

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, DECEMBER 17, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the November 19, 2020 Meeting
- V. Public Comments
- VI. Fiscal Year 2019-2020 Audit Presentation-Jonathan Dail, Johnson, Mizelle, Straub, & Murphy, LLP
- VII. Budget & Finance Report-Budget & Finance Committee Chair
  - 1.Fiscal Year 2020-2021 Budget Amendment
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, NOVEMBER 19, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Myra Ladd-Bone, Chair; Pat Weston, Treasurer; and Leo Holland.

**Via GoToMeeting:** Jeff Pruitt, Vice-Chair; Ervin Bateman, Assistant Treasurer; Webb Fuller, Secretary; Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Ivy Ingram, Karen Loopman-Davis and Jay Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Bobby Owens.

**STAFF:**

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

**OTHERS ATTENDING:**

**Via GoToMeeting:** Philip Ruckle, *The Coastland Times*; Katie Stone, Ralph Buxton, and Wally Overman.

In Person: John DeLucia, Albemarle Associates.

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:** Ms. Weston moved to approve the agenda. Second by Mr. Holland. There was no discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

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

**APPROVAL OF MINUTES:** Mr. Bateman moved to approve the meeting minutes from October 15, 2020 meeting. Second by Mr. Burdick. There was no discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

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

**APPROVAL OF MINUTES (continued):** Mr. Holland moved to amend the previously approved minutes from the May 21, 2020 meeting [a table in the minutes was missing rows]. Second by Ms. Weston. There was no discussion.

**Yes:** Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Pat Weston.  
**No:** None. The motion passed unanimously (12-0).

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

## **STEERING COMMITTEE REPORT:**

### ***Soundside Discussion:***

- The Board discussed if a combined Conditional Use Permit for the expanded property was necessary. John DeLucia encouraged the creation of a utilization plan for the expanded sites, even if a Conditional Use Permit was not pursued. Following discussion, the Board asked Legal Counsel to discuss the issue with Nags Head's Legal Counsel.
- Lee Nettles reviewed the letter from the Mayor of Nags Head regarding the previous work done towards purchasing Nags Head's ownership interest in the event site (on file), noting that the Board had shelved the plan at the beginning of the pandemic. The Board reached consensus to proceed with the plan and asked Legal Counsel to work with the town's attorney to reach an agreement for Board approval.

### ***Tourism Impact Grant Extension Request:***

- The Town of Duck requested a year extension for the fourth and final phase of pedestrian improvements in Duck Village. Mr. Holland moved to grant a year extension [June 30, 2022] to the Town of Duck. Second by Mr. Bateman. There was no discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

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

### ***Tourism Impact Grant Award Recommendations:***

Staff reviewed the following Tourism Impact Grant (TIG) requests and the amount of money budgeted versus the amount requested (a difference of \$627,486), noting that money from the Long-Term Unappropriated Fund could be transferred into the TIG line item to help fund the requests, and that the money moved would be repaid over time.

Mr. Burdick moved to transfer \$200,000 from Long Term Unappropriated Surplus into the TIG line item, and that the Long-Term Unappropriated Fund would be repaid over time. Second by Mr. Holland. There was no discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

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

***Tourism Impact Grant Award Recommendations (continued):***

Ms. Weston moved to approve the following awards as follows:

Organization	Project	Project Amount	<b>RECOMMENDED AWARD AMOUNT</b>	Organization to Match
Hatteras Community Center District	Hatteras Village Multi-Modal Pathway	\$1,005,360.00	\$342,640	At least 50%
Kill Devil Hills	Meekins Field Community Park	\$878,142.88	\$200,000	At least 50%
Manteo	Manteo Town Common, Phase II	\$480,000.00	\$150,000	At least 50%
Nags Head	Sidewalk at Admiral Street	\$40,000.00	\$40,000	Not required
Nags Head	Nags Head Skate Park	\$180,000.00	\$30,000	At least 25%
NC Coastal Federation	Environmental Improvements to Baum Bridge Boating Area	\$495,425.00	\$40,000	At least 25%
Outer Banks Gun Club	Range Improvements	\$12,864.00	\$12,000	Not required
<b>TOTAL RECOMMENDED AWARDS</b>			<b>\$814,640.00</b>	

Second by Mr. Burdick. There was no discussion.

**Yes:** Ervin Bateman, Doug Brindley, Chuck Burdick, Tim Cafferty, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Myra Ladd-Bone, Karen Loopman-Davis, Jeff Pruitt, and Pat Weston.

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

**BUDGET AND FINANCE REPORT:** Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 8.18% compared to 2019-2020 actual receipts.

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

- Occupancy receipt collections set both highest and lowest records
- Upcoming webinars
- New travel insert for 2020 (instead of a travel guide)



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

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

**BOARD MEMBER COMMENTS:** Mr. Holland wished everyone a happy Thanksgiving.

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, December 17, 2020 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 Chair adjourned the meeting at 10:17 a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board

## **DARE COUNTY TOURISM BOARD**

### **FINANCIAL STATEMENTS**

**For the fiscal year ended  
June 30, 2020**

#### **DARE COUNTY TOURISM BOARD OFFICERS**

**Myra Ladd-Bone, Chair  
Jeff Pruitt, Vice-Chair  
Webb Fuller, Secretary  
Patricia Weston, Treasurer  
Ervin Bateman, Assistant Treasurer**

#### **ADMINISTRATION & FINANCIAL STAFF**

**Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Cheryl Hannant, Assistant Finance Officer  
Amy Wood, Administrative Specialist/Clerk to Board**

**DARE COUNTY TOURISM BOARD**  
**Annual Financial Report**  
**For the Fiscal Year Ended June 30, 2020**

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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors  
Dare County Tourism Board  
Manteo, North Carolina 27954

**Report on the Financial Statements**

We have audited the accompanying financial statements of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Dare County Tourism Board, a component unit of Dare County, as of and for the year ended June 30, 2020, and the related notes to the financial statements, which collectively comprise the Board's basic financial statements as listed in the table of contents.

***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

***Auditor's Responsibility***

Our responsibility is to express opinions on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall financial statement presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinions.

MEMBERS OF AICPA AND NCACPA

### ***Opinions***

In our opinion, based on our audit, the financial statements referred to above present fairly, in all material respects, the respective financial position of the governmental activities, the business-type activities, each major fund, and the aggregate remaining fund information of the Dare County Tourism Board as of June 30, 2020, and the respective changes in financial position and cash flows thereof and the respective budgetary comparison for the general and special revenue funds for the year then ended in accordance with accounting principles generally accepted in the United States of America.

### ***Other Matters***

#### ***Required Supplementary Information***

Accounting principles generally accepted in the United States of America require that the Management's Discussion and Analysis on pages 4 through 14, and Other Post Employment Benefit's Schedule of Changes in the Total OPEB Liability and Related Ratios on page 46, the Local Government Employees' Retirement System's Schedules of the Proportionate Share of the Net Pension Liability (Asset) and Contributions on pages 44 and 45 be presented to supplement the basic financial statements. Such information, although not a required part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. We have applied certain limited procedures to the required supplementary information in accordance with auditing standards generally accepted in the United States of America, which consisted of inquiries of management about the methods of preparing the information and comparing the information for consistency with management's responses to our inquiries, the basic financial statements, and other knowledge we obtained during our audit of the basic financial statements. We do not express an opinion or provide any assurance on the information because the limited procedures do not provide us with sufficient evidence to express an opinion or provide any assurance.

#### ***Supplementary and Other Information***

Our audit was conducted for the purpose of forming opinions on the financial statements that collectively comprise the Dare County Tourism Board's basic financial statements. The introductory information, combining and individual nonmajor fund financial statements, budgetary schedules, and other schedules are presented for purposes of additional analysis and are not a required part of the basic financial statements.

The combining and individual nonmajor fund financial statements, budgetary schedules, and other schedules are the responsibility of management and were derived from and relates directly to the underlying accounting and other records used to prepare the

To the Board of Directors  
Dare County Tourism Board  
Page Three

basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the basic financial statements or to the basic financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the combining and individual nonmajor fund financial statements, budgetary schedules, and other schedules are fairly stated, in all material respects, in relation to the basic financial statements as a whole.

JOHNSON, MIZELLE, STRAUB, & MURPHY, LLP  
Certified Public Accountants

*Johnson, Mizelle, Straub & Murphy, LLP*

Kitty Hawk, North Carolina  
October 20, 2020

## **Management's Discussion and Analysis**

As management of The Outer Banks Visitors Bureau, we offer readers of The Dare County Tourism Board's financial statements this narrative overview and analysis of the financial activities of The Dare County Tourism Board for the fiscal year ended June 30, 2020. We encourage readers to read the information presented here in conjunction with additional information that we have furnished in the Board's financial statements, which follow this narrative.

### **Financial Highlights**

The assets and deferred outflows of resources of The Dare County Tourism Board exceeded its liabilities and deferred inflows of resources at the close of the fiscal year by \$30,498,513 (*net position*), which represents an increase of \$ 952,265 over the prior fiscal year.

As of the close of the current fiscal year, The Dare County Tourism Board's governmental funds reported combined ending fund balances of \$11,080,973 a decrease of \$2,511,698 in comparison with the prior year. Of this amount \$ 4,589,280 (41.4%) is restricted. The restricted amount includes \$ 3,053,072 that is to be used for services or programs needed due to the impact of tourism on the county.

At the end of the current fiscal year, unassigned fund balance for the General Fund was \$5,512,616 or 96.6 percent of total general fund expenditures for the fiscal year.

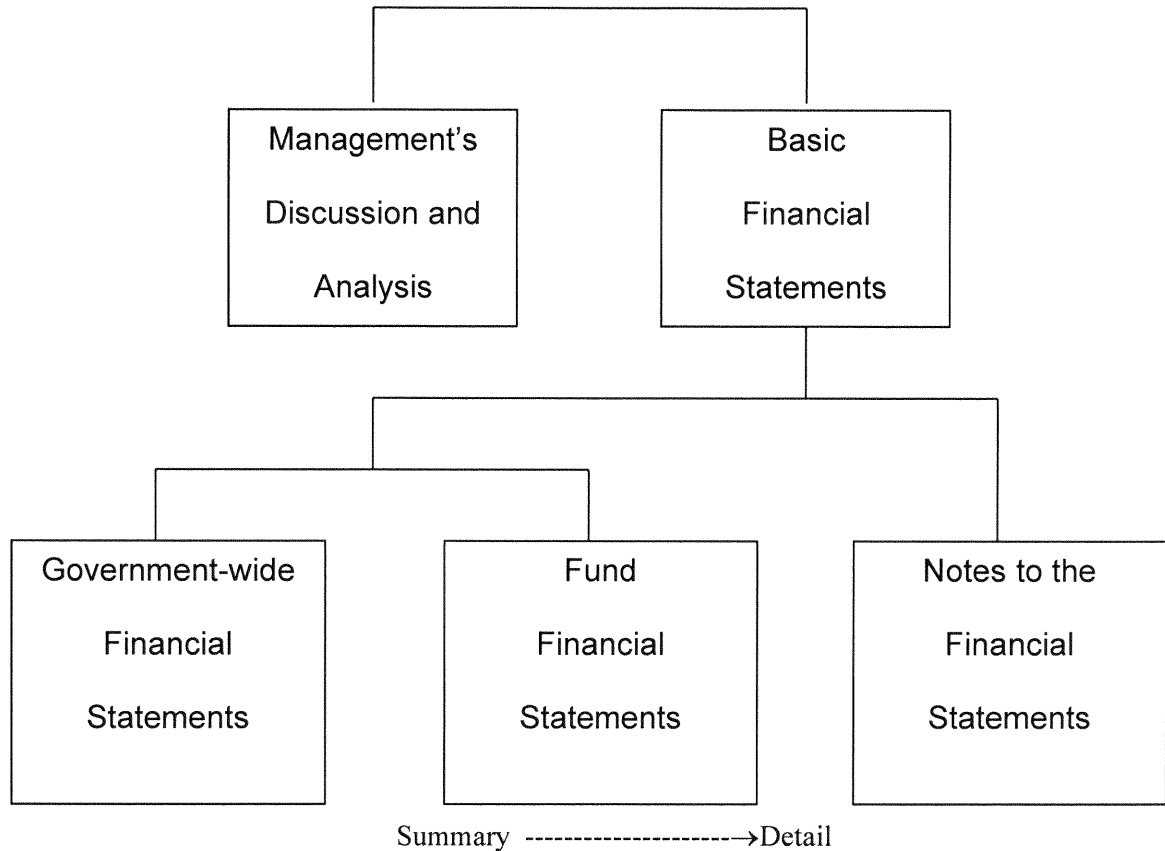
Occupancy and prepared food and beverage tax revenues, which is the primary funding source for the Board, decreased \$ 537,619 or 6.9% less than the prior year for a total amount collected of \$ 7,207,790.

### **Overview of the Financial Statements**

This discussion and analysis are intended to serve as an introduction to Dare County Tourism Board's basic financial statements. The Board's basic financial statements consist of three components; 1) government-wide financial statements, 2) fund financial statements, and 3) notes to the financial statements (see Figure 1). The basic financial statements present two different views of the Board through the use of government-wide statements and fund financial statements. In addition to the basic financial statements, this report contains other supplemental information that will enhance the reader's understanding of the financial condition of The Dare County Tourism Board.

## Required Components of Annual Financial Report

Figure 1



### Basic Financial Statements

The first two statements (Exhibits 1 and 2) in the basic financial statements are the **Government-wide Financial Statements**. They provide both short and long-term information about the Board's financial status.

The next statements (Exhibits 3 through 8) are **Fund Financial Statements**. These statements focus on the activities of the individual parts of the Board's government. These statements provide more detail than the government-wide statements. There are three parts to the Fund Financial Statements: 1) the governmental funds statements; 2) the budgetary comparison statements; and 3) the proprietary fund statements.

The next section of the basic financial statements is the **notes**. The notes to the financial statements explain in detail some of the data contained in those statements. After the notes, **supplemental information** is provided to show details about the Board's individual funds. Budgetary information required by the General Statutes also can be found in this part of the statements.



## **Government-wide Financial Statements**

The government-wide financial statements are designed to provide the reader with a broad overview of the Board's finances, similar in format to a financial statement of a private-sector business. The government-wide statements provide short and long-term information about the Board's financial status as a whole.

The two government-wide statements report the Board's net position and how they have changed. Net position is the difference between the Board's total assets and deferred outflows of resources and total liabilities and deferred inflows of resources. Measuring net position is one way to gauge the Board's financial condition.

The government-wide statements are divided into two categories: 1) governmental activities; and 2) business-type activities. The governmental activities include the Board's basic service which is to promote tourism in Dare County. Occupancy taxes and prepared food and beverage taxes finance most of these activities. The business-type activities are those that the Board charges for rental of the Outer Banks Event Site. The government-wide financial statements are on Exhibits 1 and 2 of this report.

## **Fund Financial Statements**

The fund financial statements (see Figure 2) provide a more detailed look at the Board's most significant activities. A fund is a grouping of related accounts that is used to maintain control over resources that have been segregated for specific activities or objectives. The Dare County Tourism Board, like all other governmental entities in North Carolina, uses fund accounting to ensure and reflect compliance (or non-compliance) with finance-related legal requirements, such as the General Statutes or the Board's budget ordinance. All of the funds of Dare County Tourism Board can be divided into two categories: governmental funds and proprietary funds.

**Governmental Funds** – Governmental funds are used to account for those functions reported as governmental activities in the government-wide financial statements. Most of the Board's basic services are accounted for in governmental funds. These funds focus on how assets can readily be converted into cash flow in and out, and what monies are left at year-end that will be available for spending in the next year. Governmental funds are reported using an accounting method called *modified accrual accounting* which provides a short-term spending focus. As a result, the governmental fund financial statements give the reader a detailed short-term view that helps him or her determine if there are more or less financial resources available to finance the Board's programs. The relationship between government activities (reported in the Statement of Net Position and the Statement of Activities) and governmental funds is described in a reconciliation that is a part of the fund financial statements.

The Dare County Tourism Board adopts an annual budget for its General Fund, as required by the General Statutes. The budget is a legally adopted document that incorporates input from the citizens of the Board, the management of the Board, and the decisions of the Board about which services to provide and how to pay for them. It also authorizes the Board to obtain funds from identified sources to finance these current period activities. The budgetary statement provided for the General Fund demonstrates how well the Board complied with the budget ordinance and whether or not the Board succeeded in providing the services as planned when the budget was adopted. The budgetary comparison statement uses the budgetary basis of accounting and is presented using the same format, language, and classifications as the legal budget document. The statement shows three columns: 1) the original budget as adopted by the board; 2) the actual resources, charges to appropriations, and ending balances

in the General Fund; and 3) the difference or variance between the final budget and the actual resources and charges. To account for the difference between the budgetary basis of accounting and the modified accrual basis, a reconciliation showing the differences in the reported activities is shown at the end of the budgetary statement.

**Proprietary Funds** – Dare County Tourism Board has one kind of proprietary fund. *Enterprise Funds* are used to report the same functions presented as business-type activities in the government-wide financial statements. Dare County Tourism Board uses an enterprise fund to account for rental income, maintenance and other expenses of the Outer Banks Event Site. These funds are the same as those functions shown in the business-type activities in the Statement of Net Position and the Statement of Activities.

**Notes to the Financial Statements** – The notes provide additional information that is essential to a full understanding of the data provided in the government-wide and fund financial statements. The notes to the financial statements are on pages 24 through 43 of this report.

**Other Information** – In addition to the basic financial statements and accompanying notes, this report includes certain required supplementary information. Supplementary information can be found beginning on page 44 of this report.

## Government-Wide Financial Analysis

### The Dare County Tourism Board's Net Position

Figure 2

	Governmental Activities		Business-Type Activities		Total	
	2020	2019	2020	2019	2020	2019
Current and other assets	\$ 11,228,585	\$ 13,717,891	\$ 160,917	\$ 128,993	\$ 11,389,502	\$ 13,846,884
Capital assets	20,155,385	16,637,260	34,422	-	20,189,807	16,637,260
Deferred outflows of resources	253,947	246,118	-	-	253,947	246,118
Total assets and deferred outflows of resources	31,637,917	30,601,269	195,339	128,993	31,833,256	30,730,262
Current liabilities	147,612	125,219	7,106	4,952	154,718	130,171
Long-term liabilities	1,115,501	979,995	-	-	1,115,501	979,995
Deferred inflows of resources	64,524	73,848	-	-	64,524	73,848
Total liabilities and deferred inflows of resources	1,327,637	1,179,062	7,106	4,952	1,334,743	1,184,014
Net position:						
Net investment in capital assets	20,155,385	16,637,260	34,422	-	20,189,807	16,637,260
Restricted	4,589,280	6,780,633	-	-	4,589,280	6,780,633
Unrestricted	5,565,615	6,004,314	153,811	124,041	5,719,426	6,128,355
Total net position	\$ 30,310,280	\$ 29,422,207	\$ 188,233	\$ 124,041	\$ 30,498,513	\$ 29,546,248

As noted earlier, net position may serve over time as one useful indicator of a government's financial condition. The assets and deferred outflows of The Dare County Tourism Board exceeded liabilities and deferred inflows by \$30,498,513 as of June 30, 2020. Of the total net

position, \$20,189,807, or 66.2%, reflects the Board's net investment in capital assets (e.g. buildings, land and furniture and equipment). The Dare County Tourism Board uses these capital assets to provide services to citizens and visitors to Dare County; consequently, these assets are not available for future spending. An additional portion of the Board's net position, \$ 4,589,280, represents resources that are subject to external restrictions on how they may be used. The remaining balance of \$ 5,719,426 is unrestricted.

**Figure 3**

**Dare County Tourism Board Changes in Net Position**

	Governmental Activities		Business-type Activities		Total	Total
	2020	2019	2020	2019	2020	2019
Revenues:						
Program revenues:						
Charges for services	\$ 190,535	\$ 251,740	\$ 58,158	\$ 30,970	\$ 248,693	\$ 282,710
General revenues:						
Occupancy taxes	4,861,143	5,107,312			4,861,143	5,107,312
Prepared food and beverage tax	2,346,647	2,638,097			2,346,647	2,638,097
Capital grants and contributions	700,000	385,000			700,000	385,000
Investment earnings	183,476	261,658	678	503	184,154	262,161
Total revenues	8,281,801	8,643,807	58,836	31,473	8,340,637	8,675,280
Expenses:						
Governing Body	24,753	27,211			24,753	27,211
Promotion and General	5,951,059	5,656,477			5,951,059	5,656,477
Welcoming Function	209,475	240,040			209,475	240,040
Event Site			221,779	215,070	221,779	215,070
Projects	981,306	1,370,40			981,306	1,370,040
Total expenses	7,166,593	7,293,768	221,779	215,070	7,388,372	7,508,838
Increase in net position before transfers	1,115,208	1,350,039	(162,943)	(183,597)	952,265	1,166,442
Fund transfers	(227,135)	(183,200)	227,135	183,200	-	-
Increase in net position	888,073	1,166,839	64,192	(397)	952,265	1,166,442
Net position, beginning	29,422,207	28,255,368	124,041	124,438	29,546,248	28,379,806
Net position, June 30	<u>\$30,310,280</u>	<u>\$29,422,207</u>	<u>\$ 188,233</u>	<u>\$ 124,041</u>	<u>\$30,498,513</u>	<u>\$29,546,248</u>

**Governmental activities.** Governmental activities increased the Board's net position by \$888,073, thereby accounting for 92.7 percent of the total growth of net position. The full amount is reserved for encumbrances. Tax collections decreased \$ 537,619 (6.9%) from the prior year. The decrease was due to closures in Dare County related to COVID-19. In December the Board purchased an additional piece of property in the Town of Nags Head which adjoins the Event Site to allow for additional parking and a larger footprint for the site overall in the amount of \$ 3,823,863, including a gift from the seller of \$ 700,000. This accounts for the majority of the increase in capital assets and net position. Expenses were planned conservatively and well managed within the budget.

**Business-type activities:** Business-type activities increased the Board's net position by \$ 64,192. The Event Site Fund accounts for the operating expenses of the Outer Banks Event Site. Rental prices have been kept low to encourage the use of the property and have not covered the maintenance and other managerial expenses of the land. The increase in revenue is largely accounted for by a long-term lease that was assumed when the Board purchased the adjoining property and the postponement of some large expenses when events began to cancel due to COVID-19. The lease is for five years with a two options to extend for five years. Lease income is \$40,710 yearly. A transfer from General Fund will be used to fund activities from the site until rental revenues begin to offset the cost of maintaining the site.

### **Financial Analysis of the Board's Funds**

As noted earlier, The Dare County Tourism Board uses fund accounting to ensure and demonstrate compliance with finance-related legal requirements.

**Governmental Funds.** The focus of The Dare County Tourism Board's governmental funds is to provide information on near-term inflows, outflows, and balances of usable resources. Such information is useful in assessing The Dare County Tourism Board's financing requirements.

The general fund is the chief operating fund of The Dare County Tourism Board. At the end of the current fiscal year, the Board's fund balance available was \$5,512,616, while total fund balance was \$8,027,901. The Board has determined that management should maintain an available fund balance of 60% of general fund expenditures in case of unforeseen needs or opportunities, in addition to meeting the cash flow needs of the Board. The Board currently has an available fund balance of 96.6 percent of general fund expenditures while total fund balance is 140.6 percent of the same amount.

At June 30, 2020, the governmental funds of Dare County Tourism Board reported a combined fund balance of \$11,080,973, an 18.5 percent decrease over last year. This decrease is mostly due to the purchase of the property in the Town of Nags Head. Meals and occupancy taxes remained strong until the Coronavirus pandemic hit. The taxes ended with a 6.9 percent decrease over the prior year and expenditures were planned and managed within budget.

**General Fund Budgetary Highlights:** During the fiscal year, the Board revised the budget on several occasions. Generally, budget amendments fall into one of three categories: 1) amendments made to adjust the estimates that are used to prepare the original budget ordinance once exact information is available; 2) amendments made to recognize new funding amounts from external sources; and 3) increases in appropriations that become necessary to maintain services.

Several budget revisions were made during the year to reallocate line item expenses to better manage line items. There was a budget amendment to increase appropriations in order to launch a safety campaign due to COVID-19.

The occupancy taxes were more than budget due to the conservative approach taken during the budgeting process. Prepared meals tax revenues were slightly less than budget because of COVID-19. For example, state mandates forced restaurants to operate at 50 percent capacity. Even though occupancy and prepared meals taxes finished less than the prior year, Dare County once again experienced a strong year in travel expenditures despite a mandatory evacuation for Hurricane Dorian in September and a state of emergency that closed Dare County to visitors from March 17, 2020 through May 16, 2020. The summer months

(approximately 71% of the Board's revenue) experienced growth of 4.13 percent over the prior year. These revenues are subjected to many external factors beyond our control including the national economy and the threat of inclement weather. Therefore a conservative budget allows the Board to anticipate any unexpected decreases in revenue. Other revenues were under budgeted amounts due to freezing of programs after the pandemic hit in March.

Promotional and general expenses were less than budgeted amounts, primarily due to closing of welcome centers and a conservative approach to spending due to COVID-19. Other factors include several large grants were encumbered due to postponement or cancellation of events, no unforeseen legal issues, and a freeze on marketing for events, fam tours and travel.

**Proprietary Funds.** The Dare County Tourism Board's proprietary funds provide the same type of information found in the government-wide statements but in more detail. Unrestricted net position of the Proprietary Funds at the end of the fiscal year amounted to \$153,811. The total increase in net position was \$ 64,192.

The Event Site Fund posted an increase of net position in the amount of \$ 64,192. The Board agreed to use the land in Nags Head to try to promote events that drive overnight visitation. The Board continues to believe that events will help to drive overnight visitation and has consciously kept the costs associated with renting the Outer Banks Event Site low for potential rentals, though gradually increasing the rates as amenities are constructed and purchased. Once again, the most successful events were the Outer Banks Seafood Festival held in October and two car shows. Due to COVID-19 all events beginning in March have been postponed or canceled. Revenues also include rent from a tenant running an adventure park. The main expense is for landscaping and maintenance. Utilities have increased as a result of the purchase of a new building and property. The remaining fund balance is for future use in maintaining the land as an event site.

### **Capital Assets**

**Capital assets.** The Dare County Tourism Board's investment in capital assets for its governmental and business-type activities as of June 30, 2020, totals \$20,189,807 (net of accumulated depreciation). These assets include land, buildings and furniture and equipment.

#### **Dare County Tourism Board Capital Assets**

**Figure 4**  
**(net of depreciation)**

	<u><b>Governmental Activities</b></u>	<u><b>Business-type Activities</b></u>
Land	\$12,876,688	\$ 34,422
Buildings	4,705,476	-
Event Site	2,345,324	-
Intangible Assets	39,287	-
Computer equipment	37,007	-
Furniture and Equipment	151,603	\$ 34,422
Total	<u>\$20,155,385</u>	<u>\$ 34,422</u>

Additional information on the Board's capital assets can be found in note 3.A.4.of the Basic Financial Statements.

## **Economic Factors and Next Year's Budget**

Despite the achievements and challenges of fiscal year 2019/2020, the year is sure to be remembered for the emergence of the Coronavirus and the tremendous impact it's had, and is having, on the Outer Banks and the world.

The virus led Dare County's Outer Banks to close entirely to visitors and non-resident property owners for a period of roughly two months in the spring of 2020 (mid-March through mid-May). In doing so, Dare became one of the first places in the country to close entirely to visitors, a move which drew national press attention.

Businesses scrambled to respond. No one had a reference point for how best to adapt. In some ways, the virus shared similarities with a hurricane: business interruption, staff and operational changes, the importance of clear communication internally and externally, budget changes, and figuring out how best to recover through marketing. But unlike a hurricane with its more defined beginning, middle and end, no one could predict how long or how significantly the virus would alter business and life. As of this writing eight months later, we still don't really know.

Many businesses, including the Outer Banks Visitors Bureau, laid-off or furloughed staff. Some businesses closed entirely. Nationally, the hospitality industry experienced more severe drops than any other type of business.

The Bureau closed its welcome centers and paused almost all advertising during the time that Dare was closed to visitors. Budget projections were updated for the final months of the fiscal year and an incremental advertising/marketing effort was planned.

The closure was very effective in limiting the spread of the virus but created great anxiety among local residents who wondered what would happen when the OBX reopened. Meanwhile, tourism businesses were cratering and were fighting for survival. The typical friction between the industry and locals became a visceral debate playing out on social media. Tourism wasn't just perceived as an inconvenience; it had become an actual threat to the well-being of residents.

This created an incredibly tight window for marketing. National and state research indicated that people were scared to travel and that residents were opposed to bringing visitors into their destinations. The Outer Banks Visitors Bureau recognized that the only way to get over these substantial hurdles was to first develop a local safety campaign. The campaign was multi-faceted and started with a Tourism Pledge – a place for local businesses to let customers know the steps they had taken to ensure the safety of their guests and their employees.

The OBX Tourism Pledge was hosted on the Bureau's website. It was offered as a free service to travel partners and enrolled around 100 businesses. The Pledge was targeted to potential and current visitors but was also directed at locals to alleviate some of their anxiety by demonstrating that the travel industry understood the importance of safety and that the return of visitation wasn't just "business as usual."

A local safety campaign was developed with radio, print and digital advertising running throughout the summer and reinforcing the state and county "3 W's" messaging of wearing a mask, washing hands and waiting farther back in line (social distancing).

Initially, restaurants were limited to only take-out and delivery, so the Visitors Bureau created a list of restaurants that offered these options and posted prominently on [outerbanks.org](http://outerbanks.org). A travel advisory page was also created for the website to set visitor expectations and provide the most up to date information during an extremely fluid time for public health. The page quickly became one of the most highly trafficked on the website.

With the local safety campaign in place, the Bureau returned its focus to targeting visitors in a responsible manner, concentrating on previous guests (email, social) and those who were already expressing interest in travel (search engine advertising, travel-endemic websites). The Bureau worked with regional media outlets and developed a national press release highlighting the Outer Banks' main attributes of a vast open shoreline, drive-to convenience and the abundance of vacation rental homes, which offered visitors the ability to control their exposure to other people. As the destination reopened, we placed a substantial connected TV media buy to help get the word out.

Bookings immediately returned for the summer, and although several cancellations were received, they were replaced, and then some, by new bookings. Most importantly, while the COVID case count did in fact rise, it did so at a manageable level. The danger persists to this day, though, and the situation is still unpredictable.

Fiscal year occupancy and meals collections were, quite simply, all over the place. July led off the fiscal year with an alarming drop on the occupancy side and a record gain for meals collections, followed by a record-setting gains in August, a hurricane-influenced drop in September, and new record heights for October, November and December (occupancy and meals) to close out the calendar year.

The rollercoaster ride continued in January and February, posting the largest occupancy collections ever recorded for those two months, followed by the COVID closure and the lowest collections (occupancy and meals) for any month in the last 13 years (April '20), and then, the largest June occupancy figures ever. The fiscal year ended, occupancy and meals combined, at 4.5% above what was budgeted. Whew.

Though overshadowed by COVID-19, other notable activities of the Board and Bureau during the fiscal year included: the receipt of an Economic Impact & Site Feasibility study for The Soundside event site from Johnson Consulting; marketing recovery following Hurricane Dorian; receipt of the first-ever Tourism Impact Grant applications; the creation of a Board-appointed Advisory Committee for matters related to development of an economically viable event center; and purchase of the former Pamlico Jack's restaurant site.

### **Budget Highlights for the Fiscal Year Ending June 30, 2021**

The emergence of the virus coincided with budget preparation for the upcoming 2020-2021 fiscal year. At the time, it was anticipated that reduced revenue and incremental recovery spending would cause the Board to dip below its preferred 60% fund balance minimum; however, as the final months of the 2019-2020 fiscal year unfolded, revenue came in better than projected and avoided the need to go below 60%.

In fact, the torrid booking pace the destination experienced after reopening continued, not only setting a record in June, but also for the first three months of the new fiscal. The boom was uneven across the local industry, though. Visitors were here in large numbers; however, state restrictions remained in place limiting capacities for in-restaurant dining and retail businesses, attractions and events. Some attractions were not able to reopen until fall and many events had to postpone or cancel altogether.

Meals collections were off approximately 20% in July and August before experiencing the largest September ever, despite dining capacity limits. The Visitors Bureau anticipates a budget amendment (adding dollars back into the budget) for the Board's consideration shortly.

The Bureau and Board viewed the budget challenge as an opportunity to make a strategic change. The Travel Guide, which was funded in part by local advertiser dollars, had been experiencing an annual deficit of around \$90,000 for the last couple of years. The deficit, while never ideal, was at least a justifiable and manageable expense during ordinary years. COVID didn't offer the luxury of an ordinary year, though, and aside from the Bureau's own budgetary concerns, it was anticipated that local advertiser support would also drop considerably and increase the deficit further.

The previous year's media effort included production of a 4-page insert which was polybagged with select titles, such as, Travel & Leisure. The insert was well received by visitors and the local community. As an alternative to the tradition travel guide, for fiscal year 2020-2021 the decision was made to expand the insert to 8-pages, offer limited paid ad spots within it, polybag with the Jan-Feb issue of Southern Living and print an overrun of 200,000 for distribution throughout the year via the welcome centers and mail fulfillment. While the Travel Guide was a line-item deficit, the "inspiration insert" cost is covered as a media placement and by the advertiser revenue.

