

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, MARCH 17, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the February 17, 2022 Meeting
- V. Presentation-National Park Service Year in Review, Superintendent Hallac
- VI. Public Comments
- VII. Chair/Steering Committee Report
 - 1. Fireworks Grant Award Recommendations
 - 2. Draft RFP for Long Term Planning
- VIII. Budget & Finance Report
- IX. Grants & Local Public Relations Report
 - 1. Event Grant Award Recommendations
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
- XII. New Business
- XIII. Board Member Comments
- XIV. Set Date, Time, and Place of Next Meeting
- XV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 17, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Tim Cafferty, Chair; Ervin Bateman, Treasurer; Jamie Chisholm, Secretary; Gray Berryman, Bambos Charalambous, Leo Holland, Bobby Owens, Mike Siers, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Monica Thibodeau, Vice Chair; Mark Ballog, and David Hines.

EXCUSED ABSENCE: Ivy Ingram, Assistant Treasurer; and Dennis Robinson.

STAFF (in person):

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

OTHERS ATTENDING:

Via GoToMeeting: Amanda Cochran, Choice Hotels.

In-Person: Philp Ruckle, *The Coastland Times*; and Tyler D. McKeithan, Wheless and Wheless.

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

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

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Bobby Owens, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (11-0)

APPROVAL OF MINUTES: Mr. Siers moved to approve the meeting minutes from January 20, 2022 meeting. Second by Mr. Holland. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, David Hines, Leo Holland, Bobby Owens, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (11-0)

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

CHAIR/STEERING COMMITTEE REPORT: The Chair noted:

- The Chair and Executive Director will be presenting stewardship reports to Towns and organizations throughout the year, starting with the Chamber of Commerce.
- Committee placements for Board members.
- The Steering Committee met and discussed long range planning. Staff will bring a draft RFP for planning services to the Steering Committee, then will share with the Board. The Board discussed the topic further. Ms. Thibodeau reviewed what the Town of Duck had done in the past with visioning, and Ms. Chisholm shared her recommendation that the Board investigate a shorter time frame (15 versus 30 years) Mr. Holland suggested breaking the topics into smaller committees to work on.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.06% compared to 2020-2021 actual receipts. The Board noted that short term rental reservations for spring and summer 2022 were strong.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed:

- Recent digital marketing webinars.
- Meeting with Dare County Schools to discuss workforce education and the potential to develop a tourism taskforce that could interface with the business and schools for internships and in class presentations.
- Doug Griffiths speaking at the Outer Banks Chamber of Commerce Economic Summit on April 5 and to the Board on April 7, 2022.
- Upcoming Event Center presentation to the Outer Banks Chamber of Commerce.
- Event Center FAQ page. The page, located on the partners page of outerbanks.org, details the proposed event center and questions regarding the center. Mr. Owens asked the status of the boardwalk. Lee Nettles noted work was ongoing and Albemarle and Associates were working with regulatory agencies.
- The marketing dashboard. The visitation report will be shared later as several attractions had not submitted their visitation numbers.

Lorrie Love reported on group tours coming to the Outer Banks and upcoming events. Aaron Tuell reviewed media coverage of the Outer Banks.

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

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

BOARD MEMBER COMMENTS: Mr. Ballog noted that Taste of the Beach tickets were on sale. Mr. Charalambous was happy to see group tours returning. Mr. Bateman noted that the County Commissioners were trying to address essential/workforce housing. Mr. Owens asked if there was a way to discourage vendors from selling offensive items at the Event Site. Legal Counsel reminded Mr. Owens it was up to the event organizer to enforce rules and deal with vendors. Mr. Siers noted the sidewalk projects, funded through a Tourism Board grant, were nearing completion. Ms. Chisholm noted the sale of the Baymont property to Holiday Inn Express. Mr. Holland noted the Town of Southern Shores was discussing solid waste disposal and traffic issues for the summer. The Chair noted the VisitNC 365 conference would be later in March, and he was looking forward to that conference.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, March 17, 2022 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 9:57 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

draft

July 4th Firework Grant Requests

Fiscal Year 2021/2022

<i>Organization & Project</i>	<i>Total Contract</i>	<i>Eligible Grant Request</i>	<i>Amount Recommended</i>	<i>Comments</i>
Avon Property Owner's Association	\$ 30,000.00	\$ 15,000.00	\$ 15,000.00	Pyrotechnico with raindate of July 5, 2022
Location: Avon Pier				Prior Year award was rolled over due to Covid
				Prior Year award was \$11,838.00
Town of Kill Devil Hills	\$ 24,400.00	\$ 12,200.00	\$ 12,200.00	Starfire Pyrotechnics with raindate of July 5, 2022
Location: Avalon Fishing Pier				Prior Year award was \$17,500.00
Town of Manteo	\$ 53,000.00	\$ 26,500.00	\$ 15,300.00	Pyrotechnico. Includes Barge price at \$20,000
Location: Barge in Shallowbag Bay				No signed contract yet.
				Prior Year award was \$17,500.00
Town of Nags Head	\$ 25,000.00	\$ 12,500.00	\$ 12,500.00	Zambelli with July 5, 2022 raindate
Location: Nags Head Pier				Prior Year was rolled over due to Covid
				Prior Year award was \$12,500.00
Total Amount	\$ 132,400.00	\$ 66,200.00	\$ 55,000.00	

PENDING BOARD APPROVAL

Beginning Balance	\$ 55,000.00
Amount Recommended	\$ 55,000.00
Remaining Funds	\$ -

REQUEST FOR PROPOSAL
Long Range Planning Research and Consultation
The Outer Banks of North Carolina®
March 17, 2022

Project Description:

The Dare County Tourism Board (DCTB) is seeking **proposals from qualified research and consulting companies to develop a long-term tourism management plan with particular emphasis on Dare County's Outer Banks.**

Tourism has been the Outer Banks' largest economic engine for many decades. Despite numerous natural and manmade calamities over the years, tourism has proven to be incredibly resilient and productive for our community. Today, tourism represents a \$1.4 billion industry for Dare County.

The local industry's success presents several challenges, though, as millions of guests visit our small community (37,000 year-round residents) each year. This strain has been exacerbated by the unprecedented boom in visitation we've seen during the COVID pandemic.

Tourism improves the quality of life for local residents with the jobs, tax revenue, recreational and entertainment opportunities, and infrastructure dollars it provides. While these benefits are fundamental to our community, the negative impacts are significant as well.

Project Goals:

The DCTB wishes to establish a long-term management plan for tourism that will allow it to grow responsibly, i.e., in a way that is sustainable over time, optimizing the benefits for the local community while minimizing and managing the negative impacts.

The scope of the assignment will be finalized following review of the proposals received and the selection of a partner for the project, but our goals are as follows:

1. Determine the unifying principles and shared values of the Tourism Board, our industry partners and the local community as they relate to tourism. This exercise will articulate the "Outer Banks experience" for both visitors and locals. It will identify what we collectively consider to be special and unique about the area, which the tourism management plan can then take steps to preserve and/or enhance in the years to come.

2. Create predictive and real-time models to guide the management of tourism impacts on the environment, transportation, infrastructure, local culture and heritage, and the economy.
 - a. The predictive model will need to accommodate dramatic seasonal changes and the variations between different geographic areas and/or tourism sectors within the county.
3. Develop a strategic long-term tourism management plan which integrates the learning from outputs of Goals 1 and 2 and is flexible enough to adapt to changing dynamics over time.

About the Area:

The Outer Banks, or OBX as we're known to many fans, is a narrow chain of barrier islands stretching more than 100 miles north to south. Dare County's portion extends from the town of Duck in the north to Hatteras Village in the south and west to Roanoke Island and the Dare mainland. The OBX is spread across three island areas, a mainland, and encompasses six towns and 10 or so unincorporated villages. Each area offers different attractions, lodging inventories and appeal, so it's not uncommon for one area or segment to be performing well while another might be struggling.

The Outer Banks is home to three National Park Service sites, commemorating England's first attempted colonization in the New World, the Wright Brothers' historic first powered flight and the Cape Hatteras National Seashore -- America's first National Seashore (e.g., "America's First Beach") and site of America's tallest lighthouse. Three other lighthouses are also found within the vicinity.

The OBX's incredible natural amenities are augmented by its location; at one point the islands jut 30 miles out into the Atlantic Ocean. Hundreds of bird species follow annual migratory patterns in the skies above the OBX. Global currents converge off the shores and produce world-class fishing. The surfing and kiteboarding are also world-renowned. Intensely clear nights and the absence of ambient city lights make the Outer Banks an ideal place for stargazing and views of the Milky Way.

The forces of nature are dynamic and cause shifting shorelines, erosion and migrating inlets. On-land infrastructure is also heavily influenced by nature. The skinny islands and an abundance of state and national parks and refuges create vast wide open spaces, but greatly limit the amount of development that can take place.

The islands are connected by bridges and a relatively simple system of highways: a single two-lane road, for instance, services much of Hatteras Island. The volume of summer visitation and the limited infrastructure throughout the Outer Banks creates serious choke points and congestion on summer Saturdays when the vacation rental home weekly stays typically change-over.

The retail and restaurant offerings of the Outer Banks are emblematic of an entrepreneurial culture, with several hundred independently owned stores and restaurants.

You'll see a few national named businesses, but they are few and far between. This is true also for the lodging inventory, which has some national flags but is more dominated by vacation rental homes and mom and pop owned hotels and motels.

About Us:

The Dare County Tourism Board (doing business as the Outer Banks Visitors Bureau) is a public authority created through state legislation. The organization is the lead marketing and promotional entity for Dare County's Outer Banks of North Carolina and is funded by a 1% occupancy tax and 1% prepared meals tax collected in Dare County.

About You/Requested Information:

1. Business basics:
 - a. Physical address
 - b. Years in operation
 - c. Size of staff
 - d. Approximate number of annual projects
2. Please provide bios/qualifications for key staff likely to be involved on our project.
3. If your proposal includes work with subcontractors, please describe the specific work to be performed by the subcontractor, key personnel involved and your company's previous experience working with them, if any.
4. Describe the process you anticipate for this project including how you plan to engage with stakeholders and the community. Describe what you anticipate for the end-product deliverable(s).
5. Please provide a timeline for the project.
6. Please explain your fee structure and billing approach for outside expenses, such as travel expenses.
7. Provide examples of relevant experience. Describe the challenges addressed, the process utilized and the results achieved.
8. Please provide 2-3 references.

Timing:

RFP issued

Proposals received/deadline for response

Finalists selected

Finalist interviews

Company selected

March 17, 2022

April 15, 2022

April 29, 2022

Early May, 2022

Mid May, 2022

This is an intended timeline; actual timing may vary.

Please provide electronic submissions to the following address:

hall@outerbanks.org

If you prefer to send a printed submission, please mail to

Outer Banks Visitors Bureau
c/o Stephanie Hall
One Visitors Center Circle
Manteo, NC 27954.

Please forward questions about the RFP to Stephanie Hall at hall@outerbanks.org. Please do not call with questions. Proposal submissions are due by close of business on April 15, 2022. Proposals received after this date will not be reviewed.

The DCTB is interested in contracting with one supplier to provide all facets of the work described earlier, but we will consider proposals from companies who are not able to provide a turnkey solution.

The Outer Banks Visitors Bureau will have a point person and team designated to work with whichever company is selected.

The DCTB reserves the right to resubmit the RFP at a later date and/or not choose a company from the initial proposals received.

Thank you for your consideration.

