

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, AUGUST 18, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the June 30, 2022 Meeting
- V. Public Comments
- VI. Steering/Chairman's Report
  1. Long Term Unappropriated Fund Grant Revised Guidelines
  2. In Person/Virtual Attendance for Meetings Discussion
- VII. Closed Session Pursuant to NCGS 143-318.11 (a) (3) to consult with an attorney employed or retained by the public body to preserve the attorney-client privilege between the attorney and the public body, which privilege is hereby acknowledged.
- 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 30, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Mark Ballog, Gray Berryman, Bambos Charalambous, Leo Holland, Bobby Owens, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

**Via GoToMeeting:** David Hines.

**EXCUSED ABSENCE** Jamie Chisholm, Secretary.

**STAFF (in person):**

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  
Stephanie Hall, Senior Content Coordinator

**OTHERS ATTENDING:**

**Via GoToMeeting:** Katie Stone.

**In-Person:** Philip Ruckle, The Coastland Times; Leigh Sudbrink, Manteo resident.

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

**APPROVAL OF AGENDA:** Mr. Holland moved to approve the agenda. Second by Mr. Charalambous. There was no discussion.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (12-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from May 19, 2022 meeting. Second by Ms. Ingram. There was no discussion.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (12-0).

**PUBLIC COMMENTS:** Leigh Sudbrink stated that she had been following progress of the event center and was excited about it and encouraged indoor tennis courts to be offered in the center.

**CHAIR REPORT:** The Chair recapped the public meeting on the event center, past and future stewardship reports made to towns, and the meeting held in conjunction with the schools for the Careers Beyond the Counter program.

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 16.51% compared to 2020-2021 actual receipts.

Diane Bognich reviewed the Budget Amendment for Fiscal Year 2021-2022, which include repairs to the marlin and display case located at the Aycock Brown Welcome Center and increase in the research line item for the long-range tourism plan.

Following review, Mr. Holland moved to approve the amended Fiscal Year 2021-2022 budget. Second by Mr. Berryman. There was no discussion.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (12-0).

**FISCAL YEAR 2022-23 BUDGET:** Diane Bognich reviewed the proposed budget for Fiscal Year 2022-2023. Following the review, Mr. Bateman moved to adopt the Fiscal Year 2022-2023 Budget Ordinance. Second by Mr. Holland. There was no discussion.

**Yes:** Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, David Hines, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

**No:** None. The motion passed unanimously (12-0).

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

- Work with the media agencies on creative and marketing plans for the enthusiast groups
- Long Range Tourism Management Planning in the starting stages. He anticipates the task force to be named soon, and to meet in late September.
- Plans to hold an in-person Tourism Summit in November
- the Economic Development Partnership of North Carolina meeting to be held in Duck in November

Lorrie Love reviewed her role with the Careers Beyond the Counter program and upcoming events at the event site.

Aaron Tuell reviewed recent coverage of the Outer Banks.

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

**NEW BUSINESS:** Lee Nettles noted that staff was looking into a grant to install two electric vehicle charging stations at the Sarah Owens Welcome Center (on Roanoke Island).

**BOARD MEMBER COMMENTS:**

Mr. Holland thanked the Board for joining the Mid-Currituck Bridge Amicus Brief.

Mr. Ballog noted that the restaurants were busy, and prices were going up.

Ms. Thibodeau noted that the Town of Duck was bustling.

Mr. Siers shared that 1.3 million cars passed over the causeway in the past 32 days.

Mr. Robinson thanked the Board for the grant to Graveyard of the Atlantic Museum.

Mr. Owens thanked the Board for their financial support of the Town Commons parking lot and Davis lot.

Mr. Charalambous wished everyone a great holiday weekend.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for 9:00 a.m. on Thursday, August 18, 2022 in the Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 9:52 a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board

At their 8/19/22 meeting, Steering Committee recommended approval.

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

Created February 18, 2021  
Modified 10/21/2021

Modified x/xx/22

Program Intent

Dare County Tourism Board's Long-term Unappropriated fund was established to financially assist Dare County Governmental Units and Non-profit Organizations with programs or services needed due to the impact of tourism on the County.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") finances the Long-term Unappropriated fund by an annual appropriation as approved by the Board from long-term appropriations up to a maximum of \$500,000. The annual appropriation comes from 70% of the ¼ of the 1% occupancy tax and 1% prepared meal tax revenues generated annually in the Special Revenue Fund.

Applicant Assumes This Risk

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

Grant Criteria

- A. Applicants shall be a Dare County Local Government or a non-profit entity with its principal place of business in Dare County and having its non-profit status conferred in writing under Section 501 of the U.S. Internal Revenue Code.
- B. Projects must be located in Dare County.
- C. Grants will be paid as a reimbursement only after the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement.
- D. **Grant applications must be directed toward unplanned, extraordinary, non-recurring, and urgently needed projects. Price increases on contracts will not be considered as a reason for application.** The Tourism Board has sole discretion to decide whether the applicant could have or should *have planned for the expense*.
- E. Grant cannot be transferred or assigned to a third party, unless approved by the Tourism Board in writing.

**DARE COUNTY TOURISM BOARD  
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- F. The following items are ineligible: The purchase of interests in real property, escalation in pricing (materials and/or other items in contracts), preliminary architectural, engineering, surveying and other forms of professional services, in-kind services (for example, Administrative salaries of public employees), routine repairs, maintenance and administrative expenses and any local, state or federal tax.
- G. Personal property purchased and/or real property improvements funded through this grant assistance shall be retained for use of the public and the applicant agrees to return the amount of the grant to the Tourism Board should the personal or real property or facility be converted to some other use than that represented in the grant application. Real property developed or improved under this grant program must be lien and encumbrance free (except as specifically approved in writing by the Tourism Board). The Board, in its sole discretion, may require an attorney's opinion on title, restrictions, covenants and/or easements be recorded in the public registry to evidence the Board's requirements and conditions.
- H. Applicant may only apply for one project from the Unappropriated Long-term fund within a three-year period, unless an earlier request is deemed appropriate by the grant administrator.
- I. **Approved organization must come to the Outer Banks Visitors Bureau to meet with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the application and answer any questions the applicant may have.
- J. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified within seven days of receiving the application if it does not meet the requirements of the grant. The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee. The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.
- K. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- L. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of Long-term Unappropriated awards.
- M. Board or Staff may modify the above terms and conditions at any time.

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

Name of Applying Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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

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

Project Name: \_\_\_\_\_

Project Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Amount Requested: \_\_\_\_\_

Amount Applicant is contributing: \_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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Describe your Organization's capital project/improvement plan:

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

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

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

Name of person making application: \_\_\_\_\_

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

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**



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OFFICES ALSO IN:  
COLUMBIA, NC

August 11, 2022

TO: Dare County Tourism Board

FROM: Jay Wheless, Legal Counsel 

CC: Lee Nettles, Executive Director and Amy Wood, Board Clerk

DATE: August 9, 2022

RE: Remote Participation in Board Meetings

The North Carolina State of Emergency (related to Covid) will end on August 15. This means that the authority for remote meetings ends as well. North Carolina law requires that elected boards have in-person meetings. Thus, elected county and municipal boards will no longer be permitted to use remote participation and shall return to in-person participation. As to appointed boards like the Dare County Tourism Board, the law is not so clear and appointed boards throughout the State are now left to decide on their own whether to continue some form of remote or virtual attendance.

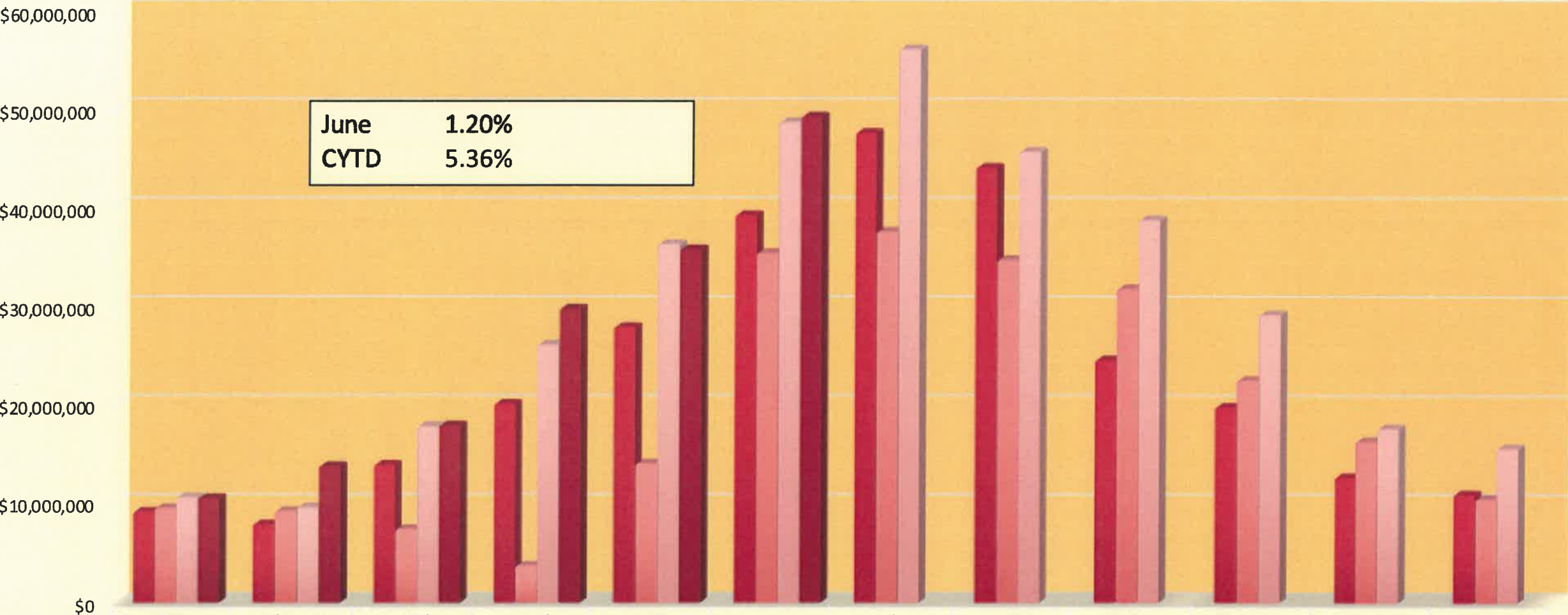
The Tourism Board Enabling Act provides that the Board shall adopt rules of procedure to govern its meetings. Your Bylaws require the quorum be established by those "present." Does it mean physically or remotely? More than likely, it meant physically present as remote participation was not contemplated back then and the statutes did not contemplate it either. Moreover, there are some other sections that describe "leaving" a meeting and a board member's status or treatment as being present or not.

The Board adopted a Resolution permitting remote participation, but it specifically limits that authority to situations involving "a public health emergency."

I lean against continuing remote participation after August 15, but it does not mean it is necessarily prohibited under current North Carolina law, the Enabling Act and your Bylaws. Firstly, there is no clear authority allowing remote participation under NC law (or disallowing it as for elected boards). Secondly, without specific legislative guidance, the safest course for the validity of meetings and all actions taken is to return to in-person meetings. Lastly, Members of a Public Authority should be present, looking at each other, looking at the public that might attend, etc.

My guess is there will be legislative action on remote participation, but that will not come in time to help this Board in August. If the Board wants to permit remote participation, then, at a minimum, the Board would need to amend its Bylaws.

