



Dare County Tourism Board Meeting

Thursday, February 16, 2023
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, FEBRUARY 16, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the January 19, 2023 Meeting
- V. Public Comments
- VI. Steering/Chairman's Report
 1. Tourism Impact Grant Extension Requests
 - a. Town of Manteo
 - b. Town of Nags Head
- VII. Budget & Finance Report
- VIII. Outer Banks Visitors Bureau Updates
- IX. Funding Priorities Discussion
- 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, JANUARY 19, 2023
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Tod Clissold, Tonia Cohen, Richard Hess, David Hines, Leo Holland, Ivy Ingram, Dennis Robinson, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Mike Siers and Monica Thibodeau.

STAFF:

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

OTHERS ATTENDING:

Philip Ruckle, The Coastland Times; Luke Halton, The OBX Way

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

The Clerk swore in the following Dare County Tourism Board Appointees:

Tod Clissold, Town of Manteo
Tonia Cohen, Outer Banks Hotel/Motel Association
Richard Hess, Outer Banks Chamber of Commerce
Leo Holland, Town of Southern Shores
Dennis Robinson, Member-at-Large, Hatteras Island

ELECTION OF OFFICERS: Jay Wheless, Legal Counsel, presented the Nominating Committee's recommendation for Chair, Tim Cafferty. Legal Counsel called for nominations from the floor. Hearing none, Mr. Holland moved to elect Tim Cafferty as Chairman. Second by Mr. Hines. The motion passed unanimously (11-0).

Legal Counsel then turned the meeting over to the Chair.

The Chair presented the Nominating Committee's recommendation for Vice Chair, Monica Thibodeau and called for nominations from the floor. Hearing none, Mr. Robinson moved to elect Monica Thibodeau as Vice Chair. Second by Mr. Hess. The motion passed unanimously (11-0).

The Chair presented the Nominating Committee's recommendation for Treasurer, Ervin Bateman and called for nominations from the floor. Hearing none, Mr. Hines moved to elect Ervin Bateman as Treasurer. Second by Mr. Holland. The motion passed unanimously (11-0).

ELECTION OF OFFICERS (continued): The Chair presented the Nominating Committee's recommendation for Assistant Treasurer, Ivy Ingram and called for nominations from the floor. Hearing none, Mr. Bateman moved to elect Ivy Ingram as Assistant Treasurer. Second by Mr. Berryman. The motion passed unanimously (11-0).

The Chair presented the Nominating Committee's recommendation for Secretary, David Hines and called for nominations from the floor. Hearing none, Mr. Holland moved to elect David Hines as Secretary. Second by Mr. Bateman. The motion passed unanimously (11-0).

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

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from December 15, 2022 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

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

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 7.27% compared to 2021-2022 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted the upcoming Town Halls for the Long-Range Tourism Management Plan
- Noted the upcoming VisitNC State Tourism Conference
- Reviewed the marketing dashboard and visitation reports
- Presentation on the Event Center progress (presentation on file)

Lorrie Love reviewed upcoming group tradeshows and events held at the Soundside Event Site.

Aaron Tuell noted media efforts promoting the Outer Banks.

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

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

BOARD MEMBER COMMENTS: The Chair and Board members welcomed the new members.

Mr. Holland gave an update on Beach Nourishment in Southern Shores and noted that Kitty Hawk Elementary School approached the Town about upgrading the playground at the school to be inclusive and accessible to students and visitors.

Mr. Hines noted progress on the new public safety building in Kitty Hawk.

Mr. Hess noted the Chamber's continued work on addressing essential/workforce housing.

Ms. Cohen noted the decline in the number of J-1 students and how that will impact staffing at area businesses. Mr. Ballog echoed these concerns.

Ms. Ingram noted progress on the sidewalk in front of the Wright Brothers National Memorial.

SET DATE, TIME, AND PLACE OF NEXT MEETING:

- The Board set their meeting schedule for the third Thursday of each month at 9 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC
- The next meeting is scheduled for Thursday, February 16, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

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

ATTESTED:

Clerk, Dare County Tourism Board

Draft

At their February 7, 2023 meeting, Steering Committee recommended granting an extension to June 30, 2023



January 20, 2022

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

Re: Town Common Phase 2

Dear Ms. Bognich:

On behalf of the Town of Manteo, I am writing to respectfully request an extension for the Town Common Phase 2 Grant Contract until the end of this fiscal year on June 30, 2023 (to coincide with the end of the current fiscal year).

Town Common Phase 2 is nearly complete. Yesterday, we met with the contractor, A.R. Chesson, to develop a punch list of items that need to be resolved prior to our final walk through. One of the remaining punch list items that remains is that the current hand rails on the stairs and the ramp do not meet code requirements. We have requested that hand rails be modified and understand that the modifications may take several weeks.

Included with this letter are photographs of the project to date. *to save paper, photos on file*

Thank you so much for your consideration. Please do not hesitate to contact me should you have any questions or need additional information. I can be reached at 252-473-4112 or mdickerson@manteonc.gov.

Best Regards,

A handwritten signature in black ink that reads "Melissa Dickerson". The signature is written in a cursive, flowing style.

Melissa Dickerson
Town Manager

Benjamin Cahoon
Mayor

Michael Siers
Mayor Pro Tem

Andy Garman
Town Manager



Town of Nags Head
Post Office Box 99
Nags Head, NC 27959
Telephone 252-441-5508
Fax 252-441-0776
www.nagsheadnc.gov

M. Renée Cahoon
Commissioner

Kevin Brinkley
Commissioner

Bob Sanders
Commissioner

December 16, 2022

At their February 7, 2023 meeting, Steering Committee recommended granting an extension to June 30, 2024

Outer Banks Visitors Bureau

Dear Diane,

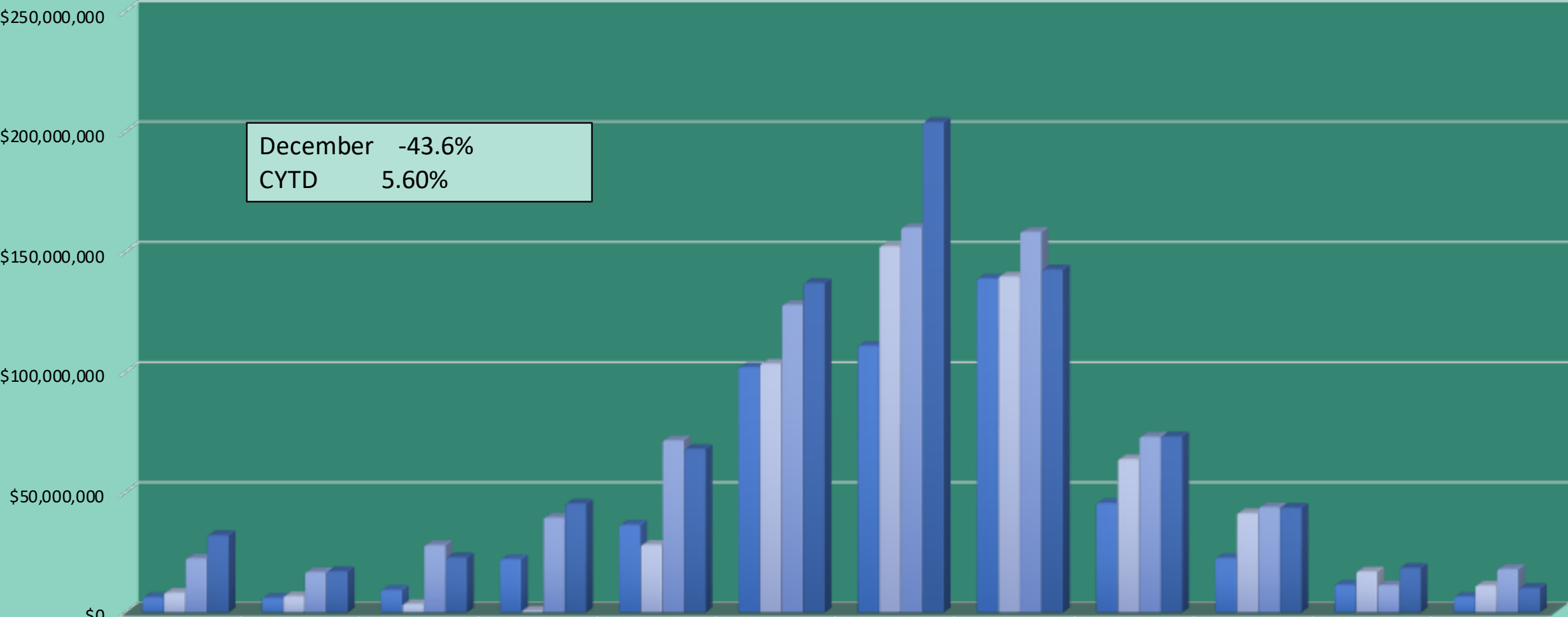
This letter is to formally request a grant extension for Contract #RFTIG2122-03, Nags Head – Epstein Street Beach Access Replacement and Upgrade. The grant expires June 30, 2023. A grant extension of one year through June 30, 2024, is requested. This project has been bid under NC formal bidding statutes. There were no bids received at the first bid opening. The project was re-advertised. One bid was received and that bid was rejected due to the proposal being over budget. The construction pricing was reflective of labor and supply shortages. However, we will re-bid the project as that environment is stabilizing. We have seen this more recently reflected in other construction bids received within budget ranges.

The Town is appreciative of the grant award of \$250,000 towards this project in order to replace and upgrade the existing beach access. Please contact me with further questions or any other information I can provide. The Town of Nags Head would like to thank the Visitors Bureau for its partnership at the Epstein Street public beach access, and for your consideration of extending these grant funds to June 30, 2024.

Best Regards,

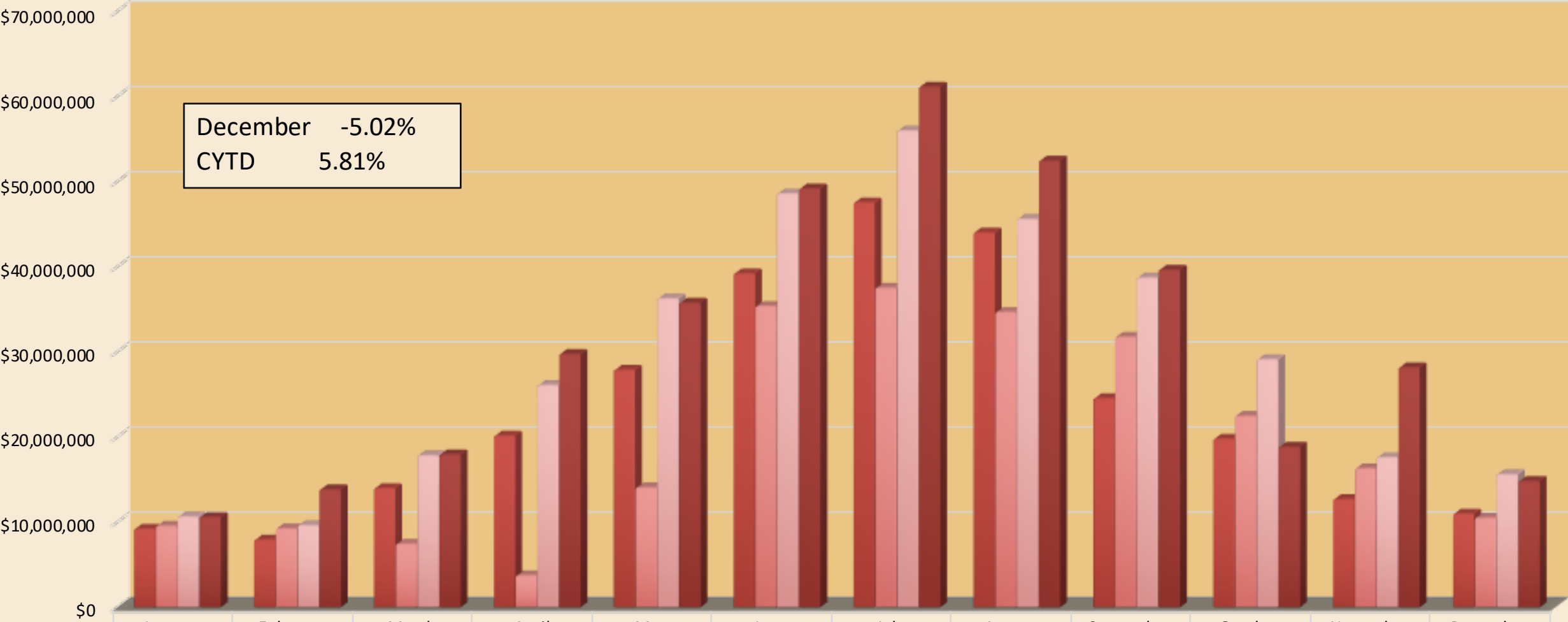
Andy Garman
Town Manager

Occupancy Collections



	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	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045

Meals Collections



	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	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412

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

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 22-23		
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
<u>JULY RECEIVED</u>	MEALS	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
<i>JULY EARNED</i>	OCCUPANCY	\$1,330,745.00	\$2,025,876.87	\$695,131.87	52.24%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,722,590.00	\$2,623,166.30	\$900,576.30	52.28%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,257,920.00	\$1,434,166.40	\$176,246.40	14.01%
<u>SEPT RECEIVED</u>	MEALS	<u>\$371,790.00</u>	<u>\$496,883.38</u>	<u>\$125,093.38</u>	<u>33.65%</u>
		\$1,629,710.00	\$1,931,049.78	\$301,339.78	18.49%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$493,540.00	\$725,052.86	\$231,512.86	46.91%
<u>OCT RECEIVED</u>	MEALS	<u>\$251,510.00</u>	<u>\$398,737.51</u>	<u>\$147,227.51</u>	<u>58.54%</u>
		\$745,050.00	\$1,123,790.37	\$378,740.37	50.83%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$233,310.00	\$433,387.04	\$200,077.04	85.76%
<u>NOV RECEIVED</u>	MEALS	<u>\$192,925.00</u>	<u>\$162,642.84</u>	<u>(\$30,282.16)</u>	<u>-15.70%</u>
		\$426,235.00	\$596,029.88	\$169,794.88	39.84%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$102,575.00	\$185,251.27	\$82,676.27	80.60%
<u>DEC RECEIVED</u>	MEALS	<u>\$122,550.00</u>	<u>\$300,138.52</u>	<u>\$177,588.52</u>	<u>144.91%</u>
		\$225,125.00	\$485,389.79	\$260,264.79	115.61%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$65,545.00	\$101,098.09	\$35,553.09	54.24%
<u>JAN RECEIVED</u>	MEALS	<u>\$97,265.00</u>	<u>\$143,214.99</u>	<u>\$45,949.99</u>	<u>47.24%</u>
		\$162,810.00	\$244,313.08	\$81,503.08	50.06%
<i>JANUARY EARNED</i>	OCCUPANCY	\$85,170.00	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<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>	OCCUPANCY	\$61,895.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$84,315.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$146,210.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$93,850.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$123,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$217,535.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$250,790.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$312,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,515,385.00	\$6,271,458.15	\$1,756,073.15	38.89%
TO-DATE	MEALS	\$1,766,180.00	\$2,585,066.68	\$818,886.68	46.36%
		\$6,281,565.00	\$8,856,524.83	\$2,574,959.83	40.99%
TOTAL	OCCUPANCY	\$5,319,090.00			
PROJECTED	MEALS	\$2,476,785.00			
2022-2023		\$7,795,875.00			

