



Dare County Tourism Board Meeting

Thursday, March 21, 2024

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, MARCH 21, 2024
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 February 15, 2024 Meeting
- V. Public Comments
- VI. Presentation: Love the Beach, Respect the Ocean-Drew Pearson
- VII. Budget & Finance Report
 1. Fiscal Year 2023-2024 Budget Amendment
 2. Monthly Reports
- VIII. Chair/Steering Committee Report
 1. Fireworks Grant Award Recommendations
 2. Long Term Restricted Fund Grants Extension Request Recommendation - Graveyard of the Atlantic Museum
- IX. Grants Committee Report
 1. Event Grant Award Recommendations
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
 1. Boardwalk Discussion
- XII. New Business
- XIII. Board Member Comments
- XIV. Set Date, Time, and Place of Next Meeting
- XV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 15, 2024
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Monica Thibodeau, Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Batenic, John Head, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: David Hines, Vice Chair; Mark Ballog, and Terry Gray.

STAFF:

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Jeff Schwartzenburg, Community Engagement Manager
Aaron Tuell, Public Relations Manager

OTHERS ATTENDING: Luke Halton, The OBX Way.

The meeting was called to order at 9:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Siers moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Ms. Judge moved to approve the meeting minutes from January 18, 2024 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (10-0).

PUBLIC COMMENTS: There were no public comments made. No written comments were received.

STEERING COMMITTEE REPORT: The Board reviewed:

- Tourism Impact Grant Extension request from the Town of Nags Head. The Town of Nags Head requested an extension to June 30, 2025 to complete the Whalebone Park restroom. While the Town does have the design and plan in place, they wish to work in the shoulder season as not to impact visitors to the park in season. Following review, Mr. Overman moved to grant the extension to June 30, 2025. Second by Mr. Hess. During discussion, it was noted that the extension would not have an impact on the budget as the awarded amount would be encumbered. There was no further discussion. The motion passed unanimously (10-0).
- Long Term Restricted Fund and Tourism Impact Grant Guideline modifications. Staff reviewed the changes made to both the Long Term Restricted Fund and the Tourism Impact Grant guidelines, which clarify what expenses are not covered by the grants, extension request deadlines, and materials submission.

Mr. Hess moved to adopt the modified Long Term Restricted Fund guidelines. Second by Mr. Siers. There was no discussion. The motion passed unanimously (10-0).

Mr. Siers moved to adopt the modified Tourism Impact Grant guidelines. Second by Mr. Hess. There was no discussion. The motion passed unanimously (10-0).

The Board reviewed the letter of support for the Area of Environmental Concern status for Jockey's Ridge. Mr. Siers moved to approve the letter of support. Second by Mr. Head. There was no discussion. The motion passed unanimously (10-0).

BUDGET AND FINANCE REPORT: Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up 2.65 % compared to 2022-2023 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted the training burn at Pamlico Jacks was completed and debris at the site cleaned up
- Attended the State of the County and the Outer Banks Chamber of Annual meetings, Outer Banks Community Foundation ribbon cutting, and upcoming North Carolina Travel and Tourism Board meetings
- Touched on the first meeting of the Long Range Tourism Management Plan Special Committee meeting
- Reviewed the marketing dashboard. Visitation reports will be sent at a later date as several sites had not reported their numbers. The Board discussed how rentals were shaping up for the season, and more Airbnb properties switching over to long term rentals.

Jeff Schwartzberg reviewed the first Long Range Tourism Management Plan Special Committee meeting and topics covered in that meeting.

Lorrie Love noted student groups are returning to the area after a hiatus and the 2nd annual Soft Shell week.

Aaron Tuell reviewed a recent appearance on the Hampton Roads show, and other public relations efforts.

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

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

BOARD MEMBER COMMENTS: The Chair noted the Town of Duck retreat and her representation on the housing task force.

Ms. Cohen noted one student group had checked in and expected more throughout the spring. She also noted hotels were not seeing the usual bump in reservations around tax refund time.

Mr. Siers thanked the Board for the grant extension.

Mr. Overman thanked the Board for the Wall That Heals grant and encouraged everyone to vote in the upcoming primaries.

Mr. Head and Mr. Hess thanked staff for highlighting key points in the budget & finance report.

Mr. Batenic asked if the new guidelines would be shared with the municipalities [they will be shared] and asked about retail figures.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, March 21, 2024 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:34 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

draft



OUTER BANKS VISITORS BUREAU
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[Toll-Free] 877.OBX.4FUN www.outerbanks.org

Date: March 14, 2024

To: Tod Clissold, Chair
Budget and Finance Committee

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

Re: Budget Amendment #2 FY 2023-2024

Attached is a budget amendment to adjust for some additional expenses. The General Fund Amendment is mainly for additional funds for Event Grants and expenses related to the permitting of the boardwalk. Restricted Fund is putting more money into Fireworks grants. The Event Site Fund is being amended for expenses related to the burning of Pamlico Jacks and a broken water pipe.

GENERAL FUND:

Revenue Increases:

Occupancy Tax: \$ 51,000 - 75% of \$68,000.

Expenses Increases:

Event Grant: \$25,000- increase for Committee recommended awards

Other Professional Services: \$26,000 – Additional services for efilng, OPEB and boardwalk related expenses

Small transfer amounts to Workers Comp, Travel Show Exhibits and Audit.

SPECIAL REVENUE (RESTRICTED) FUND:

Revenue Increases:

Occupancy Tax: \$17,000 – 25% of \$68,000

Expenses Increases:

Fireworks: \$5,025 – increase for Committee recommended awards

Short-term Unappropriated: \$75 – remaining 30% of revenue increase

Event Site: \$11,900 – remaining 70% of revenue increase

EVENT SITE FUND:

Revenue Increases

Unappropriated Fund Balance: \$30,000

Expenses Increases:

Other Professional Services: \$20,000 – increase for stabilization at Pam Jack

Repairs & Maintenance: \$10,000 – increase for replacing water pipe

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

FUND: GENERAL FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	4,655,607.00	51,000.00		4,706,607.00	75% of Income Adjustment
3040	Meals Tax	2,083,732.00	0.00		2,083,732.00	75% of Income Adjustment
	Total		51,000.00	0.00		

EXPENDITURES Promotions

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6150	Event Grants	818,250.00	25,000.00		843,250.00	Proposed adjustment for February Event Grant awards
5170	Other Professional Services	14,300.00	26,000.00		40,300.00	PR Report Fees, OPEB Study, Boardwalk Related Fees
5060	Workers Comp	1,895.00	50.00		1,945.00	Adjust for Audit
6340	Travel Show Exhibit	4,000.00	500.00		4,500.00	Additional ABA
5140	Audit	10,875.00	70.00		10,945.00	Adjust for Office Expenses billed
6440	Insurance	26,515.00		50.00	26,465.00	Transfer to WC
5580	Promotional Aids	9,000.00		500.00	8,500.00	Transfer to Travel Show Exhibit
6700	Office Supplies	17,800.00		70.00	17,730.00	Transfer to Audit
					0.00	
	Total		51,620.00	620.00		

Total Expenditures	51,000.00
Total Revenue	51,000.00
Difference	0.00

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

FUND: RESTRICTED FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	1,551,869.00	17,000.00		1,568,869.00	25% of Income Adjustment
3040	Meals Tax	694,578.00	0.00		694,578.00	25% of Income Adjustment
	Total		17,000.00	0.00		

EXPENDITURES

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5160	Fireworks	110,000.00	5,025.00		115,025.00	Proposed increase for FW Grants
4999	Short-term Unappropriated	1,067,531.00	75.00		1,067,606.00	Remaining 30% Allocation (\$17000 *.30)-\$5025
4525	Event Site	4,851,964.00	11,900.00		4,863,864.00	Remaining 100% of the 70% (\$17000*.70) Allocation
	Total		17,000.00			

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

FUND: EVENT SITE FUND

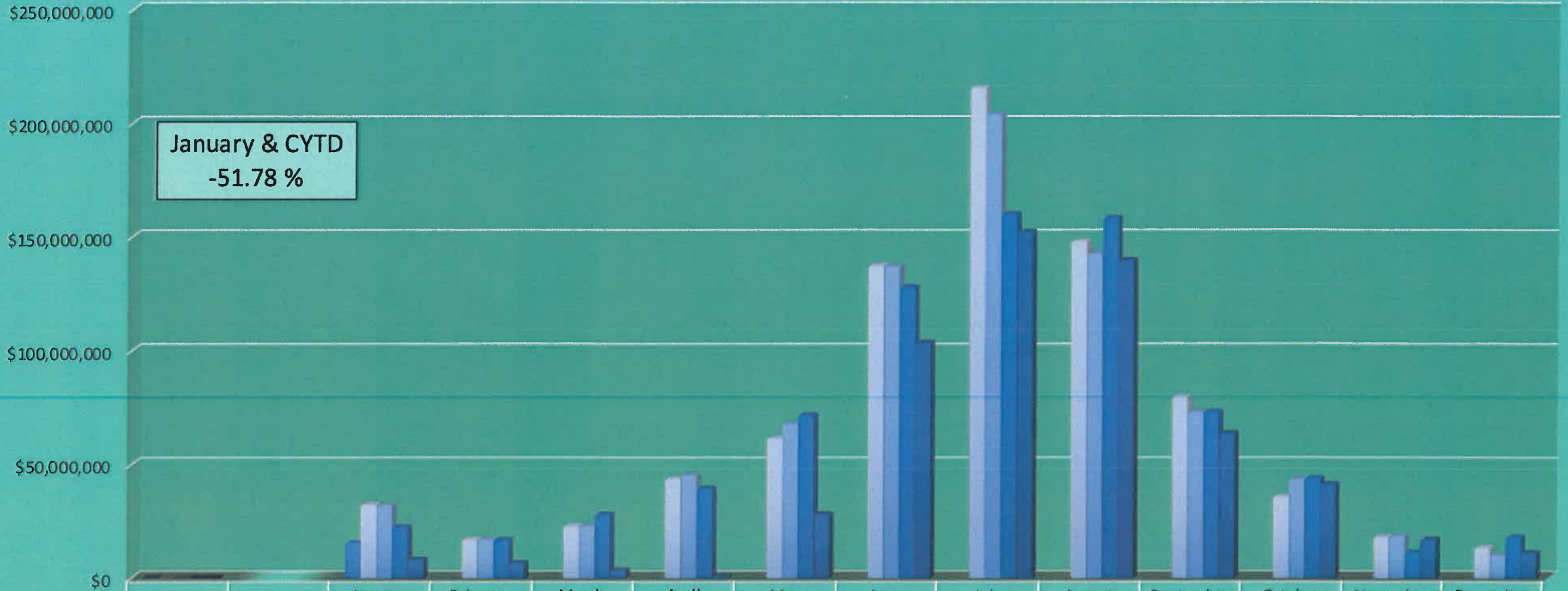
INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
9999	Unappropriated Funds	45,810.00	30,000.00		75,810.00	Increase fund balance expenditure
			0.00		0.00	
	Total		30,000.00	0.00		

EXPENDITURES

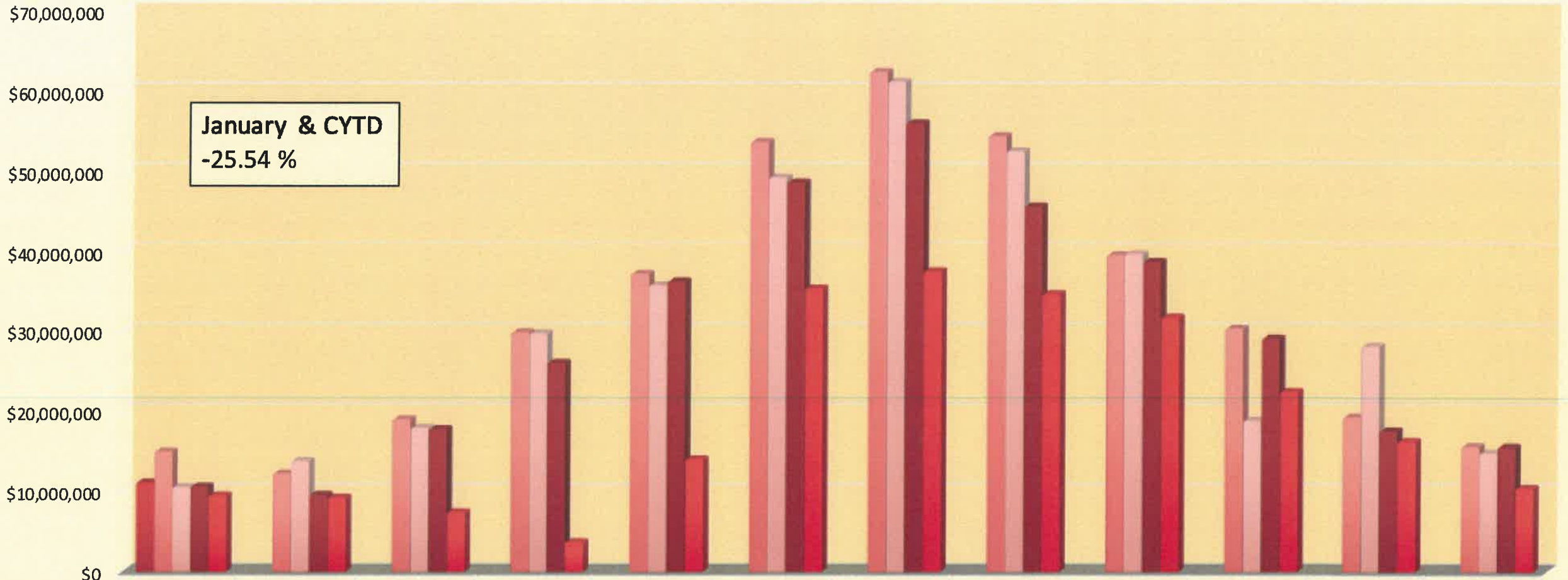
Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5170	Other Professional Services	55,000.00	20,000.00		75,000.00	Increase for Pam Jack Stabilization
6610	Repairs & Maintenance	220,745.00	10,000.00		230,745.00	Increase for Water Pipe Repair
	Total		30,000.00			

Occupancy Collections



		January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	2024	15,588,394											
■ 2023	2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
■ 2022	2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
■ 2021	2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,31	159,994,97	158,280,32	73,112,498	43,787,109	11,394,032	18,096,294
■ 2020	2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2024	11,179,366											
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

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

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 23-24	FY 23-24		
JUNE EARNED	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
<u>JULY RECEIVED</u>	<u>MEALS</u>	<u>\$425,965.00</u>	<u>\$514,981.30</u>	<u>\$89,016.30</u>	<u>20.90%</u>
		\$1,560,890.00	\$1,881,999.21	\$321,109.21	20.57%
JULY EARNED	OCCUPANCY	\$1,528,655.00	\$2,165,402.07	\$636,747.07	41.65%
<u>AUGUST RECEIVED</u>	<u>MEALS</u>	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$1,959,685.00	\$2,770,379.33	\$810,694.33	41.37%
AUGUST EARNED	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
<u>SEPT RECEIVED</u>	<u>MEALS</u>	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
SEPTEMBER EARNED	OCCUPANCY	\$542,895.00	\$799,595.38	\$256,700.38	47.28%
<u>OCT RECEIVED</u>	<u>MEALS</u>	<u>\$276,660.00</u>	<u>\$386,499.75</u>	<u>\$109,839.75</u>	<u>39.70%</u>
		\$819,555.00	\$1,186,095.13	\$366,540.13	44.72%
OCTOBER EARNED	OCCUPANCY	\$261,640.00	\$348,085.75	\$86,445.75	33.04%
<u>NOV RECEIVED</u>	<u>MEALS</u>	<u>\$212,220.00</u>	<u>\$273,920.83</u>	<u>\$61,700.83</u>	<u>29.07%</u>
		\$473,860.00	\$622,006.58	\$148,146.58	31.26%
NOVEMBER EARNED	OCCUPANCY	\$112,835.00	\$182,561.98	\$69,726.98	61.80%
<u>DEC RECEIVED</u>	<u>MEALS</u>	<u>\$134,805.00</u>	<u>\$178,483.22</u>	<u>\$43,678.22</u>	<u>32.40%</u>
		\$247,640.00	\$361,045.20	\$113,405.20	45.79%
DECEMBER EARNED	OCCUPANCY	\$81,700.00	\$135,855.24	\$54,155.24	66.29%
<u>JAN RECEIVED</u>	<u>MEALS</u>	<u>\$106,990.00</u>	<u>\$144,573.68</u>	<u>\$37,583.68</u>	<u>35.13%</u>
		\$188,690.00	\$280,428.92	\$91,738.92	48.62%
JANUARY EARNED	OCCUPANCY	\$272,985.00	\$155,450.13	(\$117,534.87)	-43.06%
<u>FEB RECEIVED</u>	<u>MEALS</u>	<u>\$90,410.00</u>	<u>\$101,950.46</u>	<u>\$11,540.46</u>	<u>12.76%</u>
		\$363,395.00	\$257,400.59	(\$105,994.41)	-29.17%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	<u>MEALS</u>	<u>\$92,745.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$226,570.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	<u>MEALS</u>	<u>\$136,055.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$261,290.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$275,870.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	<u>MEALS</u>	<u>\$209,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,660.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<u>MEALS</u>	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,319,345.00	\$6,612,348.90	\$1,293,003.90	24.31%
TO-DATE	MEALS	\$2,087,050.00	\$2,736,661.69	\$649,611.69	31.13%
		\$7,406,395.00	\$9,349,010.59	\$1,942,615.59	26.23%
TOTAL	OCCUPANCY	\$6,207,475.00			
PROJECTED	MEALS	\$2,778,310.00			
2023-2024		\$8,985,785.00			

CALENDAR YEAR RECEIPTS 2023-2024		ACTUAL 2023	ACTUAL 2024	+/- \$	+/- %
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$0.00	\$0.00	0.00%
	MEALS	<u>\$514,981.30</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,881,999.21	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$0.00	\$0.00	0.00%
	MEALS	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$423,722.41	\$291,305.37	(\$132,417.04)	-31.25%
	Meals	<u>\$267,638.36</u>	<u>\$246,524.14</u>	<u>(\$21,114.22)</u>	<u>-7.89%</u>
		\$691,360.77	\$537,829.51	(\$153,531.26)	-22.21%
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 23-24		
<i>JUNE EARNED</i>	OCCUPANCY	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<i>JULY EARNED</i>	OCCUPANCY	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
<u>SEPT RECEIVED</u>	MEALS	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
<u>OCT RECEIVED</u>	MEALS	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
<u>NOV RECEIVED</u>	MEALS	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$185,251.27	\$182,561.98	(\$2,689.29)	-1.45%
<u>DEC RECEIVED</u>	MEALS	<u>\$300,138.52</u>	<u>\$178,483.22</u>	<u>(\$121,655.30)</u>	<u>-40.53%</u>
		\$485,389.79	\$361,045.20	(\$124,344.59)	-25.62%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
<u>JAN RECEIVED</u>	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
<u>FEB RECEIVED</u>	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$170,000.09	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$116,207.73</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$286,207.82	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$228,526.82	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,535.02</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$408,061.84	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$436,134.79	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,934.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$721,069.45	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,594,082.47	\$6,612,348.90	\$18,266.43	0.28%
	MEALS	<u>\$2,709,490.05</u>	<u>\$2,736,661.69</u>	<u>\$27,171.64</u>	<u>1.00%</u>
		\$9,303,572.52	\$9,349,010.59	\$45,438.07	0.49%
TOTAL ACTUAL 2022-2023	OCCUPANCY	\$8,041,025.42			
	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
January	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
February	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
March	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
April	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	238,334	3.73%
May	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	-869,859	-9.60%
June	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	23,873	0.24%
July	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	419,278	2.71%
August	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	1,711,751	9.70%
September	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721	-85,313	-0.55%
October	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087	842,179	8.12%
November	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146	-42,956	-0.55%
December	6,078,081	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123	71,546	1.19%
YTD	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237	3,200,355	2.82%
TOTAL	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
YTD % Change	2.82%	5.54%	31.41%	4.27%	5.44%	1.51%		
Total % Change	2.82%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February		17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117
March		22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156
April		43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121
May		61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015
June		137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630
July		215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August		148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September		79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October		35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November		18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
YTD Total	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
Total	15,588,394	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-51.78%	0.61%	42.70%	173.79%	31.12%	-11.85%	-0.23%	13.59%	5.19%	28.68%	-7.92%	17.44%	-7.34%	2.99%
Total % Change	-51.78%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease (Increase/Decrease)/Qtr	-51.78%	0.61%	42.70%	173.79%	31.12%	-11.85%	-0.23%	13.59%	5.19%	28.68%	-7.92%	17.44%	-7.34%	2.99%
Qtr 1 (Dec-Feb)	-31.51%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)		-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)		3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)		-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
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, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February		12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305
March		19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477
April		29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220
May		37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885
June		53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717
July		62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August		54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September		39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October		30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November		19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
YTD Total	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
Total	11,179,366	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107
YTD % Change	-25.54%	41.63%	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%	4.10%
Total % Change	-25.54%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease) Increase(Decrease)/Qtr	-25.54%	41.63%	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%	4.10%
Qtr 1 (Dec-Feb)	-9.99%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)		3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)		4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)		2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-	Cottage	Cottage	Cottage	Cottage	Cottage
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground					
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535		89,994	183,108	180,687	21,786		55,880	87,169	71,244	54,275	
March	29,171	136,583	-6,494	122,945		63,921	692,174	414,682	159,347		65,539	206,483	136,291	117,052	
April	9,994	259,204	260,362	186,041		1,930	1,235,799	1,294,819	454,658		48,233	404,682	326,574	298,479	
May	91,397	282,278	285,411	262,423		1,130,609	1,918,384	1,046,309	571,317		254,673	565,909	530,590	410,132	
June	351,108	570,964	330,644	353,506		2,412,414	2,845,176	1,770,185	1,305,653		795,837	919,645	833,391	705,955	
July	363,847	446,262	595,516	427,557		2,685,694	3,088,190	1,860,733	1,284,313		1,043,368	1,058,556	1,166,419	936,181	
August	373,764	532,087	383,480	306,695		1,588,143	2,216,628	1,415,619	813,582		902,896	902,324	778,232	691,547	
September	278,989	401,958	240,314	188,170		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
<i>YTD Totals</i>	<i>18,954</i>	<i>69,721</i>	<i>33,385</i>	<i>85,050</i>	<i>10,819</i>	<i>101,762</i>	<i>197,792</i>	<i>177,093</i>	<i>15,667</i>	<i>6,337</i>	<i>60,734</i>	<i>73,666</i>	<i>65,334</i>	<i>51,898</i>	<i>49,099</i>
Total	1,871,993	3,180,963	2,553,878	2,197,285	10,819	10,849,867	15,518,895	9,658,974	5,733,141	6,337	4,549,771	5,554,350	5,143,081	4,386,712	49,099

