



Dare County Tourism Board Meeting

Thursday, March 23, 2023
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, MARCH 23, 2023
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 16, 2023 Meeting
- V. Public Comments
- VI. Long Range Tourism Management Plan Update- MMGY Next Factor
- VII. Steering/Chairman's Report
 1. Fireworks Grant Award Recommendations
 2. Long Term Unappropriated Grant Recommendation-Roanoke Island Historical Association
- VIII. Budget & Finance Report
 1. Monthly Reports
 2. Fiscal Year 2022-2023 Budget Amendment
- IX. Grants and Local Public Relations Report
 1. Event Grant Award Recommendations
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
- 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 16, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

Tim Cafferty, Chairman; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, Vice President; David Hines, Secretary; and Mark Ballog.

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

OTHERS ATTENDING: Shelley O'Grady, Joe Lamb Realty; Olivia Clark Spence, NC Coast/Red Sky; Brian Tress, Jones, Lang, LaSalle; and Luke Halton, The OBX Way.

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

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

APPROVAL OF MINUTES: Mr. Hess moved to approve the meeting minutes from January 19, 2023 meeting. Second by Mr. Bateman. 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 Chair noted a meeting with two state senators, the Lost Colony, Board Chair and Executive Director regarding funding for a sound system at the Waterside Theater.

The Chair reviewed the two Tourism Impact Grant Extension Requests from the Town of Manteo and the Town of Nags Head.

Mr. Bateman moved to recommend granting the Town of Manteo an extension to June 30, 2023. Second by Mr. Siers. There was no discussion. The motion passed unanimously (10-0).

Mr. Holland moved to recommend granting the Town of Nags Head an extension to June 30, 2024. Second Mr. Robinson. There was no discussion. The motion passed unanimously (10-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.53% compared to 2021-2022 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles noted:

- The launch of <https://www.outerbanks.org/voluntourism> and cooperative efforts with the Outer Banks Community Foundation to better connect visitors with local non-profit organizations.
- Town Hall meetings for the Long-Range Tourism Management Plan held in Buxton and Kill Devil Hills. Both meetings were well attended and productive. The LRTMP Task Force will meet again in March.
- Outer Banks Visitors Bureau was the named ‘Member of the Year’ by the Outer Banks Chamber of Commerce.
- Marketing Dashboard and Visitation numbers. He noted that the third season of “Outer Banks” on Netflix would be starting soon.

Lorrie Love reviewed the recent American Motorcoach Association marketplace and that the group tour business is bouncing back. She noted a new event being developed by Mr. Ballog and the Bureau to celebrate the soft-shell crab.

Lee Nettles noted media efforts promoting the Outer Banks.

FUNDING PRIORITIES DISCUSSION: Diane Bognich presented the breakdown of the meals and occupancy collections, how House Bill 225 dictates where and how the monies can be used, the unappropriated surplus overage and how that money could be spent.

The Board discussed what they thought important actions were, ranging from waiting to act on future funding options pending results of the salary study, to creating more partnerships at the expense of paid media efforts, putting in infrastructure rather than a building at the event site and phased development for an event center, promoting the Outer Banks to new versus established visitors, training grants for front line staff, and community needs, like athletic fields.

Following lengthy discussion, the Board chose to wait until April, pending the results of the Long-Range Tourism Management Plan and Salary study, to continue this discussion.

OLD BUSINESS: Lee Nettles noted progress on the Boardwalk at the Soundside Event Site. Plans/drawings are complete and should be submitted for permits shortly. The auction for surplus in Pamlico Jacks is progressing, with the auction firm wrapping up inventorying the items. The auction is expected to be in late March or April.

Lee Nettles noted repairs were needed at the event site and he wanted to consider the tensile structure with the boardwalk plan in mind before making the repairs to it and that the taller post lights need to be changed to the flat LED style lights.

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

BOARD MEMBER COMMENTS: Mr. Bateman noted that the state of North Carolina has a \$3.2 billion surplus for 2022.

Mr. Siers noted road repairs and rezoning matters in the Town of Nags Head.

Ms. Cohen noted hotel/motels were gearing up for the motorcoach tours, both school and senior groups.

Mr. Hess noted the upcoming Economic Forecast Breakfast, hosted by the Outer Banks Chamber of Commerce.

Mr. Holland noted the Town of Southern Shores was working on its land use plan.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, March 23, 2023 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 10:23 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

July 4th Firework Grant Requests

Fiscal Year 2022/2023

<i>Organization & Project</i>	<i>Total Contract</i>	<i>Eligible Grant Request</i>	<i>Amount Recommended</i>	<i>Comments</i>
Avon Property Owner's Association	\$ 33,500.00	\$ 16,750.00	\$ 14,525.00	Pyrotechnico with raindate of July 5, 2023
Location: Avon Pier				Prior Year award was \$15,000.00
Town of Kill Devil Hills	\$ 24,400.00	\$ 12,200.00	\$ 12,200.00	PyrolStar with raindate of July 5, 2023
Location: Avalon Fishing Pier				Prior Year award was \$12,200.00
Town of Manteo	\$ 54,000.00	\$ 27,000.00	\$ 14,525.00	Pyrotechnico. Includes Barge price at \$18,000
Location: Barge in Shallowbag Bay				Prior Year award was \$15,300.00
				Raindate July 5, 2023
Town of Nags Head	\$ 27,500.00	\$ 13,750.00	\$ 13,750.00	Zambelli with July 5, 2023 raindate
Location: Nags Head Pier				Under multi-year contract to 2024
				Prior Year award was \$12,500.00
Total Amount	\$ 139,400.00	\$ 69,700.00	\$ 55,000.00	

PENDING BOARD APPROVAL

Beginning Balance	\$ 55,000.00
Amount Recommended	\$ 55,000.00
<i>Remaining Funds</i>	\$ -

At their March 16, 2023 meeting, the Steering Committee recommended an award of \$75,000

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**



Name of Applying Organization: **Roanoke Island Historical Association**

Address: **1409 National Park Drive, Manteo, NC 27954**

Contact Person: **Chuck Still, Executive Director**

Phone: **252-473-2127** Email: **cstill@thelostcolony.org**

Project Name: **Sound Array for The Lost Colony and the Waterside Theatre**

Project Description:

The Board of the Roanoke Island Historical Association (RIHA) requests funding support for the purchase of a new sound array for their annual production of The Lost Colony. In 2021, the production was reimaged with a new score including extensive musical underscoring. This new production and score required a new sound array, basically new speakers. In 2021 and 2022, these speakers were rented. We request one-time non-recurring funding to help us purchase this array which should last at least until The Lost Colony's 100th anniversary in 2037.

Amount Requested: **\$75,000**

Amount Applicant is contributing: **\$75,000**

What other funding sources does the applicant have for completing the project? This should include a detailed description of how the project will proceed if the grant is not fully funded:

Currently RIHA rents the sound array which costs \$75,000 a summer. We will continue to do so if we cannot find the support to purchase it. In the past two years, RIHA has been the beneficiary of emergency Covid funds from the State and Federal governments which helped pay the rental cost. In 2023, we will cover this cost with a special one-time State equipment grant. RIHA had hoped to receive full funding from the State for purchase of all sound, projection and lighting equipment, but we received only enough to cover part of the rental cost of sound and projection equipment. As this grant can be used for rent or purchase, we would like to match the one-time State money with funds from the Visitor's Bureau to purchase the sound equipment.

Describe how this is a program or service due to the impact of tourism?

From its founding in 1931, the Roanoke Island Historical Association's mission has been as much about boosting tourism on the Outer Banks as it was transforming history into art. In our early days, the production of The Lost Colony played a big role in introducing people to the wonder of the Outer Banks. The inaugural 1937 program cover, for instance, includes scenes of hunting, fishing, the Hatteras Lighthouse and the Wright Memorial alongside an illustration of armored soldiers finding Croatoan carved in a tree.

**DARE COUNTY TOURISM BOARD
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Maintaining this prominent role in Outer Banks tourism for the last 85 years has required The Lost Colony production itself to change over the years. Once such reimagining took place in 1964 with Broadway director Joe Layton. In 2018, an independent assessment by the firm Armstrong McGuire convinced RIHA that another such adjustment was needed if The Lost Colony was going to see 100 years. Part of that adjustment was the increase of orchestral underscoring. While the new production in 2021 was a bit rocky, audiences' increasingly favorable response to 2022 has led RIHA to believe that increased ticket sales are on the horizon. The new sound array is crucial for this production and its audience, and its purchase will allow RIHA to devote more annual resources to other expenses such as marketing and education.

Describe how this is an urgent project that is extraordinary and non-recurring:

As encouraging as the audience reaction to the 2022 production was, continuing this production in 2023 and beyond was not a decision easily made. The cost of the new technology strained RIHA's resources. If not for State and Federal Covid funds, neither 2021 nor 2022 would have been possible. With none of that money available in 2023, going forward required a leap of faith from RIHA, and it wasn't until the September 24 Board Meeting that RIHA voted to do so. At that same meeting, a special fund-raising Committee was formed to find the resources necessary to make that possible.

This Committee met every Friday this past fall and identified several potential sources for funds, only a few of which were available in 2022. In numerous meetings with the Department of Natural and Cultural Resources in Raleigh, we sought over \$1 million in special funding for the entire equipment list we prepared. On December 2, we were told we would receive an extra \$100,000.

This additional State support is a hard-won extraordinary allocation. It acknowledged the importance of The Lost Colony even though it fell short of the amount we needed and hoped for. The RIHA Board will continue working with the Legislature on increased funding for the historic production, but until there is a new State budget, this one-time grant is all the additional State support we can expect to receive. This money can either be used to rent equipment or as a match for purchase. Purchasing the sound system makes more sense financially. The purchase can most easily be made under these unusual circumstances with help from the Tourism Board.

The request is of particular urgency because the current lead time for this sound equipment is 8 to 12 months. If RIHA orders now (and pays half as a deposit), the sound array will be available for the summer of 2024. We cannot wait until September to make the purchase.

Describe your Organization's capital project/improvement plan:

The current production required an upgrade in production equipment. Short-term, RIHA has been seeking funding for purchase of this equipment. RIHA is also in discussion with the National Park Service about long-term renovations for the Waterside Theatre.

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

Why can this project not be funded under the Tourism Impact Grant?

Tourism Impact Grants are made in September. It wasn't until this past September 24 that the RIHA Board of Directors decided to go forward with the 2022 production in 2023. It wasn't until December 2022, that we were awarded the additional State money for equipment. The first chance for RIHA to apply for help from the Tourism Board was this Spring and lead time for the equipment makes September 2023 too late if we want the sound array before 2025. Unfortunately, those factors preclude RIHA's being funded under the Tourism Grant.

Attach a copy of your IRS nonprofit letter, if applicable, and a balance sheet.

I have read and reviewed the above rules and understand that our organization bears the responsibility to understand and comply with all terms and conditions of these rules, special conditions imposed by the Dare County Tourism Board and any contracts issued as a result of funding for the project. This application vests applicant with no rights or expectations of approval and certainly not receipt of funds.

Name of person making application: **Chuck Still**

Title: **Executive Director**



Signature

January 30, 2023

Date

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
11000 First National- (0212) Restricted	10,369.34
11001 PNC Bank- PAYROLL (3377)	237.35
11004 WFB - MG Operating (8412)	0.00
11020 Petty Cash - Box Office	0.00
11021 Petty Cash - Production	2,018.76
11022 Petty Cash - Gen'l & Admin.	0.00
11023 PC- Development-Fundraiser	0.00
11027 Barter	0.00
11029 Petty Cash- Beverage Kiosk	0.00
11034 WFB- MG Security Deposit (3691)	0.00
11036 First Bank - Checking (5740) MG Operating	14,341.38
11037 First Bank - Sec Dep (5724)MG	605.00
11040 Southern Bank - Operating 1406	20,747.08
11040-01 Southern Bank- Endowment Capital Expense	9,355.00
Total 11040 Southern Bank - Operating 1406	30,102.08
void	0.00
Total Bank Accounts	\$57,673.91
Accounts Receivable	
11100 Accounts Receivable	16,700.64
11150 Matching Contribution Receivable	0.00
11200 Allowance for Doubtful Accounts	0.00
11300 Pledges Receivable	889,300.00
11310 Discounts - long-term pledges	0.00
11400 Allowance for Doubtful Pledges	0.00
11500 Grants Receivable	0.00
400 Special effects Income	0.00
402 MEMBERSHIP 05-06	0.00
Total Accounts Receivable	\$906,000.64

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
Other Current Assets	
1120 Inventory Asset	898.08
11450 Pledge Discount	-138,424.30
1220 Interest Income	-9.65
12200 Accrued Revenue	0.00
1255 Refundable security deposit	0.00
1299 Undeposited Funds	0.00
13000 Prepaid expenses	55,796.72
13001 Prepaid Insurance	17,567.15
13002 Prepaid Exp - Royalties	0.00
13003 Prepaid Exp - Rents	0.00
13550 Inventory-Costume Raw Materials	8,651.50
13600 Sales Tax Receivable- 2%	0.00
13700 NC Sales Tax Receivable- 6.75%	25,320.75
13800 N.C. Sales Taxes Receivable	0.00
13990 Other Receivable	2,617.67
13999 Exchange	0.00
Total Other Current Assets	\$ -27,582.08
Total Current Assets	\$936,092.47
Fixed Assets	
15000 Property and Equipment	
15010 Web Site Design	0.00
15020 Lighting Project	1,361,958.33
15030 Buildings - housing	1,109,994.62
15040 Scenery Project	30,828.00
15050 Equipment - housing	17,003.60
15060 Equipment	633,082.97
15065 Software	0.00
15070 Furniture & fixtures - housing	69,444.26
15080 Furniture & fixtures	5,920.65
15090 Vehicle	10,486.90
Total 15000 Property and Equipment	3,238,719.33
15110 Building improvements	0.00
15200 Land improvements - housing	22,569.25
15210 Land improvements	0.00
15300 Costumes	1,102,335.00

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
15400 Construction in progress	0.00
15500 Puppets/Masks/Props	10,600.00
15510 Signage	6,200.00
15600 Accum Depreciation	
15610 Accum. depreciation - housing	-484,168.48
15620 Accumulated depreciation	-1,702,733.49
Total 15600 Accum Depreciation	-2,186,901.97
15700 Land	
15710 Land - housing	24,000.00
15720 Land - General	3,000.00
Total 15700 Land	27,000.00
15800 Leasehold Improvement	360,786.74
15900 Accumulated Amortization	0.00
Total Fixed Assets	\$2,581,308.35
Other Assets	
1310 Beneficial Interest in Trusts	7,899.47
18000 US TRUST	0.00
18100 US Trust - Endowment	0.00
18110 Endowment - Temp Invstmnt(Cash)	0.00
18120 RIHA Endowment	
18130 RIHA Endowment - cost	2,105,712.61
18140 RIHA Endowment - FMV Adj	238,718.65
Total 18120 RIHA Endowment	2,344,431.26
18150 Endowment - Common Stocks	
18160 Endowment - Common Stocks Cost	0.00
18170 Endowment - Com Stocks FMV Adj	0.00
Total 18150 Endowment- Common Stocks	0.00
18155 RIHA HF Endowment	
18156 RIHA HF Endowment - cost	305,994.91
18157 RIHA HF Endowment - FMV Adj	8,304.78
Total 18155 RIHA HF Endowment	314,299.69
18190 Endowment- Accrued interest	1,132.63
18190.1 Endowment Sub Fund- Accrued Int	23.82
Total 18190 Endowment- Accrued interest	1,156.45

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
Total 18100 US Trust - Endowment	2,659,887.40
18200 US TRUST - Ctr for Art	0.00
18210 Ctr for Art- Temp Invstmnt(Cash	0.00
18230 Ctr for Art Endowment	
18240 Ctr for Art - Cost	1,909,686.40
18250 Ctr for Art - FMV Adj	172,000.60
Total 18230 Ctr for Art Endowment	2,081,687.00
18255 Ctr for Art HF Endowment	
18256 Ctr for Art HF - cost	243,240.47
18257 Ctr for Art HF - FMV Adj	6,020.70
Total 18255 Ctr for Art HF Endowment	249,261.17
18260 Ctr for Art - Common Stocks	
18270 Ctr for Art - Com Stocks Cost	0.00
18280 Ctr for Art - Com Stock FMV Adj	0.00
Total 18260 Ctr for Art - Common Stocks	0.00
18290 Ctr for Art- Accrued Interest	973.12
18290.1 CTA Sub Fund- Accrued Interest	18.90
Total 18290 Ctr for Art- Accrued Interest	992.02
Total 18200 US TRUST - Ctr for Art	2,331,940.19
18300 Investments - FMV adjustments	0.00
18400 Accrued Interest Receivable	0.00
18800 US TRUST- TR to Endowment	
18810 Daniels-Sir Walter Raleigh	0.00
18820 PTW Perm Restricted	0.00
18830 ERLA Perm Fund	0.00
18840 CoraMae Basnight Perm Fund	0.00
Total 18800 US TRUST- TR to Endowment	0.00
Total 18000 US TRUST	4,991,827.59
18500 Sir Walter Raleigh coins	44.00
18600 Paul Green Memorial	3,306.90
18700 CashFlow Entry-Net Zero@Yr End	427.50
18900 Edward Jones-Donated Stock Acct	0.00
Total Other Assets	\$5,003,505.46
TOTAL ASSETS	\$8,520,906.28

