

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JANUARY 20, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Swearing in of New Directors
- IV. Election of Officers
 - 1. Slate of Candidates for the 2022 Dare County Tourism Board Steering Committee
- V. Approval of Agenda
- VI. Approval of Minutes from the December 16, 2021 Meeting
- VII. Public Comments
- VIII. Budget & Finance Report
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
 - 1. Tourism Impact Grant Extension Request from The Town of Nags Head
 - 2. Adoption of Resolution 2022-1, Records Retention Schedule
- XII. Board Member Comments
- XIII. Set:
 - 1. Meeting Schedule for 2022
 - 2. Date, Time, and Place of Next Meeting
- XIV. Adjournment

2022 Dare County Tourism Board Proposed Slate of Candidates

Chair	Tim Cafferty
Vice Chair	Monica Thibodeau
Treasurer	Ervin Bateman
Asst. Treasurer	Ivy Ingram
Secretary	Jamie Chisholm

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 16, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Jeff Pruitt, Chair; Tim Cafferty, Vice-Chair; Ervin Bateman, Treasurer; Webb Fuller, Secretary; Doug Brindley, Jamie Chisholm, Leo Holland, Ivy Ingram, Dennis Robinson, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Monica Thibodeau, Assistant Treasurer; Bambos Charalambous, Karen Loopman-Davis, and Bobby Owens.

STAFF (in person):

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Aaron Tuell, Public Relations Manager
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING:

In Person: Philip Ruckle, *The Coastland Times*; and Ann Wood.

Via GoToMeeting: Gray Berryman.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Cafferty. There was no discussion. The motion passed unanimously (9-0).

APPROVAL OF MINUTES: Mr. Holland moved to approve the meeting minutes from November 18, 2021. Second by Mr. Bateman. There was no discussion. The motion passed unanimously (9-0).

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

STEERING COMMITTEE REPORT: Lee Nettles reviewed the Tourism Impact Grant extension request from the Town of Duck. Mr. Bateman moved to grant an extension until to June 30, 2023 to the Town of Duck. Second by Mr. Fuller. There was no discussion. The motion passed unanimously (9-0).

Lee Nettles reviewed the draft timeline for the boardwalk at the Soundside. The Board felt the timeline was acceptable and gave staff the ok to talk to the Town of Nags Head and/or Dare County about a joint PARTF grant.

The Chair and Lee Nettles recognized outgoing Board members and thanked them for their service to the Tourism Board.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 17.93% compared to 2019-2020 actual receipts. The Board discussed how the rental market was shaping up for 2022.

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

- 2022 Travel Guide was complete and being mailed out
- Work with the Economic Development Partnership of North Carolina
- Work with a videographer for the African American Heritage Trail sites on Roanoke Island.
- Marketing dashboard review and visitation
- Recent and upcoming sales missions for Group Sales.

Aaron Tuell reviewed the ongoing work with influencers and travel writers, and upcoming and recently released articles about the Outer Banks.

OLD BUSINESS: Lee Nettles briefed that he was in the early stages of planning a public meeting regarding the event center.

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

BOARD MEMBER COMMENTS: The Chairman and other Board members thanked each other for their service to the Board. Mr. Holland noted that the Town of Southern Shores had installed charging stations for electric vehicles at their Town Hall.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, January 20, 2022, at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the meeting was adjourned at 9:50 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2021-2022**

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$992,065.00	\$1,276,821.42	\$284,756.42	28.70%
JULY RECEIVED	MEALS	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,312,540.00	\$1,761,386.20	\$448,846.20	34.20%
JULY EARNED	OCCUPANCY	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
AUGUST RECEIVED	MEALS	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
AUGUST EARNED	OCCUPANCY	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
SEPT RECEIVED	MEALS	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
SEPTEMBER EARNED	OCCUPANCY	\$471,670.00	\$717,839.65	\$246,169.65	52.19%
OCT RECEIVED	MEALS	<u>\$241,835.00</u>	<u>\$381,874.96</u>	<u>\$140,039.96</u>	<u>57.91%</u>
		\$713,505.00	\$1,099,714.61	\$386,209.61	54.13%
OCTOBER EARNED	OCCUPANCY	\$224,335.00	\$437,385.81	\$213,050.81	94.97%
NOV RECEIVED	MEALS	<u>\$185,505.00</u>	<u>\$283,579.71</u>	<u>\$98,074.71</u>	<u>52.87%</u>
		\$409,840.00	\$720,965.52	\$311,125.52	75.91%
NOVEMBER EARNED	OCCUPANCY	\$98,630.00	\$103,833.12	\$5,203.12	5.28%
DEC RECEIVED	MEALS	<u>\$117,835.00</u>	<u>\$144,517.86</u>	<u>\$26,682.86</u>	<u>22.64%</u>
		\$216,465.00	\$248,350.98	\$31,885.98	14.73%
DECEMBER EARNED	OCCUPANCY	\$48,600.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$93,525.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$142,125.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$72,280.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$67,970.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$140,250.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$54,705.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$79,630.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,335.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$85,430.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$116,040.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$201,470.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,290,225.00	\$5,721,581.07	\$1,431,356.07	33.36%
TO-DATE	MEALS	<u>\$1,575,395.00</u>	<u>\$2,306,870.85</u>	<u>\$731,475.85</u>	<u>46.43%</u>
		\$5,865,620.00	\$8,028,451.92	\$2,162,831.92	36.87%
TOTAL	OCCUPANCY	\$5,034,690.00			
PROJECTED	MEALS	<u>\$2,329,110.00</u>			
2020-2021		\$7,363,800.00			

CALENDAR YEAR RECEIPTS 2020-2021		ACTUAL 2020	ACTUAL 2021	+/- \$	+/- %
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$68,444.24	\$167,212.81	\$98,768.57	144.31%
	MEALS	<u>\$90,153.63</u>	<u>\$92,066.71</u>	<u>\$1,913.08</u>	<u>2.12%</u>
		\$158,597.87	\$259,279.52	\$100,681.65	63.48%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$30,251.77	\$277,701.44	\$247,449.67	817.97%
	MEALS	<u>\$69,265.66</u>	<u>\$179,713.69</u>	<u>\$110,448.03</u>	<u>159.46%</u>
		\$99,517.43	\$457,415.13	\$357,897.70	359.63%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$12,691.08	\$395,352.18	\$382,661.10	3015.20%
	MEALS	<u>\$37,629.09</u>	<u>\$259,174.72</u>	<u>\$221,545.63</u>	<u>588.76%</u>
		\$50,320.17	\$654,526.90	\$604,206.73	1200.72%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$280,883.88	\$709,401.52	\$428,517.64	152.56%
	MEALS	<u>\$138,382.35</u>	<u>\$359,081.49</u>	<u>\$220,699.14</u>	<u>159.49%</u>
		\$419,266.23	\$1,068,483.01	\$649,216.78	154.85%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
Total To Date					
	Occupancy	\$5,687,767.42	\$7,592,128.00	\$1,904,360.58	33.48%
	Meals	<u>\$2,271,084.20</u>	<u>\$3,422,528.96</u>	<u>\$1,151,444.76</u>	<u>50.70%</u>
		\$7,958,851.62	\$11,014,656.96	\$3,055,805.34	38.40%
Total for Year					
	OCCUPANCY	\$5,687,767.42			
	MEALS	<u>\$2,271,084.20</u>			
		\$7,958,851.62			

OCCUPANCY & MEALS FY 2021-2022

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
JULY RECEIVED	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
JULY EARNED	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
AUGUST RECEIVED	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
AUGUST EARNED	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
SEPT RECEIVED	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
SEPTEMBER EARNED	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
OCT RECEIVED	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
OCTOBER EARNED	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
NOV RECEIVED	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
NOVEMBER EARNED	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
DEC RECEIVED	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
DECEMBER EARNED	OCCUPANCY	\$99,622.05	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$129,244.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$228,866.33	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$221,256.93	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$96,377.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$317,634.15	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,148,598.50	\$5,721,581.07	\$572,982.57	11.13%
	MEALS	<u>\$1,731,647.87</u>	<u>\$2,306,870.85</u>	<u>\$575,222.98</u>	<u>33.22%</u>
		\$6,880,246.37	\$8,028,451.92	\$1,148,205.55	16.69%
TOTAL ACTUAL 2020-2021	OCCUPANCY	\$7,019,145.43			
	MEALS	<u>\$2,847,305.98</u>			
		\$9,866,451.41			

Dare County Gross Collections on Retail Sales

	2021	2020	2019	2018	2017	2016	Variance 2021-2020	Percent Change
January	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	847,934	22.26%
February	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	1,425,934	47.11%
March	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	1,084,364	38.30%
April	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,009,005	70.52%
May	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	5,205,182	94.62%
June	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	4,478,867	63.11%
July	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	1,776,284	15.69%
August	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	12,153,647	3,016,215	22.89%
September	14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	10,634,932	2,079,979	17.63%
October	10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	6,631,836	1,262,999	18.48%
November		6,925,862	5,191,614	4,932,146	4,698,891	4,294,600		0.00%
December		5,029,105	3,874,539	3,719,123	3,759,730	3,904,190		0.00%
YTD	94,023,619	69,836,856	69,375,199	65,745,968	64,832,793	59,077,433	24,186,763	34.63%
TOTAL	94,023,619	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	34.63%	0.67%	5.52%	1.41%	9.74%	5.20%		
Total % Change	34.63%	4.27%	5.44%	1.51%	8.94%	6.70%		

Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	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	3,571,786
February	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	2,642,080
March	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	5,502,196
April	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	8,899,988
May	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	20,903,445
June	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	65,529,705
July	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020
August	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540
September	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566
October	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791
November	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023
December		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	3,710,254
YTD Total	752,970,124	565,114,046	511,504,915	491,710,165	474,504,085	449,385,780	432,133,774	411,164,718	392,277,498	382,124,874	367,343,308	354,464,649	339,997,484	346,184,140
Total	752,970,124	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	349,894,394
YTD % Change	33.24%	10.48%	4.03%	3.63%	5.59%	3.99%	5.10%	4.81%	2.66%	4.02%	3.63%	4.26%	-1.79%	2.87%
Total % Change	33.24%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%
Month Increase/Decrease	-33.18%	47.98%	15.64%	-7.16%	17.54%	20.58%	10.19%	12.35%	1.31%	-11.13%	-3.78%	5.27%	4.95%	-6.72%
Month Increase/Decrease/Qtr														
Qtr 1 (Dec-Feb)	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%	9.77%
Qtr 2 (Mar-May)	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%	0.35%
Qtr 3 (June-Aug)	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%	4.45%
Qtr 4 (Sept-Nov)	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%	-3.07%
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														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 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%														

Outer Banks Visitors Bureau Gross Meals Summary 2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	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	5,315,203
February	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	5,901,277
March	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	9,906,602
April	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	10,696,837
May	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	17,902,993
June	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	26,110,903
July	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197
August	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228
September	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174
October	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193
November	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142
December		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	6,457,727
YTD Total	336,211,447	222,315,841	267,049,435	247,642,349	246,912,946	233,786,094	228,445,711	217,028,746	206,958,964	201,630,584	183,476,001	181,798,651	178,807,799	178,663,749
Total	336,211,447	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	185,121,476
YTD % Change	51.23%	-16.75%	7.84%	0.30%	5.61%	2.34%	5.26%	4.87%	2.64%	9.89%	0.92%	1.67%	0.08%	-1.66%
Total % Change	51.23%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%
Month Increase/(Decrease) Increase(Decrease)/Qtr	7.96%	28.44%	2.09%	5.82%	-0.69%	9.59%	9.59%	7.66%	6.06%	0.58%	-2.66%	6.32%	3.16%	-10.63%
Qtr 1 (Dec-Feb)	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%	-2.39%
Qtr 2 (Mar-May)	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%	0.23%
Qtr 3 (June-Aug)	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%	1.26%
Qtr 4 (Sept-Nov)	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%	-9.50%
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														
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.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	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	21,243	9,991	21,848	18,954	69,721	50,462	56,934	149,040	101,762	197,792	39,261	77,827	57,144	60,734	73,666
February	52,546	36,814	143,923	27,050	54,287	64,152	69,405	79,720	89,994	183,108	134,203	97,209	54,050	55,880	87,169
March	76,403	65,753	85,386	29,171	136,583	123,529	186,658	249,522	63,921	692,174	149,882	184,588	160,084	65,539	206,483
April	127,482	140,738	877,315	9,994	259,204	580,729	450,715	587,966	1,930	1,235,799	366,481	321,223	365,960	48,233	404,682
May	249,701	329,396	309,416	91,397	282,278	745,164	864,675	990,995	1,130,609	1,918,384	639,286	607,239	600,680	254,673	565,909
June	265,719	263,476	417,010	351,108	570,964	1,431,385	1,666,397	1,830,953	2,412,414	2,845,176	989,369	1,196,072	1,288,613	795,837	919,645
July	321,538	401,465	300,025	363,847	446,262	1,336,272	1,613,934	1,966,882	2,685,694	3,088,190	1,435,632	1,542,434	1,563,325	1,043,368	1,058,556
August	230,703	295,816	369,371	373,764	532,087	890,569	1,232,064	1,510,242	1,588,143	2,216,628	1,415,838	1,296,981	872,728	902,896	902,324
September	188,428	125,217	254,760	278,989	401,958	503,200	803,646	427,073	1,348,600	1,567,213	656,337	557,989	437,579	551,614	608,182
October	86,645	160,079	149,153	155,303	165,873	413,901	349,366	406,219	922,352	1,030,829	421,919	439,412	308,779	493,509	491,572
November	81,256	77,097	74,856	65,719	125,498	121,397	118,727	126,014	355,225	365,096	205,025	201,959	143,147	63,227	145,754
December	61,634	18,684	82,449	106,697		48,795	32,024	59,397	149,223		110,884	91,303	55,559	214,261	
YTD Totals	1,701,664	1,905,842	3,003,063	1,765,296	3,044,715	6,260,760	7,412,521	8,324,626	10,700,644	15,340,389	6,453,233	6,522,933	5,852,089	4,335,510	5,463,942
Total	1,763,298	1,924,526	3,085,512	1,871,993	3,044,715	6,309,555	7,444,545	8,384,023	10,849,867	15,340,389	6,564,117	6,614,236	5,907,648	4,549,771	5,463,942

