

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, JANUARY 16, 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. Swearing in of New Directors
- IV. Election of Officers
 - 1. Slate of Candidates for the 2020 Dare County Tourism Board Steering Committee
- V. Approval of Agenda
- VI. Approval of Minutes from the December 19, 2019 Meeting
- VII. Public Comments
- VIII. Budget & Finance Report
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set:
 - 1. Meeting Schedule for 2020.
 - 2. Date, Time, and Place of Next Meeting.
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, DECEMBER 19, 2019
9:15 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING: Wally Overman, Chair; Myra Ladd-Bone, Vice Chair; Pat Weston, Treasurer; Bambos Charalambous, Assistant Treasurer; Mike Hogan, Secretary; George Banks III, Chuck Burdick, Jamie Chisholm, Webb Fuller, Chris Nason, David Pergerson, Jeff Pruitt, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Bobby Owens.

STAFF:

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

OTHERS: Dave Hallac, Superintendent, Outer Banks Group, National Park Service; and Mary Helen Goodloe Murphy, *The Coastland Times*.

The meeting was called to order at 9:16 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

APPROVAL OF AGENDA: Mr. Charalambous moved to approve the agenda. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

APPROVAL OF MINUTES: Ms. Weston moved to approve the meeting minutes from November 21, 2019. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

PUBLIC COMMENTS: Superintendent Hallac discussed visitation at the National Park sites, the 116th Anniversary of Flight, and goals that the Park Service has for the upcoming years.

STEERING COMMITTEE: The Chair recognized outgoing Board members and thanked them for their service. He noted that he had completed the Executive Director's annual review as well, and thanked Lee Nettles for his hard work.

The Chair and staff reviewed a request from Chicamacomico Historical Association seeking a grant to purchase a plot of land adjacent to the historic site. The Board discussed the request, and the recommendation of the Steering Committee to award \$70,000, to include a caveat regarding reimbursement to the Board should Chicamacomico sell the land in the future.

Mr. Charalambous moved to approve a grant of \$70,000, with a caveat, for Chicamacomico Historical Association to purchase the land. Ms. Ladd-Bone seconded. There was no discussion and the motion passed unanimously.

BUDGET AND FINANCE REPORT: Ms. Weston reviewed the meals and occupancy receipts received. Receipts for fiscal year 2019-2020 are up 3.48% over 2018-2019 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Shared the new ad campaign for digital, print, and television. The new campaign will launch in January.
- Reviewed the event site Advisory Committee meeting. He noted the next steps would be an engineering study. The Board discussed the perception of the community about the project and how to ease their concerns.
- Reviewed Inquiry, Fulfillment and Visitation numbers

Lorrie Love noted upcoming marketplaces and 2020 events to be held at The Soundside. Aaron Tuell reviewed current and upcoming media coverage.

OLD BUSINESS: Jay Wheless noted the closing date for the sale of Pamlico Jack's would be December 20, 2019, and this was the final moment for the Board to change their mind or to proceed with the closing. Mr. Fuller moved to instruct Legal Counsel and the negotiating agents to complete the closing on Pamlico Jack's. Mr. Pergerson seconded. There was no discussion and the motion passed unanimously.

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

BOARD MEMBER COMMENTS: Outgoing Board members thanked their fellow Board members and staff.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting will be Thursday, January 16, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Charalambous moved to adjourn. Mr. Burdick seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 10:31 a.m.

ATTESTED:

Secretary, Dare County Tourism Board

DARE COUNTY TOURISM BOARD
PROPOSED SLATE OF CANDIDATES
2020

CHAIR

Myra Ladd-Bone

VICE-CHAIR

Jeff Pruitt

TREASURER

Pat Weston

ASSISTANT TREASURER

Ervin Bateman

SECRETARY

Webb Fuller

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2019-2020**

FISCAL YEAR		PROJECTED FY 19-20	ACTUAL FY 19-20	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$793,100.00	\$1,019,991.19	\$226,891.19	28.61%
JULY RECEIVED	MEALS	<u>\$341,000.00</u>	<u>\$399,780.43</u>	<u>\$58,780.43</u>	<u>17.24%</u>
		\$1,134,100.00	\$1,419,771.62	\$285,671.62	25.19%
JULY EARNED	OCCUPANCY	\$1,255,300.00	\$1,106,543.73	(\$148,756.27)	-11.85%
AUGUST RECEIVED	MEALS	<u>\$420,000.00</u>	<u>\$472,600.66</u>	<u>\$52,600.66</u>	<u>12.52%</u>
		\$1,675,300.00	\$1,579,144.39	(\$96,155.61)	-5.74%
AUGUST EARNED	OCCUPANCY	\$1,069,660.00	\$1,386,583.82	\$316,923.82	29.63%
SEPT RECEIVED	MEALS	<u>\$378,250.00</u>	<u>\$427,333.95</u>	<u>\$49,083.95</u>	<u>12.98%</u>
		\$1,447,910.00	\$1,813,917.77	\$366,007.77	25.28%
SEPTEMBER EARNED	OCCUPANCY	\$457,980.00	\$456,102.94	(\$1,877.06)	-0.41%
OCT RECEIVED	MEALS	<u>\$256,530.00</u>	<u>\$245,359.41</u>	<u>(\$11,170.59)</u>	<u>-4.35%</u>
		\$714,510.00	\$701,462.35	(\$13,047.65)	-1.83%
OCTOBER EARNED	OCCUPANCY	\$211,405.00	\$225,976.76	\$14,571.76	6.89%
NOV RECEIVED	MEALS	<u>\$164,205.00</u>	<u>\$196,138.50</u>	<u>\$31,933.50</u>	<u>19.45%</u>
		\$375,610.00	\$422,115.26	\$46,505.26	12.38%
NOVEMBER EARNED	OCCUPANCY	\$88,225.00	\$115,681.16	\$27,456.16	31.12%
DEC RECEIVED	MEALS	<u>\$111,060.00</u>	<u>\$122,310.47</u>	<u>\$11,250.47</u>	<u>10.13%</u>
		\$199,285.00	\$237,991.63	\$38,706.63	19.42%
DECEMBER EARNED	OCCUPANCY	\$37,095.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$83,230.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$120,325.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$64,210.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$64,065.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$128,275.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$46,370.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$70,345.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$116,715.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$62,730.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$105,080.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$167,810.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$178,105.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$170,565.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$348,670.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$295,225.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$217,345.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$512,570.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$3,875,670.00	\$4,310,879.60	\$435,209.60	11.23%
TO-DATE	MEALS	<u>\$1,671,045.00</u>	<u>\$1,863,523.42</u>	<u>\$192,478.42</u>	<u>11.52%</u>
		\$5,546,715.00	\$6,174,403.02	\$627,688.02	11.32%
TOTAL	OCCUPANCY	\$4,559,405.00			
PROJECTED	MEALS	<u>\$2,381,675.00</u>			
2019-2020		\$6,941,080.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2018-2019</u>		2018	2019		
DECEMBER EARNED					
<u>JAN RECEIVED</u>	OCCUPANCY	\$46,916.18	\$46,833.30	(\$82.88)	-0.18%
	MEALS	<u>\$100,227.49</u>	<u>\$92,656.36</u>	<u>(\$7,571.13)</u>	<u>-7.55%</u>
		\$147,143.67	\$139,489.66	(\$7,654.01)	-5.20%
JANUARY EARNED					
<u>FEB RECEIVED</u>	OCCUPANCY	\$71,362.86	\$61,766.11	(\$9,596.75)	-13.45%
	MEALS	<u>\$63,143.51</u>	<u>\$76,743.92</u>	<u>\$13,600.41</u>	<u>21.54%</u>
		\$134,506.37	\$138,510.03	\$4,003.66	2.98%
FEBRUARY EARNED					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$51,535.10	\$60,761.81	\$9,226.71	17.90%
	MEALS	<u>\$77,018.37</u>	<u>\$80,478.08</u>	<u>\$3,459.71</u>	<u>4.49%</u>
		\$128,553.47	\$141,239.89	\$12,686.42	9.87%
MARCH EARNED					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$92,982.86	\$94,423.77	\$1,440.91	1.55%
	MEALS	<u>\$120,972.41</u>	<u>\$135,649.69</u>	<u>\$14,677.28</u>	<u>12.13%</u>
		\$213,955.27	\$230,073.46	\$16,118.19	7.53%
APRIL EARNED					
<u>MAY RECEIVED</u>	OCCUPANCY	\$179,915.45	\$215,483.12	\$35,567.67	19.77%
	MEALS	<u>\$173,434.81</u>	<u>\$199,132.07</u>	<u>\$25,697.26</u>	<u>14.82%</u>
		\$353,350.26	\$414,615.19	\$61,264.93	17.34%
MAY EARNED					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$320,386.35	\$365,789.79	\$45,403.44	14.17%
	MEALS	<u>\$237,390.11</u>	<u>\$278,868.23</u>	<u>\$41,478.12</u>	<u>17.47%</u>
		\$557,776.46	\$644,658.02	\$86,881.56	15.58%
JUNE EARNED					
<u>JULY RECEIVED</u>	OCCUPANCY	\$953,286.96	\$1,019,991.19	\$66,704.23	7.00%
	MEALS	<u>\$386,336.19</u>	<u>\$399,780.43</u>	<u>\$13,444.24</u>	<u>3.48%</u>
		\$1,339,623.15	\$1,419,771.62	\$80,148.47	5.98%
JULY EARNED					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,332,093.40	\$1,106,543.73	(\$225,549.67)	-16.93%
	MEALS	<u>\$444,464.40</u>	<u>\$472,600.66</u>	<u>\$28,136.26</u>	<u>6.33%</u>
		\$1,776,557.80	\$1,579,144.39	(\$197,413.41)	-11.11%
AUGUST EARNED					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,098,655.34	\$1,386,583.82	\$287,928.48	26.21%
	MEALS	<u>\$391,528.23</u>	<u>\$427,333.95</u>	<u>\$35,805.72</u>	<u>9.15%</u>
		\$1,490,183.57	\$1,813,917.77	\$323,734.20	21.72%
SEPTEMBER EARNED					
<u>OCT RECEIVED</u>	OCCUPANCY	\$468,126.63	\$456,102.94	(\$12,023.69)	-2.57%
	MEALS	<u>\$239,371.30</u>	<u>\$245,359.41</u>	<u>\$5,988.11</u>	<u>2.50%</u>
		\$707,497.93	\$701,462.35	(\$6,035.58)	-0.85%
OCTOBER EARNED					
<u>NOV RECEIVED</u>	OCCUPANCY	\$243,387.96	\$225,976.76	(\$17,411.20)	-7.15%
	MEALS	<u>\$178,929.55</u>	<u>\$196,138.50</u>	<u>\$17,208.95</u>	<u>9.62%</u>
		\$422,317.51	\$422,115.26	(\$202.25)	-0.05%
NOVEMBER EARNED					
<u>DEC RECEIVED</u>	OCCUPANCY	\$100,000.00	\$115,681.16	\$15,681.16	15.68%
	MEALS	<u>\$120,134.85</u>	<u>\$122,310.47</u>	<u>\$2,175.62</u>	<u>1.81%</u>
		\$220,134.85	\$237,991.63	\$17,856.78	8.11%
Total To Date	OCCUPANCY	\$4,958,649.09	\$5,155,937.50	\$197,288.41	3.98%
	Meals	<u>\$2,532,951.22</u>	<u>\$2,727,051.77</u>	<u>\$194,100.55</u>	<u>7.66%</u>
		\$7,491,600.31	\$7,882,989.27	\$391,388.96	5.22%
Total for Year	OCCUPANCY	\$4,958,649.09			
	MEALS	<u>\$2,532,951.22</u>			
		\$7,491,600.31			

OCCUPANCY & MEALS FY 2019-2020

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 18-19	ACTUAL FY 19-20	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$953,286.96	\$1,019,991.19	\$66,704.23	7.00%
JULY RECEIVED	MEALS	<u>\$386,336.19</u>	<u>\$399,780.43</u>	<u>\$13,444.24</u>	<u>3.48%</u>
		\$1,339,623.15	\$1,419,771.62	\$80,148.47	5.98%
JULY EARNED	OCCUPANCY	\$1,332,093.40	\$1,106,543.73	(\$225,549.67)	-16.93%
AUGUST RECEIVED	MEALS	<u>\$444,464.40</u>	<u>\$472,600.66</u>	<u>\$28,136.26</u>	<u>6.33%</u>
		\$1,776,557.80	\$1,579,144.39	(\$197,413.41)	-11.11%
AUGUST EARNED	OCCUPANCY	\$1,098,655.34	\$1,386,583.82	\$287,928.48	26.21%
SEPT RECEIVED	MEALS	<u>\$391,888.23</u>	<u>\$427,333.95</u>	<u>\$35,445.72</u>	<u>9.04%</u>
		\$1,490,543.57	\$1,813,917.77	\$323,374.20	21.70%
SEPTEMBER EARNED	OCCUPANCY	\$468,126.63	\$456,102.94	(\$12,023.69)	-2.57%
OCT RECEIVED	MEALS	<u>\$239,371.30</u>	<u>\$245,359.41</u>	<u>\$5,988.11</u>	<u>2.50%</u>
		\$707,497.93	\$701,462.35	(\$6,035.58)	-0.85%
OCTOBER EARNED	OCCUPANCY	\$243,387.96	\$225,976.76	(\$17,411.20)	-7.15%
NOV RECEIVED	MEALS	<u>\$178,929.55</u>	<u>\$196,138.50</u>	<u>\$17,208.95</u>	<u>9.62%</u>
		\$422,317.51	\$422,115.26	(\$202.25)	-0.05%
NOVEMBER EARNED	OCCUPANCY	\$100,000.00	\$115,681.16	\$15,681.16	15.68%
DEC RECEIVED	MEALS	<u>\$120,134.85</u>	<u>\$122,310.47</u>	<u>\$2,175.62</u>	<u>1.81%</u>
		\$220,134.85	\$237,991.63	\$17,856.78	8.11%
DECEMBER EARNED	OCCUPANCY	\$46,833.30	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$92,656.36</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$139,489.66	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$61,766.11	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$76,743.92</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$138,510.03	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$60,761.81	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$80,478.08</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$141,239.89	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$94,423.77	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$135,649.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$230,073.46	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$215,483.12	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$199,132.07</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$414,615.19	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$365,789.79	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$278,868.23</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$644,658.02	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,195,550.29	\$4,310,879.60	\$115,329.31	2.75%
	MEALS	<u>\$1,761,124.52</u>	<u>\$1,863,523.42</u>	<u>\$102,398.90</u>	<u>5.81%</u>
		\$5,956,674.81	\$6,174,403.02	\$217,728.21	3.66%
TOTAL ACTUAL 2018-2019	OCCUPANCY	\$5,040,608.19			
	MEALS	<u>\$2,624,652.87</u>			
		\$7,665,261.06			