Month Increase	-13.25%	267.84%	-52.12%	154.76%	-87.28%	-31.72%	94.37%	-10.47%	-91.15%	-59.55%	6.28%	21.29%	-11.31%	-20.57%	-5.39%
<i>YTD Increase</i>	-13.25%	267.84%	-52.12%	154.76%	-87.28%	-31.72%	94.37%	-10.47%	-91.15%	-59.55%	6.28%	21.29%	-11.31%	-20.57%	-5.39%
Total Year Increa	-39.33%	69.92%	-19.71%	-13.96%		29.41%	43.03%	-37.76%	-40.64%		-22.99%	22.08%	-7.40%	-14.71%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700		25,687	121,593	228,025	311,380		4,958,235	14,641,992	14,518,460	14,706,513	
March	1,246,258	3,909,056	3,943,594	4,072,116		24,532	456,135	458,768	521,683		2,033,390	22,818,135	18,269,896	18,236,039	
April	272,368	7,371,174	8,104,880	8,083,416		6,532	690,426	970,654	1,063,464		382,791	29,766,955	35,002,625	34,488,045	
May	3,148,199	11,955,124	10,324,362	10,518,694		188,734	1,201,894	1,151,529	1,247,200		23,445,254	56,477,960	55,576,157	49,509,116	
June	11,291,492	17,405,621	16,192,842	16,054,375		689,124	1,781,971	1,801,287	2,070,056		88,087,699	105,559,551	117,473,065	118,553,305	
July	16,489,187	22,217,201	20,666,774	21,259,405		291,105	2,244,007	2,397,468	2,892,211		131,031,173	132,554,585	178,978,115	191,239,034	
August	13,307,261	18,448,886	16,657,613	16,564,558		244,691	2,161,167	2,079,173	2,423,773		122,944,015	135,457,160	122,930,026	129,365,315	
September	9,374,533	11,630,739	11,442,403	11,573,148		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
<i>YTD Totals</i>	<i>1,437,035</i>	<i>1,748,076</i>	<i>1,643,048</i>	<i>1,933,579</i>	<i>1,786,856</i>	<i>18,951</i>	<i>80,549</i>	<i>149,571</i>	<i>159,300</i>	<i>175,273</i>	<i>6,501,671</i>	<i>20,308,517</i>	<i>30,139,025</i>	<i>30,132,778</i>	<i>13,694,264</i>
Total	67,864,420	109,606,289	103,230,055	104,260,627	1,786,856	2,134,793	11,425,576	11,664,072	13,503,523	175,273	487,929,729	633,068,406	690,896,310	706,870,771	13,694,264

Month Increase	10.43%	21.64%	-6.01%	17.68%	-7.59%	-0.46%	325.04%	85.69%	6.50%	10.03%	40.07%	212.36%	48.41%	-0.02%	-54.55%
<i>YTD Increase</i>	10.43%	21.64%	-6.01%	17.68%	-7.59%	-0.46%	325.04%	85.69%	6.50%	10.03%	40.07%	212.36%	48.41%	-0.02%	-54.55%
Total Year Increa	-5.67%	61.51%	-5.82%	1.00%		52.90%	435.21%	2.09%	15.77%		14.69%	29.75%	9.13%	2.31%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023
	Other	Other	Other	Other	Other									
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**									
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040
February	3,640,228	8,831,162	9,964,265	9,901,463		123,301	138,103	86,764	119,484		6,788,236	16,833,409	17,071,361	17,078,293
March	392,302	14,285,652	11,694,833	11,682,633		100,157	288,353	139,472	203,764		3,538,436	28,050,784	22,897,441	22,911,263
April	54,406	11,899,053	11,767,660	12,328,326		0	387,071	230,087	302,139		715,316	39,424,885	45,219,347	43,812,778
May	7,959,755	11,894,484	12,431,457	12,627,627		122,541	429,562	235,556	273,011		28,192,673	71,629,217	67,998,385	61,544,693
June	15,349,447	15,036,636	18,707,648	18,477,129		529,356	646,362	393,576	338,773		103,467,906	127,947,319	136,993,703	137,311,567
July	14,163,157	18,366,907	22,972,242	23,810,322		643,415	630,180	527,134	372,183		152,256,684	159,994,974	203,794,691	215,518,673
August	14,432,996	15,236,263	17,820,645	17,510,657		621,785	723,235	476,191	311,925		139,737,864	158,280,320	142,641,161	148,053,622
September	7,502,538	9,479,100	9,589,739	9,771,123		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535
<i>YTD Totals</i>	<i>4,048,599</i>	<i>7,565,248</i>	<i>10,640,444</i>	<i>10,970,042</i>	<i>10,903,039</i>	<i>103,524</i>	<i>117,805</i>	<i>71,183</i>	<i>107,068</i>	<i>41,019</i>	<i>8,223,680</i>	<i>22,515,577</i>	<i>32,129,068</i>	<i>32,326,040</i>
Total	77,941,438	126,600,209	139,760,159	141,749,903	10,903,039	3,314,894	4,137,515	2,765,729	2,548,964	41,019	576,380,674	771,066,418	814,248,027	825,997,500

Month Increase		86.86%	40.65%	3.10%	-0.61%	2.62%	13.79%	-39.58%	50.41%	-61.69%	31.12%	173.79%	42.70%	0.61%
<i>YTD Increase</i>		86.86%	40.65%	3.10%	-0.61%	2.62%	13.79%	-39.58%	50.41%	-61.69%	31.12%	173.79%	42.70%	0.61%
Total Year Increa	71.19%	62.43%	10.39%	1.42%		1.15%	24.82%	-33.15%	-7.84%		11.27%	33.78%	5.60%	1.44%

DARE COUNTY GROSS				
OCCUPANCY BY DISTRICT				
	2024	% OF	2024	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON	625,203	4.0%	625,203	4.0%
BUXTON	155,201	1.0%	155,201	1.0%
COLINGTON	27,314	0.2%	27,314	0.2%
FRISCO	127,568	0.8%	127,568	0.8%
HATTERAS	190,645	1.2%	190,645	1.2%
KILL DEVIL HILLS	4,120,872	26.4%	4,120,872	26.4%
KITTY HAWK	1,559,852	10.0%	1,559,852	10.0%
MANTEO-TOWN	285,739	1.8%	285,739	1.8%
NAGS HEAD	4,165,184	26.7%	4,165,184	26.7%
RODANTHE	425,595	2.7%	425,595	2.7%
SALVO	226,199	1.5%	226,199	1.5%
WAVES	120,379	0.8%	120,379	0.8%
SOUTHERN SHORES	840,739	5.4%	840,739	5.4%
DUCK	1,632,266	10.5%	1,632,266	10.5%
RIM (ROANOKE ISL. MAINI	910,365	5.8%	910,365	5.8%
OTC UNATTRIBUTED	175,273	1.1%	175,273	1.1%
TOTAL	15,588,394	100.0%	15,588,394	100.0%

DARE COUNTY GROSS				
MEALS BY DISTRICT				
	2024	% OF	2024	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	240,018	2.1%
BUXTON - 2	219,407	2.0%	219,407	2.0%
COLINGTON - 3	74,603	0.7%	74,603	0.7%
FRISCO - 5	154,070	1.4%	154,070	1.4%
HATTERAS - 6	32,102	0.3%	32,102	0.3%
KILL DEVIL HILLS - 7	3,708,673	33.2%	3,708,673	33.2%
KITTY HAWK - 8	2,136,451	19.1%	2,136,451	19.1%
MANTEO-TOWN - 10	1,097,187	9.8%	1,097,187	9.8%
RIM (ROANOKE ISL. M	322,598	2.9%	322,598	2.9%
NAGS HEAD - 14	2,187,827	19.6%	2,187,827	19.6%
RODANTHE - 15	28,734	0.3%	28,734	0.3%
SALVO - 18	4,469	0.0%	4,469	0.0%
WAVES - 19	38,688	0.3%	38,688	0.3%
SOUTHERN SHORES -	446,156	4.0%	446,156	4.0%
DUCK - 21	488,383	4.4%	488,383	4.4%
TOTAL	11,179,366	100.0%	11,179,366	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT						
	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE	425,595	2,178,032	-80.46%	425,595	2,178,032	-80.46%
WAVES	120,379	1,758,064	-93.15%	120,379	1,758,064	-93.15%
SALVO	226,199	3,709,036	-93.90%	226,199	3,709,036	-93.90%
AVON	625,203	5,173,494	-87.92%	625,203	5,173,494	-87.92%
BUXTON	155,201	382,351	-59.41%	155,201	382,351	-59.41%
FRISCO	127,568	929,907	-86.28%	127,568	929,907	-86.28%
HATTERAS	190,645	3,347,567	-94.30%	190,645	3,347,567	-94.30%
TOTAL HATTERAS ISLAND	1,870,790	17,478,451	-89.30%	1,870,790	17,478,451	-89.30%
NORTHERN BEACHES:						
DUCK	1,632,266	1,859,445	-12.22%	1,632,266	1,859,445	-12.22%
SOUTHERN SHORES	840,739	913,500	-7.97%	840,739	913,500	-7.97%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,559,852	1,626,845	-4.12%
COLINGTON	27,314	8,009	241.04%	27,314	8,009	241.04%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,120,872	4,299,295	-4.15%
NAGS HEAD	4,165,184	4,545,805	-8.37%	4,165,184	4,545,805	-8.37%
TOTAL NORTHERN BEACHES	12,346,227	13,252,899	-6.84%	12,346,227	13,252,899	-6.84%
ROANOKE ISLAND:						
MANTEO-TOWN	285,739	305,119	-6.35%	285,739	305,119	-6.35%
RIM (ROANOKE ISL. MAINLAND)	910,365	1,130,271	-19.46%	910,365	1,130,271	-19.46%
TOTAL ROANOKE ISLAND	1,196,104	1,435,390	-16.67%	1,196,104	1,435,390	-16.67%
OTC UNATTRIBUTED	175,273	159,300	10.03%	175,273	159,300	10.03%
TOTAL	15,588,394	32,326,040	-51.78%	15,588,394	32,326,040	-51.78%

DARE COUNTY GROSS MEALS BY DISTRICT						
	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE - 15	28,734	33,616	-14.52%	28,734	33,616	-14.52%
WAVES - 19	38,688	39,376	-1.75%	38,688	39,376	-1.75%
SALVO - 18	4,469	7,192	-37.86%	4,469	7,192	-37.86%
AVON - 1	240,018	302,578	-20.68%	240,018	302,578	-20.68%
BUXTON - 2	219,407	251,526	-12.77%	219,407	251,526	-12.77%
FRISCO - 5	154,070	158,141	-2.57%	154,070	158,141	-2.57%
HATTERAS - 6	32,102	45,102	-28.82%	32,102	45,102	-28.82%
TOTAL HATTERAS ISLAND	717,488	837,531	-14.33%	717,488	837,531	-14.33%
NORTHERN BEACHES:						
DUCK - 21	488,383	711,369	-31.35%	488,383	711,369	-31.35%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	446,156	528,882	-15.64%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,136,451	3,106,795	-31.23%
COLINGTON - 3	74,603	91,233	-18.23%	74,603	91,233	-18.23%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	3,708,673	4,613,949	-19.62%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,187,827	3,596,285	-39.16%
TOTAL NORTHERN BEACHES	9,042,093	12,648,513	-28.51%	9,042,093	12,648,513	-28.51%
ROANOKE ISLAND:						
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,097,187	1,227,227	-10.60%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	322,598	300,970	7.19%
TOTAL ROANOKE ISLAND	1,419,785	1,528,197	-7.09%	1,419,785	1,528,197	-7.09%
TOTAL	11,179,366	15,014,241	-25.54%	11,179,366	15,014,241	-25.54%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/29/24

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,959,261.68	4,655,607.00	303,654.68	106.5%
3040 · Meals Tax - 75%	2,052,496.28	2,083,732.00	-31,235.72	98.5%
3050 · Website Advertising	99,597.90	125,000.00	-25,402.10	79.7%
3210 · Interest Income	346,179.06	191,050.00	155,129.06	181.2%
3220 · Other	256.00	1,000.00	-744.00	25.6%
Total Income	7,457,790.92	7,056,389.00	401,401.92	105.7%
Gross Profit	7,457,790.92	7,056,389.00	401,401.92	105.7%
Expense				
5000 · Director Compensation	11,400.00	17,100.00	-5,700.00	66.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,944.04	7,000.00	-4,055.96	42.1%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	332.43	1,000.00	-667.57	33.2%
5010 · Salaries (Full Time) Promotion	655,542.95	1,019,500.00	-363,957.05	64.3%
5020 · Salaries (Part Time) Promotion	61,365.53	129,500.00	-68,134.47	47.4%
5025 · Salaries (Part Time) Welcome AB	65,216.47	112,855.00	-47,638.53	57.8%
5026 · Salaries (Part Time) Welcome RI	92,094.50	170,785.00	-78,690.50	53.9%
5030 · Payroll Taxes	66,718.60	117,210.00	-50,491.40	56.9%
5040 · Employee Insurance	109,477.43	179,200.00	-69,722.57	61.1%
5050 · Retirement	88,867.09	138,665.00	-49,797.91	64.1%
5055 · 401(k) Match	5,297.37	10,195.00	-4,897.63	52.0%
5060 · Workmens Compensation	2,376.90	2,360.00	16.90	100.7%
5080 · Employee Relations	1,263.96	3,195.00	-1,931.04	39.6%
5090 · Training	4,332.46	16,340.00	-12,007.54	26.5%
5110 · Contracted Service	18,331.00	29,085.00	-10,754.00	63.0%
5140 · Audit	10,945.00	10,875.00	70.00	100.6%
5170 · Other Professional Services	19,580.55	14,300.00	5,280.55	136.9%
5180 · Legal	4,500.00	20,500.00	-16,000.00	22.0%
5185 · Research	124,325.00	267,500.00	-143,175.00	46.5%
5190 · Administrative Advertising	1,883.00	2,500.00	-617.00	75.3%
5500 · Advertising-Printed	794,412.54	1,454,760.00	-660,347.46	54.6%
5502 · Advertising - Production Fee	138,153.27	170,000.00	-31,846.73	81.3%
5510 · Advertising - Event Dev & Mktg	9,688.57	73,100.00	-63,411.43	13.3%
5515 · Advertising - Online	2,170,699.58	2,616,390.00	-445,690.42	83.0%
5525 · Community Relations	7,957.50	30,000.00	-22,042.50	26.5%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	2,771.66	19,000.00	-16,228.34	14.6%
5580 · Promotional Aids	3,013.88	9,000.00	-5,986.12	33.5%
6100 · Familiarization Tours	20,650.01	110,000.00	-89,349.99	18.8%
6101 · Group sales	9,400.00	17,750.00	-8,350.00	53.0%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	266,849.64	710,810.00	-443,960.36	37.5%
6160 · Long Range Tourism Plan	175.71	350,000.00	-349,824.29	0.1%
6170 · Tourism Summit	21,371.63	25,000.00	-3,628.37	85.5%
6200 · Postage and Delivery	42,574.22	200,200.00	-157,625.78	21.3%
6300 · Travel	19,978.07	60,640.00	-40,661.93	32.9%
6305 · Vehicle Maintenance	508.43	3,500.00	-2,991.57	14.5%
6320 · Registrations	16,587.38	52,475.00	-35,887.62	31.6%
6340 · Travel Show Exhibit	4,444.84	4,000.00	444.84	111.1%
6420 · Dues and Subscriptions	35,792.25	57,855.00	-22,062.75	61.9%
6440 · Insurance	36,602.39	37,575.00	-972.61	97.4%
6460 · Telephone	21,945.43	38,955.00	-17,009.57	56.3%
6500 · Equipment	57,709.20	85,300.00	-27,590.80	67.7%
6510 · Expendable Equipment	224.16	14,550.00	-14,325.84	1.5%
6530 · Technical Support	693.34	9,000.00	-8,306.66	7.7%
6580 · Utilities	8,929.50	18,360.00	-9,430.50	48.6%
6600 · Cleaning/maintenance supplies	242.28	2,600.00	-2,357.72	9.3%
6610 · Building Maintenance	7,980.40	50,905.00	-42,924.60	15.7%
6620 · Equipment Service Contracts	1,345.20	3,100.00	-1,754.80	43.4%
6640 · Equipment Rent	21,102.34	33,840.00	-12,737.66	62.4%
6660 · Equipment Repairs	1,061.39	5,050.00	-3,988.61	21.0%
6700 · Office Supplies	8,707.46	23,025.00	-14,317.54	37.8%
6800 · Bank Service Charges	1,085.30	1,920.00	-834.70	56.5%
6810 · Web Site/Internet	21,223.93	52,000.00	-30,776.07	40.8%
Total Expense	5,103,660.78	8,618,010.00	-3,514,349.22	59.2%
Net Ordinary Income	2,354,130.14	-1,561,621.00	3,915,751.14	-150.7%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/29/24

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
9990 · Unappropriated Fund Balance	0.00	1,925,166.00	-1,925,166.00	0.0%
Total Other Income	49,000.00	1,960,166.00	-1,911,166.00	2.5%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
9950 · Transfer to Event Site Fund	1,544.58	286,545.00	-285,000.42	0.5%
Total Other Expense	88,340.73	398,545.00	-310,204.27	22.2%
Net Other Income	-39,340.73	1,561,621.00	-1,600,961.73	-2.5%
Net Income	2,314,789.41	0.00	2,314,789.41	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 2/29/24

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	121.56	50.00	71.56	243.1%
Total Income	121.56	50.00	71.56	243.1%
Gross Profit	121.56	50.00	71.56	243.1%
Net Ordinary Income	121.56	50.00	71.56	243.1%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	49,000.00	35,000.00	14,000.00	140.0%
Total 9920 · Transfer from Travel Guide Fund	49,000.00	35,000.00	14,000.00	140.0%
Total Other Income	49,000.00	35,000.00	14,000.00	140.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	81,956.84	110,000.00	-28,043.16	74.5%
62001 · Freight	4,839.31	2,000.00	2,839.31	242.0%
Total 9925 · Transfer to Travel Guide	86,796.15	112,000.00	-25,203.85	77.5%
Total Other Expense	86,796.15	112,000.00	-25,203.85	77.5%
Net Other Income	-37,796.15	-77,000.00	39,203.85	49.1%
Net Income	-37,674.59	-76,950.00	39,275.41	49.0%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2023 through February 2024

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,653,087.22	1,551,869.00	101,218.22	106.5%
3040 · Meals Tax	684,165.41	694,578.00	-10,412.59	98.5%
3210 · Interest	268,902.82	125,000.00	143,902.82	215.1%
Total Income	2,606,155.45	2,371,447.00	234,708.45	109.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	123,563.96	442,795.00	-319,231.04	27.9%
4525 · Event Site	9,295.80	6,924,640.00	-6,915,344.20	0.1%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
Total 4000 · Long - Term Projects	132,859.76	8,117,995.00	-7,985,135.24	1.6%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	127,500.00	127,500.00	0.00	100.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	34,595.00	34,595.00	0.00	100.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,378,092.00	-1,378,092.00	0.0%
5140 · Audit	3,625.00	3,625.00	0.00	100.0%
5160 · Fireworks	55,000.00	110,000.00	-55,000.00	50.0%
5170 · Traffic Control - Hwy 12 & 158	4,550.00	24,530.00	-19,980.00	18.5%
Total 4100 · Short-Term Projects	289,030.00	2,988,908.00	-2,699,878.00	9.7%
Total Expense	421,889.76	11,106,903.00	-10,685,013.24	3.8%
Net Ordinary Income	2,184,265.69	-8,735,456.00	10,919,721.69	-25.0%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
Total Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Other Income	0.00	8,735,456.00	-8,735,456.00	0.0%
Net Income	2,184,265.69	0.00	2,184,265.69	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
Short-term Projects									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760	(38,760)			0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500	(127,500)			0
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000			(200,000)	0
TIG - Duck - Ocean Crest Improvements	78,000				78,000				78,000
TIG - KDH - Wright Brothers Sidewalk	177,000				177,000				177,000
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595				34,595	(34,595)			0
TIG - OB Forever - Cape Hatteras Lighthouse Pathway	132,000				132,000				132,000
TIG - SS - Walking Path E. Highway 12	150,000				150,000				150,000
TIG - SS Civic Assoc - Accessible Access 96A	25,000				25,000	(25,000)			0
TIG - Chicamacomico - 1874 Life-Saving Station						115,000			115,000
TIG - Duck - Performance Space Improvements						13,549			13,549
TIG - Elizabethan Garden - Pathway to Discover						50,000			50,000
TIG - Frisco Native American - Education Bldg						39,300			39,300
TIG - KH - Hwy 158 Multi-Use Path						400,000			400,000
TIG - NH - E. Epstein Sidewalk						49,500			49,500
TIG - NH - Governor Street Beach Access						60,477			60,477
TIG - NH - W. Seachase Drive Access						45,150			45,150
TIG - NEST - Signs						2,750			2,750
TIG - NC Aquarium - Oyster Exhibits						121,845			121,845
TIG - OB Community Foundation - Community Terrace						85,000			85,000
TIG - OB Forever - Restrooms at Lighthouse Beach						125,000			125,000
TIG - RIFP - Concrete Loading Dock						75,000			75,000
TIG - SS - Walking Path W. Highway 12						118,855			118,855
TIG - Surf Ped Found - Everyone's Playground						282,963			282,963
Fireworks	76,581		(55,000)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,435)	3,625	190		(3,625)	3,435	0
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(4,550)	20,000	22,030
Unappropriated Funds	586,511	1,084,940		(915,970)	735,481	1,428,490		(1,462,824)	701,147
TOTAL SHORT TERM COMMITMENTS	1,620,648	1,643,535	(64,095)	(908,595)	2,291,493	3,012,879	(289,030)	(1,584,389)	3,430,952
Long Term Projects									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,372,513	(9,296)		6,984,304
Infrastructure (capped)	455,045		(12,250)		442,795		(123,564)		319,231
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
TOTAL LONG TERM COMMITMENTS UNPAID	4,613,908	2,045,922	(35,388)	0	6,624,442	1,572,513	(132,860)	0	8,054,095
Total	6,234,557	3,689,457	(99,483)	(908,595)	8,915,935	4,585,392	(421,890)	(1,584,389)	11,495,048
Cash on Hand 2/29/24								Checking	34,724
								Savings	11,137,807
Total Cash on Hand									11,172,530
25% of Occupancy & Meals Income per Budget									
									0
									56,643
									65,323
									121,415
									151,468
									394,848
Unappropriated Balances									72,331
Transfer from General Fund						2,732,100 *			
30% Short-term						673,934			
Amount over budget to short-term						485,653			
Short-term Interest						268,903			
						1,428,490			
70% Long-term							1,572,513		
Long-term Interest							0		
							1,572,513 *		