Month Increase	12.33%	-5.12%	-2.91%	-12.21%	90.96%	12.85%	-2.20%	6.14%	181.89%	2.78%	-11.32%	-1.50%	-29.12%	-55.83%	130.52%
YTD Increase	-30.38%	12.00%	57.57%	-41.22%	72.48%	-0.32%	18.40%	12.30%	28.54%	43.36%	0.68%	1.08%	-10.28%	-25.92%	26.03%
Total Year Increa	-30.96%	9.14%	60.33%	-39.33%		-0.04%	17.99%	12.62%	29.41%		0.80%	0.76%	-10.68%	-22.99%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2018	2019	2020	2021	2017	2018	2019	2020	2021	2019	2020	2021
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property	Other	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental	Rental
										Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**	Properties**
January	1,231,693	1,257,924	1,301,265	1,437,035	1,748,076	12,750	19,038	18,951	80,549	5,742,596	5,632,280	4,641,865	6,501,671	20,308,517		4,048,599	7,565,248
February	1,562,373	1,581,432	1,331,764	1,533,776	1,728,750	21,179	21,882	25,687	121,593	3,025,121	3,299,316	4,283,950	4,958,235	14,641,992		3,640,228	8,831,162
March	2,625,980	3,034,735	2,618,614	1,246,258	3,909,056	46,450	48,950	24,532	456,135	4,006,629	5,645,680	6,065,892	2,033,390	22,818,135		392,302	14,285,652
April	5,755,388	4,790,774	5,082,911	272,368	7,371,174	94,478	129,659	6,532	690,426	12,673,454	12,073,020	14,912,027	382,791	29,766,955		54,406	11,899,053
May	7,781,122	7,657,044	8,296,802	3,148,199	11,955,124	223,246	148,954	188,734	1,201,894	22,356,377	23,236,092	25,901,180	23,445,254	56,477,960		7,959,755	11,894,484
June	11,713,936	11,720,032	11,050,965	11,291,492	17,405,621	373,865	220,076	689,124	1,781,971	64,523,921	79,376,489	86,974,007	88,087,699	105,559,551		15,349,447	15,036,636
July	15,241,700	13,517,098	13,333,255	16,489,187	22,217,201	488,402	280,756	291,105	2,244,007	121,406,705	116,827,701	93,189,170	131,031,173	132,554,585	9,774,831	14,163,157	18,366,907
August	11,871,548	12,441,921	14,094,249	13,307,261	18,448,886	422,935	266,881	244,691	2,161,167	88,138,009	93,023,812	121,424,486	122,944,015	135,457,160	24,094,200	14,432,996	15,236,263
September	6,960,599	5,190,429	6,280,715	9,374,533	11,630,739	127,801	128,596	495,636	1,369,614	39,786,449	41,912,607	37,793,636	51,755,580	58,512,166	5,444,607	7,502,538	9,479,100
October	5,255,695	4,729,167	5,163,907	6,047,939	7,830,739	94,511	76,787	91,603	794,126	15,566,863	16,607,911	16,375,128	33,435,472	34,110,939	3,090,168	5,199,066	6,243,795
November	2,754,045	2,101,808	1,972,903	1,882,898	2,106,980	35,749	31,815	7,333	8,921	7,540,897	7,319,364	9,080,251	14,518,005	8,640,528	1,659,752	894,605	698,108
December	1,228,853	1,255,150	1,413,200	1,833,474		27,148	22,812	50,865		3,104,990	3,165,578	4,773,626	8,836,444		1,465,862	4,304,339	
YTD Totals	72,754,079	68,022,364	70,527,350	66,030,946	106,352,346	1,941,366	1,373,394	2,083,928	10,910,403	384,767,021	404,954,272	420,641,592	479,093,285	618,848,488	44,063,558	73,637,099	119,536,408
Total	73,982,932	69,277,514	71,940,550	67,864,420	106,352,346	1,968,514	1,396,206	2,134,793	10,910,403	387,872,011	408,119,850	425,415,218	487,929,729	618,848,488	45,529,420	77,941,438	119,536,408

Month Increase	10.54%	-23.68%	-6.13%	-4.56%	11.90%		-11.00%	-76.95%	21.66%	22.93%	-2.94%	24.06%	59.89%	-40.48%		-46.10%	-21.96%
YTD Increase	3.64%	-6.50%	3.68%	-6.38%	61.06%		-29.26%	51.74%	423.55%	6.13%	5.25%	3.87%	13.90%	29.17%			62.33%
Total Year Increa	3.60%	-6.36%	3.84%	-5.67%			-29.07%	52.90%		6.35%	5.22%	4.24%	14.69%				

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

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	45,893	80,128	100,883	103,524	117,805	7,131,148	7,115,084	6,272,045	8,223,680	22,515,577
February	100,360	121,379	111,202	123,301	138,103	4,938,755	5,205,555	6,004,609	6,788,236	16,833,409
March	177,413	239,016	191,043	100,157	288,353	7,159,836	9,356,430	9,370,541	3,538,436	28,050,784
April	319,158	278,446	356,959	0	387,071	19,822,692	18,054,916	22,183,138	715,316	39,424,885
May	233,603	269,937	329,769	122,541	429,562	32,005,253	32,964,383	36,428,842	28,192,673	71,629,217
June	316,197	421,313	441,718	529,356	646,362	79,240,527	94,643,779	102,003,266	103,467,906	127,947,319
July	486,546	488,988	538,288	643,415	630,180	140,228,393	134,391,620	110,890,945	152,256,684	159,994,974
August	383,434	426,743	534,008	621,785	723,235	102,930,101	108,717,337	138,805,084	139,737,864	158,280,320
September	243,058	201,660	210,087	466,395	392,240	48,338,071	48,791,548	45,403,850	63,775,711	73,112,498
October	229,934	217,916	215,456	309,934	157,157	21,974,957	22,503,851	22,618,642	41,364,509	43,787,109
November	31,732	146,707	126,782	167,957	10,176	10,734,352	9,965,662	11,523,953	17,053,031	11,394,032
December	260,812	143,609	120,970	126,529		4,815,968	4,706,348	6,505,201	11,266,628	0
<i>YTD Totals</i>	<i>2,567,328</i>	<i>2,892,233</i>	<i>3,156,195</i>	<i>3,188,365</i>	<i>3,920,244</i>	<i>474,504,085</i>	<i>491,710,165</i>	<i>511,504,915</i>	<i>565,114,046</i>	<i>752,970,124</i>
Total	2,828,140	3,035,842	3,277,165	3,314,894	3,920,244	479,320,053	496,416,513	518,010,116	576,380,674	752,970,124

Month Increase	-66.97%	362.33%	-13.58%	32.48%	-93.94%	17.54%	-7.16%	15.64%	47.98%	-33.18%
<i>YTD Increase</i>	76.77%	12.66%	9.13%	1.02%	22.95%	5.59%	3.63%	4.03%	10.48%	33.24%
Total Year Increa	87.86%	7.34%	7.95%	1.15%		5.81%	3.57%	4.35%	11.27%	

DARE COUNTY GROSS																
OCCUPANCY BY DISTRICT																
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL
AVON	2,483,054	11.0%	1,143,301	6.8%	1,523,212	5.4%	1,984,065	5.0%	4,824,265	6.7%	7,623,717	6.0%	6,592,326	4.1%	9,592,019	6.1%
BUXTON	544,488	2.4%	364,946	2.2%	683,573	2.4%	1,148,568	2.9%	1,877,712	2.6%	2,850,695	2.2%	2,951,851	1.8%	2,990,193	1.9%
COLINGTON	14,774	0.1%	20,317	0.1%	55,996	0.2%	91,214	0.2%	146,882	0.2%	322,491	0.3%	474,087	0.3%	374,140	0.2%
FRISCO	538,245	2.4%	226,988	1.3%	378,573	1.3%	739,290	1.9%	1,675,224	2.3%	2,624,849	2.1%	2,624,715	1.6%	2,930,659	1.9%
HATTERAS	1,613,376	7.2%	430,806	2.6%	657,802	2.3%	1,239,768	3.1%	2,962,198	4.1%	4,566,799	3.6%	4,846,728	3.0%	5,940,008	3.8%
KILL DEVIL HILLS	3,096,270	13.8%	3,313,303	19.7%	6,741,815	24.0%	9,698,361	24.6%	13,619,166	19.0%	22,855,095	17.9%	27,712,049	17.3%	26,615,230	16.8%
KITTY HAWK	1,306,830	5.8%	1,491,596	8.9%	2,632,886	9.4%	3,465,663	8.8%	4,959,151	6.9%	8,144,675	6.4%	9,594,242	6.0%	9,709,614	6.1%
MANTEO-TOWN	430,440	1.9%	236,934	1.4%	548,533	2.0%	923,581	2.3%	1,260,269	1.8%	2,098,059	1.6%	2,299,134	1.4%	2,241,738	1.4%
NAGS HEAD	3,878,714	17.2%	3,486,075	20.7%	5,978,557	21.3%	9,235,248	23.4%	17,298,910	24.2%	33,579,610	26.2%	41,717,094	26.1%	43,635,210	27.6%
RODANTHE	1,591,344	7.1%	813,406	4.8%	980,977	3.5%	1,180,404	3.0%	2,895,708	4.0%	4,572,381	3.6%	5,451,411	3.4%	5,367,663	3.4%
SALVO	2,344,520	10.4%	1,194,950	7.1%	931,211	3.3%	751,039	1.9%	2,557,960	3.6%	3,906,170	3.1%	4,839,814	3.0%	5,106,965	3.2%
WAVES	1,202,878	5.3%	734,878	4.4%	872,163	3.1%	947,671	2.4%	2,289,789	3.2%	3,503,419	2.7%	11,844,255	7.4%	3,585,119	2.3%
SOUTHERN SHORES	909,588	4.0%	735,996	4.4%	1,187,933	4.2%	1,311,207	3.3%	3,353,451	4.7%	7,389,945	5.8%	8,772,016	5.5%	9,116,788	5.8%
DUCK	1,852,901	8.2%	1,640,219	9.7%	3,033,091	10.8%	4,818,415	12.2%	9,371,202	13.1%	20,773,247	16.2%	26,419,287	16.5%	27,502,748	17.4%
RIM (ROANOKE ISL. MAINI	627,606	2.8%	878,101	5.2%	1,388,327	4.9%	1,199,965	3.0%	1,335,436	1.9%	1,482,593	1.2%	1,611,958	1.0%	1,411,059	0.9%
OTC UNATTRIBUTED*	80,549	0.4%	121,593	0.7%	456,135	1.6%	690,426	1.8%	1,201,894	1.7%	1,653,574	1.3%	2,244,007	1.4%	2,161,167	1.4%
TOTAL	22,515,577	100.0%	16,833,409	100.0%	28,050,784	100.0%	39,424,885	100.0%	71,629,217	100.0%	127,947,319	100.0%	159,994,974	100.0%	158,280,320	100.0%
* Part of OTC transactions are reported by district.																
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC																

DARE COUNTY GROSS								
OCCUPANCY BY DISTRICT								
	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON	4,359,833	6.0%	3,422,881	7.8%	1,108,170	9.7%	44,656,843	5.9%
BUXTON	1,795,644	2.5%	1,190,221	2.7%	636,996	5.6%	17,034,887	2.3%
COLINGTON	214,972	0.3%	84,831	0.2%	24,224	0.2%	1,823,928	0.2%
FRISCO	1,528,692	2.1%	1,165,109	2.7%	263,642	2.3%	14,695,986	2.0%
HATTERAS	2,623,675	3.6%	1,977,572	4.5%	342,165	3.0%	27,200,897	3.6%
KILL DEVIL HILLS	12,847,753	17.6%	8,026,944	18.3%	1,893,024	16.6%	136,419,010	18.1%
KITTY HAWK	5,193,038	7.1%	2,604,720	5.9%	907,567	8.0%	50,009,982	6.6%
MANTEO-TOWN	1,334,160	1.8%	861,056	2.0%	273,609	2.4%	12,507,513	1.7%
NAGS HEAD	19,847,171	27.1%	11,269,538	25.7%	3,211,506	28.2%	193,137,633	25.7%
RODANTHE	2,655,804	3.6%	1,852,728	4.2%	387,465	3.4%	27,749,291	3.7%
SALVO	2,180,636	3.0%	1,473,634	3.4%	218,626	1.9%	25,505,525	3.4%
WAVES	1,865,639	2.6%	1,185,910	2.7%	281,020	2.5%	28,312,741	3.8%
SOUTHERN SHORES	3,728,231	5.1%	1,672,371	3.8%	344,740	3.0%	38,522,266	5.1%
DUCK	10,739,264	14.7%	5,645,884	12.9%	1,421,588	12.5%	113,217,846	15.0%
RIM (ROANOKE ISL. MAINL	828,372	1.1%	559,584	1.3%	70,769	0.6%	11,393,770	1.5%
OTC UNATTRIBUTED*	1,369,614	1.9%	794,126	1.8%	8,921	0.1%	10,782,006	1.4%
TOTAL	73,112,498	100.0%	43,787,109	100.0%	11,394,032	100.0%	752,970,124	100.1%
* Part of OTC transactions are i								
The amounts are included in tl								

