



# Dare County Tourism Board Meeting

March 20, 2025

9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, MARCH 20, 2025  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the February 27, 2025 Meeting
- V. Public Comments
- VI. Budget & Finance Report
  - 1. Monthly Reports
  - 2. Fiscal Year 2024-25 Budget Amendment
- VII. Steering Committee Report
  - 1. Tourism Impact Grant Extension Requests
  - 2. Fireworks Grant Award Recommendations
- VIII. Grant Committee Report
  - 1. Event Grant Award Recommendations
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, FEBRUARY 27, 2025  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:** Dennis Robinson, Chairman; David Hines, Vice Chair; Tod Clissold, Treasurer; John Head, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, Brenda Chasen, Terry Gray, Richard Hess, Tess Judge, Wally Overman, Mike Siers, and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Mark Batenic.

**STAFF:**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Amy Wood, Clerk to the Board/Administrative Specialist  
Jeff Schwartzenberg, Community Engagement Manager

**OTHERS ATTENDING:** None.

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

**APPROVAL OF AGENDA:** Mr. Hess moved to approve the agenda. Second by Ms. Judge. There was no discussion. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Mr. Overman moved to approve the meeting minutes from January 16, 2025 meeting. Second by Mr. Head. There was no discussion. The motion passed unanimously (11-0).

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

David Hines arrived at 9:06 a.m.

**CHAIRMAN'S REMARKS:** The Chair noted the first payment made to the Town of Nags Head to purchase a portion of their share of the event site.

**BUDGET AND FINANCE REPORT:** Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2024-2025 were up .62% compared to 2023-2024. The Board discussed how the occupancy taxes for Airbnb and VRBO were assigned to a category and collected; the demand for flexible[shorter] stays; and how occupancy receipts were compared to the state level and nationwide.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles noted:

- Outer Edge YouTube performance and different organizations showing the video series
- the Mountain to Sea Trail reception and meeting March 21-23
- booking widgets on the website. Work is still underway for a commission free booking engine for the rental home industry while the booking engine for hotel/motels is being completed by a different company. The Board discussed how the partners responded to the idea and what role Bureau staff would play in answering visitor questions about the properties.
- marketing dashboard and visitation.

Tod Clissold asked about the potential to show the Outer Edge series at rental offices and homes.

Jeff Schwartzberg noted:

- the Tourism Summit for students was postponed, with a new date to be announced
- the East Carolina University open houses regarding work force housing
- attendance at the Partnership and Community Engagement Forum
- upcoming Mission Mixer with the Community Foundation

Lorrie Love reviewed the American Bus Association marketplace, reservations at the event site, and the upcoming tourism summit in November (with more details to follow).

Lee Nettles touched on the Public Relations report as Aaron Tuell was on vacation.

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

**NEW BUSINESS:** Lee Nettles introduced the letter from the Southeast Tourism Society and National Parks Conservation Association regarding the recent mass firing of federal employees still within their probationary periods, particularly those individuals who had been employed by the Bureau of Land Management, U.S. Fish and Wildlife Service, USDA Forest Service, and the National Park Service (letter on file).

The Board discussed the letter and a majority of the Board felt the letter was pointedly political and did not feel comfortable sending it as written it but did want to know how to help the local National Park Service. Lee Nettles offered to reach out to the park Superintendent. Jay Wheless reminded the Board to not be disappointed if the Superintendent is not able to speak on this matter.

**BOARD MEMBER COMMENTS:** Mr. Hess noted the Economic Forecast breakfast on February 28. Mr. Overman thanked Mr. Clissold for his affirmative vote regarding a new brewery in Manteo; and asked what the difference was in the former brewery and a new brewery on the water treatment. Mr. Clissold responded that the new brewery would have less of an impact than the former brewery. Ms. Chasen noted that Local Government websites needed to be ADA Compliant by 2026 (per the Department of Justice), The Sitting Duck podcast launched and seven episodes had been released with more to follow, history documentaries with Benny Baldwin, focusing on the Heron properties, Hargraves Beach, and other Town related topics. She also thanked the Board for the grant to improve the lighting and sound at Duck Town Park.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, March 20, 2025 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:23 a.m.

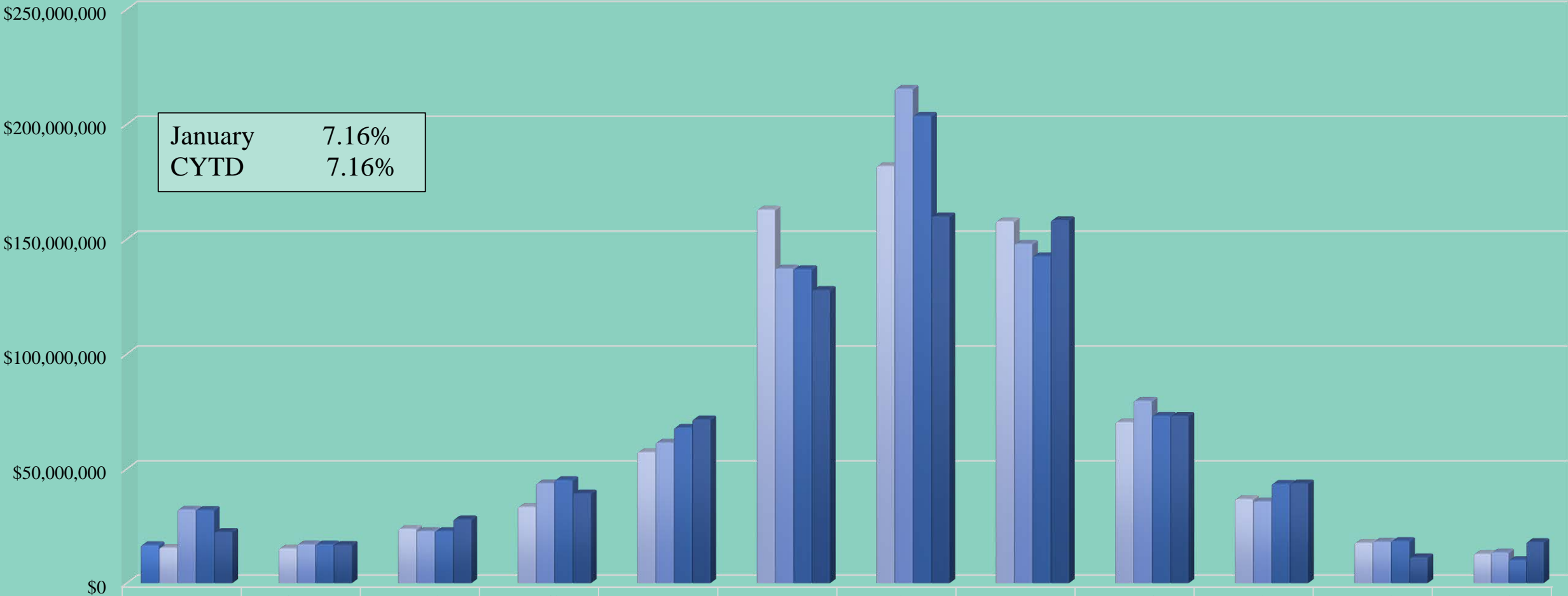
**ATTESTED:**

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Clerk, Dare County Tourism Board



# Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2025	16,704,519											
2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697	181,861,471	157,867,180	70,396,614	36,914,698	17,709,005	12,869,300
2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294

Meals Collections

January 3.79%  
CYTD 3.79%

	January	February	March	April	May	June	July	August	September	October	November	December
2025	11,603,500											
2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840	64,106,859	57,116,087	40,124,326	30,027,178	20,897,820	16,400,335
2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
JULY RECEIVED	MEALS	<u>\$443,005.00</u>	<u>\$557,765.57</u>	<u>\$114,760.57</u>	<u>25.91%</u>
		\$1,653,330.00	\$2,191,196.93	\$537,866.93	32.53%
JULY EARNED	OCCUPANCY	\$1,650,520.00	\$1,813,246.38	\$162,726.38	9.86%
AUGUST RECEIVED	MEALS	<u>\$472,275.00</u>	<u>\$634,476.85</u>	<u>\$162,201.85</u>	<u>34.34%</u>
		\$2,122,795.00	\$2,447,723.23	\$324,928.23	15.31%
AUGUST EARNED	OCCUPANCY	\$1,439,060.00	\$1,474,621.15	\$35,561.15	2.47%
SEPT RECEIVED	MEALS	<u>\$445,330.00</u>	<u>\$553,576.05</u>	<u>\$108,246.05</u>	<u>24.31%</u>
		\$1,884,390.00	\$2,028,197.20	\$143,807.20	7.63%
SEPTEMBER EARNED	OCCUPANCY	\$579,615.00	\$799,304.15	\$219,689.15	37.90%
OCT RECEIVED	MEALS	<u>\$297,730.00</u>	<u>\$388,697.83</u>	<u>\$90,967.83</u>	<u>30.55%</u>
		\$877,345.00	\$1,188,001.98	\$310,656.98	35.41%
OCTOBER EARNED	OCCUPANCY	\$272,110.00	\$362,802.33	\$90,692.33	33.33%
NOV RECEIVED	MEALS	<u>\$220,715.00</u>	<u>\$283,327.98</u>	<u>\$62,612.98</u>	<u>28.37%</u>
		\$492,825.00	\$646,130.31	\$153,305.31	31.11%
NOVEMBER EARNED	OCCUPANCY	\$117,350.00	\$174,684.35	\$57,334.35	48.86%
DEC RECEIVED	MEALS	<u>\$140,200.00</u>	<u>\$190,430.48</u>	<u>\$50,230.48</u>	<u>35.83%</u>
		\$257,550.00	\$365,114.83	\$107,564.83	41.76%
DECEMBER EARNED	OCCUPANCY	\$84,970.00	\$126,884.25	\$41,914.25	49.33%
JAN RECEIVED	MEALS	<u>\$121,270.00</u>	<u>\$154,314.62</u>	<u>\$33,044.62</u>	<u>27.25%</u>
		\$206,240.00	\$281,198.87	\$74,958.87	36.35%
JANUARY EARNED	OCCUPANCY	\$163,905.00	\$164,923.75	\$1,018.75	0.62%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$106,310.86</u>	<u>\$15,900.86</u>	<u>17.59%</u>
		\$254,315.00	\$271,234.61	\$16,919.61	6.65%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$96,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$230,280.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$141,500.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$266,735.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$218,185.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$515,095.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$267,780.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$655,160.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,517,855.00	\$6,549,897.72	\$1,032,042.72	18.70%
TO-DATE	MEALS	<u>\$2,230,935.00</u>	<u>\$2,868,900.24</u>	<u>\$637,965.24</u>	<u>28.60%</u>
		\$7,748,790.00	\$9,418,797.96	\$1,670,007.96	21.55%
TOTAL	OCCUPANCY	\$6,461,205.00			
PROJECTED	MEALS	<u>\$2,954,855.00</u>			
2024-2025		\$9,416,060.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2024-2025		2024	2025		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,633,431.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$557,765.57</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,191,196.93	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,813,246.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$634,476.85</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,447,723.23	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,474,621.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$553,576.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,028,197.20	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,304.15	\$0.00	\$0.00	0.00%
	MEALS	<u>\$388,697.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,188,001.98	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$362,802.33	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,327.98</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$646,130.31	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$174,684.35	\$0.00	\$0.00	0.00%
	MEALS	<u>\$190,430.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$365,114.83	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	Occupancy	\$291,305.37	\$291,808.00	\$502.63	0.17%
	Meals	<u>\$246,524.14</u>	<u>\$260,625.48</u>	<u>\$14,101.34</u>	<u>5.72%</u>
		\$537,829.51	\$552,433.48	\$14,603.97	2.72%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$7,833,324.78			
	MEALS	<u>\$3,812,951.52</u>			
		\$11,646,276.30			



## OCCUPANCY &amp; MEALS FY 2024-2025

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
JULY RECEIVED	MEALS	<u>\$514,981.30</u>	<u>\$557,765.57</u>	<u>\$42,784.27</u>	<u>8.31%</u>
		\$1,881,999.21	\$2,191,196.93	\$309,197.72	16.43%
JULY EARNED	OCCUPANCY	\$2,165,402.07	\$1,813,246.38	(\$352,155.69)	-16.26%
AUGUST RECEIVED	MEALS	<u>\$604,977.26</u>	<u>\$634,476.85</u>	<u>\$29,499.59</u>	<u>4.88%</u>
		\$2,770,379.33	\$2,447,723.23	(\$322,656.10)	-11.65%
AUGUST EARNED	OCCUPANCY	\$1,458,380.44	\$1,474,621.15	\$16,240.71	1.11%
SEPT RECEIVED	MEALS	<u>\$531,275.19</u>	<u>\$553,576.05</u>	<u>\$22,300.86</u>	<u>4.20%</u>
		\$1,989,655.63	\$2,028,197.20	\$38,541.57	1.94%
SEPTEMBER EARNED	OCCUPANCY	\$799,595.38	\$799,304.15	(\$291.23)	-0.04%
OCT RECEIVED	MEALS	<u>\$386,499.75</u>	<u>\$388,697.83</u>	<u>\$2,198.08</u>	<u>0.57%</u>
		\$1,186,095.13	\$1,188,001.98	\$1,906.85	0.16%
OCTOBER EARNED	OCCUPANCY	\$348,085.75	\$362,802.33	\$14,716.58	4.23%
NOV RECEIVED	MEALS	<u>\$273,920.83</u>	<u>\$283,327.98</u>	<u>\$9,407.15</u>	<u>3.43%</u>
		\$622,006.58	\$646,130.31	\$24,123.73	3.88%
NOVEMBER EARNED	OCCUPANCY	\$182,561.98	\$174,684.35	(\$7,877.63)	-4.32%
DEC RECEIVED	MEALS	<u>\$178,483.22</u>	<u>\$190,430.48</u>	<u>\$11,947.26</u>	<u>6.69%</u>
		\$361,045.20	\$365,114.83	\$4,069.63	1.13%
DECEMBER EARNED	OCCUPANCY	\$135,855.24	\$126,884.25	(\$8,970.99)	-6.60%
JAN RECEIVED	MEALS	<u>\$144,573.68</u>	<u>\$154,314.62</u>	<u>\$9,740.94</u>	<u>6.74%</u>
		\$280,428.92	\$281,198.87	\$769.95	0.27%
JANUARY EARNED	OCCUPANCY	\$155,450.13	\$164,923.75	\$9,473.62	6.09%
FEB RECEIVED	MEALS	<u>\$101,950.46</u>	<u>\$106,310.86</u>	<u>\$4,360.40</u>	<u>4.28%</u>
		\$257,400.59	\$271,234.61	\$13,834.02	5.37%
FEBRUARY EARNED	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$128,875.91</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,136.41	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$198,494.48</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$437,219.52	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$258,330.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$589,400.09	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$372,451.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$935,326.29	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$6,612,348.90	\$6,549,897.72	(\$62,451.18)	-0.94%
	MEALS	<u>\$2,736,661.69</u>	<u>\$2,868,900.24</u>	<u>\$132,238.55</u>	<u>4.83%</u>
		\$9,349,010.59	\$9,418,797.96	\$69,787.37	0.75%
TOTAL ACTUAL 2023-2024	OCCUPANCY	\$8,041,025.42			
	MEALS	<u>\$3,649,343.06</u>			
		\$11,690,368.48			

# Dare County Gross Collections on Retail Sales

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April	6,491,694	6,631,823	6,393,489	6,474,307	3,465,302	4,266,897	-140,129	-2.11%
May	7,599,155	8,187,759	9,057,618	7,933,574	2,728,392	5,501,100	-588,604	-7.19%
June	9,914,654	10,047,125	10,023,252	10,165,581	5,686,714	7,096,777	-132,471	-1.32%
July	16,863,177	15,882,323	15,463,045	14,146,535	12,370,251	11,321,288	980,854	6.18%
August	18,026,141	19,353,849	17,642,098	16,810,430	13,794,215	13,178,541	-1,327,708	-6.86%
September	15,730,067	15,385,152	15,470,465	14,558,020	12,478,041	11,799,596	344,915	2.24%
October	10,447,815	11,213,371	10,371,192	10,366,595	9,103,596	6,834,818	-765,556	-6.83%
November	7,638,058	7,800,451	7,843,407	7,717,041	6,925,862	5,191,614	-162,393	-2.08%
December	5,690,111	6,078,081	6,006,535	5,741,952	5,029,105	3,874,539	-387,970	-6.38%
TOTAL	114,026,433	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
Total % Change	-2.24%	2.82%	5.54%	31.41%	4.27%	5.44%		



Outer Banks Visitors Bureau Gross Occupancy Summary 2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	16,704,519	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234
February		15,256,753	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823
March		23,855,777	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681
April		33,495,901	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507
May		57,369,540	61,544,693	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969
June		162,956,697	137,311,567	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978
July		181,861,471	215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066
August		157,867,180	148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893
September		70,396,614	79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193
October		36,914,698	35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554
November		17,709,005	18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976
December		12,869,300	13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722
YTD Total	16,704,519	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234
Total	16,704,519	786,141,330	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596
YTD % Change	7.16%	-51.78%	0.61%	42.70%	173.79%	31.12%	-11.85%	-0.23%	13.59%	5.19%	28.68%	-7.92%	17.44%	-7.34%
Total % Change	7.16%	-4.83%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%
Month Increase/Decrease	7.16%	-4.92%	32.76%	-43.66%	60.62%	73.19%	38.22%	-2.28%	32.88%	3.60%	14.38%	-31.22%	45.43%	3.77%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	1.55%	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%
Qtr 2 (Mar-May)		-10.56%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%
Qtr 3 (June-Aug)		0.36%	3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%
Qtr 4 (Sept-Nov)		-6.64%	-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2021, 2022, 2023.														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														



Outer Banks Visitors Bureau														
Gross Meals Summary														
2012-2025														
	2025	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
January	11,603,500	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401
February		12,929,929	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197
March		19,422,840	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697
April		26,222,012	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146
May		39,078,063	37,191,059	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102
June		57,344,840	53,653,158	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562
July		64,106,859	62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627
August		57,116,087	54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889
September		40,124,326	39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864
October		30,027,178	30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164
November		20,897,820	19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935
December		16,400,335	15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072
YTD Total	11,603,500	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401
Total	11,603,500	394,849,655	388,736,266	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656
YTD % Change	3.79%	-25.54%	41.63%	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%
Total % Change	3.79%	1.57%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%
Month Increase/(Decrease)	3.79%	-25.54%	41.63%	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%
Month Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	4.17%	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%
Qtr 2 (Mar-May)		-1.63%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%
Qtr 3 (June-Aug)		4.79%	4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%
Qtr 4 (Sept-Nov)		2.07%	2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

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Outer Banks Visitors Bureau  
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	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	69,721	33,385	85,050	10,819	15,970	197,792	177,093	15,667	6,337	8,958	73,666	65,334	51,898	49,099	30,440
February	54,287	88,113	68,535	227,405		183,108	180,687	21,786	19,282		87,169	71,244	54,275	51,908	
March	136,583	-6,494	122,945	65,282		692,174	414,682	159,347	135,076		206,483	136,291	117,052	143,712	
April	259,204	260,362	186,041	55,545		1,235,799	1,294,819	454,658	296,019		404,682	326,574	298,479	279,005	
May	282,278	285,411	262,423	160,661		1,918,384	1,046,309	571,317	587,641		565,909	530,590	410,132	532,707	
June	570,964	330,644	353,506	326,158		2,845,176	1,770,185	1,305,653	1,018,049		919,645	833,391	705,955	1,003,815	
July	446,262	595,516	427,557	325,951		3,088,190	1,860,733	1,284,313	974,783		1,058,556	1,166,419	936,181	1,035,089	
August	532,087	383,480	306,695	215,521		2,216,628	1,415,619	813,582	756,020		902,324	778,232	691,547	878,291	
September	401,958	240,314	188,170	141,952		1,567,213	888,980	551,520	387,637		608,182	610,925	552,665	569,120	
October	165,873	237,302	115,799	105,808		1,030,829	438,511	368,819	341,105		491,572	357,764	356,835	394,962	
November	125,498	77,421	36,929	175,772		365,096	176,484	148,581	122,665		145,754	79,095	142,803	161,350	
December	136,248	28,424	43,635	19,425		178,506	-5,128	37,898	38,230		90,408	187,222	68,890	89,811	
<i>YTD Totals</i>	<i>69,721</i>	<i>33,385</i>	<i>85,050</i>	<i>10,819</i>	<i>15,970</i>	<i>197,792</i>	<i>177,093</i>	<i>15,667</i>	<i>6,337</i>	<i>8,958</i>	<i>73,666</i>	<i>65,334</i>	<i>51,898</i>	<i>49,099</i>	<i>30,440</i>
Total	3,180,963	2,553,878	2,197,285	1,830,299	15,970	15,518,895	9,658,974	5,733,141	4,682,844	8,958	5,554,350	5,143,081	4,386,712	5,188,869	30,440

Month Increase	267.84%	-52.12%	154.76%	-87.28%	47.61%	94.37%	-10.47%	-91.15%	-59.55%	41.36%	21.29%	-11.31%	-20.57%	-5.39%	-38.00%
<i>YTD Increase</i>	<b>267.84%</b>	<b>-52.12%</b>	<b>154.76%</b>	<b>-87.28%</b>	<b>47.61%</b>	<b>94.37%</b>	<b>-10.47%</b>	<b>-91.15%</b>	<b>-59.55%</b>	<b>41.36%</b>	<b>21.29%</b>	<b>-11.31%</b>	<b>-20.57%</b>	<b>-5.39%</b>	<b>-38.00%</b>
<b>Total Year Increa</b>	<b>69.92%</b>	<b>-19.71%</b>	<b>-13.96%</b>	<b>-16.70%</b>		<b>43.03%</b>	<b>-37.76%</b>	<b>-40.64%</b>	<b>-18.32%</b>		<b>22.08%</b>	<b>-7.40%</b>	<b>-14.71%</b>	<b>18.29%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,748,076	1,643,048	1,933,579	1,786,856	1,553,861	80,549	149,571	159,300	175,273	172,366	20,308,517	30,139,025	30,132,778	13,694,264	15,013,283
February	1,728,750	2,126,093	2,107,700	2,053,498		121,593	228,025	311,380	263,344		14,641,992	14,518,460	14,706,513	12,810,769	
March	3,909,056	3,943,594	4,072,116	3,786,471		456,135	458,768	521,683	552,764		22,818,135	18,269,896	18,236,039	19,526,776	
April	7,371,174	8,104,880	8,083,416	6,144,929		690,426	970,654	1,063,464	768,762		29,766,955	35,002,625	34,488,045	26,505,952	
May	11,955,124	10,324,362	10,518,694	10,856,653		1,201,894	1,151,529	1,247,200	1,370,448		56,477,960	55,576,157	49,509,116	45,021,825	
June	17,405,621	16,192,842	16,054,375	16,657,173		1,781,971	1,801,287	2,070,056	2,317,315		105,559,551	117,473,065	118,553,305	143,504,873	
July	22,217,201	20,666,774	21,259,405	19,613,048		2,244,007	2,397,468	2,892,211	2,786,075		132,554,585	178,978,115	191,239,034	159,461,002	
August	18,448,886	16,657,613	16,564,558	15,531,262		2,161,167	2,079,173	2,423,773	2,309,637		135,457,160	122,930,026	129,365,315	140,143,571	
September	11,630,739	11,442,403	11,573,148	9,698,706		1,369,614	1,254,083	1,422,871	1,168,599		58,512,166	59,777,401	66,745,205	59,326,136	
October	7,830,739	7,109,786	7,072,350	6,723,465		794,126	637,398	737,809	760,668		34,110,939	35,292,753	27,840,006	29,135,862	
November	2,106,980	3,118,187	2,970,668	3,216,590		8,921	301,371	336,909	356,440		8,640,528	14,980,559	14,816,354	13,895,505	
December	3,253,943	1,900,473	2,050,618	1,817,251		515,173	234,745	316,867	256,241		14,219,918	7,958,228	11,239,061	10,790,116	
YTD Totals	1,748,076	1,643,048	1,933,579	1,786,856	1,553,861	80,549	149,571	159,300	175,273	172,366	20,308,517	30,139,025	30,132,778	13,694,264	15,013,283
Total	109,606,289	103,230,055	104,260,627	97,885,902	1,553,861	11,425,576	11,664,072	13,503,523	13,085,566	172,366	633,068,406	690,896,310	706,870,771	673,816,651	15,013,283

Month Increase	21.64%	-6.01%	17.68%	-7.59%	-13.04%	325.04%	85.69%	6.50%	10.03%	-1.66%	212.36%	48.41%	-0.02%	-54.55%	9.63%
YTD Increase	21.64%	-6.01%	17.68%	-7.59%	-13.04%	325.04%	85.69%	6.50%	10.03%	-1.66%	212.36%	48.41%	-0.02%	-54.55%	9.63%
Total Year Increa	61.51%	-5.82%	1.00%	-6.11%		435.21%	2.09%	15.77%	-3.10%		29.75%	9.13%	2.31%	-4.68%	

