



# Dare County Tourism Board Meeting

August 15, 2024

9 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, AUGUST 15, 2024  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance and Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the June 20, 2024 Meeting
- V. Public Comments
- VI. Soundside Event Site
  1. Boardwalk Update
  2. Nags Head Event Site Contract
  3. Pickleball Courts
- VII. Chair's Report
- VIII. Budget & Finance Report
- 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, JUNE 20, 2024  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

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

**EXCUSED ABSENCE:** David Hines, Vice Chair; and John Head.

**STAFF:**

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

**OTHERS ATTENDING:** Robert Outten, Dare County Manager.

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

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

**APPROVAL OF MINUTES:** Mr. Hess moved to approve the meeting minutes from May 16, 2024 meeting. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

**PUBLIC COMMENTS:** County Manager Bobby Outten discussed the possibility of the County building and managing pickleball courts on the site of the former Pamlico Jacks. The Board discussed how many courts could be built, how the court use schedule would work when events were occurring, how and who would scout, bring, and manage tournaments, how long it would take to construct the courts, how long the courts would be there and managed by the County, and what zoning and/or permit information would be necessary for Nags Head Town approval.

Following the discussion, Ms. Judge moved to authorize the Chair, Legal Counsel, and Staff to craft a Memorandum of Agreement (MOA) with the County and to bring that MOA back to the Board for final approval. Second by Mr. Overman. There was no discussion. The motion passed unanimously (11-0).

**FISCAL YEAR 2024-25 MARKETING OVERVIEW:** Lee Nettles, Hoffman York, and Ignite Social Media provided an overview of the marketing efforts for the upcoming fiscal year (presentations on file).

**CHAIR/STEERING COMMITTEE:** The Chair reviewed the following Long Term Restricted Grant extensions requests:

- *Tourism Impact Grant:* Outer Banks Forever requested an extension to December 31, 2024. Weather and supply chains issues have caused a delay. Mr. Robinson moved to approve an extension to December 31, 2024. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

- *Long Term Unappropriated Grant:* Roanoke Island Historical Association requested an extension to December 31, 2024. The project is complete but the Association is working with the National Park Service on signage acknowledging the grant from the Tourism Board. Mr. Overman moved to approve an extension to December 31, 2024. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

**BUDGET AND FINANCE REPORT:** Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were down .59 % compared to 2022-2023.

The Board reviewed the recommendation for an audit firm. Mr. Overman moved to employ Johnson, Mizelle, Straub, and Consolva to conduct the annual audit for the next three years. Second by Mr. Gray. There was no discussion. The motion passed unanimously (11-0).

**FISCAL YEAR 2024-2025 BUDGET:** Diane Bognich gave an overview of the proposed budget for Fiscal Year 2024-25. Mr. Robinson moved to adopt the Fiscal Year 2024-2025 Budget Ordinance. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles noted a letter signed by the Bureau to U.S. Congress regarding the remaining clean-up work to be done at the Buxton Beach, and an award from the Elizabethan Gardens for work with the non-profits.

Jeff Schwartzenberg reviewed a promotional video for, and activation plans for, the Outer Banks Promise.

Lorrie Love noted the upcoming marketing webinar for industry partners; that Kill Devil Grill was the winner of the 2<sup>nd</sup> Annual Soft Shell Crab Week; and reminded Board members to mark their calendars for the November 7 Tourism Summit.

Aaron Tuell talked about a recent appearance on WAVY TV 10 and other recent media efforts.

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

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

**BOARD MEMBER COMMENTS:** Mr. Ballog talked about the 12 Bars of Christmas event. Ms. Judge brought the idea of using the school buses to help move J1 students around the beach. Mr. Clissold thanked the Board for the Vusic grant. The Chair noted completion of a road drainage project in Duck.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, August 15, 2024 at 9:00 a.m. at the Outer Banks Visitors Bureau Administrative Office, One Visitors Center Circle, Manteo, NC 27954.

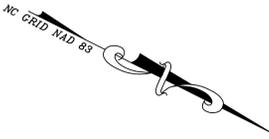
The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:40 a.m.

**ATTESTED:**

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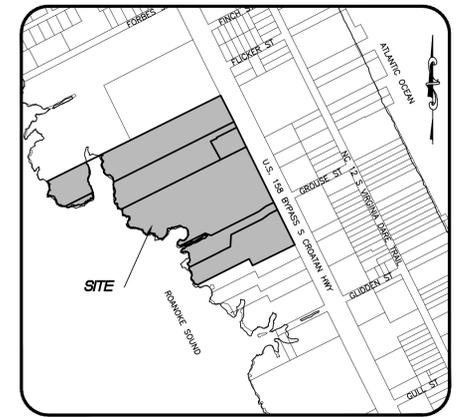
Clerk, Dare County Tourism Board

**PRELIMINARY ONLY  
FOR PERMITTING**



SEE SHEET C204

SEE SHEET C204



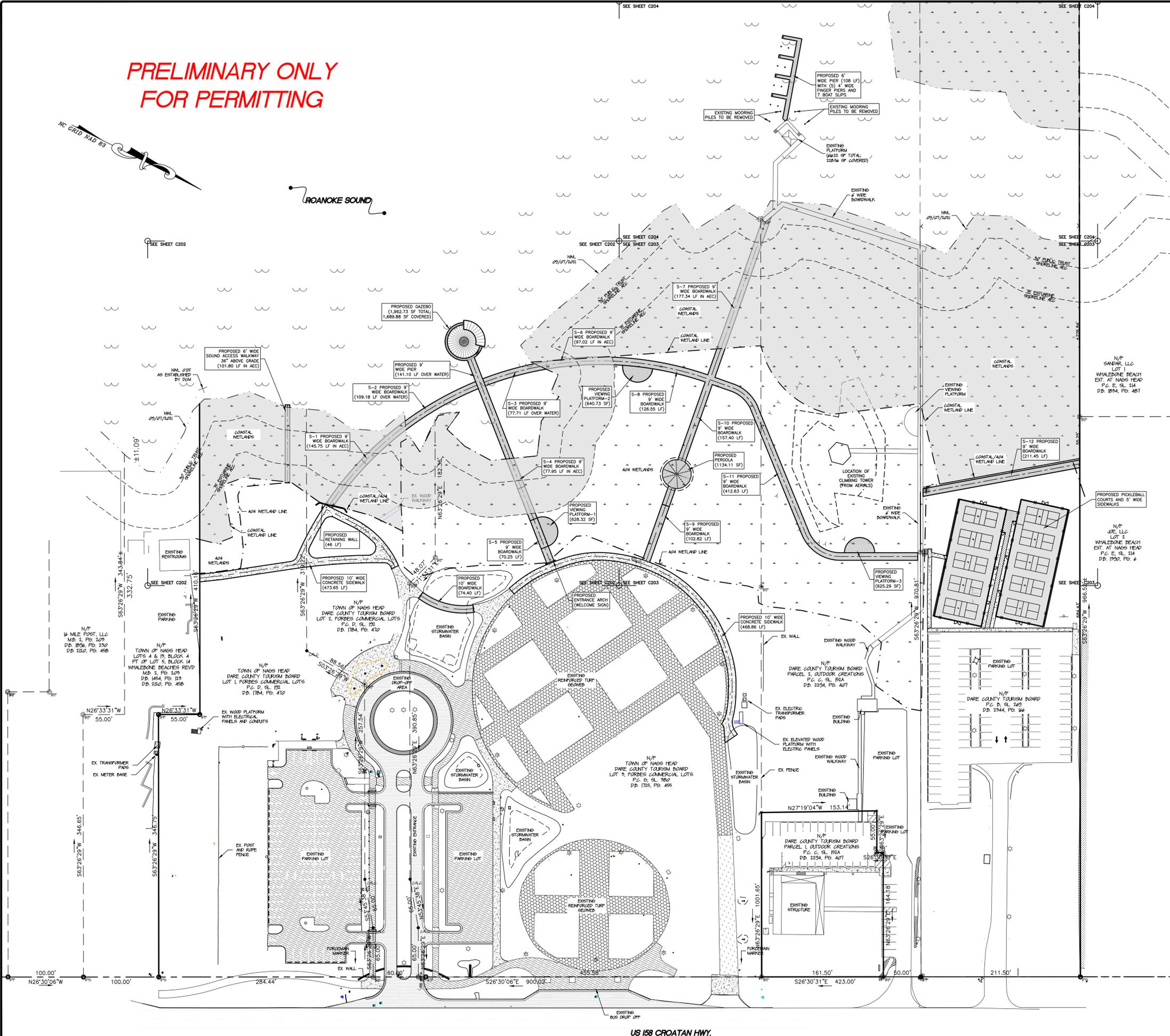
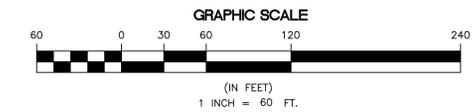
VICINITY MAP  
NTS

**NOTES:**

- OWNERS: TOWN OF NAGS HEAD  
DARE COUNTY TOURISM BOARD  
PO BOX 99  
NAGS HEAD, NC 27959
- PROPERTY IS:  
LOT 1, FORBES COMMERCIAL LOTS,  
PARCEL ID 012422001, P.C. D, S.L. 192  
6906 S. CROATAN HIGHWAY, NAGS HEAD  
LOT 2, FORBES COMMERCIAL LOTS,  
PARCEL ID 012422001, P.C. D, S.L. 192  
6900 S. CROATAN HIGHWAY, NAGS HEAD  
LOT 3, FORBES COMMERCIAL LOTS,  
PARCEL ID 008854000, P.C. G, S.L. 380  
6800 S. CROATAN HIGHWAY, NAGS HEAD  
PARCEL 1, OUTDOOR CREATIONS  
PARCEL ID 030879000, P.C. C, S.L. 152A  
6716 S. CROATAN HIGHWAY, NAGS HEAD  
PARCEL 2, OUTDOOR CREATIONS  
PARCEL ID 030880000, P.C. C, S.L. 152A  
6714 S. CROATAN HIGHWAY, NAGS HEAD  
"PAMICO JACKS" RESTAURANT  
PARCEL ID 008795000, P.C. B, S.L. 269  
6708 S. CROATAN HIGHWAY, NAGS HEAD  
EASEMENT TO DARE COUNTY D.B. 2644, PG 925
- PROPERTY IS LOCATED IN FIRM ZONES X, SHADED X, AE-4,  
FIRM MAP NO. 3730B0000K; EFFECTIVE DATE: JUNE 19, 2020.  
(SUBJECT TO CHANGE BY FEMA)
- BOARDWALK TO BE 9'-0" TOTAL WIDTH, 8'-0" DECK AND 12" OF HANDRAILS.

**LEGEND**

- CALCULATED POINT
- IRON PIPE FOUND
- IRON PIPE SET
- IRON ROD FOUND
- IRON ROD SET
- PK NAIL FOUND
- PK NAIL SET
- RIGHT OF WAY
- PROJECT BOUNDARY LINE
- INTERIOR OR ADJACENT PROPERTY LINE
- EXISTING POWER POLE
- EXISTING GUY WIRE
- OVERHEAD ELECTRIC
- EXISTING TELEPHONE PEDESTAL
- EXISTING CABLE TV PEDESTAL
- EXISTING LIGHT POLE
- HANDICAP PARKING
- SIGNAGE
- EXISTING FIRE HYDRANT
- EXISTING WATER METER
- EXISTING WATER VALVE
- EXISTING SPOT ELEVATIONS
- PROPOSED SPOT ELEVATIONS
- EXISTING FENCE
- EXISTING WETLANDS
- AREA OF ENVIRONMENTAL CONCERN
- EXISTING CONCRETE
- EXISTING PAVEMENT
- PROPOSED CONCRETE
- PROPOSED BOARDWALK



Albemarle & Associates, Ltd.  
P.O. Box 985  
Kill Devil Hills, NC 27848  
Phone: (252) 441-2113  
www.albemarle.com  
Cert. of Licensure No. C-1027  
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**REVISIONS**

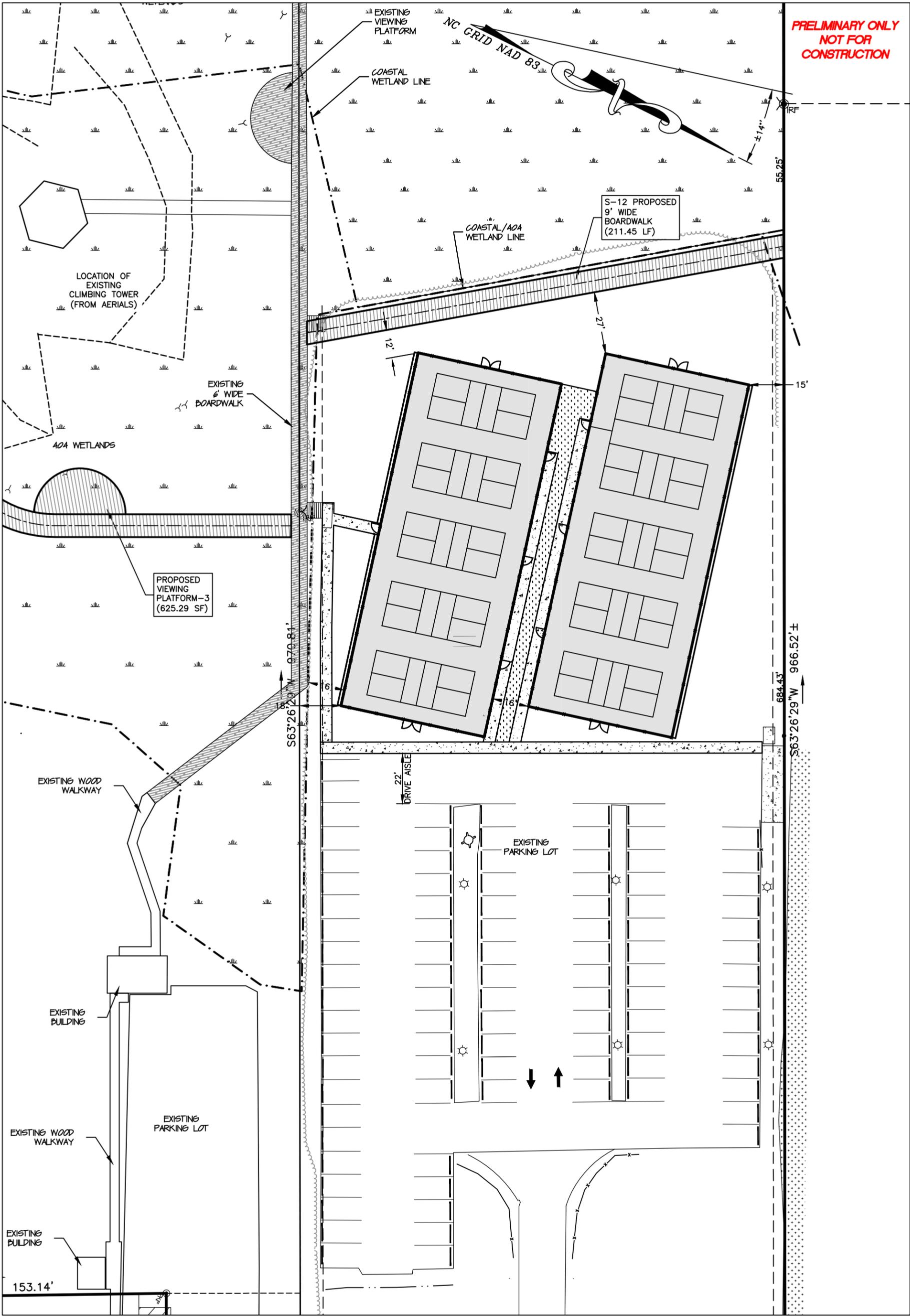
NO.	DATE	DESCRIPTION
1	04/05/2023	ISSUED FOR PERMITTING

**BOARDWALK PLAN**  
**THE SOUNDSIDE EVENT SITE**  
**6800 S CROATAN HIGHWAY**  
NORTH CAROLINA  
DARE COUNTY  
NAGS HEAD TOWNSHIP

DATE:	04/05/2023
SURVEYED:	SEE NOTES
DESIGNED:	JMD
DRAWN:	KCA
CHECKED:	JMD
FILE:	01411R

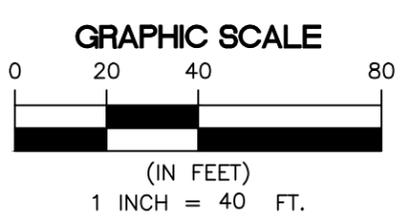
SCALE:  
**1" = 60'**  
**C201**  
PROJ. NO. 01411R

US 158 CROATAN HWY.  
(P&R/W)



**PRELIMINARY ONLY  
NOT FOR  
CONSTRUCTION**

**SOUNDSIDE EVENT SITE  
PROPOSED PICKLEBALL COURTS  
COMPETITIVE COURTS**



This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

This instrument has been preaudited in the manner required by the Local Government Budget and Fiscal Control Act.

\_\_\_\_\_  
Finance Director  
Dare County Tourism Board

\_\_\_\_\_  
Finance Director  
Town of Nags Head

**DRAFT**  
**AGREEMENT FOR PURCHASE AND SALE OF LAND**  
(Soundside Event Site)

**THIS AGREEMENT**, including any and all addenda attached hereto (“Agreement”), is by and between the Dare County Tourism Board, a North Carolina public authority created by the North Carolina General Assembly (“Buyer”), and the Town of Nags Head, a North Carolina municipal corporation (“Seller”).

FOR AND IN CONSIDERATION OF THE MUTUAL PROMISES SET FORTH HEREIN AND OTHER GOOD AND VALUABLE CONSIDERATION, THE RECEIPT AND SUFFICIENCY OF WHICH ARE HEREBY ACKNOWLEDGED, THE PARTIES HERETO AGREE AS FOLLOWS:

**Section 1. Terms and Definitions:** The terms listed below shall have the respective meaning given them as set forth adjacent to each term.

(a) **“Property”**: See attached Exhibit A, together with all buildings and improvements thereon and all fixtures and appurtenances thereto.

(b) **“Purchase Price”** shall mean the sum of \$2,336,107.00. The Purchase Price shall be paid over the time period set forth on the attached Exhibit A. Upon receipt of each payment toward the Purchase Price, Seller shall convey to Buyer a Special Warranty deed for the undivided interests associated with such payment, all as set forth on Exhibit A.

(c) **“Closing”** shall mean the date of completion of the process detailed in Section 11 of this Agreement. Closing shall occur on the dates set forth on Exhibit A. The term “Closing” shall include all closing dates set forth on Exhibit A. Time is of the essence as to each and every Closing date set forth on Exhibit A.

(d) **“Contract Date”** means the date this Agreement has been fully executed by both Buyer and Seller.

(e) **“Seller’s Notice Address”** shall be as follows: Attention Town Manager, PO Box 99, 5401 S. Croatan Hwy. Nags Head, NC 27959, email andy.garman@nagsheadnc.gov; with a required copy to Robert B. Hobbs, Jr., Hornthal, Riley, Ellis & Maland, LLP, 2502 S. Croatan Hwy, Nags Head, NC 27959, rhobbs@hrem.com; all except as same may be changed pursuant to Section 12.

(f) **“Buyer’s Notice Address”** shall be as follows: Attention Executive Director, 1 Visitors Center Circle, Manteo, NC 27954, email nettles@outerbanks.org; with a required copy to W. Jay Wheless, Wheless & Wheless, PLLC, P.O. Box 500, 101 S, Hwy 64, Manteo, NC 27954, jay@whelesslawfirm.com; all except as same may be changed pursuant to Section 12.

**Section 2. Sale of Property and Payment of Purchase Price:** Seller agrees to sell, and Buyer agrees to buy the Property for the Purchase Price as set forth on Exhibit A.

**Section 3. Proration of Expenses and Payment of Costs:** The Property is exempt from ad valorem property taxes. The sale contemplated by this Agreement is exempt from the State and County excise tax/transfer tax. Seller shall pay for preparation of a deed and all other documents necessary to perform Seller’s obligations under this Agreement. Buyer shall pay recording costs, costs of any title search, title insurance, survey, and the cost of any inspections or investigations undertaken by Buyer under this Agreement, Each party shall pay its own attorney’s fees.

**Section 4. Memorandum of Understanding.** The Parties previously entered into a Memorandum of Understanding dated April 14, 2015 (the “MOU”) pertaining to the ownership and management of the Property. The terms and provisions of the MOU are incorporated herein by reference and shall continue to remain in full force and effect during the term of this Agreement unless expressly provided otherwise in this Agreement. In the event of a conflict in terms between the MOU and this Agreement with regard to the operation, management and development of the Property during the term of this Agreement, the MOU shall control. In the event of a conflict in terms between the MOU and this Agreement with respect to the Seller’s sale of its interest in the Property to the Buyer during the term of this Agreement, this Agreement shall control.



**Section 5. Evidence of Title:** Seller agrees to convey marketable fee simple insurable title to the Property without exception for mechanics' liens, free and clear of all liens, encumbrances and defects of title other than the following: utility easements and unviolated covenants, conditions or restrictions that do not materially affect the value of the Property; and such other liens, encumbrances or defects as may be assumed or specifically approved by Buyer in writing (collectively the "Permitted Exceptions"); provided that Seller shall be required to satisfy, at or prior to Closing, any encumbrances that may be satisfied by the payment of a fixed sum of money, such as deeds of trust, mortgages or statutory liens. Seller shall not enter into or record any instrument that affects the Property after the Contract Date without the prior written consent of Buyer, which consent shall not be unreasonably withheld, conditioned or delayed.

**Section 6. Conditions:** This Agreement and the rights and obligations of the parties under this Agreement are hereby made expressly conditioned upon fulfillment (or waiver by Buyer, whether explicit or implied) of the following conditions:

(a) **Title Examination:** After the Contract Date, Buyer shall, at Buyer's expense, cause a title examination to be made of the Property. In the event that such title examination shall show that Seller's title is not fee simple insurable, subject only to Permitted Exceptions, then Buyer shall promptly notify Seller in writing of all such title defects and exceptions, and Seller shall have thirty (30) days to cure said noticed defects. If Seller does not cure the defects or objections within thirty (30) days of notice thereof, then Buyer may terminate this Agreement. If Buyer is to purchase title insurance, the insuring company must be licensed to do business in the state in which the Property is located. Title to the Property must be insurable at regular rates, subject only to standard exceptions and Permitted Exceptions.

(b) **Same Condition:** If the Property is not in substantially the same condition at Closing as of the date of the offer, reasonable wear and tear excepted, then the Buyer may (i) terminate this Agreement, or (ii) proceed to Closing whereupon Buyer shall be entitled to receive, in addition to the Property, any of the Seller's insurance proceeds payable on account of the damage or destruction applicable to the Property.

(c) **Intentionally deleted.**

**Section 7. No Leases.** Buyer and Seller represent that the Property is not encumbered by or subject to any long-term leases. No one has any right of possession of the Property other than Seller and Buyer, except for third parties holding short-term public events on the Property as authorized by Seller and/or Buyer in the ordinary course of operating the Property.

**Section 8. Environmental/Physical Aspects of Property:** Seller makes no representations or warranties concerning the presence or disposal, except as in accordance with applicable law, within any structures on the Property or on the Property of hazardous or toxic waste or substances, which are defined as those substances, materials, and wastes, including, but not limited to: those substances, materials and wastes listed in the United States Department of Transportation Hazardous Materials Table (49 CFR Part 172.101) or by the Environmental Protection Agency as hazardous substances (40 CFR Part 302.4) and amendments thereto, or such substances, materials and wastes, which are or become regulated under any applicable local, state or federal law, including, without limitation, any material, waste or substance which is (i) petroleum, (ii) asbestos, (iii) polychlorinated biphenyls, (iv) designated as a Hazardous Substance pursuant to Section 311 of the Clean Water Act of 1977 (33 U.S.C. §1321) or listed pursuant to Section 307 of the Clean Water Act of 1977 (33 U.S.C. §1317), (v) defined as a hazardous waste pursuant to Section 1004 of the Resource Conservation and Recovery Act of 1976 (42 U.S.C. §6903) or (vi) defined as a hazardous substance pursuant to Section 101 of the Comprehensive Environmental Response, Compensation and Liability Act of 1980 (42 U.S.C. §9601). Seller makes no representations or warranties concerning any contamination of the Property from such substances as may have been disposed of or stored on neighboring tracts.

**Section 9. Risk of Loss/Damage/Repair:** The MOU designates the Buyer as the party solely responsible for the management and development of the Property as well as "all financial responsibility" for the Property and all "liability as to the uses and activities made" on the Property during the term of the MOU. As a result, the Parties reaffirm that the sole risk of loss, liability or damage to the Property shall be borne by Buyer during the term of this Agreement. Seller shall have no responsibility for managing or insuring the Property. Seller shall have no responsibility of liability with respect to use, repairs or replacement of improvements installed or constructed on the Property, all pursuant to the MOU.

**Section 10. Intentionally deleted.**

**Section 11. Closings:** At or before each of the Closing Dates set forth on Exhibit A, Seller shall deliver to Buyer a special warranty deed for the undivided interests specified or calculated according to Exhibit A and other documents customarily executed or delivered by a seller in similar transactions, including without limitation, an owner's affidavit, lien waiver forms (and such other lien related documentation as shall permit the Property to be conveyed free and clear of any claim for mechanics' liens), a NCLTA VCAP gap indemnity form, and a non-foreign status affidavit (pursuant to the Foreign Investment in Real Property Tax Act), and Buyer shall cause to be delivered the funds necessary to pay to Seller the Purchase Price. All of the Closings shall be conducted by Buyer's attorney or handled in such other manner as the parties hereto may mutually agree in writing. Until the entire Purchase Price is paid in full, possession of the Property by the parties shall continue under the arrangement in existence between the parties prior to the Contract

Date. The Purchase Price and other funds to be disbursed pursuant to this Agreement shall not be disbursed until the Buyer's attorney's (or other designated settlement agent's) receipt of authorization to disburse all necessary funds.