The Bureau continues to look for efficiencies, such as, through the email database cleanse that purged non-active recipients. A website redesign started in the previous year went live in the fall of 2020 and was poised to better facilitate mobile traffic (approximately 65% of the visitation to [outerbanks.org](http://outerbanks.org)). Advertising efforts are focusing more heavily on Connected Television (CTV), which offers better targetability and tracking, and interest-based segmentation. Custom content through blog development and influencer-produced pieces are being shared through the website, social and paid amplification.

The State tourism office and its parent, the Economic Development Partnership of NC, received Federal dollars to help tourism communities within NC recover by providing tourism marketing dollars. To date, the Outer Banks Visitors Bureau has received \$100,000 in advertising credits through these programs.

One area which has been dramatically upset by COVID-19 is events. The Visitors Bureau produced events – Food Truck Showdown and the OBX Tourism Summit – were postponed before being cancelled. The OBX Tourism Summit, in the near-term, will be replaced with a series of virtual presentations. Even once face-to-face larger meetings are possible, the Bureau recognizes value and opportunity in continuing the video series.

In terms of the Board's Event Grant program, the Bureau and Board have worked with event developers to encumber grants for postponed events while determining new policies to address reimbursements for changed events. Although striving to be flexible, the changes have been guided by the Board's directive that the grants continue to produce out of market visitation.

The virus caused the Board to pause the work of The Soundside Event Center Advisory Committee until the summer numbers were known. Obviously, the State-imposed limits on large gatherings have also forced the cancelation and postponement of events previously scheduled for The Soundside, which impacts event rental revenue projections.

The situation remains highly fluid in the face of a global pandemic. The Dare County Tourism Board is well positioned through the actions it has taken with respect to budget and marketing,



and through the natural appeal of the destination which is more meaningful than ever during these highly unusual times. The last nine months have produced six records for growth and two records for historic lows. Throughout the tumult, the Board has navigated with a steady hand and an unwavering sense of optimism, recognizing the resilience of tourism as an economic engine for our community.

### **Requests for Information**

This report is designed to provide an overview of the Board's finances for those with an interest in this area. Questions concerning any of the information found in this report or requests for additional information should be directed to the Director of Finance, Dare County Tourism Board, One Visitors Center Circle, Manteo, NC 27954-9707. You may also call (252)-473-2138, visit our website at [www.outerbanks.org](http://www.outerbanks.org) or send an email to [Bognich@outerbanks.org](mailto:Bognich@outerbanks.org) for more information.

**Dare County Tourism Board  
Statement of Net Position  
June 30, 2020**

	Primary Government		
	Governmental	Business-type	Total
	Activities	Activities	
<b>ASSETS</b>			
Current assets:			
Cash and cash equivalents	\$ 7,102,082	\$ 160,917	\$ 7,262,999
Miscellaneous accounts receivable	2,590	-	2,590
Due from other governmental units	1,374,552	-	1,374,552
Accrued interest receivable	31,566	-	31,566
Inventories	25,436	-	25,436
Restricted cash and cash equivalents	2,692,359	-	2,692,359
Total current assets	11,228,585	160,917	11,389,502
Non-current assets:			
Capital assets (Note 1):			
Land	12,876,688	34,422	12,911,110
Event Site, net of depreciation	2,345,324	-	2,345,324
Other capital assets, net of depreciation	4,933,373	-	4,933,373
Total capital assets	20,155,385	34,422	20,189,807
Total assets	31,383,970	195,339	31,579,309
<b>DEFERRED OUTFLOWS OF RESOURCES</b>			
Pension deferrals	188,651	-	188,651
Other post employment benefits deferrals	65,296	-	65,296
Total deferred outflows of resources	253,947	-	253,947
<b>LIABILITIES</b>			
Current liabilities:			
Accounts payable	147,612	1,906	149,518
Unearned revenue	-	5,200	5,200
Total current liabilities	147,612	7,106	154,718
Long-term liabilities:			
Accrued vacation and comp	69,146	-	69,146
Net pension liability	327,164	-	327,164
Other postemployment benefits	719,191	-	719,191
Total long-term liabilities	1,115,501	-	1,115,501
Total liabilities	1,263,113	7,106	1,270,219
<b>DEFERRED INFLOWS OF RESOURCES</b>			
Pension deferrals	18,832	-	18,832
Other post employment benefits deferrals	45,692	-	45,692
Total deferred inflows of resources	64,524	-	64,524
<b>NET POSITION</b>			
Net investment in capital assets	20,155,385	34,422	20,189,807
Restricted for:			
Stabilization by State Statute	4,589,280	-	4,589,280
Unrestricted	5,565,615	153,811	5,719,426
Total net position	\$ 30,310,280	\$ 188,233	\$ 30,498,513

The notes to the financial statements are an integral part of this statement.

## Exhibit 2

**Dare County Tourism Board  
Statement of Activities  
For the Year Ended June 30, 2020**

Functions/Programs	Program Revenues			Net (Expense) Revenue and Changes in Net Position		
	Expenses	Charges for Services	Capital Grants and Contributions	Primary Government		
				Governmental Activities	Business-type Activities	Total
<b>Primary government:</b>						
Governmental Activities:						
Governing Body	\$ 24,753	\$ -	\$ -	\$ (24,753)	\$ -	\$ (24,753)
Promotion and General	5,951,059	190,535	700,000	(5,060,524)	-	(5,060,524)
Welcoming Function	209,475	-	-	(209,475)	-	(209,475)
Projects	981,306	-	-	(981,306)	-	(981,306)
Total governmental activities (See Note 1)	7,166,593	190,535	700,000	(6,276,058)	-	(6,276,058)
Business-type activities:						
Event Site	221,779	58,158	-	-	(163,621)	(163,621)
Total business-type activities	221,779	58,158	-	-	(163,621)	(163,621)
Total primary government	\$ 7,388,372	\$ 248,693	\$ 700,000	(6,276,058)	(163,621)	(6,439,679)
<b>Component units:</b>						
General revenues:						
Taxes:						
Other taxes				7,207,790	-	7,207,790
Transfers				(227,135)	227,135	-
Investment earnings				183,476	678	184,154
Total general revenues, special items, and transfers				7,164,131	227,813	7,391,944
Change in net position				888,073	64,192	952,265
Net position, beginning				29,422,207	124,041	29,546,248
Net position-ending				\$ 30,310,280	\$ 188,233	\$ 30,498,513

The notes to the financial statements are an integral part of this statement.

## Exhibit 3

**Dare County Tourism Board  
Balance Sheet  
Governmental Funds  
June 30, 2020**

	Major Funds		Total Governmental Funds
	General	Special Revenue	
<b>ASSETS</b>			
Cash and cash equivalents	\$ 7,102,082	-	\$ 7,102,082
Restricted cash and cash equivalents		\$ 2,692,359	2,692,359
Miscellaneous accounts receivable	2,590	-	2,590
Due from other governmental units	1,030,914	343,638	1,374,552
Accrued interest receivable	14,491	17,075	31,566
Inventory	25,436	-	25,436
Total assets	<u>\$ 8,175,513</u>	<u>\$ 3,053,072</u>	<u>\$ 11,228,585</u>
<b>LIABILITIES</b>			
Liabilities:			
Accounts payable and accrued liabilities	\$ 147,612	-	\$ 147,612
Total liabilities	<u>147,612</u>	<u>-</u>	<u>147,612</u>
<b>FUND BALANCES</b>			
Non Spendable			
Inventories	25,436	-	25,436
Restricted			
Stabilization by State Statute	1,536,208	3,053,072	4,589,280
Assigned			
Designated for subsequent year's expenditures	953,641	-	953,641
Unassigned	5,512,616	-	5,512,616
Total fund balances	<u>\$ 8,027,901</u>	<u>\$ 3,053,072</u>	<u>11,080,973</u>

Amounts reported for governmental activities in the Statement of Net Position  
(Exhibit 1) are different because:

Capital assets used in governmental activities are not financial resources and therefore are not reported in the funds.	\$ 20,155,385
Deferred outflows of resources related to pensions are not reported in the funds	188,651
Deferred outflows of resources related to OPEB are not reported in the funds	65,296
Pension deferrals reported as deferred inflows of resources are not reported in the funds	(18,832)
OPEB deferrals reported as deferred inflows of resources are not reported in the funds	(45,692)
Long-term liabilities used in governmental activities are not financial uses and therefore not reported in the funds:	
Accrued liabilities	(69,146)
Net pension	(327,164)
Net OPEB liability	(719,191)
Net position of governmental activities	<u>\$ 30,310,280</u>

The notes to the financial statements are an integral part of this statement.

**Dare County Tourism Board**  
**Statement of Revenues, Expenditures, and Changes in Fund Balance**  
**Governmental Funds**  
**For the Year Ended June 30, 2020**

	Major Funds		Total Governmental Funds
	General Fund	Special Revenue Fund	
REVENUES			
Tax Revenues			
Occupancy	\$ 3,645,857	\$ 1,215,286	\$ 4,861,143
Prepared Food and Beverage	1,759,985	586,662	2,346,647
Website advertising	94,492	-	94,492
Ad sales - Travel Guide	79,360	-	79,360
Sale of merchandise	16,548	-	16,548
Other Revenues	135	-	135
Investment income	116,265	67,211	183,476
Total revenues	5,712,642	1,869,159	7,581,801
EXPENDITURES			
Current:			
Governing Body	24,753	-	24,753
Promotion and General	5,434,804	2,500	5,437,304
Welcoming Function	203,436	-	203,436
Projects	-	981,306	981,306
Capital outlay	45,702	3,173,863	3,219,565
Total expenditures	5,708,695	4,157,669	9,866,364
Excess (deficiency) of revenues over expenditures	3,947	(2,288,510)	(2,284,563)
OTHER FINANCING SOURCES (USES)			
Transfers from other funds	-	-	-
Transfers to other funds	(227,135)	-	(227,135)
Sales of assets	-	-	-
Total other financing sources (uses)	(227,135)	-	(227,135)
Net change in fund balance	(223,188)	(2,288,510)	(2,511,698)
Fund balances-beginning	8,251,089	5,341,582	13,592,671
Fund balances-ending	\$ 8,027,901	\$ 3,053,072	\$ 11,080,973

The notes to the financial statements are an integral part of this statement.

**Exhibit 4**  
**(continued)**

**Dare County Tourism Board**  
**Statement of Revenues, Expenditures, and Changes in Fund Balance**  
**Governmental Funds**  
**For the Year Ended June 30, 2020**

Amounts reported for governmental activities in the statement of activities are different because:

Net changes in fund balances - total governmental funds	\$ (2,511,698)
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Governmental funds report capital outlays as expenditures. However, in the Statement of Activities the cost of those assets is allocated over their estimated useful lives and reported as depreciation expense. This is the amount by which capital outlays exceeded depreciation in the current period:

Capital outlay expenditures where were capitalized	3,219,565	
Depreciation expense for government assets	(401,440)	
Asset impairment loss	-	2,818,125

Contributions to the pension plan in the current fiscal year are not included on the Statement of Activities	71,330
--	--------

OPEB benefit payments and administrative costs made in the current fiscal year are not included on the Statement of Activities	22,170
--	--------

Revenues in the statement of activities that do not provide current financial resources are not reported as revenues in the funds.

Amount of donated assets	700,000
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Some expenses reported in the statement of activities do not require the use of current financial resources and, therefore, are not reported as expenditures in governmental funds.

Pension expense	(137,019)	
OPEB plan expense	(55,100)	
Compensated absences	(19,735)	(211,854)

Total changes in net position of governmental activities	\$ 888,073
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The notes to the financial statements are an integral part of this statement.

**Dare County Tourism Board**  
**General Fund and Annually Budgeted Major Special Revenue Fund**  
**Statement of Revenues, Expenditures, and Changes in Fund Balance - Budget and Actual**  
**For the Year Ended June 30, 2020**

	General Fund				Special Revenue Fund			
	Original	Final	Actual Amounts	Variance with Final Budget - Positive (Negative)	Original	Final	Actual Amounts	Variance with Final Budget - Positive (Negative)
<b>Revenues:</b>								
Occupancy tax	\$ 3,419,554	\$ 3,419,554	\$ 3,645,857	\$ 226,303	\$ 1,139,851	\$ 1,139,851	\$ 1,215,286	\$ 75,435
Prepared Food and Beverage	1,786,256	1,786,256	1,759,985	(26,271)	595,419	595,419	586,662	(8,757)
Website advertising revenue	105,000	105,000	94,492	(10,508)	-	-	-	-
Ad Sales - Travel Guide	84,100	84,100	79,360	(4,740)	-	-	-	-
Merchandise sales	30,786	30,786	16,548	(14,238)	-	-	-	-
Other	1,000	1,000	135	(865)	-	-	-	-
Investment earnings	100,425	100,425	116,265	15,840	65,000	65,000	67,211	2,211
Total revenues	5,527,121	5,527,121	5,712,642	185,521	1,800,270	1,800,270	1,869,159	68,889
<b>Expenditures:</b>								
Current:								
Governing Body	31,034	31,034	24,753	6,281	-	-	-	-
Promotional and General	6,444,248	6,644,248	5,479,537	1,164,711	2,500	2,500	2,500	-
Welcoming	321,658	321,658	204,405	117,253	-	-	-	-
Projects	-	-	-	-	6,641,460	6,641,460	4,155,169	2,486,291
Total expenditures	6,796,940	6,996,940	5,708,695	1,288,245	6,643,960	6,643,960	4,157,669	2,486,291
Revenues over (under) expenditures	(1,269,819)	(1,469,819)	3,947	1,473,766	(4,843,690)	(4,843,690)	(2,288,510)	2,555,180
<b>Other financing sources (uses):</b>								
Transfers to other funds	(227,135)	(227,135)	(227,135)	-	-	-	-	-
Appropriated Fund Balance	1,496,954	1,696,954	-	(1,696,954)	4,843,690	4,843,690	-	(4,843,690)
Total other financing sources (uses)	1,269,819	1,469,819	(227,135)	(1,696,954)	4,843,690	4,843,690	-	(4,843,690)
Revenues and other sources over (under) expenditures and other uses	-	-	(223,188)	(223,188)	-	-	(2,288,510)	(2,288,510)
Fund balances, beginning of year	-	-	8,251,089		-	-	5,341,582	
Fund balances, end of year	\$ -	\$ -	\$ 8,027,901		\$ -	\$ -	\$ 3,053,072	

The notes to the financial statements are an integral part of this statement.

**Dare County Tourism Board  
Statement of Net Position  
Proprietary Funds  
June 30, 2020**

	<b>Non-Major Event Site</b>	<b>Total</b>
<b>ASSETS</b>		
Current assets:		
Cash and cash equivalents	\$ 160,917	\$ 160,917
Accounts receivable	-	-
Total current assets	<u>160,917</u>	<u>160,917</u>
Capital Assets:		
Land improvements	<u>34,422</u>	<u>34,422</u>
Total non current assets	<u>34,422</u>	<u>34,422</u>
Total assets	<u>\$ 195,339</u>	<u>\$ 195,339</u>
<b>LIABILITIES</b>		
Current liabilities:		
Site Damage Deposits	\$ 5,200	\$ 5,200
Accounts payable	<u>1,906</u>	<u>1,906</u>
Total current liabilities	<u>7,106</u>	<u>7,106</u>
Total liabilities	<u>7,106</u>	<u>7,106</u>
<b>NET POSITION</b>		
Invested in capital assets, net of related debt	34,422	34,422
Unrestricted	<u>153,811</u>	<u>153,811</u>
Total net position	<u>\$ 188,233</u>	<u>\$ 188,233</u>
Total liabilities and net position	<u>\$ 195,339</u>	<u>\$ 195,339</u>

The notes to the financial statements are an integral part of this statement.



Exhibit 7

**Dare County Tourism Board**  
**Statement of Revenues, Expenses, and Changes in Fund Net Position**  
**Proprietary Funds**  
**For the Year Ended June 30, 2020**

	Non-Major Event Site	Total
<b>OPERATING REVENUES</b>		
Site rental income	\$ 8,930	8,930
Lease income	46,728	46,728
Other operating revenues	2,500	2,500
Total operating revenues	<u>58,158</u>	<u>58,158</u>
<b>OPERATING EXPENSES</b>		
Event development & marketing	36,526	36,526
Other professional fees	3,234	3,234
Insurance	6,423	6,423
Utilities	23,415	23,415
Repairs and maintenance	134,503	134,503
Office expenses	-	-
Other operating expenses	17,678	17,678
Total operating expenses	<u>221,779</u>	<u>221,779</u>
Operating income (loss)	<u>(163,621)</u>	<u>(163,621)</u>
<b>NONOPERATING REVENUES (EXPENSES)</b>		
Investment earnings	678	678
Total nonoperating revenue	<u>678</u>	<u>678</u>
(expenses)	678	678
Income (loss) before	<u>(162,943)</u>	<u>(162,943)</u>
contributions and transfers		
Transfer from General Fund	<u>227,135</u>	<u>227,135</u>
Change in net position	64,192	64,192
<b>Total net position - beginning</b>	<u>124,041</u>	<u>124,041</u>
<b>Total net position - ending</b>	<u><u>\$ 188,233</u></u>	<u><u>188,233</u></u>

The notes to the financial statements are an integral part of this statement.

**Dare County Tourism Board  
Statement of Cash Flows  
Proprietary Funds  
For the Fiscal Year Ended June 30, 2020**

	<b>Non-Major Event Site</b>	<b>Total</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Cash received from customers	\$ 58,658	\$ 58,658
Cash paid for goods and services	(220,125)	(220,125)
Net cash provided (used) by operating activities	(161,467)	(161,467)
<b>CASH FLOWS FROM NONCAPITAL FINANCING ACTIVITIES</b>		
Transfer from General Fund	227,135	227,135
Net cash provided (used) by noncapital financing activities	227,135	227,135
<b>CASH FLOW FROM CAPITAL AND RELATED FINANCING ACTIVITIES</b>		
Acquisition of capital assets	(34,422)	(34,422)
Net cash provided (used) by capital financing activities	(34,422)	(34,422)
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Interest and dividends	678	678
Net increase (decrease) in cash and cash equivalents	31,924	66,346
Balances-beginning of the year	128,993	128,993
Balances-end of the year	\$ 160,917	\$ 195,339
<b>Reconciliation of operating income to net cash provided by operating activities</b>		
Operating income	\$ (163,621)	\$ (163,621)
Increase (decrease) in accounts payable	1,654	1,654
Increase (decrease) in site damage deposits	500	500
Total adjustments	2,154	2,154
Net cash provided by operating activities	\$ (161,467)	\$ (161,467)

The notes to the financial statements are an integral part of this statement.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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**NOTE 1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

The financial statements of the Dare County Tourism Board have been prepared in conformity with generally accepted accounting principles (GAAP) as applied to government units. The Governmental Accounting Standards Board (GASB) is the accepted standard setting body for establishing governmental accounting and financial reporting principles. The more significant of the government's accounting policies are described below:

**A. Reporting Entity**

The Dare County Tourism Board is a public authority under the Local Government Budget and Fiscal Control Act. The Board was created for the purpose of promoting year-round travel and tourism in Dare County.

**Organization of the Dare County Tourism Board**

The Dare County Board of Commissioners adopted a resolution levying an additional room occupancy tax of one percent of gross receipts derived from rental of accommodations, and a prepared food and beverage tax of one percent, to be effective January 1, 1992. Both taxes are defined and authorized by Chapter 177 of House Bill 225, ratified by the North Carolina General Assembly in 1991. Dare County also adopted a resolution creating a Dare County Tourism Board, a public authority under the Local Government Budget and Fiscal Control Act. The composition and duties of the Board, and the use of the occupancy and meals taxes, are outlined in the House Bill noted above.

The Dare County Tourist Bureau, Inc. (a non-profit corporation) was formed in 1952 to promote tourism in Dare County, and received most of its funding from the County of Dare. The organization engaged in numerous tourism promotional activities and operated the Dare County Tourist Bureau in Manteo and The Aycock Brown Welcome Center in Kitty Hawk. The responsibility for these promotional and welcoming activities for Dare County was passed on to the Dare County Tourism Board in 1992.

The thirteen member Tourism Board is appointed to two-year terms by the Dare County Board of Commissioners. These members are selected from nominees of various tourist-related organizations including the Outer Banks Chamber of Commerce, the Dare County Restaurant Association, the Dare County Hotel/Motel Association and the Dare County Board of Realtors and municipalities including Duck, Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head and Manteo from their respective governing boards, plus one Dare County Commissioner, and two members "at-large" from Dare County. The Tourism Board designates its own management. The Board's most significant funding is a one percent occupancy tax and a one percent prepared food and beverage tax levied by Dare County. The County is not responsible for the debts or entitled to the surpluses of the Board. The Board has the power to approve its own budget and maintains its own accounting system.

**B. Basis of Presentation**

Government-wide Statements: The statement of net position and the statement of activities display information about the primary government. These statements include the financial activities of the overall government. These statements distinguish between the governmental and business-type activities of the Tourism Board. Governmental activities generally are financed through taxes and other non-exchange transactions. Business-type activities are financed in whole or in part by fees charged to external parties.

The statement of activities presents a comparison between direct expenses and program revenues for the different business-type activities of the Tourism Board and for each function of the Board's governmental activities. Direct expenses are those that are specifically associated with a program or

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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function and, therefore, are clearly identifiable to a particular function. Program revenues include (a) fees and charges paid by the recipients of goods or services offered by the programs and (b) grants and contributions that are restricted to meeting the operational or capital requirements of a particular program. Revenues that are not classified as program revenues, including all taxes, are presented as general revenues.

Fund Financial Statements: The fund financial statements provide information about the Board's funds. Separate statements for each fund category – governmental and proprietary – are presented. The emphasis of fund financial statements is on major governmental and enterprise funds, each displayed in a separate column.

Proprietary fund operating revenues, such as charges for services, result from exchange transactions associated with the principal activity of the fund. Exchange transactions are those in which each party receives and gives up essentially equal values. Nonoperating revenues, such as investment earnings, result from non-exchange transactions or ancillary activities.

The Tourism Board reports the following major governmental funds:

**General Fund.** The general fund is the general operating fund for the Board. All financial resources, except those required to be accounted for in another fund, are accounted for in the General Fund. The primary revenue sources are the Dare County one percent occupancy and prepared food and beverage taxes. The primary expenditures are for promotion and welcoming.

**Special Revenue Funds.** Special revenue funds are used to account for the proceeds of specific revenue sources that are legally restricted to expenditures for specific purposes. The Board has one special revenue fund, the Special Revenue Fund, used to account for twenty-five percent of the occupancy and prepared food and beverage taxes collected, required to be used for services or programs needed due to the impact of tourism on the County. Expenditures are subject to approval by the Dare County Board of Commissioners.

The Tourism Board reports the following non-major enterprise fund:

**Enterprise Funds.** Enterprise funds are used to account for those operations that are (a) financed and operated in manner similar to private business enterprises where the intent of the governing body is that the costs of providing goods or services to the public on a continuing basis be financed or recovered primarily through user charges; (b) or where the governing body has decided that periodic determination of revenues earned, expenses incurred, and/or net income is appropriate for capital maintenance, public policy, management control, accountability or other purposes. The Event Site Fund accounts for rental income from events held on the site and expenses related to property which is jointly owned with the Town of Nags Head.

**C. Measurement Focus and Basis of Accounting**

In accordance with North Carolina General Statutes, all funds of the Tourism Board are maintained during the year using the modified accrual basis of accounting.

Government-wide and Proprietary Fund Financial Statements. The government-wide and proprietary fund financial statements are reported using the economic resources measurement focus. The government-wide and proprietary fund financial statements are reported using the accrual basis of accounting. Revenues are recorded when earned and expenses are recorded at the time liabilities are incurred, regardless of when the related cash flows take place. Nonexchange transactions, in which the

## **DARE COUNTY TOURISM BOARD**

### **Notes to Financial Statements**

**June 30, 2020**

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Board gives (or receives) value without directly receiving (or giving) equal value in exchange, include occupancy taxes and prepared food and beverage taxes.

Governmental Fund Financial Statements. Governmental funds are reported using the current financial resources measurement focus and the modified accrual basis of accounting. Under this method, revenues are recognized when measurable and available. Expenditures are recorded when the related fund liability is incurred, except for principal and interest on general long-term debt, claims and judgments, and compensated absences, which are recognized as expenditures to the extent they have matured. General capital asset acquisitions are reported as expenditures in governmental funds. Proceeds of general long-term debt and acquisitions under capital leases are reported as other financing sources. All proprietary fund types are accounted for on a flow of economic resources measurement focus. With this measurement focus, all assets and liabilities associated with the operation of these funds are included on the balance sheet. Fund equity (i.e., net position) is segregated into contributed capital and retained earnings components. Proprietary fund type operating statements present increases (i.e. revenues) and decreases (i.e. expenses) in net total position.

The Board considers revenues as available if they are collected within 60 days after year-end. Expenditures are recorded when the related fund liability is incurred. Principal and interest on general long-term debt are recorded as fund liabilities when due or when amounts have been accumulated in the debt service fund for payments to be made early in the following year.

Those revenues susceptible to accrual are occupancy and prepared food and beverage taxes collected and held by the County at year-end on behalf of the Board.

#### **D. Budgetary Data**

The Board's budgets are adopted as required by the North Carolina General Statutes. An annual budget is adopted for the General Fund, Special Revenue Fund and the Enterprise Funds. All annual appropriations lapse at the fiscal year-end. The annual budget is prepared on the modified accrual basis of accounting to be compatible with the accounting system in recording transactions. Budgetary control is exercised in all funds. Appropriations are made at the department level and are amended as necessary by the governing board. The finance officer is authorized to transfer appropriations between line item expenditures within a department, and may transfer items between departments, up to \$5,000. The amended budget as of June 30, 2020, is included in the financial statements.

#### **E. Assets, Liabilities, Deferred Outflows/Inflows of Resources and Fund Equity**

##### **1. Deposits and Investments**

All deposits of the Board are made in board-designated official depositories and are secured as required by State Law (G.S. 159-31). The Board may designate as an official depository, any bank or savings association whose principal office is located in North Carolina. The Board may also establish time deposit accounts, such as NOW and SuperNow, money market accounts, and certificates of deposit.

State law (G.S. 159-30 (c)) authorizes the board to invest in obligations of the United States or obligations fully guaranteed as to principal and interest by the United States; obligations of the State of North Carolina; bonds and notes of any North Carolina local government or public authority; obligations of certain non-guaranteed federal agencies; certain high quality issues of commercial paper and bankers' acceptances; and the North Carolina Capital Management Trust (NCCMT).

The Board's investments are reported at fair value. Non-participating interest earning contracts are accounted for at cost. The North Carolina Capital Management Trust (NCCMT) Government

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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Portfolio, a SEC-registered (2a-7) money market fund is measured at fair value. The NCCMT Term Portfolio is a bond fund, has no rating and is measured at fair value. As of June 30, 2020, the Term Portfolio has a duration of .15 years. Because the NCCMT Government and Term Portfolios have a weighted average maturity of less than 90 days, they are present as an investment with a maturity of less than 6 months.

**2. Cash and Cash Equivalents**

The Board pools money from several funds to facilitate disbursement and investment and to maximize investment income. Therefore, all cash and investments are essentially demand deposits and are considered cash and cash equivalents. The Board considers all highly liquid investments (including restricted assets) with a maturity of three months or less when purchased to be cash and cash equivalents.

**3. Restricted Assets**

The assets in the Special Revenue Fund are classified as restricted because their use is restricted by House Bill 225 for services or programs needed due to the impact of tourism on the County.

**4. Inventory**

The inventories of the Board are valued at cost (first-in, first-out), which approximates market. The Board's General Fund inventory consists of materials held for subsequent use. The cost of these inventories is expensed when held for resale rather than when purchased.

**5. Capital Assets**

Capital assets are defined by the government as assets with an initial, individual cost of more than a certain cost and an estimated useful life in excess of two years. Minimum capitalization costs for all asset classes is \$1,000. Donated capital assets received prior to June 15, 2015 are recorded at their estimated fair value at the date of donation. Donated capital assets received after June 15, 2015 are recorded at acquisition value. All other purchased or constructed capital assets are reported at cost or estimated historical cost. The cost of normal maintenance and repairs that do not add to the value of the asset or materially extend assets' lives are not capitalized.

Capital assets are depreciated using the straight-line method over the following estimated useful lives:

<u>Asset Class</u>	<u>Estimated Useful Lives</u>
Buildings	10 – 40 years
Event Site	10 – 20 years
Furniture and equipment	5 – 10 years
Computers	5 years

**6. Deferred Outflows/Inflows of Resources**

In addition to assets, the statement of financial position will sometimes report a separate section for deferred outflows of resources. This separate financial statement element, *Deferred Outflows of Resources*, represents a consumption of net position that applies to a future period and so will not be recognized as an expense or expenditure until then. The Board has two items that meets this criterion, pension deferrals and other post-employment benefits deferrals for the 2020 fiscal year. In addition to liabilities, the statement of financial position will sometimes report a separate

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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section for deferred inflows of resources. This separate financial statement element, *Deferred Inflows of Resources*, represents an acquisition of net position that applies to a future period and so will not be recognized as revenue until then. The Board has two items that meets this criterion, deferrals of pension expense and other post-employment benefits that result from the implementation of GASB Statement 68 and GASB Statement 75.

**7. Compensated Absences**

The Dare County Tourism Board's personnel policy provides for the accumulation of vacation leave not to exceed thirty days, or as allowed by contractual arrangement. Vacation leave is fully vested when earned, up to the maximum amount. A provision for the amount vested as of June 30, 2020 is included in the accompanying financial statements as a liability in the governmental activities.

The Dare County Tourism Board's personnel policy provides for an unlimited accumulation of sick leave. Sick leave does not vest, but any unused sick leave accumulated at the time of retirement may be used in the determination of length of service for retirement benefit purposes. Since the Board has no obligation for accumulated sick leave until it is actually taken, no accrual for sick leave has been made.

**8. Net Position/Fund Balances**

Net Position

Net position in the government-wide and proprietary fund financial statements are classified as net investment in capital assets; restricted and unrestricted. Restricted net position represents constraints on resources that are either externally imposed by creditors, grantors, contributors, or laws or regulations of other governments or imposed by law through state statute.

Fund Balances

In the governmental fund financial statements, fund balance is composed of five classifications designed to disclose the hierarchy of constraints placed on how fund balance can be spent.

The governmental fund types classify fund balances as follows:

**Nonspendable Fund Balance** – This classification includes amounts that cannot be spent because they are either (a) not in spendable form or (b) legally or contractually required to be maintained intact.

Inventories – portion of fund balance that is not an available resource because it represents the year-end balance of ending inventories, which are not spendable resources.

**Restricted Fund Balance** – This classification includes amounts that are restricted to specific purposes externally imposed by creditors or imposed by law.

Restricted for Stabilization by State statute – North Carolina G.S. 159-8 prohibits units of government from budgeting or spending a portion of their fund balance. This is one of several statutes enacted by the North Carolina State Legislature in the 1930's that were designed to improve and maintain the fiscal health of local government units. Restricted by State Statute (RSS), is calculated at the end of each fiscal year for all annually budgeted funds. The calculation in G.S. 159-8(a) provides a formula for determining what portion of fund balance is available for appropriation. The amount of fund balance not available for appropriation is what is known as "restricted by State statute". *Appropriated fund balance in any fund shall not exceed the sum of cash and investments minus the sum of liabilities, encumbrances, and deferred revenues arising from cash receipts, as those*

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
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*figures stand at the close of the fiscal year next preceding the budget.* Per GASB guidance, RSS is considered a resource upon which a restriction is “imposed by law through constitutional provisions or enabling legislation.” RSS is reduced by inventories and prepaids as they are classified as nonspendable. Outstanding encumbrances are included within RSS. RSS is included as a component of Restricted net position and Restricted fund balance on the face of the balance sheet.

Restricted for services or programs – portion of fund balance that is restricted by House Bill 225 for services or programs due to the impact of tourism on the County.

Committed Fund Balance – This classification contains the portion of fund balance that can only be used for specific purposes imposed by majority vote by quorum of the Dare County Tourism Board. The governing body can, by adoption of an ordinance prior to the end of the fiscal year, commit fund balance. Once adopted, the limitation imposed by the ordinance remains in place until a similar action is taken (the adoption of another ordinance) to remove or revise the limitation.

Assigned fund balance – This classification is the portion of fund balance that Dare County Tourism Board intends to use for specific purposes.

Subsequent year’s expenditures – portion of fund balance that is appropriated in the next year’s budget that is not already classified in restricted or committed. The governing body approves the appropriation; however the budget ordinance authorizes the budget officer to transfer appropriations as contained under the following conditions:

- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.

Unassigned fund balance – This classification is the portion of fund balance that has not been restricted, committed, or assigned to specific purposes or other funds.

The Board has a revenue spending policy that provides guidance for programs with multiple revenue sources. The Finance Officer will use resources in the following hierarchy: federal funds, State funds, local funds. For purposes of fund balance classification expenditures are to be spent from restricted fund balance first, followed in order by committed fund balance, assigned fund balance and lastly unassigned fund balance. The Executive Director has authority to deviate from this policy if it is in the best interest of the Board.

The Board has also adopted a minimum fund balance policy for the general fund which instructs management to conduct the business of the Board in such a manner that available fund balance is at least equal to or greater than 60% of budgeted expenditures. Any portion of the general fund balance in excess of 60% of budgeted expenditures may be appropriated for one-time expenditures and may not be used for any purpose that would obligate the Board in a future budget.