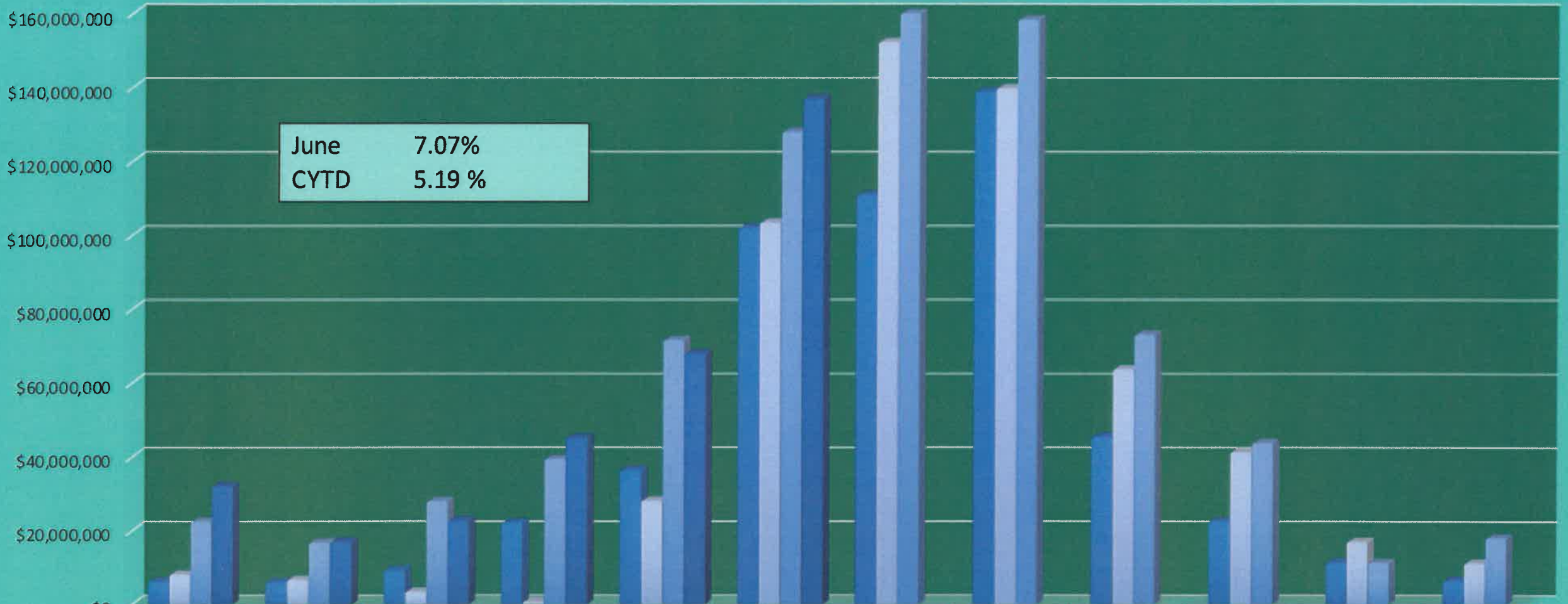
### Meals Collections



**June 1.20%**  
**CYTD 5.36%**

	January	February	March	April	May	June	July	August	September	October	November	December
2019	9,232,116	7,938,346	13,993,067	20,152,467	27,895,551	39,212,117	47,545,995	44,023,260	24,552,170	19,796,005	12,708,341	10,994,527
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
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
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354						

## Occupancy Collections



**June**      7.07%  
**CYTD**     5.19%

	January	February	March	April	May	June	July	August	September	October	November	December
2019	6,272,045	6,004,609	9,370,541	22,183,138	36,428,842	102,003,266	110,890,945	138,805,084	45,403,850	22,618,642	11,523,953	6,505,201
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
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
2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703						

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2022-2023**

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 22-23		
<i>JUNE EARNED</i>	<b>OCCUPANCY</b>	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
<u>JULY RECEIVED</u>	<b>MEALS</b>	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
<i>JULY EARNED</i>	<b>OCCUPANCY</b>	\$1,330,745.00	\$0.00	\$0.00	0.00%
<u>AUGUST RECEIVED</u>	<b>MEALS</b>	<u>\$391,845.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,722,590.00	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>	<b>OCCUPANCY</b>	\$1,257,920.00	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	<b>MEALS</b>	<u>\$371,790.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,629,710.00	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>	<b>OCCUPANCY</b>	\$493,540.00	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	<b>MEALS</b>	<u>\$251,510.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$745,050.00	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	<b>OCCUPANCY</b>	\$233,310.00	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	<b>MEALS</b>	<u>\$192,925.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$426,235.00	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	<b>OCCUPANCY</b>	\$102,575.00	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	<b>MEALS</b>	<u>\$122,550.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$225,125.00	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	<b>OCCUPANCY</b>	\$65,545.00	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	<b>MEALS</b>	<u>\$97,265.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$162,810.00	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	<b>OCCUPANCY</b>	\$85,170.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	<b>MEALS</b>	<u>\$82,190.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$167,360.00	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	<b>OCCUPANCY</b>	\$61,895.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	<b>MEALS</b>	<u>\$84,315.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$146,210.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	<b>OCCUPANCY</b>	\$93,850.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	<b>MEALS</b>	<u>\$123,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$217,535.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	<b>OCCUPANCY</b>	\$250,790.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	<b>MEALS</b>	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	<b>OCCUPANCY</b>	\$312,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<b>MEALS</b>	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b>OCCUPANCY</b>	<b>\$1,031,750.00</b>	<b>\$1,366,625.62</b>	<b>\$334,875.62</b>	<b>32.46%</b>
<b>TO-DATE</b>	<b>MEALS</b>	<b><u>\$338,295.00</u></b>	<b><u>\$486,160.01</u></b>	<b><u>\$147,865.01</u></b>	<b><u>43.71%</u></b>
		<b>\$1,370,045.00</b>	<b>\$1,852,785.63</b>	<b>\$482,740.63</b>	<b>35.24%</b>
<b>TOTAL</b>	<b>OCCUPANCY</b>	<b>\$5,319,090.00</b>			
<b>PROJECTED</b>	<b>MEALS</b>	<b><u>\$2,476,785.00</u></b>			
<b>2022-2023</b>		<b>\$7,795,875.00</b>			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2020-2021		2021	2022		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	<b>OCCUPANCY</b>	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	<b>MEALS</b>	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	<b>OCCUPANCY</b>	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
	<b>MEALS</b>	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	<b>OCCUPANCY</b>	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
	<b>MEALS</b>	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	<b>OCCUPANCY</b>	\$277,701.44	\$229,960.99	(\$47,740.45)	-17.19%
	<b>MEALS</b>	<u>\$179,713.69</u>	<u>\$176,838.05</u>	<u>(\$2,875.64)</u>	<u>-1.60%</u>
		\$457,415.13	\$406,799.04	(\$50,616.09)	-11.07%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	<b>OCCUPANCY</b>	\$395,352.18	\$451,019.43	\$55,667.25	14.08%
	<b>MEALS</b>	<u>\$259,174.72</u>	<u>\$284,410.03</u>	<u>\$25,235.31</u>	<u>9.74%</u>
		\$654,526.90	\$735,429.46	\$80,902.56	12.36%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	<b>OCCUPANCY</b>	\$709,401.52	\$679,226.62	(\$30,174.90)	-4.25%
	<b>MEALS</b>	<u>\$359,081.49</u>	<u>\$344,507.94</u>	<u>(\$14,573.55)</u>	<u>-4.06%</u>
		\$1,068,483.01	\$1,023,734.56	(\$44,748.45)	-4.19%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	<b>OCCUPANCY</b>	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
	<b>MEALS</b>	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	<b>OCCUPANCY</b>	\$1,592,749.50	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	<b>OCCUPANCY</b>	\$1,592,951.57	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	<b>OCCUPANCY</b>	\$717,839.65	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	<b>OCCUPANCY</b>	\$437,385.81	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	<b>OCCUPANCY</b>	\$103,833.12	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date	<b>Occupancy</b>	\$3,147,368.35	\$3,409,468.46	\$262,100.11	8.33%
	<b>Meals</b>	<u>\$1,600,222.89</u>	<u>\$1,689,382.75</u>	<u>\$89,159.86</u>	<u>5.57%</u>
		\$4,747,591.24	\$5,098,851.21	\$351,259.97	7.40%
Total for Year	<b>OCCUPANCY</b>	\$7,592,128.00			
	<b>MEALS</b>	<u>\$3,422,528.96</u>			
		\$11,014,656.96			



OCCUPANCY & MEALS FY 2022-2023

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
<i>JUNE EARNED</i>	<b>OCCUPANCY</b>	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
<u>JULY RECEIVED</u>	<b>MEALS</b>	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<i>JULY EARNED</i>	<b>OCCUPANCY</b>	\$1,592,749.50	\$0.00	\$0.00	0.00%
<u>AUGUST RECEIVED</u>	<b>MEALS</b>	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>	<b>OCCUPANCY</b>	\$1,592,951.57	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	<b>MEALS</b>	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>	<b>OCCUPANCY</b>	\$717,839.65	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	<b>MEALS</b>	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>	<b>OCCUPANCY</b>	\$437,385.81	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	<b>MEALS</b>	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>	<b>OCCUPANCY</b>	\$103,833.12	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	<b>MEALS</b>	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
<i>DECEMBER EARNED</i>	<b>OCCUPANCY</b>	\$191,666.48	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	<b>MEALS</b>	<u>\$172,557.93</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$364,224.41	\$0.00	\$0.00	0.00%
<i>JANUARY EARNED</i>	<b>OCCUPANCY</b>	\$320,768.60	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	<b>MEALS</b>	<u>\$93,580.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$414,349.01	\$0.00	\$0.00	0.00%
<i>FEBRUARY EARNED</i>	<b>OCCUPANCY</b>	\$170,200.72	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	<b>MEALS</b>	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	<b>OCCUPANCY</b>	\$229,960.99	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	<b>MEALS</b>	<u>\$176,838.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,798.99	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	<b>OCCUPANCY</b>	\$451,019.43	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	<b>MEALS</b>	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	<b>OCCUPANCY</b>	\$679,226.62	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<b>MEALS</b>	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	<b>OCCUPANCY</b>	<b>\$1,276,821.42</b>	<b>\$1,366,625.62</b>	<b>\$89,804.20</b>	<b>7.03%</b>
	<b>MEALS</b>	<b><u>\$484,564.78</u></b>	<b><u>\$486,160.01</u></b>	<b><u>\$1,595.23</u></b>	<b><u>0.33%</u></b>
		<b>\$1,761,386.20</b>	<b>\$1,852,785.63</b>	<b>\$91,399.43</b>	<b>5.19%</b>
<b>TOTAL</b>	<b>OCCUPANCY</b>	<b>\$7,764,423.91</b>			
<b>ACTUAL</b>	<b>MEALS</b>	<b><u>\$3,510,093.54</u></b>			
<b>2021-2022</b>		<b>\$11,274,517.45</b>			

**Dare County Gross Collections on Retail Sales**

	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>Variance 2022-2021</b>	<b>Percent Change</b>
<b>January</b>	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
<b>February</b>	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
<b>March</b>	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	557,612	13.40%
<b>April</b>	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	-80,818	-1.25%
<b>May</b>	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	1,124,044	14.17%
<b>June</b>		10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	0	0.00%
<b>July</b>		14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	0	0.00%
<b>August</b>		16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	0	0.00%
<b>September</b>		14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	0	0.00%
<b>October</b>		10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	0	0.00%
<b>November</b>		7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	0	0.00%
<b>December</b>		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
<b>YTD</b>	30,618,908	27,976,458	16,404,039	19,144,179	17,962,793	17,601,696	2,642,450	9.45%
<b>TOTAL</b>	30,618,908	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
<b>YTD % Change</b>	9.45%	70.55%	-14.31%	6.58%	2.05%	61.73%		
<b>Total % Change</b>	9.45%	31.41%	4.27%	5.44%	1.51%	8.94%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787
February	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381
March	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488
April	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765
May	67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610
June	136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695
July		159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542
August		158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017
September		73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803
October		43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892
November		11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504
December		18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289
<b>YTD Total</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>101,252,063</b>	<b>99,890,726</b>
<b>Total</b>	<b>322,309,305</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>356,845,997</b>	<b>343,650,773</b>
<b>YTD % Change</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>1.36%</b>	<b>-6.69%</b>
<b>Total % Change</b>	<b>5.19%</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>3.84%</b>	<b>-1.78%</b>
<b>Month Increase/Decrease (Increase/Decrease)/Qtr</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>4.61%</b>	<b>-13.36%</b>
<b>Qtr 1 (Dec-Feb)</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>4.15%</b>	<b>4.87%</b>
<b>Qtr 2 (Mar-May)</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>-4.71%</b>	<b>3.99%</b>
<b>Qtr 3 (June-Aug)</b>	<b>7.07%</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>5.67%</b>	<b>-5.14%</b>
<b>Qtr 4 (Sept-Nov)</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>	<b>3.70%</b>	<b>10.31%</b>
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														