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

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2023 through February 2024

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,000.00	2,000.00	-1,000.00	50.0%
3200 · Site Rental Income - Other	20,260.00	20,900.00	-640.00	96.9%
Total 3200 · Site Rental Income	21,260.00	22,900.00	-1,640.00	92.8%
3210 · Interest Income	1,073.06	500.00	573.06	214.6%
3250 · Lease Income	32,122.05	49,155.00	-17,032.95	65.3%
9999 · Unappropriated Funds	0.00	45,810.00	-45,810.00	0.0%
Total Income	54,455.11	118,365.00	-63,909.89	46.0%
Expense				
5160 · Event Development & Marketing	31,504.41	50,000.00	-18,495.59	63.0%
5170 · Other Professional Services	17,690.00	55,000.00	-37,310.00	32.2%
6440 · Insurance	5,752.26	11,515.00	-5,762.74	50.0%
6580 · Utilities	17,311.25	47,580.00	-30,268.75	36.4%
6610 · Repairs & Maintenance	119,898.72	220,745.00	-100,846.28	54.3%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	3,038.92	20,000.00	-16,961.08	15.2%
Total Expense	195,195.56	405,110.00	-209,914.44	48.2%
Net Ordinary Income	-140,740.45	-286,745.00	146,004.55	49.1%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
Total Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Other Income	0.00	286,745.00	-286,745.00	0.0%
Net Income	-140,740.45	0.00	-140,740.45	100.0%

DARE COUNTY TOURISM BOARD

29-Feb-24

<u>TYPE OF ACCOUNT</u> <u>BANK</u>	<u>CHECKING</u> <u>SOUTHERN</u>	<u>NC CAPITAL</u> <u>MGMT TRUST</u>	<u>M MARKET</u> <u>PNC</u>	<u>M MARKET</u> <u>SOUTHERN</u>	<u>M MARKET</u> <u>FIRST NATIONAL</u>	<u>CD'S</u> <u>SOUTHERN</u>	<u>CD'S</u> <u>PNC Bank</u>	<u>CD'S</u> <u>FIRST BANK</u>	<u>CD's</u> <u>TOWNE BANK</u>	<u>CD's</u> <u>FIRST NATIONAL</u>	<u>TOTAL</u>
GENERAL FUND	76,432	4,578,219	762,260	1,067,670	2,544,567	0	1,000,000	1,009,678	1,810,064	4,000,000	16,848,889
RESTRICTED FUND	34,724	6,835,398			1,274,820	1,000,000	0	1,000,000	1,027,589	0	11,172,530
TRAVEL GUIDE	2,957										2,957
MERCHANDISE SALES	165,712										165,712
EVENT SITE FUND	381,515										381,515
TOTAL	661,339	11,413,617	762,260	1,067,670	3,819,387	1,000,000	1,000,000	2,009,678	2,837,653	4,000,000	28,571,603
TOTAL % EACH BANK	9.55%	39.95%	6.17%		27.37%			7.03%	9.93%		100.00%
INTEREST RATES	0.40%	5.27%	3.50%	3.15%	2.43%	4.50%	4.90%	4.0% & 4.5%	5.18, 5.09, 4.86%	5.1% & 4.07	
TOTAL CHECKING & CD'S	28,571,603										
60% ALLOWED IN ANY BANK	17,142,962										
25% ALLOWED IN ANY ONE INV	7,142,901										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225			\$11,172,530								

July 4th Firework Grant Requests

Fiscal Year 2023/2024

<i>Organization & Project</i>	<i>Total Contract</i>	<i>Eligible Grant Request</i>	<i>Recommended Award</i>	<i>Comments (July 5, 2024 is raindate for all requests)</i>
Avon Property Owner's Association	\$ 29,750.00	\$ 14,875.00	\$ 14,875.00	Pyrostar Entertainment
Location: Avon Pier				Prior Year Award: \$14,525.00
Town of Kill Devil Hills	\$ 24,800.00	\$ 12,400.00	\$ 12,400.00	Pyrostar Entertainment
Location: Avalon Fishing Pier				Prior Year Award: \$12,200.00
Town of Manteo	\$ 58,000.00	\$ 19,000.00	\$ 19,000.00	Pyrotechnico contract \$38,000 for fireworks. Barge \$20,000.
Location: Barge in Shallowbag Bay				Prior Year Award: \$14,525.00
Town of Nags Head	\$ 27,500.00	\$ 13,750.00	\$ 13,750.00	Zambelli. This is last year of multi-year contract.
Location: Nags Head Pier				Prior Year Award: \$13,750
Total Amount Requested	\$ 140,050.00	\$ 60,025.00	\$ 60,025.00	

ALL APPLICATIONS ON FILE FOR REVIEW

PENDING BOARD APPROVAL

Beginning Balance	\$ 55,000.00
Pending Budget Amendment	\$ 5,025.00
Total Available	<u>\$ 60,025.00</u>
Amount Recommended	\$ 60,025.00
<i>Remaining Funds</i>	\$ -



At their March 12, 2024 meeting, the Steering Committee recommended granting an extension to June 30, 2024.

March 4, 2024

Ms. Diane Bognich
Director of Administration
The Outer Banks Visitors Bureau

Subject: Graveyard of the Atlantic Museum Exhibit Project
Grant Time Extension and Project Milestone Dates

Dear Ms. Bognich:

I hope this letter finds you well. I am writing on behalf of the Graveyard of the Atlantic Museum and their Friend's group to formally request an extension for the Exhibit Renovation Project Grant final acceptance date. The construction of this long-awaited project is slowly wrapping up and we anticipate having final acceptance by April 15, 2024. Due to several reasons beyond our control, the project has several construction time extensions. The project was approximately 50% complete on the original Grant final acceptance of June 30, 2023. We are approximately 99% complete with very minor items left to finish. Please find below the Project Milestones for this project. As I am sure you are aware, the project was funding through several entities including the National Marine Sanctuary, Dare County, Dare County Tourism Board, and the State of North Carolina. The Total construction cost for this project was \$4,960,046. I am also attaching a few photos of the project for your reference.

DESIGN:

Initial Design Funding: January 2009 - National Marine Sanctuary Fund (NOAA)
Design Start: December 2009 – Community Meeting
Design Contract: April 2010 – PBC&L (now Clark Nexsen). Exhibit Design Firm: Riggs Ward.
Design Approval: May 28, 2021 – Construction Documents approved for bidding.

CONSTRUCTION:

Full Construction Funding: January 2022 - SCIF 2021 Legislative Fund
Bid Opening: May 11, 2022
Construction Contract Approved for Award: July 13, 2022, AR Chesson Construction Company (General Contractor) and Color-Ad, Inc (Exhibit Fabricator)
Pre-Construction Conference: September 19, 2022
Notice to Proceed: September 20, 2022
Anticipated Completion Date: March 28, 2024
Anticipated Project Acceptance: April 15, 2024

Sincerely,

Erin Lawrence, PE
Director, Capital Projects Unit

Event Grant Requests

Fiscal Year 2023/2024

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
Chicamacomico Historical Association 150th Anniversary of the LifeSaving Service October 11-13, 2024	\$ 11,575.00	\$ 9,000.00	Entertainment, Infrastructure, Marketing, T-Shirts	New Event
Chicamacomico Historical Association 2024 Shuck Hatteras Oyster Festival December 20-21, 2024	\$ 10,000.00	\$ 6,000.00	Entertainment, Marketing, Tents, T-Shirts	FY22/23:\$ 6000
Community Care Clinic of Dare 2024 Billfish Tournament September 20-21, 2024	\$ 5,000.00	\$ 3,000.00	T-Shirts, Infrastructure, Marketing	FY22/23:\$ 3000
Dare County Arts Council 2024 Outer Banks Veterans Week November 8-17, 2024	\$ 10,000.00	\$ 5,000.00	Entertainment, Marketing Can limit to \$5000. Only 180 out of market for 2022 & 270 for 2021	FY22/23: \$ 7500 FY21/22: \$ 7000 FY19/20: \$ 5000
Dare County Arts Council 2024 Pride Arts Project June 1-15, 2024	\$ 5,000.00	\$ 4,000.00	Entertainment, Marketing	FY22/23: \$ 3000
Dare County Arts Council 2024 Surfalorus Film Festival September 16-18, 2024	\$ 7,500.00	\$ 3,000.00	Entertainment, Marketing Can limit to \$5,000. Only 400 out of market for 2023 event and 183 for 2022	FY22/23: \$ 5000 FY21/22: \$ 7500 FY20/21: \$ 7500
Eastern Surfing Association OBNC District 2024 Easterns Surfing Championship September 15-21, 2024	\$ 30,000.00 Max eligible (\$34,000 req)	\$ 19,500.00	Entertainment, Infrastructure, T-Shirts, Marketing	FY22/23:\$19500 FY21/22:\$20000 FY20/21:\$19000
First Flight High School 2024 Good Guys vs Cancer Basketball December 4-7, 2024	\$ 18,000.00	\$ 15,000.00	Marketing & Live Streams, T-Shirts, Rentals Website Hosting & Awards are not eligible	FY22/23:\$13000 FY21/22:\$12200
First Flight Rotary Foundation 2024 Oink & Oyster Roast October 5, 2024	\$ 5,000.00	\$ 2,500.00	Marketing, Rentals, Entertainment	FY22/23: \$ 2500 FY18/19: \$ 2500
Hatteras Community Sailing Lighthouse Maritime Regatta September 27-29, 2024	\$ 8,800.00	\$ 6,000.00	Marketing, Rentals, Entertainment, T-Shirts	New Event
Hatteras Community Sailing Wind & Waves Maritime Regatta June 7-9, 2024	\$ 5,000.00 Max eligible (\$8,800 req)	\$ 3,500.00	Marketing, Rentals, Entertainment, T-Shirts	New Event

Event Grant Requests

Fiscal Year 2023/2024

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
Hatteras Island Youth Education Fund 2024 Surfin' Turkey 5K & Puppy Drum Fun Run November 28, 2024	\$ 10,000.00	\$ 6,500.00	Marketing, T-Shirts	FY22/23: \$ 6500 FY20/21: \$ 6500 FY19/20: \$ 1000
Just in Case Yusic OBX Concert at RIFP Early June, 2024	\$ 30,000.00	\$ 15,000.00	Marketing, Entertainment Must be before June 15	FY21/22:\$15000
Just in Case Fall Concert Series Fall, 2024	\$ 50,000.00	\$ 27,000.00	Marketing, Entertainment. Must start on/after September 7. \$9,000 each large scale event	New Event
Nags Head Surf Fishing Club 2024 F. Boyden Youth Fishing Tournament June 12, 2024	\$ 2,500.00	\$ 1,500.00	Venue rental, Marketing, T-Shirts	FY22/23: \$ 1500 FY21/22: \$ 1500
Nags Head Surf Fishing Club 2024 NH Surf Fishing Tournament October 9-11, 2024	\$ 5,000.00	\$ 4,000.00	Venue rental, T-Shirts	FY22/23: \$ 4000 FY21/22: \$ 4000 FY20/21: \$ 4000
North Carolina Beach Buggy Association 2024 Red Drum Tournament October 23-26, 2024	\$ 10,000.00	\$ 5,000.00	T-Shirts, Facility rental, Advertising	FY22/23: \$ 5000 FY21/22: \$ 4500 FY19/20: \$ 1000
OBX Jeep Invasion 2024 OBX Jeep Invasion September 21-22, 2024	\$ 20,000.00 Max eligible (\$28,400 req)	\$ 12,000.00	Infrastructure, Marketing, T-Shirts, Entertainment	New Event
OBX Pride 2024 OBX Pridefest September 9-15, 2024	\$ 20,000.00 Max eligible (\$35,760 req)	\$ 11,000.00	Marketing, Rentals, Entertainment Supplies/Souvenirs are not eligible	FY22/23: \$10000 FY18/19: \$11000 FY17/18: \$20000
OBX Room in the Inn The 12 Bars of Christmas Nov 29-Dec 31, 2024	\$ 30,000.00 Max eligible (\$34,500 req)	\$ 20,000.00	Marketing, Infrastructure Ornaments are promotional, not eligible	New Event
Outer Banks Conservationists 2024 Island Farm Pumpkin Patch October 5, 12, 19, 26, 2024	\$ 9,770.00	\$ 5,000.00	Marketing, Entertainment Requested Infrastructure is traffic cones, not eligible	FY22/23: \$ 5000 FY21/22: \$ 5000 FY20/21: \$ 4500
Outer Banks Home Builders Association 2024 Parade of Homes October 10-13, 2024	\$ 10,000.00 Max eligible (\$13,525 req)	\$ 5,000.00	Marketing	FY22/23:\$10000
Outer Banks Seafood Festival 2024 OB Seafood Festival October 19, 2024	\$ 50,000.00	\$ 35,000.00	Marketing, Entertainment, Rentals	FY22/23:\$35000 FY21/22:\$35000 FY19/20:\$25000

Event Grant Requests

Fiscal Year 2023/2024

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
<i>Outer Banks Sporting Events</i>	\$ 35,000.00	\$ 18,000.00	Rentals, Entertainment, T-Shirts, Marketing	FY22/23:\$20000
2024 Outer Banks Marathon				FY21/22:\$20000
November 8-10, 2024				FY20/21:\$18500
<i>Outer Banks Sporting Events</i>	\$ 20,000.00	\$ 9,000.00	Rentals, T-Shirts, Entertainment, Marketing	FY22/23:\$12500
2024 Outer Banks Triathlon				FY20/21: \$9000
September 13-14, 2024				FY19/20: \$7000
<i>Peace Garden Project</i>	\$ 5,000.00	\$ 3,500.00	Marketing	New Event
Outer Banks Environmental Film Festival				
November 1-3, 2024				
<i>Roanoke Island Historical Association</i>	\$ 5,000.00	\$ 3,500.00	Marketing, Rentals, Entertainment	New Event
RIHA NC Oyster Shellabration & Cookout				
November 3, 2024				
<i>The Rogallo Foundation</i>	\$ 20,000.00	\$ 10,000.00	Marketing, Infrastructure	FY22/23:\$10000
2024 OBX Brewtag			Insurance is not eligible	FY19/20:\$ 8000
October 26, 2024				FY18/19:\$10000
<i>Soggy Bones</i>	\$ 5,000.00	\$ 2,500.00	Entertainment, Marketing, Infrastructure	New Event
Which Craft Surf Gathering				
October 5-6, 2024				
<i>Town of Duck</i>	\$ 12,000.00	\$ 9,000.00	Entertainment, Rentals, Marketing	FY22/23:\$ 9000
2024 Duck Jazz Festival				FY19/20:\$ 6000
October 12-13, 2024				FY18/19:\$ 9000
<i>Town of Manteo</i>	\$ 20,000.00	\$ 19,000.00	Entertainment, Marketing	FY22/23:\$20000
Dare Days 2024	Max eligible			FY20/21:\$20000
June 1-2, 2024	(\$30,000 req)			FY18/19:\$20000
Total Amount Requested	\$ 485,145.00	\$ 298,000.00		

PENDING BOARD APPROVAL

Beginning Balance	\$ 400,000.00
Previously Awarded	\$ (127,000.00)
Budget Amendment - Subject to Board Approval	\$ 25,000.00
Amount Available	\$ 298,000.00
Amount Recommended	\$ 298,000.00
Remaining Funds	\$ -

Grant Limits:

- up to \$5,000 Event attracting <500 out of market visitors
- up to \$10,000 Event attracting <1000 out of market visitors
- up to \$20,000 Event attracting <2000 out of market visitors
- up to \$30,000 Event attracting <3000 out of market visitors
- up to \$50,000 Event attracting >3,000 out of market visitors

Marketing Dashboard

thru FEBRUARY 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	40,143	30,445	9,698	32%
Completed Video Views	30,275,401	15,817,903	14,457,498	91%
Website Sessions	2,894,738	2,393,043	501,695	21%
Online Communities				
Email Subscribers	104,735	130,145	-25,410	-20%
Facebook	718,000	715,503	2,497	0%
X (Twitter)	40,918	41,785	-867	-2%
Instagram	130,649	128,910	1,739	1%
Pinterest	23,500	23,500	0	0%
TikTok	<u>95,400</u>	<u>51,900</u>	<u>43,500</u>	<u>84%</u>
Online Communities Subtotal	1,113,202	1,091,743	21,459	2%

Google Analytics 4 (GA4) began July 2023



OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics which are managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

The following sections are included:

- **Section I: Fiscal Year 2023-2024 Overview:** Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Includes data sets from KeyData, Zartico, Visa and Google Analytics that highlight market interest at a state and city level.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.
- **Section V: Month of Data:** Reviews monthly data pacing versus previous year tracking.

February 2024 highlights:

- **Paid Media:** Continuity and Spring-Summer campaigns continued to deliver throughout the month delivering 19M total impressions.
 - All Streaming TV and High-impact tactics for FY23-24 Spring-Summer campaign were delivered in full, as planned. Native, Streaming Video, and incremental Paid Search will remain live through March.
 - During Peacock Pause Ad's Jan-Feb flight, 4.6K sessions were generated via the QR code with a 62% engagement rate.
 - Native continuity promoted the new travel guide, couples getaways, kitesurfing and voluntourism. The Travel Guide ad had the highest performance with a 0.54% CTR and \$0.86 CPC.
 - The final travel guide email promotion sent from National Park Trips on 2/8 and generated 187 guidebook requests with a cost per conversion of \$3.66 - the most cost-efficient of the four promotional emails.
- **Website:** Total sessions were steady MoM; decreased traffic from social was offset by increased traffic from organic, paid media, and paid search sources.
 - Amongst the top 20 pages, the home page saw the largest volume increase while /things-to-do/ saw the largest growth MoM.
 - External links, partner referrals, listing details, file downloads, and search result events all saw volume growth compared to January.
 - Of the 82K vimeo_video events, 1.5K plays occurred across the four videos with an 8% completion rate.
 - *Note: HY worked with Steph/Simpleview to clarify how guidebook and vimeo_video events were counted.*
 - *Travel_guide_request: Two events were simultaneously firing when "submit" was clicked. In mid-February, one of the events was deleted and now the event only fires once.*
 - *Vimeo_video: Each video load, counts as a single event. There is no way to retroactively filter out the load data. Future commentary will report on plays and completes to show true user engagement.*
- **Email:** 128K total emails were sent between the consumer marketing contact list and various workflow audiences with an overall 19% open rate, and 16% CTR (opens).
 - The February 2024 OBX monthly email, "Brighten Up Winter on the OBX" saw a 19% open rate and 11% CTR (opens).
 - The CTA button titled "From us to you: our 2024 Travel Guide" garnered the highest click rate at 23%, while the "Where to Stay" CTA provided a 17% click rate.
 - Amongst all niche workflows, the Foodie email provided the highest open rate (29%) and drove the most clicks to the website.
 - 13.6K unique opt-in leads from the UNC Tar Heel contest were added to the email program and received the Welcome email in February.
 - Compared to the January Welcome Email performance, the Learfield list drove below-average CTR (opens) and above-average spam and unsubscribe rates. The List will continue to be messaged to every month and performance will be monitored.
 - *Note: The volume of successful email deliveries was still down from November due to "soft bounces." After further investigation with Hubspot, this is coming from a server timeout when connecting with Gmail. Total bounce rate continued to decrease in February and is expected to return to normal levels in March.*
- **Zartico:** Compared to February 2023, tracked spend was up 19% and spend per cardholder was up 10%. Top visitor origin markets based on total tracked spend were Richmond-Petersburg VA (17%), Norfolk-Portsmouth-Newport News (10%) and Washington DC (9%).
- **KeyData:** Compared to February 2023, total guest nights available were up 21% and the average total stay value was up 45%, however, adj. paid occupancy was down 24.5%.
- **VisaVue:** Through January 2024, FYTD total tracked credit card spend is down slightly YoY at 2.7%.