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



Outer Banks Visitors Bureau  
Gross Occupancy by Class 2021-2025

	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025	2021	2022	2023	2024	2025
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	7,565,248	10,640,444	10,970,042	10,903,039	12,620,563	117,805	71,183	107,068	41,019	82,007	22,515,577	32,129,068	32,326,040	15,588,394	16,704,519
February	8,831,162	9,964,265	9,901,463	11,277,328		138,103	86,764	119,484	93,891		16,833,409	17,071,361	17,078,293	15,256,753	0
March	14,285,652	11,694,833	11,682,633	12,948,689		288,353	139,472	203,764	198,460		28,050,784	22,897,441	22,911,263	23,855,777	0
April	11,899,053	11,767,660	12,328,326	12,894,732		387,071	230,087	302,139	214,451		39,424,885	45,219,347	43,812,778	33,495,901	0
May	11,894,484	12,431,457	12,627,627	14,583,119		429,562	235,556	273,011	210,053		71,629,217	67,998,385	61,544,693	57,369,540	0
June	15,036,636	18,707,648	18,477,129	22,241,837		646,362	393,576	338,773	446,629		127,947,319	136,993,703	137,311,567	162,956,697	0
July	18,366,907	22,972,242	23,810,322	22,754,381		630,180	527,134	372,183	451,598		159,994,974	203,794,691	215,518,673	181,861,471	0
August	15,236,263	17,820,645	17,510,657	19,451,549		723,235	476,191	311,925	342,515		158,280,320	142,641,161	148,053,622	157,867,180	0
September	9,479,100	9,589,739	9,771,123	9,129,130		392,240	225,343	167,249	273,063		73,112,498	73,185,366	79,777,957	70,396,614	0
October	6,243,795	5,954,385	5,629,110	6,096,788		157,157	132,022	154,211	213,496		43,787,109	43,568,138	35,908,020	36,914,698	0
November	698,108	4,271,270	4,234,311	4,701,162		10,176	122,575	104,724	137,123		11,394,032	18,554,321	18,220,059	17,709,005	0
December	7,063,801	3,945,571	4,807,160	5,507,905		217,271	125,826	94,433	114,467		18,096,294	10,195,045	13,534,535	12,869,300	0
YTD Totals	7,565,248	10,640,444	10,970,042	10,903,039	12,620,563	117,805	71,183	107,068	41,019	82,007	22,515,577	32,129,068	32,326,040	15,588,394	16,704,519
Total	126,600,209	139,760,159	141,749,903	152,489,659	12,620,563	4,137,515	2,765,729	2,548,964	2,736,765	82,007	771,066,418	814,248,027	825,997,500	786,141,330	16,704,519

Month Increase	86.86%	40.65%	3.10%	-0.61%	15.75%	13.79%	-39.58%	50.41%	-61.69%	99.92%	173.79%	42.70%	0.61%	-51.78%	7.16%
YTD Increase	86.86%	40.65%	3.10%	-0.61%	15.75%	13.79%	-39.58%	50.41%	-61.69%	99.92%	173.79%	42.70%	0.61%	-51.78%	7.16%
Total Year Increa	62.43%	10.39%	1.42%	7.58%		24.82%	-33.15%	-7.84%	7.37%		33.78%	5.60%	1.44%	-4.83%	

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

DARE COUNTY GROSS				
OCCUPANCY BY DISTRICT				
	2025	% OF	2025	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON	468,623	2.8%	468,623	2.8%
BUXTON	167,545	1.0%	167,545	1.0%
COLINGTON	7,043	0.0%	7,043	0.0%
FRISCO	188,822	1.1%	188,822	1.1%
HATTERAS	289,477	1.7%	289,477	1.7%
KILL DEVIL HILLS	4,287,184	25.7%	4,287,184	25.7%
KITTY HAWK	1,784,054	10.7%	1,784,054	10.7%
MANTEO-TOWN	388,834	2.3%	388,834	2.3%
NAGS HEAD	4,245,201	25.4%	4,245,201	25.4%
RODANTHE	697,511	4.2%	697,511	4.2%
SALVO	284,708	1.7%	284,708	1.7%
WAVES	214,763	1.3%	214,763	1.3%
SOUTHERN SHORES	933,386	5.6%	933,386	5.6%
DUCK	1,687,839	10.1%	1,687,839	10.1%
RIM (ROANOKE ISL. MAINI	887,163	5.3%	887,163	5.3%
OTC UNATTRIBUTED	172,366	1.0%	172,366	1.0%
TOTAL	16,704,519	100.0%	16,704,519	100.0%

DARE COUNTY GROSS				
MEALS BY DISTRICT				
	2025	% OF	2025	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON - 1	203,609	1.8%	203,609	1.8%
BUXTON - 2	268,494	2.3%	268,494	2.3%
COLINGTON - 3	57,341	0.5%	57,341	0.5%
FRISCO - 5	145,960	1.3%	145,960	1.3%
HATTERAS - 6	34,533	0.3%	34,533	0.3%
KILL DEVIL HILLS - 7	3,911,804	33.7%	3,911,804	33.7%
KITTY HAWK - 8	1,921,092	16.6%	1,921,092	16.6%
MANTEO-TOWN - 10	1,091,498	9.4%	1,091,498	9.4%
RIM (ROANOKE ISL. M	302,737	2.6%	302,737	2.6%
NAGS HEAD - 14	2,548,768	22.0%	2,548,768	22.0%
RODANTHE - 15	25,784	0.2%	25,784	0.2%
SALVO - 18	0	0.0%	0	0.0%
WAVES - 19	35,947	0.3%	35,947	0.3%
SOUTHERN SHORES -	495,324	4.3%	495,324	4.3%
DUCK - 21	560,609	4.8%	560,609	4.8%
TOTAL	11,603,500	100.0%	11,603,500	100.0%

DARE COUNTY GROSS						
OCCUPANCY BY DISTRICT						
	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>						
RODANTHE	697,511	425,595	63.89%	697,511	425,595	63.89%
WAVES	214,763	120,379	78.41%	214,763	120,379	78.41%
SALVO	284,708	226,199	25.87%	284,708	226,199	25.87%
AVON	468,623	625,203	-25.04%	468,623	625,203	-25.04%
BUXTON	167,545	155,201	7.95%	167,545	155,201	7.95%
FRISCO	188,822	127,568	48.02%	188,822	127,568	48.02%
HATTERAS	289,477	190,645	51.84%	289,477	190,645	51.84%
<b>TOTAL HATTERAS ISLAND</b>	2,311,449	1,870,790	23.55%	2,311,449	1,870,790	23.55%
<b>NORTHERN BEACHES:</b>						
DUCK	1,687,839	1,632,266	3.40%	1,687,839	1,632,266	3.40%
SOUTHERN SHORES	933,386	840,739	11.02%	933,386	840,739	11.02%
KITTY HAWK	1,784,054	1,559,852	14.37%	1,784,054	1,559,852	14.37%
COLINGTON	7,043	27,314	-74.21%	7,043	27,314	-74.21%
KILL DEVIL HILLS	4,287,184	4,120,872	4.04%	4,287,184	4,120,872	4.04%
NAGS HEAD	4,245,201	4,165,184	1.92%	4,245,201	4,165,184	1.92%
<b>TOTAL NORTHERN BEACHES</b>	12,944,707	12,346,227	4.85%	12,944,707	12,346,227	4.85%
<b>ROANOKE ISLAND:</b>						
MANTEO-TOWN	388,834	285,739	36.08%	388,834	285,739	36.08%
RIM (ROANOKE ISL. MAINLAND)	887,163	910,365	-2.55%	887,163	910,365	-2.55%
<b>TOTAL ROANOKE ISLAND</b>	1,275,997	1,196,104	6.68%	1,275,997	1,196,104	6.68%
<b>OTC UNATTRIBUTED</b>	172,366	175,273	-1.66%	172,366	175,273	-1.66%
<b>TOTAL</b>	16,704,519	15,588,394	7.16%	16,704,519	15,588,394	7.16%



DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2025	2024	% Increase	YTD 2025	YTD 2024	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>						
RODANTHE - 15	25,784	28,734	-10.27%	25,784	28,734	-10.27%
WAVES - 19	35,947	38,688	-7.08%	35,947	38,688	-7.08%
SALVO - 18	0	4,469	-100.00%	0	4,469	-100.00%
AVON - 1	203,609	240,018	-15.17%	203,609	240,018	-15.17%
BUXTON - 2	268,494	219,407	22.37%	268,494	219,407	22.37%
FRISCO - 5	145,960	154,070	-5.26%	145,960	154,070	-5.26%
HATTERAS - 6	34,533	32,102	7.57%	34,533	32,102	7.57%
<b>TOTAL HATTERAS ISLAND</b>	714,327	717,488	-0.44%	714,327	717,488	-0.44%
<b>NORTHERN BEACHES:</b>						
DUCK - 21	560,609	488,383	14.79%	560,609	488,383	14.79%
SOUTHERN SHORES - 20	495,324	446,156	11.02%	495,324	446,156	11.02%
KITTY HAWK - 8	1,921,092	2,136,451	-10.08%	1,921,092	2,136,451	-10.08%
COLINGTON - 3	57,341	74,603	-23.14%	57,341	74,603	-23.14%
KILL DEVIL HILLS - 7	3,911,804	3,708,673	5.48%	3,911,804	3,708,673	5.48%
NAGS HEAD - 14	2,548,768	2,187,827	16.50%	2,548,768	2,187,827	16.50%
<b>TOTAL NORTHERN BEACHES</b>	9,494,938	9,042,093	5.01%	9,494,938	9,042,093	5.01%
<b>ROANOKE ISLAND:</b>						
MANTEO-TOWN - 10	1,091,498	1,097,187	-0.52%	1,091,498	1,097,187	-0.52%
MANTEO-OUTSIDE - 11	302,737	322,598	-6.16%	302,737	322,598	-6.16%
<b>TOTAL ROANOKE ISLAND</b>	1,394,235	1,419,785	-1.80%	1,394,235	1,419,785	-1.80%
<b>TOTAL</b>	11,603,500	11,179,366	3.79%	11,603,500	11,179,366	3.79%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 2/28/25

	Jul '24 - Feb 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	4,912,423.29	4,845,904.00	66,519.29	101.4%
3040 · Meals Tax - 75%	2,151,675.20	2,216,141.00	-64,465.80	97.1%
3050 · Website Advertising	116,788.40	125,000.00	-8,211.60	93.4%
3210 · Interest Income	532,632.94	360,050.00	172,582.94	147.9%
3220 · Other	250.00	1,000.00	-750.00	25.0%
<b>Total Income</b>	<b>7,713,769.83</b>	<b>7,548,095.00</b>	<b>165,674.83</b>	<b>102.2%</b>
<b>Gross Profit</b>	<b>7,713,769.83</b>	<b>7,548,095.00</b>	<b>165,674.83</b>	<b>102.2%</b>
Expense				
5000 · Director Compensation	11,400.00	17,100.00	-5,700.00	66.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	997.81	7,000.00	-6,002.19	14.3%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	110.21	1,000.00	-889.79	11.0%
5010 · Salaries (Full Time) Promotion	712,975.74	1,085,900.00	-372,924.26	65.7%
5020 · Salaries (Part Time) Promotion	62,223.38	134,650.00	-72,426.62	46.2%
5025 · Salaries (Part Time) Welcome AB	67,069.82	119,100.00	-52,030.18	56.3%
5026 · Salaries (Part Time) Welcome RI	97,516.63	180,045.00	-82,528.37	54.2%
5030 · Payroll Taxes	71,495.70	124,070.00	-52,574.30	57.6%
5040 · Employee Insurance	130,628.55	179,900.00	-49,271.45	72.6%
5050 · Retirement	100,584.91	159,910.00	-59,325.09	62.9%
5055 · 401(k) Match	5,696.20	10,860.00	-5,163.80	52.5%
5060 · Workmens Compensation	2,641.41	2,385.00	256.41	110.8%
5080 · Employee Relations	1,635.73	3,540.00	-1,904.27	46.2%
5090 · Training	1,432.52	13,340.00	-11,907.48	10.7%
5110 · Contracted Service	18,932.00	29,085.00	-10,153.00	65.1%
5140 · Audit	10,875.00	13,650.00	-2,775.00	79.7%
5170 · Other Professional Services	2,600.00	10,800.00	-8,200.00	24.1%
5180 · Legal	20,128.22	38,500.00	-18,371.78	52.3%
5185 · Research	164,385.00	188,500.00	-24,115.00	87.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	882,234.02	1,629,065.00	-746,830.98	54.2%
5502 · Advertising - Production Fee	257,212.16	190,000.00	67,212.16	135.4%
5510 · Advertising - Event Dev & Mktg	5,915.00	73,100.00	-67,185.00	8.1%
5515 · Advertising - Online	2,268,437.99	2,766,820.00	-498,382.01	82.0%
5525 · Community Relations	5,040.00	30,000.00	-24,960.00	16.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	14,088.34	21,650.00	-7,561.66	65.1%
5580 · Promotional Aids	5,622.37	8,500.00	-2,877.63	66.1%
6100 · Familiarization Tours	40,794.38	110,000.00	-69,205.62	37.1%
6101 · Group sales	18,362.58	30,000.00	-11,637.42	61.2%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	360,475.15	832,000.00	-471,524.85	43.3%
6160 · Long Range Tourism Plan	34,485.56	275,000.00	-240,514.44	12.5%
6170 · Tourism Summit	9,990.52	27,500.00	-17,509.48	36.3%
6200 · Postage and Delivery	45,163.57	200,200.00	-155,036.43	22.6%
6300 · Travel	19,387.18	60,675.00	-41,287.82	32.0%
6305 · Vehicle Maintenance	1,352.86	3,000.00	-1,647.14	45.1%
6320 · Registrations	29,184.00	40,000.00	-10,816.00	73.0%
6340 · Travel Show Exhibit	25.54	5,000.00	-4,974.46	0.5%
6420 · Dues and Subscriptions	50,998.42	69,850.00	-18,851.58	73.0%
6440 · Insurance	29,109.00	40,510.00	-11,401.00	71.9%
6460 · Telephone	22,120.33	37,825.00	-15,704.67	58.5%
6500 · Equipment	16,895.25	31,200.00	-14,304.75	54.2%
6510 · Expendable Equipment	117.41	3,275.00	-3,157.59	3.6%
6530 · Technical Support	2,457.03	5,600.00	-3,142.97	43.9%
6580 · Utilities	9,093.30	18,360.00	-9,266.70	49.5%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	24,362.66	37,000.00	-12,637.34	65.8%
6620 · Equipment Service Contracts	1,464.45	3,100.00	-1,635.55	47.2%
6640 · Equipment Rent	13,998.73	33,840.00	-19,841.27	41.4%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	8,316.19	23,025.00	-14,708.81	36.1%
6800 · Bank Service Charges	1,164.15	3,240.00	-2,075.85	35.9%
6810 · Web Site/Internet	32,496.02	52,000.00	-19,503.98	62.5%
<b>Total Expense</b>	<b>5,696,407.57</b>	<b>8,998,865.00</b>	<b>-3,302,457.43</b>	<b>63.3%</b>
<b>Net Ordinary Income</b>	<b>2,017,362.26</b>	<b>-1,450,770.00</b>	<b>3,468,132.26</b>	<b>-139.1%</b>



**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 2/28/25

	Jul '24 - Feb 25	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	57,500.00	39,000.00	18,500.00	147.4%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
<b>Total Other Income</b>	57,500.00	1,851,315.00	-1,793,815.00	3.1%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
<b>Total 9925 · Transfer to Travel Guide</b>	59,224.84	115,000.00	-55,775.16	51.5%
9950 · Transfer to Event Site Fund	1,927.37	285,545.00	-283,617.63	0.7%
<b>Total Other Expense</b>	61,152.21	400,545.00	-339,392.79	15.3%
<b>Net Other Income</b>	-3,652.21	1,450,770.00	-1,454,422.21	-0.3%
<b>Net Income</b>	<b>2,013,710.05</b>	<b>0.00</b>	<b>2,013,710.05</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 2/28/25**

	<u>Jul '24 - Feb 25</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	58.50	50.00	8.50	117.0%
<b>Total Income</b>	<u>58.50</u>	<u>50.00</u>	<u>8.50</u>	<u>117.0%</u>
<b>Gross Profit</b>	<u>58.50</u>	<u>50.00</u>	<u>8.50</u>	<u>117.0%</u>
<b>Net Ordinary Income</b>	<u>58.50</u>	<u>50.00</u>	<u>8.50</u>	<u>117.0%</u>
<b>Other Income/Expense</b>				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	57,500.00	39,000.00	18,500.00	147.4%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	<u>57,500.00</u>	<u>39,000.00</u>	<u>18,500.00</u>	<u>147.4%</u>
<b>Total Other Income</b>	<u>57,500.00</u>	<u>39,000.00</u>	<u>18,500.00</u>	<u>147.4%</u>
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	55,632.04	110,000.00	-54,367.96	50.6%
62001 · Freight	3,592.80	5,000.00	-1,407.20	71.9%
<b>Total 9925 · Transfer to Travel Guide</b>	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
<b>Total Other Expense</b>	<u>59,224.84</u>	<u>115,000.00</u>	<u>-55,775.16</u>	<u>51.5%</u>
<b>Net Other Income</b>	<u>-1,724.84</u>	<u>-76,000.00</u>	<u>74,275.16</u>	<u>2.3%</u>
<b>Net Income</b>	<u><u>-1,666.34</u></u>	<u><u>-75,950.00</u></u>	<u><u>74,283.66</u></u>	<u><u>2.2%</u></u>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
**July 2024 through February 2025**

	Jul '24 - Feb 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	1,637,474.43	1,615,301.00	22,173.43	101.4%
3040 · Meals Tax	717,225.04	738,714.00	-21,488.96	97.1%
3210 · Interest	315,887.54	300,000.00	15,887.54	105.3%
<b>Total Income</b>	<b>2,670,587.01</b>	<b>2,654,015.00</b>	<b>16,572.01</b>	<b>100.6%</b>
<b>Expense</b>				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	602,716.00	8,454,015.00	-7,851,299.00	7.1%
4585 · Unappropriated Long-Term	75,000.00	600,560.00	-525,560.00	12.5%
<b>Total 4000 · Long - Term Projects</b>	<b>677,716.00</b>	<b>9,473,806.00</b>	<b>-8,796,090.00</b>	<b>7.2%</b>
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	147,806.00	147,806.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	132,000.00	132,000.00	0.00	100.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	115,000.00	115,000.00	0.00	100.0%
4676 · TIG-Duck-Performance Space	0.00	13,549.00	-13,549.00	0.0%
4677 · TIG-Elizabethan Gardens-Pathway	0.00	50,000.00	-50,000.00	0.0%
4679 · TIG-KH-Hwy 158 Multi-Use Path	0.00	400,000.00	-400,000.00	0.0%
4680 · TIG-NH-E. Epstein Sidewalk	49,500.00	49,500.00	0.00	100.0%
4681 · TIG-NH-Governor St Access	0.00	60,477.00	-60,477.00	0.0%
4682 · TIG-NH-W Seachase Sidewalk	45,150.00	45,150.00	0.00	100.0%
4683 · TIG-N.E.S.T. - Signs	2,750.00	2,750.00	0.00	100.0%
4684 · TIG-NC Aquarium -Oyster Exhibit	0.00	121,845.00	-121,845.00	0.0%
4685 · TIG-OBCF-Community Terrace	0.00	85,000.00	-85,000.00	0.0%
4686 · TIG-OB Forever-Restrooms Lighth	0.00	125,000.00	-125,000.00	0.0%
4687 · TIG-RIFP - Loading Dock	0.00	75,000.00	-75,000.00	0.0%
4688 · TIG-Surf Ped-Everyone's Playgro	0.00	282,963.00	-282,963.00	0.0%
4999 · Unappropriated Funds	0.00	1,931,762.00	-1,931,762.00	0.0%
5140 · Audit	3,625.00	4,550.00	-925.00	79.7%
5160 · Fireworks	60,025.00	120,025.00	-60,000.00	50.0%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
<b>Total 4100 · Short-Term Projects</b>	<b>555,856.00</b>	<b>4,015,262.00</b>	<b>-3,459,406.00</b>	<b>13.8%</b>
<b>Total Expense</b>	<b>1,233,572.00</b>	<b>13,489,068.00</b>	<b>-12,255,496.00</b>	<b>9.1%</b>
<b>Net Ordinary Income</b>	<b>1,437,015.01</b>	<b>-10,835,053.00</b>	<b>12,272,068.01</b>	<b>-13.3%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	10,835,053.00	-10,835,053.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>10,835,053.00</b>	<b>-10,835,053.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>10,835,053.00</b>	<b>-10,835,053.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>1,437,015.01</b>	<b>0.00</b>	<b>1,437,015.01</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
Restricted Fund Summary  
2024-2025

	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Balance 7/1/2024	Allocation 2024-2025	Allocation Paid	Allocation Transferred	Estimated Balance FY24-25
<b>Short-term Projects</b>									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806		(147,806)		0
TIG - Chicamacomico - 1911 Cookhouse	38,760		(38,760)		0				0
TIG - Town of NH - Epstein Street Beach Access	250,000		(250,000)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500		(127,500)		0				0
TIG - Dare County - Frisco Buxton Pathway	200,000			(200,000)	0				0
TIG - Duck - Ocean Crest Improvements	78,000		(78,000)		0				0
TIG - KDH - Wright Brothers Sidewalk	177,000		(177,000)		0				0
TIG - NH - Whalebone Park Restrooms	112,000				112,000				112,000
TIG - OB Forever - Weather Bureau Signal	34,595		(34,595)		0				0
TIG - OB Forever - Cape Hatteras Lighthouse Path	132,000				132,000		(132,000)		0
TIG - SS - Walking Path E. Highway 12	150,000		(150,000)		0				0
TIG - SS Civic Assoc - Accessible Access 96A	25,000		(25,000)		0				0
TIG - Chicamacomico - 1874 Life-Saving Station		115,000			115,000		(115,000)		0
TIG - Duck - Performance Space Improvements		13,549			13,549				13,549
TIG - Elizabethan Garden - Pathway to Discover		50,000			50,000				50,000
TIG - Frisco Native American - Education Bldg		39,300	(39,300)		0				0
TIG - KH - Hwy 158 Multi-Use Path		400,000			400,000				400,000
TIG - NH - E. Epstein Sidewalk		49,500			49,500		(49,500)		0
TIG - NH - Governor Street Beach Access		60,477			60,477				60,477
TIG - NH - W. Seachase Drive Access		45,150			45,150		(45,150)		0
TIG - NEST - Signs		2,750			2,750		(2,750)		0
TIG - NC Aquarium - Oyster Exhibits		121,845			121,845				121,845
TIG - OB Community Foundation - Community Terrace		85,000			85,000				85,000
TIG - OB Forever - Restrooms at Lighthouse Beach		125,000			125,000				125,000
TIG - RIFP - Concrete Loading Dock		75,000			75,000				75,000
TIG - SS - Walking Path W. Highway 12		118,855			118,855				118,855
TIG - Surf Ped Found - Everyone's Playground		282,963			282,963				282,963
TIG - APOA - Antillas & Gull Cry Boardwalks						54,000			54,000
TIG - DCAC - 50 Years Art Panels						4,000			4,000
TIG - Friends of Jockey's Ridge - 10 Point Trail						50,000			50,000
TIG - KDH - West Martin & Swan St Sidewalks						240,000			240,000
TIG - KH - Message Boards						27,490			27,490
TIG - KH - Beach Road Crosswalk Lighting						40,000			40,000
TIG - Manteo - Cartwright Park						250,000			250,000
TIG - NH - W. Baymeadow Dr Sidewalk						53,137			53,137
TIG - NH - Living Shoreline						100,000			100,000
TIG - NH - W. Windjammer Sidewalk						124,087			124,087
TIG - SS - NC 12 Multi-Use Path 5th Ave-Hillcrest						91,534			91,534
TIG - Chicamacomico - 1874 Station, Phase II						125,000			125,000
Fireworks	76,581		(55,000)	60,025	81,606		(60,025)	60,000	81,581
Audit	190		(3,625)	3,435	0		(3,625)	4,550	925
Highway 158/Highway 12 Intersection	6,580		(4,550)	20,000	22,030			0	22,030
Unappropriated Funds	735,481	1,803,714		(1,467,849)	1,071,346	1,439,594		(1,223,798)	1,287,142
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>2,291,493</b>	<b>3,388,103</b>	<b>(983,330)</b>	<b>(1,584,389)</b>	<b>3,111,876</b>	<b>2,598,842</b>	<b>(555,856)</b>	<b>(1,159,248)</b>	<b>3,995,614</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	(602,716)		7,851,299
Infrastructure (capped)	442,795		(123,564)		319,231	100,000	0		419,231
L-T Unappropriated Funds	550,560	200,000	(250,000)		500,560	100,000	(75,000)		525,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>6,624,442</b>	<b>1,584,413</b>	<b>(382,860)</b>	<b>0</b>	<b>7,825,996</b>	<b>1,647,811</b>	<b>(677,716)</b>	<b>0</b>	<b>8,796,090</b>
<b>Total</b>	<b>8,915,935</b>	<b>4,972,516</b>	<b>(1,366,190)</b>	<b>(1,584,389)</b>	<b>10,937,872</b>	<b>4,246,653</b>	<b>(1,233,572)</b>	<b>(1,159,248)</b>	<b>12,791,705</b>
<b>Cash on Hand 2/28/25</b>									
								Checking	118,632
								Savings	12,328,587
<b>Total Cash on Hand</b>									<b>12,447,219</b>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
March									57,570
April									66,684
May									128,774
June									163,790
									<b>416,818</b>
<b>Unappropriated Balances</b>									<b>72,332</b>
<b>Transfer from General Fund</b>						2,771,517	*		
30% Short-term						706,205			
Amount over budget to short-term						417,502			
Short-term Interest						315,888			
						<b>1,439,594</b>			
70% Long-term							1,647,811		
Long-term Interest							0		
							<b>1,647,811</b>	*	

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

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
July 2024 through February 2025

	Jul '24 - Feb 25	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3200 · Site Rental Income				
3205 · Reservation fee	1,200.00	2,000.00	-800.00	60.0%
3200 · Site Rental Income - Other	18,025.00	24,350.00	-6,325.00	74.0%
<b>Total 3200 · Site Rental Income</b>	19,225.00	26,350.00	-7,125.00	73.0%
3210 · Interest Income	983.53	500.00	483.53	196.7%
3250 · Lease Income	35,559.15	52,700.00	-17,140.85	67.5%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
<b>Total Income</b>	55,767.68	109,930.00	-54,162.32	50.7%
<b>Expense</b>				
5160 · Event Development & Marketing	3,244.72	50,000.00	-46,755.28	6.5%
5170 · Other Professional Services	18,067.99	55,000.00	-36,932.01	32.9%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	10,143.47	40,665.00	-30,521.53	24.9%
6610 · Repairs & Maintenance	119,538.14	220,015.00	-100,476.86	54.3%
6700 · Office Supplies	499.64	270.00	229.64	185.1%
9990 · Unappropriated Other Expenses	8,509.07	20,000.00	-11,490.93	42.5%
<b>Total Expense</b>	169,728.03	395,675.00	-225,946.97	42.9%
<b>Net Ordinary Income</b>	-113,960.35	-285,745.00	171,784.65	39.9%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
<b>Total Other Income</b>	200.00	285,745.00	-285,545.00	0.1%
<b>Net Other Income</b>	200.00	285,745.00	-285,545.00	0.1%
<b>Net Income</b>	<b>-113,760.35</b>	<b>0.00</b>	<b>-113,760.35</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

28-Feb-25

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S PNC Bank	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	CD'S TRUIST BANK	TOTAL
GENERAL FUND	33,012	6,913,044	871,133	1,072,438	2,930,349	0	1,033,161	1,076,995	1,870,961	3,245,477	0	19,046,570
RESTRICTED FUND	118,632	4,122,156			1,326,969	250,000	0	0	1,860,889	3,768,572	1,000,000	12,447,219
TRAVEL GUIDE	56,927											56,927
MERCHANDISE SALES	166,242											166,242
EVENT SITE FUND	432,728											432,728
TOTAL	807,540	11,035,200	871,133	1,072,438	4,257,318	250,000	1,033,161	1,076,995	3,731,850	7,014,050	1,000,000	32,149,685
TOTAL % EACH BANK	6.63%	34.32%	5.92%		35.06%			3.35%	11.61%		3.11%	100.00%
INTEREST RATES	0.25%	4.28%	2.50%	2.55%	4.03%	0.00%	4.75%	4.00%	4.0% & 4.65%	4.65, 4.5, 4.25 & 4.1	3.35%	
TOTAL CHECKING & CD'S	32,149,685											
60% ALLOWED IN ANY BANK	19,289,811											
25% ALLOWED IN ANY ONE INV	8,037,421											
60% General Fund Reserved Balance is \$5,639,646.												
100% Restricted Fund Balance Restricted by House Bill 225			\$12,447,219									



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

Date: March 11, 2025

To: Dare County Tourism Board

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

Re: Budget Amendment FY 2024-2025

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Attached you will find a proposed budget amendment for General Fund and Restricted Fund.