**Section 12. Notices:** Unless otherwise provided herein, all notices and other communications which may be or are required to be given or made by any party to the other in connection herewith shall be in writing (which shall include electronic mail) and shall be deemed to have been properly given and received (i) on the date delivered in person or (ii) the date deposited in the United States mail, registered or certified, return receipt requested, to the addresses set out in Section 1(e) as to Seller, and in Section 1(f) as to Buyer, or at such other addresses as specified by written notice delivered in accordance herewith, (iii) at such time as the sender performs the final act to send such transmission, in a form capable of being processed by the receiving party's system, to any electronic mail address or facsimile number, if any, provided in Section 1(e) as to Seller, and in Section 1(f) as to Buyer or (iv) on the date deposited with a recognized overnight delivery service, addressed to the addresses set out in Section 1(e) as to Seller, and in Section 1(f) as to Buyer, or at such other addresses as specified by written notice delivered in accordance herewith. If a notice is sent by more than one method, it will be deemed received upon the earlier of the dates of receipt pursuant to this Section.

**Section 13. Counterparts; Entire Agreement:** This Agreement may be executed in one or more counterparts, which taken together, shall constitute one and the same original document. Copies of original signature pages of this Agreement may be exchanged via facsimile or e-mail, and any such copies shall constitute originals. This Agreement constitutes the sole and entire agreement among the parties hereto and no modification of this Agreement shall be binding unless in writing and signed by all parties hereto. The invalidity of one or more provisions of this Agreement shall not affect the validity of any other provisions hereof and this Agreement shall be construed and enforced as if such invalid provisions were not included.

**Section 14. Enforceability:** This Agreement shall become a contract when signed by both Buyer and Seller and such signing is communicated to both parties; it being expressly agreed that notice given in accordance with Section 12 is not required for effective communication for the purposes of this Section 14. The parties acknowledge and agree that: (i) the initials lines at the bottom of each page of this Agreement are merely evidence of their having reviewed the terms of each page, and (ii) the complete execution of such initials lines shall not be a condition of the effectiveness of this Agreement. This Agreement shall be binding upon and inure to the benefit of the parties, their heirs, successors and assigns and their personal representatives.

**Section 15. Intentionally deleted.**

**Section 16. Other Documents and Instruments.** Seller shall, at or within ninety (90) days after each Closing, and without further consideration, execute, acknowledge and deliver to Buyer such other documents and instruments, and take such other action as Buyer may reasonably request or as may be necessary to more effectively transfer to Buyer the Property described herein in accordance with this Agreement.

**Section 17. Applicable Law:** This Agreement shall be construed under the laws of the state in which the Property is located. This form has only been approved for use in North Carolina.

**Section 18. No Assignment:** This Agreement may not be assigned without the written consent of all parties, but if assigned by agreement, then this Agreement shall be binding on the assignee and assignee's heirs and successors.

**Section 19. Intentionally deleted.**

**Section 20. Memorandum of Contract:** Upon request by either party, the parties hereto shall execute a memorandum of contract in recordable form setting forth such provisions hereof (other than the Purchase Price and other sums due) as either party may wish to incorporate. Such memorandum of contract shall contain a statement that it automatically terminates and the Property is released from any effect thereby as of a specific date to be stated in the memorandum (which specific date shall be no later than the date of Closing). The cost of recording such memorandum of contract shall be borne by the party requesting execution of same.

**Section 21. Authority:** Each signatory to this Agreement represents and warrants that he or she has full authority to sign this Agreement and such instruments as may be necessary to effectuate any transaction contemplated by this Agreement on behalf of the party for whom he or she signs and that his or her signature binds such party.

**Section 22. No Brokers:** Except as expressly provided herein, Buyer and Seller agree to indemnify and hold each other harmless from any and all claims of brokers, consultants or real estate agents by, through or under the indemnifying party for fees or commissions arising out of the sale of the Property to Buyer. Buyer and Seller represent and warrant to each other that: (i) they have not employed nor engaged any brokers, consultants or real estate agents to be involved in this transaction and (ii) that the compensation of the Brokers is established by and shall be governed by separate agreements entered into as amongst the Brokers, the Buyer and/or the Seller.

**Section 23. Attorneys' Fees:** If legal proceedings are instituted to enforce any provision of this Agreement, the prevailing party in the proceeding shall be entitled to recover from the non-prevailing party reasonable attorneys' fees and court costs incurred in connection with the proceeding.

**Section 24. Limitation on Buyer's Obligation:** Should local, state or federal laws prohibit the Buyer's performance, disband the Buyer or repeal the Buyer's enabling legislation, then the Buyer shall have no obligation to fulfill the terms and obligations of this Agreement, including, but not limited to closing any purchase transaction or paying sums outlined herein. If the Buyer's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Buyer shall be forgiven all performance obligations that are its responsibility under this Agreement. Nothing in this Section 24 shall be interpreted to mean that the Board of Directors or Executive Director of the Buyer has the power or authority to unilaterally limit or terminate the Buyer's obligations under this Agreement; the term "local laws" as used in this Section 24 is intended to mean laws enacted by a public body having jurisdiction that is neither the Seller nor Buyer.

**Section 25. Limitation on Seller's Obligation:** Should local, state or federal laws prohibit the Seller's performance, disband the Seller or repeal the Seller's charter, then the Seller shall have no obligation to fulfill the terms and obligations of this Agreement, including, but not limited to closing any purchase transaction or paying sums outlined herein. If the Seller's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Seller shall be forgiven all performance obligations that are its responsibility under this Agreement. Nothing in this Section 25 shall be interpreted to mean that the Board of Commissioners or Town Manager of the Seller has the power or authority to unilaterally limit or terminate the Seller's obligations under this Agreement; the term "local laws" as used in this Section 25 is intended to mean laws enacted by a public body having jurisdiction that is neither the Seller nor Buyer.

**BUYER:**

DARE COUNTY TOURISM BOARD

BY: \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_\_\_

Title: \_\_\_\_\_

**SELLER:**

TOWN OF NAGS HEAD

BY: \_\_\_\_\_ Date: \_\_\_\_\_, 20\_\_\_\_

Title: \_\_\_\_\_

**EXHIBIT A**

(See attached)

**EXHIBIT A**

**Outline of Transaction between the Town of Nags Head and the Dare County Tourism Board for the Soundside Event Site**

Seller: Town of Nags Head	Buyer: Dare County Tourism Board
Property: Lots 1, 2 and 3, Forbes Commercial Lots (6906-6900-6800 S. Croatan Highway, Nags Head, NC) (Dare County Tax Parcels 012422000, 012422001 and 008854000)	
Purchase Price: \$2,336,107.00	Initial Closing Date: November 1, 2024

Parcel	Agreed Percentage of the Sales Price <sup>1</sup>	Seller's Current Interest	Buyer's Current Interest
012422000 (Lot 1) and 012422001 (Lot 2)	41.33%	17.949%	82.051%
008854000 (Lot 3)	58.67%	34.783%	65.217%

Closing Date <sup>2</sup>	Minimum Payment <sup>3</sup>	Form of Consideration	Seller's Undivided Interest (Percentage) Conveyance of Lots 1 & 2 <sup>3</sup>	Seller's Undivided Interest (Percentage) Conveyance of Lot 3 <sup>3</sup>
11/1/2024	\$600,000.00	Cash	4.610%	8.934%
11/1/2025	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2026	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2027	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2028	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2029	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid

**EXHIBIT A**

**Outline of Transaction between the Town of Nags Head and the Dare County Tourism Board for the Soundside Event Site**

Closing Date <sup>2</sup>	Minimum Payment <sup>3</sup>	Form of Consideration	Seller's Undivided Interest (Percentage) Conveyance of Lots 1 & 2 <sup>3</sup>	Seller's Undivided Interest (Percentage) Conveyance of Lot 3 <sup>3</sup>
11/1/2030	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2031	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2032	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2033	\$100,000.00	Cash	Percentage to be calculated based on actual amount paid	Percentage to be calculated based on actual amount paid
11/1/2034	Balance remaining of original purchase price of \$2,336,107.00	Cash	Balance remaining of 17.949%	Balance remaining of 34.783%
Totals	\$2,336,107.00		17.949%	34.783%

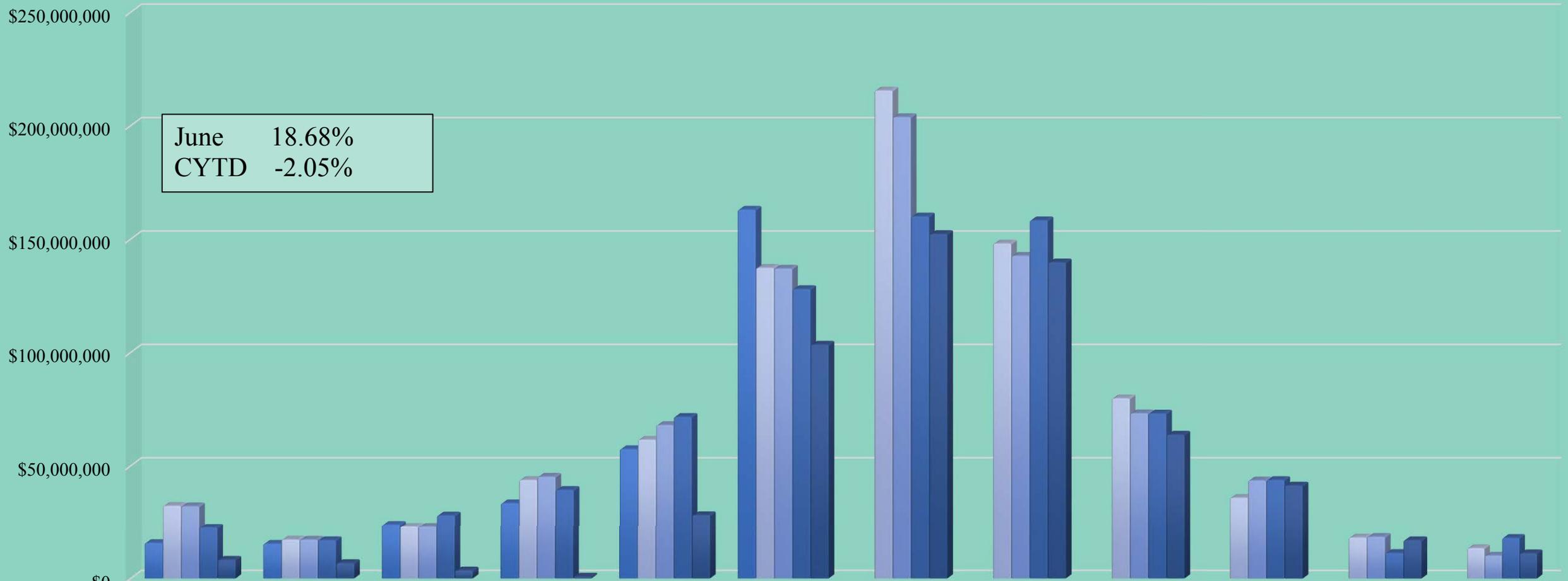
<sup>1</sup> Calculated based on relative ad valorem Dare County property tax values of 24.93% for Lot 1, 16.40% for Lot 2, and 58.67% for Lot 3 as of the Contract Date.

<sup>2</sup> Any Closing Date may be earlier than November 1 if requested by Buyer and with reasonable advance written notice to Seller. If November 1 of any stated year falls on a Saturday, Sunday or holiday, the Closing Date shall be the first business day of the month of November.

<sup>3</sup> Buyer may pay more than the minimum annual payment, and to the extent a larger payment is made, the undivided interest percentage to be conveyed by the Seller to the Buyer for that year will be calculated accordingly. For example, the percentages associated with the initial payment of \$600,000 were calculated as follows:

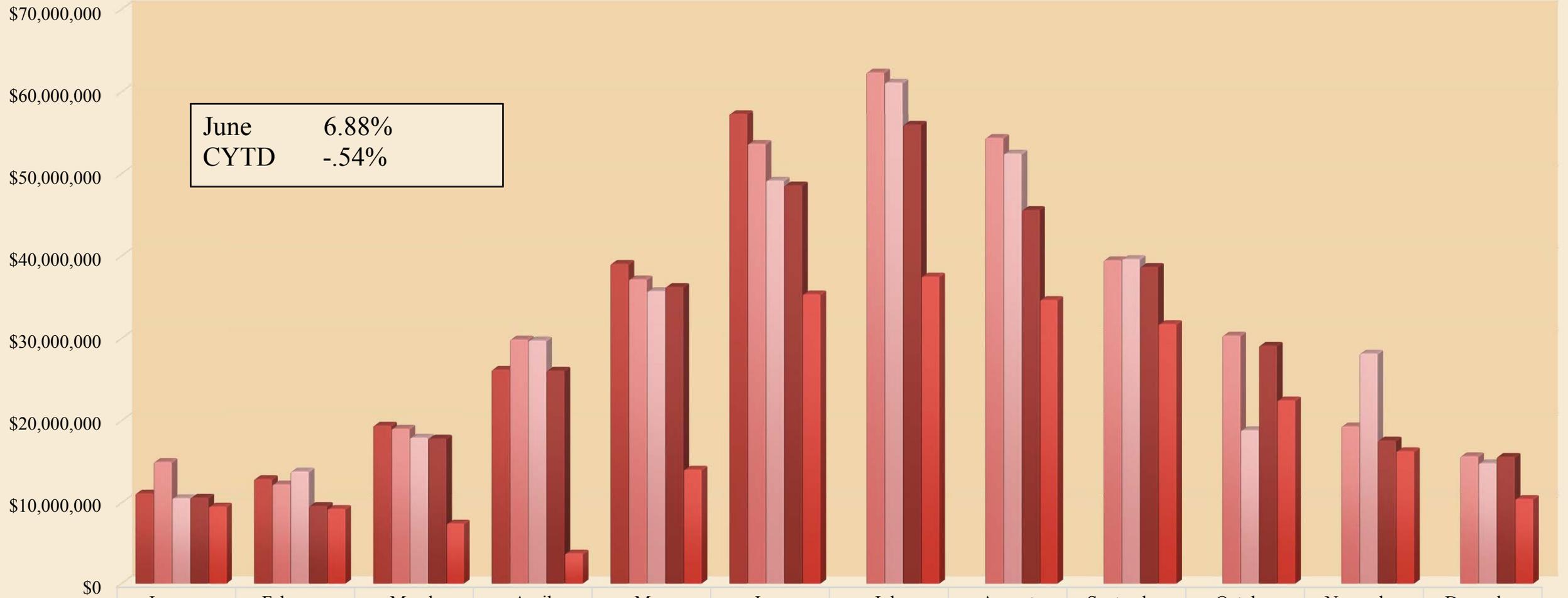
\$600,000 is 25.684% of the Purchase Price. Lots 1 & 2: 17.949% \* 25.684% = 4.610%. Lot 3: 34.783% \* 25.684% = 8.934%

## Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	15,588,394	15,256,753	23,855,777	33,495,901	57,369,540	162,956,697						
■ 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
■ 2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

## Meals Collections



<b>June</b>	<b>6.88%</b>
<b>CYTD</b>	<b>-.54%</b>

\$0	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	11,179,366	12,929,929	19,422,840	26,222,012	39,078,063	57,344,840						
■ 2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
■ 2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
■ 2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
■ 2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

BUDGET & FINANCE PROJECTIONS  
 OCCUPANCY & MEALS FY 2024-2025

FISCAL YEAR		PROJECTED FY 24-25	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
<u>JULY RECEIVED</u>	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%
<u>JULY EARNED</u>	OCCUPANCY	\$1,650,520.00	\$0.00	\$0.00	0.00%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$472,275.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,122,795.00	\$0.00	\$0.00	0.00%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,439,060.00	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$445,330.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,884,390.00	\$0.00	\$0.00	0.00%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$579,615.00	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$297,730.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$877,345.00	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$272,110.00	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$220,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$492,825.00	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$117,350.00	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$140,200.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,550.00	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$84,970.00	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$121,270.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$206,240.00	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$163,905.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$90,410.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$254,315.00	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$133,825.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	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%
<u>MARCH EARNED</u>	OCCUPANCY	\$125,235.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	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%
<u>APRIL EARNED</u>	OCCUPANCY	\$296,910.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	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%
<u>MAY EARNED</u>	OCCUPANCY	\$387,380.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	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	\$1,210,325.00	\$1,633,431.36	\$423,106.36	34.96%
TO-DATE	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%
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	+/- \$	+/- %
2023-2024		2023	2024		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	MEALS	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	MEALS	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	MEALS	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	MEALS	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	MEALS	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$612,281.25	\$562,874.34	(\$49,406.91)	-8.07%
	MEALS	<u>\$359,175.60</u>	<u>\$372,451.95</u>	<u>\$13,276.35</u>	<u>3.70%</u>
		\$971,456.85	\$935,326.29	(\$36,130.56)	-3.72%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	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%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,165,402.07	\$0.00	\$0.00	0.00%
	MEALS	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<i>TOTAL TO DATE</i>					
Total To Date	OCCUPANCY	\$3,237,683.27	\$3,208,666.42	(\$29,016.85)	-0.90%
	Meals	<u>\$1,722,472.67</u>	<u>\$1,762,442.33</u>	<u>\$39,969.66</u>	<u>2.32%</u>
		\$4,960,155.94	\$4,971,108.75	\$10,952.81	0.22%
<i>TOTAL FOR YEAR</i>					
Total for Year	OCCUPANCY	\$8,191,708.89			
	MEALS	<u>\$3,697,628.92</u>			
		\$11,889,337.81			

OCCUPANCY & MEALS FY 2024-2025

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 23-24	ACTUAL FY 24-25	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
<u>JULY RECEIVED</u>	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%
<u>JULY EARNED</u>	OCCUPANCY	\$2,165,402.07	\$0.00	\$0.00	0.00%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,458,380.44	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$799,595.38	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$348,085.75	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	MEALS	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$182,561.98	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	MEALS	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$135,855.24	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	MEALS	<u>\$144,573.68</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$280,428.92	\$0.00	\$0.00	0.00%
<u>JANUARY EARNED</u>	OCCUPANCY	\$155,450.13	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<u>\$101,950.46</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$257,400.59	\$0.00	\$0.00	0.00%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$151,260.50	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	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%
<u>MARCH EARNED</u>	OCCUPANCY	\$238,725.04	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	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%
<u>APRIL EARNED</u>	OCCUPANCY	\$331,069.81	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	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%
<u>MAY EARNED</u>	OCCUPANCY	\$562,874.34	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	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%
<b>TOTAL TO DATE</b>	OCCUPANCY	\$1,367,017.91	\$1,633,431.36	\$266,413.45	19.49%
	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%
<b>TOTAL ACTUAL</b>	OCCUPANCY	\$8,041,025.42			
<b>2023-2024</b>	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		10,047,125	10,023,252	10,165,581	5,686,714	7,096,777		0.00%
July		15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		0.00%
August		19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		0.00%
September		15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		0.00%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	29,716,410	30,878,905	30,618,908	27,976,458	16,404,039	19,144,179	-1,162,495	-3.76%
TOTAL	29,716,410	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-3.76%	0.85%	9.45%	70.55%	-14.31%	6.58%		
Total % Change	-3.76%	2.82%	5.54%	31.41%	4.27%	5.44%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765
February	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	2,878,117
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	4,090,156
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	12,489,121
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	23,011,015
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	60,241,630
July		215,518,673	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729
August		148,053,622	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386
September		79,777,957	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228
October		35,908,020	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908
November		18,220,059	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253
December		13,534,535	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610
<b>YTD Total</b>	<b>308,523,062</b>	<b>314,984,634</b>	<b>322,309,305</b>	<b>306,401,191</b>	<b>150,926,247</b>	<b>182,262,441</b>	<b>167,340,147</b>	<b>150,298,211</b>	<b>135,190,699</b>	<b>136,131,301</b>	<b>131,918,161</b>	<b>122,288,207</b>	<b>121,410,192</b>	<b>107,338,804</b>
<b>Total</b>	<b>308,523,062</b>	<b>825,997,500</b>	<b>814,248,027</b>	<b>771,066,418</b>	<b>576,380,674</b>	<b>518,010,116</b>	<b>496,416,513</b>	<b>479,320,053</b>	<b>453,010,111</b>	<b>435,632,264</b>	<b>414,223,398</b>	<b>396,724,329</b>	<b>385,182,596</b>	<b>370,289,918</b>
<b>YTD % Change</b>	<b>-2.05%</b>	<b>-2.27%</b>	<b>5.19%</b>	<b>103.01%</b>	<b>-17.19%</b>	<b>8.92%</b>	<b>11.34%</b>	<b>11.17%</b>	<b>-0.69%</b>	<b>3.19%</b>	<b>7.87%</b>	<b>0.72%</b>	<b>13.11%</b>	<b>6.01%</b>
<b>Total % Change</b>	<b>-2.05%</b>	<b>1.44%</b>	<b>5.60%</b>	<b>33.78%</b>	<b>11.27%</b>	<b>4.35%</b>	<b>3.57%</b>	<b>5.81%</b>	<b>3.99%</b>	<b>5.17%</b>	<b>4.41%</b>	<b>3.00%</b>	<b>4.02%</b>	<b>3.77%</b>
<b>Month Increase/Decrease(Decrease)/Qtr</b>	<b>18.68%</b>	<b>0.23%</b>	<b>7.07%</b>	<b>23.66%</b>	<b>1.44%</b>	<b>7.78%</b>	<b>19.44%</b>	<b>6.84%</b>	<b>-6.10%</b>	<b>1.43%</b>	<b>5.18%</b>	<b>4.40%</b>	<b>17.72%</b>	<b>1.44%</b>
<b>Qtr 1 (Dec-Feb)</b>	<b>-25.54%</b>	<b>-11.44%</b>	<b>32.96%</b>	<b>135.23%</b>	<b>26.70%</b>	<b>-0.90%</b>	<b>9.19%</b>	<b>17.33%</b>	<b>8.66%</b>	<b>2.32%</b>	<b>8.75%</b>	<b>5.87%</b>	<b>5.68%</b>	<b>-6.13%</b>
<b>Qtr 2 (Mar-May)</b>	<b>-10.56%</b>	<b>-5.76%</b>	<b>-2.15%</b>	<b>328.72%</b>	<b>-52.27%</b>	<b>12.60%</b>	<b>2.35%</b>	<b>15.33%</b>	<b>6.78%</b>	<b>3.08%</b>	<b>15.45%</b>	<b>-6.38%</b>	<b>8.60%</b>	<b>13.16%</b>
<b>Qtr 3 (June-Aug)</b>	<b>18.68%</b>	<b>3.61%</b>	<b>8.34%</b>	<b>12.84%</b>	<b>12.44%</b>	<b>4.13%</b>	<b>4.76%</b>	<b>3.09%</b>	<b>2.94%</b>	<b>3.61%</b>	<b>3.08%</b>	<b>5.37%</b>	<b>3.63%</b>	<b>2.45%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>-1.04%</b>	<b>5.47%</b>	<b>4.99%</b>	<b>53.61%</b>	<b>-2.11%</b>	<b>0.26%</b>	<b>7.15%</b>	<b>6.26%</b>	<b>11.38%</b>	<b>7.28%</b>	<b>-3.40%</b>	<b>3.21%</b>	<b>2.41%</b>
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018, 2019, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lified August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079
February	12,929,929	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	5,600,305
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	8,342,477
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	13,937,220
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	17,884,885
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	28,170,717
July		62,371,753	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367
August		54,381,491	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599
September		39,511,303	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630
October		30,360,180	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800
November		19,332,007	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922
December		15,703,818	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106
<b>YTD Total</b>	<b>166,177,050</b>	<b>167,075,714</b>	<b>157,136,876</b>	<b>149,146,631</b>	<b>79,521,440</b>	<b>118,423,664</b>	<b>107,910,774</b>	<b>107,644,659</b>	<b>97,967,629</b>	<b>95,409,209</b>	<b>90,361,392</b>	<b>86,398,156</b>	<b>87,216,105</b>	<b>79,084,683</b>
<b>Total</b>	<b>166,177,050</b>	<b>388,736,266</b>	<b>372,305,735</b>	<b>351,849,101</b>	<b>232,835,383</b>	<b>278,043,962</b>	<b>257,312,595</b>	<b>257,097,185</b>	<b>242,835,427</b>	<b>236,779,616</b>	<b>224,931,142</b>	<b>213,797,971</b>	<b>208,655,656</b>	<b>190,867,107</b>
<b>YTD % Change</b>	<b>-0.54%</b>	<b>6.32%</b>	<b>5.36%</b>	<b>87.56%</b>	<b>-32.85%</b>	<b>9.74%</b>	<b>0.25%</b>	<b>9.88%</b>	<b>2.68%</b>	<b>5.59%</b>	<b>4.59%</b>	<b>-0.94%</b>	<b>10.28%</b>	<b>6.60%</b>
<b>Total % Change</b>	<b>-0.54%</b>	<b>4.41%</b>	<b>5.81%</b>	<b>51.11%</b>	<b>-16.26%</b>	<b>8.06%</b>	<b>0.08%</b>	<b>5.87%</b>	<b>2.56%</b>	<b>5.27%</b>	<b>5.21%</b>	<b>2.46%</b>	<b>9.32%</b>	<b>1.64%</b>
<b>Month Increase/(Decrease)</b>	<b>6.88%</b>	<b>9.08%</b>	<b>1.20%</b>	<b>37.39%</b>	<b>-9.78%</b>	<b>3.93%</b>	<b>3.74%</b>	<b>9.60%</b>	<b>-0.09%</b>	<b>6.46%</b>	<b>0.74%</b>	<b>0.95%</b>	<b>8.90%</b>	<b>8.64%</b>
<b>Increase(Decrease)/Qtr</b>														
<b>Qtr 1 (Dec-Feb)</b>	<b>-5.55%</b>	<b>5.13%</b>	<b>30.02%</b>	<b>3.33%</b>	<b>11.18%</b>	<b>7.81%</b>	<b>3.46%</b>	<b>7.07%</b>	<b>3.52%</b>	<b>11.10%</b>	<b>4.86%</b>	<b>-3.44%</b>	<b>15.35%</b>	<b>2.18%</b>
<b>Qtr 2 (Mar-May)</b>	<b>-1.63%</b>	<b>3.15%</b>	<b>4.07%</b>	<b>217.16%</b>	<b>-59.23%</b>	<b>11.84%</b>	<b>-1.40%</b>	<b>11.10%</b>	<b>4.66%</b>	<b>4.14%</b>	<b>6.03%</b>	<b>-1.82%</b>	<b>11.12%</b>	<b>5.67%</b>
<b>Qtr 3 (June-Aug)</b>	<b>6.88%</b>	<b>4.67%</b>	<b>8.39%</b>	<b>39.60%</b>	<b>-17.73%</b>	<b>6.91%</b>	<b>4.12%</b>	<b>1.95%</b>	<b>2.03%</b>	<b>4.23%</b>	<b>3.29%</b>	<b>3.77%</b>	<b>10.33%</b>	<b>-1.18%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>2.89%</b>	<b>1.45%</b>	<b>21.10%</b>	<b>23.70%</b>	<b>3.49%</b>	<b>-5.19%</b>	<b>8.17%</b>	<b>0.86%</b>	<b>7.68%</b>	<b>6.19%</b>	<b>5.98%</b>	<b>7.49%</b>	<b>0.28%</b>
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 Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-	Cottage	Cottage	Cottage	Cottage	Cottage
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground					
January	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423	160,661	1,130,609	1,918,384	1,046,309	571,317	587,641	254,673	565,909	530,590	410,132	532,707
June	351,108	570,964	330,644	353,506	326,158	2,412,414	2,845,176	1,770,185	1,305,653	1,018,049	795,837	919,645	833,391	705,955	1,003,815
July	363,847	446,262	595,516	427,557		2,685,694	3,088,190	1,860,733	1,284,313		1,043,368	1,058,556	1,166,419	936,181	
August	373,764	532,087	383,480	306,695		1,588,143	2,216,628	1,415,619	813,582		902,896	902,324	778,232	691,547	
September	278,989	401,958	240,314	188,170		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
<i>YTD Totals</i>	<i>527,674</i>	<i>1,373,037</i>	<i>991,421</i>	<i>1,078,500</i>	<i>845,870</i>	<i>3,800,630</i>	<i>7,072,433</i>	<i>4,883,775</i>	<i>2,528,428</i>	<i>2,062,404</i>	<i>1,280,896</i>	<i>2,257,554</i>	<i>1,963,424</i>	<i>1,637,791</i>	<i>2,060,246</i>
<b>Total</b>	<b>1,871,993</b>	<b>3,180,963</b>	<b>2,553,878</b>	<b>2,197,285</b>	<b>845,870</b>	<b>10,849,867</b>	<b>15,518,895</b>	<b>9,658,974</b>	<b>5,733,141</b>	<b>2,062,404</b>	<b>4,549,771</b>	<b>5,554,350</b>	<b>5,143,081</b>	<b>4,386,712</b>	<b>2,060,246</b>