**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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**9. Pensions**

For purposes of measuring the net pension asset, deferred outflows of resources and deferred inflows of resources related to pensions, and pension expense, information about the fiduciary net position of the Local Governmental Employees' Retirement System (LGERS) and additions to/deductions from LGERS' fiduciary net position have been determined on the same basis as they are reported by LGERS. For this purpose, plan member contributions are recognized in the period in which the contributions are due. The Dare County Tourism Board's employer contributions are recognized when due and the Dare County Tourism Board has a legal requirement to provide the contributions. Benefits and refunds are recognized when due and payable in accordance with the terms of LGERS. Investments are reported at fair value.

**NOTE 2. DETAILED NOTES ON ALL FUNDS**

**A. ASSETS**

**1. Deposits**

All of the Board deposits are either insured or collateralized by using one of two methods. Under the Dedicated Method, all deposits that exceed the federal depository insurance coverage are collateralized with securities held by the Board's agent in the Board's name. Under the Pooling Method, which is a collateral pool, all uninsured deposits are collateralized with securities held by the State Treasurer's agent in the name of the State Treasurer. Since the State Treasurer is acting in a fiduciary capacity for the Board, these deposits are considered to be held by the Board's agent in the Board's name. The amount of the pledged collateral is based on an approved averaging method for non-interest bearing deposits and the actual current balance for interest bearing deposits. Depositories using the Pooling Method report to the State Treasurer the adequacy of their pooled collateral covering uninsured deposits. The State Treasurer does not confirm this information with the Board or the escrow agent. Because of the inability to measure the exact amount of collateral pledged for the Board under the Pooling Method, the potential exists for under-collateralization, and this risk may increase in periods of high cash flows. However, the State Treasurer of North Carolina enforces strict standards of financial stability for each depository that collateralizes public deposits under the Pooling Method. The Board has no formal policy regarding custodial credit risk for deposits, but relies on the State Treasurer to enforce the standards of minimum capitalization for all pooling method financial institutions and to monitor them for compliance. The Board complies with the provisions of G.S. 159-31 when designating official depositories and verifying that deposits are properly secured. As a means of monitoring risk, the Board works to keep not more than 60% of funds in one depository and no more than 25% in a single investment.

At June 30, 2020, the Board's deposits had a carrying amount of \$ 6,760,718 and a bank balance of \$ 7,528,770. Of the bank balance, \$1,250,000 was covered by federal depository insurance, and \$ 6,278,770 in interest bearing deposits were covered by collateral held under the Pooling Method.

At June 30, 2020, the Board had cash on hand of \$ 400.

**2. Restricted Assets**

Money in the Special Revenue Fund is classified as restricted assets because its use is restricted to services or programs needed due to the impact of tourism on the county per North Carolina General Assembly House Bill 225.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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Dare County Tourism Board Restricted Cash

Governmental Activities  
Special Revenue Fund: \$2,692,359

**3. Investments**

At June 30, 2020, the Board's investment balances were as follows:

Investments by Type	Valuation Measurement Method	Book Value at 6/30/20	Maturity	Rating
NC Capital Management Trust – Government Portfolio	Fair Value Level 1	\$ 616,024	N/A	AAAm
NC Capital Management Trust – Term Portfolio	Fair Value Level 1	2,578,216	.15 years <sup>a</sup>	Unrated
Total		\$ 3,194,240		

<sup>a</sup> This is the duration for the Term Portfolio.

All investments are measured using the market approach: using prices and other relevant information generated by market transactions involving identical or comparable assets or a group of assets.

Level of fair value hierarchy: Level 1 debt securities are valued using directly observable, quoted prices (unadjusted) in active markets for identical assets. Level 2 debt securities are valued using a matrix pricing technique. Matrix pricing is used to value securities based on the securities' benchmark quoted prices.

*Interest Rate Risk:* The Board has no formal investment policy regarding interest rate risk. As a means of limiting its exposure to fair value losses arising from rising interest rates, the Board's internal investment policy limits investment in instruments maturing beyond two years to 15% of total portfolio balance.

*Credit Risk:* The Board has no formal policy regarding credit risk, but has internal management procedures that limit the Board's investments to provisions of G.S. 159-30 and restricts the purchase of securities to the highest possible ratings whenever particular types of securities are rated. The Board's investment in the NC Capital Management Trust Government Portfolio carried a credit rating of AAAm by Standard & Poor's as of June 30, 2020. The Board's investment in the NC Capital Management Trust Term Portfolio is unrated. The Term Portfolio is authorized to invest in obligations of the US government and agencies, and in high grade money market instruments as permitted under North Carolina G.S. 159-30 as amended.

# DARE COUNTY TOURISM BOARD

## Notes to Financial Statements

**June 30, 2020**

### 4. Due from Other Governmental Units

The Board has recognized an amount due from other governmental units which is comprised of the June, 2020 occupancy tax receipts in the amount of \$1,031,085 and the meals tax receipts of \$ 343,467 for a total receivable of \$1,374,552.

### 5. Capital Assets

Capital asset activity for the Primary Government for the year ended June 30, 2020, was as follows:

	Beginning Balances	Increases	Decreases	Ending Balances
<b>Governmental activities:</b>				
<b>Capital assets not being depreciated:</b>				
Land	\$ 11,317,382	\$ 1,559,306	\$ -	\$ 12,876,688
Total capital assets not being depreciated	11,317,382	1,559,306	-	12,876,688
<b>Capital assets being depreciated:</b>				
Buildings	3,432,060	2,224,318	-	5,656,378
Event Site	3,252,420	-	-	3,252,420
Intangible assets	85,950	23,862	-	109,812
Computer equipment	159,300	21,840	-	181,140
Furniture and equipment	312,552	90,239	-	402,791
Total capital assets being depreciated	7,242,282	2,360,259	-	9,602,541
<b>Less accumulated depreciation for:</b>				
Buildings	833,359	117,543	-	950,902
Event Site	669,865	237,231	-	907,096
Intangible assets	56,635	13,890	-	70,525
Computer equipment	132,683	11,450	-	144,133
Furniture and equipment	229,862	21,326	-	251,188
Total accumulated depreciation	1,922,404	401,440	-	2,323,844
Total capital assets being depreciated, net	5,319,878	1,958,819	-	7,278,697
<b>Governmental activity capital assets, net</b>	<u>\$16,637,260</u>	<u>\$ 3,518,125</u>	<u>\$ -</u>	<u>\$20,155,385</u>

Depreciation expense was charged to functions/programs of the primary government as follows:

Promotion and General \$ 401,440

### Business-type Activities:

	Beginning Balances	Increases	Decreases	Ending Balances
Capital assets not being depreciated				
Land	\$ -	\$ 34,422		\$ 34,422
Total capital assets	\$ -	\$ 34,422		\$ 34,422

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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**B. LIABILITIES**

**1. Pension Plan Obligations**

**a. North Carolina Local Governmental Employees' Retirement System**

*Plan Description.* Dare County Tourism Board is a participating employer in the statewide Local Governmental Employees' Retirement System (LGERS), a cost-sharing multiple-employer defined benefit pension plan administered by the State of North Carolina. LGERS membership is comprised of general employees and local law enforcement officers (LEOs) of participating local governmental entities. Article 3 of G.S. Chapter 128 assigns the authority to establish and amend benefit provisions to the North Carolina General Assembly. Management of the plan is vested in the LGERS Board of Trustees, which consists of 13 members – nine appointed by the Governor, one appointed by the State Senate, one appointed by the State House of Representatives, and the State Treasurer and State Superintendent, who serve as ex-officio members. The Local Governmental Employees' Retirement System is included in the Comprehensive Annual Financial Report (CAFR) for the State of North Carolina. The State's CAFR includes financial statements and required supplementary information for LGERS. That report may be obtained by writing to the Office of the State Controller, 3512 Bush Street, Raleigh, North Carolina, 27609, by calling (919) 981-5454 or at [www.osc.nc.gov](http://www.osc.nc.gov).

*Benefits Provided.* LGERS provides retirement and survivor benefits. Retirement benefits are determined as 1.85% of the member's average final compensation times the member's years of creditable service. A member's average final compensation is calculated as the average of a member's four highest consecutive years of compensation. Plan members are eligible to retire with full retirement benefits at age 65 with five years of creditable service, at age 60 with 25 years of creditable service, or at any age with 30 years of creditable service. Plan members are eligible to retire with partial retirement benefits at age 50 with 20 years of creditable service or at age 60 with five years of creditable service (age 55 for firefighters). Survivor benefits are available to eligible beneficiaries of members who die while in active service or within 180 days of their last day of service and who have either completed 20 years of creditable service regardless of age (15 years of creditable service for firefighters and rescue squad members who are killed in the line of duty) or have completed five years of service and have reached age 60. Eligible beneficiaries may elect to receive a monthly Survivor's Alternate Benefit for life or a return of the member's contributions. The plan does not provide for automatic post-retirement benefit increases. Increases are contingent upon actuarial gains of the plan.

*Contributions.* Contribution provisions are established by General Statute 128-30 and may be amended only by the North Carolina General Assembly. Dare County Tourism Board employees are required to contribute 6% of their compensation. Employer contributions are actuarially determined and set annually by the LGERS Board of Trustees. The Dare County Tourism Board's contractually required contribution rate for the year ended June 30, 2020, was 8.95% for general employees, actuarially determined as an amount that, when combined with employee contributions, is expected to finance the costs of benefits earned by employees during the year. Contributions to the pension plan from the Dare County Tourism Board were \$71,330 for the year ended June 30, 2020.

*Refunds of Contributions* – Board employees who have terminated service as a contributing member of LGERS, may file an application for a refund of their contributions. By state law, refunds to members with at least five years of service include 4% interest. State law requires a 60 day waiting period after service termination before the refund may be paid. The acceptance of a refund payment cancels the individual's right to employer contributions or any other benefit provided by LGERS.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

***Pension Liabilities, Pension Expense, and Deferred Outflows of Resources and Deferred Inflows of Resources Related to Pensions***

At June 30, 2020, the Board reported a liability of \$327,164 for its proportionate share of the net pension liability. The net pension liability was measured as of June 30, 2019. The total pension liability used to calculate the net pension asset was determined by an actuarial valuation as of December 31, 2018. The total pension liability was then rolled forward to the measurement date of June 30, 2019 utilizing update procedures incorporating the actuarial assumptions. The Board's proportion of the net pension liability was based on a projection of the Board's long-term share of future payroll covered by the pension plan, relative to the projected future payroll covered by the pension plan of all participating LGERS employers, actuarially determined. At June 30, 2019, the Board's proportion was 0.01198%, which was a decrease of .00082 from its proportion measured as of June 30, 2018.

For the year ended June 30, 2020, the Board recognized pension expense of \$137,019. At June 30, 2020, the Board reported deferred outflows of resources and deferred inflows of resources related to pensions from the following sources:

	Deferred Outflows of Resources	Deferred Inflows of Resources
Differences between expected and actual experience	\$ 56,019	\$ -
Changes of assumptions	53,322	-
Net difference between projected and actual earnings on pension plan investments	7,980	-
Change in proportion and differences between Board contributions and proportionate share of contributions	-	18,832
Board contributions subsequent to the measurement date	71,330	-
Total	\$ 188,651	\$ 18,832

\$ 71,330 reported as deferred outflows of resources related to pensions resulting from Board contributions subsequent to the measurement date will be recognized as a decrease of the net pension liability in the year ended June 30, 2021. Other amounts reported as deferred inflows of resources related to pensions will be recognized in pension expense as follows:

Year Ended June 30:	
2021	\$ 51,047
2022	12,855
2023	27,975
2024	6,612
2025	-
Thereafter	-
Total	\$ 98,489

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

*Actuarial Assumptions.* The total pension liability in the December 31, 2018 actuarial valuation was determined using the following actuarial assumptions, applied to all periods included in the measurement:

Inflation	3.0 percent
Salary increases	3.50 to 8.10 percent, including inflation and productivity factor
Investment rate of return	7.0 percent, net of pension plan investment expense, including inflation

The plan currently uses mortality tables that vary by age, gender, employee group (i.e. general, law enforcement officer) and health status (i.e. disabled and healthy). The current mortality rates are based on published tables and based on studies that cover significant portions of the U.S. population. The healthy mortality rates also contain a provision to reflect future mortality improvements.

The actuarial assumptions used in the December 31, 2018 valuation were based on the results of an actuarial experience study for the period January 1, 2010 through December 31, 2014.

Future ad hoc COLA amounts are not considered to be substantively automatic and are therefore not included in the measurement.

The projected long-term investment returns and inflation assumptions are developed through review of current and historical capital markets data, sell-side investment research, consultant whitepapers, and historical performance of investment strategies. Fixed income return projections reflect current yields across the U.S. Treasury yield curve and market expectations of forward yields projected and interpolated for multiple tenors and over multiple year horizons. Global public equity return projections are established through analysis of the equity risk premium and the fixed income return projections. Other asset categories and strategies' return projections reflect the foregoing and historical data analysis. These projections are combined to produce the long-term expected rate of return by weighting the expected future real rates of return by the target asset allocation percentage and by adding expected inflation. The target allocation and best estimates of arithmetic real rates of return for each major asset class as of June 30, 2019 are summarized in the following table:

<b>Asset Class</b>	<b>Target Allocation</b>	<b>Long-Term Expected Real Rate of Return</b>
Fixed Income	29.0%	1.4%
Global Equity	42.0%	5.3%
Real Estate	8.0%	4.3%
Alternatives	8.0%	8.9%
Credit	7.0%	6.0%
Inflation Protection	6.0%	4.0%
<b>Total</b>	<b>100%</b>	

The information above is based on 30 year expectations developed with the consulting actuary for the 2018 asset liability and investment policy study for the North Carolina Retirement Systems, including LGERS. The long-term nominal rates of return underlying the real rates of return are arithmetic annualized figures. The real rates of return are calculated from nominal rates by multiplicatively subtracting a long-term inflation assumption of 3.00%. All rates of return and inflation are annualized.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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*Discount rate.* The discount rate used to measure the total pension liability was 7.00%. The projection of cash flows used to determine the discount rate assumed that contributions from plan members will be made at the current contribution rate and that contributions from employers will be made at statutorily required rates, actuarially determined. Based on these assumptions, the pension plan's fiduciary net position was projected to be available to make all projected future benefit payments of the current plan members. Therefore, the long-term expected rate of return on pension plan investments was applied to all periods of projected benefit payments to determine the total pension liability.

*Sensitivity of the Board's proportionate share of the net pension asset to changes in the discount rate.* The following presents the Board's proportionate share of the net pension asset calculated using the discount rate of 7.00 percent, as well as what the Board's proportionate share of the net pension asset or net pension liability would be if it were calculated using a discount rate that is one percentage point lower (6.00 percent) or one percentage point higher (8.00 percent) than the current rate:

	<u>1% Decrease (6.00%)</u>	<u>Discount Rate (7.00%)</u>	<u>1% Increase (8.00%)</u>
Board's proportionate share of the net pension liability (asset)	\$ 748,285	\$ 327,164	\$ (22,872)

*Pension plan fiduciary net position.* Detailed information about the pension plan's fiduciary net position is available in the separately issued Comprehensive Annual Financial Report (CAFR) for the State of North Carolina.

**b. Other Post-Employment Benefits**

**Health Care Benefits**

*Plan Description.* According to a Dare County Tourism Board resolution, the Board provides post-retirement health care benefits to retirees of the Board. The Board has the authority to establish and amend the benefit terms and financing requirements. No assets are accumulated in a trust that meets the criteria in paragraph 4 of GASB Statement 75.

*Benefits Provided.* Prior to June 30, 2008, employees who participate in the North Carolina Local Governmental Employees' Retirement System (System) and have at least five years of creditable service with the Board are eligible for full coverage health care paid 100% by the Board for the retiree. For all employees hired on or after June 30, 2008, the Board provides post-retirement health care benefits to retirees who participate in the System and have 20 years of creditable service. When a retiree becomes eligible for Medicare, the Board will pay up to \$400 per month for the cost of supplementary health care policy if the retiree was hired prior to July 1, 2016. Employees hired after July 1, 2016, are not eligible for Medicare Supplements. All employees have the option of purchasing dental or vision for themselves at the Board's rates.

Membership of the plan consisted of the following at June 30, 2020:

Retirees receiving benefits	4
Terminated plan members entitled to but not yet Receiving benefits	0
Active plan members	<u>11</u>
Total	15

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

**Total OPEB Liability**

The Board's total OPEB liability of \$719,191 was measured as of June 30, 2019 and was determined by an actuarial valuation as of that date.

*Actuarial assumptions and other inputs.* The total OPEB liability in the June 30, 2019 actuarial valuation was determined using the following actuarial assumptions and other inputs, applied to all periods included in the measurement unless otherwise specified:

Inflation	2.5 percent
Salary increases	3.5-7.75 percent, average, including inflation
Discount rate, prior to measurement date	3.89 percent
Discount rate, at measurement date	3.50 percent
Healthcare cost trend	
Pre-Medicare	7.00 percent for 2019 decreasing to an ultimate rate of 4.50 percent by 2026
Medicare	5.00 percent for 2019 decreasing to an ultimate rate of 4.50 percent by 2021

The discount rate was based on the June average of the Bond Buyer General Obligation 20-year Municipal Bond Index published weekly by The Bond Buyer.

**Changes in the Total OPEB Liability**

	<b>Total OPEB Liability</b>
<b>Balance at July 1/2019</b>	<b>\$ 626,924</b>
<b>Changes for the year</b>	
Service cost	31,129
Interest	24,066
Changes of benefit terms	-
Differences between expected and actual experience	29,054
Changes in assumptions or other inputs	24,722
Benefit payments	(16,704)
<b>Net changes</b>	<b>\$ 92,267</b>
<b>Balance at 6/30/2020</b>	<b>\$ 719,191</b>

Changes in assumptions and other inputs reflect a change in the discount rate from 3.89% to 3.50%.

Mortality rates were based on the RP-2014 mortality tables, with adjustments for LGERS experience and generational mortality improvements using Scale MP-2015.

The actuarial assumptions used in the June 30, 2019 valuation were based on the results of an actuarial experience study for the period January 1, 2010 through December 31, 2014.

*Sensitivity of the total OPEB liability to changes in the discount rate.* The following presents the total OPEB liability of the Board, as well as what the Board's total OPEB liability would be if it were calculated using a discount rate that is 1-percentage-point lower (2.50 percent) or 1-percentage-point higher (4.50 percent) than the current discount rate:



**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

Discount Rate Sensitivity			
	1% Decrease (2.50%)	Current Discount Rate (3.50%)	1% Increase (4.50%)
Total OPEB Liability	\$ 808,462	\$ 719,191	\$ 643,014

*Sensitivity of the total OPEB liability to changes in the healthcare cost trend rates.* The following presents the total OPEB liability of the Board, as well as what the Board's total OPEB liability would be if it were calculated using healthcare cost trend rates that are 1-percentage-point lower or 1-percentage-point higher than the current healthcare cost trend rates:

Health Care Cost Trend Rate Sensitivity			
	1% Decrease	Current	1% Increase
Total OPEB Liability	\$ 678,478	\$ 719,191	\$ 765,620

**OPEB Expense and Deferred Outflows of Resources and Deferred Inflows of Resources Related to OPEB**

For the year ended June 30, 2020, the Board recognized OPEB expense of \$55,100. At June 30, 2019, the Board reported deferred outflows of resources and deferred inflows of resources related to OPEB from the following sources:

	Deferred Outflows of Resources	Deferred Inflows of Resources
Differences between expected and actual experiences	\$ 24,535	\$ 5,500
Changes of assumptions	20,877	40,192
Benefit payments made subsequent to the measurement date	\$ 19,884	
Total	\$ 65,296	\$ 45,692

\$19,884 reported as deferred outflows of resources related to pensions resulting from benefit payments made and administrative expenses incurred subsequent to the measurement date will be recognized as a decrease of the total pension liability in the year ended June 30, 2021. Other amounts reported as deferred inflows of resources related to pensions will be recognized in pension expense as follows:

Measurement Period Ended June 30:		
2020	\$	(2,465)
2021		(2,465)
2022		(2,465)
2023		(1,499)
2024		5,022
Thereafter		3,592

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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**2. Other Employment Benefits**

**Death Benefit Plan.** The Board has elected to provide death benefits to employees through the Death Benefit Retirement Plan for members of the Local Governmental Employees' Retirement System (Death Benefit Plan), a multiple-employer, State administered, cost-sharing plan funded on a one year term cost basis. The beneficiaries of those employees who die in active service after one year of contributing membership in the System, or who die within 180 days after retirement or termination of service and have at least one year of contributing membership service in the System at the time of death are eligible for death benefits. Lump sum death benefit payments to beneficiaries are equal to the employee's 12 highest months salary in a row during the 24 months prior to the employee's death, but the benefit may not exceed \$ 50,000. All death benefit payments are made by the Death Benefit Plan and not by the Board. The Board does not determine the number of eligible participants. The Board has no liability beyond the payment of monthly contributions, which were \$397 for the fiscal year ended June 30, 2020. The contributions to the Death Benefit Plan cannot be separated between the post-employment benefit amount and the other benefit amount.

**3. Deferred Outflows and Inflows of Resources**

The Board has the following deferred outflows of resources:

Contributions to pension plan in current fiscal year	\$ 71,330
Benefit payments and administrative costs for OPEB made subsequent to the measurement date	19,884
Pension plan	56,019
OPEB benefits	24,535
Changes of assumptions:	
Pension plan	53,322
OPEB benefits	20,877
Net difference between projected and actual on pension plan investments	<u>7,980</u>
Total	\$ 253,947

The Board has the following deferred inflows of resources

Differences between expected and actual experience -	
OPEB benefits	\$ 5,500
Changes of assumptions – OPEB benefits	40,192
Changes in proportion and difference between employer contributions and proportionate share of contributions –	
Pension plan	<u>18,832</u>
Total	\$ 64,524

**4. Risk Management**

The Board is exposed to various risks of losses related to torts; theft of, damage to, and destruction of assets; errors and omissions; injuries to employees; and natural disasters. The Board participates in three self-funded risk financing pools administered by the Risk Management Agency of the North Carolina League of Municipalities. Through these pools, the Board obtains general liability and auto liability coverage of \$ 5 million per occurrence, property coverage up to the total insurance values of the property policy and workers' compensation coverage up to statutory limits. The liability and property exposures are reinsured through commercial carriers for claims in excess of retentions as selected by the Board of Trustees each year. Stop loss insurance is purchased by the Board of Trustees to protect against large medical claims that exceed certain dollar cost levels.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

Specific information on the limits of the reinsurance, excess and stop loss policies purchased by the Board of Trustees can be obtained by contacting the Risk Management Services Department of the NC League of Municipalities. The pools are audited annually by certified public accountants, and the audited financial statements are available to the Board upon request.

The Board carries commercial insurance coverage for all other risks of loss. There have been no significant reductions in insurance coverage in the prior year, and settled claims have not exceeded coverage in any of the past three fiscal years.

The Board carries flood insurance through the National Flood Insurance Plan (NFIP). The Board has purchased \$500,000 of coverage for its building and contents through NFIP because the property is in an area of the State that has been mapped and designated an "A" area (an area close to a river, lake or stream) by the Federal Emergency Management Agency.

In accordance with G.S. 159-29, the Board's employees that have access to \$100 or more at any given time of the Board's funds are covered under a blanket bond in the amount of \$25,000. The finance officer and deputy finance officer are individually bonded for \$50,000.

**4. Long-Term Obligations**

The following is a summary of the changes in general long-term debt for the year ended June 30, 2020:

Governmental Activities:	Beginning Balance	Increases	Decreases	Ending Balance	Current Portion of Balance
Accrued vacation & comp	\$ 49,411	\$ 19,976	\$ 241	\$ 69,146	\$ -
Net pension liability	303,660	23,504	-	327,164	-
Other postemployment benefits	<u>626,924</u>	<u>108,971</u>	<u>16,704</u>	<u>719,191</u>	-
Total long-term liabilities	<u>\$ 979,995</u>	<u>\$152,451</u>	<u>\$ 16,945</u>	<u>\$ 1,115,501</u>	<u>\$ -</u>

**C. INTERFUND BALANCES AND ACTIVITY**

Transfers to/from other funds at June 30, 2020, consist of the following:

From the General Fund to the Event Site Operating Fund: \$227,135

During the 2020 fiscal year, the Board transferred unrestricted revenues to the Event Site Operating Fund to finance operations at the site.

**D. EXPENDITURES**

**Operating Leases**

In October 2016, the Board upgraded its mailing machine and postage meter and bought out the previous lease and entered into a new lease for a period of forty-eight months, with quarterly payments of \$ 5,674. During 2020, \$22,698 was paid in rent expense.

In April 2014, the Board entered into a new copier lease and the prior lease was bought out. The new lease is for a period of 63 months with payments of \$400 per month with the option to

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

continue on a month to month basis after the lease expires. The lease expired in July 2020 and was a month to month arrangement until a new copier was leased. Rent expense for 2020 was \$ 1,199.

In October 2019, the Board entered into a new copier lease. The new lease is for a period of 48 months with payments of \$ 375 per month with the option to continue on a month to month basis after the lease expires. In March 2020, the Board added a controller onto the remaining portion of this lease with additional payments of \$113 per month. Rent expense for 2020 was \$3,376 and \$452, respectively.

The future minimum lease payments are as follows:

2021	\$	13,423
2022		5,857
2023		5,857
2024		<u>1,952</u>
	\$	27,089

**E. NET INVESTMENT IN CAPITAL ASSETS**

	<b>Governmental Funds</b>	<b>Business type Activities</b>
Capital Assets	\$20,155,385	\$ 34,422
Less: Long-term Debt	0	0
Net Investment in Capital Assets	\$20,155,385	\$ 34,422

**F. FUND BALANCE**

The following schedule provides management and citizens with information on the portion of General Fund balance that is available for appropriation:

<b><i>Total fund balance-General Fund</i></b>	<b><i>\$ 8,027,901</i></b>
<b>Less:</b>	
<b>Inventories</b>	25,436
<b>Stabilization by State Statute</b>	1,536,208
<b>Appropriated Fund Balance in 2020/2021 budget</b>	953,641
<b>Working Capital / Fund Balance Policy</b>	3,901,493
<b>Remaining Fund Balance</b>	\$ 1,611,123

The Board has also adopted a minimum fund balance policy for the general fund which instructs management to conduct the business of the Board in such a manner that available fund balance is at least equal to or greater than 60% of budgeted expenditures.

The outstanding encumbrances are amounts needed to pay any commitments related to purchase orders and contracts that remain unperformed at year-end. The General Fund encumbrances are included in the Stabilization by State Statute amount above.

<b><i>Encumbrances</i></b>	<b><i>General Fund</i></b>	<b><i>Special Revenue Fund</i></b>
	\$ 488,213	\$ 1,259,202

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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**Special Revenue Fund-Reserve For Future Capital Projects**

Though the entire fund balance in the Special Revenue Fund is restricted by state statute, the Board designates 70% of the 25% of the amount of occupancy and meals tax transferred to the special revenue fund for future capital projects. During the current year \$1,269,276 was transferred for future capital projects. During 2006, the designations for natural, historic and cultural resources and infrastructure were capped at \$500,000. In March 2019, the Board voted to discontinue funding of the Natural, Historic, Cultural line item and to transfer remaining funds to the long-term unappropriated line item, which was also capped at \$500,000.

Activity for future capital projects was as follows during the year ended June 30, 2020:

<u>Project</u>	<u>Balance July 1,</u> <u>2019</u>	<u>Current Year</u> <u>Additions</u>	<u>Current Year</u> <u>Expenses/Transfers/</u> <u>Adjustments</u>	<u>Balance June 30,</u> <u>2020</u>
Multi-purpose Facility	\$ 2,192,370	\$ 1,265,646	\$ (3,194,971)	\$ 263,045
Natural, historic, cultural	176,370	-	(176,370)	-
Infrastructure	461,170	-	-	461,170
L-T Unappropriated	350,000	3,630	146,370	500,000
Total	<u>\$ 3,179,910</u>	<u>\$ 1,269,276</u>	<u>\$ (3,224,971)</u>	<u>\$ 1,224,215</u>

**NOTE 3. COMMITMENTS**

On May, 20, 2020, the Board entered into an agreement with the Outer Banks Golf Association for a co-op marketing program beginning June 1, 2020 and ending June 30, 2021 in the amount of \$40,000.

On June 17, 2020, the Board entered into additional spending with Hoffman York in the amount of \$100,000 for increased summer spending due to Coronavirus.

On June 22, 2020, the Board entered into an agreement with Ignite Social Media for social media and management expenses totaling \$362,480 to be paid over twelve months. The contract begins July 1, 2020 and ends June 30, 2021.

On July 23, 2019, the Board entered into an agreement with The Ground Guys for landscaping and irrigation services at the event site. The term of the contract is from July 1, 2019 until December 31, 2022. Monthly payments for the term of the contract are \$7,133.11, plus contracted mulching and plantings paid bi-annually of \$43,700.

**NOTE 4. JOINT VENTURES**

On April 12, 2007, the Board purchased a piece of property with the Town of Nags Head to be held for future use. On November 14, 2009, the Board purchased an adjoining two parcels with the Town of Nags Head. The Board owns 65.2% and 82.1% of the properties, respectively.

On April 1, 2015, the parties entered into a new memorandum of understanding which designated the site as the Outer Banks Event Site for a period of approximately ten years which began in late 2012. The parties agree that the Dare County Tourism Board shall make all decisions relating to the Site's management and will be responsible for collecting rental proceeds from users of the property and for paying expenses related to the property. The Board accounts for these monies in an Enterprise Fund. The parties agreed that any transfer of their interests in the property can only be made to the other party based on a value determined in accordance with the memorandum of agreement.

**DARE COUNTY TOURISM BOARD**  
**Notes to Financial Statements**  
**June 30, 2020**

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The site is currently being developed as an event site. The Dare County Tourism Board is financially responsible for the development. Phase I of development was completed during the summer of 2015 and Phase II was completed in June 2017.

**NOTE 5. SUMMARY OF EFFECTS OF SUBSEQUENT EVENTS**

To Board contracts on a yearly renewal basis with Hoffman York to provide marketing services for a monthly retainer of \$22,000, plus advertising fees. Advertising of \$505,000 has been authorized for the Fall 2021 campaign.

The Board contracts on a yearly renewal basis with Boone Oakley to provide brand marketing for a monthly retainer of \$12,500, plus production fees.

On August 4, 2020 the Dare County Tourism Board reached an agreement with Hoffman York for the printing of 505,000 polybag insertions in Southern Magazine with an additional 200,000 overrun copies for promotion for a total cost of \$98,179.

On August 10, 2020, the Board entered into a lease agreement with Pitney Bowes for new mailing equipment. The lease term is 48 months with quarterly payments of \$ 5,051.

On August 18, 2020, the Board entered into an agreement with BooneOakley for the production of two commercials in the amount of \$40,000. On October 2, 2020, the Board entered into an additional agreement with BooneOakley for production costs on videos to be used in marketing. The cost is \$40,000.

## Required Supplementary Financial Data

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This section contains additional information required by generally accepted accounting principles.

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- Schedule of Proportionate Share of Net Pension Liability (Asset) for Local Government Employees' Retirement System
- Schedule of Contributions to Local Government Employees' Retirement System
- Schedule of Changes in the Total OPEB Liability and Related Ratios

**Dare County Tourism Board  
Board's Proportionate Share of Net Pension Liability (Asset)  
Required Supplementary Information  
Last Seven Fiscal Years \***

**Local Government Employees' Retirement System**

	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Board's proportion of the net pension liability (asset) (%)	0.01198%	0.01280%	0.01297%	0.01341%	0.01436%	0.01442%	0.01430%
Board's proportion of the net pension liability (asset) (\$)	\$ 327,164	\$ 303,660	\$ 198,146	\$ 284,604	\$ 64,447	\$ (85,041)	\$ 172,370
Board's covered-employee payroll	\$ 772,494	\$ 770,482	\$ 770,688	\$ 739,387	\$ 720,571	\$ 700,595	\$ 642,496
Board's proportionate share of the net pension liability (asset) as a percentage of its covered-employee payroll	42.35%	39.41%	25.71%	38.49%	8.94%	( 12.14%)	26.83%
Plan fiduciary net position as a percentage of the total pension liability**	91.63%	94.18%	91.47%	98.09%	98.79%	102.64%	94.35%

\* The amounts presented for each fiscal year were determined as of the prior fiscal year ending June 30.

\*\* This will be the same percentage for all participant employers in the LGERS plan.