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

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$992,065.00	\$1,276,821.42	\$284,756.42	28.70%
<i>JULY RECEIVED</i>	MEALS	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,312,540.00	\$1,761,386.20	\$448,846.20	34.20%
<i>JULY EARNED</i>	OCCUPANCY	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
<i>AUGUST RECEIVED</i>	MEALS	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
<i>SEPT RECEIVED</i>	MEALS	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$471,670.00	\$717,839.65	\$246,169.65	52.19%
<i>OCT RECEIVED</i>	MEALS	<u>\$241,835.00</u>	<u>\$381,874.96</u>	<u>\$140,039.96</u>	<u>57.91%</u>
		\$713,505.00	\$1,099,714.61	\$386,209.61	54.13%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$224,335.00	\$437,385.81	\$213,050.81	94.97%
<i>NOV RECEIVED</i>	MEALS	<u>\$185,505.00</u>	<u>\$283,579.71</u>	<u>\$98,074.71</u>	<u>52.87%</u>
		\$409,840.00	\$720,965.52	\$311,125.52	75.91%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$98,630.00	\$103,833.12	\$5,203.12	5.28%
<i>DEC RECEIVED</i>	MEALS	<u>\$117,835.00</u>	<u>\$144,517.86</u>	<u>\$26,682.86</u>	<u>22.64%</u>
		\$216,465.00	\$248,350.98	\$31,885.98	14.73%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$48,600.00	\$191,666.48	\$143,066.48	294.38%
<i>JAN RECEIVED</i>	MEALS	<u>\$93,525.00</u>	<u>\$172,557.93</u>	<u>\$79,032.93</u>	<u>84.50%</u>
		\$142,125.00	\$364,224.41	\$222,099.41	156.27%
<i>JANUARY EARNED</i>	OCCUPANCY	\$72,280.00	\$320,768.60	\$248,488.60	343.79%
<i>FEB RECEIVED</i>	MEALS	<u>\$67,970.00</u>	<u>\$93,580.41</u>	<u>\$25,610.41</u>	<u>37.68%</u>
		\$140,250.00	\$414,349.01	\$274,099.01	195.44%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$54,705.00	\$0.00	\$0.00	0.00%
<i>MARCH RECEIVED</i>	MEALS	<u>\$79,630.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,335.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$85,430.00	\$0.00	\$0.00	0.00%
<i>APRIL RECEIVED</i>	MEALS	<u>\$116,040.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$201,470.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
<i>MAY RECEIVED</i>	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
<i>JUNE RECEIVED</i>	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,411,105.00	\$6,234,016.15	\$1,822,911.15	41.33%
TO-DATE	MEALS	<u>\$1,736,890.00</u>	<u>\$2,573,009.19</u>	<u>\$836,119.19</u>	<u>48.14%</u>
		\$6,147,995.00	\$8,807,025.34	\$2,659,030.34	43.25%
TOTAL	OCCUPANCY	\$5,034,690.00			
PROJECTED	MEALS	<u>\$2,329,110.00</u>			
2020-2021		\$7,363,800.00			

CALENDAR YEAR RECEIPTS 2020-2021		ACTUAL 2021	ACTUAL 2022	+/- \$	+/- %
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,276,821.42	\$0.00	\$0.00	0.00%
	MEALS	<u>\$484,564.78</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,761,386.20	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,592,749.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date					
	OCCUPANCY	\$320,878.98	\$512,435.08	\$191,556.10	59.70%
	Meals	<u>\$225,621.50</u>	<u>\$266,138.34</u>	<u>\$40,516.84</u>	<u>17.96%</u>
		\$546,500.48	\$778,573.42	\$232,072.94	42.47%
Total for Year					
	OCCUPANCY	\$7,592,128.00			
	MEALS	<u>\$3,422,528.96</u>			
		\$11,014,656.96			

OCCUPANCY & MEALS FY 2021-2022

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
JULY RECEIVED	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
JULY EARNED	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
AUGUST RECEIVED	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
AUGUST EARNED	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
SEPT RECEIVED	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
SEPTEMBER EARNED	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
OCT RECEIVED	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
OCTOBER EARNED	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
NOV RECEIVED	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
NOVEMBER EARNED	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
DEC RECEIVED	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
DECEMBER EARNED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
JAN RECEIVED	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
FEB RECEIVED	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
FEBRUARY EARNED	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
	OCCUPANCY	\$5,469,477.48	\$6,234,016.15	\$764,538.67	13.98%
TOTAL TO DATE	MEALS	<u>\$1,957,269.37</u>	<u>\$2,573,009.19</u>	<u>\$615,739.82</u>	<u>31.46%</u>
		\$7,426,746.85	\$8,807,025.34	\$1,380,278.49	18.59%
TOTAL	OCCUPANCY	\$7,019,145.43			
ACTUAL	MEALS	<u>\$2,847,305.98</u>			
2020-2021		\$9,866,451.41			

Dare County Gross Collections on Retail Sales

	2021	2020	2019	2018	2017	2016	Variance 2021-2020	Percent Change
January	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	847,934	22.26%
February	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	1,425,934	47.11%
March	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	1,084,364	38.30%
April	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,009,005	70.52%
May	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	5,205,182	94.62%
June	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	4,478,867	63.11%
July	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	1,776,284	15.69%
August	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	12,153,647	3,016,215	22.89%
September	14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	10,634,932	2,079,979	17.63%
October	10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	6,631,836	1,262,999	18.48%
November	7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	4,294,600	791,179	15.24%
December	5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	3,904,190	712,847	18.40%
YTD	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223	25,690,789	31.41%
TOTAL	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	31.41%	4.27%	5.44%	1.51%	8.94%	6.70%		
Total % Change	31.41%	4.27%	5.44%	1.51%	8.94%	6.70%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787
February		16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381
March		28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488
April		39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765
May		71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610
June		127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695
July		159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542
August		158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017
September		73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803
October		43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892
November		11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504
December		18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289
YTD Total	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787
Total	32,129,068	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773
YTD % Change	42.70%	173.79%	31.12%	-11.85%	-0.23%	13.59%	5.19%	28.68%	-7.92%	17.44%	-7.34%	2.99%	7.73%	16.80%
Total % Change	42.70%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%
Month Increase/Decrease	42.70%	173.79%	31.12%	-11.85%	-0.23%	13.59%	5.19%	28.68%	-7.92%	17.44%	-7.34%	2.99%	7.73%	16.80%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	48.67%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%
Qtr 2 (Mar-May)		328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%
Qtr 3 (June-Aug)		12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%
Qtr 4 (Sept-Nov)		4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193
February		9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828
March		17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099
April		26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914
May		36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550
June		48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095
July		55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202
August		45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408
September		38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780
October		29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255
November		17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475
December		15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554
YTD Total	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193
Total	10,601,001	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353
YTD % Change	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%	4.10%	-10.93%	4.48%
Total % Change	-0.64%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%
Month Increase/(Decrease)	-0.64%	11.51%	3.63%	39.25%	-4.01%	-0.63%	-5.63%	14.68%	11.94%	-2.89%	14.75%	4.10%	-10.93%	4.48%
Month Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	23.83%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%
Qtr 2 (Mar-May)		217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%
Qtr 3 (June-Aug)		39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%
Qtr 4 (Sept-Nov)		21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	9,991	21,848	18,954	69,721	33,385	56,934	149,040	101,762	197,792	177,093	77,827	57,144	60,734	73,666	65,334
February	36,814	143,923	27,050	54,287		69,405	79,720	89,994	183,108		97,209	54,050	55,880	87,169	
March	65,753	85,386	29,171	136,583		186,658	249,522	63,921	692,174		184,588	160,084	65,539	206,483	
April	140,738	877,315	9,994	259,204		450,715	587,966	1,930	1,235,799		321,223	365,960	48,233	404,682	
May	329,396	309,416	91,397	282,278		864,675	990,995	1,130,609	1,918,384		607,239	600,680	254,673	565,909	
June	263,476	417,010	351,108	570,964		1,666,397	1,830,953	2,412,414	2,845,176		1,196,072	1,288,613	795,837	919,645	
July	401,465	300,025	363,847	446,262		1,613,934	1,966,882	2,685,694	3,088,190		1,542,434	1,563,325	1,043,368	1,058,556	
August	295,816	369,371	373,764	532,087		1,232,064	1,510,242	1,588,143	2,216,628		1,296,981	872,728	902,896	902,324	
September	125,217	254,760	278,989	401,958		803,646	427,073	1,348,600	1,567,213		557,989	437,579	551,614	608,182	
October	160,079	149,153	155,303	165,873		349,366	406,219	922,352	1,030,829		439,412	308,779	493,509	491,572	
November	77,097	74,856	65,719	125,498		118,727	126,014	355,225	365,096		201,959	143,147	63,227	145,754	
December	18,684	82,449	106,697	136,248		32,024	59,397	149,223	178,506		91,303	55,559	214,261	90,408	
<i>YTD Totals</i>	<i>9,991</i>	<i>21,848</i>	<i>18,954</i>	<i>69,721</i>	<i>33,385</i>	<i>56,934</i>	<i>149,040</i>	<i>101,762</i>	<i>197,792</i>	<i>177,093</i>	<i>77,827</i>	<i>57,144</i>	<i>60,734</i>	<i>73,666</i>	<i>65,334</i>
Total	1,924,526	3,085,512	1,871,993	3,180,963	33,385	7,444,545	8,384,023	10,849,867	15,518,895	177,093	6,614,236	5,907,648	4,549,771	5,554,350	65,334
Month Increase	-52.97%	118.68%	-13.25%	267.84%	-52.12%	12.83%	161.78%	-31.72%	94.37%	-10.47%	98.23%	-26.58%	6.28%	21.29%	-11.31%
<i>YTD Increase</i>	-52.97%	118.68%	-13.25%	267.84%	-52.12%	12.83%	161.78%	-31.72%	94.37%	-10.47%	98.23%	-26.58%	6.28%	21.29%	-11.31%
Total Year Increa	9.14%	60.33%	-39.33%	69.92%		17.99%	12.62%	29.41%	43.03%		0.76%	-10.68%	-22.99%	22.08%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
February	1,581,432	1,331,764	1,533,776	1,728,750		21,179	21,882	25,687	121,593		3,299,316	4,283,950	4,958,235	14,641,992	
March	3,034,735	2,618,614	1,246,258	3,909,056		46,450	48,950	24,532	456,135		5,645,680	6,065,892	2,033,390	22,818,135	
April	4,790,774	5,082,911	272,368	7,371,174		94,478	129,659	6,532	690,426		12,073,020	14,912,027	382,791	29,766,955	
May	7,657,044	8,296,802	3,148,199	11,955,124		223,246	148,954	188,734	1,201,894		23,236,092	25,901,180	23,445,254	56,477,960	
June	11,720,032	11,050,965	11,291,492	17,405,621		373,865	220,076	689,124	1,781,971		79,376,489	86,974,007	88,087,699	105,559,551	
July	13,517,098	13,333,255	16,489,187	22,217,201		488,402	280,756	291,105	2,244,007		116,827,701	93,189,170	131,031,173	132,554,585	
August	12,441,921	14,094,249	13,307,261	18,448,886		422,935	266,881	244,691	2,161,167		93,023,812	121,424,486	122,944,015	135,457,160	
September	5,190,429	6,280,715	9,374,533	11,630,739		127,801	128,596	495,636	1,369,614		41,912,607	37,793,636	51,755,580	58,512,166	
October	4,729,167	5,163,907	6,047,939	7,830,739		94,511	76,787	91,603	794,126		16,607,911	16,375,128	33,435,472	34,110,939	
November	2,101,808	1,972,903	1,882,898	2,106,980		35,749	31,815	7,333	8,921		7,319,364	9,080,251	14,518,005	8,640,528	
December	1,255,150	1,413,200	1,833,474	3,253,943		27,148	22,812	50,865	515,173		3,165,578	4,773,626	8,836,444	14,219,918	
YTD Totals	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
Total	69,277,514	71,940,550	67,864,420	109,606,289	1,643,048	1,968,514	1,396,206	2,134,793	11,425,576	149,571	408,119,850	425,415,218	487,929,729	633,068,406	30,139,025
Month Increase	2.13%	3.45%	10.43%	21.64%	-6.01%		49.32%	-0.46%	325.04%	85.69%	-1.92%	-17.58%	40.07%	212.36%	48.41%
YTD Increase	2.13%	3.45%	10.43%	21.64%	-6.01%		49.32%	-0.46%	325.04%	85.69%	-1.92%	-17.58%	40.07%	212.36%	48.41%
Total Year Increase	-6.36%	3.84%	-5.67%	61.51%			-29.07%	52.90%	435.21%		5.22%	4.24%	14.69%	29.75%	

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

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

Month Increase			86.86%	40.65%	74.60%	25.90%	2.62%	13.79%	-39.58%	-0.23%	-11.85%	31.12%	173.79%	42.70%
<i>YTD Increase</i>			86.86%	40.65%	74.60%	25.90%	2.62%	13.79%	-39.58%	-0.23%	-11.85%	31.12%	173.79%	42.70%
Total Year Increa		71.19%	62.43%		7.34%	7.95%	1.15%	24.82%		3.57%	4.35%	11.27%	33.78%	