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 Accounts payable	24,591.47
20100-01 Unreconciled Aged Accounts Payable	0.00
Total 20100 Accounts payable	24,591.47
20110 Morrison Grove AP	0.00
Total Accounts Payable	\$24,591.47
Credit Cards	
20130 Home Depot	-0.03
20140 Staples Credit Card	-143.58
20150 PNC- Bank (VISA)	0.00
20151 PNC Visa 7027	1,925.47
20161 TowneBank (Visa)	21,492.97
20170 Lowes	18.63
Ace Hardware Credit Line	-0.80
PNC Bank Visa (7033) C. Still	2,691.88
PNC Bank Visa (7058) Admin Card	2,279.52
PNC Bank Visa Production Card (7041)	5,750.08
PNC-Visa -4030 M Gabbard	4,769.35
Total Credit Cards	\$38,783.49
Other Current Liabilities	
20200 Deferred Income	-61,886.03
24000 Payroll Liabilities	0.00
24010 Federal & FICA w/h & accrued	0.00
24020 State withheld	0.00
24040 SUTA tax payable	0.00
24060 Actors Equity liability	0.00
24090 Simple IRA- Emp	2,648.36
Total 24000 Payroll Liabilities	2,648.36
24100 Accrued Payroll	26,867.11
24200 Accrued Expenses	-9,307.12
24220 Accrued Insurance Payable	-15,157.57
24300 Sales Taxes Payable(N.C.& Dare)	11,193.91
24301 ETix Sales tax	3,657.71

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
Total 24300 Sales Taxes Payable(N.C.& Dare)	14,851.62
24400 Housing Deposits - General	380.00
24410 Housing Deposit - Security	475.00
Total 24400 Housing Deposits - General	855.00
24500 Employee Housing Deductions	105.00
24700 Gift Certificates	0.00
24990 Customer Deposits	0.00
25800 DEFERRED MEMBERSHIP/SPONSORSHIP	-19,010.41
25900 PNC NOTE#606449608 (Short Term)	0.00
25901 PNC NOTE# 606902012	0.00
27203 PNC NOTE # 607526117	0.00
27301 PNC- LOC #605373748	100,000.00
27302 PNC- LOC # 607454224	0.00
27402 PNC LOC- # 607874473	0.00
27500 Town Bank-NOTE #1576001814 (ST)	0.00
27900 Grant Proceeds Payable	391,371.00
NC Dept-Revenue (Sales Tax) Payable	0.00
Sales Tax Payable	0.00
Total NC Dept-Revenue (Sales Tax) Payable	0.00
Sales Tax Agency Payable	
Sales Tax Payable	0.00
Total Sales Tax Agency Payable	0.00
Total Other Current Liabilities	\$431,336.96
Total Current Liabilities	\$494,711.92
Long-Term Liabilities	
27400 Town Bank- NOTE (#1576001814)	0.00
27401 PNC NOTE #606449608	0.00
27600 First Bank Note Payable 7356	224,669.80
27700 Southern Bank PPP Note Payable	0.00
28000 CAPITAL LEASE OBLIGATION	0.00
28000.1 CY Portion of Cap. Lease Obliga	0.00
Total 28000 CAPITAL LEASE OBLIGATION	0.00
Total Long-Term Liabilities	\$224,669.80
Total Liabilities	\$719,381.72
Equity	
2901 Prior Period Adjustment	0.00
30000 Opening Bal Equity	0.12

The Lost Colony-New

Balance Sheet

As of December 31, 2022

	TOTAL
31300 PERMANENTLY RESTRICTED	0.00
31310 Seat Endowment Funds	0.00
31320 CoraMae Basnight Sch(Int to UR)	78,689.50
31330 Daniels-Sir Walter R(Int to TR)	150,000.00
31340 ERLA Fund (Int to UR)	11,999.74
31350 PTW Perm Restricted(Int to TR)	10,000.00
31360 PR Assets - Endowment	1,212,680.39
Total 31300 PERMANENTLY RESTRICTED	1,463,369.63
31500 TEMPORARILY RESTRICTED	0.00
31501 Sound Stage & Sound Board	0.00
31505 Cora Mae Basnight TR Portion	0.50
31510 Costume Shop Replacement Fund	0.00
31515 Archives	0.00
31520 Donations-Museum Display	0.00
31525 Midgette Charitable Trust	7,899.47
31535 Kealy Interpreter Grant	0.28
31540 Alumni Fund	0.00
31545 Daniels-Sir Walter Raleigh TR	0.02
31560 PTW (Interest from 2977)	-0.01
31565 Meekins Grant - Scenery Proj	0.00
31570 Beth Kraft Memorial	0.08
31575 Bob Knowles Award TR Fund Bal	0.00
31580 Center for The Arts	1,051,622.92
31585 Robert Midgette Award	0.00
31590 ERLA TR Portion	-0.12
31595 Meekins Feasibility/Software Gr	0.00
31596 Temp. Restricted-LAND (GENERAL)	3,000.00
31600 OBXCF - Costumes	10,000.00
31605 Owner's Equity	0.00
31610 Cannon Lighting Grant	0.00
31615 Morrison Grove (TR)	10,000.00
Total 31500 TEMPORARILY RESTRICTED	1,082,523.14
32000 UNRESTRICTED	0.26
31020 Morrison Grove - Unrestricted	450.00
32010 PTW unrestricted	0.00
32030 Board Designated Alumni Fund	5,765.00
32100 Center for the Arts	1,276,975.00
Total 32000 UNRESTRICTED	1,283,190.26
33000 Retained Earnings	5,547,027.76
Net Income	-1,574,586.35
Total Equity	\$7,801,524.56
TOTAL LIABILITIES AND EQUITY	\$8,520,906.28



P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248459777
Aug. 29, 2008 LTR 4168C E0
56-6002131 000000 00 000
00018693
BODC: TE

ROANOKE ISLAND HISTORICAL
ASSOCIATION INC
1409 NATIONAL PARK DR
MANTEO NC 27954-9451095

009961

Employer Identification Number: 56-6002131
Person to Contact: Mrs. Guilkey
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Aug. 20, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in January 1947, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

E-595E Streamlined Sales and Use Tax Agreement Certificate of Exemption

This is a multi-state form. Not all states allow all exemptions listed on this form. Purchasers are responsible for knowing if they qualify to claim exemption from tax in the state that would otherwise be due tax on this sale. The seller may be required to provide this exemption certificate (or data elements required on the form) to a state that would otherwise be due tax on this sale.

The purchaser will be held liable for any tax and interest, and possibly civil and criminal penalties imposed by the member state, if the purchaser is not eligible to claim this exemption. A seller may not accept a certificate of exemption for an entity-based exemption on a sale made at a location operated by the seller within the designated state if the state does not allow such an entity-based exemption.

- 1 Check if you are attaching the Multistate Supplemental form.
 NC If not, enter the two-letter postal abbreviation for the state under whose laws you are claiming exemption.

- 2 Check if this certificate is for a single purchase and enter the related invoice/purchase order # _____

3 Please print

Name of purchaser ROANOKE ISLAND HISTORICAL ASSOCIATION			
Business address 1409 NATIONAL PARK DR	City MANTEO	State NC	Zip code 27954
Purchaser's tax ID number 2800689	State of issue NC	Country of issue DARE	
If no tax ID number, enter one of the following:	FEIN 56-6002131	Driver's license number/State issued ID number state of issue number	Foreign diplomat number
Name of seller from whom you are purchasing, leasing, or renting			
Seller's address		City	State Zip code

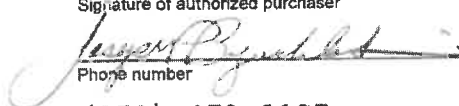
4 Type of business. Check the number that describes your business.

- | | |
|--|--|
| <input type="checkbox"/> 01 Accommodation and food services | <input type="checkbox"/> 11 Transportation and warehousing |
| <input type="checkbox"/> 02 Agricultural, forestry, fishing, and hunting | <input type="checkbox"/> 12 Utilities |
| <input type="checkbox"/> 03 Construction | <input type="checkbox"/> 13 Wholesale trade |
| <input type="checkbox"/> 04 Finance and insurance | <input type="checkbox"/> 14 Business services |
| <input type="checkbox"/> 05 Information, publishing, and communications | <input type="checkbox"/> 15 Professional services |
| <input type="checkbox"/> 06 Manufacturing | <input type="checkbox"/> 16 Education and health-care services |
| <input type="checkbox"/> 07 Mining | <input checked="" type="checkbox"/> 17 Nonprofit organization |
| <input type="checkbox"/> 08 Real estate | <input type="checkbox"/> 18 Government |
| <input type="checkbox"/> 09 Rental and leasing | <input type="checkbox"/> 19 Not a business |
| <input type="checkbox"/> 10 Retail trade | <input type="checkbox"/> 20 Other (explain) _____ |

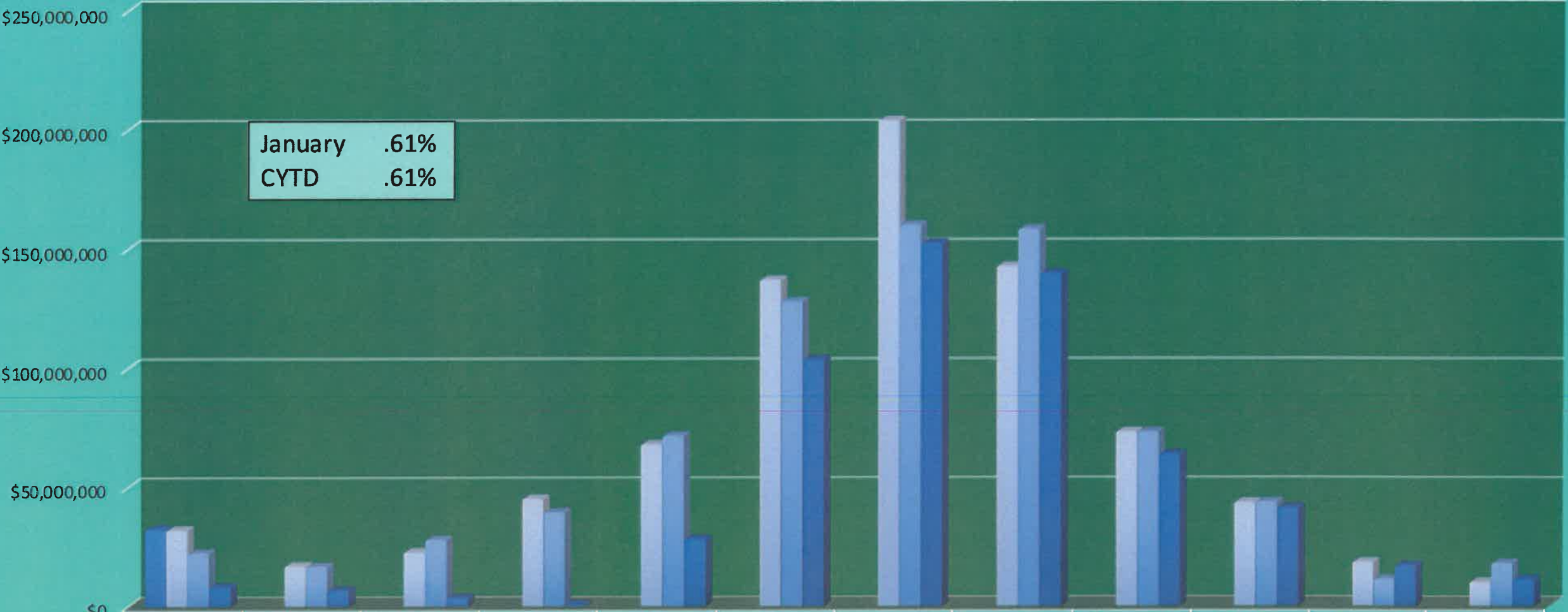
5 Reason for exemption. Check the letter that identifies the reason for the exemption.

- | | |
|--|--|
| <input type="checkbox"/> A Federal government (department) _____ | <input type="checkbox"/> H Agricultural production # _____ |
| <input type="checkbox"/> B State government (name) _____ | <input type="checkbox"/> I Industrial production/manufacturing # _____ |
| <input type="checkbox"/> C Tribal government (name) _____ | <input type="checkbox"/> J Direct pay permit # _____ |
| <input type="checkbox"/> D Foreign diplomat # _____ | <input type="checkbox"/> K Direct mail # _____ |
| <input type="checkbox"/> G Resale # _____ | <input checked="" type="checkbox"/> L Other (explain) 501 (C) 3 |

6 Sign here. I declare that the information on this certificate is correct and complete to the best of my knowledge and belief.

Signature of authorized purchaser 	Print name here JOSEPH BRZUCHALSKI	Title ACCT. MGR.	Date 06-02-20
Phone number (252) 473-2127	E-mail address accounting@thelostcolony.org		

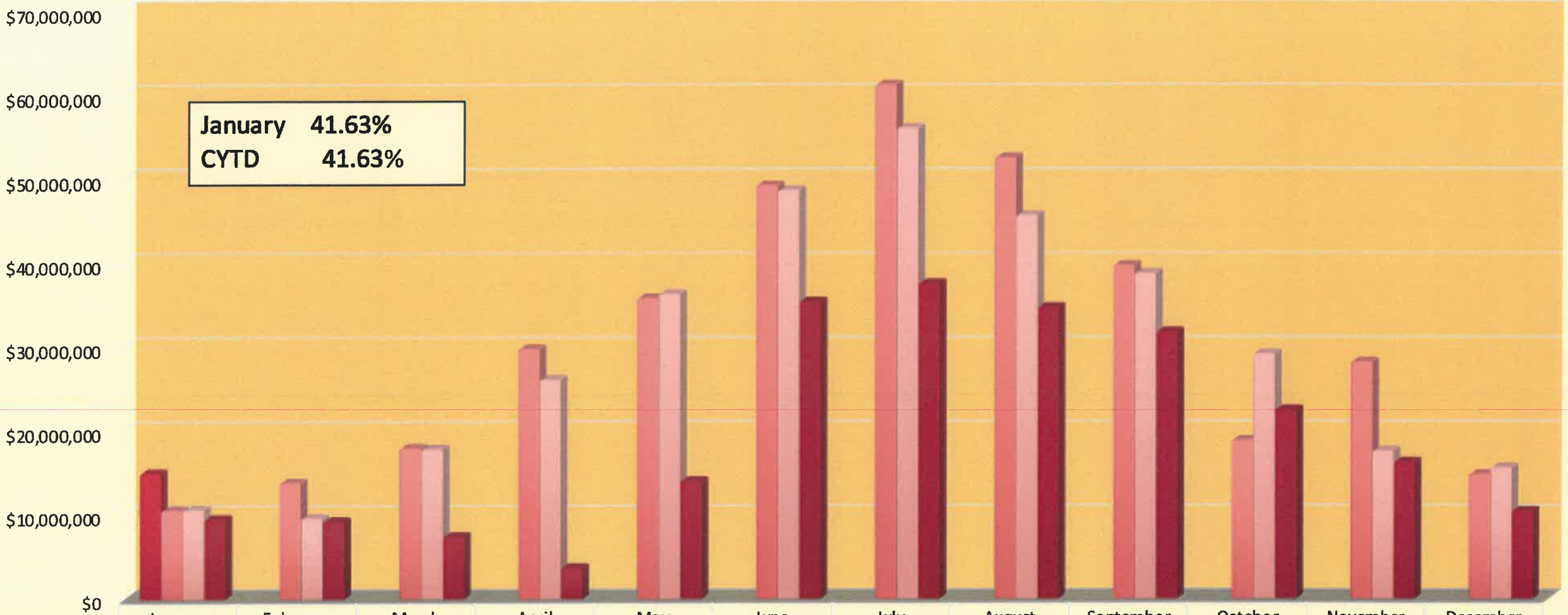
Occupancy Collections



January .61%
CYTD .61%

	January	February	March	April	May	June	July	August	September	October	November	December
2023	32,326,040											
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	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
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
2023	15,014,241											
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 2022-2023**

FISCAL YEAR		PROJECTED FY 22-23	ACTUAL FY 22-23	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
<u>JULY RECEIVED</u>	MEALS	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
<i>JULY EARNED</i>	OCCUPANCY	\$1,330,745.00	\$2,025,876.87	\$695,131.87	52.24%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,722,590.00	\$2,623,166.30	\$900,576.30	52.28%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,257,920.00	\$1,434,166.40	\$176,246.40	14.01%
<u>SEPT RECEIVED</u>	MEALS	<u>\$371,790.00</u>	<u>\$496,883.38</u>	<u>\$125,093.38</u>	<u>33.65%</u>
		\$1,629,710.00	\$1,931,049.78	\$301,339.78	18.49%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$493,540.00	\$725,052.86	\$231,512.86	46.91%
<u>OCT RECEIVED</u>	MEALS	<u>\$251,510.00</u>	<u>\$398,737.51</u>	<u>\$147,227.51</u>	<u>58.54%</u>
		\$745,050.00	\$1,123,790.37	\$378,740.37	50.83%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$233,310.00	\$433,387.04	\$200,077.04	85.76%
<u>NOV RECEIVED</u>	MEALS	<u>\$192,925.00</u>	<u>\$162,642.84</u>	<u>(\$30,282.16)</u>	<u>-15.70%</u>
		\$426,235.00	\$596,029.88	\$169,794.88	39.84%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$102,575.00	\$185,251.27	\$82,676.27	80.60%
<u>DEC RECEIVED</u>	MEALS	<u>\$122,550.00</u>	<u>\$300,138.52</u>	<u>\$177,588.52</u>	<u>144.91%</u>
		\$225,125.00	\$485,389.79	\$260,264.79	115.61%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$65,545.00	\$101,098.09	\$35,553.09	54.24%
<u>JAN RECEIVED</u>	MEALS	<u>\$97,265.00</u>	<u>\$143,214.99</u>	<u>\$45,949.99</u>	<u>47.24%</u>
		\$162,810.00	\$244,313.08	\$81,503.08	50.06%
<i>JANUARY EARNED</i>	OCCUPANCY	\$85,170.00	\$322,624.32	\$237,454.32	278.80%
<u>FEB RECEIVED</u>	MEALS	<u>\$82,190.00</u>	<u>\$124,423.37</u>	<u>\$42,233.37</u>	<u>51.39%</u>
		\$167,360.00	\$447,047.69	\$279,687.69	167.12%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$61,895.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$84,315.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$146,210.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$93,850.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$123,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$217,535.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$250,790.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$312,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,600,555.00	\$6,594,082.47	\$1,993,527.47	43.33%
TO-DATE	MEALS	<u>\$1,848,370.00</u>	<u>\$2,709,490.05</u>	<u>\$861,120.05</u>	<u>46.59%</u>
		\$6,448,925.00	\$9,303,572.52	\$2,854,647.52	44.27%
TOTAL	OCCUPANCY	\$5,319,090.00			
PROJECTED	MEALS	<u>\$2,476,785.00</u>			
2022-2023		\$7,795,875.00			