Dashboard data last updated on 3/13/24

Data was reviewed and validated through 2/29/24 (Zartico - 2/29/24, KeyData as of 3/12/24, Visa - 1/31/24)

FYT = Fiscal Year Total (includes all data from July 2023 through the listed 'reviewed and validated date').

Section I: Fiscal 2023-2024 Overview

Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.

Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

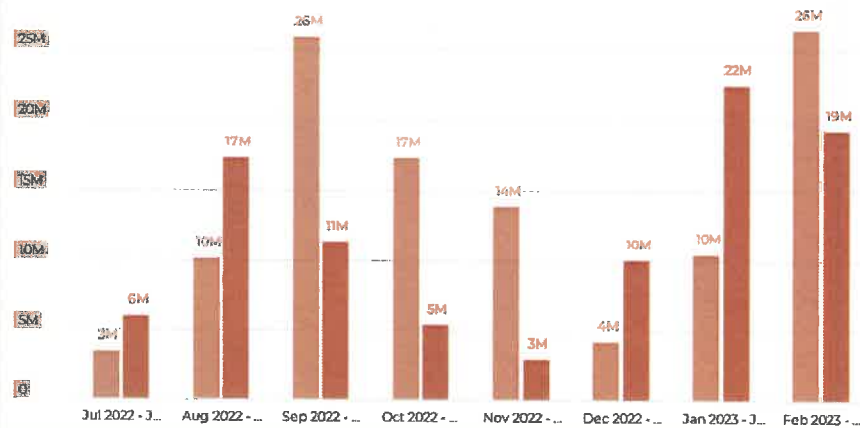
94,415,072 ▼ -15.2%
(111,362,159)

FYT: Paid Video Views

30,275,401 ▲ 91.40%
(15,817,903)

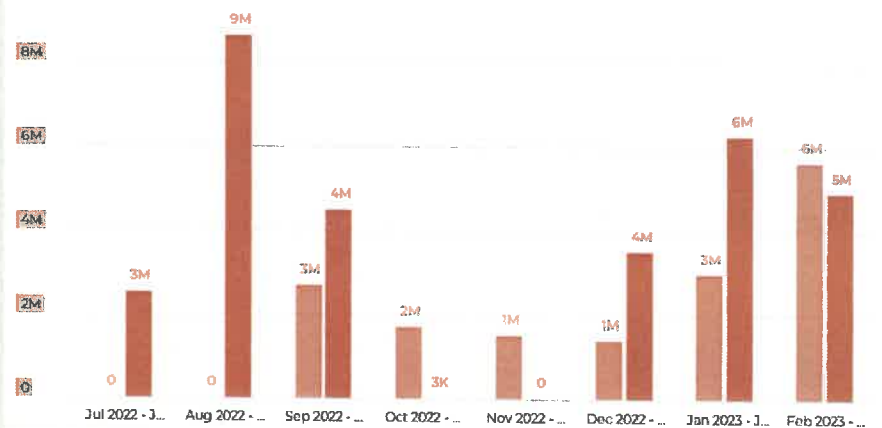
Monthly Paid Impressions v. Previous Year

Impressions



Monthly Paid Video Views v. Previous Year

Video Views



3

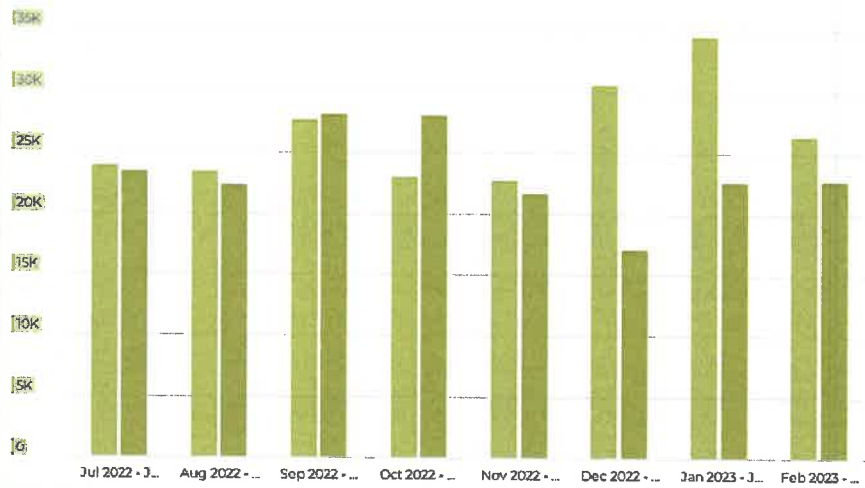
Email Marketing

FYT: Email Opens

185,559 -12.3%
(211,562)

Monthly Email Opens v. Previous Year

Email Opens



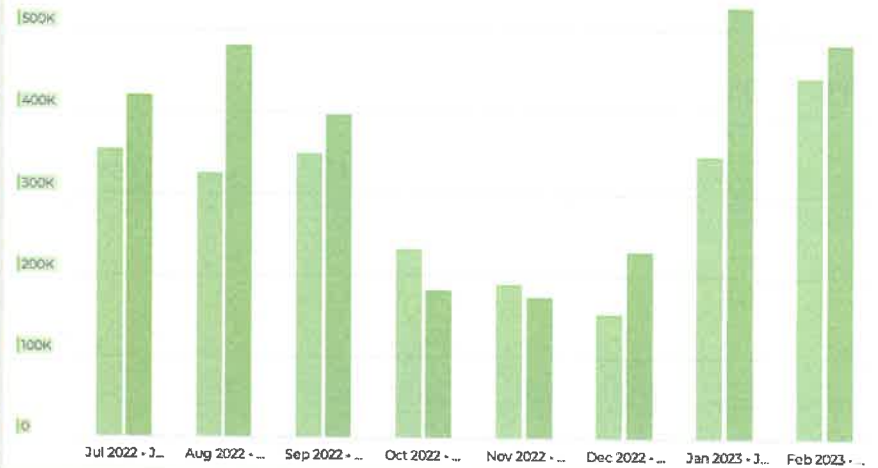
Outerbanks.org

FYT: Website Sessions

2,894,738 +21.0%
(2,393,043)

Monthly Website Sessions v. Previous Year

Sessions



Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

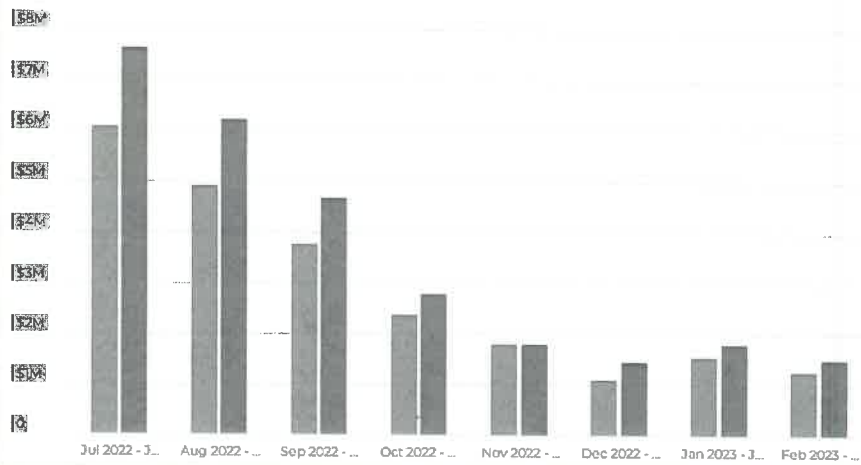
\$27,846,038 +22.0%
 (\$22,832,275)

FYT: Tracked Spend (Visa)

\$260,480,129 -2.7%
 (\$267,607,857)

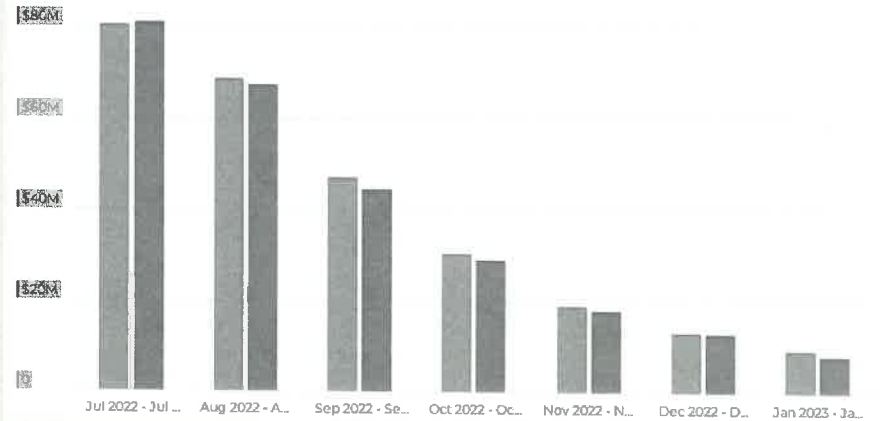
Tracked Spend v. Previous Year (Zartico)

Tracked Spend



Tracked Spend v. Previous Year (Visa)

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

KeyData Rental Data

FYT: Total Revenue (Nightly)

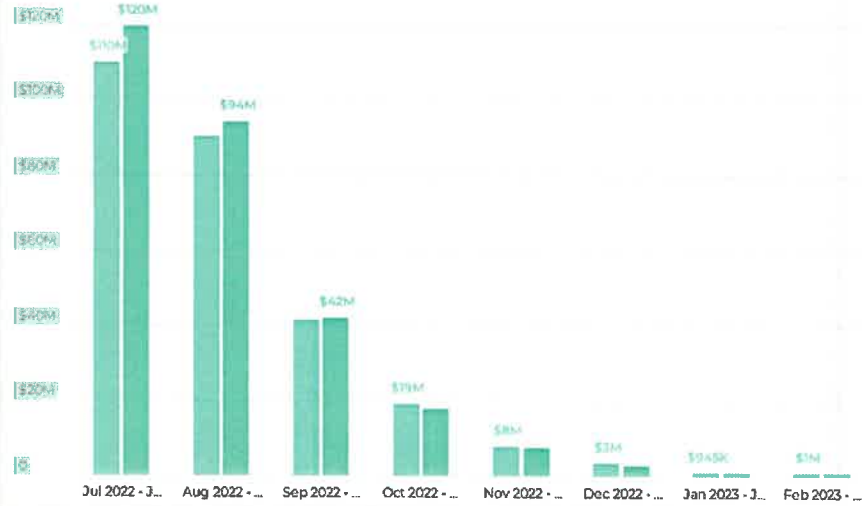
\$285,861,703 -4.3%
(\$274,084,394)

FYT: Adj. Paid Occ. %

59.3 % -9.07%
(65.3 %)

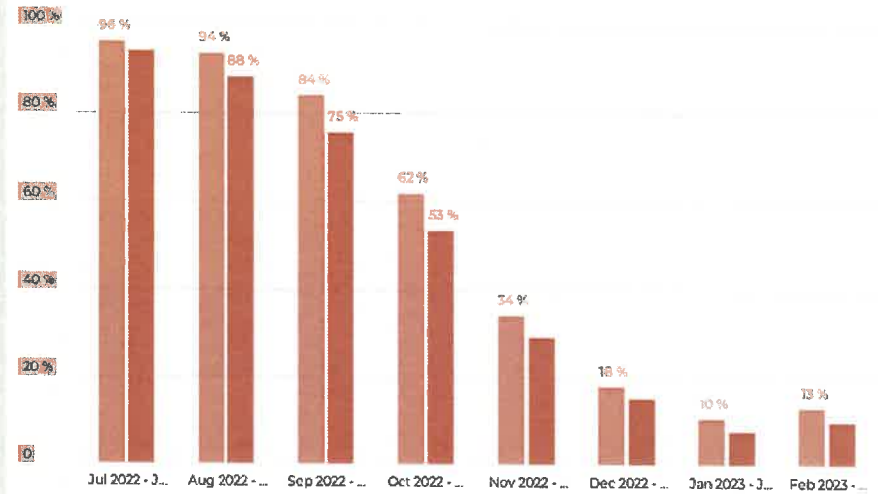
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

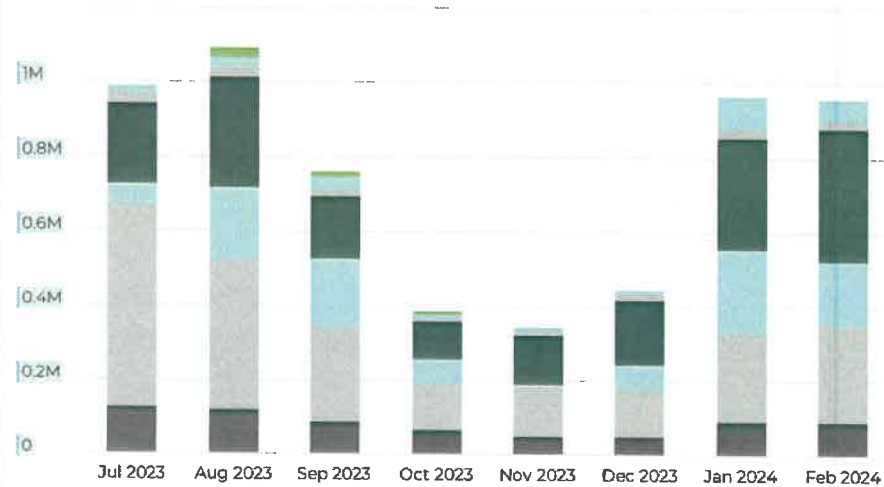
FYT: Page Views - All Pages

5,986,927 ▲ 3.9%
(5,760,155)

Monthly Page Views by Medium

Page Views

● Direct ● Email ● Organic Search ● Other ● Paid Media ● Paid Search ● Referral Websites ● Sc



*Filtered to Mediums with over 25 occurrences in any month

Top 20 Page Paths Visited (Current Month) v. Previous Month

Web Analytics Page ...	# Page Views: Previous... ↓	# Page Views	Δ Diff
/plan-your-trip/	122,063	97,670	▼ -20% (-24,393)
/places-to-stay/vacation...	99,578	91,401	▼ -8% (-8,177)
/plan-your-trip/travel-g...	64,092	45,312	▼ -29% (-18,780)
/	39,226	42,244	▲ 8% (3,018)
/raw/	33,716	25,613	▼ -24% (-8,103)
/blog/post/	24,459	15,158	▼ -38% (-9,301)
/plan-your-trip/towns-a...	22,251	21,352	▼ -4% (-899)
/things-to-do/attractions/	21,481	23,500	▲ 9% (2,019)
/things-to-do/?view=list...	19,006	20,916	▲ 10% (1,910)
/plan-your-trip/webcam...	16,769	8,837	▼ -47% (-7,932)
/things-to-do/	14,757	16,326	▲ 11% (1,569)
/things-to-do/water-act...	14,479	14,009	▼ -3% (-470)
/places-to-stay/	13,021	14,030	▲ 8% (1,009)
/places-to-stay/?view=ii...	12,864	12,276	▼ -5% (-588)
/plan-your-trip/trip-ideas/	12,590	13,302	▲ 6% (712)
/plan-your-trip/getting-...	11,180	11,334	▲ 1% (154)
/places-to-stay/campgr...	11,179	11,825	▲ 7% (746)
/plan-your-trip/offers-an...	9,857	8,699	▼ -12% (-1,158)
/places-to-stay/hotels-a...	9,649	10,608	▲ 10% (959)
/places-to-stay/oceanfr...	9,239	9,113	▼ -1% (-126)

1 - 20 of 20 items



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Section III: Feeder Market Trends

Highlights data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.

All Data Sources: Domestic Geographic Trends

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) by Month

State	Feb 2024				Jan 2024				Dec 2023				#
	# KeyData ↓	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa	
North Caro...	\$542,390	13,818	\$186,338.55	--	\$666,231	13,052	\$205,142.33	\$3,439,782.61	\$1,012,761	10,804	\$215,812.03	\$4,811,043.56	!
Virginia	\$189,317	15,923	\$653,089.16	--	\$465,316	14,093	\$665,583.95	\$2,847,856...	\$852,970	10,309	\$660,770.10	\$4,579,408...	!
New York	\$129,083	9,805	\$42,056.04	--	\$86,174	8,442	\$35,474.22	\$104,168.81	\$176,569	4,813	\$13,552.82	\$198,989.83	
Pennsylv...	\$68,048	7,205	\$250,014.85	--	\$73,000	7,269	\$458,918.88	\$243,491.20	\$150,482	4,210	\$204,122.84	\$457,271.59	
South Caro...	\$44,378	2,079	\$9,121.50	--	\$108,389	2,273	\$106,428.50	\$102,592.67	\$218,639	1,315	\$13,384.97	\$163,627.21	
Tennessee	\$37,422	1,966	\$11,779.31	--	\$41,813	2,047	\$10,147.31	\$52,426.99	\$45,979	1,185	\$14,806.16	\$93,940.08	
Maryland	\$31,586	3,053	\$73,977.18	--	\$44,004	2,880	\$78,332.26	\$333,226.51	\$144,563	1,841	\$40,443.02	\$636,297.45	
West Virgin...	\$22,216	1,307	\$55,107.14	--	\$17,779	1,489	\$71,825.85	\$44,685.93	\$18,752	880	\$49,203.19	\$84,286.29	
Ohio	\$18,728	5,357	\$28,806.53	--	\$36,926	6,047	\$15,530.19	\$64,352.86	\$57,044	4,571	\$31,084.26	\$148,478.72	
Florida	\$13,739	8,181	\$10,221.10	--	\$16,971	5,579	\$12,480.52	\$158,875.96	\$34,573	2,906	\$23,892.26	\$325,317.35	
New Jersey	\$12,121	2,067	\$42,351.18	--	\$24,773	1,805	\$15,842.28	\$117,994.15	\$49,102	917	\$29,759.89	\$189,050.48	
Michigan	\$9,835	3,180	\$3,209.48	--	\$13,335	3,420	\$3,422.90	\$46,312.69	\$20,508	2,369	\$1,616.08	\$79,661.48	
Maine	\$9,351	739	\$1,571.54	--	--	837	\$1,149.45	\$9,052.17	\$2,285	568	\$3,663.97	\$14,297.15	
Rhode Isla...	\$9,274	275	\$1,268.70	--	\$14,962	236	\$1,161.54	\$5,644.85	\$7,078	118	--	\$9,985.08	
Minnesota	\$8,675	866	\$1,947.33	--	--	1,036	\$6,101.13	\$13,157.16	--	587	\$8,531.70	\$21,376.88	
California	\$6,608	2,086	\$2,856.82	--	\$5,271	1,984	\$8,092.47	\$54,092.86	\$9,801	1,282	\$8,764.28	\$129,335.79	
Illinois	\$4,994	3,148	\$2,161.32	--	\$2,431	3,406	\$5,605.60	\$23,484.05	\$6,744	1,803	\$853.76	\$45,738.99	
New Hamp...	\$4,612	737	\$723.75	--	\$1,320	800	\$5,327.64	\$13,462.00	\$3,331	484	\$865.17	\$16,832.62	
Washington	\$4,021	715	\$30,250.27	--	\$279	740	\$586.43	\$18,981.10	\$2,191	422	\$965.09	\$37,911.18	
District of ...	\$3,467	689	\$2,082.37	--	\$12,737	716	\$2,735.23	\$30,407.20	\$22,343	528	\$5,795.11	\$72,155.34	
Wisconsin	\$2,490	1,092	\$11,138.01	--	--	1,289	\$24,182.01	\$10,535.97	\$10,189	696	\$10,777.10	\$17,786.29	
Massachus...	\$2,313	3,125	\$3,943.17	--	\$2,405	2,726	\$4,168.31	\$32,076.48	\$2,405	1,349	\$4,960.86	\$51,780.09	
Hawaii	\$2,061	64	\$961.02	--	--	135	\$2,089.59	\$9,472.56	--	55	\$296.76	\$14,239.31	
Missouri	\$1,110	1,016	\$1,666.48	--	--	1,075	\$13,389.78	\$14,174.58	\$1,494	570	\$8,262.79	\$23,392.88	
Indiana	\$1,090	2,538	\$10,475.95	--	--	2,783	\$343.82	\$9,777.43	\$1,000	1,784	\$791.65	\$20,262.76	
Total	\$1,184,269	110,185	\$1,495,298....	--	\$1,678,148	107,623	\$1,808,045....	\$8,179,054....	\$2,954,501	69,131	\$1,438,845....	\$12,930,677....	