**Dare County Tourism Board  
Board's Contributions  
Required Supplementary Information  
Last Seven Fiscal Years**

**Local Government Employees' Retirement System**

	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>	<b>2014</b>
Contractually required contribution	\$ 71,330	\$ 60,219	\$ 58,092	\$ 56,368	\$ 49,687	\$ 50,945	\$ 49,532
Contributions in relation to the contractually required contribution	71,330	60,219	58,092	56,368	49,687	50,945	49,532
Contribution deficiency (excess)	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>
Board's covered-employee payroll	\$ 794,753	\$ 772,494	\$ 770,482	\$ 770,688	\$ 739,387	\$ 720,571	\$ 700,595
Contributions as a percentage of covered-employee payroll	8.98%	7.80%	7.54%	7.31%	6.72%	7.07%	7.07%

**Dare County Tourism Board**  
**Required Supplementary Information**  
**Schedule of Changes in the Total OPEB Liability and Related Ratios**  
**June 30, 2020**

	<u><b>2020</b></u>	<u><b>2019</b></u>	<u><b>2018</b></u>
<b>Total OPEB Liability</b>			
Service cost	\$ 31,129	\$ 32,058	\$ 34,484
Interest	24,066	21,657	18,582
Changes of benefit terms	-	-	-
Differences between expected and actual experience	29,054	(2,727)	(6,341)
Changes of assumptions	24,722	(23,949)	(41,273)
Benefit payments	(16,704)	(16,788)	(12,178)
<b>Net change in total OPEB liability</b>	<u>\$ 92,267</u>	<u>\$ 10,251</u>	<u>\$ (6,726)</u>
<b>Total OPEB liability - beginning, as restated</b>	626,924	616,673	623,399
<b>Total OPEB liability - ending</b>	<u><u>\$ 719,191</u></u>	<u><u>\$ 626,924</u></u>	<u><u>\$ 616,673</u></u>
 <b>Covered payroll</b>	 782,255	 767,797	 739,549
<b>Total OPEB liability as a percentage of covered payroll</b>	91.94%	81.65%	83.39%

**Notes to Schedule**

Changes of assumptions: Changes of assumptions and other inputs reflect the effects of changes in the discount rate of each

<u><b>Fiscal year</b></u>	<u><b>Rate</b></u>
2020	3.50%
2019	3.89%
2018	3.56%

## Individual Fund Statements and Schedules

**Dare County Tourism Board  
General Fund  
Statement of Revenues, Expenditures, and  
Changes in Fund Balances - Budget and Actual  
For the Fiscal Year Ended June 30, 2020**

	2020			2019
	Budget	Actual	Variance Positive (Negative)	Actual
<b>Revenues:</b>				
Tax Revenues:				
Occupancy	\$ 3,419,554	\$ 3,645,857	\$ 226,303	\$ 3,830,484
Prepared Food and Beverage	1,786,256	1,759,985	(26,271)	1,978,573
Total	5,205,810	5,405,842	200,032	5,809,057
Other Revenues:				
Merchandise Revenue	30,786	16,548	(14,238)	30,441
Sale of Advertising - Travel Guide	84,100	79,360	(4,740)	84,150
Website Advertising	105,000	94,492	(10,508)	107,039
Other	1,000	135	(865)	23,511
Total	220,886	190,535	(30,351)	245,141
Investment earnings	100,425	116,265	15,840	138,678
Total revenues	5,527,121	5,712,642	185,521	6,192,876
<b>Expenditures:</b>				
Governing Body:				
Director compensation		17,000		17,100
Payroll taxes		1,301		1,308
Travel		1,996		5,273
Director & Officers' Insurance		3,455		3,290
Miscellaneous items		1,001		240
Total	31,034	24,753	6,281	27,211
Promotional and General				
Personnel:				
Salaries - full time		788,871		758,881
Salaries - part time		59,946		67,339
Payroll taxes		62,753		61,082
Employee insurance		154,321		139,393
Retirement		71,330		60,219
401(k) match		6,785		6,521
Workman's compensation		1,853		1,654
Employee relations		1,501		1,803
Training		8,890		4,276
Total Personnel	1,184,325	1,156,250	28,075	1,101,168
Services:				
Audit		7,500		7,125
Legal		6,475		11,070
Contract Services		16,528		15,528
Other Professional Services		20,488		4,945
Administrative Advertising		269		478
Total Services	69,100	51,260	17,840	39,146
Travel Guide:				
Travel Guide production and printing		150,308		149,956
Travel Guide freight		13,682		16,535
Total Travel Guide	175,000	163,990	11,010	166,491

**Dare County Tourism Board  
General Fund  
Statement of Revenues, Expenditures, and  
Changes in Fund Balances - Budget and Actual  
For the Fiscal Year Ended June 30, 2020**

	2020		2019
	Budget	Actual	Variance Positive (Negative)
			Actual
Merchandise:			
Merchandise purchases		8,963	17,030
Office supplies		-	250
Credit card bank charges		1,009	1,265
Total Travel Guide	20,260	9,972	18,545
Other:			
Research		74,326	13,400
Advertising - printed		939,288	1,052,270
Advertising - production fee		95,246	85,732
Advertising - events		20,182	37,999
Advertising - electronic		2,108,942	1,808,777
Community relations		15,479	9,383
Legal notices		51	93
Brochures/production & printing		3,558	12,405
Promotional aids		2,160	6,892
Familiarization tours		39,910	63,546
Group sales		20,055	11,532
Event Grant program		345,213	385,329
Established Event Developer Grant		3,985	37,135
Tousim Summit		1,064	18,077
Postage		164,360	216,901
Travel		27,764	37,536
Vehicle maintenance		862	1,141
Registrations		23,495	20,380
Travel show exhibit		72	1,913
Dues and subscriptions		38,797	31,262
Insurance		19,805	16,810
Telephone		22,989	21,340
Expendable equipment		570	1,651
Technical support		422	2,153
Utilities		7,208	8,342
Cleaning/maintenance supplies		741	184
Building maintenance		13,370	25,036
Equipment service contracts		1,360	1,035
Equipment rental		25,521	26,694
Equipment repairs		781	475
Office supplies		11,544	11,183
Web Site/Internet		24,212	23,025
Capital Outlay		44,733	43,529
Total Other	5,195,563	4,098,065	4,033,160
Total Promotional & General	6,644,248	5,479,537	5,358,510

**Dare County Tourism Board  
General Fund  
Statement of Revenues, Expenditures, and  
Changes in Fund Balances - Budget and Actual  
For the Fiscal Year Ended June 30, 2020**

	2020		2019
	Budget	Actual	Variance Positive (Negative)
			Actual
Welcoming			
Aycock Brown Welcome Center			
Personnel:			
Salaries - part time		57,926	71,572
Payroll taxes		4,494	5,449
Employee insurance		4,176	4,187
Workman's Compensation		200	320
Employee Relations		211	157
Training		-	154
Total Personnel	104,915	67,007	37,908
Services:			
Contracted Services		7,096	7,920
Total Services	7,920	7,096	824
Other:			
Uniforms		73	241
Travel		-	109
Dues and subscriptions		222	140
Insurance		2,280	1,925
Telephone		8,461	7,864
Utilities		4,698	4,716
Cleaning/maintenance supplies		150	2
Building maintenance		352	2,003
Equipment repairs		264	198
Office supplies		1,714	2,440
Capital Outlay		-	7,280
Total Other	31,647	18,214	13,433
Total Welcoming - Aycock Brown Center	144,482	92,317	52,165
Roanoke Island Welcome Center			
Personnel:			
Salaries - part time		90,608	98,718
Payroll taxes		6,820	7,405
Worker's compensation		250	320
Employee relations		153	35
Training		-	402
Total	150,410	97,831	52,579
Services:			
Contracted services		1,264	1,659
Total services	2,200	1,264	936

**Dare County Tourism Board  
General Fund  
Statement of Revenues, Expenditures, and  
Changes in Fund Balances - Budget and Actual  
For the Fiscal Year Ended June 30, 2020**

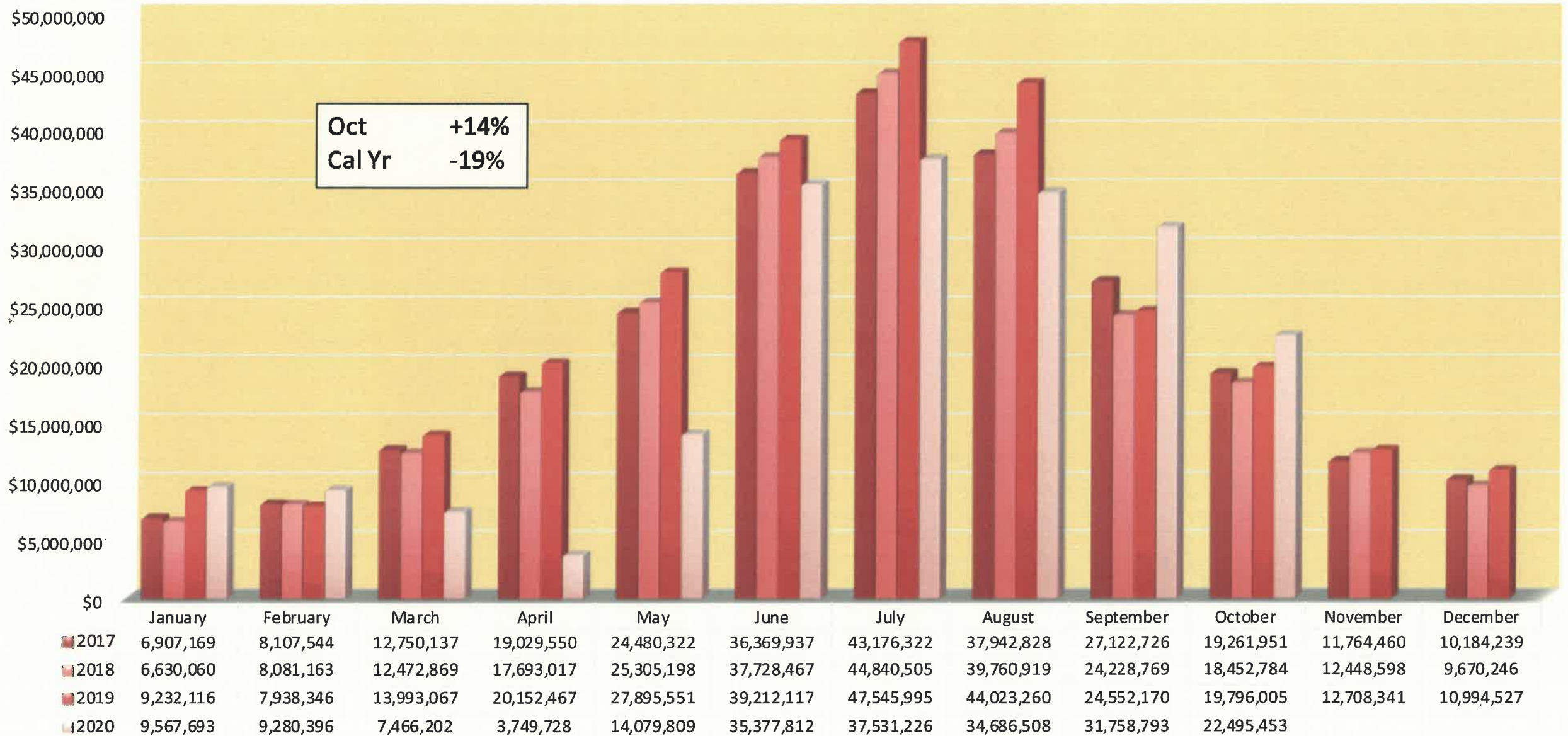
	2020			2019
	Budget	Actual	Variance Positive (Negative)	Actual
Other:				
Uniforms		166		281
Travel		348		458
Insurance		2,281		1,925
Telephone		5,772		5,377
Expendable Equipment		916		190
Utilities		595		799
Cleaning/maintenance supplies		301		258
Building maintenance		-		9,254
Office supplies		1,645		567
Capital Outlay		969		-
Total	<u>24,566</u>	<u>12,993</u>	<u>11,573</u>	<u>19,109</u>
Total Welcoming - Roanoke Island	<u>177,176</u>	<u>112,088</u>	<u>65,088</u>	<u>127,648</u>
Total Welcoming	<u>321,658</u>	<u>204,405</u>	<u>117,253</u>	<u>244,325</u>
Total expenditures	<u>6,996,940</u>	<u>5,708,695</u>	<u>1,288,245</u>	<u>5,630,046</u>
Revenues over (under) expenditures	<u>(1,469,819)</u>	<u>3,947</u>	<u>1,473,766</u>	<u>562,830</u>
Other financing sources (uses):				
Transfers (to) from other funds:				
Event Site	(227,135)	(227,135)	-	(183,200)
Sale of assets	-	-		-
Appropriated Fund Balance	1,696,954	-	(1,696,954)	-
Total	<u>\$ 1,469,819</u>	<u>\$ (227,135)</u>	<u>\$ (1,696,954)</u>	<u>\$ (183,200)</u>
Revenues and other financing sources over expenditures and other financing uses	-	(223,188)	(223,188)	379,630
Fund balances:				
Beginning of year, July 1		8,251,089		7,871,459
End of year, June 30		<u>\$ 8,027,901</u>		<u>\$ 8,251,089</u>

**Dare County Tourism Board  
Proprietary Fund  
Non-Major Event Site Fund  
Schedule of Revenues and Expenditures  
Budget and Actual (Non - GAAP)  
For the Fiscal Year Ended June 30, 2020**

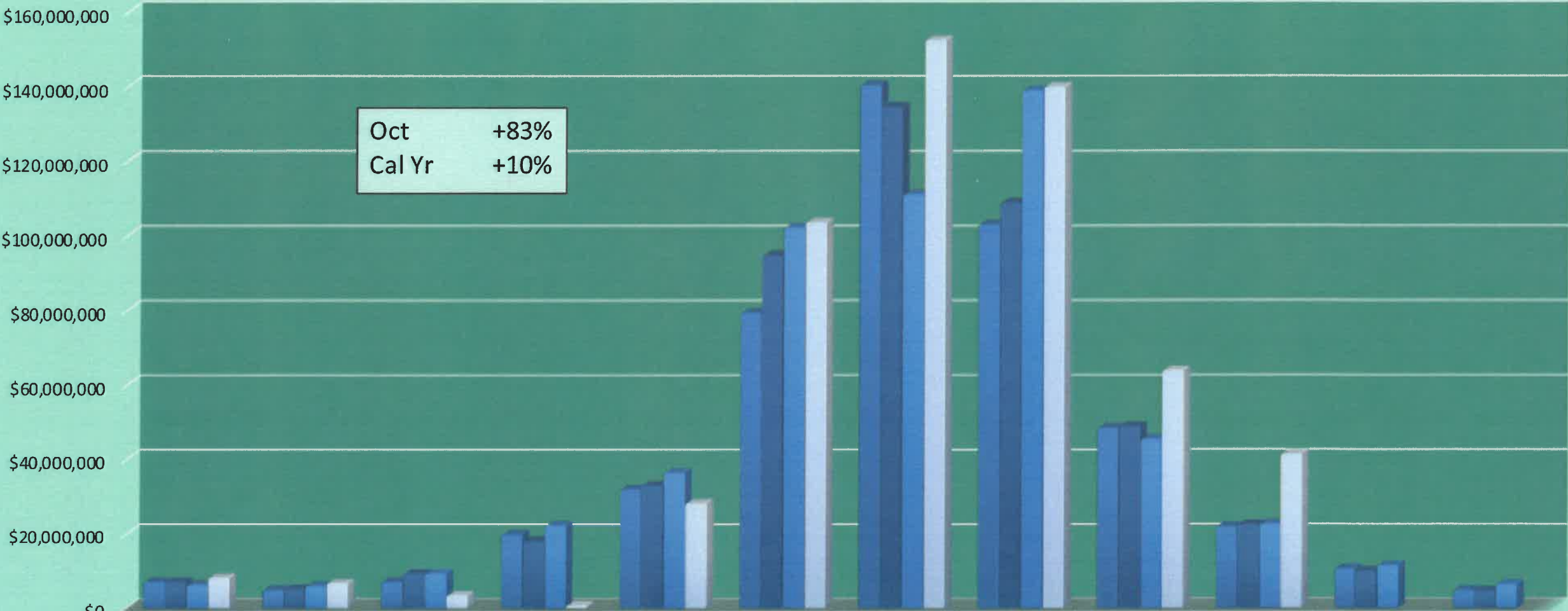
	2020			2019
	Budget	Actual	Variance Positive (Negative)	Actual
Revenues:				
Operating revenues:				
Site rental income	\$ 13,800	\$ 8,930	\$ (4,870)	\$ 17,660
Lease income	44,000	46,728	2,728	13,060
Other income	200	2,500	2,300	250
Unappropriated Funds	20,000	-	(20,000)	-
Interest income	325	678	353	503
Total	<u>78,325</u>	<u>58,836</u>	<u>(19,489)</u>	<u>31,473</u>
Total revenues	<u>78,325</u>	<u>58,836</u>	<u>(19,489)</u>	<u>31,473</u>
Expenditures:				
Event development & marketing	55,010	36,526	18,484	44,841
Other professional services	38,100	3,234	34,866	2,692
Insurance	6,430	6,423	7	1,200
Utilities	24,510	23,415	1,095	13,334
Repairs and maintenance	161,940	134,503	27,437	141,627
Office expenses	270	-	270	226
Unappropriated other expenses	19,200	17,678	1,522	11,150
Total	<u>305,460</u>	<u>221,779</u>	<u>83,681</u>	<u>215,070</u>
Revenues over expenditures	(227,135)	(162,943)	64,192	(183,597)
Other financing (uses):				
Transfers from General Fund	<u>227,135</u>	<u>227,135</u>	-	<u>183,200</u>
Total other financing (uses)	<u>227,135</u>	<u>227,135</u>	-	<u>183,200</u>
Revenues over expenditures and other financing (uses)	<u>\$ -</u>	<u>64,192</u>	<u>\$ 64,192</u>	<u>(397)</u>
<b>Reconciliation from budgetary basis (modified accrual) to full accrual:</b>				
Net income		<u>\$ 64,192</u>		<u>\$ (397)</u>



## Meals Collections



Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2017	7,131,148	4,938,755	7,159,836	19,822,692	32,005,253	79,240,527	140,228,393	102,930,101	48,338,071	21,974,957	10,734,352	4,815,968
2018	7,115,084	5,205,555	9,356,430	18,054,916	32,964,383	94,643,779	134,391,620	108,717,337	48,791,548	22,503,851	9,965,662	4,706,348
2019	6,272,045	6,004,609	9,370,541	22,183,138	36,428,842	102,003,266	110,890,945	138,805,084	45,403,850	22,618,642	11,523,953	6,505,201
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509		

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2020-2021**

		PROJECTED	ACTUAL		
FISCAL YEAR		FY 20-21	FY 20-21	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$609,480.00	\$1,031,085.56	\$421,605.56	69.17%
JULY RECEIVED	MEALS	<u>\$240,750.00</u>	<u>\$343,466.82</u>	<u>\$102,716.82</u>	<u>42.67%</u>
		\$850,230.00	\$1,374,552.38	\$524,322.38	61.67%
JULY EARNED	OCCUPANCY	\$768,710.00	\$1,522,968.88	\$754,258.88	98.12%
AUGUST RECEIVED	MEALS	<u>\$329,000.00</u>	<u>\$378,907.71</u>	<u>\$49,907.71</u>	<u>15.17%</u>
		\$1,097,710.00	\$1,901,876.59	\$804,166.59	73.26%
AUGUST EARNED	OCCUPANCY	\$1,100,000.00	\$1,386,698.87	\$286,698.87	26.06%
SEPT RECEIVED	MEALS	<u>\$342,600.00</u>	<u>\$342,807.39</u>	<u>\$207.39</u>	<u>0.06%</u>
		\$1,442,600.00	\$1,729,506.26	\$286,906.26	19.89%
SEPTEMBER EARNED	OCCUPANCY	\$409,385.00	\$646,711.02	\$237,326.02	57.97%
OCT RECEIVED	MEALS	<u>\$220,225.00</u>	<u>\$312,640.42</u>	<u>\$92,415.42</u>	<u>41.96%</u>
		\$629,610.00	\$959,351.44	\$329,741.44	52.37%
OCTOBER EARNED	OCCUPANCY	\$217,800.00	\$411,520.36	\$193,720.36	88.94%
NOV RECEIVED	MEALS	<u>\$180,100.00</u>	<u>\$220,333.19</u>	<u>\$40,233.19</u>	<u>22.34%</u>
		\$397,900.00	\$631,853.55	\$233,953.55	58.80%
NOVEMBER EARNED	OCCUPANCY	\$90,900.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$114,400.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$205,300.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$43,300.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$90,800.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,100.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$69,200.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$65,990.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$135,190.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$47,800.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$72,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$120,255.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$74,690.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$110,235.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$184,925.00	\$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	\$3,105,375.00	\$4,998,984.69	\$1,893,609.69	60.98%
TO-DATE	MEALS	<u>\$1,312,675.00</u>	<u>\$1,598,155.53</u>	<u>\$285,480.53</u>	<u>21.75%</u>
		\$4,418,050.00	\$6,597,140.22	\$2,179,090.22	49.32%
TOTAL	OCCUPANCY	\$3,914,715.00			
PROJECTED	MEALS	<u>\$2,163,105.00</u>			
2020-2021		\$6,077,820.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2019-2020		2019	2020		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$215,483.12	\$12,691.08	(\$202,792.04)	-94.11%
	MEALS	<u>\$199,132.07</u>	<u>\$37,629.09</u>	<u>(\$161,502.98)</u>	<u>-81.10%</u>
		\$414,615.19	\$50,320.17	(\$364,295.02)	-87.86%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$365,789.79	\$280,883.88	(\$84,905.91)	-23.21%
	MEALS	<u>\$278,868.23</u>	<u>\$138,382.35</u>	<u>(\$140,485.88)</u>	<u>-50.38%</u>
		\$644,658.02	\$419,266.23	(\$225,391.79)	-34.96%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$456,102.94	\$646,711.02	\$190,608.08	41.79%
	MEALS	<u>\$245,359.41</u>	<u>\$312,640.42</u>	<u>\$67,281.01</u>	<u>27.42%</u>
		\$701,462.35	\$959,351.44	\$257,889.09	36.76%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$225,976.76	\$411,520.36	\$185,543.60	82.11%
	MEALS	<u>\$196,138.50</u>	<u>\$220,333.19</u>	<u>\$24,194.69</u>	<u>12.34%</u>
		\$422,115.26	\$631,853.55	\$209,738.29	49.69%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$5,040,256.34	\$5,538,153.61	\$497,897.27	9.88%
	Meals	<u>\$2,604,741.30</u>	<u>\$2,137,591.86</u>	<u>(\$467,149.44)</u>	<u>-17.93%</u>
		\$7,644,997.64	\$7,675,745.47	\$30,747.83	0.40%
Total for Year	OCCUPANCY	\$5,155,937.50			
	MEALS	<u>\$2,727,051.77</u>			
		\$7,882,989.27			

## OCCUPANCY &amp; MEALS FY 2020-2021

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 19-20	ACTUAL FY 20-21	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
JULY RECEIVED	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
JULY EARNED	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
AUGUST RECEIVED	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
AUGUST EARNED	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
SEPT RECEIVED	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
SEPTEMBER EARNED	OCCUPANCY	\$456,102.94	\$646,711.02	\$190,608.08	41.79%
OCT RECEIVED	MEALS	<u>\$245,359.41</u>	<u>\$312,640.42</u>	<u>\$67,281.01</u>	<u>27.42%</u>
		\$701,462.35	\$959,351.44	\$257,889.09	36.76%
OCTOBER EARNED	OCCUPANCY	\$225,976.76	\$411,520.36	\$185,543.60	82.11%
NOV RECEIVED	MEALS	<u>\$196,138.50</u>	<u>\$220,333.19</u>	<u>\$24,194.69</u>	<u>12.34%</u>
		\$422,115.26	\$631,853.55	\$209,738.29	49.69%
NOVEMBER EARNED	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$64,325.91	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$105,377.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$169,703.42	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$82,572.04	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$98,628.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$181,200.13	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$68,444.24	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$90,153.63</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$158,597.87	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$30,251.77	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$69,265.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$99,517.43	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$12,691.08	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$37,629.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$50,320.17	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,195,198.44	\$4,998,984.69	\$803,786.25	19.16%
	MEALS	<u>\$1,741,212.95</u>	<u>\$1,598,155.53</u>	<u>(\$143,057.42)</u>	<u>-8.22%</u>
		\$5,936,411.39	\$6,597,140.22	\$660,728.83	11.13%
TOTAL ACTUAL 2019-2020	OCCUPANCY	\$4,850,048.52			
	MEALS	<u>\$2,402,959.75</u>			
		\$7,253,008.27			

# Dare County Gross Collections on Retail Sales

	2020	2019	2018	2017	2016	2015	Variance 2020-2019	Percent Change
January	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
February	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	296,381	9.79%
March	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	246,717	8.71%
April	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,007,272	-801,595	-18.79%
May	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	3,930,062	-2,772,708	-50.40%
June	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	5,553,791	-1,410,063	-19.87%
July	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	9,066,601	1,048,963	9.27%
August	13,794,215	13,178,541	12,870,106	12,961,419	12,153,647	10,985,313	615,674	4.67%
September	12,478,041	11,799,596	10,996,721	10,694,311	10,634,932	10,595,224	678,445	5.75%
October		6,834,818	6,542,087	7,181,012	6,631,836	6,261,920		0.00%
November		5,191,614	4,932,146	4,698,891	4,294,600	3,902,927		0.00%
December		3,874,539	3,719,123	3,759,730	3,904,190	2,995,244		0.00%
YTD	60,733,260	62,540,381	59,203,881	57,651,781	52,445,597	49,892,686	-1,807,121	-2.89%
TOTAL	60,733,260	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
YTD % Change	-2.89%	5.64%	2.69%	9.93%	5.12%	4.93%		
Total % Change	-2.89%	5.44%	1.51%	8.94%	6.70%	5.09%		



Outer Banks Visitors Bureau Gross Occupancy Summary 2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	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	3,283,749
February	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	2,581,654
March	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	4,202,539
April	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	11,315,913
May	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	19,663,470
June	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	61,057,567
July	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	97,575,888
August	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	84,228,391
September	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	30,770,807
October	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	15,001,325
November		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	6,852,685
December		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	3,429,743
<b>YTD Total</b>	<b>548,061,015</b>	<b>499,980,962</b>	<b>481,744,503</b>	<b>463,769,733</b>	<b>440,252,995</b>	<b>424,559,890</b>	<b>404,291,008</b>	<b>386,159,435</b>	<b>376,085,898</b>	<b>360,548,055</b>	<b>347,402,604</b>	<b>333,288,980</b>	<b>339,792,117</b>	<b>329,681,303</b>
<b>Total</b>	<b>548,061,015</b>	<b>518,010,116</b>	<b>496,416,513</b>	<b>479,320,053</b>	<b>453,010,111</b>	<b>435,632,264</b>	<b>414,223,398</b>	<b>396,724,329</b>	<b>385,182,596</b>	<b>370,289,918</b>	<b>356,845,997</b>	<b>343,650,773</b>	<b>349,894,394</b>	<b>339,963,731</b>
<b>YTD % Change</b>	<b>9.62%</b>	<b>3.79%</b>	<b>3.88%</b>	<b>5.34%</b>	<b>3.70%</b>	<b>5.01%</b>	<b>4.70%</b>	<b>2.68%</b>	<b>4.31%</b>	<b>3.78%</b>	<b>4.23%</b>	<b>-1.91%</b>	<b>3.07%</b>	<b>9.63%</b>
<b>Total % Change</b>	<b>9.62%</b>	<b>4.35%</b>	<b>3.57%</b>	<b>5.81%</b>	<b>3.99%</b>	<b>5.17%</b>	<b>4.41%</b>	<b>3.00%</b>	<b>4.02%</b>	<b>3.77%</b>	<b>3.84%</b>	<b>-1.78%</b>	<b>2.92%</b>	<b>9.61%</b>
<b>Month Increase/Decrease</b>	<b>82.88%</b>	<b>0.51%</b>	<b>2.41%</b>	<b>5.45%</b>	<b>9.62%</b>	<b>10.07%</b>	<b>10.91%</b>	<b>-3.04%</b>	<b>-5.15%</b>	<b>-0.38%</b>	<b>12.36%</b>	<b>8.37%</b>	<b>-6.93%</b>	<b>16.37%</b>
<b>Increase(Decrease)/Qtr</b>														
<b>Qtr 1 (Dec-Feb)</b>	<b>26.70%</b>	<b>-0.90%</b>	<b>9.19%</b>	<b>17.33%</b>	<b>8.66%</b>	<b>2.32%</b>	<b>8.75%</b>	<b>5.87%</b>	<b>5.68%</b>	<b>-6.13%</b>	<b>4.15%</b>	<b>4.87%</b>	<b>9.77%</b>	<b>32.74%</b>
<b>Qtr 2 (Mar-May)</b>	<b>-52.27%</b>	<b>12.60%</b>	<b>2.35%</b>	<b>15.33%</b>	<b>6.78%</b>	<b>3.08%</b>	<b>15.45%</b>	<b>-6.38%</b>	<b>8.60%</b>	<b>13.16%</b>	<b>-4.71%</b>	<b>3.99%</b>	<b>0.35%</b>	<b>12.13%</b>
<b>Qtr 3 (June-Aug)</b>	<b>12.44%</b>	<b>4.13%</b>	<b>4.76%</b>	<b>3.09%</b>	<b>2.94%</b>	<b>3.61%</b>	<b>3.08%</b>	<b>5.37%</b>	<b>3.63%</b>	<b>2.45%</b>	<b>5.67%</b>	<b>-5.14%</b>	<b>4.45%</b>	<b>8.82%</b>
<b>Qtr 4 (Sept-Nov)</b>	<b>54.57%</b>	<b>-2.11%</b>	<b>0.26%</b>	<b>7.15%</b>	<b>6.26%</b>	<b>11.38%</b>	<b>7.28%</b>	<b>-3.40%</b>	<b>3.21%</b>	<b>2.41%</b>	<b>3.70%</b>	<b>10.31%</b>	<b>-3.07%</b>	<b>8.46%</b>
Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33%														
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/inotel. 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														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	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	5,652,092
February	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	5,864,520
March	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	8,368,675
April	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	13,018,031
May	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	17,030,910
June	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	26,398,208
July	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	32,620,688
August	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	31,213,494
September	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	19,572,423
October	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	12,942,026
November		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	9,001,275
December		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	7,449,495
YTD Total	205,993,420	254,341,094	235,193,751	235,148,486	221,939,827	217,636,358	207,165,363	197,797,758	192,992,649	174,888,079	172,975,927	170,509,324	170,619,607	172,681,067
Total	205,993,420	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	189,131,837
YTD % Change	-19.01%	8.14%	0.02%	5.95%	1.98%	5.05%	4.74%	2.49%	10.35%	1.11%	1.45%	-0.06%	-1.19%	4.68%
Total % Change	-19.01%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%
Month Increase/(Decrease) Increase(Decrease)/Qtr	13.64%	7.28%	-4.20%	26.41%	-6.02%	1.03%	12.39%	7.50%	1.51%	-1.59%	5.27%	3.59%	-5.79%	8.39%
Qtr 1 (Dec-Feb)	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%	0.76%
Qtr 2 (Mar-May)	-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%	2.44%
Qtr 3 (June-Aug)	-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%	5.69%
Qtr 4 (Sept-Nov)	22.34%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%	8.40%
Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase														
For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase														
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.														



Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	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	25,804	21,243	9,991	21,848	18,954	34,898	50,462	56,934	149,040	101,762	68,241	39,261	77,827	57,144	60,734
February	36,064	52,546	36,814	143,923	27,050	39,974	64,152	69,405	79,720	89,994	71,212	134,203	97,209	54,050	55,880
March	79,865	76,403	65,753	85,386	29,171	208,302	123,529	186,658	249,522	63,921	166,270	149,882	184,588	160,084	65,539
April	156,538	127,482	140,738	877,315	9,994	254,169	580,729	450,715	587,966	1,930	308,672	366,481	321,223	365,960	48,233
May	274,409	249,701	329,396	309,416	91,397	665,277	745,164	864,675	990,995	1,130,609	552,057	639,286	607,239	600,680	254,673
June	379,391	265,719	263,476	417,010	351,108	1,229,304	1,431,385	1,666,397	1,830,953	2,412,414	1,046,720	989,369	1,196,072	1,288,613	795,837
July	749,249	321,538	401,465	300,025	363,847	1,816,435	1,336,272	1,613,934	1,966,882	2,685,694	1,647,615	1,435,632	1,542,434	1,563,325	1,043,368
August	382,004	230,703	295,816	369,371	373,764	1,157,766	890,569	1,232,064	1,510,242	1,588,143	1,314,037	1,415,838	1,296,981	872,728	902,896
September	224,305	188,428	125,217	254,760	278,989	603,072	503,200	803,646	427,073	1,348,600	630,648	656,337	557,989	437,579	551,614
October	136,646	86,645	160,079	149,153	155,303	164,375	413,901	349,366	406,219	922,352	372,984	421,919	439,412	308,779	493,509
November	72,340	81,256	77,097	74,856		107,575	121,397	118,727	126,014		231,209	205,025	201,959	143,147	
December	37,430	61,634	18,684	82,449		30,970	48,795	32,024	59,397		102,282	110,884	91,303	55,559	
<i>YTD Totals</i>	<i>2,444,275</i>	<i>1,620,408</i>	<i>1,828,745</i>	<i>2,928,207</i>	<i>1,699,577</i>	<i>6,173,572</i>	<i>6,139,363</i>	<i>7,293,794</i>	<i>8,198,612</i>	<i>10,345,419</i>	<i>6,178,456</i>	<i>6,248,208</i>	<i>6,320,974</i>	<i>5,708,942</i>	<i>4,272,283</i>
Total	2,554,045	1,763,298	1,924,526	3,085,512	1,699,577	6,312,117	6,309,555	7,444,545	8,384,023	10,345,419	6,511,947	6,564,117	6,614,236	5,907,648	4,272,283
Month Increase	-14.32%	-36.59%	84.75%	-6.83%	4.12%	-32.49%	151.80%	-15.59%	16.27%	127.06%	-2.76%	13.12%	4.15%	-29.73%	59.83%
<i>YTD Increase</i>	<b>16.55%</b>	<b>-33.71%</b>	<b>12.86%</b>	<b>60.12%</b>	<b>-41.96%</b>	<b>9.06%</b>	<b>-0.55%</b>	<b>18.80%</b>	<b>12.41%</b>	<b>26.19%</b>	<b>5.71%</b>	<b>1.13%</b>	<b>1.16%</b>	<b>-9.68%</b>	<b>-25.17%</b>
Total Year Increa	<b>16.54%</b>	<b>-30.96%</b>	<b>9.14%</b>	<b>60.33%</b>		<b>9.49%</b>	<b>-0.04%</b>	<b>17.99%</b>	<b>12.62%</b>		<b>6.81%</b>	<b>0.80%</b>	<b>0.76%</b>	<b>-10.68%</b>	

Outer Banks Visitors Bureau  
 Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2018	2019	2020	2016	2017	2018	2019	2020	2019	2020
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental
									Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**
January	1,237,556	1,231,693	1,257,924	1,301,265	1,437,035	12,750	19,038	18,951	4,901,521	5,742,596	5,632,280	4,641,865	6,501,671		4,048,599
February	1,322,085	1,562,373	1,581,432	1,331,764	1,533,776	21,179	21,882	25,687	2,113,601	3,025,121	3,299,316	4,283,950	4,958,235		3,640,228
March	3,048,117	2,625,980	3,034,735	2,618,614	1,246,258	46,450	48,950	24,532	4,309,813	4,006,629	5,645,680	6,065,892	2,033,390		392,302
April	4,545,245	5,755,388	4,790,774	5,082,911	272,368	94,478	129,659	6,532	8,083,104	12,673,454	12,073,020	14,912,027	382,791		54,406
May	6,995,624	7,781,122	7,657,044	8,296,802	3,148,199	223,246	148,954	188,734	21,184,107	22,356,377	23,236,092	25,901,180	23,445,254		7,959,755
June	10,724,168	11,713,936	11,720,032	11,050,965	11,291,492	373,865	220,076	689,124	60,621,694	64,523,921	79,376,489	86,974,007	88,087,699		15,349,447
July	14,702,019	15,241,700	13,517,098	13,333,255	16,489,187	488,402	280,756	291,105	111,492,605	121,406,705	116,827,701	93,189,170	131,031,173	9,774,831	14,163,157
August	12,963,240	11,871,548	12,441,921	14,094,249	13,307,261	422,935	266,881	244,691	91,755,613	88,138,009	93,023,812	121,424,486	122,944,015	24,094,200	14,432,996
September	8,044,658	6,960,599	5,190,429	6,280,715	9,374,533	127,801	128,596	495,636	35,992,377	39,786,449	41,912,607	37,793,636	51,755,580	5,444,607	7,502,538
October	4,123,137	5,255,695	4,729,167	5,163,907	6,047,939	94,511	76,787	91,603	15,940,123	15,566,863	16,607,911	16,375,128	33,435,472	3,090,168	5,199,066
November	2,491,471	2,754,045	2,101,808	1,972,903		35,749	31,815		6,134,126	7,540,897	7,319,364	9,080,251		1,659,752	
December	1,215,099	1,228,853	1,255,150	1,413,200		27,148	22,812		2,185,437	3,104,990	3,165,578	4,773,626		1,465,862	
YTD Totals	67,705,849	70,000,034	65,920,556	68,554,447	64,148,048	1,905,617	1,341,579	2,076,595	356,394,558	377,226,124	397,634,908	411,561,341	464,575,280	42,403,806	72,742,494
Total	71,412,419	73,982,932	69,277,514	71,940,550	64,148,048	1,968,514	1,396,206	2,076,595	364,714,121	387,872,011	408,119,850	425,415,218	464,575,280	45,529,420	72,742,494

Month Increase	1.83%	27.47%	-10.02%	9.19%	17.12%		-18.75%	19.29%	12.73%	-2.34%	6.69%	-1.40%	104.18%		68.25%
YTD Increase	4.92%	3.39%	-5.83%	4.00%	-6.43%		-29.60%	54.79%	3.10%	5.85%	5.41%	3.50%	12.88%		
Total Year Increa	5.35%	3.60%	-6.36%	3.84%			-29.07%		3.31%	6.35%	5.22%	4.24%			

\* 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 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	10,031	45,893	80,128	100,883	103,524	6,278,051	7,131,148	7,115,084	6,272,045	8,223,680
February	16,671	100,360	121,379	111,202	123,301	3,599,607	4,938,755	5,205,555	6,004,609	6,788,236
March	112,325	177,413	239,016	191,043	100,157	7,924,692	7,159,836	9,356,430	9,370,541	3,538,436
April	87,331	319,158	278,446	356,959	0	13,435,059	19,822,692	18,054,916	22,183,138	715,316
May	114,954	233,603	269,937	329,769	122,541	29,786,428	32,005,253	32,964,383	36,428,842	28,192,673
June	165,585	316,197	421,313	441,718	529,356	74,166,862	79,240,527	94,643,779	102,003,266	103,467,906
July	360,458	486,546	488,988	538,288	643,415	130,768,381	140,228,393	134,391,620	110,890,945	152,256,684
August	215,044	383,434	426,743	534,008	621,785	107,787,704	102,930,101	108,717,337	138,805,084	139,737,864
September	171,161	243,058	201,660	210,087	466,395	45,666,221	48,338,071	48,791,548	45,403,850	63,775,711
October	102,725	229,934	217,916	215,456	309,934	20,839,990	21,974,957	22,503,851	22,618,642	41,364,509
November	96,064	31,732	146,707	126,782		9,132,785	10,734,352	9,965,662	11,523,953	0
December	53,113	260,812	143,609	120,970		3,624,331	4,815,968	4,706,348	6,505,201	0
<i>YTD Totals</i>	<i>1,356,285</i>	<i>2,535,596</i>	<i>2,745,526</i>	<i>3,029,413</i>	<i>3,020,408</i>	<i>440,252,995</i>	<i>463,769,733</i>	<i>481,744,503</i>	<i>499,980,962</i>	<i>548,061,015</i>
Total	1,505,462	2,828,140	3,035,842	3,277,165	3,020,408	453,010,111	479,320,053	496,416,513	518,010,116	548,061,015

Month Increase	185.53%	123.83%	-5.23%	-1.13%	43.85%	9.62%	5.45%	2.41%	0.51%	82.88%
<i>YTD Increase</i>	<b>82.31%</b>	<b>86.95%</b>	<b>8.28%</b>	<b>10.34%</b>	<b>-0.30%</b>	<b>3.70%</b>	<b>5.34%</b>	<b>3.88%</b>	<b>3.79%</b>	<b>9.62%</b>
<b>Total Year Increa</b>	<b>94.62%</b>	<b>87.86%</b>	<b>7.34%</b>	<b>7.95%</b>		<b>3.99%</b>	<b>5.81%</b>	<b>3.57%</b>	<b>4.35%</b>	

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	138,440	155,233	-10.82%	165,461	178,321	-7.21%	124,809	235,134	-46.92%	7,267	816,711	-99.11%
WAVES	173,850	214,579	-18.98%	138,772	194,030	-28.48%	64,020	218,326	-70.68%	5,772	669,600	-99.14%
SALVO	166,784	103,194	61.62%	151,036	190,333	-20.65%	52,537	151,805	-65.39%	8,579	624,521	-98.63%
AVON	434,039	412,817	5.14%	380,590	542,733	-29.88%	138,732	614,483	-77.42%	30,048	1,921,566	-98.44%
BUXTON	153,215	109,939	39.36%	162,973	164,879	-1.16%	145,613	345,191	-57.82%	63,878	813,784	-92.15%
FRISCO	102,027	76,242	33.82%	89,747	109,527	-18.06%	47,494	206,052	-76.95%	9,747	531,280	-98.17%
HATTERAS	239,225	195,167	22.57%	149,163	225,587	-33.88%	107,696	272,582	-60.49%	23,329	864,032	-97.30%
<b>TOTAL HATTERAS ISLAND</b>	1,407,580	1,267,171	11.08%	1,237,742	1,605,410	-22.90%	680,901	2,043,573	-66.68%	148,620	6,241,494	-97.62%
<b>NORTHERN BEACHES:</b>												
DUCK	973,632	585,568	66.27%	621,871	419,880	48.11%	453,220	777,209	-41.69%	93,678	2,127,813	-95.60%
SOUTHERN SHORES	431,854	346,044	24.80%	327,899	231,269	41.78%	69,681	335,007	-79.20%	9,167	540,818	-98.30%
KITTY HAWK	746,475	646,687	15.43%	801,188	695,819	15.14%	414,239	1,145,909	-63.85%	38,020	1,874,991	-97.97%
COLINGTON	3,274	6,172	-46.95%	6,168	5,149	19.79%	10,810	12,563	-13.95%	0	20,313	-100.00%
KILL DEVIL HILLS	2,055,516	1,719,691	19.53%	1,877,121	1,468,481	27.83%	918,296	2,370,776	-61.27%	201,342	4,919,938	-95.91%
NAGS HEAD	2,239,211	1,463,725	52.98%	1,513,288	1,206,348	25.44%	844,330	2,213,962	-61.86%	164,145	5,044,713	-96.75%
<b>TOTAL NORTHERN BEACHES</b>	6,449,962	4,767,887	35.28%	5,147,535	4,026,946	27.83%	2,710,576	6,855,426	-60.46%	506,352	14,528,586	-96.51%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	170,435	113,227	50.53%	143,543	242,653	-40.84%	68,224	238,085	-71.34%	46,483	1,121,840	-95.86%
RIM (ROANOKE ISL. MAINLAND)	178,581	107,493	66.13%	235,653	109,892	114.44%	55,283	194,420	-71.57%	8,348	211,242	-96.05%
<b>TOTAL ROANOKE ISLAND</b>	349,016	220,720	58.13%	379,196	352,545	7.56%	123,507	432,505	-71.44%	54,831	1,333,082	-95.89%
<b>OTC UNATTRIBUTED</b>	17,122	16,267	5.26%	23,763	19,708	20.58%	23,452	39,037	-39.92%	5,513	79,976	-93.11%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.												
<b>TOTAL</b>	8,223,680	6,272,045	31.12%	6,788,236	6,004,609	13.05%	3,538,436	9,370,541	-62.24%	715,316	22,183,138	-96.78%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	994,456	1,415,555	-29.75%	3,113,249	4,182,047	-25.56%	6,961,433	3,639,299	91.28%	5,425,650	6,123,824	-11.40%
WAVES	875,701	1,162,476	-24.67%	2,374,280	3,131,596	-24.18%	5,101,837	2,473,064	106.30%	3,537,511	4,346,677	-18.62%
SALVO	588,373	1,186,880	-50.43%	1,986,086	4,166,076	-52.33%	7,793,423	2,374,016	228.28%	5,524,202	7,260,344	-23.91%
AVON	2,066,612	2,959,234	-30.16%	6,283,223	8,339,116	-24.65%	11,853,109	7,089,968	67.18%	9,512,081	10,788,881	-11.83%
BUXTON	847,665	1,256,530	-32.54%	2,319,946	2,278,864	1.80%	3,396,670	2,393,779	41.90%	2,661,554	2,562,303	3.87%
FRISCO	754,299	935,392	-19.36%	2,146,129	2,188,753	-1.95%	3,153,413	2,350,832	34.14%	2,760,749	2,808,411	-1.70%
HATTERAS	1,067,301	1,659,500	-35.69%	3,605,207	4,114,280	-12.37%	6,465,000	4,267,435	51.50%	5,553,616	5,733,491	-3.14%
<b>TOTAL HATTERAS ISLAND</b>	7,194,407	10,575,567	-31.97%	21,828,120	28,400,732	-23.14%	44,724,885	24,588,393	81.89%	34,975,363	39,623,931	-11.73%
<b>NORTHERN BEACHES:</b>												
DUCK	3,716,546	4,718,029	-21.23%	18,177,434	18,163,589	0.08%	25,056,315	20,666,081	21.24%	24,833,969	23,271,322	6.71%
SOUTHERN SHORES	1,350,564	1,068,020	26.45%	6,673,186	6,287,807	6.13%	8,222,034	7,042,991	16.74%	7,916,829	6,852,073	15.54%
KITTY HAWK	2,084,664	2,768,360	-24.70%	6,651,519	5,634,710	18.05%	8,342,133	7,242,797	15.18%	7,691,727	7,612,137	1.05%
COLINGTON	24,407	52,228	-53.27%	216,365	182,414	18.61%	364,283	271,926	33.96%	312,553	225,336	38.71%
KILL DEVIL HILLS	5,429,553	7,408,563	-26.71%	18,187,203	16,067,016	13.20%	23,860,833	19,150,891	24.59%	22,495,828	21,089,248	6.67%
NAGS HEAD	7,038,514	8,653,751	-18.67%	28,605,413	25,570,224	11.87%	38,857,728	30,483,739	27.47%	38,682,106	38,243,992	1.15%
<b>TOTAL NORTHERN BEACHES</b>	19,644,248	24,668,951	-20.37%	78,511,120	71,905,760	9.19%	104,703,326	84,858,425	23.39%	101,933,012	97,294,108	4.77%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	504,989	781,975	-35.42%	1,467,488	1,208,859	21.39%	1,603,378	1,182,324	35.61%	1,641,666	1,287,494	27.51%
RIM (ROANOKE ISL. MAINLAND)	663,286	271,697	144.13%	986,934	295,713	233.75%	973,034	25,459	3721.96%	967,930	372,374	159.93%
<b>TOTAL ROANOKE ISLAND</b>	1,168,275	1,053,672	10.88%	2,454,422	1,504,572	63.13%	2,576,412	1,207,783	113.32%	2,609,596	1,659,868	57.22%
<b>OTC UNATTRIBUTED</b>	185,743	130,652	42.17%	674,244	192,202	250.80%	252,061	236,344	6.65%	219,893	227,177	-3.21%
*Part of OTC transactions are reported												
<b>TOTAL</b>	28,192,673	36,428,842	-22.61%	103,467,906	102,003,266	1.44%	152,256,684	110,890,945	37.30%	139,737,864	138,805,084	0.67%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE	2,365,098	1,704,087	38.79%	1,541,990	636,360	142.31%	20,837,853	19,086,571	9.18%
WAVES	1,722,784	1,075,798	60.14%	1,223,669	412,822	196.42%	15,218,196	13,898,968	9.49%
SALVO	2,074,571	1,561,130	32.89%	1,512,395	308,164	390.78%	19,857,986	17,926,463	10.77%
AVON	4,187,773	2,947,918	42.06%	3,228,635	1,619,779	99.33%	38,114,842	37,236,495	2.36%
BUXTON	1,554,576	1,100,754	41.23%	1,193,252	837,371	42.50%	12,499,342	11,863,394	5.36%
FRISCO	1,344,992	889,774	51.16%	829,031	637,841	29.97%	11,237,628	10,734,104	4.69%
HATTERAS	2,321,754	2,018,294	15.04%	1,344,448	948,567	41.73%	20,876,739	20,298,935	2.85%
<b>TOTAL HATTERAS ISLAND</b>	15,571,548	11,297,755	37.83%	10,873,420	5,400,904	101.33%	138,642,586	131,044,930	5.80%
<b>NORTHERN BEACHES:</b>									
DUCK	9,836,814	7,511,150	30.96%	5,792,939	2,787,905	107.79%	89,556,418	81,028,546	10.52%
SOUTHERN SHORES	3,219,094	2,317,187	38.92%	1,629,063	823,082	97.92%	29,849,371	25,844,298	15.50%
KITTY HAWK	4,325,618	2,769,990	56.16%	2,911,834	1,714,157	69.87%	34,007,417	32,105,557	5.92%
COLINGTON	164,549	79,259	107.61%	93,930	39,715	136.51%	1,196,339	895,075	33.66%
KILL DEVIL HILLS	11,710,936	7,877,265	48.67%	7,592,435	4,621,983	64.27%	94,329,063	86,693,852	8.81%
NAGS HEAD	17,178,559	12,868,201	33.50%	11,451,011	6,685,574	71.28%	146,574,305	132,434,229	10.68%
<b>TOTAL NORTHERN BEACHES</b>	46,435,570	33,423,052	38.93%	29,471,212	16,672,416	76.77%	395,512,913	359,001,557	10.17%
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN	843,370	511,375	64.92%	603,414	415,127	45.36%	7,092,990	7,102,959	-0.14%
RIM (ROANOKE ISL. MAINLAND)	453,768	66,828	579.01%	337,970	64,969	420.20%	4,860,787	1,720,087	182.59%
<b>TOTAL ROANOKE ISLAND</b>	1,297,138	578,203	124.34%	941,384	480,096	96.08%	11,953,777	8,823,046	35.48%
<b>OTC UNATTRIBUTED</b>	471,455	104,840	349.69%	78,493	65,226	20.34%	1,951,739	1,111,429	75.61%
*Part of OTC transactions are reported									
<b>TOTAL</b>	63,775,711	45,403,850	40.46%	41,364,509	22,618,642	82.88%	548,061,015	499,980,962	9.62%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	23,211	15,265	52.05%	17,721	16,337	8.47%	29,023	31,347	-7.41%	17,392	188,191	-90.76%
WAVES - 19	21,957	17,002	29.14%	25,502	21,195	20.32%	68,108	83,625	-18.56%	21,006	275,896	-92.39%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0	276	-100.00%
AVON - 1	270,637	213,771	26.60%	277,555	214,211	29.57%	220,022	382,698	-42.51%	110,415	846,018	-86.95%
BUXTON - 2	158,548	164,197	-3.44%	131,822	186,036	-29.14%	184,755	342,224	-46.01%	100,175	709,517	-85.88%
FRISCO - 5	149,794	17,979	733.16%	92,226	19,419	374.93%	9,415	28,980	-67.51%	88,905	50,827	74.92%
HATTERAS - 6	20,554	10,871	89.07%	39,069	48,544	-19.52%	44,105	131,962	-66.58%	6,891	418,663	-98.35%
<b>TOTAL HATTERAS ISLAND</b>	644,701	439,085	46.83%	583,895	505,742	15.45%	555,428	1,000,836	-44.50%	344,784	2,489,388	-86.15%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	509,944	442,133	15.34%	602,110	410,245	46.77%	451,567	841,090	-46.31%	79,278	1,762,874	-95.50%
SOUTHERN SHORES - 20	522,960	1,507,308	-65.31%	367,120	468,909	-21.71%	384,555	551,241	-30.24%	129,975	653,624	-80.11%
KITTY HAWK - 8	1,799,644	1,472,747	22.20%	1,604,718	1,552,993	3.33%	1,125,357	2,258,057	-50.16%	737,774	3,241,423	-77.24%
COLINGTON - 3	61,040	64,345	-5.14%	111,816	82,095	36.20%	57,273	111,758	-48.75%	51,470	206,497	-75.07%
KILL DEVIL HILLS - 7	3,030,736	2,588,635	17.08%	3,173,984	2,326,259	36.44%	2,362,500	4,816,907	-50.95%	1,093,292	5,333,306	-79.50%
NAGS HEAD - 14	1,823,494	1,687,822	8.04%	1,892,513	1,674,843	13.00%	1,649,672	3,109,265	-46.94%	846,543	4,888,589	-82.68%
<b>TOTAL NORTHERN BEACHES</b>	7,747,818	7,762,990	-0.20%	7,752,261	6,515,344	18.98%	6,030,924	11,688,318	-48.40%	2,938,332	16,086,313	-81.73%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	955,731	824,328	15.94%	779,047	735,098	5.98%	691,359	1,020,732	-32.27%	332,005	1,292,941	-74.32%
MANTEO-OUTSIDE - 11	219,443	205,713	6.67%	165,193	182,162	-9.32%	188,491	283,181	-33.44%	134,607	283,825	-52.57%
<b>TOTAL ROANOKE ISLAND</b>	1,175,174	1,030,041	14.09%	944,240	917,260	2.94%	879,850	1,303,913	-32.52%	466,612	1,576,766	-70.41%
<b>TOTAL</b>	9,567,693	9,232,116	3.63%	9,280,396	7,938,346	16.91%	7,466,202	13,993,067	-46.64%	3,749,728	20,152,467	-81.39%



DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	179,186	396,911	-54.85%	457,470	586,269	-21.97%	438,997	631,965	-30.53%	415,794	556,845	-25.33%
WAVES - 19	219,190	445,889	-50.84%	677,632	821,923	-17.56%	494,010	904,357	-45.37%	299,026	839,342	-64.37%
SALVO - 18	5,010	15,531	-67.74%	40,793	41,308	-1.25%	53,343	48,533	9.91%	30,041	38,714	-22.40%
AVON - 1	706,126	1,217,728	-42.01%	1,903,871	1,986,673	-4.17%	1,921,229	2,147,119	-10.52%	1,761,166	2,356,559	-25.27%
BUXTON - 2	431,796	1,032,683	-58.19%	1,314,854	1,437,869	-8.56%	1,309,809	1,550,771	-15.54%	1,161,413	1,193,217	-2.67%
FRISCO - 5	147,558	72,634	103.15%	264,210	116,643	126.51%	323,934	153,122	111.55%	277,784	146,168	90.04%
HATTERAS - 6	224,957	754,968	-70.20%	828,595	1,150,158	-27.96%	811,540	1,169,496	-30.61%	622,896	1,006,885	-38.14%
<b>TOTAL HATTERAS ISLAND</b>	1,913,823	3,936,344	-51.38%	5,487,425	6,140,843	-10.64%	5,352,862	6,605,363	-18.96%	4,568,120	6,137,730	-25.57%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	1,497,309	3,288,737	-54.47%	4,225,720	4,473,774	-5.54%	4,120,252	6,153,707	-33.04%	4,619,356	5,356,760	-13.77%
SOUTHERN SHORES - 20	431,285	969,277	-55.50%	1,144,690	1,282,906	-10.77%	1,041,675	1,364,222	-23.64%	997,366	1,332,231	-25.14%
KITTY HAWK - 8	2,032,942	3,850,942	-47.21%	4,467,270	5,448,558	-18.01%	4,831,902	6,356,596	-23.99%	4,447,622	5,650,299	-21.29%
COLINGTON - 3	110,255	306,637	-64.04%	323,053	390,992	-17.38%	283,287	530,362	-46.59%	517,144	457,507	13.04%
KILL DEVIL HILLS - 7	3,552,444	6,594,904	-46.13%	9,022,628	9,137,347	-1.26%	9,288,088	11,547,314	-19.56%	8,527,837	11,460,653	-25.59%
NAGS HEAD - 14	3,059,988	6,912,721	-55.73%	8,517,851	9,773,440	-12.85%	10,169,265	11,844,622	-14.14%	8,890,686	11,006,096	-19.22%
<b>TOTAL NORTHERN BEACHES</b>	10,684,223	21,923,218	-51.27%	27,701,212	30,507,017	-9.20%	29,734,469	37,796,823	-21.33%	28,000,011	35,263,546	-20.60%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,213,967	1,709,452	-28.99%	1,839,180	2,180,574	-15.66%	2,075,092	2,703,775	-23.25%	1,653,471	2,225,872	-25.72%
MANTEO-OUTSIDE - 11	267,796	326,537	-17.99%	349,795	383,683	-8.83%	368,803	440,034	-16.19%	464,906	396,112	17.37%
<b>TOTAL ROANOKE ISLAND</b>	1,481,763	2,035,989	-27.22%	2,188,975	2,564,257	-14.64%	2,443,895	3,143,809	-22.26%	2,118,377	2,621,984	-19.21%
<b>TOTAL</b>	14,079,809	27,895,551	-49.53%	35,377,612	39,212,117	-9.78%	37,531,226	47,545,995	-21.06%	34,686,508	44,023,260	-21.21%



DARE COUNTY GROSS									
MEALS BY DISTRICT									
	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>									
RODANTHE - 15	336,254	213,179	57.73%	219,079	184,975	18.44%	2,134,127	2,821,284	-24.36%
WAVES - 19	358,109	343,101	4.37%	140,080	250,343	-44.04%	2,324,620	4,002,673	-41.92%
SALVO - 18	17,478	7,696	127.10%	1,269	2,972	-57.30%	147,934	155,030	-4.58%
AVON - 1	1,518,979	916,956	65.65%	1,247,180	765,647	62.89%	9,937,180	11,047,380	-10.05%
BUXTON - 2	1,214,757	975,006	24.59%	880,283	793,398	10.95%	6,888,212	8,384,918	-17.85%
FRISCO - 5	372,434	396,561	-6.08%	242,860	130,777	85.71%	1,969,120	1,133,110	73.78%
HATTERAS - 6	486,242	327,723	48.37%	522,346	377,983	38.19%	3,607,195	5,397,253	-33.17%
<b>TOTAL HATTERAS ISLAND</b>	<b>4,304,253</b>	<b>3,180,222</b>	<b>35.34%</b>	<b>3,253,097</b>	<b>2,506,095</b>	<b>29.81%</b>	<b>27,008,388</b>	<b>32,941,648</b>	<b>-18.01%</b>
<b>NORTHERN BEACHES:</b>									
DUCK - 21	3,817,903	2,842,414	34.32%	2,081,451	1,932,194	7.72%	22,004,890	27,503,928	-19.99%
SOUTHERN SHORES - 20	1,135,759	912,933	24.41%	472,139	676,697	-30.23%	6,627,524	9,719,348	-31.81%
KITTY HAWK - 8	3,841,807	3,674,686	4.55%	3,220,658	2,813,490	14.47%	28,109,694	36,319,791	-22.61%
COLINGTON - 3	412,250	287,222	43.53%	284,883	230,509	23.59%	2,212,471	2,667,924	-17.07%
KILL DEVIL HILLS - 7	8,215,660	5,897,438	39.31%	5,906,105	5,172,719	14.18%	54,173,274	64,875,482	-16.50%
NAGS HEAD - 14	7,725,607	6,194,790	24.71%	5,493,533	4,858,974	13.06%	50,069,152	61,951,162	-19.18%
<b>TOTAL NORTHERN BEACHES</b>	<b>25,148,986</b>	<b>19,809,483</b>	<b>26.95%</b>	<b>17,458,769</b>	<b>15,684,583</b>	<b>11.31%</b>	<b>163,197,005</b>	<b>203,037,635</b>	<b>-19.62%</b>
<b>ROANOKE ISLAND:</b>									
MANTEO-TOWN - 10	1,922,273	1,277,346	50.49%	1,448,238	1,301,688	11.26%	12,910,363	15,271,806	-15.46%
MANTEO-OUTSIDE - 11	383,281	285,119	34.43%	335,349	303,639	10.44%	2,877,664	3,090,005	-6.87%
<b>TOTAL ROANOKE ISLAND</b>	<b>2,305,554</b>	<b>1,562,465</b>	<b>47.56%</b>	<b>1,783,587</b>	<b>1,605,327</b>	<b>11.10%</b>	<b>15,788,027</b>	<b>18,361,811</b>	<b>-14.02%</b>
<b>TOTAL</b>	<b>31,758,793</b>	<b>24,552,170</b>	<b>29.35%</b>	<b>22,495,453</b>	<b>19,796,005</b>	<b>13.64%</b>	<b>205,993,420</b>	<b>254,341,094</b>	<b>-19.01%</b>

DARE COUNTY GROSS														
OCCUPANCY BY DISTRICT														
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	434,039	5.3%	380,590	5.6%	138,732	3.9%	30,048	4.2%	2,066,612	7.3%	6,283,223	6.1%	11,853,109	7.8%
BUXTON	153,215	1.9%	162,973	2.4%	145,613	4.1%	63,878	8.9%	847,665	3.0%	2,319,946	2.2%	3,396,670	2.2%
COLINGTON	3,274	0.0%	6,168	0.1%	10,810	0.3%	0	0.0%	24,407	0.1%	216,365	0.2%	364,283	0.2%
FRISCO	102,027	1.2%	89,747	1.3%	47,494	1.3%	9,747	1.4%	754,299	2.7%	2,146,129	2.1%	3,153,413	2.1%
HATTERAS	239,225	2.9%	149,163	2.2%	107,696	3.0%	23,329	3.3%	1,067,301	3.8%	3,605,207	3.5%	6,465,000	4.2%
KILL DEVIL HILLS	2,055,516	25.0%	1,877,121	27.7%	918,296	26.0%	201,342	28.1%	5,429,553	19.3%	18,187,203	17.6%	23,860,833	15.7%
KITTY HAWK	746,475	9.1%	801,188	11.8%	414,239	11.7%	38,020	5.3%	2,084,664	7.4%	6,651,519	6.4%	8,342,133	5.5%
MANTEO-TOWN	170,435	2.1%	143,543	2.1%	68,224	1.9%	46,483	6.5%	504,989	1.8%	1,467,488	1.4%	1,603,378	1.1%
NAGS HEAD	2,239,211	27.2%	1,513,288	22.3%	844,330	23.9%	164,145	22.9%	7,038,514	25.0%	28,605,413	27.6%	38,857,728	25.5%
RODANTHE	138,440	1.7%	165,461	2.4%	124,809	3.5%	7,267	1.0%	994,456	3.5%	3,113,249	3.0%	6,961,433	4.6%
SALVO	166,784	2.0%	151,036	2.2%	52,537	1.5%	8,579	1.2%	588,373	2.1%	1,986,086	1.9%	7,793,423	5.1%
WAVES	173,850	2.1%	138,772	2.0%	64,020	1.8%	5,772	0.8%	875,701	3.1%	2,374,280	2.3%	5,101,837	3.4%
SOUTHERN SHORES	431,854	5.3%	327,899	4.8%	69,681	2.0%	9,167	1.3%	1,350,564	4.8%	6,673,186	6.4%	8,222,034	5.4%
DUCK	973,632	11.8%	621,871	9.2%	453,220	12.8%	93,678	13.1%	3,716,546	13.2%	18,177,434	17.6%	25,056,315	16.5%
RIM (ROANOKE ISL. MAIN)	178,581	2.2%	235,653	3.5%	55,283	1.6%	8,348	1.2%	663,286	2.4%	986,934	1.0%	973,034	0.6%
OTC UNATTRIBUTED*	17,122	0.2%	23,763	0.4%	23,452	0.7%	5,513	0.8%	185,743	0.7%	674,244	0.7%	252,061	0.2%
TOTAL	8,223,680	100.0%	6,788,236	100.1%	3,538,436	100.0%	715,316	100.0%	28,192,673	100.0%	103,467,906	100.0%	152,256,684	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								
	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL	TOTAL
AVON	9,512,081	6.8%	4,187,773	6.6%	3,228,635	7.8%	38,114,842	7.0%
BUXTON	2,661,554	1.9%	1,554,576	2.4%	1,193,252	2.9%	12,499,342	2.3%
COLINGTON	312,553	0.2%	164,549	0.3%	93,930	0.2%	1,196,339	0.2%
FRISCO	2,760,749	2.0%	1,344,992	2.1%	829,031	2.0%	11,237,628	2.1%
HATTERAS	5,553,616	4.0%	2,321,754	3.6%	1,344,448	3.3%	20,876,739	3.8%
KILL DEVIL HILLS	22,495,828	16.1%	11,710,936	18.4%	7,592,435	18.4%	94,329,063	17.2%
KITTY HAWK	7,691,727	5.5%	4,325,618	6.8%	2,911,834	7.0%	34,007,417	6.2%
MANTEO-TOWN	1,641,666	1.2%	843,370	1.3%	603,414	1.5%	7,092,990	1.3%
NAGS HEAD	38,682,106	27.7%	17,178,559	26.9%	11,451,011	27.7%	146,574,305	26.7%
RODANTHE	5,425,650	3.9%	2,365,098	3.7%	1,541,990	3.7%	20,837,853	3.8%
SALVO	5,524,202	4.0%	2,074,571	3.3%	1,512,395	3.7%	19,857,986	3.6%
WAVES	3,537,511	2.5%	1,722,784	2.7%	1,223,669	3.0%	15,218,196	2.8%
SOUTHERN SHORES	7,916,829	5.7%	3,219,094	5.0%	1,629,063	3.9%	29,849,371	5.4%
DUCK	24,833,969	17.8%	9,836,814	15.4%	5,792,939	14.0%	89,556,418	16.3%
RIM (ROANOKE ISL. MAIN)	967,930	0.7%	453,768	0.7%	337,970	0.8%	4,860,787	0.9%
OTC UNATTRIBUTED*	219,893	0.2%	471,455	0.7%	78,493	0.2%	1,951,739	0.4%
TOTAL	139,737,864	100.0%	63,775,711	100.0%	41,364,509	100.0%	548,061,015	100.0%
* Part of OTC transactions are 1								
The amounts are included in tl								

