

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, SEPTEMBER 17, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the August 20, 2020 Meeting
- V. Public Comments
- VI. Budget & Finance Report-Budget & Finance Committee Chair
- VII. Grants & Local Public Relations-Grants & LPR Chair
  - 1. Event Grant Award Recommendations
  - 2. Revised Event Grant Application and Contract Recommendations
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, AUGUST 20, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

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

**Via GoToMeeting:** Jeff Pruitt, Vice-Chair; Pat Weston, Treasurer; Ervin Bateman, Assistant Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Ivy Ingram, Karen Loopman-Davis, and Jay Wheless, Legal Counsel.

**STAFF:**

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

**OTHERS ATTENDING:**

**Via GoToMeeting:** Dave Hallac, Superintendent, Outer Banks Group, National Park Service; and Dan Lewis, Outer Banks Restaurant Association.

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. Owens moved to approve the agenda. Second by Mr. Holland. There was no discussion and the motion passed unanimously.

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

**No:** None. The motion passed unanimously (13-0).

**APPROVAL OF MINUTES:** Mr. Owens moved to approve the meeting minutes from June 18, 2020 meeting. Second by Mr. Holland. There was no discussion and the motion passed unanimously.

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

**No:** None. The motion passed unanimously (13-0).

**PUBLIC COMMENTS:** Superintendent Hallac reviewed visitations and ongoing projects in the national parks in the Outer Banks Group. Dan Lewis noted how COVID 19 restrictions have impacted the restaurants and how the meals and occupancy taxes collected could be used to help them. There were no other public comments made or submitted in writing.

**BUDGET AND FINANCE REPORT:** Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are down 3.18% compared to 2019-2020 actual receipts.

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

- Work that has been done and work still to be done to mitigate the impact COVID 19 has had on the local economy
- Fall advertising campaign and launch of the redesigned outerbanks.org
- Co-op advertising opportunities in the travel insert, which will take the place of the travel guide this year
- Events that have been postponed or rescheduled. Currently, the Food Truck Showdown is scheduled for November 22, 2020 and the Custom Rod Auto Show is looking at a spring 2021 date.
- Three Year Strategic Goals. Staff is working on these and will take to the Steering Committee for review before bringing them to the full Board.

**OLD BUSINESS:** Lee Nettles noted that an agreement regarding up to \$25,000 for traffic control at the intersection of HWY 158 and 12N was made with the Town of Kitty Hawk.

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

**BOARD MEMBER COMMENTS:** Mr. Holland noted his work with area groups that are helping with recovery efforts in Bertie County after a tornado.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, September 17, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 9:44 a.m.

**ATTESTED:**

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Secretary, Dare County Tourism Board

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

FISCAL YEAR		PROJECTED FY 20-21	ACTUAL FY 20-21	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$609,480.00	\$1,031,085.56	\$421,605.56	69.17%
JULY RECEIVED	MEALS	<u>\$240,750.00</u>	<u>\$343,466.82</u>	<u>\$102,716.82</u>	<u>42.67%</u>
		\$850,230.00	\$1,374,552.38	\$524,322.38	61.67%
JULY EARNED	OCCUPANCY	\$768,710.00	\$1,522,968.88	\$754,258.88	98.12%
AUGUST RECEIVED	MEALS	<u>\$329,000.00</u>	<u>\$378,907.71</u>	<u>\$49,907.71</u>	<u>15.17%</u>
		\$1,097,710.00	\$1,901,876.59	\$804,166.59	73.26%
AUGUST EARNED	OCCUPANCY	\$1,100,000.00	\$0.00	\$0.00	0.00%
SEPT RECEIVED	MEALS	<u>\$342,600.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,442,600.00	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED	OCCUPANCY	\$409,385.00	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$220,225.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$629,610.00	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$217,800.00	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$180,100.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$397,900.00	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$90,900.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$114,400.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$205,300.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$43,300.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$90,800.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,100.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$69,200.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$65,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$135,190.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$47,800.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$72,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$120,255.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$74,690.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$110,235.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$184,925.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$1,378,190.00	\$2,554,054.44	\$1,175,864.44	85.32%
TO-DATE	MEALS	<u>\$569,750.00</u>	<u>\$722,374.53</u>	<u>\$152,624.53</u>	<u>26.79%</u>
		\$1,947,940.00	\$3,276,428.97	\$1,328,488.97	68.20%
TOTAL	OCCUPANCY	\$3,914,715.00			
PROJECTED	MEALS	<u>\$2,163,105.00</u>			
2020-2021		\$6,077,820.00			



CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2019-2020		2019	2020		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$215,483.12	\$12,691.08	(\$202,792.04)	-94.11%
	MEALS	<u>\$199,132.07</u>	<u>\$37,629.09</u>	<u>(\$161,502.98)</u>	<u>-81.10%</u>
		\$414,615.19	\$50,320.17	(\$364,295.02)	-87.86%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$365,789.79	\$280,883.88	(\$84,905.91)	-23.21%
	MEALS	<u>\$278,868.23</u>	<u>\$138,382.35</u>	<u>(\$140,485.88)</u>	<u>-50.38%</u>
		\$644,658.02	\$419,266.23	(\$225,391.79)	-34.96%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,386,583.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$427,333.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,813,917.77	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$2,971,592.82	\$3,093,223.36	\$121,630.54	4.09%
	Meals	<u>\$1,735,909.44</u>	<u>\$1,261,810.86</u>	<u>(\$474,098.58)</u>	<u>-27.31%</u>
		\$4,707,502.26	\$4,355,034.22	(\$352,468.04)	-7.49%
Total for Year	OCCUPANCY	\$5,155,937.50			
	MEALS	<u>\$2,727,051.77</u>			
		\$7,882,989.27			

## OCCUPANCY &amp; MEALS FY 2020-2021

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 19-20	ACTUAL FY 20-21	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
<u>JULY RECEIVED</u>	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
<u>JULY EARNED</u>	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,386,583.82	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$427,333.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,813,917.77	\$0.00	\$0.00	0.00%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$64,325.91	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$105,377.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$169,703.42	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$82,572.04	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$98,628.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$181,200.13	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$68,444.24	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$90,153.63</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$158,597.87	\$0.00	\$0.00	0.00%
<u>MARCH EARNED</u>	OCCUPANCY	\$30,251.77	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$69,265.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$99,517.43	\$0.00	\$0.00	0.00%
<u>APRIL EARNED</u>	OCCUPANCY	\$12,691.08	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$37,629.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$50,320.17	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	OCCUPANCY	<b>\$2,126,534.92</b>	<b>\$2,554,054.44</b>	<b>\$427,519.52</b>	<b>20.10%</b>
	MEALS	<b><u>\$872,381.09</u></b>	<b><u>\$722,374.53</u></b>	<b><u>(\$150,006.56)</u></b>	<b><u>-17.20%</u></b>
		<b>\$2,998,916.01</b>	<b>\$3,276,428.97</b>	<b>\$277,512.96</b>	<b>9.25%</b>
<b>TOTAL</b>	OCCUPANCY	<b>\$4,850,048.52</b>			
<b>ACTUAL</b>	MEALS	<b><u>\$2,402,959.75</u></b>			
<b>2019-2020</b>		<b>\$7,253,008.27</b>			

# **Dare County Gross Collections on Retail Sales**

	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>Variance 2020-2019</b>	<b>Percent Change</b>
<b>January</b>	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
<b>February</b>	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	296,381	9.79%
<b>March</b>	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	246,717	8.71%
<b>April</b>	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,007,272	-801,595	-18.79%
<b>May</b>	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	3,930,062	-2,772,708	-50.40%
<b>June</b>	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	5,553,791	-1,410,063	-19.87%
<b>July</b>		11,321,288	10,815,908	10,038,975	9,085,195	9,066,601		0.00%
<b>August</b>		13,178,541	12,870,106	12,961,419	12,153,647	10,985,313		0.00%
<b>September</b>		11,799,596	10,996,721	10,694,311	10,634,932	10,595,224		0.00%
<b>October</b>		6,834,818	6,542,087	7,181,012	6,631,836	6,261,920		0.00%
<b>November</b>		5,191,614	4,932,146	4,698,891	4,294,600	3,902,927		0.00%
<b>December</b>		3,874,539	3,719,123	3,759,730	3,904,190	2,995,244		0.00%
<b>YTD</b>	22,090,753	26,240,956	24,521,146	23,957,076	20,571,823	19,245,548	-4,150,203	-15.82%
<b>TOTAL</b>	22,090,753	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
<b>YTD % Change</b>	-15.82%	7.01%	2.35%	16.46%	6.89%	5.05%		
<b>Total % Change</b>	-15.82%	5.44%	1.51%	8.94%	6.70%	5.09%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787	3,571,786	3,283,749
February	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381	2,642,080	2,581,654
March	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488	5,502,196	4,202,539
April	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765	8,899,988	11,315,913
May	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610	20,903,445	19,663,470
June	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695	65,529,705	61,057,567
July	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020	97,575,888
August		138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540	84,228,391
September		45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566	30,770,807
October		22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791	15,001,325
November		11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023	6,852,685
December		6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289	3,710,254	3,429,743
YTD Total	303,182,931	293,153,386	301,731,767	290,526,604	265,959,080	246,647,204	240,201,490	232,948,871	232,501,258	217,546,533	203,035,528	187,264,268	199,359,220	199,680,779
Total	303,182,931	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773	349,894,394	339,963,731
YTD % Change	3.42%	-2.84%	3.86%	9.24%	7.83%	2.68%	3.11%	0.19%	6.87%	7.15%	8.42%	-6.07%	-0.16%	10.08%
Total % Change	3.42%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	9.61%
Month Increase/Decrease	37.30%	-17.49%	-4.16%	7.23%	18.33%	2.06%	-2.15%	-0.39%	0.80%	8.28%	16.49%	-5.35%	-5.40%	1.88%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%	9.77%	32.74%
Qtr 2 (Mar-May)	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	12.13%
Qtr 3 (June-Aug)	20.12%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%	8.82%
Qtr 4 (Sept-Nov)		-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	8.46%
Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019 and 4 weekends in July 2008, 2009, 2015, 2019														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203	5,652,092
February	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828	5,901,277	5,864,520
March	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602	8,368,675
April	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914	10,696,837	13,018,031
May	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993	17,030,910
June	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903	26,398,208
July	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197	32,620,688
August		44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228	31,213,494
September		24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174	19,572,423
October		19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193	12,942,026
November		12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142	9,001,275
December		10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554	6,457,727	7,449,495
YTD Total	117,052,666	165,969,659	152,751,279	150,820,981	140,824,016	136,657,572	128,870,204	123,625,613	124,130,732	115,539,050	109,485,837	107,148,881	108,997,012	108,953,124
Total	117,052,666	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476	189,131,837
YTD % Change	-29.47%	8.65%	1.28%	7.10%	3.05%	6.04%	4.24%	-0.41%	7.44%	5.53%	2.18%	-1.70%	0.04%	3.26%
Total % Change	-29.47%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%
Month Increase/(Decrease)	-21.06%	3.93%	3.74%	9.60%	-0.09%	6.46%	0.74%	0.95%	8.90%	8.64%	0.31%	-1.00%	-1.09%	7.64%
Month Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%	-2.39%	0.76%
Qtr 2 (Mar-May)	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%	2.44%
Qtr 3 (June-Aug)	-15.96%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%	5.69%
Qtr 4 (Sept-Nov)		3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%	8.40%
Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase														
For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase														
For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	25,804	21,243	9,991	21,848	18,954	34,898	50,462	56,934	149,040	101,762	68,241	39,261	77,827	57,144	60,734
February	36,064	52,546	36,814	143,923	27,050	39,974	64,152	69,405	79,720	89,994	71,212	134,203	97,209	54,050	55,880
March	79,865	76,403	65,753	85,386	29,171	208,302	123,529	186,658	249,522	63,921	166,270	149,882	184,588	160,084	65,539
April	156,538	127,482	140,738	877,315	9,994	254,169	580,729	450,715	587,966	1,930	308,672	366,481	321,223	365,960	48,233
May	274,409	249,701	329,396	309,416	91,397	665,277	745,164	864,675	990,995	1,130,609	552,057	639,286	607,239	600,680	254,673
June	379,391	265,719	263,476	417,010	351,108	1,229,304	1,431,385	1,666,397	1,830,953	2,412,414	1,046,720	989,369	1,196,072	1,288,613	795,837
July	749,249	321,538	401,465	300,025	363,847	1,816,435	1,336,272	1,613,934	1,966,882	2,685,694	1,647,615	1,435,632	1,542,434	1,563,325	1,043,368
August	382,004	230,703	295,816	369,371		1,157,766	890,569	1,232,064	1,510,242		1,314,037	1,415,838	1,296,981	872,728	
September	224,305	188,428	125,217	254,760		603,072	503,200	803,646	427,073		630,648	656,337	557,989	437,579	
October	136,646	86,645	160,079	149,153		164,375	413,901	349,366	406,219		372,984	421,919	439,412	308,779	
November	72,340	81,256	77,097	74,856		107,575	121,397	118,727	126,014		231,209	205,025	201,959	143,147	
December	37,430	61,634	18,684	82,449		30,970	48,795	32,024	59,397		102,282	110,884	91,303	55,559	
<i>YTD Totals</i>	<i>1,701,320</i>	<i>1,114,632</i>	<i>1,247,633</i>	<i>2,154,923</i>	<i>891,521</i>	<i>4,248,359</i>	<i>4,331,693</i>	<i>4,908,718</i>	<i>5,855,078</i>	<i>6,486,324</i>	<i>3,860,787</i>	<i>3,754,114</i>	<i>4,026,592</i>	<i>4,089,856</i>	<i>2,324,264</i>
Total	2,554,045	1,763,298	1,924,526	3,085,512	891,521	6,312,117	6,309,555	7,444,545	8,384,023	6,486,324	6,511,947	6,564,117	6,614,236	5,907,648	2,324,264