CALENDAR YEAR RECEIPTS 2022-2023		ACTUAL 2022	ACTUAL 2023	+/- \$	+/- %
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$320,768.60	\$0.00	\$0.00	0.00%
	MEALS	<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>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$170,200.72	\$0.00	\$0.00	0.00%
	MEALS	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
	MEALS	<u>\$176,838.05</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,799.04	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,366,625.62	\$0.00	\$0.00	0.00%
	MEALS	<u>\$486,160.01</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,852,785.63	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$2,025,876.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$597,289.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,623,166.30	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,434,166.40	\$0.00	\$0.00	0.00%
	MEALS	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$725,052.86	\$0.00	\$0.00	0.00%
	MEALS	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$433,387.04	\$0.00	\$0.00	0.00%
	MEALS	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$185,251.27	\$0.00	\$0.00	0.00%
	MEALS	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	Meals	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
Total for Year	OCCUPANCY	\$8,213,202.90			
	MEALS	<u>\$3,645,074.43</u>			
		\$11,858,277.33			

OCCUPANCY & MEALS FY 2022-2023

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<i>JULY EARNED</i>	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,592,951.57	\$1,434,166.40	(\$158,785.17)	-9.97%
<u>SEPT RECEIVED</u>	MEALS	<u>\$455,773.11</u>	<u>\$496,883.38</u>	<u>\$41,110.27</u>	<u>9.02%</u>
		\$2,048,724.68	\$1,931,049.78	(\$117,674.90)	-5.74%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$717,839.65	\$725,052.86	\$7,213.21	1.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$381,874.96</u>	<u>\$398,737.51</u>	<u>\$16,862.55</u>	<u>4.42%</u>
		\$1,099,714.61	\$1,123,790.37	\$24,075.76	2.19%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$437,385.81	\$433,387.04	(\$3,998.77)	-0.91%
<u>NOV RECEIVED</u>	MEALS	<u>\$283,579.71</u>	<u>\$162,642.84</u>	<u>(\$120,936.87)</u>	<u>-42.65%</u>
		\$720,965.52	\$596,029.88	(\$124,935.64)	-17.33%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$103,833.12	\$185,251.27	\$81,418.15	78.41%
<u>DEC RECEIVED</u>	MEALS	<u>\$144,517.86</u>	<u>\$300,138.52</u>	<u>\$155,620.66</u>	<u>107.68%</u>
		\$248,350.98	\$485,389.79	\$237,038.81	95.45%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
<u>JAN RECEIVED</u>	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>	OCCUPANCY	\$320,768.60	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	MEALS	<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>	OCCUPANCY	\$170,200.72	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$131,328.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$301,529.10	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$229,960.99	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$176,838.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$406,798.99	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,913,247.55	\$6,271,458.15	\$358,210.60	6.06%
	MEALS	\$2,479,428.78	\$2,585,066.68	\$105,637.90	4.26%
		\$8,392,676.33	\$8,856,524.83	\$463,848.50	5.53%
TOTAL ACTUAL	OCCUPANCY	\$7,764,423.91			
2021-2022	MEALS	\$3,510,093.54			
		\$11,274,517.45			

Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
March	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	557,612	13.40%
April	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	-80,818	-1.25%
May	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	1,124,044	14.17%
June	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	-142,329	-1.40%
July	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	1,316,510	9.31%
August	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	831,668	4.95%
September	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	912,445	6.27%
October	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	4,597	0.04%
November	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	126,366	1.64%
December		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
YTD	<i>107,432,367</i>	<i>101,740,660</i>	<i>76,762,718</i>	<i>74,566,813</i>	<i>70,678,114</i>	<i>69,531,684</i>	<i>5,691,707</i>	<i>5.59%</i>
TOTAL	107,432,367	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	5.59%	32.54%	2.94%	5.50%	1.65%	32.58%		
Total % Change	5.59%	31.41%	4.27%	5.44%	1.51%	8.94%		

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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	203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542
August	142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017
September	73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803
October	43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892
November	18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504
December	10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289
Total	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773
Total % Change	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%
Month Increase/Decrease Increase(Decrease)/Qtr	-43.66%	60.62%	73.19%	38.22%	-2.28%	32.88%	3.60%	14.38%	-31.22%	45.43%	3.77%	23.74%	-34.82%	-1.54%
Qtr 1 (Dec-Feb)	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%
Qtr 2 (Mar-May)	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%
Qtr 3 (June-Aug)	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%
Qtr 4 (Sept-Nov)	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%
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	61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202
August	52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408
September	39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780
October	18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255
November	28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475
December	14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554
Total	372,305,735	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353
Total % Change	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%
Month Increase/(Decrease) Increase(Decrease)/Qtr	-5.02%	48.65%	-4.32%	13.69%	-5.05%	12.54%	8.58%	5.46%	15.55%	-2.65%	-4.95%	23.53%	-2.29%	-5.17%
Qtr 1 (Dec-Feb)	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%
Qtr 2 (Mar-May)	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%
Qtr 3 (June-Aug)	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%
Qtr 4 (Sept-Nov)	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%
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														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6%														

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-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
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	595,516	1,613,934	1,966,882	2,685,694	3,088,190	1,860,733	1,542,434	1,563,325	1,043,368	1,058,556	1,166,419
August	295,816	369,371	373,764	532,087	383,480	1,232,064	1,510,242	1,588,143	2,216,628	1,415,619	1,296,981	872,728	902,896	902,324	778,232
September	125,217	254,760	278,989	401,958	240,314	803,646	427,073	1,348,600	1,567,213	888,980	557,989	437,579	551,614	608,182	610,925
October	160,079	149,153	155,303	165,873	237,302	349,366	406,219	922,352	1,030,829	438,511	439,412	308,779	493,509	491,572	357,764
November	77,097	74,856	65,719	125,498	77,421	118,727	126,014	355,225	365,096	176,484	201,959	143,147	63,227	145,754	79,095
December	18,684	82,449	106,697	136,248	28,424	32,024	59,397	149,223	178,506	-5,128	91,303	55,559	214,261	90,408	187,222
Total	1,924,526	3,085,512	1,871,993	3,180,963	2,553,878	7,444,545	8,384,023	10,849,867	15,518,895	9,658,974	6,614,236	5,907,648	4,549,771	5,554,350	5,143,081
Month Increase	-69.69%	341.28%	29.41%	27.70%	-79.14%	-34.37%	85.48%	151.23%	19.62%	-102.87%	-17.66%	-39.15%	285.65%	-57.80%	107.09%
Total Year Increa	9.14%	60.33%	-39.33%	69.92%	-19.71%	17.99%	12.62%	29.41%	43.03%	-37.76%	0.76%	-10.68%	-22.99%	22.08%	-7.40%

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	20,666,774	488,402	280,756	291,105	2,244,007	2,397,468	116,827,701	93,189,170	131,031,173	132,554,585	178,978,115
August	12,441,921	14,094,249	13,307,261	18,448,886	16,657,613	422,935	266,881	244,691	2,161,167	2,079,173	93,023,812	121,424,486	122,944,015	135,457,160	122,930,026
September	5,190,429	6,280,715	9,374,533	11,630,739	11,442,403	127,801	128,596	495,636	1,369,614	1,254,083	41,912,607	37,793,636	51,755,580	58,512,166	59,777,401
October	4,729,167	5,163,907	6,047,939	7,830,739	7,109,786	94,511	76,787	91,603	794,126	637,398	16,607,911	16,375,128	33,435,472	34,110,939	35,292,753
November	2,101,808	1,972,903	1,882,898	2,106,980	3,118,187	35,749	31,815	7,333	8,921	301,371	7,319,364	9,080,251	14,518,005	8,640,528	14,980,559
December	1,255,150	1,413,200	1,833,474	3,253,943	1,900,473	27,148	22,812	50,865	515,173	234,745	3,165,578	4,773,626	8,836,444	14,219,918	7,958,228
Total	69,277,514	71,940,550	67,864,420	109,606,289	103,230,055	1,968,514	1,396,206	2,134,793	11,425,576	11,664,072	408,119,850	425,415,218	487,929,729	633,068,406	690,896,310

Month Increase	2.14%	12.59%	29.74%	77.47%	-41.59%		-15.97%	122.97%	912.82%	-54.43%	1.95%	50.80%	85.11%	60.92%	-44.03%
Total Year Increase	-6.36%	3.84%	-5.67%	61.51%	-5.82%		-29.07%	52.90%	435.21%	2.09%	5.22%	4.24%	14.69%	29.75%	9.13%

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 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	22,972,242	488,988	538,288	643,415	630,180	527,134	134,391,620	110,890,945	152,256,684	159,994,974	203,794,691
August	24,094,200	14,432,996	15,236,263	17,820,645	426,743	534,008	621,785	723,235	476,191	108,717,337	138,805,084	139,737,864	158,280,320	142,641,161
September	5,444,607	7,502,538	9,479,100	9,589,739	201,660	210,087	466,395	392,240	225,343	48,791,548	45,403,850	63,775,711	73,112,498	73,185,366
October	3,090,168	5,199,066	6,243,795	5,954,385	217,916	215,456	309,934	157,157	132,022	22,503,851	22,618,642	41,364,509	43,787,109	43,568,138
November	1,659,752	894,605	698,108	4,271,270	146,707	126,782	167,957	10,176	122,575	9,965,662	11,523,953	17,053,031	11,394,032	18,554,321
December	1,465,862	4,304,339	7,063,801	3,945,571	143,609	120,970	126,529	217,271	125,826	4,706,348	6,505,201	11,266,628	18,096,294	10,195,045
Total	45,529,420	77,941,438	126,600,209	139,760,159	3,035,842	3,277,165	3,314,894	4,137,515	2,765,729	496,416,513	518,010,116	576,380,674	771,066,418	814,248,027
Month Increase		193.64%	64.11%	-44.14%	-44.94%	-15.76%	4.60%	71.72%	-42.09%	-2.28%	38.22%	73.19%	60.62%	-43.66%
Total Year Increa			62.43%	10.39%	7.34%	7.95%	1.15%	24.82%	-33.15%	3.57%	4.35%	11.27%	33.78%	5.60%