CALENDAR YEAR RECEIPTS 2022-2023		ACTUAL 2022	ACTUAL 2023	+/- \$	+/- %
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,200.72	\$0.00	\$0.00	0.00%
	MEALS	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
	MEALS	<u>\$176,838.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,799.04	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,366,625.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$486,160.01</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,852,785.63	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,025,876.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$597,289.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,623,166.30	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,434,166.40	\$0.00	\$0.00	0.00%
	MEALS	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$512,435.08	\$423,722.41	(\$88,712.67)	-17.31%
	Meals	<u>\$266,138.34</u>	<u>\$267,638.36</u>	<u>\$1,500.02</u>	<u>0.56%</u>
		\$778,573.42	\$691,360.77	(\$87,212.65)	-11.20%
Total for Year	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2022-2023

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<u>JULY EARNED</u>	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,592,951.57	\$1,434,166.40	(\$158,785.17)	-9.97%
<u>SEPT RECEIVED</u>	MEALS	<u>\$455,773.11</u>	<u>\$496,883.38</u>	<u>\$41,110.27</u>	<u>9.02%</u>
		\$2,048,724.68	\$1,931,049.78	(\$117,674.90)	-5.74%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$717,839.65	\$725,052.86	\$7,213.21	1.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$381,874.96</u>	<u>\$398,737.51</u>	<u>\$16,862.55</u>	<u>4.42%</u>
		\$1,099,714.61	\$1,123,790.37	\$24,075.76	2.19%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$437,385.81	\$433,387.04	(\$3,998.77)	-0.91%
<u>NOV RECEIVED</u>	MEALS	<u>\$283,579.71</u>	<u>\$162,642.84</u>	<u>(\$120,936.87)</u>	<u>-42.65%</u>
		\$720,965.52	\$596,029.88	(\$124,935.64)	-17.33%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$103,833.12	\$185,251.27	\$81,418.15	78.41%
<u>DEC RECEIVED</u>	MEALS	<u>\$144,517.86</u>	<u>\$300,138.52</u>	<u>\$155,620.66</u>	<u>107.68%</u>
		\$248,350.98	\$485,389.79	\$237,038.81	95.45%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
<u>JAN RECEIVED</u>	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<u>JANUARY EARNED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
<u>FEB RECEIVED</u>	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$170,200.72	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$176,838.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,798.99	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,234,016.15	\$6,594,082.47	\$360,066.32	5.78%
	MEALS	<u>\$2,573,009.19</u>	<u>\$2,709,490.05</u>	<u>\$136,480.86</u>	<u>5.30%</u>
		\$8,807,025.34	\$9,303,572.52	\$496,547.18	5.64%
TOTAL ACTUAL 2021-2022	OCCUPANCY	\$7,764,423.91			
	MEALS	<u>\$3,510,093.54</u>			
		\$11,274,517.45			

Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
March	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	557,612	13.40%
April	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	-80,818	-1.25%
May	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	1,124,044	14.17%
June	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	-142,329	-1.40%
July	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	1,316,510	9.31%
August	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	831,668	4.95%
September	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	912,445	6.27%
October	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	4,597	0.04%
November	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	126,366	1.64%
December	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	264,583	4.61%
YTD	<i>113,438,902</i>	<i>107,482,612</i>	<i>81,791,823</i>	<i>78,441,352</i>	<i>74,397,237</i>	<i>73,291,414</i>	<i>5,956,290</i>	<i>5.54%</i>
TOTAL	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	5.54%	31.41%	4.27%	5.44%	1.51%	8.94%		
Total % Change	5.54%	31.41%	4.27%	5.44%	1.51%	8.94%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	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	4,494,306
February		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	2,386,002
March		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	3,572,289
April		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	10,593,724
May		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	20,819,112
June		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	59,386,630
July		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	101,783,465
August		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	93,084,681
September		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	34,282,276
October		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	17,000,119
November		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	7,062,045
December		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	2,381,348
YTD Total	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	4,494,306
Total	32,326,040	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	356,845,997
YTD % Change	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%	7.73%
Total % Change	0.61%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%
Month Increase/Decrease(Decrease)/Qtr	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%	7.73%
Qtr 1 (Dec-Feb)	-15.34%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%
Qtr 2 (Mar-May)		-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%
Qtr 3 (June-Aug)		8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%
Qtr 4 (Sept-Nov)		5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%
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														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
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														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	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	4,946,077
February		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	5,306,714
March		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	7,944,634
April		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	12,643,388
May		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	17,420,030
June		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	25,929,735
July		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	35,295,259
August		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	31,515,361
September		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	18,678,839
October		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	13,295,890
November		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	8,822,724
December		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	5,983,306
YTD Total	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	4,946,077
Total	15,014,241	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	187,781,957
YTD % Change	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%	-10.93%
Total % Change	41.63%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%
Month Increase/(Decrease)	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%	-10.93%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	13.83%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%
Qtr 2 (Mar-May)		4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%
Qtr 3 (June-Aug)		8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%
Qtr 4 (Sept-Nov)		1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%
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 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	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	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113		79,720	89,994	183,108	180,687		54,050	55,880	87,169	71,244	
March	85,386	29,171	136,583	-6,494		249,522	63,921	692,174	414,682		160,084	65,539	206,483	136,291	
April	877,315	9,994	259,204	260,362		587,966	1,930	1,235,799	1,294,819		365,960	48,233	404,682	326,574	
May	309,416	91,397	282,278	285,411		990,995	1,130,609	1,918,384	1,046,309		600,680	254,673	565,909	530,590	
June	417,010	351,108	570,964	330,644		1,830,953	2,412,414	2,845,176	1,770,185		1,288,613	795,837	919,645	833,391	
July	300,025	363,847	446,262	595,516		1,966,882	2,685,694	3,088,190	1,860,733		1,563,325	1,043,368	1,058,556	1,166,419	
August	369,371	373,764	532,087	383,480		1,510,242	1,588,143	2,216,628	1,415,619		872,728	902,896	902,324	778,232	
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>21,848</i>	<i>18,954</i>	<i>69,721</i>	<i>33,385</i>	<i>85,050</i>	<i>149,040</i>	<i>101,762</i>	<i>197,792</i>	<i>177,093</i>	<i>15,667</i>	<i>57,144</i>	<i>60,734</i>	<i>73,666</i>	<i>65,334</i>	<i>51,898</i>
Total	3,085,512	1,871,993	3,180,963	2,553,878	85,050	8,384,023	10,849,867	15,518,895	9,658,974	15,667	5,907,648	4,549,771	5,554,350	5,143,081	51,898

Month Increase	118.68%	-13.25%	267.84%	-52.12%	154.76%	161.78%	-31.72%	94.37%	-10.47%	-91.15%	-26.58%	6.28%	21.29%	-11.31%	-20.57%
<i>YTD Increase</i>	118.68%	-13.25%	267.84%	-52.12%	154.76%	161.78%	-31.72%	94.37%	-10.47%	-91.15%	-26.58%	6.28%	21.29%	-11.31%	-20.57%
Total Year Increa	60.33%	-39.33%	69.92%	-19.71%		12.62%	29.41%	43.03%	-37.76%		-10.68%	-22.99%	22.08%	-7.40%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093		21,882	25,687	121,593	228,025		4,283,950	4,958,235	14,641,992	14,518,460	
March	2,618,614	1,246,258	3,909,056	3,943,594		48,950	24,532	456,135	458,768		6,065,892	2,033,390	22,818,135	18,269,896	
April	5,082,911	272,368	7,371,174	8,104,880		129,659	6,532	690,426	970,654		14,912,027	382,791	29,766,955	35,002,625	
May	8,296,802	3,148,199	11,955,124	10,324,362		148,954	188,734	1,201,894	1,151,529		25,901,180	23,445,254	56,477,960	55,576,157	
June	11,050,965	11,291,492	17,405,621	16,192,842		220,076	689,124	1,781,971	1,801,287		86,974,007	88,087,699	105,559,551	117,473,065	
July	13,333,255	16,489,187	22,217,201	20,666,774		280,756	291,105	2,244,007	2,397,468		93,189,170	131,031,173	132,554,585	178,978,115	
August	14,094,249	13,307,261	18,448,886	16,657,613		266,881	244,691	2,161,167	2,079,173		121,424,486	122,944,015	135,457,160	122,930,026	
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
<i>YTD Totals</i>	<i>1,301,265</i>	<i>1,437,035</i>	<i>1,748,076</i>	<i>1,643,048</i>	<i>1,933,579</i>	<i>19,038</i>	<i>18,951</i>	<i>80,549</i>	<i>149,571</i>	<i>159,300</i>	<i>4,641,865</i>	<i>6,501,671</i>	<i>20,308,517</i>	<i>30,139,025</i>	<i>30,132,778</i>
Total	71,940,550	67,864,420	109,606,289	103,230,055	1,933,579	1,396,206	2,134,793	11,425,576	11,664,072	159,300	425,415,218	487,929,729	633,068,406	690,896,310	30,132,778

Month Increase	3.45%	10.43%	21.64%	-6.01%	17.68%	49.32%	-0.46%	325.04%	85.69%	6.50%	-17.58%	40.07%	212.36%	48.41%	-0.02%
<i>YTD Increase</i>	3.45%	10.43%	21.64%	-6.01%	17.68%	49.32%	-0.46%	325.04%	85.69%	6.50%	-17.58%	40.07%	212.36%	48.41%	-0.02%
Total Year Increa	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%		4.24%	14.69%	29.75%	9.13%	

* OTC amounts are included in Motel/Hotel for comparative purposes

Outer Banks Visitors Bureau
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265		111,202	123,301	138,103	86,764		6,004,609	6,788,236	16,833,409	17,071,361	0
March		392,302	14,285,652	11,694,833		191,043	100,157	288,353	139,472		9,370,541	3,538,436	28,050,784	22,897,441	0
April		54,406	11,899,053	11,767,660		356,959	0	387,071	230,087		22,183,138	715,316	39,424,885	45,219,347	0
May		7,959,755	11,894,484	12,431,457		329,769	122,541	429,562	235,556		36,428,842	28,192,673	71,629,217	67,998,385	0
June		15,349,447	15,036,636	18,707,648		441,718	529,356	646,362	393,576		102,003,266	103,467,906	127,947,319	136,993,703	0
July	9,774,831	14,163,157	18,366,907	22,972,242		538,288	643,415	630,180	527,134		110,890,945	152,256,684	159,994,974	203,794,691	0
August	24,094,200	14,432,996	15,236,263	17,820,645		534,008	621,785	723,235	476,191		138,805,084	139,737,864	158,280,320	142,641,161	0
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
<i>YTD Totals</i>	<i>0</i>	<i>4,048,599</i>	<i>7,565,248</i>	<i>10,640,444</i>	<i>10,970,042</i>	<i>100,883</i>	<i>103,524</i>	<i>117,805</i>	<i>71,183</i>	<i>107,068</i>	<i>6,272,045</i>	<i>8,223,680</i>	<i>22,515,577</i>	<i>32,129,068</i>	<i>32,326,040</i>
Total	45,529,420	77,941,438	126,600,209	139,760,159	10,970,042	3,277,165	3,314,894	4,137,515	2,765,729	107,068	518,010,116	576,380,674	771,066,418	814,248,027	32,326,040

Month Increase			86.86%	40.65%	3.10%	25.90%	2.62%	13.79%	-39.58%	50.41%	-11.85%	31.12%	173.79%	42.70%	0.61%
<i>YTD Increase</i>			86.86%	40.65%	3.10%	25.90%	2.62%	13.79%	-39.58%	50.41%	-11.85%	31.12%	173.79%	42.70%	0.61%
Total Year Increa			62.43%	10.39%		7.95%	1.15%	24.82%	-33.15%		4.35%	11.27%	33.78%	5.60%	

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

DARE COUNTY GROSS				
OCCUPANCY BY DISTRICT				
	2023	% OF	2023	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON	5,173,494	16.0%	5,173,494	16.0%
BUXTON	382,351	1.2%	382,351	1.2%
COLINGTON	8,009	0.0%	8,009	0.0%
FRISCO	929,907	2.9%	929,907	2.9%
HATTERAS	3,347,567	10.4%	3,347,567	10.4%
KILL DEVIL HILLS	4,299,295	13.3%	4,299,295	13.3%
KITTY HAWK	1,626,845	5.0%	1,626,845	5.0%
MANTEO-TOWN	305,119	0.9%	305,119	0.9%
NAGS HEAD	4,545,805	14.1%	4,545,805	14.1%
RODANTHE	2,178,032	6.7%	2,178,032	6.7%
SALVO	3,709,036	11.5%	3,709,036	11.5%
WAVES	1,758,064	5.4%	1,758,064	5.4%
SOUTHERN SHORES	913,500	2.8%	913,500	2.8%
DUCK	1,859,445	5.8%	1,859,445	5.8%
RIM (ROANOKE ISL. MAINI	1,130,271	3.5%	1,130,271	3.5%
OTC UNATTRIBUTED	159,300	0.5%	159,300	0.5%
TOTAL	32,326,040	100.0%	32,326,040	100.0%

DARE COUNTY GROSS				
MEALS BY DISTRICT				
	2023	% OF	2023	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	302,578	2.0%
BUXTON - 2	251,526	1.7%	251,526	1.7%
COLINGTON - 3	91,233	0.6%	91,233	0.6%
FRISCO - 5	158,141	1.1%	158,141	1.1%
HATTERAS - 6	45,102	0.3%	45,102	0.3%
KILL DEVIL HILLS - 7	4,613,949	30.7%	4,613,949	30.7%
KITTY HAWK - 8	3,106,795	20.7%	3,106,795	20.7%
MANTEO-TOWN - 10	1,227,227	8.2%	1,227,227	8.2%
RIM (ROANOKE ISL. M	300,970	2.0%	300,970	2.0%
NAGS HEAD - 14	3,596,285	24.0%	3,596,285	24.0%
RODANTHE - 15	33,616	0.2%	33,616	0.2%
SALVO - 18	7,192	0.0%	7,192	0.0%
WAVES - 19	39,376	0.3%	39,376	0.3%
SOUTHERN SHORES -	528,882	3.5%	528,882	3.5%
DUCK - 21	711,369	4.7%	711,369	4.7%
TOTAL	15,014,241	100.0%	15,014,241	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT						
	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE	2,178,032	2,584,975	-15.74%	2,178,032	2,584,975	-15.74%
WAVES	1,758,064	2,035,943	-13.65%	1,758,064	2,035,943	-13.65%
SALVO	3,709,036	3,905,134	-5.02%	3,709,036	3,905,134	-5.02%
AVON	5,173,494	4,351,801	18.88%	5,173,494	4,351,801	18.88%
BUXTON	382,351	578,357	-33.89%	382,351	578,357	-33.89%
FRISCO	929,907	872,393	6.59%	929,907	872,393	6.59%
HATTERAS	3,347,567	2,672,053	25.28%	3,347,567	2,672,053	25.28%
TOTAL HATTERAS ISLAND	17,478,451	17,000,656	2.81%	17,478,451	17,000,656	2.81%
NORTHERN BEACHES:						
DUCK	1,859,445	2,131,526	-12.76%	1,859,445	2,131,526	-12.76%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	913,500	1,013,925	-9.90%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,626,845	1,409,809	15.39%
COLINGTON	8,009	10,745	-25.46%	8,009	10,745	-25.46%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	4,299,295	3,868,596	11.13%
NAGS HEAD	4,545,805	5,158,471	-11.88%	4,545,805	5,158,471	-11.88%
TOTAL NORTHERN BEACHES	13,252,899	13,593,072	-2.50%	13,252,899	13,593,072	-2.50%
ROANOKE ISLAND:						
MANTEO-TOWN	305,119	311,844	-2.16%	305,119	311,844	-2.16%
RIM (ROANOKE ISL. MAINLAND)	1,130,271	1,073,925	5.25%	1,130,271	1,073,925	5.25%
TOTAL ROANOKE ISLAND	1,435,390	1,385,769	3.58%	1,435,390	1,385,769	3.58%
OTC UNATTRIBUTED	159,300	149,571	6.50%	159,300	149,571	6.50%
TOTAL	32,326,040	32,129,068	0.61%	32,326,040	32,129,068	0.61%

DARE COUNTY GROSS MEALS BY DISTRICT						
	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE - 15	33,616	29,596	13.58%	33,616	29,596	13.58%
WAVES - 19	39,376	30,984	27.08%	39,376	30,984	27.08%
SALVO - 18	7,192	0	#DIV/0!	7,192	0	#DIV/0!
AVON - 1	302,578	222,024	36.28%	302,578	222,024	36.28%
BUXTON - 2	251,526	202,780	24.04%	251,526	202,780	24.04%
FRISCO - 5	158,141	78,987	100.21%	158,141	78,987	100.21%
HATTERAS - 6	45,102	14,437	212.41%	45,102	14,437	212.41%
TOTAL HATTERAS ISLAND	837,531	578,808	44.70%	837,531	578,808	44.70%
NORTHERN BEACHES:						
DUCK - 21	711,369	464,406	53.18%	711,369	464,406	53.18%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	528,882	475,583	11.21%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	3,106,795	1,982,093	56.74%
COLINGTON - 3	91,233	61,922	47.34%	91,233	61,922	47.34%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	4,613,949	3,346,902	37.86%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	3,596,285	2,130,753	68.78%
TOTAL NORTHERN BEACHES	12,648,513	8,461,659	49.48%	12,648,513	8,461,659	49.48%
ROANOKE ISLAND:						
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,227,227	1,327,073	-7.52%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	300,970	233,461	28.92%
TOTAL ROANOKE ISLAND	1,528,197	1,560,534	-2.07%	1,528,197	1,560,534	-2.07%
TOTAL	15,014,241	10,601,001	41.63%	15,014,241	10,601,001	41.63%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/23

