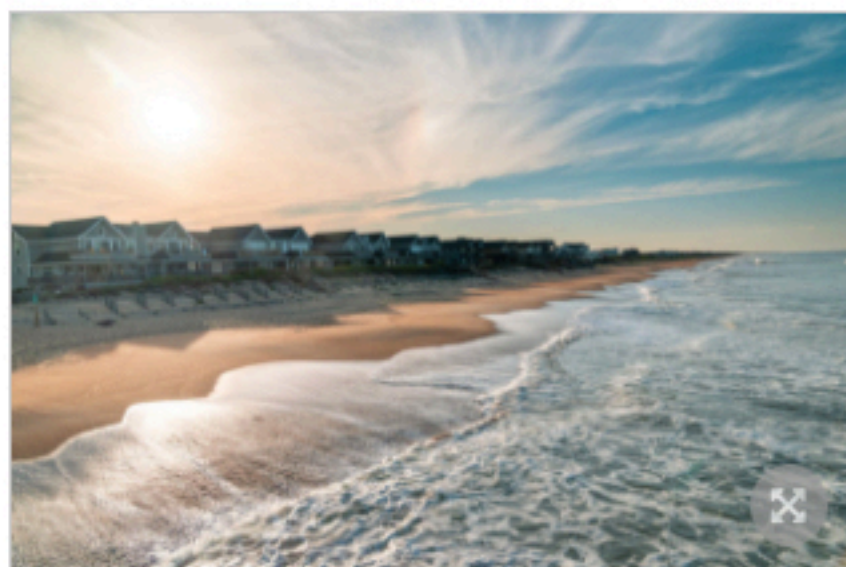
Jun 02, 2020, 10:30 ET

SHARE THIS ARTICLE



CAPE HATTERAS, N.C., June 2, 2020 /PRNewswire/ -- "We're wide open," announces Lee Nettles, Executive Director of the Outer Banks Visitors Bureau, citing several recent accolades supporting the OBX's front position for travel this summer. Forbes.com recently ranked the Outer Banks as number one among [The 20 Top Places Americans Are Dreaming About Right Now](#), and Cape Hatteras in Buxton, NC was just ranked a [Top Ten Beach In The US](#) by Dr. Beach.

The Outer Banks checks off a lot of boxes for people contemplating a summer beach vacation. "We've been doing social spacing before it was a thing," says Nettles. "One feature is the number of professionally managed [vacation rental homes](#). When you consider that we're just a hop in the car away, you're managing your exposure to the public from the moment you leave your house and



The Outer Banks of North Carolina are known for 100 miles of beaches, national parks and beautiful oceanfront vacation rental homes spread across charming small towns and villages.

arrive in one of ours." The OBX is also known for a mix of top-rated hotels, campgrounds and inns. "People are even finding that with the values this summer, they're renting properties for multiple weeks and just working online like they would from home."

At the heart of the Outer Banks allure lies Cape Hatteras National Seashore, the largest stretch of undeveloped beaches on the East Coast you can easily enjoy by car, and the drive along NC12 coastal highway rewards family explorers. In fact, Southern Living recently placed the Outer Banks as one of its [Top Ten Scenic Drives](#) in a recent reader poll. Nearby, you can air out the kids at Jockey's Ridge State Park, a 426-acre sand dune mountain that, along with its sister State Natural Area, Run Hill, epitomize open space and fun at a distance.

"While Americans are looking for a much-needed vacation, COVID-19 doesn't take a day off," says Nettles. "This reopening of the Outer Banks and the nation as a whole is going to take everyone looking out for the safety of themselves and each other. We encourage a 'Be Safe. Be Smart. Have Fun.' approach to hospitality and responsible travel. Our local business community was the first to adopt the [Tourism Pledge](#), a recognition of the need to take premium measures in safety for both guests and employees, which are detailed specific to each participating partner and found on [outerbanks.org](#).

About The Outer Banks

The Outer Banks Visitors Bureau is the lead marketing and promotional agency for The Outer Banks of North Carolina, funded by one percent of the occupancy tax and one percent of the prepared meals tax collected in Dare County.

Media Contact: Aaron Tuell, 252-305-2137, tuell@outerbanks.org

SOURCE Outer Banks Visitors Bureau

EDITORS' PICK | 89,516 views | May 20, 2020, 06:00am EDT

Ranked: The 20 Top Places Americans Are Dreaming About Right Now

**Laura Begley Bloom** Senior Contributor ⓘ

ForbesWomen

Transformative Travel: I look at how travel can change lives.

While the coronavirus pandemic is continuing and stay-at-home orders remain in effect for many Americans, the travel world is slowly beginning to wake back up, with [hotels reopening](#), destinations [starting to prepare](#) for the summer vacation season and people considering traveling again. According to a new [study from The Points Guy](#), 31% of Americans would consider taking a vacation outside of the home between now and the end of the summer. A [Deloitte survey](#) showed that 35% of Americans plan to fly domestically or internationally in the next three months. And another [survey by RENTCafé.com](#) reported that 42% of Americans want to stick to their existing travel plans—though 11% of the respondents said they would look for less popular and less crowded destinations.

In light of those survey results, RENTCafé.com—a nationwide apartment search website and research blog—decided to [conduct a deeper study](#) and see which destinations are holding strong during the pandemic when it comes to their appeal among Americans. To do that, the company analyzed travel-related Google searches for 960 destinations in the US and then ranked the [destinations](#), [towns](#), [beaches](#) and [natural areas](#) that saw the smallest drop in interest from people dreaming about a future escape.