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
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%
TOTAL HATTERAS ISLAND	17,000,656	10,317,905	64.77%	4,885,103	4,909,275	-0.49%	5,016,459	6,027,511	-16.77%	11,338,555	7,990,805	41.90%
NORTHERN BEACHES:												
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%
TOTAL NORTHERN BEACHES	13,593,072	11,059,077	22.91%	10,489,461	10,687,506	-1.85%	15,574,175	19,630,278	-20.66%	30,486,496	28,620,108	6.52%
ROANOKE ISLAND:												
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%
TOTAL ROANOKE ISLAND	1,385,769	1,058,046	30.97%	1,468,772	1,115,035	31.72%	1,848,039	1,936,860	-4.59%	2,423,642	2,123,546	14.13%
OTC UNATTRIBUTED	149,571	80,549	85.69%	228,025	121,593	87.53%	458,768	456,135	0.58%	970,654	690,426	40.59%
TOTAL	32,129,068	22,515,577	42.70%	17,071,361	16,833,409	1.41%	22,897,441	28,050,784	-18.37%	45,219,347	39,424,885	14.70%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,204,350	2,895,708	-23.88%	4,708,135	4,572,381	2.97%	6,614,066	5,451,411	21.33%	5,008,771	5,367,663	-6.69%
WAVES	1,202,533	2,289,789	-47.48%	2,440,916	3,503,419	-30.33%	3,632,602	11,844,255	-69.33%	2,765,442	3,585,119	-22.86%
SALVO	2,143,474	2,557,960	-16.20%	4,611,709	3,906,170	18.06%	7,111,023	4,839,814	46.93%	4,724,594	5,106,965	-7.49%
AVON	4,447,538	4,824,265	-7.81%	8,364,110	7,623,717	9.71%	13,359,620	6,592,326	102.65%	9,341,045	9,592,019	-2.62%
BUXTON	1,612,044	1,877,712	-14.15%	2,760,642	2,850,695	-3.16%	3,713,099	2,951,851	25.79%	2,846,987	2,990,193	-4.79%
FRISCO	1,605,306	1,675,224	-4.17%	2,909,307	2,624,849	10.84%	4,229,814	2,624,715	61.15%	3,154,443	2,930,659	7.64%
HATTERAS	2,720,385	2,962,198	-8.16%	5,117,944	4,566,799	12.07%	7,551,954	4,846,728	55.82%	5,692,463	5,940,008	-4.17%
TOTAL HATTERAS ISLAND	15,935,630	19,082,856	-16.49%	30,912,763	29,648,030	4.27%	46,212,178	39,151,100	18.04%	33,533,745	35,512,626	-5.57%
NORTHERN BEACHES:												
DUCK	8,864,426	9,371,202	-5.41%	22,079,751	20,773,247	6.29%	34,981,063	26,419,287	32.41%	23,684,465	27,502,748	-13.88%
SOUTHERN SHORES	3,166,018	3,353,451	-5.59%	8,103,404	7,389,945	9.65%	12,216,325	8,772,016	39.26%	8,545,335	9,116,788	-6.27%
KITTY HAWK	4,864,351	4,959,151	-1.91%	9,108,901	8,144,675	11.84%	12,282,838	9,594,242	28.02%	8,945,484	9,709,614	-7.87%
COLINGTON	146,390	146,882	-0.33%	472,648	322,491	46.56%	649,152	474,087	36.93%	420,045	374,140	12.27%
KILL DEVIL HILLS	13,346,479	13,619,166	-2.00%	24,257,897	22,855,095	6.14%	34,215,114	27,712,049	23.47%	24,147,484	26,615,230	-9.27%
NAGS HEAD	17,740,091	17,298,910	2.55%	36,400,003	33,579,610	8.40%	55,618,214	41,717,094	33.32%	37,692,505	43,635,210	-13.62%
TOTAL NORTHERN BEACHES	48,127,755	48,748,762	-1.27%	100,422,604	93,065,063	7.91%	149,962,706	114,688,775	30.76%	103,435,318	116,953,730	-11.56%
ROANOKE ISLAND:												
MANTEO-TOWN	1,396,188	1,260,269	10.78%	1,888,258	2,098,059	-10.00%	3,045,682	2,299,134	32.47%	1,975,858	2,241,738	-11.86%
RIM (ROANOKE ISL. MAINLAND)	1,387,283	1,335,436	3.88%	1,968,791	1,482,593	32.79%	2,176,657	1,611,958	35.03%	1,617,067	1,411,059	14.60%
TOTAL ROANOKE ISLAND	2,783,471	2,595,705	7.23%	3,857,049	3,580,652	7.72%	5,222,339	3,911,092	33.53%	3,592,925	3,652,797	-1.64%
OTC UNATTRIBUTED	1,151,529	1,201,894	-4.19%	1,801,287	1,653,574	8.93%	2,397,468	2,244,007	6.84%	2,079,173	2,161,167	-3.79%
TOTAL	67,998,385	71,629,217	-5.07%	136,993,703	127,947,319	7.07%	203,794,691	159,994,974	27.38%	142,641,161	158,280,320	-9.88%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT															
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	2,629,992	2,655,804	-0.97%	1,478,355	1,852,728	-20.21%	618,867	387,465	59.72%	200,550	707,391	-71.65%	29,425,043	28,456,682	3.40%
WAVES	1,342,792	1,865,639	-28.03%	795,353	1,185,910	-32.93%	242,107	281,020	-13.85%	104,117	293,135	-64.48%	17,038,117	28,605,876	-40.44%
SALVO	2,309,123	2,180,636	5.89%	1,371,001	1,473,634	-6.96%	479,537	218,626	119.34%	224,922	529,200	-57.50%	30,048,113	26,034,725	15.42%
AVON	4,766,265	4,359,833	9.32%	3,707,899	3,422,881	8.33%	1,617,201	1,108,170	45.93%	439,930	1,111,193	-60.41%	56,543,699	45,768,036	23.54%
BUXTON	1,849,301	1,795,644	2.99%	1,339,508	1,190,221	12.54%	509,318	636,996	-20.04%	422,483	465,216	-9.19%	17,603,214	17,500,103	0.59%
FRISCO	1,730,550	1,528,692	13.20%	1,378,208	1,165,109	18.29%	498,662	263,642	89.14%	101,510	394,563	-74.27%	17,955,346	15,090,549	18.98%
HATTERAS	2,839,715	2,623,675	8.23%	2,122,765	1,977,572	7.34%	838,073	342,165	144.93%	199,981	751,342	-73.38%	32,379,642	27,952,239	15.84%
TOTAL HATTERAS ISLAND	17,467,738	17,009,923	2.69%	12,193,089	12,268,055	-0.61%	4,803,765	3,238,084	48.35%	1,693,493	4,252,040	-60.17%	200,993,174	189,408,210	6.12%
NORTHERN BEACHES:															
DUCK	11,214,013	10,739,264	4.42%	5,375,816	5,645,884	-4.78%	2,236,862	1,421,588	57.35%	994,243	2,242,578	-55.67%	120,516,906	115,460,424	4.38%
SOUTHERN SHORES	3,708,658	3,728,231	-0.52%	1,674,316	1,672,371	0.12%	764,844	344,740	121.86%	430,336	967,741	-55.53%	42,797,508	39,490,007	8.38%
KITTY HAWK	4,618,256	5,193,038	-11.07%	2,559,566	2,604,720	-1.73%	1,211,314	907,567	33.47%	933,084	1,281,595	-27.19%	52,815,537	51,291,577	2.97%
COLINGTON	208,361	214,972	-3.08%	82,933	84,831	-2.24%	33,807	24,224	39.56%	22,452	12,513	79.43%	2,191,942	1,836,441	19.36%
KILL DEVIL HILLS	13,066,033	12,847,753	1.70%	7,657,462	8,026,944	-4.60%	3,663,175	1,893,024	93.51%	2,273,190	3,837,262	-40.76%	144,873,822	140,256,272	3.29%
NAGS HEAD	19,717,543	19,847,171	-0.65%	11,895,493	11,269,538	5.55%	4,704,310	3,211,506	46.48%	2,860,723	3,825,129	-25.21%	210,802,662	196,962,762	7.03%
TOTAL NORTHERN BEACHES	52,532,864	52,570,429	-0.07%	29,245,586	29,304,288	-0.20%	12,614,312	7,802,649	61.67%	7,514,028	12,166,818	-38.24%	573,998,377	545,297,483	5.26%
ROANOKE ISLAND:															
MANTEO-TOWN	1,089,270	1,334,160	-18.36%	846,614	861,056	-1.68%	387,348	273,609	41.57%	235,914	360,174	-34.50%	12,879,554	12,867,687	0.09%
RIM (ROANOKE ISL. MAINLAND)	841,411	828,372	1.57%	645,451	559,584	15.34%	447,526	70,769	532.38%	516,865	802,089	-35.56%	14,712,851	12,195,859	20.64%
TOTAL ROANOKE ISLAND	1,930,681	2,162,532	-10.72%	1,492,065	1,420,640	5.03%	834,874	344,378	142.43%	752,779	1,162,263	-35.23%	27,592,405	25,063,546	10.09%
OTC UNATTRIBUTED	1,254,083	1,369,614	-8.44%	637,398	794,126	-19.74%	301,370	8,921	3278.21%	234,745	515,173	-54.43%	11,664,071	11,297,179	3.25%
TOTAL	73,185,366	73,112,498	0.10%	43,568,138	43,787,109	-0.50%	18,554,321	11,394,032	62.84%	10,195,045	18,096,294	-43.66%	814,248,027	771,066,418	5.60%

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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)
HATTERAS ISLAND:												
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%
TOTAL HATTERAS ISLAND	578,808	911,645	-36.51%	901,371	922,191	-2.26%	1,622,875	1,901,651	-14.66%	4,137,478	3,418,538	21.03%
NORTHERN BEACHES:												
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%
TOTAL NORTHERN BEACHES	8,461,659	8,363,560	1.17%	11,454,217	7,652,364	49.68%	14,702,057	14,241,758	3.23%	23,558,125	20,514,712	14.84%
ROANOKE ISLAND:												
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%
TOTAL ROANOKE ISLAND	1,560,534	1,394,005	11.95%	1,498,791	1,072,509	39.75%	1,639,769	1,708,316	-4.01%	2,066,712	2,168,675	-4.70%
TOTAL	10,601,001	10,669,210	-0.64%	13,854,379	9,647,064	43.61%	17,964,701	17,851,725	0.63%	29,762,315	26,101,925	14.02%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	353,872	489,133	-27.65%	683,686	581,896	17.49%	803,923	842,186	-4.54%	687,692	689,082	-0.20%
WAVES - 19	498,424	646,402	-22.89%	768,595	890,242	-13.66%	957,970	1,034,310	-7.38%	780,294	960,516	-18.76%
SALVO - 18	4,661	26,126	-82.16%	42,087	49,767	-15.43%	52,598	58,224	-9.66%	43,456	29,025	49.72%
AVON - 1	1,694,587	2,027,700	-16.43%	2,176,164	2,488,769	-12.56%	3,595,809	2,876,930	24.99%	2,615,805	2,377,133	10.04%
BUXTON - 2	1,345,335	1,391,963	-3.35%	1,948,239	1,798,154	8.35%	2,071,871	1,942,324	6.67%	1,866,389	1,656,513	12.67%
FRISCO - 5	354,163	357,830	-1.02%	542,561	462,776	17.24%	615,790	527,971	16.63%	501,759	438,422	14.45%
HATTERAS - 6	738,413	816,477	-9.56%	1,029,202	1,157,752	-11.10%	1,235,164	1,162,184	6.28%	1,258,616	931,272	35.15%
TOTAL HATTERAS ISLAND	4,989,455	5,755,631	-13.31%	7,190,534	7,429,356	-3.21%	9,333,125	8,444,129	10.53%	7,754,011	7,081,963	9.49%
NORTHERN BEACHES:												
DUCK - 21	4,068,136	4,385,392	-7.23%	6,460,495	5,932,417	8.90%	7,455,079	6,679,149	11.62%	6,366,446	5,943,161	7.12%
SOUTHERN SHORES - 20	910,119	1,034,603	-12.03%	1,495,960	1,497,738	-0.12%	1,605,353	2,020,772	-20.56%	1,512,789	1,147,925	31.78%
KITTY HAWK - 8	5,266,860	4,546,756	15.84%	6,629,904	6,066,253	9.29%	8,194,772	7,655,361	7.05%	7,267,571	5,746,835	26.46%
COLINGTON - 3	391,728	395,247	-0.89%	508,832	523,633	-2.83%	625,248	569,541	9.78%	569,783	625,076	-8.85%
KILL DEVIL HILLS - 7	9,159,974	8,913,791	2.76%	12,036,148	11,207,349	7.40%	15,664,042	13,848,756	13.11%	12,857,954	10,699,569	20.17%
NAGS HEAD - 14	8,673,834	8,633,929	0.46%	11,702,938	12,853,590	-8.95%	15,068,215	13,220,573	13.98%	13,119,647	11,497,241	14.11%
TOTAL NORTHERN BEACHES	28,470,651	27,909,718	2.01%	38,834,277	38,080,980	1.98%	48,612,709	43,994,152	10.50%	41,694,190	35,659,807	16.92%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,837,199	2,189,340	-16.08%	2,599,416	2,605,650	-0.24%	2,666,007	2,974,628	-10.38%	2,432,329	2,393,434	1.63%
MANTEO-OUTSIDE - 11	468,821	418,473	12.03%	564,127	487,559	15.70%	532,458	570,376	-6.65%	588,969	480,308	22.62%
TOTAL ROANOKE ISLAND	2,306,020	2,607,813	-11.57%	3,163,543	3,093,209	2.27%	3,198,465	3,545,004	-9.78%	3,021,298	2,873,742	5.13%
TOTAL	35,766,126	36,273,162	-1.40%	49,188,354	48,603,545	1.20%	61,144,299	55,983,285	9.22%	52,469,499	45,615,512	15.03%

DARE COUNTY GROSS MEALS BY DISTRICT															
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	DEC	DEC	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	434,757	385,765	12.70%	160,625	458,429	-64.96%	390,961	188,764	107.12%	67,451	66,172	1.93%	4,045,129	4,161,692	-2.80%
WAVES - 19	511,695	596,914	-14.28%	260,115	378,952	-31.36%	101,811	115,356	-11.74%	42,958	32,386	32.64%	4,528,020	5,300,234	-14.57%
SALVO - 18	799	21,144	-96.22%	603	8,762	-93.12%	5,316	395	1245.82%	4,811	0	100.00%	161,356	193,672	100.00%
AVON - 1	2,017,080	1,767,842	14.10%	780,055	1,236,102	-36.89%	1,104,812	827,949	33.44%	503,131	431,730	16.54%	17,043,620	16,244,189	4.92%
BUXTON - 2	1,488,508	1,356,509	9.73%	625,062	1,216,365	-48.61%	1,194,331	687,594	73.70%	308,473	269,190	14.59%	13,102,773	12,508,486	4.75%
FRISCO - 5	357,592	356,145	0.41%	256,387	574,271	-55.35%	243,204	167,968	44.79%	92,499	96,489	-4.14%	3,549,588	3,455,698	2.72%
HATTERAS - 6	751,335	701,685	7.08%	477,422	501,652	-4.83%	228,401	102,672	122.46%	74,492	110,849	-32.80%	6,561,857	6,659,184	-1.46%
TOTAL HATTERAS ISLAND	5,561,766	5,186,004	7.25%	2,560,269	4,374,533	-41.47%	3,268,836	2,090,698	56.35%	1,093,815	1,006,816	8.64%	48,992,343	48,523,155	0.97%
NORTHERN BEACHES:															
DUCK - 21	4,641,149	4,652,653	-0.25%	2,441,074	3,397,298	-28.15%	2,657,870	1,644,724	61.60%	1,096,616	1,076,728	1.85%	41,153,754	40,241,121	2.27%
SOUTHERN SHORES - 20	1,092,162	1,413,922	-22.76%	493,309	1,084,981	-54.53%	987,765	535,964	84.30%	706,924	610,835	15.73%	11,472,307	11,660,559	-1.61%
KITTY HAWK - 8	5,150,431	5,008,315	2.84%	2,073,823	3,977,792	-47.86%	3,925,686	2,813,361	39.54%	2,617,192	2,515,529	4.04%	53,098,014	47,908,245	10.83%
COLINGTON - 3	455,686	465,990	-2.21%	172,568	374,431	-53.91%	387,676	214,920	80.38%	156,338	120,618	29.61%	3,932,855	3,839,451	2.43%
KILL DEVIL HILLS - 7	10,125,583	10,126,556	-0.01%	4,905,786	7,094,895	-30.85%	7,868,441	4,886,207	61.03%	4,518,658	5,417,617	-16.59%	98,646,368	90,274,396	9.27%
NAGS HEAD - 14	10,137,446	9,419,241	7.62%	4,862,183	6,803,626	-28.54%	4,941,721	3,827,129	29.12%	2,938,287	3,241,595	-9.36%	86,838,961	83,218,206	4.35%
TOTAL NORTHERN BEACHES	31,602,457	31,086,677	1.66%	14,948,743	22,733,023	-34.24%	20,769,159	13,922,305	49.18%	12,034,015	12,982,922	-7.31%	295,142,259	277,141,978	6.49%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	2,029,946	2,012,320	0.88%	1,064,089	1,601,038	-33.54%	3,637,623	1,296,580	180.56%	1,428,966	1,360,674	5.02%	23,273,663	21,682,135	7.34%
MANTEO-OUTSIDE - 11	463,840	428,168	8.33%	293,592	422,990	-30.59%	501,329	311,683	60.85%	296,616	287,242	3.26%	4,897,470	4,501,833	8.79%
TOTAL ROANOKE ISLAND	2,493,786	2,440,488	2.18%	1,357,681	2,024,028	-32.92%	4,138,952	1,608,263	157.36%	1,725,582	1,647,916	4.71%	28,171,133	26,183,968	7.59%
TOTAL	39,658,009	38,713,169	2.44%	18,866,693	29,131,584	-35.24%	28,176,947	17,621,266	59.90%	14,853,412	15,637,654	-5.02%	372,305,735	351,849,101	5.81%