Month Increase	103.21%	-57.09%	24.86%	-25.27%	21.27%	9.32%	-26.43%	20.78%	21.87%	36.55%	14.91%	-12.87%	7.44%	1.35%	-33.26%
<i>YTD Increase</i>	<b>27.70%</b>	<b>-34.48%</b>	<b>11.93%</b>	<b>72.72%</b>	<b>-58.63%</b>	<b>10.76%</b>	<b>1.96%</b>	<b>13.32%</b>	<b>19.28%</b>	<b>10.78%</b>	<b>9.42%</b>	<b>-2.76%</b>	<b>7.26%</b>	<b>1.57%</b>	<b>-43.17%</b>
<b>Total Year Increa</b>	<b>16.54%</b>	<b>-30.96%</b>	<b>9.14%</b>	<b>60.33%</b>		<b>9.49%</b>	<b>-0.04%</b>	<b>17.99%</b>	<b>12.62%</b>		<b>6.81%</b>	<b>0.80%</b>	<b>0.76%</b>	<b>-10.68%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2018	2019	2020	2016	2017	2018	2019	2020	2019	2020
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental
									Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**
January	1,237,556	1,231,693	1,257,924	1,301,265	1,437,035	12,750	19,038	18,951	4,901,521	5,742,596	5,632,280	4,641,865	6,501,671		4,048,599
February	1,322,085	1,562,373	1,581,432	1,331,764	1,533,776	21,179	21,882	25,687	2,113,601	3,025,121	3,299,316	4,283,950	4,958,235		3,640,228
March	3,048,117	2,625,980	3,034,735	2,618,614	1,246,258	46,450	48,950	24,532	4,309,813	4,006,629	5,645,680	6,065,892	2,033,390		392,302
April	4,545,245	5,755,388	4,790,774	5,082,911	272,368	94,478	129,659	6,532	8,083,104	12,673,454	12,073,020	14,912,027	382,791		54,406
May	6,995,624	7,781,122	7,657,044	8,296,802	3,148,199	223,246	148,954	188,734	21,184,107	22,356,377	23,236,092	25,901,180	23,445,254		7,959,755
June	10,724,168	11,713,936	11,720,032	11,050,965	11,291,492	373,865	220,076	689,124	60,621,694	64,523,921	79,376,489	86,974,007	88,087,699		15,349,447
July	14,702,019	15,241,700	13,517,098	13,333,255	16,489,187	488,402	280,756	291,105	111,492,605	121,406,705	116,827,701	93,189,170	131,031,173	9,774,831	14,163,157
August	12,963,240	11,871,548	12,441,921	14,094,249		422,935	266,881		91,755,613	88,138,009	93,023,812	121,424,486		24,094,200	
September	8,044,658	6,960,599	5,190,429	6,280,715		127,801	128,596		35,992,377	39,786,449	41,912,607	37,793,636		5,444,607	
October	4,123,137	5,255,695	4,729,167	5,163,907		94,511	76,787		15,940,123	15,566,863	16,607,911	16,375,128		3,090,168	
November	2,491,471	2,754,045	2,101,808	1,972,903		35,749	31,815		6,134,126	7,540,897	7,319,364	9,080,251		1,659,752	
December	1,215,099	1,228,853	1,255,150	1,413,200		27,148	22,812		2,185,437	3,104,990	3,165,578	4,773,626		1,465,862	
<i>YTD Totals</i>	<i>42,574,814</i>	<i>45,912,192</i>	<i>43,559,039</i>	<i>43,015,576</i>	<i>35,418,315</i>	<i>1,260,370</i>	<i>869,315</i>	<i>1,244,665</i>	<i>212,706,445</i>	<i>233,734,803</i>	<i>246,090,578</i>	<i>235,968,091</i>	<i>256,440,213</i>	<i>9,774,831</i>	<i>45,607,894</i>
Total	71,412,419	73,982,932	69,277,514	71,940,550	35,418,315	1,968,514	1,396,206	1,244,665	364,714,121	387,872,011	408,119,850	425,415,218	256,440,213	45,529,420	45,607,894

Month Increase	9.72%	3.67%	-11.32%	-1.36%	23.67%		-42.52%	3.69%	19.33%	8.89%	-3.77%	-20.23%	40.61%		44.89%
<i>YTD Increase</i>	<b>8.21%</b>	<b>7.84%</b>	<b>-5.13%</b>	<b>-1.25%</b>	<b>-17.66%</b>		<b>-31.03%</b>	<b>43.18%</b>	<b>7.35%</b>	<b>9.89%</b>	<b>5.29%</b>	<b>-4.11%</b>	<b>8.68%</b>		
<b>Total Year Increa</b>	<b>5.35%</b>	<b>3.60%</b>	<b>-6.36%</b>	<b>3.84%</b>			<b>-29.07%</b>		<b>3.31%</b>	<b>6.35%</b>	<b>5.22%</b>	<b>4.24%</b>			

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	10,031	45,893	80,128	100,883	103,524	6,278,051	7,131,148	7,115,084	6,272,045	8,223,680
February	16,671	100,360	121,379	111,202	123,301	3,599,607	4,938,755	5,205,555	6,004,609	6,788,236
March	112,325	177,413	239,016	191,043	100,157	7,924,692	7,159,836	9,356,430	9,370,541	3,538,436
April	87,331	319,158	278,446	356,959	0	13,435,059	19,822,692	18,054,916	22,183,138	715,316
May	114,954	233,603	269,937	329,769	122,541	29,786,428	32,005,253	32,964,383	36,428,842	28,192,673
June	165,585	316,197	421,313	441,718	529,356	74,166,862	79,240,527	94,643,779	102,003,266	103,467,906
July	360,458	486,546	488,988	538,288	643,415	130,768,381	140,228,393	134,391,620	110,890,945	152,256,684
August	215,044	383,434	426,743	534,008		107,787,704	102,930,101	108,717,337	138,805,084	0
September	171,161	243,058	201,660	210,087		45,666,221	48,338,071	48,791,548	45,403,850	0
October	102,725	229,934	217,916	215,456		20,839,990	21,974,957	22,503,851	22,618,642	0
November	96,064	31,732	146,707	126,782		9,132,785	10,734,352	9,965,662	11,523,953	0
December	53,113	260,812	143,609	120,970		3,624,331	4,815,968	4,706,348	6,505,201	0
<i>YTD Totals</i>	<i>867,355</i>	<i>1,679,170</i>	<i>1,899,207</i>	<i>2,069,862</i>	<i>1,622,294</i>	<i>265,959,080</i>	<i>290,526,604</i>	<i>301,731,767</i>	<i>293,153,386</i>	<i>303,182,931</i>
Total	1,505,462	2,828,140	3,035,842	3,277,165	1,622,294	453,010,111	479,320,053	496,416,513	518,010,116	303,182,931

Month Increase	65.65%	34.98%	0.50%	10.08%	19.53%	18.33%	7.23%	-4.16%	-17.49%	37.30%
<i>YTD Increase</i>	<b>84.35%</b>	<b>93.60%</b>	<b>13.10%</b>	<b>8.99%</b>	<b>-21.62%</b>	<b>7.83%</b>	<b>9.24%</b>	<b>3.86%</b>	<b>-2.84%</b>	<b>3.42%</b>
<b>Total Year Increa</b>	<b>94.62%</b>	<b>87.86%</b>	<b>7.34%</b>	<b>7.95%</b>		<b>3.99%</b>	<b>5.81%</b>	<b>3.57%</b>	<b>4.35%</b>	



DARE COUNTY GROSS																
OCCUPANCY BY DISTRICT																
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON	434,039	5.3%	380,590	5.6%	138,732	3.9%	30,048	4.2%	2,066,612	7.3%	6,283,223	6.1%	11,853,109	7.8%	21,186,353	7.0%
BUXTON	153,215	1.9%	162,973	2.4%	145,613	4.1%	63,878	8.9%	847,665	3.0%	2,319,946	2.2%	3,396,670	2.2%	7,089,960	2.3%
COLINGTON	3,274	0.0%	6,168	0.1%	10,810	0.3%	0	0.0%	24,407	0.1%	216,365	0.2%	364,283	0.2%	625,307	0.2%
FRISCO	102,027	1.2%	89,747	1.3%	47,494	1.3%	9,747	1.4%	754,299	2.7%	2,146,129	2.1%	3,153,413	2.1%	6,302,856	2.1%
HATTERAS	239,225	2.9%	149,163	2.2%	107,696	3.0%	23,329	3.3%	1,067,301	3.8%	3,605,207	3.5%	6,465,000	4.2%	11,656,921	3.8%
KILL DEVIL HILLS	2,055,516	25.0%	1,877,121	27.7%	918,296	26.0%	201,342	28.1%	5,429,553	19.3%	18,187,203	17.6%	23,860,833	15.7%	52,529,864	17.3%
KITTY HAWK	746,475	9.1%	801,188	11.8%	414,239	11.7%	38,020	5.3%	2,084,664	7.4%	6,651,519	6.4%	8,342,133	5.5%	19,078,238	6.3%
MANTEO-TOWN	170,435	2.1%	143,543	2.1%	68,224	1.9%	46,483	6.5%	504,989	1.8%	1,467,488	1.4%	1,603,378	1.1%	4,004,540	1.3%
NAGS HEAD	2,239,211	27.2%	1,513,288	22.3%	844,330	23.9%	164,145	22.9%	7,038,514	25.0%	28,605,413	27.6%	38,857,728	25.5%	79,262,629	26.1%
RODANTHE	138,440	1.7%	165,461	2.4%	124,809	3.5%	7,267	1.0%	994,456	3.5%	3,113,249	3.0%	6,961,433	4.6%	11,505,115	3.8%
SALVO	166,784	2.0%	151,036	2.2%	52,537	1.5%	8,579	1.2%	588,373	2.1%	1,986,086	1.9%	7,793,423	5.1%	10,746,818	3.5%
WAVES	173,850	2.1%	138,772	2.0%	64,020	1.8%	5,772	0.8%	875,701	3.1%	2,374,280	2.3%	5,101,837	3.4%	8,734,232	2.9%
SOUTHERN SHORES	431,854	5.3%	327,899	4.8%	69,681	2.0%	9,167	1.3%	1,350,564	4.8%	6,673,186	6.4%	8,222,034	5.4%	17,084,385	5.6%
DUCK	973,632	11.8%	621,871	9.2%	453,220	12.8%	93,678	13.1%	3,716,546	13.2%	18,177,434	17.6%	25,056,315	16.5%	49,092,696	16.2%
RIM (ROANOKE ISL. MAINI	178,581	2.2%	235,653	3.5%	55,283	1.6%	8,348	1.2%	663,286	2.4%	986,934	1.0%	973,034	0.6%	3,101,119	1.0%
OTC UNATTRIBUTED*	17,122	0.2%	23,763	0.4%	23,452	0.7%	5,513	0.8%	185,743	0.7%	674,244	0.7%	252,061	0.2%	1,181,898	0.4%
TOTAL	8,223,680	100.0%	6,788,236	100.1%	3,538,436	100.0%	715,316	100.0%	28,192,673	100.0%	103,467,906	100.0%	152,256,684	100.0%	303,182,931	100.0%
* Part of OTC transactions are reported by district.																
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC																

DARE COUNTY GROSS																
MEALS BY DISTRICT																
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	TOTAL	TOTAL
AVON - 1	270,637	2.8%	277,555	3.0%	220,022	2.9%	110,415	2.9%	706,126	5.0%	1,903,871	5.4%	1,921,229	5.1%	5,409,855	4.6%
BUXTON - 2	158,548	1.7%	131,822	1.4%	184,755	2.5%	100,175	2.7%	431,796	3.1%	1,314,854	3.7%	1,309,809	3.5%	3,631,759	3.1%
COLINGTON - 3	61,040	0.6%	111,816	1.2%	57,273	0.8%	51,470	1.4%	110,255	0.8%	323,053	0.9%	283,287	0.8%	998,194	0.9%
FRISCO - 5	149,794	1.6%	92,226	1.0%	9,415	0.1%	88,905	2.4%	147,558	1.0%	264,210	0.7%	323,934	0.9%	1,076,042	0.9%
HATTERAS - 6	20,554	0.2%	39,069	0.4%	44,105	0.6%	6,891	0.2%	224,957	1.6%	828,595	2.3%	811,540	2.2%	1,975,711	1.7%
KILL DEVIL HILLS - 7	3,030,736	31.7%	3,173,984	34.2%	2,362,500	31.6%	1,093,292	29.2%	3,552,444	25.2%	9,022,628	25.5%	9,288,088	24.7%	31,523,672	26.9%
KITTY HAWK - 8	1,799,644	18.8%	1,604,718	17.3%	1,125,357	15.1%	737,774	19.7%	2,032,942	14.4%	4,467,270	12.6%	4,831,902	12.9%	16,599,607	14.2%
MANTEO-TOWN - 10	955,731	10.0%	779,047	8.4%	691,359	9.3%	332,005	8.9%	1,213,967	8.6%	1,839,180	5.2%	2,075,092	5.5%	7,886,381	6.7%
RIM (ROANOKE ISL. N	219,443	2.3%	165,193	1.8%	188,491	2.5%	134,607	3.6%	267,796	1.9%	349,795	1.0%	368,803	1.0%	1,694,128	1.4%
NAGS HEAD - 14	1,823,494	19.1%	1,892,513	20.4%	1,649,672	22.1%	846,543	22.6%	3,059,988	21.7%	8,517,851	24.1%	10,169,265	27.1%	27,959,326	23.9%
RODANTHE - 15	23,211	0.2%	17,721	0.2%	29,023	0.4%	17,392	0.5%	179,186	1.3%	457,470	1.3%	438,997	1.2%	1,163,000	1.0%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5,010	0.0%	40,793	0.1%	53,343	0.1%	99,146	0.1%
WAVES - 19	21,957	0.2%	25,502	0.3%	68,108	0.9%	21,006	0.6%	219,190	1.6%	677,632	1.9%	494,010	1.3%	1,527,405	1.3%
SOUTHERN SHORES -	522,960	5.5%	367,120	4.0%	384,555	5.2%	129,975	3.5%	431,285	3.1%	1,144,690	3.2%	1,041,675	2.8%	4,022,260	3.4%
DUCK - 21	509,944	5.3%	602,110	6.5%	451,567	6.0%	79,278	2.1%	1,497,309	10.6%	4,225,720	11.9%	4,120,252	11.0%	11,486,180	9.8%
TOTAL	9,567,693	100.0%	9,280,396	100.0%	7,466,202	100.0%	3,749,728	100.0%	14,079,809	100.0%	35,377,612	100.0%	37,531,226	100.0%	117,052,666	100.0%