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

DARE COUNTY GROSS				
OCCUPANCY BY DISTRICT				
	2022	% OF	2022	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON	4,351,801	13.5%	4,351,801	13.5%
BUXTON	578,357	1.8%	578,357	1.8%
COLINGTON	10,745	0.0%	10,745	0.0%
FRISCO	872,393	2.7%	872,393	2.7%
HATTERAS	2,672,053	8.3%	2,672,053	8.3%
KILL DEVIL HILLS	3,868,596	12.0%	3,868,596	12.0%
KITTY HAWK	1,409,809	4.4%	1,409,809	4.4%
MANTEO-TOWN	311,844	1.0%	311,844	1.0%
NAGS HEAD	5,158,471	16.1%	5,158,471	16.1%
RODANTHE	2,584,975	8.0%	2,584,975	8.0%
SALVO	3,905,134	12.2%	3,905,134	12.2%
WAVES	2,035,943	6.3%	2,035,943	6.3%
SOUTHERN SHORES	1,013,925	3.2%	1,013,925	3.2%
DUCK	2,131,526	6.6%	2,131,526	6.6%
RIM (ROANOKE ISL. MAIN)	1,073,925	3.3%	1,073,925	3.3%
OTC UNATTRIBUTED	149,571	0.5%	149,571	0.5%
TOTAL	32,129,068	100.0%	32,129,068	100.0%

DARE COUNTY GROSS				
MEALS BY DISTRICT				
	2022	% OF	2022	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON - 1	222,024	2.1%	222,024	2.1%
BUXTON - 2	202,780	1.9%	202,780	1.9%
COLINGTON - 3	61,922	0.6%	61,922	0.6%
FRISCO - 5	78,987	0.7%	78,987	0.7%
HATTERAS - 6	14,437	0.1%	14,437	0.1%
KILL DEVIL HILLS - 7	3,346,902	31.6%	3,346,902	31.6%
KITTY HAWK - 8	1,982,093	18.7%	1,982,093	18.7%
MANTEO-TOWN - 10	1,327,073	12.5%	1,327,073	12.5%
RIM (ROANOKE ISL. M	233,461	2.2%	233,461	2.2%
NAGS HEAD - 14	2,130,753	20.1%	2,130,753	20.1%
RODANTHE - 15	29,596	0.3%	29,596	0.3%
SALVO - 18	0	0.0%	0	0.0%
WAVES - 19	30,984	0.3%	30,984	0.3%
SOUTHERN SHORES -	475,583	4.5%	475,583	4.5%
DUCK - 21	464,406	4.4%	464,406	4.4%
TOTAL	10,601,001	100.0%	10,601,001	100.0%

DARE COUNTY GROSS						
OCCUPANCY BY DISTRICT						
	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE	2,584,975	1,591,344	62.44%	2,584,975	1,591,344	62.44%
WAVES	2,035,943	1,202,878	69.26%	2,035,943	1,202,878	69.26%
SALVO	3,905,134	2,344,520	66.56%	3,905,134	2,344,520	66.56%
AVON	4,351,801	2,483,054	75.26%	4,351,801	2,483,054	75.26%
BUXTON	578,357	544,488	6.22%	578,357	544,488	6.22%
FRISCO	872,393	538,245	62.08%	872,393	538,245	62.08%
HATTERAS	2,672,053	1,613,376	65.62%	2,672,053	1,613,376	65.62%
TOTAL HATTERAS ISLAND	17,000,656	10,317,905	64.77%	17,000,656	10,317,905	64.77%
NORTHERN BEACHES:						
DUCK	2,131,526	1,852,901	15.04%	2,131,526	1,852,901	15.04%
SOUTHERN SHORES	1,013,925	909,588	11.47%	1,013,925	909,588	11.47%
KITTY HAWK	1,409,809	1,306,830	7.88%	1,409,809	1,306,830	7.88%
COLINGTON	10,745	14,774	-27.27%	10,745	14,774	-27.27%
KILL DEVIL HILLS	3,868,596	3,096,270	24.94%	3,868,596	3,096,270	24.94%
NAGS HEAD	5,158,471	3,878,714	32.99%	5,158,471	3,878,714	32.99%
TOTAL NORTHERN BEACHES	13,593,072	11,059,077	22.91%	13,593,072	11,059,077	22.91%
ROANOKE ISLAND:						
MANTEO-TOWN	311,844	430,440	-27.55%	311,844	430,440	-27.55%
RIM (ROANOKE ISL. MAINLAND)	1,073,925	627,606	71.11%	1,073,925	627,606	71.11%
TOTAL ROANOKE ISLAND	1,385,769	1,058,046	30.97%	1,385,769	1,058,046	30.97%
OTC UNATTRIBUTED	149,571	80,549	85.69%	149,571	80,549	85.69%
TOTAL	32,129,068	22,515,577	42.70%	32,129,068	22,515,577	42.70%

DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE - 15	29,596	50,251	-41.10%	29,596	50,251	-41.10%
WAVES - 19	30,984	35,760	-13.36%	30,984	35,760	-13.36%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!
AVON - 1	222,024	460,563	-51.79%	222,024	460,563	-51.79%
BUXTON - 2	202,780	290,236	-30.13%	202,780	290,236	-30.13%
FRISCO - 5	78,987	63,587	24.22%	78,987	63,587	24.22%
HATTERAS - 6	14,437	11,248	28.35%	14,437	11,248	28.35%
TOTAL HATTERAS ISLAND	578,808	911,645	-36.51%	578,808	911,645	-36.51%
NORTHERN BEACHES:						
DUCK - 21	464,406	1,225,101	-62.09%	464,406	1,225,101	-62.09%
SOUTHERN SHORES - 20	475,583	391,571	21.46%	475,583	391,571	21.46%
KITTY HAWK - 8	1,982,093	1,645,334	20.47%	1,982,093	1,645,334	20.47%
COLINGTON - 3	61,922	65,096	-4.88%	61,922	65,096	-4.88%
KILL DEVIL HILLS - 7	3,346,902	2,977,039	12.42%	3,346,902	2,977,039	12.42%
NAGS HEAD - 14	2,130,753	2,059,419	3.46%	2,130,753	2,059,419	3.46%
TOTAL NORTHERN BEACHES	8,461,659	8,363,560	1.17%	8,461,659	8,363,560	1.17%
ROANOKE ISLAND:						
MANTEO-TOWN - 10	1,327,073	1,162,274	14.18%	1,327,073	1,162,274	14.18%
MANTEO-OUTSIDE - 11	233,461	231,731	0.75%	233,461	231,731	0.75%
TOTAL ROANOKE ISLAND	1,560,534	1,394,005	11.95%	1,560,534	1,394,005	11.95%
TOTAL	10,601,001	10,669,210	-0.64%	10,601,001	10,669,210	-0.64%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/22

	Jul '21 - Feb 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 • Occupancy Tax - 75%	4,708,144.44	3,823,891.00	884,253.44	123.1%
3040 • Meals Tax - 75%	1,929,756.90	1,746,832.00	182,924.90	110.5%
3050 • Website Advertising	84,803.70	100,000.00	-15,196.30	84.8%
3210 • Interest Income	7,683.19	50,150.00	-42,466.81	15.3%
3220 • Other	1,240.00	1,000.00	240.00	124.0%
Total Income	6,731,628.23	5,721,873.00	1,009,755.23	117.6%
Gross Profit	6,731,628.23	5,721,873.00	1,009,755.23	117.6%
Expense				
5000 • Director Compensation	11,200.00	17,100.00	-5,900.00	65.5%
5001 • Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 • Director Travel/Meeting/Meals	2,527.46	7,000.00	-4,472.54	36.1%
5003 • Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 • Miscellaneous Items	221.82	1,000.00	-778.18	22.2%
5010 • Salaries (Full Time) Promotion	510,480.35	737,750.00	-227,269.65	69.2%
5020 • Salaries (Part Time) Promotion	55,593.26	131,100.00	-75,506.74	42.4%
5025 • Salaries (Part Time) Welcome AB	51,945.28	93,255.00	-41,309.72	55.7%
5026 • Salaries (Part Time) Welcome RI	74,483.06	141,400.00	-66,916.94	52.7%
5030 • Payroll Taxes	51,560.15	91,575.00	-40,014.85	56.3%
5040 • Employee Insurance	113,845.04	154,200.00	-40,354.96	73.8%
5050 • Retirement	59,583.79	92,415.00	-32,831.21	64.5%
5055 • 401(k) Match	4,684.81	7,380.00	-2,695.19	63.5%
5060 • Workmens Compensation	1,731.23	2,155.00	-423.77	80.3%
5080 • Employee Relations	2,243.86	2,805.00	-561.14	80.0%
5090 • Training	80.44	11,250.00	-11,169.56	0.7%
5110 • Contracted Service	16,899.80	27,850.00	-10,950.20	60.7%
5140 • Audit	9,750.00	11,250.00	-1,500.00	86.7%
5170 • Other Professional Services	2,795.00	7,300.00	-4,505.00	38.3%
5180 • Legal	5,135.00	20,500.00	-15,365.00	25.0%
5185 • Research	50,400.00	263,400.00	-213,000.00	19.1%
5190 • Administrative Advertising	160.00	1,500.00	-1,340.00	10.7%
5500 • Advertising-Printed	852,315.96	1,382,065.00	-529,749.04	61.7%
5502 • Advertising - Production Fee	70,867.00	130,000.00	-59,133.00	54.5%
5510 • Advertising - Event Dev & Mktg	5,300.00	73,100.00	-67,800.00	7.3%
5515 • Advertising - Online	1,476,827.91	2,519,455.00	-1,042,627.09	58.6%
5525 • Community Relations	11,004.17	30,000.00	-18,995.83	36.7%
5530 • Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 • Brochures/Production & Printing	9,494.66	34,750.00	-25,255.34	27.3%
5580 • Promotional Aids	1,388.56	9,000.00	-7,611.44	15.4%
6100 • Familiarization Tours	39,554.17	110,000.00	-70,445.83	36.0%
6101 • Group sales	6,013.01	12,000.00	-5,986.99	50.1%
6130 • Uniforms	1,400.27	1,840.00	-439.73	76.1%
6150 • Event Grant	173,880.36	750,000.00	-576,119.64	23.2%
6170 • Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 • Postage and Delivery	40,472.79	195,200.00	-154,727.21	20.7%
6300 • Travel	16,651.13	40,400.00	-23,748.87	41.2%
6305 • Vehicle Maintenance	543.01	3,500.00	-2,956.99	15.5%
6320 • Registrations	17,040.00	49,500.00	-32,460.00	34.4%
6340 • Travel Show Exhibit	1,884.62	3,500.00	-1,615.38	53.8%
6420 • Dues and Subscriptions	29,530.88	47,600.00	-18,069.12	62.0%
6440 • Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 • Telephone	21,720.64	42,815.00	-21,094.36	50.7%
6500 • Equipment	2,334.16	77,500.00	-75,165.84	3.0%
6510 • Expendable Equipment	309.56	2,100.00	-1,790.44	14.7%
6530 • Technical Support	3,486.23	13,050.00	-9,563.77	26.7%
6580 • Utilities	7,365.73	18,360.00	-10,994.27	40.1%
6600 • Cleaning/maintenance supplies	336.79	2,850.00	-2,513.21	11.8%
6610 • Building Maintenance	11,357.95	25,480.00	-14,102.05	44.6%
6620 • Equipment Service Contracts	1,024.80	3,500.00	-2,475.20	29.3%
6640 • Equipment Rent	15,681.40	34,000.00	-18,318.60	46.1%
6660 • Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 • Office Supplies	9,076.93	23,025.00	-13,948.07	39.4%
6800 • Bank Service Charges	765.45	1,920.00	-1,154.55	39.9%
6810 • Web Site/Internet	22,757.77	43,553.00	-20,795.23	52.3%
Total Expense	3,906,663.87	7,560,901.00	-3,654,237.13	51.7%
Net Ordinary Income	2,824,964.36	-1,839,028.00	4,663,992.36	-153.6%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/22

	Jul '21 - Feb 22	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,811.29	6,000.00	-188.71	96.9%
Total 3100 · Sale of Merchandise	5,811.29	6,000.00	-188.71	96.9%
Total 9910 · Transfer from Merchandise Sales	5,811.29	6,000.00	-188.71	96.9%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	24,000.00	25,000.00	-1,000.00	96.0%
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	29,811.29	2,203,398.00	-2,173,586.71	1.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	73,900.00	73,900.00	0.00	100.0%
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,943.64	4,200.00	-1,256.36	70.1%
68001 · Credit Card Charges	485.19	790.00	-304.81	61.4%
Total 9930 · Transfer to Merchandise	3,428.83	4,990.00	-1,561.17	68.7%
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Expense	362,808.83	364,370.00	-1,561.17	99.6%
Net Other Income	-332,997.54	1,839,028.00	-2,172,025.54	-18.1%
Net Income	2,491,966.82	0.00	2,491,966.82	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 2/28/22