The General Fund amendment proposes an additional \$29,700 be added to Event Grants based on the grant recommendations from the Grants and Local Public Relations Committee. The additional amount is funded by the unappropriated surplus over the Board's designated 60% reserve.

The Restricted Fund amendment transfers \$1,775 from the unappropriated fund line item in short-term projects to the fireworks line item. This transfer is requested from the Steering Committee to fully fund the firework shows.

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget Amendment**

**FUND: GENERAL FUND - Promotions**

**INCOME**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
9990	Unappropriated Fund Balance	1,812,315.00	29,700.00		1,842,015.00	Appropriate money from over 60% fund balance to grant line item
	Total		29,700.00	0.00		

**EXPENDITURES**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6150	Event Grant	832,000.00	29,700.00		861,700.00	Increase for grant committee recommendations
						Total grant awards would = \$429700 for FY24-25
	Total		29,700.00			Encumbrances: \$432,000

as of 3/12/2025



**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget Amendment**

**FUND:    RESTRICTED FUND**

**INCOME**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
	Total		0.00	0.00		

**EXPENDITURES**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Unappropriated Funds	772,514.00		1,775.00	770,739.00	Transfer funds to Fireworks per Grant Requests
					0.00	
5160	Fireworks	120,025.00	1,775.00		121,800.00	Increase for Recommended Grant Awards
4999						
	Total		1,775.00	1,775.00		



At their March 11, 2025 meeting, the Steering Committee recommended an extension to June 30, 2026

January 2, 2025

Diane Bognich  
Director of Administration  
Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954

Dear Diane,

I would like to request an extension of the June 30, 2025 project completion date for the Community Terrace grant awarded to Outer Banks Community Foundation in late 2023. Due to the limited availability of the construction team that we plan to work with, I am not confident we can complete the project prior to June 30, 2025 without unnecessarily rushing the project.

Accordingly, could our project completion date be extended to June 30, 2026?

Many thanks,

A handwritten signature in black ink, appearing to be "Chris Sawin". The signature is fluid and cursive, with a large initial "C" and a distinct "S" and "A".

Chris Sawin  
President & CEO  
Outer Banks Community Foundation

**Benjamin Cahoon**  
Mayor

**Michael Siers**  
Mayor Pro Tem

**Andy Garman**  
Town Manager



**Town of Nags Head**

Post Office Box 99  
Nags Head, NC 27959  
Telephone 252-441-5508  
Fax 252-441-0776  
[www.nagsheadnc.gov](http://www.nagsheadnc.gov)

**Bob Sanders**  
Commissioner

**Megan Lambert**  
Commissioner

**Vacant**  
Commissioner

February 10, 2025      **At their March 11, 2025 meeting, the Steering Committee recommended an extension to December 30, 2025**

Outer Banks Visitors Bureau

Dear Diane,

This letter is to formally request a grant extension for Contract #RFTIG2223-09, Town of Nags Head Whalebone Park Restroom. The grant expires June 30, 2025. A grant extension of **six months through December 30, 2025**, is requested. Although it has been difficult to construct a restroom within budget, Town staff has begun to collaborate on the proper execution of construction. The timing of this project is also important to create the least amount of disruption to park usage, especially during peak season. More time is requested to create a restroom our community will get the most use out of.

The Town is appreciative of the grant award of \$112,000 towards this project to provide this important amenity that is a priority for our community. Please contact me with further questions or any other information I can provide. The Town of Nags Head would like to thank the Visitors Bureau for its partnership in building a restroom for Whalebone Park, and for your consideration of extending these grant funds to December 30, 2025.

Best Regards,

Amy Miller

Deputy Town Manager/Finance Officer



At their March 11, 2025 meeting, the Steering Committee recommended an extension to October 31, 2025

CAPE HATTERAS NATIONAL SEASHORE • FORT RALEIGH NATIONAL HISTORIC SITE • WRIGHT BROTHERS NATIONAL MEMORIAL

February 13, 2025

Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954  
Attn: Diane Bognich, Director of Administration

Dear Diane,

I am writing to request an extension for the Tourism Impact Grant, generously provided by the Outer Banks Visitors Bureau, for Outer Banks Forever's Accessible Restroom and Shower Facility project at Old Lighthouse Beach in Buxton, North Carolina. This project, which is currently in progress, will provide vital, much-requested accommodations for our community, and is aimed at enhancing the park visitor and beachgoer experience and promoting sustainable tourism.

Due to a change in the construction timeline and the lead time required for the restroom structure, we expect the revised project completion date to be **no later than October 2025**. We are working diligently with our National Park Service partners to streamline the process and to ensure these new facilities meet the highest standards of accessibility and safety for all park visitors and beachgoers.

We are grateful for the support and funding from the Outer Banks Visitors Bureau, which has been critical in advancing this project. This extension will allow us to address the remaining project tasks effectively and guarantee that the new restroom and shower facilities will be a lasting benefit for both residents of and visitors to the Outer Banks.

Additionally, Jessica Barnes is no longer working for Outer Banks Forever, and as such, I am the authorized signer for any amendments required by the Visitors Bureau. We welcome feedback and are happy to meet any additional requirements and/or provide any documentation needed to facilitate this extension request. Please let me know if you have any questions or would like more information.

Thank you for your understanding and for your continued support. We are confident that, with this extension, our Accessible Restroom and Shower Facility project will be a resounding success, enhancing the experience for everyone who spends time at Cape Hatteras National Seashore for years to come.

Sincerely,

Megan Shelley  
Acting President and CEO, Eastern National  
Outer Banks Forever

[www.obxforever.org](http://www.obxforever.org) • 252-423-4545 • 802 Colington Road • Kill Devil Hills, NC 27948

*Outer Banks Forever is the official non-profit fundraising partner of the three national parks of the Outer Banks, helping to protect and preserve these special places through public engagement, programming, and project support.*

## July 4th Firework Grant Requests

Fiscal Year 2024/2025

<i>Organization &amp; Project</i>	<i>Total Contract</i>	<i>Eligible Grant Request</i>	<i>Recommended Award</i>	<i>Comments</i>
Avon Property Owner's Association	\$ 29,750.00	\$ 14,875.00	\$ 14,875.00	Pyrostar Entertainment with July 5, 2025 raindate
Location: Avon Pier				Prior Year Award: \$14,875
Town of Kill Devil Hills	\$ 24,800.00	\$ 12,400.00	\$ 12,400.00	Pyrostar Entertainment with July 5, 2025 raindate
Location: Avalon Fishing Pier				Prior Year Award: \$12,400
Town of Manteo	\$ 39,000.00	\$ 19,500.00	\$ 19,500.00	Pyrotechnico contract \$39,000 for fireworks, 7/5/25 raindate
Location: Barge in Shallowbag Bay				Barge price at \$18,000.
				Prior Year Award: \$19,000
Town of Nags Head	\$ 30,000.00	\$ 15,000.00	\$ 15,000.00	Zambelli with July 5, 2025 raindate
Location: Nags Head Pier				3 Year contract with increase to \$32,500 in 26 & 27
				Prior Year Award: \$13,750
Total Amount Requested	\$ 123,550.00	\$ 61,775.00	\$ 61,775.00	

ALL APPLICATIONS ON FILE FOR REVIEW

### ***PENDING BOARD APPROVAL***

Beginning Balance	\$ 60,000.00
Pending Budget Amendment	\$ 1,775.00
Amount Available	\$ 61,775.00
Amount Recommended	\$ 61,775.00
Remaining Funds	<u>\$ -</u>

## Event Grant Requests

Fiscal Year 2024/2025

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>A Pathway Forward</i>	\$ 10,000.00	\$ 5,000.00	Entertainment, Infrastructure, Marketing, T-Shirts	New Event
<i>Halloween International Film Festival</i>	Max eligible			
<i>October 2-4, 2025</i>	(\$20,500 req)			
<i>A Pathway Forward</i>	\$ 50,000.00	\$ 18,500.00	Entertainment, Marketing, Infrastructure	New Event
<i>Live at the Pioneer</i>				
<i>October-May</i>				
<i>Bluegrass Island Charitable Foundation</i>	\$ 20,000.00	\$ 7,400.00	Advertising	New Event
<i>Bluegrass Island Nights Concerts</i>	Max eligible			
<i>December-April</i>	(\$22,500 req)			
<i>Chicamacomico Historical Association</i>	\$ 1,500.00	\$ 1,000.00	Promotions, T-Shirts	FY21/22:\$1000WD
<i>2025 Thanksgiving Week</i>				FY19/20: \$ 1000
<i>November 28, 2025</i>				FY18/19: \$ 3500
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 3,000.00	Entertainment, Marketing	FY23/24: \$ 5000
<i>2025 Outer Banks Veterans Week</i>	Max eligible			FY22/23: \$ 7500
<i>November 7-13, 2025</i>	(\$7,500 req)			FY21/22: \$ 7000
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 2,500.00	Entertainment, Marketing	FY23/24: \$ 6000
<i>2025 Rock the Cape</i>	Max eligible			FY22/23: \$ 6000
<i>September 18-19, 2025</i>	(\$6,000 req)			FY21/22: \$ 7500
<i>Dare County Arts Council</i>	\$ 5,000.00	\$ 2,500.00	Entertainment, Marketing	FY23/24: \$ 3000
<i>2025 Surfalorus Film Festival</i>				FY22/23: \$ 5000
<i>September 15-17, 2025</i>				FY21/22: \$ 7500
<i>Eastern Surfing Association OBNC District</i>	\$ 30,000.00	\$ 15,000.00	Entertainment, Infrastructure, T-Shirts, Marketing	FY23/24:\$19500
<i>2025 Easterns Surfing Championship</i>	Max eligible			FY22/23:\$19500
<i>September 14-20, 2025</i>	(\$32,800 req)			FY21/22:\$20000
<i>The Elizabethan Gardens</i>	\$ 10,000.00	\$ 4,000.00	Marketing, Entertainment, T-Shirts	New Event
<i>Beer Garden</i>				
<i>October 4, 2025</i>				
<i>First Flight Rotary Foundation</i>	\$ 5,000.00	\$ 1,000.00	Marketing, Rentals, Entertainment	FY23/24: \$ 2500
<i>2025 Oink &amp; Oyster Roast</i>				FY22/23: \$ 2500
<i>October 11, 2025</i>				FY18/19: \$ 2500
<i>First Flight Track Club</i>	\$ 10,000.00	\$ 3,700.00	Marketing, T-Shirts	New Event
<i>Duck Turkey Trot 5K</i>	Max eligible			
<i>November 27, 2025</i>	(\$17,000 req)			
<i>Garage Band Charities</i>	\$ 5,000.00	\$ 2,000.00	Marketing, Infrastructure, Entertainment, T-Shirts	FY21/22: \$ 3500
<i>OBX Rod &amp; Custom Fall Toy Festival</i>				
<i>October 3-4, 2025</i>				
<i>Hatteras Community Sailing</i>	\$ 5,000.00	\$ 2,000.00	Marketing, Entertainment, T-Shirts	FY23/24: \$ 6000
<i>Lighthouse Maritime Regatta</i>				
<i>September 26-28, 2025</i>				

## Event Grant Requests

Fiscal Year 2024/2025

Organization & Project	Requested Amount	Recommended Amount	Description	Previously Awarded
Hatteras Island Youth Education Fund	\$ 10,000.00	\$ 3,700.00	Marketing, T-Shirts	FY23/24: \$ 6500
2025 Surfin' Turkey 5K & Puppy Drum Fun Run				FY22/23: \$ 6500
November 27, 2025				FY20/21: \$ 6500
The Halloween Island Fund/OBCF	\$ 20,000.00	\$ 13,000.00	Marketing, T-Shirts, Entertainment	New Event
2025 Halloween Island	Max eligible			
October 3-31, 2025	(\$44,050 req)			
Nags Head Surf Fishing Club	\$ 2,000.00	\$ 1,500.00	Venue rental, Marketing, T-Shirts	FY23/24: \$ 1500
2025 F. Boyden Youth Fishing Tournament				FY22/23: \$ 1500
June 11, 2025				FY21/22: \$ 1500
Nags Head Surf Fishing Club	\$ 5,000.00	\$ 3,000.00	Venue rental, T-Shirts	FY23/24: \$ 4000
2025 NH Surf Fishing Tournament				FY22/23: \$ 4000
October 15-17, 2025				FY21/22: \$ 4000
North Carolina Beach Buggy Association	\$ 10,000.00	\$ 5,000.00	T-Shirts, Facility rental, Advertising	FY23/24: \$ 5000
2025 Red Drum Tournament				FY22/23: \$ 5000
October 22-25, 2025				FY21/22: \$ 4500
OBX Go Far	\$ 10,000.00	\$ 3,700.00	T-Shirts, Entertainment, Advertising	New Event
OBX Go Far Turkey Trot				
November 27, 2025				
OBX Pride	\$ 10,000.00	\$ 5,000.00	Marketing, Rentals, Entertainment	FY23/24: \$11000
2025 OBX Pridefest	Max eligible		Supplies are not eligible	FY22/23: \$10000
September 9-14, 2025	(\$35,000 req)			FY18/19: \$11000
OBX Room in the Inn	\$ 39,500.00	\$ 20,000.00	Marketing, Infrastructure	FY23/24: \$20000
The 12 Bars of Christmas				
Nov 28-Dec 31, 2025				
Outer Banks Conservationists	\$ 10,545.00	\$ 4,000.00	Marketing, Entertainment	FY23/24: \$ 5000
2025 Island Farm Pumpkin Patch				FY22/23: \$ 5000
October 4, 11, 18, 25, 2025				FY21/22: \$ 5000
Outer Banks Home Builders Association	\$ 5,000.00	\$ 2,000.00	Marketing	FY23/24:\$5000
2025 Parade of Homes	Max eligible			FY22/23:\$10000
October 9-11, 2025	(\$10,000 req)			
Outer Banks Relief Foundation	\$ 47,634.00	\$ 15,000.00	Marketing, T-Shirts, Infrastructure, Entertainment	New Event
2025 Misfits Christmas				
November 1, 2025-January 1, 2026				
Outer Banks Relief Foundation	\$ 9,000.00	\$ 3,700.00	Marketing, Infrastructure, T-Shirts	New Event
The Gobbler 5K & Fun Run				
November 27, 2025				
Outer Banks Relief Foundation	\$ 4,000.00	\$ 1,000.00	Marketing, Infrastructure, T-Shirts	New Event
The Holiday Hustle 5K				
December 6, 2025				

Event Grant Requests

Fiscal Year 2024/2025

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Outer Banks Sailing Association</i>	\$ 5,000.00	\$ 1,500.00	Marketing, T-Shirts, Infrastructure	FY23/24: \$2000
<i>2025 OBX Multi-Hull Sailfest</i>				
<i>September 6-7, 2025</i>				
<i>Outer Banks Seafood Festival</i>	\$ 50,000.00	\$ 30,000.00	Marketing, Entertainment, Rentals	FY23/24:\$35000
<i>2025 OB Seafood Festival</i>				FY22/23:\$35000
<i>October 18, 2025</i>				FY21/22:\$35000
<i>Outer Banks Sporting Events</i>	\$ 10,000.00	\$ 4,000.00	Rentals, Entertainment, T-Shirts, Marketing	New Event
<i>Another Round 25k</i>				
<i>October 18, 2025</i>				
<i>Outer Banks Sporting Events</i>	\$ 30,000.00	\$ 12,000.00	Rentals, Entertainment, T-Shirts, Marketing	FY23/24:\$18000
<i>2025 Outer Banks Marathon</i>				FY22/23:\$20000
<i>November 7-9, 2025</i>				FY21/22:\$20000
<i>Outer Banks Sporting Events</i>	\$ 10,000.00	\$ 5,000.00	Rentals, T-Shirts, Entertainment, Marketing	FY23/24: \$9000
<i>2025 Outer Banks Triathlon</i>	Max eligible		Limited to \$10,000 based on prior year attendance	FY22/23:\$12500
<i>September 12-13, 2025</i>	(\$20,000 req)			FY20/21: \$9000
<i>Town of Duck</i>	\$ 12,000.00	\$ 8,500.00	Entertainment, Infrastructure, Marketing	FY23/24:\$ 9000
<i>2025 Duck Jazz Festival</i>				FY22/23:\$ 9000
<i>October 11-12, 2025</i>				FY19/20:\$ 6000
<i>Town of Manteo</i>	\$ 35,000.00	\$ 13,000.00	Entertainment, Marketing, Infrastructure	FY23/24:\$19000
<i>Dare Day 2025</i>				FY22/23:\$20000
<i>June 7, 2025</i>				FY20/21:\$20000
<i>Vusic Heals</i>	\$ 30,000.00	\$ 15,000.00	Entertainment, Marketing	FY23/24: \$15000
<i>2025 Live from OBX Concert at RIFP</i>				FY21/22: \$15000
<i>June 2025</i>				
<i>Vusic Heals</i>	\$ 50,000.00	\$ 15,000.00	Entertainment, Marketing	FY23/24 :\$27000
<i>2025 Live from OBX Fall Concerts</i>			Up to \$15,000 contingent upon grant committee	
<i>Sept-Dec 2025</i>			review of concert lineup in Aug	

Total Amount Requested \$ 576,179.00 \$ 252,200.00

**PENDING BOARD APPROVAL**

Beginning Balance	\$ 400,000.00
Previously Awarded	\$ (177,500.00)
Requested Budget Amendment	\$ 29,700.00
Amount Available	\$ 252,200.00
Amount Recommended	\$ 252,200.00
Remaining Funds	\$ -



## Marketing Dashboard

thru February 2025

	<u>FY 24/25</u>	<u>FY 23/24</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	38,592	40,143	-1,551	-4%
Completed Video Views	38,613,713	30,300,176	8,313,537	27%
Website Sessions	3,124,448	2,904,439	220,009	8%
Online Communities				
Email Subscribers	88,518	95,569	-7,051	-7%
Facebook	711,000	718,000	-7,000	-1%
X (Twitter)	39,984	40,918	-934	-2%
Instagram	132,563	130,649	1,914	1%
Pinterest	23,600	23,500	100	0%
TikTok	113,200	95,400	17,800	19%
YouTube	<u>4,140</u>	<u>0</u>	<u>4,140</u>	<u>#DIV/0!</u>
Online Communities Subtotal	1,113,005	1,104,036	4,829	1%

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HOFFMAN YORK



OBVB Marketing Dashboard - Prepared by Hoffman York

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

- **Section I: Fiscal Year 2024-2025 Overview:** Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Highlights market visitation and interest on state and city levels from research partners and organic website visits.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns and email marketing.
- **Section V: Month of Data:** Compares monthly delivery of top-level metrics to the same month in the previous year.

February 2025 Highlights

- Paid Media: FYTD total impressions are up 29% YoY and total video views are up 27% YoY driven by media cost efficiencies in the Fall and Spring-Summer campaigns. Impressions were down 11% MoM while video views were down 30%, due to pausing Raw OBX video creative at the end of January to transition to Outer Edge creative.
  - Continuity:
    - Native Display creative supported The Outer Edge, Travel Guide, History Guide and Romantic Getaways. The Outer Edge and Travel Guide creatives both achieved a 0.47% CTR and \$1.12 on CPC. Those in the Site Retargeting audience who clicked the "History Guide" creative spent the most time on the site at 1 minute and 18 seconds.
    - The Hopper makegood campaign generated 16 bookings with an average advance of 8 days.
  - Spring-Summer: Creative supporting Outer Edge launched on Streaming TV (Hulu and NBC-Peacock). New :15 videos were rotated into the Google -Demand Gen campaign as episodes launched. Remaining buys receiving Outer Edge creative including additional Streaming TV (Undertone, Teads, Hulu - Ad Selector), High Impact (Jun Group), and Native Display (Teads) will launch in March and run through the end of the month.
    - The National Park Trips eblast was deployed, achieving a 29% open rate and 4.6% CTR (Opens). HY secured a makegood for the Outside eblast deployed in January after it did not meet the required sends. The makegood garnered a 15.6% open rate and 4.8% CTR (opens). Combined, these emails collected 547 guidebook requests across physical and PDF versions.
    - Peacock Pause Ad, Streaming Audio on iHeart and High Impact on Undertone delivered in full, on time in February.
- Website: Total website sessions are up 8% FYTD, driven by paid media campaign traffic. MoM sessions are down 8%, driven by Spring-Summer paid media flight extensions through March to incorporate or replace creative with Outer Edge promotions.
  - The /blog/post/ page and Blog Section events saw the largest volume increases MoM at +59K and +9K, respectively. Most of the traffic to /blog/post/ (46%) came from Bing paid search and drove to the Ideal Family Beach Vacation Destination post.
- Email: 95K emails were sent across the consumer marketing contact sublists and various workflow audiences, with an overall 19% open rate, 15% CTR (opens), and 0.38% bounce rate.
  - The February 2025 OBX Email "XOXO OBX" achieved an 18% open rate and 11% CTR (opens). The majority of clicks went to the "Offers and Packages You'll Love" CTA button at 27%.
- Zartico: Data is available through 1/31. Due to a recent methodology update, February data shows discrepancies and will be added once it is accurate.
- KeyData:
  - Short Term Rentals: February shows a 9% increase in tracked revenue and a 10% increase in Adj. Paid Occupancy over 2024! Looking ahead, April shows increases in tracked revenue and Adj. Paid Occupancy, while March and May are flat or show decreases.
    - The top 3 states (Virginia, North Carolina and Maryland) accounted for 79% of total rent, or 1.1MM. Maryland saw the largest dollar increase over Feb 2024, about \$44K.
  - Hotels: Compared to 2024, Revenue and Adj. Paid Occupancy were down 17% and 12%, respectively. Looking ahead, Adj. Paid Occupancy shows an increase over 2024 in March, however, Apr and May show decreases. Tracked revenue shows decreases in the next three months.
  - Note: 3-mo forward-looking metrics reflect revenue/occupancy pacing as of the date pulled compared to the same day one year prior.
- Visa: Data is available through January. January 2025 and FYTD tracked spend is nearly flat YoY.

Dashboard was updated on 3/12/25. Data is reviewed and validated through - Media, Email, and Website: 2/28/24; Zartico: 1/31/24, Visa: 1/31/24, KeyData Short Term Rentals: as of 3/11/25 (FY24-25) vs 3/12/24 (FY23-24), KeyData Hotel: as of 3/5/25 (FY24-25) vs. 3/6/24 (FY23-24).