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KeyData Revenue

FYT: Top 50 Cities

City	State	# Total Revenue ↓
--	Virginia	\$5,182,988
Pittsburgh	Pennsylvania	\$3,490,884
Alexandria	Virginia	\$2,656,170
Midlothian	Virginia	\$2,433,185
Virginia Beach	Virginia	\$2,338,317
Fredericksburg	Virginia	\$2,306,945
Chesapeake	Virginia	\$2,141,488
Mechanicsville	Virginia	\$2,006,750
Arlington	Virginia	\$1,822,185
Williamsburg	Virginia	\$1,780,599
Raleigh	North Carolina	\$1,728,532
Charlottesville	Virginia	\$1,688,515
Richmond	Virginia	\$1,678,380
Glen Allen	Virginia	\$1,675,177
Fairfax	Virginia	\$1,638,222
Kill Devil Hills	North Carolina	\$1,636,426
Washington	District of Columbia	\$1,473,092
Vienna	Virginia	\$1,356,524
Ashburn	Virginia	\$1,337,315
Baltimore	Maryland	\$1,223,878
Frederick	Maryland	\$1,218,543
Springfield	Virginia	\$1,189,556
Rockville	Maryland	\$1,188,841
Manassas	Virginia	\$1,168,706
Charlotte	North Carolina	\$1,140,797
Leesburg	Virginia	\$1,106,827
Newport News	Virginia	\$1,061,866
Total		\$70,644,363

1 - 50 of 50 items

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Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	48,609
Atlanta	Georgia	35,737
New York	New York	33,855
--	Virginia	18,241
Roanoke	Virginia	16,940
Virginia Beach	Virginia	16,543
Kill Devil Hills	North Carolina	15,995
Raleigh	North Carolina	14,964
--	North Carolina	14,813
--	Florida	13,586
Chicago	Illinois	13,479
Charlotte	North Carolina	12,287
Baltimore	Maryland	11,956
Philadelphia	Pennsylvania	11,570
--	Pennsylvania	10,480
Washington	District of Columbia	8,956
Boston	Massachusetts	8,700
Dallas	Texas	6,003
--	Ohio	5,548
Manteo	North Carolina	4,974
--	New York	4,686
Miami	Florida	4,632
Nags Head	North Carolina	4,322
Reston	Virginia	4,268
--	New Jersey	4,166
Corolla	North Carolina	4,123
Pittsburgh	Pennsylvania	3,675
Total		414,136

1 - 50 of 50 items

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Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$13,681,951
Pennsylvania	\$4,147,666
North Carolina	\$3,099,752
West Virginia	\$1,171,516
Maryland	\$1,144,093
New York	\$875,993
New Jersey	\$562,659
Ohio	\$363,700
South Carolina	\$309,544
Florida	\$293,278
Tennessee	\$247,717
Connecticut	\$205,421
Kentucky	\$197,229
Massachusetts	\$159,072
Wisconsin	\$133,307
Texas	\$126,638
California	\$117,385
Georgia	\$109,177
Indiana	\$96,667
Illinois	\$88,863
Colorado	\$84,286
Minnesota	\$82,651
Delaware	\$74,516
District of Columbia	\$55,292
New Hampshire	\$50,799
Michigan	\$48,839
Missouri	\$48,789
Total	\$27,843,008

1 - 50 of 50 items

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Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

9

Section IV: HY Managed Media

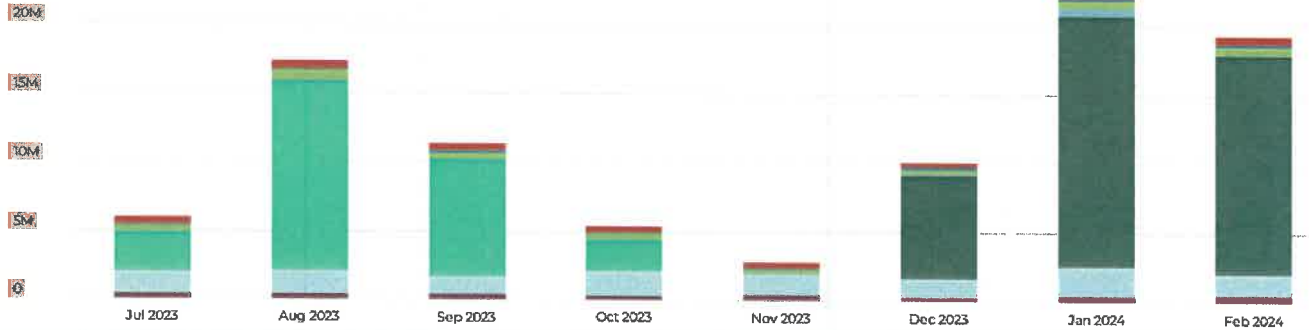
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

All Paid Media Campaigns

Monthly Impressions by Campaign

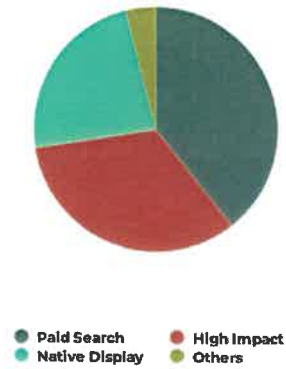
Impressions

● Branded
 ● FY22-23 Continuity
 ● FY23-24 Continuity
 ● FY23-24 Fall
 ● FY23-24 Spring Sum...
 ● FY23-24 Visit NC
 ● Lodging (Regional)
 ● Niche (Regional)
 ● Travel (Regiona



FYT: Total Clicks by Media Type

Clicks



Native Continuity: Blog/Niche Support

Performance by Creative - Month Of

Creative ↑	# Impressions	# CTR	# CPC
Couple Dates (...)	124,942	0.39 %	\$1.03
Raw OBX - Kit...	104,565	0.38 %	\$1.03
Travel Guide (F...	372,980	0.54 %	\$0.86
Voluntourism (...)	68,715	0.42 %	\$1.26
Total	671,202	0.48 %	\$0.94

1 - 4 of 4 items

↔ →

Monthly Performance

CTR CPC



10

Search Engine Marketing

FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressions ↓	# Clicks	# CTR	# CPC	# Impressions ↓	# Clicks	# CTR	# CPC	# Impressions ↓	# Clicks	# CTR	# CPC
Travel (Regi...	3,369,903	206,357	6.12 %	\$0.20	562,548	110,280	19.60 %	\$0.62	3,932,451	316,637	8.05 %	\$0.35
Lodging (R...	3,224,991	205,901	6.38 %	\$0.26	707,446	99,786	14.11 %	\$0.85	3,932,437	305,687	7.77 %	\$0.45
Branded	2,359,157	121,783	5.16 %	\$0.17	325,474	48,784	14.99 %	\$0.66	2,684,631	170,567	6.35 %	\$0.31
Niche (Regi...	869,592	30,587	3.52 %	\$0.27	287,816	30,975	10.76 %	\$0.92	1,157,408	61,562	5.32 %	\$0.59
OBXmas (L...	--	--	--	--	2,865	450	15.71 %	\$1.13	2,865	450	15.71 %	\$1.13
Total	9,823,643	564,628	5.75 %	\$0.22	1,886,149	290,275	15.39 %	\$0.74	11,709,792	854,903	7.30 %	\$0.40

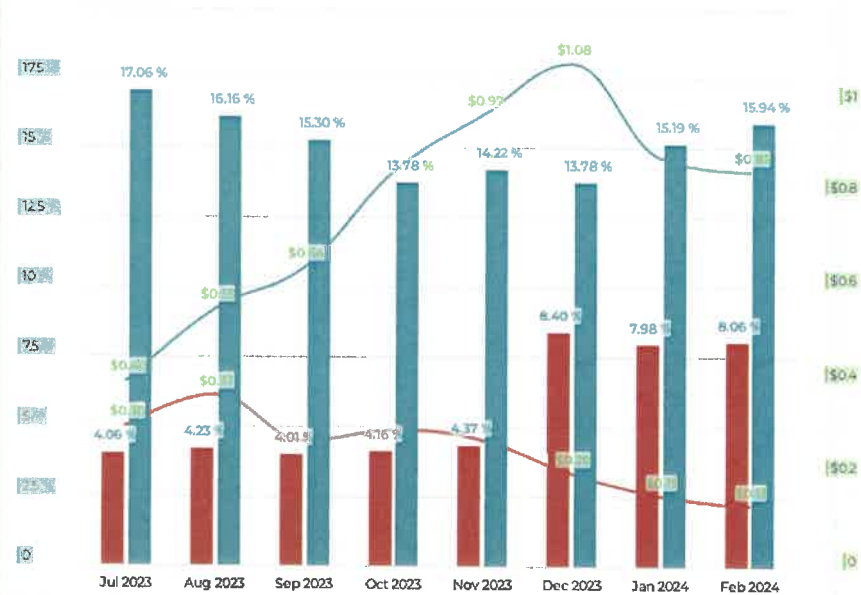
1 - 5 of 5 items

↔ →

Monthly Click Performance by Search Engine

CTR CPC

● Bing ● Google



Top 20 Ad Groups (Spend) - Month Of

Ad Group	Campaign	# Impressions	# Clicks ↓	# CTR	# CPC
Outer Banks V...	Lodging (Regi...	717,986	67,285	9.37 %	\$0.17
1 Vacation (Bro...	Travel (Region...	617,017	57,852	9.38 %	\$0.14
1 Trip	Branded	544,788	40,528	7.44 %	\$0.12
North Carolina...	Lodging (Regi...	184,469	16,554	8.97 %	\$0.19
North Carolina...	Travel (Region...	136,231	13,844	10.16 %	\$0.14
1 Family Vacati...	Branded	117,718	9,020	7.66 %	\$0.09
North Carolina...	Travel (Region...	83,596	7,650	9.15 %	\$0.16
1 Attractions	Travel (Region...	27,620	6,191	22.41 %	\$0.73
1 Things To Do ...	Travel (Region...	13,950	5,497	39.41 %	\$0.51
Outer Banks Fl...	Niche (Region...	134,064	5,335	3.98 %	\$0.39
North Carolina...	Travel (Region...	44,647	4,470	10.01 %	\$0.17
1 Nags Head Cl...	Branded	28,821	4,219	14.64 %	\$0.83
Outer Banks R...	Lodging (Regi...	17,150	3,306	19.28 %	\$0.74
Incremental B...	Niche (Region...	42,788	2,557	5.98 %	\$0.78
North Carolina...	Travel (Region...	26,438	2,121	8.02 %	\$0.23
1 Outer Banks ...	Branded	40,899	2,102	5.14 %	\$0.12
1 Corolla City	Branded	12,274	2,006	16.34 %	\$0.85
1 Kitty Hawk Ci...	Branded	13,205	1,993	15.09 %	\$0.81
North Carolina...	Niche (Region...	13,423	1,986	14.80 %	\$1.04
North Carolina...	Travel (Region...	16,537	1,734	10.49 %	\$0.17

1 - 20 of 20 items

↔ →

Email Marketing

FYT: Email Sends

960,700 ▼ -40.0%
(1,602,230)

FYT: Email Open Rate

20.21 % ▲ 52.68%
(13.24 %)

FYT: Email Clicks

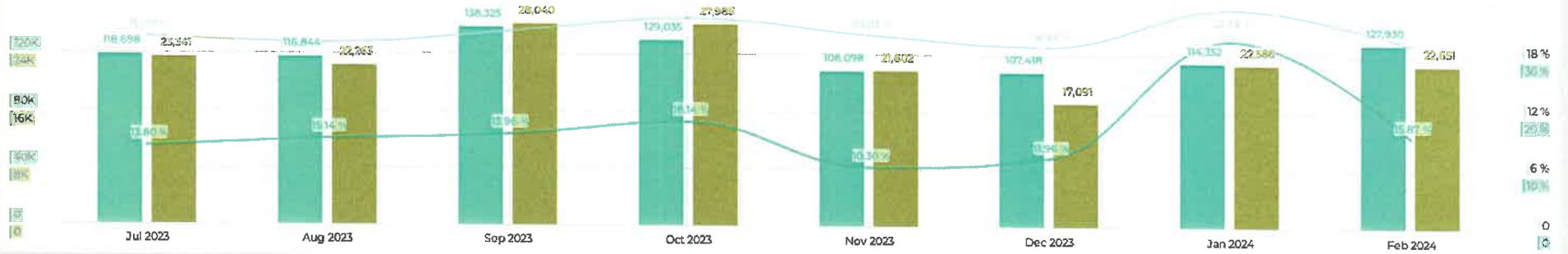
31,350 ▼ -0.9%
(31,628)

FYT: Email CTR (Opens)

16.89 % ▲ 13.01%
(14.95 %)

FYT: Email Performance Trends

[Sends](#) [Opens](#) [Open Rate](#) [CTR \(Opens\)](#)



Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)
February 2024 OBX Email	104,735	17,970	1,986	18.81 %	11.05 %
Welcome Email Workflow	19,456	3,718	1,236	19.42 %	33.24 %
Foodie Workflow 3.0	727	210	90	29.01 %	42.86 %
Art, History and Culture Workflow 3.0	691	190	72	27.66 %	37.89 %
Family Workflow 3.0	571	157	63	27.64 %	40.13 %
Birding Workflow	477	122	34	25.68 %	27.87 %
Active Vacationer Workflow 3.0	456	102	49	22.42 %	48.04 %
Surfing Workflow	313	58	17	18.65 %	29.31 %
Fishing Workflow 3.0	305	74	26	24.58 %	35.14 %
Camping/RV Workflow 3.0	199	50	22	25.25 %	44.00 %
Total	127,930	22,651	3,595	19.13 %	15.87 %

1 - 10 of 10 items



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Executive Summary

Drive Awareness KPI: Impressions					
Performance As Of:	Feb 2024	Feb 2023	Base Goal	Stretch Goal	
Current Month	8,180,974	4,826,015	7,567,278	9,248,895	
Cumulative Fiscal	40,537,165	43,244,795	40,898,050	49,986,505	
Cumulative % To Target		94%	99%	81%	

Drive Intent KPI: Website Sessions Referred by Social Sources					
Performance As Of:	Feb 2024	Feb 2023	Base Goal	Stretch Goal	
Current Month	42,665	31,774	43,420	53,063	
Cumulative Fiscal	220,487	126,277	215,425	263,298	
Cumulative % To Target		175%	102%	84%	

Engage KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks					
Performance As Of:	Feb 2024	Feb 2023	Base Goal	Stretch Goal	
Current Month	1,500,075	379,899	627,327	766,733	
Cumulative Fiscal	9,226,001	3,477,834	3,528,233	4,312,285	
Cumulative % To Target		263%	261%	214%	

Convert KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups					
Performance As Of:	Feb 2024	Feb 2023	Base Goal	Stretch Goal	
Current Month	5,585	1,895	3,786	6,942	
Cumulative Fiscal	21,455	10,144	14,317	26,249	
Cumulative % To Target		212%	150%	82%	

Key Messaging:

- Winter & rainy-day activities on the Outer Banks
- Outer Banks History intersection with Black History
- Stargazing on the OBX
- Camellia Garden Tour

Performance Overview:

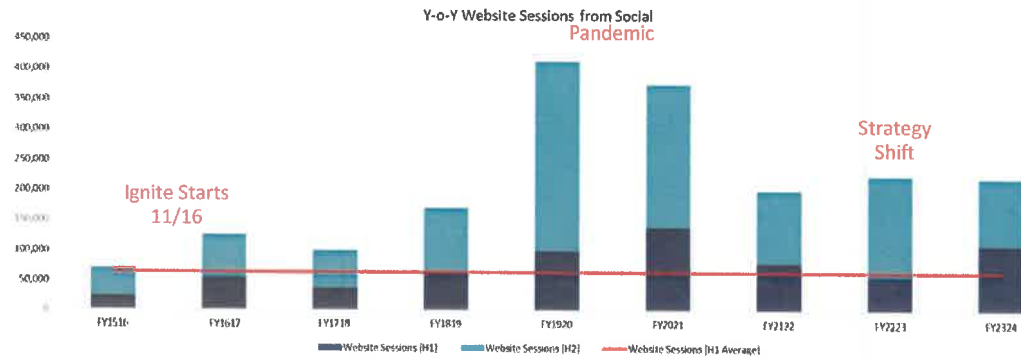
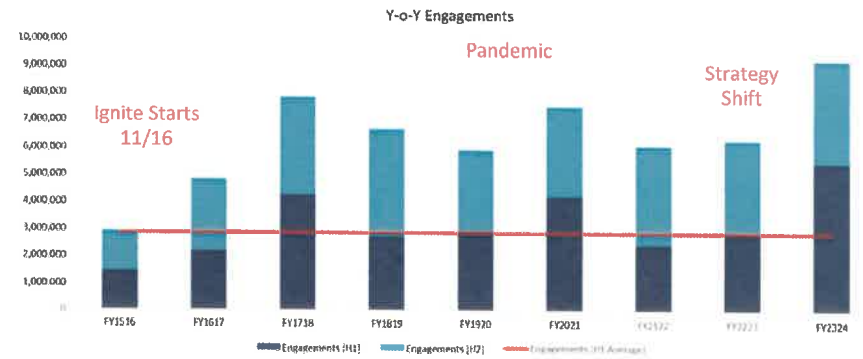
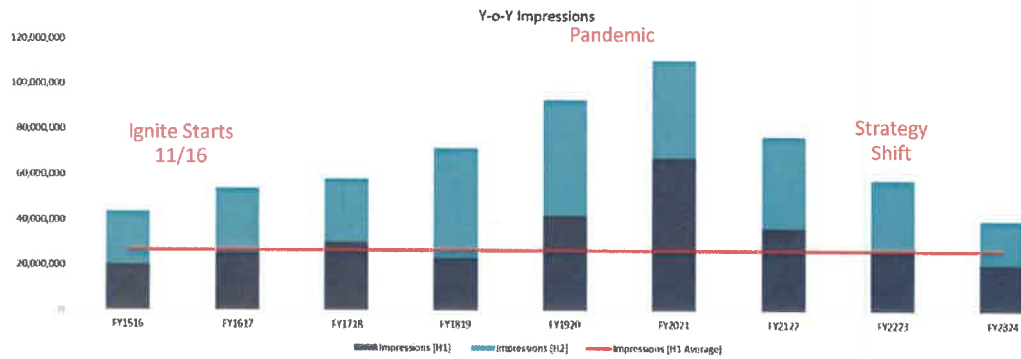
- This month, cumulative conversions generated so far this fiscal have exceeded the total number of conversions generated during the previous fiscal. Additionally, this year's conversion volume has already surpassed the base EOY goal by 13%.
- Impressions performance continues to improve, ending February at 99% to the projected cumulative goal vs. 97% at the end of January.

Next Steps & Recommendations:

- Continue incorporating poll and question Instagram Stories and include a follow-up story sharing the results. Additionally, consider a "live" Q&A, responding to questions submitted by the audience via Instagram Stories.



OBX Social Performance FY15/16 – FY23/24 ^{H1: July – December} _{H2: January - July}



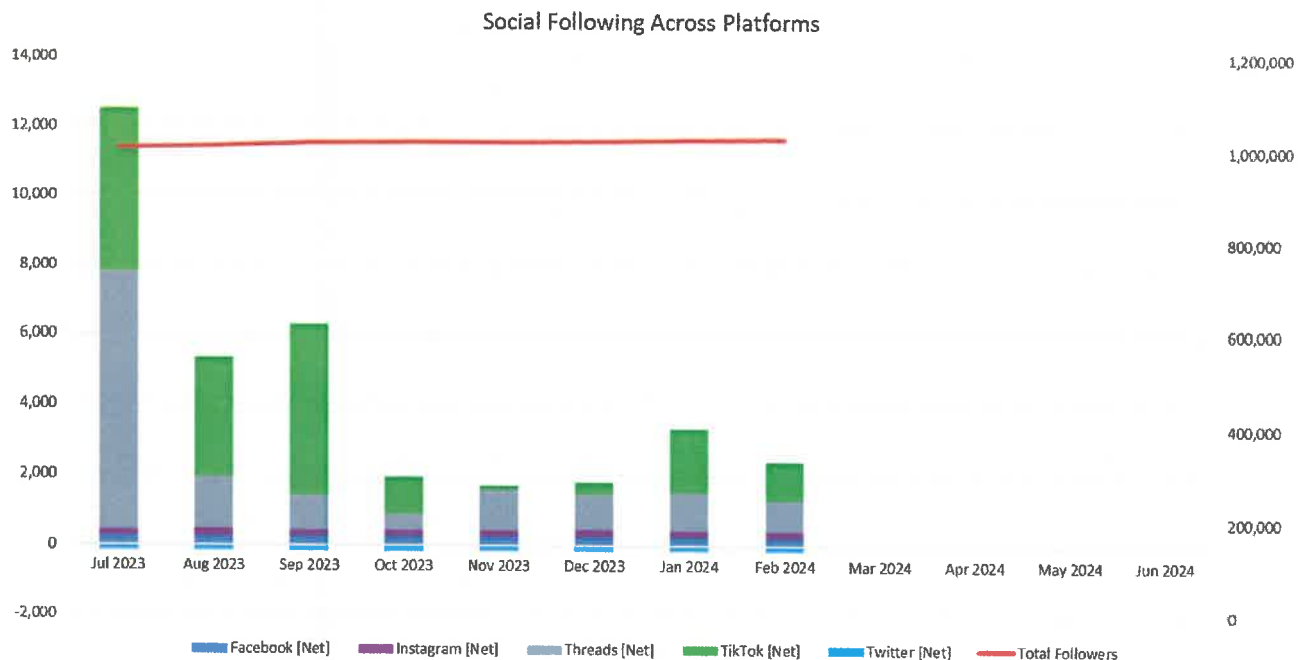
FY23/24 performance is only represented by July 2023 – February 2024 performance.