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,945,561.86	4,033,522.00	912,039.86	122.6%
3040 · Meals Tax - 75%	2,032,577.98	1,857,589.00	174,988.98	109.4%
3050 · Website Advertising	100,459.60	100,000.00	459.60	100.5%
3210 · Interest Income	194,890.67	50,040.00	144,650.67	389.1%
3220 · Other	1,058.50	1,000.00	58.50	105.9%
Total Income	7,274,348.61	6,042,151.00	1,232,197.61	120.4%
Gross Profit	7,274,348.61	6,042,151.00	1,232,197.61	120.4%
Expense				
5000 · Director Compensation	11,400.00	17,100.00	-5,700.00	66.7%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	2,949.51	7,000.00	-4,050.49	42.1%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	320.47	1,000.00	-679.53	32.0%
5010 · Salaries (Full Time) Promotion	545,873.19	808,000.00	-262,126.81	67.6%
5020 · Salaries (Part Time) Promotion	74,945.69	126,000.00	-51,054.31	59.5%
5025 · Salaries (Part Time) Welcome AB	61,118.10	100,950.00	-39,831.90	60.5%
5026 · Salaries (Part Time) Welcome RI	87,592.71	151,390.00	-63,797.29	57.9%
5030 · Payroll Taxes	58,122.51	98,030.00	-39,907.49	59.3%
5040 · Employee Insurance	100,466.36	165,650.00	-65,183.64	60.6%
5050 · Retirement	71,011.81	111,105.00	-40,093.19	63.9%
5055 · 401(k) Match	4,940.75	8,080.00	-3,139.25	61.1%
5060 · Workmens Compensation	1,962.11	2,080.00	-117.89	94.3%
5080 · Employee Relations	459.33	3,195.00	-2,735.67	14.4%
5090 · Training	5,119.45	24,800.00	-19,680.55	20.6%
5110 · Contracted Service	17,262.00	28,500.00	-11,238.00	60.6%
5140 · Audit	3,440.00	10,875.00	-7,435.00	31.6%
5170 · Other Professional Services	4,900.00	7,300.00	-2,400.00	67.1%
5180 · Legal	4,600.00	20,500.00	-15,900.00	22.4%
5185 · Research	223,424.26	237,700.00	-14,275.74	94.0%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	706,189.41	1,404,760.00	-698,570.59	50.3%
5502 · Advertising - Production Fee	159,321.88	170,000.00	-10,678.12	93.7%
5510 · Advertising - Event Dev & Mktg	17,550.00	73,100.00	-55,550.00	24.0%
5515 · Advertising - Online	1,708,564.47	2,616,390.00	-907,825.53	65.3%
5525 · Community Relations	8,473.60	30,000.00	-21,526.40	28.2%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	3,167.81	22,500.00	-19,332.19	14.1%
5580 · Promotional Aids	174.49	9,000.00	-8,825.51	1.9%
6100 · Familiarization Tours	26,364.38	110,000.00	-83,635.62	24.0%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	1,615.12	2,200.00	-584.88	73.4%
6150 · Event Grant	253,583.72	763,200.00	-509,616.28	33.2%
6170 · Tourism Summit	16,725.14	22,500.00	-5,774.86	74.3%
6200 · Postage and Delivery	40,548.92	200,200.00	-159,651.08	20.3%
6300 · Travel	18,934.14	48,460.00	-29,525.86	39.1%
6305 · Vehicle Maintenance	1,784.84	3,500.00	-1,715.36	51.0%
6320 · Registrations	22,151.55	52,475.00	-30,323.45	42.2%
6340 · Travel Show Exhibit	488.94	4,000.00	-3,511.06	12.2%
6420 · Dues and Subscriptions	37,599.38	45,060.00	-7,460.62	83.4%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	23,632.86	39,915.00	-16,282.14	59.2%
6500 · Equipment	19,933.69	101,030.00	-81,096.31	19.7%
6510 · Expendable Equipment	165.44	2,045.00	-1,879.56	8.1%
6530 · Technical Support	212.97	13,050.00	-12,837.03	1.6%
6580 · Utilities	7,445.23	18,360.00	-10,914.77	40.6%
6600 · Cleaning/maintenance supplies	301.93	2,600.00	-2,298.07	11.6%
6610 · Building Maintenance	23,639.93	51,780.00	-28,140.07	45.7%
6620 · Equipment Service Contracts	1,321.20	3,100.00	-1,778.80	42.6%
6640 · Equipment Rent	15,577.02	33,840.00	-18,262.98	46.0%
6660 · Equipment Repairs	1,933.68	6,605.00	-4,671.32	29.3%
6700 · Office Supplies	8,762.08	23,025.00	-14,262.92	38.1%
6800 · Bank Service Charges	821.53	1,920.00	-1,098.47	42.8%
6810 · Web Site/Internet	20,263.30	41,500.00	-21,236.70	48.8%
Total Expense	4,470,246.55	7,898,755.00	-3,428,508.45	56.6%
Net Ordinary Income	2,804,102.06	-1,856,604.00	4,660,706.06	-151.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/23

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
Total Other Income	46,000.00	2,250,084.00	-2,204,084.00	2.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Expense	106,000.00	393,480.00	-287,480.00	26.9%
Net Other Income	-60,000.00	1,856,604.00	-1,916,604.00	-3.2%
Net Income	2,744,102.06	0.00	2,744,102.06	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 2/28/23

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	44.94	40.00	4.94	112.4%
Total Income	44.94	40.00	4.94	112.4%
Gross Profit	44.94	40.00	4.94	112.4%
Net Ordinary Income	44.94	40.00	4.94	112.4%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
Total Other Income	46,000.00	46,000.00	0.00	100.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
Total Other Expense	106,000.00	108,000.00	-2,000.00	98.1%
Net Other Income	-60,000.00	-62,000.00	2,000.00	96.8%
Net Income	-59,955.06	-61,960.00	2,004.94	96.8%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2022 through February 2023

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,648,520.61	1,344,508.00	304,012.61	122.6%
3040 · Meals Tax	677,525.99	619,196.00	58,329.99	109.4%
3210 · Interest	113,879.71	23,000.00	90,879.71	495.1%
Total Income	2,439,926.31	1,986,704.00	453,222.31	122.8%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	23,138.00	4,862,278.00	-4,839,140.00	0.5%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
Total 4000 · Long - Term Projects	23,138.00	5,855,733.00	-5,832,595.00	0.4%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4999 · Unappropriated Funds	0.00	1,071,952.00	-1,071,952.00	0.0%
5140 · Audit	3,435.00	3,625.00	-190.00	94.8%
5160 · Fireworks	55,000.00	131,581.00	-76,581.00	41.8%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
Total 4100 · Short-Term Projects	64,095.00	2,184,714.00	-2,120,619.00	2.9%
Total Expense	87,233.00	8,040,447.00	-7,953,214.00	1.1%
Net Ordinary Income	2,352,693.31	-6,053,743.00	8,406,436.31	-38.9%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
Total Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Income	2,352,693.31	0.00	2,352,693.31	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
Short-term Projects									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000			(30,000)	0
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250			(21,250)	0
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
TIG - Dare County - Frisco Buxton Pathway						200,000			200,000
TIG - Duck - Ocean Crest Improvements						78,000			78,000
TIG - KDH - Wright Brothers Sidewalk						177,000			177,000
TIG - NH - Whalebone Park Restrooms						112,000			112,000
TIG - OB Forever - Weather Bureau Signal						34,595			34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway						132,000			132,000
TIG - SS - Walking Path E. Highway 12						150,000			150,000
TIG - SS Civic Assoc - Accessible Access 96A						25,000			25,000
Fireworks	79,669		(58,088)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,250)	3,250	0		(3,435)	3,625	190
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(5,660)		6,580
Unappropriated Funds	287,498	859,826		(580,813)	566,511	912,715		(915,970)	563,256
TOTAL SHORT TERM COMMITMENTS	1,658,000	1,385,774	(897,178)	(525,948)	1,620,647	1,821,310	(64,095)	(908,595)	2,469,267
Long Term Projects									
Multi-Use Center (100%)	1,889,673	1,860,655	(22,025)	(40,000)	3,708,303	1,763,949	(23,138)		5,449,114
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
TOTAL LONG TERM COMMITMENTS UNPAID	2,680,843	1,960,655	(47,590)	0	4,613,908	1,863,949	(23,138)	0	6,454,719
Total	4,338,843	3,366,429	(944,768)	(525,948)	6,234,556	3,685,259	(87,233)	(908,595)	8,923,987
Cash on Hand 2/28/23								Checking	13,555
								Savings	8,646,024
Total Cash on Hand									8,659,579
25% of Occupancy & Meals Income per Budget									
March									36,553
April									54,384
May									110,377
June									135,425
									336,738
Unappropriated Balances									72,330
Transfer from General Fund						2,662,784 *			
30% Short-term						798,835			
Short-term Interest						113,880			
						<u>912,715</u>			
70% Long-term							1,863,949		
Long-term Interest							0		
							<u>1,863,949 *</u>		

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

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Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2022 through February 2023

	Jul '22 - Feb 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,600.00	1,400.00	200.00	114.3%
3200 · Site Rental Income - Other	16,500.00	15,700.00	800.00	105.1%
Total 3200 · Site Rental Income	18,100.00	17,100.00	1,000.00	105.8%
3210 · Interest Income	489.09	300.00	189.09	163.0%
3250 · Lease Income	28,252.00	45,600.00	-17,348.00	62.0%
9999 · Unappropriated Funds	0.00	52,055.00	-52,055.00	0.0%
Total Income	46,841.09	115,055.00	-68,213.91	40.7%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	1,826.44	55,000.00	-53,173.56	3.3%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	14,901.18	46,645.00	-31,743.82	31.9%
6610 · Repairs & Maintenance	130,517.25	218,870.00	-88,352.75	59.6%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	14,575.77	20,000.00	-5,424.23	72.9%
Total Expense	171,858.56	400,735.00	-228,876.44	42.9%
Net Ordinary Income	-125,017.47	-285,680.00	160,662.53	43.8%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Income	-124,817.47	0.00	-124,817.47	100.0%

DARE COUNTY TOURISM BOARD

28-Feb-23

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	400,231	4,778,403	751,915	1,036,983	3,216,174	0	1,000,000	755,566	3,005,289	14,944,562
RESTRICTED FUND	13,555	3,871,568			1,524,455	250,000	1,000,000	1,000,000	1,000,000	8,659,579
TRAVEL GUIDE	40,563									40,563
MERCHANDISE SALES	165,115									165,115
EVENT SITE FUND	322,783									322,783
TOTAL	942,248	8,649,971	751,915	1,036,983	4,740,630	250,000	2,000,000	1,755,566	4,005,289	24,132,602
TOTAL % EACH BANK	9.24%	35.84%	3.12%		36.24%		8.29%	7.27%		100.00%
INTEREST RATES	0.38%	4.49%	0.10%	2.85%	2.43%	0.25%	3.95% & 4.0%	3.15 & 3.9%	3.99%, 4.04% & 4.07	
TOTAL CHECKING & CD'S	24,132,602									
60% ALLOWED IN ANY BANK	14,479,561									
25% ALLOWED IN ANY ONE INV	6,033,151									
60% General Fund Reserved Balance is \$4,351,493.										
100% Restricted Fund Balance Restricted by House Bill 225				\$8,659,579						



OUTER BANKS VISITORS BUREAU
One Visitors Center Circle, Manteo, NC 27954
[P] 252.473.2138 [F] 252.473.5106
[Toll-Free] 877.OBX.4FUN www.outerbanks.org

Date: March 15, 2023

To: Ervin Bateman, Chair
Budget and Finance Committee

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

Re: Budget Amendment #2 FY 2022-2023

Attached is a budget amendment to increase the Event Grant line item at the request of the Grants Committee after reviewing the twenty-four grant applications received.

This amendment also includes additional money for small research tools and an amendment to the Event Site Fund for unexpected repairs and maintenance.

GENERAL FUND:

Revenue Increases:

Occupancy Tax: \$122,250 - 75% of \$163,000.

Expenses Increases:

Event Grants: \$82,250.00 - Additional funds as recommended by the grant committee.

Research: \$40,000 - Arrivalist and Zartico

SPECIAL REVENUE (RESTRICTED) FUND:

Revenue Increases:

Occupancy Tax: \$40,750 - 25% of \$163,000.

Expenses Increases:

Short-term Unappropriated: \$12,225 - 30% of revenue increase

Event Site: \$28,525 - remaining of 70% of revenue increase



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EVENT SITE FUND:

Revenue Increases:

Unappropriated Funds: \$67,000 – Increase revenue from fund balance

Expenses Increases:

Repairs & Maintenance: \$67,000 – Increase for unexpected maintenance items.

**Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget Amendment**

FUND: GENERAL FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	3,989,317.00	122,250.00		4,111,567.00	75% of Income Adjustment
3040	Meals Tax				0.00	
	Total		122,250.00	0.00		

EXPENDITURES Promotions

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6150	Event Grant	845,450.00	82,250.00		927,700.00	Increase for additional grant recommendations
5185	Research	237,700.00	40,000.00		277,700.00	Adjust for Arrivalist and difference in budgeted cost for Zartico
	Total		122,250.00			

Total Expenditures	122,250.00
Total Revenue	122,250.00
Difference	0.00

**Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget Amendment**

FUND: RESTRICTED FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	1,963,704.00	40,750.00		2,004,454.00	25% of Income Adjustment
3040	Meals Tax					
	Total		40,750.00	0.00		

EXPENDITURES

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Short-term Unappropriated	1,071,952.00	12,225.00		1,084,177.00	30% Allocation (\$40750 * .30)
4525	Event Site	4,862,278.00	28,525.00		4,890,803.00	Remaining 100% of the 70% (\$40750*.70) Allocation
	Total		40,750.00			

**Fiscal Year 2022-2023
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	52,055.00	67,000.00		119,055.00	Budget money from unappropriated fund balance
					0.00	
	Total		67,000.00	0.00		

EXPENDITURES Promotions

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6610	Repairs & Maintenance	218,870.00	67,000.00		285,870.00	Unexpected R&M including: Well Pump, \$10,000
						Tensil Structure; \$12,500, Tall Light Poles: \$25,000
						Short Light Poles: \$19,500
	Total		67,000.00			

Total Expenditures	67,000.00
Total Revenue	67,000.00
Difference	0.00

Event Grant Requests

Fiscal Year 2022/2023

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Chicamacomico Historical Association</i>	\$ 10,000.00	\$ 6,000.00	Entertainment, Marketing, Tents, T-Shirts	New Event
<i>2023 Shuck Hatteras Oyster Festival</i>				
<i>December 15-16, 2023</i>				
<i>Community Care Clinic of Dare</i>	\$ 5,000.00	\$ 3,000.00	T-Shirts, Tents, Marketing	New Event
<i>2023 Billfish Tournament</i>				
<i>September 22-23, 2023</i>				
<i>Dare County Arts Council</i>	\$ 10,000.00	\$ 7,500.00	Entertainment, Marketing	FY21/22: \$ 7000
<i>2023 Outer Banks Veterans Week</i>				FY19/20: \$ 5000
<i>November 3-12, 2023</i>				FY18/19: \$ 7000
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 3,000.00	Entertainment, Marketing	New Event
<i>2023 Pride Arts Project</i>				
<i>June 2-15, 2023</i>				
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 5,000.00	Entertainment, Marketing	FY21/22: \$ 7500
<i>2023 Surfalorus Film Festival</i>				FY20/21: \$ 7500
<i>September 17-20, 2023</i>				FY19/20: \$ 1000
<i>Dare County Motorsports Charity Group</i>	\$ 20,000.00	\$ 18,000.00	Entertainment, Marketing, T-Shirts, Infrastructure Rentals	FY21/22: \$18000
<i>Outer Banks 2023 Fall Bike Fest</i>	Max eligible			
<i>September 22-23, 2023</i>	(\$25,000 req)			
<i>Dare County Veterans Advisory Council</i>	\$ 25,000.00	\$ 25,000.00	Marketing, Rentals of Infrastructure, Wall Attraction	New Event
<i>The Wall That Heals</i>				
<i>November 15-19, 2023</i>				
<i>Eastern Surfing Association OBNC District</i>	\$ 29,500.00	\$ 19,500.00	Entertainment, Infrastructure, T-Shirts, Marketing	FY21/22:\$20000
<i>2023 Easterns Surfing Championship</i>				FY20/21:\$19000
<i>September 17-23, 2023</i>				FY19/20: \$ 7500
<i>First Flight High School</i>	\$ 15,500.00	\$ 13,000.00	Marketing & Live Streams, T-Shirts, Rentals	FY21/22:\$12200
<i>2023 Good Guys vs Cancer Basketball</i>				
<i>November 30-December 2, 2023</i>				
<i>First Flight Rotary Foundation</i>	\$ 5,000.00	\$ 2,500.00	Marketing, Rentals, Entertainment	FY18/19: \$ 2500
<i>2023 Oink & Oyster Roast</i>				
<i>October 7, 2023</i>				
<i>Hatteras Island Youth Education Fund</i>	\$ 10,000.00	\$ 6,500.00	Marketing, T-Shirts	FY20/21: \$ 6500
<i>2023 Surfin' Turkey 5K & Puppy Drum Fun Run</i>				FY19/20: \$ 1000
<i>November 23, 2023</i>				FY18/19: \$ 6000
<i>Just in Case</i>	\$ 40,000.00	\$ 20,000.00	Marketing, Entertainment	New Event
<i>Halloween on the Banks</i>				
<i>Weekends 9/30-10/31</i>				
<i>Nags Head Surf Fishing Club</i>	\$ 3,000.00	\$ 1,500.00	Venue rental, Marketing, T-Shirts	FY21/22: \$ 1500
<i>2023 F. Boyden Youth Fishing Tournament</i>				
<i>June 14, 2023</i>				