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE	138,440	155,233	-10.82%	165,461	178,321	-7.21%	124,809	235,134	-46.92%	7,267	816,711	-99.11%	994,456	1,415,555	-29.75%
WAVES	173,850	214,579	-18.98%	138,772	194,030	-28.48%	64,020	218,326	-70.68%	5,772	669,600	-99.14%	875,701	1,162,476	-24.67%
SALVO	166,784	103,194	61.62%	151,036	190,333	-20.65%	52,537	151,805	-65.39%	8,579	624,521	-98.63%	588,373	1,186,880	-50.43%
AVON	434,039	412,817	5.14%	380,590	542,733	-29.88%	138,732	614,483	-77.42%	30,048	1,921,566	-98.44%	2,066,612	2,959,234	-30.16%
BUXTON	153,215	109,939	39.36%	162,973	164,879	-1.16%	145,613	345,191	-57.82%	63,878	813,784	-92.15%	847,665	1,256,530	-32.54%
FRISCO	102,027	76,242	33.82%	89,747	109,527	-18.06%	47,494	206,052	-76.95%	9,747	531,280	-98.17%	754,299	935,392	-19.36%
HATTERAS	239,225	195,167	22.57%	149,163	225,587	-33.88%	107,696	272,582	-60.49%	23,329	864,032	-97.30%	1,067,301	1,659,500	-35.69%
<b>TOTAL HATTERAS ISLAND</b>	<b>1,407,580</b>	<b>1,267,171</b>	<b>11.08%</b>	<b>1,237,742</b>	<b>1,605,410</b>	<b>-22.90%</b>	<b>680,901</b>	<b>2,043,573</b>	<b>-66.68%</b>	<b>148,620</b>	<b>6,241,494</b>	<b>-97.62%</b>	<b>7,194,407</b>	<b>10,575,567</b>	<b>-31.97%</b>
<b>NORTHERN BEACHES:</b>															
DUCK	973,632	585,568	66.27%	621,871	419,880	48.11%	453,220	777,209	-41.69%	93,678	2,127,813	-95.60%	3,716,546	4,718,029	-21.23%
SOUTHERN SHORES	431,854	346,044	24.80%	327,899	231,269	41.78%	69,681	335,007	-79.20%	9,167	540,818	-98.30%	1,350,564	1,068,020	26.45%
KITTY HAWK	746,475	646,687	15.43%	801,188	695,819	15.14%	414,239	1,145,909	-63.85%	38,020	1,874,991	-97.97%	2,084,664	2,768,360	-24.70%
COLINGTON	3,274	6,172	-46.95%	6,168	5,149	19.79%	10,810	12,563	-13.95%	0	20,313	-100.00%	24,407	52,228	-53.27%
KILL DEVIL HILLS	2,055,516	1,719,691	19.53%	1,877,121	1,468,481	27.83%	918,296	2,370,776	-61.27%	201,342	4,919,938	-95.91%	5,429,553	7,408,563	-26.71%
NAGS HEAD	2,239,211	1,463,725	52.98%	1,513,288	1,206,348	25.44%	844,330	2,213,962	-61.86%	164,145	5,044,713	-96.75%	7,038,514	8,653,751	-18.67%
<b>TOTAL NORTHERN BEACHES</b>	<b>6,449,962</b>	<b>4,767,887</b>	<b>35.28%</b>	<b>5,147,535</b>	<b>4,026,946</b>	<b>27.83%</b>	<b>2,710,576</b>	<b>6,855,426</b>	<b>-60.46%</b>	<b>506,352</b>	<b>14,528,586</b>	<b>-96.51%</b>	<b>19,644,248</b>	<b>24,668,951</b>	<b>-20.37%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN	170,435	113,227	50.53%	143,543	242,653	-40.84%	68,224	238,085	-71.34%	46,483	1,121,840	-95.86%	504,989	781,975	-35.42%
RIM (ROANOKE ISL. MAINLAN	178,581	107,493	66.13%	235,653	109,892	114.44%	55,283	194,420	-71.57%	8,348	211,242	-96.05%	663,286	271,697	144.13%
<b>TOTAL ROANOKE ISLAND</b>	<b>349,016</b>	<b>220,720</b>	<b>58.13%</b>	<b>379,196</b>	<b>352,545</b>	<b>7.56%</b>	<b>123,507</b>	<b>432,505</b>	<b>-71.44%</b>	<b>54,831</b>	<b>1,333,082</b>	<b>-95.89%</b>	<b>1,168,275</b>	<b>1,053,672</b>	<b>10.88%</b>
<b>OTC UNATTRIBUTED</b>	<b>17,122</b>	<b>16,267</b>	<b>5.26%</b>	<b>23,763</b>	<b>19,708</b>	<b>20.58%</b>	<b>23,452</b>	<b>39,037</b>	<b>-39.92%</b>	<b>5,513</b>	<b>79,976</b>	<b>-93.11%</b>	<b>185,743</b>	<b>130,652</b>	<b>42.17%</b>
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.															
<b>TOTAL</b>	<b>8,223,680</b>	<b>6,272,045</b>	<b>31.12%</b>	<b>6,788,236</b>	<b>6,004,609</b>	<b>13.05%</b>	<b>3,538,436</b>	<b>9,370,541</b>	<b>-62.24%</b>	<b>715,316</b>	<b>22,183,138</b>	<b>-96.78%</b>	<b>28,192,673</b>	<b>36,428,842</b>	<b>-22.61%</b>

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE	3,113,249	4,182,047	-25.56%	6,961,433	3,639,299	91.28%	11,505,115	10,622,300	8.31%
WAVES	2,374,280	3,131,596	-24.18%	5,101,837	2,473,064	106.30%	8,734,232	8,063,671	8.32%
SALVO	1,986,086	4,166,076	-52.33%	7,793,423	2,374,016	228.28%	10,746,818	8,796,825	22.17%
AVON	6,283,223	8,339,116	-24.65%	11,853,109	7,089,968	67.18%	21,186,353	21,879,917	-3.17%
BUXTON	2,319,946	2,278,864	1.80%	3,396,670	2,393,779	41.90%	7,089,960	7,362,966	-3.71%
FRISCO	2,146,129	2,188,753	-1.95%	3,153,413	2,350,832	34.14%	6,302,856	6,398,078	-1.49%
HATTERAS	3,605,207	4,114,280	-12.37%	6,465,000	4,267,435	51.50%	11,656,921	11,598,583	0.50%
<b>TOTAL HATTERAS ISLAND</b>	<b>21,828,120</b>	<b>28,400,732</b>	<b>-23.14%</b>	<b>44,724,885</b>	<b>24,588,393</b>	<b>81.89%</b>	<b>77,222,255</b>	<b>74,722,340</b>	<b>3.35%</b>
<b>NORTHERN BEACHES:</b>									
DUCK	18,177,434	18,163,589	0.08%	25,056,315	20,666,081	21.24%	49,092,696	47,458,169	3.44%
SOUTHERN SHORES	6,673,186	6,287,807	6.13%	8,222,034	7,042,991	16.74%	17,084,385	15,851,956	7.77%
KITTY HAWK	6,651,519	5,634,710	18.05%	8,342,133	7,242,797	15.18%	19,078,238	20,009,273	-4.65%
COLINGTON	216,365	182,414	18.61%	364,283	271,926	33.96%	625,307	550,765	13.53%
KILL DEVIL HILLS	18,187,203	16,067,016	13.20%	23,860,833	19,150,891	24.59%	52,529,864	53,105,356	-1.08%
NAGS HEAD	28,605,413	25,570,224	11.87%	38,857,728	30,483,739	27.47%	79,262,629	74,636,462	6.20%
<b>TOTAL NORTHERN BEACHES</b>	<b>78,511,120</b>	<b>71,905,760</b>	<b>9.19%</b>	<b>104,703,326</b>	<b>84,858,425</b>	<b>23.39%</b>	<b>217,673,119</b>	<b>211,611,981</b>	<b>2.86%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN	1,467,488	1,208,859	21.39%	1,603,378	1,182,324	35.61%	4,004,540	4,888,963	-18.09%
RIM (ROANOKE ISL. MAINLAN	986,934	295,713	233.75%	973,034	25,459	3721.96%	3,101,119	1,215,916	155.04%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,454,422</b>	<b>1,504,572</b>	<b>63.13%</b>	<b>2,576,412</b>	<b>1,207,783</b>	<b>113.32%</b>	<b>7,105,659</b>	<b>6,104,879</b>	<b>16.39%</b>
<b>OTC UNATTRIBUTED</b>	<b>674,244</b>	<b>192,202</b>	<b>250.80%</b>	<b>252,061</b>	<b>236,344</b>	<b>6.65%</b>	<b>1,181,898</b>	<b>714,186</b>	<b>65.49%</b>
*Part of OTC transactions are report									
<b>TOTAL</b>	<b>103,467,906</b>	<b>102,003,266</b>	<b>1.44%</b>	<b>152,256,684</b>	<b>110,890,945</b>	<b>37.30%</b>	<b>303,182,931</b>	<b>293,153,386</b>	<b>3.42%</b>

DARE COUNTY GROSS															
MEALS BY DISTRICT															
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	MAY	MAY	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE - 15	23,211	15,265	52.05%	17,721	16,337	8.47%	29,023	31,347	-7.41%	17,392	188,191	-90.76%	179,186	396,911	-54.85%
WAVES - 19	21,957	17,002	29.14%	25,502	21,195	20.32%	68,108	83,625	-18.56%	21,006	275,896	-92.39%	219,190	445,889	-50.84%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0	276	-100.00%	5,010	15,531	-67.74%
AVON - 1	270,637	213,771	26.60%	277,555	214,211	29.57%	220,022	382,698	-42.51%	110,415	846,018	-86.95%	706,126	1,217,728	-42.01%
BUXTON - 2	158,548	164,197	-3.44%	131,822	186,036	-29.14%	184,755	342,224	-46.01%	100,175	709,517	-85.88%	431,796	1,032,683	-58.19%
FRISCO - 5	149,794	17,979	733.16%	92,226	19,419	374.93%	9,415	28,980	-67.51%	88,905	50,827	74.92%	147,558	72,634	103.15%
HATTERAS - 6	20,554	10,871	89.07%	39,069	48,544	-19.52%	44,105	131,962	-66.58%	6,891	418,663	-98.35%	224,957	754,968	-70.20%
<b>TOTAL HATTERAS ISLAND</b>	644,701	439,085	46.83%	583,895	505,742	15.45%	555,428	1,000,836	-44.50%	344,784	2,489,388	-86.15%	1,913,823	3,936,344	-51.38%
<b>NORTHERN BEACHES:</b>															
DUCK - 21	509,944	442,133	15.34%	602,110	410,245	46.77%	451,567	841,090	-46.31%	79,278	1,762,874	-95.50%	1,497,309	3,288,737	-54.47%
SOUTHERN SHORES - 20	522,960	1,507,308	-65.31%	367,120	468,909	-21.71%	384,555	551,241	-30.24%	129,975	653,624	-80.11%	431,285	969,277	-55.50%
KITTY HAWK - 8	1,799,644	1,472,747	22.20%	1,604,718	1,552,993	3.33%	1,125,357	2,258,057	-50.16%	737,774	3,241,423	-77.24%	2,032,942	3,850,942	-47.21%
COLINGTON - 3	61,040	64,345	-5.14%	111,816	82,095	36.20%	57,273	111,758	-48.75%	51,470	206,497	-75.07%	110,255	306,637	-64.04%
KILL DEVIL HILLS - 7	3,030,736	2,588,635	17.08%	3,173,984	2,326,259	36.44%	2,362,500	4,816,907	-50.95%	1,093,292	5,333,306	-79.50%	3,552,444	6,594,904	-46.13%
NAGS HEAD - 14	1,823,494	1,687,822	8.04%	1,892,513	1,674,843	13.00%	1,649,672	3,109,265	-46.94%	846,543	4,888,589	-82.68%	3,059,988	6,912,721	-55.73%
<b>TOTAL NORTHERN BEACHES</b>	7,747,818	7,762,990	-0.20%	7,752,261	6,515,344	18.98%	6,030,924	11,688,318	-48.40%	2,938,332	16,086,313	-81.73%	10,684,223	21,923,218	-51.27%
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN - 10	955,731	824,328	15.94%	779,047	735,098	5.98%	691,359	1,020,732	-32.27%	332,005	1,292,941	-74.32%	1,213,967	1,709,452	-28.99%
MANTEO-OUTSIDE - 11	219,443	205,713	6.67%	165,193	182,162	-9.32%	188,491	283,181	-33.44%	134,607	283,825	-52.57%	267,796	326,537	-17.99%
<b>TOTAL ROANOKE ISLAND</b>	1,175,174	1,030,041	14.09%	944,240	917,260	2.94%	879,850	1,303,913	-32.52%	466,612	1,576,766	-70.41%	1,481,763	2,035,989	-27.22%
<b>TOTAL</b>	9,567,693	9,232,116	3.63%	9,280,396	7,938,346	16.91%	7,466,202	13,993,067	-46.64%	3,749,728	20,152,467	-81.39%	14,079,809	27,895,551	-49.53%

DARE COUNTY GROSS MEALS BY DISTRICT									
	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE - 15	457,470	586,269	-21.97%	438,997	631,965	-30.53%	1,163,000	1,866,285	-37.68%
WAVES - 19	677,632	821,923	-17.56%	494,010	904,357	-45.37%	1,527,405	2,569,887	-40.57%
SALVO - 18	40,793	41,308	-1.25%	53,343	48,533	9.91%	99,146	105,648	-6.15%
AVON - 1	1,903,871	1,986,673	-4.17%	1,921,229	2,147,119	-10.52%	5,409,855	7,008,218	-22.81%
BUXTON - 2	1,314,854	1,437,869	-8.56%	1,309,809	1,550,771	-15.54%	3,631,759	5,423,297	-33.03%
FRISCO - 5	264,210	116,643	126.51%	323,934	153,122	111.55%	1,076,042	459,604	134.12%
HATTERAS - 6	828,595	1,150,158	-27.96%	811,540	1,169,496	-30.61%	1,975,711	3,684,662	-46.38%
<b>TOTAL HATTERAS ISLAND</b>	<b>5,487,425</b>	<b>6,140,843</b>	<b>-10.64%</b>	<b>5,352,862</b>	<b>6,605,363</b>	<b>-18.96%</b>	<b>14,882,918</b>	<b>21,117,601</b>	<b>-29.52%</b>
<b>NORTHERN BEACHES:</b>									
DUCK - 21	4,225,720	4,473,774	-5.54%	4,120,252	6,153,707	-33.04%	11,486,180	17,372,560	-33.88%
SOUTHERN SHORES - 20	1,144,690	1,282,906	-10.77%	1,041,675	1,364,222	-23.64%	4,022,260	6,797,487	-40.83%
KITTY HAWK - 8	4,467,270	5,448,558	-18.01%	4,831,902	6,356,596	-23.99%	16,599,607	24,181,316	-31.35%
COLINGTON - 3	323,053	390,992	-17.38%	283,287	530,362	-46.59%	998,194	1,692,686	-41.03%
KILL DEVIL HILLS - 7	9,022,628	9,137,347	-1.26%	9,288,088	11,547,314	-19.56%	31,523,672	42,344,672	-25.55%
NAGS HEAD - 14	8,517,851	9,773,440	-12.85%	10,169,265	11,844,622	-14.14%	27,959,326	39,891,302	-29.91%
<b>TOTAL NORTHERN BEACHES</b>	<b>27,701,212</b>	<b>30,507,017</b>	<b>-9.20%</b>	<b>29,734,469</b>	<b>37,796,823</b>	<b>-21.33%</b>	<b>92,589,239</b>	<b>132,280,023</b>	<b>-30.01%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN - 10	1,839,180	2,180,574	-15.66%	2,075,092	2,703,775	-23.25%	7,886,381	10,466,900	-24.65%
MANTEO-OUTSIDE - 11	349,795	383,683	-8.83%	368,803	440,034	-16.19%	1,694,128	2,105,135	-19.52%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,188,975</b>	<b>2,564,257</b>	<b>-14.64%</b>	<b>2,443,895</b>	<b>3,143,809</b>	<b>-22.26%</b>	<b>9,580,509</b>	<b>12,572,035</b>	<b>-23.80%</b>
<b>TOTAL</b>	<b>35,377,612</b>	<b>39,212,117</b>	<b>-9.78%</b>	<b>37,531,226</b>	<b>47,545,995</b>	<b>-21.06%</b>	<b>117,052,666</b>	<b>165,969,659</b>	<b>-29.47%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 8/31/20