	<u>Jul '21 - Feb 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	46.01	25.00	21.01	184.0%
Total Income	46.01	25.00	21.01	184.0%
Gross Profit	46.01	25.00	21.01	184.0%
Net Ordinary Income	46.01	25.00	21.01	184.0%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	24,000.00	25,000.00	-1,000.00	96.0%
Total Other Income	24,000.00	25,000.00	-1,000.00	96.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	73,900.00	73,900.00	0.00	100.0%
Total Other Expense	73,900.00	73,900.00	0.00	100.0%
Net Other Income	-49,900.00	-48,900.00	-1,000.00	102.0%
Net Income	-49,853.99	-48,875.00	-978.99	102.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 2/28/22

	<u>Jul '21 - Feb 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	130.53	125.00	5.53	104.4%
Total Income	<u>130.53</u>	<u>125.00</u>	<u>5.53</u>	<u>104.4%</u>
Gross Profit	<u>130.53</u>	<u>125.00</u>	<u>5.53</u>	<u>104.4%</u>
Net Ordinary Income	<u>130.53</u>	<u>125.00</u>	<u>5.53</u>	<u>104.4%</u>
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	5,811.29	6,000.00	-188.71	96.9%
Total 3100 · Sale of Merchandise	<u>5,811.29</u>	<u>6,000.00</u>	<u>-188.71</u>	<u>96.9%</u>
Total 9910 · Transfer from Merchandise Sales	<u>5,811.29</u>	<u>6,000.00</u>	<u>-188.71</u>	<u>96.9%</u>
Total Other Income	<u>5,811.29</u>	<u>6,000.00</u>	<u>-188.71</u>	<u>96.9%</u>
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	2,943.64	4,200.00	-1,256.36	70.1%
68001 · Credit Card Charges	485.19	790.00	-304.81	61.4%
Total 9930 · Transfer to Merchandise	<u>3,428.83</u>	<u>4,990.00</u>	<u>-1,561.17</u>	<u>68.7%</u>
Total Other Expense	<u>3,428.83</u>	<u>4,990.00</u>	<u>-1,561.17</u>	<u>68.7%</u>
Net Other Income	<u>2,382.46</u>	<u>1,010.00</u>	<u>1,372.46</u>	<u>235.9%</u>
Net Income	<u><u>2,512.99</u></u>	<u><u>1,135.00</u></u>	<u><u>1,377.99</u></u>	<u><u>221.4%</u></u>

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2021 through February 2022

	Jul '21 - Feb 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,569,381.49	1,274,629.00	294,752.49	123.1%
3040 · Meals Tax	643,252.29	582,278.00	60,974.29	110.5%
3210 · Interest	3,198.30	23,000.00	-19,801.70	13.9%
Total Income	2,215,832.08	1,879,907.00	335,925.08	117.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	22,025.00	2,989,839.00	-2,967,814.00	0.7%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
Total 4000 · Long - Term Projects	41,465.00	3,881,009.00	-3,839,544.00	1.1%
4100 · Short-Term Projects				
4646 · Town of KH - KH Park Trail Conn	47,592.00	47,592.00	0.00	100.0%
4648 · TIG - DCAC - Courtyard	90,950.00	90,950.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	221,885.00	371,885.00	-150,000.00	59.7%
4654 · TIG - Hatteras District-Pathways	342,640.00	342,640.00	0.00	100.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	36,615.29	40,000.00	-3,384.71	91.5%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4661 · TIG-Friends Jockeys Ridge - UTV	20,280.00	20,280.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4663 · TIG-Town of NH-Bonnett/Barnes	0.00	37,898.00	-37,898.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4666 · TIG-Town of SS-Transportation	0.00	30,260.00	-30,260.00	0.0%
4999 · Unappropriated Funds	0.00	239,700.00	-239,700.00	0.0%
5140 · Audit	3,250.00	3,750.00	-500.00	86.7%
5160 · Fireworks	58,088.00	134,669.00	-76,581.00	43.1%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	825,500.29	2,194,900.00	-1,369,399.71	37.6%
Total Expense	866,965.29	6,075,909.00	-5,208,943.71	14.3%
Net Ordinary Income	1,348,866.79	-4,196,002.00	5,544,868.79	-32.1%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
Total Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Income	1,348,866.79	0.00	1,348,866.79	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2021-2022

	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Estimated Balance FY21-22
Short-term Projects									
OB Scenic Byway - Interpretive Plan	26,500		(26,500)		0				0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932		(487,932)		0				0
Town of KH - KH Park Trail Connection	47,592				47,592		(47,592)		0
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0
TIG - Dare Co Arts Council - Courtyard	90,950				90,950		(90,950)		0
TIG - Frisco Native American - Handicapp Access	25,750		(25,750)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	55,618		(55,618)		0				0
TIG - Town of Manteo - Manteo Common	221,885				221,885		(221,885)		0
TIG - Manteo - Town Common Phase II	0	150,000	0		150,000				150,000
TIG - Hatteras Tax District - Pathway	0	342,640	0		342,640		(342,640)		0
TIG - KDH - Meekins Field	0	200,000	0		200,000				200,000
TIG - NH - Admiral Street	0	40,000	(40,000)		0				0
TIG - NH - Skate Park	0	30,000	0		30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	0	40,000	0		40,000		(36,615)	(3,385)	(0)
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0
TIG - Chicamacomico - 1911 Cookhouse	0					38,760			38,760
TIG - Friends of Jockey's Ridge - UTV	0					20,280	(20,280)		0
TIG - Town of NH - Epstein Street Beach Access	0					250,000			250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks	0					37,898			37,898
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	0					127,500			127,500
TIG - OB Forever - Aviation Trail Through Time	0					21,250			21,250
TIG - Town of SS - Transportation Data Software	0					30,260			30,260
Fireworks	55,000	0	(12,831)	37,500	79,669		(58,088)	55,000	76,581
Audit	0		(2,625)	2,625	0		(3,250)	3,750	500
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(4,200)		15,760
Unappropriated Funds	188,782	738,480		(639,764)	287,498	758,174		(581,313)	464,358
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	1,284,122	(825,500)	(525,948)	1,590,673
Long Term Projects									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,661,610	(22,025)		3,529,258
Natural Historical Cultural	0	0	0	0	0				0
Green Space/Open Space (GOSPL)	0	0	0	0	0				0
Infrastructure (capped)	461,170		0	0	461,170				461,170
L-T Unappropriated Funds	500,000	100,000	-700,000	(200,000)	330,000	100,000	(19,440)		410,560
TOTAL LONG TERM COMMITMENTS UNPAID	1,224,214	1,726,629	(70,000)	(200,000)	2,680,843	1,761,610	(41,465)	0	4,400,988
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	3,045,731	(866,965)	(525,948)	5,991,661
Cash on Hand 2/28/22								.Checking Savings	1,851,255 3,908,785
Total Cash on Hand									5,760,040
25% of Occupancy & Meals Income per Budget									
March									33,584
April									50,368
May									89,784
June									130,216
									303,951
Unappropriated Balances									72,331
Transfer from General Fund						2,516,585 *			
30% Short-term						754,976			
Short-term Interest						3,198			
						758,174			
70% Long-term							1,761,610		
Long-term Interest							0		
							1,761,610 *		

*Estimate Based on Actual through February and Budgeted Figures

Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2021 through February 2022

	Jul '21 - Feb 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,400.00	1,000.00	400.00	140.0%
3200 · Site Rental Income - Other	7,490.00	12,800.00	-5,310.00	58.5%
Total 3200 · Site Rental Income	8,890.00	13,800.00	-4,910.00	64.4%
3210 · Interest Income	280.60	200.00	80.60	140.3%
3250 · Lease Income	40,490.00	45,600.00	-5,110.00	88.8%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	49,660.60	124,600.00	-74,939.40	39.9%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	22,257.50	55,000.00	-32,742.50	40.5%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	18,389.72	56,375.00	-37,985.28	32.6%
6610 · Repairs & Maintenance	117,691.62	220,085.00	-102,393.38	53.5%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	166,893.34	410,280.00	-243,386.66	40.7%
Net Ordinary Income	-117,232.74	-285,680.00	168,447.26	41.0%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Income	285,680.00	285,680.00	0.00	100.0%
Net Other Income	285,680.00	285,680.00	0.00	100.0%
Net Income	168,447.26	0.00	168,447.26	100.0%

DARE COUNTY TOURISM BOARD

28-Feb-22

TYPE OF ACCOUNT <u>BANK</u>	CHECKING <u>SOUTHERN</u>	NC CAPITAL <u>MGMT TRUST</u>	M MARKET <u>PNC</u>	M MARKET <u>SOUTHERN</u>	M MARKET <u>FIRST NATIONAL</u>	CD'S <u>SOUTHERN</u>	CD'S <u>FIRST BANK</u>	CD's <u>TOWNE BANK</u>	CD's <u>FIRST NATIONAL</u>	<u>TOTAL</u>
GENERAL FUND	351,480	1,092,787	753,823	2,508,115	2,344,999	750,777	1,016,035	2,008,119	1,000,000	11,826,134
RESTRICTED FUND	1,851,255	639,400			1,000,571	1,001,628	767,186	500,000	0	5,760,040
TRAVEL GUIDE	19,507									19,507
MERCHANDISE SALES	162,765									162,765
EVENT SITE FUND	498,246									498,246
TOTAL	2,883,253	1,732,187	753,823	2,508,115	3,345,570	1,752,404	1,783,221	2,508,119	1,000,000	18,266,693
TOTAL % EACH BANK	39.11%	9.48%	4.13%		23.79%		9.76%	13.73%		100.00%
INTEREST RATES	0.13%	0.01%	0.01%	0.13%	0.13%	0.21%	.12% & .20%	.17% on 2	0.53%	
TOTAL CHECKING & CD'S	18,266,693									
60% ALLOWED IN ANY BANK	10,960,016									
25% ALLOWED IN ANY ONE INV	4,566,673									
60% General Fund Reserved Balance is \$4,351,493.										
100% Restricted Fund Balance Restricted by House Bill 225										
										\$5,760,040

Event Grant Requests

Fiscal Year 2021/2022

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Chicamacomico Historical Association</i>	\$ 1,000.00	\$ 1,000.00	Advertising, T-Shirts	FY19/20: \$ 1000
<i>2022 Chicamacomico Thanksgiving Festivities</i>				FY18/19: \$ 3500
<i>November 18-25, 2022</i>				FY17/18: \$ 5000
<i>Dare County Arts Council</i>	\$ 10,000.00	\$ 7,000.00	Entertainment, Advertising	FY19/20: \$ 5000
<i>2022 Outer Banks Veterans Week</i>				FY18/19: \$ 7000
<i>November 4-13, 2022</i>				FY17/18: \$ 6000
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 7,500.00	Advertising, Entertainment	FY20/21: \$ 7500
<i>2022 Surfalorus Film Festival</i>				FY19/20: \$ 1000
<i>September 19-21, 2022</i>				FY18/19: \$ 4500
<i>Dare County Motorsports Charity Group</i>	\$ 20,000.00	\$ 18,000.00	Rentals (Chairs, Port a Johns, Tents), T-Shirts, Advertising, Entertainment	New Event
<i>2022 OB Bike Fest South</i>	Max eligible			
<i>September 24-27, 2022</i>	(\$50,000 req)			
<i>Eastern Surfing Association</i>	\$ 29,500.00	\$ 20,000.00	Advertising, Infrastructure Rentals, T-Shirts, Entertainment	FY20/21:\$19000
<i>2022 ESA Easterns Surfing Championship</i>				FY19/20: \$ 7500
<i>September 18-24, 2022</i>				FY18/20:\$18000
<i>First Flight High School</i>	\$ 12,200.00	\$ 12,200.00	Advertising, Promotion, T-Shirts	New Event
<i>Good Guys vs. Cancer Basketball Showcase</i>				
<i>December 1-3, 2022</i>				
<i>Garage Band Charities</i>	\$ 5,000.00	\$ 3,500.00	Entertainment, Rentals, T-Shirts, Marketing	New Event
<i>2022 OBX Rod & Custom Fall Celebration</i>				
<i>September 30-October 1, 2022</i>				
<i>Hatteras Island Youth Education Foundation</i>	\$ 10,000.00	\$ 6,500.00	Advertising, T-Shirts	FY19/20: \$ 1000
<i>2022 Surfin' Turkey 5k & Puppy Drum Fun Run</i>	Max eligible			FY18/19: \$ 6000
<i>November 24, 2022</i>	(\$14,000 req)			FY17/18: \$ 6500
<i>Mustang Outreach Program</i>	\$ 20,000.00	\$ 15,000.00	Advertising, Infrastructure, Entertainment	New Event
<i>Vusic Fest Events</i>				
<i>June 11-12, 2022</i>				