Dare County Gross Collections on Retail Sales

	2019	2018	2017	2016	2015	2014	Variance 2019-2018	Percent Change
January	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	2,536,097	-67,700	-1.89%
February	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	1,867,511	288,648	10.54%
March	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	1,971,221	1,960	0.07%
April	4,266,897	3,948,431	3,729,748	3,547,074	3,007,272	2,867,536	318,466	8.07%
May	5,501,100	4,861,088	5,084,042	4,011,689	3,930,062	3,915,291	640,012	13.17%
June	7,096,777	6,558,353	6,355,380	5,676,881	5,553,791	5,162,466	538,424	8.21%
July	11,321,288	10,815,908	10,038,975	9,085,195	9,066,601	8,651,485	505,380	4.67%
August	13,178,541	12,870,106	12,961,419	12,153,647	10,985,313	10,469,227	308,435	2.40%
September	11,799,596	10,996,721	10,694,311	10,634,932	10,595,224	10,109,076	802,875	7.30%
October	6,834,818	6,542,087	7,181,012	6,631,836	6,261,920	5,995,093	292,731	4.47%
November		4,932,146	4,698,891	4,294,600	3,902,927	3,740,414		0.00%
December		3,719,123	3,759,730	3,904,190	2,995,244	2,716,109		0.00%
YTD	69,375,199	65,745,968	64,832,793	59,077,433	56,154,606	53,545,003	3,629,231	5.52%
TOTAL	69,375,199	74,397,237	73,291,414	67,276,223	63,052,777	60,001,526		
YTD % Change	5.52%	1.41%	9.74%	5.20%	4.87%	3.88%		
Total % Change	5.52%	1.51%	8.94%	6.70%	5.09%	4.60%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2006-2019														
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
January	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	2,384,938
February	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	1,759,790
March	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	3,086,804
April	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	10,346,356
May	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	17,941,754
June	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	50,096,176
July	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	95,773,196
August	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	77,315,609
September	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	29,115,120
October	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	12,891,179
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	6,514,715
December		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	2,919,659
YTD Total	511,504,915	491,710,165	474,504,085	449,385,780	432,133,774	411,164,718	392,277,498	382,124,874	367,343,308	354,464,649	339,997,484	346,184,140	336,533,988	307,225,637
Total	511,504,915	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773	349,894,394	339,963,731	310,145,296
YTD % Change	4.03%	3.63%	5.59%	3.99%	5.10%	4.81%	2.66%	4.02%	3.63%	4.26%	-1.79%	2.87%	9.54%	10.53%
Total % Change	4.03%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	9.61%	10.60%
Month Increase/Decrease/Increase(Decrease)/Qtr	15.64%	-7.16%	17.54%	20.58%	10.19%	12.35%	1.31%	-11.13%	-3.78%	5.27%	4.95%	-6.72%	5.19%	14.28%
Qtr 1 (Dec-Feb)	-0.36%	0.84%	25.06%	5.89%	19.80%	-14.53%	17.91%	1.03%	12.87%	-7.90%	1.33%	6.77%	31.58%	20.19%
Qtr 2 (Mar-May)	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	12.13%	17.97%
Qtr 3 (June-Aug)	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%	8.82%	8.21%
Qtr 4 (Sept-Nov)	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	8.46%	16.35%
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														
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 and 4 weekends in July 2008, 2009, 2015, 2019														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														

Outer Banks Visitors Bureau Gross Meals Summary 2006-2019														
	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
January	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	5,858,880
February	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	6,004,387
March	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	8,211,991
April	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	12,354,501
May	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	16,936,284
June	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	24,523,773
July	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	31,626,454
August	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	29,227,824
September	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	18,282,789
October	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	11,940,442
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	8,074,157
December		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	7,605,651
YTD Total	267,049,435	247,642,349	246,912,946	233,786,094	228,445,711	217,028,746	206,958,964	201,630,584	183,476,001	181,798,651	178,807,799	178,663,749	181,682,342	173,041,482
Total	267,049,435	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	180,647,133
YTD % Change	7.84%	0.30%	5.61%	2.34%	5.26%	4.87%	2.64%	9.89%	0.92%	1.67%	0.08%	-1.66%	4.99%	-0.19%
Total % Change	7.84%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%	0.09%
Month Increase/(Decrease) Increase(Decrease)/Qtr	2.09%	5.82%	-0.69%	9.59%	9.59%	7.66%	6.06%	0.58%	-2.66%	6.32%	3.16%	-10.63%	11.48%	-6.28%
Qtr 1 (Dec-Feb)	16.72%	-3.24%	8.66%	4.73%	7.46%	11.68%	-2.56%	4.38%	11.73%	-7.52%	-0.67%	-6.81%	-2.58%	5.11%
Qtr 2 (Mar-May)	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%	5.11%
Qtr 3 (June-Aug)	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%	2.10%
Qtr 4 (Sept-Nov)	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%	-10.22%
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														
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.														

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Outer Banks Visitors Bureau
Gross Occupancy by Class 2015-2019

	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
	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	32,527	25,804	21,243	9,991	21,848	26,848	34,898	50,462	56,934	149,040	77,619	68,241	39,261	77,827	57,144
February	36,503	36,064	52,546	36,814	143,923	30,243	39,974	64,152	69,405	79,720	69,723	71,212	134,203	97,209	54,050
March	45,499	79,865	76,403	65,753	85,386	81,171	208,302	123,529	186,658	249,522	131,547	166,270	149,882	184,588	160,084
April	168,909	156,538	127,482	140,738	877,315	274,003	254,169	580,729	450,715	587,966	259,150	308,672	366,481	321,223	365,960
May	298,008	274,409	249,701	329,396	309,416	638,602	665,277	745,164	864,675	990,995	568,792	552,057	639,286	607,239	600,680
June	382,110	379,391	265,719	263,476	417,010	1,123,278	1,229,304	1,431,385	1,666,397	1,830,953	987,743	1,046,720	989,369	1,196,072	1,288,613
July	368,701	749,249	321,538	401,465	300,025	1,661,598	1,816,435	1,336,272	1,613,934	1,966,882	1,433,876	1,647,615	1,435,632	1,542,434	1,563,325
August	387,356	382,004	230,703	295,816	369,371	1,010,543	1,157,766	890,569	1,232,064	1,510,242	1,298,655	1,314,037	1,415,838	1,296,981	872,728
September	218,033	224,305	188,428	125,217	254,760	570,891	603,072	503,200	803,646	427,073	633,887	630,648	656,337	557,989	437,579
October	159,477	136,646	86,645	160,079	149,153	243,482	164,375	413,901	349,366	406,219	383,560	372,984	421,919	439,412	308,779
November	67,982	72,340	81,256	77,097	74,856	73,453	107,575	121,397	118,727	126,014	164,448	231,209	205,025	201,959	143,147
December	26,410	37,430	61,634	18,684		30,848	30,970	48,795	32,024		88,026	102,282	110,884	91,303	
<i>YTD Totals</i>	<i>2,165,105</i>	<i>2,516,615</i>	<i>1,701,664</i>	<i>1,905,842</i>	<i>3,003,063</i>	<i>5,734,112</i>	<i>6,281,147</i>	<i>6,260,760</i>	<i>7,412,521</i>	<i>8,324,626</i>	<i>6,009,000</i>	<i>6,409,665</i>	<i>6,453,233</i>	<i>6,522,933</i>	<i>5,852,089</i>
Total	2,191,515	2,554,045	1,763,298	1,924,526	3,003,063	5,764,960	6,312,117	6,309,555	7,444,545	8,324,626	6,097,026	6,511,947	6,564,117	6,614,236	5,852,089

Month Increase	140.38%	6.41%	12.33%	-5.12%	-2.91%	39.30%	46.45%	12.85%	-2.20%	6.14%	6.16%	40.60%	-11.32%	-1.50%	-29.12%
<i>YTD Increase</i>	2.21%	16.24%	-32.38%	12.00%	57.57%	17.69%	9.54%	-0.32%	18.40%	12.30%	-1.65%	6.67%	0.68%	1.08%	-10.28%
Total Year Increa	-1.18%	16.54%	-30.96%	-24.65%		18.28%	9.49%	-0.04%	17.99%		-1.64%	6.81%	0.80%	0.76%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2015-2019

	2015	2016	2017	2018	2019	2018	2019	2015	2016	2017	2018	2019	2019
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Property	Property	Property	Property	Property	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	Management	Management	Management	Management	Management	Rental
								Agencies	Agencies	Agencies	Agencies	Agencies	Properties**
January	1,139,616	1,237,556	1,231,693	1,257,924	1,301,265	12,750	19,038	4,685,817	4,901,521	5,742,596	5,632,280	4,641,865	
February	1,321,121	1,322,085	1,562,373	1,581,432	1,331,764	21,179	21,882	1,822,560	2,113,601	3,025,121	3,299,316	4,283,950	
March	2,061,142	3,048,117	2,625,980	3,034,735	2,618,614	46,450	48,950	3,067,716	4,309,813	4,006,629	5,645,680	6,065,892	
April	4,200,169	4,545,245	5,755,388	4,790,774	5,082,911	94,478	129,659	7,956,152	8,083,104	12,673,454	12,073,020	14,912,027	
May	6,765,929	6,995,624	7,781,122	7,657,044	8,296,802	223,246	148,954	21,282,268	21,184,107	22,356,377	23,236,092	25,901,180	
June	10,455,896	10,724,168	11,713,936	11,720,032	11,050,965	373,865	220,076	65,887,740	60,621,694	64,523,921	79,376,489	86,974,007	
July	13,399,251	14,702,019	15,241,700	13,517,098	13,333,255	488,402	280,756	93,434,875	111,492,605	121,406,705	116,827,701	93,189,170	9,774,831
August	11,644,979	12,963,240	11,871,548	12,441,921	14,094,249	422,935	266,881	99,801,608	91,755,613	88,138,009	93,023,812	121,424,486	24,094,200
September	9,491,451	8,044,658	6,960,599	5,190,429	6,280,715	127,801	128,596	33,606,096	35,992,377	39,786,449	41,912,607	37,793,636	5,444,607
October	4,048,885	4,123,137	5,255,695	4,729,167	5,163,907	94,511	76,787	14,140,361	15,940,123	15,566,863	16,607,911	16,375,128	3,090,168
November	2,011,710	2,491,471	2,754,045	2,101,808	1,972,903	35,749	31,815	5,235,640	6,134,126	7,540,897	7,319,364	9,080,251	1,659,752
December	1,248,231	1,215,099	1,228,853	1,255,150		27,148		2,096,029	2,185,437	3,104,990	3,165,578		
YTD Totals	66,540,149	70,197,320	72,754,079	68,022,364	70,527,350	1,941,366	1,373,394	350,920,833	362,528,684	384,767,021	404,954,272	420,641,592	44,063,558
Total	67,788,380	71,412,419	73,982,932	69,277,514	70,527,350	1,968,514	1,373,394	353,016,862	364,714,121	387,872,011	408,119,850	420,641,592	44,063,558

Month Increase	11.68%	23.85%	10.54%	-23.68%	-6.13%		-11.00%	8.63%	17.16%	22.93%	-2.94%	24.06%
YTD Increase	6.44%	5.50%	3.64%	-6.50%	3.68%		-29.26%	4.84%	3.31%	6.13%	5.25%	3.87%
Total Year Increase	6.91%	5.35%	3.60%	-6.36%				4.85%	8.33%	6.35%	5.22%	

* 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 2015-2019

	2015	2016	2017	2018	2019	2015	2016	2017	2018	2019
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	6,122	10,031	45,893	80,128	100,883	5,968,549	6,278,051	7,131,148	7,115,084	6,272,045
February	3,249	16,671	100,360	121,379	111,202	3,283,399	3,599,607	4,938,755	5,205,555	6,004,609
March	12,333	112,325	177,413	239,016	191,043	5,399,408	7,924,692	7,159,836	9,356,430	9,370,541
April	22,010	87,331	319,158	278,446	356,959	12,880,393	13,435,059	19,822,692	18,054,916	22,183,138
May	64,443	114,954	233,603	269,937	329,769	29,618,042	29,786,428	32,005,253	32,964,383	36,428,842
June	144,743	165,585	316,197	421,313	441,718	78,981,510	74,166,862	79,240,527	94,643,779	102,003,266
July	217,602	360,458	486,546	488,988	538,288	110,515,903	130,768,381	140,228,393	134,391,620	110,890,945
August	161,198	215,044	383,434	426,743	534,008	114,304,339	107,787,704	102,930,101	108,717,337	138,805,084
September	76,247	171,161	243,058	201,660	210,087	44,596,605	45,666,221	48,338,071	48,791,548	45,403,850
October	35,977	102,725	229,934	217,916	215,456	19,011,742	20,839,990	21,974,957	22,503,851	22,618,642
November	20,651	96,064	31,732	146,707	126,782	7,573,884	9,132,785	10,734,352	9,965,662	11,523,953
December	8,946	53,113	260,812	143,609		3,498,490	3,624,331	4,815,968	4,706,348	0
<i>YTD Totals</i>	<i>764,575</i>	<i>1,452,349</i>	<i>2,567,328</i>	<i>2,892,233</i>	<i>3,156,195</i>	<i>432,133,774</i>	<i>449,385,780</i>	<i>474,504,085</i>	<i>491,710,165</i>	<i>511,504,915</i>
Total	773,521	1,505,462	2,828,140	3,035,842	3,156,195	435,632,264	453,010,111	479,320,053	496,416,513	511,504,915