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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	JULY	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%	13,359,620	6.6%
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%	3,713,099	1.8%
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%	649,152	0.3%
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%	4,229,814	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%	7,551,954	3.7%
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%	34,215,114	16.8%
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%	12,282,838	6.0%
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%	3,045,682	1.5%
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%	55,618,214	27.3%
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%	6,614,066	3.2%
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%	7,111,023	3.5%
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%	3,632,602	1.8%
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%	12,216,325	6.0%
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%	34,981,063	17.2%
RIM (ROANOKE ISL. MAIN)	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%	2,176,657	1.1%
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%	2,397,468	1.2%
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%	203,794,691	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON	9,341,045	6.5%	4,766,265	6.5%	3,707,899	8.5%	1,617,201	8.7%	439,930	4.3%	56,543,699	6.9%
BUXTON	2,846,987	2.0%	1,849,301	2.5%	1,339,508	3.1%	509,318	2.7%	422,483	4.1%	17,603,214	2.2%
COLINGTON	420,045	0.3%	208,361	0.3%	82,933	0.2%	33,807	0.2%	22,452	0.2%	2,191,942	0.3%
FRISCO	3,154,443	2.2%	1,730,550	2.4%	1,378,208	3.2%	498,662	2.7%	101,510	1.0%	17,955,346	2.2%
HATTERAS	5,692,463	4.0%	2,839,715	3.9%	2,122,765	4.9%	838,073	4.5%	199,981	2.0%	32,379,642	4.0%
KILL DEVIL HILLS	24,147,484	16.9%	13,066,033	17.9%	7,657,462	17.6%	3,663,175	19.7%	2,273,190	22.3%	144,873,822	17.8%
KITTY HAWK	8,945,484	6.3%	4,618,256	6.3%	2,559,566	5.9%	1,211,314	6.5%	933,084	9.2%	52,815,537	6.5%
MANTEO-TOWN	1,975,858	1.4%	1,089,270	1.5%	846,614	1.9%	387,348	2.1%	235,914	2.3%	12,879,554	1.6%
NAGS HEAD	37,692,505	26.4%	19,717,543	26.9%	11,895,493	27.3%	4,704,310	25.4%	2,860,723	28.1%	210,802,662	25.9%
RODANTHE	5,008,771	3.5%	2,629,992	3.6%	1,478,355	3.4%	618,867	3.3%	200,550	2.0%	29,425,043	3.6%
SALVO	4,724,594	3.3%	2,309,123	3.2%	1,371,001	3.1%	479,537	2.6%	224,922	2.2%	30,048,113	3.7%
WAVES	2,765,442	1.9%	1,342,792	1.8%	795,353	1.8%	242,107	1.3%	104,117	1.0%	17,038,117	2.1%
SOUTHERN SHORES	8,545,335	6.0%	3,708,658	5.1%	1,674,316	3.8%	764,844	4.1%	430,336	4.2%	42,797,508	5.3%
DUCK	23,684,465	16.6%	11,214,013	15.3%	5,375,816	12.3%	2,236,862	12.1%	994,243	9.8%	120,516,906	14.8%
RIM (ROANOKE ISL. MAINI	1,617,067	1.1%	841,411	1.1%	645,451	1.5%	447,526	2.4%	516,865	5.1%	14,712,851	1.8%
OTC UNATTRIBUTED	2,079,173	1.5%	1,254,083	1.7%	637,398	1.5%	301,370	1.6%	234,745	2.3%	11,664,071	1.4%
TOTAL	142,641,161	100.0%	73,185,366	100.0%	43,568,138	100.0%	18,554,321	100.0%	10,195,045	100.0%	814,248,027	100.0%

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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	JULY	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%	3,595,809	5.9%
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%	2,071,871	3.4%
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%	625,248	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%	615,790	1.0%
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%	1,235,164	2.0%
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%	15,664,042	25.6%
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%	8,194,772	13.4%
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%	2,666,007	4.4%
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%	532,458	0.9%
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%	15,068,215	24.6%
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%	803,923	1.3%
SALVO - 18	0	0.0%	7,025	0.1%	0	0.0%	0	0.0%	4,661	0.0%	42,087	0.1%	52,598	0.1%
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%	957,970	1.6%
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%	1,605,353	2.6%
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%	7,455,079	12.2%
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%	61,144,299	100.0%

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DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	DEC	TOTAL	TOTAL	TOTAL
AVON - 1	2,615,805	5.0%	2,017,080	5.1%	780,055	4.1%	1,104,812	3.9%	503,131	3.4%	17,043,620	4.6%
BUXTON - 2	1,866,389	3.6%	1,488,508	3.8%	625,062	3.3%	1,194,331	4.2%	308,473	2.1%	13,102,773	3.5%
COLINGTON - 3	569,783	1.1%	455,686	1.1%	172,568	0.9%	387,676	1.4%	156,338	1.1%	3,932,855	1.1%
FRISCO - 5	501,759	1.0%	357,592	0.9%	256,387	1.4%	243,204	0.9%	92,499	0.6%	3,549,588	1.0%
HATTERAS - 6	1,258,616	2.4%	751,335	1.9%	477,422	2.5%	228,401	0.8%	74,492	0.5%	6,561,857	1.8%
KILL DEVIL HILLS - 7	12,857,954	24.5%	10,125,583	25.5%	4,905,786	26.0%	7,868,441	27.9%	4,518,658	30.4%	98,646,368	26.5%
KITTY HAWK - 8	7,267,571	13.9%	5,150,431	13.0%	2,073,823	11.0%	3,925,686	13.9%	2,617,192	17.6%	53,098,014	14.3%
MANTEO-TOWN - 10	2,432,329	4.6%	2,029,946	5.1%	1,064,089	5.6%	3,637,623	12.9%	1,428,966	9.6%	23,273,663	6.3%
RIM (ROANOKE ISL. M	588,969	1.1%	463,840	1.2%	293,592	1.6%	501,329	1.8%	296,616	2.0%	4,897,470	1.3%
NAGS HEAD - 14	13,119,647	25.0%	10,137,446	25.6%	4,862,183	25.8%	4,941,721	17.5%	2,938,287	19.8%	86,838,961	23.3%
RODANTHE - 15	687,692	1.3%	434,757	1.1%	160,625	0.9%	390,961	1.4%	67,451	0.5%	4,045,129	1.1%
SALVO - 18	43,456	0.1%	799	0.0%	603	0.0%	5,316	0.0%	4,811	0.0%	161,356	0.0%
WAVES - 19	780,294	1.5%	511,695	1.3%	260,115	1.4%	101,811	0.4%	42,958	0.3%	4,528,020	1.2%
SOUTHERN SHORES -	1,512,789	2.9%	1,092,162	2.8%	493,309	2.6%	987,765	3.5%	706,924	4.8%	11,472,307	3.1%
DUCK - 21	6,366,446	12.1%	4,641,149	11.7%	2,441,074	12.9%	2,657,870	9.4%	1,096,616	7.4%	41,153,754	11.1%
TOTAL	52,469,499	100.0%	39,658,009	100.0%	18,866,693	100.0%	28,176,947	100.0%	14,853,412	100.0%	372,305,735	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/23

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,703,593.62	4,033,522.00	670,071.62	116.6%
3040 · Meals Tax - 75%	1,939,260.45	1,857,589.00	81,671.45	104.4%
3050 · Website Advertising	86,928.20	100,000.00	-13,071.80	86.9%
3210 · Interest Income	149,520.72	50,040.00	99,480.72	298.8%
3220 · Other	898.50	1,000.00	-101.50	89.9%
Total Income	6,880,201.49	6,042,151.00	838,050.49	113.9%
Gross Profit	6,880,201.49	6,042,151.00	838,050.49	113.9%
Expense				
5000 · Director Compensation	8,550.00	17,100.00	-8,550.00	50.0%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	1,374.51	7,000.00	-5,625.49	19.6%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	320.47	1,000.00	-679.53	32.0%
5010 · Salaries (Full Time) Promotion	486,024.69	808,000.00	-321,975.31	60.2%
5020 · Salaries (Part Time) Promotion	68,946.03	126,000.00	-57,053.97	54.7%
5025 · Salaries (Part Time) Welcome AB	54,469.22	100,950.00	-46,480.78	54.0%
5026 · Salaries (Part Time) Welcome RI	82,447.63	151,390.00	-68,942.37	54.5%
5030 · Payroll Taxes	52,131.84	98,030.00	-45,898.16	53.2%
5040 · Employee Insurance	87,262.00	165,650.00	-78,388.00	52.7%
5050 · Retirement	63,453.17	111,105.00	-47,651.83	57.1%
5055 · 401(k) Match	4,391.61	8,080.00	-3,688.39	54.4%
5060 · Workmens Compensation	1,962.11	2,080.00	-117.89	94.3%
5080 · Employee Relations	302.25	3,195.00	-2,892.75	9.5%
5090 · Training	5,119.45	24,800.00	-19,680.55	20.6%
5110 · Contracted Service	15,941.00	28,500.00	-12,559.00	55.9%
5140 · Audit	3,440.00	10,875.00	-7,435.00	31.6%
5170 · Other Professional Services	4,900.00	7,300.00	-2,400.00	67.1%
5180 · Legal	4,100.00	20,500.00	-16,400.00	20.0%
5185 · Research	212,965.75	237,700.00	-24,734.25	89.6%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	693,848.41	1,404,760.00	-710,911.59	49.4%
5502 · Advertising - Production Fee	159,321.88	170,000.00	-10,678.12	93.7%
5510 · Advertising - Event Dev & Mktg	7,050.00	73,100.00	-66,050.00	9.6%
5515 · Advertising - Online	1,666,663.55	2,616,390.00	-949,726.45	63.7%
5525 · Community Relations	16,473.60	30,000.00	-13,526.40	54.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	3,167.81	22,500.00	-19,332.19	14.1%
5580 · Promotional Aids	0.00	9,000.00	-9,000.00	0.0%
6100 · Familiarization Tours	26,364.38	110,000.00	-83,635.62	24.0%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	1,615.12	2,200.00	-584.88	73.4%
6150 · Event Grant	215,583.72	763,200.00	-547,616.28	28.2%
6170 · Tourism Summit	16,725.14	22,500.00	-5,774.86	74.3%
6200 · Postage and Delivery	38,844.02	200,200.00	-161,355.98	19.4%
6300 · Travel	17,276.39	48,460.00	-31,183.61	35.7%
6305 · Vehicle Maintenance	1,784.64	3,500.00	-1,715.36	51.0%
6320 · Registrations	20,495.00	52,475.00	-31,980.00	39.1%
6340 · Travel Show Exhibit	488.94	4,000.00	-3,511.06	12.2%
6420 · Dues and Subscriptions	36,361.85	45,060.00	-8,698.15	80.7%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	21,340.67	39,915.00	-18,574.33	53.5%
6500 · Equipment	19,933.69	101,030.00	-81,096.31	19.7%
6510 · Expendable Equipment	165.44	2,045.00	-1,879.56	8.1%
6530 · Technical Support	212.97	13,050.00	-12,837.03	1.6%
6580 · Utilities	6,862.64	18,360.00	-11,497.36	37.4%
6600 · Cleaning/maintenance supplies	301.93	2,600.00	-2,298.07	11.6%
6610 · Building Maintenance	18,554.36	51,780.00	-33,225.64	35.8%
6620 · Equipment Service Contracts	1,321.20	3,100.00	-1,778.80	42.6%
6640 · Equipment Rent	15,081.43	33,840.00	-18,758.57	44.6%
6660 · Equipment Repairs	1,933.68	6,605.00	-4,671.32	29.3%
6700 · Office Supplies	7,766.96	23,025.00	-15,258.04	33.7%
6800 · Bank Service Charges	758.53	1,920.00	-1,161.47	39.5%
6810 · Web Site/Internet	16,036.18	41,500.00	-25,463.82	38.6%
Total Expense	4,233,525.71	7,898,755.00	-3,665,229.29	53.6%
Net Ordinary Income	2,646,675.78	-1,856,604.00	4,503,279.78	-142.6%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 1/31/23

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
Total Other Income	46,000.00	2,250,084.00	-2,204,084.00	2.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Expense	106,000.00	393,480.00	-287,480.00	26.9%
Net Other Income	-60,000.00	1,856,604.00	-1,916,604.00	-3.2%
Net Income	2,586,675.78	0.00	2,586,675.78	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 1/31/23

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	34.39	40.00	-5.61	86.0%
Total Income	34.39	40.00	-5.61	86.0%
Gross Profit	34.39	40.00	-5.61	86.0%
Net Ordinary Income	34.39	40.00	-5.61	86.0%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	46,000.00	46,000.00	0.00	100.0%
Total Other Income	46,000.00	46,000.00	0.00	100.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	108,000.00	-2,000.00	98.1%
Total Other Expense	106,000.00	108,000.00	-2,000.00	98.1%
Net Other Income	-60,000.00	-62,000.00	2,000.00	96.8%
Net Income	-59,965.61	-61,960.00	1,994.39	96.8%

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

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,567,864.53	1,344,508.00	223,356.53	116.6%
3040 · Meals Tax	646,420.15	619,196.00	27,224.15	104.4%
3210 · Interest	98,272.70	23,000.00	75,272.70	427.3%
Total Income	2,312,557.38	1,986,704.00	325,853.38	116.4%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	23,138.00	4,862,278.00	-4,839,140.00	0.5%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
Total 4000 · Long - Term Projects	23,138.00	5,855,733.00	-5,832,595.00	0.4%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4999 · Unappropriated Funds	0.00	1,071,952.00	-1,071,952.00	0.0%
5140 · Audit	3,435.00	3,625.00	-190.00	94.8%
5160 · Fireworks	27,800.00	131,581.00	-103,781.00	21.1%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
Total 4100 · Short-Term Projects	36,895.00	2,184,714.00	-2,147,819.00	1.7%
Total Expense	60,033.00	8,040,447.00	-7,980,414.00	0.7%
Net Ordinary Income	2,252,524.38	-6,053,743.00	8,306,267.38	-37.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
Total Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Income	2,252,524.38	0.00	2,252,524.38	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
Short-term Projects									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000			(30,000)	0
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250			(21,250)	0
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
TIG - Dare County - Frisco Buxton Pathway						200,000			200,000
TIG - Duck - Ocean Crest Improvements						78,000			78,000
TIG - KDH - Wright Brothers Sidewalk						177,000			177,000
TIG - NH - Whalebone Park Restrooms						112,000			112,000
TIG - OB Forever - Weather Bureau Signal						34,595			34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway						132,000			132,000
TIG - SS - Walking Path E. Highway 12						150,000			150,000
TIG - SS Civic Assoc - Accessible Access 96A						25,000			25,000
Fireworks	79,669		(58,088)	55,000	76,581		(27,800)	55,000	103,781
Audit	0		(3,250)	3,250	0		(3,435)	3,625	190
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(5,660)		6,580
Unappropriated Funds	287,498	859,826		(580,813)	566,511	876,131		(915,970)	525,672
TOTAL SHORT TERM COMMITMENTS	1,658,000	1,385,774	(897,178)	(525,948)	1,620,647	1,784,726	(36,895)	(908,595)	2,459,884
Long Term Projects									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,715,004	(23,138)		5,400,169
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
TOTAL LONG TERM COMMITMENTS UNPAID	2,680,843	1,980,655	(47,590)	0	4,613,908	1,815,004	(23,138)	0	6,405,774
Total	4,338,843	3,366,429	(944,768)	(525,948)	6,234,556	3,599,730	(60,033)	(908,595)	8,865,658
			#				#		
Cash on Hand 1/31/23								Checking Savings	40,747 8,518,664
Total Cash on Hand									8,559,410
25% of Occupancy & Meals Income per Budget									
February									41,840
March									36,553
April									54,384
May									110,377
June									135,425
									378,578
Unappropriated Balances									72,330
Transfer from General Fund						2,592,862 *			
30% Short-term						777,859			
Short-term Interest						98,273			
						876,131			
70% Long-term							1,815,004		
Long-term Interest							0		
							1,815,004 *		