Engage - Community Growth

Highlights:

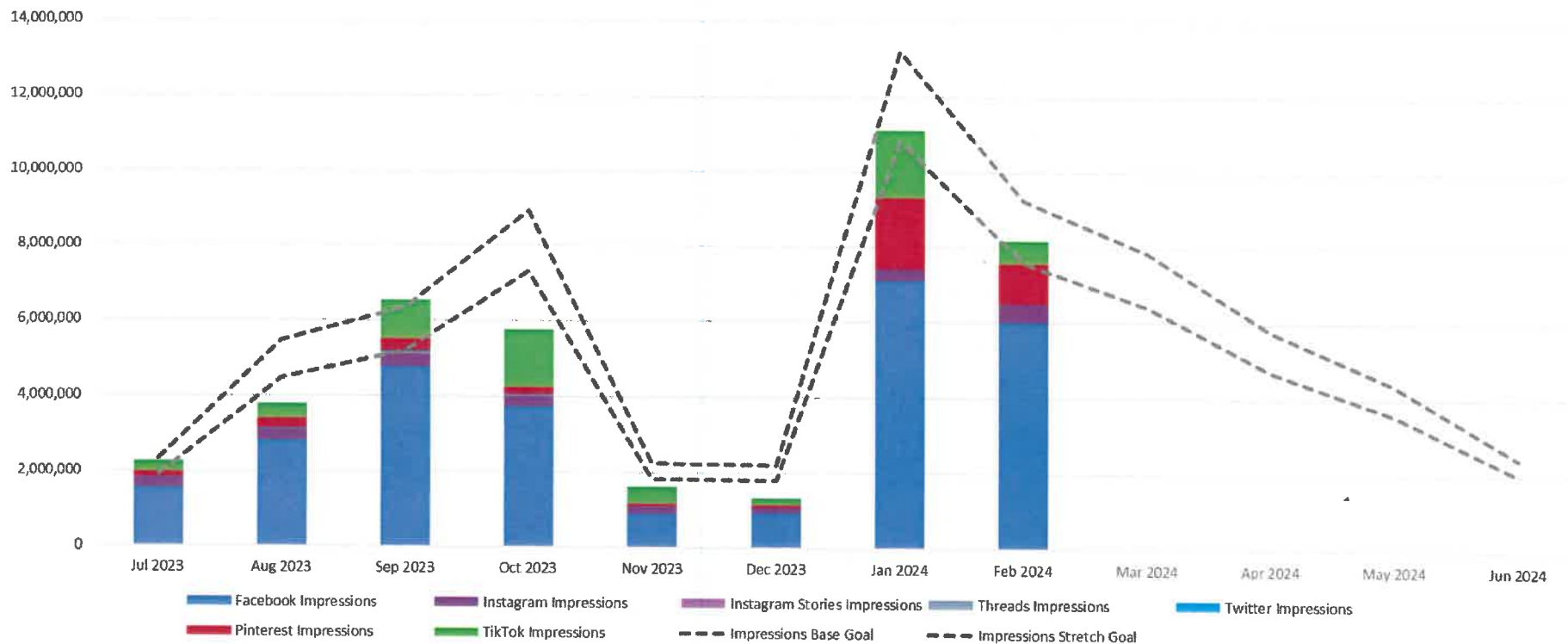
- Spend allocation towards TikTok ads decreased slightly in February as a TikTok ad scheduled for promotion didn't go live until the end of the month and wasn't promoted until March. TikTok growth is expected to increase more next month.





Connect M-o-M

Impressions By Channel vs. Trend To Goal

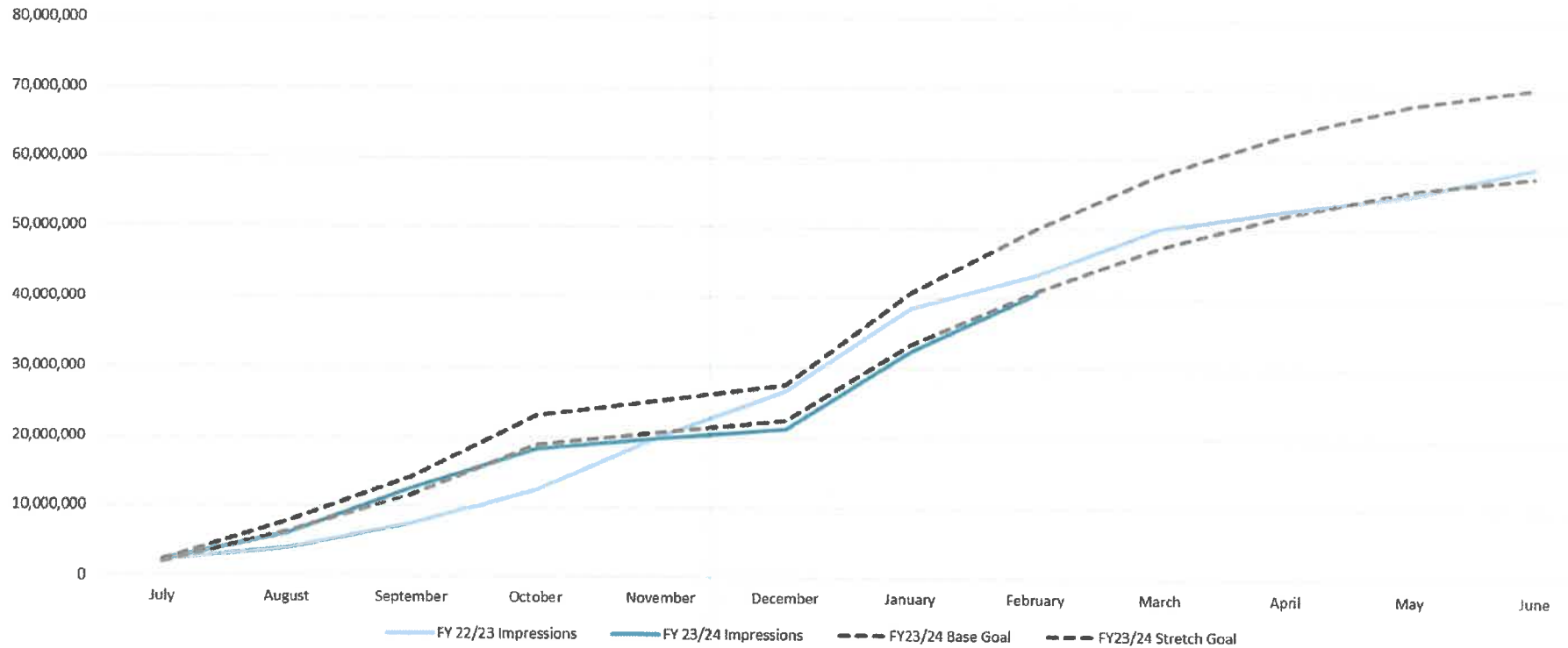


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Connect [Cumulative Performance]

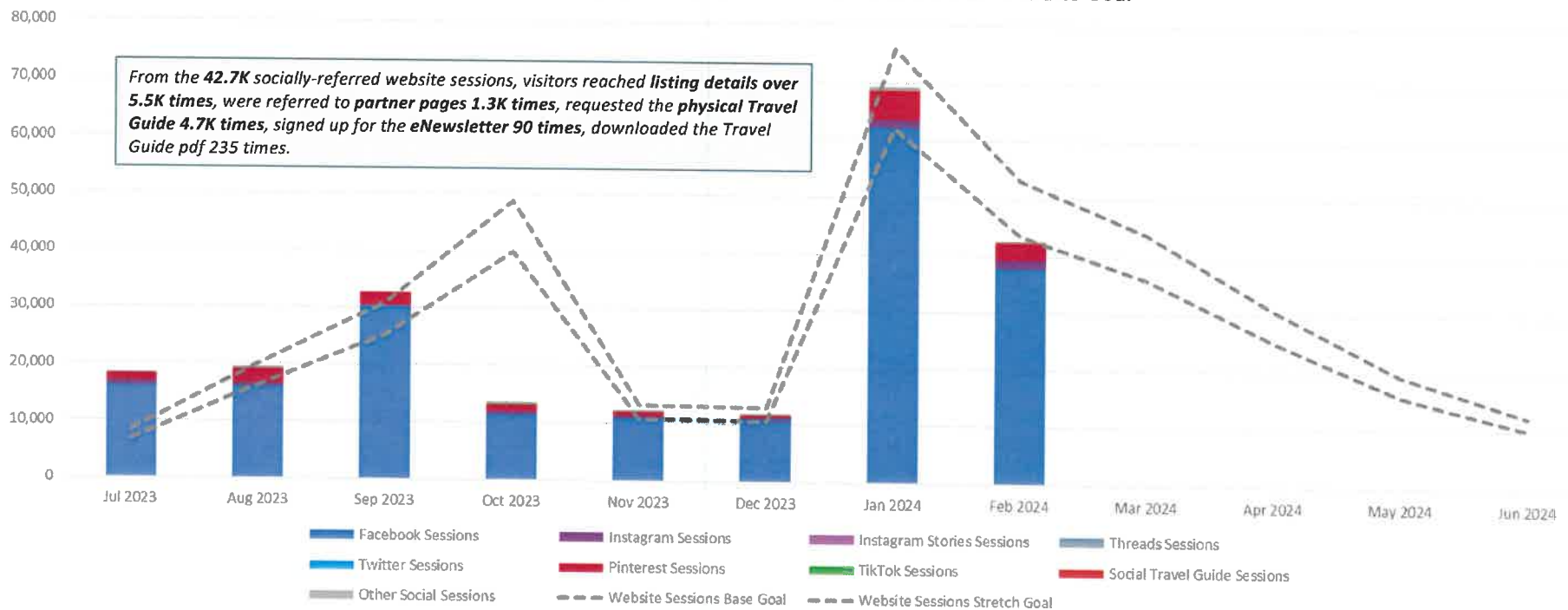
Cumulative Impressions Performance To Goal





Drive Intent

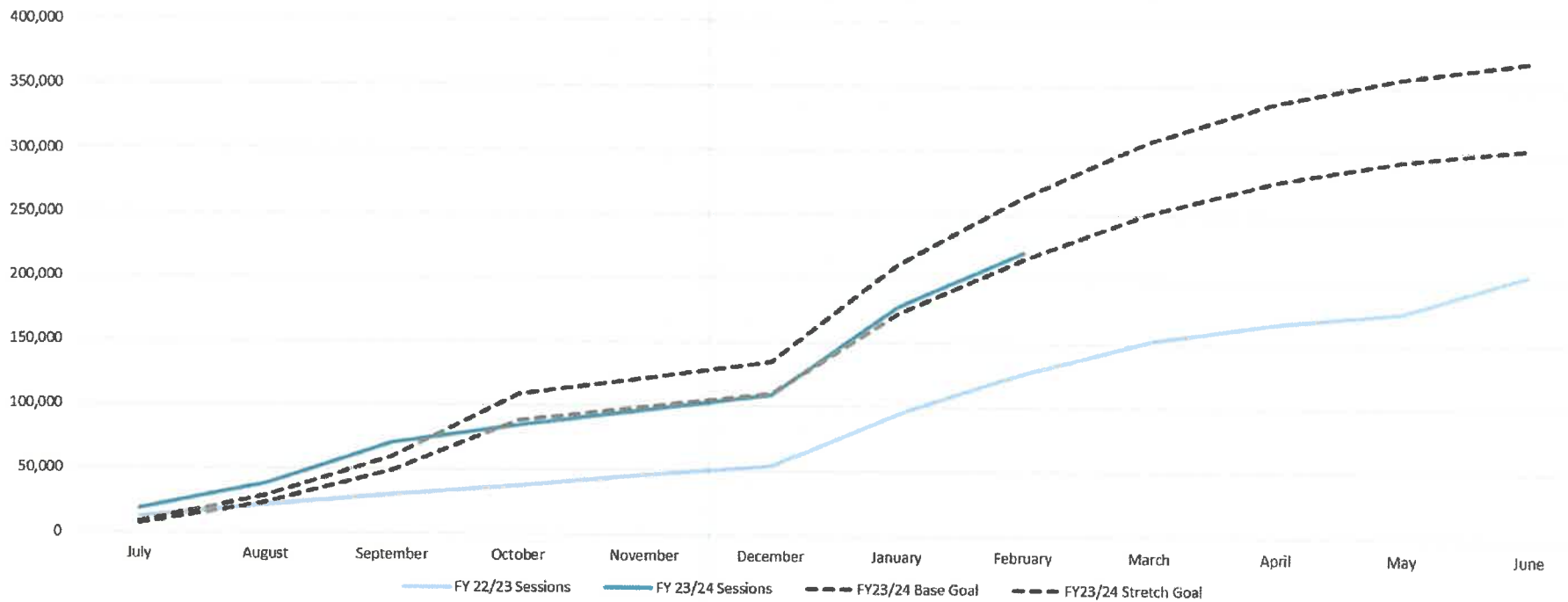
Website Sessions Referred from Social Channels vs. Trend to Goal





Drive Intent [Cumulative Performance]

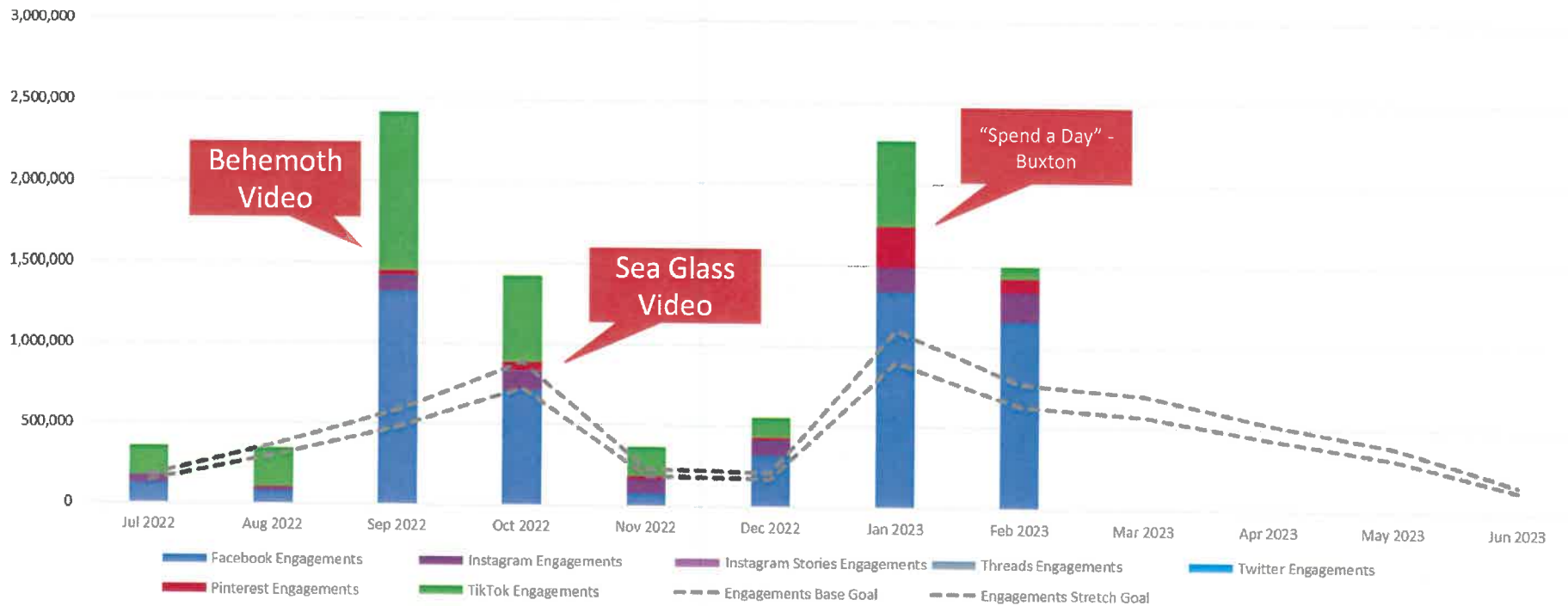
Cumulative Website Sessions Referred from Social Channels Performance To Goal





Engage

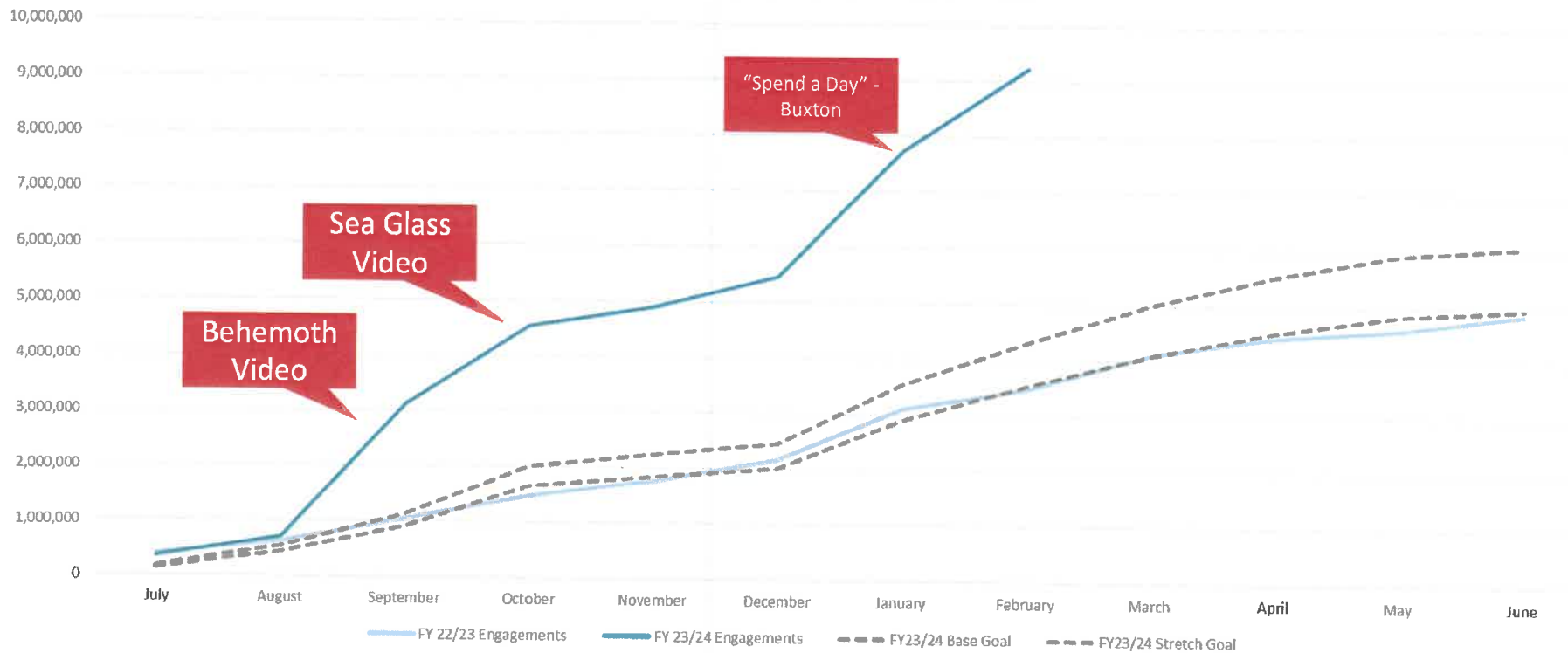
Engagements By Channel vs. Trend to Goal





Engage [Cumulative Performance]

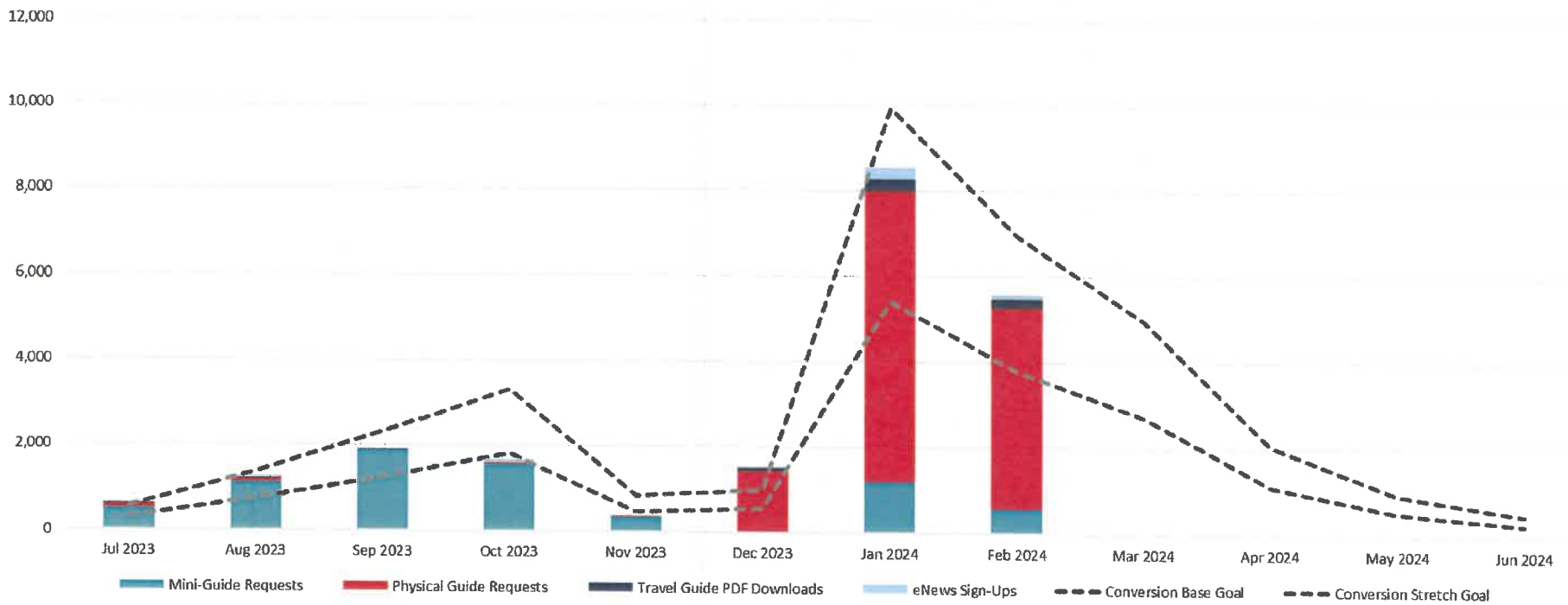
Cumulative Engagements Performance To Goal