Event Grant Requests

Fiscal Year 2021/2022

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Nags Head Surf Fishing Club</i>	\$ 2,000.00	\$ 1,500.00	Advertising, Venue Rental, T-Shirts	New Event
<i>2022 Boyden Memorial Youth Fishing Tournament</i>				
<i>June 15, 2022</i>				
<i>Nags Head Surf Fishing Club</i>	\$ 5,000.00	\$ 4,000.00	Venue Rental, Entertainment, T-Shirts	FY20/21: \$ 4000
<i>2022 Nags Head Surf Fishing Tournament</i>				FY18/19: \$ 4000
<i>October 5-7, 2022</i>				
<i>North Carolina Beach Buggy Association</i>	\$ 5,000.00	\$ 4,500.00	Venue Rental, T-Shirts	FY19/20: \$ 1000
<i>2022 NCBBA Red Drum Tournament</i>				
<i>October 19-22, 2022</i>				
<i>Outer Banks Conservationists</i>	\$ 10,000.00	\$ 5,500.00	Marketing, Entertainment, Infrastructure, T-Shirts	FY20/21: \$4500
<i>Island Farm's 2022 Pumpkin Patch</i>	Max eligible			
<i>October 1, 8, 15, 22, 2022</i>	(\$13,338 req)			
<i>Outer Banks Seafood Festival</i>	\$ 50,000.00	\$ 35,000.00	Rentals, Entertainment, Marketing	FY19/20:\$25000
<i>2022 OB Seafood Festival</i>				FY18/19:\$30000
<i>October 15, 2022</i>				FY17/18:\$35000
<i>Outer Banks Sporting Events</i>	\$ 30,000.00	\$ 20,000.00	Rentals, Entertainment, T-Shirts, Marketing	FY20/21:\$18500
<i>2022 Outer Banks Marathon</i>				FY19/20:\$15000
<i>November 11-13, 2022</i>				FY18/19:\$20000
<i>Town of Kill Devil Hills</i>	\$ 5,000.00	\$ 3,500.00	Advertising	New Event
<i>2022 First Flight Holiday Markets</i>	Max eligible			
<i>November-December, 2022</i>	(\$10,000 req)			
Total Amount Requested/Recommended	\$ 222,200.00	\$ 164,700.00		

PENDING BOARD APPROVAL

Beginning Balance	\$ 350,000.00
Previously Awarded	\$ (125,180.00)
Amount Available	\$ 224,820.00
Amount Recommended	\$ 164,700.00
<i>Remaining Funds</i>	<i>\$ 60,120.00</i>

Marketing Dashboard

thru FEBRUARY 2022

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	39,797	28,195	11,602	41%
Completed Video Views	15,755,010	11,858,941	3,896,069	33%
Total Visits to Website	2,600,717	1,873,334	727,383	39%
Online Communities				
Email Subscribers	355,261	279,911	75,350	27%
Facebook	716,054	749,351	-33,297	-4%
Twitter	41,868	40,500	1,368	3%
Instagram	124,433	110,000	14,433	13%
Pinterest	<u>22,500</u>	<u>20,876</u>	<u>1,624</u>	<u>8%</u>
Online Communities Subtotal	1,260,116	1,200,638	59,478	5%

Devices FEBRUARY 2022

Mobile	64%
Desktop	32%
Tablet	4%



CAMPAIGN SUMMARY



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CONSIDERATIONS

- FY21-22 Spring-Summer campaign continued in February across the HYTD, Sojern, Jun Group, Pandora and Teads.
- February website sessions and conversions continue to exceed YOY benchmarks for the seventh month in a row.
- Over 800K sessions have been delivered from December-February - website activity is about on pace to deliver the Spring-Summer goal of 2.2MM sessions by June 2022.
- Search performance continues to improve with CTR and CPC performance for the last two months improving +10% and -44% respectively compared to the previous two months.
- Active media for February includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).

Overview of below sections:

- February 2022 Overview reviews YOY change (v. February 2021) while Fiscal Year Overview reviews YOY change from FY20-21 (July 2021 - February 2022).

FEBRUARY 2022 OVERVIEW

- The Spring-Summer paid media activity continued for the second full month in February - Continuity OTA, SEM, newsletter email, workflow email, and native remarketing efforts have continued since their launch at the start of the fiscal year.
- Conversions continue to increase in February with all website conversion increasing YOY and Lodging & Restaurant Listings having a notable increase.
- Beginning last month, unengaged contacts were removed from Consumer Marketing emails and targeted via the Sunset Program - The slight decrease in sends YOY is due to no Sunset Program emails being sent in February.

Note: All comparisons shown are to February 2021.

Paid Impressions

11,224,344

(Custom Range: 10,205,975)
▲ 9.98% (1,018,369)

Website Sessions

293,271

(Custom Range: 254,487)
▲ 15.24% (38,784)

Email Sends

200,172

(Custom Range: 252,845)
▼ -20.83% (-52,673)

Paid Video Views

2,522,778

(Custom Range: 2,078,378)
▲ 21.38% (444,400)

Website Conversions (All)

33,365

(Custom Range: 26,527)
▲ 25.78% (6,838)

Lodging & Restaurant Listings Conversions

23,181

(Custom Range: 16,245)
▲ 42.70% (6,936)

FISCAL YEAR OVERVIEW

- FY21-22 website sessions continue to pace ahead of the previous fiscal year by +25% YOY.
- Overall conversions increased from the previous fiscal year - Lodging and Restaurant conversions had a particularly strong increase of +16% YOY.
- Paid sources have accounted for 20% of overall websites sessions and 22% of Lodging & Restaurant Listings conversions throughout the fiscal year to date.

Note: All comparisons shown are to the previous fiscal year (July 21- February 22).

Paid Impressions

74,617,556

(Custom Range: 59,637,131)
▲ 25.12% (14,980,425)

Website Sessions

2,600,719

(Custom Range: 1,845,745)
▲ 40.90% (754,974)

Email Sends

2,289,064

(Custom Range: 2,332,209)
▼ -1.85% (-43,145)

Paid Video Views

15,755,010

(Custom Range: 11,858,941)
▲ 32.85% (3,896,069)

Website Conversions (All)

292,558

(Custom Range: 219,536)
▲ 33.26% (73,022)

Lodging & Restaurant Listings Conversions

175,721

(Custom Range: 131,618)
▲ 33.51% (44,103)

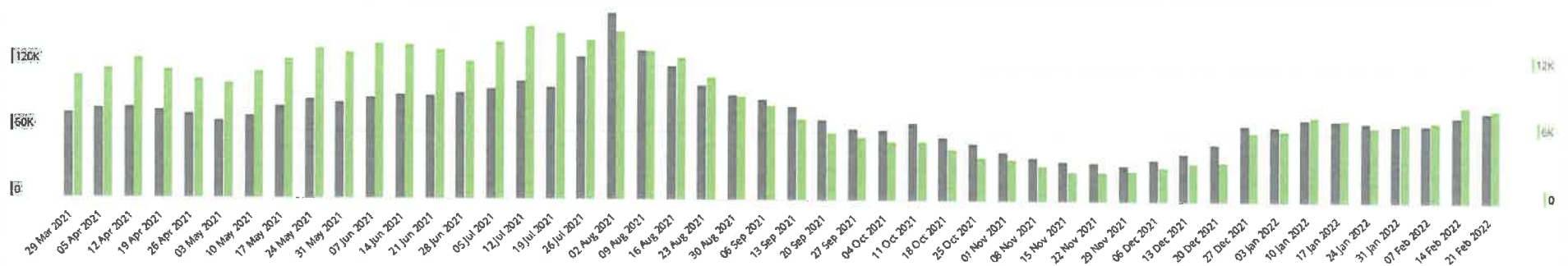
OUTERBANKS.ORG OVERVIEW

- Users who reach Outerbanks.org spent more time on the site in February than during the previous month.
- Overall page views largely maintained from the previous month - Lodging, restaurants, newsletter sign up and events pages had notable increases in page views MOM.

Note: All comparisons shown are to the previous month (January 22).

Site Sessions by Channel - Trending

Sessions Goal Completions



EMAIL MARKETING INSIGHTS

- 200K emails were sent this month with 155K sent to the consumer marketing contacts list who received the February 2022 newsletter.
- Sends for the Foodie and Camping/RV workflow email increased in February as they were refreshed and sent to their complete contact lists.
- Overall email open CTR performance continues to be largely driven by the workflow emails with Family, Active Vacationer, and Art, History and Culture workflow delivering the strongest performance in February.

Email Messages Sent - Performance by Message - Month Of

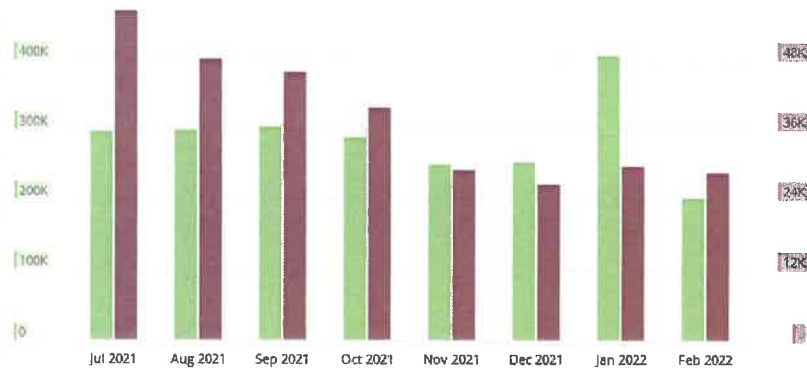
Message Send Name	# Sends ↓	# Opens	# Open Rate	# Clicks	# CTR (Opens)
february 2022 obx email	155,305	21,471	13.85 %	1,836	8.55 %
foodie workflow 3.0	32,979	5,154	15.64 %	1,705	33.08 %
camping/rv workflow 3.0	9,956	1,384	13.92 %	416	30.06 %
art, history and culture workflow 2.0	673	196	29.25 %	82	41.84 %
family workflow 3.0	548	156	28.52 %	83	53.21 %
active vacationer workflow 2.0	377	102	27.13 %	44	43.14 %
fishing workflow 3.0	334	84	25.23 %	31	36.90 %
Total	200,172	28,547	14.28 %	4,197	14.70 %

1 - 7 of 7 Items



Email Sends v. Opens - Trending

Message Sends Message Total Opens



Top Pages Visited - Month Of

Web Analytics Page Path	# Page Views	# Visits ↓	# Visitor Bounce Rate
/blog/post/	1,758	1,109	44.72 %
/restaurants/	999	681	44.64 %
/plan-your-trip/	919	642	26.17 %
/plan-your-trip/travel-guide/	1,452	640	34.22 %
/	483	345	51.30 %
/restaurants/seafood/	498	276	42.39 %
/places-to-stay/campgrounds...	433	260	41.54 %
/event/outer-banks-taste-of-th...	278	233	37.34 %
/plan-your-trip/webcams/	277	221	93.67 %
/plan-your-trip/the-islands/	328	209	60.29 %
/places-to-stay/bed-and-breakf...	308	203	33.50 %
Total	10,245	5,767	43.07 %

1 - 25 of 25 items

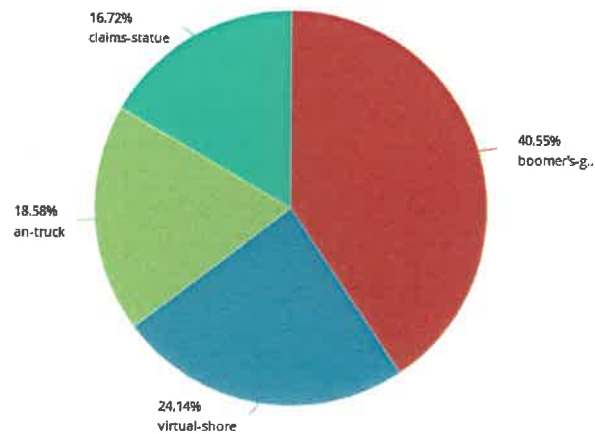


PAID PERFORMANCE

- FY21-22 Spring-Summer campaign continued in February, driving over 21 million impressions and 97K clicks to date.
- Native Remarketing efforts continued in February with content supporting the blog posts of Bringing Outer Banks to Your Top Social Distancing Diversion (virtual-shore), 13 Best Things for Boomers on the Outer Banks (boomer's-guide), Why You Should Drive the Outer Banks (an-truck) and Nationally Recognized Attractions (claims-statue) - Native remarketing efforts will continue into March as part of the Spring-Summer portion of the Continuity campaign.
- All Native Remarketing efforts in February delivered similar CTR performances this month.
- VRBO has consistently delivered some of the strong CTR's throughout the fiscal year to date, while TripAdvisor's performance peaked during Fall and hasn't reached that level of performance since - look for opportunities to expand VRBO partnership in the future.
- Overall, Spring-Summer efforts continue to drive strong performance to date with CTV/Video/Audio delivering strong completion rates at 95%+ and Native/Display delivering above average CTR's compared to campaign benchmarks.
- Spring-Summer efforts running across JunGroup, Pandora, and Teads continue to deliver the strongest CTR performances to date.