*Estimate Based on Actual through January and Budgeted Figures

Agrees to Financial Statements

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

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,400.00	1,400.00	0.00	100.0%
3200 · Site Rental Income - Other	16,500.00	15,700.00	800.00	105.1%
Total 3200 · Site Rental Income	17,900.00	17,100.00	800.00	104.7%
3210 · Interest Income	399.41	300.00	99.41	133.1%
3250 · Lease Income	25,583.00	45,600.00	-20,017.00	56.1%
9999 · Unappropriated Funds	0.00	52,055.00	-52,055.00	0.0%
Total Income	43,882.41	115,055.00	-71,172.59	38.1%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	1,826.44	55,000.00	-53,173.56	3.3%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	15,483.79	46,645.00	-31,161.21	33.2%
6610 · Repairs & Maintenance	109,583.25	218,870.00	-109,286.75	50.1%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	14,575.77	20,000.00	-5,424.23	72.9%
Total Expense	151,507.17	400,735.00	-249,227.83	37.8%
Net Ordinary Income	-107,624.76	-285,680.00	178,055.24	37.7%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Other Income	200.00	285,680.00	-285,480.00	0.1%
Net Income	-107,424.76	0.00	-107,424.76	100.0%

DARE COUNTY TOURISM BOARD

31-Jan-23

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	1,088,079	4,004,541	751,912	284,764	2,897,731	0	0	755,566	5,004,441	14,787,035
RESTRICTED FUND	40,747	3,747,010			1,521,654	250,000	1,000,000	1,000,000	1,000,000	8,559,410
TRAVEL GUIDE	40,553									40,553
MERCHANDISE SALES	165,072									165,072
EVENT SITE FUND	340,176									340,176
TOTAL	1,674,626	7,751,551	751,912	284,764	4,419,385	250,000	1,000,000	1,755,566	6,004,441	23,892,246
TOTAL % EACH BANK	9.25%	32.44%	3.15%		43.63%		4.19%	7.35%		100.00%
INTEREST RATES	0.35%	4.13%	0.10%	0.35%	2.43%	0.25%	4.04	3.15 & 3.9%	3.37%, 4.04% & 4.07	
TOTAL CHECKING & CD'S	23,892,246									
60% ALLOWED IN ANY BANK	14,335,347									
25% ALLOWED IN ANY ONE INV	5,973,061									

60% General Fund Reserved Balance is \$4,351,493.

100% Restricted Fund Balance Restricted by House Bill 225 \$8,559,410

Marketing Dashboard

thru JANUARY 2023

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	23,590	30,703	-7,113	-23%
Completed Video Views	21,222,952	13,232,232	7,990,720	60%
Website Sessions	2,129,373	2,307,441	-178,068	-8%
Online Communities				
Email Subscribers	135,027	252,456	-117,429	-47%
Facebook	715,241	715,732	-491	0%
Twitter	41,766	41,875	-109	0%
Instagram	128,745	123,879	4,866	4%
Pinterest	23,400	22,300	<u>1,100</u>	<u>5%</u>
TikTok	<u>27,800</u>	0		
Online Communities Subtotal	1,071,979	1,156,242	-112,063	-7%

Devices January 2023

Mobile	73%
Desktop	21%
Tablet	6%

TikTok Channel began July 2022

Overall Traffic Summary | 6 Months & YTD

Jan 1, 2023 - Jan 31, 2023

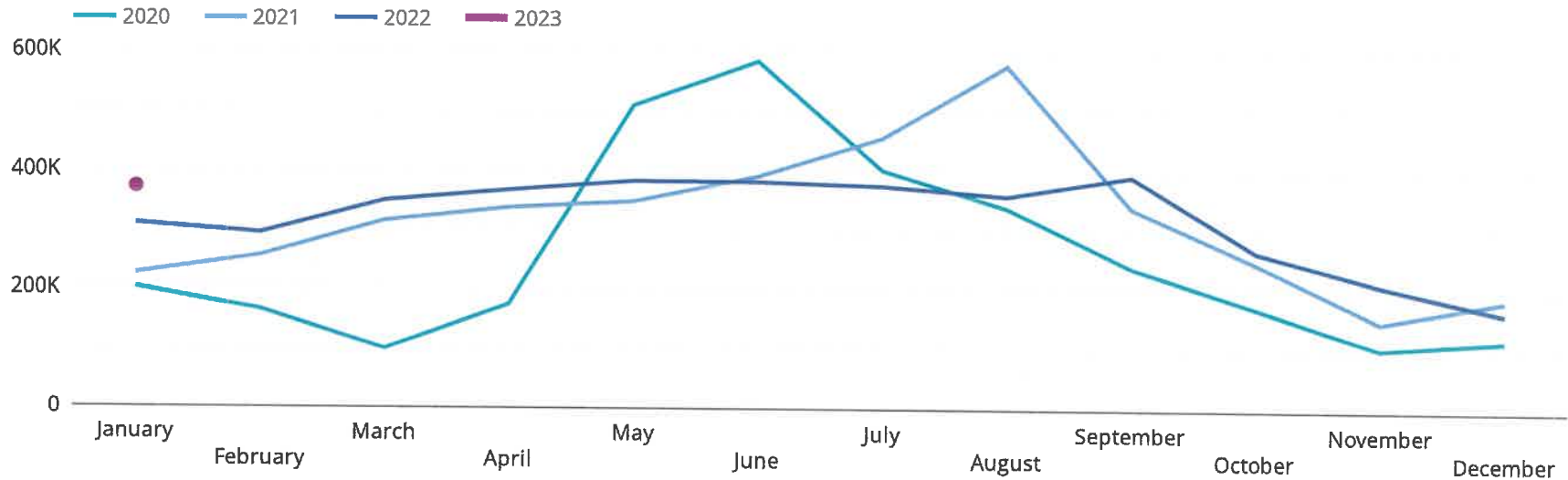
How is my total traffic performing over time?

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

Month	Sessions	% Δ	Users	Bounce Rate	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
January	371,220	20.0% ↑	284,279	61.64%	3.8% ↑	640,075	18.9% ↑	1.72	-0.9% ↓	00:01:45	-5.9% ↓
December	162,979	-11.8% ↓	129,042	62.61%	3.1% ↑	275,744	-12....	1.69	-0.4% ↓	00:01:32	-7.6% ↓
November	209,187	41.4% ↑	146,635	66.53%	13.6% ↑	326,136	24.3% ↑	1.56	-12....	00:01:18	-27....
October	264,017	7.8% ↑	177,926	65.52%	11.1% ↑	410,681	-6.5% ↓	1.56	-13....	00:01:24	-23....
September	390,917	15.9% ↑	252,936	65.33%	14.9% ↑	598,913	-3.4% ↓	1.53	-16....	00:01:26	-25....
August	357,137	-38.0% ↓	246,518	59.46%	4.0% ↑	612,412	-40....	1.71	-3.6% ↓	00:01:49	1.3% ↑

How are users from all sources trending over time?

by Sessions Year over Year



Analysis:

The site received 371,220 sessions in January, which was an increase of 20% compared to last year.



HOFFMAN YORK

CAMPAIGN SUMMARY

The Outer Banks[®]
VISITORS BUREAU

CONSIDERATIONS

- Spring-Summer paid media campaign continued in January with several more tactics launching throughout the month including Streaming Video - YouTube (1/4), Native Display - Teads (1/21), Google (1/23), Sojern (1/25), Print - Our State (1/18), High Impact - Jun Group (1/9), MiQ (1/9), Pandora (1/27), Custom Content/OTA - Hopper (1/21).
 - A custom email with National Park Trips (Outside Inc.) promoting the new Guidebook was deployed to a list of 53.7K subscribers on January 12.
 - Additional media efforts: OTA continuity, native display article promos and remarketing, paid search across Google and Bing including incremental funds towards select markets, email marketing, Google Discovery (lead generation) and social media (Ignite Social).
- KeyData and Zartico data sets are secured and being analyzed to understand current trends.
 - KeyData: January revenue was down 20% and total paid occupancy was down 18% YoY.
 - Zartico: January 1-25 tracked visitor spending was up 41% YoY, and up 12% to 2021 and 2019.

Overview of below sections:

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

JANUARY 2023 OVERVIEW

- Over 10MM paid impressions and nearly 4MM video views delivered in January 2023; the Spring-Summer campaign accounted for 64% of total impression delivery and 72% of total paid media spend.
- Total January Website sessions were up 19% YoY - both paid and organic traffic achieved increases YoY.
- Despite the YoY declines in website conversions, several key website engagement metrics were up MoM including Time on Site (+13 seconds), Lodging Partner Referral Conversions (+169%), and Travel Guide Conversions (+200%).
- The Raw OBX landing page saw nearly 80K page views in January with a 1 minute 28 second average time on page; the Raw OBX surfing and fishing videos were played 572 times with an average video completion rate of 16%.

Paid Impressions

10,345,453

(Custom Range: 15,708,777)
▼ -34.14% (-5,363,324)

Total Email Sends

194,039

(Custom Range: 404,959)
▼ -52.08% (-210,920)

Website Sessions

371,220

(Custom Range: 310,813)
▲ +19.44% (60,407)

Website Conversions (All)

29,831

(Custom Range: 42,528)
▼ -29.86% (-12,697)

Video Views (Brand Creative)

3,919,944

(Custom Range: 2,883,986)
▲ +35.92% (1,035,958)

Consumer Marketing Email List Size

135,027

(Custom Range: 252,456)
▼ -46.51% (-117,429)

Lodging & Restaurant Listings Conversions

16,482

(Custom Range: 23,778)
▼ -30.68% (-7,296)

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

FISCAL YEAR OVERVIEW

Paid Impressions

81,337,924

(Custom Range: 65,125,750)
+ 24.89% (16,212,174)

Website Sessions

2,129,373

(Custom Range: 2,307,448)
- 7.72% (-178,075)

Website Conversions (All)

121,678

(Custom Range: 259,193)
- 53.06% (-137,515)

Video Views (Brand Creative)

21,222,952

(Custom Range: 13,232,232)
+ 60.39% (7,990,720)

Email Sends

1,465,338

(Custom Range: 2,088,892)
- 29.85% (-623,554)

Lodging & Restaurant Listings Conversions

79,853

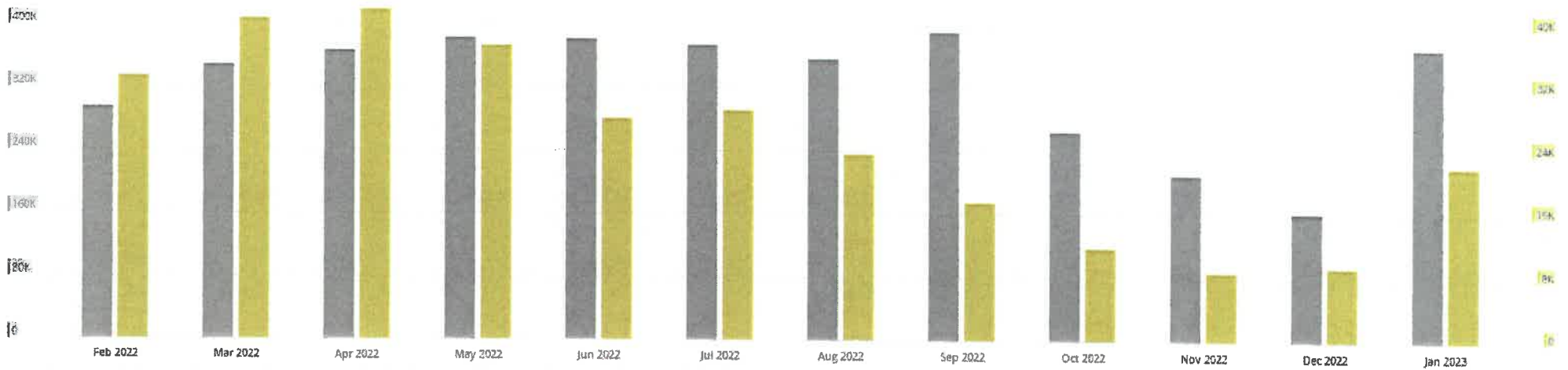
(Custom Range: 152,540)
- 47.65% (-72,687)

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

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

371,220
 (Previous Month: 162,979)
 + 127.77% (208,241)

New Visits - Month Of

283,058
 (Previous Month: 124,651)
 + 127.08% (158,407)

Avg. Time on Site (Seconds) - Month Of

106
 (Previous Month: 92)
 + 14.55% (13)

Organic Search Sessions - Month Of

129,675
 (Previous Month: 68,595)
 + 89.04% (61,080)

Paid Media Sessions - Month Of

102,579
 (Previous Month: 56,259)
 + 82.33% (46,320)

Bounce Rate - Month Of

62 %
 (Previous Month: 63 %)
 - 2% (-1 %)

EMAIL MARKETING INSIGHTS

- 194K emails were sent in January consumer marketing contact list and various workflow audiences with an overall average open rate of 17.7%, the highest seen in the last year.
- The "Welcome email" continues to drive the strongest open rate results achieving a 43% open rate this month; the email also had the second highest CTR on opens at 54%.
- "Fishing" and "Family" workflow audience emails were sent to the most emails and saw below-average performance metrics. The smaller workflow audience emails all had above-average performance metrics.