Convert

Conversions By Type vs. Trend to Goal

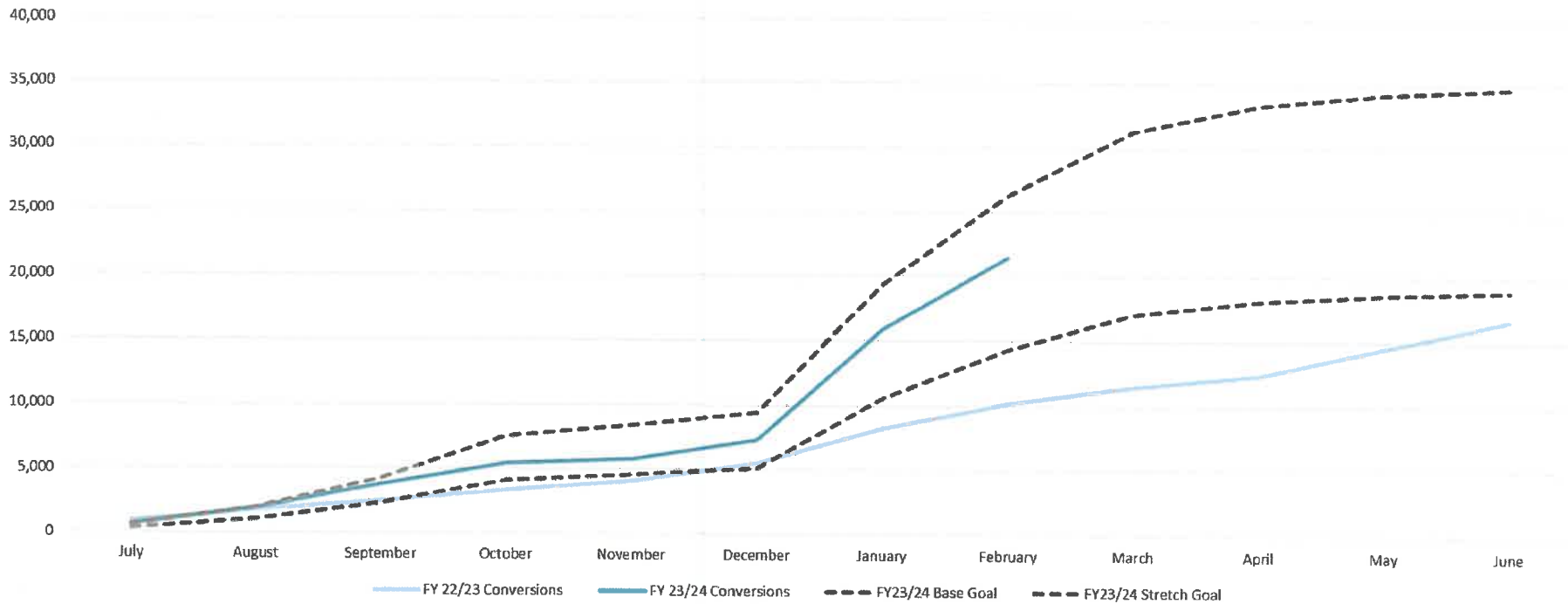


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Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



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COMMUNITY ENGAGEMENT REPORT

MARCH 21, 2024

Long-Range Tourism Management Plan

Special Committee Meeting Update: March 13, 2024

Following committee Chairman Dennis Robinson's welcome and a Community Engagement report, the following topics were discussed:

- **Outer Banks Pledge:** The group reviewed a revised Pledge draft, which reflected the feedback that was recently provided by several committee members and OBVB staff members. Additional input was provided during the meeting, which will lead to another draft that will be shared very soon with the committee prior to sharing with the DCTB.
- **Committee Structure and Role in the LRTMP Implementation Process:** With a large group (22 committee members) – representing such a varied mix of industries, professional associations and roles within the community – and an ambitious plan, it was important to have a strategic discussion at this time, focused on how to best structure the committee so that member time and talents are being maximized. Following that dialogue, a parallel conversation was initiated on determining the next steps on how to best prioritize the focus of the committee as the implementation phase continues.
- **Next Steps:**
 - Identify the local groups, stakeholders and individuals (including our Special Committee members) who are already working on projects and initiatives that overlap with the strategies within the LRTMP so that we can learn from this work, not duplicate efforts and find ways to collaborate, contribute and support future work.
 - Gather data from these various groups to better inform and educate the Special Committee on aspects that apply directly to the strategic goals in the LRTMP, which will help to inform the group of any knowledge or information gaps that the committee, DCTB and OBVB can help fill (additional studies, expert speakers, etc.).
 - Identify LRTMP strategies and tactics that can be prioritized to accomplish in 2024.

The next meeting of the Special Committee is scheduled for **Wednesday, April 10, 2024 at 9:15am.**

Community Engagement & Outreach

Community Meetings & Events

2/28/24 – Vacation Rental Management Association Workshop – presenter

3/1/24 – OBX Community Service/Non-Profit Collaborative – host

3/5/24 – Town of Manteo - Trail Town Stewardship Program Assessment (Outdoor NC partnership)

3/14/24 – Dare County State of the Child Conference – attendee

3/17/24 to 3/19/24 – Visit NC Tourism Conference (Greenville, NC) – attendee

3/19/24 – Outer Banks Home Builders Association Meeting (General Membership) – presenter

3/20/24 – Outer Banks Chamber of Commerce 'Leadership OBX' Tourism Day – presenter

3/26/24 – NPO Strategy Session #2 (OBVB/OBCF/Outer Banks Forever) – attendee

3/27/24 – Jockey's Ridge State Park Community Room Ribbon Cutting – attendee

3/28/24 – Coastal Environmental Educators Network (CEEN) Meeting - attendee

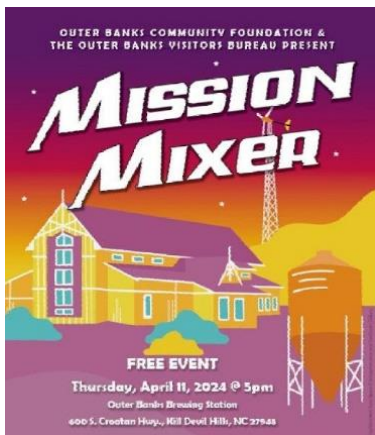
4/11/24 – NPO Mission Mixer (Outer Banks Brewing Station) – co-host with OBCF

4/20/24 – Earth Fair OBX Celebration (Jockey's Ridge State Park) – partner/exhibitor

5/18/24 – *Our State* Magazine Outer Banks Voluntourism Event (The Elizabethan Gardens) – partner

Outer Banks Non-Profit Community Updates

[February 2024 eNewsletter](#)



2nd Annual Non-Profit Mission Mixer Set for Thursday, April 11

The Outer Banks Community Foundation and the Outer Banks Visitors Bureau are pleased to announce that the [2nd Annual Non-Profit Organization Mission Mixer](#) will take place on Thursday, April 11, 2024 at 5pm at the Outer Banks Brewing Station. Admission is FREE for Outer Banks non-profits. The event is an opportunity to network with others who are making a difference in our community.

Mark Ballog, owner of Lucky 12 Tavern, will be the featured speaker and will take you through his recent collaborations with non-profits and the [12 Bars of Christmas](#) holiday bar tour activation, which helped raise more than \$28,000 for local organizations. We hope to see you on April 11!

DCTB Special Committee: February 7 LRTMP Meeting Recap

The Dare County Tourism Board Special Committee held its first meeting on February 7 at the Outer Banks Visitors Bureau administrative offices in Manteo. The Committee was established to evaluate the strategic goals of the [Long-Range Tourism Management Plan](#) (LRTMP) and make implementation recommendations to the Dare County Tourism Board.



Following member introductions and an overview of the LRTMP planning process, the focus shifted to reviewing and discussing various aspects of Strategic Goal #1: Strengthening Resident and Visitor Engagement. Included in this discussion was a look at some of the work that is underway to connect visitors with area non-profits.



Social Impact Spotlight: Random Acts of Kindness

A recent video post on the Outer Banks Visitors Bureau [social media pages](#) spotlights several positive ways to celebrate Happy Random Acts of Kindness Week – from donating to a local non-profit organization to supporting local businesses.

Non-Profit Profiles & Volontourism

Did you know that as a member of the Outer Banks non-profit community, your organization can have a profile included in our [non-profit directory on OuterBanks.org](#)? In addition, if your organization offers volunteer opportunities, you can also add a 'Volunteer' link to that profile. Our goal is to strengthen the connection between our visitors and local organizations who make the Outer Banks such a special place. For more information, contact Allison Wyant, Website and Database Manager, at wyant@outerbanks.org.

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MARCH 2024

TOURISM SALES | Upcoming Group Planner FAM Tour:

Star Destinations | April 23 -25, 2024: The Tourism Bureau is excited to welcome 18 Group Planners from Iowa for a 2-night familiarization (FAM) tour of the stunning Outer Banks. For many of these planners, it will be their first time experiencing the beauty of our region. They specialize in organizing travel for bank travel clubs and are eager to explore the offerings of our area. This FAM tour, spanning two states and starting in Richmond, will showcase the unique attractions and activities of the Outer Banks. Our staff is currently finalizing the itinerary and will share it with the Board shortly. We are pleased to extend invitations to Board Member to attend the following Group FAM dinner events:

- Tuesday, April 23rd | Basnight's Lone Cedar Café | 6:30pm
- Wednesday, April 24th | Blue Moon Grille | 6:00pm

Please let Amy or Lorrie if you are interested in attending one of these dinner opportunities.

TOURISM SALES | Future Trade Show Dates and Locations:

Bureau Staff is currently scheduled for the following industry shows:

- March 17-19, 2024: Visit NC 365, Greenville, NC
- March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR

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

- **Prime Tours, June 1 - 6, 2025**, Group Tour, 25-30 people, 20 rooms, group meals, attractions, activities and shopping.
- **Guilford Preparatory Academy, May 9 – 10, 2024**, Student group, 25 students and chaperones, 8-10 rooms, group meals, attractions and activities.

INDUSTRY RELATIONS | OBX Soft-Shell Week | May 13 – 18, 2024:

Bureau staff, along with Board Member Mark Ballog and several restaurateurs, have once again initiated efforts to highlight one of the Outer Banks' most beloved delicacies: softshell crabs. With many restaurants featuring their own rendition of a softshell crab dish during this period, we're proud to declare it as a weeklong event! We're currently in the process of enlisting restaurants to participate in our crab crawl interactive map. Patrons will still get to vote for their favorite OBX Softshell dish from participating establishments. Participation is free of charge. If you're interested in joining us, please don't hesitate to contact Lorrie Love, love@outerbanks.org



“The Fun Starts When the Shell Comes Off”

INDUSTRY RELATIONS | OBX Tourism Summit | Thursday, November 7, 2024:

We're excited to share the date and location for the 10th Annual OBX Tourism Summit! Join us at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:30 am to 3:00 pm. We're planning an engaging theme and lining up great speakers for this important event. Save the date and stay tuned for more details in the coming months!



Tourism Summit
November 7, 2024
Pioneer Theatre
Manteo, NC

Presented by The Outer Banks Visitors Bureau

The Soundside Event Site | Calendar Attached:

Staff continues to work with event planners for events at the Soundside Event Site. Please find attached the 2024 Events Calendar for your review. Also attached is a flyer for our upcoming Spring Soundside Market on Saturday, March 30th, 12pm – 4pm.

2024 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
Soundside Market	Saturday, March 30, 2024 (rain date: Saturday, April 6)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 19, 2024
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 4, 2024	10:00am - 6:00pm	500-750	Michael Tillett -252-305-5789	Tuesday, April 30 – Monday, May 6, 2024
Holy Ghost Fire Revival	Friday, May 17-Sunday, May 19, 2024	7:00pm-11:00pm	250-500	Sharon Ethridge	Friday, May 17-Sunday, May 19, 2024
Soundside Fun Fair	Thursday, June 6-Sunday, June 9, 2024	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 4 – Monday, June 10, 2024
Soundside Market	Wednesday, June 19, 2024 (rain date: Friday, June 21)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 19, 2024
Soundside Market	Wednesday, June 26, 2024 (rain date: Friday, June 28)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 26, 2024
Last Friday Celebration	Friday, June 28, 2024	4:00pm - 8:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Friday, June 28, 2024
Soundside Market	Wednesday, July 3, 2024 (rain date: Friday, July 5)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 3, 2024
Soundside Market	Wednesday, July 10, 2024 (rain date: Friday, July 12)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 10, 2024
Soundside Market	Wednesday, July 17, 2024 (rain date: Friday, July 19)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 17, 2024
Soundside Market	Wednesday, July 24, 2024 (rain date: Friday, July 26)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 24, 2024
Last Friday Celebration	Friday, July 26, 2024	4:00pm - 8:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Friday, July 26, 2024
Soundside Market	Wednesday, July 31, 2024 (rain date: Friday, August 2)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 31, 2024
Soundside Market	Wednesday, August 7, 2024 (rain date: Friday, August 9)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 7, 2024
Soundside Market	Wednesday, August 14, 2024 (rain date: Friday, August 16)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 14, 2024
Soundside Market	Sunday, September 1, 2024	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, September 1, 2024
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Steve House - 252-305-9258	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 4 - Saturday, October 5, 2024
Down the Road Surf & Art Festival	Sunday, October 13, 2024	11:00am -8:00pm	1000	Ryan Jones	Saturday, October 12 - Monday, October 14, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Wednesday, October 23-Tuesday, October 29, 2024



LIVE CAMP FIRE
PROVIDED BY
OUTER BANKS
BEACH FIRES!



SOUNDSIDE SPRING MARKET

JEWELRY - ART - PHOTOGRAPHY - VINTAGE
BAKED GOODS - CERAMICS - LOCAL APPAREL
BEAUTY - CANDLES - WOODWORK - FRESH BREAD
FOOD TRUCK - JAMMIN' TUNES - AND MORE!

SATURDAY
MARCH 30
NOON - 4 PM

RAIN DATE:
APRIL 6

SOUNDSIDE EVENT SITE - 6800 S CROATAN HWY - NAGS HEAD, NC

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: March 2024

TELEVISION APPEARANCES

Hampton Roads Show | Mar 8, 2024 Public Relations Manager Aaron Tuell returned to the Hampton Roads Show on WAVY 10 to promote travel to Dare County, this time accompanied by Jamie Chisholm, President of the Outer Banks Hotel/Motel Association and Dare County Commissioner for Hatteras Island, Danny Couch. This time, Aaron talked about events such as the OBX Polar Plunge and Kelly's St. Patrick's Day Parade along with the Outer Banks sense of community and welcome to our Virginia visitors. Chisholm went through the planning tips to consider when booking a local hotel and Couch highlighted the Graveyard of the Atlantic Museum, Outer Banks Scenic Byway and the surf fishing thick with opportunity. The next appearance is scheduled for March 28, 2024 to talk about Roanoke Island and Manteo.

<https://www.wavy.com/video/plan-your-vacation-on-the-outer-banks/9499809/>

CONTENT SPONSORSHIP

RV There Yet? | April 10-13, 2024 RV enthusiasts Patrice and her husband Kevin McCabe are returning to the Outer Banks to complete filming for the episode which will air in Season 3 of the show on Discovery beginning in April to a potential audience of 88 million. Once the 13-week run of Season 3 is done on Discovery, then it moves to MotorTrend with 76 million viewers plus a host of popular streaming channels.

PRESS TRIPS

Our State | Mar 8-11, 2024 The PR team hosted Katie Schanze, an associate editor at *Our State* magazine who writes a new column called Murphy to Manteo. Each month, she focuses on a different location along U.S. Highway 64, and in 2024, has several stories planned in Dare County. For the **June** issue, she'll be focusing on Whalebone Junction, where Highway 64 meets Highway 12, once known as "the end of the road," with plans to explore a few iconic spots in Nags Head, including Jennette's Pier, the national seashore, etc. For the **August** issue, she's hoping to take a guided black bear tour at Alligator River National Wildlife Refuge. For **September**, she will explore Roanoke Island/Manteo and do all the historical must-dos.

Good Grit | May 6-10, 2024 The OBVB PR team is developing the itinerary for Good Grit magazine contributors Rebecca Deurlein and Nicole Letts. Letts is a freelance journalist with a focus on the modern Southern experience which includes penning stories about food, travel, lifestyle, and interiors. Her work has been published by some of the country's top magazines and digital publications including BBC Travel, Fodor's Travel, Good Grit, Southern Living, and many more. Rebecca Deurlein is a freelance writer whose work is featured in Travel & Leisure, Better Homes & Gardens, Atlas Obscura, Fodor's, The Huffington Post, Good Grit and many more.

EARNED MEDIA

Global Golf Post | Feb 2024 "Inner Peace on the Outer Banks" Editor John Steinbreder recounts his return to Dare County some 50 years following a summer working with the National Park Service in 1974. Aaron assisted with John's travel itinerary which included golf coverage for which he's known. The newsletter has a circulation of 500K. <https://bit.ly/4c6FTtc>

Global Golf Post | Feb 2024 “Culture and Cuisine on Carolina Coast” by John Steinbreder. When John lived on the Outer Banks in 1974, Duck was little more than a backwater with no restaurants. Now, travelers will find a thriving community with a strong culinary culture. <https://bit.ly/43o6G0b>

Our State | Feb 2024 “24 Restaurants to Visit on a Special Occasion” – The Blue Point, Duck NC Watch the sun set over the water and dig into jumbo lump crab, oyster stew, and seared sea scallops at this seafood restaurant perched on the edge of Currituck Sound. <https://bit.ly/3TAXQJp>

Southern Living | Mar 2024 “Four Beach Getaways with Homes Big Enough for the Whole Family” **Rebecca Deurlein**, who is visiting May 6-10, wrote this new piece and we connected her with the Twiddy team given the story angle. <https://bit.ly/3wTqNqU>

EARNED MEDIA – IN DEVELOPMENT

ConventionSouth Magazine | May 2024 Writer Paige Townley is working on a story for the May issue of the group trade publication about islands of the South that would be ideal for hosting meetings/events. Tourism Sales and Events Manager Lorrie Love and Aaron teamed up to provide her information and quotes for the upcoming spring issue due out in May.

Select Traveler | May 2024 Writer Cynthia Barnes interviewed Public Relations Manager Aaron Tuell for the group trade publication focused on banker travel and bank travel clubs. The story will be a roundup of destinations which have notable historic events.

Our State | June 2024 Chloe Klingstedt is an assistant editor at Our State magazine. We assisted with her with travel itinerary in February for coverage of the Outer Banks in the June 2024 issue. It will include the Hatteras Island Fishing Pier in Rodanthe and the Bodie Island Lighthouse.

Fodor’s Travel | Sep 2024 Aaron and the PR Team assisted a writer from the travel enthusiast publisher who is now working on a North Carolina story to come out September 2024.

MEDIA MARKETPLACES

Visit North Carolina Tourism Conference | Mar 17-19, 2024 – Aaron will have select appointments with state media personalities and producers, as well as a few from international markets at the annual Visit North Carolina Tourism Conference is the state’s premier travel industry event. Bringing together more than 500 of the state’s tourism industry leaders, the conference provides opportunities to catch up on the latest trends and issues facing the travel industry, hear insights from industry experts and network with other travel and tourism professionals. Greenville, NC

Travel South Global Week | April 8-11, 2023 Aaron is joining the VisitNC publicists and other state PR pros for an international media conference organized by Travel South. Aaron has a full docket of appointments with media from Canada and the UK and secondary international markets during the event to discover joint opportunities to work together in 2024-2025. Charleston, SC

4 Beach Getaways With Homes Big Enough For The Whole Family

By **Rebecca Deurlein** | Published on February 28, 2024

Traveling to the beach with a big family or a group of friends? If so, you might want to consider what over 500 million vacationers around the world swear by: the large vacation home, a game-changing vacation trend that's here to stay.

That's because multigenerational travel is on the rise, as people of all ages combine family-time with vacation-time. No one wants to knock on hotel room doors or schedule meetups at restaurants; at the same time, they don't want to share bathrooms or sleep on squeaky sofa beds. The solution is a large home equipped for a big family, the more amenities, the better.

For travelers looking to bond with family and friends while enjoying the sights, sounds, and flavors of the sea, a beach house is the perfect answer. These rental homes across the South have large common spaces to bring big families together and private retreats where everyone can recharge.

St. George Island, Florida

This 28-mile barrier island in Florida's panhandle was ranked Number 1 Beach in the Nation by Dr. Beach himself, Stephen Leatherman. The sand is white, the water is blue, and even the loggerhead turtles know it's the place to be – it is the largest nesting beach in the Panhandle. Forty-five percent of the island is state park, so there's more than your usual opportunities to hike nature trails, find perfect conch shells, and enjoy quiet solitude. The town is quintessential Old Florida, and the locals like it that way. That's why you'll find beach houses rather than high rises and hotels.

The best place to choose the perfect family home is through Collins Vacation Rentals. They just celebrated their 50th anniversary on the island and can help you decide among their inventory of 270 homes, from Old Florida cottages to beachfront mansions. Since there is no major development in St. George Island, you can sit on a deck big enough for 20, look up at the dark sky filled with stars, and listen to the waves pound the shore just feet away. Pedal the beach on your complimentary bikes, or choose a home that comes equipped with golf carts to take you from one end of the island to the other.

For more info: collinsvacationrentals.com

Gulf Shores, Alabama

It may be on the southernmost tip of Alabama, but Gulf Shores is still surprisingly easy to reach. It's a short drive from several major southern cities, and if you prefer to fly, it's relatively equidistant from Pensacola International Airport and Mobile Regional Airport. Many visitors come here for renowned golf courses like Kiva Dunes and the Arnold Palmer-designed Craft Farms Golf Resort. But a range of offerings for all levels of activities abound. Take a dolphin watching cruise or go parasailing. Sign the whole family up for a class at Sand Castle University. Laugh with the kids at Waterville USA water and amusement park. Or have an angling competition off the longest fishing pier in the Gulf of Mexico.

It's all convenient when you book through Kaiser Vacation Rentals and stay in one of their 37 family homes. If you arrive by electric car, no worries – 14 of the homes have EV stations so you don't have to waste valuable vacation time searching for a charge. And talk about a time saver – all of their homes have keypad locks so there's no check-in process, allowing you to go straight to your home. Home automation allows you to preset thermostats and lights, and a guest portal provides information about the local area and allows you to communicate directly with Kaiser if you run into any snags.