Section I: Fiscal Year 2024-2025 Overview

Reviews FY24-25 year-to-date (FYTD) versus prior fiscal year-to-date totals

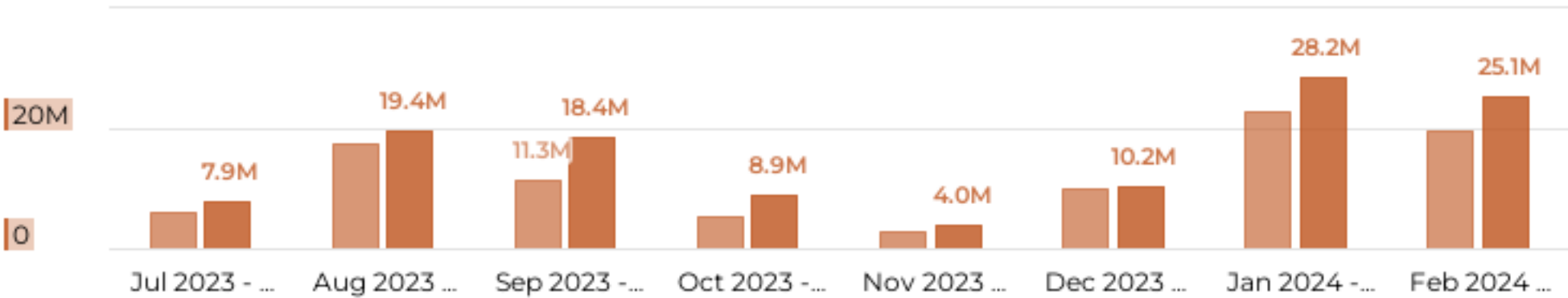
Paid Media Campaigns (HY Managed)

FYTD: Impressions

122,154,022 ▲29%  
(Custom Range: 94,464,803)

Monthly Impressions v. Previous Year

Impressions

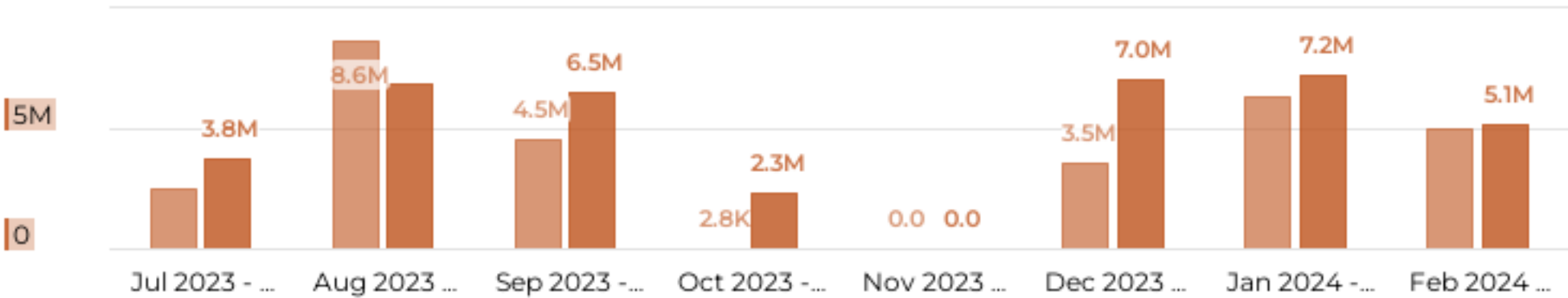


FYTD: Video Views

38,613,713 ▲27%  
(Custom Range: 30,300,176)

Monthly Video Views v. Previous Year

Video Views



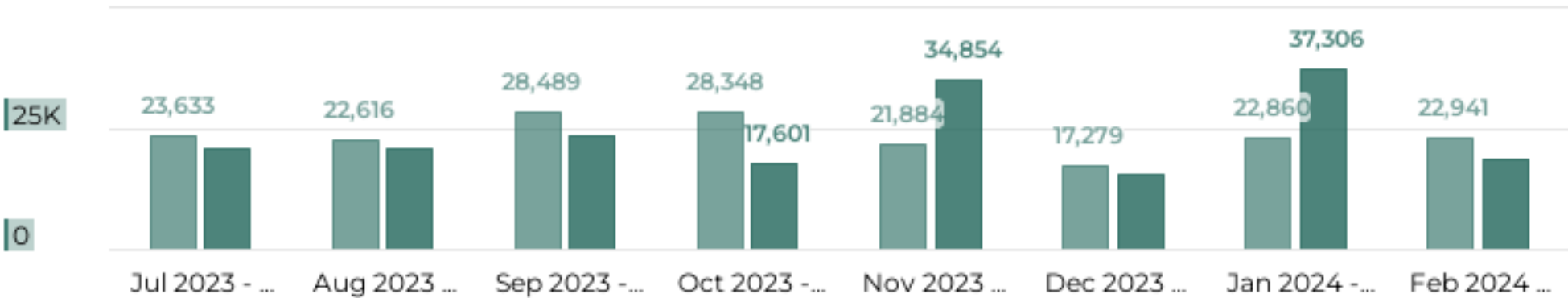
Email Marketing

FYTD: Email Opens

188,252 ▲0%  
(Custom Range: 188,050)

Monthly Email Opens v. Previous Year

Email Opens



Outerbanks.org

FYTD: Website Sessions

3,124,448 ▲8%  
(Custom Range: 2,904,439)

Monthly Website Sessions v. Previous Year

Sessions





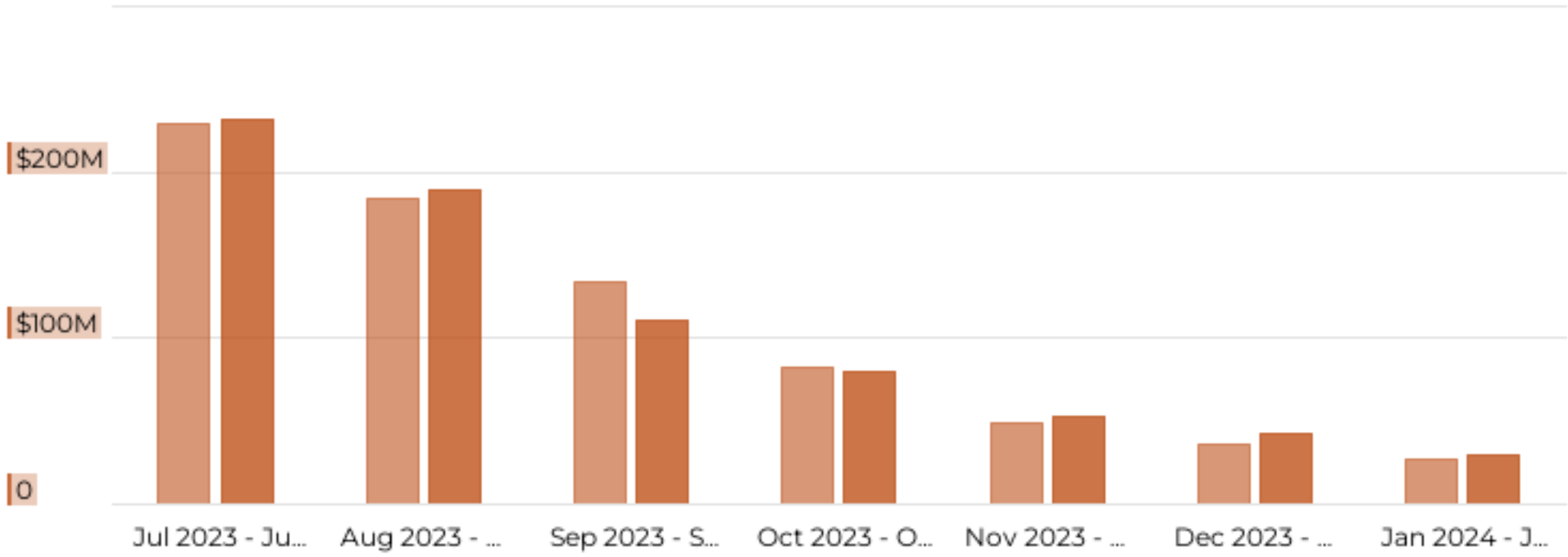
Tracked Domestic Visitor Spend

FYTD: Zartico Normalized Visitor Spend

\$736,617,994 ▼ -1%  
(Custom Range: \$741,993,677)

Zartico Monthly Spend v. Previous Year

Tracked Spend

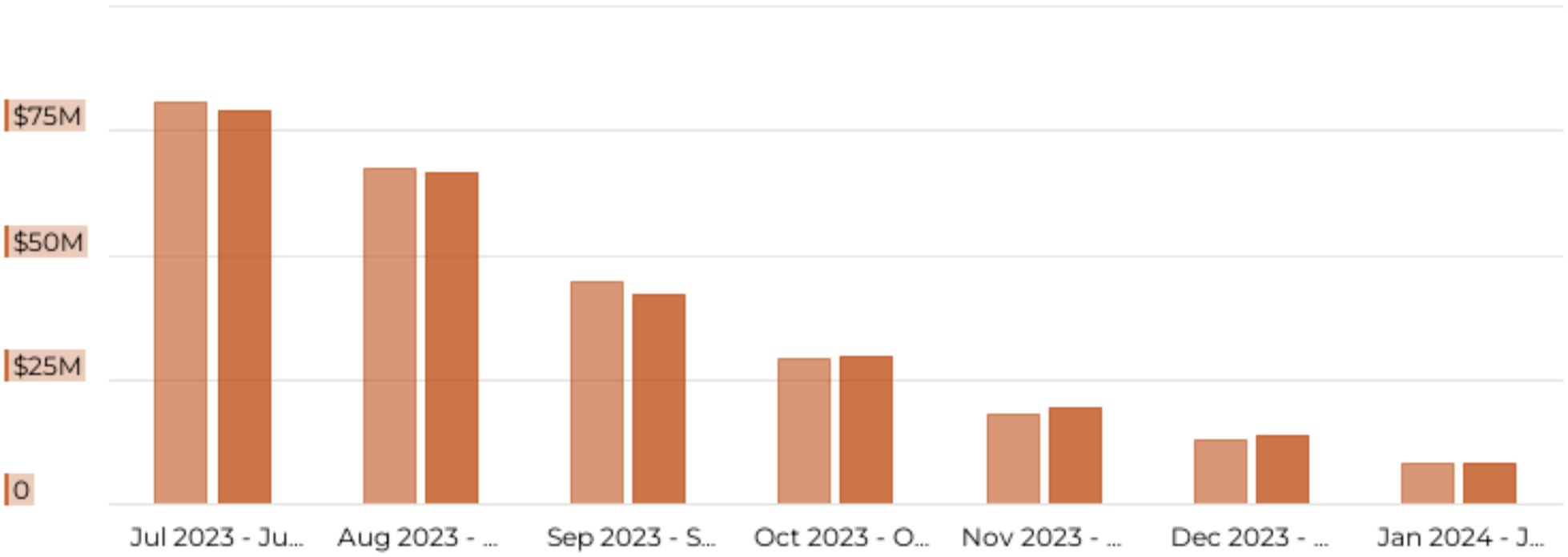


FYTD: Visa Tracked Spend

\$257,897,409 ▼ -1%  
(Custom Range: \$260,480,129)

Visa Monthly Tracked Spend v. Previous Year

Tracked Spend



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

KeyData Rental Data

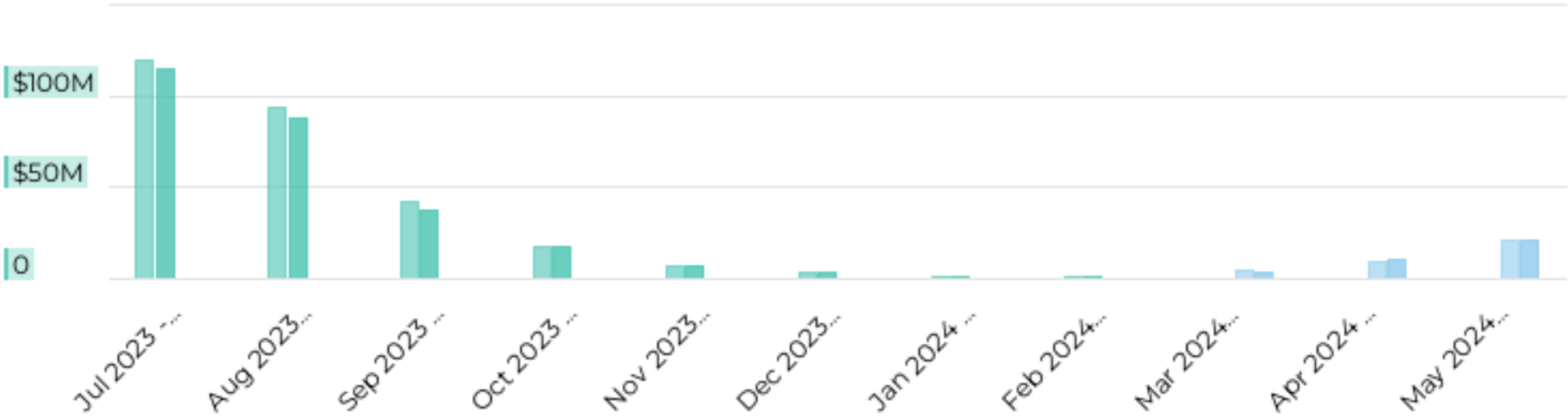
Short Term Rentals

FYTD: Total Revenue (Nightly)

\$270,443,133 -5%  
(Custom Range: \$284,153,336)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Actual) 3-mo. Forecast as of 3/11/25 vs. 3/12/24

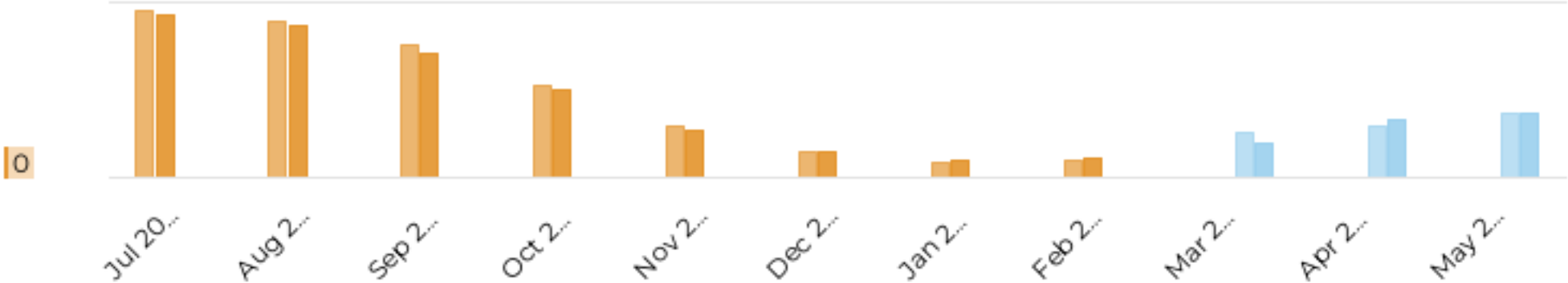


FYTD: Adj. Paid Occupancy %

57 % -4%  
(Custom Range: 60 %)

Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy % (Actual) 3-mo. Forecast as of 3/11/25 vs. 3/12/24



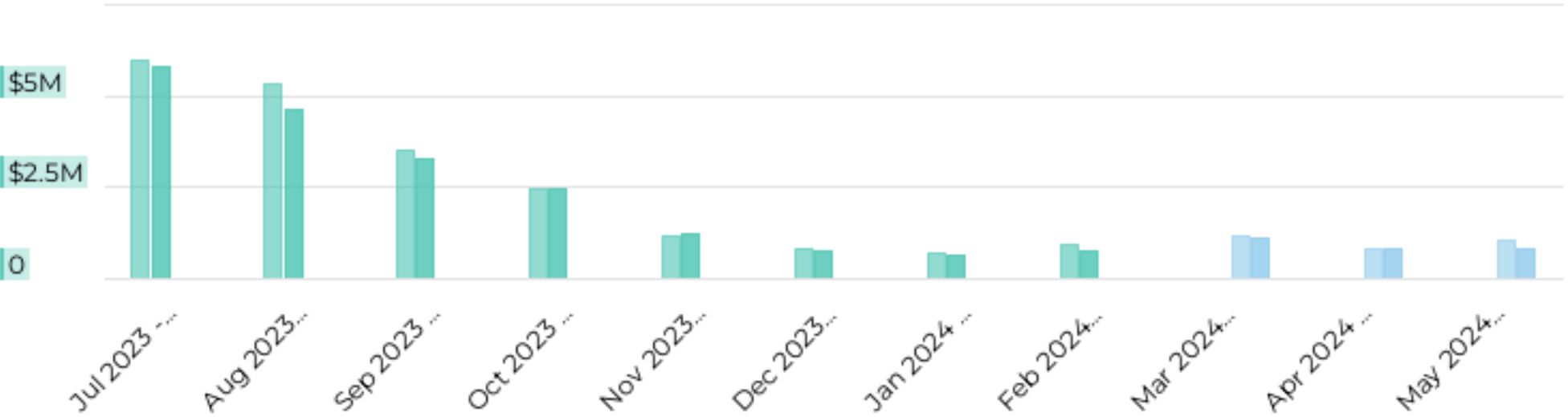
Hotels

FYTD: Total Revenue

\$19,648,340 -6%  
(Custom Range: \$20,921,363)

Monthly Total Revenue v. Previous Year

Total Revenue (Actual) 3-mo Forecast as of 3/5/25 vs. 3/6/24

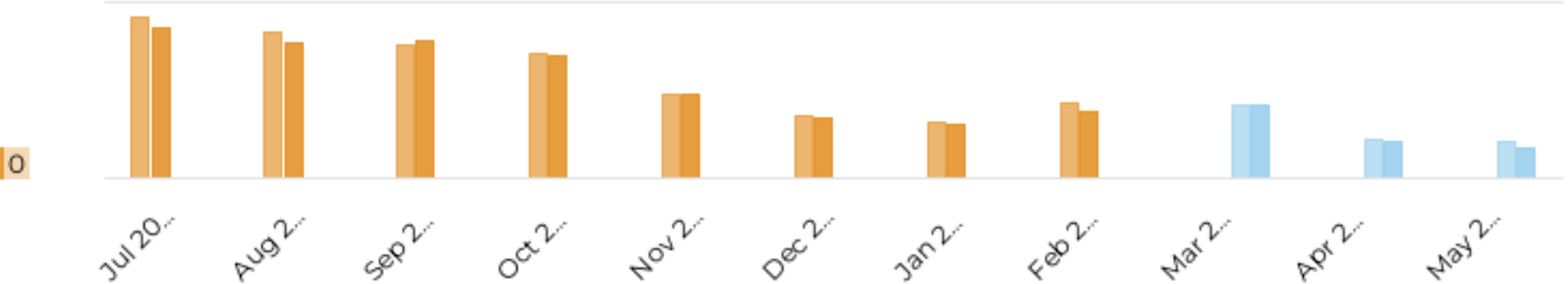


FYTD: Paid Occupancy %

58 % -3%  
(Custom Range: 60 %)

Monthly Paid Occupancy % v. Previous Year

Paid Occupancy % (Actual) 3-mo Forecast as of 3/5/25 vs. 3/6/24



Section II: Website

Reviews key KPIs/events tracked and website content viewed.

Outerbanks.org Page Views

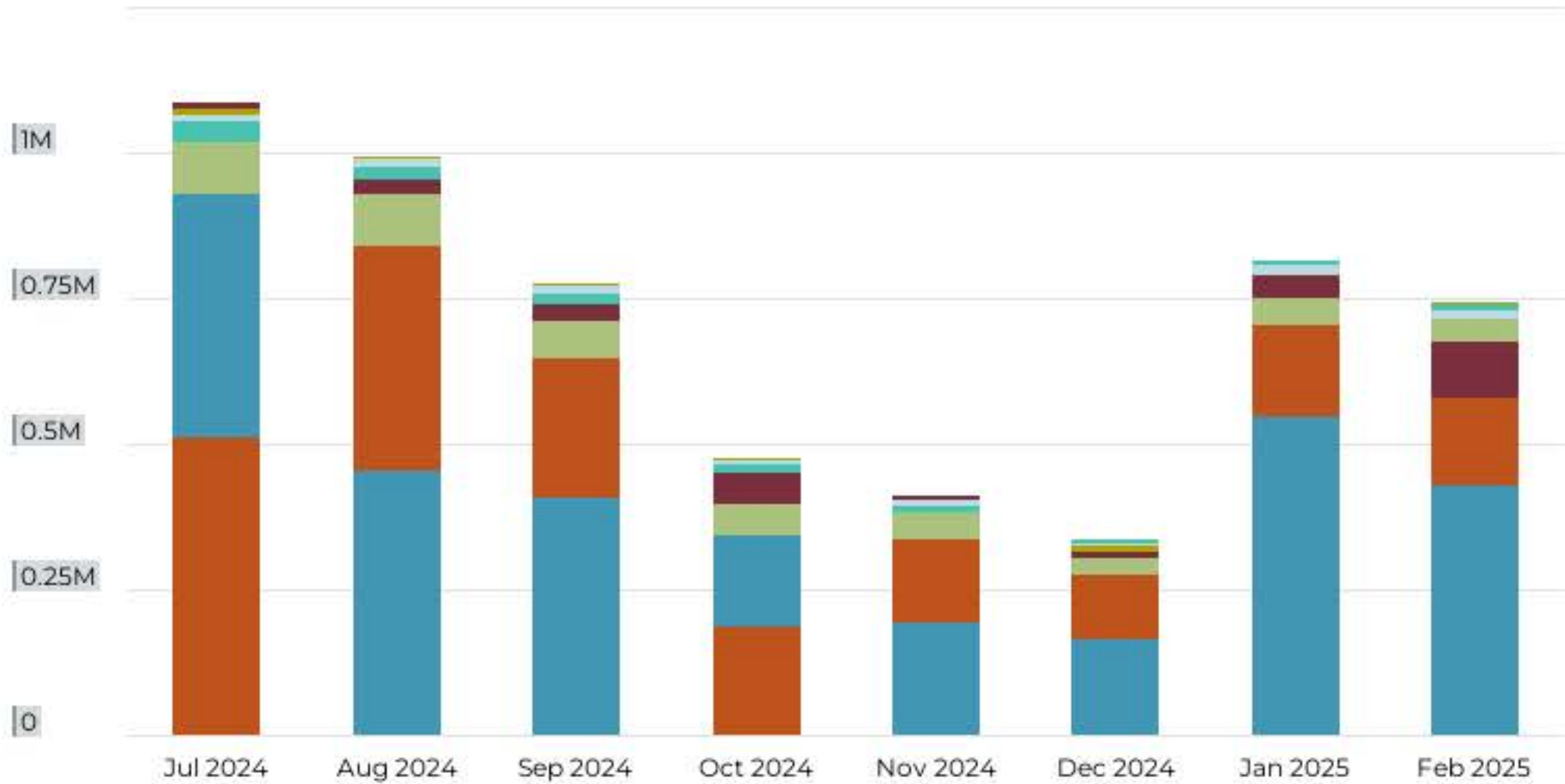
FYTD: Total Page Views

5,684,391 -5%  
(6,002,871)

Monthly Page Views by Traffic Source

Page Views

Social Media Other Email Referral Direct Paid Media Organic Search



Monthly Top 20 Page Paths Visited v. Previous Year

Web Analytics Page Path	# Page Views ↓	Δ Diff
/plan-your-trip/?rwdd=1/	86,471	--
/blog/post/	74,616	▲ 379% (59,037)
/plan-your-trip/travel-guide/	64,122	▲ 201% (42,807)
/plan-your-trip/	47,123	▲ 650% (40,839)
/	31,697	▲ 41% (9,155)
/plan-your-trip/towns-and-villages/	30,282	▲ 92% (14,475)
/places-to-stay/vacation-rentals/	27,830	▼ -65% (-52,618)
/things-to-do/	15,457	▲ 229% (10,755)
/places-to-stay/campgrounds-and-...	13,753	▲ 87% (6,400)
/places-to-stay/oceanfront/	12,713	▲ 98% (6,290)
/things-to-do/water-activities/	12,039	▲ 6% (700)
/places-to-stay/	11,654	▲ 118% (6,314)
/plan-your-trip/trip-ideas/	11,305	▲ 33% (2,813)
/places-to-stay/hotels-and-motels/	11,106	▲ 135% (6,382)
/things-to-do/attractions/	10,667	▼ -17% (-2,252)
/plan-your-trip/webcams/	9,442	▲ 13% (1,058)
/plan-your-trip/beaches/	9,236	▲ 111% (4,849)
/plan-your-trip/getting-here-and-ar...	8,556	▲ 33% (2,138)
/edge/episode-1-sea-to-table/	6,804	--
/plan-your-trip/offers-and-packages/	6,362	▲ 11% (626)

1 - 20 of 20 items





### Section III: Feeder Market Trends

Highlights market visitation and interest on state and city levels from research partners and organic website visits.