Outer Banks Visitors Bureau														
Gross Meals Summary														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193
February	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828
March	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099
April	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914
May	35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550
June	49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095
July		55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202
August		45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408
September		38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780
October		29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255
November		17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475
December		15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554
<b>YTD Total</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>74,190,578</b>	<b>74,461,679</b>
<b>Total</b>	<b>157,136,876</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>187,781,957</b>	<b>184,931,353</b>
<b>YTD % Change</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>-0.36%</b>	<b>-1.81%</b>
<b>Total % Change</b>	<b>5.36%</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>1.54%</b>	<b>-0.10%</b>
<b>Month Increase/(Decrease)</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>0.31%</b>	<b>-1.00%</b>
<b>Increase(Decrease)/Qtr</b>														
<b>Qtr 1 (Dec-Feb)</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>-8.46%</b>	<b>-4.16%</b>
<b>Qtr 2 (Mar-May)</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>2.23%</b>	<b>-3.45%</b>
<b>Qtr 3 (June-Aug)</b>	<b>1.20%</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>3.25%</b>	<b>-1.69%</b>
<b>Qtr 4 (Sept-Nov)</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>	<b>1.05%</b>	<b>7.46%</b>
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
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														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	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	9,991	21,848	18,954	69,721	33,385	56,934	149,040	101,762	197,792	177,093	77,827	57,144	60,734	73,666	65,334
February	36,814	143,923	27,050	54,287	88,113	69,405	79,720	89,994	183,108	180,687	97,209	54,050	55,880	87,169	71,244
March	65,753	85,386	29,171	136,583	-6,494	186,658	249,522	63,921	692,174	414,682	184,588	160,084	65,539	206,483	136,291
April	140,738	877,315	9,994	259,204	260,362	450,715	587,966	1,930	1,235,799	1,294,819	321,223	365,960	48,233	404,682	326,574
May	329,396	309,416	91,397	282,278	285,411	864,675	990,995	1,130,609	1,918,384	1,046,309	607,239	600,680	254,673	565,909	530,590
June	263,476	417,010	351,108	570,964	330,644	1,666,397	1,830,953	2,412,414	2,845,176	1,770,185	1,196,072	1,288,613	795,837	919,645	833,391
July	401,465	300,025	363,847	446,262		1,613,934	1,966,882	2,685,694	3,088,190		1,542,434	1,563,325	1,043,368	1,058,556	
August	295,816	369,371	373,764	532,087		1,232,064	1,510,242	1,588,143	2,216,628		1,296,981	872,728	902,896	902,324	
September	125,217	254,760	278,989	401,958		803,646	427,073	1,348,600	1,567,213		557,989	437,579	551,614	608,182	
October	160,079	149,153	155,303	165,873		349,366	406,219	922,352	1,030,829		439,412	308,779	493,509	491,572	
November	77,097	74,856	65,719	125,498		118,727	126,014	355,225	365,096		201,959	143,147	63,227	145,754	
December	18,684	82,449	106,697	136,248		32,024	59,397	149,223	178,506		91,303	55,559	214,261	90,408	
<i>YTD Totals</i>	<i>846,168</i>	<i>1,854,898</i>	<i>527,674</i>	<i>1,373,037</i>	<i>991,421</i>	<i>3,294,784</i>	<i>3,888,196</i>	<i>3,800,630</i>	<i>7,072,433</i>	<i>4,883,775</i>	<i>2,484,158</i>	<i>2,526,531</i>	<i>1,280,896</i>	<i>2,257,554</i>	<i>1,963,424</i>
<b>Total</b>	<b>1,924,526</b>	<b>3,085,512</b>	<b>1,871,993</b>	<b>3,180,963</b>	<b>991,421</b>	<b>7,444,545</b>	<b>8,384,023</b>	<b>10,849,867</b>	<b>15,518,895</b>	<b>4,883,775</b>	<b>6,614,236</b>	<b>5,907,648</b>	<b>4,549,771</b>	<b>5,554,350</b>	<b>1,963,424</b>
Month Increase	-0.84%	58.27%	-15.80%	62.62%	-42.09%	16.42%	9.87%	31.76%	17.94%	-37.78%	20.89%	7.74%	-38.24%	15.56%	-9.38%
<i>YTD Increase</i>	<b>6.69%</b>	<b>119.21%</b>	<b>-71.55%</b>	<b>160.21%</b>	<b>-27.79%</b>	<b>9.99%</b>	<b>18.01%</b>	<b>-2.25%</b>	<b>86.09%</b>	<b>-30.95%</b>	<b>7.15%</b>	<b>1.71%</b>	<b>-49.30%</b>	<b>76.25%</b>	<b>-13.03%</b>
<b>Total Year Increa</b>	<b>9.14%</b>	<b>60.33%</b>	<b>-39.33%</b>	<b>69.92%</b>		<b>17.99%</b>	<b>12.62%</b>	<b>29.41%</b>	<b>43.03%</b>		<b>0.76%</b>	<b>-10.68%</b>	<b>-22.99%</b>	<b>22.08%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
February	1,581,432	1,331,764	1,533,776	1,728,750	2,126,093	21,179	21,882	25,687	121,593	228,025	3,299,316	4,283,950	4,958,235	14,641,992	14,518,460
March	3,034,735	2,618,614	1,246,258	3,909,056	3,943,594	46,450	48,950	24,532	456,135	458,768	5,645,680	6,065,892	2,033,390	22,818,135	18,269,896
April	4,790,774	5,082,911	272,368	7,371,174	8,104,880	94,478	129,659	6,532	690,426	970,654	12,073,020	14,912,027	382,791	29,766,955	35,002,625
May	7,657,044	8,296,802	3,148,199	11,955,124	10,324,362	223,246	148,954	188,734	1,201,894	1,151,529	23,236,092	25,901,180	23,445,254	56,477,960	55,576,157
June	11,720,032	11,050,965	11,291,492	17,405,621	16,192,842	373,865	220,076	689,124	1,781,971	1,801,287	79,376,489	86,974,007	88,087,699	105,559,551	117,473,065
July	13,517,098	13,333,255	16,489,187	22,217,201		488,402	280,756	291,105	2,244,007		116,827,701	93,189,170	131,031,173	132,554,585	
August	12,441,921	14,094,249	13,307,261	18,448,886		422,935	266,881	244,691	2,161,167		93,023,812	121,424,486	122,944,015	135,457,160	
September	5,190,429	6,280,715	9,374,533	11,630,739		127,801	128,596	495,636	1,369,614		41,912,607	37,793,636	51,755,580	58,512,166	
October	4,729,167	5,163,907	6,047,939	7,830,739		94,511	76,787	91,603	794,126		16,607,911	16,375,128	33,435,472	34,110,939	
November	2,101,808	1,972,903	1,882,898	2,106,980		35,749	31,815	7,333	8,921		7,319,364	9,080,251	14,518,005	8,640,528	
December	1,255,150	1,413,200	1,833,474	3,253,943		27,148	22,812	50,865	515,173		3,165,578	4,773,626	8,836,444	14,219,918	
<i>YTD Totals</i>	<i>30,041,941</i>	<i>29,682,321</i>	<i>18,929,128</i>	<i>44,117,801</i>	<i>42,334,819</i>	<i>771,968</i>	<i>588,559</i>	<i>953,560</i>	<i>4,332,568</i>	<i>4,759,834</i>	<i>129,262,877</i>	<i>142,778,921</i>	<i>125,409,040</i>	<i>249,573,110</i>	<i>270,979,228</i>
<b>Total</b>	<b>69,277,514</b>	<b>71,940,550</b>	<b>67,864,420</b>	<b>109,606,289</b>	<b>42,334,819</b>	<b>1,968,514</b>	<b>1,396,206</b>	<b>2,134,793</b>	<b>11,425,576</b>	<b>4,759,834</b>	<b>408,119,850</b>	<b>425,415,218</b>	<b>487,929,729</b>	<b>633,068,406</b>	<b>270,979,228</b>

Month Increase	0.05%	-5.71%	2.18%	54.15%	-6.97%		-41.13%	213.13%	158.58%	1.08%	23.02%	9.57%	1.28%	19.83%	11.29%
<i>YTD Increase</i>	<i>-2.05%</i>	<i>-1.20%</i>	<i>-36.23%</i>	<i>133.07%</i>	<i>-4.04%</i>		<i>-23.76%</i>	<i>62.02%</i>	<i>354.36%</i>	<i>9.86%</i>	<i>15.08%</i>	<i>10.46%</i>	<i>-12.17%</i>	<i>99.01%</i>	<i>8.58%</i>
<b>Total Year Increa</b>	<b>-6.36%</b>	<b>3.84%</b>	<b>-5.67%</b>	<b>61.51%</b>			<b>-29.07%</b>	<b>52.90%</b>	<b>435.21%</b>		<b>5.22%</b>	<b>4.24%</b>	<b>14.69%</b>	<b>29.75%</b>	

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	80,128	100,883	103,524	117,805	71,183	7,115,084	6,272,045	8,223,680	22,515,577	32,129,068
February		3,640,228	8,831,162	9,964,265	121,379	111,202	123,301	138,103	86,764	5,205,555	6,004,609	6,788,236	16,833,409	17,071,361
March		392,302	14,285,652	11,694,833	239,016	191,043	100,157	288,353	139,472	9,356,430	9,370,541	3,538,436	28,050,784	22,897,441
April		54,406	11,899,053	11,767,660	278,446	356,959	0	387,071	230,087	18,054,916	22,183,138	715,316	39,424,885	45,219,347
May		7,959,755	11,894,484	12,431,457	269,937	329,769	122,541	429,562	235,556	32,964,383	36,428,842	28,192,673	71,629,217	67,998,385
June		15,349,447	15,036,636	18,707,648	421,313	441,718	529,356	646,362	393,576	94,643,779	102,003,266	103,467,906	127,947,319	136,993,703
July	9,774,831	14,163,157	18,366,907		488,988	538,288	643,415	630,180		134,391,620	110,890,945	152,256,684	159,994,974	0
August	24,094,200	14,432,996	15,236,263		426,743	534,008	621,785	723,235		108,717,337	138,805,084	139,737,864	158,280,320	0
September	5,444,607	7,502,538	9,479,100		201,660	210,087	466,395	392,240		48,791,548	45,403,850	63,775,711	73,112,498	0
October	3,090,168	5,199,066	6,243,795		217,916	215,456	309,934	157,157		22,503,851	22,618,642	41,364,509	43,787,109	0
November	1,659,752	894,605	698,108		146,707	126,782	167,957	10,176		9,965,662	11,523,953	17,053,031	11,394,032	0
December	1,465,862	4,304,339	7,063,801		143,609	120,970	126,529	217,271		4,706,348	6,505,201	11,266,628	18,096,294	0
<i>YTD Totals</i>	<i>0</i>	<i>31,444,737</i>	<i>69,512,235</i>	<i>75,206,307</i>	<i>1,410,219</i>	<i>1,531,574</i>	<i>978,879</i>	<i>2,007,256</i>	<i>1,156,638</i>	<i>167,340,147</i>	<i>182,262,441</i>	<i>150,926,247</i>	<i>306,401,191</i>	<i>322,309,305</i>
<b>Total</b>	<b>45,529,420</b>	<b>77,941,438</b>	<b>126,600,209</b>	<b>75,206,307</b>	<b>3,035,842</b>	<b>3,277,165</b>	<b>3,314,894</b>	<b>4,137,515</b>	<b>1,156,638</b>	<b>496,416,513</b>	<b>518,010,116</b>	<b>576,380,674</b>	<b>771,066,418</b>	<b>322,309,305</b>