	Jul - Aug 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	1,915,540.83	2,936,036.00	-1,020,495.17	65.2%
3040 · Meals Tax - 75%	541,780.90	1,622,330.00	-1,080,549.10	33.4%
3050 · Website Advertising	0.00	75,000.00	-75,000.00	0.0%
3210 · Interest Income	819.13	50,000.00	-49,180.87	1.6%
3220 · Other	155.00	1,000.00	-845.00	15.5%
<b>Total Income</b>	<b>2,458,295.86</b>	<b>4,684,366.00</b>	<b>-2,226,070.14</b>	<b>52.5%</b>
<b>Gross Profit</b>	<b>2,458,295.86</b>	<b>4,684,366.00</b>	<b>-2,226,070.14</b>	<b>52.5%</b>
Expense				
5000 · Director Compensation	2,850.00	17,100.00	-14,250.00	16.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	10.13	7,000.00	-6,989.87	0.1%
5003 · Directors & Officers Insurance	3,315.00	3,315.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	145,845.32	695,000.00	-549,154.68	21.0%
5020 · Salaries (Part Time) Promotion	9,025.95	103,000.00	-93,974.05	8.8%
5025 · Salaries (Part Time) Welcome AB	9,714.43	79,500.00	-69,785.57	12.2%
5026 · Salaries (Part Time) Welcome RI	23,331.33	131,525.00	-108,193.67	17.7%
5030 · Payroll Taxes	14,188.72	84,285.00	-70,096.28	16.8%
5040 · Employee Insurance	38,806.66	148,200.00	-109,393.34	26.2%
5050 · Retirement	15,198.87	77,565.00	-62,366.13	19.6%
5055 · 401(k) Match	1,248.65	6,950.00	-5,701.35	18.0%
5060 · Workmens Compensation	2,320.77	2,400.00	-79.23	96.7%
5080 · Employee Relations	205.00	2,805.00	-2,600.00	7.3%
5090 · Training	510.00	9,600.00	-9,090.00	5.3%
5110 · Contracted Service	4,579.85	26,050.00	-21,470.15	17.6%
5140 · Audit	0.00	7,875.00	-7,875.00	0.0%
5170 · Other Professional Services	0.00	7,300.00	-7,300.00	0.0%
5180 · Legal	1,000.00	20,500.00	-19,500.00	4.9%
5185 · Research	24,000.00	80,000.00	-56,000.00	30.0%
5190 · Administrative Advertising	2.86	1,000.00	-997.14	0.3%
5500 · Advertising-Printed	151,994.53	1,189,385.00	-1,037,390.47	12.8%
5502 · Advertising - Production Fee	30,000.00	80,000.00	-50,000.00	37.5%
5510 · Advertising - Event Dev & Mktg	1,979.00	73,100.00	-71,121.00	2.7%
5515 · Advertising - Online	400,563.08	2,255,000.00	-1,854,436.92	17.8%
5525 · Community Relations	675.00	30,000.00	-29,325.00	2.3%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	0.00	25,000.00	-25,000.00	0.0%
5580 · Promotional Aids	0.00	6,500.00	-6,500.00	0.0%
6100 · Familiarization Tours	11,923.34	90,000.00	-78,076.66	13.2%
6101 · Group sales	0.00	12,000.00	-12,000.00	0.0%
6130 · Uniforms	165.65	920.00	-754.35	18.0%
6150 · Event Grant	41,510.85	396,000.00	-354,489.15	10.5%
6170 · Tourism Summit	450.00	17,500.00	-17,050.00	2.6%
6200 · Postage and Delivery	32,205.18	175,200.00	-142,994.82	18.4%
6300 · Travel	69.60	40,438.00	-40,368.40	0.2%
6305 · Vehicle Maintenance	132.05	3,500.00	-3,367.95	3.8%
6320 · Registrations	0.00	35,000.00	-35,000.00	0.0%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	12,245.94	29,270.00	-17,024.06	41.8%
6440 · Insurance	25,684.93	25,685.00	-0.07	100.0%
6460 · Telephone	5,906.62	44,045.00	-38,138.38	13.4%
6500 · Equipment	0.00	23,700.00	-23,700.00	0.0%
6510 · Expendable Equipment	0.00	2,700.00	-2,700.00	0.0%
6530 · Technical Support	338.95	8,500.00	-8,161.05	4.0%
6580 · Utilities	2,335.61	18,360.00	-16,024.39	12.7%
6600 · Cleaning/maintenance supplies	15.38	2,550.00	-2,534.62	0.6%
6610 · Building Maintenance	215.00	30,460.00	-30,245.00	0.7%
6620 · Equipment Service Contracts	296.40	3,500.00	-3,203.60	8.5%
6640 · Equipment Rent	1,144.21	34,000.00	-32,855.79	3.4%
6660 · Equipment Repairs	0.00	3,550.00	-3,550.00	0.0%
6700 · Office Supplies	1,370.05	21,325.00	-19,954.95	6.4%
6810 · Web Site/Internet	4,400.55	36,300.00	-31,899.45	12.1%
<b>Total Expense</b>	<b>1,021,775.46</b>	<b>6,231,458.00</b>	<b>-5,209,682.54</b>	<b>16.4%</b>
<b>Net Ordinary Income</b>	<b>1,436,520.40</b>	<b>-1,547,092.00</b>	<b>2,983,612.40</b>	<b>-92.9%</b>

August is 16.7% of the FY Budget

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 8/31/20

	Jul - Aug 20	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	126.60			
Total 3100 · Sale of Merchandise	126.60			
Total 9910 · Transfer from Merchandise Sales	126.60			
9990 · Unappropriated Fund Balance	0.00	1,818,122.00	-1,818,122.00	0.0%
Total Other Income	126.60	1,818,122.00	-1,817,995.40	0.0%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	48.35			
6800 · Credit Card Charges	106.48			
Total 9930 · Transfer to Merchandise	154.83			
9950 · Transfer to Event Site Fund	2,669.00	271,030.00	-268,361.00	1.0%
Total Other Expense	2,823.83	271,030.00	-268,206.17	1.0%
Net Other Income	-2,697.23	1,547,092.00	-1,549,789.23	-0.2%
Net Income	1,433,823.17	0.00	1,433,823.17	100.0%

August is 16.7% of the FY Budget



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

	Jul - Aug 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax	638,513.61	978,679.00	-340,165.39	65.2%
3040 · Meals Tax	180,593.63	540,776.00	-360,182.37	33.4%
3210 · Interest	18,513.98	23,000.00	-4,486.02	80.5%
<b>Total Income</b>	<b>837,621.22</b>	<b>1,542,455.00</b>	<b>-704,833.78</b>	<b>54.3%</b>
<b>Expense</b>				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	1,275,718.00	-1,275,718.00	0.0%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>2,236,888.00</b>	<b>-2,236,888.00</b>	<b>0.0%</b>
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	487,932.00	487,932.00	0.00	100.0%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4647 · TIG - Chicamacomico Cisterns	0.00	48,000.00	-48,000.00	0.0%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
4649 · TIG - FNAME - Handicap Access	0.00	25,750.00	-25,750.00	0.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4651 · TIG - KDH - Baum Street, Phase2	0.00	55,618.00	-55,618.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	221,885.00	-221,885.00	0.0%
4653 · TIG - SS - S. Dogwood Trail	0.00	260,993.00	-260,993.00	0.0%
4999 · Unappropriated Funds	0.00	622,512.00	-622,512.00	0.0%
5140 · Audit	0.00	2,625.00	-2,625.00	0.0%
5160 · Fireworks	0.00	92,500.00	-92,500.00	0.0%
5170 · Traffic Control - Hwy 12 & 158	0.00	25,000.00	-25,000.00	0.0%
<b>Total 4100 · Short-Term Projects</b>	<b>487,932.00</b>	<b>2,155,663.00</b>	<b>-1,667,731.00</b>	<b>22.6%</b>
<b>Total Expense</b>	<b>487,932.00</b>	<b>4,392,551.00</b>	<b>-3,904,619.00</b>	<b>11.1%</b>
<b>Net Ordinary Income</b>	<b>349,689.22</b>	<b>-2,850,096.00</b>	<b>3,199,785.22</b>	<b>-12.3%</b>
<b>Other Income/Expense</b>				
Other Income				
9930 · Appropriated Fund Balance	0.00	2,850,096.00	-2,850,096.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>349,689.22</b>	<b>0.00</b>	<b>349,689.22</b>	<b>100.0%</b>

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

	<b>Balance 7/1/2019</b>	<b>Allocation 2019-2020</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Balance 7/1/2020</b>	<b>Allocation 2020-2021</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Estimated Balance FY20-21</b>
<b>Short-term Projects</b>									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
SS Civic Assoc - Sea Oats Park, Phase II	14,178		(13,400)	(778)	0		0	0	0
Town of Duck - Pedestrian Path, Phase II	309,351		(309,351)	0	0		0	0	0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932				487,932		(487,932)		0
Town of Duck - Pedestrian Path, Phase III	307,289		(296,454)	(10,835)	(0)		0	0	(0)
Town of KH - KH Park Trail Connection	47,592				47,592				47,592
TIG - Chicamacomico - Cisterns	0	48,000			48,000				48,000
TIG - Dare Co Arts Council - Courtyard	0	90,950			90,950				90,950
TIG - Frisco Native American - Handicapp Access	0	25,750			25,750				25,750
TIG - Town of Duck - Pedestrian Path, Phase IV	0	147,806			147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	0	55,618			55,618				55,618
TIG - Town of Manteo - Manteo Common	0	221,885			221,885				221,885
TIG - Town of SS - S. Dogwood Trail	0	260,993	(260,993)		0		0		0
Fireworks	50,000		(50,000)	55,000	55,000	0	0	37,500	92,500
Audit	0		(2,500)	2,500	0		0	2,625	2,625
Unappropriated Funds	490,060	(255,391)		(45,887)	188,782	573,987		(40,125)	722,644
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,732,901</b>	<b>595,611</b>	<b>(932,698)</b>	<b>0</b>	<b>1,395,815</b>	<b>573,987</b>	<b>(487,932)</b>	<b>0</b>	<b>1,481,870</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	2,192,370	1,265,646	(3,194,971)	0	263,044	1,296,104	0	0	1,559,148
Natural Historical Cultural	176,370	0	(30,000)	(146,370)	0	0	0	0	0
Green Space/Open Space (GOSPL)	0	0	0	0	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds	350,000	3,630		146,370	500,000	0		0	500,000
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>3,179,910</b>	<b>1,269,276</b>	<b>(3,224,971)</b>	<b>0</b>	<b>1,224,214</b>	<b>1,296,104</b>	<b>0</b>	<b>0</b>	<b>2,520,318</b>
<b>Total</b>	<b>4,912,811</b>	<b>1,864,887</b>	<b>(4,157,669)</b>	<b>0</b>	<b>2,620,029</b>	<b>1,870,091</b>	<b>(487,932)</b>	<b>0</b>	<b>4,002,188</b>
<b>Cash on Hand 8/31/20</b>									
								Checking	94,648
								Savings	2,947,400
<b>Total Cash on Hand</b>									<b>3,042,049</b>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
September									360,650
October									157,403
November									99,475
December									51,325
January									33,525
February									33,798
March									30,064
April									46,231
May									89,784
June									130,216
									<b>1,032,470</b>
<b>Unappropriated Balances</b>									<b>72,330</b>
<b>Transfer from General Fund</b>									
30% Short-term						1,851,577	*		
Short-term Interest						555,473			
						18,514			
						573,987			
70% Long-term								1,296,104	
Long-term Interest								0	
									<b>1,296,104</b>
*Estimate Based on Actual through August and Budgeted Figures									
# Agrees to Financial Statements									

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

	Jul - Aug 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	0.00	1,200.00	-1,200.00	0.0%
3200 · Site Rental Income - Other	0.00	11,300.00	-11,300.00	0.0%
<b>Total 3200 · Site Rental Income</b>	<b>0.00</b>	<b>12,500.00</b>	<b>-12,500.00</b>	<b>0.0%</b>
3210 · Interest Income	48.11	150.00	-101.89	32.1%
3250 · Lease Income	5,338.00	45,600.00	-40,262.00	11.7%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
<b>Total Income</b>	<b>5,386.11</b>	<b>78,250.00</b>	<b>-72,863.89</b>	<b>6.9%</b>
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	0.00	40,000.00	-40,000.00	0.0%
6440 · Insurance	7,200.00	7,200.00	0.00	100.0%
6580 · Utilities	4,575.43	63,975.00	-59,399.57	7.2%
6610 · Repairs & Maintenance	32,228.99	168,035.00	-135,806.01	19.2%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
<b>Total Expense</b>	<b>44,004.42</b>	<b>349,480.00</b>	<b>-305,475.58</b>	<b>12.6%</b>
<b>Net Ordinary Income</b>	<b>-38,618.31</b>	<b>-271,230.00</b>	<b>232,611.69</b>	<b>14.2%</b>
<b>Other Income/Expense</b>				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	271,030.00	-271,030.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>271,230.00</b>	<b>-271,230.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>271,230.00</b>	<b>-271,230.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-38,618.31</b>	<b>0.00</b>	<b>-38,618.31</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

31-Aug-20

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	21,652	4,162,067	556,582	604,499	0	1,000,000	1,000,000	1,024,495	8,369,295
RESTRICTED FUND	94,648	1,429,132			250,000	765,169	503,099	0	3,042,049
TRAVEL GUIDE	14,310								14,310
MERCHANDISE SALES	150,560								150,560
EVENT SITE FUND	122,613								122,613
TOTAL	403,784	5,591,199	556,582	604,499	250,000	1,765,169	1,503,099	1,024,495	11,698,827
TOTAL % EACH BANK	10.76%	47.79%	4.76%			15.09%	12.85%	8.76%	100.00%
INTEREST RATES	0.25%	0.07%	0.05%	0.25%	0%	2% on 2	0.81%	1.5% on 2	
TOTAL CHECKING & CD'S	11,698,827								
60% ALLOWED IN ANY BANK	7,019,296								
25% ALLOWED IN ANY ONE INV	2,924,707								
60% General Fund Reserved Balance is \$4,214,445.									
100% Restricted Fund Balance Restricted by House Bill 225 \$3,042,049									

Event Grant Requests

Fiscal Year 2020/2021

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Beach Food Pantry</i>	\$ 30,000.00	\$ 10,000.00	Logistics, Marketing, Entertainment	New Event
<i>1st Annual Outer Banks Rum Festival</i>				
<i>May 29, 2021</i>				
<i>Chicamacomico Historical Association</i>	\$ 7,500.00	\$ 1,000.00	Entertainment, Advertising	New Event
<i>Chicamacomico Easter on Hatteras Island</i>				
<i>April 2-9, 2021</i>				
<i>Dare County Arts Council</i>	\$ 7,000.00	\$ 4,500.00	Marketing, Rentals, Entertainment, Artists Fees	New Event
<i>Outer Banks: Homegrown, Fashion &amp; Music</i>				
<i>June 12, 2021</i>				
<i>Dare County Restaurant Association</i>	\$ 35,000.00	\$ 20,000.00	Advertising, Ticketing, Event Overhead, Rentals	FY 19/20:\$30000
<i>OBX Taste of the Beach</i>				FY 18/19:\$30000
<i>March 25-28, 2021</i>				FY 17/18:\$25000
<i>Elizabethan Gardens</i>	\$ 50,000.00	\$ 20,000.00	Entertainment, Lighting, Marketing, COVID Changes, Decorations, Labor	FY18/19:\$25000
<i>2020 WinterLights</i>				FY17/18:\$20000
<i>Dec 1, 2020-Jan 16, 2021</i>				EED: \$15000
<i>Garage Band Charities</i>	\$ 15,000.00	\$ 15,000.00	Entertainment, Advertising, Promotions, Infrastructure	FY19/20:\$15000
<i>OBX Rod &amp; Custom Festival</i>				
<i>April 30-May 1, 2021</i>				
<i>Hatteras Village Civic Association</i>	\$ 4,500.00	\$ 1,000.00	Craft supplies, Advertising, Planetarium, T-Shirts	Part of EED
<i>Hatteras Village Starry Nights</i>				FY2015-2017
<i>February 12-13, 2021</i>				
<i>Hatteras Village Civic Association</i>	\$ 15,000.00	\$ 7,500.00	Entertainment, Advertising, Tents, T-Shirts	FY19/20:\$10000
<i>Hatteras Village Waterfowl Festival</i>				FY18/19:\$10000
<i>February 26-28, 2021</i>				
<i>NC Coastal Federation</i>	\$ 6,000.00	\$ 3,500.00	Entertainment, Marketing, Insurance, Educational Materials, Supplies, Rentals, Propane, Tables	FY19/20: \$6000
<i>Hatteras Island Oyster Roast</i>				FY18/19: \$6000
<i>February 6, 2021</i>				FY17/18: \$6000