DARE COUNTY GROSS																
MEALS BY DISTRICT																
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL
AVON - 1	460,563	4.3%	273,292	2.8%	620,382	3.5%	855,797	3.3%	2,027,700	5.6%	2,488,769	5.1%	2,876,930	5.1%	2,377,133	5.2%
BUXTON - 2	290,236	2.7%	276,338	2.9%	580,310	3.3%	1,042,990	4.0%	1,391,963	3.8%	1,798,154	3.7%	1,942,324	3.5%	1,656,513	3.6%
COLINGTON - 3	65,096	0.6%	86,449	0.9%	110,296	0.6%	288,154	1.1%	395,247	1.1%	523,633	1.1%	569,541	1.0%	625,076	1.4%
FRISCO - 5	63,587	0.6%	30,632	0.3%	141,058	0.8%	238,549	0.9%	357,830	1.0%	462,776	1.0%	527,971	0.9%	438,422	1.0%
HATTERAS - 6	11,248	0.1%	279,511	2.9%	301,289	1.7%	582,593	2.2%	816,477	2.3%	1,157,752	2.4%	1,162,184	2.1%	931,272	2.0%
KILL DEVIL HILLS - 7	2,977,039	27.9%	2,843,490	29.5%	5,234,303	29.3%	7,024,824	26.9%	8,913,791	24.6%	11,207,349	23.1%	13,848,756	24.7%	10,699,569	23.5%
KITTY HAWK - 8	1,645,334	15.4%	1,641,876	17.0%	2,727,881	15.3%	3,562,952	13.7%	4,546,756	12.5%	6,066,253	12.5%	7,655,361	13.7%	5,746,835	12.6%
MANTEO-TOWN - 10	1,162,274	10.9%	855,301	8.9%	1,429,690	8.0%	1,801,206	6.9%	2,189,340	6.0%	2,605,650	5.4%	2,974,628	5.3%	2,393,434	5.2%
RIM (ROANOKE ISL. M	231,731	2.2%	217,208	2.3%	278,626	1.6%	367,469	1.4%	418,473	1.2%	487,559	1.0%	570,376	1.0%	480,308	1.1%
NAGS HEAD - 14	2,059,419	19.3%	1,877,182	19.5%	3,915,459	21.9%	5,869,222	22.5%	8,633,929	23.8%	12,853,590	26.4%	13,220,573	23.6%	11,497,241	25.2%
RODANTHE - 15	50,251	0.5%	33,890	0.4%	90,340	0.5%	285,784	1.1%	489,133	1.3%	581,896	1.2%	842,186	1.5%	689,082	1.5%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	229	0.0%	26,126	0.1%	49,767	0.1%	58,224	0.1%	29,025	0.1%
WAVES - 19	35,760	0.3%	28,528	0.3%	168,272	0.9%	412,596	1.6%	646,402	1.8%	890,242	1.8%	1,034,310	1.8%	960,516	2.1%
SOUTHERN SHORES -	391,571	3.7%	534,718	5.5%	611,725	3.4%	775,805	3.0%	1,034,603	2.9%	1,497,738	3.1%	2,020,772	3.6%	1,147,925	2.5%
DUCK - 21	1,225,101	11.5%	668,649	6.9%	1,642,094	9.2%	2,993,755	11.5%	4,385,392	12.1%	5,932,417	12.2%	6,679,149	11.9%	5,943,161	13.0%
TOTAL	10,669,210	100.0%	9,647,064	100.0%	17,851,725	100.0%	26,101,925	100.0%	36,273,162	100.0%	48,603,545	100.0%	55,983,285	100.0%	45,615,512	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT								
	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON - 1	1,767,842	4.6%	1,236,102	4.2%	827,949	4.7%	15,812,459	4.7%
BUXTON - 2	1,356,509	3.5%	1,216,365	4.2%	687,594	3.9%	12,239,296	3.6%
COLINGTON - 3	465,990	1.2%	374,431	1.3%	214,920	1.2%	3,718,833	1.1%
FRISCO - 5	356,145	0.9%	574,271	2.0%	167,968	1.0%	3,359,209	1.0%
HATTERAS - 6	701,685	1.8%	501,652	1.7%	102,672	0.6%	6,548,335	1.9%
KILL DEVIL HILLS - 7	10,126,556	26.2%	7,094,895	24.4%	4,886,207	27.7%	84,856,779	25.2%
KITTY HAWK - 8	5,008,315	12.9%	3,977,792	13.7%	2,813,361	16.0%	45,392,716	13.5%
MANTEO-TOWN - 10	2,012,320	5.2%	1,601,038	5.5%	1,296,580	7.4%	20,321,461	6.0%
RIM (ROANOKE ISL. M	428,168	1.1%	422,990	1.5%	311,683	1.8%	4,214,591	1.3%
NAGS HEAD - 14	9,419,241	24.3%	6,803,626	23.4%	3,827,129	21.7%	79,976,611	23.8%
RODANTHE - 15	385,765	1.0%	458,429	1.6%	188,764	1.1%	4,095,520	1.2%
SALVO - 18	21,144	0.1%	8,762	0.0%	395	0.0%	193,672	0.1%
WAVES - 19	596,914	1.5%	378,952	1.3%	115,356	0.7%	5,267,848	1.6%
SOUTHERN SHORES -	1,413,922	3.7%	1,084,981	3.7%	535,964	3.0%	11,049,724	3.3%
DUCK - 21	4,652,653	12.0%	3,397,298	11.7%	1,644,724	9.3%	39,164,393	11.6%
TOTAL	38,713,169	100.0%	29,131,584	100.0%	17,621,266	100.0%	336,211,447	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,591,344	138,440	1049.48%	813,406	165,461	391.60%	980,977	124,809	685.98%	1,180,404	7,267	16143.35%
WAVES	1,202,878	173,850	591.91%	734,878	138,772	429.56%	872,163	64,020	1262.33%	947,671	5,772	16318.42%
SALVO	2,344,520	166,784	1305.72%	1,194,950	151,036	691.17%	931,211	52,537	1672.49%	751,039	8,579	8654.39%
AVON	2,483,054	434,039	472.08%	1,143,301	380,590	200.40%	1,523,212	138,732	997.95%	1,984,065	30,048	6502.99%
BUXTON	544,488	153,215	255.38%	364,946	162,973	123.93%	683,573	145,613	369.45%	1,148,568	63,878	1698.07%
FRISCO	538,245	102,027	427.55%	226,988	89,747	152.92%	378,573	47,494	697.10%	739,290	9,747	7484.80%
HATTERAS	1,613,376	239,225	574.42%	430,806	149,163	188.82%	657,802	107,696	510.80%	1,239,768	23,329	5214.28%
TOTAL HATTERAS ISLAND	10,317,905	1,407,580	633.02%	4,909,275	1,237,742	296.63%	6,027,511	680,901	785.23%	7,990,805	148,620	5276.67%
NORTHERN BEACHES:												
DUCK	1,852,901	973,632	90.31%	1,640,219	621,871	163.76%	3,033,091	453,220	569.23%	4,818,415	93,678	5043.59%
SOUTHERN SHORES	909,588	431,854	110.62%	735,996	327,899	124.46%	1,187,933	69,681	1604.82%	1,311,207	9,167	14203.56%
KITTY HAWK	1,306,830	746,475	75.07%	1,491,596	801,188	86.17%	2,632,886	414,239	535.60%	3,465,663	38,020	9015.37%
COLINGTON	14,774	3,274	351.25%	20,317	6,168	229.39%	55,996	10,810	418.00%	91,214	0	#DIV/0!
KILL DEVIL HILLS	3,096,270	2,055,516	50.63%	3,313,303	1,877,121	76.51%	6,741,815	918,296	634.17%	9,698,361	201,342	4716.86%
NAGS HEAD	3,878,714	2,239,211	73.22%	3,486,075	1,513,288	130.36%	5,978,557	844,330	608.08%	9,235,248	164,145	5526.27%
TOTAL NORTHERN BEACHES	11,059,077	6,449,962	71.46%	10,687,506	5,147,535	107.62%	19,630,278	2,710,576	624.21%	28,620,108	506,352	5552.22%
ROANOKE ISLAND:												
MANTEO-TOWN	430,440	170,435	152.55%	236,934	143,543	65.06%	548,533	68,224	704.02%	923,581	46,483	1886.92%
RIM (ROANOKE ISL. MAINLAND)	627,606	178,581	251.44%	878,101	235,653	272.62%	1,388,327	55,283	2411.31%	1,199,965	8,348	14274.28%
TOTAL ROANOKE ISLAND	1,058,046	349,016	203.15%	1,115,035	379,196	194.05%	1,936,860	123,507	1468.22%	2,123,546	54,831	3772.89%
OTC UNATTRIBUTED	80,549	17,122	370.44%	121,593	23,763	411.69%	456,135	23,452	1844.97%	690,426	5,513	12423.60%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.												
TOTAL	22,515,577	8,223,680	173.79%	16,833,409	6,788,236	147.98%	28,050,784	3,538,436	692.75%	39,424,885	715,316	5411.53%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,895,708	994,456	191.19%	4,572,381	3,113,249	46.87%	5,451,411	6,961,433	-21.69%	5,367,663	5,425,650	-1.07%
WAVES	2,289,789	875,701	161.48%	3,503,419	2,374,280	47.56%	11,844,255	5,101,837	132.16%	3,585,119	3,537,511	1.35%
SALVO	2,557,960	588,373	334.75%	3,906,170	1,986,086	96.68%	4,839,814	7,793,423	-37.90%	5,106,965	5,524,202	-7.55%
AVON	4,824,265	2,066,612	133.44%	7,623,717	6,283,223	21.33%	6,592,326	11,853,109	-44.38%	9,592,019	9,512,081	0.84%
BUXTON	1,877,712	847,665	121.52%	2,850,695	2,319,946	22.88%	2,951,851	3,396,670	-13.10%	2,990,193	2,661,554	12.35%
FRISCO	1,675,224	754,299	122.09%	2,624,849	2,146,129	22.31%	2,624,715	3,153,413	-16.77%	2,930,659	2,760,749	6.15%
HATTERAS	2,962,198	1,067,301	177.54%	4,566,799	3,605,207	26.67%	4,846,728	6,465,000	-25.03%	5,940,008	5,553,616	6.96%
TOTAL HATTERAS ISLAND	19,082,856	7,194,407	165.25%	29,648,030	21,828,120	35.82%	39,151,100	44,724,885	-12.46%	35,512,626	34,975,363	1.54%
NORTHERN BEACHES:												
DUCK	9,371,202	3,716,546	152.15%	20,773,247	18,177,434	14.28%	26,419,287	25,056,315	5.44%	27,502,748	24,833,969	10.75%
SOUTHERN SHORES	3,353,451	1,350,564	148.30%	7,389,945	6,673,186	10.74%	8,772,016	8,222,034	6.69%	9,116,788	7,916,829	15.16%
KITTY HAWK	4,959,151	2,084,664	137.89%	8,144,675	6,651,519	22.45%	9,594,242	8,342,133	15.01%	9,709,614	7,691,727	26.23%
COLINGTON	146,882	24,407	501.80%	322,491	216,365	49.05%	474,087	364,283	30.14%	374,140	312,553	19.70%
KILL DEVIL HILLS	13,619,166	5,429,553	150.83%	22,855,095	18,187,203	25.67%	27,712,049	23,860,833	16.14%	26,615,230	22,495,828	18.31%
NAGS HEAD	17,298,910	7,038,514	145.78%	33,579,610	28,605,413	17.39%	41,717,094	38,857,728	7.36%	43,635,210	38,682,106	12.80%
TOTAL NORTHERN BEACHES	48,748,762	19,644,248	148.16%	93,065,063	78,511,120	18.54%	114,688,775	104,703,326	9.54%	116,953,730	101,933,012	14.74%
ROANOKE ISLAND:												
MANTEO-TOWN	1,260,269	504,989	149.56%	2,098,059	1,467,488	42.97%	2,299,134	1,603,378	43.39%	2,241,738	1,641,666	36.55%
RIM (ROANOKE ISL. MAINLAND)	1,335,436	663,286	101.34%	1,482,593	986,934	50.22%	1,611,958	973,034	65.66%	1,411,059	967,930	45.78%
TOTAL ROANOKE ISLAND	2,595,705	1,168,275	122.18%	3,580,652	2,454,422	45.89%	3,911,092	2,576,412	51.80%	3,652,797	2,609,596	39.98%
OTC UNATTRIBUTED	1,201,894	185,743	547.07%	1,653,574	674,244	145.25%	2,244,007	252,061	790.26%	2,161,167	219,893	882.83%
*Part of OTC transactions are reported												
TOTAL	71,629,217	28,192,673	154.07%	127,947,319	103,467,906	23.66%	159,994,974	152,256,684	5.08%	158,280,320	139,737,864	13.27%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	2,655,804	2,365,098	12.29%	1,852,728	1,541,990	20.15%	387,465	961,131	-59.69%	27,749,291	21,798,984	27.30%
WAVES	1,865,639	1,722,784	8.29%	1,185,910	1,223,669	-3.09%	281,020	439,615	-36.08%	28,312,741	15,657,811	80.82%
SALVO	2,180,636	2,074,571	5.11%	1,473,634	1,512,395	-2.56%	218,626	628,126	-65.19%	25,505,525	20,486,112	24.50%
AVON	4,359,833	4,187,773	4.11%	3,422,881	3,228,635	6.02%	1,108,170	1,597,806	-30.64%	44,656,843	39,712,648	12.45%
BUXTON	1,795,644	1,554,576	15.51%	1,190,221	1,193,252	-0.25%	636,996	543,408	17.22%	17,034,887	13,042,750	30.61%
FRISCO	1,528,692	1,344,992	13.66%	1,165,109	829,031	40.54%	263,642	643,922	-59.06%	14,695,986	11,881,550	23.69%
HATTERAS	2,623,675	2,321,754	13.00%	1,977,572	1,344,448	47.09%	342,165	1,235,837	-72.31%	27,200,897	22,112,576	23.01%
TOTAL HATTERAS ISLAND	17,009,923	15,571,548	9.24%	12,268,055	10,873,420	12.83%	3,238,084	6,049,845	-46.48%	185,156,170	144,692,431	27.97%
NORTHERN BEACHES:												
DUCK	10,739,264	9,836,814	9.17%	5,645,884	5,792,939	-2.54%	1,421,588	2,139,172	-33.54%	113,217,846	91,695,590	23.47%
SOUTHERN SHORES	3,728,231	3,219,094	15.82%	1,672,371	1,629,063	2.66%	344,740	626,105	-44.94%	38,522,266	30,475,476	26.40%
KITTY HAWK	5,193,038	4,325,618	20.05%	2,604,720	2,911,834	-10.55%	907,567	1,211,189	-25.07%	50,009,982	35,218,606	42.00%
COLINGTON	214,972	164,549	30.64%	84,831	93,930	-9.69%	24,224	64,459	-62.42%	1,823,928	1,260,798	44.66%
KILL DEVIL HILLS	12,847,753	11,710,936	9.71%	8,026,944	7,592,435	5.72%	1,893,024	2,381,941	-20.53%	136,419,010	96,711,004	41.06%
NAGS HEAD	19,847,171	17,178,559	15.53%	11,269,538	11,451,011	-1.58%	3,211,506	4,265,582	-24.71%	193,137,633	150,839,887	28.04%
TOTAL NORTHERN BEACHES	52,570,429	46,435,570	13.21%	29,304,288	29,471,212	-0.57%	7,802,649	10,688,448	-27.00%	533,130,665	406,201,361	31.25%
ROANOKE ISLAND:												
MANTEO-TOWN	1,334,160	843,370	58.19%	861,056	603,414	42.70%	273,609	237,847	15.04%	12,507,513	7,330,837	70.62%
RIM (ROANOKE ISL. MAINLAND)	828,372	453,768	82.55%	559,584	337,970	65.57%	70,769	76,891	-7.96%	11,393,770	4,937,678	130.75%
TOTAL ROANOKE ISLAND	2,162,532	1,297,138	66.72%	1,420,640	941,384	50.91%	344,378	314,738	9.42%	23,901,283	12,268,515	94.82%
OTC UNATTRIBUTED	1,369,614	471,455	190.51%	794,126	78,493	911.72%	8,921	0	#DIV/0!	10,782,006	1,951,739	452.43%
*Part of OTC transactions are reported												
TOTAL	73,112,498	63,775,711	14.64%	43,787,109	41,364,509	5.86%	11,394,032	17,053,031	-33.18%	752,970,124	565,114,046	33.24%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	50,251	23,211	116.50%	33,890	17,721	91.24%	90,340	29,023	211.27%	285,784	17,392	1543.19%
WAVES - 19	35,760	21,957	62.86%	28,528	25,502	11.87%	168,272	68,108	147.07%	412,596	21,006	1864.18%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	229	0	#DIV/0!
AVON - 1	460,563	270,637	70.18%	273,292	277,555	-1.54%	620,382	220,022	181.96%	855,797	110,415	675.07%
BUXTON - 2	290,236	158,548	83.06%	276,338	131,822	109.63%	580,310	184,755	214.10%	1,042,990	100,175	941.17%
FRISCO - 5	63,587	149,794	-57.55%	30,632	92,226	-66.79%	141,058	9,415	1398.23%	238,549	88,905	168.32%
HATTERAS - 6	11,248	20,554	-45.28%	279,511	39,069	615.43%	301,289	44,105	583.12%	582,593	6,891	8354.40%
TOTAL HATTERAS ISLAND	911,645	644,701	41.41%	922,191	583,895	57.94%	1,901,651	555,428	242.38%	3,418,538	344,784	891.50%
NORTHERN BEACHES:												
DUCK - 21	1,225,101	509,944	140.24%	668,649	602,110	11.05%	1,642,094	451,567	263.64%	2,993,755	79,278	3676.27%
SOUTHERN SHORES - 20	391,571	522,960	-25.12%	534,718	367,120	45.65%	611,725	384,555	59.07%	775,805	129,975	496.89%
KITTY HAWK - 8	1,645,334	1,799,644	-8.57%	1,641,876	1,604,718	2.32%	2,727,881	1,125,357	142.40%	3,562,952	737,774	382.93%
COLINGTON - 3	65,096	61,040	6.64%	86,449	111,816	-22.69%	110,296	57,273	92.58%	288,154	51,470	459.85%
KILL DEVIL HILLS - 7	2,977,039	3,030,736	-1.77%	2,843,490	3,173,984	-10.41%	5,234,303	2,362,500	121.56%	7,024,824	1,093,292	542.54%
NAGS HEAD - 14	2,059,419	1,823,494	12.94%	1,877,182	1,892,513	-0.81%	3,915,459	1,649,672	137.35%	5,869,222	846,543	593.32%
TOTAL NORTHERN BEACHES	8,363,560	7,747,818	7.95%	7,652,364	7,752,261	-1.29%	14,241,758	6,030,924	136.15%	20,514,712	2,938,332	598.18%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,162,274	955,731	21.61%	855,301	779,047	9.79%	1,429,690	691,359	106.79%	1,801,206	332,005	442.52%
MANTEO-OUTSIDE - 11	231,731	219,443	5.60%	217,208	165,193	31.49%	278,626	188,491	47.82%	367,469	134,607	172.99%
TOTAL ROANOKE ISLAND	1,394,005	1,175,174	18.62%	1,072,509	944,240	13.58%	1,708,316	879,850	94.16%	2,168,675	466,612	364.77%
TOTAL	10,669,210	9,567,693	11.51%	9,647,064	9,280,396	3.95%	17,851,725	7,466,202	139.10%	26,101,925	3,749,728	596.10%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	489,133	179,186	172.98%	581,896	457,470	27.20%	842,186	438,997	91.84%	689,082	415,794	65.73%
WAVES - 19	646,402	219,190	194.90%	890,242	677,632	31.38%	1,034,310	494,010	109.37%	960,516	299,026	221.21%
SALVO - 18	26,126	5,010	421.48%	49,767	40,793	22.00%	58,224	53,343	9.15%	29,025	30,041	-3.38%
AVON - 1	2,027,700	706,126	187.16%	2,488,769	1,903,871	30.72%	2,876,930	1,921,229	49.74%	2,377,133	1,761,166	34.97%
BUXTON - 2	1,391,963	431,796	222.37%	1,798,154	1,314,854	36.76%	1,942,324	1,309,809	48.29%	1,656,513	1,161,413	42.63%
FRISCO - 5	357,830	147,558	142.50%	462,776	264,210	75.15%	527,971	323,934	62.99%	438,422	277,784	57.83%
HATTERAS - 6	816,477	224,957	262.95%	1,157,752	828,595	39.72%	1,162,184	811,540	43.21%	931,272	622,896	49.51%
TOTAL HATTERAS ISLAND	5,755,631	1,913,823	200.74%	7,429,356	5,487,425	35.39%	8,444,129	5,352,862	57.75%	7,081,963	4,568,120	55.03%
NORTHERN BEACHES:												
DUCK - 21	4,385,392	1,497,309	192.88%	5,932,417	4,225,720	40.39%	6,679,149	4,120,252	62.11%	5,943,161	4,619,356	28.66%
SOUTHERN SHORES - 20	1,034,603	431,285	139.89%	1,497,738	1,144,690	30.84%	2,020,772	1,041,675	93.99%	1,147,925	997,366	15.10%
KITTY HAWK - 8	4,546,756	2,032,942	123.65%	6,066,253	4,467,270	35.79%	7,655,361	4,831,902	58.43%	5,746,835	4,447,622	29.21%
COLINGTON - 3	395,247	110,255	258.48%	523,633	323,053	62.09%	569,541	283,287	101.05%	625,076	517,144	20.87%
KILL DEVIL HILLS - 7	8,913,791	3,552,444	150.92%	11,207,349	9,022,628	24.21%	13,848,756	9,288,088	49.10%	10,699,569	8,527,837	25.47%
NAGS HEAD - 14	8,633,929	3,059,988	182.16%	12,853,590	8,517,851	50.90%	13,220,573	10,169,265	30.01%	11,497,241	8,890,686	29.32%
TOTAL NORTHERN BEACHES	27,909,718	10,684,223	161.22%	38,080,980	27,701,212	37.47%	43,994,152	29,734,469	47.96%	35,659,807	28,000,011	27.36%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,189,340	1,213,967	80.35%	2,605,650	1,839,180	41.67%	2,974,628	2,075,092	43.35%	2,393,434	1,653,471	44.75%
MANTEO-OUTSIDE - 11	418,473	267,796	56.27%	487,559	349,795	39.38%	570,376	368,803	54.66%	480,308	464,906	3.31%
TOTAL ROANOKE ISLAND	2,607,813	1,481,763	75.99%	3,093,209	2,188,975	41.31%	3,545,004	2,443,895	45.06%	2,873,742	2,118,377	35.66%
TOTAL	36,273,162	14,079,809	157.63%	48,603,545	35,377,612	37.39%	55,983,285	37,531,226	49.16%	45,615,512	34,686,508	31.51%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	385,765	336,254	14.72%	458,429	219,079	109.25%	188,764	124,377	51.77%	4,095,520	2,258,504	81.34%
WAVES - 19	596,914	358,109	66.69%	378,952	140,080	170.53%	115,356	1,141,221	-89.89%	5,267,848	3,465,841	51.99%
SALVO - 18	21,144	17,478	20.97%	8,762	1,269	590.46%	395	298	32.55%	193,672	148,232	30.65%
AVON - 1	1,767,842	1,518,979	16.38%	1,236,102	1,247,180	-0.89%	827,949	612,060	35.27%	15,812,459	10,549,240	49.89%
BUXTON - 2	1,356,509	1,214,757	11.67%	1,216,365	880,283	38.18%	687,594	652,850	5.32%	12,239,296	7,541,062	62.30%
FRISCO - 5	356,145	372,434	-4.37%	574,271	242,860	136.46%	167,968	111,887	50.12%	3,359,209	2,081,007	61.42%
HATTERAS - 6	701,685	486,242	44.31%	501,652	522,346	-3.96%	102,672	189,028	-45.68%	6,548,335	3,796,223	72.50%
TOTAL HATTERAS ISLAND	5,186,004	4,304,253	20.49%	4,374,533	3,253,097	34.47%	2,090,698	2,831,721	-26.17%	47,516,339	29,840,109	59.24%
NORTHERN BEACHES:												
DUCK - 21	4,652,653	3,817,903	21.86%	3,397,298	2,081,451	63.22%	1,644,724	1,596,664	3.01%	39,164,393	23,601,554	65.94%
SOUTHERN SHORES - 20	1,413,922	1,135,759	24.49%	1,084,981	472,139	129.80%	535,964	728,463	-26.43%	11,049,724	7,355,987	50.21%
KITTY HAWK - 8	5,008,315	3,841,807	30.36%	3,977,792	3,220,658	23.51%	2,813,361	1,945,351	44.62%	45,392,716	30,055,045	51.03%
COLINGTON - 3	465,990	412,250	13.04%	374,431	284,883	31.43%	214,920	148,684	44.55%	3,718,833	2,361,155	57.50%
KILL DEVIL HILLS - 7	10,126,556	8,215,660	23.26%	7,094,895	5,906,105	20.13%	4,886,207	4,095,110	19.32%	84,856,779	58,268,384	45.63%
NAGS HEAD - 14	9,419,241	7,725,607	21.92%	6,803,626	5,493,533	23.85%	3,827,129	3,320,679	15.25%	79,976,611	53,389,831	49.80%
TOTAL NORTHERN BEACHES	31,086,677	25,148,986	23.61%	22,733,023	17,458,769	30.21%	13,922,305	11,834,951	17.64%	264,159,056	175,031,956	50.92%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	2,012,320	1,922,273	4.68%	1,601,038	1,448,238	10.55%	1,296,580	1,324,065	-2.08%	20,321,461	14,234,428	42.76%
MANTEO-OUTSIDE - 11	428,168	383,281	11.71%	422,990	335,349	26.13%	311,683	331,684	-6.03%	4,214,591	3,209,348	31.32%
TOTAL ROANOKE ISLAND	2,440,488	2,305,554	5.85%	2,024,028	1,783,587	13.48%	1,608,263	1,655,749	-2.87%	24,536,052	17,443,776	40.66%
TOTAL	38,713,169	31,758,793	21.90%	29,131,584	22,495,453	29.50%	17,621,266	16,322,421	7.96%	336,211,447	222,315,841	51.23%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/21