For more info: kaiservacations.com

Outer Banks, North Carolina

One of the biggest draws to the Outer Banks is that it doesn't just bring pristine beaches – it's loaded with history (the first English settlement in America!). The Wright Brothers' inaugural powered flight took place here, and 10 acres of beauty and history are preserved at the Elizabethan Gardens. The historical significance of this area of the country is only made more

special by its beautiful beaches. According to the Currituck Tourism Bureau, about 20 percent of vacationers in the Outer Banks have visited more than 20 times.

This area, known as OBX, is also famous for its rental homes – 20,000 of them, in fact. It can be a bit overwhelming, but Twiddy & Company Vacation Rentals will take good care of you. Options range from smaller cottages to luxurious estates - including one with 36 bedrooms that sleep more people than any other home in the Outer Banks. More than 50 percent of Twiddy home renters become repeat guests, with about one-third choosing to stay in the same home every year. It's the type of company that helps families create traditions that are passed down through the generations.

For more info: [twiddy.com](https://www.twiddy.com)

Galveston, Texas

There's an impressive depth of history in Galveston, making it quite different from your typical beach community. The architecture, the museums and homes preserved by the Galveston Historical Foundation, and even the storm-ravaged tree trunks that have been carved into beautiful sculptures speak to a town that honors its heritage. And Galveston also has a lot of local flavor, with unique shops and restaurants, antiquing, a carnival on the water called Pleasure Pier, Moody Gardens, regular festivals, and art classes, all in an easily navigable town. Every generation can find something to do – and you don't have to go far to find it.

The West End of the beach is known as a quiet respite from all the action, where you can enjoy the peace of Galveston Bay but be in the heart of the town in under 10 minutes. Rent a home from Sand 'N Sea, a family-owned business since 1974, take a stroll out onto the deck (the greatest draw for most renters), and you'll see why their homes are so popular. You may look down on your private pool or hot tub, or eye your personal grill with a mind toward cooking up the fish you just caught. Either way, you're in a private enclave. Sand & Sea's long history in the area comes in handy, as they can connect you to someone who will help set up beach equipment, guide you on a tour, or create a private celebration in your vacation home.

And why not celebrate? You're with the people you love the most in a beautiful home away from home.

For more info: [sandnsea.com](https://www.sandnsea.com)

Was this page helpful?



DESTINATION OUTER BANKS 

Kilmarlic Golf Club
JEFFREY BERTCH

Inner peace on Outer Banks

'Yankee hippie' returns to find soothing mix of golf and nature on N.C. coast

BY JOHN STEINBREDER

MANTEO, NORTH CAROLINA | Sometimes, a golf trip is about much more than golf.

Maybe it is the cultural allure of a community that also happens to have a course or two in town. Perhaps the natural beauty of a locale is what beckons as strongly as the layouts that exist there.

The journey also could be as much about a stroll down memory lane as anything else. Which was what my recent expedition to the Outer Banks of North Carolina was all about.

Years ago, I had called this part of the world home. Not for long, mind you. But the three months I spent here in the spring of 1974 as a long-haired high school senior measuring and monitoring beach erosion as an intern for the National Park Service nonetheless remains a favorite period in my life.

For scenery that included rugged sand dunes, vast stretches of ocean and lighthouses overlooking waters so perilous that they came to be known as the "Graveyard of the Atlantic" for all the ships that went down here, to say nothing of the sunsets that presented vivid and varied canvases of reds, yellows and oranges most eyes.

I also relished all I was able to do when I was not on the clock. Such as casting for stripers and blues from the beaches along the Oregon Inlet, savoring the salt-scented breezes as I waited for a bite and watching seabirds hover over schools of bait fish.

When I wasn't on the water, I was often in bait and tackle shops, talking with local anglers about the best places to wet my lines and the ways my quarry reacted to different tides, weather and winds. In time, I became friendly with a few of those folks, but only after they got over the fact that I was both a Yankee and a hippie, two things that did not exactly endear me to most Southerners back then.



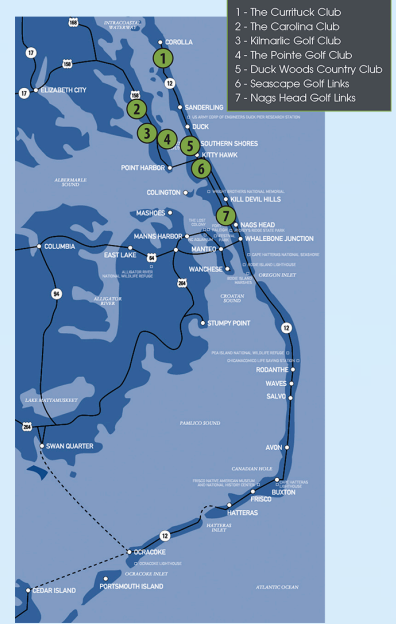
The Yankee hippie, circa 1974
COURTESY JOHN STEINBREDER

Sometimes I drove about 15 miles north to the village of Corolla to watch its wild horses frolic on the beach. On other occasions, I wandered around Kill Devil Hills to the south, where the Wright brothers made their famous first flight in 1903.

I also visited the Fort Raleigh National Historic Site outside this town of 2,000 residents. It was where a group of English men, women and children established the Roanoke Colony in 1587, in an expedition funded by Sir Walter Raleigh himself. That same year, Virginia Dare became the first English person born in the New World. But when another group of settlers arrived in the area in

1590, they discovered that the Roanoke colonists had vanished without a trace. The disappearance remains a mystery.

The internship provided me with my first taste of the small-town South, and I was seduced by its easy pace and simple charm. One day, I ran into the actor Andy Griffith in a hardware store. And I realized that if the fictional sheriff of Mayberry made his home here, it really must be a special place.



Wright brothers memorial
COURTESY OUTER BANKS VISITORS BUREAU

As for my duties with the Park Service, they entailed six weeks in its offices outside Manteo researching the extent of beach erosion over the decades, largely by poring over aerial photographs, and then an equal amount of time in the field, measuring erosion over that 200-mile stretch of barrier islands – from Virginia Beach, Virginia, to Cape Lookout, North Carolina – that make up the geographical formation known as the Outer Banks. That last part of the job entailed spending entire days working on the beach, from sunrise to sunset, and sleeping every now and then in shacks erected by fishermen.

It was, as one can well imagine, a wonderful gig.

But as much as I relished that experience, I had been able to return to the Outer Banks only one other time since my internship. And that was some three decades ago. So, I jumped at the opportunity to come back – and to bring my wife, Cynthia, and my golf clubs.

To be sure, I was going to be retracing some familiar ground. The golf element, however, added something very new to the expedition, as I had yet to take up the game in 1974 and knew nothing about the sport as it existed down here.

But I am always up for checking out a new place to tee it up.

Local sources told me there were seven golf courses in the Outer Banks, and I secured tee times at three of them: Kilmarlic Golf Club in Powells Point, Currituck Club in Corolla and Nags Head Golf Links in the town of that same name.

As for my accommodations, I reserved one of the Golf Village Cottages at Kilmarlic and put together a list of new sights to see as well as old haunts to revisit.

I played my first round at Nags Head. Located in that bustling beach town off Highway 12, it is routed along Roanoke Sound and in and around clusters of modest beach houses, many of which boast weathered shingles. Four holes border that body of water, with inland ponds coming into play, by my count, on 11 others.



Nags Head

COURTESY IMPACT GOLF MARKETING

Nags Head is a tight track that puts a premium on accuracy. It measures a mere 6,000 yards from the back markers, but I quickly learned that like all layouts here, this Bob Moore course played much longer than the scorecard indicated due to the near constant breezes off the nearby Atlantic and the fact that we were truly at sea level. As a result, I still hit driver off of most par-4s and -5s.

I liked that the greens possessed plenty of spice and rolled fast and true. I also appreciated the fun and interesting shots I had to hit throughout the round and the sense the course gave me of being on the Outer Banks. If I had had more time, I would have gone right back out and played another 18 holes, especially given that I had Nags Head pretty much to myself and completed my first 18 holes as a single in less than three hours. It also did not hurt that the temperatures were in the high 60s.

The second course I checked out was at the semi-private Currituck Club, some 30 miles north in the town of Corolla. This one was fashioned by Rees Jones, and both the layout and the real estate around it had more of an upscale feel. But that did not necessarily make the experience any better. It was just different.



Currituck Golf Club

LARRY LAMBRECHT

And by different, I mean the sandy-soil track played longer and harder than Nags Head. The first four holes at Currituck were particularly tough, heading uphill in spots and into a two-club wind. And I had a hard time staying out of the many bunkers that Jones had dug into the fairways and around the bentgrass greens. But I did not let a couple of early double bogeys discourage me and soon began scoring reasonably well, enjoying not only the different golf holes but also the stands of loblolly pines and live oaks that grew throughout and the swathes of marshland on the west side of the track and the Currituck Sound beyond it. Standing on the tee of the par-5 16th, I counted five duck blinds in the distance, and those made me think of how this area was once a hotbed of wild goose and duck hunting and home in the early 20th century to the Currituck Shooting Club, which in its time was the Augusta National of waterfowling.

Seeing those blinds, made of brown-blond reeds, prompted me to think of those days gone by. So did listening to the chuckles of the mallards that traded across the sky. The glimpses I caught of ospreys and egrets only added to the allure.

Rees may have kicked my butt with his design, but he certainly picked an incredibly beautiful place to do so.

The last course that I visited, Kilmarlic Golf Club, may have been my favorite, for its sensible bunkering, interesting ground and greens that possessed plenty of size and subtle yet testy undulations. I also liked the mix of holes and the different shots they asked me to hit, both fades and draws off the tee as well as the occasional bump-and-run on my approaches.



Kilmarlic Golf Club

COURTESY IMPACT GOLF MARKETING

I learned mid-round that the course designer, Tom Steele, was a landscape architect who had once worked for Tom Fazio, which may have explained why the layout suited my eye so well. Clearly, Steele knew how to design a golf hole. I was also struck by the stands of tall pines that rose throughout the property and how the early morning rays of sunlight filtered through them.

My host this day was Bryan Sullivan, who founded and built the Kilmarlic Golf Club as well as the cottages. Now 59 years old, he had moved to the Outer Banks with his family when he was 14.

"I grew up in Virginia Beach, where my father worked as an attorney," Sullivan said. "He hated that job but loved golf and ended up buying the Sea Scape Golf Links in Kitty Hawk with some friends and running it."

"It was like the Wild West when we arrived. The area was pretty isolated and attracted a lot of outcasts who came here to get away from someplace else. It was very much off the beaten path."

BRYAN SULLIVAN, FOUNDER AND BUILDER, KILMARLIC GOLF CLUB

Sullivan learned to play at Sea Scape and became good enough to make the golf team at the University of North Carolina. "I was an All-American my senior year," he said. "I had won the North and South in 1983 and then went to UNC. Davis Love III and I were in the same class and on the team together. But he left school after his junior year, and I stayed on. I wanted to play pro golf like he did, but that never worked out."

Along the way, Sullivan also learned to love the Outer Banks. "It was like the Wild West when we arrived," he said. "The area was pretty isolated and attracted a lot of outcasts who came here to get away from someplace else. It was very much off the beaten path."

Much to Sullivan's delight, the Outer Banks eventually became a pretty strong place for golf. "I truly believe the courses we have compare favorably to anywhere on the East Coast," he said. "There is amazing variety and beautiful scenery. Good weather too, and good conditioning. And you also have the wind. There was a reason why the Wright brothers came here to fly their airplane and not anywhere else in America."

Discovering the good golf here was one of the highlights of my trip. So was being back on my old stomping grounds.



Cape Hatteras lighthouse
COURTESY OUTER BANKS VISITORS BUREAU

After finishing my round at Kilmarlic, Cynthia and I headed south, past Kitty Hawk and Kill Devil Hills and down Highway 12 all the way to the iconic Cape Hatteras Lighthouse, located at the elbow of the Outer Banks. The drive took about 90 minutes, and we stopped several times at turnouts along the way to take quick hikes over the dunes and onto the beaches. I did not say much to Cynthia on those occasions, content simply to take in the views as I also reflected on being here half a century ago and surveying these very same stretches of sand.

It was good to be back.

GLOBAL
GOLF
POST

FEB. 26, 2024

FREE SUBSCRIPTION



LOCAL KNOWLEDGE **OUTER BANKS** 

Culture and cuisine on Carolina coast

BY JOHN STEINBREder

DUCK, NORTH CAROLINA | When I lived here 50 years ago, Duck was little more than a backwater that had nothing to offer tourists other than its beautiful beaches. In fact, I do not recall the town even having a restaurant. But today, it is a vibrant community that boasts a strong culinary culture.

On two occasions, my wife Cynthia and I drove there for dinner. Our destination one night was the NC Coast Grill & Bar, an airy spot with an open kitchen that put out superb renditions of local favorites such as oven-roasted oysters and a blue crab dip served with tortilla chips dusted with Old Bay seasoning. As for the cocktails we enjoyed – a blood orange margarita for my wife and a honey almond sidecar for me – they were as deftly mixed as anything I have ever sipped in New York City or San Francisco.

Another evening, we headed to The Blue Point, which is regarded by many locals as the best eatery on the Outer Banks. The cocktails we quaffed here (a barrel-aged Manhattan and something called a Wright Flyer with bourbon, aperol, cardamomo and lemon) were otherworldly, as were the shrimp and grits and the seared sea scallops that followed.



Seared scallops at The Blue Point.

OUTER BANKS VISITORS BUREAU

We also lunched at the Village Table and Tavern, which was most notable for its well-chosen craft beer menu, the luscious shrimp Po' Boy I devoured and the salad Niçoise with fresh, local yellowfin tuna that Cynthia relished. Another thing that we liked about this spot: being able to eat, drink and be merry from a table set on a covered balcony overlooking Currituck Sound.

The Golf Village Cottages at Kilmarlic are an excellent choice for accommodations on a golf expedition to the Outer Banks. There are 18 units in this complex, with each one featuring two bedrooms and two bathrooms as well as a full kitchen, living room and back deck. The abodes, which sleep four comfortably, surround a lighted, 5,000-square-foot putting green. And my place, which was named after Jordan Spieth, also featured a grill and a trio of plasma televisions. Clean and comfortable, they were also convenient to my golf, with the track at Kilmarlic Golf Club only a five-minute drive away and the other courses I played some 30-40 minutes by car.



Golf Village Cottages at Kilmarlic

COURTESY IMPACT GOLF MARKETING

One thing to keep in mind with the golf cottages, though: they are very self-contained, which means you must bring your own supplies, such as pods for the Keurig coffee maker, half-and-half, sweetener and bottled water. Soap and shampoo, too.

Cynthia and I traveled to the Outer Banks in early November and enjoyed near-perfect weather, with temperatures ranging from the lows 50s in the evenings to the high 60s during the day. Just as pleasing was the utter lack of tourists, who generally flock here in the summer months and make this area quite busy that time of year. The tee sheets during our visit were nearly empty, too, which meant we had the golf courses more or less to ourselves. No round took me more than three hours.

During the summer season, the Roanoke Island Historical Association puts on "The Lost Colony," a symphonic drama that tells the story of those first English settlers; the birth in 1587 of Virginia Dare, considered the first English person born in America; and the unexplained disappearance of the 117 men, women and children who lived there. Written by Pulitzer Prize winner Paul Green, the production was staged for the first time in 1937 in a theater set on the shores of Roanoke Sound. President Franklin D. Roosevelt attended a performance in that inaugural year, which seemed appropriate considering that the venue was built through his Depression-era Works Progress Administration program.



Highway 12 on the Cape Hatteras National Seashore

OUTER BANKS VISITORS BUREAU

The pearl of the Outer Banks is the Cape Hatteras National Seashore. Established in 1953 with monies donated by philanthropist Paul Mellon and managed by the National Park Service, it protects vast parts of three barrier islands – Bodie, Hatteras and Ocracoke – and runs more than 70 miles. The stretch is so narrow at points that motorists along Highway 12 can see Pamlico Sound on one side of their vehicles and the Atlantic Ocean on the other. Recreational opportunities abound throughout that property, which boasts campgrounds, nature trails and some of the most pristine beaches in the country. The kiteboarders who fly, literally, across the sound are something to behold.

A nice afternoon diversion is a roughly two-hour tour in a specially equipped, four-wheel-drive vehicle of the beaches outside Corolla where the area's famous wild horses roam. Descended from Spanish mustangs that swam ashore centuries ago where the ships in which they were traveling ran aground on shoals or broke apart on rocks, the equines offer visitors another way to enjoy the beauty of the Outer Banks while appreciating the history of this area. The outfitter we used, Corolla Outback Adventures, provided a first-rate experience.



Another day at the beach for the wild horses of OBX
CYNTHIA CROLIUS, GGP

For more information on the Outer Banks,

BEST DINER

Poole's

DINERS CAN OFTEN FEEL frozen in time, but while Poole's features retro chrome edging and red artificial-leather stools and booths, you won't find the waitstaff wearing old-school uniforms. Instead, tattooed servers shuffle around under dim lighting to a Phoebe Bridgers soundtrack. They're happy to walk you through the long list of craft beers or to help decipher the hand-written chalkboard menus. Chef and owner Ashley Christensen offers thoughtfully modern takes on comfort food, be it roast chicken or potato salad. There's not a speck of iceberg lettuce or a sticky Heinz bottle (dating back to who knows when) in sight.

"My dad was a truck driver and went to all these different cities. A diner was a place where he always felt like he spoke the language and would be welcomed," says Christensen.

Although Poole's is more hip than the places her father frequented, it—like any good diner—appeals to all ages, from young couples sitting at the counter scrolling Zillow listings to families sharing mountains of Macaroni Au Gratin (Christensen's famous version of mac and cheese, shown below). While the dish might sound fussy, it hits all the same notes as the classic but with calculated refinements, like using Jarlsberg and Grana Padano cheeses in addition to sharp white Cheddar. She also broils it so the top becomes an irresistible



caramelized crust. Over the past 17 years, her food has evolved, but the core mission has not: "Meet people at a place of comfort, but then take them beyond that."

Aside from redefining homestyle staples, Christensen has her own perspective on Southern hospitality. A rainbow mural on the side of the building that houses both Poole's and its sister restaurant Poole'side Pies reads, "All are welcome." And it's not just a platitude. Painted by Poole's bartender and mixed-media artist Luke Buchanan (Christensen's first employee), it reflects her goal of creating a business where the door is always open.

The mural went up after the passing of North Carolina's House Bill 2 (HB2), which required everyone at public facilities to use the bathroom corresponding to the sex on their birth certificate. The exclusionary policy, later repealed, aimed to make it more difficult for transgender people who hadn't or couldn't alter their birth certificates to use restrooms that matched their identities.

Another colorful display by the entry proclaims, "Don't forget kindness." During the contentious 2016 election, an earlier iteration said, "Don't forget to vote." Some may say that food and politics don't mix, but at Poole's, they come together to create a space where strangers turn into fast friends and regulars become supporters of not just the business but also the artists who moonlight as bartenders there. Like the menu, Christensen pushes hospitality beyond the status quo, and her restaurant is all the better for it.

—Alana Al-Hatlani

TOP 10

BEST SMALL TOWNS

1. **Blowing Rock**
2. **Beaufort**
3. **Boone**
4. **Hendersonville**
5. **Mount Airy**
6. **Southern Pines**
7. **Black Mountain**
8. **Highlands**
9. **Lake Lure**
10. **Banner Elk**



Customers order from chalkboard menus at Poole's.



BEST LIGHTHOUSE

CAPE HATTERAS LIGHTHOUSE

OF THE SMATTERING of beacons that dot the North Carolina coast from Brunswick to the Outer Banks, the one at Cape Hatteras is the most recognizable of all. In fact, at 198 feet from ground to lightning rod, it's the tallest one in the country. Folks come from all over the world to marvel at its imposing size and the area's scenic beauty, but the structure has never

lost sight of its important job of protecting ships and sailors from an extremely hazardous section of the coast. When it was first built in the 1800s, a three-person staff managed the lighthouse, refueling the lamp and keeping watch overnight. Today, its operations are fully automated, so the real work is in accommodating the half a million or so guests who visit each year.

Although the interior is currently closed for a \$19.2 million restoration project (and likely won't reopen until 2026), you can still snap a photo of its iconic exterior. For a peek inside, watch a virtual tour by the National Park Service to see the black-and-white checked marble floors and the cast-iron spiral staircase's 31 flights of steps.

—Tara Massouleh McCay

BEST BBQ JOINT

Lexington Barbecue

The Piedmont region of North Carolina has its own signature 'cue, and Lexington Barbecue is perhaps the quintessential practitioner of it. Forget slow-smoked brisket, ribs, and chicken. That's not what folks in Lexington mean by "barbecue." Here, the word translates to something very specific: pork shoulders cooked on big brick pits over glowing hickory coals. The finished meat is chopped or sliced and dressed in the thin vinegar-and-tomato sauce that locals call "dip." Add the region's unique red-tinged slaw and some golden brown hush puppies on the side, and you have all the makings of a perfect North Carolina meal.

—Robert Moss

2. **Wilber's Barbecue** Goldsboro
3. **Stamey's Barbecue** Greensboro
4. **Sam Jones BBQ** Raleigh and Winterville
5. **B's Barbecue** Greenville
6. **Red Bridges Barbecue Lodge** Shelby
7. **Longleaf Swine** Raleigh
8. **Skylight Inn BBQ** Ayden
9. **Shepard Barbecue** Emerald Isle
10. **Jon G's Barbecue** Peachland

ROBBIE CAPONETTO

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Rick Monk is a co-owner of Lexington Barbecue.