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	270,637	2.8%	277,555	3.0%	220,022	2.9%	110,415	2.9%	706,126	5.0%	1,903,871	5.4%	1,921,229	5.1%
BUXTON - 2	158,548	1.7%	131,822	1.4%	184,755	2.5%	100,175	2.7%	431,796	3.1%	1,314,854	3.7%	1,309,809	3.5%
COLINGTON - 3	61,040	0.6%	111,816	1.2%	57,273	0.8%	51,470	1.4%	110,255	0.8%	323,053	0.9%	283,287	0.8%
FRISCO - 5	149,794	1.6%	92,226	1.0%	9,415	0.1%	88,905	2.4%	147,558	1.0%	264,210	0.7%	323,934	0.9%
HATTERAS - 6	20,554	0.2%	39,069	0.4%	44,105	0.6%	6,891	0.2%	224,957	1.6%	828,595	2.3%	811,540	2.2%
KILL DEVIL HILLS - 7	3,030,736	31.7%	3,173,984	34.2%	2,362,500	31.6%	1,093,292	29.2%	3,552,444	25.2%	9,022,628	25.5%	9,288,088	24.7%
KITTY HAWK - 8	1,799,644	18.8%	1,604,718	17.3%	1,125,357	15.1%	737,774	19.7%	2,032,942	14.4%	4,467,270	12.6%	4,831,902	12.9%
MANTEO-TOWN - 10	955,731	10.0%	779,047	8.4%	691,359	9.3%	332,005	8.9%	1,213,967	8.6%	1,839,180	5.2%	2,075,092	5.5%
RIM (ROANOKE ISL. M	219,443	2.3%	165,193	1.8%	188,491	2.5%	134,607	3.6%	267,796	1.9%	349,795	1.0%	368,803	1.0%
NAGS HEAD - 14	1,823,494	19.1%	1,892,513	20.4%	1,649,672	22.1%	846,543	22.6%	3,059,988	21.7%	8,517,851	24.1%	10,169,265	27.1%
RODANTHE - 15	23,211	0.2%	17,721	0.2%	29,023	0.4%	17,392	0.5%	179,186	1.3%	457,470	1.3%	438,997	1.2%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	0	0.0%	5,010	0.0%	40,793	0.1%	53,343	0.1%
WAVES - 19	21,957	0.2%	25,502	0.3%	68,108	0.9%	21,006	0.6%	219,190	1.6%	677,632	1.9%	494,010	1.3%
SOUTHERN SHORES -	522,960	5.5%	367,120	4.0%	384,555	5.2%	129,975	3.5%	431,285	3.1%	1,144,690	3.2%	1,041,675	2.8%
DUCK - 21	509,944	5.3%	602,110	6.5%	451,567	6.0%	79,278	2.1%	1,497,309	10.6%	4,225,720	11.9%	4,120,252	11.0%
TOTAL	9,567,693	100.0%	9,280,396	100.0%	7,466,202	100.0%	3,749,728	100.0%	14,079,809	100.0%	35,377,612	100.0%	37,531,226	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT								
	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	TOTAL	TOTAL
AVON - 1	1,761,166	5.1%	1,518,979	4.8%	1,247,180	5.5%	9,937,180	4.8%
BUXTON - 2	1,161,413	3.3%	1,214,757	3.8%	880,283	3.9%	6,888,212	3.3%
COLINGTON - 3	517,144	1.5%	412,250	1.3%	284,883	1.3%	2,212,471	1.1%
FRISCO - 5	277,784	0.8%	372,434	1.2%	242,860	1.1%	1,969,120	1.0%
HATTERAS - 6	622,896	1.8%	486,242	1.5%	522,346	2.3%	3,607,195	1.8%
KILL DEVIL HILLS - 7	8,527,837	24.6%	8,215,660	25.9%	5,906,105	26.3%	54,173,274	26.3%
KITTY HAWK - 8	4,447,622	12.8%	3,841,807	12.1%	3,220,658	14.3%	28,109,694	13.6%
MANTEO-TOWN - 10	1,653,471	4.8%	1,922,273	6.1%	1,448,238	6.4%	12,910,363	6.3%
RIM (ROANOKE ISL. M	464,906	1.3%	383,281	1.2%	335,349	1.5%	2,877,664	1.4%
NAGS HEAD - 14	8,890,686	25.6%	7,725,607	24.3%	5,493,533	24.4%	50,069,152	24.3%
RODANTHE - 15	415,794	1.2%	336,254	1.1%	219,079	1.0%	2,134,127	1.0%
SALVO - 18	30,041	0.1%	17,478	0.1%	1,269	0.0%	147,934	0.1%
WAVES - 19	299,026	0.9%	358,109	1.1%	140,080	0.6%	2,324,620	1.1%
SOUTHERN SHORES -	997,366	2.9%	1,135,759	3.6%	472,139	2.1%	6,627,524	3.2%
DUCK - 21	4,619,356	13.3%	3,817,903	12.0%	2,081,451	9.3%	22,004,890	10.7%
TOTAL	34,686,508	100.0%	31,758,793	100.0%	22,495,453	100.0%	205,993,420	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 11/30/20

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	3,749,238.52	2,936,036.00	813,202.52	127.7%
3040 · Meals Tax - 75%	1,198,616.65	1,622,330.00	-423,713.35	73.9%
3050 · Website Advertising	48,605.19	75,000.00	-26,394.81	64.8%
3210 · Interest Income	1,947.22	50,000.00	-48,052.78	3.9%
3220 · Other	2,155.00	1,000.00	1,155.00	215.5%
<b>Total Income</b>	<b>5,000,562.58</b>	<b>4,684,366.00</b>	<b>316,196.58</b>	<b>106.8%</b>
<b>Gross Profit</b>	<b>5,000,562.58</b>	<b>4,684,366.00</b>	<b>316,196.58</b>	<b>106.8%</b>
Expense				
5000 · Director Compensation	7,125.00	17,100.00	-9,975.00	41.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	568.75	7,000.00	-6,431.25	8.1%
5003 · Directors & Officers Insurance	3,315.00	3,315.00	0.00	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	306,591.94	695,000.00	-388,408.06	44.1%
5020 · Salaries (Part Time) Promotion	20,997.14	103,000.00	-82,002.86	20.4%
5025 · Salaries (Part Time) Welcome AB	23,877.78	79,500.00	-55,622.22	30.0%
5026 · Salaries (Part Time) Welcome RI	48,655.27	131,525.00	-82,869.73	37.0%
5030 · Payroll Taxes	30,254.33	84,285.00	-54,030.67	35.9%
5040 · Employee Insurance	74,429.84	148,200.00	-73,770.16	50.2%
5050 · Retirement	31,984.79	77,565.00	-45,580.21	41.2%
5055 · 401(k) Match	2,608.37	6,950.00	-4,341.63	37.5%
5060 · Workmens Compensation	2,075.66	2,400.00	-324.34	86.5%
5080 · Employee Relations	430.91	2,805.00	-2,374.09	15.4%
5090 · Training	1,290.00	9,600.00	-8,310.00	13.4%
5110 · Contracted Service	10,559.75	26,050.00	-15,490.25	40.5%
5140 · Audit	0.00	7,875.00	-7,875.00	0.0%
5170 · Other Professional Services	2,370.00	7,300.00	-4,930.00	32.5%
5180 · Legal	2,975.00	20,500.00	-17,525.00	14.5%
5185 · Research	42,100.00	80,000.00	-37,900.00	52.6%
5190 · Administrative Advertising	489.94	1,000.00	-510.06	49.0%
5500 · Advertising-Printed	173,826.08	1,189,385.00	-1,015,558.92	14.6%
5502 · Advertising - Production Fee	66,860.16	80,000.00	-13,139.84	83.6%
5510 · Advertising - Event Dev & Mktg	2,479.00	73,100.00	-70,621.00	3.4%
5515 · Advertising - Online	616,263.08	2,255,000.00	-1,638,736.92	27.3%
5525 · Community Relations	3,116.92	30,000.00	-26,883.08	10.4%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	0.00	25,000.00	-25,000.00	0.0%
5580 · Promotional Aids	0.00	6,500.00	-6,500.00	0.0%
6100 · Familiarization Tours	30,058.38	90,000.00	-59,941.62	33.4%
6101 · Group sales	0.00	12,000.00	-12,000.00	0.0%
6130 · Uniforms	304.90	920.00	-615.10	33.1%
6150 · Event Grant	49,525.34	396,000.00	-346,474.66	12.5%
6170 · Tourism Summit	768.17	17,500.00	-16,731.83	4.4%
6200 · Postage and Delivery	68,927.00	175,200.00	-106,273.00	39.3%
6300 · Travel	609.69	40,438.00	-39,828.31	1.5%
6305 · Vehicle Maintenance	374.84	3,500.00	-3,125.16	10.7%
6320 · Registrations	395.00	35,000.00	-34,605.00	1.1%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	19,006.90	29,270.00	-10,263.10	64.9%
6440 · Insurance	25,684.93	25,685.00	-0.07	100.0%
6460 · Telephone	14,118.96	44,045.00	-29,926.04	32.1%
6500 · Equipment	1,330.97	23,700.00	-22,369.03	5.6%
6510 · Expendable Equipment	117.41	2,700.00	-2,582.59	4.3%
6530 · Technical Support	428.90	8,500.00	-8,071.10	5.0%
6580 · Utilities	4,640.93	18,360.00	-13,719.07	25.3%
6600 · Cleaning/maintenance supplies	374.23	2,550.00	-2,175.77	14.7%
6610 · Building Maintenance	1,671.21	30,460.00	-28,788.79	5.5%
6620 · Equipment Service Contracts	1,257.15	3,500.00	-2,242.85	35.9%
6640 · Equipment Rent	2,816.01	34,000.00	-31,183.99	8.3%
6660 · Equipment Repairs	0.00	3,550.00	-3,550.00	0.0%
6700 · Office Supplies	3,611.55	21,325.00	-17,713.45	16.9%
6810 · Web Site/Internet	10,670.30	36,300.00	-25,629.70	29.4%
<b>Total Expense</b>	<b>1,712,017.28</b>	<b>6,231,458.00</b>	<b>-4,519,440.72</b>	<b>27.5%</b>
<b>Net Ordinary Income</b>	<b>3,288,545.30</b>	<b>-1,547,092.00</b>	<b>4,835,637.30</b>	<b>-212.6%</b>

November is 42% of the FY Budget

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 11/30/20

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	525.70			
<b>Total 3100 · Sale of Merchandise</b>	525.70			
<b>Total 9910 · Transfer from Merchandise Sales</b>	525.70			
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	27,500.00			
<b>Total 9920 · Transfer from Travel Guide Fund</b>	27,500.00			
9990 · Unappropriated Fund Balance	0.00	1,818,122.00	-1,818,122.00	0.0%
<b>Total Other Income</b>	28,025.70	1,818,122.00	-1,790,096.30	1.5%
<b>Other Expense</b>				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	367.55			
6800 · Credit Card Charges	252.11			
<b>Total 9930 · Transfer to Merchandise</b>	619.66			
9950 · Transfer to Event Site Fund	273,699.00	271,030.00	2,669.00	101.0%
<b>Total Other Expense</b>	274,318.66	271,030.00	3,288.66	101.2%
<b>Net Other Income</b>	-246,292.96	1,547,092.00	-1,793,384.96	-15.9%
<b>Net Income</b>	<b>3,042,252.34</b>	<b>0.00</b>	<b>3,042,252.34</b>	<b>100.0%</b>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
 July through November 2020

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax	1,249,746.17	978,679.00	271,067.17	127.7%
3040 · Meals Tax	399,538.88	540,776.00	-141,237.12	73.9%
3210 · Interest	18,815.46	23,000.00	-4,184.54	81.8%
<b>Total Income</b>	<b>1,668,100.51</b>	<b>1,542,455.00</b>	<b>125,645.51</b>	<b>108.1%</b>
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	1,275,718.00	-1,275,718.00	0.0%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>0.00</b>	<b>2,236,888.00</b>	<b>-2,236,888.00</b>	<b>0.0%</b>
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	487,932.00	487,932.00	0.00	100.0%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4647 · TIG - Chicamacomico Cisterns	0.00	48,000.00	-48,000.00	0.0%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
4649 · TIG - FNAM - Handicap Access	25,750.00	25,750.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4651 · TIG - KDH - Baum Street, Phase2	0.00	55,618.00	-55,618.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	221,885.00	-221,885.00	0.0%
4653 · TIG - SS - S. Dogwood Trail	0.00	260,993.00	-260,993.00	0.0%
4999 · Unappropriated Funds	0.00	622,512.00	-622,512.00	0.0%
5140 · Audit	0.00	2,625.00	-2,625.00	0.0%
5160 · Fireworks	0.00	92,500.00	-92,500.00	0.0%
5170 · Traffic Control - Hwy 12 & 158	0.00	25,000.00	-25,000.00	0.0%
<b>Total 4100 · Short-Term Projects</b>	<b>513,682.00</b>	<b>2,155,663.00</b>	<b>-1,641,981.00</b>	<b>23.8%</b>
<b>Total Expense</b>	<b>513,682.00</b>	<b>4,392,551.00</b>	<b>-3,878,869.00</b>	<b>11.7%</b>
<b>Net Ordinary Income</b>	<b>1,154,418.51</b>	<b>-2,850,096.00</b>	<b>4,004,514.51</b>	<b>-40.5%</b>
<b>Other Income/Expense</b>				
Other Income				
9930 · Appropriated Fund Balance	0.00	2,850,096.00	-2,850,096.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>2,850,096.00</b>	<b>-2,850,096.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>1,154,418.51</b>	<b>0.00</b>	<b>1,154,418.51</b>	<b>100.0%</b>



**Outer Banks Visitors Bureau  
Restricted Fund Summary  
2019-2021**

	<b>Balance 7/1/2019</b>	<b>Allocation 2019-2020</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Balance 7/1/2020</b>	<b>Allocation 2020-2021</b>	<b>Allocation Paid</b>	<b>Allocation Transferred</b>	<b>Estimated Balance FY20-21</b>
<b>Short-term Projects</b>									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
SS Civic Assoc - Sea Oats Park, Phase II	14,178		(13,400)	(778)	0		0	0	0
Town of Duck - Pedestrian Path, Phase II	309,351		(309,351)	0	0		0	0	0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932				487,932		(487,932)		0
Town of Duck - Pedestrian Path, Phase III	307,289		(296,454)	(10,835)	(0)		0	0	(0)
Town of KH - KH Park Trail Connection	47,592				47,592				47,592
TIG - Chicamacomico - Cisterns	0	48,000			48,000				48,000
TIG - Dare Co Arts Council - Courtyard	0	90,950			90,950				90,950
TIG - Frisco Native American - Handicapp Access	0	25,750			25,750		(25,750)		0
TIG - Town of Duck - Pedestrian Path, Phase IV	0	147,806			147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	0	55,618			55,618				55,618
TIG - Town of Manteo - Manteo Common	0	221,885			221,885				221,885
TIG - Town of SS - S. Dogwood Trail	0	260,993	(260,993)		0		0		0
Fireworks	50,000		(50,000)	55,000	55,000	0	0	37,500	92,500
Audit	0		(2,500)	2,500	0		0	2,625	2,625
Unappropriated Funds	490,060	(255,391)		(45,887)	188,782	638,084		159,875	986,740
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,732,901</b>	<b>595,611</b>	<b>(932,698)</b>	<b>0</b>	<b>1,395,615</b>	<b>638,084</b>	<b>(513,682)</b>	<b>200,000</b>	<b>1,720,216</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	2,192,370	1,265,646	(3,194,971)	0	263,044	1,444,959	0	0	1,708,004
Natural Historical Cultural	176,370	0	(30,000)	(146,370)	0	0	0	0	0
Green Space/Open Space (GOSPL)	0	0	0	0	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds	350,000	3,630		146,370	500,000	0		(200,000)	300,000
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>3,179,910</b>	<b>1,269,276</b>	<b>(3,224,971)</b>	<b>0</b>	<b>1,224,214</b>	<b>1,444,959</b>	<b>0</b>	<b>(200,000)</b>	<b>2,469,174</b>
<b>Total</b>	<b>4,912,811</b>	<b>1,864,887</b>	<b>(4,157,669)</b>	<b>0</b>	<b>2,620,029</b>	<b>2,083,043</b>	<b>(513,682)</b>	<b>0</b>	<b>4,169,390</b>
<b>Cash on Hand 10/31/20</b>									
								Checking	1,419,154
								Savings	2,427,624
									3,846,778
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
									51,325
									33,525
									33,798
									30,064
									46,231
									89,784
									130,216
									414,943
<b>Unappropriated Balances</b>									
									72,330
<b>Transfer from General Fund</b>									
						2,064,228	*		
30% Short-term						619,268			
Short-term Interest						18,815			
						638,084			
70% Long-term								1,444,959	
Long-term Interest								0	
								1,444,959	*

\*Estimate Based on Actual through October and Budgeted Figures

# Agrees to Financial Statements

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
 July through November 2020

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	800.00	1,200.00	-400.00	66.7%
3200 · Site Rental Income - Other	0.00	11,300.00	-11,300.00	0.0%
<b>Total 3200 · Site Rental Income</b>	<b>800.00</b>	<b>12,500.00</b>	<b>-11,700.00</b>	<b>6.4%</b>
3210 · Interest Income	104.75	150.00	-45.25	69.8%
3250 · Lease Income	20,245.00	45,600.00	-25,355.00	44.4%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
<b>Total Income</b>	<b>21,149.75</b>	<b>78,250.00</b>	<b>-57,100.25</b>	<b>27.0%</b>
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	0.00	40,000.00	-40,000.00	0.0%
6440 · Insurance	7,200.00	7,200.00	0.00	100.0%
6580 · Utilities	9,817.08	63,975.00	-54,157.92	15.3%
6610 · Repairs & Maintenance	81,652.56	168,035.00	-86,382.44	48.6%
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%
<b>Total Expense</b>	<b>98,669.64</b>	<b>349,480.00</b>	<b>-250,810.36</b>	<b>28.2%</b>
<b>Net Ordinary Income</b>	<b>-77,519.89</b>	<b>-271,230.00</b>	<b>193,710.11</b>	<b>28.6%</b>
<b>Other Income/Expense</b>				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	271,030.00	271,030.00	0.00	100.0%
<b>Total Other Income</b>	<b>271,030.00</b>	<b>271,230.00</b>	<b>-200.00</b>	<b>99.9%</b>
<b>Net Other Income</b>	<b>271,030.00</b>	<b>271,230.00</b>	<b>-200.00</b>	<b>99.9%</b>
<b>Net Income</b>	<b>193,510.11</b>	<b>0.00</b>	<b>193,510.11</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

30-Nov-20

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	CD'S SOUTHERN	CD'S FIRST BANK	CD'S TOWNE BANK	CD'S FIRST NATIONAL	TOTAL
GENERAL FUND	1,612,390	3,252,733	556,061	1,504,951	0	1,000,000	1,000,000	1,024,495	9,950,630
RESTRICTED FUND	1,419,154	909,356			250,000	765,169	503,099	0	3,846,778
TRAVEL GUIDE	41,822								41,822
MERCHANDISE SALES	150,920								150,920
EVENT SITE FUND	354,342								354,342
TOTAL	3,578,627	4,162,089	556,061	1,504,951	250,000	1,765,169	1,503,099	1,024,495	14,344,491
TOTAL % EACH BANK	37.18%	29.02%	3.88%			12.31%	10.48%	7.14%	100.00%
INTEREST RATES	0.25%	0.07%	0.05%	0.25%	0%	2% on 2	0.81%	1.5% on 2	
TOTAL CHECKING & CD'S	14,344,491								
60% ALLOWED IN ANY BANK	8,606,695								
25% ALLOWED IN ANY ONE INV	3,586,123								

60% General Fund Reserved Balance is \$3,901,493.

100% Restricted Fund Balance Restricted by House Bill 225 \$3,846,778



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

Date: December 8, 2020

To: Myra Ladd-Bone, Chair  
Dare County Tourism Board

From: Budget & Finance Committee  
Lee Nettles, Executive Director  
Diane Bognich, Director of Administration

Re: Budget Amendment FY 2020-2021

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The Budget & Finance Committee met on December 8, 2020 to review an amendment for the Fiscal Year 2020-2021 budget. Attached is the recommended budget amendment. The amendment adds additional funds to the budget from the additional income received in the first quarter of Fiscal Year 2020-2021. The amendment increases occupancy revenues by \$750,000. This is still a conservative budget which is 1.6% lower than the FY2019-2020 budget. The conservative budget reflects the continued uncertainty about travel in the spring as a result of the pandemic. Overall, the revised budget is a 9.2% decrease from 2020 actuals.

**GENERAL FUND:**

**Revenue Increases:**

Occupancy Tax: \$562,500 – 75% of \$750,000.

Merchandise Sales: \$5,000

Insert Ad Sales: \$35,000

Interest Income \$145

Grant Income: \$21,500 – EDPNC Grant

**Expenses Increases:**

Payroll Expenses: \$37,550 – 2.4% Cola based on 2019 CPI, .6% possible performance raise + related taxes and benefits.

Advertising & Production - \$182,815 for campaign development, additional promotions and other advertising opportunities

FAM tours: \$25,000 – additional FAM tours

Event Grants: \$175,000 – Grants for February application window

Research: \$150,000 – Tourism management and investment plan

Other Operating Expenses: \$53,780 – additional COVID expenses, adding items removed from previous budget.



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## SPECIAL REVENUE (RESTRICTED) FUND:

### Revenue Increases:

Occupancy Tax: \$187,500 – 25% of \$750,000

### Expenses Increases:

Short-term Unappropriated: \$56,250 – 30% of revenue increase

Long-term Unappropriated: \$100,000 – reimburse for transfer from TIG Grants

Event Site: \$31,250 – remaining of 70% of revenue increase

**Fiscal Year 2020-2021  
Dare County Tourism Board  
Proposed Budget Amendment**

**FUND: GENERAL FUND**

**INCOME**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	2,936,036.00	562,500.00		3,498,536.00	75% of Income Adjustment
3040	Meals Tax				0.00	
3100	Sale of Merchandise	0.00	5,000.00		5,000.00	Sale of remaining items in inventory
3209	Travel Guide/Insertion Income	0.00	35,000.00		35,000.00	Sale of ads on insertion promotional piece
3210	Interest Income	50,000.00	145.00		50,145.00	Interest on merchandise checking
3300	Grant Income	0.00	21,500.00		21,500.00	EDPNC Grant from Cares Act
	Total		624,145.00	0.00		

**EXPENDITURES Promotions**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5010	Salaries	695,000.00	24,050.00		719,050.00	Increase for COLA and Performance at 3%
5020	Salaries - PT	103,000.00	2,100.00		105,100.00	Increase for COLA and Performance at 3%
5030	Payroll Taxes	64,635.00	2,000.00		66,635.00	Additional FICA taxes for increased payroll
5055	401(k) Match	6,950.00	245.00		7,195.00	Additional 1% match on increased payroll
5090	Training	8,200.00	500.00		8,700.00	Additional classes for staff - Covid, Board Clerk
5500	Other Advertising	1,189,385.00	53,900.00		1,243,285.00	Budget for other advertising opportunities
5502	Production - Advertising	80,000.00	50,000.00		130,000.00	Budget for campaign development
5515	Advertising - Online	2,255,000.00	53,915.00		2,308,915.00	Budget for online advertising opportunities
5560	Brochures/Production/Print	25,000.00	25,000.00		50,000.00	Increase to expand attraction map to partners
6100	Press/Travel Writer Tours	90,000.00	25,000.00		115,000.00	Increase for additional FAM tours in the spring
6150	Event Grant	396,000.00	175,000.00		571,000.00	Grant amount for Spring Window
6170	Tourism Summit & Webinars	17,500.00	3,000.00		20,500.00	Additional funds for virtual webinars
5110	Contracted Services	15,930.00	1,500.00		17,430.00	Additional funds for 2 covid cleanings
5185	Research	80,000.00	150,000.00		230,000.00	Tourism Management & Investment Plan
6200	Postage	175,000.00	20,000.00		195,000.00	Additional for slightly increased size on insertion/envelopes
6420	Dues & Subscriptions	29,000.00	18,540.00		47,540.00	Put Meltwater and Constant Contact back in budget
6500	Equipment	19,200.00	3,000.00		22,200.00	Additional for microphones/camera in Board room
6600	Cleaning/maintenance	1,500.00	500.00		2,000.00	Additional for COVID cleaning supplies
6700	Office Supplies	16,500.00	1,240.00		17,740.00	Additional for COVID supplies - masks & Posipay
	Total		609,490.00			

as of 12/9/2020

**Fiscal Year 2020-2021  
Dare County Tourism Board  
Proposed Budget Amendment**

**EXPENDITURES Aycock Brown**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5025	Salaries - PT	78,500.00	3,850.00		82,350.00	Increase for COLA and Performance at 3%
5030	Payroll Taxes	6,790.00	295.00		7,085.00	Additional FICA taxes for increased payroll
5110	Contracted Services	7,920.00	600.00		8,520.00	Additional funds for 2 covid cleanings
6600	Cleaning / maintenance	600.00	50.00		650.00	Additional for COVID cleaning supplies
6700	Office Supplies	3,000.00	100.00		3,100.00	Additional for COVID supplies - masks
	Total		4,895.00			

**EXPENDITURES Roanoke Island**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5026	Salaries - PT	131,525.00	4,650.00		136,175.00	Increase for COLA and Performance at 3%
5030	Payroll Taxes	11,380.00	360.00		11,740.00	Additional FICA taxes for increased payroll
5110	Contracted Services	2,200.00	200.00		2,400.00	Additional funds for 2 covid cleanings
6600	Cleaning / maintenance	450.00	150.00		600.00	Additional for COVID cleaning supplies
6700	Office Supplies	1,825.00	200.00		2,025.00	Additional for COVID supplies - masks
	Total		5,560.00			

**EXPENDITURES Merchandise**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6710	Merchandise Purchases	0.00	3,000.00		3,000.00	Funds for sales of inventory -
6800	Bank Fees	0.00	1,200.00		1,200.00	Credit card fees
	Total		4,200.00			

Total Expenditures	624,145.00
Total Revenue	624,145.00
Difference	0.00

**Fiscal Year 2020-2021  
Dare County Tourism Board  
Proposed Budget Amendment**

**FUND:    RESTRICTED FUND**

**INCOME**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	978,679.00	187,500.00		1,166,179.00	25% of Income Adjustment
3040	Meals Tax					
	Total		187,500.00	0.00		

**EXPENDITURES**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Short-term Unappropriated	622,512.00	56,250.00		678,762.00	30% Allocation (\$187500 * .30)
4585	L-T Unappropriated	300,000.00	100,000.00		400,000.00	Repayment of \$100k for borrowing on TIG Grants
4525	Event Site	1,275,718.00	31,250.00		1,306,968.00	Remaining 100% of the 70% (\$187500*.70) Allocation
	Total		187,500.00			



## Marketing Dashboard

thru November 2020

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	13,186	23,387	-10,201	-44%
Completed Video Views	3,706,652	9,819,052	-6,112,400	-62%
Total Visits to Website	1,276,054	949,065	326,989	34%

### Online Communities

Email Subscribers	268,927	215,636	53,291	25%
Facebook	751,568	712,537	39,031	5%
Twitter	41,100	38,000	3,100	8%
Instagram	106,000	84,500	21,500	25%
Pinterest	<u>20,806</u>	<u>20,000</u>	<u>806</u>	<u>4%</u>
Online Communities Subtotal	1,188,401	1,070,673	117,728	11%

---

### Devices November 2020

Mobile	59%
Desktop	37%
Tablet	4%

COVID-19 Entry Restrictions: March 17-May 16, 2020.

## Dashboard Overview

### Overview

Remaining FY20-21 Fall paid media efforts concluded in November with the campaign delivering in full. OTA conversion performance improved MOM as the VRBO placements continue to run. Audience driven emails targeting users planning a trip or ready to book a trip continued in November, focusing on holiday travel.

Overall, outerbanks.org continues to show positive growth from direct sources, paid media and organic search.

#### Highlights for November:

- Recorded 103K site sessions - November sessions are up 13% YOY while total fiscal year sessions are up 32%.
- Achieved 11.9K total conversions - November eNews Sign Up conversions increased 113% YOY with gains from nearly all sources (Paid and Organic search drove the largest YOY increases).
- Delivered 228K emails to promote offseason holiday travel - Open rate maintained MOM.
- Email recipients continue to take action toward planning a trip as Offers and Packages remains the top link.
- SEM drove 19K site sessions in November - Google continued to drive above average CTR and CPC performance this month.
- OTA click through and conversion rate performance improved MOM as remaining OTA placements deliver in full and VRBO placements continue to run.

### Completed Optimizations

Remaining FY20-21 Fall HYTD and TripAdvisor efforts delivered in full in November.

FY20-21 Fall Expedia added value placement extended into December to deliver in full.

VRBO placements continued to run through November - Will extend into December as planned based on strong performance throughout FY20-21 Fall campaign.

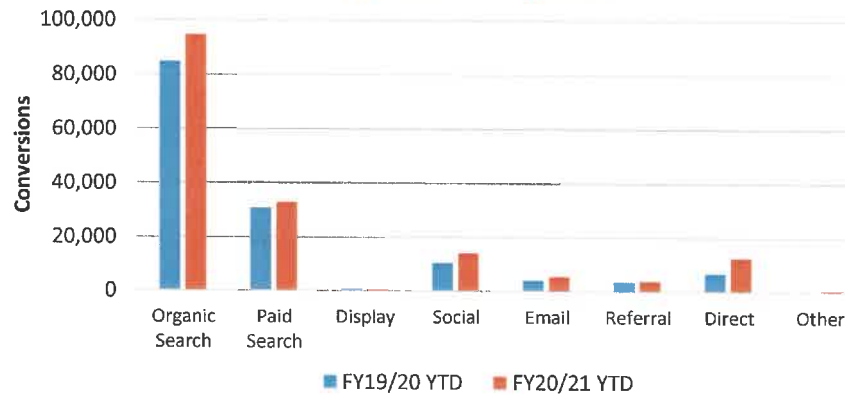
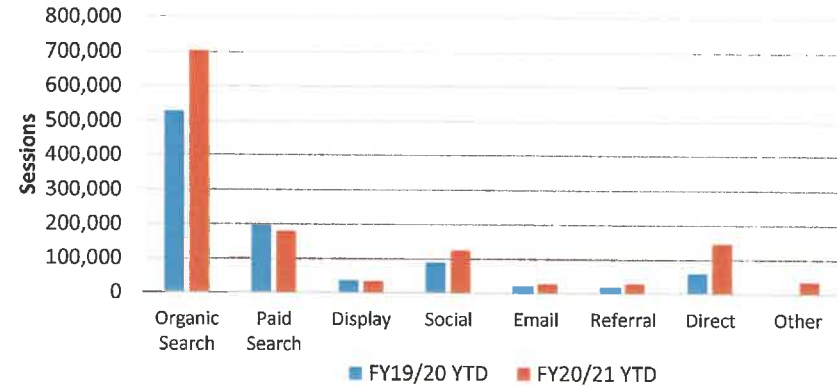
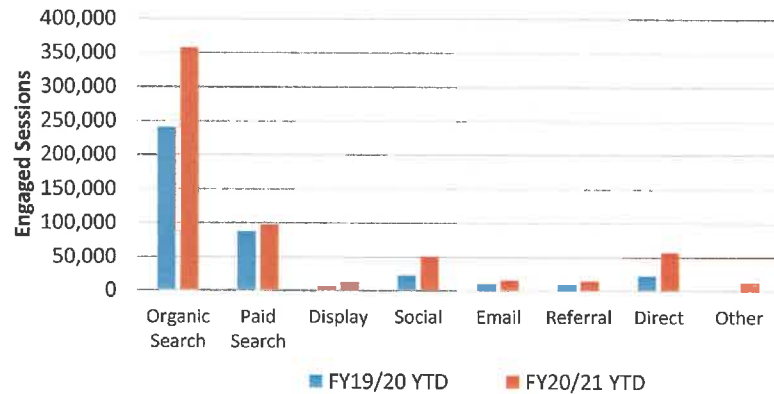
### Action Steps

Topic	Commentary
Fall Campaign	Continue to track extended line items into December.
Spring/Summer Campaign	Launch OTA and Programmatic Display and Native assets in December.
SEM	Continue to monitor click and conversion progress into the off season.
Email	Continue to send audience-specific content for increased engagement, beginning in 2021 with our "Workflows" emails.

## Website Overview

	Nov-20	YOY	FYTD	YOY
Sessions	103,740	13%	1,249,054	32%
Engaged Sessions	44,463	20%	601,141	51%
Any Conversion*	11,969	-6%	164,546	17%
eNews Sign Up Conversions	179	113%	10,818	108%
Travel Guide Conversions	1,802	3%	12,486	-15%
Listing Referral Conversions	10,220	-8%	144,755	18%

\*All conversions are "1-per-session."