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,323,818.13	3,823,891.00	499,927.13	113.1%
3040 · Meals Tax - 75%	1,730,153.14	1,746,832.00	-16,678.86	99.0%
3050 · Website Advertising	59,651.70	100,000.00	-40,348.30	59.7%
3210 · Interest Income	5,504.32	50,150.00	-44,645.68	11.0%
3220 · Other	940.00	1,000.00	-60.00	94.0%
Total Income	6,120,067.29	5,721,873.00	398,194.29	107.0%
Gross Profit	6,120,067.29	5,721,873.00	398,194.29	107.0%
Expense				
5000 · Director Compensation	8,350.00	17,100.00	-8,750.00	48.8%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	487.13	7,000.00	-6,512.87	7.0%
5003 · Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	390,380.82	737,750.00	-347,369.18	52.9%
5020 · Salaries (Part Time) Promotion	44,926.73	131,100.00	-86,173.27	34.3%
5025 · Salaries (Part Time) Welcome AB	39,488.44	93,255.00	-53,766.56	42.3%
5026 · Salaries (Part Time) Welcome RI	63,512.43	141,400.00	-77,887.57	44.9%
5030 · Payroll Taxes	39,904.15	91,575.00	-51,670.85	43.6%
5040 · Employee Insurance	88,644.32	154,200.00	-65,555.68	57.5%
5050 · Retirement	45,450.31	92,415.00	-46,964.69	49.2%
5055 · 401(k) Match	3,584.26	7,380.00	-3,795.74	48.6%
5060 · Workmens Compensation	1,731.23	2,155.00	-423.77	80.3%
5080 · Employee Relations	214.37	2,805.00	-2,590.63	7.6%
5090 · Training	80.44	11,250.00	-11,169.56	0.7%
5110 · Contracted Service	13,017.80	27,850.00	-14,832.20	46.7%
5140 · Audit	0.00	11,250.00	-11,250.00	0.0%
5170 · Other Professional Services	2,295.00	7,300.00	-5,005.00	31.4%
5180 · Legal	4,135.00	20,500.00	-16,365.00	20.2%
5185 · Research	27,900.00	263,400.00	-235,500.00	10.6%
5190 · Administrative Advertising	160.00	1,500.00	-1,340.00	10.7%
5500 · Advertising-Printed	362,863.54	1,382,065.00	-1,019,201.46	26.3%
5502 · Advertising - Production Fee	70,867.00	130,000.00	-59,133.00	54.5%
5510 · Advertising - Event Dev & Mktg	2,800.00	73,100.00	-70,300.00	3.8%
5515 · Advertising - Online	886,935.16	2,519,455.00	-1,632,519.84	35.2%
5525 · Community Relations	5,004.17	30,000.00	-24,995.83	16.7%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	1,169.61	34,750.00	-33,580.39	3.4%
5580 · Promotional Aids	950.92	9,000.00	-8,049.08	10.6%
6100 · Familiarization Tours	21,749.49	110,000.00	-88,250.51	19.8%
6101 · Group sales	5,837.29	12,000.00	-6,162.71	48.6%
6130 · Uniforms	1,400.27	1,840.00	-439.73	76.1%
6150 · Event Grant	130,662.47	750,000.00	-619,337.53	17.4%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	21,539.92	195,200.00	-173,660.08	11.0%
6300 · Travel	15,132.23	40,400.00	-25,267.77	37.5%
6305 · Vehicle Maintenance	409.21	3,500.00	-3,090.79	11.7%
6320 · Registrations	17,005.00	49,500.00	-32,495.00	34.4%
6340 · Travel Show Exhibit	113.05	3,500.00	-3,386.95	3.2%
6420 · Dues and Subscriptions	20,622.46	47,600.00	-26,977.54	43.3%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	16,255.87	42,815.00	-26,559.13	38.0%
6500 · Equipment	1,318.30	77,500.00	-76,181.70	1.7%
6510 · Expendable Equipment	309.56	2,100.00	-1,790.44	14.7%
6530 · Technical Support	2,265.80	13,050.00	-10,784.20	17.4%
6580 · Utilities	5,593.58	18,360.00	-12,766.42	30.5%
6600 · Cleaning/maintenance supplies	208.83	2,850.00	-2,641.17	7.3%
6610 · Building Maintenance	7,071.05	25,460.00	-18,388.95	27.8%
6620 · Equipment Service Contracts	0.00	3,500.00	-3,500.00	0.0%
6640 · Equipment Rent	14,349.69	34,000.00	-19,650.31	42.2%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	6,403.36	23,025.00	-16,621.64	27.8%
6800 · Bank Service Charges	610.45	1,920.00	-1,309.55	31.8%
6810 · Web Site/Internet	16,026.77	43,553.00	-27,526.23	36.8%
Total Expense	2,440,695.09	7,560,901.00	-5,120,205.91	32.3%
Net Ordinary Income	3,679,372.20	-1,839,028.00	5,518,400.20	-200.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/21