Native Article Promotions - Month Of Delivery

Impressions



Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	Clicks	# CTR	# CPC	# Media Spend
boomer's-guide	205,934	150	0.07 %	\$6.58	\$986
virtual-shore	122,611	118	0.10 %	\$4.96	\$586
an-truck	94,349	84	0.09 %	\$5.38	\$452
claims-statue	84,918	80	0.09 %	\$5.05	\$404
Total	507,812	432	0.09 %	\$5.62	\$2,428

1 - 4 of 4 items

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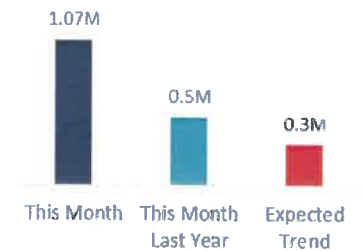
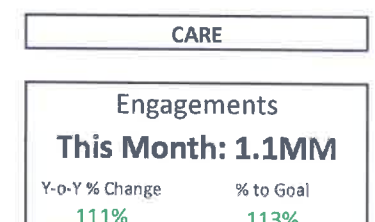
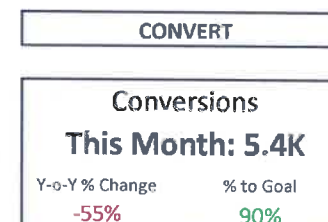
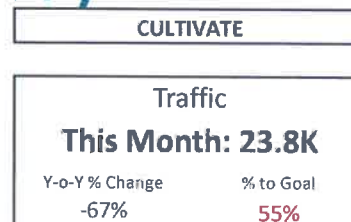
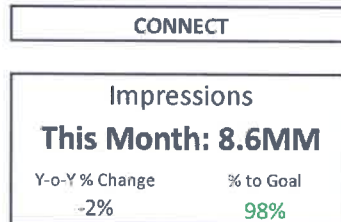
Native Article Promotion Performance - Website Analytics - Month Of

Web Analytics Page Path	# Visits ↓	# Visitor Bounce Rate	# Time On Site Avg.
/blog/post/	333	82.28 %	51
/things-to-do/attractions/	82	89.02 %	29
Total	415	83.61 %	46

1 - 2 of 2 items

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Executive Summary



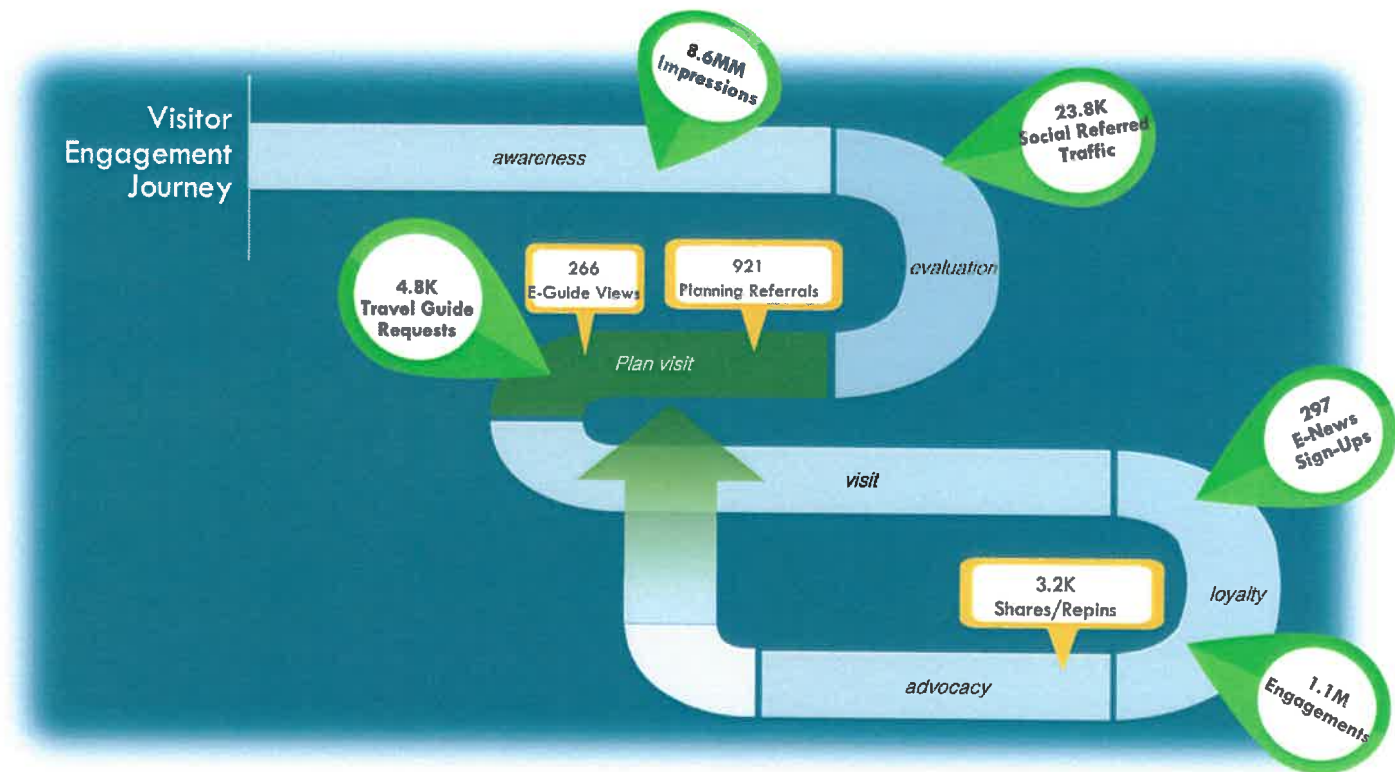
Monthly Highlights:

- Engagements ended the month 13% above the projected trend due to increased use of video content.
- While traffic remains lower than projected trend, the quality of users referred from social channels is more-qualified with conversion rates above 20%.
 - Traffic is low due to higher efficiency of users referred. Increased traffic was expected with budget allocation towards conversion ads in January and February; however, since conversions are more efficient, fewer users are required to visit the site.
- Excluding the influence of E-News sign-ups from last February's "Better in OBX" program, conversions increased 17% y-o-y.

Recommendations/Next Steps:

- Continue to promote participatory events (especially runs) when available to relevant, niche audiences and leverage athletic targets where applicable.
- Identify future opportunities for historical/education content highlighting Outer Banks culture and heritage.

Visitor Journey



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MARCH 2022

Recent Sales Trips:

Tourism Sales recently attended the **Southeast Tourism Society's Domestic Showcase** in Virginia Beach, VA, February 13-15, 2022. This is the first year STS took over this trade show from Travel South USA, which is an invitation-only, appointment-style marketplace focusing on increasing travel to and within the 13 Southern states. This marketplace is one of the best returns on investment shows for our area. Going into Showcase, Tourism sales had 27 qualified pre-scheduled one-on-one appointments with tour operators, group planners and bank travel group leaders; however, staff ended up with 22 appointments at the show as several of our appointments canceled due to Covid19. However, the positive takeaway from this show is that we were able to reconnect with tour operator and group planner contacts we had not seen since March 2020. In addition, we were able to confirm and help 6 tour groups who are booked and coming to the Outer Banks during the months of April/May/June 2022.

Staff is working on the sales leads from this show and will distribute them to our industry partners once completed.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following tourism conference:

- March 20 – 22, 2022: **Visit 365 Conference, Durham, NC**

The Soundside Event Site:

Attached is the current 2022 Events Calendar for the Soundside Event Site for your review. Currently there are 10 events scheduled for 2022. Staff continues to work with these events to help them navigate the application process with Town of Nags Head events committee.

Request for Proposals:

The Bureau sent out the following request for proposal recently to our industry partners:

- **Educational Travel Adventures, May 4-6, 2022**, student group, 50 rooms/double occupancy, group meals, attractions, etc.
- **Lowee's Group Tours, September 4 - 8, 2022 or September 11 - 14, 2022**, senior group, 25 rooms/double occupancy, group meals, attractions, etc.
- **Prime Tours, June 4 – 10, 2022**, mixed (family), 15 – 20 rooms/double occupancy, group meals, attractions, etc.

*A fully loaded motorcoach (35 passengers on average) on a charter or tour making an overnight stay contributes an average of \$9,000 to \$11,000 (USD) per day to the local economy in expenditures including meals, lodging, shopping, admission fees, souvenirs, and local taxes. – American Bus Association

2022 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
Outer Banks Spring Bike Week	Thursday, April 20 - Sunday, April 23, 2022	Wednesday, April 19 - Monday, April 24, 2022
OBX Rod and Custom Festival	Friday, May 6 and Saturday, May 7, 2022	Thursday, May 5 - Sunday, May 8, 2022
Dare2Care OBX Shred Fest	Saturday, May 21, 2022	Friday, May 20 - Monday, May 23, 2022
Soundside Fun Fair	Thursday, June 9 - Sunday, June 12, 2022	Tuesday, June 7 - Monday, June 13 2022
HIS Generation Concert	Wednesday, June 15, 2022	Tuesday, June 14 - Wednesday, June 16, 2022
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022
OBX Fall Bike Fest	Friday, September 23 - Saturday, September 24, 2022	Thursday, September 22 - Saturday, September 24, 2022
OBX Rod and Custom Fall Festival	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022
OBX Jeep Invasion	Friday, October 7 - Sunday, October 9, 2022	Thursday, October 6 - Monday, October 10, 2022
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Monday, October 17, 2022
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022

THE OUTER BANKS PROJECT

PUBLIC RELATIONS REPORT: March 2022

SOCIAL MEDIA - SPECIAL PROJECTS

OuterBanks.org | Feb 2022 - "African American Heritage" <https://bit.ly/OBX-BlackHeritage>
Producer Caleb Owolabi of 30 to 300 Productions, LLC authored a blog post on our website narrating his journey of discovering our African American heritage in Dare County. He produced five videos for us, featuring Freedman's Colony at Fort Raleigh NHS, Pea Island Cookhouse and Herbert Collins Boathouse at Collins Park in Manteo, the Pea Island Lifesavers exhibit at the NC Aquarium on Roanoke Island, Richard Etheridge legacy and event promotor Mike Tillett who shares with us the OBX of today that he is proud to call home.

OuterBanks.org | Feb 2022 - "Outer Banks: First in Freedom Itinerary"
<https://www.bit.ly/OBX-BlackHeritage-Itinerary>

Aaron collaborated with the team at NCBlackHeritage.com to develop a 24 hour travel itinerary to help people explore our cultural sites in Dare County and share places to eat and stay while here.

EARNED MEDIA

Northern Virginia | Mar 2022 - "Spring Escapes: The Outer Banks, NC. The remote islands off the coast of North Carolina offer a peaceful, uncrowded spring getaway with plenty of outdoor adventure." Aaron has worked with writer Renee Sklarew on several stories over the years. *see.pdf*

KellyStilwell.com | Mar 2022 - "Things To Do In The Outer Banks NC - Food, Fun & Faraway Places"
The Outer Banks PR Team assisted influencer Kelly Stilwell pre-COVID with an in-market content visit and she produced an expansive article for spring 2022 <https://bit.ly/3MqTLSb>

EARNED MEDIA - IN DEVELOPMENT

Woman's Day | Summer 2022 - The Outer Banks PR Team has worked with writer Kristi Valentini in the recent past for web content. She's pitched the Outer Banks for a roundup of best beaches.