Month Increase	-15.80%	62.62%	-42.09%	6.91%	-7.74%	31.76%	17.94%	-37.78%	-26.24%	-22.03%	-38.24%	15.56%	-9.38%	-15.29%	42.19%
<i>YTD Increase</i>	<b>-71.55%</b>	<b>160.21%</b>	<b>-27.79%</b>	<b>8.78%</b>	<b>-21.57%</b>	<b>-2.25%</b>	<b>86.09%</b>	<b>-30.95%</b>	<b>-48.23%</b>	<b>-18.43%</b>	<b>-49.30%</b>	<b>76.25%</b>	<b>-13.03%</b>	<b>-16.58%</b>	<b>25.79%</b>
<b>Total Year Increa</b>	<b>-39.33%</b>	<b>69.92%</b>	<b>-19.71%</b>	<b>-13.96%</b>		<b>29.41%</b>	<b>43.03%</b>	<b>-37.76%</b>	<b>-40.64%</b>		<b>-22.99%</b>	<b>22.08%</b>	<b>-7.40%</b>	<b>-14.71%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies				
January	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694	10,856,653	188,734	1,201,894	1,151,529	1,247,200	1,370,448	23,445,254	56,477,960	55,576,157	49,509,116	45,021,825
June	11,291,492	17,405,621	16,192,842	16,054,375	16,657,173	689,124	1,781,971	1,801,287	2,070,056	2,317,315	88,087,699	105,559,551	117,473,065	118,553,305	143,504,873
July	16,489,187	22,217,201	20,666,774	21,259,405		291,105	2,244,007	2,397,468	2,892,211		131,031,173	132,554,585	178,978,115	191,239,034	
August	13,307,261	18,448,886	16,657,613	16,564,558		244,691	2,161,167	2,079,173	2,423,773		122,944,015	135,457,160	122,930,026	129,365,315	
September	9,374,533	11,630,739	11,442,403	11,573,148		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
<i>YTD Totals</i>	<i>18,929,128</i>	<i>44,117,801</i>	<i>42,334,819</i>	<i>42,769,880</i>	<i>41,285,580</i>	<i>953,560</i>	<i>4,332,568</i>	<i>4,759,834</i>	<i>5,373,083</i>	<i>5,447,906</i>	<i>125,409,040</i>	<i>249,573,110</i>	<i>270,979,228</i>	<i>265,625,796</i>	<i>261,064,459</i>
<b>Total</b>	<b>67,864,420</b>	<b>109,606,289</b>	<b>103,230,055</b>	<b>104,260,627</b>	<b>41,285,580</b>	<b>2,134,793</b>	<b>11,425,576</b>	<b>11,664,072</b>	<b>13,503,523</b>	<b>5,447,906</b>	<b>487,929,729</b>	<b>633,068,406</b>	<b>690,896,310</b>	<b>706,870,771</b>	<b>261,064,459</b>

Month Increase	2.18%	54.15%	-6.97%	-0.86%	3.75%	213.13%	158.58%	1.08%	14.92%	11.94%	1.28%	19.83%	11.29%	0.92%	21.05%
<i>YTD Increase</i>	<b>-36.23%</b>	<b>133.07%</b>	<b>-4.04%</b>	<b>1.03%</b>	<b>-3.47%</b>	<b>62.02%</b>	<b>354.36%</b>	<b>9.86%</b>	<b>12.88%</b>	<b>1.39%</b>	<b>-12.17%</b>	<b>99.01%</b>	<b>8.58%</b>	<b>-1.98%</b>	<b>-1.72%</b>
<b>Total Year Increa</b>	<b>-5.67%</b>	<b>61.51%</b>	<b>-5.82%</b>	<b>1.00%</b>		<b>52.90%</b>	<b>435.21%</b>	<b>2.09%</b>	<b>15.77%</b>		<b>14.69%</b>	<b>29.75%</b>	<b>9.13%</b>	<b>2.31%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January	4,048,599	7,565,248	10,640,444	10,970,042	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627	14,583,119	122,541	429,562	235,556	273,011	210,053	28,192,673	71,629,217	67,998,385	61,544,693	57,369,540
June	15,349,447	15,036,636	18,707,648	18,477,129	22,241,837	529,356	646,362	393,576	338,773	446,629	103,467,906	127,947,319	136,993,703	137,311,567	162,956,697
July	14,163,157	18,366,907	22,972,242	23,810,322		643,415	630,180	527,134	372,183		152,256,684	159,994,974	203,794,691	215,518,673	0
August	14,432,996	15,236,263	17,820,645	17,510,657		621,785	723,235	476,191	311,925		139,737,864	158,280,320	142,641,161	148,053,622	0
September	7,502,538	9,479,100	9,589,739	9,771,123		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957	0
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020	0
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
<i>YTD Totals</i>	<i>31,444,737</i>	<i>69,512,235</i>	<i>75,206,307</i>	<i>75,987,220</i>	<i>84,848,744</i>	<i>978,879</i>	<i>2,007,256</i>	<i>1,156,638</i>	<i>1,344,239</i>	<i>1,204,503</i>	<i>150,926,247</i>	<i>306,401,191</i>	<i>322,309,305</i>	<i>314,984,634</i>	<i>308,523,062</i>
<b>Total</b>	<b>77,941,438</b>	<b>126,600,209</b>	<b>139,760,159</b>	<b>141,749,903</b>	<b>84,848,744</b>	<b>3,314,894</b>	<b>4,137,515</b>	<b>2,765,729</b>	<b>2,548,964</b>	<b>1,204,503</b>	<b>576,380,674</b>	<b>771,066,418</b>	<b>814,248,027</b>	<b>825,997,500</b>	<b>308,523,062</b>

Month Increase		-2.04%	24.41%	-1.23%	20.37%	19.84%	22.10%	-39.11%	-13.92%	31.84%	1.44%	23.66%	7.07%	0.23%	18.68%
YTD Increase		121.06%	8.19%	1.04%	11.66%	-36.09%	105.06%	-42.38%	16.22%	-10.40%	-17.19%	103.01%	5.19%	-2.27%	-2.05%
<b>Total Year Increa</b>	<b>71.19%</b>	<b>62.43%</b>	<b>10.39%</b>	<b>1.42%</b>		<b>1.15%</b>	<b>24.82%</b>	<b>-33.15%</b>	<b>-7.84%</b>		<b>11.27%</b>	<b>33.78%</b>	<b>5.60%</b>	<b>1.44%</b>	

\*\* 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												
	2024	2023	% Increase									
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	425,595	2,178,032	-80.46%	441,288	658,001	-32.94%	597,879	729,391	-18.03%	1,048,566	1,400,211	-25.11%
WAVES	120,379	1,758,064	-93.15%	180,621	533,048	-66.12%	239,206	452,920	-47.19%	488,648	697,056	-29.90%
SALVO	226,199	3,709,036	-93.90%	180,158	959,276	-81.22%	367,083	894,216	-58.95%	693,169	1,359,524	-49.01%
AVON	625,203	5,173,494	-87.92%	424,551	1,436,510	-70.45%	866,199	1,478,670	-41.42%	1,787,717	2,932,683	-39.04%
BUXTON	155,201	382,351	-59.41%	204,981	282,831	-27.53%	481,827	434,490	10.89%	792,306	1,119,059	-29.20%
FRISCO	127,568	929,907	-86.28%	115,835	217,764	-46.81%	277,056	341,414	-18.85%	722,397	1,006,995	-28.26%
HATTERAS	190,645	3,347,567	-94.30%	219,953	651,905	-66.26%	427,926	582,089	-26.48%	1,082,612	1,652,924	-34.50%
<b>TOTAL HATTERAS ISLAND</b>	<b>1,870,790</b>	<b>17,478,451</b>	<b>-89.30%</b>	<b>1,767,387</b>	<b>4,739,335</b>	<b>-62.71%</b>	<b>3,257,176</b>	<b>4,913,190</b>	<b>-33.71%</b>	<b>6,615,415</b>	<b>10,168,452</b>	<b>-34.94%</b>
<b>NORTHERN BEACHES:</b>												
DUCK	1,632,266	1,859,445	-12.22%	1,421,388	1,316,005	8.01%	2,704,153	1,851,500	46.05%	3,766,066	4,652,772	-19.06%
SOUTHERN SHORES	840,739	913,500	-7.97%	717,292	643,079	11.54%	1,100,121	781,798	40.72%	1,086,297	1,729,657	-37.20%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,623,727	1,391,882	16.66%	2,600,393	2,272,132	14.45%	2,834,051	3,595,853	-21.19%
COLINGTON	27,314	8,009	241.04%	10,488	9,524	10.12%	29,870	28,233	5.80%	42,984	69,123	-37.82%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,185,786	3,939,118	6.26%	6,048,428	6,051,503	-0.05%	8,676,544	9,980,060	-13.06%
NAGS HEAD	4,165,184	4,545,805	-8.37%	3,746,974	3,317,925	12.93%	5,805,991	4,605,851	26.06%	7,882,797	10,361,659	-23.92%
<b>TOTAL NORTHERN BEACHES</b>	<b>12,346,227</b>	<b>13,252,899</b>	<b>-6.84%</b>	<b>11,705,655</b>	<b>10,617,533</b>	<b>10.25%</b>	<b>18,288,956</b>	<b>15,591,017</b>	<b>17.30%</b>	<b>24,288,739</b>	<b>30,389,124</b>	<b>-20.07%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	285,739	305,119	-6.35%	543,102	224,455	141.96%	513,059	451,409	13.66%	708,252	810,779	-12.65%
RIM (ROANOKE ISL. MAINLAND)	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,243,822	1,433,964	-13.26%	1,114,733	1,380,959	-19.28%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,196,104</b>	<b>1,435,390</b>	<b>-16.67%</b>	<b>1,520,367</b>	<b>1,410,045</b>	<b>7.82%</b>	<b>1,756,881</b>	<b>1,885,373</b>	<b>-6.82%</b>	<b>1,822,985</b>	<b>2,191,738</b>	<b>-16.82%</b>
<b>OTC UNATTRIBUTED</b>	<b>175,273</b>	<b>159,300</b>	<b>10.03%</b>	<b>263,344</b>	<b>311,380</b>	<b>-15.43%</b>	<b>552,764</b>	<b>521,683</b>	<b>5.96%</b>	<b>768,762</b>	<b>1,063,464</b>	<b>-27.71%</b>
<b>TOTAL</b>	<b>15,588,394</b>	<b>32,326,040</b>	<b>-51.78%</b>	<b>15,256,753</b>	<b>17,078,293</b>	<b>-10.67%</b>	<b>23,855,777</b>	<b>22,911,263</b>	<b>4.12%</b>	<b>33,495,901</b>	<b>43,812,778</b>	<b>-23.55%</b>

DARE COUNTY GROSS OCCUPANCY BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE	1,671,946	2,000,461	-16.42%	4,911,069	3,834,553	28.07%	9,096,343	10,800,649	-15.78%
WAVES	706,733	978,773	-27.79%	2,996,167	2,366,210	26.62%	4,731,754	6,786,071	-30.27%
SALVO	1,383,798	1,822,661	-24.08%	5,479,663	3,995,865	37.13%	8,330,070	12,740,578	-34.62%
AVON	3,154,324	4,203,140	-24.95%	9,848,495	7,858,075	25.33%	16,706,489	23,082,572	-27.62%
BUXTON	1,440,845	1,597,647	-9.81%	3,143,892	2,656,985	18.33%	6,219,052	6,473,363	-3.93%
FRISCO	1,324,351	1,460,567	-9.33%	3,495,906	2,798,272	24.93%	6,063,113	6,754,919	-10.24%
HATTERAS	2,177,421	2,382,339	-8.60%	6,370,344	5,162,519	23.40%	10,468,901	13,779,343	-24.02%
<b>TOTAL HATTERAS ISLAND</b>	<b>11,859,418</b>	<b>14,445,588</b>	<b>-17.90%</b>	<b>36,245,536</b>	<b>28,672,479</b>	<b>26.41%</b>	<b>61,615,722</b>	<b>80,417,495</b>	<b>-23.38%</b>
<b>NORTHERN BEACHES:</b>									
DUCK	7,059,910	7,852,584	-10.09%	26,970,691	22,093,582	22.07%	43,554,474	39,625,888	9.91%
SOUTHERN SHORES	2,724,217	2,904,447	-6.21%	10,179,646	8,375,703	21.54%	16,648,312	15,348,184	8.47%
KITTY HAWK	4,598,742	4,820,980	-4.61%	10,710,260	9,271,719	15.52%	23,927,025	22,979,411	4.12%
COLINGTON	119,817	145,585	-17.70%	461,508	612,570	-24.66%	691,981	873,044	-20.74%
KILL DEVIL HILLS	13,419,764	12,469,507	7.62%	29,515,991	24,377,722	21.08%	65,967,385	61,117,205	7.94%
NAGS HEAD	13,888,487	15,170,404	-8.45%	43,095,222	36,122,124	19.30%	78,584,655	74,123,768	6.02%
<b>TOTAL NORTHERN BEACHES</b>	<b>41,810,937</b>	<b>43,363,507</b>	<b>-3.58%</b>	<b>120,933,318</b>	<b>100,853,420</b>	<b>19.91%</b>	<b>229,373,832</b>	<b>214,067,500</b>	<b>7.15%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN	940,369	1,184,486	-20.61%	1,993,363	1,997,966	-0.23%	4,983,884	4,974,214	0.19%
RIM (ROANOKE ISL. MAINLAND)	1,388,368	1,303,912	6.48%	1,467,165	3,717,646	-60.54%	7,101,718	10,152,342	-30.05%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,328,737</b>	<b>2,488,398</b>	<b>-6.42%</b>	<b>3,460,528</b>	<b>5,715,612</b>	<b>-39.45%</b>	<b>12,085,602</b>	<b>15,126,556</b>	<b>-20.10%</b>
<b>OTC UNATTRIBUTED</b>	<b>1,370,448</b>	<b>1,247,200</b>	<b>9.88%</b>	<b>2,317,315</b>	<b>2,070,056</b>	<b>11.94%</b>	<b>5,447,906</b>	<b>5,373,083</b>	<b>1.39%</b>
<b>TOTAL</b>	<b>57,369,540</b>	<b>61,544,693</b>	<b>-6.78%</b>	<b>162,956,697</b>	<b>137,311,567</b>	<b>18.68%</b>	<b>308,523,062</b>	<b>314,984,634</b>	<b>-2.05%</b>

DARE COUNTY GROSS MEALS BY DISTRICT												
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	28,734	33,616	-14.52%	12,139	53,818	-77.44%	227,835	109,071	108.89%	209,574	353,086	-40.65%
WAVES - 19	38,688	39,376	-1.75%	39,180	35,396	10.69%	126,051	109,778	14.82%	265,210	336,430	-21.17%
SALVO - 18	4,469	7,192	-37.86%	2,436	7,764	-68.62%	7,337	6,629	10.68%	4,150	7,872	-47.28%
AVON - 1	240,018	302,578	-20.68%	237,540	308,667	-23.04%	458,389	646,170	-29.06%	764,154	1,119,136	-31.72%
BUXTON - 2	219,407	251,526	-12.77%	239,743	295,171	-18.78%	693,233	596,986	16.12%	1,064,459	1,222,012	-12.89%
FRISCO - 5	154,070	158,141	-2.57%	125,147	113,981	9.80%	215,225	182,853	17.70%	293,688	361,064	-18.66%
HATTERAS - 6	32,102	45,102	-28.82%	72,846	8,321	775.45%	222,938	147,605	51.04%	534,983	500,966	6.79%
<b>TOTAL HATTERAS ISLAND</b>	<b>717,488</b>	<b>837,531</b>	<b>-14.33%</b>	<b>729,031</b>	<b>823,118</b>	<b>-11.43%</b>	<b>1,951,008</b>	<b>1,799,092</b>	<b>8.44%</b>	<b>3,136,218</b>	<b>3,900,566</b>	<b>-19.60%</b>
<b>NORTHERN BEACHES:</b>												
DUCK - 21	488,383	711,369	-31.35%	850,696	802,519	6.00%	1,694,315	1,543,575	9.77%	2,452,662	3,149,519	-22.13%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	496,778	601,594	-17.42%	677,177	628,376	7.77%	661,787	732,524	-9.66%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,188,744	2,133,394	2.59%	2,616,082	3,182,879	-17.81%	4,038,113	4,404,347	-8.32%
COLINGTON - 3	74,603	91,233	-18.23%	176,001	119,864	46.83%	154,804	139,703	10.81%	302,922	357,136	-15.18%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	4,214,253	3,895,252	8.19%	6,779,828	5,915,420	14.61%	7,806,322	8,480,638	-7.95%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,847,377	2,363,177	20.49%	3,898,906	4,154,607	-6.15%	5,677,705	6,697,604	-15.23%
<b>TOTAL NORTHERN BEACHES</b>	<b>9,042,093</b>	<b>12,648,513</b>	<b>-28.51%</b>	<b>10,773,849</b>	<b>9,915,800</b>	<b>8.65%</b>	<b>15,821,112</b>	<b>15,564,560</b>	<b>1.65%</b>	<b>20,939,511</b>	<b>23,821,768</b>	<b>-12.10%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,124,672	1,225,049	-8.19%	1,295,396	1,410,171	-8.14%	1,733,963	1,777,747	-2.46%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	302,377	318,812	-5.16%	355,324	278,398	27.63%	412,320	382,175	7.89%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,419,785</b>	<b>1,528,197</b>	<b>-7.09%</b>	<b>1,427,049</b>	<b>1,543,861</b>	<b>-7.57%</b>	<b>1,650,720</b>	<b>1,688,569</b>	<b>-2.24%</b>	<b>2,146,283</b>	<b>2,159,922</b>	<b>-0.63%</b>
<b>TOTAL</b>	<b>11,179,366</b>	<b>15,014,241</b>	<b>-25.54%</b>	<b>12,929,929</b>	<b>12,282,779</b>	<b>5.27%</b>	<b>19,422,840</b>	<b>19,052,221</b>	<b>1.95%</b>	<b>26,222,012</b>	<b>29,882,256</b>	<b>-12.25%</b>

DARE COUNTY GROSS MEALS BY DISTRICT									
	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE - 15	460,399	453,938	1.42%	785,885	815,115	-3.59%	1,724,566	1,818,644	-5.17%
WAVES - 19	458,572	452,346	1.38%	809,916	781,166	3.68%	1,737,617	1,754,492	-0.96%
SALVO - 18	8,749	17,446	-49.85%	54,246	64,650	-16.09%	81,387	111,553	-27.04%
AVON - 1	2,077,622	1,585,264	31.06%	2,337,510	2,747,899	-14.93%	6,115,233	6,709,714	-8.86%
BUXTON - 2	1,466,741	1,491,607	-1.67%	1,916,959	1,925,395	-0.44%	5,600,542	5,782,697	-3.15%
FRISCO - 5	479,424	445,631	7.58%	674,349	625,311	7.84%	1,941,903	1,886,981	2.91%
HATTERAS - 6	899,956	844,163	6.61%	1,410,665	1,170,162	20.55%	3,173,490	2,716,319	16.83%
<b>TOTAL HATTERAS ISLAND</b>	<b>5,851,463</b>	<b>5,290,395</b>	<b>10.61%</b>	<b>7,989,530</b>	<b>8,129,698</b>	<b>-1.72%</b>	<b>20,374,738</b>	<b>20,780,400</b>	<b>-1.95%</b>
<b>NORTHERN BEACHES:</b>									
DUCK - 21	4,161,805	4,558,051	-8.69%	6,902,335	6,853,845	0.71%	16,550,196	17,618,878	-6.07%
SOUTHERN SHORES - 20	1,038,285	946,148	9.74%	2,783,435	1,380,983	101.55%	6,103,618	4,818,507	26.67%
KITTY HAWK - 8	5,189,285	4,834,256	7.34%	7,219,077	7,251,684	-0.45%	23,387,752	24,913,355	-6.12%
COLINGTON - 3	450,840	432,016	4.36%	545,411	598,056	-8.80%	1,704,581	1,738,008	-1.92%
KILL DEVIL HILLS - 7	9,887,198	9,467,668	4.43%	15,295,240	12,916,559	18.42%	47,691,514	45,289,486	5.30%
NAGS HEAD - 14	9,867,741	8,864,888	11.31%	13,338,254	13,239,011	0.75%	37,817,810	38,915,572	-2.82%
<b>TOTAL NORTHERN BEACHES</b>	<b>30,595,154</b>	<b>29,103,027</b>	<b>5.13%</b>	<b>46,083,752</b>	<b>42,240,138</b>	<b>9.10%</b>	<b>133,255,471</b>	<b>133,293,806</b>	<b>-0.03%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN - 10	2,106,414	2,321,519	-9.27%	2,662,984	2,712,329	-1.82%	10,020,616	10,674,042	-6.12%
MANTEO-OUTSIDE - 11	525,032	476,118	10.27%	608,574	570,993	6.58%	2,526,225	2,327,466	8.54%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,631,446</b>	<b>2,797,637</b>	<b>-5.94%</b>	<b>3,271,558</b>	<b>3,283,322</b>	<b>-0.36%</b>	<b>12,546,841</b>	<b>13,001,508</b>	<b>-3.50%</b>
<b>TOTAL</b>	<b>39,078,063</b>	<b>37,191,059</b>	<b>5.07%</b>	<b>57,344,840</b>	<b>53,653,158</b>	<b>6.88%</b>	<b>166,177,050</b>	<b>167,075,714</b>	<b>-0.54%</b>

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2024	% OF	2024	% OF										
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	2,077,622	5.3%	2,337,510	4.1%	6,115,233	3.7%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	1,466,741	3.8%	1,916,959	3.3%	5,600,542	3.4%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	450,840	1.2%	545,411	1.0%	1,704,581	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	479,424	1.2%	674,349	1.2%	1,941,903	1.2%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	899,956	2.3%	1,410,665	2.5%	3,173,490	1.9%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	9,887,198	25.3%	15,295,240	26.7%	47,691,514	28.7%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	5,189,285	13.3%	7,219,077	12.6%	23,387,752	14.1%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	2,106,414	5.4%	2,662,984	4.6%	10,020,616	6.0%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	525,032	1.3%	608,574	1.1%	2,526,225	1.5%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	9,867,741	25.3%	13,338,254	23.3%	37,817,810	22.8%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	460,399	1.2%	785,885	1.4%	1,724,566	1.0%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	8,749	0.0%	54,246	0.1%	81,387	0.0%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	458,572	1.2%	809,916	1.4%	1,737,617	1.0%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	1,038,285	2.7%	2,783,435	4.9%	6,103,618	3.7%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	4,161,805	10.6%	6,902,335	12.0%	16,550,196	10.0%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	39,078,063	100.0%	57,344,840	100.0%	166,177,050	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT															
	2024	% OF	2024	% OF	2024	% OF									
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	TOTAL	TOTAL	
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,154,324	5.5%	9,848,495	6.0%	16,706,489	5.4%	
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,440,845	2.5%	3,143,892	1.9%	6,219,052	2.0%	
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	119,817	0.2%	461,508	0.3%	691,981	0.2%	
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,324,351	2.3%	3,495,906	2.1%	6,063,113	2.0%	
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	2,177,421	3.8%	6,370,344	3.9%	10,468,901	3.4%	
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	13,419,764	23.4%	29,515,991	18.1%	65,967,385	21.4%	
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	4,598,742	8.0%	10,710,260	6.6%	23,927,025	7.8%	
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	940,369	1.6%	1,993,363	1.2%	4,983,884	1.6%	
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	13,888,487	24.2%	43,095,222	26.4%	78,584,655	25.5%	
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	1,671,946	2.9%	4,911,069	3.0%	9,096,343	2.9%	
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,383,798	2.4%	5,479,663	3.4%	8,330,070	2.7%	
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	706,733	1.2%	2,996,167	1.8%	4,731,754	1.5%	
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	2,724,217	4.7%	10,179,646	6.2%	16,648,312	5.4%	
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	7,059,910	12.3%	26,970,691	16.6%	43,554,474	14.1%	
RIM (ROANOKE ISL. MAIN)	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	1,388,368	2.4%	1,467,165	0.9%	7,101,718	2.3%	
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,370,448	2.4%	2,317,315	1.4%	5,447,906	1.8%	
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	57,369,540	100.0%	162,956,697	100.0%	308,523,062	100.0%	