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,591.14	6,000.00	-408.86	93.2%
Total 3100 · Sale of Merchandise	5,591.14	6,000.00	-408.86	93.2%
Total 9910 · Transfer from Merchandise Sales	5,591.14	6,000.00	-408.86	93.2%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	24,000.00	25,000.00	-1,000.00	96.0%
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	29,591.14	2,203,398.00	-2,173,806.86	1.3%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	71,900.00	-71,900.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	73,900.00	-73,900.00	0.0%
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,824.84	4,200.00	-1,375.16	67.3%
68001 · Credit Card Charges	419.07	790.00	-370.93	53.0%
Total 9930 · Transfer to Merchandise	3,243.91	4,990.00	-1,746.09	65.0%
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Expense	288,723.91	364,370.00	-75,646.09	79.2%
Net Other Income	-259,132.77	1,839,028.00	-2,098,160.77	-14.1%
Net Income	<u>3,420,239.43</u>	<u>0.00</u>	<u>3,420,239.43</u>	<u>100.0%</u>

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 12/31/21

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	36.40	25.00	11.40	145.6%
Total Income	<u>36.40</u>	<u>25.00</u>	<u>11.40</u>	<u>145.6%</u>
Gross Profit	<u>36.40</u>	<u>25.00</u>	<u>11.40</u>	<u>145.6%</u>
Net Ordinary Income	<u>36.40</u>	<u>25.00</u>	<u>11.40</u>	<u>145.6%</u>
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	<u>24,000.00</u>	<u>25,000.00</u>	<u>-1,000.00</u>	<u>96.0%</u>
Total Other Income	<u>24,000.00</u>	<u>25,000.00</u>	<u>-1,000.00</u>	<u>96.0%</u>
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	71,900.00	-71,900.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	<u>0.00</u>	<u>73,900.00</u>	<u>-73,900.00</u>	<u>0.0%</u>
Total Other Expense	<u>0.00</u>	<u>73,900.00</u>	<u>-73,900.00</u>	<u>0.0%</u>
Net Other Income	<u>24,000.00</u>	<u>-48,900.00</u>	<u>72,900.00</u>	<u>-49.1%</u>
Net Income	<u><u>24,036.40</u></u>	<u><u>-48,875.00</u></u>	<u><u>72,911.40</u></u>	<u><u>-49.2%</u></u>

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 12/31/21

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	99.77	125.00	-25.23	79.8%
Total Income	99.77	125.00	-25.23	79.8%
Gross Profit	99.77	125.00	-25.23	79.8%
Net Ordinary Income	99.77	125.00	-25.23	79.8%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,591.14	6,000.00	-408.86	93.2%
Total 3100 · Sale of Merchandise	5,591.14	6,000.00	-408.86	93.2%
Total 9910 · Transfer from Merchandise Sales	5,591.14	6,000.00	-408.86	93.2%
Total Other Income	5,591.14	6,000.00	-408.86	93.2%
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,824.84	4,200.00	-1,375.16	67.3%
68001 · Credit Card Charges	419.07	790.00	-370.93	53.0%
Total 9930 · Transfer to Merchandise	3,243.91	4,990.00	-1,746.09	65.0%
Total Other Expense	3,243.91	4,990.00	-1,746.09	65.0%
Net Other Income	2,347.23	1,010.00	1,337.23	232.4%
Net Income	2,447.00	1,135.00	1,312.00	215.6%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July through December 2021

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,441,272.72	1,274,629.00	166,643.72	113.1%
3040 · Meals Tax	576,717.71	582,278.00	-5,560.29	99.0%
3210 · Interest	1,850.11	23,000.00	-21,149.89	8.0%
Total Income	2,019,840.54	1,879,907.00	139,933.54	107.4%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	22,025.00	2,989,839.00	-2,967,814.00	0.7%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
Total 4000 · Long - Term Projects	41,465.00	3,881,009.00	-3,839,544.00	1.1%
4100 · Short-Term Projects				
4646 · Town of KH - KH Park Trail Conn	47,592.00	47,592.00	0.00	100.0%
4648 · TIG - DCAC - Courtyard	90,950.00	90,950.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	221,885.00	371,885.00	-150,000.00	59.7%
4654 · TIG -Hatteras District-Pathways	342,640.00	342,640.00	0.00	100.0%
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%
4658 · TIG - NC Coast Fed - Baum Boat	36,615.29	40,000.00	-3,384.71	91.5%
4999 · Unappropriated Funds	0.00	765,648.00	-765,648.00	0.0%
5140 · Audit	0.00	3,750.00	-3,750.00	0.0%
5160 · Fireworks	58,088.00	134,669.00	-76,581.00	43.1%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	801,970.29	2,194,900.00	-1,392,929.71	36.5%
Total Expense	843,435.29	6,075,909.00	-5,232,473.71	13.9%
Net Ordinary Income	1,176,405.25	-4,196,002.00	5,372,407.25	-28.0%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
Total Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Income	1,176,405.25	0.00	1,176,405.25	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2019-2021

	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Estimated Balance FY21-22
Short-term Projects									
OB Scenic Byway - Interpretive Plan	26,500		(26,500)		0				0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932		(487,932)		0				0
Town of KH - KH Park Trail Connection	47,592				47,592		(47,592)		0
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0
TIG - Dare Co Arts Council - Courtyard	90,950				90,950		(90,950)		0
TIG - Frisco Native American - Handicapp Access	25,750		(25,750)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	55,618		(55,618)		0				0
TIG - Town of Manteo - Manteo Common	221,885				221,885		(221,885)		0
TIG - Manteo - Town Common Phase II	0	150,000	0		150,000				150,000
TIG - Hatteras Tax District - Pathway	0	342,640	0		342,640		(342,640)		0
TIG - KDH - Meekins Field	0	200,000	0		200,000				200,000
TIG - NH - Admiral Street	0	40,000	(40,000)		0				0
TIG - NH - Skate Park	0	30,000	0		30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	0	40,000	0		40,000		(36,615)	(3,385)	(0)
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0
Fireworks	55,000	0	(12,831)	37,500	79,669		(58,088)	55,000	76,581
Audit	0		(2,625)	2,625	0			3,750	3,750
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(4,200)		15,760
Unappropriated Funds	188,782	738,480		(639,764)	287,498	719,611		(55,365)	951,743
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	719,611	(801,970)	0	1,575,640
Long Term Projects									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,574,775	(22,025)		3,442,423
Natural Historical Cultural	0	0	0	0	0				0
Green Space/Open Space (GOSPL)	0	0	0	0	0				0
Infrastructure (capped)	461,170		0	0	461,170				461,170
L-T Unappropriated Funds	500,000	100,000	-70,000	(200,000)	330,000	100,000	(19,440)		410,560
TOTAL LONG TERM COMMITMENTS UNPAID	1,224,214	1,726,629	(70,000)	(200,000)	2,680,843	1,674,775	(41,465)	0	4,314,153
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	2,394,386	(843,435)	0	5,889,793
Cash on Hand 12/31/21							#	Checking Savings	1,874,432 3,713,147
Total Cash on Hand									5,587,579
25% of Occupancy & Meals Income per Budget									
January									35,531
February									35,063
March									33,584
April									50,368
May									89,784
June									130,216
									374,545
Unappropriated Balances									72,330
Transfer from General Fund						2,392,535 *			
30% Short-term						717,761			
Short-term Interest						1,850			
						719,611			
70% Long-term							1,674,775		
Long-term Interest							0		
							1,674,775 *		

*Estimate Based on Actual through November and Budgeted Figures

Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July through December 2021

	Jul - Dec 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income	1,000.00	1,000.00	0.00	100.0%
3205 · Reservation fee	7,490.00	12,800.00	-5,310.00	58.5%
3200 · Site Rental Income - Other				
Total 3200 · Site Rental Income	8,490.00	13,800.00	-5,310.00	61.5%
3210 · Interest Income	183.15	200.00	-16.85	91.6%
3250 · Lease Income	22,914.00	45,600.00	-22,686.00	50.3%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	31,587.15	124,600.00	-93,012.85	25.4%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	22,257.50	55,000.00	-32,742.50	40.5%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	15,213.66	56,375.00	-41,161.34	27.0%
6610 · Repairs & Maintenance	93,799.73	220,085.00	-126,285.27	42.6%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	139,825.39	410,280.00	-270,454.61	34.1%
Net Ordinary Income	-108,238.24	-285,680.00	177,441.76	37.9%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Income	285,680.00	285,680.00	0.00	100.0%
Net Other Income	285,680.00	285,680.00	0.00	100.0%
Net Income	177,441.76	0.00	177,441.76	100.0%

DARE COUNTY TOURISM BOARD

31-Dec-21

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	TOTAL
GENERAL FUND	1,289,993	508,847	753,846	4,007,444	2,344,506	750,000	1,016,035	2,008,119	12,678,790
RESTRICTED FUND	1,874,432	444,749			1,000,361	1,000,851	767,186	500,000	5,587,579
TRAVEL GUIDE	93,397								93,397
MERCHANDISE SALES	162,668								162,668
EVENT SITE FUND	500,340								500,340
TOTAL	3,920,830	953,596	753,846	4,007,444	3,344,867	1,750,851	1,783,221	2,508,119	19,022,774
TOTAL % EACH BANK	50.88%	5.01%	3.96%		17.58%		9.37%	13.18%	100.00%
INTEREST RATES	0.15%	0.01%	0.01%	0.15%	0.19%	0.21%	.25% & .20%	.17% on 2	
TOTAL CHECKING & CD'S	19,022,774								
60% ALLOWED IN ANY BANK	11,413,664								
25% ALLOWED IN ANY ONE INV	4,755,693								
60% General Fund Reserved Balance is \$4,351,493.									
100% Restricted Fund Balance Restricted by House Bill 225				\$5,587,579					

Marketing Dashboard

thru DECEMBER 2021

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	19,429	16,191	3,238	20%
Completed Video Views	10,347,280	7,389,544	2,957,736	40%
Total Visits to Website	1,996,628	1,394,449	602,179	43%
Online Communities				
Email Subscribers	321,710	271,161	50,549	19%
Facebook	715,507	750,580	-35,073	-5%
Twitter	41,720	41,100	620	2%
Instagram	123,074	107,000	16,074	15%
Pinterest	<u>22,200</u>	<u>20,824</u>	<u>1,376</u>	<u>7%</u>
Online Communities Subtotal	1,224,211	1,190,665	33,546	3%

Devices DECEMBER 2021

Mobile	60%
Desktop	36%
Tablet	4%



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CAMPAIGN SUMMARY

CONSIDERATIONS

- FY21-22 Spring-Summer campaign launched in late December across the HYTD, Sojern, Jun Group, Pandora and Teads.
- Website performance exceeded YOY benchmarks in December for the fifth month in a row including website traffic and conversions.
- Active media for November includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).
- Overall website traffic continues to exceed the previous year's benchmark (+67%).

Overview of below sections:

- December 2021 Overview reviews YOY change (v. December 2020) while Fiscal Year Overview reviews YOY change from FY20-21 (July - December 2020).
- Charts below are either "Month Of" (December data) or "Trending" (variable timeframe).

DECEMBER 2021 OVERVIEW

- Paid media activity continued in December with the launch of the Spring-Summer campaign and Continuity OTA, SEM, newsletter email, workflow email and native remarketing efforts which have continued since their launch at the start of the fiscal year.
- High levels of interest in the Outer Banks occurred in December as website sessions and conversions increased YOY (50%+ increases across both).
- Increased levels of interest in the Outer Banks continued this month as we head into the final months of the year - website traffic and conversions exceeded the previous year's totals (compared to December 2020).
- Email sends continue to pace ahead YOY as users sign up for the consumer marketing email list and workflows continue to garner new interest in things to do in the Outer Banks.

Note: All comparisons shown are to December 2020.

Paid Impressions

4,712,733

(Custom Range: 7,008,999)
▼ -32.76% (-2,296,266)

Website Sessions

198,869

(Custom Range: 118,395)
▲ 67.97% (80,474)

Email Sends

252,369

(Custom Range: 228,941)
▲ 10.23% (23,428)

Paid Video Views

906,760

(Custom Range: 2,926,480)
▼ -69.02% (-2,019,720)

Website Conversions (All)

18,029

(Custom Range: 11,821)
▲ 52.52% (6,208)

Lodging & Restaurant Listings Conversions

11,624

(Custom Range: 6,653)
▲ 74.72% (4,971)

FISCAL YEAR OVERVIEW

- FY21-22 Spring-Summer campaign launched in December assisting in paid impressions and video views continuing to pace ahead of FY20-21 for the fiscal year to date.
- Similar to previous months of the fiscal year, website sessions and conversions are pacing ahead of the previous fiscal year by more than a 30% increase (Continuity efforts and a larger percentage of the budget going to Fall could have contributed to this YOY increase).
- Overall website sessions increased from the previous month alongside the launch of the Spring-Summer campaign.
- The majority of landing pages received an increase in page views from November, with Vacation Rentals and Travel Guide landing pages delivering the most significant increases.
- Email sends from July-December are down YOY due to the FY20-21 co-op email blasts from July and August being sent to the larger email contact list.
- Total email activity for standard consumer marketing and workflows continues to grow YOY.