Month Increase			-2.04%	24.41%	33.24%	4.84%	19.84%	22.10%	-39.11%	19.44%	7.78%	1.44%	23.66%	7.07%
<i>YTD Increase</i>			<b>121.06%</b>	<b>8.19%</b>	<b>18.25%</b>	<b>8.61%</b>	<b>-36.09%</b>	<b>105.06%</b>	<b>-42.38%</b>	<b>11.34%</b>	<b>8.92%</b>	<b>-17.19%</b>	<b>103.01%</b>	<b>5.19%</b>
<b>Total Year Increa</b>		<b>71.19%</b>	<b>62.43%</b>		<b>7.34%</b>	<b>7.95%</b>	<b>1.15%</b>	<b>24.82%</b>		<b>3.57%</b>	<b>4.35%</b>	<b>11.27%</b>	<b>33.78%</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												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	2,584,975	1,591,344	62.44%	771,456	813,406	-5.16%	755,896	980,977	-22.94%	1,849,630	1,180,404	56.69%
WAVES	2,035,943	1,202,878	69.26%	638,923	734,878	-13.06%	590,617	872,163	-32.28%	1,246,772	947,671	31.56%
SALVO	3,905,134	2,344,520	66.56%	1,127,306	1,194,950	-5.66%	760,710	931,211	-18.31%	1,279,580	751,039	70.37%
AVON	4,351,801	2,483,054	75.26%	1,438,633	1,143,301	25.83%	1,548,272	1,523,212	1.65%	3,161,385	1,984,065	59.34%
BUXTON	578,357	544,488	6.22%	301,617	364,946	-17.35%	510,511	683,573	-25.32%	1,159,347	1,148,568	0.94%
FRISCO	872,393	538,245	62.08%	170,480	226,988	-24.89%	287,880	378,573	-23.96%	1,016,793	739,290	37.54%
HATTERAS	2,672,053	1,613,376	65.62%	436,688	430,806	1.37%	562,573	657,802	-14.48%	1,625,048	1,239,768	31.08%
<b>TOTAL HATTERAS ISLAND</b>	<b>17,000,656</b>	<b>10,317,905</b>	<b>64.77%</b>	<b>4,885,103</b>	<b>4,909,275</b>	<b>-0.49%</b>	<b>5,016,459</b>	<b>6,027,511</b>	<b>-16.77%</b>	<b>11,338,555</b>	<b>7,990,805</b>	<b>41.90%</b>
<b>NORTHERN BEACHES:</b>												
DUCK	2,131,526	1,852,901	15.04%	1,485,383	1,640,219	-9.44%	2,166,733	3,033,091	-28.56%	5,302,625	4,818,415	10.05%
SOUTHERN SHORES	1,013,925	909,588	11.47%	785,694	735,996	6.75%	769,700	1,187,933	-35.21%	1,618,953	1,311,207	23.47%
KITTY HAWK	1,409,809	1,306,830	7.88%	1,572,039	1,491,596	5.39%	2,083,440	2,632,886	-20.87%	3,226,455	3,465,663	-6.90%
COLINGTON	10,745	14,774	-27.27%	17,110	20,317	-15.78%	29,495	55,996	-47.33%	98,804	91,214	8.32%
KILL DEVIL HILLS	3,868,596	3,096,270	24.94%	3,417,977	3,313,303	3.16%	5,359,587	6,741,815	-20.50%	9,600,828	9,698,361	-1.01%
NAGS HEAD	5,158,471	3,878,714	32.99%	3,211,258	3,486,075	-7.88%	5,165,220	5,978,557	-13.60%	10,638,831	9,235,248	15.20%
<b>TOTAL NORTHERN BEACHES</b>	<b>13,593,072</b>	<b>11,059,077</b>	<b>22.91%</b>	<b>10,489,461</b>	<b>10,687,506</b>	<b>-1.85%</b>	<b>15,574,175</b>	<b>19,630,278</b>	<b>-20.66%</b>	<b>30,486,496</b>	<b>28,620,108</b>	<b>6.52%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	311,844	430,440	-27.55%	307,378	236,934	29.73%	391,426	548,533	-28.64%	1,003,774	923,581	8.68%
RIM (ROANOKE ISL. MAINLAND)	1,073,925	627,606	71.11%	1,161,394	878,101	32.26%	1,456,613	1,388,327	4.92%	1,419,868	1,199,965	18.33%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,385,769</b>	<b>1,058,046</b>	<b>30.97%</b>	<b>1,468,772</b>	<b>1,115,035</b>	<b>31.72%</b>	<b>1,848,039</b>	<b>1,936,860</b>	<b>-4.59%</b>	<b>2,423,642</b>	<b>2,123,546</b>	<b>14.13%</b>
<b>OTC UNATTRIBUTED</b>	<b>149,571</b>	<b>80,549</b>	<b>85.69%</b>	<b>228,025</b>	<b>121,593</b>	<b>87.53%</b>	<b>458,768</b>	<b>456,135</b>	<b>0.58%</b>	<b>970,654</b>	<b>690,426</b>	<b>40.59%</b>
<b>TOTAL</b>	<b>32,129,068</b>	<b>22,515,577</b>	<b>42.70%</b>	<b>17,071,361</b>	<b>16,833,409</b>	<b>1.41%</b>	<b>22,897,441</b>	<b>28,050,784</b>	<b>-18.37%</b>	<b>45,219,347</b>	<b>39,424,885</b>	<b>14.70%</b>

DARE COUNTY GROSS OCCUPANCY BY DISTRICT									
	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE	2,204,350	2,895,708	-23.88%	4,708,135	4,572,381	2.97%	12,874,442	12,034,220	6.98%
WAVES	1,202,533	2,289,789	-47.48%	2,440,916	3,503,419	-30.33%	8,155,704	9,550,798	-14.61%
SALVO	2,143,474	2,557,960	-16.20%	4,611,709	3,906,170	18.06%	13,827,913	11,685,850	18.33%
AVON	4,447,538	4,824,265	-7.81%	8,364,110	7,623,717	9.71%	23,311,739	19,581,614	19.05%
BUXTON	1,612,044	1,877,712	-14.15%	2,760,642	2,850,695	-3.16%	6,922,518	7,469,982	-7.33%
FRISCO	1,605,306	1,675,224	-4.17%	2,909,307	2,624,849	10.84%	6,862,159	6,183,169	10.98%
HATTERAS	2,720,385	2,962,198	-8.16%	5,117,944	4,566,799	12.07%	13,134,691	11,470,749	14.51%
<b>TOTAL HATTERAS ISLAND</b>	<b>15,935,630</b>	<b>19,082,856</b>	<b>-16.49%</b>	<b>30,912,763</b>	<b>29,648,030</b>	<b>4.27%</b>	<b>85,089,166</b>	<b>77,976,382</b>	<b>9.12%</b>
<b>NORTHERN BEACHES:</b>									
DUCK	8,864,426	9,371,202	-5.41%	22,079,751	20,773,247	6.29%	42,030,444	41,489,075	1.30%
SOUTHERN SHORES	3,166,018	3,353,451	-5.59%	8,103,404	7,389,945	9.65%	15,457,694	14,888,120	3.83%
KITTY HAWK	4,864,351	4,959,151	-1.91%	9,108,901	8,144,675	11.84%	22,264,995	22,000,801	1.20%
COLINGTON	146,390	146,882	-0.33%	472,648	322,491	46.56%	775,192	651,674	18.95%
KILL DEVIL HILLS	13,346,479	13,619,166	-2.00%	24,257,897	22,855,095	6.14%	59,851,364	59,324,010	0.89%
NAGS HEAD	17,740,091	17,298,910	2.55%	36,400,003	33,579,610	8.40%	78,313,874	73,457,114	6.61%
<b>TOTAL NORTHERN BEACHES</b>	<b>48,127,755</b>	<b>48,748,762</b>	<b>-1.27%</b>	<b>100,422,604</b>	<b>93,065,063</b>	<b>7.91%</b>	<b>218,693,563</b>	<b>211,810,794</b>	<b>3.25%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN	1,396,188	1,260,269	10.78%	1,888,258	2,098,059	-10.00%	5,298,868	5,497,816	-3.62%
RIM (ROANOKE ISL. MAINLAND)	1,387,283	1,335,436	3.88%	1,968,791	1,482,593	32.79%	8,467,874	6,912,028	22.51%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,783,471</b>	<b>2,595,705</b>	<b>7.23%</b>	<b>3,857,049</b>	<b>3,580,652</b>	<b>7.72%</b>	<b>13,766,742</b>	<b>12,409,844</b>	<b>10.93%</b>
<b>OTC UNATTRIBUTED</b>	<b>1,151,529</b>	<b>1,201,894</b>	<b>-4.19%</b>	<b>1,801,287</b>	<b>1,653,574</b>	<b>8.93%</b>	<b>4,759,834</b>	<b>4,204,171</b>	<b>13.22%</b>
<b>TOTAL</b>	<b>67,998,385</b>	<b>71,629,217</b>	<b>-5.07%</b>	<b>136,993,703</b>	<b>127,947,319</b>	<b>7.07%</b>	<b>322,309,305</b>	<b>306,401,191</b>	<b>5.19%</b>

DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	29,596	50,251	-41.10%	46,435	33,890	37.02%	74,222	90,340	-17.84%	311,909	285,784	9.14%
WAVES - 19	30,984	35,760	-13.36%	35,337	28,528	23.87%	150,744	168,272	-10.42%	389,093	412,596	-5.70%
SALVO - 18	0	0	#DIV/0!	7,025	0	100.00%	0	0	#DIV/0!	0	229	-100.00%
AVON - 1	222,024	460,563	-51.79%	299,299	273,292	9.52%	698,443	620,382	12.58%	1,336,411	855,797	56.16%
BUXTON - 2	202,780	290,236	-30.13%	307,695	276,338	11.35%	464,293	580,310	-19.99%	1,279,797	1,042,990	22.70%
FRISCO - 5	78,987	63,587	24.22%	116,793	30,632	281.28%	68,391	141,058	-51.52%	321,462	238,549	34.76%
HATTERAS - 6	14,437	11,248	28.35%	88,787	279,511	-68.23%	166,782	301,289	-44.64%	498,806	582,593	-14.38%
<b>TOTAL HATTERAS ISLAND</b>	<b>578,808</b>	<b>911,645</b>	<b>-36.51%</b>	<b>901,371</b>	<b>922,191</b>	<b>-2.26%</b>	<b>1,622,875</b>	<b>1,901,651</b>	<b>-14.66%</b>	<b>4,137,478</b>	<b>3,418,538</b>	<b>21.03%</b>
<b>NORTHERN BEACHES:</b>												
DUCK - 21	464,406	1,225,101	-62.09%	843,908	668,649	26.21%	1,495,064	1,642,094	-8.95%	3,163,511	2,993,755	5.67%
SOUTHERN SHORES - 20	475,583	391,571	21.46%	533,593	534,718	-0.21%	675,020	611,725	10.35%	983,730	775,805	26.80%
KITTY HAWK - 8	1,982,093	1,645,334	20.47%	2,341,833	1,641,876	42.63%	3,036,241	2,727,881	11.30%	4,611,608	3,562,952	29.43%
COLINGTON - 3	61,922	65,096	-4.88%	125,502	86,449	45.17%	137,671	110,296	24.82%	339,901	288,154	17.96%
KILL DEVIL HILLS - 7	3,346,902	2,977,039	12.42%	5,212,559	2,843,490	83.32%	5,497,980	5,234,303	5.04%	7,452,341	7,024,824	6.09%
NAGS HEAD - 14	2,130,753	2,059,419	3.46%	2,396,822	1,877,182	27.68%	3,860,081	3,915,459	-1.41%	7,007,034	5,869,222	19.39%
<b>TOTAL NORTHERN BEACHES</b>	<b>8,461,659</b>	<b>8,363,560</b>	<b>1.17%</b>	<b>11,454,217</b>	<b>7,652,364</b>	<b>49.68%</b>	<b>14,702,057</b>	<b>14,241,758</b>	<b>3.23%</b>	<b>23,558,125</b>	<b>20,514,712</b>	<b>14.84%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,327,073	1,162,274	14.18%	1,249,722	855,301	46.11%	1,333,594	1,429,690	-6.72%	1,667,699	1,801,206	-7.41%
MANTEO-OUTSIDE - 11	233,461	231,731	0.75%	249,069	217,208	14.67%	306,175	278,626	9.89%	399,013	367,469	8.58%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,560,534</b>	<b>1,394,005</b>	<b>11.95%</b>	<b>1,498,791</b>	<b>1,072,509</b>	<b>39.75%</b>	<b>1,639,769</b>	<b>1,708,316</b>	<b>-4.01%</b>	<b>2,066,712</b>	<b>2,168,675</b>	<b>-4.70%</b>
<b>TOTAL</b>	<b>10,601,001</b>	<b>10,669,210</b>	<b>-0.64%</b>	<b>13,854,379</b>	<b>9,647,064</b>	<b>43.61%</b>	<b>17,964,701</b>	<b>17,851,725</b>	<b>0.63%</b>	<b>29,762,315</b>	<b>26,101,925</b>	<b>14.02%</b>



DARE COUNTY GROSS MEALS BY DISTRICT									
	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE - 15	353,872	489,133	-27.65%	683,686	581,896	17.49%	1,499,720	1,531,294	-2.06%
WAVES - 19	498,424	646,402	-22.89%	768,595	890,242	-13.66%	1,873,177	2,181,800	-14.15%
SALVO - 18	4,661	26,126	-82.16%	42,087	49,767	-15.43%	53,773	76,122	100.00%
AVON - 1	1,694,587	2,027,700	-16.43%	2,176,164	2,488,769	-12.56%	6,426,928	6,726,503	-4.45%
BUXTON - 2	1,345,335	1,391,963	-3.35%	1,948,239	1,798,154	8.35%	5,548,139	5,379,991	3.13%
FRISCO - 5	354,163	357,830	-1.02%	542,561	462,776	17.24%	1,482,357	1,294,432	14.52%
HATTERAS - 6	738,413	816,477	-9.56%	1,029,202	1,157,752	-11.10%	2,536,427	3,148,870	-19.45%
<b>TOTAL HATTERAS ISLAND</b>	<b>4,989,455</b>	<b>5,755,631</b>	<b>-13.31%</b>	<b>7,190,534</b>	<b>7,429,356</b>	<b>-3.21%</b>	<b>19,420,521</b>	<b>20,339,012</b>	<b>-4.52%</b>
<b>NORTHERN BEACHES:</b>									
DUCK - 21	4,068,136	4,385,392	-7.23%	6,460,495	5,932,417	8.90%	16,495,520	16,847,408	-2.09%
SOUTHERN SHORES - 20	910,119	1,034,603	-12.03%	1,495,960	1,497,738	-0.12%	5,074,005	4,846,160	4.70%
KITTY HAWK - 8	5,266,860	4,546,756	15.84%	6,629,904	6,066,253	9.29%	23,868,539	20,191,052	18.21%
COLINGTON - 3	391,728	395,247	-0.89%	508,832	523,633	-2.83%	1,565,556	1,468,875	6.58%
KILL DEVIL HILLS - 7	9,159,974	8,913,791	2.76%	12,036,148	11,207,349	7.40%	42,705,904	38,200,796	11.79%
NAGS HEAD - 14	8,673,834	8,633,929	0.46%	11,702,938	12,853,590	-8.95%	35,771,462	35,208,801	1.60%
<b>TOTAL NORTHERN BEACHES</b>	<b>28,470,651</b>	<b>27,909,718</b>	<b>2.01%</b>	<b>38,834,277</b>	<b>38,080,980</b>	<b>1.98%</b>	<b>125,480,986</b>	<b>116,763,092</b>	<b>7.47%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN - 10	1,837,199	2,189,340	-16.08%	2,599,416	2,605,650	-0.24%	10,014,703	10,043,461	-0.29%
MANTEO-OUTSIDE - 11	468,821	418,473	12.03%	564,127	487,559	15.70%	2,220,666	2,001,066	10.97%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,306,020</b>	<b>2,607,813</b>	<b>-11.57%</b>	<b>3,163,543</b>	<b>3,093,209</b>	<b>2.27%</b>	<b>12,235,369</b>	<b>12,044,527</b>	<b>1.58%</b>
<b>TOTAL</b>	<b>35,766,126</b>	<b>36,273,162</b>	<b>-1.40%</b>	<b>49,188,354</b>	<b>48,603,545</b>	<b>1.20%</b>	<b>157,136,876</b>	<b>149,146,631</b>	<b>5.36%</b>



DARE COUNTY GROSS OCCUPANCY BY DISTRICT														
	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	TOTAL	TOTAL
AVON	4,351,801	13.5%	1,438,633	8.4%	1,548,272	6.8%	3,161,385	7.0%	4,447,538	6.5%	8,364,110	6.1%	23,311,739	7.2%
BUXTON	578,357	1.8%	301,617	1.8%	510,511	2.2%	1,159,347	2.6%	1,612,044	2.4%	2,760,642	2.0%	6,922,518	2.1%
COLINGTON	10,745	0.0%	17,110	0.1%	29,495	0.1%	98,804	0.2%	146,390	0.2%	472,648	0.3%	775,192	0.2%
FRISCO	872,393	2.7%	170,480	1.0%	287,880	1.3%	1,016,793	2.2%	1,605,306	2.4%	2,909,307	2.1%	6,862,159	2.1%
HATTERAS	2,672,053	8.3%	436,688	2.6%	562,573	2.5%	1,625,048	3.6%	2,720,385	4.0%	5,117,944	3.7%	13,134,691	4.1%
KILL DEVIL HILLS	3,868,596	12.0%	3,417,977	20.0%	5,359,587	23.4%	9,600,828	21.2%	13,346,479	19.6%	24,257,897	17.7%	59,851,364	18.6%
KITTY HAWK	1,409,809	4.4%	1,572,039	9.2%	2,083,440	9.1%	3,226,455	7.1%	4,864,351	7.2%	9,108,901	6.6%	22,264,995	6.9%
MANTEO-TOWN	311,844	1.0%	307,378	1.8%	391,426	1.7%	1,003,774	2.2%	1,396,188	2.1%	1,888,258	1.4%	5,298,868	1.6%
NAGS HEAD	5,158,471	16.1%	3,211,258	18.8%	5,165,220	22.6%	10,638,831	23.5%	17,740,091	26.1%	36,400,003	26.6%	78,313,874	24.3%
RODANTHE	2,584,975	8.0%	771,456	4.5%	755,896	3.3%	1,849,630	4.1%	2,204,350	3.2%	4,708,135	3.4%	12,874,442	4.0%
SALVO	3,905,134	12.2%	1,127,306	6.6%	760,710	3.3%	1,279,580	2.8%	2,143,474	3.2%	4,611,709	3.4%	13,827,913	4.3%
WAVES	2,035,943	6.3%	638,923	3.7%	590,617	2.6%	1,246,772	2.8%	1,202,533	1.8%	2,440,916	1.8%	8,155,704	2.5%
SOUTHERN SHORES	1,013,925	3.2%	785,694	4.6%	769,700	3.4%	1,618,953	3.6%	3,166,018	4.7%	8,103,404	5.9%	15,457,694	4.8%
DUCK	2,131,526	6.6%	1,485,383	8.7%	2,166,733	9.5%	5,302,625	11.7%	8,864,426	13.0%	22,079,751	16.1%	42,030,444	13.0%
RIM (ROANOKE ISL. MAINI	1,073,925	3.3%	1,161,394	6.8%	1,456,613	6.4%	1,419,868	3.1%	1,387,283	2.0%	1,968,791	1.4%	8,467,874	2.6%
OTC UNATTRIBUTED	149,571	0.5%	228,025	1.3%	458,768	2.0%	970,654	2.1%	1,151,529	1.7%	1,801,287	1.3%	4,759,834	1.5%
TOTAL	32,129,068	100.0%	17,071,361	100.0%	22,897,441	100.0%	45,219,347	100.0%	67,998,385	100.0%	136,993,703	100.0%	322,309,305	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT														
	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	TOTAL	TOTAL
AVON - 1	222,024	2.1%	299,299	2.2%	698,443	3.9%	1,336,411	4.5%	1,694,587	4.7%	2,176,164	4.4%	6,426,928	4.1%
BUXTON - 2	202,780	1.9%	307,695	2.2%	464,293	2.6%	1,279,797	4.3%	1,345,335	3.8%	1,948,239	4.0%	5,548,139	3.5%
COLINGTON - 3	61,922	0.6%	125,502	0.9%	137,671	0.8%	339,901	1.1%	391,728	1.1%	508,832	1.0%	1,565,556	1.0%
FRISCO - 5	78,987	0.7%	116,793	0.8%	68,391	0.4%	321,462	1.1%	354,163	1.0%	542,561	1.1%	1,482,357	0.9%
HATTERAS - 6	14,437	0.1%	88,787	0.6%	166,782	0.9%	498,806	1.7%	738,413	2.1%	1,029,202	2.1%	2,536,427	1.6%
KILL DEVIL HILLS - 7	3,346,902	31.6%	5,212,559	37.6%	5,497,980	30.6%	7,452,341	25.0%	9,159,974	25.6%	12,036,148	24.5%	42,705,904	27.2%
KITTY HAWK - 8	1,982,093	18.7%	2,341,833	16.9%	3,036,241	16.9%	4,611,608	15.5%	5,266,860	14.7%	6,629,904	13.5%	23,868,539	15.2%
MANTEO-TOWN - 10	1,327,073	12.5%	1,249,722	9.0%	1,333,594	7.4%	1,667,699	5.6%	1,837,199	5.1%	2,599,416	5.3%	10,014,703	6.4%
RIM (ROANOKE ISL. M	233,461	2.2%	249,069	1.8%	306,175	1.7%	399,013	1.3%	468,821	1.3%	564,127	1.1%	2,220,666	1.4%
NAGS HEAD - 14	2,130,753	20.1%	2,396,822	17.3%	3,860,081	21.5%	7,007,034	23.5%	8,673,834	24.3%	11,702,938	23.8%	35,771,462	22.8%
RODANTHE - 15	29,596	0.3%	46,435	0.3%	74,222	0.4%	311,909	1.0%	353,872	1.0%	683,686	1.4%	1,499,720	1.0%
SALVO - 18	0	0.0%	7,025	0.1%	0	0.0%	0	0.0%	4,661	0.0%	42,087	0.1%	53,773	0.0%
WAVES - 19	30,984	0.3%	35,337	0.3%	150,744	0.8%	389,093	1.3%	498,424	1.4%	768,595	1.6%	1,873,177	1.2%
SOUTHERN SHORES -	475,583	4.5%	533,593	3.9%	675,020	3.8%	983,730	3.3%	910,119	2.5%	1,495,960	3.0%	5,074,005	3.2%
DUCK - 21	464,406	4.4%	843,908	6.1%	1,495,064	8.3%	3,163,511	10.6%	4,068,136	11.4%	6,460,495	13.1%	16,495,520	10.5%
TOTAL	10,601,001	100.0%	13,854,379	100.0%	17,964,701	100.0%	29,762,315	100.0%	35,766,126	100.0%	49,188,354	100.0%	157,136,876	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 7/31/22**