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
 General Fund - YTD thru 7/31/24

	Jul 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax - 75%	1,225,073.52	4,845,904.00	-3,620,830.48	25.3%
3040 · Meals Tax - 75%	418,324.18	2,216,141.00	-1,797,816.82	18.9%
3050 · Website Advertising	0.00	125,000.00	-125,000.00	0.0%
3210 · Interest Income	46,102.76	360,050.00	-313,947.24	12.8%
3220 · Other	0.00	1,000.00	-1,000.00	0.0%
<b>Total Income</b>	<b>1,689,500.46</b>	<b>7,548,095.00</b>	<b>-5,858,594.54</b>	<b>22.4%</b>
<b>Gross Profit</b>	<b>1,689,500.46</b>	<b>7,548,095.00</b>	<b>-5,858,594.54</b>	<b>22.4%</b>
<b>Expense</b>				
5000 · Director Compensation	1,425.00	17,100.00	-15,675.00	8.3%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	76.92	7,000.00	-6,923.08	1.1%
5003 · Directors & Officers Insurance	2,628.67	3,125.00	-496.33	84.1%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	83,803.46	1,085,900.00	-1,002,096.54	7.7%
5020 · Salaries (Part Time) Promotion	8,348.42	134,650.00	-126,301.58	6.2%
5025 · Salaries (Part Time) Welcome AB	8,302.67	119,100.00	-110,797.33	7.0%
5026 · Salaries (Part Time) Welcome RI	14,018.07	180,045.00	-166,026.93	7.8%
5030 · Payroll Taxes	8,679.86	124,070.00	-115,390.14	7.0%
5040 · Employee Insurance	31,976.70	179,900.00	-147,923.30	17.8%
5050 · Retirement	11,811.04	159,910.00	-148,098.96	7.4%
5055 · 401(k) Match	679.58	10,860.00	-10,180.42	6.3%
5060 · Workmens Compensation	2,082.44	2,385.00	-302.56	87.3%
5080 · Employee Relations	0.00	3,540.00	-3,540.00	0.0%
5090 · Training	0.00	13,340.00	-13,340.00	0.0%
5110 · Contracted Service	2,036.00	29,085.00	-27,049.00	7.0%
5140 · Audit	0.00	13,650.00	-13,650.00	0.0%
5170 · Other Professional Services	0.00	10,800.00	-10,800.00	0.0%
5180 · Legal	2,660.00	38,500.00	-35,840.00	6.9%
5185 · Research	26,687.00	188,500.00	-161,813.00	14.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	210,356.26	1,629,065.00	-1,418,708.74	12.9%
5502 · Advertising - Production Fee	2,000.00	190,000.00	-188,000.00	1.1%
5510 · Advertising - Event Dev & Mktg	0.00	73,100.00	-73,100.00	0.0%
5515 · Advertising - Online	407,907.18	2,766,820.00	-2,358,912.82	14.7%
5525 · Community Relations	1,125.00	30,000.00	-28,875.00	3.8%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	0.00	21,650.00	-21,650.00	0.0%
5580 · Promotional Aids	0.00	8,500.00	-8,500.00	0.0%
6100 · Familiarization Tours	4,754.62	110,000.00	-105,245.38	4.3%
6101 · Group sales	9,000.00	30,000.00	-21,000.00	30.0%
6130 · Uniforms	0.00	3,420.00	-3,420.00	0.0%
6150 · Event Grant	45,895.03	832,000.00	-786,104.97	5.5%
6160 · Long Range Tourism Plan	10,219.20	275,000.00	-264,780.80	3.7%
6170 · Tourism Summit	0.00	27,500.00	-27,500.00	0.0%
6200 · Postage and Delivery	1,256.07	200,200.00	-198,943.93	0.6%
6300 · Travel	1,811.04	60,675.00	-58,863.96	3.0%
6305 · Vehicle Maintenance	66.50	3,000.00	-2,933.50	2.2%
6320 · Registrations	8,730.00	40,000.00	-31,270.00	21.8%
6340 · Travel Show Exhibit	0.00	5,000.00	-5,000.00	0.0%
6420 · Dues and Subscriptions	12,235.56	69,850.00	-57,614.44	17.5%
6440 · Insurance	27,582.00	40,510.00	-12,928.00	68.1%
6460 · Telephone	2,761.07	37,825.00	-35,063.93	7.3%
6500 · Equipment	0.00	31,200.00	-31,200.00	0.0%
6510 · Expendable Equipment	0.00	3,275.00	-3,275.00	0.0%
6530 · Technical Support	0.00	5,600.00	-5,600.00	0.0%
6580 · Utilities	1,649.56	18,360.00	-16,710.44	9.0%
6600 · Cleaning/maintenance supplies	5.91	2,600.00	-2,594.09	0.2%
6610 · Building Maintenance	3,188.88	37,000.00	-33,811.12	8.6%
6620 · Equipment Service Contracts	320.40	3,100.00	-2,779.60	10.3%
6640 · Equipment Rent	0.00	33,840.00	-33,840.00	0.0%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	362.30	23,025.00	-22,662.70	1.6%
6800 · Bank Service Charges	123.00	3,240.00	-3,117.00	3.8%
6810 · Web Site/Internet	1,686.05	52,000.00	-50,313.95	3.2%
<b>Total Expense</b>	<b>958,331.46</b>	<b>8,998,865.00</b>	<b>-8,040,533.54</b>	<b>10.6%</b>
<b>Net Ordinary Income</b>	<b>731,169.00</b>	<b>-1,450,770.00</b>	<b>2,181,939.00</b>	<b>-50.4%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
 General Fund - YTD thru 7/31/24

	Jul 24	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	2,500.00	39,000.00	-36,500.00	6.4%
Total 9920 · Transfer from Travel Guide Fund	2,500.00	39,000.00	-36,500.00	6.4%
9990 · Unappropriated Fund Balance	0.00	1,812,315.00	-1,812,315.00	0.0%
Total Other Income	2,500.00	1,851,315.00	-1,848,815.00	0.1%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	115,000.00	-115,000.00	0.0%
9950 · Transfer to Event Site Fund	750.00	285,545.00	-284,795.00	0.3%
Total Other Expense	750.00	400,545.00	-399,795.00	0.2%
Net Other Income	1,750.00	1,450,770.00	-1,449,020.00	0.1%
Net Income	<b>732,919.00</b>	<b>0.00</b>	<b>732,919.00</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 7/31/24**

	Jul 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3210 · Interest Income	1.12	50.00	-48.88	2.2%
<b>Total Income</b>	1.12	50.00	-48.88	2.2%
<b>Gross Profit</b>	1.12	50.00	-48.88	2.2%
<b>Net Ordinary Income</b>	1.12	50.00	-48.88	2.2%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	2,500.00	39,000.00	-36,500.00	6.4%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	2,500.00	39,000.00	-36,500.00	6.4%
<b>Total Other Income</b>	2,500.00	39,000.00	-36,500.00	6.4%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	110,000.00	-110,000.00	0.0%
62001 · Freight	0.00	5,000.00	-5,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	0.00	115,000.00	-115,000.00	0.0%
<b>Total Other Expense</b>	0.00	115,000.00	-115,000.00	0.0%
<b>Net Other Income</b>	2,500.00	-76,000.00	78,500.00	-3.3%
<b>Net Income</b>	<b>2,501.12</b>	<b>-75,950.00</b>	<b>78,451.12</b>	<b>-3.3%</b>

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

	Jul 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	408,357.84	1,615,301.00	-1,206,943.16	25.3%
3040 · Meals Tax	139,441.39	738,714.00	-599,272.61	18.9%
3210 · Interest	42,876.82	300,000.00	-257,123.18	14.3%
<b>Total Income</b>	<b>590,676.05</b>	<b>2,654,015.00</b>	<b>-2,063,338.95</b>	<b>22.3%</b>
<b>Expense</b>				
<b>4000 · Long - Term Projects</b>				
4503 · Capital Improvement	0.00	419,231.00	-419,231.00	0.0%
4525 · Event Site	0.00	8,454,015.00	-8,454,015.00	0.0%
4585 · Unappropriated Long-Term	0.00	600,560.00	-600,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>9,473,806.00</b>	<b>-9,473,806.00</b>	<b>0.0%</b>
<b>4100 · Short-Term Projects</b>				
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	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path Hwy 12	0.00	118,855.00	-118,855.00	0.0%
4675 · TIG-Chicamacomico-1874 Station	0.00	115,000.00	-115,000.00	0.0%
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	0.00	4,550.00	-4,550.00	0.0%
5160 · Fireworks	13,750.00	120,025.00	-106,275.00	11.5%
5170 · Traffic Control - Hwy 12 & 158	0.00	22,030.00	-22,030.00	0.0%
<b>Total 4100 · Short-Term Projects</b>	<b>258,956.00</b>	<b>4,015,262.00</b>	<b>-3,756,306.00</b>	<b>6.4%</b>
<b>Total Expense</b>	<b>258,956.00</b>	<b>13,489,068.00</b>	<b>-13,230,112.00</b>	<b>1.9%</b>
<b>Net Ordinary Income</b>	<b>331,720.05</b>	<b>-10,835,053.00</b>	<b>11,166,773.05</b>	<b>-3.1%</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>331,720.05</b>	<b>0.00</b>	<b>331,720.05</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
 Restricted Fund Summary  
 2023-2024

	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 Pat	132,000				132,000				132,000
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
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
Fireworks	76,581		(55,000)	60,025	81,606		(13,750)	60,000	127,856
Audit	190		(3,625)	3,435	0			4,550	4,550
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	883,548		(64,550)	1,890,343
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>2,291,493</b>	<b>3,368,103</b>	<b>(983,330)</b>	<b>(1,584,389)</b>	<b>3,111,876</b>	<b>883,548</b>	<b>(258,956)</b>	<b>0</b>	<b>3,736,468</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	5,631,087	1,384,413	(9,296)		7,006,205	1,447,811	0		8,454,015
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	0		600,560
<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>0</b>	<b>0</b>	<b>9,473,806</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>2,531,359</b>	<b>(258,956)</b>	<b>0</b>	<b>13,210,275</b>
<b>Cash on Hand 7/31/24</b>								<b>Checking Savings</b>	<b>23,702</b>
<b>Total Cash on Hand</b>									<b>11,318,222</b>
									<b>11,341,924</b>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
August									530,699
September									471,098
October									219,336
November									123,206
December									64,388
January									51,561
February									63,579
March									57,570
April									66,684
May									128,774
June									163,790
									<b>1,940,685</b>
<b>Unappropriated Balances</b>									<b>72,334</b>
<b>Transfer from General Fund</b>									
30% Short-term						2,488,484 *			
Amount over budget to short-term						706,205			
Short-term Interest						134,467			
						<b>42,877</b>			
						<b>883,548</b>			
70% Long-term							1,647,811		
Long-term Interest							0		
							<b>1,647,811 *</b>		

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

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

	Jul 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3200 · Site Rental Income				
3205 · Reservation fee	0.00	2,000.00	-2,000.00	0.0%
3200 · Site Rental Income - Other	0.00	24,350.00	-24,350.00	0.0%
<b>Total 3200 · Site Rental Income</b>	<b>0.00</b>	<b>26,350.00</b>	<b>-26,350.00</b>	<b>0.0%</b>
3210 · Interest Income	167.55	500.00	-332.45	33.5%
3250 · Lease Income	3,069.35	52,700.00	-49,630.65	5.8%
9999 · Unappropriated Funds	0.00	30,380.00	-30,380.00	0.0%
<b>Total Income</b>	<b>3,236.90</b>	<b>109,930.00</b>	<b>-106,693.10</b>	<b>2.9%</b>
<b>Expense</b>				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	0.00	55,000.00	-55,000.00	0.0%
6440 · Insurance	9,725.00	9,725.00	0.00	100.0%
6580 · Utilities	919.39	40,665.00	-39,745.61	2.3%
6610 · Repairs & Maintenance	32,274.19	220,015.00	-187,740.81	14.7%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
<b>Total Expense</b>	<b>42,918.58</b>	<b>395,675.00</b>	<b>-352,756.42</b>	<b>10.8%</b>
<b>Net Ordinary Income</b>	<b>-39,681.68</b>	<b>-285,745.00</b>	<b>246,063.32</b>	<b>13.9%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,545.00	-285,545.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>285,745.00</b>	<b>-285,745.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>285,745.00</b>	<b>-285,745.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-39,681.68</b>	<b>0.00</b>	<b>-39,681.68</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

31-Jul-24

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	TOTAL
GENERAL FUND	-3,444	5,086,666	856,808	1,233,170	2,585,273	0	1,033,161	1,055,175	1,851,225	4,119,300	17,817,333
RESTRICTED FUND	23,702	6,152,277			1,295,213	250,000	0	1,040,808	1,829,923	750,000	11,341,922
TRAVEL GUIDE	5,462										5,462
MERCHANDISE SALES	165,961										165,961
EVENT SITE FUND	509,357										509,357
TOTAL	701,038	11,238,943	856,808	1,233,170	3,880,486	250,000	1,033,161	2,095,983	3,681,148	4,869,300	29,840,036
TOTAL % EACH BANK	7.32%	37.66%	6.33%		29.32%			7.02%	12.34%		100.00%
INTEREST RATES	0.40%	5.22%	3.50%	3.15%	2.43%	0.00%	4.90%	4.4% & 4.65%	4.96%, 4.9%, 4.86%	5.15%, 5.09% & 4.5%	
TOTAL CHECKING & CD'S	29,840,036										
60% ALLOWED IN ANY BANK	17,904,022										
25% ALLOWED IN ANY ONE INV	7,460,009										
60% General Fund Reserved Balance is \$5,385,705.											
100% Restricted Fund Balance Restricted by House Bill 225				\$11,341,922							

## Marketing Dashboard

thru JULY 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	3,426	3,068	358	12%
Completed Video Views	3,754,787	2,520,031	1,234,756	49%
Website Sessions	486,984	419,269	67,715	16%
Online Communities				
Email Subscribers	194,272	113,963	80,309	70%
Facebook	715,000	717,000	-2,000	0%
X (Twitter)	40,806	41,202	-396	-1%
Instagram	131,641	130,326	1,315	1%
Pinterest	23,600	23,500	100	0%
TikTok	<u>98,600</u>	<u>84,100</u>	<u>14,500</u>	<u>17%</u>
Online Communities Subtotal	1,203,919	1,110,091	93,828	8%

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*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU

## 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 topline metrics to the previous year.

### July 2024 Highlights

- **Paid Media:**
  - Continuity: FY24-25 tactics including Paid Search, Online Travel Agents, Native Display, WUNC Radio, and the 2024-2025 North Carolina Fish Hunt Guide launched in July.
    - Native Display supported the History Guide, OBX Promise, 8 Trip Ideas, and Free Things to Do. The History Guide achieved the most efficient CPC this month at \$1.73 and the highest CTR at 0.34%.
  - Fall: Streaming TV, Streaming Video, and Native Video all launched mid-July. The remaining high impact and native display tactics will launch in August.
    - Increased video placements, native video and YouTube shorts boosts, drove a 50% increase in video views vs. July 2023.
    - Hulu Ad Selector (new!) launched 7/15 featuring Fishing, Birding and Surfing videos; the Surfing video was selected the most views across all target audiences (35%), followed by birding and fishing, both with 32%.
- **Website:** Total website sessions were up 16% over July 2023, which stemmed from a 140% increase in sessions from Paid Search.
  - Among the top 20 pages, almost all saw increases over June due to the FY24-25 campaign launches. The /place-to-stay/vacation-rentals/ had the highest number of page views. 64% of this traffic came from Paid Search on Bing and 17% from Organic Search.
  - Listing details events accounted for 30% of all recorded events, the largest share across events. 70% of Listing Details events came from Organic Search traffic.
- **Email:** In July, 202K total emails were sent across the consumer marketing contact sublists (engaged and unengaged users) and various workflow audiences with an overall 10.2% open rate, 16% CTR (opens) and a 0.13% bounce rate.
  - The July 2024 OBX monthly email titled "Set the GPS to OBX" had a 9.62% open rate and 13.5% CTR (opens).
    - The "Reel in these offers and packages" CTA button accounted for 19% of total clicks followed by the "OBX Promise" clickable photo at 17%.
    - Note: The monthly OBX email was sent to the entire OBX email list including contacts deemed unengaged by Hubspot as a test following the email list cleanup in June. A lower than average open rate was expected due to Apple's iOS security policy that impacts the ability to know if the email is opened.
  - Among all niche workflows, the Foodie email garnered the highest CTR (opens) at 4.4% and drove the most website sessions.
- **Zartico:** Tracked spend is up 4% vs. June 2024, however, is down 7% compared to July 2023.
  - In July, the top 3 states (Virginia, Pennsylvania and North Carolina) accounted for 73% of total revenue. East Coast states including Maryland, New York and New Jersey all saw large increases in tracked spending vs. June 2024.
- **KeyData:** Compared to July 2023, Ad. Paid Occupancy is nearly flat (-2%) while total revenue is down about 7% or about \$10MM.
  - In July, the top 3 states (Virginia, Pennsylvania and Maryland) accounted for 61% of total rent. Similar to Zartico, East Coast states including Maryland, New York and New Jersey all saw large increases in rent vs. June 2024.
- **Visa:** June 2024 data is now available and the two visa widgets show FY23-24 complete data. June 2024 spend is up 1% vs. June 2023, and FY23-24 tracked spend was up 1% vs. FY22-23.

Dashboard was updated on 8/7/24. Data is reviewed and validated through - Media, Email, and Website: 7/31/24; Zartico: 7/31/24, Visa: 6/30/24, KeyData Short Term Rentals: as of 8/5/24 (FY24-25) vs 8/7/23 (FY23-24), KeyData Hotel: as of 7/21/24 (FY24-25) vs. 7/23/23 (FY23-24).

FYTD = Fiscal Year Total To-Date (includes all data from July 2024 through the listed 'reviewed and validated date').

## 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

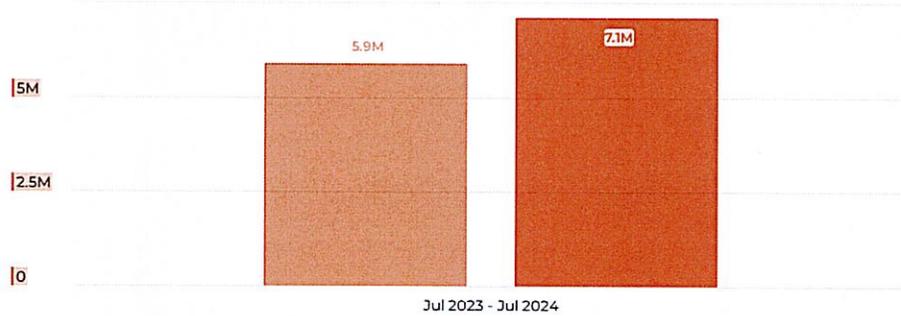
7,124,678 ▲ 21%  
(Custom Range: 5,904,764)

FYTD: Video Views

3,754,787 ▲ 49%  
(Custom Range: 2,520,031)

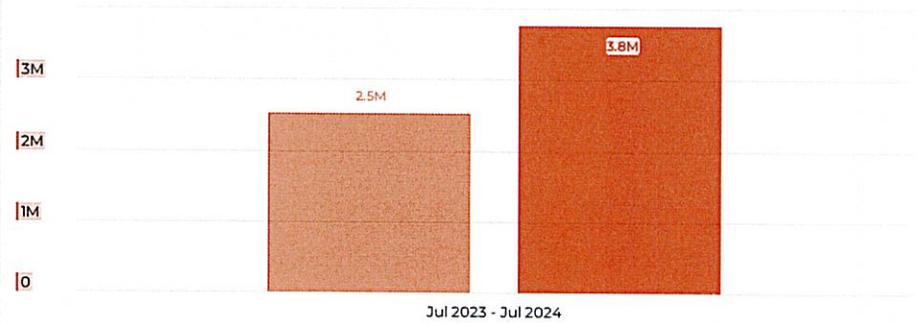
### Monthly Impressions v. Previous Year

Impressions



### Monthly Video Views v. Previous Year

Video Views



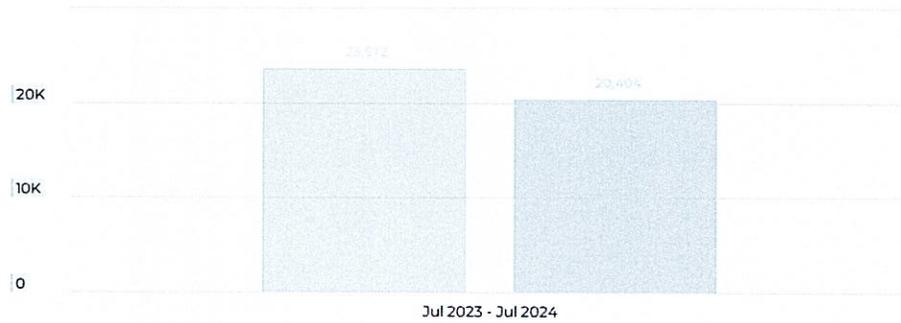
## Email Marketing

FYTD: Email Opens

20,404 ▼ -13%  
(Custom Range: 23,572)

### Monthly Email Opens v. Previous Year

Email Opens



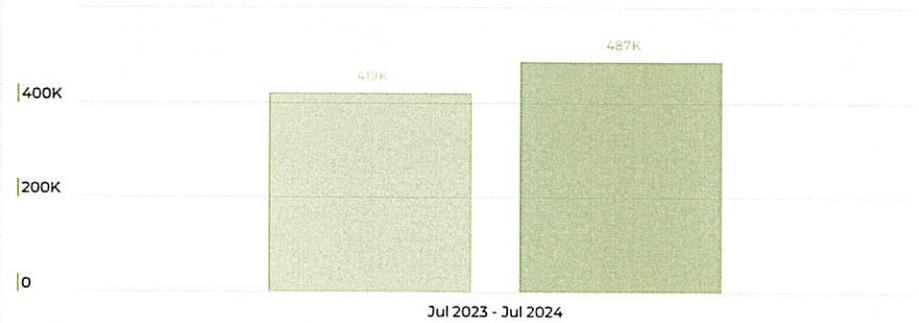
## Outerbanks.org

FYTD: Website Sessions

486,984 ▲ +16%  
(Custom Range: 419,269)

### Monthly Website Sessions v. Previous Year

Sessions



## Tracked Domestic Visitor Spend

FYTD: Zartico Tracked Spend

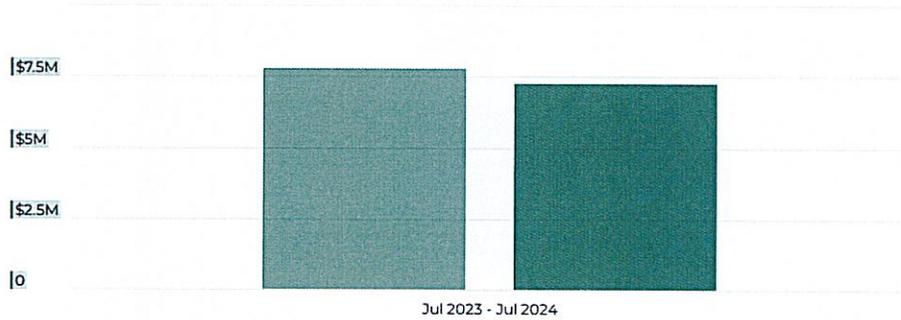
**\$7,243,873** ▼ -7%  
 (Custom Range: \$7,754,234)

FY23-24: Visa Tracked Spend

**\$65,896,545** ▲ +1.0%  
 (Custom Range: \$65,241,869)

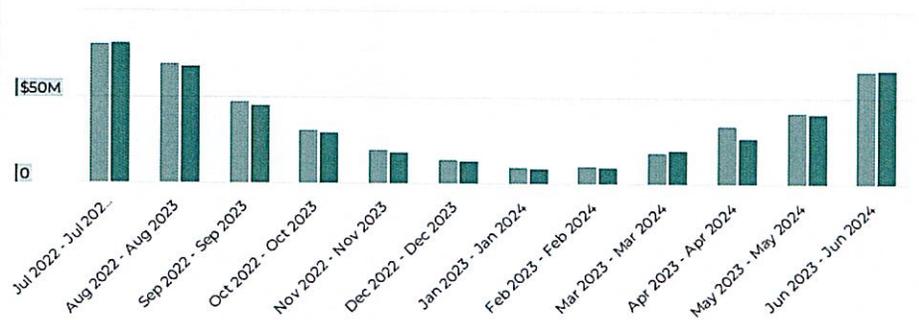
Zartico Monthly Tracked Spend v. Previous Year

Tracked Spend



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

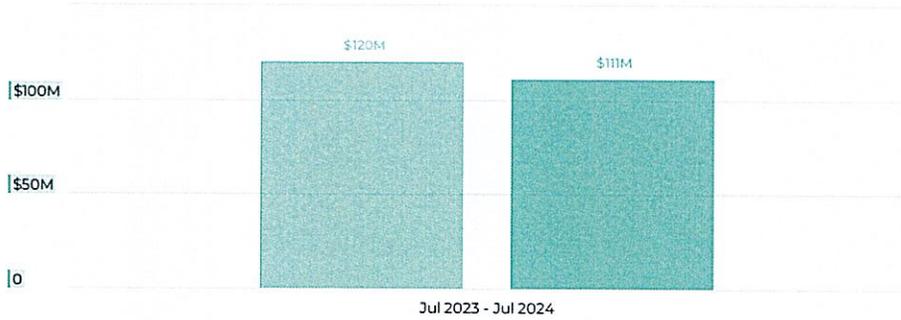
Short Term Rentals

FYTD: Total Revenue (Nightly)

**\$110,993,371** ▼ -7%  
(Custom Range: \$119,647,095)

Monthly Total Revenue (Nightly) v. Previous Year

Total Revenue (Nightly)



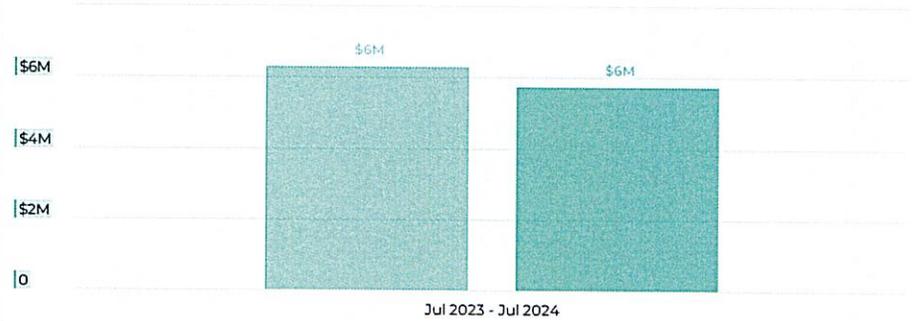
Hotels

FYTD: Total Revenue

**\$5,723,196** ▼ -9%  
(Custom Range: \$6,291,768)

Monthly Total Revenue v. Previous Year

Total Revenue



FYTD: Adj. Paid Occupancy %

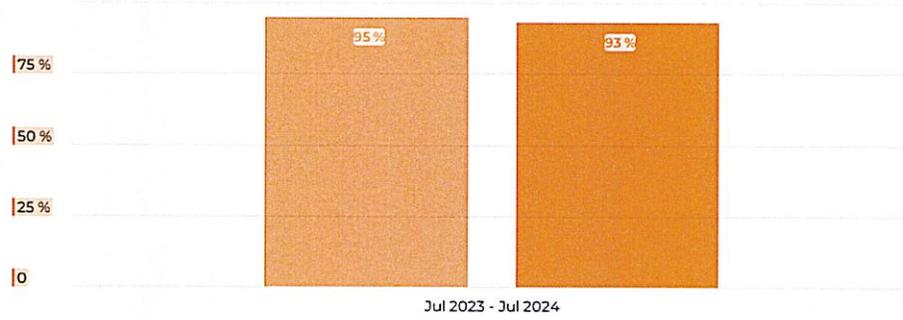
93 % ▼ -2%  
(Custom Range: 95 %)

FYTD: Paid Occupancy %

84 % ▼ -7%  
(Custom Range: 89 %)

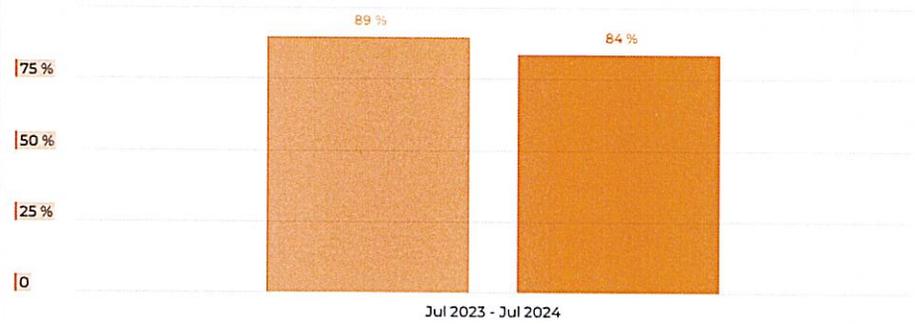
Monthly Adj. Paid Occupancy % v. Previous Year

Adj. Paid Occupancy %



Monthly Paid Occupancy % v. Previous Year

Paid Occupancy %



## Section II: Website

Reviews key KPIs/events tracked and website content viewed.