Event Grant Requests

Fiscal Year 2022/2023

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
<i>Nags Head Surf Fishing Club</i>	\$ 5,000.00	\$ 4,000.00	Venue rental, T-Shirts, Entertainment	FY21/22: \$ 4000
<i>2023 NH Surf Fishing Tournament</i>	Max eligible			FY20/21: \$ 4000
<i>October 4-6, 2023</i>	(\$6,000 req)			FY18/19: \$ 4000
<i>North Carolina Beach Buggy Association</i>	\$ 10,000.00	\$ 5,000.00	T-Shirts, Facility rental	FY21/22: \$ 4500
<i>2023 Red Drum Tournament</i>				FY19/20: \$ 1000
<i>October 25-28, 2023</i>				
<i>OBX Pride</i>	\$ 10,000.00	\$ 10,000.00	Marketing, Rentals, Entertainment, T-Shirts	FY18/19: \$11000
<i>2023 OBX Pridefest</i>	Max eligible			FY17/18: \$20000
<i>September 7-10, 2023</i>	(\$41,800 req)			FY15/16: \$21000
<i>Outer Banks Conservationists</i>	\$ 10,000.00	\$ 5,000.00	Marketing, Entertainment, T-Shirts, Harness	FY21/22: \$ 5000
<i>2023 Island Farm Pumpkin Patch</i>	Max eligible			FY20/21: \$ 4500
<i>October 2023</i>	(\$12,488 req)			
<i>Outer Banks Home Builders Association</i>	\$ 20,000.00	\$ 10,000.00	Marketing Only	New Event
<i>2023 Parade of Homes</i>				
<i>October 5-8, 2023</i>				
<i>Outer Banks Seafood Festival</i>	\$ 50,000.00	\$ 35,000.00	Marketing, Entertainment, Rentals	FY21/22:\$35000
<i>2023 OB Seafood Festival</i>				FY19/20:\$25000
<i>October 21, 2023</i>				FY18/19:\$30000
<i>Outer Banks Sporting Events</i>	\$ 35,000.00	\$ 20,000.00	Rentals, Entertainment, T-Shirts, Marketing	FY21/22:\$20000
<i>2023 Outer Banks Marathon</i>				FY20/21:\$18500
<i>November 10-12, 2023</i>				FY19/20:\$15000
<i>Outer Banks Sporting Events</i>	\$ 8,000.00	\$ 8,000.00	Rentals, T-Shirts, Entertainment, Marketing	New Event
<i>2023 Ride the Sea Century Ride</i>				
<i>October 13-14, 2023</i>				
<i>The Rogallo Foundation</i>	\$ 20,000.00	\$ 10,000.00	Marketing, Rentals, Entertainment, T-Shirts	FY19/20:\$ 8000
<i>2023 OBX Brewtag</i>				FY18/19:\$10000
<i>October 28, 2023</i>				FY17/18:\$10000
<i>Town of Duck</i>	\$ 11,000.00	\$ 9,000.00	Entertainment, Rentals, Marketing	FY19/20:\$ 6000
<i>2023 Duck Jazz Festival</i>				FY18/19:\$ 9000
<i>October 7-8, 2023</i>				FY17/18:\$11000
<i>Town of Manteo</i>	\$ 30,000.00	\$ 20,000.00	Entertainment, Marketing	FY20/21:\$20000
<i>Dare Days 2023</i>				FY18/19:\$20000
<i>June 3-4, 2023</i>				FY17/18:\$20000

Total Amount Requested	\$ 394,500.00	\$ 266,500.00	
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PENDING BOARD APPROVAL

Beginning Balance	\$ 350,000.00
Previously Awarded	\$ (165,750.00)
Budget Amendment - Subject to Board Approval	\$ 82,250.00
Amount Available	\$ 266,500.00
Amount Recommended	\$ 266,500.00
Remaining Funds	\$ -

Marketing Dashboard

thru FEBRUARY 2023

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	30,445	39,797	-9,352	-23%
Completed Video Views	26,905,656	15,755,010	11,150,646	71%
Website Sessions	2,596,005	2,600,717	-4,712	0%
Online Communities				
Email Subscribers	136,892	200,172	-63,280	-32%
Facebook	715,503	716,054	-551	0%
Twitter	41,785	41,868	-83	0%
Instagram	128,910	124,433	4,477	4%
Pinterest	23,500	22,500	<u>1,000</u>	<u>4%</u>
TikTok	<u>51,900</u>	0	51,900	#DIV/0!
Online Communities Subtotal	1,098,490	1,105,027	-6,537	-1%

Devices February 2023

Mobile	77%
Desktop	19%
Tablet	4%

TikTok Channel began July 2022

Overall Traffic Summary | 6 Months & YTD

Feb 1, 2023 - Feb 28, 2023

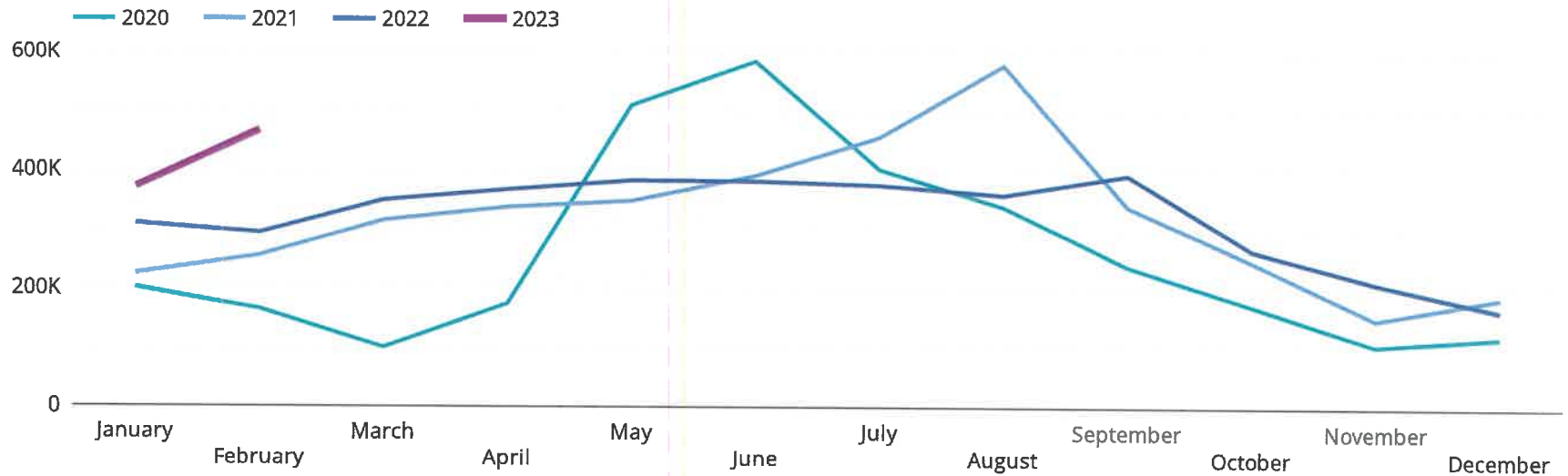
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
February	466,632	59.1% ↑	370,287	63.91%	9.2% ↑	778,865	49.2% ↑	1.67	-6.2% ↓	00:01:35	-18....
January	371,220	20.0% ↑	284,279	61.64%	3.8% ↑	640,075	18.9% ↑	1.72	-0.9% ↓	00:01:45	-5.9% ↓
December	162,979	-11.8% ↓	129,042	62.61%	3.1% ↑	275,744	-12....	1.69	-0.4% ↓	00:01:32	-7.6% ↓
November	209,187	41.4% ↑	146,635	66.53%	13.6% ↑	326,136	24.3% ↑	1.56	-12....	00:01:18	-27....
October	264,017	7.8% ↑	177,926	65.52%	11.1% ↑	410,681	-6.5% ↓	1.56	-13....	00:01:24	-23....
September	390,917	15.9% ↑	252,936	65.33%	14.9% ↑	598,913	-3.4% ↓	1.53	-16....	00:01:26	-25....

How are users from all sources trending over time?

by Sessions Year over Year



Analysis:

The site received 466,632 sessions in February, which was a large increase of 59% compared to last year.

2



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CAMPAIGN SUMMARY

CONSIDERATIONS

- Spring-Summer paid media campaign was fully live in February with the remaining tactics launching: Teads - Native Display (2/1), Hulu Branded Entertainment Selector - Streaming TV (2/13), Our State - Print (2/15).
 - YouTube - Streaming Video and Teads Weather Triggered - Native Display Spring-Summer paid media tactics delivered in full, as planned, on February 28.
 - Ontario Motorcoach Association's weekly newsletter inclusion began on 2/10 and will run through July.
 - Additional media efforts: OTA continuity, native display article promos and remarketing, paid search across Google and Bing including incremental funds towards select markets, email marketing, Google Discovery (lead generation) and social media (Ignite Social).
- KeyData and Zartico data sets are secured and being analyzed to understand current trends.
 - KeyData: February revenue was down 14% and total paid occupancy was down 21% YoY.
 - Zartico: February 1-22 tracked visitor spending was up 7% YoY, and down 3% to 2021 and 10% 2019.

Overview of below sections:

- [February 2023 Overview](#) reviews YoY change (vs. February 2022)
- [Fiscal Year Overview](#) reviews fiscal year-to-date YoY change (vs. FY21-22: July 2021 - February 2022)
- [OuterBanks.org Overview](#) reviews MoM change (vs. January 2023)
- Charts below are either "Month Of" (February 2023 data) or "Trending" (variable timeframe).

FEBRUARY 2023 OVERVIEW

- Paid impression and video view delivery increased significantly MoM as a result of all Spring-Summer paid media tactics being live throughout February.
 - Over 26MM paid impressions and nearly 5.7MM video delivered in the month.
- Total February Website sessions were up 59% YoY - both paid and organic traffic achieved increases YoY and MoM.
- Netflix's Outer Banks Season 3 was released on Thursday, Feb 23. Several website metrics from 2/23-2/28 were impacted. Compared to six days before (2/17-2/22):
 - Organic traffic increased 97%
 - Avg. session duration decreased 25%
 - Bounce rate increased 12%
- Compared to January, Lodging Partner Referral Conversions were up 3% MoM while eNews Sign Up and Travel Guide conversions were down MoM.
- The Raw OBX landing page saw nearly 81K page views in February with a 1 minute 39 second average time on page; the Raw OBX surfing and fishing videos were played 2.2K times with an average video completion rate of 9%.

Paid Impressions

26,393,767

(Custom Range: 11,903,402)
+ 121.73% (14,490,365)

Total Email Sends

136,892

(Custom Range: 200,172)
- 31.61% (-63,280)

Website Sessions

466,632

(Custom Range: 293,271)
+ 59.11% (173,361)

Website Conversions (All)

29,196

(Custom Range: 41,362)
- 29.41% (-12,166)

Video Views (Brand Creative)

5,682,704

(Custom Range: 2,522,778)
+ 125.26% (3,159,926)

Consumer Marketing Email List Size

130,145

(Custom Range: 155,305)
- 16.20% (-25,160)

Lodging & Restaurant Listings Conversions

17,038

(Custom Range: 23,181)
- 26.50% (-6,143)

Note: All comparisons shown in the above section are YoY Month Of (February 2022).

FISCAL YEAR OVERVIEW

Paid Impressions

108,112,467

(Custom Range: 73,824,296)
+46.45% (34,288,171)

Website Sessions

2,596,005

(Custom Range: 2,600,719)
-0.18% (-4,714)

Website Conversions (All)

144,628

(Custom Range: 292,558)
-50.56% (-147,930)

Video Views (Brand Creative)

26,905,656

(Custom Range: 15,755,010)
+70.78% (11,150,646)

Email Sends

1,602,230

(Custom Range: 2,289,064)
-30.01% (-686,834)

Lodging & Restaurant Listings Conversions

96,891

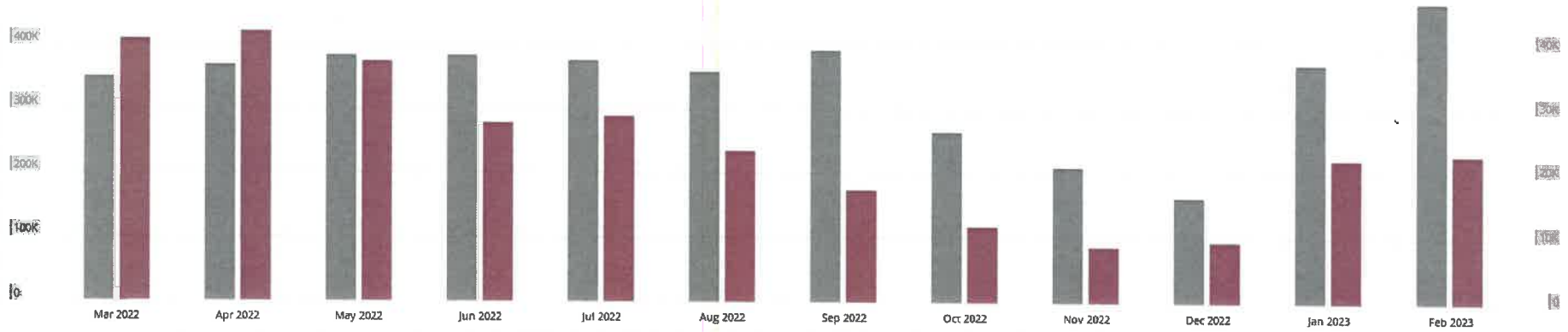
(Custom Range: 175,721)
-44.86% (-78,830)

Note: All comparisons shown in the above section are to the previous fiscal year (July 2021 - February 2022).

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

466,632
 (Previous Month: 371,220)
 +25.70% (95,412)

New Visits - Month Of

363,095
 (Previous Month: 283,058)
 +28.28% (80,037)

Avg. Time on Site (Seconds) - Month Of

95
 (Previous Month: 106)
 -9.74% (-10)

Organic Search Sessions - Month Of

178,158
 (Previous Month: 129,675)
 +37.39% (48,483)

Paid Media Sessions - Month Of

182,958
 (Previous Month: 146,806)
 +24.63% (36,152)

Bounce Rate - Month Of

64 %
 (Previous Month: 62 %)
 +4% (2 %)

EMAIL MARKETING INSIGHTS

- 137K emails were sent in February consumer marketing contact list and various workflow audiences with an overall average open rate of 19.9%.
 - February's open rate was the highest seen open rate in the last year.
- The "Welcome email" continues to drive the strongest open rate results achieving a 43% open rate this month; the email also had the highest CTR on opens at 55%.
- "Art, History and Culture" and "Foodie" audience workflows had the most emails sent and both saw above-average performance metrics. The smaller workflow audience emails all had strong open rates and CTR on opens.

Email Messages Sent - Performance by Message - Month Of

Message Send Name	# Sends ↓	# Opens	Open Rate	# Clicks	CTR (Opens)
february 2023 obx email	130,145	23,722	18.23 %	3,073	12.95 %
welcome email workflow	4,228	1,803	42.64 %	992	55.02 %
art, history and culture workflow 3.0	547	178	32.54 %	68	38.20 %
foodie workflow 3.0	492	174	35.37 %	87	50.00 %
family workflow 3.0	363	127	34.99 %	57	44.88 %
birding workflow	297	92	30.98 %	29	31.52 %
active vacationer workflow 3.0	250	79	31.60 %	37	46.84 %
fishing workflow 3.0	215	58	26.98 %	23	39.66 %
surfing workflow	208	54	25.96 %	10	18.52 %
camping/rv workflow 3.0	147	40	27.21 %	13	32.50 %
Total	136,892	26,327	19.23 %	4,389	16.67 %

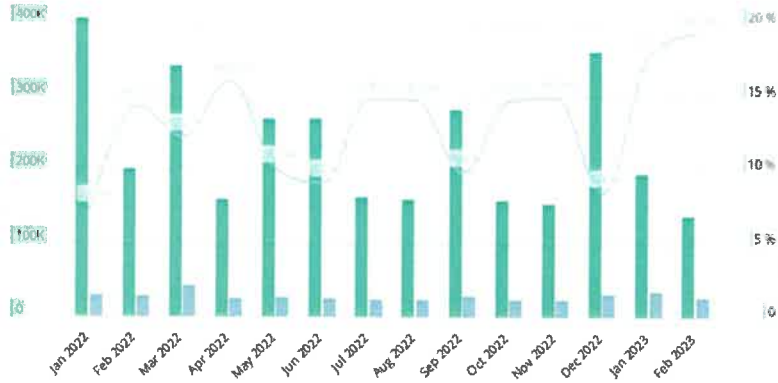
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Email Sends v. Opens - Trending

[Message Sends](#)
[Message Total Opens](#)
[Message Open Rate](#)



Top Pages Visited - Month Of

Web Analytics Page Path	# Page Views	# Visits ↓	# Visitor Bounce Rate
/blog/post/	1,668	908	38.33 %
/places-to-stay/vacation-rentals/	1,208	692	34.25 %
/plan-your-trip/travel-gulde/	1,409	672	45.39 %
/plan-your-trip/the-islands/	1,127	582	41.58 %
/things-to-do/	993	575	28.52 %
/	577	422	45.02 %
/plan-your-trip/offers-and-pack...	521	346	36.13 %
/places-to-stay/	760	278	15.47 %
/plan-your-trip/	437	232	24.57 %
/events/	379	178	22.47 %
/event/outer-banks-wedding-w...	104	84	63.10 %
/plan-your-trip/webcams/	109	68	73.53 %
/plan-your-trip/trip-ideas/	230	50	46.00 %
Total	10,798	5,360	37.22 %

25 of 25 items



PAID SEARCH INSIGHTS

- Overall performance improved slightly in February compared to January; CPC continued to decline and reached the lowest cost seen since Summer 2022.
- **Google**
 - CTR was down for the month across all campaigns. Overall, it went from 16.07% in January to 15.13% in February.
 - CPC saw a slight improvement for the month, going from \$0.60 to \$0.58.
 - Conversion metrics were relatively flat; conversion rate decreased 8% MoM.
- **Bing**
 - Overall CTR improved from 3.71% to 3.88%. The branded campaign had a decrease, but all others improved for the month.
 - Cost per Conversion decreased 13% MoM from \$5.31 to \$4.62.