#### Domestic Geographic Data

Total Rent (KeyData), Organic Search Traffic (GA4) & Tracked Spend (Zartico) Month Of v. Previous Year

State	# KeyData STR	▲ Diff	# Organic Sessions	▲ Diff	# Tracked Spend (Zartico) ↓	▲ Diff
North Carolina	\$626,134	▼ -5%	10,520	▼ -19%	--	▼ -100%
Virginia	\$380,866	▼ -18%	13,451	▼ -5%	--	▼ -100%
Maryland	\$67,745	▲ 54%	2,061	▼ -28%	--	▼ -100%
Pennsylvania	\$56,808	▼ -22%	4,042	▼ -44%	--	▼ -100%
New York	\$54,059	▼ -37%	5,063	▼ -40%	--	▼ -100%
Colorado	\$22,322	--	788	▼ -23%	--	▼ -100%
South Carolina	\$22,205	▼ -80%	1,320	▼ -42%	--	▼ -100%
Florida	\$20,348	▲ 20%	3,463	▼ -38%	--	▼ -100%
Delaware	\$15,664	▲ 7%	293	▼ -35%	--	▼ -100%
Texas	\$11,433	▼ -36%	2,200	▼ -28%	--	▼ -100%
New Jersey	\$9,426	▼ -62%	1,325	▼ -27%	--	▼ -100%
Wisconsin	\$8,244	--	673	▼ -48%	--	▼ -100%
Maine	\$6,714	--	432	▼ -48%	--	▼ -100%
District of Columbia	\$6,374	▼ -50%	453	▼ -37%	--	▼ -100%
West Virginia	\$5,429	▼ -69%	779	▼ -48%	--	▼ -100%
Massachusetts	\$4,560	▲ 90%	2,890	▲ 6%	--	▼ -100%
Tennessee	\$4,458	▼ -89%	1,264	▼ -38%	--	▼ -100%
Michigan	\$4,055	▼ -70%	1,967	▼ -42%	--	▼ -100%
California	\$3,995	▼ -24%	1,523	▼ -23%	--	▼ -100%
Washington	\$3,680	▲ 1,219%	595	▼ -20%	--	▼ -100%
Illinois	\$2,835	▲ 17%	2,490	▼ -27%	--	▼ -100%
Georgia	\$2,537	▼ -86%	3,318	▼ -49%	--	▼ -100%
Ohio	\$1,859	▼ -95%	3,181	▼ -47%	--	▼ -100%
Louisiana	\$1,857	--	206	▼ -43%	--	▼ -100%
Iowa	\$1,500	▼ -22%	509	▼ -28%	--	▼ -100%
New Mexico	\$1,383	--	79	▼ -52%	--	▼ -100%
Indiana	\$1,270	--	1,484	▼ -47%	--	▼ -100%
Total	\$1,349,790	▼ -20%	73,588	▼ -32%	--	▼ -100%



KeyData Short Term Rental Total Rent

FYTD: Top 50 Cities

City	State	Total Rent ↓	% Share of Total
--	Virginia	\$2,700,566	4.90 %
Richmond	Virginia	\$2,417,248	4.38 %
Pittsburgh	Pennsylvania	\$2,365,800	4.29 %
Alexandria	Virginia	\$1,979,923	3.59 %
Mechanicsvil...	Virginia	\$1,878,948	3.41 %
Midlothian	Virginia	\$1,814,229	3.29 %
Chesapeake	Virginia	\$1,638,925	2.97 %
Fredericksb...	Virginia	\$1,605,272	2.91 %
Virginia Bea...	Virginia	\$1,570,538	2.85 %
Charlottesvil...	Virginia	\$1,509,824	2.74 %
Williamsburg	Virginia	\$1,488,390	2.70 %
Kill Devil Hills	North Caroli...	\$1,481,487	2.69 %
Raleigh	North Caroli...	\$1,439,394	2.61 %
Fairfax	Virginia	\$1,412,987	2.56 %
Arlington	Virginia	\$1,373,803	2.49 %
Glen Allen	Virginia	\$1,204,875	2.18 %
Kitty Hawk	North Caroli...	\$1,178,735	2.14 %
Ashburn	Virginia	\$1,169,487	2.12 %
Washington	District of C...	\$1,162,502	2.11 %
Leesburg	Virginia	\$1,093,510	1.98 %
Manassas	Virginia	\$1,013,277	1.84 %
Vienna	Virginia	\$945,076	1.71 %
Carrollton	Virginia	\$924,290	1.68 %
Frederick	Maryland	\$890,104	1.61 %
Herndon	Virginia	\$880,134	1.60 %
Springfield	Virginia	\$839,176	1.52 %
Silver Spring	Maryland	\$809,275	1.47 %
Roanoke	Virginia	\$803,427	1.46 %
Yorktown	Virginia	\$797,072	1.44 %
Chesterfield	Virginia	\$787,170	1.43 %
Cary	North Caroli...	\$778,854	1.41 %
Philadelphia	Pennsylvania	\$773,202	1.40 %

1 - 50 of 50 items

Outerbanks.org Organic Search Visits

FYTD: Top 50 Cities

City	State	Visits ↓	% Share of Total
Ashburn	Virginia	63,569	13.68 %
New York	New York	52,148	11.22 %
Atlanta	Georgia	41,460	8.92 %
--	Florida	34,557	7.44 %
Chicago	Illinois	17,117	3.68 %
Philadelphia	Pennsylvania	14,032	3.02 %
Virginia Bea...	Virginia	13,962	3.00 %
Boston	Massachuse...	13,915	2.99 %
Raleigh	North Caroli...	12,722	2.74 %
Roanoke	Virginia	12,714	2.74 %
--	North Caroli...	12,268	2.64 %
Charlotte	North Caroli...	11,887	2.56 %
--	Virginia	11,808	2.54 %
Kill Devil Hills	North Caroli...	11,022	2.37 %
Baltimore	Maryland	10,697	2.30 %
Washington	District of C...	8,305	1.79 %
--	Pennsylvania	7,541	1.62 %
Dallas	Texas	7,451	1.60 %
Nags Head	North Caroli...	7,055	1.52 %
Miami	Florida	6,976	1.50 %
Kitty Hawk	North Caroli...	5,131	1.10 %
Reston	Virginia	4,857	1.05 %
Los Angeles	California	4,602	0.99 %
Orlando	Florida	4,403	0.95 %
Manteo	North Caroli...	4,352	0.94 %
--	Ohio	3,904	0.84 %
Richmond	Virginia	3,853	0.83 %
Corolla	North Caroli...	3,726	0.80 %
Jet	Oklahoma	3,637	0.78 %
Pittsburgh	Pennsylvania	3,517	0.76 %
Norfolk	Virginia	3,471	0.75 %
--	Georgia	3,417	0.74 %

1 - 50 of 50 items

Zartico Normalized Visitor Spend

FYTD: States

State	Visitor Spend ↓	% Share of Total
Virginia	\$271,099,294	37.28 %
North Carolina	\$141,879,184	19.51 %
Pennsylvania	\$74,431,126	10.23 %
Maryland	\$58,558,179	8.05 %
New York	\$27,206,037	3.74 %
New Jersey	\$22,341,297	3.07 %
Florida	\$19,635,981	2.70 %
Ohio	\$17,185,880	2.36 %
West Virginia	\$14,749,616	2.03 %
South Carolina	\$7,351,785	1.01 %
Indiana	\$5,704,384	0.78 %
Connecticut	\$5,527,494	0.76 %
Tennessee	\$5,408,752	0.74 %
Delaware	\$5,145,031	0.71 %
Massachusetts	\$4,608,036	0.63 %
California	\$4,287,421	0.59 %
Texas	\$3,516,359	0.48 %
Georgia	\$3,504,351	0.48 %
Michigan	\$3,323,081	0.46 %
District of Columbia	\$3,217,681	0.44 %
Kentucky	\$3,013,291	0.41 %
Illinois	\$2,534,114	0.35 %
Colorado	\$2,127,643	0.29 %
Vermont	\$1,825,496	0.25 %
Alabama	\$1,803,887	0.25 %
New Hampshire	\$1,648,714	0.23 %
Washington	\$1,595,831	0.22 %
Wisconsin	\$1,511,862	0.21 %
Oregon	\$1,437,455	0.20 %
Minnesota	\$1,289,073	0.18 %
Missouri	\$1,209,485	0.17 %
Arizona	\$1,168,614	0.16 %

1 - 50 of 50 items

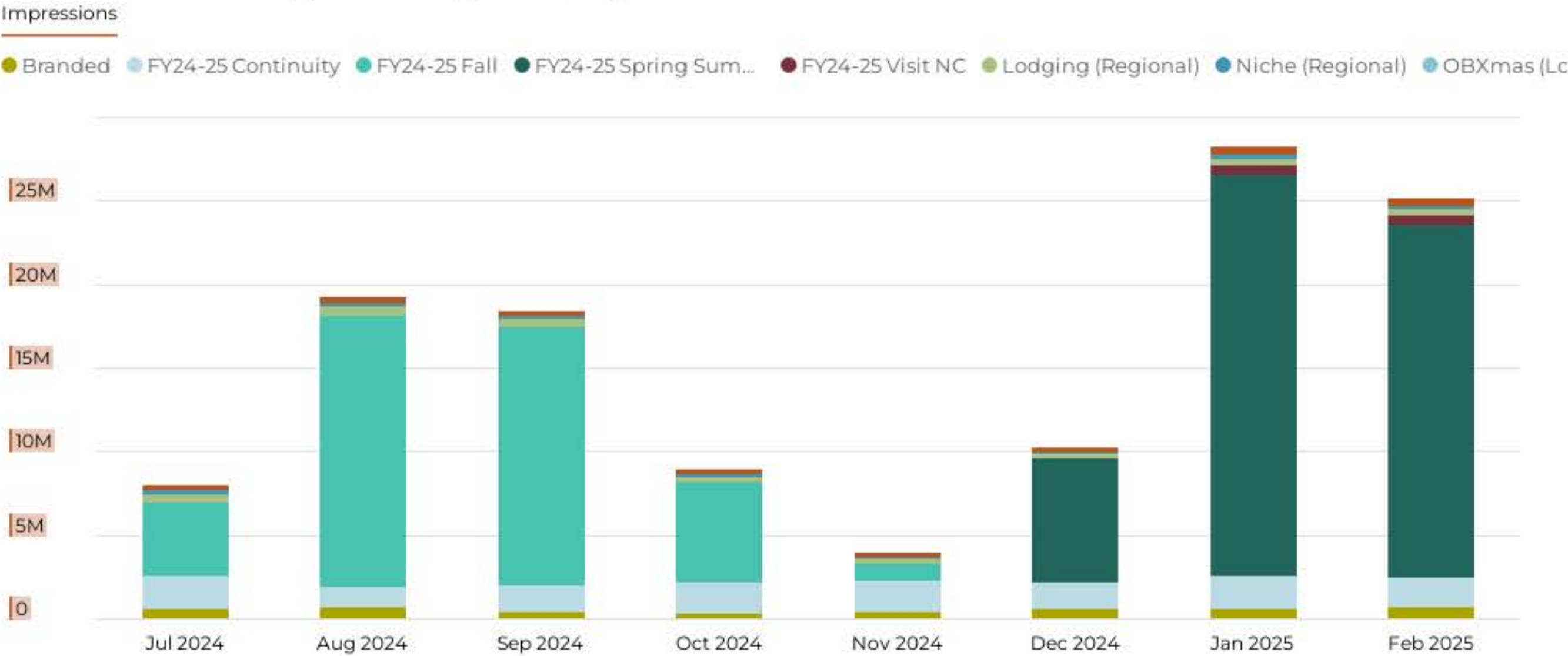


## Section IV: HY Managed Media

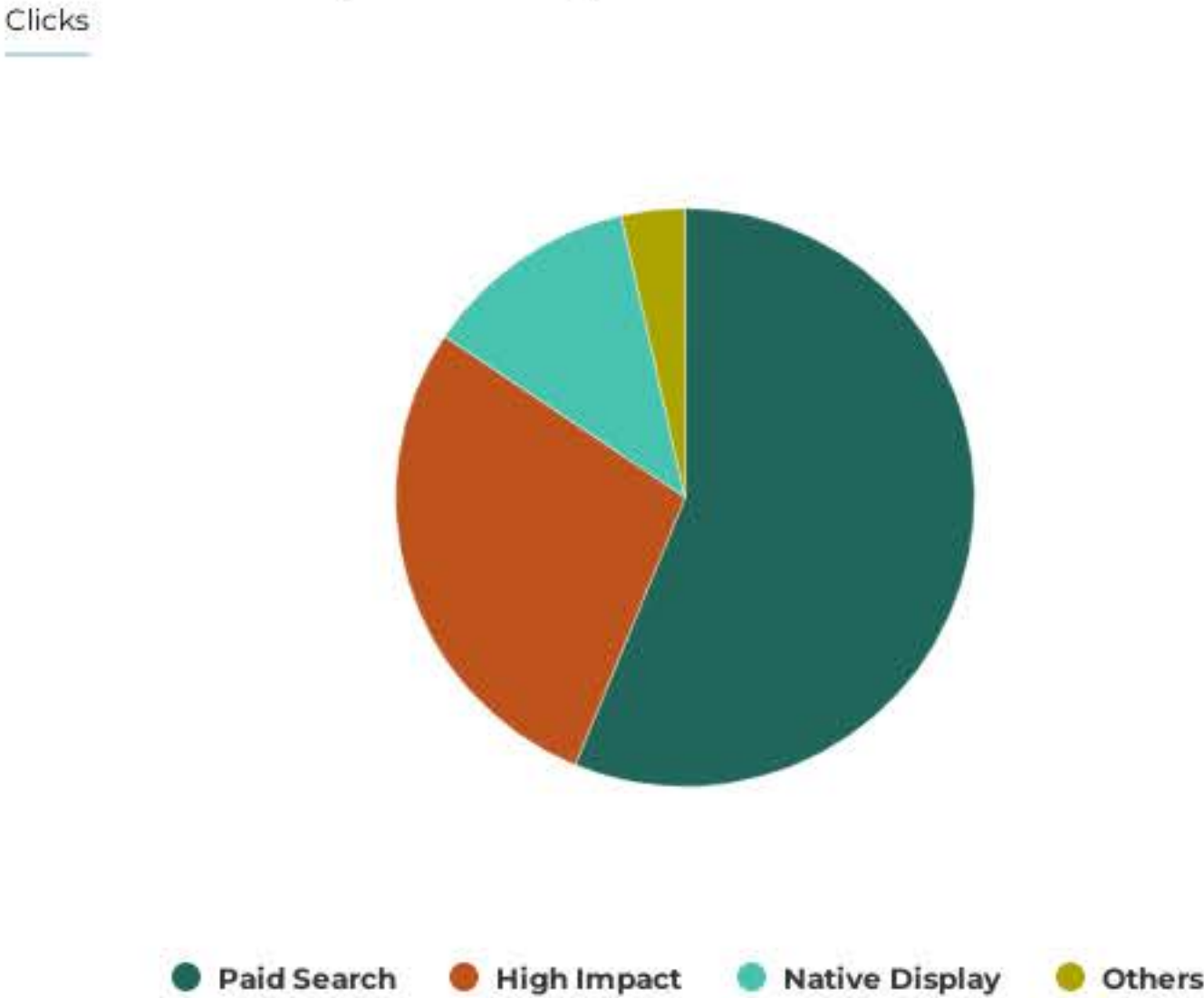
Reviews topline delivery metrics for HY managed paid media campaigns and ORVB's email marketing efforts.

### Paid Media Campaigns (HY Managed)

#### Impression Delivery Trends by Campaign



#### FYTD: Clicks by Media Type



### Native Continuity: Blog/Niche Support

#### Delivery and Performance by Creative - Month Of

Creative	# Impressions ↓	# CTR	# CPC
History Guide (February)	318,076	0.42 %	\$1.17
Romantic Getaway (Febr...	243,425	0.44 %	\$1.12
Outer Edge (February)	168,689	0.47 %	\$1.12
Travel Guide (February)	126,756	0.47 %	\$1.12
Total	856,946	0.44 %	\$1.14

1 - 4 of 4 items

#### Performance Trends





FYTD: Sends

1,278,674

(Custom Range: 960,424)

▲ 33%

FYTD: Open Rate

14.78 %

(Custom Range: 20.49 %)

▼ -28%

FYTD: Clicks

25,443

(Custom Range: 31,622)

▼ -20%

FYTD: CTR (Opens)

13.52 %

(Custom Range: 16.82 %)

▼ -20%

New Subscribers - Month Of

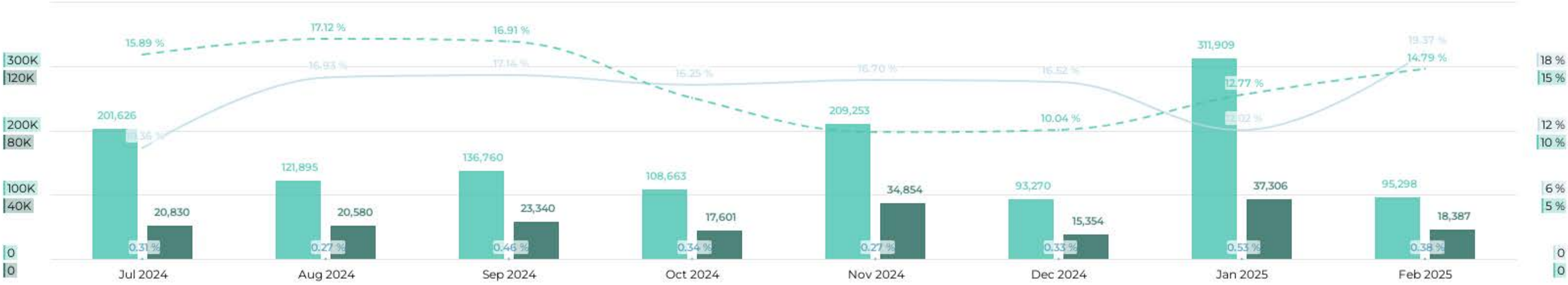
9,986

(Custom Range: 7,803)

▲ 27.98% (2,183)

FYTD: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



Delivery and Performance by Email Message - Month Of

Message Send Type	Message Send Name	# Sends ↓	# Opens	# Clicks	# Open Rate	# CTR (Opens)	# Bounce Rate
▼ Monthly	All	88,778	16,210	1,817	18.31 %	11.21 %	0.29 %
	February 2025 OBX Email	88,778	16,210	1,817	18.31 %	11.21 %	0.29 %
▼ Workflow - Welcome	All	5,152	1,767	747	34.93 %	42.28 %	1.81 %
	Welcome Email Workflow	5,152	1,767	747	34.93 %	42.28 %	1.81 %
▼ Workflow - Niche	All	1,368	410	155	30.12 %	37.80 %	0.51 %
	Art, History and Culture ...	364	112	46	30.94 %	41.07 %	0.55 %
	Foodie Workflow 3.0	279	98	44	35.13 %	44.90 %	0.00 %
	Family Workflow 3.0	168	48	17	28.74 %	35.42 %	0.60 %
	Birding Workflow	168	46	11	27.38 %	23.91 %	0.00 %
	Active Vacationer Workfl...	127	32	14	25.60 %	43.75 %	1.57 %
	Fishing Workflow 3.0	91	26	8	28.89 %	30.77 %	1.10 %
	Surfing Workflow	91	23	6	25.27 %	26.09 %	0.00 %
Total		95,298	18,387	2,719	19.37 %	14.79 %	0.38 %



# Executive Summary

## Drive Awareness

KPI: Impressions

Performance As Of:	Feb 2025	Feb 2024	Base Goal	Stretch Goal
Current Month	8,797,076	8,174,368	5,969,287	8,953,930
Cumulative Fiscal	38,716,496	40,530,559	33,235,198	49,852,798
Cumulative % To Target		96%	116%	78%

## Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Feb 2025	Feb 2024	Base Goal	Stretch Goal
Current Month	87,473	42,665	48,983	73,475
Cumulative Fiscal	238,698	220,497	238,736	358,104
Cumulative % To Target		108%	100%	67%

## Engage

KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks

Performance As Of:	Feb 2025	Feb 2024	Base Goal	Stretch Goal
Current Month	1,888,368	1,494,357	1,465,029	2,197,544
Cumulative Fiscal	8,349,596	9,220,283	8,222,260	12,333,391
Cumulative % To Target		91%	102%	68%

## Convert

KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups

Performance As Of:	Feb 2025	Feb 2024	Base Goal	Stretch Goal
Current Month	7,934	5,585	4,327	6,923
Cumulative Fiscal	17,614	21,455	16,478	26,364
Cumulative % To Target		82%	107%	67%

### Key Messaging:

- The OBX Year Round
- The OBX Promise
- Events on the OBX
- 2025 Travel Guide
- Outer Edge

### Performance Overview:

- With an increase in efficiency following a higher-cost January, February experienced a marked improvement resulting in all KPIs reaching or surpassing base goal.

### Next Steps & Recommendations:

- Continue to utilize checklist-format for Pinterest as that tactic has proven effective at driving traffic.
- Given the success of the shipwreck and “White Doe” posts, continue to incorporate lore from the OBX into content when relevant.
- April will feature promotional content for Taste of the Beach.
- While each line of the OBX promise has received a specific post, wording and messaging from the promise will continue to be incorporated throughout future content.
- Continue to leverage UGC that shows the current conditions of the OBX (e.g., snow, rainbow) and incorporate relevant events (e.g., shipwreck, northern lights).

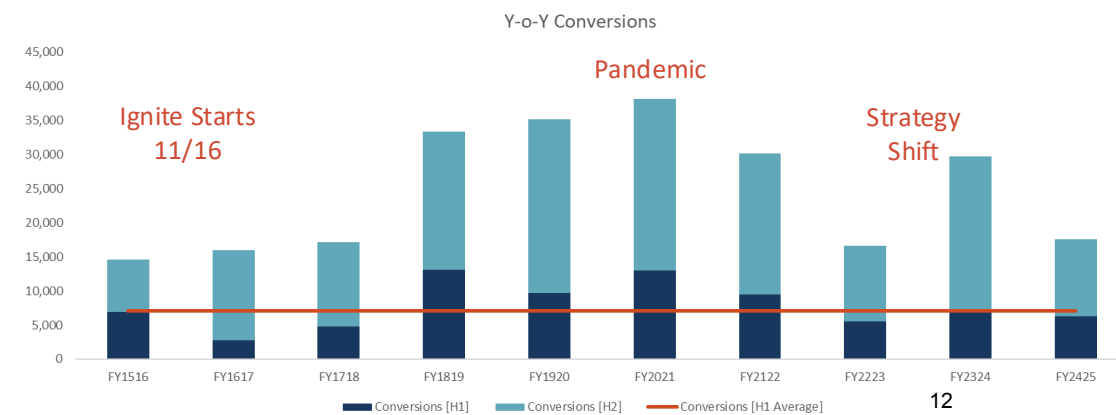
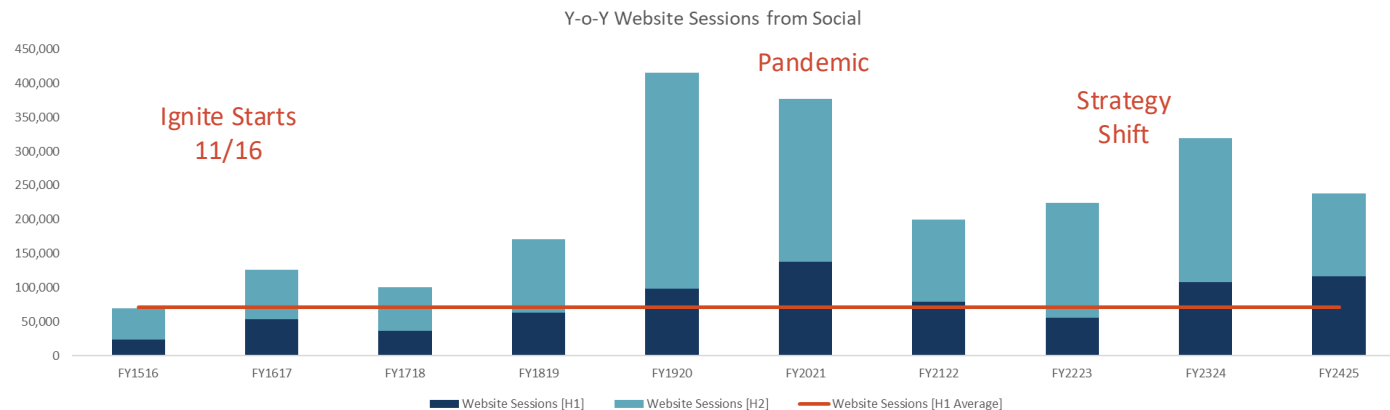
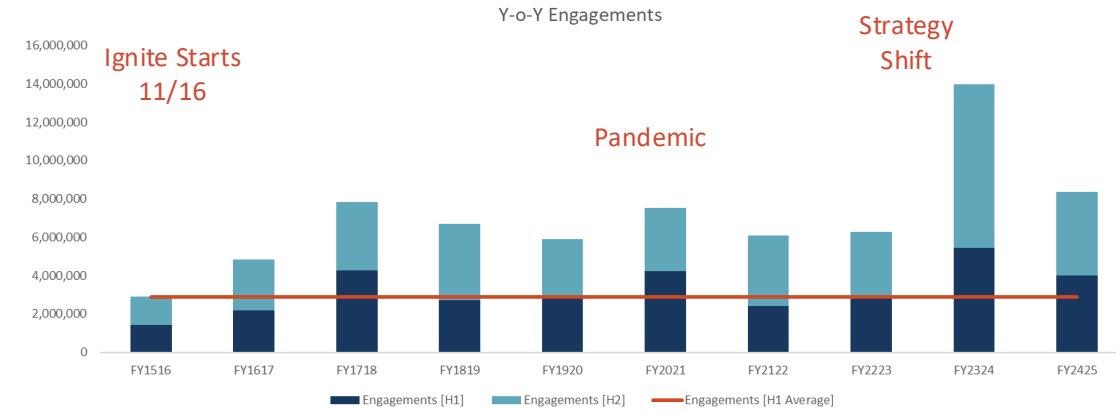
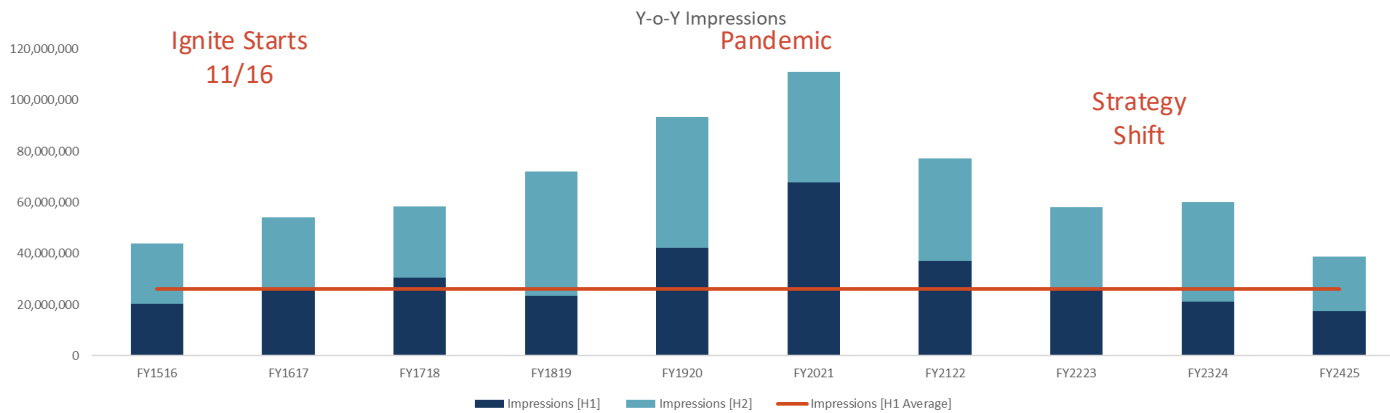