### Outerbanks.org Page Views

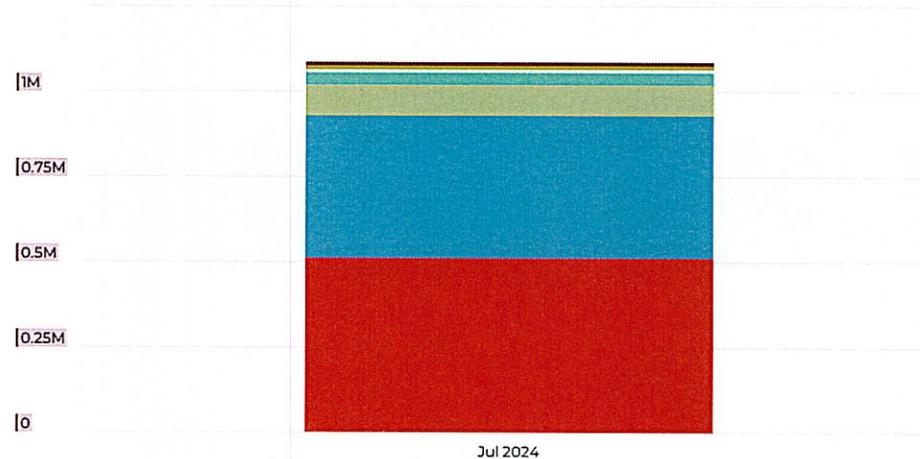
FYTD: Total Page Views

1,086,730 ▲ 10%  
(987,944)

### 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 Month

Web Analytics Page Path	# Page Views ↓	▲ Diff
/places-to-stay/vacation-rentals/	153,888	▲ 419% (124,228)
/	62,358	▲ 14% (7,677)
/plan-your-trip/towns-and-villages/	53,849	▲ 20% (8,954)
/blog/post/	42,484	▲ 34% (10,725)
/things-to-do/attractions/	32,721	▲ 36% (8,673)
/things-to-do/?view=list&sort=qual...	31,201	▲ 21% (5,335)
/things-to-do/water-activities/	27,965	▲ 4% (1,018)
/things-to-do/	27,688	▼ -5% (-1,562)
/plan-your-trip/beaches/	25,427	▼ -43% (-18,861)
/plan-your-trip/getting-here-and-a...	23,079	▲ 13% (2,651)
/plan-your-trip/trip-ideas/	21,626	▲ 92% (10,375)
/places-to-stay/campgrounds-and...	20,871	▲ 27% (4,394)
/plan-your-trip/webcams/	20,046	▲ 11% (1,947)
/places-to-stay/hotels-and-motels/	17,050	▲ 6% (1,020)
/places-to-stay/	16,223	▲ 7% (1,041)
/things-to-do/land-activities/	16,185	▲ 2% (353)
/plan-your-trip/travel-guide/	15,128	▲ 16% (2,087)
/places-to-stay/?view=list&sort=qu...	13,068	▲ 14% (1,651)
/things-to-do/top-10-things-to-do/	11,482	▲ 26% (2,389)
/outer-banks-fourth-of-july/?view=...	11,297	▲ 96% (5,523)

1 - 20 of 20 items

↔ → ←

## Outerbanks.org KPIs (Events)

FYTD: Key Events

314,848

### Monthly Key Website KPIs by Event

Event	# Total ↓	Δ Diff
listing_details_reached	95,293	▲ 13% (11,043)
external_link	90,660	▲ 25% (17,997)
partner_referral	76,425	▲ 10% (6,839)
blog_section_reached	44,037	▲ 36% (11,593)
file_download	2,967	▲ 12% (313)
travel_guide_request	2,523	▼ -12% (-331)
enews_sign_up	1,309	▲ 63% (504)
view_search_results	1,067	▲ 1% (12)
vimeo_video	567	▲ 7% (37)
<b>Total</b>	<b>314,848</b>	<b>▲ 18% (48,007)</b>

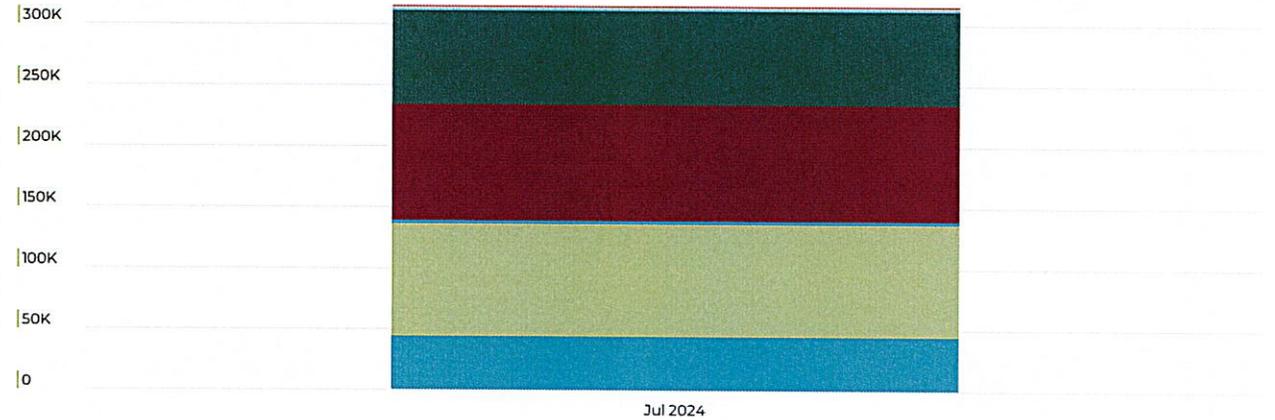
1 - 9 of 9 items

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### Monthly Key Website KPIs by Event

Total

● blog\_section\_reached 
 ● enews\_sign\_up 
 ● external\_link 
 ● file\_download 
 ● listing\_details\_reach... 
 ● partner\_referral 
 ● travel\_guide\_request 
 ● view\_sear



\*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests (event count inaccurate until mid-Feb 2024), vimeo-video (loads, plays, completes), file downloads, search results viewed, e-newsletter sign-ups.

## 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), and Tracked Spend (Zartico) by State - Month Of v. Previous Month

State	# KeyData ↓	Δ Diff	# Organic Sessions	Δ Diff	# Zartico	Δ Diff
Virginia	\$28,549,376	▲ 17%	41,675	▲ 1%	\$3,495,687	▲ 4%
Pennsylvania	\$17,358,645	▲ 24%	13,661	▼ -1%	\$1,081,886	▲ 2%
Maryland	\$10,864,740	▲ 82%	7,975	▲ 14%	\$354,484	▲ 28%
North Carolina	\$7,591,067	▼ -2%	34,130	▲ 6%	\$730,861	▼ 0%
Ohio	\$6,303,971	▼ -12%	7,698	▼ -13%	\$93,718	▼ -21%
New York	\$3,929,112	▲ 128%	21,516	▲ 17%	\$126,806	▲ 111%
New Jersey	\$3,474,592	▲ 86%	3,931	▲ 15%	\$183,520	▲ 55%
West Virginia	\$2,703,002	▼ -7%	2,121	▼ -17%	\$435,986	▼ -14%
Florida	\$1,246,209	▲ 49%	18,447	▲ 1%	\$64,646	▲ 21%
Delaware	\$1,049,524	▲ 33%	927	▲ 1%	\$16,889	▲ 18%
Massachusetts	\$966,259	▲ 66%	4,769	▲ 15%	\$38,941	▲ 31%
Connecticut	\$859,008	▲ 100%	1,838	▲ 17%	\$25,515	▼ -38%
Illinois	\$765,638	▲ 34%	4,699	▼ -17%	\$44,333	▲ 26%
South Carolina	\$673,384	▼ -28%	3,781	▲ 13%	\$49,576	▼ -29%
Texas	\$619,881	▲ 56%	4,167	▼ -13%	\$21,306	▼ -35%
Indiana	\$616,542	▼ -24%	3,768	▼ -6%	\$86,083	▲ 173%
Michigan	\$585,916	▲ 13%	4,784	▲ 1%	\$15,670	▲ 32%
Kentucky	\$516,330	▼ -41%	2,416	▼ -11%	\$59,387	▼ -18%
California	\$491,907	▲ 42%	2,828	▼ -4%	\$29,416	▲ 29%
District of Columbia	\$465,389	▲ 40%	3,171	▼ -11%	\$5,468	▼ -62%
Tennessee	\$459,639	▼ -45%	2,973	▼ -17%	\$73,594	▼ -8%
Georgia	\$450,680	▼ -22%	17,351	▼ -3%	\$21,410	▼ -21%
Colorado	\$402,118	▼ -8%	1,314	▼ -8%	\$20,282	▼ -26%
Iowa	\$230,935	▲ 85%	663	▼ -20%	\$19,651	▲ 22%
<b>Total</b>	<b>\$93,067,948</b>	<b>▲ 21%</b>	<b>223,093</b>	<b>▲ 1%</b>	<b>\$7,243,873</b>	<b>▲ 4%</b>

<< < 1 2 > >> 1 - 50 of 52 items

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### KeyData Short Term Rental Total Rent

#### FYTD: Top 50 Cities

City	State	# Total Rent ↓
--	Virginia	\$1,273,658
Pittsburgh	Pennsylvania	\$1,061,828
Richmond	Virginia	\$1,012,762
Mechanicsville	Virginia	\$821,561
Charlottesville	Virginia	\$748,425
Alexandria	Virginia	\$717,028
Fredericksburg	Virginia	\$698,562
Midlothian	Virginia	\$696,132
Fairfax	Virginia	\$678,230
Chesapeake	Virginia	\$629,054
Raleigh	North Carolina	\$604,903
Leesburg	Virginia	\$563,370
Virginia Beach	Virginia	\$549,257
Williamsburg	Virginia	\$536,012
Manassas	Virginia	\$524,936
Ashburn	Virginia	\$513,187
Glen Allen	Virginia	\$509,774
Washington	District of Columbia	\$465,389
Frederick	Maryland	\$452,425
Vienna	Virginia	\$426,256

1 - 50 of 3,798 items

### Outerbanks.org Organic Search Visits

#### FYTD: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	16,296
New York	New York	15,580
Atlanta	Georgia	12,497
--	Florida	11,244
Roanoke	Virginia	4,875
--	North Carolina	4,183
Philadelphia	Pennsylvania	3,709
Chicago	Illinois	3,475
Baltimore	Maryland	3,290
Washington	District of Columbia	3,171
Kill Devil Hills	North Carolina	3,158
Charlotte	North Carolina	3,023
Raleigh	North Carolina	3,021
--	Virginia	2,753
Virginia Beach	Virginia	2,662
Boston	Massachusetts	2,456
Nags Head	North Carolina	2,239
Miami	Florida	2,073
--	Pennsylvania	1,927
Dallas	Texas	1,586

1 - 50 of 50 items

### Zartico Tracked Spend

#### FYTD: States

State	# Tracked Spend ↓
Virginia	\$3,495,687
Pennsylvania	\$1,081,886
North Carolina	\$730,861
West Virginia	\$435,986
Maryland	\$354,484
New Jersey	\$183,520
New York	\$126,806
Ohio	\$93,718
Indiana	\$86,083
Tennessee	\$73,594
Florida	\$64,646
Kentucky	\$59,387
South Carolina	\$49,576
Illinois	\$44,333
Massachusetts	\$38,941
California	\$29,416
Connecticut	\$25,515
Georgia	\$21,410
Texas	\$21,306
Colorado	\$20,282

1 - 50 of 50 items

Tracked 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.

## Section IV: HY Managed Media

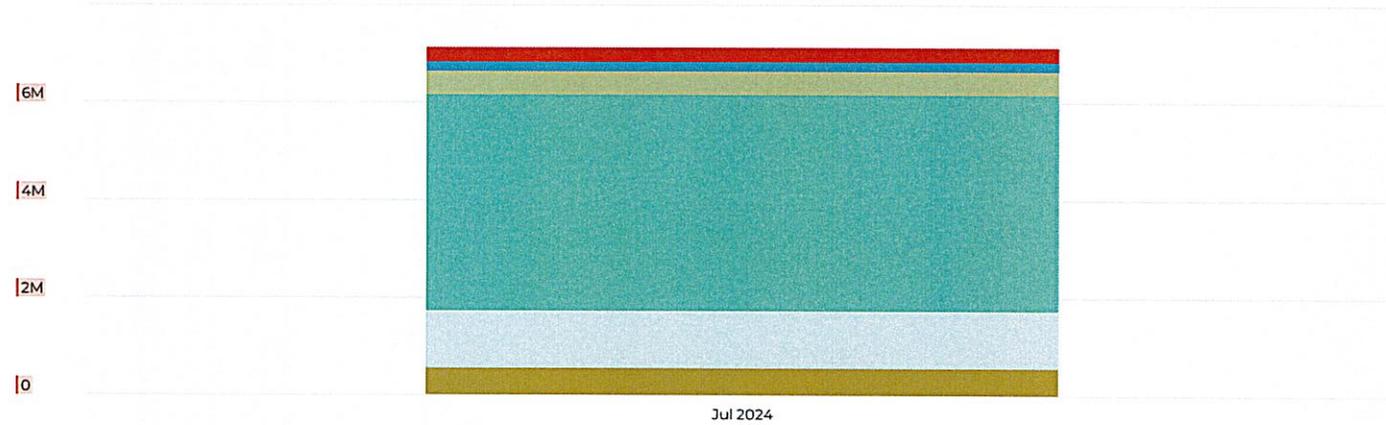
Reviews topline delivery metrics for HY managed paid media campaigns and OBVB's email marketing efforts.

### Paid Media Campaigns (HY Managed)

#### Impression Delivery Trends by Campaign

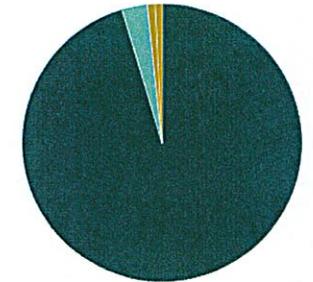
Impressions

● Branded ● FY24-25 Continuity ● FY24-25 Fall ● Lodging (Regional) ● Niche (Regional) ● Travel (Regional)



#### FYTD: Clicks by Media Type

Clicks



● Paid Search ● Native Display  
● Streaming Video ● Others

## Email Marketing

FYTD: Sends

201,625 ▲70%  
(Custom Range: 118,375)

FYTD: Open Rate

10.15 % ▼-49%  
(Custom Range: 19.95 %)

FYTD: Clicks

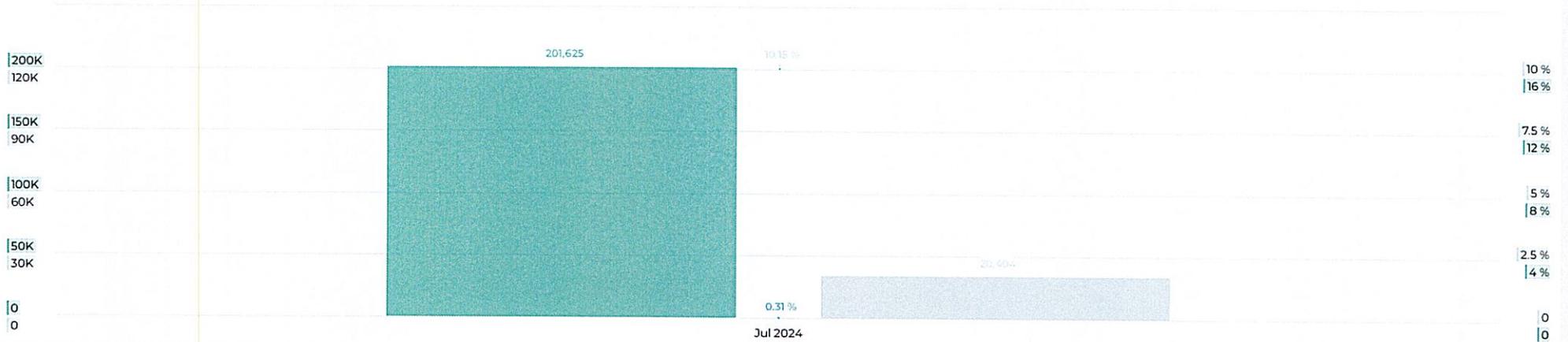
3,269 ▲2%  
(Custom Range: 3,204)

FYTD: CTR (Opens)

16.02 % ▲18%  
(Custom Range: 13.59 %)

### FYTD: Email Performance Trends

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





# Executive Summary

## Drive Awareness

KPI: Impressions

Performance As Of:	Jul 2024	Jul 2023	Base Goal	Stretch Goal
Current Month	1,920,102	2,273,226	1,752,875	2,629,312
Cumulative Fiscal	1,920,102	2,273,226	1,752,875	2,629,312
Cumulative % To Target		84%	110%	73%

## Drive Intent

KPI: Website Sessions Referred by Social Sources

Performance As Of:	Jul 2024	Jul 2023	Base Goal	Stretch Goal
Current Month	8,820	18,297	7,740	11,610
Cumulative Fiscal	8,820	18,297	7,740	11,610
Cumulative % To Target		48%	114%	76%

## Engage

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

Performance As Of:	Jul 2024	Jul 2023	Base Goal	Stretch Goal
Current Month	340,660	353,019	377,774	566,661
Cumulative Fiscal	340,660	353,019	377,774	566,661
Cumulative % To Target		96%	90%	60%

## Convert

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

Performance As Of:	Jul 2024	Jul 2023	Base Goal	Stretch Goal
Current Month	1,028	642	358	574
Cumulative Fiscal	1,028	642	358	574
Cumulative % To Target		160%	287%	179%

### Key Messaging:

- Dog-Friendly Places, Bike Safety on The OBX, Buxton Woods

### Performance Overview:

- The new fiscal started strong with above-projection performance of Impressions, Socially-Referred Traffic, and Conversions.
- Conversion performance was highly efficient across Mini-Guide, Travel Guide, and the newly re-introduced eNews ads, exceeding the monthly stretch goal by 79%.

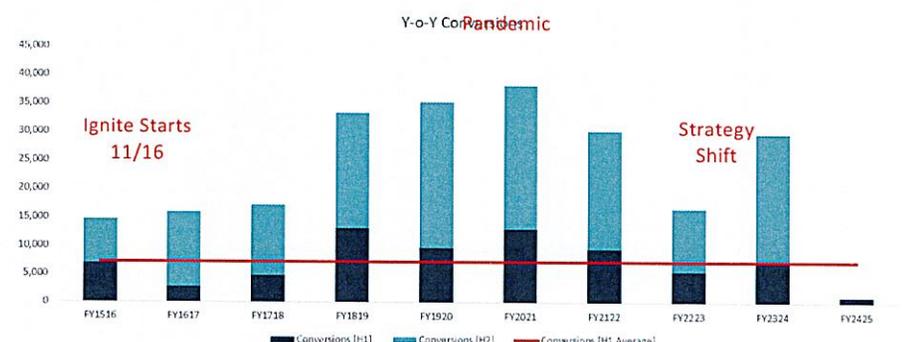
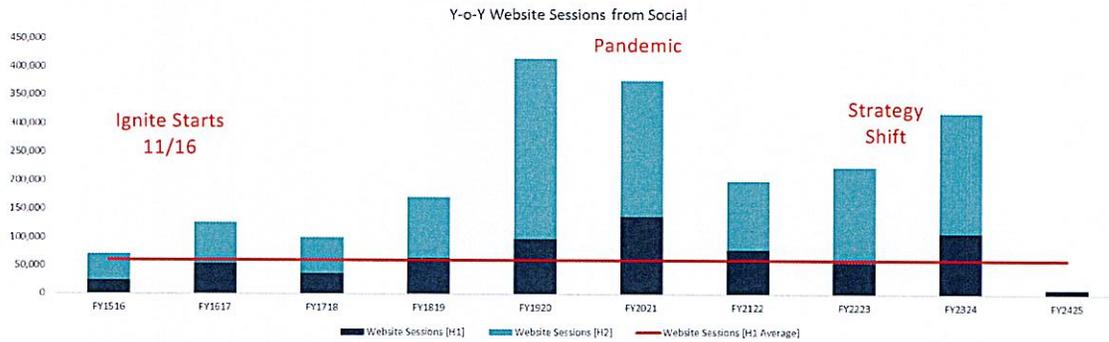
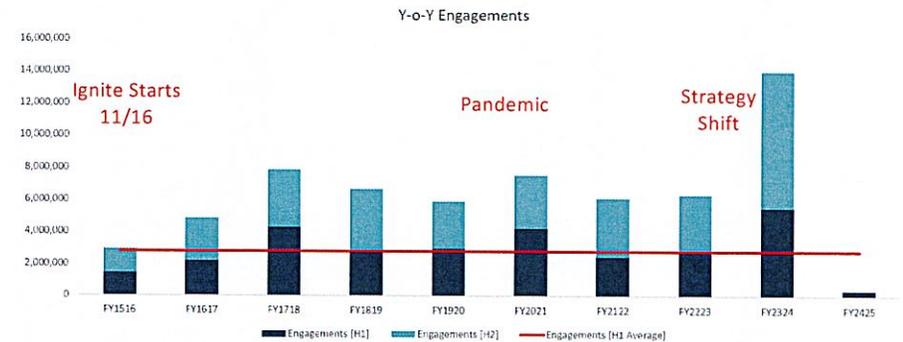
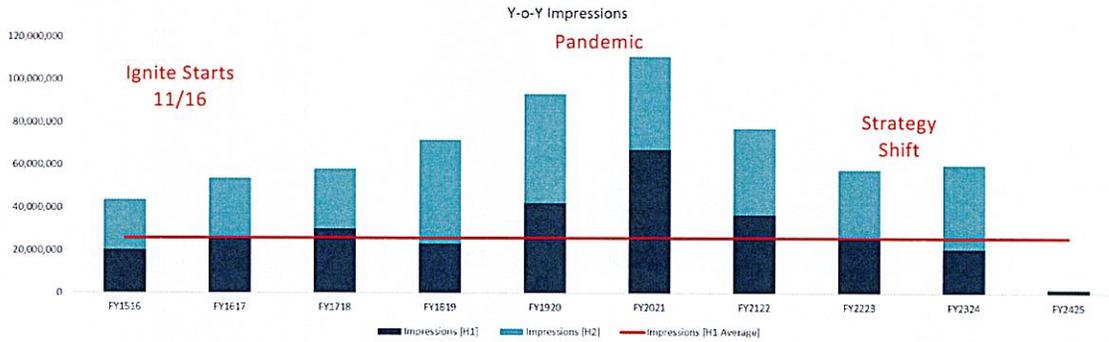
### Next Steps & Recommendations:

- Continue monthly event story posts and relaxing ASMR-style content.
- Shift safety messaging into Awareness campaigns vs. Intent.
- Continue running eNews ads.
- OBX Promise will debut in August.
- Packages & Offers post will run in August to boost visitation intent.
- OBX animal personality quiz based on top-performing animal content.