Month Increase	22.12%	365.18%	-66.97%	362.33%	-13.58%	10.19%	20.58%	17.54%	-7.16%	15.64%
<i>YTD Increase</i>	-6.85%	89.96%	76.77%	12.66%	9.13%	5.10%	3.99%	5.59%	3.63%	4.03%
Total Year Increa	-6.73%	94.62%	87.86%	7.34%		5.17%	3.99%	5.81%	3.57%	

DARE COUNTY GROSS														
OCCUPANCY BY DISTRICT														
	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON	412,817	6.6%	542,733	9.0%	614,483	6.6%	1,921,566	8.7%	2,959,234	8.1%	8,339,116	8.2%	7,089,968	6.4%
BUXTON	109,939	1.8%	164,879	2.7%	345,191	3.7%	813,784	3.7%	1,256,530	3.4%	2,278,864	2.2%	2,393,779	2.2%
COLINGTON	6,172	0.1%	5,149	0.1%	12,563	0.1%	20,313	0.1%	52,228	0.1%	182,414	0.2%	271,926	0.2%
FRISCO	76,242	1.2%	109,527	1.8%	206,052	2.2%	531,280	2.4%	935,392	2.6%	2,188,753	2.1%	2,350,832	2.1%
HATTERAS	195,167	3.1%	225,587	3.8%	272,582	2.9%	864,032	3.9%	1,659,500	4.6%	4,114,280	4.0%	4,267,435	3.8%
KILL DEVIL HILLS	1,719,691	27.4%	1,468,481	24.5%	2,370,776	25.3%	4,919,938	22.2%	7,408,563	20.3%	16,067,016	15.8%	19,150,891	17.3%
KITTY HAWK	646,687	10.3%	695,819	11.6%	1,145,909	12.2%	1,874,991	8.5%	2,768,360	7.6%	5,634,710	5.5%	7,242,797	6.5%
MANTEO-TOWN	113,227	1.8%	242,653	4.0%	238,085	2.5%	1,121,840	5.1%	781,975	2.1%	1,208,859	1.2%	1,182,324	1.1%
NAGS HEAD	1,463,725	23.3%	1,206,348	20.1%	2,213,962	23.6%	5,044,713	22.7%	8,653,751	23.8%	25,570,224	25.1%	30,483,739	27.5%
RODANTHE	155,233	2.5%	178,321	3.0%	235,134	2.5%	816,711	3.7%	1,415,555	3.9%	4,182,047	4.1%	3,639,299	3.3%
SALVO	103,194	1.6%	190,333	3.2%	151,805	1.6%	624,521	2.8%	1,186,880	3.3%	4,166,076	4.1%	2,374,016	2.1%
WAVES	214,579	3.4%	194,030	3.2%	218,326	2.3%	669,600	3.0%	1,162,476	3.2%	3,131,596	3.1%	2,473,064	2.2%
SOUTHERN SHORES	346,044	5.5%	231,269	3.9%	335,007	3.6%	540,818	2.4%	1,068,020	2.9%	6,287,807	6.2%	7,042,991	6.4%
DUCK	585,568	9.3%	419,880	7.0%	777,209	8.3%	2,127,813	9.6%	4,718,029	13.0%	18,163,589	17.8%	20,666,081	18.6%
RIM (ROANOKE ISL. MAINI	107,493	1.7%	109,892	1.8%	194,420	2.1%	211,242	1.0%	271,697	0.7%	295,713	0.3%	25,459	0.0%
OTC UNATTRIBUTED*	16,267	0.3%	19,708	0.3%	39,037	0.4%	79,976	0.4%	130,652	0.4%	192,202	0.2%	236,344	0.2%
TOTAL	6,272,045	100.0%	6,004,609	100.0%	9,370,541	100.0%	22,183,138	100.0%	36,428,842	100.0%	102,003,266	100.0%	110,890,945	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														

[illegible]

DARE COUNTY GROSS														
MEALS BY DISTRICT														
	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL
AVON - 1	213,771	2.3%	214,211	2.7%	382,698	2.7%	846,018	4.2%	1,217,728	4.4%	1,986,673	5.1%	2,147,119	4.5%
BUXTON - 2	164,197	1.8%	186,036	2.3%	342,224	2.4%	709,517	3.5%	1,032,683	3.7%	1,437,869	3.7%	1,550,771	3.3%
COLINGTON - 3	64,345	0.7%	82,095	1.0%	111,758	0.8%	206,497	1.0%	306,637	1.1%	390,992	1.0%	530,362	1.1%
FRISCO - 5	17,979	0.2%	19,419	0.2%	28,980	0.2%	50,827	0.3%	72,634	0.3%	116,643	0.3%	153,122	0.3%
HATTERAS - 6	10,871	0.1%	48,544	0.6%	131,962	0.9%	418,663	2.1%	754,968	2.7%	1,150,158	2.9%	1,169,496	2.5%
KILL DEVIL HILLS - 7	2,588,635	28.0%	2,326,259	29.3%	4,816,907	34.4%	5,333,306	26.5%	6,594,904	23.6%	9,137,347	23.3%	11,547,314	24.3%
KITTY HAWK - 8	1,472,747	16.0%	1,552,993	19.6%	2,258,057	16.1%	3,241,423	16.1%	3,850,942	13.8%	5,448,558	13.9%	6,356,596	13.4%
MANTEO-TOWN - 10	824,328	8.9%	735,098	9.3%	1,020,732	7.3%	1,292,941	6.4%	1,709,452	6.1%	2,180,574	5.6%	2,703,775	5.7%
RIM (ROANOKE ISL. M	205,713	2.2%	182,162	2.3%	283,181	2.0%	283,825	1.4%	326,537	1.2%	383,683	1.0%	440,034	0.9%
NAGS HEAD - 14	1,687,822	18.3%	1,674,843	21.1%	3,109,265	22.2%	4,888,589	24.3%	6,912,721	24.8%	9,773,440	24.9%	11,844,622	24.9%
RODANTHE - 15	15,265	0.2%	16,337	0.2%	31,347	0.2%	188,191	0.9%	396,911	1.4%	586,269	1.5%	631,965	1.3%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	276	0.0%	15,531	0.1%	41,308	0.1%	48,533	0.1%
WAVES - 19	17,002	0.2%	21,195	0.3%	83,625	0.6%	275,896	1.4%	445,889	1.6%	821,923	2.1%	904,357	1.9%
SOUTHERN SHORES -	1,507,308	16.3%	468,909	5.9%	551,241	3.9%	653,624	3.2%	969,277	3.5%	1,282,906	3.3%	1,364,222	2.9%
DUCK - 21	442,133	4.8%	410,245	5.2%	841,090	6.0%	1,762,874	8.7%	3,288,737	11.8%	4,473,774	11.4%	6,153,707	12.9%
TOTAL	9,232,116	100.0%	7,938,346	100.0%	13,993,067	100.0%	20,152,467	100.0%	27,895,551	100.0%	39,212,117	100.0%	47,545,995	100.0%