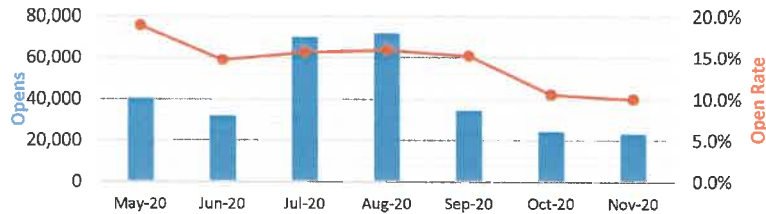


Client: Outer Banks Visitors Bureau  
Report Time Period: November 2020

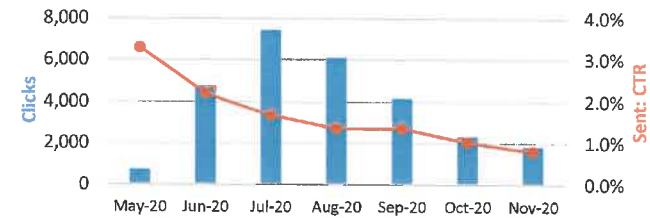


## Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
May-20	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4
Jun-20	215,614	215,392	31,730	14.7%	4,748	2.2%	15.0%	222	409	2
Jul-20	447,579	446,494	69,855	15.6%	7,437	1.7%	10.6%	545	982	49
Aug-20	461,870	451,484	71,737	15.9%	6,073	1.3%	8.5%	402	1,052	41
Sep-20	226,445	226,151	34,378	15.2%	4,149	1.3%	8.5%	294	510	16
Oct-20	227,105	226,806	23,919	10.5%	2,296	1.0%	9.6%	299	405	21
Nov-20	228,538	228,209	22,929	10.0%	1,819	0.8%	7.9%	329	363	94
<b>GRAND TOTAL</b>	<b>2,021,132</b>	<b>2,008,129</b>	<b>294,916</b>	<b>14.6%</b>	<b>54,627</b>	<b>2.7%</b>	<b>18.5%</b>	<b>2,479</b>	<b>4,209</b>	<b>227</b>

Top Links Clicked - Current Month\*

Link	Clicks*	Open: CTR
/plan-your-trip/offers-and-packages	649	1.9%
/places-to-stay	301	0.9%
/events/holiday-events/thanksgiving	222	0.6%
/recipes	170	0.5%
/restaurants	174	0.5%
/event/hangin-with-santa-kites-with-lites	146	0.4%
/thing-to-do	99	0.3%
/outerbanks.org	97	0.3%
/3-reasons-your-family-should-spend-the-offseason	96	0.3%
<b>GRAND TOTAL</b>	<b>1,954</b>	<b>1.0%</b>

\* link clicks include forwarded email clicks

Email Performance - Current Month

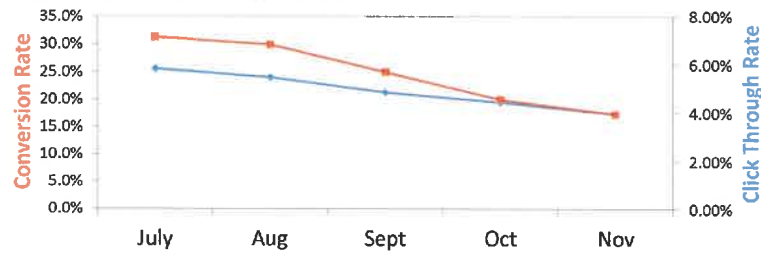
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Make the Outer Banks your home for the holidays	228,538	228,209	22,929	10.0%	1,819	0.8%	7.9%	329	363	94
<b>GRAND TOTAL</b>	<b>228,538</b>	<b>228,209</b>	<b>22,929</b>	<b>10.0%</b>	<b>1,819</b>	<b>0.8%</b>	<b>7.9%</b>	<b>329</b>	<b>363</b>	<b>94</b>

Client: Outer Banks Visitors Bureau  
Report Time Period: November 2020

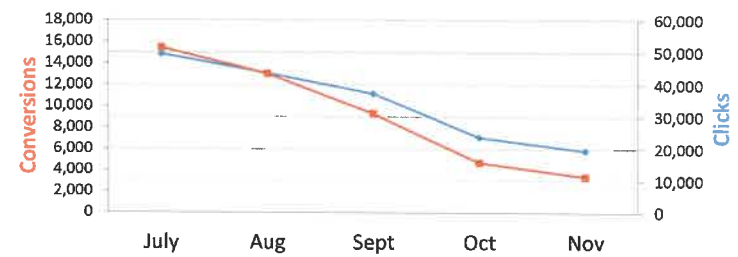


## SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
May	\$11,702	16,818	316,894	5.3%	\$0.70	3,883	\$3.01	23.1%
June	\$33,097	49,624	798,738	6.2%	\$0.67	14,913	\$2.22	30.1%
July	\$34,937	49,457	845,880	5.8%	\$0.71	15,443	\$2.26	31.2%
Aug	\$34,912	43,662	795,175	5.5%	\$0.80	13,052	\$2.67	29.9%
Sept	\$36,692	37,310	766,530	4.9%	\$0.98	9,307	\$3.94	24.9%
Oct	\$24,455	23,698	531,772	4.5%	\$1.03	4,732	\$5.17	20.0%
Nov	\$24,726	19,481	492,661	4.0%	\$1.27	3,372	\$7.33	17.3%
<b>GRAND TOTAL</b>	<b>\$209,604</b>	<b>254,174</b>	<b>4,791,999</b>	<b>5.3%</b>	<b>\$0.82</b>	<b>69,244</b>	<b>\$3.03</b>	<b>27.2%</b>

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$13,573	11,269	144,471	7.8%	\$1.20	2,014	\$6.74	17.9%
Bing	\$11,153	8,212	348,190	2.4%	\$1.36	1,358	\$8.21	16.5%
<b>GRAND TOTAL</b>	<b>\$24,726</b>	<b>19,481</b>	<b>492,661</b>	<b>4.0%</b>	<b>\$1.27</b>	<b>3,372</b>	<b>\$7.33</b>	<b>17.3%</b>

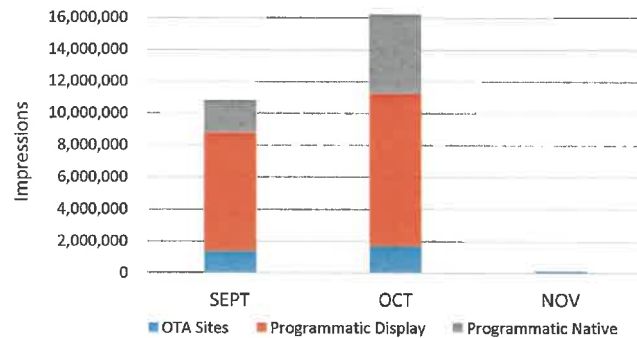
## Display Overview

### Campaign Overview: FY20-21 Fall Display Details by Tactic

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$64,000	\$61,851	3,241,148	3,900	0.12%	\$15.86	325	\$190	0.010%	82%	1.28	0:49
Programmatic Banners	\$170,000	\$127,378	16,973,590	13,450	0.08%	\$9.47	738	\$173	0.004%	47%	2.09	0:50
Programmatic Native		\$42,622	6,991,905	13,631	0.19%	\$3.13	312	\$137	0.004%	69%	1.67	3:36
<b>FY20/21 Fall Total YTD</b>	<b>\$234,000</b>	<b>\$231,851</b>	<b>27,206,643</b>	<b>30,981</b>	<b>0.11%</b>	<b>\$7.48</b>	<b>1,375</b>	<b>\$169</b>	<b>0.005%</b>	<b>57%</b>	<b>1.92</b>	<b>1:55</b>

### Total Impression Volume by Month by Tactic

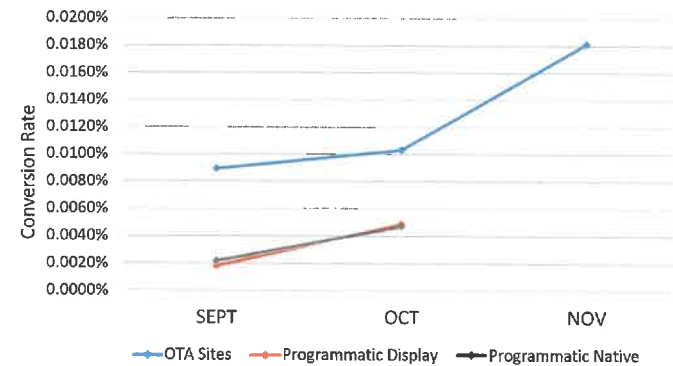
Notes: 150K impressions delivered in November as remaining OTA and HYTD efforts deliver in full and VRBO placements continue.



Note: OTA line will continue as VRBO placement was extended through November and December.

### Conversion Rate by Month by Tactic

Notes: OTA conversion rate increased as VRBO lines continue and remaining OTA efforts deliver in full.



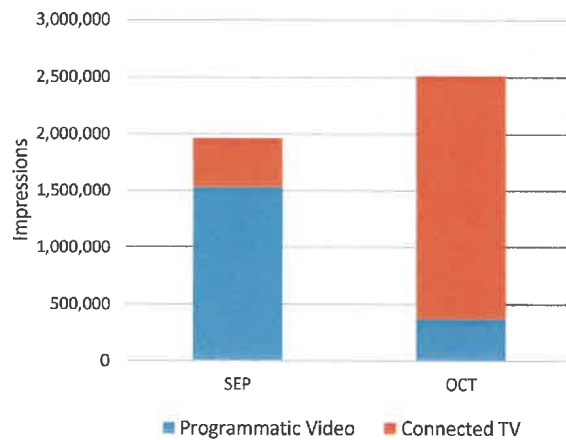
## Video Overview

### Campaign Overview: FY20-21 Fall Video Details by Tactic

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Video Completions	Cost/ Completed View	Video Completion Rate	Conv.	Cost / Conv.	Conv. Rate
Programmatic Video	\$170,000	\$54,715	1,892,991	2,393	0.13%	\$22.86	1,182,420	\$0.05	62%	19	\$2,880	0.0010%
Connected TV		\$115,285	2,570,073	--	--	--	2,524,232	\$0.05	98%	--	--	--
<b>FY20.21 Fall Total YTD</b>	<b>\$170,000</b>	<b>\$170,000</b>	<b>4,463,064</b>	<b>2,393</b>	<b>0.13%</b>	<b>\$22.86</b>	<b>3,706,652</b>	<b>\$0.05</b>	<b>83%</b>	<b>19</b>	<b>\$2,880</b>	<b>0.0010%</b>

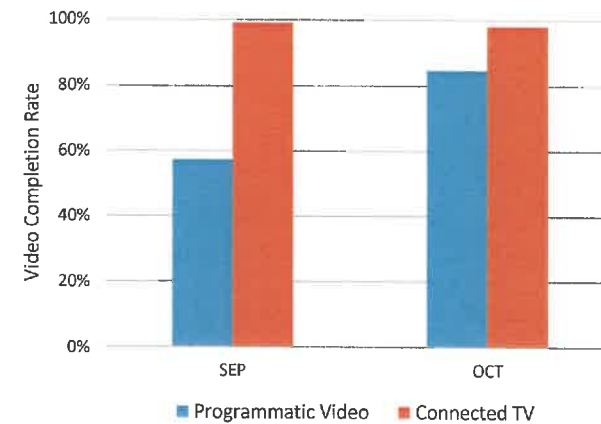
### Video: Total Impression Volume by Month

Notes: CTV/Programmatic Video efforts were not live in November, as the Fall Campaign concluded in October.



### Video Completion Rate by Month

Notes: CTV/Programmatic Video efforts were not live in November, as the Fall Campaign concluded in October.



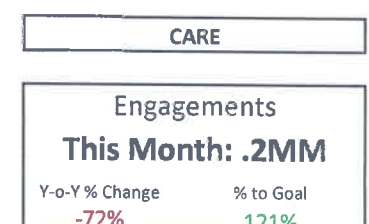
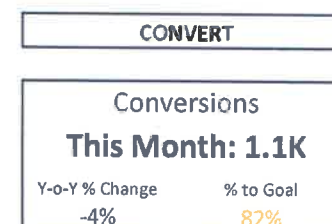
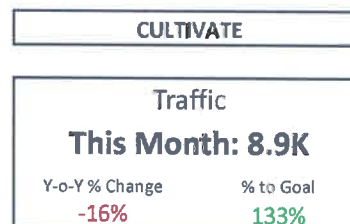
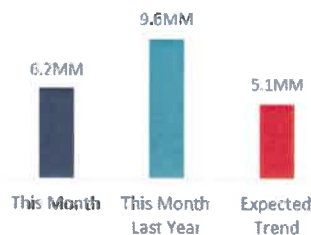
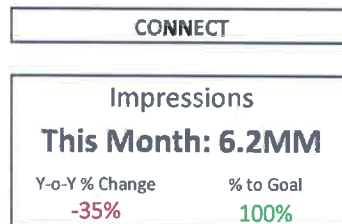
## Past Campaign Benchmarks

### Campaign Overview: Past Campaign Benchmarks

Campaign/Metric	CTV/OTT	Programmatic Video	Programmatic Audio	Native	Native Retargeting	Programmatic Banners - Multi-Unit	Programmatic Banners - Retargeting	OTA	SEM
<b>Click Through Rate</b>									
FY19-20 Fall	-	-	-	-	0.25%	0.09%	0.14%	0.10%	4.70%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.20%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.11%	0.18%	0.07%	0.08%	0.17%	5.73%
<b>Conversion Rate</b>									
FY19-20 Fall	-	-	-	-	0.005%	0.001%	0.004%	0.012%	1.143%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.001%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.007%	0.074%	0.008%	0.041%	0.048%	1.840%
<b>Video/Audio Completion Rate</b>									
FY19-20 Fall	92%	76%	-	-	-	-	-	-	-
FY19-20 Spring-Summer	98%	78%	96%	-	-	-	-	-	-
<b>Cost Per Completed View</b>									
FY19-20 Fall	\$0.03	\$0.01	-	-	-	-	-	-	-
FY19-20 Spring-Summer	\$0.03	\$0.04	\$0.02	-	-	-	-	-	-



# Executive Summary



## Monthly Highlights:

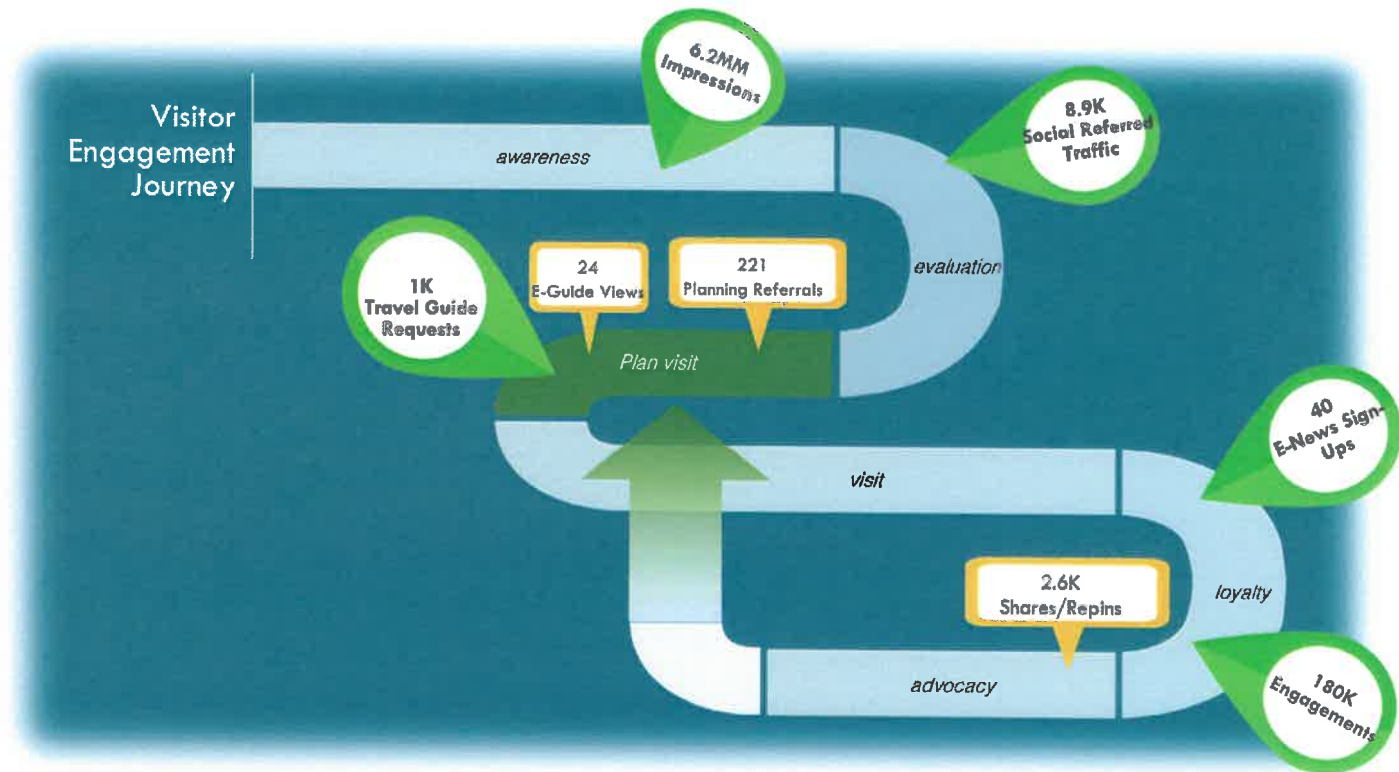
- With the exception of conversions, all KPIs are trending at or above goal projections.
- Cumulative conversions are trending 11% ahead of last year, though performing slightly lower than the projected goal. Conversions are expected to increase in January & February with more ad spend allocated towards Travel Guide requests and E-News sign-ups.

## Recommendations/Next Steps:

- Continue to develop multi-image Instagram posts.
- Develop remote school/office at the OBX messaging with an Awareness focus to reach more non-fans and educate potential visitors about the allure of working from the OBX.
- Include language focused on the new 2021 Travel Inspiration Guide to start encouraging visitors to start thinking about vacation planning in the new year.

# Visitor Journey

*The Outer Banks*  
OF NORTH CAROLINA



Visitation Figures at Key Sites

2016-2020

<b>Aquarium</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	1,286	7,701	6,211	5,449	6,630
February	24	5,726	5,503	6,341	7,174
March	34	14,187	16,156	14,677	closed
April	0	29,604	27,082	30,661	closed / C19
May	311	31,766	30,798	28,105	closed / C19
June	25,856	49,553	51,932	47,393	closed / C19
July	49,454	53,524	64,701	54,351	closed / C19
August	50,082	49,581	50,009	52,192	closed / C19
September	30,015	29,501	19,469	19,788	14,619
October	12,630	16,456	15,057	16,088	15,465
November	9,401	10,286	9,824	9,110	7,586
December	7,785	8,491	6,612	6,708	
<i>YTD</i>	<i>179,093</i>	<i>297,885</i>	<i>296,742</i>	<i>284,155</i>	<i>51,474</i>
<b>TOTAL</b>	186,878	306,376	303,354	290,863	51,474

<b>Bodie Island Lighthouse Climbers</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	1,638	1,133	1,617	2,035	closed / C19
May	3,555	4,570	2,959	5,009	closed / C19
June	3,579	5,287	5,006	5,355	closed / C19
July	2,540	5,009	5,428	4,458	closed / C19
August	2,910	5,025	5,390	5,201	closed / C19
September	4,719	4,454	3,464	3,644	closed / C19
October	930	1,326	1,251	2,264	closed / C19
November	closed	closed	closed	closed	closed
December	closed	closed	closed	closed	closed
<i>YTD</i>	<i>8,772</i>	<i>10,990</i>	<i>9,582</i>	<i>12,399</i>	<i>0</i>
<b>TOTAL</b>	19,871	26,804	25,115	27,966	0

<b>Cape Hatteras N.S.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	56,772	60,060	60,934	72,767	81,816
February	65,176	56,203	76,818	72,796	76,105
March	127,642	121,172	179,199	135,597	109,749
April	143,142	196,460	175,377	205,590	66,422
May	230,909	218,542	248,423	263,356	208,837
June	350,934	359,142	389,722	384,260	399,364
July	424,234	390,609	405,038	438,846	451,849
August	373,493	335,902	387,698	398,662	387,379
September	295,304	277,372	250,105	243,139	345,249
October	153,221	199,300	201,269	188,710	259,618
November	130,408	140,625	135,634	122,516	167,925
December	60,386	78,316	80,171	81,393	
<i>YTD</i>	<i>2,351,235</i>	<i>2,355,387</i>	<i>2,510,217</i>	<i>2,526,239</i>	<i>2,554,313</i>
<b>TOTAL</b>	2,411,621	2,433,703	2,590,388	2,607,632	2,554,313

Visitation Figures at Key Sites

2016-2020

<b>Cape Hatteras Lighthouse Climbers</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	4,764	4,416	5,249	7,052	closed / C19
May	14,140	13,896	13,233	14,215	closed / C19
June	21,454	22,064	22,133	21,203	closed / C19
July	24,645	22,858	21,294	24,552	closed / C19
August	23,188	16,903	22,901	20,615	closed / C19
September	13,086	10,194	8,435	7,218	closed / C19
October	1,754	3,740	2,887	3,838	closed / C19
November	closed	closed	closed	closed	closed
December	closed	closed	closed	133	closed
<i>YTD</i>	<i>40,358</i>	<i>40,376</i>	<i>40,615</i>	<i>42,470</i>	<i>0</i>
<b>TOTAL</b>	103,031	94,071	96,132	98,826	0

<b>Cape Hatteras VC</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	6,896	8,254	6,977	8,529	8,402
February	2,660	10,395	9,563	7,995	9,509
March	27,675	17,137	16,975	18,233	9,325
April	33,399	42,954	36,966	42,730	closed / C19
May	49,988	50,134	48,438	49,270	closed / C20
June	60,658	64,638	61,704	60,647	48,033
July	73,680	76,737	59,481	68,815	3,183
August	69,212	58,015	55,458	57,358	57,358
September	54,497	48,727	32,289	33,507	2,727
October	29,052	38,578	35,359	39,936	2,179
November	21,805	21,090	17,890	16,802	1,130
December	10,505	10,155	6,612	7,427	
<i>YTD</i>	<i>429,522</i>	<i>436,659</i>	<i>381,100</i>	<i>403,822</i>	<i>141,846</i>
<b>TOTAL</b>	440,027	446,814	387,712	411,249	141,846

<b>Fort Raleigh</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	5,921	5,891	3,743	5,230	5,565
February	5,211	4,428	5,972	5,324	5,948
March	14,458	7,517	11,579	9,369	6,550
April	17,182	14,336	15,943	17,688	5,933
May	34,771	35,539	37,807	31,409	6,544
June	63,592	52,355	49,057	48,014	17,432
July	55,298	55,858	48,039	43,000	24,681
August	43,306	41,092	42,799	37,729	20,427
September	21,074	23,778	14,071	18,817	19,826
October	17,562	17,949	18,260	15,208	19,779
November	8,902	9,950	9,044	9,860	11,524
December	5,090	6,288	4,685	6,491	
<i>YTD</i>	<i>287,277</i>	<i>268,693</i>	<i>256,314</i>	<i>241,648</i>	<i>144,209</i>
<b>TOTAL</b>	292,367	274,981	260,999	248,139	144,209

Visitation Figures at Key Sites

2016-2020

<b>Hatteras Ferry-Vec.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	6,394	5,955	4,127	6,080	7,223
February	5,293	6,594	6,260	5,873	6,643
March	14,152	10,239	8,989	9,895	6,844
April	16,996	22,138	19,012	20,157	3,107
May	27,491	29,308	28,631	29,121	10,954
June	33,845	28,582	34,490	32,773	26,046
July	41,130	36,312	36,433	37,277	31,315
August	38,276	28,810	35,337	33,009	25,138
September	29,018	23,214	12,471	normal	23,255
October	11,835	23,210	20,723	operations	24,150
November	11,532	12,565	10,445	suspended	12,687
December	6,377	7,175	7,523	6,377	
<i>YTD</i>	235,962	226,927	216,918	174,185	177,362
<b>TOTAL</b>	242,339	234,102	224,441	180,562	177,362

<b>Hatteras Ferry-Passn.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	11,837	10,750	7,179	10,908	12,123
February	9,156	11,728	10,838	9,864	10,862
March	31,116	20,658	18,149	19,534	11,238
April	41,300	55,059	42,282	46,601	3,901
May	66,457	69,727	67,773	69,880	22,164
June	95,601	77,462	91,798	89,989	64,847
July	116,941	105,323	84,989	102,724	78,949
August	108,077	78,272	65,045	89,544	62,060
September	73,262	57,271	29,756	normal	54,567
October	24,781	50,449	46,085	operations	53,815
November	23,765	26,228	20,695	suspended	26,716
December	10,972	13,748	12,173	10,972	
<i>YTD</i>	602,293	562,927	484,589	439,044	401,242
<b>TOTAL</b>	613,265	576,675	496,762	450,016	401,242

<b>PASSENGER FERRY</b>				<u>2019</u>	<u>2020</u>
May				2,487	closed / C19
June	Passenger Ferry Service			8,474	closed / C19
July	began May 20, 2019			10,023	3,865
August				6,738	2,517
September				377	977
<i>YTD</i>				28,099	7,359
<b>TOTAL</b>				28,099	7,359

Visitation Figures at Key Sites

2016-2020

<b>Jennette's Pier</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	2,598	1,967	1,580	2,841	2,347
February	2,035	3,414	3,013	2,034	2,665
March	9,614	5,157	6,922	6,836	2,057
April	12,366	17,963	13,995	18,388	closed / C19
May	18,747	18,822	18,836	21,904	closed / C19
June	29,919	28,433	29,537	28,646	17,971
July	35,348	31,450	31,231	30,264	24,395
August	32,330	28,395	28,879	27,835	20,186
September	20,376	20,620	16,193	17,084	19,481
October	13,058	14,583	13,490	13,924	14,695
November	6,564	6,203	5,311	6,107	6,044
December	2,788	2,322	3,036	3,049	
<i>YTD</i>	<i>182,955</i>	<i>177,007</i>	<i>168,987</i>	<i>175,863</i>	<i>109,841</i>
<b>TOTAL</b>	185,743	179,329	172,023	178,912	109,841

<b>Jockey's Ridge</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	31,917	26,570	25,715	43,643	46,599
February	26,555	41,357	45,675	41,002	41,353
March	112,436	65,276	97,124	91,709	77,429
April	107,877	150,576	160,319	185,915	36,610
May	132,708	131,816	173,037	207,310	14,208
June	200,791	207,263	237,981	278,919	310,144
July	211,200	294,779	259,985	301,325	370,796
August	211,538	251,802	199,731	261,821	286,440
September	123,630	170,669	116,082	116,675	246,985
October	59,072	105,023	85,864	106,212	181,676
November	58,643	77,242	52,261	64,446	114,783
December	37,146	37,881	37,334	51,261	
<i>YTD</i>	<i>1,276,367</i>	<i>1,522,373</i>	<i>1,453,774</i>	<i>1,698,977</i>	<i>1,727,023</i>
<b>TOTAL</b>	1,313,513	1,560,254	1,491,108	1,750,238	1,727,023

<b>R.I. Festival Park</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	291	1751
March	7,076	5,840	7,259	5,613	n/a
April	9,627	10,389	11,169	11,462	closed / C19
May	10,829	10,051	10,878	12,575	closed / C19
June	14,742	13,497	14,906	11,385	4,141
July	14,770	12,957	13,808	15,399	6,256
August	11,225	11,028	10,594	9,217	4,753
September	16,211	6,793	4,382	4,728	5,067
October	4,339	14,668	11,752	6,910	5,431
November	3,103	3,152	2,539	3,642	2,946
December	4,791	3,749	2,182	2,056	
<i>YTD</i>	<i>91,922</i>	<i>88,375</i>	<i>87,287</i>	<i>81,222</i>	<i>30,345</i>
<b>TOTAL</b>	96,713	92,124	89,469	83,278	30,345

<b>Wright Bros. N.M.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	8,479	8,440	4,123	1,277	8,213
February	7,366	10,246	8,100	7,318	9,054
March	31,778	19,586	21,600	22,091	9,953
April	37,614	44,419	35,919	44,568	1,183
May	50,689	45,991	43,123	48,488	12,909
June	63,387	56,891	53,965	57,921	34,545
July	77,123	69,566	62,346	68,666	44,768
August	75,725	64,161	57,973	63,836	42,229
September	44,319	34,135	24,829	27,828	42,019
October	31,283	31,855	27,771	30,051	38,649
November	18,943	17,585	16,587	16,697	20,608
December	10,924	10,512	3,797	11,394	
<i>YTD</i>	<i>446,706</i>	<i>402,875</i>	<i>356,336</i>	<i>388,741</i>	<i>264,130</i>
<b>TOTAL</b>	457,630	413,387	360,133	400,135	264,130

**Motorcoach Figures**

<b>Wright Bros. N.M.</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	4	0	1	0	1
February	7	0	1	4	1
March	43	21	39	37	6
April	94	64	66	107	closed / C19
May	114	74	74	96	0
June	16	19	10	18	0
July	10	6	10	6	0
August	20	7	7	15	2
September	32	15	8	13	0
October	26	15	8	26	2
November	4	6	5	4	0
December	11	2	0	0	
<i>YTD</i>	<i>370</i>	<i>227</i>	<i>229</i>	<i>326</i>	<i>12</i>
<b>TOTAL</b>	381	229	229	326	12



Visitation Figures at Key Sites

2016-2020

<b>Aycock Brown</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	979	821	531	693	834
February	1,006	1,318	998	825	851
March	3,324	1,994	2,167	1,785	n/a
April	3,925	4,923	3,489	3,447	closed / C19
May	5,527	4,992	4,276	4,532	537
June	7,358	6,153	6,567	6,049	4,127
July	8,971	7,137	6,857	6,051	3,604
August	7,628	5,915	6,156	6,161	4,357
September	6,040	4,597	3,002	3,479	4,824
October	3,149	3,933	2,946	3,015	4,023
November	1,909	1,822	1,211	1,506	2,207
December	1,001	707	748	824	
<i>YTD</i>	<i>49,816</i>	<i>43,605</i>	<i>38,200</i>	<i>37,543</i>	<i>25,364</i>
<b>TOTAL</b>	<b>50,817</b>	<b>44,312</b>	<b>38,948</b>	<b>38,367</b>	<b>25,364</b>

<b>Sarah Owens</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	745	569	330	607	592
February	706	831	697	696	698
March	2,198	1,483	1,431	1,661	581
April	2,469	2,965	2,289	2,737	closed / C19
May	3,276	3,121	2,911	3,260	507
June	4,225	3,866	3,673	3,919	1,562
July	4,810	4,398	3,903	3,749	1,554
August	3,411	2,900	2,493	2,942	1,051
September	2,978	2,610	2,066	1,794	1,657
October	1,688	2,126	1,711	2,123	1,909
November	1,162	982	958	1,072	712
December	779	669	650	504	
<i>YTD</i>	<i>27,668</i>	<i>25,851</i>	<i>22,462</i>	<i>24,560</i>	<i>10,823</i>
<b>TOTAL</b>	<b>28,447</b>	<b>26,520</b>	<b>23,112</b>	<b>25,064</b>	<b>10,823</b>

<b>Hatteras Island</b>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	242	188	209	207	82
April	331	406	382	411	closed / C19
May	515	563	520	596	16
June	510	605	579	504	88
July	560	528	593	548	139
August	508	405	553	632	73
September	464	389	267	261	113
October	241	434	350	346	180
November	172	160	149	130	102
December	105	closed	closed	closed	closed
<i>YTD</i>	<i>3,543</i>	<i>3,678</i>	<i>3,602</i>	<i>3,635</i>	<i>793</i>
<b>TOTAL</b>	<b>3,648</b>	<b>3,678</b>	<b>3,602</b>	<b>3,635</b>	<b>793</b>



<b>Whalebone W.C.</b>	<b><u>2016</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>2019</u></b>	<b><u>2020</u></b>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	788	594	649	656	251
April	1,114	1,341	1,019	1,058	closed / C19
May	1,397	1,119	1,176	1,095	189
June	1,524	1,382	1,368	1,264	629
July	1,579	1,387	1,315	1,635	710
August	1,415	1,296	1,284	1,293	676
September	1,352	1,033	721	749	1,025
October	821	1,240	894	937	983
November	692	715	561	329	519
December	439	411	0	390	
<i>YTD</i>	<i>10,682</i>	<i>10,107</i>	<i>8,987</i>	<i>9,016</i>	<i>4,982</i>
<b>TOTAL</b>	<b>11,121</b>	<b>10,518</b>	<b>8,987</b>	<b>9,406</b>	<b>4,982</b>

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

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

Roanoke Island Festival Park opened outdoor exhibits only June 2, 2020.

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

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

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

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

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

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.

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

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

Renovations at WBNM began in Fall 2016.

Relay for Life and Beach Music Festival at RIFP May 2016.

Fort Raleigh Traffic Counter Malfunction in Nov 16.

Hurricane Matthew hit NC October 8/9, 2016

Hurricane Hermine, September 2016.

In 2016, Bodie Island Lighthouse limited the number of climbers.

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

NC Aquarium on Roanoke Island closed January 4, 2016-mid-May. for renovations. Counting visits to STAR Center.

12/15/20  
Welcome Center counts reflects number of people who were inside center.

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

n/a not available

## **TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITIES – DECEMBER 2020**

### **OBVB Webinar Series | Marketing the OBX**

On Tuesday, December 15<sup>th</sup>, Bureau staff and advertising agency Hoffman York provided a detailed overview of the Outer Banks Visitors Bureau media and marketing plan for the upcoming year to our industry partners. Specifics on what is currently happening for December/January and what's on the horizon for Spring 2021 will be presented.

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### **Virtual Trade Show Activity:**

**National Tour Association | November 16 – 18, 2020:** Tourism Sales virtually attended the National Tour Association's (NTA) Travel Exchange and took part in a virtual NC Sales Missions for 47 group travel planners. Staff had 19 pre-scheduled one on one zoom appointments with tour operators; each appointment lasted approximately 7 minutes. The following tour operators have tours scheduled to the Outer Banks for 2021: Hospitality Tours, Sports Leisure Vacations, Sunrise Tours and Women Traveling Together (already sold out with a waiting list!). These are all carryovers from the 2020 canceled season. The group segment as has been severely affected in 2020 and are hopeful for a Fall 2021 comeback.

Staff is working on the sales leads from this show and will provide them to industry partners shortly.

**What is NTA?** The National Tour Association (NTA) is a trade organization of companies and organizations that serve customers traveling to, from and within North America. These tourism professionals are involved in the growth and development of the packaged travel industry.