# OBX Social Performance FY15/16 – FY23/24 <sup>H1: July – December</sup> <sub>H2: January - July</sub>

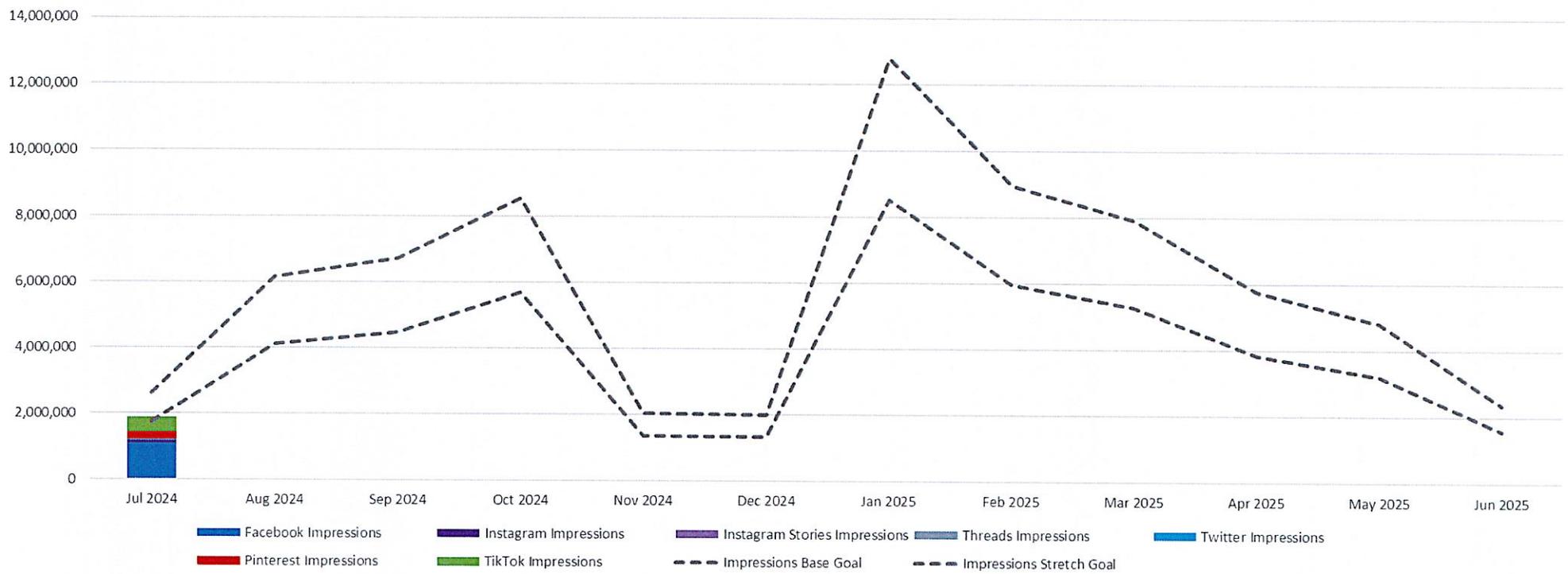
FY2425 data picture below represents only one month (July 2024)





# Connect M-o-M

Impressions By Channel vs. Trend To Goal

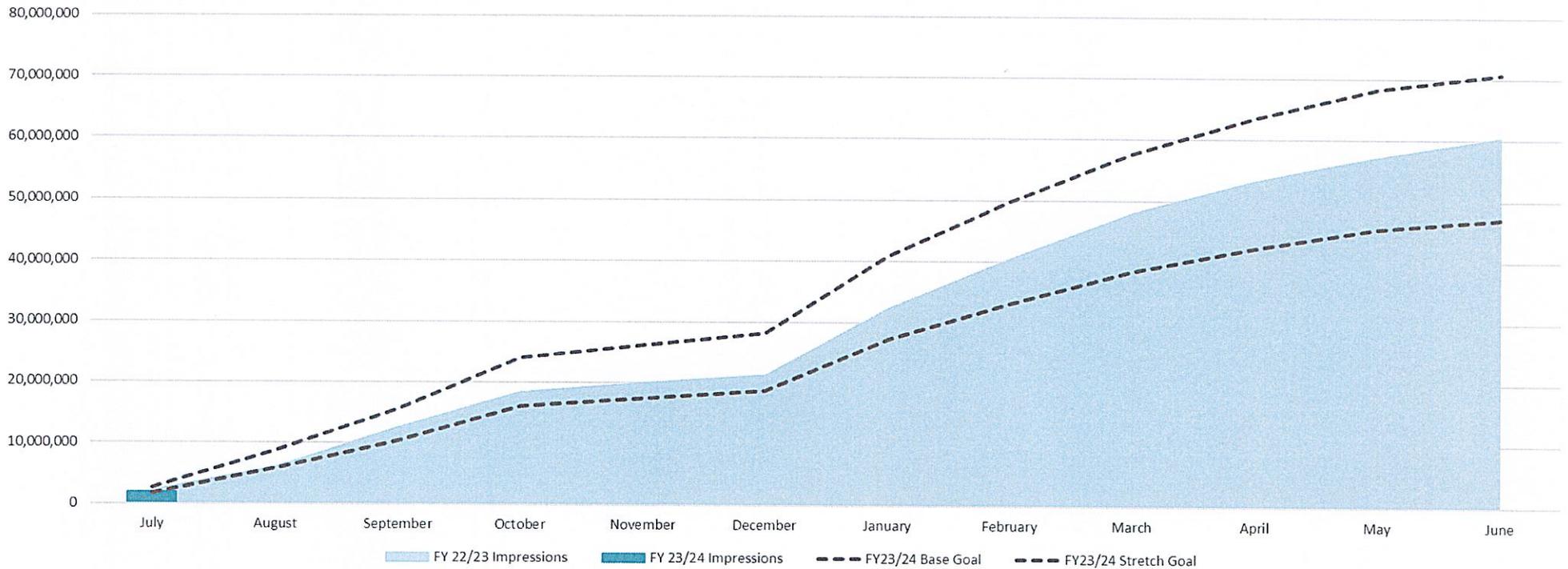


16



# Connect [Cumulative Performance]

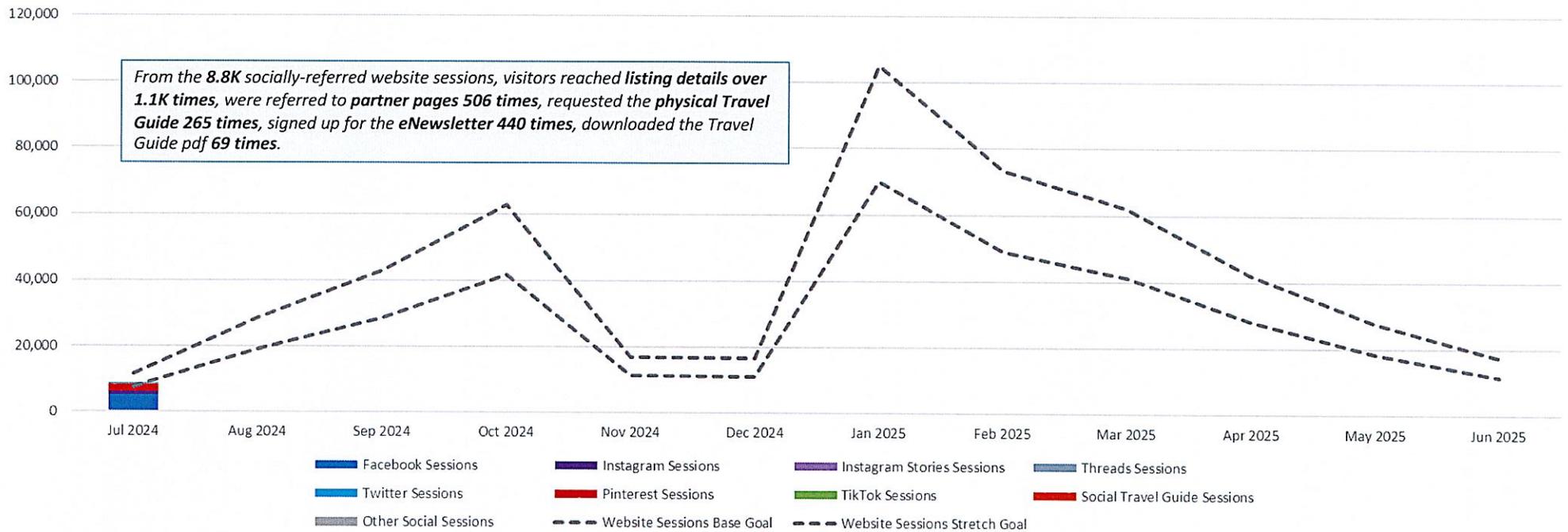
Cumulative Impressions Performance To Goal





# Drive Intent

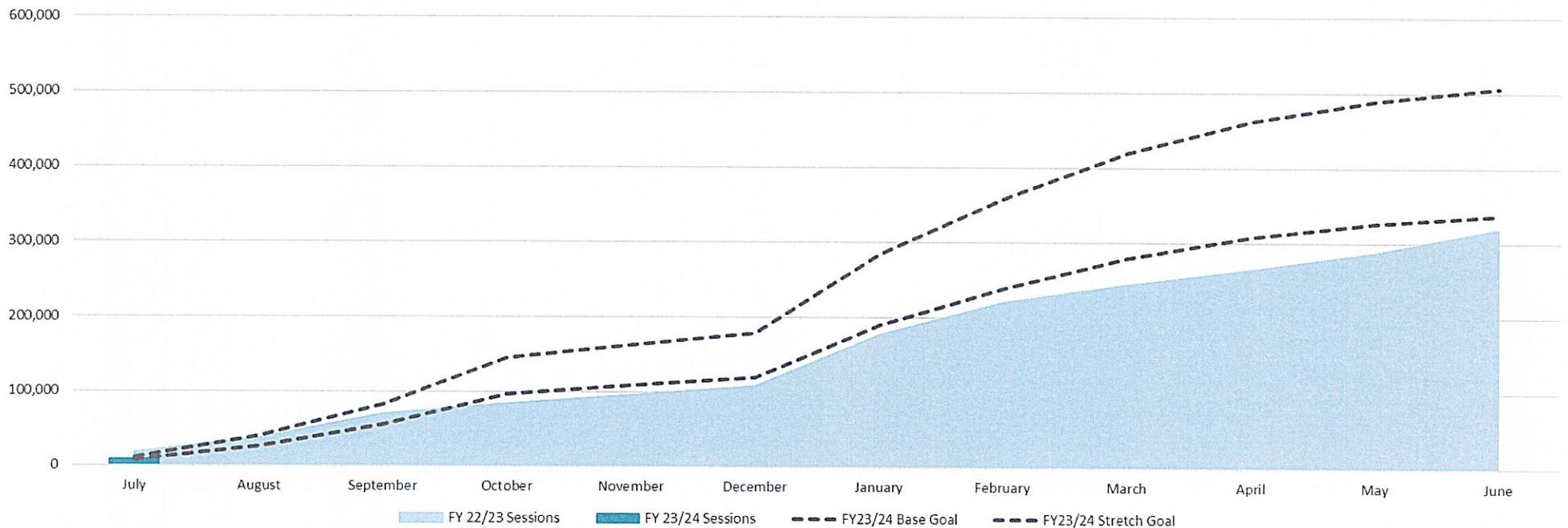
Website Sessions Referred from Social Channels vs. Trend to Goal





# Drive Intent [Cumulative Performance]

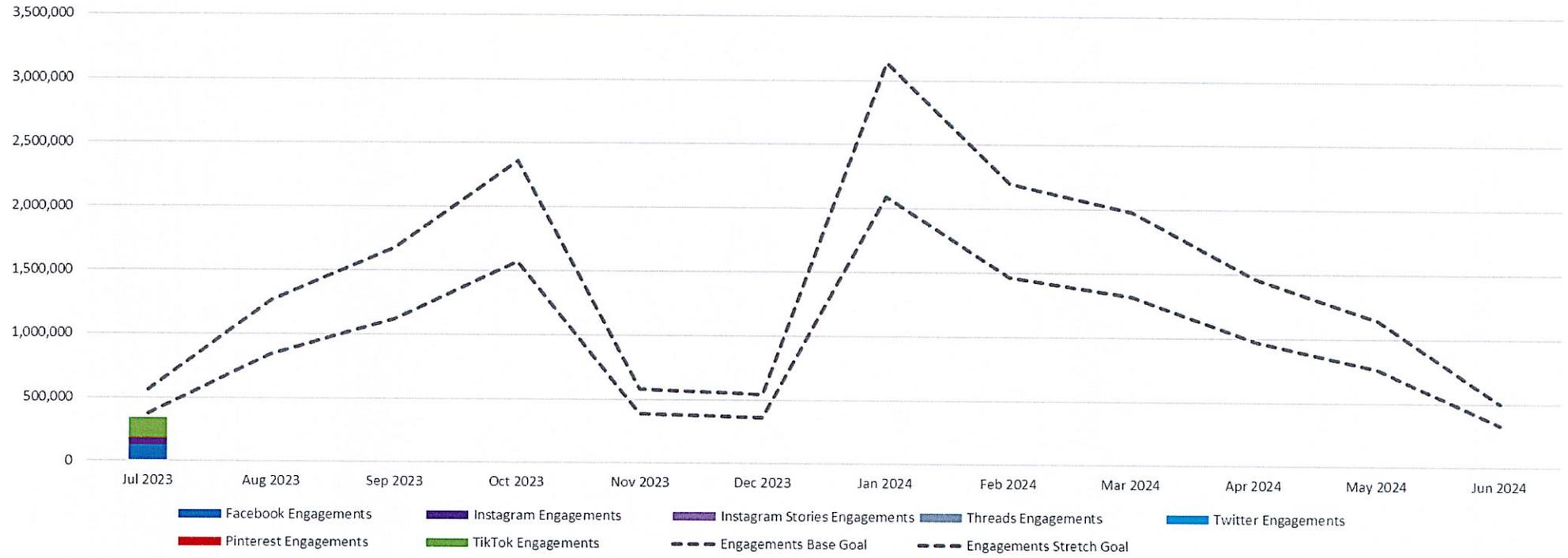
Cumulative Website Sessions Referred from Social Channels Performance To Goal





# Engage

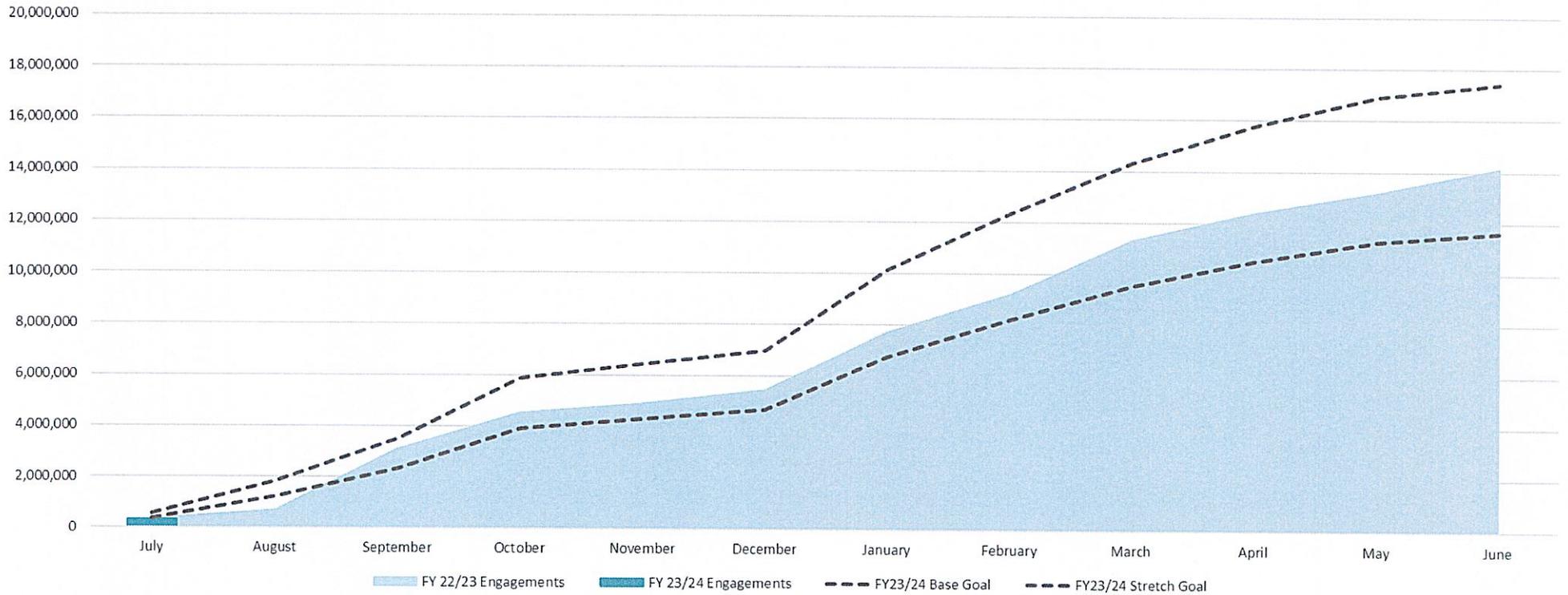
Engagements By Channel vs. Trend to Goal





# Engage [Cumulative Performance]

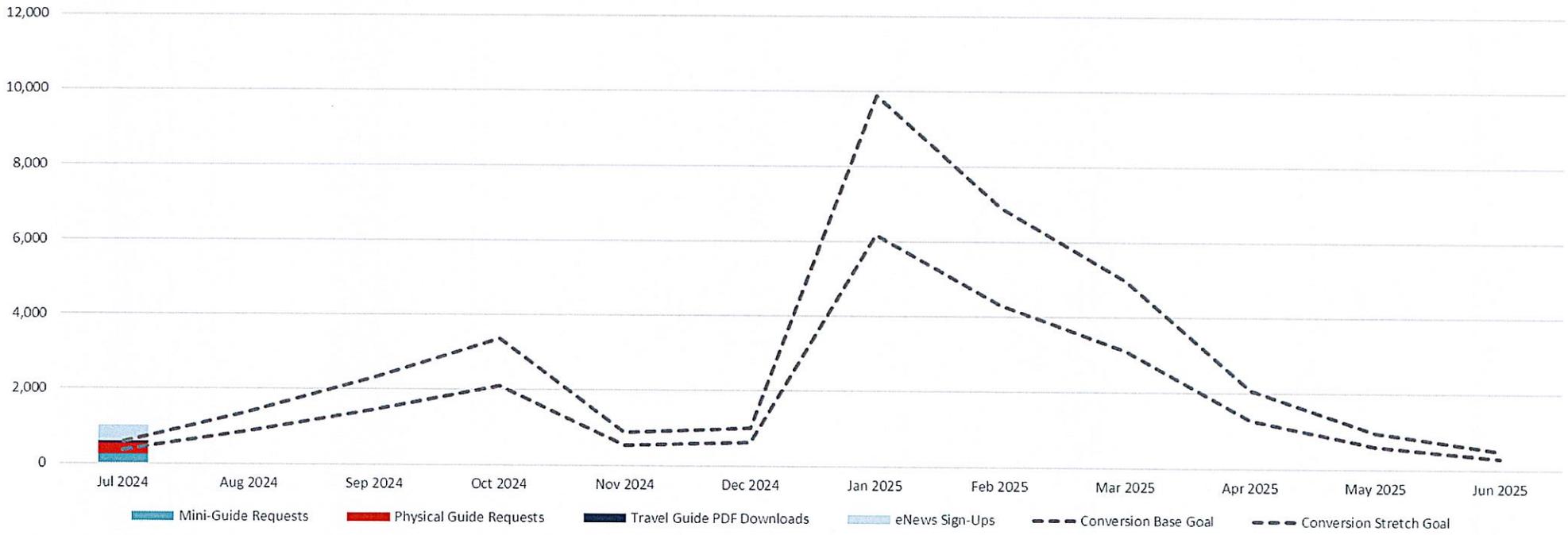
Cumulative Engagements Performance To Goal





# Convert

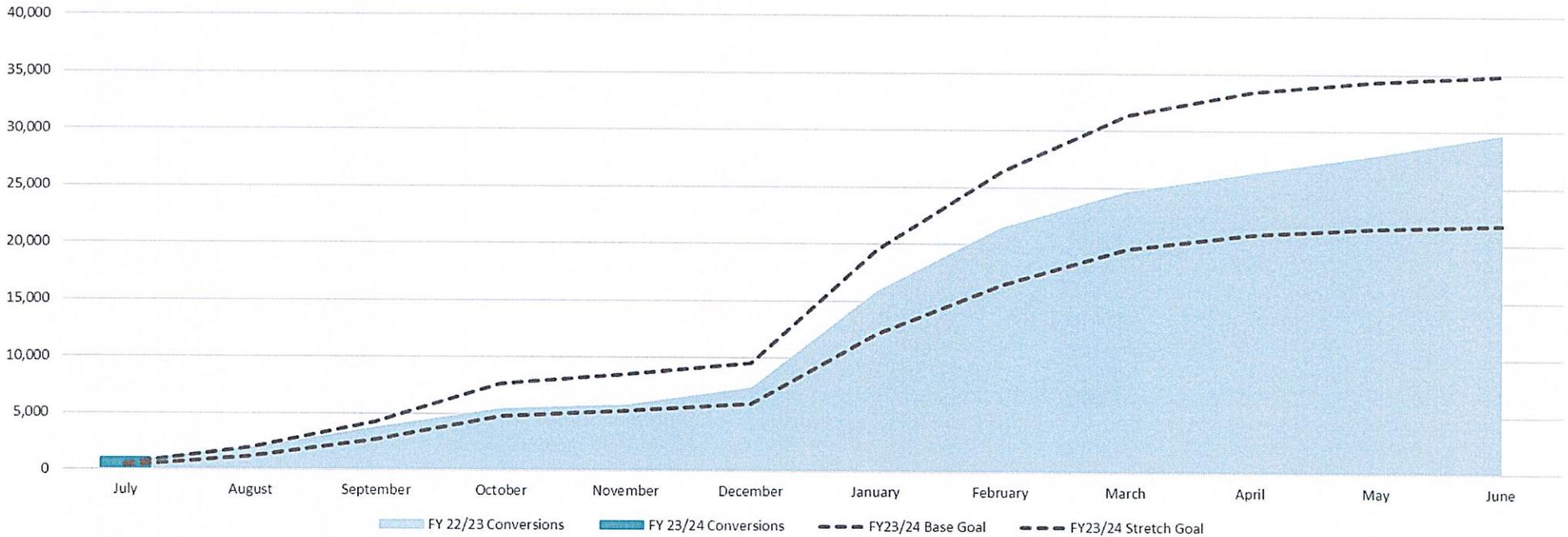
Conversions By Type vs. Trend to Goal





# Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal

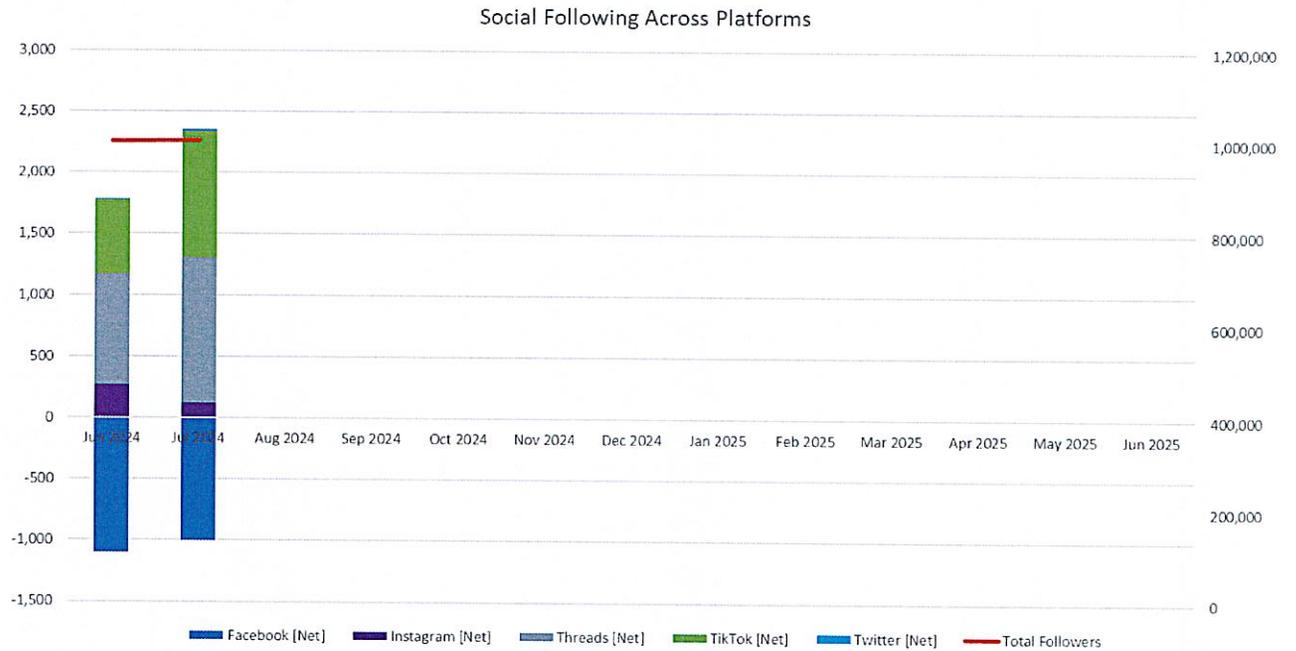




# Engage - Community Growth

## Highlights:

- Facebook saw less attrition than in June. Follower attrition on Facebook is becoming more common across pages on the platform.
- TikTok and Threads made up for the bulk of net new growth this month.