Note: This story is not recommending places to go right now, as coronavirus has interrupted travel on a global scale and throughout the

United States. Plus, some of the destinations in this story are currently closed to visitors and have no available services (hotels, rentals, restaurants), while others are inhabited by locals who actively do not want outside visitors. But should you decide to plan a trip anywhere during the coronavirus pandemic, you should check local travel restrictions for the destinations you are hoping to visit, consider warnings from the [State Department](#) and [CDC](#) and be prepared for quarantines or restrictions that could make travel challenging. Travelers should also consider risk factors like age and existing health issues before going on a trip and take precautions to keep themselves and others safe.

Travel Searches Down, Interests Changing

According to RENTCafé, overall travel searches for popular US vacation destinations plummeted by 64% in March and April 2020 compared to the same time last year—but the results are telling. The study showed that Americans are craving small-town comfort, beaches and nature vacations, while city trips have drastically decreased in popularity. “It’s worth noting that the survey and the keyword research show the travelers’ *intentions*, which might materialize this summer or maybe later,” says Alexandra Ciuntu, a researcher for RENTCafé.

Most Popular In: [ForbesWomen](#)



Audrey Gelman Is Out As The Wing’s CEO

3 Things You Should Not Say To Your Black Colleagues Right Now

First, Listen. Then, Learn: Anti-Racism Resources For White People



An aerial view of Outer Banks North Carolina, which ranked came in first place in a ranking of the ...

[+] GETTY

Topping the list of the places that Americans are dreaming about going right now is Outer Banks, North Carolina, which RENTCafé identified as the “most resilient travel destination during the [COVID-19] lockdown,” based on the smallest decrease (-25%) in travel searches compared to March and April last year. Compare that to a 78% drop in popularity for Brooklyn, New York.

“The Outer Banks are among those travel destinations that offer everything: Instagrammable beaches (and lighthouses too!), great food, reasonably priced activities, picturesque towns,” says Ciuntu. “Thanks to the expansive sandy beaches, travelers can easily observe social distancing if necessary. The Netflix series with the same name made Outer Banks even more popular during the lockdown.”

READ MORE: “Ranked: The 10 US Cities Best Positioned To Recover From Coronavirus (And The 10 Worst)”

Coming in second on the list of favorite places is Yellowstone National Park, which [reopened on Monday](#) for the first time since it was closed in March due to the pandemic. Small towns also performed well. The tiny town of Fairbanks, Alaska—known for its Northern Lights viewing—is the third favorite place on the list.

Ciuntu says it's surprising to see which destinations are not on the list. "For example, Miami, Orlando, Las Vegas and San Diego witnessed a staggering decline in interest. Travel searches for these crowded popular spots plummeted by almost 70% compared to a year ago," she says.

Top Beaches, Small Towns, Natural Attractions

Besides ranking the overall list of top 20 destinations, RENTCafé also drilled down on specific areas of interest, ranking the top 10 beaches, small towns and natural attractions that people are dreaming about right now.



Diamond Head in Honolulu, Hawaii, which ranked second as the travel destination Americans are ...

[+] GETTY

Not surprisingly, the Outer Banks is at the top of the list of favorite beaches. Despite Hawaii's [headline-making quarantining efforts](#), the state's appeal hasn't diminished during lockdown. Honolulu is second on the list of favorite beach destinations and—in total—four Hawaii destinations rank in the top 10. The preppy Massachusetts islands of Nantucket and Martha's Vineyard are also in the top 10.

The study also looked at small-town America, which RENTCafé says is more alluring than ever. “Whether it's the desire to escape crowded cities or find quiet comfort, towns and smaller cities shine as the top post-pandemic getaway destinations that have maintained their popularity during these times,” writes Ciuntu. At the top of the list of favorite small towns is Fairbanks, Alaska, which is known for its northern lights, midnight sun and dog mushing. The natural wonderland of Moab, Utah—gateway to Canyonlands—comes in second among the most appealing small towns.

Lastly, the study also looked at natural destinations—places to really get away from it all. “It comes as no surprise that Yellowstone made the cut as an all-time favorite natural attraction,” writes Ciuntu. Three Colorado Rockies locations made this list, including Aspen at number two, plus Breckenridge and Vail. Some other highlights on the list include Bozeman, Montana and the scenic Glacier National Park.

Read on to see all four lists of what people are dreaming about right now—20 top destinations, 10 top beaches, 10 top small towns, 10 top natural destinations—and head [here](#) to see the methodology and more results from the study.



Wooden walkway to Bodie lighthouse on Cape Hatteras National Seashore in the Outer Banks of North

... [+] GETTY

20 Top Destinations

1. Outer Banks, North Carolina
2. Yellowstone National Park
3. Fairbanks, Alaska
4. Aspen, Colorado
5. Honolulu, Hawaii
6. Glacier National Park, Montana
7. Nantucket, Massachusetts
8. Moab, Utah
9. Kauai, Hawaii
10. Cheyenne, Wyoming
11. Sioux Falls, South Dakota
12. Anchorage, Alaska
13. Taos, New Mexico
14. Rapid City, South Dakota
15. Eureka Springs, Arkansas



ONE OF THE WORLD'S FOREMOST BEACH EXPERTS

5. LIGHTHOUSE BEACH, BUXTON, OUTER BANKS OF NORTH CAROLINA

Lighthouse Beach is where the old spiral-striped Cape Hatteras Lighthouse once stood until it was moved landward in 1999 because of beach erosion. This lifeguarded beach is the number one surfing spot on the U. S. Atlantic Coast as the large offshore sand banks, known as Diamond Shoals, cause wave refraction focusing wave energy on this beach. I enjoy strolling down to the Cape Point where a long sand spit often exists, making me feel somewhat like Moses because the waves are coming from both directions as you walk along this narrow string of sand in the ocean.