**SportsNC Virtual Sales Mission | December 7 – 12, 2020:** Tourism Sales virtually attended 5 SportsNC Sales Mission appointments throughout the week. The appointments ranged from the NC Chapter of US Lacrosse, Cycle NC and USA Softball.

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### **Future Trade Show Dates and Locations:**

Staff is currently scheduled for the following trade shows:

#### *Virtual Trade Shows:*

- December 14, 2020: Visit NC Meeting Marketplace, SMERF market
- January 11 – 14, 2021: Sports NC Sales Mission, Part 2

#### *In-Person Trade Show:*

- June 18 - 22, 2021: American Bus Association Annual Marketplace, Baltimore, MD

## The Soundside Event Site:

Staff recently met with the Town of Nags Head's event staff and introduced the new event planners for the OBX Jeep Jam which has now moved to May 21-23, 2021. Topics discussed were current infrastructure needed, on-site event parking and the need for a pedestrian crosswalk. The new event planner is [Blinker Fluid Productions](#), an event company based in New Jersey, who specialize in automotive car shows along the East Coast. They have partner with Outer Banks Chrysler Jeep Dodge Ram and the Goin' Coastal Jeep Club. In addition, they are looking to work with local businesses for infrastructure items, food trucks, and security. *All parties are aware of the current COVID19 guidelines currently in place for crowd gathering in North Carolina and will monitor those closely as the event date approaches.*

**Attached is an updated 2021 schedule for your review.**

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## Request for Proposals:

Bureau sales staff sent out the following request for proposal recently to our industry partners.

***Humanitarian Experience for Youth (HEFY)***, series of 2 night stays (Thursday-Friday pattern) from May 27 – July 31, 2021; 23 people; 3-5 bedrooms

## 2021 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
OBX Rod & Custom Festival	Friday, April 30 - Saturday, May 1, 2021	Thursday, April 29 - Sunday, May 2, 2021
OBSF's Chowder Banks Fest	Saturday, April 24, 2021	Thursday, April 22 – Sunday, April 25, 2021
Dare2Care OBX Shred Fest	Saturday, May 15, 2021	Thursday, May 13 - Sunday, May 16, 2021
Outer Banks Jeep Jam	Friday, May 21 - Saturday, May 22, 2021	Wednesday, May 19 - Sunday, May 23, 2021
Outer Banks Food Truck Showdown	Sunday, June 6, 2021	Thursday, June 3- Monday, June 7, 2021
Soundside FunFair	Thursday, June 10 - Sunday, June 13, 2021	Tuesday, June 8 - Monday, June 14, 2021
Outer Banks Food Truck Showdown	Sunday, September 12, 2021	Thursday, September 9 - Tuesday, September 14, 2021
Sumospeed Beach Bash	Saturday, September 18, 2021	Saturday, September 18, 2021
OBX Rod & Custom Festival	Friday, October 1 - Saturday, October 2, 2021	holding date as a placeholder for possible Spring postponement
Outer Banks Seafood Festival	Saturday, October 16, 2021	Tuesday, October 12 - Tuesday, October 19, 2021
OBX Brewtag	Saturday, October 23, 2021	Wednesday, October 20 - Monday, October 25, 2021

updated: December 2020

## **PUBLIC RELATIONS REPORT: Dec 2020**

### EARNED MEDIA – IN DEVELOPMENT

**SportsEvents Magazine** | 2021 – We're working for inclusion in a roundup of destination facilities

### EARNED MEDIA – FULFILLMENT

**Outside Magazine** | **Nov 2020** "Now's The Time To Rewrite Your Adventure Travel Bucket List" We got #16. Go On A Bikepacking Surf Trip. Pitched by our friends at VisitNC. A nice plug for Cape Hatteras National Seashore. <https://bit.ly/373k2TS>

**Islands Magazine** | **Dec 2020** "6 Islands You Need To Know" The Outer Banks of North Carolina stand out as one of the most scenic stretches of coastline in the country. Much of this narrow strip of beach and dune is protected, granting travelers that feeling of quiet rest and escapism that is so *essential* right now. Here's our guide to six of our favorite Outer Banks islands. We've matched each to a particular type of traveler, removing the guesswork for your next getaway. <https://bit.ly/3m3CiRB>

**VUE New Jersey** | Holidays 2020 "Barrier Island Bliss" The Outer Banks Visitors Bureau public relations team facilitated the article's discovery of the OBX for a drive market audience. 30K Circ. <https://bit.ly/3qLFbtY>

### INFLUENCER PARTNERSHIPS

#### **Surf Fishing (Catch And Cook)**

The Outer Banks Visitors Bureau teamed up with our friends at [@1Fish2Fish](#) to bring you ultimate insider tips. Fishing in the Surf with Light Tackle on this absolutely beautiful beach was awesome. Jeff and his buddy caught some nice speckled trout on the beaches of the Outer Banks and also fished in the Inlet. Everything was wade fishing and the target species were anything from redfish, speckled trout to pompano. Sponsored by OuterBanks.org <https://youtu.be/C4bodShzzHU>

#### NEW Sponsored Coop Articles – OuterBanks.org

The following two articles were sponsored by local businesses as part of the Outer Banks Visitors Bureau's co-op program launched this fall. If you would like to learn more please contact Lorrie Love at [love@outerbanks.org](mailto:love@outerbanks.org)

3 Reasons Your Family Should Spend The Offseason On The Outer Banks - <https://bit.ly/39D2ccp>

Why You Should Drive To The Outer Banks In 2021 - <https://bit.ly/39EqKkW>

4 Big Little Facts <https://bit.ly/3nfdMhu>

Our team has been publishing guides that are relevant to today's travel customers, focusing on experiences and topics that families, couples and friends are looking for this season. Please enjoy and share the ones you like best, and let us know if you have an idea for what to publish next.  
**[outerbanks.org/blog](https://outerbanks.org/blog)**



**GEAR TEST**  
**2021 Ski + Snowboard**  
**REPORT**

# Outside

Live Bravely

+

**RISK**  
**The BASE**  
**Jumper**  
**Who Fell**  
**to Earth**

**45**

**Fresh**  
**Ideas for**  
**a New**  
**Era of**  
**Travel**

## Adventure LIVES!

**FITNESS**

**Why Home Gyms**  
**Are Here to Stay**

**EXPEDITIONS**

**The Cave That**  
**Could Rewrite**  
**Human History**

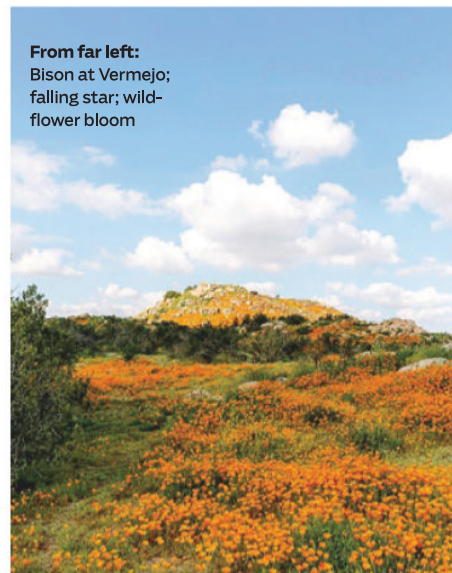
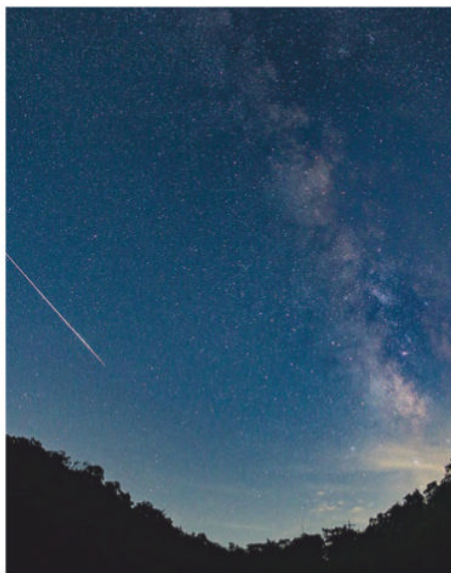
**ENDURANCE**

**The Zaniest Feats**  
**of a Crazy Year**

**NUTRITION**

**Reboot Your**  
**Breakfast**





From far left:  
Bison at Vermejo;  
falling star; wild-  
flower bloom

## Now's the Time to Rewrite Your Adventure Travel Bucket List

Yes, summiting fourteeners and rafting the Grand Canyon are unforgettable experiences you should totally have. But in a moment when we're rethinking how to make the most of our time outside, why limit yourself to the expected? We came up with 23 surprising ways to get you inspired for 2021 and beyond.

### 1. Ski and Surf on the Same Day

Hawaii-based alpine ski racer Julia Mancuso, who surfed the Black Sea after competing at the 2014 Winter Olympics in Sochi, has a piece of advice for anyone who plans to attempt this iconic same-day duo: "Ski first, then surf." You'll be more motivated to take off ski boots than to put them on, she says. Here are three tried-and-true beach and mountain combos. Our pro tip? Pack a thick wetsuit. —Taylor Gee

**Alaska:** From Alyeska Resort, the state's biggest ski hill, it's ten miles west to a peninsula called Bird Point. From there, paddle out southward to the Turnagain Arm bore tide, an up to ten-foot wave that usually occurs twice daily, when the incoming ocean tide meets the outgoing water from the inlet.

**Southern California:** Get a few runs in at Big Bear Mountain Resort before heading 120 miles southwest to catch the point break of Lower Trestles at San Onofre State Park. Grab an O.G. taco from Sancho's on the way.

**Maine:** The break at Higgins Beach is just 50 miles from Shawnee Peak, where you can night-ski after spending the morning on the water.

### 2. Catch a Fallen Star

Meenakshi Wadhwa, a planetary scientist and director for Arizona State University's Center of Meteorite Studies, says her favorite place to hunt for meteorite fragments is in Antarctica. With a little patience, you can find them closer to home. —T.G.

**Where to go:** "Head somewhere that isn't highly vegetated and sees little precipitation," says Wadhwa. Examples: an arid desert, a dry lake bed, or an open field where fragments have been found in the past.

**What to bring:** Meteorites have high concentrations of nickel and iron. Use a metal detector to narrow your search.

**What to look for:** Once you have a specimen, examine it against the identification quiz at [meteorites.adu.edu](http://meteorites.adu.edu). Prominent indicators include a regmaglypt (a small depression caused by travel through the atmosphere) and an ash-like coating called a fusion crust. If it checks out, send it to a commercial laboratory, like Actlabs, to confirm that your find is a visitor from space.

### 3. Go on an American Safari

Until more international wildlife meccas reopen, why not safari in the U.S.? It's by no means second-best. I recently went to Vermejo, a

stunning 558,000-acre reserve in northeastern New Mexico owned by Ted Turner. It's packed with pristine lakes, rivers, and views of the southern Rocky Mountains. You can ride horses, have a stream to yourself to fly-fish for trout, and hike 10,000-plus-foot peaks. And the ranch's expert guides will take you on wildlife tours to see bison, elk, mule deer, bears, coyotes, and, if you're lucky, bighorn sheep and mountain lions. Vermejo also offers a tracking program for kids to learn which animal left behind that huge footprint in the mud. From \$1,400 for two people, meals and two daily activities included —Mary Turner

### 4. Watch a Desert Bloom in Spring

There's always life where you least expect it.

### 5. Hike a Trail Reached by Gondola

**Mammoth, California:** The five-mile Mammoth Mountain Trail, reached via the Panorama Gondola, offers views of the San Joaquin River Valley in the Sierra Nevada.

**Lutsen, Minnesota:** The Summit Express drops visitors off at 1,690-foot Moose Mountain. From there, take a 4.2-mile stretch of the Superior Hiking Trail down to the base, enjoying views of Lake Superior.

**West Virginia:** The short aerial trams of Pipestem and Hawks Nest State Parks take visitors into a river gorge. Hike out via the 4.5-mile River Trail and two-mile Hawks Nest Rail Trail, respectively. —T.G.

FROM LEFT: SEAN FITZGERALD/TED TURNER RESERVES; TOUB303/GETTY IMAGES; THERESA BEAR/STOCKSY UNITED



## Dispatches // Bucket List

11.20



### 6. Rappel Down a Waterfall

Sometimes enjoying a waterfall from afar just doesn't cut it. If you're an experienced climber and comfortable with ropes, belays, and setting anchors, consider falls where you can legally climb and rappel. You want the water flow to be low enough that your feet always touch the rock face. If you're a novice, book a guided trip with an outfitter, like Northeast Mountaineering in New Hampshire (from \$100) or Da Life Outdoors in Kauai (from \$185). —T.G.

EXTREME-PHOTOGRAPHER/GETTY IMAGES, OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT: GABRIELA HERMAN/GALLERY STOCK; GARRET SUHRIE/CAVAN IMAGES; ADAM WOODWORTH/CAVAN IMAGES; COURTESY OF MADELINE CAREY.





Clockwise from top left: Basket of clams; Badlands storm; coastal bioluminescence; Nick Heil at his homemade bar

## 7. Eat at a Restaurant You Can't Drive To

**The Famous River Hot Dog Man, New Jersey:** Floating the Delaware River is hungry work. That's why tubers, kayakers, and canoeists stop at this river barge, just north of Trenton, that serves hot dogs and burgers to those drifting by.

### The Deck @ Piste, Wyoming:

In the summer and fall, the gondola at Jackson Hole Mountain Resort is free after 5 P.M. and ferries guests to this outdoor restaurant 2,700 feet above the valley. Come winter, it closes to skiing at four o'clock before reopening for dinner service at 5:30. For the ride down, order the \$5 to-go cocktail, bartender's choice.

### Minam River Lodge, Oregon:

Located in Eagle Cap Wilderness, in the northeastern part of the state, this historic hunting lodge turned

hotel can only be reached by an 8.5-mile hiking or horseback ride. Backpack in for a ranch-style meal, stay at one of the canvas tents on-site (from \$195), or pitch a tent in the surrounding wilderness.

### Tennessee Pass Cookhouse, Colorado:

Want to treat yourself to a fancy meal and earn it, too? Ski, snowshoe, or hike a mile from the Nordic Center near Leadville to this restaurant at 10,800 feet. Order the bison burger for lunch or the stuffed pheasant for dinner. —T.G.

## 8. Chase a Storm

**Step one:** Study up. To spot a tornado and live to tell the tale, you must understand how they behave. Take online classes with Skywarn, a National Weather Service program, and pick up the *Storm Chasing Handbook*, by Tim Vasquez.

**Step two:** Gear up. What you'll need: a car, a copilot, and a whole

lotta electronics. Everybody's setup is different, but a laptop and a hot spot, road maps or dedicated GPS, and a roadside emergency kit are a good place to start.

**Step three:** Saddle up. Check the forecasts and head to Middle America's Tornado Alley, which spans South Dakota south to Texas, preferably in May or June. Stormchasing includes long hours of driving with no guarantee you'll see a twister. Have a backup itinerary for bust days.

**Step four:** But really, just hire a guide. Play it safe and book a reputable service like Extreme Chase Tours in Oklahoma. —T.G.

## 9. Build Your Own Bar

Bars are good places for bad times, but with the majority of them closed these days, I decided to build my own. I spent more than a week con-

structing my backyard dream bar from piles of scrap wood, and the finished product has a rustic South-west vibe. I dubbed it the Cholla Bar, after a type of cactus that's common around my New Mexico home. I needed a project to keep from going stir-crazy during lockdown, but mostly hoped to lure friends I hadn't seen in months over for a socially distant drink. It worked! On a sunny afternoon, I made margaritas while we feasted on smoked-chicken sliders. We all felt like we'd got out of town, and for a few beautiful hours life seemed close to normal—the old normal. —Nick Heil

## 10. Take Your Parents on Their Dream Vacation

Isn't it about time you paid them back?

## 11. Forage for an Ocean Feast

### Do a grunion run in Southern California:

In spring and summer, receding waves reveal hundreds of small, tasty grunion fish flopping on shore at night as they lay their eggs in the sand. Buy a fishing license and check the spawning schedule online at the Department of Fish and Wildlife. Then head to the beach, scoop them up by the dozens, and fry them in a skillet.

### Go clam digging in Washington:

Grab a shovel, download a permit from the Department of Fish and Wildlife website, and make your way to Long Beach Peninsula, in the southern part of the state, arriving right before low tide. During the fall and winter, you'll find locals digging for razor clams, a delectable bivalve that's as fun to catch as it is to eat.

### Dive for lobster in the Florida Keys:

Florida's famous mini-season for spiny lobster is just two days long, on the last consecutive Wednesday and Thursday of July. With a saltwater fishing license, a lobster permit, your scuba gear, a measuring gauge, a pair of gloves, and something called a tickle stick (a rod used to rouse the crustaceans from their holes), you can bag up to six a day. —T.G.

## 12. Watch the Ocean Glow in the Dark

Kayak on a moonless night across Puerto Rico's Mosquito Bay on any day of the year to see one of the brightest bioluminescence displays in the world. —T.G.



**Tell your healthcare provider about all the medicines you take,** including prescription and over-the-counter medicines, vitamins, and herbal supplements. XELJANZ/XELJANZ XR and other medicines may affect each other causing side effects.

Especially tell your healthcare provider if you take:

- any other medicines to treat your rheumatoid arthritis, psoriatic arthritis, or ulcerative colitis. You should not take tocilizumab (Actemra), etanercept (Enbrel), adalimumab (Humira), infliximab (Remicade), rituximab (Rituxan), abatacept (Orencia), anakinra (Kineret), certolizumab (Cimzia), golimumab (Simponi), ustekinumab (Stelara), secukinumab (Cosentyx), vedolizumab (Entyvio), azathioprine, cyclosporine, or other immunosuppressive drugs while you are taking XELJANZ or XELJANZ XR. Taking XELJANZ or XELJANZ XR with these medicines may increase your risk of infection.
  - medicines that affect the way certain liver enzymes work. Ask your healthcare provider if you are not sure if your medicine is one of these.
- Know the medicines you take. Keep a list of them to show your healthcare provider and pharmacist when you get a new medicine.

**How should I take XELJANZ/XELJANZ XR?** Take XELJANZ/XELJANZ XR exactly as your healthcare provider tells you to take it.

- Take XELJANZ 2 times a day with or without food.
- Take XELJANZ XR 1 time a day with or without food.
- Swallow XELJANZ XR tablets whole and intact. Do not crush, split, or chew.
- When you take XELJANZ XR, you may see something in your stool that looks like a tablet. This is the empty shell from the tablet after the medicine has been absorbed by your body.
- If you take too much XELJANZ/XELJANZ XR, call your healthcare provider or go to the nearest hospital emergency room right away.
- For the treatment of psoriatic arthritis, take XELJANZ/XELJANZ XR in combination with methotrexate, sulfasalazine or leflunomide as instructed by your healthcare provider.

**What are possible side effects of XELJANZ/XELJANZ XR?**

**XELJANZ/XELJANZ XR may cause serious side effects, including:**

- See "What is the most important information I should know about XELJANZ/XELJANZ XR?"
- **Hepatitis B or C activation infection** in people who carry the virus in their blood. If you are a carrier of the hepatitis B or C virus (viruses that affect the liver), the virus may become active while you use XELJANZ/XELJANZ XR. Your healthcare provider may do blood tests before you start treatment with XELJANZ/XELJANZ XR and while you are using XELJANZ/XELJANZ XR. Tell your healthcare provider if you have any of the following symptoms of a possible hepatitis B or C infection:
 

- feel very tired	- skin or eyes look yellow
- little or no appetite	- vomiting
- clay-colored bowel movements	- fevers
- chills	- stomach discomfort
- muscle aches	- dark urine
- skin rash	

Common side effects of XELJANZ/XELJANZ XR in rheumatoid arthritis patients and psoriatic arthritis patients include:

- upper respiratory tract infections (common cold, sinus infections)
- headache
- diarrhea
- nasal congestion, sore throat, and runny nose (nasopharyngitis)
- high blood pressure (hypertension)

Common side effects of XELJANZ/XELJANZ XR in ulcerative colitis patients include:

- nasal congestion, sore throat, and runny nose (nasopharyngitis)
- increased cholesterol levels
- headache
- upper respiratory tract infections (common cold, sinus infections)
- increased muscle enzyme levels
- rash
- diarrhea
- shingles (herpes zoster)

Tell your healthcare provider if you have any side effect that bothers you or that does not go away.

These are not all the possible side effects of XELJANZ/XELJANZ XR. For more information, ask your healthcare provider or pharmacist.

**Call your doctor for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.**

**You may also report side effects to Pfizer at 1-800-438-1985.**

**How should I store XELJANZ/XELJANZ XR?**

- Store XELJANZ/XELJANZ XR at room temperature between 68°F to 77°F (20°C to 25°C).
- Safely throw away medicine that is out of date or no longer needed.

**Keep XELJANZ/XELJANZ XR and all medicines out of the reach of children.**

**General information about the safe and effective use of XELJANZ/XELJANZ XR.**

Medicines are sometimes prescribed for purposes other than those listed in a brief summary. Do not use XELJANZ/XELJANZ XR for a condition for which it was not prescribed. Do not give XELJANZ/XELJANZ XR to other people, even if they have the same symptoms you have. It may harm them.

This brief summary is based on XELJANZ/XELJANZ XR Prescribing Information LAB-0445-19.0 and Medication Guide LAB-0535-10.0.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch) or call 1-800-FDA-1088.

**Please see Full Prescribing Information, including BOXED WARNING, and Medication Guide available at [XELJANZ.com](http://XELJANZ.com)**

Revised: Dec 2019

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## Dispatches // Bucket List

11.20

### 13. Help a Through-Hiker

**Step 1:** Find out where a long-distance trail like the Appalachian, Pacific Crest, or Continental Divide crosses a remote road. Use an online trail map to determine the mile marker. You can find average start dates and mileage per day on websites like The Trek and Halfway Anywhere. Use those to calculate when hikers are coming through, or ask the trail's Facebook group.

**Step 2:** Buy food. Anything a through-hiker isn't likely to carry themselves, from fruit and soda to cheeseburgers, will be a godsend. No need to get fancy.

**Step 3:** Set up shop. Find a good spot for a few camp chairs and a cooler, and wait. You're now a trail angel, and you'll make the day of any hikers who come through. —T.G

### 14. Cross a Mountain Range on a Bike

There's something so satisfying about a point-to-point mountain-bike ride, especially when it takes you over a massive range. We recommend the 36-mile ride from Rollinsville, Colorado (about 22 miles west of Boulder), across the Continental Divide and into the ski town of Winter Park. You'll ascend a pleasantly steady 3,200 feet up an old railroad grade, peaking out around 11,700 feet and taking in classic high-alpine views. Traverse a dramatic set of trestles near the top, then descend a dirt road (with the option to jump onto singletrack) into Winter Park on the other side. You can ride back the next day, but here's a better idea: get a friend to meet you for lift-assisted downhill laps at Trestle Bike Park on day two. Now you've got a ride home.

—Gloria Liu

### 15. Take an Urban Hike That Feels Far Away

**The Inman 300, Los Angeles**

**County:** The first urban through-hike route was pieced together by Bob Inman in 2012. It now covers 225 miles and 360 steep stairways. Find the guidebook at [outsideonline.com/inman300](http://outsideonline.com/inman300) and start knocking off portions.

**Randall's Island Park, New York**

**City:** From Manhattan, cross over the Harlem River via the Wards Island footbridge at 103rd Street

and FDR Drive to access 480-acre Randall's, where you'll find nine miles of car-free, waterfront walking trails.

**Seattle Stairway Foot Tour:** This route covers 65 miles, 11,000 feet of up-and-down elevation, and 15,000 stairs. Find the map at [outsideonline.com/seattlestairs](http://outsideonline.com/seattlestairs). —M.T.

### 16. Go on a Bikepacking Surf Trip

Hit these breaks by bike and you won't have to do battle for a parking spot. Plus, spending the night at nearby campsites will give you a head start before the crowds descend. Just attach a surfboard rack to your bike, get a seat pack for your other gear, and start pedaling.

**North Carolina:** With 200-plus miles of coastline and a 200-day swell window, Cape Hatteras National Seashore makes for an ideal bikepacking trip. Beach camping isn't allowed, but four campgrounds dot the shoreline, including Oregon Inlet and Frisco. The best breaks are S-Turns and Old Lighthouse Jetties, but stop anywhere the waves look good.

**Southern California:** Start by camping at El Capitán State Beach, 20 miles north of Santa Barbara, where there's a hollow point break. The next day, pedal 32 miles south along Highway 101 to Carpinteria State Beach, the closest place to pitch a tent near the infamous Rincon Point. Then ride 48 miles farther south to Malibu, spend the night at Leo Carrillo State Beach, and paddle out early in the morning.

**Florida:** Kick off your trip on Palm Beach's Reef Road, near one of the state's best surfing spots. Pitch your tent at nearby Peanut Island Park. From there, the sandbar breaks at Boynton Beach Inlet are just 20 miles south. Then bike eight hours north on Highways A1A and 1 to Sebastian Inlet State Park. You can stay overnight and catch waves just north of First Peak, Kelly Slater's original stomping ground. —Erin Riley

### 17. Head Overseas for a Year

If you're itching to get off the continent, consider doing it as an expat. As more companies have embraced working remotely during the pandemic, it might be time to finally spend that year abroad. You

OPPOSITE PAGE, CLOCKWISE FROM TOP LEFT: JESSE THORNTON/ALAMY STOCK PHOTO; EVGENIYA SAVINA/STOCKSY UNITED; DANIEL KIM/STOCKSY UNITED; COURTESY OF JON GIFFIN



# VUE

NEW JERSEY

# THE HOLIDAY ISSUE

LOCAL  
CHARITIES  
THAT  
MAKE A  
DIFFERENCE

OVER  
**100**  
UNIQUE  
HOLIDAY  
GIFTS

THE BEST  
LIGHT  
DISPLAYS  
IN THE  
WORLD

# Barrier Island Bliss

**O**n a chain of North Carolina barrier islands where homes are named after stress-free puns is where happiness can be found and great memories will be made. A journey to the Outer Banks makes for a quintessential family getaway that is packed with outdoor adventures, rich history and deliciously fresh meals. With six towns and twelve coastal villages located on the four islands dubbed “OBX”, there are endless exploring opportunities and miles of coastlines filled with alluring wildlife to be enjoyed.

A fishing and surfing hot-spot filled with vibrant colored beach homes and sand lined roads immerses you when traveling to the Outer Banks. Whimsical beaches covered

in trees and the occasional spotting of wild horses is just a fragment of the uniqueness of this special collection of islands. We began our trip by checking into our beautiful accommodation in Kill Devil Hills, which was made possible with the help of Kees Vacations. Upon arrival, we immediately felt the relaxing and laid-back aura the Outer Banks holds. Local ‘mom and pop’ shops and sweet treat stops covered each street corner, letting us know that there would not be a moment of boredom during our trip. With the Outer Banks offering countless exciting adventures, we knew we would need some help planning. Luckily, with the help of J Public Relations, we were able to experience some unforgettable moments during our trip.

BY BRIANNA ROBERTIELLO





To kick off our trip, we headed to Nags Head Golf Links for our first excursion. The gorgeous club includes a Scottish-links style golf course. The natural terrain of the course provides challenges for golfers, along with stunning views of the Roanoke Sound and the lush green surroundings.

The beauty and vastness of Nags Head Golf Links make it a must-visit for any avid golfer traveling to the Outer Banks. After we wrapped up our round, we headed to the historic town of Corolla where we got to check out the Currituck Lighthouse and Whalehead Beach. We had the fantastic opportunity of going on a Corolla Outback Adventure where we took a guided driving tour of the mystical, tree-splattered beaches. Fortunately, we

were able to spot a few wild horses roaming around the beaches on our tour. The unique environment the guided tour showed us was astonishing and it was made even more enjoyable by the non-profit organization, Leave No Trace, which is a group that is dedicated to protecting the outdoors and maintaining nature. While exploring the outdoors, visitors can learn about the state's new initiative "Outdoor NC" in partnership with Leave No Trace which works to maintain and manage natural assets for future generations. The end of our night brought us to the Sanderling Resort, where we indulged in dinner at Lifesaving Station. The gorgeous, 13-acre beachfront property provided a beautiful sunset scenery and a scrumptious meal to complete our exciting day.











**T**he next day's expedition began with an early morning ferry ride to Ocracoke, a village island at the Southern tip of the Outer Banks. We started our Ocracoke adventure by exploring the village and touring the Springer's Point Nature Reserve, a place known for its pirate ancestors who used the area as a base for their operations back in the day. Already encompassed by the history of the area and abundance of wildlife, we decided to immerse ourselves in the culture a bit more by doing a tasting at the 1718 Brewing Ocracoke & Food Sampling at Plum Pointe Kitchen, the first brewery on Ocracoke Island. Here, we tried a versatile selection of craft beers that are brewed on site. Using local ingredients like fig, honey and coffee, this brewery was able to create a uniquely refreshing collection of beers, ranging from IPAs to coffee stouts.

A few perfectly-paired small plates and a relaxing setting were the cherry on top of this pleasantly educational experience.

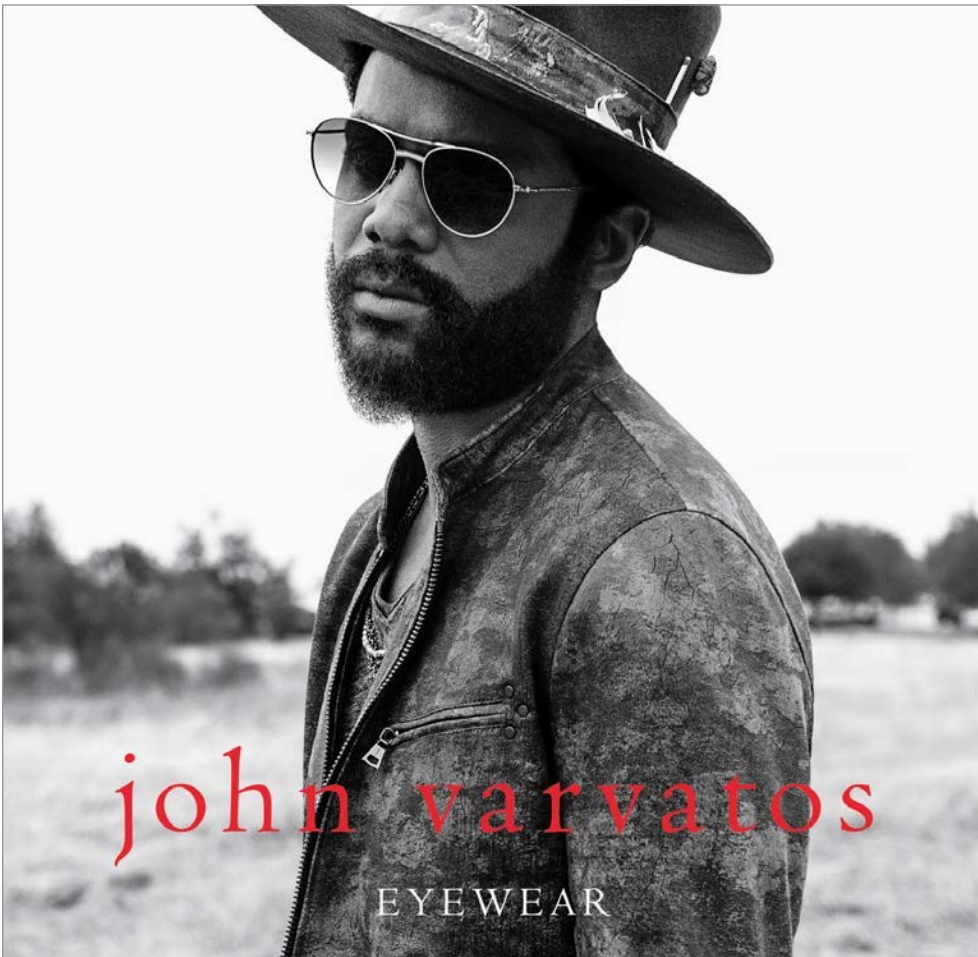
Our final fun-filled day brought out our adventurous side. To start off, we journeyed to Jockey Ridge State Park, which is home to hiking trails, versatile nature and the tallest sand dune system on the East Coast. We kicked off the day on a high note with our hang gliding excursion. Soaring above the 426-acre park provided stunning views of the park and a thrilling way to start the morning. Kitty Hawk Kites hosts multiple adventurous experiences including hang gliding, kiteboarding and kite flying lessons. With the theme of flying through the skies being very present, we ventured to the Wright Brothers National Memorial whose Visitor Center has just been redone and opened to the public. The memorial recognizes the Birthplace of Flight since it



is where the Wright Brothers majorly impacted history by flying their plane, “Wright Flyer”, off the ground and over the Outer Banks for twelve seconds in 1903. We wrapped up our evening by heading back to Nags Head for a dolphin-watching safari.

From touring significant structures to thrilling escapes, to lounging by the beach, the Outer Banks are packed with endless fun activities and tranquil days. Whether you’re a history, adrenaline or sun junkie, a trip to the Outer Banks is bound to find you with a new happy place. Days filled with sun-kissed entertainment, and nights with diverse dinners and local shopping are sure to make for an unforgettable journey for families, couples or friends. With so much to see and even more to do, the Outer Banks makes for a lively and pleasurable getaway during any season. Load up the car and hit the roads; the Outer Banks are waiting for you to arrive.

Check in with each destination by visiting: The Outer Banks Visitors Bureau, Currituck Outer Banks Tourism, Ocracoke Tourism Development Authority.



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