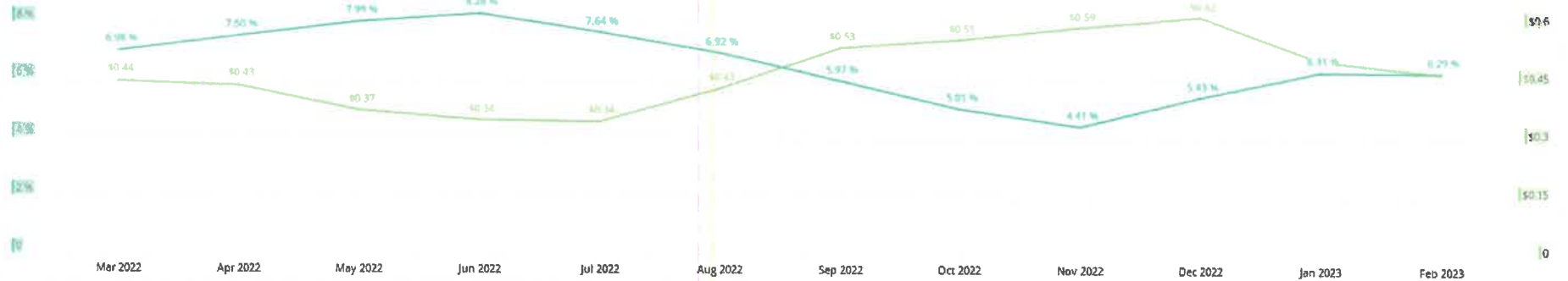
Paid Search Performance - Month of

Site Name	# Impressions	Clicks	# CTR	# CPC ↑	# Media Spend
Bing Ads	1,182,252	45,867	3.88 %	\$0.35	\$15,876
Google Search Network	321,931	48,694	15.13 %	\$0.58	\$28,461
Total	1,504,183	94,561	6.29 %	\$0.47	\$44,337

1 - 2 of 2 items ↔ → ←

Paid Search Performance - Trending

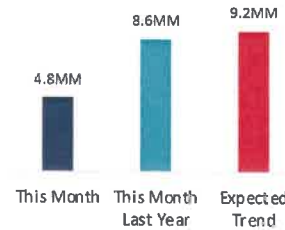
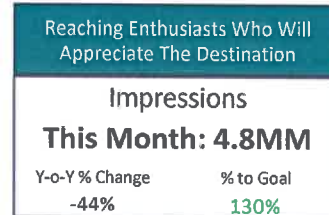
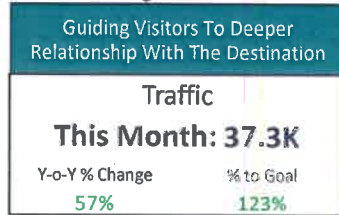
CTR CPC



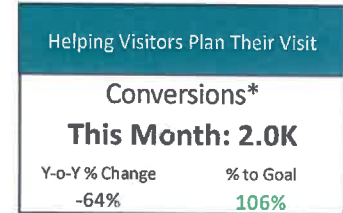
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Executive Summary



Targeting enthusiast audiences with strategy shift is proving more expensive than anticipated.



Increased platform ad buying costs have resulted in below-goal performance.

Strategy Overview:

The social media strategy changed in FY22/23 to focus on driving visitors who will be stewards and appreciators of the Outer Banks and what makes the destination special by furthering engagement with those who love the destination and providing guidance on ways visitors can discover more of what the Outer Banks has to offer.

Monthly Highlights:

- Planning referrals increased 70% over last year, driven by **1.4K Lodging referrals** and 114 “Things To Do” referrals.
- TikTok follower count **exceeded 50K** by the end of February.

Next Steps & Recommendations:

- In order to combat increasing conversion costs which limited spending this month, we recommend leveraging February’s unspent conversion dollars to run in-app lead generation ads designed to accomplish two conversions outside of the website infrastructure. The in-app form would require an email address (to receive the newsletter) in order to download the virtual Travel Guide PDF.
- Additionally, Travel Guide ad creative will be refreshed in March.
- Continue to generate conversation by testing OBXperts’ knowledge of landmarks and history.

*Website-conversions are experiencing abnormalities; while the cause is investigated Travel Guide conversion reporting has been replaced with Facebook-attributed conversions, which are to be viewed as a more-conservative representation.



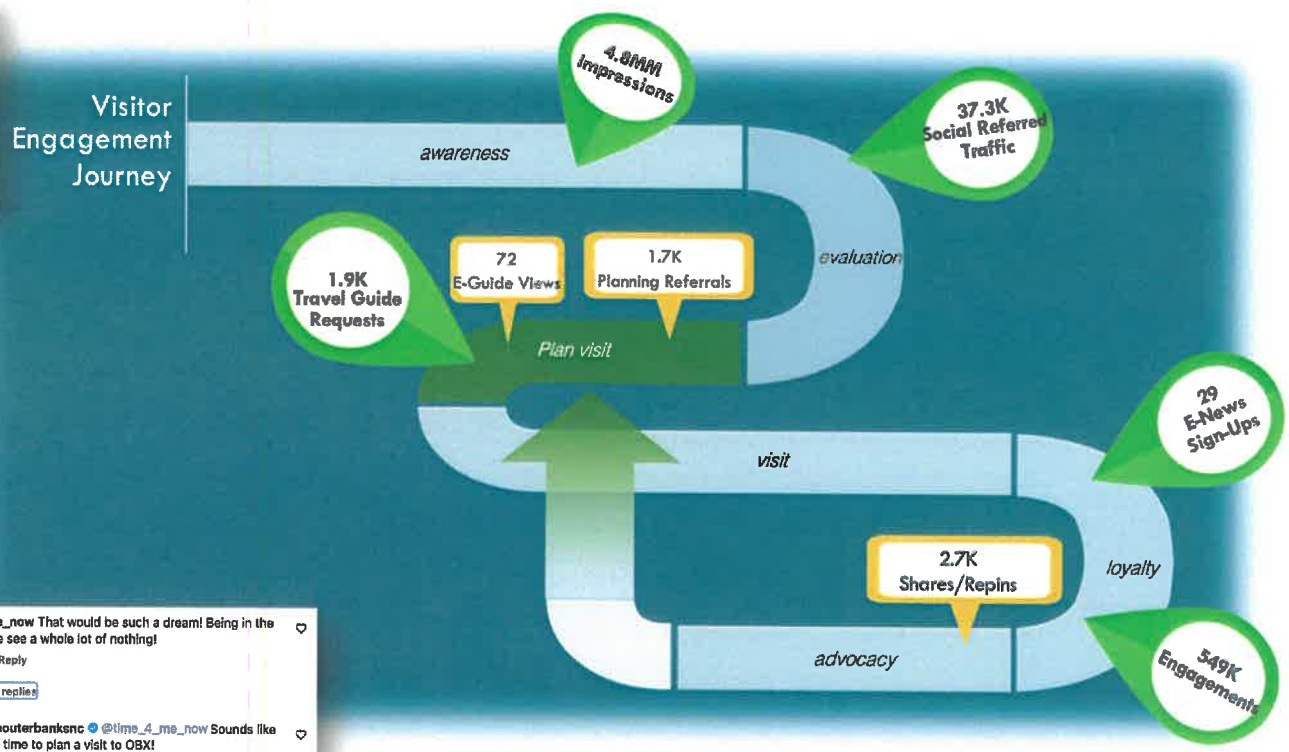
Visitor Journey

OBX theouterbankscnc • Happy National Wildlife day from the OBX! Have you spotted any of our winter visitors lying around on the beaches? You never know when you might spot a harbor seal this time of year — or countless other species through the seasons.

The Outer Banks are a sanctuary for wildlife ranging from wood ducks and alligators to black bears and red wolves and more. Our conservation efforts help hatch sea turtles, clean up beaches, and educate many to become stewards of our iconic coastline. (📷 : @corygodwinphotography)

- beachlover21362** Every form of life wants to hang out in OBX
1w 1 like Reply
- daz119** This is beautiful ❤️❤️
1w Reply
- emberglowresort** He looks so polite ❤️
1w 1 like Reply
- beachgir108** He is so beautiful!
1w Reply
- aleemahan** LOVE THIS 🍷
1w Reply
- americanfurniturenc** How cute is this!
1w Reply
- artist_elaine_oneil** I didn't know harbor seals lived this far South. Awesome!
1w Reply
- theouterbankscnc** • @artist_elaine_oneil They like to rest along our shoreline during their journey
1w Reply

- time_4_me_now** That would be such a dream! Being in the Midwest we see a whole lot of nothing!
2w 1 like Reply
- theouterbankscnc** • @time_4_me_now Sounds like it's time to plan a visit to OBX!
1w 1 like Reply



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MARCH 2023

OBX Soft-Shell Week | May 15 – 20, 2023 | “The Fun Starts When the Shell Comes Off”

The flag has been planted to promote one of the Outer Banks best delicacies, softshell crabs. Most restaurants are serving a version of a softshell crab dish during that timeframe, so why not proclaim it a weeklong event! Staff recently pitched the weeklong celebration at the Outer Bank Restaurant Association Meeting and has already received several sign ups. Staff is currently working on the webpage buildout and the interactive map of participating restaurants. There is no cost to participate in the celebration. Attached is the information sheet for restaurants to sign up. [Here’s a the link to the google sign up form](#). Any questions, please email Lorrie Love, love@outerbanks.org or Mark Ballog, markballog@aol.com

Recent Trade Show Activity:

Tourism Sales recently attended the American Bus Association (ABA) Marketplace in Detroit, MI, February 3-8, 2023. 2600 delegates attended the marketplace, including 350 tour operators. Bureau Staff had a total of 29 pre-scheduled, qualified appointments; each appointment last approximately 7 minutes; it’s like speed dating for our destination. Please note that most DMO’s averaged 29 pre-scheduled appointments. All appointment notes and leads from this show have been distributed to our industry partners for review and follow up.

What is a Marketplace? A commercial trade show that allows you to sell your destination to potential tour operators/companies in seven minutes. Please note that staff is currently selling for the Fall 2023 and 2024 seasons.

What’s the economic impact of a tour group: A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows this fiscal year:

- **May 20-24, 2023:** US Travel’s International Pow Wow, San Antonio, TX
-

The Soundside Event Site:

Attached is the current 2023 Events Calendar for the Soundside Event Site for your review.

Industry Relations | Career Beyond the Counter - Pathways to Tourism Update:

Bureau Staff, the Career Technical and Education Director and Career Technical Counselors for Dare County Schools are excited to report the following updates to our high school career program. Joe Lamb and Associates have hired a FFHS Student for the spring internship program through the CBC program. He is working as a maintenance technician and will be mentored by their head Maintenance Engineer. The Hilton Garden Inn recently hosted the CTE Hospitality class from Manteo High School for a tour of the property and a lunch and learn on careers within the hotel industry.



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

- ***Childrens Advocacy Centers of NC, April 22-24, 2023***, Board Meeting, 25 people, meeting space only.
- ***North Carolina State Bureau of Investigation |Criminal Enterprise Investigations Unit***, Sunday - Wednesday pattern; any 3 nights late summer or early fall, 25-27 people, 25 rooms, possible meeting space



OUTER BANKS SOFT-SHELL WEEK | MAY 15 – 20, 2023

The Outer Banks Visitors Bureau is planting the flag and declaring May 15 – 20, 2023, Outer Banks Soft-Shell Week! The idea is to create a week-long restaurant crawl (pun intended) showcasing your best soft-shell tapas dishes so patrons can go at their own pace tasting all week long. The Visitors Bureau will lend its marketing muscle to get the word out and promote participating restaurants **FREE OF CHARGE**.

Here's how the Bureau plans to promote:

- A website page for the event with a list of participating restaurants and information about what soft shells are, the shedding process, a list of where visitors can buy them locally and a tutorial on how to clean and cook.
- A QR code with an interactive map of participating restaurants, their dishes, plus an option to vote for the best of Soft-Shell Week.
- Poster Distribution ahead of time to promote locally.
- Promotion of Soft-Shell Week locally and regionally through a mix of media, social, email and website.
- Best Soft-Shell Dish Trophy to the Restaurant with the most votes.

OUR ASK: We would like participating restaurants to send us a description and picture (if possible) of the soft-shell appetizer/tapas size or entrée you'd like to highlight. Feature a soft-shell item that's usually on your menu at that time of year, or feel free to design a dish just for this week.

We are hoping to make the event easier for folks to remember – and entice them to try out a broader mix of restaurants – by asking that you have one soft-shell item at a \$12.00 price point. You can sell other soft-shell items at higher prices, or upsell to higher-priced entrée portions, but please try to have one item at \$12.00.

HAVE QUESTIONS? READY TO SIGN-UP? [Click here to sign up via our google form](#) or feel free to contact Lorrie Love (love@outerbanks.org) or Mark Ballog (markballog@aol.com).

“The Fun Starts When the Shell Comes Off”

2023 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees Expected	Site Reserved
Outer Banks Bike Week	Wednesday, April 26 – Saturday, April 29, 2023	11:00am - 5:00pm	3800 -over the all event days - 1200 peak day	Tuesday, April 25 - Sunday, April 30, 2023
OBX Rod and Custom Festival	Friday, May 5- Saturday, May 6, 2023	10:00am - 6:00pm	1000-1500	Wednesday, May 3 – Monday, May 8, 2023
OBX Jeep Invasion	Friday, May 12-Saturday, May 13, 2023	9:00am - 5:00pm	1000	Thursday, May 11 - Sunday, May 14, 2023
OBX Shredfest	Saturday, May 20, 2023	1:30pm-8:00pm	500-750	Friday, May 19 - Monday, May 22, 2023
Soundside Fun Fair	Thursday, June 8-Sunday, June 11, 2023	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Tuesday, June 6 – Monday, June 12, 2023
Soundside Market	Wednesday, June 21, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, June 21, 2023
Soundside Market	Wednesday, July 5, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 5, 2023
Soundside Market	Wednesday, July 19, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 19, 2023
Soundside Market	Wednesday, August 2, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 2, 2023
Soundside Market	Wednesday, August 16, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 16, 2023
Sumospeed Beach Bash	Saturday, September 16, 2023	11:00am - 6:00pm	1000 (not all on site at one time)	Friday, September 15-Saturday, September 16, 2023
Fall OBX Bike Week	Thursday, September 21-Saturday, September 23, 2023	11:00am - 5:00pm	1500	Wednesday, September 20-Sunday, September 24, 2023
Garage Band Charities	Friday, October 6-Saturday, October 7, 2023	10:00am - 6:00pm	750-1000	Thursday, October 5 - Monday, October 9, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	8,000-10,000 (not all at one time, flow)	Wednesday, October 18-Wednesday, October 25, 2023
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	4000-5000	Wednesday, October 25-Tuesday, October 31, 2023
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	7,000-11,000 (not all at one time, est 3000 peak attendance per day)	Tuesday, November 14-Sunday, November 19, 2023

2023 American Bus Association Marketplace | Outer Banks Visitors Bureau Appointment Notes & Leads

Company Name	First Name	Last Name	Title	Type of Business	Email	Phone	Mailing address	City	State	Zip	Comments
Baer Express Tours	Dave	Baer	V.P. Oprs. Mgr.	Tour Operator	baertours@aol.com	301-797-5277	14003 Maugansville Rd			21767-1005	Has struggled with Multi-day tours. Does a lot of day trips - NYC, Atlantic City, Dover - casino trips.
Sunshine Tours	Kendra	Flinchum		Bus Operator	kendra@gosunshinetours.com	540-674-9517	PO Box 2149	Dublin	VA	24084-4149	Loves our area, but wonders if people in her area would go on their own. VERY interested in OB Seafood Itinerary. Group friendly restaurants, hands on activities out of the ordinary things
Galaxy Tours & Travel	Catherine	Swan	Pres.	Tour Operator	cswan@galaxygrouptours.com	630-523-6600	PO Box 72785	Roselle	IL	60172-0785	Had to cancel their May 2023 tour our area due to lack of reservations. Wants a DVD of the area to show on other trips to entice people to come her tours. Would combo us with Virginia Beach in the future and is interested in the OB Seafood Festival.
Village Travel	Danielle	Geesling	Tour Sales Director	Tour Operator	d.geesling@govillagettravel.com	316-315-4905	4255 N Ridge Rd	Wichita	KS	67205	Has tour scheduled for May 4, 2023 but is struggling to sell it. Our tour is a combo with Myrtle Beach.
Wade Tours Inc.	Crystal	DeLorenzo	Owner	Bus Operator	crystal@wadetours.com	518-355-4500	797 Burdeck St	Schenectady	NY	12306-1201	They come every other year. On their planning schedule for 2024. Planning a NC Mountains to Coast Tour - tour would end at the OB Seafood Festival. Needs step on guide.
Susquehanna Trailways	Amy Jo	Brooks	Dir. of Sales	Bus Operator	amy@susquehannabus.com	570-322-5361	11 W Church St Ste 1	Williamsport	PA	17701-6691	2022 was a very soft year. Does a lot of charter business with sports groups. Vacations every year in Nags Head.
Benedict's Bus Service	Emily	Cornell		Bus Operator	emily@benedictsbus.com	1-570-724-5867	2166 Charleston Rd	Wellsboro	PA	16901-8469	Has a senior class trip coming the first week of April. Has OBX and Raleigh on the itinerary. Needs help with Island Farm, CSI and finding a hispanic restaurant.
US Tours	Angie	Harper	Operations Supervisor	Tour Operator	Angie@USTours.Biz	1-304-485-8687	7000 Grand Central Ave	Vienna	WV	26105-8932	Very busy with their receptive services. Mostly senior groups. Has group coming March 23rd - needs help with setting up wild horse safari