## Event Grant Requests

Fiscal Year 2020/2021

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Outer Banks Forever</i>	\$ 3,500.00	\$ 1,000.00	Marketing, Venue Improvements, Supplies	New Event
<i>Artist in Community Workshops &amp; Showings</i>				
<i>Dec 2020, Jan 2021, Feb 2021, Mar 2021</i>				
<i>Outer Banks Giving Tree</i>	\$ 2,275.00	\$ 1,000.00	Shirts, Advertising, Hats	FY19/20: \$1000
<i>Outer Banks Jingle Jog &amp; Little Elf Run</i>			No Payment for Virtual Race	
<i>December 21, 2019</i>				
<i>Outer Banks Seafood Festival</i>	\$ 15,000.00	\$ 8,000.00	Rentals, Entertainment, Marketing, Merchandise, Awards	New Event
<i>Chowder Banks Fest</i>				
<i>April 24, 2021</i>				
<i>Outer Banks Sporting Events</i>	\$ 20,000.00	\$ 10,000.00	Marketing, Medals, Shirts, Bibs, Swag	FY19/20:\$20000
<i>Flying Pirate Half Marathon</i>			No Payment for Virtual Race	FY18/19:\$21000
<i>April 17-18, 2021</i>				EED: \$75,000
<i>Town of Nags Head</i>	\$ 5,000.00	\$ 3,000.00	Bands, Entertainment, Marketing, Insurance	EED: \$5000
<i>31st Annual St. Patrick's Day Parade</i>				
<i>March 14, 2021</i>				
<b>Total Amount Requested</b>	<b>\$ 215,775.00</b>	<b>\$ 105,500.00</b>		

**PENDING BOARD APPROVAL**

Beginning Balance	\$ 100,000.00
Proposed Transfer from Community Relations	\$ 5,500.00
Amount Available	\$ 105,500.00
Amount Recommended	\$ 105,500.00
<i>Remaining Funds</i>	\$ -



Adopted 12/19/13  
Amended 3/20/14  
Amended 9/18/14  
Amended 3/16/17  
Amended 5/18/17  
Amended 9/17/20~~XX/XX/XX~~

## **Outer Banks Visitors Bureau Event Grant Program**

### **OUTER BANKS VISITORS BUREAU:**

The mission of the Dare County Tourism Board (d.b.a Outer Banks Visitors Bureau and hereinafter referred to as Outer Banks Visitors Bureau) is to promote travel and tourism in Dare County, generating revenues and improving the economy of the county. This is achieved through an aggressive advertising, tourism and public relations program designed to increase awareness and generate travel to Dare County for vacationers, leisure travelers, group tours and meetings. The Bureau develops high quality literature for use in its fulfillment program and responds to telephone, mail and walk-in inquiries generated by its various programs.

### **Applicant Assumes This Risk**

Should local, state or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

### **1. DESCRIPTION OF THE EVENT GRANT:**

The primary purpose of the Event Grant Program is to make it easier for Dare County based groups to create and hold events that drive overnight visitation to Dare County's Outer Banks during less than peak months (September 7 to June 15).

An "Event" shall be defined as a new or existing organized sporting event, concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the

public interest should extend to Dare County residents and to those living outside Dare County who would consider visiting the destination and staying overnight to observe or participate.

Funding for the Events Grant Program shall be included in the annual budget as a line item in the General Fund. The Dare County Tourism Board, subject to funds availability, prior to adopting the budget, shall agree upon the amount of funding. Approved budgeted funds will be made available twice during the year: August and February (see Section 2.c below).

Event Grant funds are to be paid on a reimbursement basis only. The event developer/coordinator will receive reimbursement from the Visitors Bureau for the prior approved grant expenses only after providing proof that expenditures were made as agreed upon.

## 2. **ELIGIBILITY:**

- a. The applying organization must be located in Dare County and be a not-for-profit organization (i.e. governmental agency, association, public authority, non-profit 501C, or civic association). Current not-for-profit status must accompany the application and must be a **final** determination from the Internal Revenue Service.
- b. To qualify, the event must take place in Dare County and be held in the off-season. For purposes of this grant, off-season is defined as September 7 through June 15.
- c. **Applications will be accepted August 1 through August 15 and February 1 through February 15. Applications must be received no less than four (4) months before the start of the project.**
- d. Short Term Restricted Fund Projects WILL NOT be considered for the Event Grant (Restricted Fund Projects include physical area improvements such as highway beautification, beach or sound accesses, parks and recreation enhancement, etc). Inability to meet the application criteria or deadlines for Restricted Fund Projects will not qualify applications for Event Grant funding.
- e. **Organizations seeking grant funds must confer with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the Event Grant application and answer any questions the applicant may have.

f. Allowable expenses: The following expenses are allowable under the grant program:

1. Advertising and Marketing designed to attract out of market visitors to the event,
2. Rentals of Infrastructure related to the event,
3. Entertainment.

f. Highest priority will be given for advertising and marketing expenses. shall



~~include, but are not limited to, the following: Advertising and marketing designed to attract out of market visitors to the event, production and technical expenses, rentals of infrastructure related to the event, entertainment, merchandise and non-cash awards.~~

- g. Non-reimbursable expenses include: General and administrative expenses, seed money, brochures not related to the event, debts incurred prior to grant request, hospitality or social functions (including volunteer expenses), lodging, dining, permits, fees and deposits, promotional items, production and technical expenses, other give-away items, awards, decorations, contract labor, security.
- h. Event Cancellation Policy: If an event is forced to cancel or reschedule due to circumstances beyond the control of the Grantee, the Grantee must submit, in writing, a request to reschedule or cancel the event to the Grant Administrator. The Grant Administrator in consultation with the Executive Director may approve changes to the grant to accommodate changes necessary due to the unforeseen circumstance. In the case of cancellation without rescheduling, the Grant Administrator may reimburse allowable expenses under the grant that have been paid by the Grantee in the good faith belief the event would occur as originally planned.

### 3. EVALUATION OF GRANT PROPOSALS AND AWARDS:

The Grants and Local Public Relations Committee of the Dare County Tourism Board will evaluate each grant received and recommend awards to the Dare County Tourism Board at a regularly scheduled board meeting. The Grants and Local Public Relations Committee will review applications within 45 days of grant request. A request must receive a 2/3 majority vote of the attending Board for approval. Applicants will receive notice within five days of the Dare County Tourism Board meeting at which the request is recommended by the committee.

The Local Public Relations and Grants Committee will use the following criteria in its grant award decisions:

#### **Objective Criteria:**

- a. Applicant meets with the Grant Administrator to determine eligibility.
- b. A typed, completed application and any supporting materials must be received by the application deadline (**at least four (4) months prior to the event**).
- c. Event is held in Dare County between September 7 and June 15.
- d. Applicant is a Dare County non-profit.
- e. Maximum grant awards will be based on the following scale:  

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

For established events, out of market visitors will be based on prior year actual counts from the grant accountability forms. Out of market visitors must be tracked in an approved way to justify the awards. Visitation is defined as physically present in Dare County.

**Subjective Criteria:**

- a. The overall quality and thoroughness in completing the application.
- b. Potential for the event to generate travel to Dare County, and subsequent overnight visitation and restaurant dining.
- c. Potential to become a self-sustaining event, and if applicable, a stated plan for becoming self-sustaining.

**4. REQUIREMENTS FOR RECIPIENTS:**

Grants that receive funding shall adhere to the following guidelines or risk the loss of funding:

- a. The Outer Banks Visitors Bureau shall be given sponsor recognition commensurate with the level of the Event Grant amount awarded. Applicant shall submit, on a separate page, a list of sponsor benefits with the Event Grant application.
- b. If sponsor recognition levels do not exist or if the sponsor recognition levels do not otherwise offer logo inclusion, the recipient will include the **official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address** on event advertisements and event website and collateral advertising materials (i.e., cups, T-shirts, tickets, banners, etc.) as directed by the Grant Administrator. The following language shall also be included on event advertisements and collateral advertising materials, "This event is funded in part by the Outer Banks Visitors Bureau."

Upon request, and **ONLY** if approved in writing in advance by the Grant Administrator, the grant recipient may be allowed to forego inclusion of this language if space does not permit. The applicant cannot make this determination without the Grant Administrator's prior consent.

- c. Award of an Event Grant is a limited license for the applicant to use the trademarked Outer Banks Visitors Bureau logo. Logo usages (in ads and advertising collateral, on the event's website, etc.) not approved in advance by the Grant Administrator are in violation of copyright and trademark law and are not eligible for grant reimbursement.

- d. For ticketed or registration required events, the Dare County Tourism Board will be provided with tickets and/or admissions to the event commensurate with the level of sponsorship funded.
- e. If the project for which funding has been granted is canceled, or modified in a substantial manner, the grantee must notify the Grant Administrator in writing immediately.
- f. Grantees are required to submit to the Grant Administrator any changes to the proposed expenses in the application, in writing, and provide project updates when requested to do so.

5. **REIMBURSEMENT:**

Reimbursement will be made based on the following documentation (see below for greater detail):

- 1. Timely submission of reimbursement package.
  - 2. Documentation of proper logo use.
  - 3. Completion of accountability form.
  - 4. Copies or tear sheets of all advertising and samples of collateral materials.
  - 5. Copies of paid invoices and payment verification.
  - 6. Breakdown of itemized income and expenses.
- a. All projects awarded Event Grant funds must be completed within one year from the date of the Dare County Tourism Board meeting in which funding approval was given. Failure to do so may cause a delay or loss of funding.
  - b. Documentation must be submitted to the Grant Administrator at the Outer Banks Visitors Bureau within 90 days after completion of the project, unless a written extension from the Grant Administrator is received.
  - c. Documents shall include the following: 1) project accountability report; 2) copies of paid invoices and canceled checks, wire payments or credit card statements; 3) a breakdown of itemized expenses, including all advertising tear sheets and copies of any scripts for broadcast advertising; 4) samples of collateral materials used by the event; and 5) a breakdown of itemized income. Funds will not be distributed until all financial obligations are liquidated and the disbursement of all funds will follow *Accepted Accounting Practices of the Outer Banks Visitors Bureau*.
  - d. **Without prior approval, changes in the approved proposal or contract will be sufficient cause for reduction in or complete withdrawal of grant funds at the sole discretion of the Visitors Bureau without recourse.** An approved proposal or contract

may only be rescinded, modified or amended upon written request to and acceptance by the Dare County Tourism Board.

- e. Reimbursement request may be DENIED if the official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address are not included on all promotional material. High resolution images of the Outer Banks Visitors Bureau official logo will be provided free of charge to all grantees.

The grantee, its successors and/or assigns agree to indemnify and hold the Outer Banks Visitors Bureau, its directors, both individually and collectively, and employees thereof harmless from any and all monetary liability, loss or damage as a result of claims, demands, costs or judgments against them or any nature whatsoever resulting from or in any way arising out of the awarded applicant's Event Grant, including, but not limited to: (1) its acceptance and/or use of the awarded funds, whether disbursed presently or to be disbursed in the future; (2) any injuries suffered by third-parties, whether invitee, guests or otherwise; (3) the contracting for, construction, use, existence or maintenance of its property or facility, whether purchased, leased, borrowed or otherwise.

Before a project can be presented to the Local Public Relations and Grants committee, one (1) original hardcopy (**do not staple**) and/or an electronic version must be provided to the Outer Banks Visitors Bureau Grants Administrator. Applications will be accepted Monday-Friday during the grant window, from 9:00 a.m. to 4:00 p.m., at the Outer Banks Visitors Bureau administrative offices.

Once a request has been approved/awarded by the Dare County Tourism Board, a binding contract will be signed by both recipient and Dare County Tourism Board.

I have read and understand the above rules and guidelines for submission of an Event Grant.

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Signature

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Date

## ***FOR COMMITTEE USE ONLY:***

### **RATING CRITERIA AND PROCESS**

Each grant application will be reviewed by the staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification.

Following staff review, the applications will be turned over to the Board's Grants and Local Public Relations Committee for scoring. The committee will score each application on a 50 point scale based on the following:

			<b>Score</b>	<b>Notes</b>
Tourism Development	<ul style="list-style-type: none"> <li>• Proposal has potential or previously proven ability to generate visitation to Dare County that includes overnight stays in Dare County commercial lodging</li> <li>• Proposal contributes to overall appeal of Dare County as preferred visitor destination through its event offerings</li> <li>• Proposal explains marketing initiatives. This should include strategies for attracting visitors from outside Dare County</li> <li>• Marketing plan is thorough and realistic</li> <li>• Event coincides with non-peak or shoulder seasons</li> </ul>	Up to 25 points		
Event Evaluation	<ul style="list-style-type: none"> <li>• Budget seems realistic</li> <li>• Funds requested meet grant criteria of allowable expenses</li> <li>• Proposal includes event goals &amp; objectives</li> <li>• Proposal includes a plan for becoming self-sustaining</li> <li>• Proposal includes method for documenting and evaluating outcome of event</li> <li>• Proposal includes plan for documenting overnight lodging stays</li> <li>• Proposal includes plan for documenting out-of-market participation</li> </ul>	Up to 25 points		
		Total Possible Points: 50		



**DARE COUNTY TOURISM BOARD/**

**OUTER BANKS VISITORS BUREAU**

**EVENT GRANT**

**CONTRACT**

Name of Organization:

Name of Project:

Project Director:

Principal Place of Business:

Address:

Phone Number:

Amount Awarded:

**Funds to be spent as follows:**

1. **Funds to be used for: list approved expenditures.**
2. **Any changes from the grant application, including the approved list of expenditures must be submitted to the grant administrator for approval. Failure to follow these procedures may disqualify the organization from receiving funding).**  

Initial
3. The Outer Banks Visitors Bureau will have the option to be recognized in accordance with the level of sponsor recognition equal to its grant funding for the event. ***Please include a copy of the event sponsor recognition with the signed contract.*** If the event does not have sponsor recognition the Outer Banks Visitors Bureau will be recognized in print and broadcast advertising including the following verbiage and logo: "This project sponsored by the Outer Banks Visitors Bureau."

*The Outer Banks®*  
VISITORS BUREAU

*Any questions regarding use of the logo or approval of ads may be directed to Diane Bognich at [bognich@outerbanks.org](mailto:bognich@outerbanks.org). Also review guidelines for procedures.*

Initial

4. If eligibility according to the *Grant Guidelines of the Outer Banks Visitors Bureau* changes during the term of the contract, it is the responsibility of the Applicant to notify the Grant Administrator immediately. The Dare County Tourism Board (dba Outer Banks Visitors Bureau) reserves the right to change or forego the conditions in this contract.

\_\_\_\_\_ *Initial*

5. Project Timetable (starting date and completion date):

6. Financial Information (project total, other funding sources, etc):  
Total Project Expenses - \$  
Other Funding Sources Include:

7. Additional requirement by the Dare County Tourism Board (dba Outer Banks Visitors Bureau):

8. Applicant Assumes Risk:

Applicant is forewarned that the North Carolina Legislature recently considered proposed legislation which would limit or altogether terminate the Dare County Tourism Board's legal ability to expend funds under agreements such as this. So far, those efforts have failed, but the Dare County Tourism Board believes there may be continued future efforts in this vein. The Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement including funding and reimbursement of applicant's expenditures in the event local, state or federal laws prohibit the Dare County Tourism Board's performance or disband the Dare County Tourism Board altogether. Applicant enters this agreement understanding and accepting the risk that it may not be reimbursed. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law.