Email Messages Sent - Performance by Message - Month Of

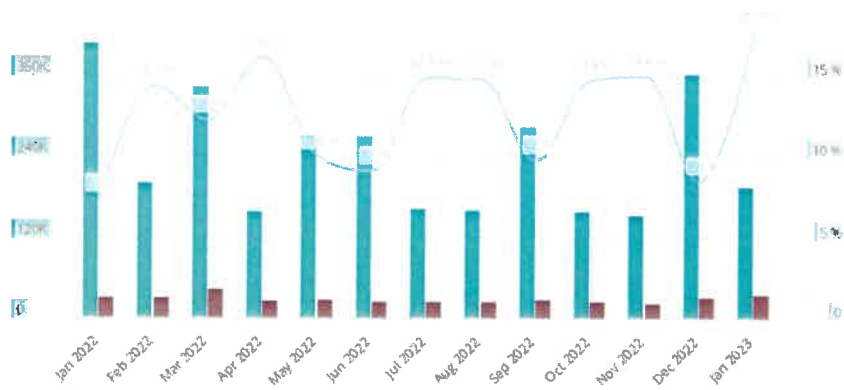
Message Send Name	# Sends ↓	# Opens	# Open Rate	# Clicks	# CTR (Opens)
january 2023 obx email	135,027	25,468	18.86 %	3,657	14.36 %
family workflow 3.0	33,382	4,049	12.13 %	897	22.15 %
fishing workflow 3.0	18,694	2,128	11.38 %	381	17.90 %
welcome email workflow	5,082	2,190	43.09 %	1,180	53.88 %
art, history and culture workflow 3.0	563	167	29.66 %	78	46.71 %
foodie workflow 3.0	473	174	36.79 %	103	59.20 %
birding workflow	307	83	27.04 %	37	44.58 %
active vacationer workflow 3.0	212	59	27.83 %	28	47.46 %
Total	194,039	34,378	17.72 %	6,383	18.57 %

1 - 10 of 10 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
/plan-your-trip/travel-guide/	1,914	1,024	51.66 %
/blog/post/	1,230	696	45.69 %
/plan-your-trip/offers-and-pack...	664	466	41.85 %
/	444	340	52.94 %
/restaurants/outer-banks-resta...	337	293	86.35 %
/plan-your-trip/	364	249	31.33 %
/restaurants/	367	225	42.67 %
/event/winterlights/	287	204	42.65 %
/things-to-do/	356	203	44.33 %
/plan-your-trip/weather-and-se...	250	182	64.84 %
/event/midnight-magic-in-mant...	252	176	55.68 %
Total	8,598	5,013	50.37 %

1 - 25 of 25 items



PAID SEARCH INSIGHTS

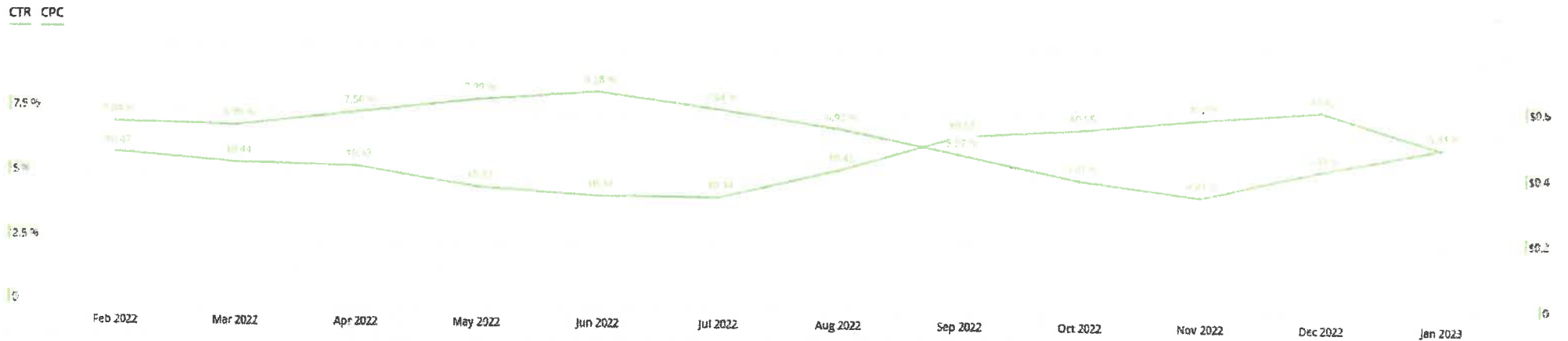
- Overall performance improved in January compared to December; CTR was at the highest level and CPC was the lowest seen since Summer 2022.
- **Google**
 - Overall CTR improved from 14.75% to 16.07%
 - Heavy-up campaign saw the largest increase MoM and drove the largest amount of clicks in January.
 - Cost per Conversion saw a 32% decrease MoM to \$9.17.
- **Bing**
 - Overall CTR increased from 3.43% to 3.71%.
 - Cost per Conversion saw a 36% decrease MoM to \$5.31.

Paid Search Performance - Month of

Site Name	# Impressions	# Clicks	# CTR	# CPC ↑	# Media Spend
Bing Ads	1,216,561	45,180	3.71 %	\$0.38	\$17,367
Google Search Network	324,212	52,090	16.07 %	\$0.60	\$31,426
Total	1,540,773	97,270	6.31 %	\$0.50	\$48,792

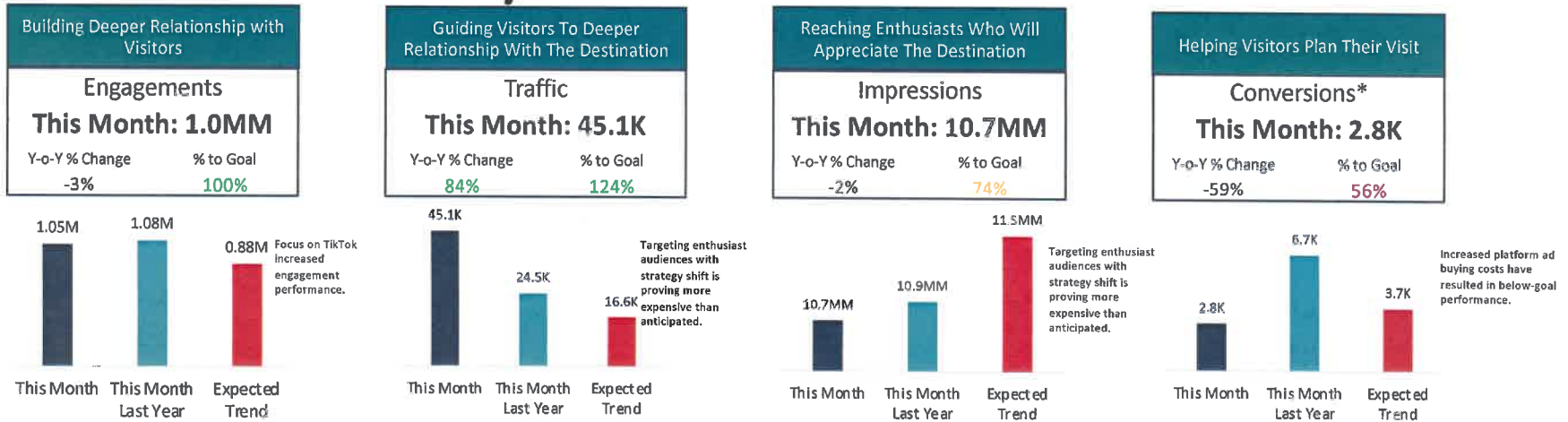
1 - 2 of 2 items

Paid Search Performance - Trending





Executive Summary



Strategy Overview:

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

Monthly Highlights:

- Focusing on fishing and road tripping drove the largest portion of social traffic (45.1K), **up 395% from December** and more sessions than August-December combined (43K). Traffic is now trending at **124% to goal** (up from 86% in December).
- Average post engagement rates across Facebook, Instagram, and TikTok **outperformed FY23 fiscal averages**.
- The OBX TikTok channel grew by 15K followers; **more than doubling the total follower count** (27K) in one month.
- While impressions remain below goal, pacing increased resulting in impressions trending **74% to goal up from 68%** in December.

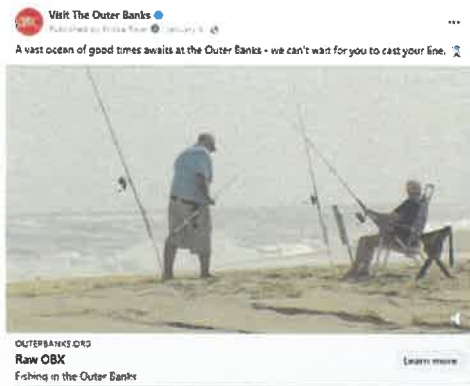
Next Steps & Recommendations:

- Continue to focus on driving follower growth on TikTok and building community engagement.
- Continue integrating blog content to drive visitors deeper.

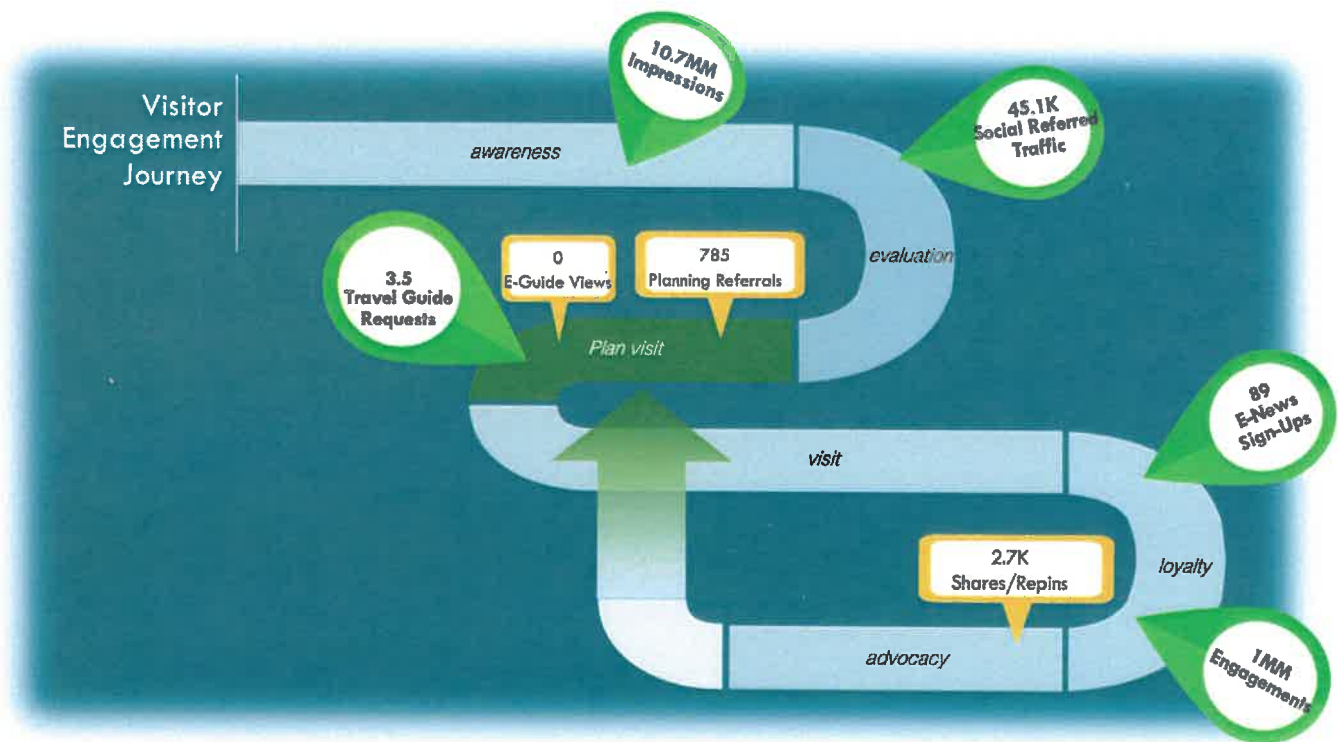
*Website-conversions are experiencing abnormalities; while the cause is investigated Travel Guide conversion reporting has been replaced with Facebook-attributed conversions, which are to be viewed as a more-conservative representation.



Visitor Journey



- John Jackson
Best fishing when their running
- Kimberly Hilleneth
Love it there
- Ray Valdez
This is what I want to do every remaining day of my life. OBX
- Blanca Oquendo
BEAUTIFUL PLACE
- Tzeli J. Allemen
That's some serious fishing right there
- Terry D Shevrod Sr
great fishing place always
- Jeff Carpenter
I love to fish there again



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – FEBRUARY 2023

Industry Relations:

Leave No Trace Virtual Workshop | Thursday February 23 at 2:00PM:

*Want to learn more about how you and your partners can promote the [Outdoor NC](#) Leave No Trace principles before, during and after visitors come to your outdoor spaces? Please join us for a 2-hour **interactive** session with Leave No Trace staff. From their 25 years of research and activations you will take away new ideas and have a chance to share your insights with your peers. Together we can keep North Carolina a beautiful destination for generations to come.*

Space is limited, Register here:

<https://us02web.zoom.us/j/82064323038>

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

- **March 5 – 8, 2023:** Visit 365, Asheville, NC
 - **May 20-24, 2023:** US Travel's International Pow Wow, San Antonio, TX
-

Restaurant Off-Season Hours:

The Bureau is continuing to reach out to our local restaurant partners for their 2023 Winter hours. This list can be found on the homepage of outerbanks.org called [Restaurant Winter Hours](#). If you're restaurant is not listed or times needs to be updated, please let us know.

OBX SoftShell Week | May 15 – 20, 2023:

Bureau staff and Board Member, Mark Ballog along with a few restauranteurs have planted the flag to promote one of the Outer Banks delicacies, softshell crabs. Most restaurants are serving a version of a softshell crab dish during that timeframe, so why not proclaim it a weeklong event! We are currently working on the webpage buildout, an interactive map of participating restaurants as well as a chance to vote for your best OBX Softshell dish from your favorite establishment. No cost to participate, if you interest in joining in, please let us know. Stay tuned for more details.