	Jul 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax - 75%	1,024,969.22	3,989,317.00	-2,964,347.78	25.7%
3040 · Meals Tax - 75%	364,620.01	1,857,589.00	-1,492,968.99	19.6%
3050 · Website Advertising	10,763.50	100,000.00	-89,236.50	10.8%
3210 · Interest Income	6,029.53	50,040.00	-44,010.47	12.0%
3220 · Other	298.50	1,000.00	-701.50	29.9%
<b>Total Income</b>	<u>1,406,680.76</u>	<u>5,997,946.00</u>	<u>-4,591,265.24</u>	<u>23.5%</u>
<b>Gross Profit</b>	1,406,680.76	5,997,946.00	-4,591,265.24	23.5%
<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	0.00	7,000.00	-7,000.00	0.0%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	89,237.34	778,030.00	-688,792.66	11.5%
5020 · Salaries (Part Time) Promotion	15,923.15	148,350.00	-132,426.85	10.7%
5025 · Salaries (Part Time) Welcome AB	11,552.34	100,950.00	-89,397.66	11.4%
5026 · Salaries (Part Time) Welcome RI	17,871.27	151,390.00	-133,518.73	11.8%
5030 · Payroll Taxes	10,171.32	97,665.00	-87,493.68	10.4%
5040 · Employee Insurance	25,649.72	154,200.00	-128,550.28	16.6%
5050 · Retirement	11,936.87	108,410.00	-96,473.13	11.0%
5055 · 401(k) Match	818.94	7,780.00	-6,961.06	10.5%
5060 · Workmens Compensation	2,079.10	2,080.00	-0.90	100.0%
5080 · Employee Relations	88.60	3,195.00	-3,106.40	2.8%
5090 · Training	1,729.34	12,400.00	-10,670.66	13.9%
5110 · Contracted Service	2,261.00	28,500.00	-26,239.00	7.9%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	2,365.00	7,300.00	-4,935.00	32.4%
5180 · Legal	500.00	20,500.00	-20,000.00	2.4%
5185 · Research	83,672.72	237,700.00	-154,027.28	35.2%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	24,965.00	1,404,760.00	-1,379,795.00	1.8%
5502 · Advertising - Production Fee	0.00	170,000.00	-170,000.00	0.0%
5510 · Advertising - Event Dev & Mktg	0.00	73,100.00	-73,100.00	0.0%
5515 · Advertising - Online	142,795.84	2,616,390.00	-2,473,594.16	5.5%
5525 · Community Relations	7,223.60	30,000.00	-22,776.40	24.1%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	851.60	22,500.00	-21,648.40	3.8%
5580 · Promotional Aids	0.00	9,000.00	-9,000.00	0.0%
6100 · Familiarization Tours	7,113.20	110,000.00	-102,886.80	6.5%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	0.00	2,200.00	-2,200.00	0.0%
6150 · Event Grant	10,000.00	763,200.00	-753,200.00	1.3%
6170 · Tourism Summit	0.00	22,500.00	-22,500.00	0.0%
6200 · Postage and Delivery	16,864.94	200,200.00	-183,335.06	8.3%
6300 · Travel	994.85	48,460.00	-47,465.15	2.1%
6305 · Vehicle Maintenance	84.70	3,500.00	-3,415.30	2.4%
6320 · Registrations	8,735.00	52,475.00	-43,740.00	16.6%
6340 · Travel Show Exhibit	0.00	4,000.00	-4,000.00	0.0%
6420 · Dues and Subscriptions	10,810.94	45,060.00	-34,449.06	23.5%
6440 · Insurance	31,296.57	31,580.00	-283.43	99.1%
6460 · Telephone	3,190.62	39,915.00	-36,724.38	8.0%
6500 · Equipment	0.00	101,030.00	-101,030.00	0.0%
6510 · Expendable Equipment	0.00	2,045.00	-2,045.00	0.0%
6530 · Technical Support	0.00	13,050.00	-13,050.00	0.0%
6580 · Utilities	1,033.97	18,360.00	-17,326.03	5.6%
6600 · Cleaning/maintenance supplies	30.60	2,600.00	-2,569.40	1.2%
6610 · Building Maintenance	10,778.77	51,460.00	-40,681.23	20.9%
6620 · Equipment Service Contracts	296.40	3,100.00	-2,803.60	9.6%
6640 · Equipment Rent	752.64	33,840.00	-33,087.36	2.2%
6660 · Equipment Repairs	0.00	5,050.00	-5,050.00	0.0%
6700 · Office Supplies	1,728.14	23,025.00	-21,296.86	7.5%
6800 · Bank Service Charges	151.81	1,920.00	-1,768.19	7.9%
6810 · Web Site/Internet	2,401.93	41,500.00	-39,098.07	5.8%
<b>Total Expense</b>	<u>569,787.83</u>	<u>7,862,050.00</u>	<u>-7,292,262.17</u>	<u>7.2%</u>
<b>Net Ordinary Income</b>	836,892.93	-1,864,104.00	2,700,996.93	-44.9%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 7/31/22**

	Jul 22	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	0.00	30,000.00	-30,000.00	0.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	0.00	30,000.00	-30,000.00	0.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
<b>Total Other Income</b>	0.00	2,234,084.00	-2,234,084.00	0.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	82,500.00	-82,500.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	0.00	84,500.00	-84,500.00	0.0%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
<b>Total Other Expense</b>	0.00	369,980.00	-369,980.00	0.0%
<b>Net Other Income</b>	0.00	1,864,104.00	-1,864,104.00	0.0%
<b>Net Income</b>	<b>836,892.93</b>	<b>0.00</b>	<b>836,892.93</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 7/31/22**

	Jul 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3210 · Interest Income	1.94	40.00	-38.06	4.9%
<b>Total Income</b>	1.94	40.00	-38.06	4.9%
<b>Gross Profit</b>	1.94	40.00	-38.06	4.9%
<b>Net Ordinary Income</b>	1.94	40.00	-38.06	4.9%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	0.00	30,000.00	-30,000.00	0.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	0.00	30,000.00	-30,000.00	0.0%
<b>Total Other Income</b>	0.00	30,000.00	-30,000.00	0.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	82,500.00	-82,500.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	0.00	84,500.00	-84,500.00	0.0%
<b>Total Other Expense</b>	0.00	84,500.00	-84,500.00	0.0%
<b>Net Other Income</b>	0.00	-54,500.00	54,500.00	0.0%
<b>Net Income</b>	1.94	-54,460.00	54,461.94	-0.0%

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

	Jul 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	341,656.40	1,329,773.00	-988,116.60	25.7%
3040 · Meals Tax	121,540.00	619,196.00	-497,656.00	19.6%
3210 · Interest	5,452.73	23,000.00	-17,547.27	23.7%
<b>Total Income</b>	<b>468,649.13</b>	<b>1,971,969.00</b>	<b>-1,503,319.87</b>	<b>23.8%</b>
<b>Expense</b>				
<b>4000 · Long - Term Projects</b>				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	0.00	4,851,964.00	-4,851,964.00	0.0%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>5,845,419.00</b>	<b>-5,845,419.00</b>	<b>0.0%</b>
<b>4100 · Short-Term Projects</b>				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4999 · Unappropriated Funds	0.00	1,067,531.00	-1,067,531.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	12,500.00	131,581.00	-119,081.00	9.5%
5170 · Traffic Control - Hwy 12 & 158	2,880.00	12,240.00	-9,360.00	23.5%
<b>Total 4100 · Short-Term Projects</b>	<b>15,380.00</b>	<b>2,180,293.00</b>	<b>-2,164,913.00</b>	<b>0.7%</b>
<b>Total Expense</b>	<b>15,380.00</b>	<b>8,025,712.00</b>	<b>-8,010,332.00</b>	<b>0.2%</b>
<b>Net Ordinary Income</b>	<b>453,269.13</b>	<b>-6,053,743.00</b>	<b>6,507,012.13</b>	<b>-7.5%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>453,269.13</b>	<b>0.00</b>	<b>453,269.13</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
 Restricted Fund Summary  
 2021-2022

	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
<b>Short-term Projects</b>									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250				21,250
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
Fireworks	79,669		(58,088)	55,000	76,581		(12,500)	55,000	119,081
Audit	0		(3,250)	3,250	0			3,625	3,625
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(2,880)		9,360
Unappropriated Funds	287,498	859,826		(580,813)	566,511	626,349		(58,625)	1,134,235
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,658,000</b>	<b>1,385,774</b>	<b>(897,178)</b>	<b>(525,948)</b>	<b>1,620,647</b>	<b>626,349</b>	<b>(15,380)</b>	<b>0</b>	<b>2,231,617</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,348,758	0		5,057,062
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>2,680,843</b>	<b>1,980,655</b>	<b>(47,590)</b>	<b>0</b>	<b>4,613,908</b>	<b>1,448,758</b>	<b>0</b>	<b>0</b>	<b>6,062,667</b>
<b>Total</b>	<b>4,338,843</b>	<b>3,366,429</b>	<b>(944,768)</b>	<b>(525,948)</b>	<b>6,234,556</b>	<b>2,075,107</b>	<b>(15,380)</b>	<b>0</b>	<b>8,294,283</b>
			#				#		
<b>Cash on Hand 7/31/22</b>								Checking Savings	79,507 6,680,648
<b>Total Cash on Hand</b>									6,760,155
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
<b>August</b>									430,648
<b>September</b>									407,428
<b>October</b>									186,263
<b>November</b>									106,559
<b>December</b>									56,282
<b>January</b>									40,703
<b>February</b>									41,840
<b>March</b>									36,553
<b>April</b>									54,384
<b>May</b>									110,377
<b>June</b>									135,425
									<u>1,606,458</u>
<b>Unappropriated Balances</b>									72,330
<b>Transfer from General Fund</b>						2,069,655 *			
30% Short-term						620,896			
Short-term Interest						<u>5,453</u>			
						626,349			
70% Long-term							1,448,758		
Long-term Interest							<u>0</u>		
							<u>1,448,758 *</u>		

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

20

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

	Jul 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>3200 · Site Rental Income</b>				
3205 · Reservation fee	200.00	1,400.00	-1,200.00	14.3%
3200 · Site Rental Income - Other	0.00	15,700.00	-15,700.00	0.0%
<b>Total 3200 · Site Rental Income</b>	200.00	17,100.00	-16,900.00	1.2%
3210 · Interest Income	45.07	300.00	-254.93	15.0%
3250 · Lease Income	2,669.00	45,600.00	-42,931.00	5.9%
9999 · Unappropriated Funds	0.00	52,055.00	-52,055.00	0.0%
<b>Total Income</b>	2,914.07	115,055.00	-112,140.93	2.5%
<b>Expense</b>				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	505.00	55,000.00	-54,495.00	0.9%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	2,315.50	46,645.00	-44,329.50	5.0%
6610 · Repairs & Maintenance	17,785.22	218,870.00	-201,084.78	8.1%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	3,700.00	20,000.00	-16,300.00	18.5%
<b>Total Expense</b>	34,255.72	400,735.00	-366,479.28	8.5%
<b>Net Ordinary Income</b>	-31,341.65	-285,680.00	254,338.35	11.0%
<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	285,480.00	-285,480.00	0.0%
<b>Total Other Income</b>	0.00	285,680.00	-285,680.00	0.0%
<b>Net Other Income</b>	0.00	285,680.00	-285,680.00	0.0%
<b>Net Income</b>	-31,341.65	0.00	-31,341.65	100.0%