WTHR NBC 13 | April 2022 - "Check with Chuck" A popular Indianapolis morning weather personality has a strong travel series that Aaron is helping find their shots.

CONTENT PARTNERSHIPS

Josephine Matyas:

OuterBanks.org | Mar 2022 - "The Outer Banks: A Fantastic RV Destination" <https://bit.ly/3Ktzfi7>
OuterBanks.org | Mar 2022 - "Road Tripping With Your Dog To The Outer Banks" <https://bit.ly/3tMwy4q>
OuterBanks.org | Mar 2022 - "Best Free Things To Do On The OBX" <https://bit.ly/3tlaBDx>

We partnered with Josephine Matyas to explore the Outer Banks for Family RV'ing Magazine. She's publishing an article this summer for the magazine and we hosted three content pieces above on our blog this week written by her.

Matador Network | May 2022 - Matador's production team will be in market for almost a week producing video content for distribution to their enormous online distribution. All hands on deck.



OUTER BANKS: FIRST IN FREEDOM ITINERARY

A DAY IN DARE COUNTY

The Outer Banks Visitors Bureau is proud to welcome you into our community for a day of sharing and discovery of the islands' rich African American heritage that's been adding to the collective OBX culture for generations. Whether you live on an island or just enjoy visiting, there's always a journey about getting there to tell, and today's itinerary begins on Roanoke Island and includes a trip to Hatteras, where two early pathways to freedom for Blacks in America set the diverse Outer Banks community of today in motion.

MORNING

Breakfast: If you want a coffee house style wake-up, check out Front Porch Cafe in Manteo. For a classic cooked breakfast, head to TL's Country Kitchen or Darrell's Restaurant.

Hatteras Island

► Hotel De Afrique
Graveyard of the Atlantic Museum*

The first Union military victory of the Civil War concluded August 29, 1861 with a naval bombardment and amphibious assault of Confederate forces at Fort Hatteras and Fort Clark, the former being near the location of the Graveyard of the Atlantic Museum today. Fugitive slaves began arriving daily in the new Union foothold, hoping for a taste of freedom. Union soldiers had to quickly assemble a

shelter to accommodate the influx of refugees forever known to the public as the Hotel De Afrique following a New York Times article on January 29, 1862. It was the first such haven for fugitive slaves in North Carolina. Visitors to the Graveyard of the Atlantic Museum will notice a large black memorial near the main parking area describing the Civil War epic battle and ensuing freedom camp. The Hotel d' Afrique operated from 1861-1865 and is part of the National Underground Railroad Network to Freedom.

Roanoke Island

► Richard Etheridge Homestead
Island Farm

Explore Island Farm, a living history site interpreting daily life on Roanoke Island in the mid-1800s. The Etheridge's



INSPIRING EXPLORATION AND APPRECIATION FOR THE AFRICAN AMERICAN EXPERIENCE...

The **African American Experience of NENC (AAENENC)** celebrates the contributions of African American and encourages a deeper understanding of the significance of the region's cultural heritage in order to build more inclusive communities.

This project is a collaborative project between six NC counties that include:

- Camden
- Chowan
- Currituck
- Dare
- Pasquotank
- Perquimans

Learn more online at:
NCBlackHeritageTour.com

were a slave owning family, and one former resident who would make his mark in history was Richard Etheridge. He was born a slave, the illegitimate son of John B. Etheridge, a white man of influence and father of the Adam Dough Etheridge who built the Island Farm mansion house. Richard was literate as a young man when even many Outer Banks whites could not read and write. Life on the farm demanded he became an expert waterman familiar with the shoal waters around Roanoke Island, skills which would serve him well later in life as America's first Captain of an all-African American US Lifesaving Station, a precursor to today's US Coast Guard. All ages will enjoy a morning at this pre-Civil War farm with heritage animals, demonstrations in cooking and blacksmithing and even two Wild Spanish Mustangs from the Outer Banks.

► The Freedmen's Colony

1862-1867

Fort Raleigh National Historic Site *

On the heels of the Union's first military victory of the Civil War at Fort Hatteras in August 1861, Northern forces took Roanoke Island in 1862 in another of the earliest Union military victories over the Confederates. Escaped slaves seeking the army's protection began pouring onto the island. In response, the army seized local property to use for the establishment of a Freedmen's Colony on the north end of the island across the street from where the NC Aquarium is today. At its peak population, there were nearly 4,000 former slaves from across the east who had made their way to Freedman's Colony. While the Freedman's Colony no longer exists today, you can experience its spirit and learn all about it at nearby Fort Raleigh National Historic Site, part of the National Underground Railroad Network to Freedom.

LUNCH

There are many great choices in Manteo, depending on what your family or group likes. If you're a fan of sandwiches, check out Poor Richard's or The Hungry Pelican. Ortega's has great Southwestern fare. The Lost Colony Cafe and Brewery has a great mix of local beer and bistro eats.

AFTERNOON

► Lifesaving Station History

The Pea Island Cookhouse Museum

The Outer Banks has the distinction of being home to one of the most highly awarded rescue crews in the history of the U.S. Coast Guard, the all-Black surfmen of Pea Island Lifesaving Station who earned Gold Lifesaving Medals posthumously for valiance protecting mariners in peril along our coast. From 1880 until his death in 1900, former slave and Civil War veteran Richard Etheridge of Buffalo Soldier fame led a segregated team to guard a several-mile stretch of beach near where the new Captain Richard Etheridge Memorial Bridge is today at Pea Island National Wildlife Refuge. The original main station is long lost, but the detached cookhouse was rescued from the ravages of time and rehabilitated into a museum in the heart of Manteo on Roanoke Island where most of the Pea Island lifesavers called home. From here, we'll head to the NC Aquarium on Roanoke Island where everything we've seen so far today comes into greater perspective.

► The Freedmen's Colony

1862-1867

NC Aquarium on Roanoke Island

Richard Etheridge (1842-1900) and his family were buried on property that he purchased in the vicinity of the former Freedman's Colony, and today you can visit his gravesite

and public memorial outside the Aquarium. Inside the Aquarium, you can enjoy a gallery of original portraits painted by local artist James Melvin in tribute to their legacy as part of your experience. Of the 609 documented rescues at sea by the Pea Island Lifesaving Station crew during its operational history from 1880 to decommissioning in 1947, the most famous was the rescue of the crew of the E.S. Newman during an October 1896 hurricane. Richard Etheridge was the first African American to hold the rank of Keeper of a life-saving station which is synonymous with the US Coast Guard today. You can see where the Freedman's Colony once thrived, allowing free black families to start new roots for the first time in the South, growing with and helping shape the inviting town of Manteo that welcomes so many across America to the Outer Banks.

DINNER

The Outer Banks community prides itself on offering restaurants that you can only find on the islands. For classic local seafood, chicken and steaks, try Sugar Creek, Basnight's Lone Cedar or the 1587 Lounge. Blue Water Grill or Sam and Omie's is also nearby, as is Owen's Restaurant, one of the oldest family restaurants in North Carolina. Bring your appetite!

ACCOMMODATIONS

The Outer Banks has everything under the sun to meet your party's needs. For longer stays, we recommend one of our famous vacation rental homes. If you're just in town for the night, we have a couple dozen hotels and motels that are a mix of points and family owned properties. For all your overnight needs, check out the full selection online at:

outerbanks.org/places-to-stay

* National Underground Railroad Network to Freedom

**Best Summer
Camps 2022**

**The Cherry Blossom
Festival Returns**

**NoVA Native
Hoda Kotb**

**Try These
New Burgers**

Northern Virginia

Spring Escapes

**Wander with wild ponies,
climb incredible dunes and
soar high above a city skyline**

PLUS
**8 Glorious
Ways to Bring
Color into
Your Home**

MARCH 2022

\$4.95



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SPRING ESCAPES

Call shotgun now for these seven amazing jaunts, all within a doable drive from Northern Virginia.

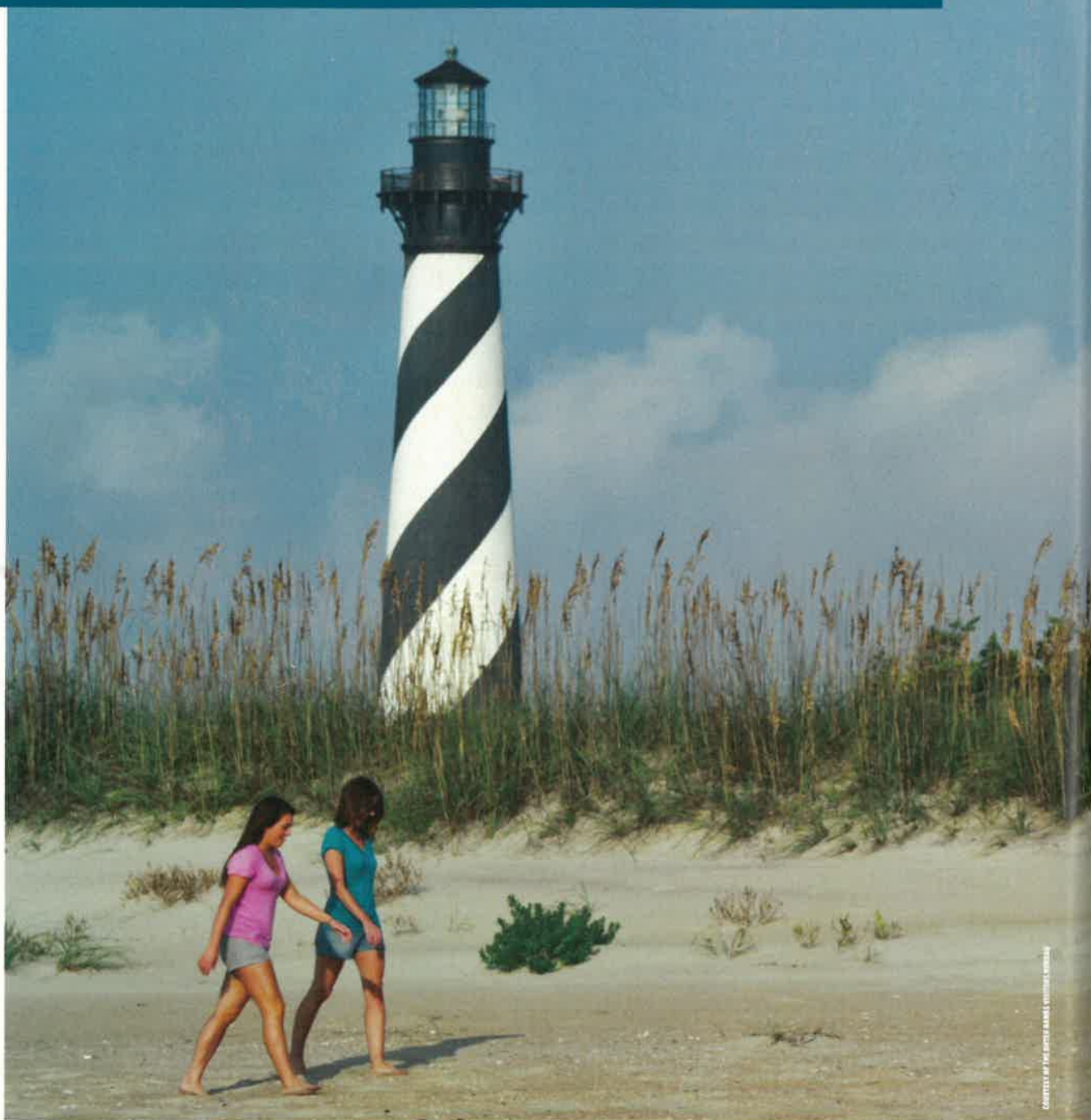
KRISTEN SCHOTT AND RENEE SKLAREW



THE OUTER BANKS, NC

The remote islands off the coast of North Carolina offer a peaceful, uncrowded spring getaway, with plenty of outdoor adventure.