DARE COUNTY GROSS MEALS BY DISTRICT										
	2019	% OF	2019	% OF	2019	% OF	2019	% OF	2019	% OF
	AUGUST	TOTAL	SEPT	TOTAL	OCT	TOTAL	NOV	TOTAL	TOTAL	TOTAL
AVON - 1	2,356,559	5.4%	916,956	3.7%	765,647	3.9%	405,337	3.2%	11,452,717	4.3%
BUXTON - 2	1,193,217	2.7%	975,006	4.0%	793,398	4.0%	467,515	3.7%	8,852,433	3.3%
COLINGTON - 3	457,507	1.0%	287,222	1.2%	230,509	1.2%	146,536	1.2%	2,814,460	1.1%
FRISCO - 5	146,168	0.3%	396,561	1.6%	130,777	0.7%	98,245	0.8%	1,231,355	0.5%
HATTERAS - 6	1,006,885	2.3%	327,723	1.3%	377,983	1.9%	101,383	0.8%	5,498,636	2.1%
KILL DEVIL HILLS - 7	11,460,653	26.0%	5,897,438	24.0%	5,172,719	26.1%	3,256,166	25.6%	68,131,648	25.5%
KITTY HAWK - 8	5,650,299	12.8%	3,674,686	15.0%	2,813,490	14.2%	2,130,452	16.8%	38,450,243	14.4%
MANTEO-TOWN - 10	2,225,872	5.1%	1,277,346	5.2%	1,301,688	6.6%	955,095	7.5%	16,226,901	6.1%
RIM (ROANOKE ISL. M	396,112	0.9%	285,119	1.2%	303,639	1.5%	235,606	1.9%	3,325,611	1.2%
NAGS HEAD - 14	11,006,096	25.0%	6,194,790	25.2%	4,858,974	24.5%	3,067,838	24.1%	65,019,000	24.3%
RODANTHE - 15	556,845	1.3%	213,179	0.9%	184,975	0.9%	78,699	0.6%	2,899,983	1.1%
SALVO - 18	38,714	0.1%	7,696	0.0%	2,972	0.0%	222	0.0%	155,252	0.1%
WAVES - 19	839,342	1.9%	343,101	1.4%	250,343	1.3%	91,275	0.7%	4,093,948	1.5%
SOUTHERN SHORES -	1,332,231	3.0%	912,933	3.7%	676,697	3.4%	633,911	5.0%	10,353,259	3.9%
DUCK - 21	5,356,760	12.2%	2,842,414	11.6%	1,932,194	9.8%	1,040,061	8.2%	28,543,989	10.7%
TOTAL	44,023,260	100.0%	24,552,170	100.0%	19,796,005	100.0%	12,708,341	100.0%	267,049,435	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	155,233	255,746	-39.30%	178,321	160,578	11.05%	235,134	269,983	-12.91%	816,711	692,610	17.92%
WAVES	214,579	239,257	-10.31%	194,030	146,655	32.30%	218,326	288,258	-24.26%	669,600	491,656	36.19%
SALVO	103,194	243,290	-57.58%	190,333	144,964	31.30%	151,805	247,124	-38.57%	624,521	497,772	25.46%
AVON	412,817	599,203	-31.11%	542,733	318,957	70.16%	614,483	631,300	-2.66%	1,921,566	1,474,173	30.35%
BUXTON	109,939	124,286	-11.54%	164,879	132,197	24.72%	345,191	303,451	13.76%	813,784	682,670	19.21%
FRISCO	76,242	96,449	-20.95%	109,527	76,516	43.14%	206,052	133,564	54.27%	531,280	427,237	24.35%
HATTERAS	195,167	246,971	-20.98%	225,587	152,332	48.09%	272,582	252,053	8.14%	864,032	746,952	15.67%
TOTAL HATTERAS ISLAND	1,267,171	1,805,202	-29.80%	1,605,410	1,132,199	41.80%	2,043,573	2,125,733	-3.87%	6,241,494	5,013,070	24.50%
NORTHERN BEACHES:												
DUCK	585,568	631,426	-7.26%	419,880	406,181	3.37%	777,209	965,426	-19.50%	2,127,813	2,146,682	-0.88%
SOUTHERN SHORES	346,044	246,491	40.39%	231,269	188,056	22.98%	335,007	262,183	27.78%	540,818	523,873	3.23%
KITTY HAWK	646,687	881,315	-26.62%	695,819	787,736	-11.67%	1,145,909	1,207,178	-5.08%	1,874,991	1,566,388	19.70%
COLINGTON	6,172	5,990	3.04%	5,149	7,577	-32.04%	12,563	10,282	22.18%	20,313	18,142	11.97%
KILL DEVIL HILLS	1,719,691	1,429,169	20.33%	1,468,481	1,228,966	19.49%	2,370,776	2,288,601	3.59%	4,919,938	3,991,039	23.27%
NAGS HEAD	1,463,725	1,907,483	-23.26%	1,206,348	1,209,608	-0.27%	2,213,962	2,098,682	5.49%	5,044,713	4,256,718	18.51%
TOTAL NORTHERN BEACHES	4,767,887	5,101,874	-6.55%	4,026,946	3,828,124	5.19%	6,855,426	6,832,352	0.34%	14,528,586	12,502,842	16.20%
ROANOKE ISLAND:												
MANTEO-TOWN	113,227	137,018	-17.36%	242,653	153,763	57.81%	238,085	232,912	2.22%	1,121,840	378,751	196.19%
RIM (ROANOKE ISL. MAINLAND)	107,493	59,711	80.02%	109,892	72,736	51.08%	194,420	127,095	52.97%	211,242	98,229	115.05%
TOTAL ROANOKE ISLAND	220,720	196,729	12.19%	352,545	226,499	55.65%	432,505	360,007	20.14%	1,333,082	476,980	179.48%
OTC UNATTRIBUTED	16,267	11,279	44.22%	19,708	18,733	5.20%	39,037	38,338	1.82%	79,976	62,024	28.94%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.												
TOTAL	6,272,045	7,115,084	-11.85%	6,004,609	5,205,555	15.35%	9,370,541	9,356,430	0.15%	22,183,138	18,054,916	22.86%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,415,555	1,404,475	0.79%	4,182,047	3,928,906	6.44%	3,639,299	5,174,532	-29.67%	6,123,824	4,187,431	46.24%
WAVES	1,162,476	1,062,158	9.44%	3,131,596	3,875,546	-19.20%	2,473,064	3,425,047	-27.79%	4,346,677	2,778,040	56.47%
SALVO	1,186,880	1,037,741	14.37%	4,166,076	2,960,165	40.74%	2,374,016	4,878,262	-51.33%	7,260,344	3,968,256	82.96%
AVON	2,959,234	2,782,305	6.36%	8,339,116	7,707,745	8.19%	7,089,968	9,729,104	-27.13%	10,788,881	7,409,879	45.60%
BUXTON	1,256,530	1,171,288	7.28%	2,278,864	2,138,968	6.54%	2,393,779	2,688,774	-10.97%	2,562,303	2,108,689	21.51%
FRISCO	935,392	815,275	14.73%	2,188,753	1,967,838	11.23%	2,350,832	2,617,469	-10.19%	2,808,411	1,896,091	48.12%
HATTERAS	1,659,500	1,488,078	11.52%	4,114,280	3,803,318	8.18%	4,267,435	5,472,323	-22.02%	5,733,491	4,225,324	35.69%
TOTAL HATTERAS ISLAND	10,575,567	9,761,320	8.34%	28,400,732	26,382,486	7.65%	24,588,393	33,985,511	-27.65%	39,623,931	26,573,710	49.11%
NORTHERN BEACHES:												
DUCK	4,718,029	4,281,105	10.21%	18,163,589	15,975,689	13.70%	20,666,081	25,468,895	-18.86%	23,271,322	20,433,862	13.89%
SOUTHERN SHORES	1,068,020	987,300	8.18%	6,287,807	4,983,270	26.18%	7,042,991	7,973,961	-11.68%	6,852,073	6,790,482	0.91%
KITTY HAWK	2,768,360	2,383,663	16.14%	5,634,710	5,678,999	-0.78%	7,242,797	7,432,045	-2.55%	7,612,137	6,231,048	22.16%
COLINGTON	52,228	39,585	31.94%	182,414	145,549	25.33%	271,926	216,982	25.32%	225,336	186,180	21.03%
KILL DEVIL HILLS	7,408,563	6,273,792	18.09%	16,067,016	14,871,548	8.04%	19,150,891	20,474,712	-6.47%	21,089,248	16,873,395	24.99%
NAGS HEAD	8,653,751	8,291,931	4.36%	25,570,224	25,258,020	1.24%	30,483,739	37,087,263	-17.81%	38,243,992	30,171,795	26.75%
TOTAL NORTHERN BEACHES	24,668,951	22,257,376	10.83%	71,905,760	66,913,075	7.46%	84,858,425	98,653,858	-13.98%	97,294,108	80,686,762	20.58%
ROANOKE ISLAND:												
MANTEO-TOWN	781,975	688,255	13.62%	1,208,859	984,094	22.84%	1,182,324	1,369,289	-13.65%	1,287,494	1,112,345	15.75%
RIM (ROANOKE ISL. MAINLAND)	271,697	134,775	101.59%	295,713	192,721	53.44%	25,459	159,871	-84.08%	372,374	136,333	173.14%
TOTAL ROANOKE ISLAND	1,053,672	823,030	28.02%	1,504,572	1,176,815	27.85%	1,207,783	1,529,160	-21.02%	1,659,868	1,248,678	32.93%
OTC UNATTRIBUTED	130,652	122,657	6.52%	192,202	171,403	12.13%	236,344	223,091	5.94%	227,177	208,187	9.12%
*Part of OTC transactions are reported												
TOTAL	36,428,842	32,964,383	10.51%	102,003,266	94,643,779	7.78%	110,890,945	134,391,620	-17.49%	138,805,084	108,717,337	27.68%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	YTD 2019	YTD 2018	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,704,087	1,885,807	-9.64%	636,360	958,797	-33.63%	714,068	369,684	93.16%	19,800,639	19,288,549	2.65%
WAVES	1,075,798	1,077,620	-0.17%	412,822	552,407	-25.27%	360,750	188,814	91.06%	14,259,718	14,125,458	0.95%
SALVO	1,561,130	1,865,587	-16.32%	308,164	752,779	-59.06%	700,013	227,691	207.44%	18,626,476	16,823,631	10.72%
AVON	2,947,918	3,549,181	-16.94%	1,619,779	1,891,462	-14.36%	1,446,805	850,992	70.01%	38,683,300	36,944,301	4.71%
BUXTON	1,100,754	786,125	40.02%	837,371	985,164	-15.00%	498,341	471,784	5.63%	12,361,735	11,593,396	6.63%
FRISCO	889,774	1,443,325	-38.35%	637,841	645,836	-1.24%	393,092	245,810	59.92%	11,127,196	10,365,410	7.35%
HATTERAS	2,018,294	2,146,563	-5.98%	948,567	1,241,193	-23.58%	689,164	474,090	45.37%	20,988,099	20,249,197	3.65%
TOTAL HATTERAS ISLAND	11,297,755	12,754,208	-11.42%	5,400,904	7,027,638	-23.15%	4,802,233	2,828,865	69.76%	135,847,163	129,389,942	4.99%
NORTHERN BEACHES:												
DUCK	7,511,150	8,204,395	-8.45%	2,787,905	2,721,431	2.44%	986,789	1,320,355	-25.26%	82,015,335	82,555,447	-0.65%
SOUTHERN SHORES	2,317,187	2,565,764	-9.69%	823,082	720,842	14.18%	320,598	313,156	2.38%	26,164,896	25,555,378	2.39%
KITTY HAWK	2,769,990	2,793,904	-0.86%	1,714,157	1,663,283	3.06%	795,366	765,808	3.86%	32,900,923	31,391,367	4.81%
COLINGTON	79,259	73,787	7.42%	39,715	25,684	54.63%	12,732	9,221	38.08%	907,807	738,979	22.85%
KILL DEVIL HILLS	7,877,265	7,822,791	0.70%	4,621,983	3,738,476	23.63%	1,784,615	1,823,920	-2.15%	88,478,467	80,816,409	9.48%
NAGS HEAD	12,868,201	14,043,782	-8.37%	6,685,574	6,150,860	8.69%	2,512,754	2,656,626	-5.42%	134,946,983	133,132,768	1.36%
TOTAL NORTHERN BEACHES	33,423,052	35,504,423	-5.86%	16,672,416	15,020,576	11.00%	6,412,854	6,889,086	-6.91%	365,414,411	354,190,348	3.17%
ROANOKE ISLAND:												
MANTEO-TOWN	511,375	427,212	19.70%	415,127	348,845	19.00%	228,536	192,737	18.57%	7,331,495	6,025,221	21.68%
RIM (ROANOKE ISL. MAINLAND)	66,828	25,694	160.09%	64,969	52,058	24.80%	52,802	31,430	68.00%	1,772,889	1,090,653	62.55%
TOTAL ROANOKE ISLAND	578,203	452,906	27.67%	480,096	400,903	19.75%	281,338	224,167	25.50%	9,104,384	7,115,874	27.94%
OTC UNATTRIBUTED	104,840	80,011	31.03%	65,226	54,734	19.17%	27,528	23,544	16.92%	1,138,957	1,014,001	12.32%
*Part of OTC transactions are reported												
TOTAL	45,403,850	48,791,548	-6.94%	22,618,642	22,503,851	0.51%	11,523,953	9,965,662	15.64%	511,504,915	491,710,165	4.03%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	15,265	12,213	24.99%	16,337	12,687	28.77%	31,347	70,486	-55.53%	188,191	217,100	-13.32%
WAVES - 19	17,002	15,196	11.88%	21,195	28,076	-24.51%	83,625	94,360	-11.38%	275,896	206,083	33.88%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	276	30	820.00%
AVON - 1	213,771	191,495	11.63%	214,211	201,493	6.31%	382,698	371,260	3.08%	846,018	681,243	24.19%
BUXTON - 2	164,197	141,734	15.85%	186,036	178,884	4.00%	342,224	283,520	20.71%	709,517	598,885	18.47%
FRISCO - 5	17,979	1,191	1409.57%	19,419	1,116	1640.05%	28,980	5,342	442.49%	50,827	118,917	-57.26%
HATTERAS - 6	10,871	44,759	-75.71%	48,544	77,782	-37.59%	131,962	160,630	-17.85%	418,663	308,504	35.71%
TOTAL HATTERAS ISLAND	439,085	406,588	7.99%	505,742	500,038	1.14%	1,000,836	985,598	1.55%	2,489,388	2,130,762	16.83%
NORTHERN BEACHES:												
DUCK - 21	442,133	290,061	52.43%	410,245	384,465	6.71%	841,090	756,764	11.14%	1,762,874	1,610,566	9.46%
SOUTHERN SHORES - 20	1,507,308	308,224	389.03%	468,909	368,361	27.30%	551,241	481,778	14.42%	653,624	554,691	17.84%
KITTY HAWK - 8	1,472,747	1,317,849	11.75%	1,552,993	1,625,752	-4.48%	2,258,057	2,242,998	0.67%	3,241,423	2,885,743	12.33%
COLINGTON - 3	64,345	55,251	16.46%	82,095	82,388	-0.36%	111,758	116,735	-4.26%	206,497	198,074	4.25%
KILL DEVIL HILLS - 7	2,588,635	2,100,897	23.22%	2,326,259	2,592,323	-10.26%	4,816,907	3,922,701	22.80%	5,333,306	4,777,497	11.63%
NAGS HEAD - 14	1,687,822	1,276,598	32.21%	1,674,843	1,591,673	5.23%	3,109,265	2,760,752	12.62%	4,888,589	4,205,350	16.25%
TOTAL NORTHERN BEACHES	7,762,990	5,348,880	45.13%	6,515,344	6,644,962	-1.95%	11,688,318	10,281,728	13.68%	16,086,313	14,231,921	13.03%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	824,328	740,047	11.39%	735,098	782,089	-6.01%	1,020,732	1,010,408	1.02%	1,292,941	1,108,712	16.62%
MANTEO-OUTSIDE - 11	205,713	134,545	52.90%	182,162	154,074	18.23%	283,181	195,135	45.12%	283,825	221,622	28.07%
TOTAL ROANOKE ISLAND	1,030,041	874,592	17.77%	917,260	936,163	-2.02%	1,303,913	1,205,543	8.16%	1,576,766	1,330,334	18.52%
TOTAL	9,232,116	6,630,060	39.25%	7,938,346	8,081,163	-1.77%	13,993,067	12,472,869	12.19%	20,152,467	17,693,017	13.90%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	396,911	384,296	3.28%	586,269	698,899	-16.12%	631,965	888,330	-28.86%	556,845	738,816	-24.63%
WAVES - 19	445,889	381,170	16.98%	821,923	652,324	26.00%	904,357	737,883	22.56%	839,342	522,166	60.74%
SALVO - 18	15,531	15,100	2.85%	41,308	46,391	-10.96%	48,533	46,322	4.77%	38,714	48,273	-19.80%
AVON - 1	1,217,728	1,047,182	16.29%	1,986,673	1,895,781	4.79%	2,147,119	2,007,466	6.96%	2,356,559	1,669,715	41.14%
BUXTON - 2	1,032,683	971,605	6.29%	1,437,869	1,213,280	18.51%	1,550,771	1,539,323	0.74%	1,193,217	1,325,062	-9.95%
FRISCO - 5	72,634	152,066	-52.24%	116,643	247,041	-52.78%	153,122	278,204	-44.96%	146,168	183,001	-20.13%
HATTERAS - 6	754,968	596,849	26.49%	1,150,158	901,951	27.52%	1,169,496	988,143	18.35%	1,006,885	880,745	14.32%
TOTAL HATTERAS ISLAND	3,936,344	3,548,268	10.94%	6,140,843	5,655,667	8.58%	6,605,363	6,485,671	1.85%	6,137,730	5,367,778	14.34%
NORTHERN BEACHES:												
DUCK - 21	3,288,737	2,619,842	25.53%	4,473,774	4,435,792	0.86%	6,153,707	5,395,108	14.06%	5,356,760	5,473,366	-2.13%
SOUTHERN SHORES - 20	969,277	706,944	37.11%	1,282,906	1,038,369	23.55%	1,364,222	1,178,450	15.76%	1,332,231	1,134,200	17.46%
KITTY HAWK - 8	3,850,942	3,710,255	3.79%	5,448,558	5,313,974	2.53%	6,356,596	6,173,144	2.97%	5,650,299	5,422,644	4.20%
COLINGTON - 3	306,637	302,277	1.44%	390,992	385,764	1.36%	530,362	458,576	15.65%	457,507	384,297	19.05%
KILL DEVIL HILLS - 7	6,594,904	6,230,843	5.84%	9,137,347	8,916,339	2.48%	11,547,314	10,674,576	8.18%	11,460,653	9,157,590	25.15%
NAGS HEAD - 14	6,912,721	6,287,231	9.95%	9,773,440	9,631,752	1.47%	11,844,622	11,629,470	1.85%	11,006,096	10,481,434	5.01%
TOTAL NORTHERN BEACHES	21,923,218	19,857,392	10.40%	30,507,017	29,721,990	2.64%	37,796,823	35,509,324	6.44%	35,263,546	32,053,531	10.01%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,709,452	1,623,513	5.29%	2,180,574	2,021,605	7.86%	2,703,775	2,434,673	11.05%	2,225,872	2,016,874	10.36%
MANTEO-OUTSIDE - 11	326,537	276,025	18.30%	383,683	329,205	16.55%	440,034	410,837	7.11%	396,112	322,736	22.74%
TOTAL ROANOKE ISLAND	2,035,989	1,899,538	7.18%	2,564,257	2,350,810	9.08%	3,143,809	2,845,510	10.48%	2,621,984	2,339,610	12.07%
TOTAL	27,895,551	25,305,198	10.24%	39,212,117	37,728,467	3.93%	47,545,995	44,840,505	6.03%	44,023,260	39,760,919	10.72%