## COMMUNITY ENGAGEMENT REPORT – AUGUST 15, 2024

### *The Outer Banks Promise*

#### Community Partner Toolkit & Activation

Our [Partner Toolkit](#) was created to make it easy for community and industry partners to share The Outer Banks Promise with their audiences. The Toolkit includes access to the press release, images, logo, Promise video and suggested web/email/social copy. Recent support includes:

- Outer Banks Forever (July newsletter)
- Dare County (August newsletter)
- Outer Banks Community Foundation (August newsletter)
- East Carolina Media – *Dixie 105.7, 102.5 The Shark, 96.7 The Coast, 98.1 WOBX* (In-studio radio interviews and social media promotion)
- Silicon Travel (Website banners and dedicated newsletter)
- Radio Hatteras (PSAs)

#### Marketing & Outreach

- Activation at the four OBVB Welcome Centers (Roanoke Island, Kitty Hawk, Whalebone, Hatteras)
- Dare County Board of Commissioners Meeting (July)
- Soundside Summer Markets (July-August)
- Town Council/Commissioners Meetings (August-September-October)
- PR Newswire Press Release (August)
- Groups/Associations (Outer Banks Hotel/Motel Association, Kitty Hawk Rotary – August)

#### Paid Media

- East Carolina Media
- Outer Banks Chamber of Commerce
- Outer Banks Voice
- Island Free Press
- *Milepost* Magazine
- *Our State* Paid Content Articles (August-September-October)



**THE OUTER BANKS PROMISE**  
make a promise, protect the place | obxpromise.com

**PARTNER TOOLKIT**

The Outer Banks Promise is a destination pledge designed to inspire responsible behavior and a greater respect for our local culture and natural environment. By highlighting what makes the Outer Banks special and unique, we hope that people will develop a greater understanding of the small (but mighty) steps we can all take to help protect this place for generations to come. As we continue to share this pledge within our community of Dare County residents, visitors and prospective visitors, we would greatly appreciate your help in amplifying this message via your communication channels.

**HOW YOU CAN HELP:**

- Visit [OBXpromise.com](#) and make your promise
- Share with your employees
- Include a link on your website
- Craft a blog or social media post
- Share the video and/or embed it on an appropriate web page
- Include content in an upcoming newsletter, confirmation email or pre-arrival email



**THE OUTER BANKS PROMISE**  
obxpromise.com

**Make a Promise, Protect the Place**

 The Outer Banks is an amazing natural wonder that has supported a special way of life for generations. Let's all work together and make a promise to protect this place.

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU

## **Dare County Tourism Board Special Committee (LRTMP)**

Following a two-month hiatus, the Special Committee met on Wednesday, August 14.

### **Outdoor NC Trail Town Guide**

The Outer Banks Visitors Bureau participated in the pilot **Outdoor NC Trail Town Stewardship Designation Program** and will be one of 15 North Carolina destinations celebrated in the new **Outdoor NC Trail Town Stewardship Guide**. The online publication is expected to launch on Friday, August 16



### **2nd Annual Non-Profit Knowledge Series**

The Outer Banks Visitors Bureau and Outer Banks Community Foundation will present the **2nd Annual Non-Profit Knowledge Series event on Friday, September 27 at College of the Albemarle**. Registration for this free event will open soon for local non-profit professionals. Attendees will have the opportunity to collaborate with their peers and learn more about the importance of strategic planning, defining an organization's mission, vision and values, and tips on how to make a powerful, clear appeal message.

### **Community Engagement & Outreach**

#### **Meetings & Events**

8/6 – Southern Shores Town Council Meeting (*Outer Banks Promise Presentation*)

8/7 – Duck Town Council Meeting (*Outer Banks Promise Presentation*)

8/8 – Dare Community Housing Task Force – Outreach Sub-Committee Meeting

8/9 – Destination Management Peer Group Virtual Meeting

8/12 – Dare Community Housing Task Force – Non-Profit Sub-Committee Meeting

8/15 – Outer Banks Hotel/Motel Association Meeting (*Outer Banks Promise Presentation*)

8/19 – National Aviation Day (*Outer Banks Promise Activation*)

8/20 – Dare Community Housing Task Force – General Meeting

8/22 – Kitty Hawk Rotary Club Meeting (*LRTMP/Outer Banks Promise 'Road Show' Update*)

8/22 – Coastal Environmental Educators Network (CEEN) Meeting

8/29 – Outer Banks Chamber of Commerce Business Update & Small Business Awards

9/4 – Nags Head Board of Commissioners Meeting (*Outer Banks Promise Presentation*)

9/4 – Manteo Board of Commissioners Meeting (*Outer Banks Promise Presentation*)

9/6 – Outer Banks Community Services (Non-Profit) Collaborative Meeting

9/9 – Kill Devil Hills Board of Commissioners Meeting (*Outer Banks Promise Presentation\**)

9/10 – Blue Zones Ignite Outer Banks Community Keynote Event

9/17 – Dare Community Housing Task Force – General Meeting

10/7 – Kitty Hawk Town Council Meeting (*Outer Banks Promise Presentation\**)

\* *Awaiting confirmation*

## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – AUGUST 2024

### INDUSTRY RELATIONS | Local Sports Teams Meeting

On July 25th, Bureau staff met with representatives from 14 local sports teams to provide updates on The Soundside Sports and



Events Complex, reviewed available local and state youth sports grants, and discuss Dare County's upcoming Parks and Recreation needs assessment survey. The discussions were highly engaging, and the valuable insights shared by the attendees will greatly assist us in understanding the diverse needs of various sports within our community.

We highlighted the following grant opportunities during the meeting:

#### 1. Youth Sports Grants | NC Youth Outdoor Engagement Commission

- **Contact:** Megan Wendt | [megan.wendt@nc.gov](mailto:megan.wendt@nc.gov)
- [Travel Funding](#)
- [Host Funding](#)

#### 2. Outer Banks Visitors Bureau Event Grant

- **Contact:** Diane Bognich | [bognich@outerbanks.org](mailto:bognich@outerbanks.org)

It was exciting to see several types of sports represented at this meeting: Volleyball, Basketball, Surfing, Sailing, Softball, Soccer, Baseball, Dance and Wrestling. Many of these groups have already applied for a couple of the above grants. This meeting marks the beginning of what we anticipate being ongoing and productive conversations focused on enhancing youth sports in our community.

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### INDUSTRY RELATIONS | 2025 Outer Banks Travel Guide | On Sale

The 2025 Outer Banks Official Travel Guide is now available for purchase! We're excited to continue our partnership with Outside Magazine, allowing us to promote the guide to a broad audience, including Outside's large email subscriber base and their engaged "National Parks Trips" list. When users click on these ads, they'll be directed to the online request form for the Outer Banks Travel Guide. Please note that only those who purchase a full-page ad will be listed as "Featured Sponsors" on the form, with their sponsor links remaining active on the webpage for a full year. For full details on our Travel Guide's distribution, exclusive opportunities, added value options, rates, and contract terms, please see the attached 2025 advertising kit.

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

## INDUSTRY RELATIONS | Partner Webinar Recap

Bureau staff held it's annual 24/25 Marketing Plan Webinar on July 10th. We had over 70 industry partners tune in to hear our exciting plans for the new fiscal year. [Click here to view these presentations.](#)

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## INDUSTRY RELATIONS | School Calendar – Feeder Markets

District	Start of School Year 24	Winter Holiday 24-25	Spring Break 24	End of School Year 25
Washington, DC	August 26	Dec 23-Jan 1	April 14-18	June 07
Baltimore, MD	August 26	Dec 23-Jan 1	April 14-18	June 01
Chevy Chase, MD	August 26	Dec 23-Jan 1	April 14-21	June 13
Raleigh, NC	August 27	Dec 23-Jan 1	April 14-21	June 13
Durham, NC	August 26	Dec 23-Jan 3	April 1-4	June 11
Greensboro, NC	August 26	Dec 23-Jan 3	April 14-18	June 11
Winston-Salem, NC	August 12	Dec 29-Jan 3	April 14-17	May 20
Trenton, NJ	September 05	Dec 23-Jan 1	April 18-25	June 20
Buffalo, NY	September 05	Dec 23-Jan 1	April 14-21	June 26
Rochester, NY	September 05	Dec 23-Jan 1	April 14-17	June 25
Columbus, OH	August 21	Dec 23-Jan 3	April 18-25	May 29
Harrisburg, PA	September 03	Dec 20-Jan 3	April 16-18	June 11

The 2024/2025 school calendar for our feeder markets is now available, detailing the start dates, winter break, spring break, and end dates for schools in the regions where our visitors originate. [Click here to view this calendar.](#)

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## INDUSTRY RELATIONS | Offers & Packages Requested for Late Summer/Early Fall Push:

Bureau staff has asked for offers and packages to help our tourism partners increase end-of-summer and early fall reservations. We're enhancing visibility through targeted email campaigns and online advertising. We invite our tourism businesses to share any exclusive deals or special offers, which could include accommodations packages with bundled activities. To participate, please email your offers to [webmasters@outerbanks.org](mailto:webmasters@outerbanks.org). We're excited to collaborate and finish the season strong!

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

**Mark Your Calendars!** We're working on the programming for the 10th Annual OBX Tourism Summit which will be held at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:30 am to 3:00 pm. Expect an engaging theme and speakers at this key event to cover topics like our Visitor Profile research, the ever presence of artificial intelligence and how to manage it, progress on the LRTMP, OBVB updates and more. We are launching registration over the next few weeks. More details to come—stay tuned!



Presented by The Outer Banks Visitors Bureau

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

## TOURISM SALES | Request for Proposals:

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

- **AFC Vacations**, requesting any Wednesday or Thursday check in for 2 nights during the months of May and September 2025; 20-2 Queen and 10-1 King; 30 Rooms per night, 50 people per group.
  - **Simkins Elementary**, March 18 - 20, 2025 (1st choice); March 11 - 13, 2025 (2nd choice), 20 rooms for quad occupancy, 68 students, 4 chaperones.
  - **Visit NC Concierge**, Tuesday, June 3, 2025 - 1 night only; Hatteras Island and Wednesday, June 4 - 2 nights, Northern Beaches area, 20 rooms requested per night, 30-35 people.
  - **Rotary District 7720-Spring Conference**, April 9 - 12, 2026 (Preferred Dates), April 23 - 26, 2026 (Alternate Dates), April 30 - May 3, 2026 (Alternate Dates), 95 room nights per night, 100 attendees.
- 

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

- August 27-30, 2024: NC Motorcoach & Virginia Motorcoach, Williamsburg, VA
  - October 14-17, 2024: S.P.O.R.T.S Marketplace, Wichita, KS
  - November 17-20, 2024: National Tour Association's Travel Exchange, Huntsville, AL
  - December 2-5, 2024: Travel South International Showcase, Atlanta, GA
  - December 11-12, 2024: AENC Annual Trade Show, Raleigh, NC
  - February 1-4, 2025: American Bus Association Annual Marketplace, Philadelphia, PA
  - April 6-8, 2025: Visit NC 365, Hickory, NC
  - June 14-18, 2025: US Travel's IPW, Chicago, IL
- 

## THE SOUND SIDE EVENT SITE | Soundside Summer Markets:



Held every Wednesday from 9:00am – 1:00pm:

- ~~August 7~~ (canceled due to weather)
- August 14
- August 21 (added due to Aug 7 cancellation)
- September 1 (12:00pm-4:00pm)

Rain Dates are Friday's. For additional information visit

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

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## THE SOUND SIDE EVENT SITE | Calendar Attached:

Staff continues to work with event planners for events held at the Soundside Event Site. Please find attached the 2024 Events Calendar for your review.

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

# The Outer Banks Travel Guide

The 2025 Official Publication of the Outer Banks Visitor Bureau  
Exclusive Advertising Opportunity

## Program Overview:

We are excited to open ad sales for the Visitors Bureau's 2025 Official Outer Banks Travel Guide, offering you a distribution that can't be matched by any other guide. The Bureau's Guide has a printed circulation of 130,000 copies, distribution in-market and out-of-market. Plus, you get the Bureau's multi-million dollar marketing campaigns driving traffic to the Guide and your business.

## Special Opportunity for Full-Page Advertisers:

This year, the Visitors Bureau will promote requests for the 2025 Travel Guide through a campaign targeting Outside Magazine email subscribers and their National Parks Trips list. Additionally, we have included a special email campaign for Smithsonian history enthusiasts. Our 2024 travel guide email campaign exceeded expectations, surpassing contracted sends by 20% and achieving a 41% open rate (61% above benchmark). This strong engagement resulted in a 24% conversion rate. Individuals who click on these ads will be directed to the Outer Banks Travel Guide online request form, which will feature "Featured Sponsors." To be listed as a Featured Sponsor, you must purchase a full-page ad in the 2025 Travel Guide. The links will remain active on the webpage for a year.

## Distribution:

The Visitors Bureau guide is distributed throughout the local area but is also mailed to top feeder markets like DC, MD, NJ, NY, NC, OH, PA, VA, WV, and Canada. It's also available throughout the year at state welcome centers, regional visitor centers, AAA offices, travel agencies, and other tourism authorities in the US and Canada. Only the Visitors Bureau's Guide can get you that kind of coverage!

## Added Value for All Advertisers:

The value of your ad placement goes far beyond the printed Guide. We also direct potential travelers to the virtual version of the Guide where viewers can see and click on your online advertisement (directing to your site) throughout the year.

## Ad Spaces Have Sold Out the Last Two Years, Don't Miss Out!

Don't miss this golden opportunity to let the Outer Banks Visitors Bureau's advertising and social media campaigns generate highly qualified traffic for you winter, spring, summer and fall.

Place your business information directly into the hands of  
individuals actively preparing for their Outer Banks adventure!

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU  
outerbanks.org

# 2025 TRAVEL GUIDE CONTRACT & ARTWORK AGREEMENT

Email or Fax completed form to:

Outer Banks Visitors Bureau  
ATTN: Lorrie Love  
Email: [love@outerbanks.org](mailto:love@outerbanks.org)  
252-473-2138 (p) 252-473-5777 (fax)

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Billing Address: \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone/Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Size of Ad Space Requested: **(Commitment Deadline: Monday, September 16, 2024  
Creative Deadline: Tuesday, October 1, 2024)**

- |  |  |
|--|--|
| <input type="checkbox"/> Back Cover   \$7,000 (advertiser supplied ad)         | <input type="checkbox"/> Full Page   \$5,000 (advertiser supplied ad)  |
| <input type="checkbox"/> Inside Front Cover   \$6,000 (advertiser supplied ad) | <input type="checkbox"/> Half Page Horizontal   \$3,000 (formatted ad) |
| <input type="checkbox"/> Inside Back Cover   \$6,000 (advertiser supplied ad)  | <input type="checkbox"/> Quarter Page   \$2,000 (formatted ad)         |

**AD SPACES ARE LIMITED. ONCE SOLD OUT, NO ADDITIONAL ADS WILL BE ACCEPTED!**

Total Contract Amount: \$ \_\_\_\_\_

Make check payable to the Outer Banks Visitors Bureau

• Travel Guide Size: 10.5" x 7.875"  
• 44 pages; 130,000 copies distributed

*It is the advertiser's responsibility to ensure that they or the designated ad agency provide the Outer Banks Visitors Bureau the advertising artwork that meet the specifications no later than **October 1, 2024**. The production schedule for the insert requires that this deadline be met. If artwork is not received by this deadline, your ad may not be included in the guide. All ads must be accompanied by a color proof. Please send your completed artwork to Lorrie Love, [love@outerbanks.org](mailto:love@outerbanks.org).*

Agency or Company producing your Ad: \_\_\_\_\_

Contact Person or Ad Agency: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON

**2024 Soundside Event Site Schedule**

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Atteedees	Event Planner	Site Reserved
Soundside Market	Wednesday, July 24, 2024 (rain date: Friday, July 26)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 24, 2024
Soundside Market	Wednesday, July 31, 2024 (rain date: Friday, August 2)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 31, 2024
Soundside Market	<del>Wednesday, August 7, 2024 (rain date: Friday, August 9)</del>	<del>9:00am-1:00pm</del>	<del>500-750 (Not all at one time)</del>	Alex Brewer - 252-564-5251	<del>Wednesday, August 7, 2024</del>
Soundside Market	Wednesday, August 14, 2024 (rain date: Friday, August 16)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 14, 2024
Soundside Market	Wednesday, August 21, 2024 (rain date: Friday, August 23)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 14, 2024
Soundside Market	Sunday, September 1, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, September 1, 2024
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Steve House - 252-305-9258	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	250-500	Michael Tillett -252-305-5789	Friday, October 4 - Saturday, October 5, 2024
Down the Road Surf & Art Festival	Sunday, October 13, 2024	11:00am -8:00pm	1000	Ryan Jones	Saturday, October 12 - Monday, October 14, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Wednesday, October 23-Tuesday, October 29, 2024
OBX Hillbilly Beach Bash	Friday, November 1 - Saturday, November 2, 2024	7:00am - 3:00pm	300-750	Debbie Luke - 252-599-6997	Saturday, November 9 - Monday, November 11, 2024
Soundside Market	Sunday, November 24, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 24, 2024
Soundside Market	Sunday, December 1, 2024 (rain date: December 8)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 8, 2024
Soundside Market	Sunday, December 15, 2024 (rain date: December 19)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Thursday, December 19, 2024

## PUBLIC RELATIONS REPORT: August 2024

### TV APPEARANCES

**Hampton Roads Show | June 2024** Public Relations Manager Aaron Tuell appeared on the popular WAVY 10 daytime show along with Outer Banks Visitors Bureau Community Engagement Manager Jeff Schwartzenberg and The Lost Colony Outdoor Drama actor Jay Cassella. The topics included the Juneteenth celebration at the Pea Island Cookhouse, the new Freedom Trail at Fort Raleigh NHS, the new Outer Banks Promise born from the LRTMP effort and summer nights at the Lost Colony's Waterside Theater. Aaron will return to the show September 24 with two new guests from our local community.

<https://www.wavy.com/video/summertime-in-the-obx/9798191/>



### EARNED MEDIA

**Our State | Jun 2024** “Murphy to Manteo: Coastal Crossroads” The Outer Banks Visitors Bureau hosted columnist Katie Schanze for an exploration of the Whalebone area of Nags Head and deep dive on the origins of the junction. <https://bit.ly/3VEQPHI>

**Travel + Leisure | July 2024** “25 Best Babymoon Destinations Around The World” Aaron hosted T+L contributor Judy Koutsky three summers ago for a visit which continues to pay dividends. The Outer Banks is noted for being an “underrated hidden gem” with more than 100 miles of beaches “to sneak away for some peace and quiet.” <https://bit.ly/3qsqhXT>

**CBS National | July 2024** “Dining Off The Beaten Path” Aaron met Wendy Gillette at IMM NYC and pitched the NC Oyster Trail on the Outer Banks for a national audience. Wendy visited several oyster farms, fish markets and restaurants on the trail. Her story was seen by millions and ran hundreds of times across CBS affiliates in the US the week of July 16. Tod Ballance with Sticky Bottom Oyster Company is pictured below.



**Taste of the South | Sept/Oct** “Life in the Outer Banks” Aaron and the team assisted Features Editor Daniel Dubuisson back in May 2024 for a special travel piece in the Hoffman Media publication Taste of the South. The Outer Banks Visitors Bureau provided lots of gorgeous photography and many local businesses were recommended in the article.

#### EARNED MEDIA- VISIT NC

**AFAR | Aug 2024** The Outer Banks takes the spotlight in the AFAR feature “[The Best Weekend Getaways in the U.S. for Families](#)” as a result of the Visit NC PR team’s pitching efforts. “While many East Coast beaches are overcrowded with people and developments, the Outer Banks, a stretch of barrier islands off the coast of North Carolina, remain blissfully uncongested,” the post says. “They’re also home to some of the state’s best beaches, complete with impressive sand dunes, wild horses, and epic waves. If you have a big, extended family gathering, the vacation rentals in the area are larger and less expensive than those of most Northeast beach towns.” AFAR has a reach of more than 1.4 million unique monthly visitors.

**TravelPulse | Aug 2024** The PR team pitching also led to coverage of three NC events in the roundup “[Every State's Best August Events in 2024](#).” Nags Head will hold its annual Pirate Festival on August 7-8.” TravelPulse has a reach of 238,893 unique monthly visitors.

#### PRESS TRIPS

**Southern Living | Aug 2024** Aaron and the team are assisting Tara McCay, Senior Travel and Culture Editor at Southern Living whose working on an Outer Banks feature for 2025. We are in the planning stages of developing an in-market itinerary for August 25-28.

**USA Today | Aug 2024** Aaron and the team are assisting USA Today contributor Sarah Sekula with a discovery visit to the Outer Banks this summer. Sarah also writes for CNN, Lonely Planet, Travel + Leisure, Smithsonian, Frommer’s and others.

**UNC TV | Sep 2024** Aaron’s working with the editorial for UNC TV’s NC Weekend hosted by Deb Noel on a return to the Outer Banks this September for a November airing.

#### INFLUENCER TRIPS + SPONSORED CONTENT

**@Tomiko.Harvey | July 2024** Public Relations Manager Aaron Tuell engaged influencer Tomiko Harvey, Vice President of the Black Travel Alliance, for some sponsored travel content on social media and online to help spread the word about what the Outer Banks has to offer travelers and families among her audiences and ours. She came with her family to Dare County in July.

#### Blog Posts:

1. [15 Things to do in Kill Devil Hills](https://bit.ly/3YwZfn3) <https://bit.ly/3YwZfn3>
2. [The Best Towns on the Outer Banks](https://bit.ly/3LXos2t) <https://bit.ly/3LXos2t>
3. [The Best Time to Visit The Outer Banks](https://bit.ly/3WVwZZZ) <https://bit.ly/3WVwZZZ>
4. [Historical and Natural Attractions on the Outer Banks](https://bit.ly/4fvdwa1) <https://bit.ly/4fvdwa1>

#### Reels:

1. [Outer Banks Family Reel](https://bit.ly/4dhcMDC) <https://bit.ly/4dhcMDC>
2. [African American Heritage Trail Reel](https://bit.ly/3WWIbFY) <https://bit.ly/3WWIbFY>
3. [Outdoor Adventures in Outer Banks Reel](https://bit.ly/3YE3qO4) <https://bit.ly/3YE3qO4>
4. [Hang Gliding in The Outer Banks Reel](https://bit.ly/3ywAUmC) <https://bit.ly/3ywAUmC>
5. [Outer Banks Family Reel 2](https://bit.ly/46ExQl6) <https://bit.ly/46ExQl6>

EARNED MEDIA – IN DEVELOPMENT

**Our State | May 2024** The Outer Banks Visitors Bureau public relations team are helping contributor Katie Schanze return to complete her research for an upcoming installment in her *Murphy to Manteo* column that would include black bear tours and Alligator River NWR.

**Southbound | TBD 2024** The Outer Banks Visitors Bureau public relations team are helping the southern regional publication with a feature that includes Jockey's Ridge State Park.

VOLUNTEERISM

**Outer Banks Visitors Bureau** "Aaron and the team coordinated the production of a video series featuring eight opportunities for the public to volunteer while on vacation or in residence on the Outer Banks. The series is being edited and reviewed by the bureau team and should be ready for public view by late summer or early fall. Sponsored by the OBVB and hosted by Caleb Owolabi who produced our African American heritage series filmed on the Outer Banks.

OTHER PUBLICITY

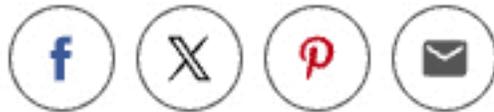
**Don't Sweat It NC | Aug 16** "The Outer Banks Visitors Bureau sponsored a destination prize travel package to Cape Hatteras featuring accommodations and outdoor experiences as part of a Visit NC fall campaign highlighted by a satellite media tour of regional drive market television stations hosted by state marketing director Scott Peacock, facilitated in part by Aaron Tuell and the PR team.

# 25 Best Babymoon Destinations Around the World

From spa resorts to stunning beaches, these are the most amazing babymoon destinations for every type of traveler.

By [Judy Koutsky](#) | Updated on July 12, 2024

✔ Fact checked by [Jillian Dara](#)



Babymoons are the perfect opportunity to recharge (and sleep in for the last time in a while) before welcoming a new child. They can also be a great way for partners or family members to spend quality time together or for a parent-to-be to embark on a solo adventure.

But where should you go? It all depends on what kind of experience you want to have and whether you'd rather spend time relaxing by the beach or reveling in the energy of a big city. From a private island resort in the Maldives to an all-inclusive spa resort in Arizona, here's a look at some of the best places around the world for a babymoon.

## Outer Banks, North Carolina



PHOTO: GETTY IMAGES

Watch the sunrise on the beach, explore the expansive and undeveloped coastline on Cape Hatteras, and dine on fresh seafood when you visit the Outer Banks. With more than 100 miles of beaches, there are plenty of places to sneak away for some peace and quiet.

**Where to stay:** Nature lovers should check out [The Inn on Pamlico Sound](#), a boutique waterfront property with a private beach and opportunities to fish, bike, and canoe, among other activities. The three-acre oasis sits on a ridge between the banks of the largest sound on the East Coast and the [Buxton Woods Reserve](#), a vast maritime forest of 1,007 acres.

ALL-NEW RECIPES

# taste OF THE south

AUTHENTICALLY SOUTHERN, ALWAYS DELICIOUS

## Hearty Autumn Favorites

75+  
RECIPES  
& TIPS

BRENDA  
GANTT'S  
Fall Treats  
page 15



Chicken-Fried  
Steak  
page 61

SEPTEMBER/OCTOBER 2024 vol. 21, issue 5

\$7.99US



DISPLAY UNTIL OCTOBER 29, 2024

Pumpkin  
Sheet Cake

page 97

Best-Ever  
Breakfast Breads

page 79

Brown Sugar  
Pound Cake

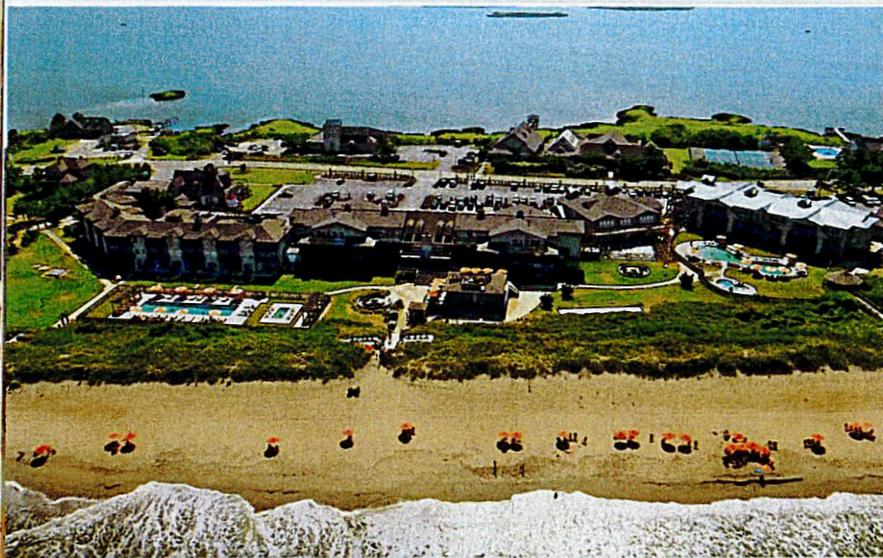
page 93

# Life in the Outer Banks

BY DANIEL DUBUISSON

Discover a coastal paradise in  
North Carolina where rich history  
meets irresistible flavors





**SETTLED BETWEEN THE ATLANTIC OCEAN** and the serene waters of the Pamlico Sound, the Outer Banks of North Carolina offers a unique blend of rustic charm and unspoiled beauty. This slender chain of barrier islands stretches for 200 miles, inviting travelers to explore its quaint seaside villages, pristine beaches, and hidden treasures—from the iconic lighthouses standing as custodians of time to the stories and tales held in every corner of the Outer Banks.