\_\_\_\_\_ *Initial*

9. Event Termination:

The Outer Banks Visitors Bureau shall have absolutely no obligation to pay funds to the Grantee if the Project is not successfully completed. Here, successful completion of this project specifically means completion and performance of each and every aspect of the Project as presented or represented to the Bureau and in keeping with the nature and quality Grantee represented to the Bureau. The cause or reason for the Grantee's inability to successfully complete the Project is immaterial. Thus, the Bureau shall not be in breach of or default under this agreement for any delay, failure or refusal to perform as a result of the Grantee's inability or refusal to carry out the full performance of the Project even if the Grantee's refusal or inability to do so is caused by a condition beyond its reasonable control, including, but not limited to:

- i. fire, explosion, hurricane, storm, flood, wind, drought, epidemic, pandemic, act of God;



- ii. court orders or any local, state or federal special or temporary order, ordinance, law or regulation which might prohibit Grantee's performance or the gathering of the public for the Project; and/or
- iii. delay or failure to act by civil, military or other governmental authority; national emergency, strike, lockout, riot, insurrection or war.

Notwithstanding the above, the Bureau, in its sole discretion, may reimburse the Grantee some or all of its legitimate Project expenses so long as the Bureau determines extraordinary circumstances prevent the Grantee from safely or practically executing the Project and fulfilling the grant terms. Grantee shall request said reimbursement in writing and as soon as possible after Grantee determines termination is likely or may be required

Initial

**10. Reimbursement Requirements:**

Documentation must be submitted to the Outer Banks Visitors Bureau and include the following:

**A)** project accountability report; **B)** copies of paid invoices and canceled checks or proof of electronic payment; **C)** a breakdown of itemized expenses including all advertising tear sheets and copies of any scripts for broadcast advertising; **D)** a breakdown of itemized income.

Funds will not be distributed until all financial obligations are liquidated and the disbursement of all funds will follow *Accepted Accounting Practices of the Outer Banks Visitors Bureau*.

\_\_\_\_\_  
GRANTEE Signature:

\_\_\_\_\_  
DARE COUNTY TOURISM BOARD Signature

BY:  
TITLE:

BY:  
TITLE: DCTB Chair

Sworn to and subscribed before me

Sworn to and subscribed before me

State of North Carolina, County of Dare

State of North Carolina, County of Dare

This \_\_\_\_ day of \_\_\_\_\_,  
20\_\_.

This \_\_\_\_ day of \_\_\_\_\_,  
20\_\_.

\_\_\_\_\_  
NOTARY Signature

\_\_\_\_\_  
NOTARY Signature

\_\_\_\_\_  
NOTARY Printed

\_\_\_\_\_  
NOTARY Printed

My Commission Expires:  
\_\_\_\_\_

My Commission Expires:  
\_\_\_\_\_



## Marketing Dashboard

thru August 2020

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	7,151	13,074	-5,923	-45%
Completed Video Views	0	0	0	#DIV/0!
Total Visits to Website	738,104	528,090	210,014	40%
Online Communities				
Email Subscribers	262,389	208,978	53,411	26%
Facebook	719,302	713,904	5,398	1%
Twitter	41,100	38,000	3,100	8%
Instagram	102,000	80,100	21,900	27%
Pinterest	<u>20,694</u>	<u>20,000</u>	<u>694</u>	<u>3%</u>
Online Communities Subtotal	1,145,485	1,060,982	84,503	8%

---

### Devices AUGUST 2020

Mobile	66%
Desktop	29%
Tablet	5%

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

## Dashboard Overview

### Overview

There was limited overall media presence in August. However, overall site traffic and many key KPI metrics are up YOY. The outerbanks.org site continues to see significant gains in organic search traffic - a trend that has continued since April 2020. eNewsletter sign-ups and listing referral conversions are up YOY compared to last August - growth in these conversions can be attributed to organic search, SEM, social and internal email marketing efforts. August's email marketing efforts included the final two island Promo Emails and performance was consistent to our benchmarks.

#### Highlights for August:

- Recorded over 337K site sessions - total traffic is up 39% YOY, largely due to increases in organic search, social and direct traffic.
- Achieved over 44K total conversions - up 13% YOY. Organic search, paid search, social and direct traffic made up 94% of total conversions.
- Delivered over 451K emails in round 2 and 3 of the island Promo Emails as part of the co-op program - the open rate and CTR were consistent with overall benchmarks.
- SEM drove nearly 50K sessions to outerbanks.org - achieved similar overall performance month over month. Continues to be a strong conversion driver overall - delivered 20% of the total conversions in the month of August.

### Completed Optimizations

Adjusted monthly budgets across SEM campaigns to maintain pacing for current authorizations.

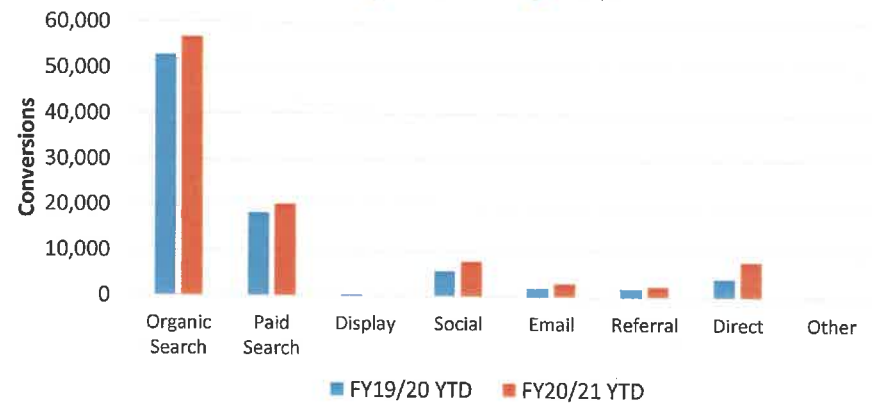
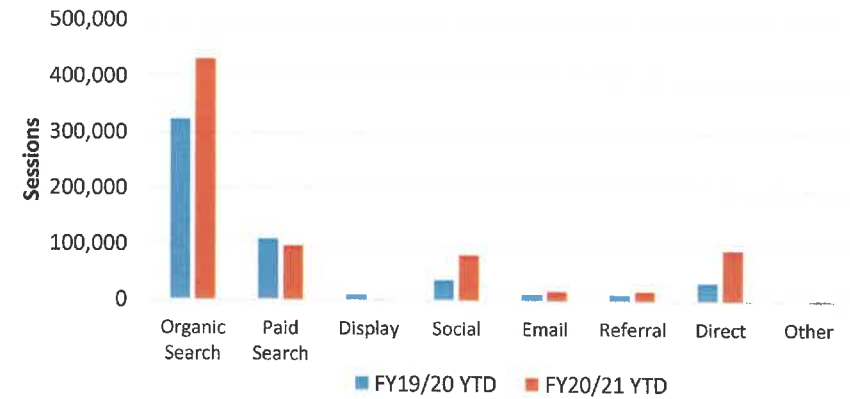
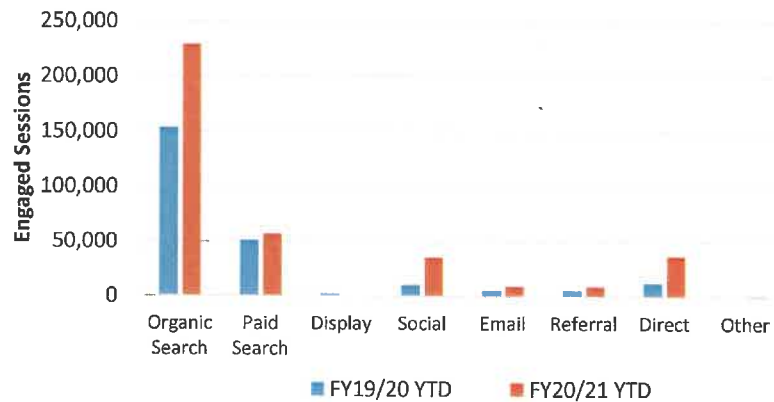
### Action Steps

Topic	Commentary
Spring/Summer Campaign	Provide a recap deck for FY19/20 Spring/Summer Campaign.
Fall Campaign	Prepare all media efforts for the launch of the FY20-21 Fall Campaign on 9.7.20.
SEM	Continue to monitor SEM into the Fall season.
Email	Continue to test segmentation and new deliveries.

## Website Overview

	Aug-20	YoY	FYTD	YoY
Sessions	337,543	39%	738,104	40%
Engaged Sessions	167,928	54%	369,851	56%
Any Conversion*	44,276	13%	98,145	16%
eNews Sign Up Conversion	3,406	86%	6,477	117%
Travel Guide Conversions	3,370	-12%	6,831	-18%
Listing Referral Conversions	38,615	19%	87,118	16%

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



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



## Email Marketing Campaign Overview

### Opens and Open Rate by Month



### Clicks and Click Rate by Month



### Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Mar-20	364,581	362,052	53,951	14.8%	3,907	1.1%	7.2%	2,529	656	92
Apr-20	0	0	0	0.0%	0	0.0%	0.0%	0	0	0
May-20	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4
Jun-20	215,614	215,392	31,730	14.7%	4,748	2.2%	15.0%	222	409	2
Jul-20	447,579	446,494	69,855	15.6%	7,437	1.7%	10.6%	545	982	49
Aug-20	461,870	451,484	71,737	15.9%	6,073	1.3%	8.5%	402	1,052	41
<b>GRAND TOTAL</b>	<b>3,463,730</b>	<b>3,443,706</b>	<b>511,524</b>	<b>14.8%</b>	<b>46,363</b>	<b>1.3%</b>	<b>9.1%</b>	<b>9,500</b>	<b>8,307</b>	<b>864</b>

### Top 10 Links Clicked - Current Month\*

Link	Clicks*	Open: CTR
/where-to-stay	6,489	9.0%
/restaurants	4,867	6.8%
/plan-your-trip/hatteras-island	3,272	4.6%
/plan-your-trip/travel-guide	2,621	3.7%
/plan-your-trip/northern-beaches	2,098	2.9%
outerbanks.org/	1,496	2.1%
/plan-your-trip/roanoke	1,391	1.9%
www.discovermanteo.com	855	1.2%
www.carolinadesigns.com/outerbanks	371	0.5%
www.thefrenchdoorobx.com	107	0.1%
<b>GRAND TOTAL</b>	<b>23,567</b>	<b>5.5%</b>

\* link clicks include forwarded email clicks

### Email Performance - Current Month

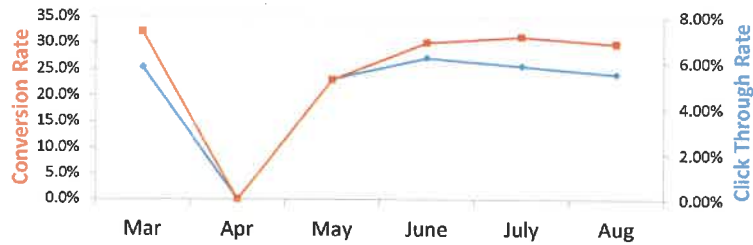
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Tips for staying on Hatteras Island (sent 8/12 & 8/26)	149,688	139,578	21,357	15.3%	1,756	1.3%	8.2%	109	330	6
Tips for staying on Roanoke Island (sent 8/12 & 8/26)	168,356	168,193	25,493	15.2%	2,074	1.2%	8.1%	162	379	3
Tips for staying on the Northern Beaches (sent 8/12 & 8/26)	143,826	143,713	24,887	17.3%	2,243	1.6%	9.0%	131	343	32
<b>GRAND TOTAL</b>	<b>461,870</b>	<b>451,484</b>	<b>71,737</b>	<b>15.9%</b>	<b>6,073</b>	<b>1.3%</b>	<b>8.5%</b>	<b>402</b>	<b>1,052</b>	<b>41</b>

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

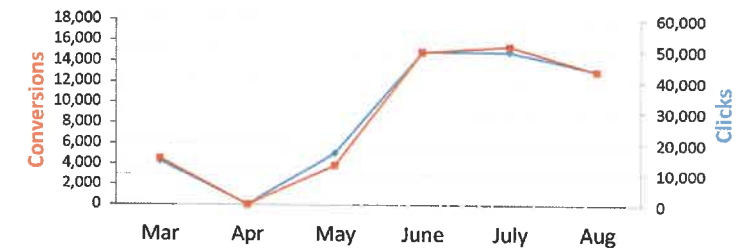


## SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



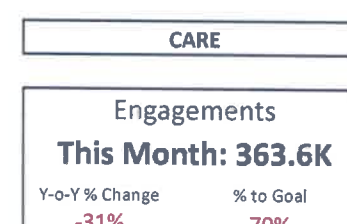
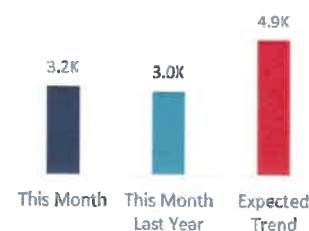
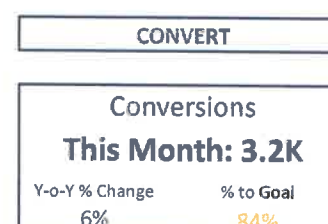
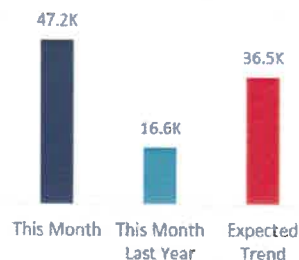
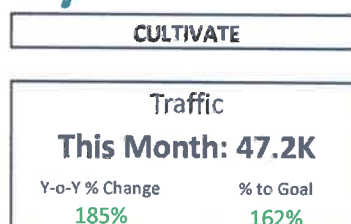
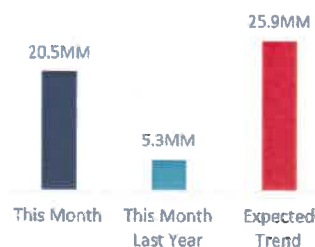
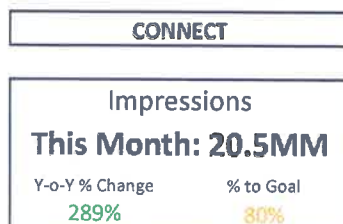
Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Mar	\$9,083	14,124	244,349	5.8%	\$0.64	4,542	\$2.00	32.2%
Apr	\$0	0	0	0.0%	\$0.00	0	\$0.00	0.0%
May	\$11,702	16,818	316,894	5.3%	\$0.70	3,883	\$3.01	23.1%
June	\$33,097	49,624	798,738	6.2%	\$0.67	14,913	\$2.22	30.1%
July	\$34,937	49,457	845,880	5.8%	\$0.71	15,443	\$2.26	31.2%
Aug	\$34,912	43,662	795,175	5.5%	\$0.80	13,052	\$2.67	29.9%
<b>GRAND TOTAL</b>	<b>\$123,731</b>	<b>173,685</b>	<b>3,001,036</b>	<b>5.8%</b>	<b>\$0.71</b>	<b>51,833</b>	<b>\$2.39</b>	<b>29.8%</b>