2023 American Bus Association Marketplace | Outer Banks Visitors Bureau Appointment Notes & Leads

Company Name	First Name	Last Name	Title	Type of Business	Email	Phone	Mailing address	City	State	Zip	Comments
Notch Above Tours Inc.	Kim	Grizzle	Tour Production Manager	Tour Operator	kim@notchabovetours.com	1-802-881-0661	PO Box 8585	Burlington	VT	05402-8585	Please add to tour operator eblast list; requesting sample itineraries.
Brilliant Edventures	Brittany	Dykla	CEO	Tour Operator	brittany@brilliantedventures.com	1-912-434-3088	27158 Apple Tree Ln	Franklin	MI	48025	Receptive tour operator, has tentative group scheduled for September 2023; TLC out of Ohio.
Kenley Konnection	Macy	Newman		Tour Operator	gloriabk@msn.com	614.898.9505	3361 Patriot Blvd	Columbus	OH	43219	Does a lot of family trips and rekindle couples retreats; interested in sample itineraries and the AAENC itinerary.
Francis Custom Tours Inc.	Susan	Brackett		Bus Operator	franciscustomtours@gmail.com	1-870-2463366	28 Ranch Road	Arkadelphia	AR	71923	Requesting sample itineraries, possible 2024
Beyond Horizons Tour & Travel, LLC	Sheila	Tenwalde	Tour Coordinator	Tour Operator	sheila@beyondhorizontours.com	1-989-7707077	588 W Pickard St	Mount Pleasant	MI	48858	Has never been or heard of area until recently; mainly works with senior groups. Sending sample itineraries and overview of area.
MARS Tours and Companies (tour operator)	Kasie	McElroy		Tour Operator	kasie@takeafuntrip.com	1-540-869-1864	PO Box 1390	Stephens City	VA	22655	Needs a list of group friendly restaurants. Has 3 groups on the books for our area in 2023. Pairing OBX with the Norfolk Tattoo event in late April. Offered welcome bags.
Timeless Adventures, LLC	D'anna	Faulkner	Owner	Tour Operator	tours@lovetimelessadventures.com	1-844-546-8687	3330 Highway 70 E	Camden	TN	38320-6743	Needs help with 2024 itinerary planning, very interested in attractions on Hatteras Island, Graveyard and Chicamacomico. Also wants info on Wild Horse Safari.
NationsClassroom LLC	Patricia	Neimeyer	Travel Operations Mgr.	Tour Operator	patricia@nationsclassroom.com	1-804-269-4027	2211 Dickens Rd Ste 204	Richmond	VA	23230-2021	Strictly student market, wants updated info on our STEM programs especially CSI and our voluntourism service projects. Has sent HS groups to the area in the past.
Bilbrey Tours Inc.	Rhonda	Bilbrey	President	Bus Operator	Rhonda@BilbreyTours.com	1-325-668-7001	3262 S 27th St	Abilene	TX	79605-6222	Needs group friendly lunch places; coming on April 13 with 25 people - Day trip from Virginia Beach; interested JR all terrain tour to the ridge.
Martz Group, Martz Trailways	Helen	Gruttadauria	Charter Sales Manager	Bus Operator	hgruttadauria@martzbus.com	1-570-821-3838	239 Old River Rd	Wilkes Barre	PA	18702-1616	Expanding tours to draw people from PA, MD and FL. Does a lot of reunion tours. Interested in sample itineraries
Breakaway Tours	Chris	LaCivita	Partner	Tour Operator	chrislacivita@hotmail.com	1-724-658-9200	2103 Wilmington Rd	New Castle	PA	16105-1930	OBX is finally on their schedule for 2024. Needs help with hotels, restaurants and itineary planning.

2023 American Bus Association Marketplace | Outer Banks Visitors Bureau Appointment Notes & Leads

Company Name	First Name	Last Name	Title	Type of Business	Email	Phone	Mailing address	City	State	Zip	Comments
Discovery Tours & Cruises, LLC	Debbye	Hardin	Travel Consultant	Bus Operator	discoverytours@sbcglobal.net	1-248-6481866	29488 Woodward Ave., #440	Royal Oak	MI	48073	Travels with small groups, we would be a fly drive for them, interested in sample itineraries.
Christian Tours/Burke International Tours Inc.	Melissa	Jones	Tour Operations Manager	Bus Operator	melissa@burkechristiantours.com	1-828-465-3900	PO Box 890	Newton	NC	28658-0890	spring starting March. Also has 5 retail tours scheduled for our area as well. First retail tour comes on March 13th. Always looking for group friendly restaurants, interested in ghost tours downtown Manteo.
Starr Bus Charter & Tours	Sandy	Borowsky	Vice President, Tours	Bus Operator	sborowsky@starrtours.com	1-609-587-7208	2531 E State Street Ext	Trenton	NJ	08619-3317	Has two tours coming this year in September. Interested in the head boat sunset fishing tour.
Uniglobe Ohio Valley Travel	Jennifer	Merryman	Owner/Manager	Tour Operator	uniglobejige@hotmail.com	1-304-232-5171	1165 Market St	Wheeling	WV	26003-2905	Having difficulty selling our for April 14-17. Working with Jennifer on images and promotion. Has a radio show and would like us to be featured. Welcome bags.
Capitol Bus Lines Inc.	Mary	Young	Treasurer	Bus Operator	mary@capitol-tours.com	1-803-794-9661	2926 Leaphart Rd	West Columbia	SC	29169-3647	People are interested but struggling with rates. The clients want the same rates they had years ago and rates have gone up. Would like a few itinerary ideas for our area. May try OB Seafood Festival for Fall 2023
Yankee Trails	Blythe	Macomber	Tour Dir.	Tour Operator	bmacomber@yankeetrails.com	1-518-286-2400	569 3rd Ave Ext	Rensselaer	NY	12144	Stay at the Hampton Inn Corolla; coming in late August - September. Asked her to think about staying in Dare County to save \$\$ on fuel.
Significant Living Travel & Tours	Christina	Knowles	Owner	Tour Operator	sltravel@charter.net	1-760-515-6083	19495 Big Horn St	Apple Valley	CA	92308-3337	no-show
Globus Family of Brands (Globus & Cosmos)	Jennifer	Horan		Tour Operator	jhoran@globusfamily.com	303-703-7273	5301 S. Federal Circle	Littleton	CO	80123	Lives in Kannapolis and wants to set up a high-end tour for the Outer Banks. Very small groups (10-15 people); would like info from Sanderling Resort and Inn on Pamlico Sound.
Heritage Tours	Angie	Bozeman	owner	Tour Operator	angie@heritagetoursofyoder.com	620-465-2515	PO Box 77	Yoder	KS	67585-0077	Has tour scheduled for May 2023 to the area. About 1/2 sold; needs group friendly restaurants, attraction bookings; tie up loose ends.
Black Tie Bus Charters Inc.	Laura	Timmons		Bus Operator	laura@blacktietransportation.net	336-768-5177	3060 Ridgewood Rd	Winston Salem	NC	27107-4536	They are offering more academic field trips and tours. They have 1 field trip for the OBX. 20-30 day or overnight trips. The OBX aligns with the middle school curriculum.

2023 American Bus Association Marketplace | Outer Banks Visitors Bureau Appointment Notes & Leads

Company Name	First Name	Last Name	Title	Type of Business	Email	Phone	Mailing address	City	State	Zip	Comments
Personalized Tours & Coaches	Tracy	Schueller	Pres.	Bus Operator	tracy@gopersonalized.com	920-528-7600	W4928 Pheasant Valley Rd	Waldo	WI	53093-1617	Working on a 2024 Coastal Carolina beaches and lighthouses tour. Visited the Outer Banks in 2022 in conjunction with the Tattoo Festival. They sell retail. Looking for hands on experiences.
Star Destinations	Pam	Cordeman	Director of Group Operations	Tour Operator	pam@stardestinations.com	712-308-8786	1903 N US Highway 71	Carroll	IA	51401-3340	Works with preformed groups. Working with Pam on Outer Banks on a FAM in 2024 for their bank club directors.
New England Coach	Belinda	Grace-Leonard	Owner/Tour Mgr.	Bus Operator	belinda@newenglandcoach.com	603-895-3000	17 Freetown Rd Ste 3	Raymond	NH	03077-2324	They had a great coastal tour planned in 2020. Still interested in doing that tour, unfortunately it was cancelled due to COVID. Looking at rescheduling that tour for 2024. Please send info on interesting attractions with hands on activities and group friendly restaurants.
Anderson Coach & Travel	Kim	Buckley	Dir. of Trvl. Svcs.	Bus Operator	kbuckley@goanderson.com	724-588-8310	1 Anderson Plz	Greenville	PA	16125-9443	Has retail tour planned for September 2023 but using Hampton Inn Corolla.

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: March 2023

COMMUNITY PRESENTATIONS

Coast Host | Feb 24 Aaron gave a presentation about regional partnerships and collaborations, and lessons learned, to the coastal counties member association hosted in Nags Head by Amy Wood for the quarter.

College of the Albemarle | Mar 5 Aaron was invited to present during a special event at COA hosted by the Pea Island Preservation Society called “Colored News and Checkerboard Crews” nodding to the history of segregated and integrated life-saving stations on the Outer Banks. Aaron presented specifically about initiatives led by the Outer Banks Visitors Bureau to help promote awareness of our destination’s African American heritage and interest based tourism.

Outer Banks Chamber of Commerce | Mar 15 Aaron gave a presentation to the Chamber’s OBX Leadership class of about two dozen young professionals on current initiatives in the community being led by the Outer Banks Visitors Bureau including the Long Range Tourism Management Plan, Non-Profit Partnerships, Sustainable Travel and Careers Beyond the Counter, to name some.

SOCIAL BUZZ

Outer Banks 3 | Feb 23, 2023 Aaron helped plan a Twitter party between @VisitNC and @TheOuterBanksNC and other coastal partners to storm social media on the premier date of Netflix’s Outer Banks Season 3. The Bureau’s social media agency crafted ten tweets for our brand and submitted several for the state account to use in expressing enthusiasm for the real Outer Banks as a travel destination contrasted against the series depiction. The Bureau account tweets were viewed 37.8K times between them. Example:

@TheOuterBanksNC To celebrate the season premiere of #OBX3 it’s time to test your knowledge of the real Outer Banks versus @OBXonNetflix Follow along this evening as we uncover the truth to see how well you know your favorite place.

USA Today 10Best Readers’ Choice The Outer Banks social media team helped spread the word about the town of Nags Head being a contender for USA Today’s top ten small coastal towns, and ultimately made the #9 spot for 2023. <http://bit.ly/3YT5n5B>

EARNED MEDIA

Garden & Gun | Mar 23 “Seven Southern Spots That Will Cook Your Catch” Aaron worked with contributing journalist Caroline Eubanks to get the Nags Head Pier House Restaurant included in this roundup story. <http://bit.ly/3JldSAx>

The Daily Telegraph | Feb 23 “The Secret Stretch Of US Coast That Is Stealing The Show” We’re thrilled to share Jacqui Agate’s coverage from her recent trip to the Outer Banks in February. With a nod to the Netflix series that inspired Jacqui’s visit, and the joint partnership with VisitNC, Currituck and Ocracoke tourism to co-host her, the real magic comes from the real-life places, the people and their stories. A PDF is attached. The Telegraph’s circulation is 327,345, and Telegraph.co.uk’s reach is 65.5 million unique visitors per month.

Southern Living | Mar 23 “The Best Beach Towns For Every Type Of Traveler” Nags Head, NC was identified as a beach bfit for romantic travelers. <http://bit.ly/3YQ2cvn>

Our State | Feb 23 “Searching For Sea Glass On The Outer Banks” <http://bit.ly/3YT1IKo>

CONTENT PARTNERSHIPS / IN DEVELOPMENT

Military Officer Magazine | Summer 2023 The OBVB PR team provided assistance to writer Teresa Otto for her research on aspects of the destination that would appeal to veterans and military families on the Outer Banks. She’s working on an article based on her visit for Military Officer magazine.

PRESS TRIPS / IN DEVELOPMENT

German Market FAM | Apr-23 Aaron is collaborating with the PR team from VisitNC to host a German audience press trip of five representing premium outlets for the nights of Apr 23-26 as part of a Raleigh to the OBX international flight then drive market experience.

Camper Girl | Apr-23 The OBVB PR team is working with the magazine to develop a full review/editorial for the popular print magazine based on journalist visits around the brand’s annual Camporee, which will be held at Camp Hatteras the week of April 25-30. The female centric DIY camping trailer magazine has become very popular in recent years.

Film FAM | May-23 The OBVB PR team is working with the VisitNC to host a film-forward press trip, highlighting the Outer Banks as a place where movies and pop culture come to life.

Le Figaro | Jun-23 Aaron is working with the state tourism office on a neat opportunity to assist a French language publication in finding an Outer Banks story for those interested in the American travel market. Le Figaro has an impressive footprint. **Le Figaro Magazine**, circ.370,193 copies/1.35 million readers - Weekly supplement news & lifestyle magazine distributed with Le Figaro national newspaper.

MEDIA MARKETPLACES

Visit North Carolina Tourism Conference | Mar 6-8, 2023 - 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.

** UPDATE: Aaron is working with Our State magazine editors to develop up to a half dozen story ideas for the next twelve months during an April 2023 in-market journalist visit. He also has pitches for contributors to Outside magazine that were made during the state tourism conference among other outlets.

Southeast Tourism Society | Apr 16-20 - Aaron is heading to Hunstville, AL to meet with some of the South’s top working freelancers and journalists on staff at leisure and trade publications. He’ll sit down with a few dozen media for one on one appointments to find opportunities to work together over the next year or two.



Photo courtesy of Meinzahn // Getty Images

No. 9: Nags Head, North Carolina

One of the Outer Banks' most well-known tourist destinations, Nags Head is popular with visitors for its wide variety of restaurants, natural and historical attractions, and magnificent ocean views. Nags Head beaches are pet-friendly, and water lovers will find outlets for many of their favorite sports, including kayaking, windsurfing and kiteboarding. The historic Jennette's Pier offers exceptional "in-shore" fishing and is home to a small museum and educational research center. For those seeking more adventure, the Bodie Island Lighthouse gives visitors a spectacular ocean view from the top of the 156-foot tower during the summer months.

What kind of traveler are you?

By [Hallie Milstein](#) | Published on March 12, 2023



PHOTO: OLGA MELHISER / GETTY IMAGES

No matter who you are or what you've been up to, we speak for everyone when we say that you deserve a [trip to the beach](#). Now is as good a time as ever to plan your next much-needed beach getaway. Of course, we have a few recommendations to guide you along.

There are many [kinds of travelers](#) and depending on your vacation crew, your destination and itinerary will look a bit different. Those looking to settle on the beach with a good book or relax and get some color under the sun shouldn't plan the same as a group looking for big waves and larger than life wildlife or [families with both young kids and grandparents](#) in tow. As it turns out, the trick to a successful trip is a bit of self-reflection. What kind of travelers are you and your group? Take care to answer before you start to book anything.

No matter your answer, we have you covered. From girls trips to history buffs, foodies, and everyone in between, we've got the perfect destination for your next beach getaway. These are our best recommendations for every type of beach-bound traveler.

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of 20

Romance Seekers: Nags Head, North Carolina



PHOTO: GETTY IMAGES

A romantic getaway to [Nags Head](#) is sure to send sparks flying. Rent a charming cottage this barrier island town with your honey and spend your days exploring the [small town](#). A couple of bike rentals to get around this breezy town and you might just feel like you're in a rom-com.

GARDEN & GUN

TRAVEL

Seven Southern Spots That Will Cook Your Catch

Hook-and-cook fish dinners are as fresh as they come

By **CAROLINE EUBANKS**

March 14, 2023



PHOTO: COURTESY OF VIRGINIA TOURISM CORPORATION

Harvesting bivalves on the Lynnhaven River with Pleasure House Oysters.

Pier House Restaurant

Nags Head, North Carolina

Pier fishing is a beloved pastime in Nags Head in North Carolina's Outer Banks. You might catch drum, pompano, or grouper, depending on the time of year. Clean your catch and bring it over to the Pier House Restaurant, an old-school joint covered in shingles and signage, with views of the ocean. Available for lunch and dinner, the catch-and-cook special is fried, grilled, or blackened and comes with fries, coleslaw, and hushpuppies.



PHOTO: COURTESY OF PIER HOUSE RESTAURANT

Pleasure House Oysters

Virginia Beach, Virginia

Lynnhaven oysters get their name from the river that flows into the Chesapeake Bay. Pleasure House Oysters in Virginia Beach operates three tours along this river, including the Waterman Tour, which brings shellfish lovers out to an oyster farm. Guests pluck oysters from the underwater traps with provided gloves and tools. Okay, so it's not technically catch and *cook*, but guests can then slurp cold and briny oysters right there on the boat, inches above the very setting where they grew.

Our State

FEATURES

Searching for Sea Glass on the Outer Banks

A mother and daughter head to the Outer Banks to look for sea glass. What they find on the quiet beach surprises them both.

by *Krista Bremer*



Sea glass is created by the churning of glass shards in a body of water that has a pH above 7. The acidic water changes the chemical composition of the glass, transforming it into the gem.

photograph by Chris Hannant

The first thing my 19-year-old daughter, Aliya, does, after settling into my passenger seat and slinging her backpack into the rear, is switch off my podcast and turn up her music. My lesson on compassion cuts off mid-sentence, replaced by heavy bass and lyrics that make me cringe. There is turbulence between us. She's hurtling into adulthood; I'm tumbling into middle age. We keep colliding. I turn my car away from her college dorm toward the coast. We're going to the Outer Banks for the weekend to search for sea glass — and also, I hope, to smooth out some rough edges between us.