DARE COUNTY TOURISM BOARD

31-Jul-22

TYPE OF ACCOUNT	CHECKING	NC CAPITAL	M MARKET	M MARKET	M MARKET	CD'S	CD'S	CD'S	CD'S	CD'S	TOTAL
<u>BANK</u>	<u>SOUTHERN</u>	<u>MGMT TRUST</u>	<u>PNC</u>	<u>SOUTHERN</u>	<u>FIRST NATIONAL</u>	<u>SOUTHERN</u>	<u>PNC Bank</u>	<u>FIRST BANK</u>	<u>TOWNE BANK</u>	<u>FIRST NATIONAL</u>	
GENERAL FUND	441,617	3,637,494	751,935	359,260	2,852,364	0	0	1,016,035	1,000,000	3,000,000	13,058,704
RESTRICTED FUND	79,507	3,426,372			1,504,276	250,000	1,000,000	0	500,000	0	6,760,155
TRAVEL GUIDE	19,516										19,516
MERCHANDISE SALES	164,991										164,991
EVENT SITE FUND	422,809										422,809
TOTAL	1,128,440	7,063,866	751,935	359,260	4,356,640	250,000	1,000,000	1,016,035	1,500,000	3,000,000	20,426,175
TOTAL % EACH BANK	8.51%	34.58%	8.58%		36.02%			4.97%	7.34%		100.00%
INTEREST RATES	0.21%	1.78%	0.10%	0.21%	1.36%	0.21%	1.00%	.12% & .20%	.17% on 2	0.53%, & 1.97%	
TOTAL CHECKING & CD'S	20,426,175										
60% ALLOWED IN ANY BANK	12,255,705										
25% ALLOWED IN ANY ONE INV	5,106,544										
60% General Fund Reserved Balance is \$4,351,493.											
100% Restricted Fund Balance Restricted by House Bill 225											\$6,760,155

## Marketing Dashboard

thru JULY

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	4,127	4,694	-567	-12%
Completed Video Views	0	0	0	0%
Total Visits to Website	373,916	454,647	-80,731	-18%
<b>Online Communities</b>				
Email Subscribers	151,761	244,018	-92,257	-38%
Facebook	716,010	716,899	-889	0%
Twitter	42,439	40,800	1,639	4%
Instagram	128,224	119,000	9,224	8%
Pinterest	<u>21,000</u>	<u>21,420</u>	<u>-420</u>	<u>-2%</u>
Online Communities Subtotal	1,059,434	1,142,137	-82,703	-7%

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### Devices JULY 2022

Mobile	72%
Desktop	25%
Tablet	3%



HOFFMAN YORK

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

## CAMPAIGN SUMMARY

## CONSIDERATIONS

- FY22-23 kicked off in July with the launch of the Continuity efforts - paid impressions increased while website traffic and conversions were not as high compared to the previous year.
- Event, Golf and Plan Your Trip landing pages delivered the highest session increase from the previous month.
- The majority of website sessions came from NY, VA, NC & PA in July.
  - NY had the largest increase in sessions YOY (+234%) driven by organic, direct and search sources.
  - GA is the #5 state for website sessions this month, compared to being #9 in July 2021 - Increases driven by organic and search sources.
  - IL was a top state for website sessions in July, increasing 10 spots to #6 this month compared to July 2021 - Increases driven by organic and search sources.
- Active media for this month includes: OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, Google Discovery (lead generation) and social media (managed by Ignite Social).

### Overview of below sections:

- July 2022 Overview reviews YOY change (v. July 2021) while Fiscal Year Overview reviews YOY change from FY21-22 (July 2021).
- Charts below are either "Month Of" (July data) or "Trending" (variable timeframe).

## JULY 2022 OVERVIEW

- FY22-23 OTA continuity, SEM, newsletter email, workflow email, and native remarketing efforts launched this month and mark the start of the fiscal year.
- Website sessions and conversions did not outperform July 2021 - organic sources delivered the largest decrease in the volume of sessions YOY.
- Email sends decreased YOY, largely due to unengaged contacts receiving the consumer marketing email last year, while being removed from the July 2022 email.
  - Another contributing factor was that Fishing and Family workflows were refreshed in July 2021 and sent to the full contact list.

Note: All comparisons shown are to July 2021.

### Paid Impressions

1,613,386

(Custom Range: 670,412)  
+140.66% (942,974)

### Website Sessions

373,916

(Custom Range: 454,647)  
-17.76% (-80,731)

### Email Sends

161,373

(Custom Range: 296,769)  
-45.62% (-135,396)

### Website Conversions (All)

28,951

(Custom Range: 68,684)  
-57.85% (-39,733)

### Lodging & Restaurant Listings Conversions

18,092

(Custom Range: 39,138)  
-53.77% (-21,046)

## FISCAL YEAR OVERVIEW

Note: All comparisons shown are to the previous fiscal year (July 2021).

### Paid Impressions

1,613,386

(Custom Range: 670,412)  
+140.66% (942,974)

### Website Sessions

373,916

(Custom Range: 454,647)  
-17.76% (-80,731)

### Email Sends

161,373

(Custom Range: 296,769)  
-45.62% (-135,396)

### Website Conversions (All)

28,951

(Custom Range: 68,684)  
-57.85% (-39,733)

### Lodging & Restaurant Listings Conversions

18,092

(Custom Range: 39,138)  
-53.77% (-21,046)

# EMAIL MARKETING INSIGHTS

- 161K emails were sent this month with over 158K sent to the consumer marketing and blog leads contacts who received the July 2022 newsletter.
- Workflows delivered strong CTR's to start the fiscal year - Active Vacationer, Foodie and Camping/RV workflows delivered strong click through and open rates in July.

## Email Messages Sent - Performance by Message - Month Of

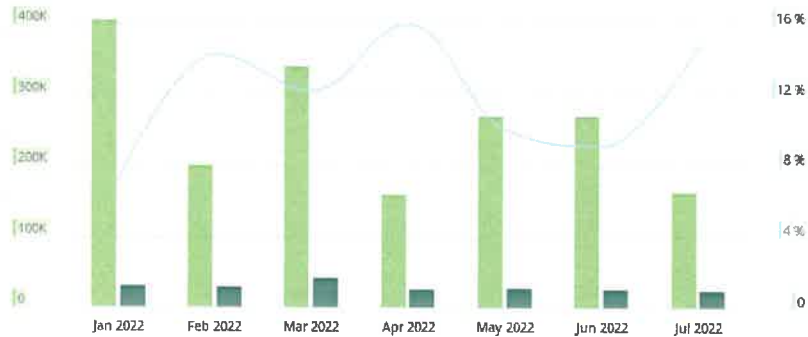
Message Send Name	# Sends	# Opens ↓	Open Rate	# Clicks	# CTR (Opens)
July 2022 obx email	158,981	23,157	14.57 %	3,974	17.16 %
foodie workflow 3.0	658	197	29.94 %	119	60.41 %
art, history and culture workflow 3.0	640	167	26.09 %	78	45.71 %
family workflow 3.0	489	131	26.79 %	64	48.85 %
active vacationer workflow 3.0	264	92	34.85 %	50	54.35 %
fishing workflow 3.0	218	68	31.19 %	28	41.18 %
camping/rv workflow 3.0	123	36	29.27 %	21	58.33 %
<b>Total</b>	<b>161,373</b>	<b>23,848</b>	<b>14.78 %</b>	<b>4,334</b>	<b>18.17 %</b>

1 - 7 of 7 items



## Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



## Top Pages Visited - Month Of

Web Analytics Page Path	# Page Views	# Visits ↓	Visitor Bounce Rate
/blog/post/	1,983	1,190	41.51 %
/plan-your-trip/beaches/	1,280	935	47.06 %
/plan-your-trip/webcams/	1,175	817	45.78 %
/plan-your-trip/travel-guide/	1,260	482	35.68 %
/event/outer-banks-pirate-festi...	595	460	54.57 %
/event/16th-annual-watermelo...	499	405	51.85 %
/plan-your-trip/	597	384	23.18 %
/	537	369	50.14 %
/plan-your-trip/getting-here-an...	755	325	41.85 %
/event/national-aviation-day-ce...	235	163	56.44 %
/restaurants/	194	60	41.67 %
<b>Total</b>	<b>11,031</b>	<b>5,966</b>	<b>44.55 %</b>

1 - 25 of 25 items

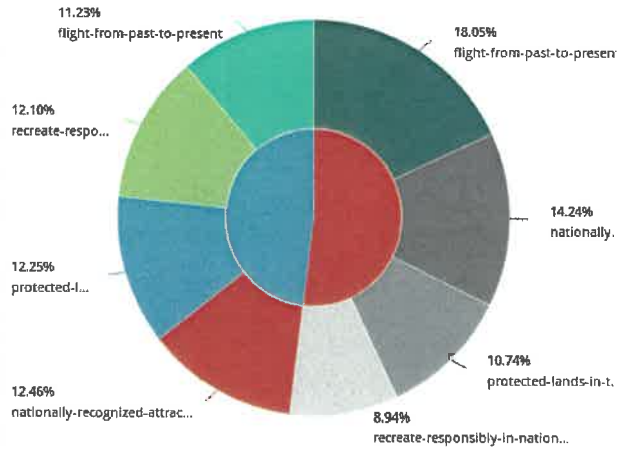


# PAID PERFORMANCE

- FY22-23 Native Remarketing efforts launched in July across HYTD and Teads and supported Flight From Past to Present, Nationally Recognized Attractions, Protected Lands in the Outer Banks and Recreate Responsibly in National Parks landing pages.
- The Nationally Recognized Attractions, Protected Lands in the Outer Banks and Recreate Responsibly in National Parks all delivered similar CTR performances this month that were similar to past campaign benchmarks.
- FY22-23 OTA efforts launched this month on VRBO and continue to deliver the strong performance delivered historically.

## Native Article Promotions - Month Of Delivery

### Impressions



## Native Article Promotion - Media Performance by Creative - Month Of

creative	# Impressions	Clicks	CTR ↓	# CPC	# Media Spend
recreate-responsibly-i...	214,177	307	0.14 %	\$1.63	\$502
nationally-recognized-...	271,736	386	0.14 %	\$1.35	\$520
protected-lands-in-the...	234,000	321	0.14 %	\$1.59	\$510
flight-from-past-to-pre...	298,040	261	0.09 %	\$1.96	\$511
<b>Total</b>	<b>1,017,953</b>	<b>1,275</b>	<b>0.13 %</b>	<b>\$1.60</b>	<b>\$2,042</b>

1 - 4 of 4 items

## Native Article Promotion Performance - Website Analytics - Month Of

Web Analytics Page Path	# Visits ↓	Visitor Bounce Rate	# Time On Site Avg.
/blog/post/	509	87.82 %	16
/things-to-do/attractions/	291	93.13 %	9
<b>Total</b>	<b>800</b>	<b>89.75 %</b>	<b>14</b>