The Soundside Event Site:

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

2023 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Site Reserved
Outer Banks Bike Week	Wednesday, April 26 – Saturday, April 29, 2023	11:00am - 5:00pm	Tuesday, April 25 - Sunday, April 30, 2023
OBX Rod and Custom Festival	Friday, May 5- Saturday, May 6, 2023	10:00am - 6:00pm	Wednesday, May 3 – Monday, May 8, 2023
OBX Jeep Invasion	Friday, May 12-Saturday, May 13, 2023	9:00am - 5:00pm	Thursday, May 11 - Sunday, May 14, 2023
Soundside Fun Fair	Thursday, June 8-Sunday, June 11, 2023	5:00pm - 10:00pm	Tuesday, June 6 – Monday, June 12, 2023
Soundside Market (tentative)	Wednesday, June 21, 2023	10:00am-2:00pm	Wednesday, June 21, 2023
Soundside Market (tentative)	Wednesday, July 5, 2023	10:00am-2:00pm	Wednesday, July 5, 2023
Soundside Market (tentative)	Wednesday, July 19, 2023	10:00am-2:00pm	Wednesday, July 19, 2023
Soundside Market (tentative)	Wednesday, August 2, 2023	10:00am-2:00pm	Wednesday, August 2, 2023
Soundside Market (tentative)	Wednesday, August 16, 2023	10:00am-2:00pm	Wednesday, August 16, 2023
Sumospeed Beach Bash	Saturday, September 16, 2023	11:00am - 6:00pm	Friday, September 15-Saturday, September 16, 2023
Fall OBX Bike Week	Thursday, September 21-Saturday, September 23, 2023	11:00am - 5:00pm	Wednesday, September 20-Sunday, September 24, 2023
Garage Band Charities	Friday, October 6-Saturday, October 7, 2023	10:00am - 6:00pm	Thursday, October 5 - Monday, October 9, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	Wednesday, October 18-Wednesday, October 25, 2023
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	Wednesday, October 25-Tuesday, October 31, 2023
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	Tuesday, November 14-Sunday, November 19, 2023

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: February 2023

EARNED MEDIA

Business NC | Jan-23 “Duck Research Site Preps Army for Coastal Conflict” <http://bit.ly/3XIVHzz>

Carolina Traveler | Jan-23 “Stony the Road They Trodded: NC Black Heritage Tour Sites **see .pdf**

Carolina Traveler | Jan-23 “Top 5 Dog-Friendly Beaches” <http://bit.ly/3HJX4SX>

Our State | Jan-23 “3 Trails for Winter Birdwatching: North Pond Trail at Pea Island NWR” <https://bit.ly/3I6Gxdk>

Main and Broad | Feb-23 “Regional Trail Honors African American Cultural Heritage” <http://bit.ly/3lnq6jQ>

HGTV | Oct-22 “20 Best Small Towns to Buy a Vacation Rental Home” <http://bit.ly/3x9H5Zw>

Travel + Leisure | Oct-22 “8 of the Best Small Towns in the South: Duck, NC” <http://bit.ly/3190Wbg>

Tripadvisor | Jan-23 “5 Dreamy, Romantic Getaways in North Carolina” <http://bit.ly/40Hkpxp>

TripSavvy.com | Jan-23 “18 Best Beach Towns in the U.S: Nags Head” 4 million subs. <http://bit.ly/3x9aPFQ>

OUTERBANKS.ORG/BLOG POSTS

Written by content partners based on 2022 Press Trips

Noreen Kompanik | Jan-23 “Veteran Volunteers Help Locals and Visitors Land the Perfect Catch” <http://bit.ly/3jOuMis>

Lori Bruton | Jan-23 “A Foodie Experience in the Outer Banks of North Carolina” <http://bit.ly/3DXxsAW>

Lori Bruton | Jan-23 “Historical Firsts on the Line of Freedom in Manteo, North Carolina” <http://bit.ly/40N3gCn>

June Russell-Chamberlain | Jan-23 “Mindful Travel: Ways to Connect with the People and Culture” <http://bit.ly/3lqjLEs>

Kim Jackson | Jan-23 “Five Ways the Outer Banks Can Soothe the Soul” <http://bit.ly/3HRJNrA>

Chadd Scott | Jan-23 “Fascinating OBX Year-Round Birding” <http://bit.ly/3lrapZb>

CONTENT PARTNERSHIPS / IN DEVELOPMENT

The Telegraph | Feb-23 The OBVB PR team assisted journalist Jacqui Agate on assignment to develop a story to coincide with the debut of Season 3 of the Outer Banks Netflix series, comparing the show’s world to the real Outer Banks. The Telegraph is a national British daily broadsheet newspaper published in London by Telegraph Media Group and distributed across the United Kingdom and internationally. Print circulation is 325, 000 while online reach is 20,000,000+

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

PRESS TRIPS / IN DEVELOPMENT

German Market FAM | Apr-23 Aaron is collaborating with the PR team from VisitNC to host a German audience press trip of five representing premium outlets for the nights of Apr 24-27 as part of a Raleigh to the OBX international flight then drive market experience.

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

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

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

MEDIA MARKETPLACES

Visit North Carolina Tourism Conference | Mar 6-8, 2023 - The annual Visit North Carolina Tourism Conference is the state's premier travel industry event. Bringing together more than 500 of the state's tourism industry leaders, the conference provides opportunities to catch up on the latest trends and issues facing the travel industry, hear insights from industry experts and network with other travel and tourism professionals.

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

PENNSYLVANIA PASTIMES | RESORTS ARE WORTH IT | ONSITE IN ALABAMA

GROU**THE**P TRAVEL LEADER

There's a lake

FOR YOUR CREW IN

MINNESOTA



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SOUTH

2023

SOUTHEAST
TOURISM SOCIETY
TOUR PLANNER

JANUARY 2023

sts

SHINING
EXAMPLE
AWARDS

African American Experience of Northeast North Carolina

The Southeast Tourism Society presented its 2022 Partnership Award to the African American Experience of Northeast North Carolina. The initiative is a cooperative effort of destination marketing organizations in six counties in rural northeast North Carolina to showcase the area's African American culture and heritage for visitors.

The Partnership Award recognizes effective partnerships within the tourism industry. Nominees demonstrate how the partnership has impacted their organizations and share plans for further collaborations.

The African American Experience of Northeast North Carolina was created with input from an advisory board comprising regional civic leaders, educators and historians. They identified 30 visitor-ready African American sites, including museums, monuments, parks, waterways and interpretive signs throughout the six counties. They also developed a self-guided digital heritage trail with its own logo, branding and marketing plan.

PARTNER
ship

AWARD



3:14 PM - RACETRACK

Groups have more fun at Oaklawn.

We start at the racetrack.

Sip a couple beers in the infield
under the magnolia trees,
then grab a corned beef.

Winner buys a round at Silks,
then we hit the blackjack table.

This is our Oaklawn.

What's yours?

BOOK YOUR GROUP

OAKLAWN
HOT SPRINGS, ARKANSAS

RACING / CASINO / HOTEL / SPA / EVENT CENTER / DINING / OAKLAWN.COM

GAMBLING PROBLEM? CALL 1-800-522-4700.

Three National Parks One Incredible Destination



Cape Hatteras National Seashore



Fort Raleigh National Historic Site



Wright Brothers National Memorial

To learn more about our National Parks itinerary and other awesome group adventures, contact Lorrie Love; love@outerbanks.org or 877-629-4386

The Outer Banks[®]
OF NORTH CAROLINA
outerbanks.org

“Visitors from around the world travel to the Earl Scruggs Center to discover the life and career of the legendary banjo master and the region that shaped him.”

**– STEPHANIE BARRETT,
EARL SCRUGGS CENTER**

long-term exhibits and special exhibits are available year-round and are ideal for classes, business teams, community groups, family reunions, bus tours, clubs and other organizations.”

Travel planners can customize their experiences at the center to fit their groups. Many begin with a step-on introduction to the area and center from a museum staff member. Docent-guided tours of the first-floor galleries are available.

“On the second floor, guests can see a special exhibit gallery that changes twice a year, enjoy a special program for their group, tell their story in our oral history booth and try their hand at bluegrass instruments in our education room,” Barrett said.

Other options include food, wine and live music performances.

EARLSCRUGGSCENTER.ORG



NORTH CAROLINA'S
EARL SCRUGGS CENTER

Courtesy Earl Scruggs Center

ITALIAN CUISINE
IN HOLLY SPRINGS

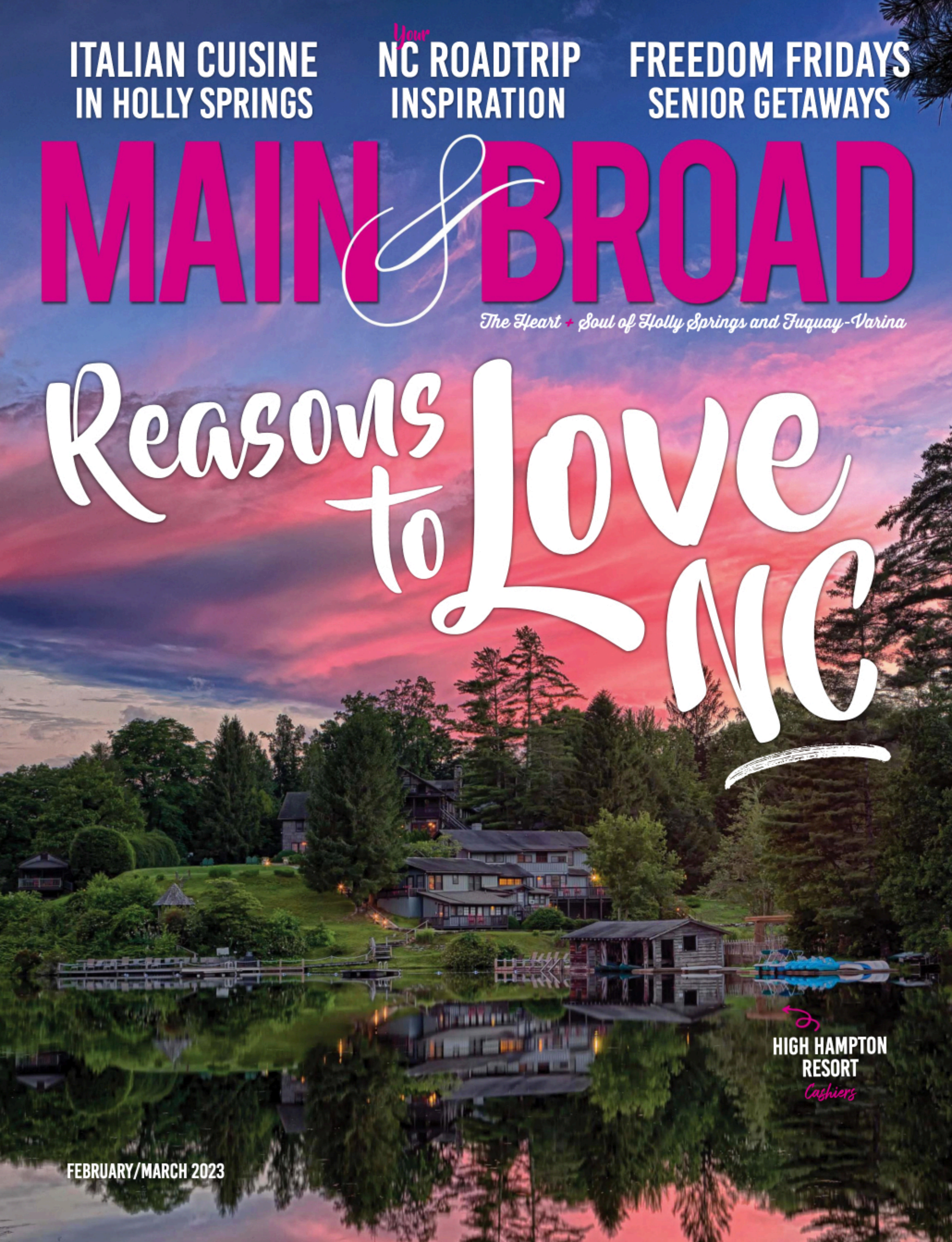
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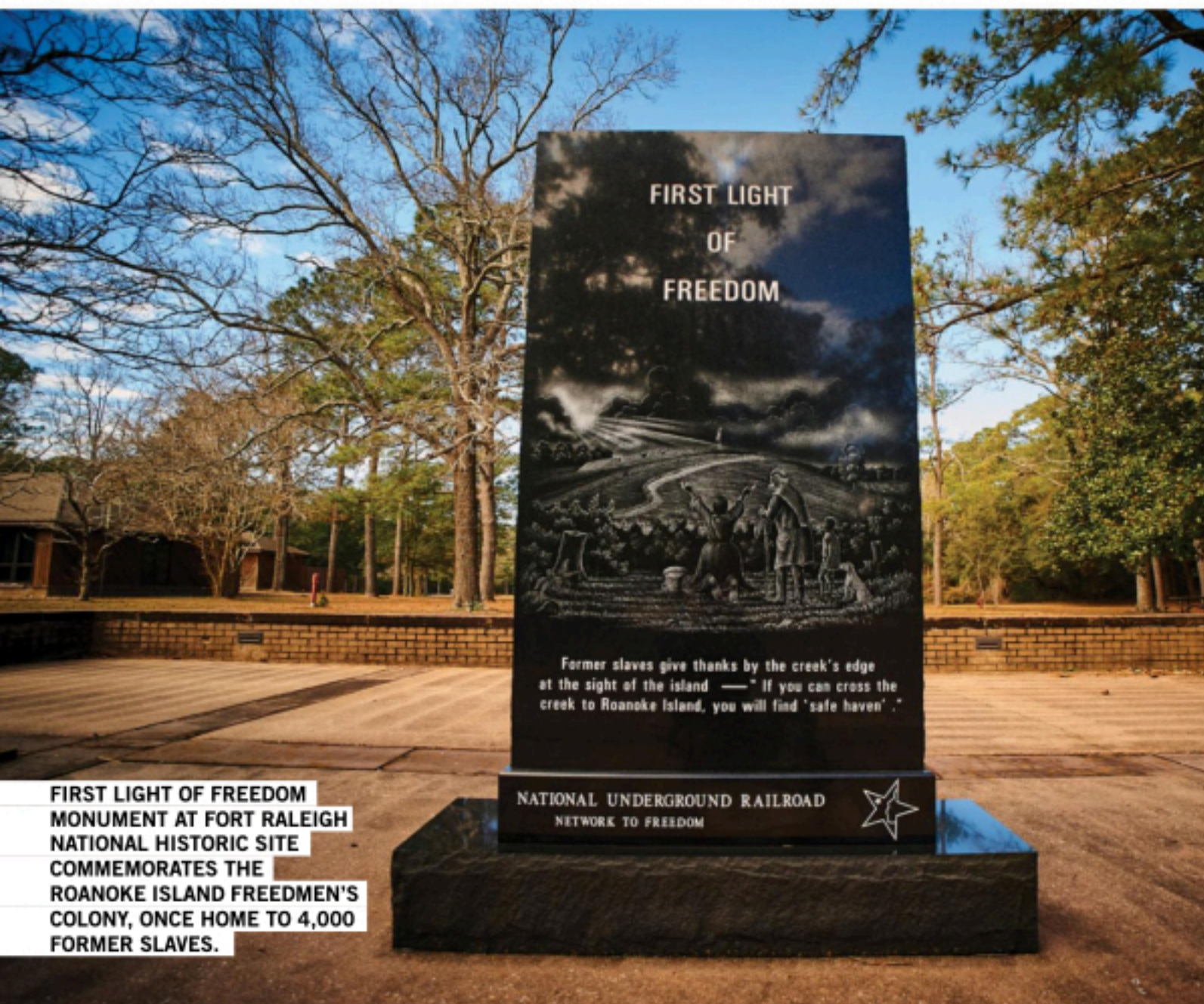


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FEBRUARY/MARCH 2023



FROM 1868 TO 1919, THE HISTORIC JARVISBURG COLORED SCHOOL, IN CURRITUCK COUNTY, WAS THE ONLY ESTABLISHED SCHOOL FOR BLACK STUDENTS IN THAT AREA.



FIRST LIGHT OF FREEDOM MONUMENT AT FORT RALEIGH NATIONAL HISTORIC SITE COMMEMORATES THE ROANOKE ISLAND FREEDMEN'S COLONY, ONCE HOME TO 4,000 FORMER SLAVES.