# OBX Social Performance FY15/16 – FY24/25

H1: July – December

H2: January - July

*FY2425 data pictured below represents July 2024 – February 2025*



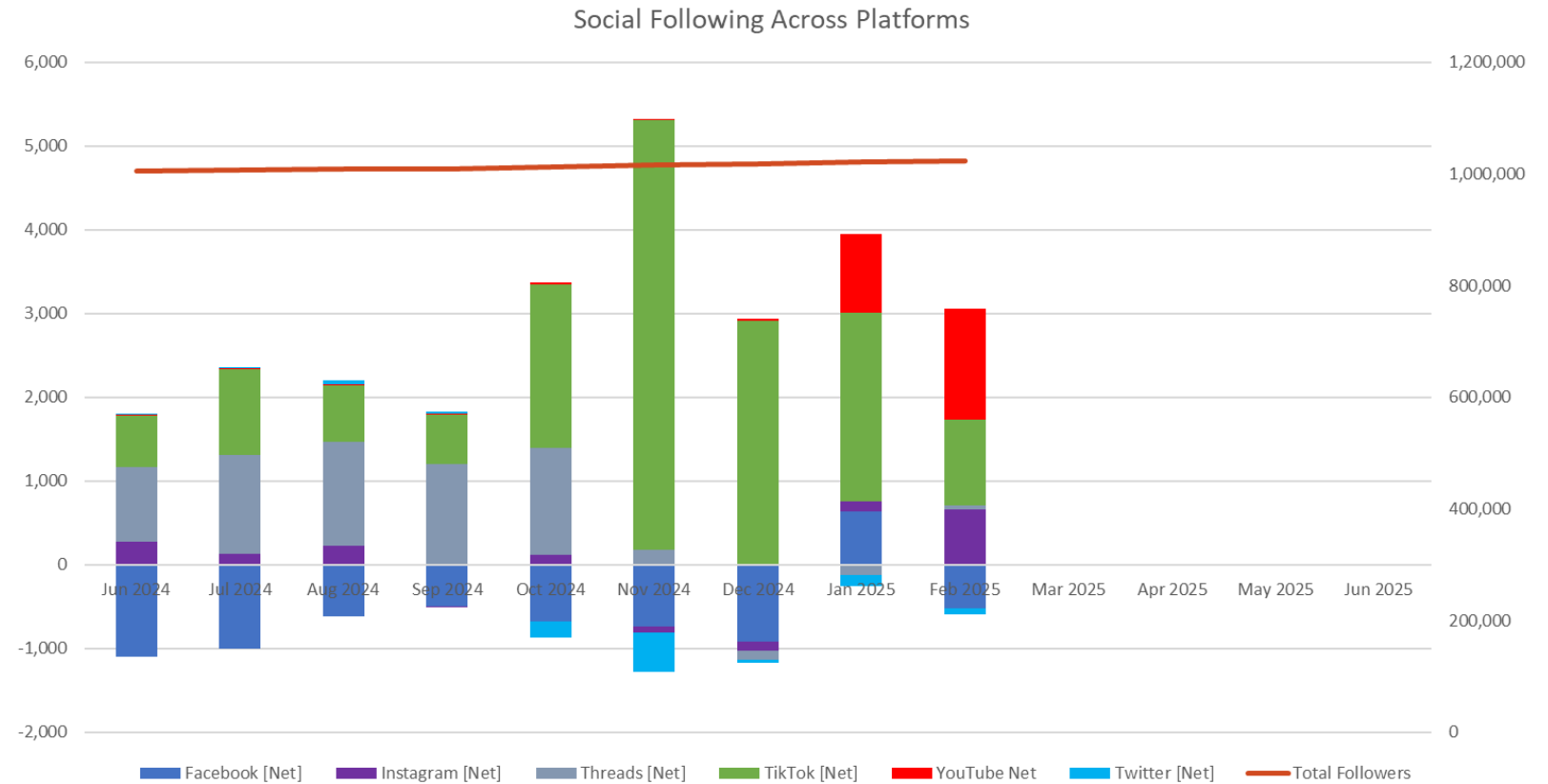




# Engage - Community Growth

## Highlights:

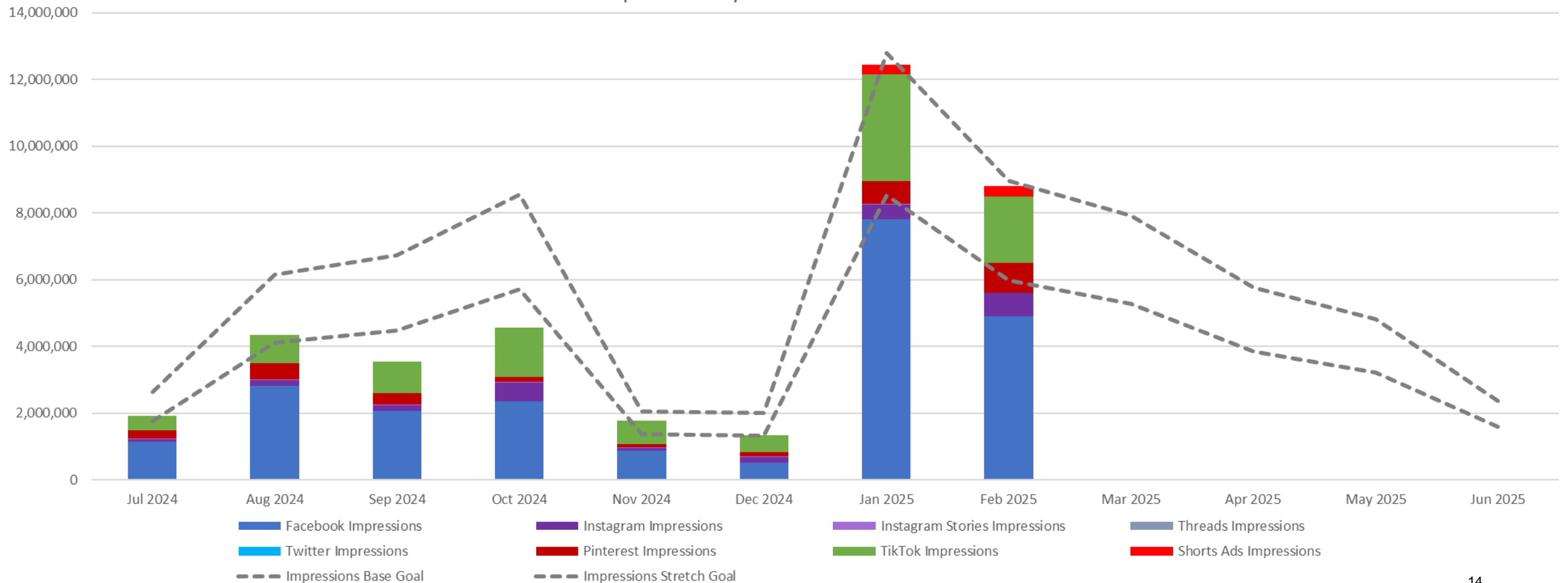
- The Outer Edge series continued to drive subscriber growth for the YouTube channel.





# Connect M-o-M

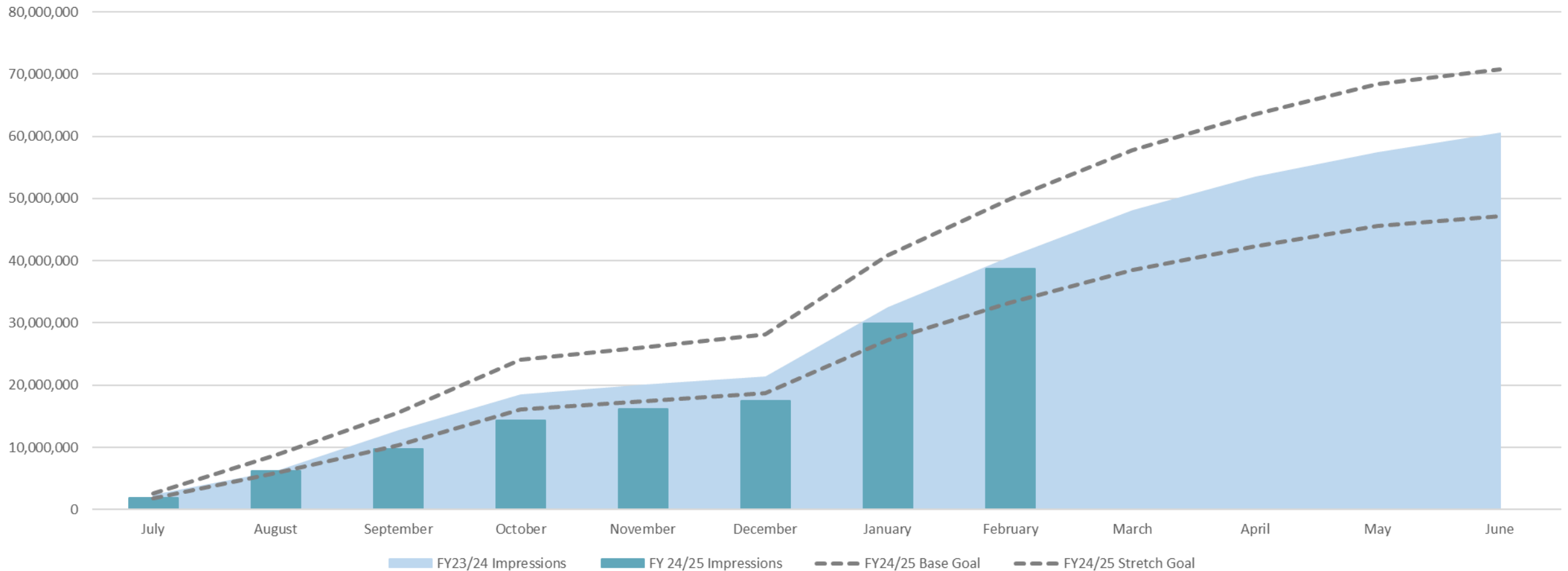
Impressions By Channel vs. Trend To Goal





# Connect [Cumulative Performance]

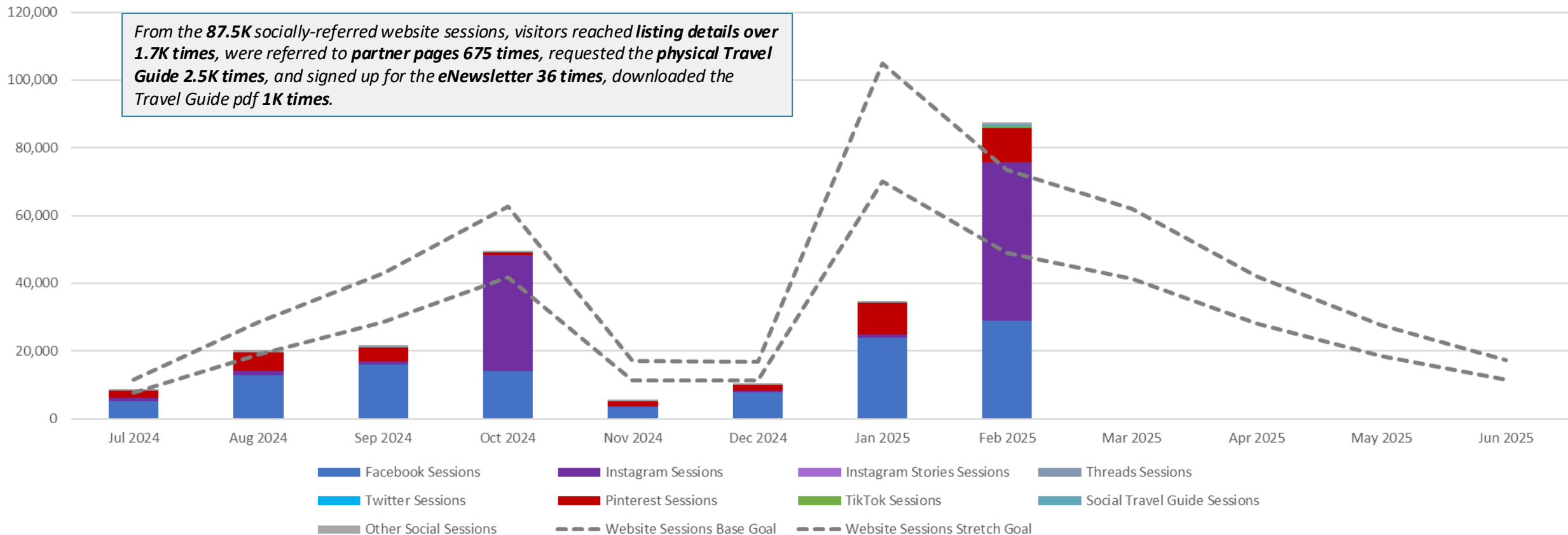
Cumulative Impressions Performance To Goal





# Drive Intent

Website Sessions Referred from Social Channels vs. Trend to Goal

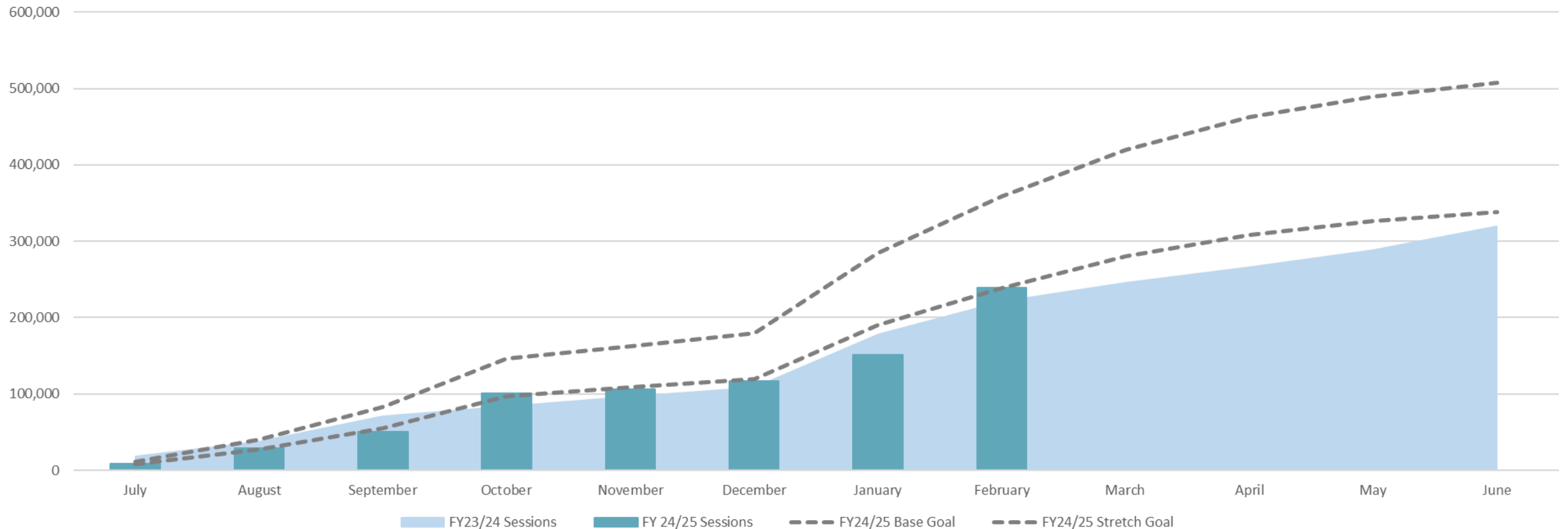






# Drive Intent [Cumulative Performance]

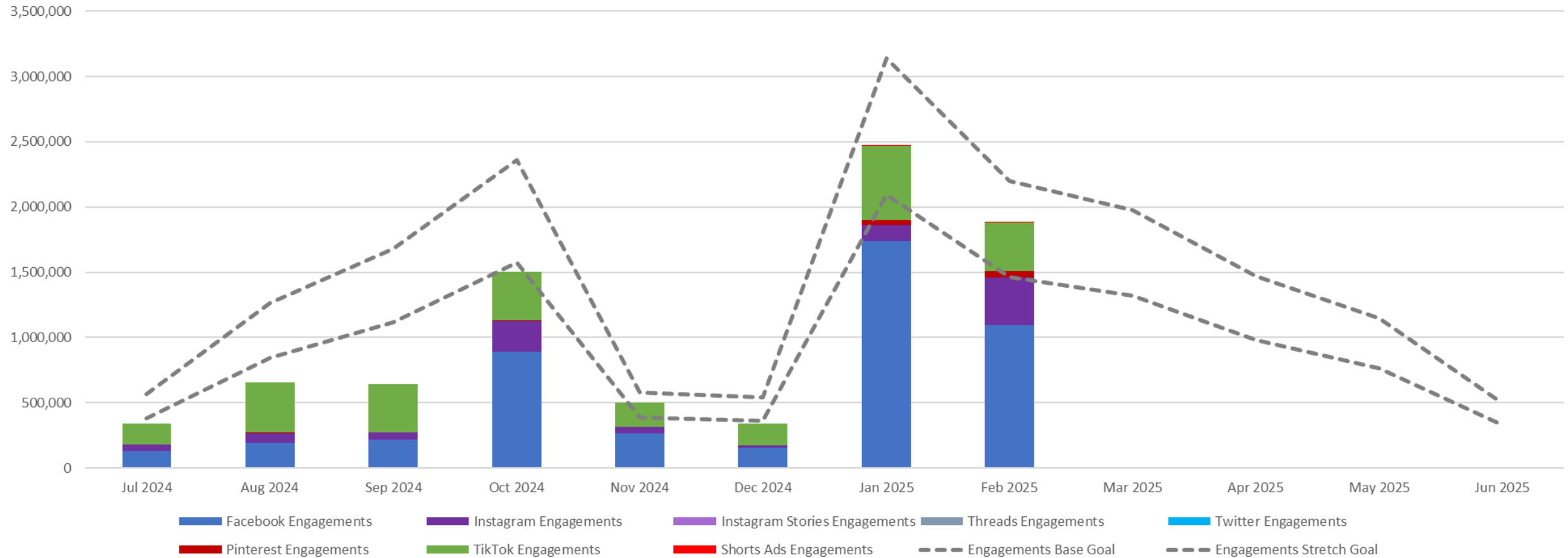
Cumulative Website Sessions Referred from Social Channels Performance To Goal





# Engage

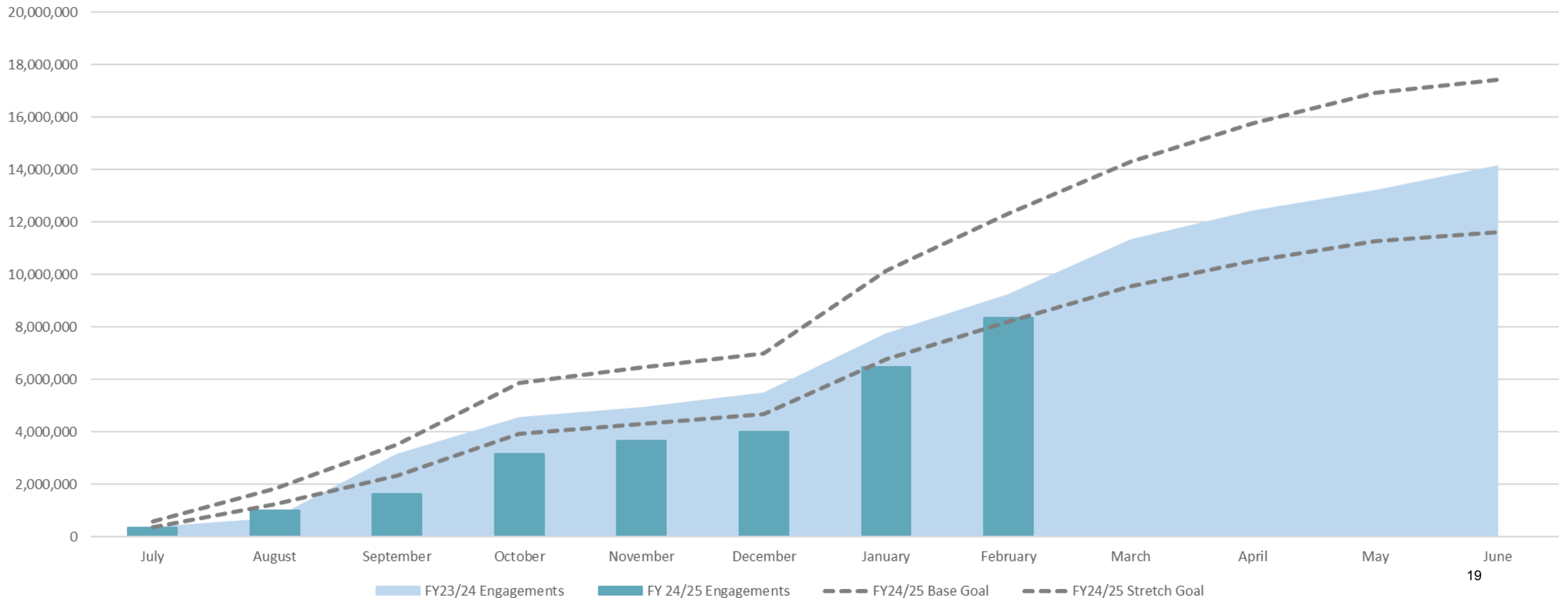
Engagements By Channel vs. Trend to Goal





# Engage [Cumulative Performance]

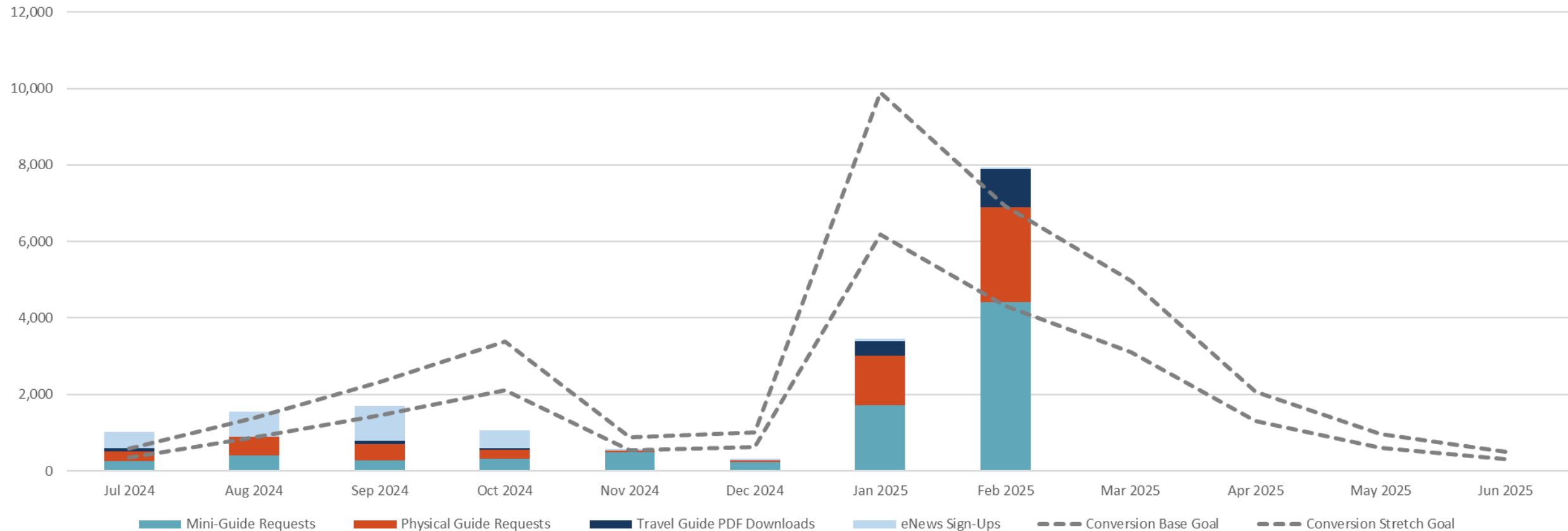
Cumulative Engagements Performance To Goal





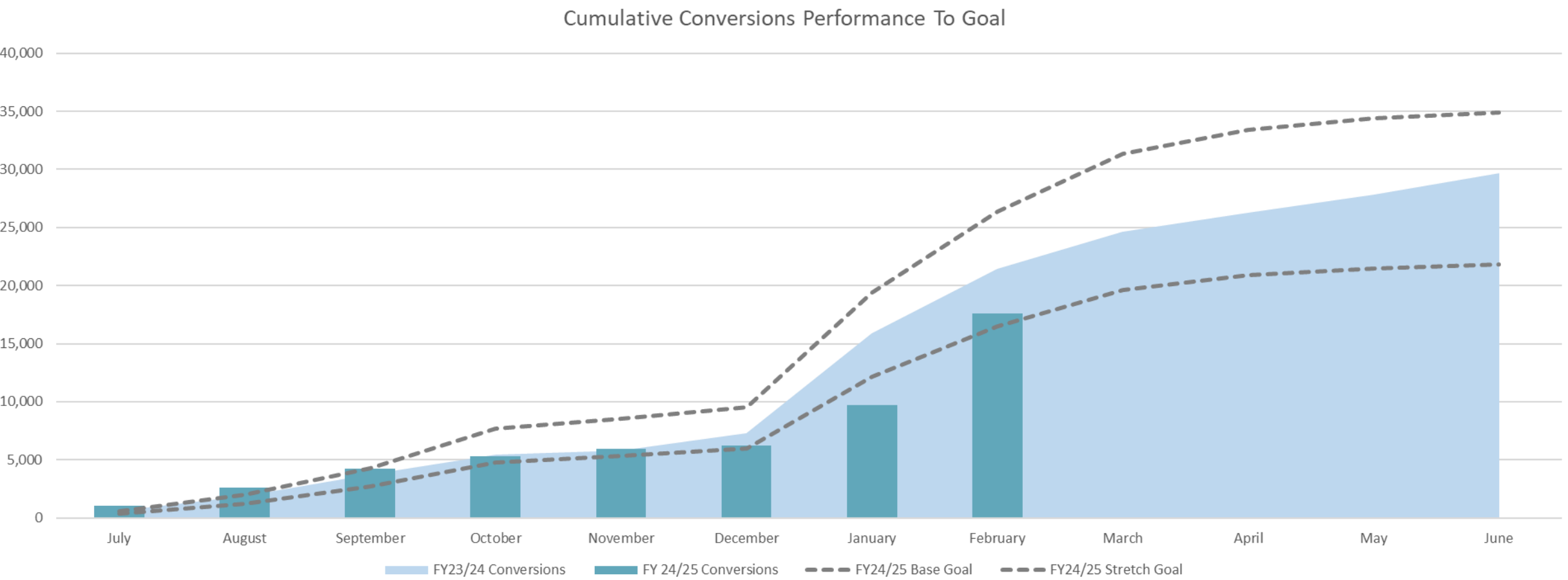
# Convert

Conversions By Type vs. Trend to Goal





# Convert [Cumulative Performance]





# *The Outer Banks*®

## VISITORS BUREAU

### DARE COUNTY TOURISM BOARD COMMUNITY ENGAGEMENT REPORT MARCH 20, 2025

#### ***Outer Banks Long-Range Tourism Management Plan (LRTMP) Special Committee***

The next Dare County Tourism Board Special Committee meeting will be held on Wednesday, April 9, 2025 (9:00 a.m.) at the Outer Banks Visitors Bureau administrative offices on Roanoke Island.