Paid Impressions

50,772,853

(Custom Range: 38,678,823)
+ 31.27% (12,094,030)

Website Sessions

1,996,640

(Custom Range: 1,366,860)
+ 46.07% (629,780)

Email Sends

1,683,933

(Custom Range: 1,811,204)
- 7.03% (-127,271)

Paid Video Views

10,347,280

(Custom Range: 7,389,544)
+ 40.03% (2,957,736)

Website Conversions (All)

226,975

(Custom Range: 171,545)
+ 32.31% (55,430)

Lodging & Restaurant Listings Conversions

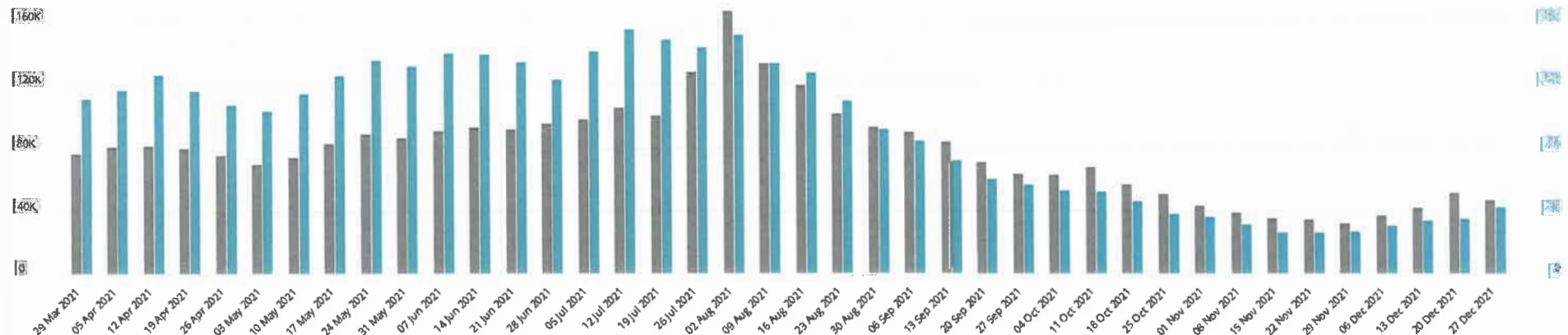
128,762

(Custom Range: 101,439)
+ 26.94% (27,323)

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



EMAIL MARKETING INSIGHTS

- 251K emails received the December Newsletter to remaining Advanced Auto Parts and Consumer Marketing contact lists.
- Throughout 2021, over 257K emails were sent across the Foodie, Active Vacationer, Art, History & Culture, Family, Fishing and Camping/RV workflows.
- Art, History and Culture, Foodie and Family workflows delivered the strongest open rate performance - Camping/RV, Family and Fishing workflows delivered the strongest CTR performance in December.
- Starting in January 2022, workflows will begin to refresh as we start the second half of the fiscal year - data and details will be included in next month's dashboard.

Email Messages Sent - Performance by Message - Month Of

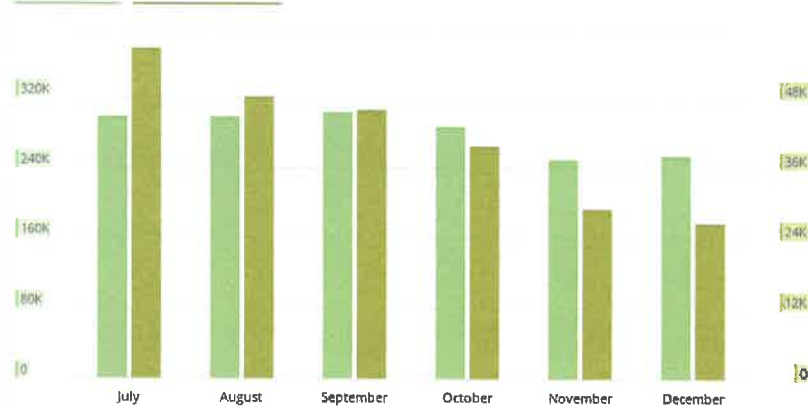
Message Send Name	Sends ↓	Opens	Open Rate	Clicks	CTR (Opens)
december 2021 obx email	251,252	26,275	10.48 %	3,471	13.21 %
art, history and culture workflow 2.0	295	87	29.59 %	34	39.08 %
foodie workflow 2.0	254	74	29.37 %	29	39.19 %
family workflow 2.0	208	62	29.81 %	33	53.23 %
active vacationer workflow 2.0	162	39	24.07 %	12	30.77 %
fishing workflow 2.0	124	28	22.58 %	12	42.86 %
camping/rv workflow 2.0	74	14	18.92 %	9	64.29 %
Total	252,369	26,579	10.55 %	3,600	13.54 %

1 - 7 of 7 items

← →

Email Sends v. Opens - Trending

Message Sends Message Total Opens



Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	Visits ↓	Visitor Bounce Rate
/the-outer-banks-nc/welcome/	1,230	1,074	0.19 %
/places-to-stay/oceanfront/	883	659	44.61 %
/plan-your-trip/	771	586	26.79 %
/	483	384	57.55 %
/plan-your-trip/beaches/	378	305	53.11 %
/event/winterlights-presented-...	389	303	51.49 %
/blog/post/	546	279	45.88 %
/plan-your-trip/travel-guide/	692	272	32.72 %
/events/holiday-events/	324	238	65.97 %
/plan-your-trip/webcams/	218	143	79.02 %
/event/manteo-new-years-eve-...	170	113	43.36 %
Total	7,446	4,699	37.11 %

1 - 25 of 25 items

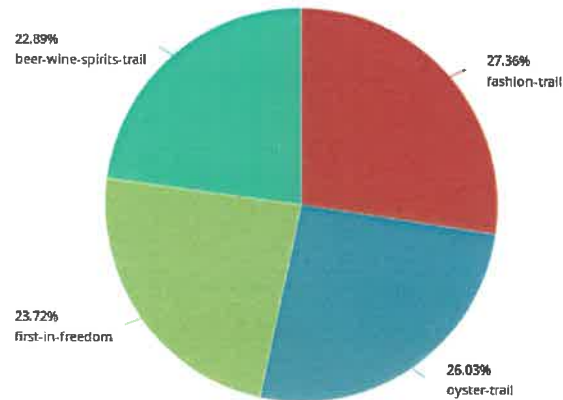
← →

PAID PERFORMANCE

- FY21-2 Spring-Summer campaign launched in the second half of December driving 2.7 million impressions and 16K clicks through the end of the month.
- Native Remarketing efforts continued in December with content supporting a variety of trails within the Outer Banks including the African American Experience, Fashion, Oyster and Beer, Wine and Spirits Trails - Native remarketing efforts will continue into January as part of the Spring-Summer portion of Continuity.
- All Native Remarketing efforts delivered similar performances - Oyster Trail placement delivered a minimally stronger CTR performance.
- Continuity efforts, particularly efforts running on VRBO have consistently delivered some of the highest CTR performances throughout the first half of the fiscal year.
- Spring-Summer efforts running across JunGroup, Pandora and Teads all delivered strong CTR performances in the first few days of the campaign.

Native Article Promotions - Month Of Delivery

Impressions



Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	Clicks	# CTR	# CPC	# Media Spend
fashion-trail	98,139	122	0.12 %	\$5.52	\$673
oyster-trail	93,389	126	0.13 %	\$5.14	\$647
first-in-freedom	85,103	107	0.13 %	\$5.51	\$590
beer-wine-spirits-trail	82,114	87	0.11 %	\$5.97	\$520
Total	358,745	442	0.12 %	\$5.50	\$2,430

1 - 4 of 4 items

← →

Native Article Promotion Performance - Website Analytics - Month Of

Web Analytics Page Path	# Visits ↓	# Visitor Bounce Rate	# Time On Site Avg.
/	743	84.52 %	39
/blog/post/	362	74.86 %	40
Total	1,105	81.36 %	40

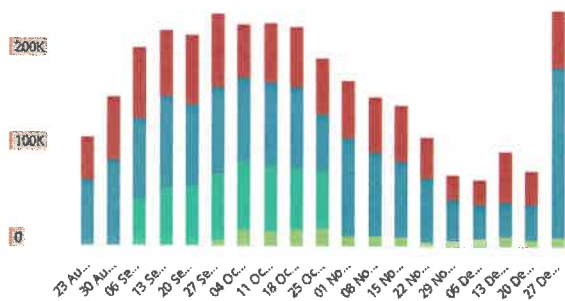
1 - 2 of 2 items

← →

OTA Delivery - Weekly Trending

Impressions

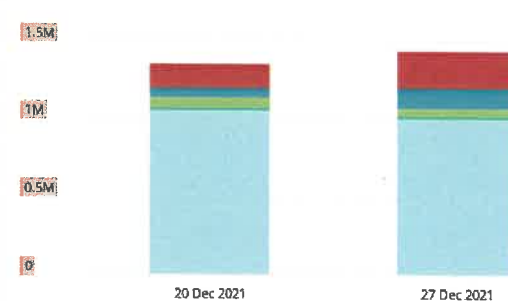
Expedia Hotels.com TripAdvisor VRBO



Spring-Summer Campaign Delivery - Weekly Trending

Impressions

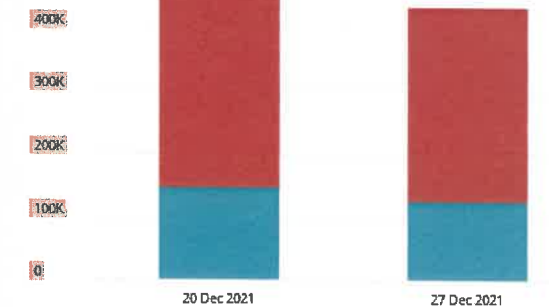
HY Trade Desk Jun Group Pandora Sojern Teads



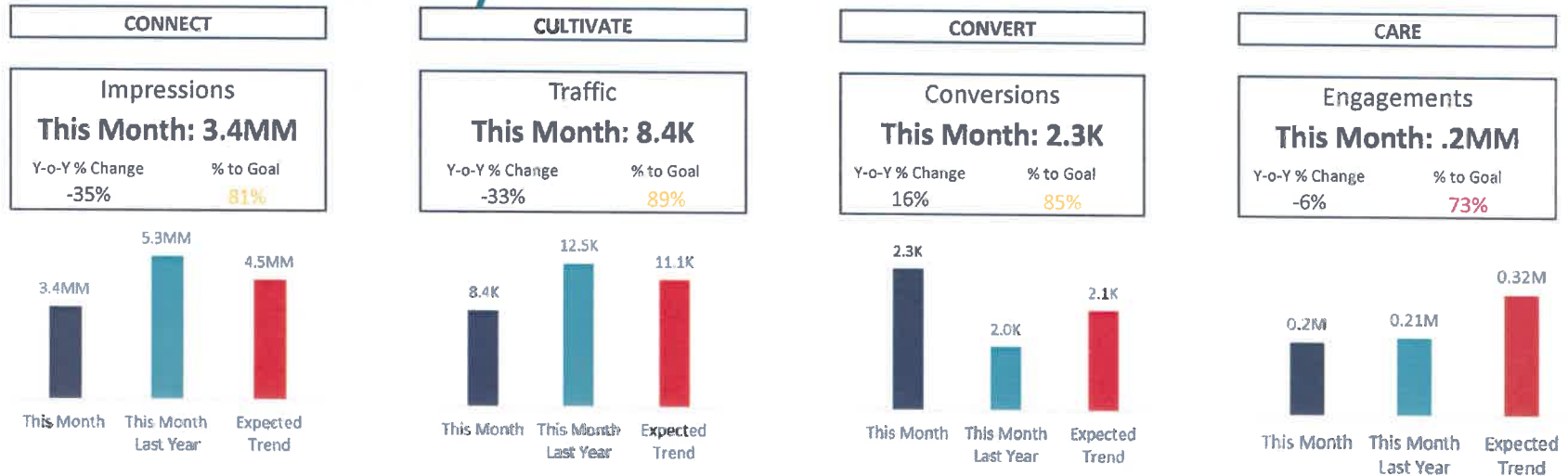
Spring-Summer Video Delivery - Weekly Trending

Impressions

CTV Video



Executive Summary



Monthly Highlights:

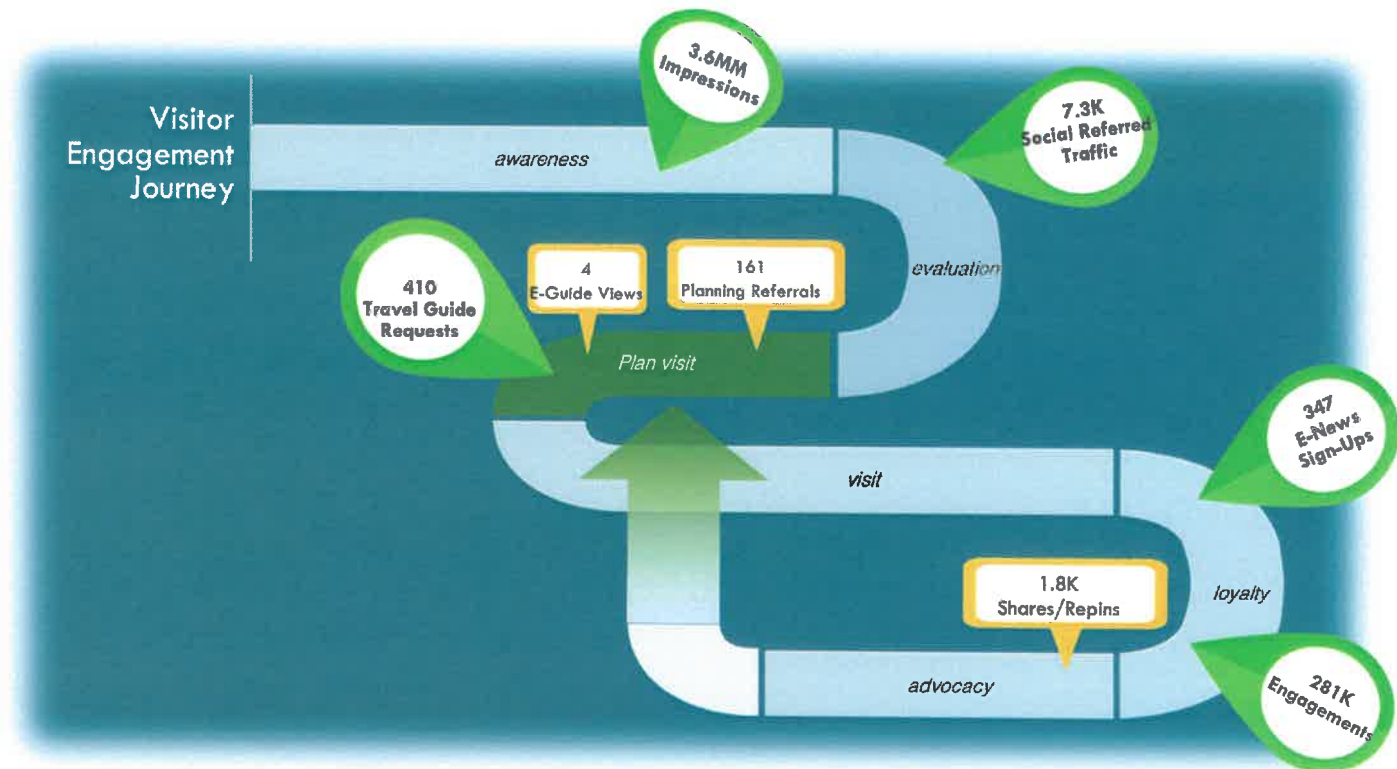
- By leveraging additional optimization tactics, such as dynamic ads, conversions were more-efficient this month, resulting in a trend to goal of 85% (up from 80% last month). Preliminary results show January conversion costs performing at under \$1 (below the \$2 target).
- Facebook experienced an overall increase in costs associated with holiday ad buying competition throughout Q4 (experienced by Ignite's clients as well as verified by Ignite's Facebook representative who confirmed that buyers on the platform in general experienced higher costs which are expected to drop in the new year), resulting in overall below-trend performance. As costs decrease in the new year, and budget increases to promote Travel Guide conversions in January and February, performance to goal is expected to trend upwards.

Recommendations/Next Steps:

- Continue to leverage aerial & drone photography as well as Instagram image galleries as those imagery formats tend to resonate well with the audience.
- Test additional grid content as well as vibrant colors to help fans find an escape from the dark, drab winter scenes they are likely seeing from outside their windows.
- Continue to develop video assets when available to increase engagements and revisit ad buying objective allocation once conversions are performing to trend in order to boost engagements and impressions.

Visitor Journey

The Outer Banks
OF NORTH CAROLINA



Visitation Figures at Key Sites

2017-2021

Aquarium	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	7,701	6,211	5,449	6,630	7,125
February	5,726	5,503	6,341	7,174	6,971
March	14,187	16,156	14,677	closed	14,701
April	29,604	27,082	30,661	closed / C19	27,548
May	31,766	30,798	28,105	closed / C19	37,345
June	49,553	51,932	47,393	closed / C19	57,052
July	53,524	64,701	54,351	closed / C19	55,417
August	49,581	50,009	52,192	closed / C19	48,293
September	29,501	19,469	19,788	14,619	31,026
October	16,456	15,057	16,088	15,465	18,880
November	10,286	9,824	9,110	7,586	11,339
December	8,491	6,612	6,708	6,358	8,064
YTD	306,376	303,354	290,863	57,832	323,761
TOTAL	306,376	303,354	290,863	57,832	323,761

Bodie Island Lighthouse Climbers	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	1,133	1,617	2,035	closed / C19	0
May	4,570	2,959	5,009	closed / C19	2,799
June	5,287	5,006	5,355	closed / C19	4,330
July	5,009	5,428	4,458	closed / C19	3,854
August	5,025	5,390	5,201	closed / C19	3,802
September	4,454	3,464	3,644	closed / C19	3,799
October	1,326	1,251	2,264	closed / C19	7,621
November	closed	closed	closed	closed	closed
December	closed	closed	closed	closed	closed
YTD	26,804	25,115	27,966	0	26,205
TOTAL	26,804	25,115	27,966	0	26,205

Cape Hatteras N.S.	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	60,060	60,934	72,767	81,816	86,991
February	56,203	76,818	72,796	76,105	78,269
March	121,172	179,199	135,597	109,749	169,278
April	196,460	175,377	205,590	66,422	254,366
May	218,542	248,423	263,356	208,837	316,898
June	359,142	389,722	384,260	399,364	447,760
July	390,609	405,038	438,846	451,849	491,061
August	335,902	387,698	398,662	387,379	427,384
September	277,372	250,105	243,139	345,249	390,994
October	199,300	201,269	188,710	259,618	274,997
November	140,625	135,634	122,516	167,925	161,115
December	78,316	80,171	81,393	91,064	n/a
YTD	2,355,387	2,510,217	2,526,239	2,554,313	3,099,113
TOTAL	2,433,703	2,590,388	2,607,632	2,645,377	3,099,113

Cape Hatteras Lighthouse Climbers	2017	2018	2019	2020	2021
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	4,416	5,249	7,052	closed / C19	<i>closed for renovations</i>
May	13,896	13,233	14,215	closed / C19	
June	22,064	22,133	21,203	closed / C19	
July	22,858	21,294	24,552	closed / C19	
August	16,903	22,901	20,615	closed / C19	
September	10,194	8,435	7,218	closed / C19	
October	3,740	2,887	3,838	closed / C19	
November	closed	closed	closed	closed	
December	closed	closed	133	closed	
YTD	0	0	0	0	0
TOTAL	94,071	96,132	98,826	0	0

Cape Hatteras VC	2017	2018	2019	2020	2021
January	8,254	6,977	8,529	8,402	9,260
February	10,395	9,563	7,995	9,509	10,541
March	17,137	16,975	18,233	9,325	28,472
April	42,954	36,966	42,730	closed / C19	47,836
May	50,134	48,438	49,270	closed / C20	51,770
June	64,638	61,704	60,647	48,033	60,008
July	76,737	59,481	68,815	3,183	57,051
August	58,015	55,458	57,358	57,358	52,315
September	48,727	32,289	33,507	2,727	51,699
October	38,578	35,359	39,936	2,179	45,281
November	21,090	17,890	16,802	1,130	21,308
December	10,155	6,612	7,427	656	13,325
YTD	446,814	387,712	411,249	142,502	448,866
TOTAL	446,814	387,712	411,249	142,502	448,866

Fort Raleigh	2017	2018	2019	2020	2021
January	5,891	3,743	5,230	5,565	4,447
February	4,428	5,972	5,324	5,948	3,340
March	7,517	11,579	9,369	6,550	14,752
April	14,336	15,943	17,688	5,933	24,338
May	35,539	37,807	31,409	6,544	38,667
June	52,355	49,057	48,014	17,432	56,080
July	55,858	48,039	43,000	24,681	51,192
August	41,092	42,799	37,729	20,427	34,891
September	23,778	14,071	18,817	19,826	24,048
October	17,949	18,260	15,208	19,779	18,827
November	9,950	9,044	9,860	11,524	12,973
December	6,288	4,685	6,491	9,310	10,004
YTD	274,981	260,999	248,139	153,519	293,559
TOTAL	274,981	260,999	248,139	153,519	293,559

Visitation Figures at Key Sites

2017-2021

Hatteras Ferry-Vec.	2017	2018	2019	2020	2021
January	5,955	4,127	6,080	7,223	9,240
February	6,594	6,260	5,873	6,643	6,886
March	10,239	8,989	9,895	6,844	13,487
April	22,138	19,012	20,157	3,107	26,365
May	29,308	28,631	29,121	10,954	29,562
June	28,582	34,490	32,773	26,046	33,664
July	36,312	36,433	37,277	31,315	33,370
August	28,810	35,337	33,009	25,138	30,832
September	23,214	12,471	normal	23,255	25,694
October	23,210	20,723	operations	24,150	22,579
November	12,565	10,445	suspended	12,687	11,993
December	7,175	7,523	6,377	8,072	n/a
YTD	226,927	216,918	174,185	177,362	243,672
TOTAL	234,102	224,441	180,562	185,434	243,672

Hatteras Ferry-Passn.	2017	2018	2019	2020	2021
January	10,750	7,179	10,908	12,123	15,779
February	11,728	10,838	9,864	10,862	11,302
March	20,658	18,149	19,534	11,238	27,486
April	55,059	42,282	46,601	3,901	60,168
May	69,727	67,773	69,880	22,164	69,279
June	77,462	91,798	89,989	64,847	87,680
July	105,323	84,989	102,724	78,949	87,937
August	78,272	65,045	89,544	62,060	79,811
September	57,271	29,756	normal	54,567	60,598
October	50,449	46,085	operations	53,815	50,149
November	26,228	20,695	suspended	26,716	24,025
December	13,748	12,173	10,972	15,465	n/a
YTD	562,927	484,589	439,044	401,242	574,214
TOTAL	576,675	496,762	450,016	416,707	574,214

PASSENGER FERRY			2019	2020	2021
May			2,487	closed / C19	not in service
June	Passenger Ferry Service		8,474	closed / C19	2,153
July	began May 20, 2019		10,023	3,865	7,380
August			6,738	2,517	6,069
September			377	977	986
YTD			28,099	7,359	16,588
TOTAL			28,099	7,359	16,588

Visitation Figures at Key Sites

2017-2021

Jennette's Pier	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	1,967	1,580	2,841	2,347	2,185
February	3,414	3,013	2,034	2,665	1,539
March	5,157	6,922	6,836	2,057	5,588
April	17,963	13,995	18,388	closed / C19	13,738
May	18,822	18,836	21,904	closed / C19	19,804
June	28,433	29,537	28,646	17,971	29,200
July	31,450	31,231	30,264	24,395	29,536
August	28,395	28,879	27,835	20,186	24,219
September	20,620	16,193	17,084	19,481	21,257
October	14,583	13,490	13,924	14,695	16,355
November	6,203	5,311	6,107	6,044	5,910
December	2,322	3,036	3,049	2,841	
YTD	177,007	168,987	175,863	109,841	169,331
TOTAL	179,329	172,023	178,912	112,682	169,331

Jockey's Ridge	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	26,570	25,715	43,643	46,599	63,060
February	41,357	45,675	41,002	41,353	48,592
March	65,276	97,124	91,709	77,429	143,487
April	150,576	160,319	185,915	36,610	219,486
May	131,816	173,037	207,310	142,408	239,429
June	207,263	237,981	278,919	310,144	263,639
July	294,779	259,985	301,325	370,796	223,242
August	251,802	199,731	261,821	286,440	202,013
September	170,669	116,082	116,675	246,985	184,791
October	105,023	85,864	106,212	181,676	123,665
November	77,242	52,261	64,446	114,783	70,231
December	37,881	37,334	51,261	78,753	52,163
YTD	1,522,373	1,453,774	1,698,977	1,855,223	1,833,798
TOTAL	1,560,254	1,491,108	1,750,238	1,933,976	1,833,798

The Lost Colony	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
May	2,508	2,682	1,065		1,304
June	15,850	13,779	13,245	2020	14,380
July	14,097	13,186	13,721	Season	14,678
August	8,915	10,300	9,260	Cancelled	6,034
YTD	41,370	39,947	37,291		36,396
Total	41,370	39,947	37,291		36,396

R.I. Festival Park	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	562
February	closed	closed	291	1751	702
March	5,840	7,259	5,613	n/a	2,416
April	10,389	11,169	11,462	closed / C19	6,849
May	10,051	10,878	12,575	closed / C19	6,742
June	13,497	14,906	11,385	4,141	10,550
July	12,957	13,808	15,399	6,256	15,037
August	11,028	10,594	9,217	4,753	9,645
September	6,793	4,382	4,728	5,067	6,869
October	14,668	11,752	6,910	5,431	12,593
November	3,152	2,539	3,642	2,946	3,878
December	3,749	2,182	2,056	1,802	
YTD	88,375	87,287	81,222	30,345	75,843
TOTAL	92,124	89,469	83,278	32,147	75,843

Wright Bros. N.M.	2017	2018	2019	2020	2021
January	8,440	4,123	1,277	8,213	10,949
February	10,246	8,100	7,318	9,054	7,995
March	19,586	21,600	22,091	9,953	27,307
April	44,419	35,919	44,568	1,183	51,280
May	45,991	43,123	48,488	12,909	57,065
June	56,891	53,965	57,921	34,545	67,723
July	69,566	62,346	68,666	44,768	72,772
August	64,161	57,973	63,836	42,229	63,953
September	34,135	24,829	27,828	42,019	45,575
October	31,855	27,771	30,051	38,649	40,145
November	17,585	16,587	16,697	20,608	22,251
December	10,512	3,797	11,394	13,833	15,177
YTD	413,387	360,133	400,135	277,963	482,192
TOTAL	413,387	360,133	400,135	277,963	482,192

Motorcoach Figures

Wright Bros. N.M.	2017	2018	2019	2020	2021
January	0	1	0	1	0
February	0	1	4	1	0
March	21	39	37	6	0
April	64	66	107	closed / C19	3
May	74	74	96	0	2
June	19	10	18	0	8
July	6	10	6	0	2
August	7	7	15	2	3
September	15	8	13	0	5
October	15	8	26	2	5
November	6	5	4	0	6
December	2	0	0	0	0
YTD	229	229	326	12	34
TOTAL	229	229	326	12	34

May 2021, RI Festival Park open Tues-Sat.

Jan 2021, RI Festival Park closed but submitted number of visitors using the grounds.

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 -May 16, 2020

Cape Hatteras Lighthouse hosts a December climb.