There's no telling what we'll find at the beach on this chilly February weekend. The Outer Banks can be an ideal or terrible place to find sea glass, depending on the season. Local collector and jeweler Pembroke Bryant, who has spent decades combing these beaches for treasure, once kept records on tides, wind, and moon cycles when collecting in his early years. But he gave up trying to crack the code of sea-glass hunting long ago. All he knows for certain is that the odds are better during the off-season, on barren beaches. "If you see footprints in the sand, the sea glass is probably gone," he says.

These cold, gray days should bring us luck.

On the Outer Banks, where hurricanes have long washed everything into the sea, debris from storms — the broken dishware and bottles and windowpanes — is delivered back to the sand as sea glass. After storm surges, the little gleaming shards sometimes spill from the berms built in the 1930s by the Civilian Conservation Corps, whose members stuffed the embankments with trash as well as sand. Here, and all along the Southeastern coast, sea glass delivers pieces of shipwrecks, as well as evidence of pirates, German U-boats, and torpedoes. From Native American trading goods to Prohibition-era artifacts, each piece is a clue to history. A captured moment, imperfect but polished. One of a kind.



Sea glass is created by the churning of glass shards in a body of water that has a pH above 7. The water changes the glass, transforming it into the gem of this necklace made by Mark Slagle.

Glass is not sea glass. What distinguishes sea glass is the way the shard has been marked by time. Pieces found on the sand have undergone a long, slow transformation, both inside and out. Over decades or centuries, as caustic water changes the glass chemically, hydration causes pitting and frosting on its surface. Sharp edges are polished by churning and abrasion — not just in the pounding surf, but also in the tides and currents and undertow. On the Outer Banks and other sandy beaches, sea glass remains triangular — roughly the same shape as the original broken piece. But where there is turbulent water and rough terrain, one can find rare rounded sea glass, sculpted by nature into the shape of a marble.

This morning, I'm meeting several local sea-glass artists to learn what to look for — and where to look. I'd hoped Aliya would join us, but I'm an early bird, and she's a night owl. One of us often dreams while the other is wide awake. We'd gotten in late the night before, a wet wind whipping our hair as we unloaded the car. The dawn light wakes me early. As I open my eyes, for just a moment, I'm surprised to see my daughter's sleeping face. In the semi-darkness, I study her features, her singular beauty, and think, *How could this person have come from me?* What the forces of time and nature can create amazes me.

Slipping out the door, I let her sleep.

Mark Slagle, a local jewelry artist and metalsmith, meets me at a coffee shop in Nags Head. He strolls in, tall and lanky as an adolescent, with streaks of gray framing his face. Rusty Banjo, his yellow Labrador, follows close behind, stopping frequently at tables for scratches behind his ears. Everyone seems to know him.



Outer Banks metalsmith and jewelry artist Mark Slagle and his dog, Rusty Banjo, hunt for colorful, ocean-tumbled sea glass on the beach. photograph by Chris Hannant

Slagle worked odd jobs on the Outer Banks for years — landscaper, bus driver, church employee — before discovering that he was an artist. It was a cold day, like this one, when he found a heart-shaped piece of sea glass, half-buried and with a moonstone inner glow, near Avalon Pier. He had been looking for inspiration to create something with his hands using materials from the ocean. The perfect piece of sea glass seemed like a sign. He took it home, wrapped it in silver, and gave it to his wife, Cyndi, as a Valentine's Day gift.

Later, when his father was dying, he found solace in sea-glass hunting: Eyes trained on the sand, he lived in the moment and learned to surrender to what was beyond his control. "Only the ocean and God could wash my worries away," he says. Sea-glass artists and collectors know how to slow down and pay attention, how to

appreciate simple beauty and unexpected gifts. They see patterns the rest of us miss, and their instructions can sound almost mystical: *Wait until the ocean settles and the gravel beds appear. Let your eyes glaze over. Learn to see without seeing. Seek flashes of light.*

“I hear sea glass calling to me on my beach walks,” artist Margaret Miller says, leaning forward as if to share a secret. Her unruly blond curls fall loosely around her face. The calls come to her as she walks the sand in Kill Devil Hills, pulling her to tangles of seaweed or other places where sea glass likes to hide. After a hurricane or a nor’easter, when big surf churns up ocean treasures, she searches the shoreline at low tide, always abiding by certain rules: No digging, for example. Sea glass appears to her as a gift; she won’t put shovel to sand. Also: No altering. She wraps sea glass in wire instead of drilling into it. And once she picks up a piece, she will not put it back down. She trusts her intuition.

• • •

“Why do you bother wrapping precious metal around trash?” Miller’s teenage son once asked her in the dismissive tone known to mothers of teenagers everywhere. Back then, many people would have agreed with him: Sea glass seemed worthless. Then, in 2004, *Pure Sea Glass: Discovering Nature’s Vanishing Gems* was published, and everything changed. The book uses tides, weather, and historical records to set guidelines for sea-glass collection. It teaches how to use color and shape to identify the age and historical significance of each piece, and it sets standards to distinguish the counterfeit from the real. Today, the book remains the bible for sea-glass collectors and sellers.



Jewelry artist Margaret Miller never drills holes into the sea glass she finds in Kill Devil Hills. Instead, she wears it. Photograph by Chris Hannant

Still, the art, history, and science that give sea glass its value don't necessarily explain its allure. To Pembroke Bryant and his 6-year-old daughter, Pippa, the glinting shards of glass retain an air of mystery, too. At Oregon Inlet, his favorite place to search, he and Pippa have found all sorts of transformed treasures, like remnants of Coke bottles from the '70s and insulator glass from the telephone poles that once lined the highway. But there are no guarantees.

This morning, Pippa proudly shows me what they found on their latest excursion. Unsure what I'm seeing, I study the hard, gray lump in her palm. "It's fulgurite," she explains: sand that's been petrified by lightning. I would never have noticed it, but her father, who has been scouring this coastline for decades, has taught her not only what to see, but *how* to see.

Look at a certain shape, for instance, and you can see where it came from. Bryant uses local triangular sea glass for his more whimsical designs. But his fine jewelry features rare colors of sea glass in round shapes — the most precious kind — found on rocky coastlines with tumultuous waters. He works with collectors in Iceland, England, and Northern California. Somewhere, perhaps along the northern British coast, a retired expat couple walks the beach at dawn, seeking pieces to send to him.

The image of someone on a distant shore, combing a quiet beach, stays with me. That afternoon, Aliya is finally up and dressed, and my day is half over. We take a slow beach walk together beneath a gunmetal sky. There's a cold headwind. I'm excited to share with her all that I've learned: how nature transforms trash; how every piece tells a story; how turbulence and abrasion polish rough edges; how marks and blemishes distinguish what is real from what is man-made.

"Sometimes you look too hard for metaphors, Mom," she says. "Sometimes a thing is just what it is."

I fall silent, my eyes on the sand. She has a point. We're different in this way. I'm always turning ideas over like stones, examining them from all sides.

We walk along without speaking. Then, she stops suddenly, bends over, and picks up something off the sand. I continue walking ahead, not seeing what she sees. "Look," she says, running to catch up with me. She opens her fist to reveal a pale shard, small and uneven and seemingly lit from the inside. Her features have changed, too, brightened.

It's a rich irony that I've been learning and looking all day and haven't found one piece. Once again, I've been tromping over treasure, too preoccupied to notice.

"It's yours, Mom," she says, smiling as she rolls it into my hand.

I hadn't expected such a small and precious gift: not worth anything, but priceless nonetheless. I scrape my fingernail across its surface. When I feel its rough imperfection, I know it's real, and I am delighted.

Os

The secret stretch of US coast that is stealing the show

North Carolina's Outer Banks inspired a TV series, but its real stories are even more compelling, says Jacqui Agate

Out here, legends run as deep as the Atlantic. You will hear about Hatteras Jack, the snow-white dolphin that led 18th-century sailors through treacherous waters to shore – or the Goat Man of Nags Head Woods, a monstrous fellow who lives in a yellow shack swaddled by oaks and hickories. However, no tales stand taller than those of Edward Teach – better known as Blackbeard.

The formidable pirate made North Carolina's Outer Banks his playground, but was slain by Lieutenant Robert Maynard and his crew while anchored off Ocracoke Island in 1718. His head was severed and hung on Maynard's bowsprit as a grotesque trophy.

"People say they threw Blackbeard's body overboard right out here and he swam around the boat seven times," said Captain Rob Temple, a veteran islander who leads tours from Ocracoke across the Pamlico Sound on his schooner, Windfall II (schoonerwindfall.com). "Of course," he chuckled, "nobody here thinks he could have done it more than twice."

Here, folklore is shaped by wind and water and preserved by sheer remoteness – much like the Outer Banks themselves. This fragile chain of barrier islands off North Carolina's mainland cuts a slender figure along the edge of the Atlantic. The islands swoop from Currituck County, on the Virginia border in the far north, down towards Cape Lookout – and they include Ocracoke

Island, that unspoilt, sand-fringed sliver of land where Blackbeard met his fate.

While the Outer Banks might be a mystery to most British travellers, they are well-known to those from the American south and Ocracoke's 1,000-strong population swells with domestic tourists in the summer. "Last year, right around April 1, the phone started ring-

ing and it didn't stop until the end of October," croaked Captain Rob as we eased across the Sound.

The sandy, windswept beauty of this stretch of US coast has also garnered attention on account of the Netflix mystery-adventure series *Outer Banks*, which returned for a third season this week. It has earned mixed reviews across the islands, but has only sharpened the interest of outsiders.

Despite tourist numbers rising like the tide, Ocracoke feels quiet and plentiful – and that is precisely its appeal. The island is still accessible only by boat or private plane (I took the 70-minute ferry from Hatteras, greeted on my arrival by a single two-lane byway lined with grass-flecked dunes). Ocracoke Lighthouse still stands sentinel, as it has done since 1823, and low-key Ocracoke Village still loops around Silver Lake, a neat circle of water that shimmers like a sheet of tinfoil.

Indeed, Ocracoke's long history is a source of local pride and the past has life here. Oak tree-lined Howard Street is named after the Howard family, descendants of Blackbeard's quarter-

master, who have lived here for 10 generations. Today the family runs Village Craftsmen (villagecraftsmen.com), a charming shop filled with curios by North Carolina artisans, from ceramics to handcrafted jewellery. The past also lingers at the home of Chester Lynn, a born islander whose house doubles as an antiques store. I paid him a visit and he pointed out a set of pewter plates once belonging to Blackbeard, speaking in the unique Ocracoke Brogue – a fast-disappearing dialect with a swirl of English, Irish and Scottish tones.

But local lore and gnarled maritime history aside, most people come for the beach. It is protected as part of the Cape Hatteras National Seashore (nps.gov/caha) and its national park status prohibits development. There are no tacky souvenir shops or beach bars here – just miles of blonde sand sweeping like a desert towards the Atlantic.

Heading north, I pulled in at Cape Hatteras Light Station, a 198ft-high whirl of black and white. A lighthouse has watched over Cape Hatteras since 1803 and for good reason: these waters are known as the Graveyard of the Atlantic. Here the Gulf Stream clashes with the Virginia Drift and these deadly currents – coupled with the shape-shifting Diamond Shoals sandbars – have ravaged many a ship. You can spot one from the beach at the Pea Island National Wildlife Refuge (fws.gov/refuge/pea-island): the rusted engine of the Oriental, a steamer wrecked in 1862, peeps above the waterline.

GETTY IMAGES; HELENA STEVENS

As I looked out to sea, the winds rose around me, whipping the shell-speckled sands into a buttery mist. Those winds are a constant in the Outer Banks and they shaped the course of history.

Ohio-born Wilbur and Orville Wright first came to Kill Devil Hills – a small town pinned between well-heeled Duck and vacation hotspot Nags Head – in 1900. With the wind-curved dunes of the Outer Banks as a backdrop, the pioneering brothers tweaked and tested their hand-built aircraft until they achieved the first controlled, powered flight in 1903.

The site of their achievement is now protected as the Wright Brothers National Memorial ([nps.gov/wrbr](https://www.nps.gov/wrbr)). I explored it with ranger Adair Raybon, who demonstrated the “wing warping” control system on a replica of the “Wright Flyer”. The highlight here is the Wright Brothers Monument, a smooth art deco-style hulk of North Carolina granite perched on the hill where the duo conducted their experiments.

Unsurprisingly, the Wright brothers fell in love with the Outer Banks. “We have journals and letters, so we know how they felt about the place,” said Raybon. “One of the things Orville said was, ‘The moon lights up this pile of sand almost like day’ – and they would stargaze and watch sunsets.”

Those same sunsets and star-spangled nights would have been admired by the native peoples who called the islands home for around 1,000 years before the arrival of Europeans – many of them part of Algonquian-speaking tribes who used fishing weirs to reap the ocean’s bounty. Then there was the Freedmen’s Colony – a group of formerly enslaved people who formed a community here after Roanoke Island fell to Union Forces during the Civil War.

Early English settlers arrived on Roanoke in 1587 – a 115-strong colony that would have been the first English outpost in the New World, had its people not mysteriously vanished a few years later. Their fate is still unknown, but is explored through ongoing excavations at the Fort Raleigh National Historic Site ([nps.gov/fora](https://www.nps.gov/fora)). Experts now believe the Lost Colony simply dispersed, seeping into other parts of North Carolina and Virginia. But that doesn’t stop locals from ruminating.

“With the Lost Colony, the story itself is as important as the historical facts,” said Meg Puckett, herd manager at the Corolla Wild Horse Fund ([corollawildhorses.com](https://www.corollawildhorses.com)), as we drove along 4X4 Beach in Currituck County. “And these horses are the same. Culturally, the history, the legend and the lore makes them really important.”

I had pushed to the far northern reaches of the Outer Banks to see the region’s famous wild horses – they have been protected by the Corolla Wild Horse Fund since the 1990s and the image of them frolicking against champagne-coloured dunes is one of the area’s postcard sights.

On my visit, a February chill had pushed them further inland, behind the gargantuan holiday rentals that gobble up this slice of the shore. Development has boomed in recent decades and Puckett told me a balance must be struck between enjoying this paradisiacal coastline and preserving the fragile ecosystem – and its equine residents – for posterity.

For visitors, that means heeding warnings not to feed the horses and giving them plenty of space. You should drive responsibly (a 4x4 vehicle is the only way to reach the area) or, better still, explore with a guide.

We soon drove past Ruby and Francisco, a grazing mare and stallion entirely unmoved by our arrival, chomping on wax myrtle, backs turned, chocolatey winter coats fluttering in the breeze. They are descendants of working horses brought over by the Spanish in the 1500s – though Puckett explained that breeding farms were eventually established in South and Central America, too. Locals, of course, have their own theories. One islander told me they were shipwreck survivors that had battled their way to dry land as their human handlers floundered in the Atlantic.

Looking at the horses grazing quietly in the wind, I was reminded once more of what makes the Outer Banks so special. Beyond the golden sand, these stories are the islands’ lifeblood – oral histories passed down as precious heirlooms, twisting like oaks and shifting like sandbars, ebbing and flowing with the tide.

Essentials

Jacqui Agate was a guest of Visit North Carolina ([visitnc.com](https://www.visitnc.com)) and America As You Like It (020 8742 8299; [americasasyoulikeit.com](https://www.americasasyoulikeit.com)), which offers a self-drive package including direct flights to Raleigh with American Airlines and six-day car hire from £1,065pp.

Where to stay

The pint-sized town of Manteo on Roanoke Island makes a great base. The Tranquil House Inn (001 2524 731404; [tranquilhouseinn.com](https://www.tranquilhouseinn.com)), a quaint lodge overlooking the marina with a restaurant serving local seafood, has doubles from £115, B&B.

On Ocracoke Island, the Crews Inn (001 2529 287011; [thecrewsinn.com](https://www.thecrewsinn.com)) dates from 1908 and has doubles from £75, B&B. Owner Alton Ballance will give you a lesson in island history as he cooks up

breakfast.

Further information

To book a Corolla wild horse tour, visit seecorolla.wildhorses.com



▲ At the helm: Jacqui Agate with Captain Rob Temple on his schooner Windfall II



▲ Illuminating: the lighthouse on Ocracoke Island has stood sentinel since 1823



◀ 'Frolicking against champagne-coloured dunes': the region's wild horses are protected by the Corolla Wild Horse Fund



The Outer Banks @theouterbanks · Feb 23

Thanks for hanging out with us tonight! We hope you learned something new. And if home is where the heart is, our hearts are at the OBX



1

6

1,925



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Question 3: While the [#OBX3](#) legend of the Royal Merchant may be for the series, local lore still abounds in this area. What town in [#OBX](#) is named after a legend involving a strong drink and giant sand dunes? [#OBXpert](#)

5

1

7

8,475



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Question 2: Where is Redfield Lighthouse (mentioned in [@obxonnetflix](#)) located? [#OBXpert](#)

3

1

3

4,668



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Question 1: Is Kildare County (mentioned in [@obxonnetflix](#)) a county in the OBX? [#OBXpert](#)

5

2

6

5,241



The Outer Banks @theouterbanks · Feb 23

To celebrate the season premiere of [#OBX3](#) it's time to test your knowledge of the real Outer Banks versus [@obxonnetflix](#)! Follow along this evening as we uncover the truth to see how well you know your favorite place.



1

6

1,677



The Outer Banks @theouterbanks · Feb 23

In honor of another season of [#OBX3](#), we want to hear how many seasons you've been coming to the real [#OBX](#)?

17

4

18

6,557



The Outer Banks @theouterbanks · Feb 23

Raise your hand if you are watching the season premiere of [#OBX3](#) thinking the only island you want to be stranded on is [@TheOuterBanks](#)



3

1,293