As soon as you arrive, it's clear how the rhythm of the ocean waves sets the pace for life here, where the rich tapestry of history mingles with natural splendor on a sun-kissed coastal paradise that promises to keep you coming back year after year.

Whether you're looking for a romantic getaway, a family adventure, or a serene retreat, there are plenty of charming accommodations that offer the perfect base for your stay full of island explorations. **Sanderling Resort** is a luxurious haven for those seeking elegance and relaxation. This exquisite resort boasts oceanfront rooms, inviting cottages, and lavish spa services. Sanderling offers a perfect blend of adventure and indulgence: Begin each

morning with a stroll along the gorgeous beaches and fill the afternoon with a variety of activities, ranging from kayaking to horseback riding.

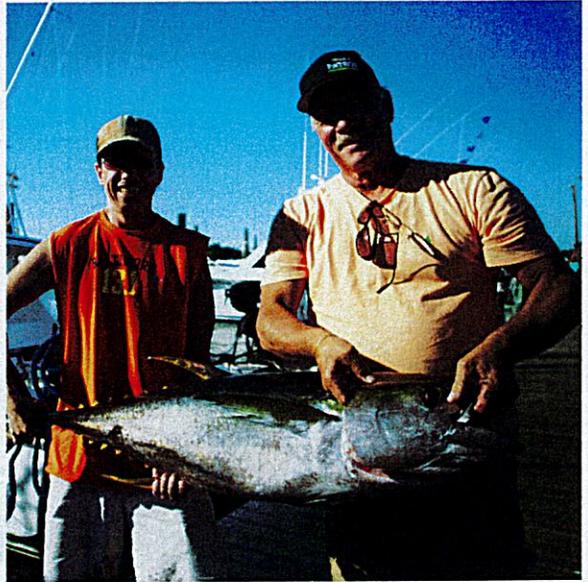
Perched on the charming Manteo, North Carolina, waterfront, the **Tranquil House Inn** lives up to its name, offering a peaceful retreat in the heart of history. The beautifully appointed rooms feature antique furnishings and modern comforts, with stunning views of Shallowbag Bay. Guests can enjoy a leisurely breakfast on the porch, explore the quaint town of Manteo with its unique shops and historic sites, or unwind with help from the inn's warm ambience and the staff's attentive service.

After settling in at lodgings on one of the barrier islands, the Outer Banks experience is just getting started. There is an incredible number of sights to see and spots for a delectable bite, stretching from end to end of this island chain. On the northern tip, in Corolla, North Carolina, **Lighthouse Bagels** is the perfect place to start the day. The beloved local spot is known for its freshly baked bagels and sandwiches. Each bite offers a taste of authentic, hand-rolled goodness, making breakfast the highlight of your morning.

**PREVIOUS PAGE** Birders observing migration patterns and habitats of the Outer Banks bird population.

**OPPOSITE PAGE** (Clockwise): The Blue Plate's delectable dishes; local tuna fishermen with a prized catch; Bodie Island Lighthouse.

**THIS PAGE** (Clockwise): Sanderling Resort's beachfront location; a delicious meal at The Blue Point; live music at The Blue Point; relaxing massages are available at Sanderling Resort's spa; Sanderling Resort's pools are perfect for an evening swim.



*The island chain's coastal allure encourages full immersion into its world of rich culinary and cultural treasures and leaves a lasting impression of sun-kissed shores and savory memories.*





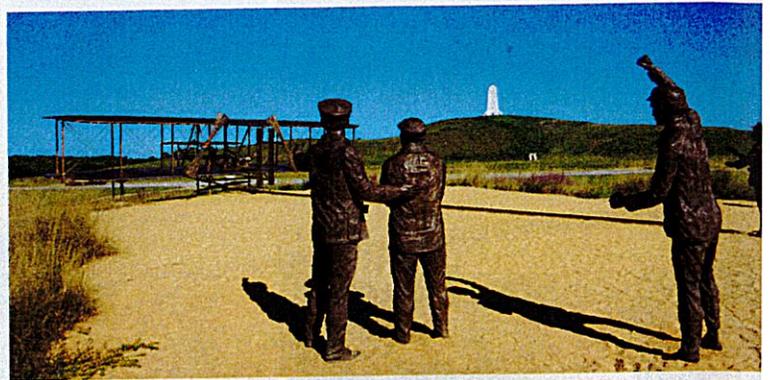
Just down the road in Duck, North Carolina, is **The Blue Point**. A waterfront gem, The Blue Point is the place to be for an unforgettable dinner experience. Enjoy a sunset view over the Currituck Sound as you savor dishes like its famed jumbo lump crab cakes and cornmeal-crusted catfish.

Exceptional dining meets rich history further south in the towns of Kitty Hawk and Kill Devil Hills, North Carolina. Steeped in history and flavor, Kitty Hawk's **Black Pelican** is a beloved culinary landmark. Housed in a historic lifesaving station built in 1874, the restaurant offers a unique dining atmosphere with panoramic ocean views, all accompanied by fresh, locally sourced seafood and Southern classics.

For a meal in one of the Outer Banks' more sophisticated dining rooms, head a block inland to **TRiO Restaurant & Market**. This charming spot combines a restaurant, wine bar, and gourmet market, offering an eclectic menu of artisanal cheeses, charcuterie, and innovative small plates.

**Mama Kwan's Tiki Bar & Grill** in Kill Devil Hills is cut from a different cloth—one that prioritizes a lively and laid-back adventure for visitors. The tiki bar has a little something for everyone on the menu, and it all pairs perfectly with a refreshing tiki cocktail.

No trek through the northern islands is complete without visiting the nearby **Wright Brothers Memorial**. This historic site commemorates the first successful powered flight by Orville and Wilbur Wright in 1903. Explore the visitor center, marvel at the reconstructed 1903 camp buildings, and stand on the very spot where aviation history was made.



Continuing south, Nags Head, North Carolina, is home to plenty more memorable sights and eats. **The Cookshak Fried Chicken** is where crispy, golden-brown chicken reigns supreme. This local gem, and its second location back in Duck, serves up mouthwatering fried chicken with all the classic Southern sides, like coleslaw, fries, and mac and cheese.

For those interested in embracing the region's access to delectable seafood, grab a table at **Miller's Waterfront Restaurant**. This more than 40-year-old, family-owned restaurant boasts a picturesque deck and diverse menu, featuring fresh catches curated into popular dishes like crab-topped Sunset Flounder or Blackened Fish & Grits.

Located on the Outer Banks Fishing Pier, **Fish Heads Bar & Grill** is yet another perfect spot for a beachside seafood feast. Indulge in its famous fish or shrimp tacos or steamed shrimp while watching the waves roll in and enjoying the salty sea breeze.

Toward the southern tip of Nags Head, the iconic **Bodie Island Lighthouse** stands tall, just like it has since 1872. This historic beacon offers breathtaking views of the surrounding marshlands and Atlantic Ocean. Climb the spiral staircase to the top or explore the nearby nature trails and visitor center to learn about the lighthouse's storied past.

**OPPOSITE PAGE** (Left to Right): Raw oysters at Blue Water Grill & Raw Bar; the Elizabethan Gardens.

**THIS PAGE** (Clockwise): Diners enjoying sunset at Café Pamlico; the Wright Brothers National Memorial; Blue Water Grill & Raw Bar's mahi special over a delectable beet couscous.



Don't go too far, though. Roanoke Island, known as the site of the lost American colony, is just next door across the Washington Baum Bridge and home to several more restaurants and attractions. **Café Pamlico** calls **The Inn on Pamlico Sound** home and prides itself on using locally sourced ingredients to create wonderful meals. Savor top picks like the seafood pasta or the succulent roasted lamb, all while enjoying the tranquil atmosphere of its outdoor seating.

Overlooking Shallowbag Bay, **Blue Water Grill & Raw Bar** serves up fresh catches and stunning waterfront views daily. Delight in its extensive raw bar and expertly prepared starters, mains, and more, rotating seasonally for peak freshness and flavor.

Across the island are the enchanting **Elizabethan Gardens** inspired by the courtly gardens of Renaissance England. This lush oasis features beautifully manicured landscapes, vibrant floral displays, and majestic statues that transport visitors to the elegance of a bygone era, but there's more history on Roanoke Island to explore before continuing your adventure.

Visitors can explore several sites from the historic **North Carolina Black Heritage Tour** here, from the Freedmen's Colony to the Pea Island Life-Saving Station, the first in the nation to have an all-Black crew. This enlightening tour highlights the significant contributions of Black Americans to the region's history and provides a profound understanding of the Outer Banks' diverse heritage and the enduring spirit of its communities.

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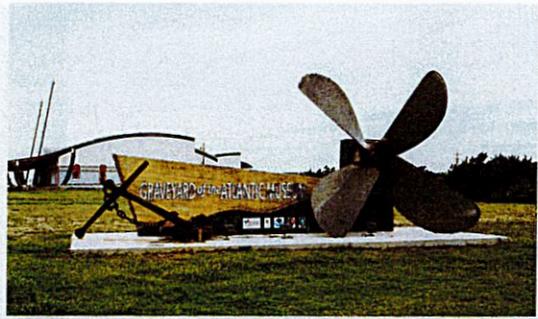
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There's another stop on the tour that takes you to one of the southernmost points in the chain, Hatteras Island. The location of the Hotel De Afrique, a station built to accommodate the influx of freed formerly enslaved people, sits just steps away from the current **Graveyard of the Atlantic Museum**. Delve into the region's rich maritime history and how historians are preserving the stories of its shipwrecks and the brave souls who navigated these treacherous waters through the generations.

The final stop on this whirlwind cultural and culinary tour—just a ferry ride away—is **Dajio** on Ocracoke Island. Seafood lovers will especially delight in options like the Oyster Po' Boy, fish of the day, and Low Country Purloo, but Dajio is also loved by locals and visitors for its multilevel bar's lively atmosphere. Live music adds to the ambience several days a week, making every stop-in a celebration of good food and good times.

The Outer Banks of North Carolina is a haven for rustic charm and unspoiled natural beauty that beckons travelers to return year after year. The island chain's coastal allure encourages full immersion into its world of rich culinary and cultural treasures and leaves a lasting impression of sun-kissed shores and savory memories. ■



(Top to bottom);  
Graveyard of the  
Atlantic Museum  
The Inn on  
Pamlico Sound's  
stunning pier.



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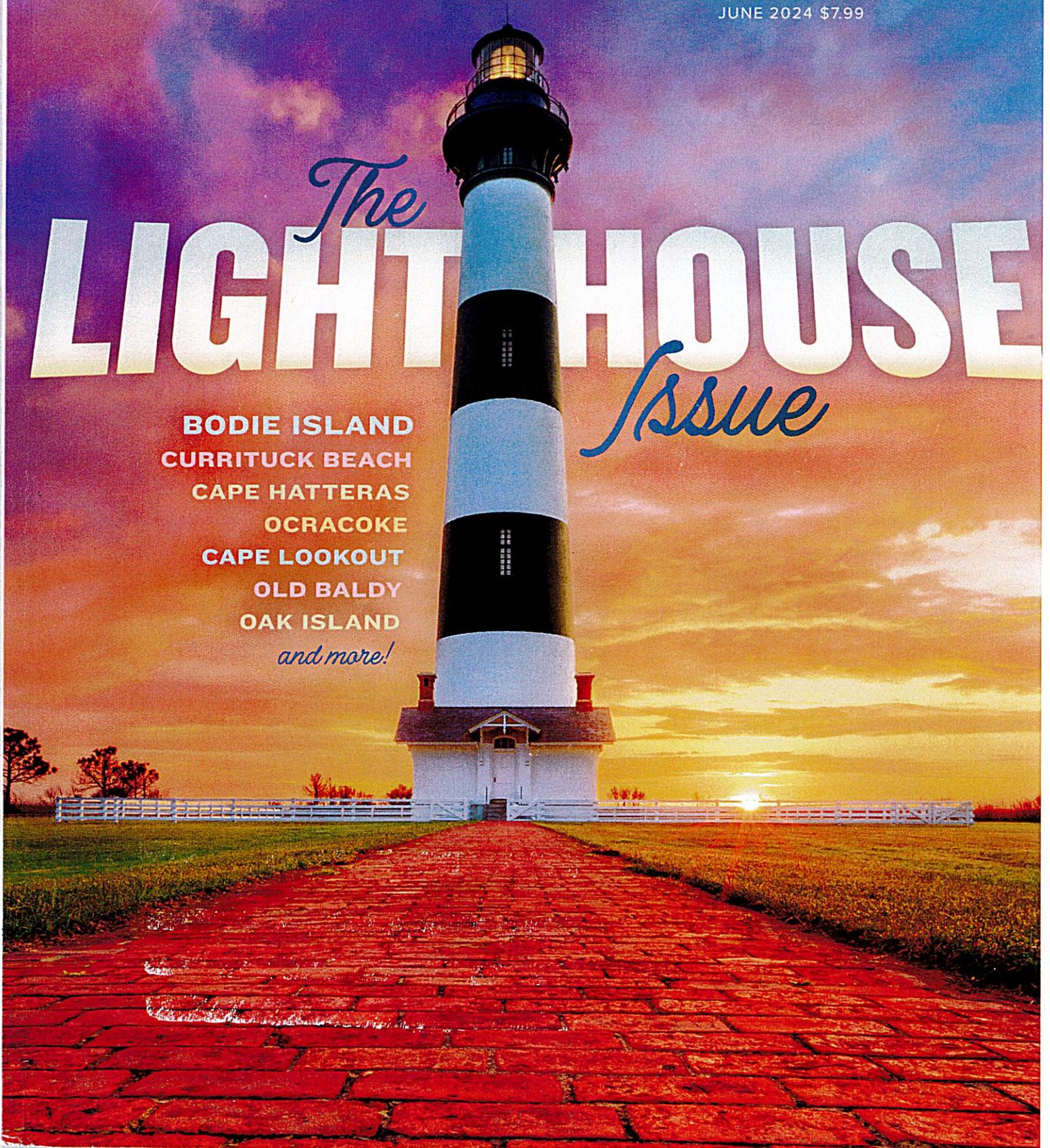
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## MURPHY TO MANTEO

*Finding new adventures, historic detours,  
and the soul of North Carolina on the  
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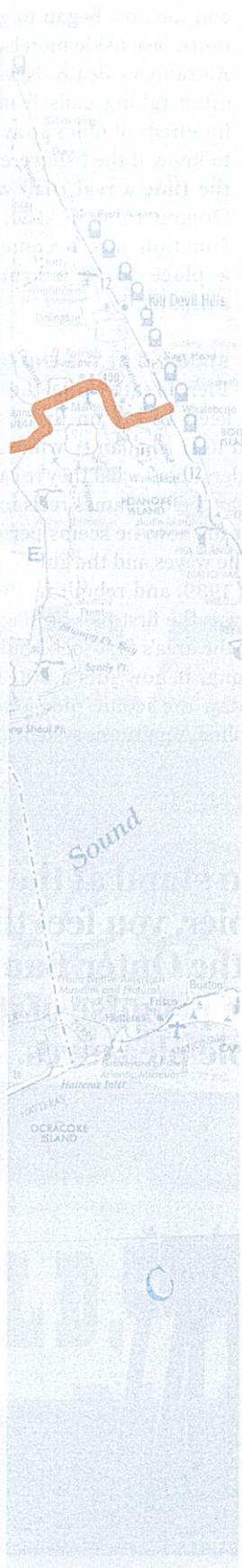
NAGS HEAD

# COASTAL CROSSROADS

On the eastern end of U.S. 64, Whalebone Junction marks the spot where three major highways converge, road trips give way to summer vacations, and memories of the old Outer Banks live on.

*written by* KATIE SCHANZE





Whalebone Junction looked much different in the 1950s, when the Outer Banks we know today was still taking shape. But a version of Jennette's Pier (opposite) has stood since 1939.

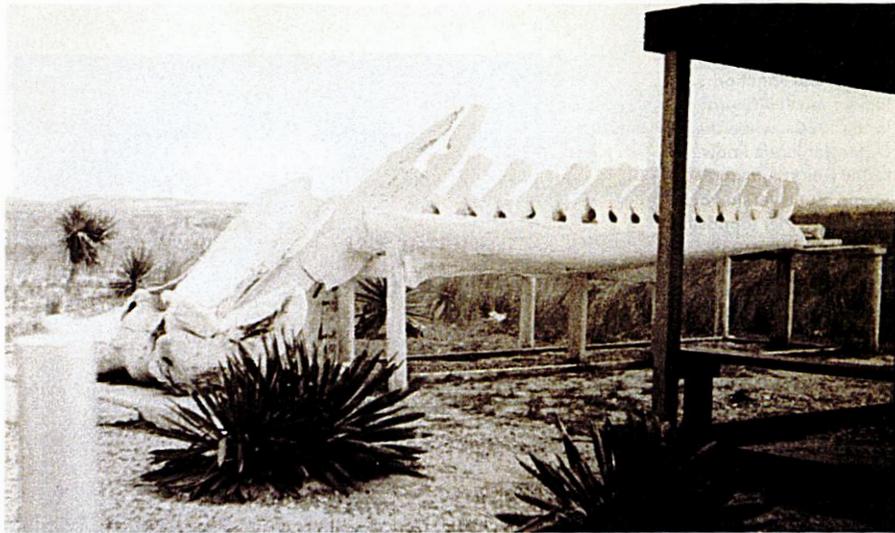


**W**e're sitting at a crossroads: When the light turns green, Alex and I will leave U.S. Highway 64 behind and cruise across an imaginary line in the sand, so to speak, and onto NC Highway 12. Even as we idle at Highway 64's eastern terminus, we feel a sense of forward momentum. Our 4-month-old son, James, is in the backseat, screeching like a happy little seagull. It seems like everything we do now is a first, even if it's not *our* first. Our first family road trip. Our first family vacation to the Outer Banks. Everything is different now, but in the best way. First stop, Jennette's Pier — as soon as the light changes.

For many, this sandy intersection at Milepost 16.5 on the southern end of Nags Head is a place of possibilities, promise, and beginnings. As cars loaded up with beach chairs and umbrellas and coolers and bikes coast onto Highway 12 North, a road trip suddenly becomes a vacation, a whole week at the beach unfurling ahead. When they turn south, they immediately enter Cape Hatteras National Seashore, and the rest of our chain of barrier islands beckon.

But back in the day, before there were beach houses and bridges and blacktop, this place was known simply as "the end of the road" — unless you pulled over at Alexander and Neva Midgett's Esso filling station to empty air from your tires so you could keep driving south on the sand.





When Alexander Midgett moved a whale skeleton to his Nags Head service station in the 1930s, he gave Whalebone Junction its name and laid the groundwork to make it a destination.

In the early 1930s, Alexander Midgett found a dead whale washed ashore on nearby Pea Island and used his Ford Model T truck to drag it up past the high tide line. About a year later, he returned to collect the bones. He brought them back to his service station with the help of a private ferry, scrubbed them with lime, and put them back together at the edge of his property — in what is now the center of the junction — to entice drivers to pull over.

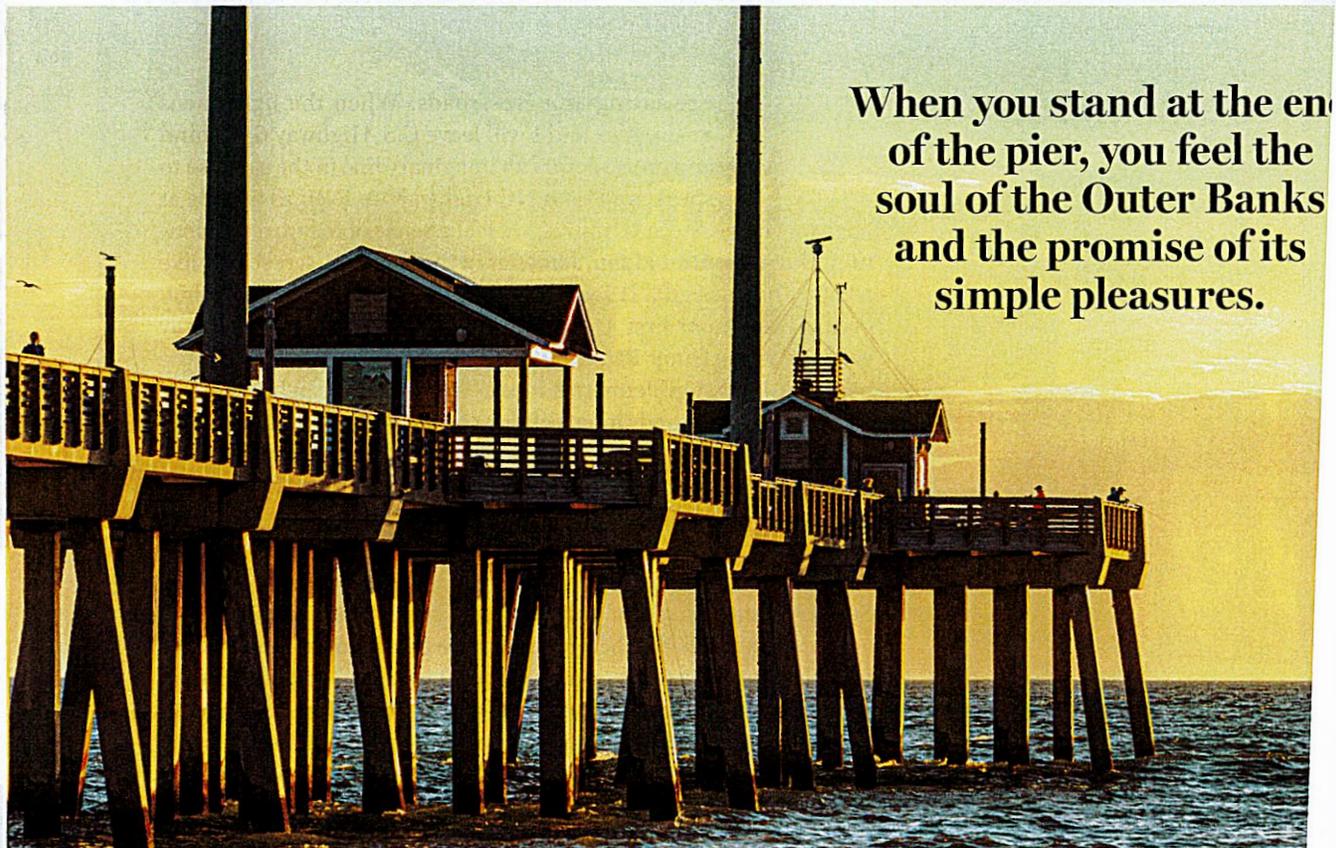
His scheme worked. The bright white, 72-foot whale skeleton soon became a roadside attraction.

Alexander renamed his Esso station the Whalebone Service Station and the area began to grow: restaurants, beachside motels, a pier. After Alexander's death, Neva Midgett often taking calls from fishermen hundreds of miles away who wanted to know if the fish were running. The time a real road was paved in Oregon Inlet in 1951, Whalebone Junction had become more than a place to turn around. It had become a destination.

**STANDING AT THE END OF JENNETTE'S PIER, BREATHING IN THE SCENT**

and sea, I keep an eye on flying fish because I need to shield James while Alex looks nearby anglers about what they're casting. It will be a few years before James reels in anything, of course, but for now, he seems perfectly content watching the waves and the gulls.

Built in 1939, and rebuilt in 1945 after a fire, Jennette's was the first pier on the Outer Banks and one of the area's first social hubs. Over 754 feet long, it now juts 1,000 feet into the ocean. Today, the iconic pier is a part of the North Carolina Aquariums system and is



**When you stand at the end of the pier, you feel the soul of the Outer Banks and the promise of its simple pleasures.**

an ecofriendly educational center, where children and adults alike can explore interactive science exhibits and, of course, learn how to fish.

I look back toward the shore, toward all that activity, and try to imagine how it appeared to visitors in the '40s and '50s, when you could see clear over to the Whalebone Service Station. When fishermen fueled up and shared fish tales just across the way at Sam & Omie's and Owens' restaurants, which opened in 1937 and 1946, respectively.

Eventually, the Midgetts' service station burned down, and the whale bones disappeared. (According to locals, several ended up in front yards, with a few of the vertebrae being used to hold flowerpots in Manteo.) But the name stuck. And so did Whalebone Junction's reputation as the gateway to the Outer Banks, to adventure, to vacation.

Today, Whalebone Junction is one of the busiest intersections on the Outer Banks, yet Milepost 16.5 still offers a peek at the old ways, if you know where to look: At Dune Burger, originally That's A Burger, one of the Outer Banks' first drive-up burger joints when it opened in the '50s. At the Sea Foam Motel, built in 1948.

At Holy Trinity by the Sea Catholic Chapel, formerly the Jokers Three dance hall and bar. At Sam & Omie's and Owens', which have become destinations for generations of vacationers. In the wild yucca growing in the sandy soil, descended from Neva Midgett's plants, which once grew around the old Whalebone Service Station.

Even at Jennette's Pier. Sure, it's not the *real* Jennette's, as some Nags Head natives still refer to the original. But when you stand out at the end of the pier, surrounded by fishing lines and smiling, sunburned faces, you can still feel the soul of the Outer Banks and the promise of its simple pleasures. Of beach burgers and a drive down the Beach Road with the windows rolled down and a sandy little boy with endless summers stretching out before him.

It's true, what they say. When one journey ends, another begins. **Os**

*Katie Schanze is an associate editor at Our State.*



**MORE TO EXPLORE**

Plan the ultimate beach day around Whalebone Junction with our guide to what to do and where to eat at [ourstate.com/nagsheadguide](http://ourstate.com/nagsheadguide).

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