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$20,169	27,975	380,797	7.3%	\$0.72	6,242	\$3.23	22.3%
Bing	\$14,743	15,687	414,378	3.8%	\$0.94	6,810	\$2.16	43.4%
<b>GRAND TOTAL</b>	<b>\$34,912</b>	<b>43,662</b>	<b>795,175</b>	<b>5.5%</b>	<b>\$0.80</b>	<b>13,052</b>	<b>\$2.67</b>	<b>29.9%</b>

# Executive Summary



## Monthly Highlights:

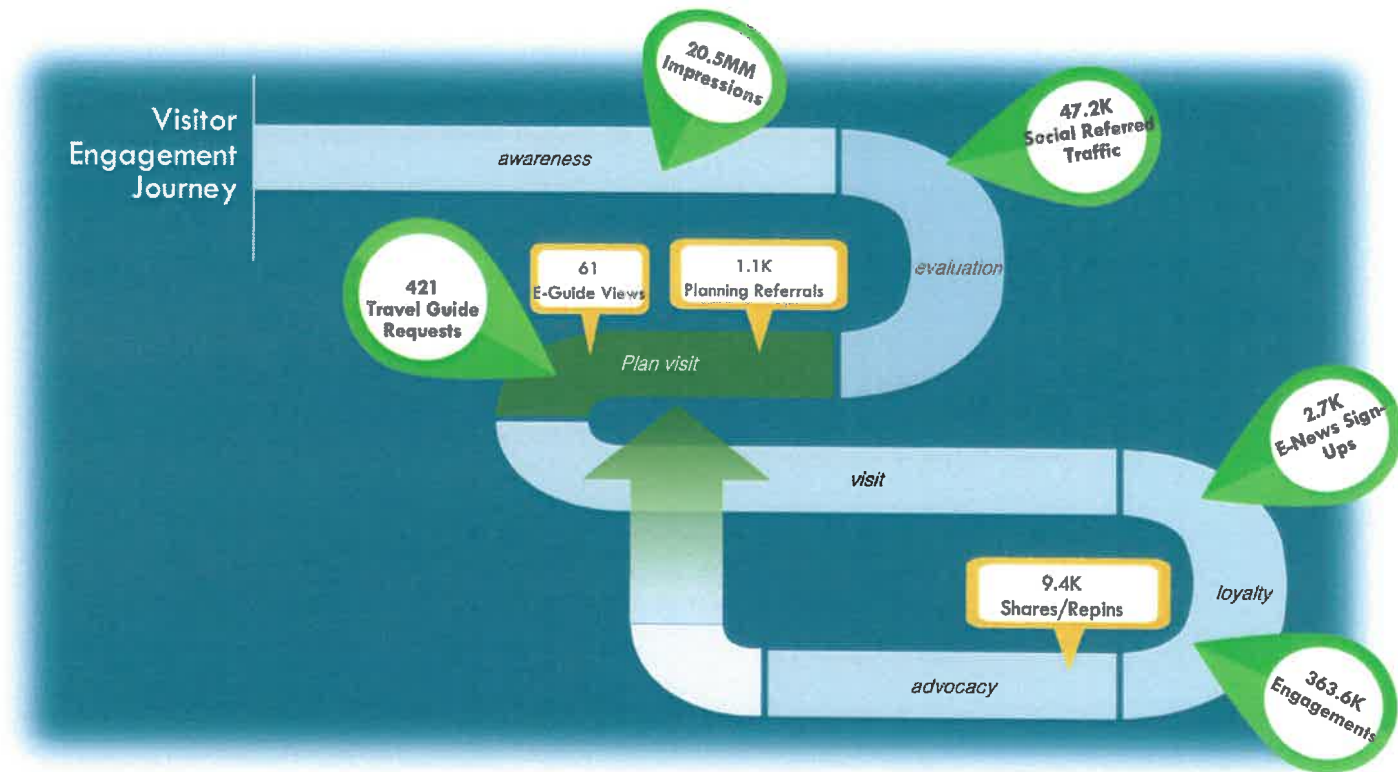
- With the exception of engagements, all KPIs surpassed August 2019 performance.

## Recommendations/Next Steps:

- Allocate more video assets for promotion in September.
- Continue to promote safe visitation & social distancing trip ideas framed around Fall and what makes OBX special in the off-season.
- With political spend ramping up over the next few months, Ignite Social Media will closely monitor paid spend and placement for increases/decreases in efficiencies, adjusting and allocating spend to platforms and placements that might experience less demand.

# Visitor Journey

The Outer Banks  
OF NORTH CAROLINA





## TOURISM SALES & EVENTS ACTIVITY – SEPTEMBER 2020

### Request for Proposals:

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

- **Mid Atlantic Receptive Services (MARS) on behalf of Southwest Tours, June – August 2021**, 20 rooms per every 2 weeks during the summer months; looking for 4-night patterns. See attached for RFP.
- **Friends Reunion Group, July 2021**, requesting a vacation rental that can accommodate 40 adults & children; open to multiple houses. See attached for RFP.

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### 2021 Travel Insert Piece:

The Outer Banks Visitors Bureau is pleased to announce a redesign of our annual collateral piece. Instead of our traditional Travel Guide, we are producing in house an 8-page Travel Insert Brochure for 2021. The Insert will be an inspirational brochure distributed in regional welcome centers, including our local centers, and will serve as the fulfillment piece for our leads as well. But the best news is the insert will be polybagged and mailed out with the January/February 2021 issue of Southern Living Magazine for the mid-Atlantic region with a circulation of 550,000 subscribers. Just in time for the upcoming vacation planning cycle. This will be our biggest distribution ever; 750,000 pieces printed and circulated. The partner cost is \$5,000 to participate, \$.007 (roughly 1/2 penny) per piece. We currently have one spot left. See attached for the partner co-op flyer.

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### Soundside Event Site:

While most of the 2020 events for the Soundside Event Site have rescheduled their event dates to 2021; the following event is currently still on the schedule for Fall 2020:

**Outer Banks Food Truck Showdown** | November 22, 2020 (*rescheduled from September 13, 2020*)

Attached is the updated 2021 schedule for your review.

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### Is Your **FREE** [outerbanks.org](https://outerbanks.org) Listing In Shape For Fall Travelers?

As we launched a brand-new look and feel to [outerbanks.org](https://outerbanks.org) in this past week, staff emailed our industry partners encouraging them to refresh their current free website listings with updated copy and photos. Our 2020 Fall marketing campaign will be urging visitors to check out our destination and partner information via [outerbanks.org](https://outerbanks.org).

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### No Permission Slip Required | Virtual Field Trips Available for Distance Learning

Traditional student group tours and field trips have paused for many students due to COVID-19 but virtual field trips are still an option. Staff worked with a several of our local attractions and put together webpage that houses several of these [STEAM virtual tours](#) along the Outer Banks. In addition to encouraging our partners to this link with their guests, Bureau staff also shared this web link with several student group planners as well to keep our destination top of mind for future planning.



## **2020 Outer Banks Tourism Summit | Rescheduled to November 5th:**

The Bureau's 8<sup>th</sup> Annual OBX Tourism Summit has been moved to Thursday, November 5, 2020; 8:00am – 3:00pm at the Sanderling Resort's Event House in Duck. Staff is currently working on the agenda and securing presenters for our new date. The Summit brings together industry partners from all over Dare County to learn about the latest marketing trends, network with local tourism colleagues as well as catch up on the current topics facing the Outer Banks vacation industry. What an interesting year it has been.

If an in-person summit is not an option this year, we will be moving our annual meeting to a webinar format over the same date.

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## **Future Trade Show Dates and Locations:**

Tourism Sales will be sitting out on the in-person trade shows for the remainder of 2020. With the conference/trade show sector in flux, staff will be participating in a few virtual options if available. Staff is currently scheduled for the following in-person trade show:

- January 30 – February 2, 2021: American Bus Association Annual Marketplace, Baltimore, MD

## ***Outer Banks Visitors Bureau Travel Insert Co-op Program Opportunity***

### **Program Overview**

The Outer Banks Visitors Bureau is excited to offer a new co-op program supporting valued local business partners like you. This year we will be developing an 8-page Travel Insert in lieu of a larger guidebook. This insert will be distributed in a polybag with Southern Living Magazine in their January/February 2021 issue to a circulation of **550,000 subscribers**. In addition, **200,000 copies** will be printed for our visitor center and travel guide requests.



**Your 1/4 page ad here!**

### **Partner Opportunity**

The travel insert will have space for **8 quarter-page ads** for partner businesses. Details as follows:

- **Travel Insert Size:** 10" x 7.5"
- **Production:** All ads to be created by participating partner
- **Ad Specs:** TBD (to be provided after commitment deadline)
- **Polybagged Circulation:** 550,000 (January/February 2021)
- **Geotargeted Distribution for Polybag:** Subscribers in NC, VA, MD, DC, PA, NY, OH, MA
- **Visitor Center & Mail Fulfillment:** 200,000
- **Advertising Rate:** \$5,000 each
- **Slots Available:** 8
- **Commitment Deadline:** Friday, September 18th, 2020
- **Creative Deadline:** Friday, October 23<sup>rd</sup>, 2020

Have additional questions? Feel free to call or email Lorrie Love, 252.4732138; [love@outerbanks.org](mailto:love@outerbanks.org).

## 2021 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
OBX Rod & Custom Festival	Friday, April 30 - Saturday, May 1, 2021	Thursday, April 29 - Sunday, May 2, 2021
OBSF's Chowder Banks Fest	Saturday, April 24, 2021	Thursday, April 22 – Sunday, April 25, 2021
Dare2Care OBX Shred Fest	Saturday, May 15, 2021	Thursday, May 13 - Sunday, May 16, 2021
Outer Banks Food Truck Showdown	Sunday, June 6, 2021	Thursday, June 3- Monday, June 7, 2021
Soundside FunFair (tentative)	Thursday, June 10 - Sunday, June 13, 2021	Tuesday, June 8 - Monday, June 14, 2021
Outer Banks Food Truck Showdown	Sunday, September 12, 2021	Thursday, September 9 - Tuesday, September 14, 2021
OBX Jeep Jam	Friday, September 24 - Saturday, September 25, 2021	Friday, September 24 - Saturday, September 25, 2021
Outer Banks Seafood Festival	Saturday, October 16, 2021	Tuesday, October 12 - Tuesday, October 19, 2021
OBX Brewtag	Saturday, October 23, 2021	Wednesday, October 20 - Monday, October 25, 2021

updated: September 2020

# *The Outer Banks* VISITORS BUREAU

Dear Tourism Partners:

I hope this email finds you well. The below request came from the state's tourism office, Visit NC, from a potential returning visitor looking for a large vacation rental or multiple homes.

**TYPE OF GROUP:** Friends Groups

**DATE OF REQUESTED VISIT:** July 2021

**HOUSING REQUESTED:** Vacation Rental(s) that can accommodate 40 adults & children; open to multiple houses (see below for comments); Is not interested in a hotel type property.

**ADDITIONAL INFORMATION:** The contact is planning a friend reunion for July 2021. She needs a rental home or multiple vacation homes for 40 people. They need at least 28-30 beds and would like to be oceanfront with a pool. This friend group met at college and now live in several places including NC and VA. Their kids range in age from 3 to 22. The reunion takes place every two years and they have been doing it for the past 12 years.

In the past they have stayed with a local vacation rental company on the northern beaches of the Outer Banks, but that company isn't able to find a house large enough for them now. She is open to using multiple homes in a close proximity if needed. They do not want to stay at a hotel.

**CONTACT INFORMATION:** Email the contact directly with your questions and proposed accommodations. In addition, please send a copy to the Bureau as well for tracking purposes to [love@outerbanks.org](mailto:love@outerbanks.org).

Karen McCulloch

362 Federal Circle, Delaware, Ohio 43015

Phone: 614.362.5680

Email: [kjk9x@yahoo.com](mailto:kjk9x@yahoo.com)

Feel free to call or email should you have any additional questions.

With warm regards,

Lorrie Love

Tourism Sales & Events Manager

Outer Banks Visitors Bureau

252.473.2138

877.629.4386

[love@outerbanks.org](mailto:love@outerbanks.org)

[www.outerbanks.org](http://www.outerbanks.org)

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One Visitors Center Circle  
Manteo, NC 27954

See what's happening on our social sites



# *The Outer Banks* VISITORS BUREAU

Dear Tourism Partners;

I hope this email finds you well.

Mid-Atlantic Receptives (MARS) is working with a client/tour operator who is looking to bring several groups to the Outer Banks for the summer of 2021.

**TYPE OF GROUP:** These groups are adults and families that will fly into Norfolk International Airport and then motorcoach to our area for touring and vacation.

**NAME OF GROUP:** Mid-Atlantic Receptive Services (MARS) on behalf of Southwest Adventures.

**DATE OF REQUESTED VISIT:** Looking to bring multiple groups every 2 weeks in June 2021, July 2021 and August 2021; Sunday - Thursday pattern. The 2 weeks are consecutive.

**GROUP BLOCK REQUESTED:** 20 rooms total per week (15 rooms queen/queen rooms or double/double and 5 king rooms); Group rate must include breakfast based on double occupancy.

**ADDITIONAL INFORMATION:** Each group would be touring local attractions and taking part in planned activities. I have asked if they are flexible with shoulder season months and they are not at this time.

**CONTACT INFORMATION:** Feel free to email the below contact directly with your questions and proposals. Please send a copy to the Bureau as well for tracking purposes to [love@outerbanks.org](mailto:love@outerbanks.org).

Kasia Neumeister

**Mid Atlantic Tours & Receptive Services**

P.O. Box 1390, Stephens City, VA 22655

540-869-1864 x120 | Fax: 540-869-1826

Email: [kasia@takeafuntrip.com](mailto:kasia@takeafuntrip.com)

[www.takeafuntrip.com](http://www.takeafuntrip.com)

Feel free to call or email should you have any additional questions.

With warm regards,

Lorrie Love

Tourism Sales & Events Manager

Outer Banks Visitors Bureau

252.473.2138

877.629.4386

[love@outerbanks.org](mailto:love@outerbanks.org)

[www.outerbanks.org](http://www.outerbanks.org)

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One Visitors Center Circle  
Manteo, NC 27954

See what's happening on our social sites



## PUBLIC RELATIONS REPORT: Aug 2020

### PRESS RELEASES

**Press Release: Dare County Ranks #5 Among North Carolina's 100 Counties For Tourism**

<https://conta.cc/3gJBezy>

### EARNED MEDIA – FULFILLMENT

**Saturday Evening Post | Sep 2020** “The Best Road Trips In Every State” Aaron worked with writer Stephanie Citron to develop the Outer Banks portion of her roundup of national driving favorites. Below is a link to the piece about great road trips in every state, which of course includes North Carolina. It also ran in the September October print edition of the Saturday Evening Post.

<https://bit.ly/3m90WS1>

**Our State | Sep 2020** “A Line In The Sand” Digital Editor Jeremy Markovich shares stories of NC 12 and its keepers in this issue dedicated to stories from the open roads of North Carolina. “It’s an otherworldly stretch of road, like driving along the canyon valley of a tan moon.”