FIRST LIGHT OF FREEDOM

Former slaves give thanks by the creek's edge at the sight of the island — "If you can cross the creek to Roanoke Island, you will find 'safe haven'."

NATIONAL UNDERGROUND RAILROAD NETWORK TO FREEDOM



THE WILD AND DANGEROUS ENVIRONMENT OF THE GREAT DISMAL SWAMP BECAME A HAVEN FOR RUNAWAYS SEEKING FREEDOM.

SHUTTERSTOCK



THIS WAY TO HISTORY

Regional trail honors African American cultural heritage

Written by Emily Ubland | Photographs courtesy of AAENENC

“This little piece of land, this northeastern corner (of North Carolina) is where it all started — where America started. The Lost Colony, First in Flight, so many firsts happened here,” says Tameron Kugler, Currituck County Travel and Tourism Director.

Currituck County is home to well-known North Carolina Outer Banks attractions such as Corolla’s quiet shoreline, 4x4 vehicle beach access area, and legendary roaming wild horses, which entice visitors from hundreds of miles away.

Lesser known among Currituck’s attractions is the Historic Jarvisburg Colored School, founded in 1867 by a freed slave, William B. Hunt, which served as the only established facility dedicated to educating Black students through the early 1900s.

The Historic Jarvisburg Colored School is one of dozens of important landmarks celebrating the history, culture, and contributions of African Americans in the northeastern section of the state.

Kugler recognized an opportunity to bring attention to these important sites, through increased visitor traffic and a more comprehensive understanding of a region rich in history.

“I knew that the surrounding counties — Dare, Pasquotank, Perquimans, Chowan — had African American historical

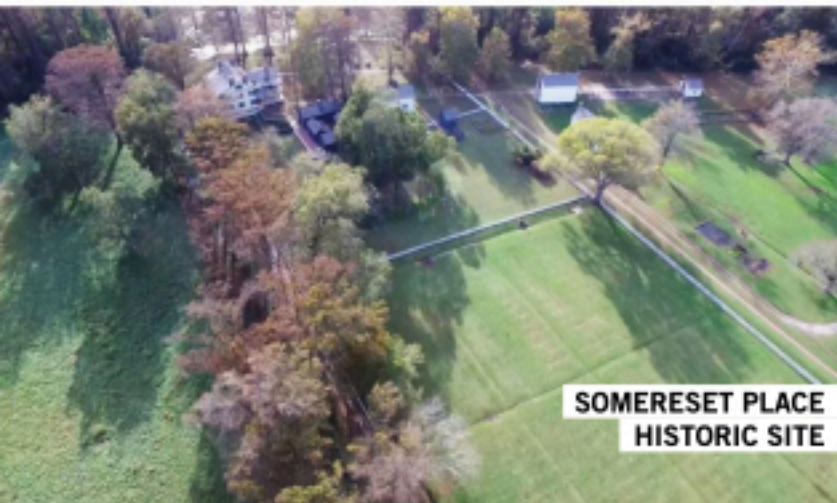
assets of their own. ... Maybe we can all get together and put something in place, some kind of a tool, so we can pool our (resources) and create something that is more of a visitor experience,” she says.

Kugler planted the seed of this idea with the neighboring counties, and everyone enthusiastically jumped on board, eventually resulting in the African American Experience of Northeast NC (AAENENC), a trail connecting North Carolina visitors and residents with historical landmarks and the stories behind them.

“Six counties worked together and put a plan in place and opened up a trail in six months via online conference,” says Kugler, with a hint of amazement.

The project was truly a collaboration, requiring cooperation of many, including county tourism departments, local government representatives, an experienced online meeting facilitator, a veteran marketing executive, the website development team, and more.

PLAN A Visit
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SOMERSET PLACE
HISTORIC SITE

AAENENC PARTICIPATING COUNTIES:

CAMDEN

Notable site: Dismal Swamp State Park

CHOWAN

Notable site: Maritime Underground Railroad Waterfront

CURRITUCK

Notable site: Historic Jarvisburg Colored School

DARE

Notable site: Fort Raleigh National Historic Site

GATES

Notable site: Reid's Grove School

MARTIN

Notable site: Hamilton Rosenwald School

PASQUOTANK

Notable site: Mariners' Wharf

PERQUIMANS

Notable site: Colored Union Soldiers Monument

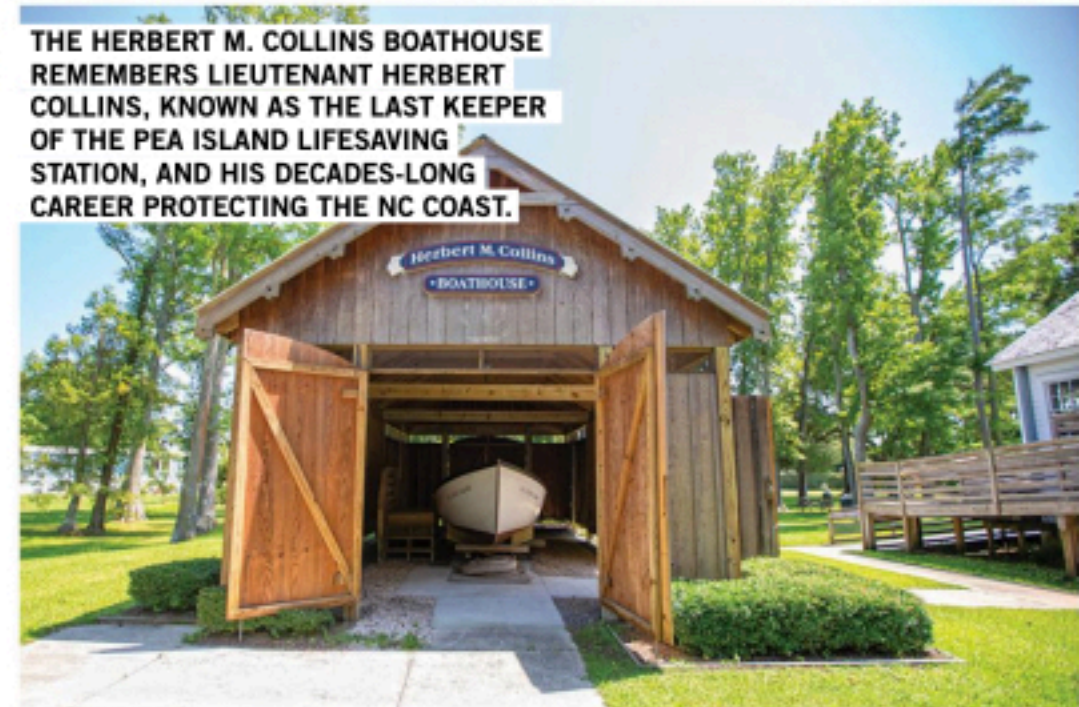
WASHINGTON

Notable site: Somerset Place State Historic Site



PEA ISLAND COOKHOUSE
MUSEUM IN MANTEO HONORS
THE ALL-BLACK LIFESAIVING TEAM
STATIONED NEARBY.

THE HERBERT M. COLLINS BOATHOUSE
REMEMBERS LIEUTENANT HERBERT
COLLINS, KNOWN AS THE LAST KEEPER
OF THE PEA ISLAND LIFESAIVING
STATION, AND HIS DECADES-LONG
CAREER PROTECTING THE NC COAST.



Candidly, Kugler admits, “The tourism executives are all white. We knew that we couldn’t interpret that story accurately because it wasn’t our story. We decided we needed to put together an advisory board made up of African American citizens, civic leaders, and historians. We wanted a community that knew this history and was a part of this history.”

AAENENC launched to the public on Juneteenth of 2021. The website — nblackheritagetour.com — outlines the included sites, providing historical background and contact information for each, as well as suggested visitor itineraries in select counties.

“Each site has its own individual personality,” says Kugler. “Each one tells its own specific story, offering snippets of things you didn’t know.”

There’s the Great Dismal Swamp in Camden County, for example, where the wild, dense underbrush and threat of predators created a place of refuge for Black people seeking freedom, and may have been home to the largest colony of maroons, or runaways, in the US.

Or the Pea Island Cookhouse Museum

in Manteo, celebrating the all-Black team of the Pea Island Lifesaving Station, led by Civil War veteran Richard Etheridge, charged with protecting miles of NC coastline.

Or the Historic District of Elizabeth City State Teachers College, (now Elizabeth City State University), established in 1891 as a school for training African American teachers. The original six buildings, recognized on the National Register of Historic Places, make up the historic district within the thriving university.

Three additional counties joined the tour since its inception, growing the total to more than 30 visitor-ready sites.

“Though these sites might live individually, you don’t realize how much there is until you aggregate,” says Martin Armes, longtime NC tourism professional who directs marketing efforts for the AAENENC.

“The Outer Banks are among the most

STATUE HONORING RICHARD
ETHERIDGE, CIVIL WAR VETERAN
AND LEADER OF THE PEA ISLAND
LIFESAVING STATION



popular NC vacation destinations. This gives people something else above and beyond your traditional beach experience. There's lots to see and do coming and going (from the coast)," says Armes.

The trail earned multiple industry awards for marketing and partnerships, celebrating the collaborative process needed to launch the intercounty endeavor, but the work isn't yet complete.

Additional sites are undergoing improvements to be made ready for visitors, and more counties recruited to expand the tour.

"The long-range goal is to hopefully have an NC African American Experience Trail, where you go from coast to mountains. Hopefully at some point the Civil Rights Trail and other trails get folded into it so there is one source to go find historic destinations," says Kugler. MB



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The THINGS TO DO MAGAZINE

Carolina Traveler

WINTER 2023

Explore the Heavens
Planetariums and observatories

Celebrate Black Heritage
Sites of inspiration and achievement

Ahoy, Matey!
Set sail for maritime museums



Museums

Stony the Road Th

NC Black Heritage Tour Sites Inform & Inspire

In addition to its fruited plains and purple mountains majesty, the Carolinas are home to lesser-heralded but equally important sites marking key pivots in American history. A special collaboration among nine North Carolina counties leads eager history lovers through forests, swamps, and sounds of the northeastern coast, where monuments, cultural attractions and heritage sites pay tribute to the African American heroes who committed their lives to grant education, work, and freedom to formerly enslaved persons in the South. In a region more widely known for beautiful beaches and charming waterfront communities, here are nine stops among almost 40 as part of the new NCBlackHeritageTour.com



Colored Union Soldiers Monument, Hertford



Dismal Swamp State Park, South Mills



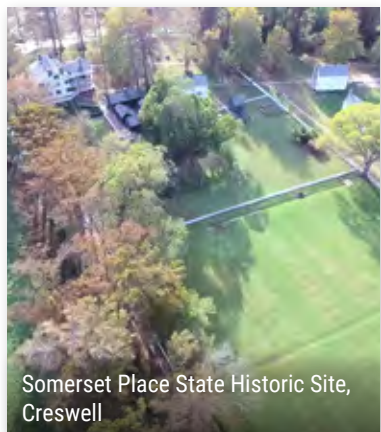
Fort Raleigh National Historic Site, Manteo



Pea Island Cookhouse, Manteo



Historic Jarvisburg Colored School, Jarvisburg



Somerset Place State Historic Site, Creswell



Keeper Richard Etheridge, Manteo

ney Trodded

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NCBlackHeritageTour.com

Colored Union Soldiers Monument, Hertford

A stone marker sitting atop an unassuming stone base honors the Black Union soldiers who fought in the Civil War. Enlisting at the behest of abolitionists like Frederick Douglass, African American recruits like Sgt. John Gordon, Pvt. Arthur Mixon, and Pvt. John Sharp guarded bridges, attacked Confederate camps, and organized efforts in the nation's capital. The widows of those who perished fashioned this modest monument in 1910, making it one of the first of its kind in the United States.

Dismal Swamp State Park, South Mills

Sprawling from Virginia's James River to the Albemarle Sound, the enigmatic and, at times, terrifying Dismal Swamp was once home to venomous snakes, wildcats, and other treacherous obstacles that thwarted the efforts of runaway enslaved people seeking freedom in the 19th century. Eventually serving as the base of one of the nation's largest colonies of maroons (runaway slave communities), Dismal Swamp is today a destination for avid hikers, bikers, kayakers, and birdwatchers.

Fort Raleigh National Historic Site, Manteo

Follow the winding trail to the shores of the Croatan Sound, where a placard is inscribed with the heroic tales of the Black soldiers who fought in the battle of Roanoke Island. Stand on the same ground where a post-Civil War Freedmen's Colony once thrived, sustaining nearly 4,000 former enslaved persons who also served as army spies, scouts, and soldiers. Nearby you'll find the statue of Richard Etheridge, the heroic Keeper of the Pea Island Lifesaving Station, and the Herbert M. Collins boathouse. Collins is known as the last keeper of the Pea Island station.

Hamilton Rosenwald School, Hamilton, and Reid's Grove School, Gatesville

The Rosenwald School project launched over 5,000 schools and teacher housing units across the country with the primary goal of educating Black youth in the early 20th century South. In the quaint town of Hamilton, you'll find a carefully preserved example undergoing renovation to become an interpretive landmark honoring the history of the Underground Railroad. Further inland in Gatesville, the

Reid's Grove School is open year-round and was named to the National Register of Historic Places in 2011.

Historic Jarvisburg Colored School, Jarvisburg

Before the spread of Rosenwald schools reached the North Carolina coast, African American youth were highly limited in education access. The one-room Jarvisburg Colored School operated from 1868 to 1950 and underwent several expansions in that period. Many former students and their descendants still inhabit Currituck County.

Mariners' Wharf, Elizabeth City

The site of a three-week-long rescue mission to secure the freedom of nearly 2,500 enslaved people, Mariner's Wharf also marks the location of the annual Emancipation Day parade. Rent a bike or dock a boat for up to 48 hours at no charge, where you can follow the same path that citizens of all races and ages tread to celebrate the end of the wretched institution of slavery.

Maritime Underground Railroad Waterfront, Edenton

Standing at the edge of South Broad Street in downtown Edenton, one might not guess that they were in the same space as abolitionists working to usher African American freedom-seekers to safety. Learn about the strenuous efforts, carried out by a clandestine network of Black watermen and other Edenton collaborators, to arrange safe passage aboard ships poised to travel north from the Albemarle Sound.

Somerset Place State Historic Site, Creswell

Across the street from the banks of Phelps Lake, Somerset Place provides an accurate depiction of 19th-century operations on a massive plantation. On one of the most extensive plantations in the state, over 300 enslaved people labored tirelessly to harvest rice, corn, wheat, and flax – cash crops central to the North Carolina economy.

This feature was sponsored by the African American Experience of Northeast North Carolina. Learn more at NCBlackHeritageTour.com