1 - 2 of 2 items

## OTA Delivery - Monthly Trending

### Impressions

● Expedia ● VRBO

200K

100K

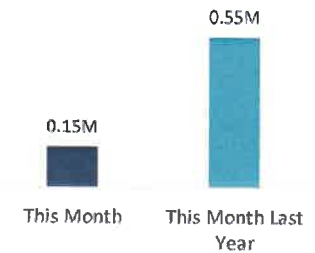
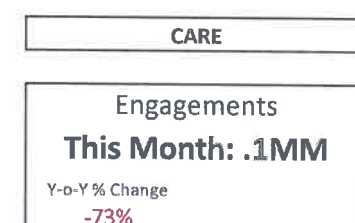
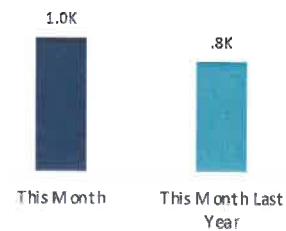
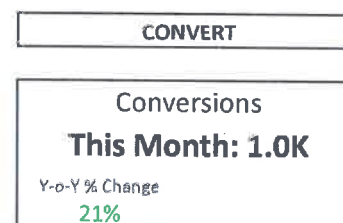
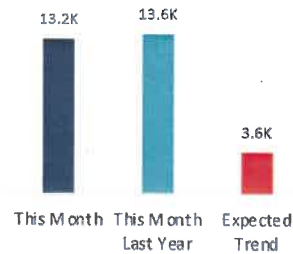
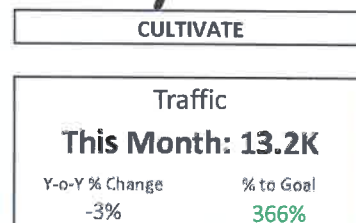
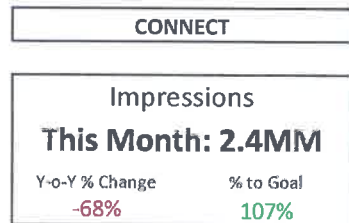
0



Jul 2022



# Executive Summary



## Monthly Highlights:

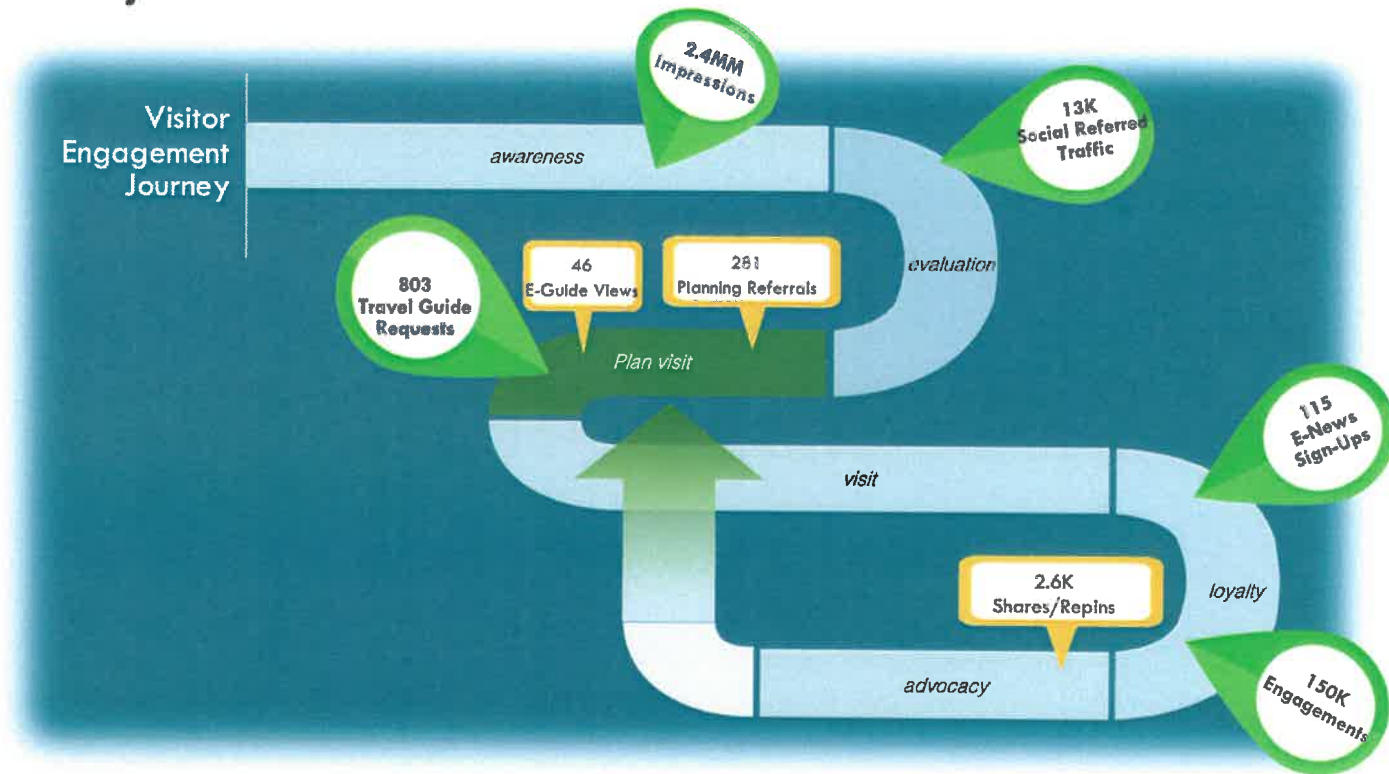
- Refreshing Travel Guide ad dynamic creative with the new quarter resulted in highly-efficient cost-per-conversion, **exceeding last July by 21%**. This creative will run for the remainder of the quarter and be refreshed for Q2.
- The new strategy was implemented this month focusing on driving “better visitors.” To pair with the new strategy, targeting has been adjusted and narrowed resulting in fewer impressions than last year; however, compared to updated projections for the year, performance so far is **trending 7% above goal**.
- Traffic has far exceeded expected performance, **266% above goal**, driven primarily by the dynamic mix of content (responsible travel, movies & shows based on the OBX, and honest cooking – over 6K combined referred sessions).

## Next Steps & Recommendations:

- Monitor rollout and use case of new Instagram Maps experience.
- Content themes in August will focus on spotlighting lighthouse openings, camping, fishing, sea turtles, and Aviation Day.
- Continue to develop and test TikTok content and grow the organic presence of OBX on the platform.



# Visitor Journey





## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – AUGUST 2022

### Future Trade Show Dates and Locations:

*Staff is currently scheduled for the following trade shows:*

- **September 19-22, 2022:** SPORTS Relationship Conference, Savannah, GA
- **November 13-16, 2022:** National Tour Association Travel Exchange, Reno, NV
- **December 7-8, 2022:** Association Executives of North Carolina, Raleigh, NC
- **February 4-7, 2023:** American Bus Association's Marketplace, Detroit, MI
- **April 17-20, 2023:** Southeast Tourism Society's Domestic Showcase, Huntsville, AL

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### Industry Relations | OBX Tourism Summit | Thurs, November 3<sup>rd</sup> | 8:30am -3:00pm:

Bureau staff is pleased to announce the return of our annual OBX Tourism Summit at Haven on the Banks, Nags Head, NC on Thursday, November 3<sup>rd</sup> from 8:30am – 3:00pm. [Staff recently launched registration to our Dare County Tourism Partners](#). We are currently working a great line up of speakers that will cover subjects like consumer behavior, competitive share, current and foreseeable marketing trends, tourism economics, long range tourism plan, workforce development and OBVB updates.

*Here's a quick schedule of events for planning purposes:*

Thurs, Nov 3: 8:00am – 8:45am OBX Tourism Summit Registration | Haven on the Banks | Nags Head

Thurs, Nov 3: 9:00am – 3:00pm OBX Tourism Summit (Speakers, Lunch) | Haven on the Banks | NH

If any Board Member would like to attend, please sign up with Amy, the Tourism Board Clerk.

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### Industry Relations | 2023 Outer Banks Official Travel Guide | Ad Sales Now Open:

Staff recently opened advertising sales for the Bureau's most important collateral piece, the Outer Banks Official Travel Guide. This year, the Bureau will promote the Travel Guide with a campaign to Outside Magazine email subscribers and their targeted National Parks Trips list. People that click on those ads will be directed to the Outer Banks Travel Guide request form. New to 2023, the online Travel Guide request form will include callouts for "Featured Sponsors." To be a Featured Sponsor, you must purchase a full-page ad or larger within the 2023 Travel Guide. The links will remain on this page for a year.

See attached for our advertising ad kit. Have any questions, please feel free to call or email Lorrie Love, [love@outerbanks.org](mailto:love@outerbanks.org); 252. 473.2138

*\*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 | NCRLA'S Outer Banks Town Hall | Tuesday, September 6 | 2-4pm**

North Carolina Restaurant and Lodging Association is hosting an Outer Banks Town Hall meeting at the Hilton Garden Inn-Pier House on Tuesday, September 6<sup>th</sup> from 2:00 – 4:00pm. North Carolina Department of Commerce (NCDOC) was awarded \$6.4 million to establish a new tourism-focused economic recovery initiative. The new program, [Supporting and Strengthening Resiliency in North Carolina's Travel, Tourism, and Outdoor Recreation Sectors](#), is designed to develop and implement economic-building strategies for the recovery of North Carolina's travel and tourism industries that suffered economic losses due to the pandemic. The NCDOC has contracted with the NCRLA Foundation to administer a \$1.1 million hospitality workforce training program. Come out and let NCRLA know what workforce training program is important to your and your company. All accommodations segments, attractions and restaurants are encouraged to attend.

You do not need to be a member of NCRLA to attend, however, [please register](#). If any Board Member would like to attend, please let OBVB staff know.

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### **The Soundside Event Site:**

Staff continues to work with and help Fall event planners with the application process, logistics, adhering to deadline and working with Town of Nags Head events committee.

Attached is the current 2022 Events Calendar for the Soundside Event Site for your review.

*\*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 2023 Official Publication of the Outer Banks Visitor Bureau  
Exclusive Advertising Opportunity

## Program Overview:

The Visitors Bureau is excited to open the ad sales window for the popular Outer Banks Travel Guide, the only area guide to effectively reach visitors before and during their vacation. Due to increased demand and a new co-branded partnership with Outside Magazine, printed circulation for the Travel Guide has been increased to 200,000 copies.

## Special Opportunity for Full Page Advertisers:

This year, the Visitors Bureau will promote Travel Guide requests with a campaign to Outside Magazine email subscribers and their targeted National Parks Trips list. People that click on those ads will be directed to the Outer Banks Travel Guide request form. New to 2023, the online [Travel Guide request form](#) will include call-outs for "Featured Sponsors." To be a Featured Sponsor, you must purchase a full-page ad or larger within the 2023 Travel Guide. The links will remain on this page for a year.

## 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 to go straight to your website.

## Distribution:

The Visitors Bureau guide is distributed locally, mailed to top feeder markets like the D.C., MD, NJ, NY, NC, OH, PA, VA, WV, and Canada, and is 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!

## Let the Visitors Bureau Do the Heavy Lifting for You!

The Outer Banks Visitors Bureau's multi-million-dollar advertising and social media campaigns generate highly qualified Travel Guide requests throughout the year.

Get Your Business' Information In The Hands Of People  
Actively Planning Their Outer Banks Trip!

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

# 2023 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: September 21, 2022)**

- |  |   |
|--|---|
| <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   \$2,500 (formatted ad)           |
| <input type="checkbox"/> Inside Back Cover   \$6,000 (advertiser supplied ad)  | <input type="checkbox"/> Quarter Page   \$1,500 (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

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*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 **September 28, 2022**. 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: \_\_\_\_\_

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**SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON**

## 2022 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved	Tentative Crowd Size
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022	900 (flow)
OBX Fall Bike Fest	Thursday, September 22 - Saturday, September 24, 2022	Tuesday, September 20 - Monday, September 26, 2022	1000 (flow)
OBX Rod and Custom Fall Festival	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022	700
OBX Jeep Invasion	Friday, October 7 - Sunday, October 9, 2022	Thursday, October 6 - Monday, October 10, 2022	1000 (flow)
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Tuesday, October 18, 2022	8000 (flow)
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022	3000 (flow)
OBX World Music Fest, Halloween Edition	Saturday, October 29, 2022	Thursday, October 27 - Monday, October 31, 2022	2000