DARE COUNTY GROSS MEALS BY DISTRICT												
	2019	2018	% Increase	2019	2018	% Increase	2019	2018	% Increase	YTD 2019	YTD 2018	% Increase
	SEPT	SEPT	(Decrease)	OCT	OCT	(Decrease)	NOV	NOV	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	213,179	366,753	-41.87%	184,975	179,051	3.31%	78,699	27,522	185.95%	2,899,983	3,596,153	-19.36%
WAVES - 19	343,101	373,235	-8.07%	250,343	234,881	6.58%	91,275	90,763	0.56%	4,093,948	3,336,137	22.72%
SALVO - 18	7,696	18,968	-59.43%	2,972	5,866	-49.34%	222	244	-9.02%	155,252	181,194	-14.32%
AVON - 1	916,956	1,088,563	-15.76%	765,647	739,545	3.53%	405,337	470,422	-13.84%	11,452,717	10,364,165	10.50%
BUXTON - 2	975,006	873,737	11.59%	793,398	755,267	5.05%	467,515	428,872	9.01%	8,852,433	8,310,169	6.53%
FRISCO - 5	396,561	79,699	397.57%	130,777	106,141	23.21%	98,245	33,479	193.45%	1,231,355	1,206,197	2.09%
HATTERAS - 6	327,723	478,805	-31.55%	377,983	357,123	5.84%	101,383	237,945	-57.39%	5,498,636	5,033,236	9.25%
TOTAL HATTERAS ISLAND	3,180,222	3,279,760	-3.03%	2,506,095	2,377,874	5.39%	1,242,676	1,289,247	-3.61%	34,184,324	32,027,251	6.74%
NORTHERN BEACHES:												
DUCK - 21	2,842,414	2,593,384	9.60%	1,932,194	1,796,263	7.57%	1,040,061	932,564	11.53%	28,543,989	26,288,175	8.58%
SOUTHERN SHORES - 20	912,933	806,779	13.16%	676,697	645,495	4.83%	633,911	491,563	28.96%	10,353,259	7,714,854	34.20%
KITTY HAWK - 8	3,674,686	3,375,676	8.86%	2,813,490	2,738,159	2.75%	2,130,452	1,922,042	10.84%	38,450,243	36,728,236	4.69%
COLINGTON - 3	287,222	349,120	-17.73%	230,509	229,652	0.37%	146,536	135,779	7.92%	2,814,460	2,697,913	4.32%
KILL DEVIL HILLS - 7	5,897,438	6,149,241	-4.09%	5,172,719	4,227,794	22.35%	3,256,166	3,797,798	-14.26%	68,131,648	62,547,599	8.93%
NAGS HEAD - 14	6,194,790	5,955,574	4.02%	4,858,974	4,818,632	0.84%	3,067,838	2,816,114	8.94%	65,019,000	61,454,580	5.80%
TOTAL NORTHERN BEACHES	19,809,483	19,229,774	3.01%	15,684,583	14,455,995	8.50%	10,274,964	10,095,860	1.77%	213,312,599	197,431,357	8.04%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,277,346	1,466,932	-12.92%	1,301,688	1,323,448	-1.64%	955,095	855,180	11.68%	16,226,901	15,383,481	5.48%
MANTEO-OUTSIDE - 11	285,119	252,303	13.01%	303,639	295,467	2.77%	235,606	208,311	13.10%	3,325,611	2,800,260	18.76%
TOTAL ROANOKE ISLAND	1,562,465	1,719,235	-9.12%	1,605,327	1,618,915	-0.84%	1,190,701	1,063,491	11.96%	19,552,512	18,183,741	7.53%
TOTAL	24,552,170	24,228,769	1.33%	19,796,005	18,452,784	7.28%	12,708,341	12,448,598	2.09%	267,049,435	247,642,349	7.84%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/19

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	3,233,159.71	3,419,554.00	-186,394.29	94.5%
3040 · Meals Tax - 75%	1,397,642.57	1,786,256.00	-388,613.43	78.2%
3050 · Website Advertising	66,964.48	105,000.00	-38,035.52	63.8%
3210 · Interest Income	62,304.28	100,425.00	-38,120.72	62.0%
3220 · Other	35.00	1,000.00	-965.00	3.5%
Total Income	4,760,106.04	5,412,235.00	-652,128.96	88.0%
Gross Profit	4,760,106.04	5,412,235.00	-652,128.96	88.0%
Expense				
5000 · Director Compensation	8,550.00	17,100.00	-8,550.00	50.0%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	1,943.39	7,000.00	-5,056.61	27.8%
5003 · Directors & Officers Insurance	3,454.50	3,455.00	-0.50	100.0%
5004 · Miscellaneous Items	986.09	1,000.00	-13.91	98.6%
5010 · Salaries (Full Time) Promotion	391,334.68	783,000.00	-391,665.32	50.0%
5020 · Salaries (Part Time) Promotion	39,303.89	91,000.00	-51,696.11	43.2%
5025 · Salaries (Part Time) Welcome AB	38,352.70	92,500.00	-54,147.30	41.5%
5026 · Salaries (Part Time) Welcome RI	62,545.48	138,800.00	-74,254.52	45.7%
5030 · Payroll Taxes	40,317.42	91,559.00	-51,241.58	44.0%
5040 · Employee Insurance	79,250.55	158,785.00	-79,534.45	49.9%
5050 · Retirement	35,820.21	64,580.00	-28,759.79	55.5%
5055 · 401(k) Match	3,363.70	7,830.00	-4,466.30	43.0%
5060 · Workmens Compensation	2,303.37	2,500.00	-196.63	92.1%
5080 · Employee Relations	535.28	2,975.00	-2,439.72	18.0%
5090 · Training	3,457.22	9,600.00	-6,142.78	36.0%
5110 · Contracted Service	13,337.80	25,320.00	-11,982.20	52.7%
5140 · Audit	7,500.00	7,500.00	0.00	100.0%
5170 · Other Professional Services	13,025.00	24,400.00	-11,375.00	53.4%
5180 · Legal	3,475.00	20,500.00	-17,025.00	17.0%
5185 · Research	45,826.25	50,000.00	-4,173.75	91.7%
5190 · Administrative Advertising	35.14	1,500.00	-1,464.86	2.3%
5500 · Advertising-Printed	217,109.18	1,164,385.00	-947,275.82	18.6%
5502 · Advertising - Production Fee	74,514.99	100,000.00	-25,485.01	74.5%
5510 · Advertising - Event Dev & Mktg	10,882.47	93,100.00	-82,217.53	11.7%
5515 · Advertising - Online	1,028,023.01	2,063,000.00	-1,034,976.99	49.8%
5525 · Community Relations	11,500.30	30,000.00	-18,499.70	38.3%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	971.43	40,000.00	-39,028.57	2.4%
5580 · Promotional Aids	2,530.41	7,500.00	-4,969.59	33.7%
6100 · Familiarization Tours	28,018.74	90,000.00	-61,981.26	31.1%
6101 · Group sales	11,352.10	28,000.00	-16,647.90	40.5%
6130 · Uniforms	105.69	1,070.00	-964.31	9.9%
6150 · Event Grant	199,026.53	700,920.00	-501,893.47	28.4%
6155 · Establish Event Developer Grant	3,984.97	5,000.00	-1,015.03	79.7%
6170 · Tourism Summit	1,516.87	18,000.00	-16,483.13	8.4%
6200 · Postage and Delivery	96,311.30	215,300.00	-118,988.70	44.7%
6300 · Travel	16,535.43	44,952.00	-28,416.57	36.8%
6305 · Vehicle Maintenance	565.66	4,000.00	-3,434.34	14.1%
6320 · Registrations	21,790.00	40,000.00	-18,210.00	54.5%
6340 · Travel Show Exhibit	-390.05	6,000.00	-6,390.05	-6.5%
6420 · Dues and Subscriptions	32,168.36	40,240.00	-8,071.64	79.9%
6440 · Insurance	24,366.22	24,556.00	-189.78	99.2%
6460 · Telephone	18,695.25	43,805.00	-25,109.75	42.7%
6500 · Equipment	10,092.88	50,475.00	-40,382.12	20.0%
6510 · Expendable Equipment	0.00	3,000.00	-3,000.00	0.0%
6530 · Technical Support	189.95	18,000.00	-17,810.05	1.1%
6580 · Utilities	6,899.51	18,560.00	-11,660.49	37.2%
6600 · Cleaning/maintenance supplies	122.11	3,000.00	-2,877.89	4.1%
6610 · Building Maintenance	7,071.95	55,800.00	-48,728.05	12.7%
6620 · Equipment Service Contracts	1,359.64	3,500.00	-2,140.36	38.8%
6640 · Equipment Rent	15,973.39	33,600.00	-17,626.61	47.5%
6660 · Equipment Repairs	1,044.72	3,600.00	-2,555.28	29.0%
6700 · Office Supplies	8,116.43	21,525.00	-13,408.57	37.7%
6810 · Web Site/Internet	11,680.77	29,788.00	-18,107.23	39.2%
Total Expense	2,656,847.88	6,602,080.00	-3,945,232.12	40.2%
Net Ordinary Income	2,103,258.16	-1,189,845.00	3,293,103.16	-176.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 12/31/19

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	8,043.88	18,475.00	-10,431.12	43.5%
3120 · Sales - Aycock Brown	6,215.93	12,311.00	-6,095.07	50.5%
Total 3100 · Sale of Merchandise	14,259.81	30,786.00	-16,526.19	46.3%
Total 9910 · Transfer from Merchandise Sales	14,259.81	30,786.00	-16,526.19	46.3%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	73,193.34	84,100.00	-10,906.66	87.0%
Total 9920 · Transfer from Travel Guide Fund	73,193.34	84,100.00	-10,906.66	87.0%
9990 · Unappropriated Fund Balance	0.00	1,496,954.00	-1,496,954.00	0.0%
Total Other Income	87,453.15	1,611,840.00	-1,524,386.85	5.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	0.00	25,000.00	-25,000.00	0.0%
Total 9925 · Transfer to Travel Guide	150,307.98	175,000.00	-24,692.02	85.9%
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	7,473.83	18,572.00	-11,098.17	40.2%
6800 · Credit Card Charges	656.93	1,288.00	-631.07	51.0%
Total 9930 · Transfer to Merchandise	8,130.76	19,860.00	-11,729.24	40.9%
9950 · Transfer to Event Site Fund	227,135.00	227,135.00	0.00	100.0%
Total Other Expense	385,573.74	421,995.00	-36,421.26	91.4%
Net Other Income	-298,120.59	1,189,845.00	-1,487,965.59	-25.1%
Net Income	1,805,137.57	0.00	1,805,137.57	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 12/31/19

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	135.44	100.00	35.44	135.4%
Total Income	135.44	100.00	35.44	135.4%
Gross Profit	135.44	100.00	35.44	135.4%
Net Ordinary Income	135.44	100.00	35.44	135.4%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	73,193.34	84,100.00	-10,906.66	87.0%
Total 9920 · Transfer from Travel Guide Fund	73,193.34	84,100.00	-10,906.66	87.0%
Total Other Income	73,193.34	84,100.00	-10,906.66	87.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	0.00	25,000.00	-25,000.00	0.0%
Total 9925 · Transfer to Travel Guide	150,307.98	175,000.00	-24,692.02	85.9%
Total Other Expense	150,307.98	175,000.00	-24,692.02	85.9%
Net Other Income	-77,114.64	-90,900.00	13,785.36	84.8%
Net Income	-76,979.20	-90,800.00	13,820.80	84.8%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 12/31/19

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	325.87	325.00	0.87	100.3%
Total Income	325.87	325.00	0.87	100.3%
Gross Profit	325.87	325.00	0.87	100.3%
Expense				
6700 · Office Supplies	0.00	400.00	-400.00	0.0%
Total Expense	0.00	400.00	-400.00	0.0%
Net Ordinary Income	325.87	-75.00	400.87	-434.5%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	8,043.88	18,475.00	-10,431.12	43.5%
3120 · Sales - Aycok Brown	6,215.93	12,311.00	-6,095.07	50.5%
Total 3100 · Sale of Merchandise	14,259.81	30,786.00	-16,526.19	46.3%
Total 9910 · Transfer from Merchandise Sales	14,259.81	30,786.00	-16,526.19	46.3%
Total Other Income	14,259.81	30,786.00	-16,526.19	46.3%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	7,473.83	18,572.00	-11,098.17	40.2%
6800 · Credit Card Charges	656.93	1,288.00	-631.07	51.0%
Total 9930 · Transfer to Merchandise	8,130.76	19,860.00	-11,729.24	40.9%
Total Other Expense	8,130.76	19,860.00	-11,729.24	40.9%
Net Other Income	6,129.05	10,926.00	-4,796.95	56.1%
Net Income	6,454.92	10,851.00	-4,396.08	59.5%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
July through December 2019