#### ***OBVB Participates in 8th Annual East Carolina University Purple & Gold Bus Tour***

The Outer Banks Visitors Bureau recently participated in the 8th Annual [East Carolina University Purple and Gold Bus Tour](#) at the Coastal Studies Institute campus. Over 40 ECU faculty members made the trip to Dare County on March 10, where they learned more about the area. The Bureau shared tourism updates, discussed the Outer Banks Long-Range Tourism Management Plan, introduced The Outer Banks

Promise destination pledge and The Outer Edge Video series and more. The Purple and Gold Bus Tour, led by the ECU Office of Research, Economic Development and Engagement, is designed to introduce faculty members with identified research plans to the culture, geography, heritage, economy and assets of the eastern North Carolina region. The program encourages partnerships and research that may have long-term benefits for the people and communities of eastern North Carolina.



#### ***CSI and OBVB to Collaborate on 'Science on the Sound' Events, Including Film Screening at The Pioneer Theater***

The Outer Banks Visitors Bureau is excited to collaborate with the Coastal Studies Institute on two upcoming programs, including a film screening of [The Cigarette Surfboard](#) on **Thursday, April 17** at **The Pioneer Theater in Manteo**, as well as their monthly [Science on the Sound](#) Lecture Series on **Thursday, June 19** at the **ECU Outer Banks Campus**. The Cigarette Surfboard is an environmental documentary that explores the creation of a functional surfboard made from 10,000 cigarette butts collected from California beaches. The film (and board) becomes a platform for communities to learn from professional surfers who are working to enhance stewardship and protect the ocean and our beaches. The one-hour Science on the Sound event on June 19 will feature an update from the Bureau on the LRTMP, as well as a Q&A session with attendees. More details will be announced soon about both events.



## ***The Outer Banks Promise – Partner Spotlight: Outer Banks Yoga***

On February 28, the team at Outer Banks Yoga in Kitty Hawk learned more about the Outer Banks Long-Range Tourism Management Plan and collectively made [The Outer Banks Promise](#). Karen Bachman, an instructor at Outer Banks Yoga, discovered the impact of a destination pledge while visiting Sedona, Arizona and was instrumental in inspiring The Outer Banks Promise. We encourage other area businesses, groups and associations to share their commitment to enhancing stewardship in our community. To learn more, contact Jeff Schwartzenberg, Community Engagement Manager, at [community@outerbanks.org](mailto:community@outerbanks.org).



## ***A Look Ahead: Community Engagement and Stakeholder Outreach***

March 14 – Dare County America 250 Committee Meeting (Attendee)  
March 18 – Dare Community Housing Task Force Meeting (Attendee)  
March 19 – 2025 State of Dare County Event (Attendee)  
March 21-22 – Mountains-to-Sea Trail Gathering of Friends Annual Meeting (Sponsor/Presenter)  
March 25 – Coastal Environmental Educators Network Meeting (Attendee)  
April 3 – 3rd Annual Outer Banks Non-Profit Mission Mixer (Co-Host)  
April 6-8 – Visit NC Tourism Conference – Hickory, NC (Attendee)  
April 9 – Dare County Tourism Board LRTMP Special Committee Meeting  
April 11 – Dare County America 250 Committee Meeting (Attendee)  
April 15 – Outer Banks Regional State of Education Event (Attendee)  
April 17 – Science on the Sound – The Cigarette Surfboard Film Screening (Co-Host)  
April 24 – Destination Stewardship Bi-Monthly Meeting (Attendee)  
May 30 – Secotan Alliance – In the Spirit of Wingina 2 Event (Attendee)  
June 19 – Science on the Sound CSI Lecture Series / Finding Balance: Outer Banks LRTMP (Presenter)

OUTER BANKS COMMUNITY FOUNDATION &  
THE OUTER BANKS VISITORS BUREAU PRESENT

# MISSION Mixer



**FREE EVENT**

**Thursday, April 3, 2025 @5pm**

**Outer Banks Brewing Station**

**600 S. Croatan Hwy., Kill Devil Hills, NC 27948**

Admission to the third annual Mission Mixer is FREE to Outer Banks nonprofit professionals and board members and is an opportunity to network with others who are making a difference in our community. The event will also feature brief remarks from Shea Bunn LaFountaine (*History Fix*), Rev. Dr. Michelle Lewis (*Finding Hope in the Climate Crisis*) and Chef Wes Stepp (*Outer Banks Raw*), who will share their journeys into podcasting and discuss how they've used new media to create meaningful impact. Come for nonprofit camaraderie, stay for great conversation!

RSVP through the  
QR code below.



*The Outer Banks*  
VISITORS BUREAU  
outerbanks.org



## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MARCH 2025

### TOURISM SALES | Future Trade Show Dates and Locations:

*Bureau Staff is currently scheduled for the following industry shows:*

- March 29-30, 2025: Travel and Adventure Show, Washington, DC (consumer)
- April 6-8, 2025: Visit NC 365, Hickory, NC
- June 14-18, 2025: US Travel's IPW, Chicago, IL

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

- **Elder Research, October 9-11 or October 23-25, 2025:** Meeting and 30<sup>th</sup> Anniversary Celebration, 340 people, 170 rooms per night, meeting space, group meals, attractions, activities.
- **Community Tours and Travel, October 16-19, 2025:** Senior group tour, 30-35 people, 20-25 rooms per night, group meals, attractions, seafood festival and activities.
- **North Carolina Rural Mail Carriers State Convention:** June 14 - 17, 2026 (Preferred), June 21 - 24, 2026 (2nd), June 7 - 10, 2026 (3rd), 150 people, 80 rooms, meeting space, group meals, activities.
- **North Carolina Cyber Academy:** October 6-9, 2025, 30 students, 15 rooms, group meals, attractions, activities.

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### INDUSTRY RELATIONS | OBX Tourism Summit | Thursday, November 6, 2025:



Presented by The Outer Banks Visitors Bureau

We're excited to share the date and location for the 11<sup>th</sup> Annual OBX Tourism Summit! Join us at the Hatteras Marlin Club in Hatteras Village on Thursday, November 6th, from 8:30 am to 3:00 pm. We're crafting an exciting theme and lining up insightful speakers for this must-attend event. Save the date and stay tuned for more details in the coming months!

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### INDUSTRY RELATIONS: OBX Soft-Shell Week | May 12 – 17, 2025

The Bureau is shining a spotlight on one of the Outer Banks' most cherished delicacies: soft-shell crabs. During this weeklong crustacean celebration, participating restaurants will feature their unique soft-shell crab creations, encouraging patrons to indulge and vote for their favorite OBX Soft-Shell dish. Restaurant sign-ups are underway, and staff is working on marketing placements for the event.



*“The Fun Starts When the Shell Comes Off”*

## **The Soundside Event Site | 2025 Calendar Attached:**

We've added two new car/truck shows and a possible wing event for Fall 2025. Please let us know if you should have any questions.

The 2025 Soundside Event Site Season kicks off with our Spring Soundside Market on Saturday, March 22<sup>nd</sup>. We hope you can stop by!



2025 Soundside Event Site Schedule					
Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
Soundside Winter Market	Saturday, March 22, 2025 (rain date: March 29, 2025)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, March 22, 2025
Outer Banks Bronco Beach Bash	Saturday April 12 -Sunday, April 13, 2025	10:00am - 5:00pm	550 participants	Brad Hoffman - 443-366-5944	Friday, April 11 - Sunday, April 13, 2025
Soundside Market	Saturday, April 19, 2025 (rain date: April 26, 2025)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Saturday, April 19, 2025
OBX Rod and Custom Festival	Friday, May 2- Saturday, May 3, 2025	10:00am - 6:00pm	750-1000	Michael Tillett -252-305-5789	Monday, April 28 – Monday, May 5, 2025
Sumospeed Beach Bash	Saturday, May 31, 2025	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, May 31, 2025
Soundside Fun Fair	Thursday, June 5-Sunday, June 8, 2025	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Jody Caldwell - 757-620-8204; Sara Sampson-252.441.0614 x2	Tuesday, June 3 – Monday, June 9, 2025
Soundside Market	Wednesday, June 18, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 18, 2025
Soundside Market	Wednesday, June 25, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 25, 2025
Soundside Market	Wednesday, July 2, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 2, 2025
Soundside Market	Wednesday, July 9, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 9, 2025
Soundside Market	Wednesday, July 16, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 16, 2025
Soundside Market	Wednesday, July 23, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 23, 2025
Soundside Market	Wednesday, July 30, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 30, 2025
Soundside Market	Wednesday, August 6, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 6, 2025
Soundside Market	Wednesday, August 13, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 13, 2025
Soundside Market	Wednesday, August 20, 2025	9:00am -1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 20, 2025
OBX Multi-Hull Sailfest (tentative)	Friday, September 5 - Sunday, September 7, 2025	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Thursday, September 4 - Sunday, September 7, 2025
OBX Jeep Invasion	Friday, September 19 - Saturday, September 20, 2025	9:00am - 5:00pm	1000 (not all at one time)	Steve House - 252-305-9258	Thursday, September 18 - Sunday, September 21, 2025
Garage Band Charities Cruise	Saturday, October 4, 2025	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 3 - Sunday October 5, 2025
WingFling OBX (tentative)	Saturday, October 11, 2025	1:00pm - 6:00pm	500-750	Aaron Flahardy	Friday, October 10 - Sunday, October 12, 2025
Outer Banks Seafood Festival	Saturday, October 18, 2025	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Tuesday, October 14-Wednesday, October 22, 2025
OBX Brewtag	Saturday, October 25, 2025	11:00am - 6:00pm	2000-3000	James Kahle - 252.305.0005	Thursday, October 23-Monday, October 27, 2025
OBX Show Fest	Friday, November 8 - Satuday, November 9, 2025	9:00am - 5:00pm	1000	Eric Czap - 910.398.5011	Friday, November 8 - Sunday, November 10, 2025
Soundside Holiday Market	Sunday, November 23, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 23, 2025
Soundside Holiday Market	Sunday, November 30, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 30, 2025
Soundside Holiday Market	Sunday, December 14, 2025	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 14, 2025

## PUBLIC RELATIONS REPORT: March 2025

### BEST LISTS

**Southern Living | Mar 2025** “The Outer Banks Is The Vacation Of The Year 2025” *There’s nowhere on earth quite like the Outer Banks, a string of wild but well-loved barrier islands off the coast of North Carolina.* The Outer Banks takes top honors in the category among Southern Living’s annual South’s Best poll. April print issue. <https://bit.ly/43FAPtW>



Senior Travel & Culture Editor Tara Massouleh McCay has written several online articles about The Outer Banks following her press visit in 2024 as Aaron has reported in past Dare County Tourism Board meetings. Her articles have mentioned lots of businesses and points of interest that Southern Living readers can explore. She wrote a travel story from her perspective that times perfectly with the South’s Best recognition.

**Southern Living | Mar 2025** “The 50 Best Beach Towns In The South 2025” *Discover our readers’ favorite beach towns, from peaceful islands to fun-filled vacation spots.* April print issue. <https://bit.ly/3Fkne1k>

#48 Hatteras Island  
#39 Duck  
#32 Nags Head



PHOTO: PETER FRANK EDWARDS

### EARNED MEDIA

**Southern Living | Feb 2025** “The 8 Most Beautiful Places On The North Carolina Coast” *With 300 miles of sandy shoreline, North Carolina claims seventh on a list of states with the most coastline and number two when you winnow that list down to just the east coast.* <https://bit.ly/4bKoczU>

- Jockey’s Ridge State Park
- Cape Hatteras National Seashore



**Southern Living | Feb 2025** “11 Best Beach Resorts In North Carolina To Book In 2025” *Find the perfect home base for your beach vacation.* <https://bit.ly/43GeiNH>

#2 *The Sanderling, Duck*  
#4 *Outer Banks Beach Club, Kill Devil Hills*  
#7 *Sea Ranch Resort, Kill Devil Hills*  
#9 *Hilton Garden Inn Outer Banks, Kitty Hawk*

**Eater Carolinas | Aug 2024** “18 Essential Restaurants On The Outer Banks” *Where to find slow-cooked ribs in Cheerwine sauce, chocolate chip pancakes, creole crawdads and classic Thai dishes.* Aaron hosted contributor Matt Lardie for research about our local culinary scene. <https://bit.ly/4kNWw15>

**Eater Carolinas | Mar 2025** “Chef Vivian Howard’s New Outer Banks Restaurant Is Named After Aaron Burr’s Daughter” *Theodosia will open this summer in the Sanderling Resort.* <https://bit.ly/4kt37xJ>

#### MEDIA AND INFLUENCER TRIPS

**SouthPark (Charlotte, NC) | Mar 7-10, 2025** Aaron and the team hosted writer Vanessa Infanzon for a press visit, checking out new hotel properties for the Charlotte area magazine. Vanessa also will be writing two articles which reflect accessible travel for our blog at [outerbanks.org](http://outerbanks.org).

**Group Travel Leader | Apr 2025** The groups publication is focusing on waterfront destinations in the Carolinas in their April issue. We contributed to the article.

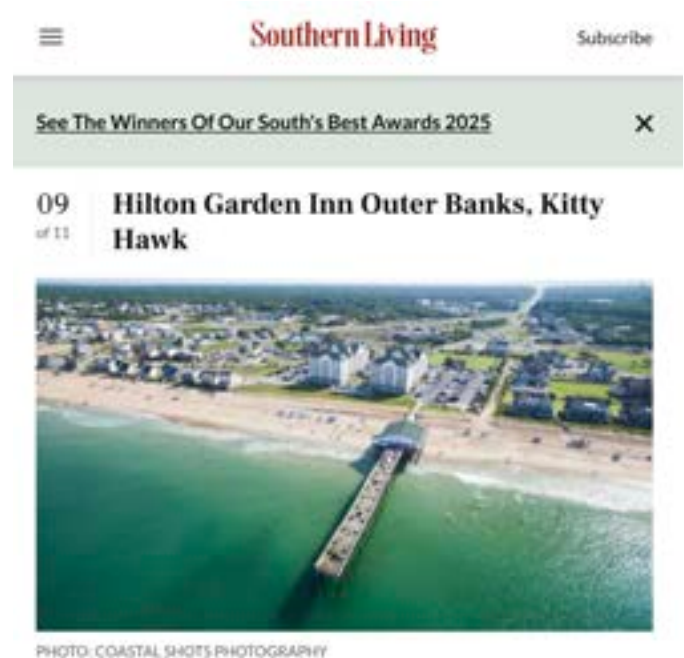
**EveryQueer | May 23-27, 2025** Aaron met the founder and CEO Meg Ten Eyck at IMM in NYC this January. Meg has been cited as a leading expert in LGBTQ travel and selected as Woman of the Year for Facebook’s initiative with Girl Gone International. We are looking at a press trip that would include content generation for [outerbanks.org](http://outerbanks.org) and social channels.

**Travel + Leisure | May 25-28** Aaron and the team are assisting contributor Amelia Edelman for an Outer Banks discovery. Amelia creates content for Travel + Leisure’s social media channels, writes roundup style guides for BBC Travel and essays for Lonely Planet and US News Travel. We’re looking forward to helping her explore the Outer Banks.

#### UPCOMING MEDIA MISSIONS + MARKETPLACES

**Visit NC Tourism Conference | April 5-8** Aaron will attend the state tourism conference and part of the programming will include a media marketplace where he will pitch editorial ideas to North Carolina based media outlets in print, digital and television.

**Washington DC Media Mission | Apr 16-19** Aaron is one of ten destination PR officials invited by Visit North Carolina to do a media marketplace with Capitol based journalists as part of a drive market strategy.



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# The Outer Banks Is The Vacation Of The Year 2025

There's nowhere on earth quite like the Outer Banks, a string of wild but well-loved barrier islands off the coast of North Carolina.

By [Tara Massouleh McCay](#) | Published on March 11, 2025

### In This Article

- Corolla
- Duck
- Nags Head
- Manteo
- How To Get To The Outer Banks

[VIEW ALL](#) ▾

Dawn is just beginning to break as my husband, Matt, and I hang a left off State 12 and the pavement quickly dissolves to dirt. When we dead-end at a gate, Joe O'Grady, who has been conducting excursions in the Outer Banks for more than 25 years, is waiting to take us out on the water. His business, [Coastal Kayak Touring Company](#), leads paddlers all over the islands, but the trip from Pine Island Audubon Center, a former duck-hunting camp that is now one of the last untouched places in the northern Outer Banks, is a favorite for O'Grady. The spot preserves 2,600 acres of marshland, beaches,

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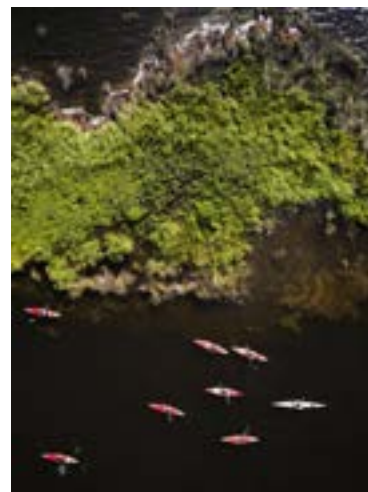
Sound.



Kayaking in the waterways of Audubon Pine Island Sanctuary. PHOTO: PETER FRANK EDWARDS

By the time we're situated in our boats, the sun isn't quite up, but twilight is in full swing. The sky resembles a layered cake: dark gray and light blue near the top with a marbling of peach, pale yellow, and orange-pink dipping down to meet the trees. The water rolls along in silent ripples, the breeze almost undetectable. When all goes completely still, the reflection of every last cloud is mirrored on the water's glassy surface. A mullet flings its scaly body into the sky, causing a snow-white egret to swoop down to check out the commotion. Like us, the wildlife is just waking up to greet the day.

Sunrise here is more than worth the early call time. And despite my 5 a.m. alarm and getting only 3 hours of sleep the night before (thanks to a last-minute flight change), I finish my paddle feeling more refreshed than I have in weeks.



L: Joe O'Grady is the owner of Coastal Kayak. PHOTO: PETER FRANK EDWARDS

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The Outer Banks have a funny way of doing that. Something about being surrounded by water (the chain of barrier islands is sandwiched between the Atlantic Ocean and a handful of sounds) makes everything else feel far away. With no outside stimulus to muddle my thoughts, it's shockingly simple to do nothing but appreciate the steady ebb and flow of the tides or the frenzied movements of a busy marsh rabbit.

The morning's calm makes it easy to forget that the Outer Banks are a naturally dynamic system, where water and land are in constant interaction. A strong storm or rising sea levels can completely change not only the shoreline but also the very makeup of the islands, including what plants and animals can call them home. When coastal communities started springing up across the region in the 1950s, new buildings began preventing erosion, disrupting the natural barrier dynamics and making it possible to form a local economy around tourism.



L: Lifesaving stations have been pivotal to keeping sailors safe in the volatile waters that border these barrier islands. PHOTO: PETER FRANK EDWARDS

R: Climb to the top of Bodie Island Lighthouse for panoramic views. PHOTO: PETER FRANK EDWARDS

Still, for all of humankind's efforts to keep the land in place, the very thing that makes the Outer Banks so bewitching also leaves them entirely exposed to the elements. Hurricanes, tropical depressions, and 60-mile-per-hour nor'easter winds strong enough to bury cars in sand: The Outer Banks have seen it all. And still, the narrow strip of sand persists. If you're a first-time visitor, it pays to know the lay of the land. Keep in mind that the Outer Banks stretch for 120 miles and encompass three main regions: the Northern Beaches, Hatteras Island, and Roanoke Island. It's about a four-hour drive from top to bottom, and in all there are more than a dozen towns and villages to explore. Here's a look at four of our favorites.

## Corolla

### A Wild Escape





Egrets are just one of many wading birds native to the Outer Banks. PHOTO: PETER FRANK EDWARDS

“We’re a real biodiversity hot spot,” [Pine Island Audubon Center](#) director Robbie Fearn tells me as he eases his beat-up truck through a narrow path in the woods, branches slapping and scraping against metal as we go along. He’s showing me the side of the sanctuary most visitors don’t get to see (O’Grady’s kayak tours and a 2.5-mile nature trail are the public-facing portion). These wide expanses of dense maritime forest are largely left alone.

“This area actually came out in the top 2% of places in the world [that are critical] for bird survival,” he says, clearly proud. It’s Fearn’s job to keep the location a suitable habitat for the 170 species that call it home, as well as the migratory birds and waterfowl that stop here on their way south for the winter.

Folks come from all over to study the birds—including students from nearby North Carolina State University and researchers from the New York Botanical Garden. “We like to say that we’re preserving the Outer Banks as they used to be,” Fearn explains.





PHOTO: PETER FRANK EDWARDS

And all of Corolla seems to be committed to that sentiment. Most people add this town to their vacation itinerary because it's the place to see the most famous animals of the Outer Banks. The [Corolla Wild Horses](#), also known as Banker horses, are descendants of Spanish mustangs that were brought to the area by explorers more than 400 years ago. The herd roams freely on the sandy shores of Corolla and Carova and in protected marshes and meadows.

To see them, book a tour with a local outfitter or rent a four-wheel drive vehicle. The road to get to their home isn't along the beach, it is the beach. During our trip with [Corolla Outback Adventures](#), which has led tours since 1962, the waves come so far out that they lap the tires of our safari-outfitted truck.



L: PHOTO: PETER FRANK EDWARDS



R: PHOTO: PETER FRANK EDWARDS

Once we turn into the town of Carova, an outcropping of fewer than 1,000 houses and around 300 residents, we immediately see our first group of horses munching away on some scrubby grasses. Over the next couple hours, we spot 31 of them, each new sighting as exciting as the last. When one takes an interest in our vehicle and starts following us down a sandy back road, it's all I can do to not squeal in delight.

Another piece of the preservation puzzle in Corolla can be seen at [Currituck Beach Lighthouse](#). The towering redbrick beacon was built in 1875 to

making sure its light still goes on nightly. Meghan Agresto; Luis Garcia; and the friendly Bernese mountain dog, Maggie, serve as the lighthouse's caretakers and its biggest champions. For a small fee, you can take the 220 steps to the top, reading about its history at landings along the way. Your reward for your climb? A magnificent 360-degree vista of the sound, the sea, and Corolla below.