Hatteras-Ocracoke Ferry normal operations suspended September 5-December 2, 2019

Hurricane Dorian, 2019 September 3 (evacuations) to 12 (all areas open)

Government Shutdown 12/22/17- 18

Hurricane Florence/Evacuation, September 11-16, 2018

Jennette's Pier closed for a week in January 2018 due to weather

Virginia Dare Bridge repair work in Oct/Nov 17

Bluegrass Festival held in Oct 17 at RIFP

Tropical Storm Maria, September 2017

Hatteras Island Power Outage July 27-August 4

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

Jockey's Ridge State Park uses a car counter at park and pedestrian counter on US 158.

n/a not available

Aycock Brown	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	821	531	693	834	1,201
February	1,318	998	825	851	1,045
March	1,994	2,167	1,785	n/a	1,586
April	4,923	3,489	3,447	closed / C19	3,537
May	4,992	4,276	4,532	537	4,397
June	6,153	6,567	6,049	4,127	5,364
July	7,137	6,857	6,051	3,604	5,535
August	5,915	6,156	6,161	4,357	3,845
September	4,597	3,002	3,479	4,824	3,847
October	3,933	2,946	3,015	4,023	3,470
November	1,822	1,211	1,506	2,207	1,756
December	707	748	824	1,580	1,036
YTD	44,312	38,948	38,367	26,944	36,619
TOTAL	44,312	38,948	38,367	26,944	36,619

Sarah Owens	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	569	330	607	592	366
February	831	697	696	698	310
March	1,483	1,431	1,661	581	1,059
April	2,965	2,289	2,737	closed / C19	2,282
May	3,121	2,911	3,260	507	2,570
June	3,866	3,673	3,919	1,562	3,121
July	4,398	3,903	3,749	1,554	3,447
August	2,900	2,493	2,942	1,051	2,048
September	2,610	2,066	1,794	1,657	1,975
October	2,126	1,711	2,123	1,909	1,865
November	982	958	1,072	712	765
December	669	650	504	342	562
YTD	26,520	23,112	25,064	11,165	20,370
TOTAL	26,520	23,112	25,064	11,165	20,370

Hatteras Island Weather Station W.C.	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	188	209	207	82	65
April	406	382	411	closed / C19	181
May	563	520	596	16	227
June	605	579	504	88	222
July	528	593	548	139	246
August	405	553	632	73	209
September	389	267	261	113	229
October	434	350	346	180	271
November	160	149	130	102	81
December	closed	closed	closed	closed	closed
YTD	3,678	3,602	3,635	793	1,731
TOTAL	3,678	3,602	3,635	793	1,731

Whalebone W.C.	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	88
February	closed	closed	closed	closed	84
March	594	649	656	251	772
April	1,341	1,019	1,058	closed / C19	1,257
May	1,119	1,176	1,095	189	1,175
June	1,382	1,368	1,264	629	1,573
July	1,387	1,315	1,635	710	1,496
August	1,296	1,284	1,293	676	1,110
September	1,033	721	749	1,025	1,187
October	1,240	894	937	983	1,340
November	715	561	329	519	637
December	411	0	390	354	442
<i>YTD</i>	<i>10,518</i>	<i>8,987</i>	<i>9,406</i>	<i>5,336</i>	<i>11,161</i>
TOTAL	10,518	8,987	9,406	5,336	11,161

Aycock Brown open 9 to 4:30 in December

Weather Station WC open Wednesday to Sunday in 2021

Aycock Brown WC closed 7 days in March 2021 for repaving

Whalebone Welcome Center open Friday and Saturday in January/February 2021

Hatteras Island & Whalebone Welcome Centers closed Aug 2-4, 2020 for Hurricane Isaias

Aycock Brown Welcome Center closed March 17 and re-opened May 30, 2020

Hatteras Welcome Center closed March 15 and re-opened May 23, 2020

Sarah Owens Welcome Center closed March 17 and re-opened May 16, 2020

Whalebone Welcome Center closed March 17 and re-opened May 23, 2020

Whalebone Junction WC closed for 4 days in Oct and 10 in Nov while road was resurfaced

Welcome Center counts reflects number of people who were inside center

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – JANUARY 2022

Recent Trade Show Activity:

AENC (Association Executives of North Carolina) Annual Trade Show | December 8-9, 2021:

AENC is an organization of executive meeting planners in North Carolina. Bureau staff exhibited at this show to showcase the Outer Banks as a meeting, incentive and/or retreat destination. This is the only meeting planning show attended by the Bureau. The following industry partners participated with us in our booths: Hilton Garden Inn/Kitty Hawk and Sanderling Resort.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following in-person trade shows:

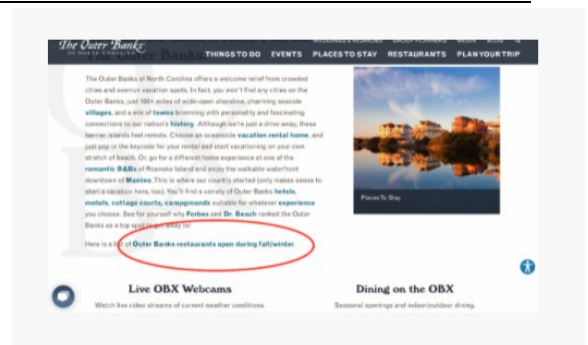
- February 13 – 15, 2022: **Southeast Tourism Society's Domestic Showcase, VA Beach, VA**
-

The Soundside Event Site:

Included you will find the 2022 Events Calendar for the Soundside Event Site for your review. Currently there are 9 events (with one rain date place holder) scheduled.

Restaurant Off-Season Hours:

The Bureau continues to update our Winter restaurant hours. This list can be found on the homepage or at the top of the www.outerbanks.org/restaurants. Please share with your front-line staff.



2022 Soundside Event Site Schedule		
Name of Event	Date of Event	Site Reserved
Outer Banks Bike Week	Thursday, April 20 - Sunday, April 23, 2022	Wednesday, April 19 - Sunday, April 23, 2022
OBX Rod and Custom Festival	Friday, May 6 and Saturday, May 7, 2022	Thursday, May 5 - Sunday, May 8, 2022
Dare2Care OBX Shred Fest	Saturday, May 21, 2022	Friday, May 20 - Monday, May 23, 2022
Soundside Fun Fair	Thursday, June 9 - Sunday, June 12, 2022	Tuesday, June 7 - Monday, June 13 2022
HIS Generation Concert	Wednesday, June 15, 2022	Tuesday, June 14 - Wednesday, June 16, 2022
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022
OBX Fall Bike Fest	Friday, September 23 - Saturday, September 24, 2022	Thursday, September 22 - Saturday, September 24, 2022
OBX Rod and Custom Festival (weather place holder)	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Monday, October 17, 2022
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022

THE OUTER BANKS PROJECT

PUBLIC RELATIONS REPORT: January 2022

BROADCAST

FOX Business | Jan 2022 - Real estate series “American Dream Home” on Fox Business contacted the OBVB PR team for assistance. The show episode was produced on Hatteras Island in January 2022 and will feature a couple looking for the perfect Outer Banks home. Air date TBD.

HGTV | Feb 2022 - Real estate series “Beachfront Bargain Hunt: Renovations” on HGTV contacted the OBVB PR team for February filming. The show episode will follow potential buyers as they tour properties within the OBX community for a modest budget dream waterfront home. Air date TBD.

WICKED TUNA: OUTER BANKS

UPDATE: The Outer Banks PR team has acquired official permission to use the Wicked Tuna Outer Banks logo for our related website content featuring the show boats and captain’s itineraries. Here is an example of our content partnership with the Nat Geo series. <https://bit.ly/3EDqlw0>

PRESS RELEASE

Nettles Appointed to NC Travel & Tourism Board | Jan 2022 - At its December meeting, the Economic Development Partnership of North Carolina (EDPNC) appointed Lee Nettles to serve as its representative on the NC Travel & Tourism Board of Directors. The North Carolina Travel & Tourism Board advocates the sound development of the travel and tourism industry in North Carolina. Created in 1991, the board advises the Secretary of Commerce on policy matters related to tourism promotion in North Carolina.

SOCIAL MEDIA - SPECIAL PROJECTS

Black Heritage Tourism | Feb 2022 - The Outer Banks Visitors Bureau partnered with content provider Caleb Owolabi of 30 to 300 Productions, LLC to produce a serial of social media videos highlighting Dare County’s vibrant African American heritage, promoting a stronger appreciation and visitation to Roanoke Island’s cultural sites. The content campaign will go live in February 2022.

Mountains-to-Sea Trail | Jan 2022 - The Outer Banks Visitors Bureau is partnering with a social media personality known as the “Trail Marshall” as he attempts one of the only winter crossings of the North Carolina Mountains-to-Sea Trail, arriving on the OBX in the coming weeks. Our social channels will check in as he closes in on the endpoint of Jockey’s Ridge. <https://bit.ly/33bgDDz>

EARNED MEDIA - IN DEVELOPMENT

SportsEvents Magazine | Feb 2022 - Staff had the opportunity to contribute an overview of the venues and opportunities in Dare County for sports associations and event planners in 2022. The roundup article in the sports planning periodical will publish next month.

THE OUTER BANKS PROJECT

Family RV'ing | Feb 2022 - The PR team is working with a journalist couple on assignment for a late February visit to the Outer Banks to develop a camping feature for the magazine with 143K circ.

Meetings Today Magazine | Mar 2022 - Aaron interviewed with an editor of the trade publication serving meeting planners for a story featuring recreational fishing in the next issue.

Country Magazine | Spring 2022 - Aaron interviewed with a writer working on a story that will feature Bodie Island as an Outer Banks focus. Country Magazine is part of the Trusted Media Brands, Inc. family of publications which includes Reader's Digest and Taste of Home, etc.

CONTENT PARTNERSHIPS

Julie Suman | Dec 19-23, 2021 - Staff worked with Julie on an in-market visit to publish an easy to read, how-to approach to birding the Outer Banks in the offseason with no prior experience. She has written two stories for our blog and promotional email program. I'll provide links next month.

Makepeaces | Jan 6-9, 2022 - Staff invited the Raleigh-based blogging family of Caz and Craig Makepeace to return to the OBX for a series of three offseason narratives, giving families in our drive markets ideas on how to stay busy or just chill out on the OBX in winter.

MARKETPLACES

International Media Marketplace (IMM) | Jan 26-27, 2022 - Hosted by the TravMedia industry networking platform, IMM is the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers for an exchange of what's new in our destinations with what trends the media is looking for to share with their audiences.

Nettles Appointed to North Carolina Travel & Tourism Board of Directors

Manteo, NC (January 6, 2022) – At its December meeting, the Economic Development Partnership of North Carolina (EDPNC) appointed Lee Nettles to serve as its representative on the NC Travel & Tourism Board of Directors. The North Carolina Travel & Tourism Board advocates the sound development of the travel and tourism industry in North Carolina. Created in 1991, the board advises the Secretary of Commerce on policy matters related to tourism promotion in North Carolina.

Nettles is currently in his 2nd term on the EDPNC Board. EDPNC proudly serves as North Carolina's economic development organization and is governed by an 18-member board of business and industry leaders from across the state.

Lee Nettles is the Executive Director of the Outer Banks Visitors Bureau, a role he has held since 2009. Dare County's Outer Banks ranks 4th in NC with \$1.4 billion in visitor spending. Dare County tourism employs nearly 12,000 people and provides more than \$3,200 in annual tax relief for each county resident.



About The Outer Banks

The Outer Banks Visitors Bureau is the lead marketing and promotional agency for The Outer Banks of North Carolina, funded by one percent of the occupancy tax and one percent of the prepared meals tax collected in Dare County. OuterBanks.org

Media Contact

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Benjamin Cahoon
Mayor

Michael Siers
Mayor Pro Tem

Andy Garman
Town Manager



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M. Renée Cahoon
Commissioner

Kevin Brinkley
Commissioner

Bob Sanders
Commissioner

December 28, 2021

Outer Banks Visitors Bureau

Dear Diane,

This letter is to formally request a grant extension for Contract #RFTIG2021-05, Town of Nags Head Skate Park. The grant expires June 30, 2022. A grant extension of one year through June 30, 2023, is requested. Town staff has begun to collaborate on the proper execution of construction and design. Due to the nature of obtaining a quality custom structure that accommodates elements that are appropriate for a range of skill levels and user types, this specialty project requires a unique component of design, function, materials, placement, and construction. More time is requested in order to create a park our community will get the most use and enjoyment out of. In order to achieve a more integrated design, additional local and grant funds will be identified to use in leveraging collaborative partnerships to develop a more diverse recreational opportunity reflective of the value this facility has in our community, as recognized through the extensive feedback identifying this skate park as a preferred amenity within the Town.

The Town is appreciative of the grant award of \$30,000 towards this project in order to provide greater skate park accessibility for all ages and abilities. Please contact me with further questions or any other information I can provide. The Town of Nags Head would like to thank the Visitors Bureau for its partnership in reimagining the skate park, and for your consideration of **extending these grant funds to June 30, 2023.**

Best Regards,

Andy Garman

Town Manager

2022-1

**DARE COUNTY TOURISM BOARD RESOLUTION ADOPTING THE RECORDS
RETENTION AND DISPOSITION SCHEDULES FOR LOCAL GOVERNMENT
AGENCIES**

WHEREAS, the Dare County Tourism Board is a North Carolina Public Authority; and

WHEREAS, the North Carolina Department of Natural and Cultural Resources, Division of Archives and Records defines “Public Record” means any document, paper, letter, map, book, photograph, film, sound recording, magnetic or other tape, electronic data-processing record, artifact, or other documentary material, despite physical form or characteristics, made or received pursuant to law or ordinance in connection with the transaction of public business by any agency of North Carolina government or its subdivisions; and

WHEREAS, without a records retention program, public records can accumulate, causing the need for additional storage space, and without a schedule for disposal, valuable documents can be mistakenly discarded; and

WHEREAS, The Dare County Tourism Board currently uses the 2019 version of the Records Retention and Disposition Schedule; and

NOW, THEREFORE, BE IT RESOLVED THAT THE DARE COUNTY TOURISM BOARD

- 1) adopts the revised version of the Records Retention and Disposition Schedules General Records Schedule for Local Government Agencies, a copy of which are on file in the office of the Board Clerk; and
- 2) Deems the appropriate time to retain all records to be discarded “when Administrative value ends” as a period of no less than three (3) years; and
- 3) The Dare County Tourism Board will continue to follow schedules as they are revised and released by North Carolina Department of Natural and Cultural Resources, Division of Archives and Records, Government Records Section.

ADOPTED THIS 20th DAY OF JANUARY 2022 by support of the Dare County Tourism Board

DARE COUNTY TOURISM BOARD

Chair

ATTEST:

Secretary