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,077,719.89	1,139,851.00	-62,131.11	94.5%
3040 · Meals Tax	465,880.85	595,419.00	-129,538.15	78.2%
3210 · Interest	41,335.76	65,000.00	-23,664.24	63.6%
3220 · Other Income	0.00	0.00	0.00	0.0%
Total Income	1,584,936.50	1,800,270.00	-215,333.50	88.0%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4520 · Natural, Historic and Cultural	30,000.00	30,000.00	0.00	100.0%
4525 · Event Site	3,134,971.36	3,393,987.00	-259,015.64	92.4%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
Total 4000 · Long - Term Projects	3,164,971.36	4,385,157.00	-1,220,185.64	72.2%
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	0.00	487,932.00	-487,932.00	0.0%
4642 · Town of Duck - Pedestrian Path	309,351.00	616,640.00	-307,289.00	50.2%
4644 · SS Civic Assoc- Sea Oats Park	13,399.53	14,178.00	-778.47	94.5%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4999 · Unappropriated Funds	0.00	958,461.00	-958,461.00	0.0%
5140 · Audit	2,500.00	2,500.00	0.00	100.0%
5160 · Fireworks	50,000.00	105,000.00	-55,000.00	47.6%
Total 4100 · Short-Term Projects	375,250.53	2,258,803.00	-1,883,552.47	16.6%
Total Expense	3,540,221.89	6,643,960.00	-3,103,738.11	53.3%
Net Ordinary Income	-1,955,285.39	-4,843,690.00	2,888,404.61	40.4%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,843,690.00	-4,843,690.00	0.0%
Total Other Income	0.00	4,843,690.00	-4,843,690.00	0.0%
Net Other Income	0.00	4,843,690.00	-4,843,690.00	0.0%
Net Income	-1,955,285.39	0.00	-1,955,285.39	100.0%

**Outer Banks Visitors Bureau
Restricted Fund Summary
2017-2019**

Short-term Projects

	Balance 7/1/2018	Allocation 2018-2019	Allocation Paid	Allocation Transferred	Balance 7/1/2019	Allocation 2019-2020	Allocation Paid	Allocation Transferred	Estimated Balance FY19-20
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
Town of KDH - Bay Drive Path	340,125		(340,125)		0				0
Town of Duck - Pedestrian Path	447,887		(417,026)	(30,861)	0				0
Town of NH - Dowdy's Park, Phase II	226,750		(226,750)		0				0
SS Civic Assoc - Sea Oats Park, Phase II	14,178		0		14,178		(13,400)	(778)	0
Town of Duck - Pedestrian Path, Phase II	309,351				309,351		(309,351)	0	0
Town of SS - E. Dogwood Pedestrian Path	119,357		(86,938)	(32,419)	0				0
Town of NH - W. Bypass Multi-Use Phase VIII					487,932				487,932
Town of Duck - Pedestrian Path, Phase III					307,289				307,289
Town of KH - KH Park Trail Connection					47,592				47,592
TIG - Chicamacomico - Cisterns					0	48,000			48,000
TIG - Dare Co Arts Council - Courtyard					0	90,950			90,950
TIG - Frisco Native American - Handicapp Access					0	25,750			25,750
TIG - Town of Duck - Pedestrian Path, Phase IV					0	147,806			147,806
TIG - Town of KDH - Baum Street, Phase II					0	55,618			55,618
TIG - Town of Manteo - Manteo Common					0	221,885			221,885
TIG - Town of SS - S. Dogwood Trail					0	260,993			260,993
Fireworks	46,000		(46,000)	50,000	50,000		(50,000)	55,000	55,000
Audit	0		(2,375)	2,375	0		(2,500)	2,500	0
Unappropriated Funds	526,700	619,852		(656,492)	490,060	(242,009)		(56,722)	191,329

TOTAL SHORT TERM COMMITMENTS 2,056,847 619,852 1,119,214 175,416 1,732,901 608,993 375,251 0 1,966,644

Long Term Projects

Multi-Use Center (90%)	2,948,709	1,211,436	(2,336,148)	368,373	2,192,370	1,320,904	(3,134,971)	0	378,303
Natural Historical Cultural (10%)	225,741	134,604	(224,904)	40,930	176,370	0	(30,000)	(146,370)	0
Green Space/Open Space (GOSPL) (Interest)	845,350	89,370	0	(934,719)	0	0	0	0	0
Infrastructure (capped)	461,170	0	0	0	461,170	0	0	0	461,170
L-T Unappropriated Funds			0	350,000	350,000	3,630		146,370	500,000
TOTAL LONG TERM COMMITMENTS UNPAID	4,480,969	1,435,410	(2,561,053)	(175,416)	3,179,910	1,324,534	(3,164,971)	0	1,339,473

Total 6,537,816 2,055,262 (3,680,267) 0 4,912,811 1,933,528 (3,540,222) 0 3,306,117

Cash on Hand 12/31/19

Total Cash on Hand

25% of Occupancy & Meals Income per Budget

January
February
March
April
May
June

Checking
Savings

30,081
32,069
29,179
41,953
87,168
128,143
348,591

Unappropriated Balances

72,329

Transfer from General Fund

30% Short-term
Short-term Interest
70% Long-term
Long-term Interest

1,892,192 *
567,658
41,336
608,993
1,324,534
0
1,324,534 *

*Estimate Based on Actual through November and Budgeted Figures
Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July through December 2019

	Jul - Dec 19	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	800.00	1,400.00	-600.00	57.1%
3200 · Site Rental Income - Other	7,930.00	12,400.00	-4,470.00	64.0%
Total 3200 · Site Rental Income	8,730.00	13,800.00	-5,070.00	63.3%
3210 · Interest Income	400.66	325.00	75.66	123.3%
3250 · Lease Income	23,814.00	44,000.00	-20,186.00	54.1%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
Total Income	32,944.66	78,125.00	-45,180.34	42.2%
Expense				
5160 · Event Development & Marketing	30,244.04	60,000.00	-29,755.96	50.4%
5170 · Other Professional Services	37,656.37	40,000.00	-2,343.63	94.1%
6440 · Insurance	1,440.00	1,440.00	0.00	100.0%
6580 · Utilities	12,758.88	22,610.00	-9,851.12	56.4%
6610 · Repairs & Maintenance	75,932.75	161,940.00	-86,007.25	46.9%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	23,500.04	19,200.00	4,300.04	122.4%
Total Expense	181,532.08	305,460.00	-123,927.92	59.4%
Net Ordinary Income	-148,587.42	-227,335.00	78,747.58	65.4%
Other Income/Expense				
Other Income				
3220 · Other Income	2,500.00	200.00	2,300.00	1,250.0%
9910 · Transfer from General Fund	226,988.22	227,135.00	-146.78	99.9%
Total Other Income	229,488.22	227,335.00	2,153.22	100.9%
Net Other Income	229,488.22	227,335.00	2,153.22	100.9%
Net Income	80,900.80	0.00	80,900.80	100.0%

DARE COUNTY TOURISM BOARD

31-Dec-19

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	61,372	4,724,157	557,236	483,660	0	1,050,913	0	2,041,085	8,918,423
RESTRICTED FUND	147,392	1,882,463			250,000	750,000	0	0	3,029,855
TRAVEL GUIDE	23,597								23,597
MERCHANDISE SALES	150,483								150,483
EVENT SITE FUND	210,394								210,394
TOTAL	593,239	6,606,620	557,236	483,660	250,000	1,800,913	0	2,041,085	12,332,753
TOTAL % EACH BANK	10.76%	53.57%	4.52%			14.60%	0.00%	16.55%	100.00%
INTEREST RATES	0.50%	1.56%	1.10%	0.50%	0%	2% on each		1.99% & 2.1%	
TOTAL CHECKING & CD'S	12,332,753								
60% ALLOWED IN ANY BANK	7,399,652								
25% ALLOWED IN ANY ONE INV	3,083,188								
60% General Fund Reserved Balance is \$4,214,445.									
100% Restricted Fund Balance Restricted by House Bill 225									\$3,029,855

Marketing Dashboard

	<u>thru DECEMBER 2019</u>		
	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Diff.</u>
Trackable Guide (Print - Virtual)	25,811	44,895	-19,084
Completed Video Views	9,819,052	2,996,378	6,822,674
Total Visits to Website	1,044,831	1,091,562	-46,731
			<u>% Change</u>
			-43%
			228%
			-4%
Online Communities			
Email Subscribers	219,687	643,243	-423,556
Facebook	711,959	708,187	3,772
Twitter	38,000	36,700	1,300
Instagram	85,100	62,900	22,200
Pinterest	<u>20,100</u>	<u>19,306</u>	<u>794</u>
Online Communities Subtotal	1,074,846	1,470,336	-395,490
			<u>-27%</u>

Devices DECEMBER 2019

Mobile	57%
Desktop	35%
Tablet	8%

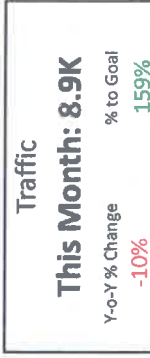
Effective 7/2019 using a different eblast system for subscribers. Included a rigorous database cleanse.
 Effective 8/2018 using a different database to count eblast subscribers

Executive Summary

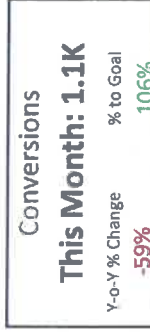
CONNECT



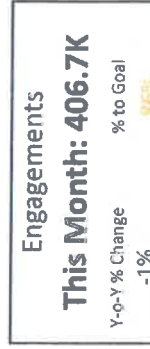
CULTIVATE



CONVERT



CARE



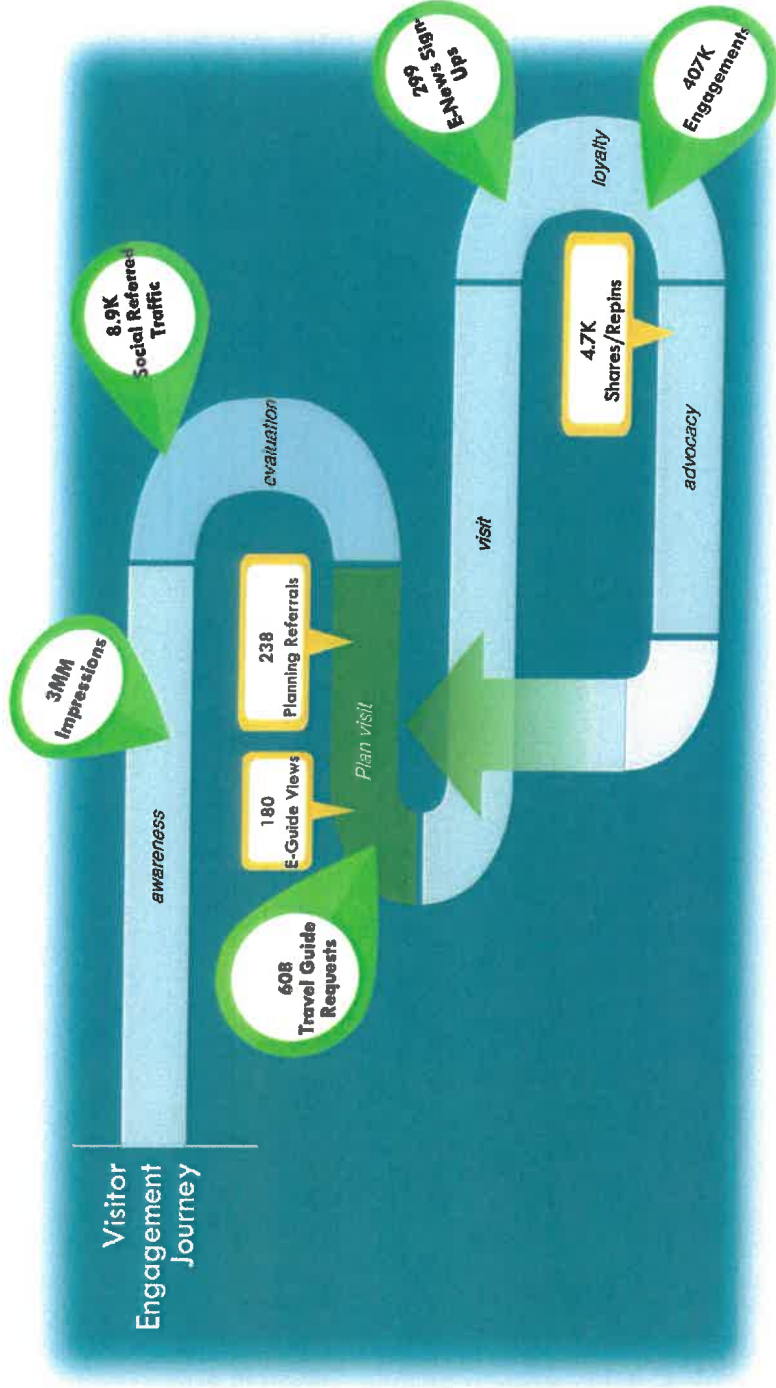
Monthly Highlights:

- As planned, ad spend slowed this month before ramping up in January and February. As a result, y-o-y performance was down across all KPIs this month. However, cumulative performance places all KPIs (except engagements) above the projected trend to goal.
- Recently implemented Instagram hashtag strategy has resulted in an 82% increase in impressions generated from hashtags for Awareness content.

Recommendations/Next Steps:

- Test lower-performing care themes as Awareness opportunities (e.g. treat seafood market image as informational versus asking fans to comment).
- Develop consideration content based previously promoted hiking trail pin.

Visitor Journey



Client: Outer Banks Visitors Bureau
Report Time Period: December 2019



Dashboard Overview

Overview

Limited overall media presence in December with only SEM and email marketing efforts active throughout the month. FY20 Spring/Summer campaign launched in January 2020 across local broadcast TV, local print (Our State), and targeted digital efforts (OTAs, Premium Connected TV Content, Display Banners and Native). December highlights are:

- SEM was the top volume driver from paid source in December, delivering 33% of site traffic (32K sessions) and 32% of all key conversions (5K conversions).
- Maintained subject line variable testing in December with an emoji included in email subject line. The emoji subject line received a 23% higher open rate than our non-emoji subject line - opportunity to continue testing this variable for future email initiatives.
- 95K total site sessions occurred in December - a bump in site traffic kicked in on 12/26/19 - similar traffic patterns have been monitored over previous years - likely due to family travel planning.
- 2.1K travel guide conversions occurred in December - paid efforts drove a majority of those conversions (SEM/Social combined for 63%).
- Tracked 328 Arrivals into Dare County in December - to-date, overall Arrivals are up in FY20 by 74% (Jul - Dec 2019). Anticipate continued increases with launch of Spring/Summer in January.