## Duck

### A Quaint Resort Town



A boardwalk connects all the major attractions in the resort town of Duck. PHOTO: PETER FRANK EDWARDS

Duck is the place you probably imagine when you picture an idyllic beach town. A 0.78-mile boardwalk connects all of the community's best attractions and offers views of the Currituck Sound along the way. Take a stroll to see it all: coastal-inspired boutiques, fruit stands shaded by striped awnings, and the 11-acre Town Park with trails cutting through the maritime forest and willow swamp.

Stop for made-to-order pastries from the original location of the famous [Duck Donuts](#), which now has more than 100 locations across the globe. Ice-cream shops spaced practically every quarter mile provide even more opportunities to satiate your sweet tooth. The boardwalk passes The

Make reservations for dinner at [The Blue Point](#), and request to sit on the patio that looks out onto The BackBar, where live music, cold drinks, and an exceptional view of the sun going down over the sound create an unbeatable combination. An Outer Banks treasure, The Blue Point has been open since 1989. Its menu focuses on locally sourced ingredients, fresh-caught seafood, and Southern flavors. The star of our meal is a plate of giant sea scallops, seared to perfection and served on a bed of Tidewater Grain Co. cracked rice pilaf, haricots verts, spiced candied pork lardons, and toasted almonds. Pools of blackberry-sorghum coulis add color and a hint of sweetness.



The BackBar at Blue Point Restaurant is an idyllic place to watch the sun set over the sound. PHOTO: PETER FRANK EDWARDS

Afterward, we amble down the Town Boardwalk to catch the sunset. The colors are otherworldly, but as we turn back toward the restaurant, the sight of where we just came from (with seagrass blowing in the wind, families lounging in Adirondack chairs, a band jamming to the music, and a soft golden-hour glow over it all) is somehow even better.

## Nags Head

### A Family-Friendly Beach Getaway



Colorful rental homes on the beach in Nags Head. PHOTO: PETER FRANK EDWARDS

About 30 minutes south of Duck and central to the region, [Nags Head](#) is a salt-of-the-earth coastal town. You won't come across much in the way of fancy restaurants and ritzy resorts, but you will find a sense of authenticity that permeates each business and every square inch of the sandy beaches. There's a smattering of hotels, inns, and motels in the area, but rental houses—either plopped directly on the shore or located within easy walking distance of one of more than 40 public beach-access points—are the primary draw. Take your pick, and settle in for a memorable stay.

One of the most distinctive spots is the Nags Head Beach Cottages Historic District. Listed on the National Register of Historic Places, this grouping of about 40 homes on stilts was built in the mid-1800s using wood that washed up on shore from shipwrecks. Dubbed the "Unpainted Aristocracy," the houses are known for their design elements like wraparound porches, gable roofs, cedar shingles, and propped shutters. Most homes have been in the same family for generations, but a few are available to rent via companies like Village Realty OBX.





Jennette's Pier is a popular spot for anglers and beachgoers. PHOTO: PETER FRANK EDWARDS

Nags Head is a place of tradition, which is why visitors return year after year. They book the same accommodations and stop by the same restaurants and attractions without a second thought. One such spot is Jennette's Pier, a 1,000-foot-long landing that has been suspended over the ocean (in some form or another) since 1939. It's popular with anglers, who purchase passes to cast lines seven days a week. Bring your own gear, or rent rods and buy bait from the on-site shop. While you're inside, take time to check out the pier houses' aquariums and educational exhibits that give additional information about the ocean and its many inhabitants. Once you've walked the pier, head out to the beach to splash in the tide or watch surfers hang ten.

When you're starting to feel peckish, walk across the street to [Sam & Omie's](#), a quintessential seafood shack that's been around since 1937. A pound of steamed and spiced shrimp or a fried flounder sandwich enjoyed in the dark wood-paneled dining room is the perfect reprieve from the sun.



L: Sam & Omie's has been in business since 1937. PHOTO: PETER FRANK EDWARDS



R: A lunch spread at Sam & Omie's including Hatteras Island Chowder, a shrimp burger, and fried fish. PHOTO: PETER FRANK EDWARDS

Everyone knows the Outer Banks as the spot where the Wright brothers famously achieved their first powered flight. At the [Wright Brothers National Memorial](#) in nearby Kill Devil Hills, you can see where they made history in 1903. However, if you want to experience firsthand what these





Kitty Hawk Kites leads hang gliding classes at Jockey's Ridge State Park. PHOTO: PETER FRANK EDWARDS

During the three-hour class, you'll learn the basics of how a glider works and then set out for the dunes at Jockey's Ridge State Park to take flight. Having only tandem hang glided before, which is much like skydiving in that the expert does it all, I was feeling a little concerned about operating the glider on my own. But the experience, which is suitable for anyone over the age of 4, couldn't be easier. I get a running start off the dunes and then wait for the breeze to take hold beneath my wings. That little lift is enough to make me catch my breath; then all that's left for me to do is just enjoy the ride as I soar 15 feet above the sand. When it's time to land, the instructors (who help control the glider from the ground via straps attached to the wings) guide us safely down. Everyone in our group easily sticks the dismount, landing firmly on two feet.

Our instructors, a group of early twentysomethings who split their time working seasonal jobs in the Outer Banks and at ski resorts out West, suggest [Mama Kwan's Tiki Bar and Grill](#) for a celebratory dinner and drinks. Following their advice, Matt and I dust off our sandy legs and jump in the car for the quick 3-mile drive. Lines and waits are common at this local gem that

from the bar, the sunny dining room puts us on island time from the minute we step inside. Once we try the fried honey-jerk wings, coconut shrimp, and grilled ahi tuna fillet drizzled with wasabi aioli and tangy Korean barbecue sauce, we're convinced we've been transported to the tropics. The unexpected winner of the night is the frozen Nutwacker, a take on a classic chocolate Bushwacker that incorporates coconut and peanut butter.

## Manteo

### A Historic Waterfront Hamlet



Manteo is one of two historic towns on Roanoke Island. PHOTO: PETER FRANK EDWARDS

Roanoke Island consists of two towns: Manteo and Wanchese, both named for Native Americans who once lived there. Wanchese is largely residential, but Manteo (with its many historic attractions) is popular with visitors.

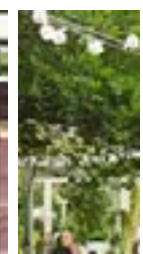
The island was actually the location of the first English colony in North America. Known as The Lost Colony, this site predated Jamestown, Virginia—the first permanent English settlement in North America—by about 20 years. It's often forgotten because it and all of its inhabitants (including Virginia Dare, the first English child born in the New World) vanished not long after it was founded, creating a mystery that historians are still pondering more than 400 years later.

to show the area as it was in the 1500s. Also on property is the Waterside Theatre, where you can see the nation's longest-running outdoor symphonic drama. *The Lost Colony* play, which runs six nights a week during the summer from the end of May through August, brings the region's history to life in a gorgeous setting overlooking the sound. Don't leave the park without a visit to The Elizabethan Gardens, a 10-acre oasis of sun-dappled paths, classical sculptures, and lush landscaping meant to evoke the majesty of Queen Elizabeth's legendary grounds across the pond.



PHOTO: PETER FRANK EDWARDS

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To get a further look into the area's past, visit [Roanoke Island Festival Park](#), where there's the Elizabeth II, a replica of the ships that brought colonists over; The Settlement Site populated by costumed interpreters; a Native American town exhibit; and the kid-friendly, hands-on Roanoke Adventure Museum.

Fast-forward a few hundred years at [Island Farm](#), a living-history site that depicts the 1850s. The beauty of the attraction—which includes an original house filled with period items, various outbuildings, and a working farm with animals—is that everything is meant for interaction

age, to engage with the artifacts, the space, the animals, the food. You can sit on the furniture, try on the clothes, open the drawers—that’s kind of the idea of it.”



L: Re-enactors depict life on Roanoke Island in the 1850s at Island Farm. PHOTO: PETER FRANK EDWARDS



R: See blacksmithing at Island Farm. PHOTO: PETER FRANK EDWARDS

The best way to get an overview of the town’s past is on a [Manteo Historic Walking Tour](#) with former police chief and unofficial town spokesperson Francis D’Ambra. He began conducting tours as a passion project in 2004, and now that he’s retired, he does it full-time. “I would have been a history professor had I not been in law enforcement for 39 years,” he tells us as we gather in front of the 1904 Dare County Courthouse, which serves as a gallery and headquarters for Dare Arts.





Longtime resident Francis D'Ambra leads historic walking tours around Manteo. PHOTO: PETER FRANK EDWARDS

Guided by the light of D'Ambra's old-school lantern, we traverse charming brick sidewalks, stopping every few blocks for him to regale us with tales. If the sights remind you of Mayberry, your eyes aren't deceiving you. Andy Griffith actually performed in *The Lost Colony* in 1947, and it's said that he based much of his famous fictional TV-show town on Manteo. At the stately, cedar-shake-sided Tranquil House Inn, D'Ambra tells an outlandish tale of palling around with actor Richard Gere, who stayed at the hotel during the filming of *Nights in Rodanthe*. Whether every detail is true is left for us to work out on our own.

While some of D'Ambra's stories verge on myth, one thing he won't fudge on is history. In many ways the overarching theme of the Outer Banks is "firsts." He recounts them all: the first colony, the first flight, and the first light of freedom. Roanoke Island was the site of the Freedmen's Colony, founded in 1863, where thousands of formerly enslaved African Americans had their first chance to participate in a "free and independent community." The tour wraps up looking out over Roanoke Marshes Lighthouse. As we take in the small white structure floating above Shallowbag Bay, it's hard not to feel moved by the significance of this place—by its history, by its resilience, and by its beauty. Search far and wide—you won't find anywhere like it.

## How To Get To The Outer Banks

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International Airport and then make the 75-mile drive south and across the Wright Memorial Bridge onto the islands.

## Where To Stay In The Outer Banks

### Sanderling Resort (Duck)

The Outer Banks' only luxury full-service resort celebrates its 40th anniversary by revamping its shared spaces and 123 rooms and suites. One of [Sanderling's](#) claims to fame is that you can see both the ocean and the sound from inside the lobby. Amenities include four restaurants (one is slated for a Memorial Day weekend opening from chef Vivian Howard called Theodosia), two pools, a spa, outdoor firepits, and beach chairs and umbrellas.



PHOTO: PHOTO: COURTESY OF SANDERLING RESORT

### Pamlico Station (Rodanthe)

World-renowned designer Jonathan Adler puts his signature stamp of modern American glamor on a [new hotel on Hatteras Island](#). Suites are outfitted with playful details like fur rugs, emerald velvet sofas, Pop Art-inspired tapestries, and vintage orange cone fireplaces. The property's wellness deck, outfitted with a sauna, hot tub, and cold-plunge pools, is the treat you never knew you needed. Private beach yoga and fitness classes can be booked through the concierge.



The Wellness Deck at Pamlico Station. PHOTO: PETER FRANK EDWARDS

### White Doe Inn (Manteo)

It doesn't get more idyllic than [this 1910 Queen Anne home](#) located just blocks from downtown. With its gingerbread shingles, wraparound porch, and shaded gardens, it has all the makings of a classic bed-and-breakfast. On our final morning in Manteo, we take a bike around town on cruisers borrowed from the inn and then enjoy a three-course breakfast.



The White Doe Inn in Manteo. PHOTO: PETER FRANK EDWARDS

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TRAVEL > NORTH CAROLINA

# 11 Best Beach Resorts And Hotels In North Carolina

Find the perfect home base for your beach vacation

By [Lisa Cericola](#) | Updated on March 10, 2025



PHOTO: TRAILBORN SURF & SOUND

The natural splendor that is [North Carolina's coast](#) is worthy of more than a gaze. Where the Tar Heel State greets the Atlantic Ocean, 300 miles of barrier island beaches sprinkle the coastline, creating a vacationer's heaven on Carolina's eastern shore. Series of quiet stretches of sand make up larger, unspoiled territories—the Outer Banks, [Brunswick Islands](#), and Wilmington, to name a few. Along [Wrightsville Beach](#) and Ocean Isle Beach, beach bums can be found relentlessly riding the surf. Quaint little beach towns, like

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the Brunswick Islands (popularly explored by kayak) play host to hundreds of bird species. Here, we've rounded up the best beach resorts for your next stay.

**RELATED:** [This Beach Has The Clearest Water—And Whitest Sand—In North Carolina](#)

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## Trailborn Surf & Sound, Wrightsville Beach



PHOTO: TRAILBORN SURF & SOUND

Formerly the Blockade Runner resort, [Trailborn Surf & Sound](#) made its debut in 2025. After a full makeover, the 151-room [beachfront resort](#) now has a fresh and breezy new look and a soon-to-be opened Mediterranean-inspired restaurant and bar, [La Duna Paradiso](#) and Bar Duna, as well as the poolside Blockade Surf Bar. Catch some rays by the pool or the beach, or have the hotel arrange surf lessons. On the lush grounds, guests can take morning yoga classes, lounge in hammocks, or join in on an oyster roast.

[trailborn.com/surf-sound](https://trailborn.com/surf-sound), 275 Waynick Blvd, Wrightsville Beach, NC 28480

EXPLORE WRIGHTSVILLE BEACH

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## The Sanderling, Duck

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PHOTO: GREG CEO

When it comes to a luxury vacation experience on the Outer Banks, [The Sanderling](#) knows how to deliver. Situated along the wide, private beaches (but narrow mainland) of Duck—a stretch of North Carolina's northernmost coastline—the elegant beachfront resort offers Atlantic Ocean views from nearly every angle. Theodosia, a new restaurant by award-winning chef Vivian Howard debuts Memorial Day weekend 2025, and will offer dishes inspired by the coast. Make the getaway complete with a visit to the spa, and soothe your soul further with a Beach Sunrise yoga session.

[sanderling-resort.com](https://sanderling-resort.com), 1461 Duck Rd, Duck, NC 27949

EXPLORE DUCK

### 03 | Sea Trail Resort, Sunset Beach

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PHOTO: PHOTO COURTESY OF SEA TRAIL GOLF RESORT &amp; CONVENTION CENTER

Nestled on 2,000 acres among three world-class golf courses, [Sea Trail Resort's](#) tight-knit community feel can't be beaten. You also can't beat its ideal blend of golf courses and stretches of sand (a short five-minute drive from the resort). With private suites and vacation rentals, families or golf groups can linger for a weekend or a month. And golf isn't the only active option here. Horseback riding, kayaking, deep-sea fishing, yoga, and Zumba classes are also available to keep you busy. When mealtimes roll around, Sunset Prime serves up breakfast, lunch, and dinner in a modern setting or on the patio with views of the golf course.

[seatrail.com](https://seatrail.com), 75A Clubhouse Road, Sunset Beach, NC 28468

EXPLORE SUNSET BEACH

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## Outer Banks Beach Club, Kill Devil Hills



PHOTO: NPS PHOTO/CHELSEY STEPHENSON

The [Outer Banks Beach Club](#) has one, two, or three-bedroom suites that are ideal for families or groups. Each one has a fully furnished kitchen, and the two- and three-bedroom units have hot tubs. Some even have front and back decks. It's a large property with easy access to the ocean via the boardwalk, several pools, hot tubs, a sauna, shuffleboard courts, and tennis courts. Best of all, there is an abundance of restaurants, shops, and historical attractions nearby, many only a short walk away.

[outerbanksbeachclubresort.com](https://outerbanksbeachclubresort.com), 1110 South Virginia Dare Trail, Kill Devil Hills, NC 27948

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## Shell Island Resort, Wrightsville Beach



PHOTO: GETTY IMAGES

With 169 balcony rooms overlooking the Atlantic, [Shell Island Resort](#)—the only all-ocean-facing, all-suite stay on the island—fronts 3,000 feet of sweeping sand and surf. Indulge in fresh fare—from seafood to steaks—for breakfast, lunch, and dinner at the Shell Island Restaurant and Oceanfront Lounge. For a more casual approach, grab a bite (and a happy hour cocktail!) at the poolside bar and grill. Afterward, rent a surfboard to ride the waves, or hop on a bike to cruise the town. Or simply return to your shaded beach chair with a tiki drink in hand.

[shellisland.com](#), 2700 N. Lumina Ave., Wrightsville Beach, NC 28480

EXPLORE WRIGHTSVILLE BEACH

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## Islander Hotel & Resort, Emerald Isle



PHOTO: COURTESY OF CROWN HOTEL &amp; TRAVEL MANAGEMENT

Emerald Isle has many opportunities for beach-goers to enjoy, including picnic pavilions, boat and kayak launches, volleyball courts, and playgrounds. With a great location right on the beach, the [Islander Hotel & Resort](https://islandernc.com) is a 102-room family-friendly retreat with rooms and suites. Amenities include easy beach access, a swimming pool, and bike rentals for exploring the area. Some suites have kitchenettes, although you'll need to bring your own dishes and cookware.

[islandernc.com](https://islandernc.com), 102 Islander Drive, Emerald Isle, NC 28594

EXPLORE EMERALD ISLE

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## Sea Ranch Resort, Kill Devil Hills





PHOTO: HOLLY GLADD

With a great location right on the beach, the [Sea Ranch Resort](#) is a family-friendly retreat with rooms and condos, including some that accommodate pets. Amenities include an indoor swimming pool, a gym, and oceanfront dining. Like the Outer Banks Beach Clubs I & II, the Sea Ranch Resort is close to many great eateries and attractions of Kill Devil Hills. But if you don't want to leave the property and venture out into the world to find food, the resort's Beachside Bistro offers a creative menu of American coastal cuisine, featuring local seafood choices and daily specials. Their Cajun Roasted Oysters are award-winning. Like the Outer Banks Beach Club, the Sea Ranch Resort is close to many great eateries and attractions of Kill Devil Hills. The resort is just a brief walk from Water Boggan Water Park and a short drive from Bogue Inlet Fishing Pier and North Carolina Aquarium at Pine Knoll Shores.

[searanchresort.com](http://searanchresort.com), 1731 N. Virginia Dare Trail, MP 7, Kill Devil Hills, NC 27948

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## Golden Sands, Carolina Beach



PHOTO: COURTESY OF GOLDEN SANDS RESORT

Facing Carolina Beach, [Golden Sands](#) is a five-story hotel with direct beach access, less than a half-hour drive from downtown [Wilmington](#)—which has live music, micro-breweries, museums, and more. [The Carolina Beach Boardwalk](#) is only a mile away and is filled with restaurants, an amusement park, and shopping destinations. Amenities at the resort include a swimming pool, gift shop, and on-site restaurant, [Ocean Grill & Tiki Bar](#). There are also opportunities to rent stand-up paddleboards, kayaks, and bikes.

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## Hilton Garden Inn Outer Banks, Kitty Hawk



PHOTO: COASTAL SHOTS PHOTOGRAPHY

The rooms at the [Hilton Garden Inn Outer Banks](#) feature private balconies with either direct or partial ocean views. Perks include an indoor pool, a seasonal outdoor pool, an on-site gym, a complimentary hot breakfast, and

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Colony, Currituck Lighthouse, and Wild Horse Tours are all about a half-hour drive away. Elizabethan Gardens and N.C. Aquarium on Roanoke Island are also nearby. Venture out a bit further to the Kitty Hawk Woods Coastal Reserve, where nature lovers can explore over 1800 acres of forests and marshes, and see some of the local wildlife—including white-tailed deer, gray foxes, and otters.

[Hilton Garden Inn Outer Banks/Kitty Hawk](#), 5353 N Virginia Dare Trail, Kitty Hawk, NC 27949

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## DoubleTree by Hilton Hotel Atlantic Beach Oceanfront, Atlantic Beach



### Atlantic Beach

There's always a free cookie waiting for you when you arrive at a DoubleTree establishment, and that is reason enough to [stay here](#). But another good reason is that every room has an amazing ocean view. Amenities include a fitness center, a bar and lounge, and indoor and outdoor pools, including a heated pool and a hot tub. The hotel also offers easy access to many nearby attractions, shopping, and restaurants. Just across the bridge is Morehead City, which offers even more eateries, activities, and attractions—like Jaycee

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NORTH CAROLINA RESTAURANT NEWS

# Chef Vivian Howard's New Outer Banks Restaurant Is Named After Aaron Burr's Daughter

Theodosia will open this summer in the Sanderling resort

by [Erin Perkins](#) | Feb 28, 2025, 8:30am EST



Vivian Howard will open Theodosia this summer. | Baxter Miller

**Erin Perkins** is Eater's Editor, South, covering Atlanta, Nashville, Miami, New Orleans, and the Carolinas. She has been writing about the food scene in the Carolinas and Savannah for 12 years. Erin has resided in Charleston, South Carolina, for the past 20 years.



Award-winning chef Vivian Howard brings her brand of hospitality to the Outer Banks this summer with the opening of Theodosia at **the Sanderling** resort in Duck, North Carolina. The beachfront destination will reopen after winter renovations with a new look and a new restaurant to mark its 40th anniversary.

Theodosia will be the resort's anchor restaurant. Howard will draw inspiration from the Outer Banks to create the menu. "The menu will tell a story of the area's salt marshes and fishing boats, of recipes passed down and flavors inspired by the island setting, all showcasing Howard's penchant for innovative Southern fare," writes a representative for the Sanderling.

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The restaurant is named for founding father Aaron Burr's daughter Theodosia Burr (yes, *Hamilton* fans, that of "Dear Theodosia" fame). Theodosia became First Lady of South Carolina after her husband, Joseph Alston, became governor of South Carolina. During the War of 1812, Theodosia boarded the Patriot schooner in Georgetown, South Carolina, to return to New York but never made it. There are **many speculations** about what happened, but many put the ship sinking around the Outer Banks, which is why it is said her ghost haunts the area.

"The waterfront setting [of the restaurant] invites guests to ponder Theodosia Burr's fate as she journeyed from South Carolina to New York in the early 19th century," writes a representative for the resort.

Expect Theodosia to open in time for Memorial Day weekend.



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by [Matt Lardie](#) | Updated Aug 27, 2024, 7:15am EDT

The Bodie Island Light Station in the Outer Banks of North Carolina. | Shutterstock

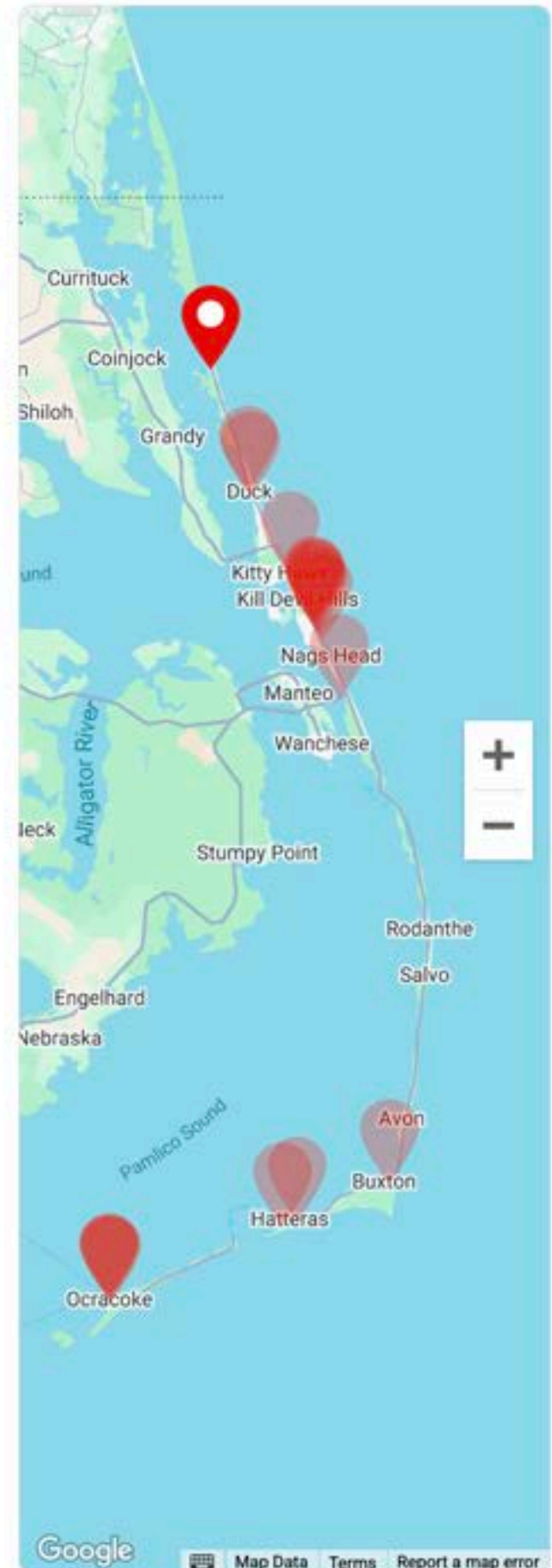


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Tens of thousands of tourists and locals flock to the Outer Banks for a bit of beachside respite in the sun, sand, and surf. Stretching from the northern tip of North Carolina southward in an arc, this more than 175-mile-long stretch of barrier islands includes more populated towns like Kitty Hawk and Kill Devil Hills to the sparse shores of Rodanthe and the villages of Hatteras Island. Ocracoke Island, only accessible via boat, blends Southern charm with an old-timey New England feel.

When deciding where to eat, there is a surprising diversity of choices for such a tourist-heavy area. Sure, there are plenty of joints for a fried shrimp platter or blackened mahi sandwich, but there are also opportunities for high-end dining, the chance to explore exciting wine lists, spots for coastal cuisine with Hawaiian and Asian influences, and more. You can choose from long-established family run joints or opt for one of the newer businesses changing the face of the region's cuisine. No matter where on the Outer Banks, there's a good chance that some delicious food is nearby.

Eater maps are curated by editors and aim to reflect a diversity of neighborhoods, cuisines, and prices. [Learn more about our editorial process.](#)



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