Driving distance: 5 hours



Sanderling Resort



STAY HERE: Sanderling Resort is a four-diamond beachfront hotel located on the upscale island of Duck. With oceanfront guest rooms, suites overlooking the Currituck Sound, and three-bedroom vacation rental homes, your family can find luxurious accommodations for a fraction of what it costs during the summer season. While the beach might be chilly, and the pool isn't open yet, there are still fun activities like bocce, cornhole, and board games in the lounge. The Lifesaving Station is a first-rate restaurant. The wood-shingled structure was built in 1899 and was formerly, yes, a lifesaving station charged with rescuing shipwrecked sea vessels. (More than 6,000 ships have sunk here in the past 200 years.) Sanderling is also a quick drive to the towns of Corolla and Duck, where you'll find options from sushi to tacos. Schedule a spa treatment while the rest of the family roasts s'mores by the bonfire or hikes the sand dunes. *From \$200 per night, 1461 Duck Rd., Duck, sanderling-resort.com*

Day 1

MORNING: You'll feel a sense of exhilaration as you cross the **Wright Memorial Bridge** (outerbanks.com/wright-memorial-bridge.html) to the barrier islands of the Outer Banks. The views of the Currituck Sound are just a hint of the beauty to come. Before you check into your hotel or vacation rental, veer south to the **Wright Brothers National Memorial** (nps.gov/wrbr), a national park in Kitty Hawk where brothers Orville and Wilbur Wright built their motor-operated airplane and were the first to achieve flight, in December 1903. Tour the visitor center to see a repro-

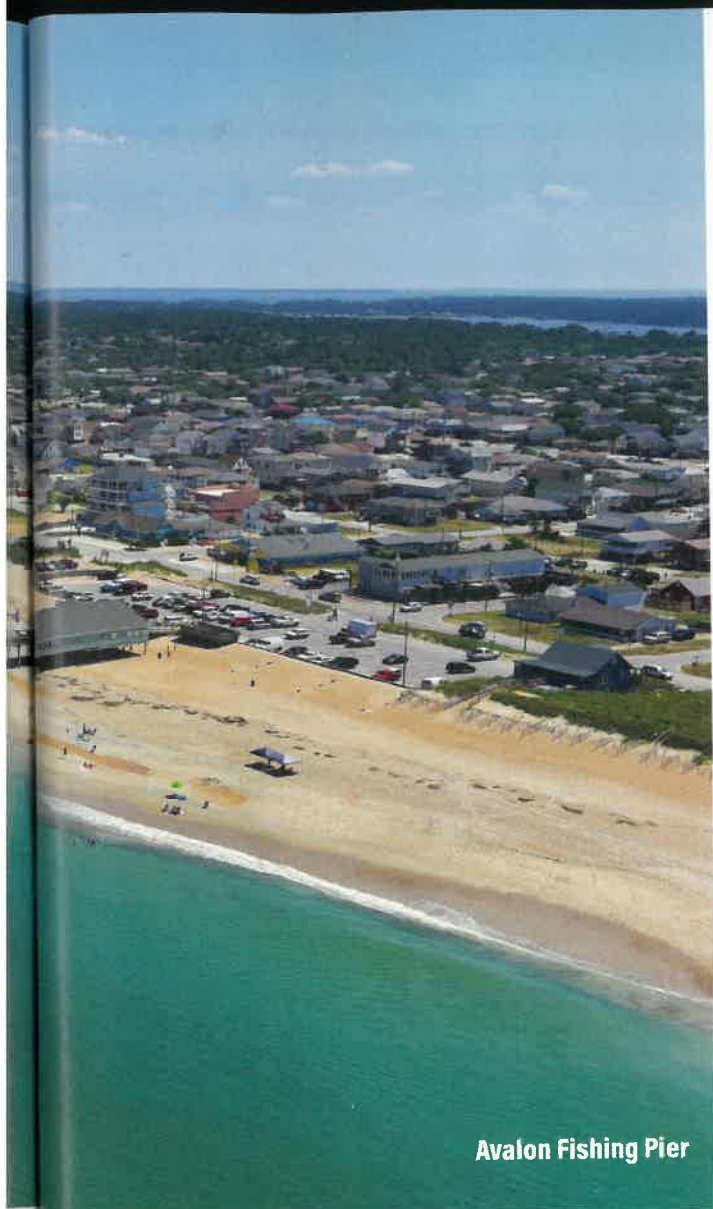
Cape Hatteras



Blue Moon Beach Grill

COURTESY OF THE OUTER BANKS VISITORS BUREAU





Avalon Fishing Pier



Fort Raleigh National
Historic Site

duction of their flier and workshop, and then walk to the First Flight Boulder, where they landed on that landmark occasion. It feels pretty far, after all.

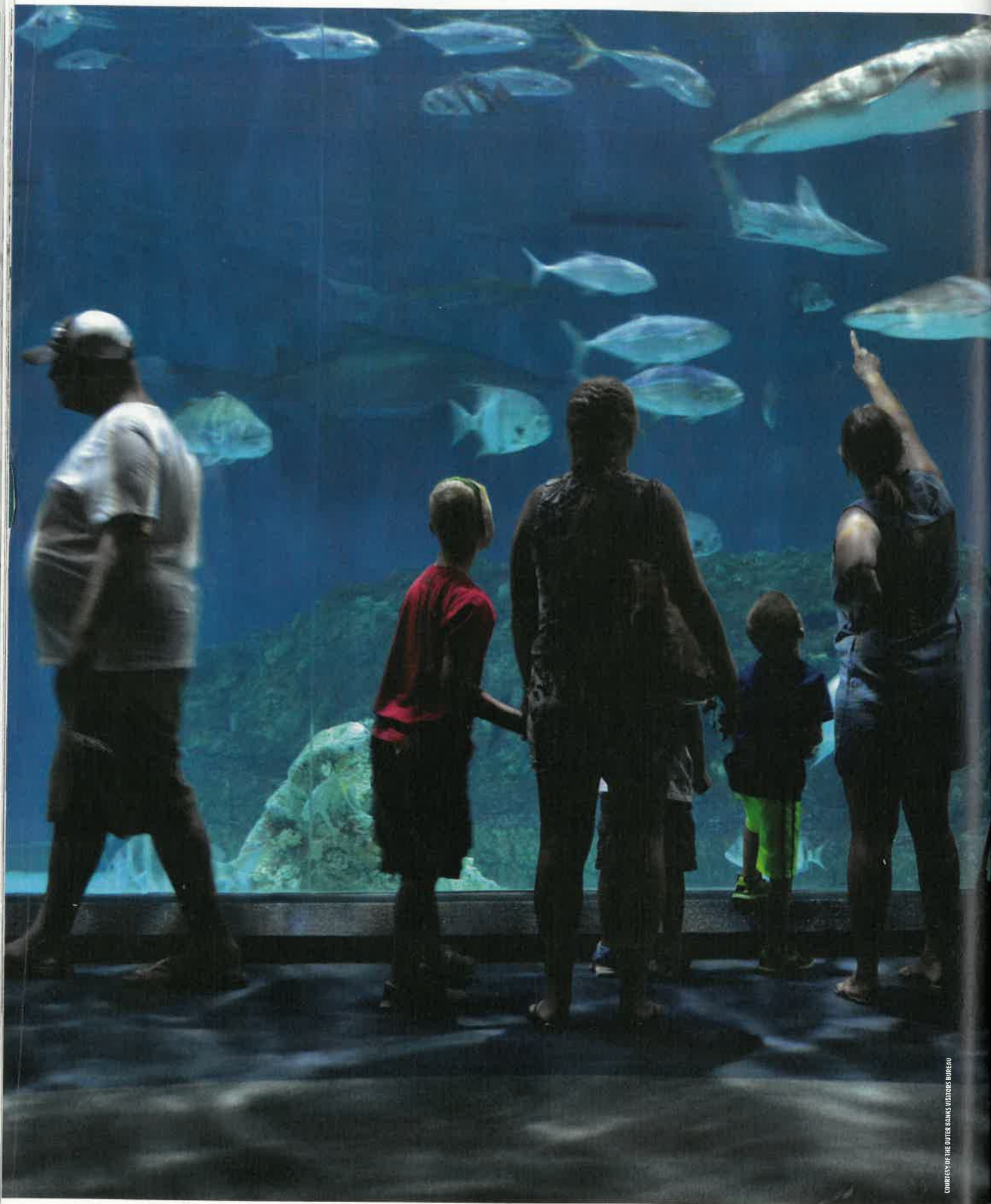
AFTERNOON: Dine in the **Rundown Café** (rundowncafe.com), a restaurant serving Caribbean and Pacific Rim cuisine with views of the ocean. The fried shrimp sits atop a bed of crispy fries, and the spicy seafood chowder and pho will warm on a chilly day. Head over to Kitty Hawk's 700-foot-long **Avalon Fishing Pier** (avalonpier.com) to watch local fisherfolks cast their rods and reels out into the surf. The pier stretches into the Atlantic Ocean into 12 to 15 feet of water. Wait awhile and you're bound to see some croakers, flounder, or pompano wriggling on the wire.

EVENING: The locals know that searching for ghost crabs is an enchanting pastime. While you're never sure you'll see one, take a flashlight out to the beach and start the hunt. (But never harm or touch them.) These sweet, tiny crabs are similar to the fiddler crab but only come out at night. You'll want a hearty dinner after your busy day, so book a table at the family-owned **Blue Moon Beach Grill** (bluemoonbeachgrill.com), serving culinary-driven Southern comfort food like shrimp and grits, mahi mahi fish and chips, and a solid kids' menu.

Day 2

MORNING: Pop into **Front Porch Café** (frontporchcafe.com) in Manteo, located on Roanoke Island. The cinnamon rolls and muffins here pair perfectly with the frothy cappuccinos. Here in the historic town of Manteo, you'll learn about the Outer Banks' fascinating history and visit several must-see attractions. Begin at **Fort Raleigh National Historic Site** (nps.gov/fora) to find out how the first English settlers struggled to survive in this wild terrain and how later the island became a refuge for escaped slaves as the Freedmen's Colony of Roanoke. From there, walk to **Roanoke Island Festival Park** (roanokeisland.com) for a hands-on history lesson with interactive exhibits, and board the Elizabeth II, a 16th-century sailing ship piloted by Sir Walter Raleigh. Festival Park delves into the lives and culture of the Algonquin tribe and the relationship between the Native Americans and the English settlers.

AFTERNOON: Try local barbecue at **Carolina Bar-B-Que Company** (facebook.com/ncbbq4u). Douse the 'cue with the local sauce, made with vinegar and mustard, or choose a clam or chicken basket—it all tastes so good. Next, visit the **North Carolina Aquariums**



COURTESY OF THE OUTER BANKS SOLUTIONS BUREAU

A large photograph of an aquarium tank. In the foreground, the silhouettes of a child and an adult are visible as they look into a large glass tank. Inside the tank, several fish are swimming, including a large white shark-like fish on the left and a blue fish in the center. The text "North Carolina Aquariums" is printed in white in the upper left corner of the image.

North Carolina Aquariums

(ncaquariums.com), with tanks stocked with native wildlife found around the Outer Banks. The most popular exhibits are the river otters, sea turtles, and the interactive stingray experience.

EVENING: There's nothing like watching the sunset from the magnificent dunes at **Jockey's Ridge State Park** (ncparks.gov/jockeys-ridge-state-park). Get there before the sunset, but bring flashlights to ascend the hilly sand dunes after taking in the panoramic views of the sound and the sea. You'll long remember this otherworldly experience. After the hike, stop by **Ladies** (ladlessoups.com) for some hearty soup and sandwiches. By now, everyone should be ready to crash.

Day 3

MORNING: In terms of unique vacation destinations, the **Outer Banks Wild Horse Tour** (wildhorsetour.com) or **Back Country Safari Tour** (outerbankstours.com) may be the highlights. Climb into the open-air Jeeps to explore the pristine Corolla beaches in search of Spanish mustangs who've lived here untethered for centuries. While you can access these beaches with your own 4x4 off-road vehicle, finding the horses is best accomplished with an expert guide.

AFTERNOON: Snag a table at **Corolla Pizza** (corollapizza.com), a favorite among locals. You can't visit the Outer Banks without seeing a real lighthouse, so before heading home, make tracks to the **Currituck Beach Lighthouse** (obcinc.org), which was constructed in 1875 and can be seen from 7 nautical miles away. You can pay \$10 to climb the circular stairs to the top, but it's free to visit **Historic Corolla Park** (visitcurrituck.com/places/historic-corolla-park) with two museums: Whalehead and the Center for Wildlife Education. It's time to go, but you'll likely carry some of that silky white sand back in your shoes. —R.S. 🐾