Completed Optimizations

- Continued to optimize overall spend and budget delivery between SEM campaigns and Google/Bing platforms.
- Combined SEM efforts for individual Meetings, Events and Groups campaigns into single SEM budget and campaign.

Action Steps

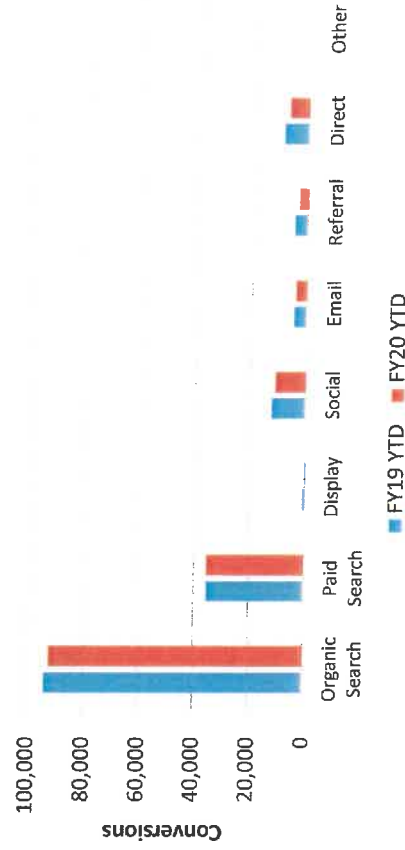
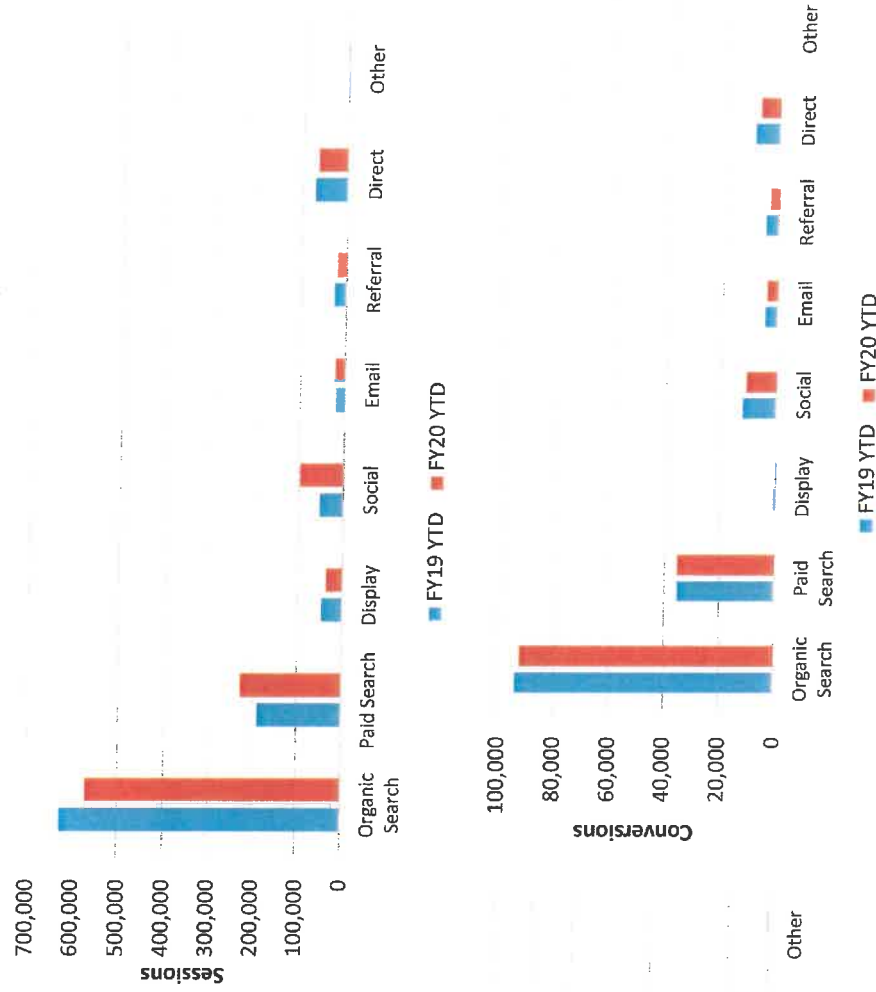
Topic	Commentary
Email	Drip email and audience segmentation development in progress for mid-month newsletters in 2020.
Display	Launch Spring/Summer campaign in January 2020 - OTA (TripAdvisor), HYTD (programmatic banners and native).
CTV	Launch Spring/Summer campaign in January 2020 - heavy up presence in top six "High Per Capita" markets.
Search	Work to bring down CPC in conjunction with our effective efforts to improve conversion rate and cost per conversion.

Website Overview

Notes: As with past years, traffic increased on 12/26. Organic traffic decreased 8% year-over-year with post-Christmas traffic down 13%.

	Dec-19	YoY	FYTD	YoY
Sessions	95,766	-6%	1,044,831	6%
Engaged Sessions	40,854	-11%	493,584	12%
Any Conversion*	15,396	-19%	155,711	-4%
eNews Sign Up Conversion	357	-84%	5,567	-38%
Travel Guide Conversions	2,097	-17%	16,789	-7%
Listing Referral Conversions	13,305	-10%	136,396	-2%

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

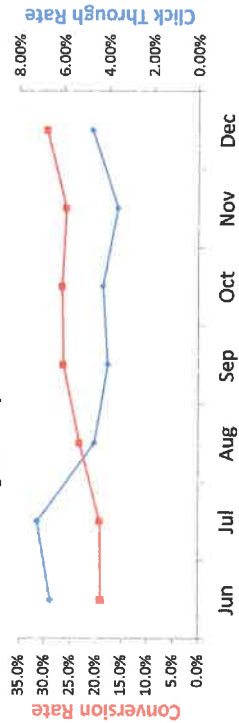


Client: Outer Banks Visitors Bureau
Report Time Period: December 2019

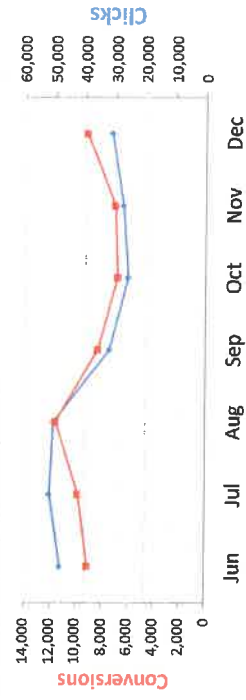


SEM Campaign Overview

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
Jun	\$22,808	47,910	727,442	6.6%	\$0.48	9,071	\$2.51	18.9%
Jul	\$22,647	51,468	720,183	7.1%	\$0.44	9,847	\$2.30	19.1%
Aug	\$27,491	50,297	1,092,277	4.6%	\$0.55	11,621	\$2.37	23.1%
Sep	\$24,162	31,813	789,763	4.0%	\$0.76	8,378	\$2.88	26.3%
Oct	\$22,985	25,815	607,015	4.3%	\$0.89	6,858	\$3.35	26.6%
Nov	\$27,034	27,416	766,081	3.6%	\$0.99	7,059	\$3.82	25.8%
Dec	\$32,007	31,265	661,233	4.7%	\$1.02	9,238	\$3.46	29.5%
GRAND TOTAL	\$179,134	265,984	5,363,994	5.0%	\$0.67	62,081	\$2.89	23.3%

Total Campaign Performance by Platform

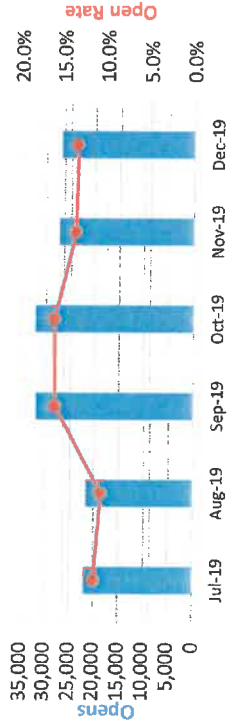
Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$22,004	22,480	290,324	7.7%	\$0.98	5,024	\$4.38	22.4%
Bing	\$10,003	8,785	370,909	2.4%	\$1.14	4,214	\$2.37	48.0%
GRAND TOTAL	\$32,007	31,265	661,233	4.7%	\$1.02	9,238	\$3.46	29.5%

Client: Outer Banks Visitors Bureau
Report Time Period: December 2019

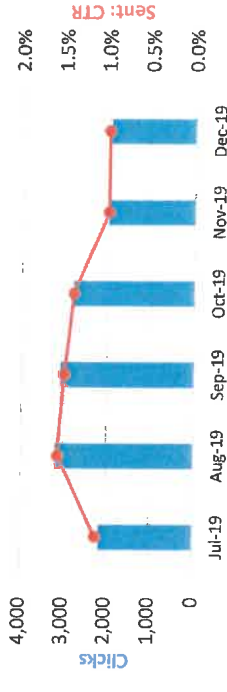
The Outer Banks®
VISITORS BUREAU

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
Jul-19	192,980	192,059	21,986	11.4%	2,168	1.1%	9.9%	921	682	176
Aug-19	203,435	201,176	21,560	10.6%	3,193	1.6%	14.8%	2,259	500	93
Sep-19	200,945	200,098	31,984	16.0%	3,084	1.5%	9.6%	847	739	63
Oct-19	199,788	199,433	32,179	16.1%	2,793	1.4%	8.7%	355	714	55
Nov-19	199,772	199,172	27,291	13.7%	2,003	1.0%	7.3%	600	484	61
Dec-19	199,916	199,551	26,959	13.5%	1,954	1.0%	7.2%	365	418	62
GRAND TOTAL	1,198,836	1,191,489	161,959	13.5%	15,195	1.3%	9.4%	5,347	3,537	510

Top 10 Links Clicked - Current Month*

Link	Clicks*	Open: CTR
/plan-your-trip/offers-and-packages/	547	2.5%
/where-to-stay/	271	1.3%
/event/the-outer-banks-christmas-house-poulo...	248	1.2%
Homepage	167	0.8%
/plan-your-trip/obx-weather-seasons/winter/	166	0.8%
/restaurants/	155	0.7%
/things-to-do/	140	0.6%
/event/new-year-in-the-new-world/	137	0.6%
/plan-your-trip/travel-guide/	122	0.6%
/plan-your-trip/getting-here-around/	107	0.5%
GRAND TOTAL	2,060	6.4%

* link clicks include forwarded email clicks

A/B Test - Email Performance - Current Month

Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Gift yourself an OBX winter getaway	105,401	105,227	15,588	14.8%	1,102	1.0%	7.1%	174	249	39
Gift yourself an OBX winter getaway	94,522	94,331	11,371	12.0%	852	0.9%	7.5%	191	169	23
GRAND TOTAL	199,923	199,558	26,959	13.5%	1,954	1.0%	7.2%	365	418	62

TOURISM SALES & EVENTS ACTIVITY – JANUARY 2020

Recent FAM Tours:

Bureau staff recently hosted with Visit NC and Visit Raleigh, a 2-night Post FAM from the Travel South International Showcase that was held December 6-8, 2019. Nine leisure travel planners who plan International Travel (FIT market) flew into Raleigh and then headed out to the Outer Banks to explore our area.

What is the FIT Market? Independent travelers mainly from European and Scandinavian countries who still use a travel agent to plan their travel abroad. The attendees on our FAM currently plan travel to the US mainly from these countries. Their clients are those who have already done the Tier 1 cities such as New York City, Orlando, Las Vegas and New Orleans but are now looking for a more authentic experience in the US and in North Carolina.

Upcoming FAM Tours: Tourism Sales is hosting the following FAM tour for the 2019/2020 fiscal year:

AAA East Central Travel Counselors | March 26-29, 2020; The Bureau will host 20 AAA Travel Counselors for a 3 night FAM tour of the Outer Banks. The Outer Banks of NC is their 2nd most trip request for the East Central offices. The East Central AAA offices are located throughout the greater Pittsburgh and Cleveland areas. Our research continues to tell us Pennsylvania and Ohio are still in the top 10 states of origin for overnight visitors to the Outer Banks. Staff is currently working on this FAM itinerary. Board Member dinner opportunities are forthcoming.

Recent Trade Show Activity:

National Tour Association | December 8-10, 2019; Tourism Sales recently attended the National Tour Association's (NTA) Travel Exchange in Fort Worth, TX. Over 1,500 delegates attended the travel exchange, including more than 400 international and domestic tour operators. Staff had 17 pre-scheduled one-one appointments with tour operators; each appointment lasted approximately 7 minutes. The following tour operators have tours scheduled to the Outer Banks for 2020: Hospitality Tours, Sports Leisure Vacations, Sunrise Tours and Women Traveling Together (already sold out with a waiting list!).

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.

What is a Marketplace? A commercial trade show that allows you to sell your destination or product to potential tour operators/companies in seven minutes. Please note that tourism sales is currently selling for the fall of 2020 and 2021 seasons.

Attached please find the sales leads from Travel Exchange which have been distributed to our industry partners.