<https://bit.ly/2Fo8yzi>

**HGTV | Sep 2020** “Photo Inspiration: Outer Banks North Carolina Ideas” The OBVB worked with contributing freelance writer Erin Gifford to place Pinterest content on HGTV.com

<https://bit.ly/2Zo5zOr>

### INFLUENCER CONTENT – FULFILLMENT

**The Gemini Allure | Aug 2020** We worked with influencer Neha Rao, a Charlotte, NC newcomer for her first Outer Banks trip. She’s a fashion/lifestyle forward IG content creator w/ 43.6K followers @TheGeminiAllure and a photo-documented travel journal at [www.thegeminiallure.com](http://www.thegeminiallure.com) She describes her first impressions and praises for Manteo and Hatteras Island as a recommended place to begin your OBX vacation coming from Charlotte, NC. <https://bit.ly/3k5cjIW>

**yTravelBlog.com | Aug 2020** “16 Fun Things To Do In Outer Banks” We’ve worked with Raleigh market blogging family Caz and Christina Makepeace @ytravelblog for an article featuring headline experiences that adventurous families must try at the OBX! <https://bit.ly/2ZrMvi7>

**ThisIsRaleigh.com | Aug 2020** “20+ Essential Things To Do In OBX” The Makepeace’s describe their favorites for North Carolina capital families to try at the Outer Banks. <https://bit.ly/3hic6Af>

**WellTraveledChild.com | Aug 2020** “The Outer Banks, NC – An Ideal Family Vacation” We’ve teamed up with Raleigh, NC family blogger Dominique Parrish and her family on a story that will show the appeal of an Outer Banks trip for Triangle market families this summer and fall on her blog. Check out some of her stops along the OBX at @WellTraveledChild. <https://bit.ly/3k2XhDp>

**Carl Hedinger | Aug 2020** We’re collaborating with Durham, NC based influencer Carl Hedinger and his wife Christina @TravThroughLife for a family and kid-friendly guide of activities this summer and fall on the Outer Banks. <https://bit.ly/3k62avr>

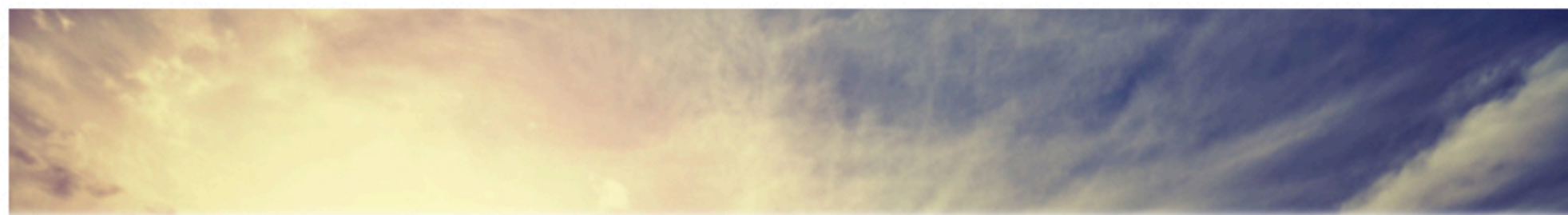


August 20, 2020 | TRAVEL

# The Best Road Trips in Every State

*Autumn. Crisp breezes. Vibrant landscapes. Let's drive!*

Stephanie Citron



We scoured the nation for the best driving excursions in every state. Many showcase stunning fall foliage backdrops. Others present unique and spectacular geography. In some cases, we bypassed the best-known byways to feature hidden gems. Oh, we surely missed some – there are just too many to choose from. (Let us know your favorites in the comments below.) We hope to inspire you to venture out and explore this beautiful country we call America. Happy motoring!

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# North Carolina



(Outer Banks Visitors Bureau)

Sandwiched between the Atlantic Ocean and Pamlico Sound, Outer Banks National Scenic Byway breezes through 138 miles of driving (plus another 25 miles by ferry) alongside salt-air beaches, sea turtles splashing around barrier islands, quiet coastal villages, and wildlife refuges.

**Also check out:** Famous Blue Ridge Parkway, America's longest linear park, runs 469 miles through the breathtaking Blue Ridge Mountains of North Carolina and Virginia.



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# OPEN ROAD

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ON  
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Time  
traveling  
along our  
back roads  
and lost  
highways


*A North Carolina  
tradition: Cruising  
NC Highway 12, top  
down, sun shining  
above, and endless  
adventure ahead.*

**NC OR BUST**  
**HITCHHIKING MEMORIES**  
FROM PHILIP GERARD  
P.114

**HANGING ROCK**  
**END-OF-SUMMER TREK**  
WITH ENDLESS VIEWS  
P.120

**SHIFTING SANDS**  
THE KEEPERS OF HIGHWAY 12  
P.148





Shifting sands, tides, and tempests have shaped the Outer Banks for centuries. Now, those forces pose a constant threat to the islands' lifeline — and a complicated challenge for the keepers of Highway 12.

*written by* JEREMY MARKOVICH  
*photography by* CHRIS HANNANT

# A LINE IN THE SAND

A sandy drive down NC Highway 12 on Pea Island reveals that on this particular stretch of the Outer Banks, despite the state's best efforts, nature rules.





JEFF RYDER

“THE SAND WANTS TO MIGRATE into the road,” says Jerry Jennings from the back of the pickup truck. It’s a bit of an understatement.


Jennings, who retired in June, is the former division engineer who covered the Outer Banks for the North Carolina Department of Transportation. The second the truck *cluh-clunks* across the last expansion joint on the Marc Basnight Bridge, the sand is there, creeping, millions of grains at a time, toward the white line along the shoulder of NC Highway 12. It moves, on breezy days, an inch or so at a time, and it’s not long before the sand is across the white line. A 45-mile-per-hour speed limit makes it dance across the asphalt every time a car or semitruck rolls past. At night, the headlights illuminate a tan haze, each grain a prism that reflects and scatters the light.

Jeff Ryder is driving the pickup, and he does not share this romantic view of the sand. He’s the guy in charge of the guys who push all of it back into place, back up onto the towering dunes that run along the ocean side of Highway 12. Where? Between Avon and Buxton. Between Buxton and Hatteras. On Ocracoke. And here on Pea Island, from the end of the Basnight Bridge down to Rodanthe. Especially here. Ryder is in charge of NCDOT’s Dare County maintenance yards. He wears wraparound sunglasses and a Penn State hat. He moved down from the North in 2011. “I’d rather have sand than snow,” he says. He looks at his phone. “We have so many apps.” Tourists, he says, look at the temperature



Transportation Supervisor Jeff Ryder (opposite) battles the wind, waves, and sand on Highway 12, especially on Pea Island, south of the Marc Basnight Bridge spanning Oregon Inlet.





first, but Ryder looks at the wind and the tides. If the wind's blowing from the northeast, it'll push the sand back into the road. If it's coming from the southwest, it'll whip the water out of Pamlico Sound and over the pavement. "We can't win either way the wind's blowing," he says.

**IF YOU KNOW ANYTHING ABOUT THE OUTER BANKS,** you probably have a sense of the problem here: The sand moves. The road doesn't. Before the 1950s, if you wanted to drive on the barrier islands, you mostly drove on the sand. But during that decade, most of what we now know as Highway 12 was paved, culminating with the opening of the Herbert C. Bonner Bridge over Oregon Inlet in 1963.

This realization of a permanent road dovetailed

perfectly with the idea of a permanent island — a notion that had been born decades before: In the 1930s, there was a belief that the Outer Banks had once been covered in trees and grasses, shrubs and vines. Those plants, it was thought, had held the shifting sands of the barrier islands firmly in place, and so the National Park Service embarked on a huge project to build dunes along the islands to do what they thought nature had once done itself. Of course, nature *hadn't* done that; the islands had always moved and shifted as wind and waves blew sand from the ocean toward the sound. But by the time officials realized that, the artificial dunes had already been in place for decades, and they now had Highway 12 to protect. To save the road, the state had to freeze the island in time.

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had Highway 12  
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Keeping things exactly as they are takes a lot of time and money, and storms come along and complicate things. It used to be that only hurricanes could cause dunes to break, pavement to buckle, and water to pool, but now smaller storms, too, are poking holes in the islands and creating new inlets. Last October, a nor'easter came through. It was, Jennings says from the back seat, "a storm that nobody had heard of," and still it wiped out dunes and flooded the road north of Rodanthe. A week later, just when Ryder and his crew had reopened the road and pushed the sand back, another storm messed it all up again. "The island wants to change," Ryder says, "but we have the road."

**REBUILDING HIGHWAY 12 IS, AND ALWAYS HAS BEEN,** the solution to a budgetary math problem. It takes money to pay men and women to, on a daily basis, jump on top of heavy equipment like bulldozers and front-end loaders and move the sand back into place. It takes even more money to rebuild the road after a storm, when the tides and winds and surges shatter the asphalt.

It takes a *ton* of money to build bridges. In 2011, when Hurricane Irene cut a new inlet (named, you guessed it, New Inlet) north of Rodanthe, the state

built a new bridge over the water. ("We'll do what we always do," Dare County Manager Bobby Outten said of the breach in the road. "We'll figure out how to fix it.") But then the inlet filled back in, so the bridge now runs across ... sand. On most days, at least. A few miles south, construction crews are building a nearly two-and-a-half-mile-long bridge out into the sound to bypass an often-flooded area known as the S-Curves. The "Jug Handle," as the

**From the Basnight Bridge, head south on Highway 12 until you reach New Inlet Bridge (below). Some people even call it New New Inlet.**







At the north end of Pea Island, the dunes have to fit within the road's right-of-way, which means that heavy equipment has to pile the sand high in a narrow area between beach and pavement.

## It's an otherworldly stretch of road, like driving along the canyon valley of a tan moon.

new bridge is called, is expected to cost \$145 million.

But for all of the money spent, the amount of money brought in from tourists and taxes has been much higher, and as long as that remains true, the math will work out for the state and the folks who live here. The bulldozers and front-end loaders will remain stationed at the north end of Pea Island, waiting for the next storm that breaks the dunes and floods the pavement.

When those storms hit, Ryder says, all you can do is react. You can do a little preventative sand

moving, he says, pointing out spots where his crews have pushed the dunes away from Highway 12 and toward the ocean. But they can only push so far, since the state's right-of-way only extends so far from the road. In effect, there's a tiny space for a dune to exist, smooshed between federal

land and the pavement. The result, on one part of Pea Island, is an otherworldly stretch of road, like driving along the canyon valley of a tan moon.

It's weird being out here sometimes, Ryder says. Sometimes at night, when the sand is really blowing and the water's up, "you don't even know if you're on the road," he says. When the dunes are down, you can see from the asphalt to the ocean, and it looks like the ocean is above the pavement. "Sometimes, it is," Jennings says with a chuckle.

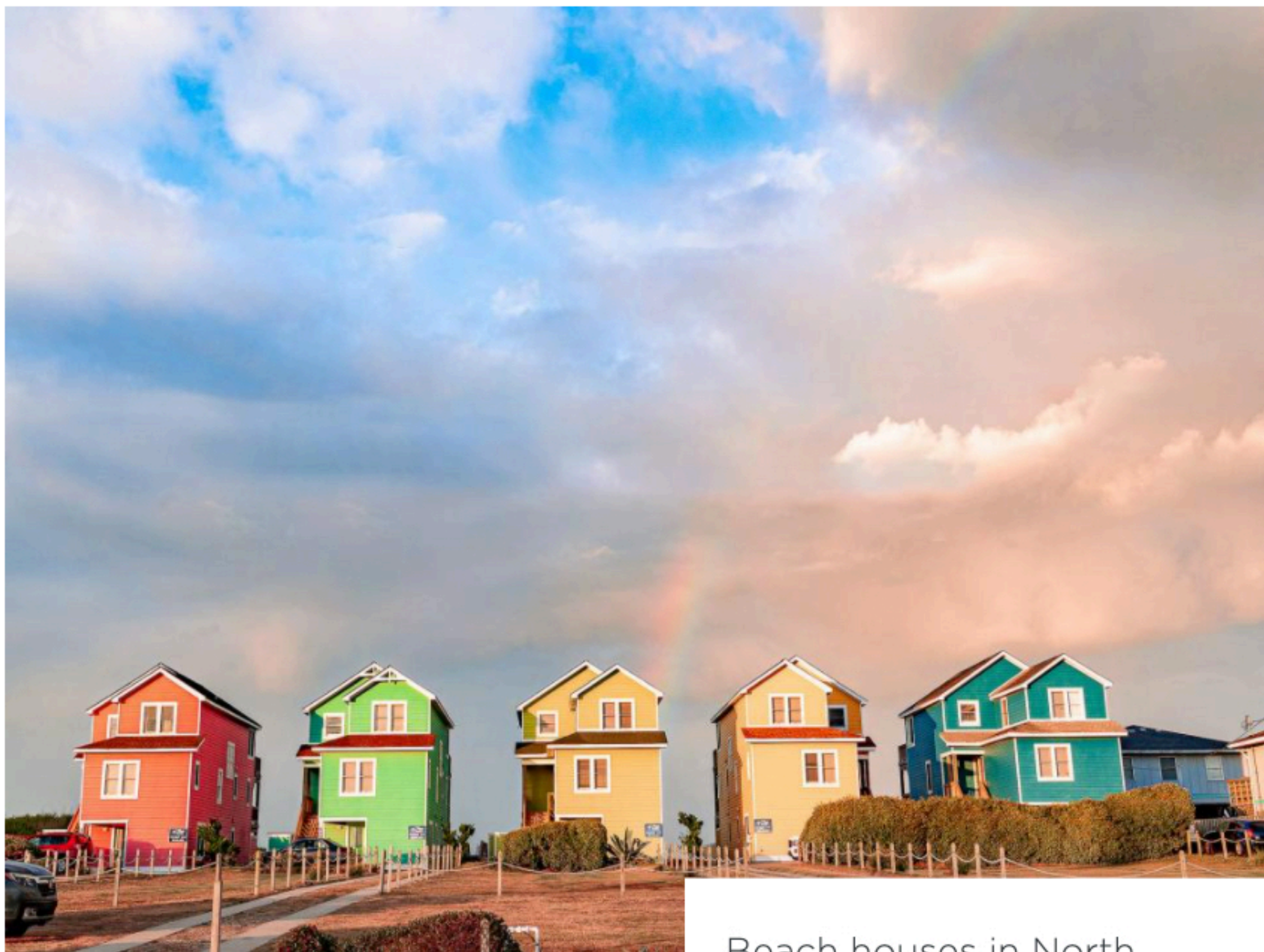
### AT THE NORTH END OF RODANTHE, THE PICKUP TRUCK

passes the sign that welcomes visitors to Mirlo Beach. ("Dare to dream the impossible dream," it reads.) The heavy equipment is idle today. It'd be better to come out and watch everybody hustling after a storm, Ryder says. That's when the action happens. But today, the skies are blue and the wind is mild, so the truck pulls into a gas station and turns around, splashing through puddles of standing water in the gravel parking lot.

Back up north of New Inlet, Jennings points toward the sound: A quarter-mile away, small black lines stick up out of the sparkling water and brown marsh. Those are the remnants of an old bridge, he says. Back in 1932 and '33, storms cut several new inlets through the island here, and the state decided to build three wooden trestles to allow cars to veer off the beach and cross the deep water. The bridges opened in the mid-1930s, but within a few years, the inlets had already started to close, and except for another overwash during World War II, the road was no longer useful. The island, and its beach, was once again continuous. So in 1952, not even two decades later, the bridges were left to the brackish water and salty air. The best thing, it was decided, was to let nature take its course. **Os**

*Jeremy Markovich is the digital manager at Our State, and host of the magazine's Away Message podcast.*





## Beach houses in North Carolina's Outer Banks

Beach houses in North Carolina's Outer Banks

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