AENC (Association Executives of North Carolina) Annual Trade Show | December 10-11, 2019

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

**A fully loaded motorcoach (46 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association*

Future Trade Show Dates and Locations:

- January 10-14, 2020: American Bus Association Annual Marketplace, Omaha, NE
 - January 24-26, 2020: NY Times Travel Show, New York City, NY
 - March 8-11, 2020: Travel South Domestic, Baton Rouge, LA
 - February 28-March 1, 2020: Adventure in Travel Consumer Show, Atlanta, GA
 - March 6-8, 2020: Adventure in Travel Consumer Show, Washington, DC
 - March 14 -15, 2020: Adventure in Travel Consumer Show, Philadelphia, PA
 - March 22-24, 2020: Visit NC 365, Asheville, NC
-

2020 Outer Banks Tourism Summit:

Mark your calendars now for the 8th Annual OBX Tourism Summit: Thursday, May 7, 2020; 8:00am – 3:00pm at the Sanderling Resort's Event House in Duck. We are currently working on the agenda and securing our speaker line up. Stay tuned for more details.

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2020 Soundside Event Site Schedule		
Name of Event	Date of Event	Site Reserved
Outer Banks Taste of the Beach	Friday March 27th - Sunday, March 29th	Wednesdday March 25th - Monday, March 30th
OBX Rod & Custom Festival	Friday, May 1st - Saturday, May 13th	Thursday, Aptil 30th - Sunday, May 3rd
Dare2Care OBX Shred Fest	Saturday, May 16th	Thursday, May 14th - Sunday, May 17th
Outer Banks Food Truck Showdown	Sunday, May 31st	Thursday, May 28th - Tuesday, June 2nd
Outer Banks Tiny Home Festival	Saturday, June 6th - Sunday, June 7th	Thursday, June 4th - Monday June, 8th
Soundside FunFair	Thursday, June 11th - Sunday, June 14th	Tuesday, June 9th - Monday, June 15th
Outer Banks Food Truck Showdown	Sunday, September 13	Thursday, September 10 - Tuesday, September 15
OBX Jeep Jam	Friday, September 25th - Saturday, September 26th	Friday, September 25th - Saturday, September 26th
Outer Banks Seafood Festival	Saturday, October 17th	Tuesday, October 13th - Tuesday, October 20th
OBX Brewtag	Saturday, October 24th	Wednesday, October 21st - Monday, October 26th

updated: January 8, 2020

PUBLIC RELATIONS REPORT: January 2020

EARNED MEDIA – FULLFILMENT since last report

Tri-State Golfer | Jan 2020 “Bank on It” *Written by OBVB’s golf program publicist Martin Armes for this enthusiast magazine serving the PA, NJ, NY market .*

EARNED MEDIA – IN DEVELOPMENT

Groups Today | March 2020 – *OBVB PR Team is anticipating a North Carolina article featuring the Outer Banks with photos provided by the Bureau.*

Small Market Meetings | March 2020 – *Aaron was interviewed for an article featuring Nags Head as a consideration for the small to mid-size meetings market.*

World War II | Spring 2020 – *OBVB PR Team anticipating an article focusing on the British war grave ceremonies in May 2020 for the Buxton and Ocracoke tributes to allies lost in the conflict.*

Home Design & Décor | Spring 2020 – *OBVB PR team assisted Travel Editor Blake Miller with lodging and itinerary development for a feature on Duck, NC in the spring issues of the Raleigh and Charlotte, NC editions. www.homedesignanddecormag.com*

Canada’s National Post | Spring 2020 – *OBVB PR team hosted contributor Nancy Truman with lodging and itinerary development for an Outer Banks feature in the flagship syndicated newspaper owned by PostMedia which also produces the Toronto Sun and dozens of other newspapers.*

Southbound | May 2020 – *OBVB PR Team interviewed for summer issue featuring secret beach locations for this Atlanta-based lifestyle magazine.*

Where to Retire | May 2020 – *OBVB PR Team anticipating an article featuring Kitty Hawk in the early summer issue.*

Birmingham Magazine | May 2020 – *Staff worked with local industry partners to host Editor-in-Chief Julie Sayers for a May 2020 beach-themed issue. The publication serves the greater metro area of Birmingham, AL, celebrating the culture and soul of the region.*

Suitcase Magazine + GrandDishes.com | Summer 2020 – *Staff hosted writer Anastasia Miari and photographer Iska Lupton on assignment for the UK-based Suitcase Magazine, working on a travel feature specific to the Outer Banks.*

UPCOMING CONFERENCES

International Media Marketplace (IMM) + NYTimes Travel Show | Jan 23-24 Hosted by the TravMedia industry networking platform, IMM is the first major marketplace of the year connecting public relations professionals with traditional journalists and social media influencers for an exchange of what’s new in our destinations with what trends the media is looking for to share with their audiences. On the 24, Aaron will attend the New York Times Travel Show for the traditional media day networking of this super popular consumer show.

2020 GOLF RESORT & DESTINATION MAGAZINE

BY TRI-STATE GOLFER

JANUARY 2020

COASTAL ALABAMA GOLF

*Peninsula Golf
& Racquet Club
Gulf Shores, AL*





BANK ON IT

Kilmarlic Par 3

It was supposed to be merely the tune-up trip – final preparations for play on the game’s grandest stage in the British Isles. But a golf journey to North Carolina’s Outer Banks made its own lasting impression.

By Martin Armes, Contributing Writer

A recent five-round, four-night golf adventure along North Carolina’s northeastern barrier islands was strategically chosen for its seaside positioning and potential windswept nature. The Wright Brothers came to the Outer Banks hoping for consistently faster winds and higher air density to help lift their “flying machine” off the sandy soil in the early 1900s. And they got them. So, it was only natural that our golf group should seek out those precise conditions in order to prepare for an impending challenge against

three famed Open Championship venues that exist along England’s northwest coast. Not surprisingly, we got the winds too.

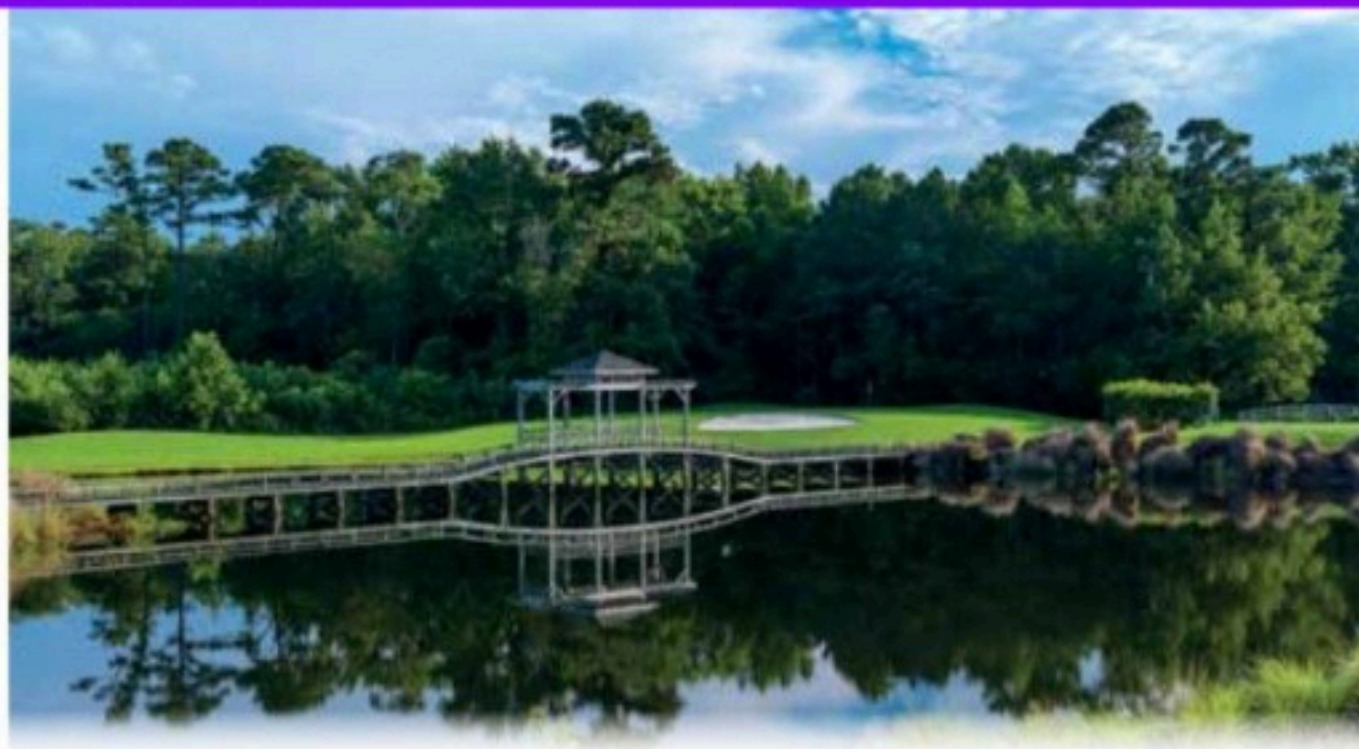
As it turned out, the only real surprise surfaced a week later while playing amongst the dunes that defend against the cold, battering winds that typically sweep off the Irish Sea. As rounds persisted across historic Royal Liverpool (Hoylake), Royal Lytham and St. Annes, and Royal Birkdale, one couldn’t help but think back to the days immediately prior.

Through the chilly British dreariness

arose memories of warm Atlantic Ocean breezes, sound-side vistas, brilliant sunshine, sweet southern hospitality and quality food. Oh, that Tar Heel food. It’s no secret that the English fare can be dreadful in the pubs and taverns so far away from home.

Never before had the words of James Taylor rung so true: “Gone to Carolina in my mind...” It was decided then. Our next golf trip stays on home shores.

Granted, the extraordinary linksland, the game’s rich tournament history, and



The Pointe

those unpredictable elements of nature found in the British Isles (not to mention driving on the “wrong” side of the road) make up and experience that should be on every serious golfer’s bucket list. But for all the quality, ease, accessibility (from the “right” side of the road) and value available much closer to home, it’s not a stretch to say that a memorable golf trip in its own right can also be had along the Carolina coast – specifically, the Outer Banks.

But why this particular stretch of beach?

Well, because OBX, as it is known as in local parlance, is simply different. Not unlike golf in the Old Country, it’s pure. It’s not the trumped-up, touristy golf destination that has developed over time in other coastal towns. Instead, it is a throwback coastal retreat with a charm that is preserved not only in its distinct culture but across many of its big-name golf designs as well.

Arguably the state’s most enchanting tourist destination, the Outer Banks is a true American treasure.

The region has always been known as a family-oriented destination, with plenty of sand, sun, sea and saltwater to excite even the calmest of children. In recent years, OBX has begun to assert itself as a true golf destination, with an array of courses that are more closely tied to all of nature’s coastal elements than what you’ll find in other East Coast golf destinations.

During our visit, we found two courses positioned on the actual barrier island possessing qualities most closely representing what we would eventually face in the British Isles. Nags Head Golf Links, located on the south end, challenged us

with several holes routed right along the Roanoke Sound with winds that seemingly changed by the minute. The front nine’s fifth and ninth and the back nine’s 15th and 18th holes actually play right along the water in opposite directions, making club selection more art than science. On this day, the back-nine holes played at least one club less downwind while the front-nine holes had us swinging out of our shoes with a few extra clubs. Though not located directly on the water, the well-bunkered, 160-yard, par-3 17th hole (with sound waters lapping just beyond the dunes that surround the green) provided the best imitation of what I would routinely experience the following week in the UK.

We also played at the Currituck Club, located 45 minutes north of Nags Head on the top end of the barrier island. There we enjoyed the Rees Jones-designed layout that winds through a premier, gated community in Corolla and features diverse coastal terrain (including sand dunes, wetlands, maritime forests and sound-side shoreline) and glimpses of the Currituck Sound, particularly on signature holes at the par-5 seventh and par-3 15th. Like all the great links courses abroad, the Currituck Club can change complexion according to the wind speed and direction. Play it on three consecutive days and you’ll likely enjoy three different experiences.

The three mainland courses included on our itinerary were Kilmarlic, The Carolina Club and The Pointe. Since our group actually stayed in a golf cottage at Kilmarlic and since it is so conveniently situated, we developed a particular affinity for this upscale Tom Steele design. Though more

heavily wooded than the island courses and thus less impacted by coastal breezes, Kilmarlic challenges you with substantially more water hazards. In fact, there are only three holes on the entire course devoid of a wetland or water feature. This forces you to think your way around the layout that stretches a modest 6,560 yards in length. Probably the most memorable hole at Kilmarlic is the 201-yard, par-3 17th. A precise shot over marsh (that runs along the entire left side and then wraps around back of a bulkheaded green) is required to hit dry land.

The Pointe, meanwhile, is a traditional design that spreads out across the rural Carolina mainland. Like Kilmarlic, The Pointe’s greatest defense is in the form of water with 15 holes sporting some sort of wet lateral challenge. Since we had heard that it was more player-friendly than the others in the area, we positioned it at the front of our Outer Banks golf agenda.

Last but not least, The Carolina Club was played on the way out of town before heading back home north. There we discovered a big, brawny layout (especially in relation to the others in the region) that stretches to within lob wedge distance of 7,000 yards. Designed by popular architects Russell Breeden and Bob Moore, the layout is more open than its mainland brethren making the winds more significant. The signature hole at The Carolina is the 166-yard, par-3 seventh. It showcases an island green that can be difficult to hit when the ocean breezes kick up and penetrate the mainland.

As serious golfers, we elected to challenge our games on all the major players in the Outer Banks region – namely Nags Head, The Currituck Club, Kilmarlic, The Pointe and The Carolina Club. But whatever combination of golf courses you choose on your visit, just don’t go there thinking that the trip is going to be a steppingstone to something greater. The OBX golf experience can certainly hold its own against all others – near or afar. **GRD**

For more information:
PLAYOBXGOLF.COM

