

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, MARCH 18, 2021
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 18, 2021 Meeting
- V. Public Comments
- VI. Steering Committee Report-Chair
 - 1. Firework Grant Award Recommendations
- VII. Budget & Finance Report-Budget & Finance Committee Chair
- VIII. Grants & Local Public Relations Report-Grants & Local Public Relations Chair
 - 1. Amend Event Grant Guidelines/Application
 - 2. Event Grant Award Recommendations
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, FEBRUARY 18, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Jeff Pruitt, Chair; Ervin Bateman, Treasurer; Bambos Charalambous, and Leo Holland.

Via GoToMeeting: Tim Cafferty, Vice-Chair; Doug Brindley, Jamie Chisholm, Ivy Ingram, Karen Loopman-Davis, Donna Peele, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Webb Fuller, Secretary; Monica Thibodeau, Assistant Treasurer; and Bobby Owens.

STAFF:

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

OTHERS ATTENDING:

Via GoToMeeting: Brad Carey, First Flight Adventure Park; John Griffin, Chicamacomico Historical Association; and Philip Ruckle, The Coastland Times.

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: Ervin Bateman, Doug Brindley, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, and Jeff Pruitt.

No: None. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Mr. Bateman moved to approve the meeting minutes from January 21, 2021 meeting. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Doug Brindley, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, and Jeff Pruitt.

No: None. The motion passed unanimously (10-0).

PUBLIC COMMENTS: There were no public comments made nor written comments received.

STEERING COMMITTEE: Lee Nettles reviewed the intentions behind the Long-Term Unappropriated Guidelines. Mr. Cafferty moved to accept the Long-Term Unappropriated Guidelines as presented. Second by Mr. Charalambous.

Yes: Ervin Bateman, Doug Brindley, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, and Jeff Pruitt.

No: None. The motion passed unanimously (10-0).

Lee Nettles reviewed the request from Chicamacomico Historical Association for funds from the Long-Term Unappropriated line item in the amount of \$22,610.00 to repair water damage to the floor and adding historically correct “storm” doors to the 1874 Station. Mr. Bateman moved to award \$22,610 from the Long-Term Unappropriated line item to Chicamacomico for these items. Mr. Charalambous seconded. During discussion, Mr. Holland asked about the contingency budget in the request. Lee Nettles responded that Chicamacomico Historical Association had the contingency budget in case other repairs discovered while the floors were being repaired. There was no further discussion.

Yes: Ervin Bateman, Doug Brindley, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Donna Peele, and Jeff Pruitt.

No: None. The motion passed unanimously (10-0).

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 12.06% compared to 2019-2020 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Reviewed the February meeting of the Soundside Ad Hoc Committee
- Noted that the Social Media campaign was halted in January but is in full swing now
- Reviewed the internet, fulfillment, and visitation figures

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

NEW BUSINESS: Ms. Peele asked if the Board would consider speaking with Dare County Department of Health and Human Services Director Sheila Davies about moving the hospitality workers up a tier for the COVID-19 vaccine due to the anticipated early Spring visitors. Lee Nettles noted that he could ask, and Ervin Bateman stated that the Commissioners were speaking with state representatives today about this, and that the state health director was aware of this matter as well.

BOARD MEMBER COMMENTS: The Chair and Ms. Chisholm thanked staff for their work. Mr. Brindley noted that the home sales were on the rise and this would take some rental properties off the market and have an impact on occupancy receipts.

SET DATE, TIME AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, March 18, 2021 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

Mr. Holland moved to adjourn the meeting. Second by Mr. Charalambous. There was no objection and the meeting adjourned at 9:50 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

July 4th Firework Grant Requests

Fiscal Year 2020/2021

<i>Organization & Project</i>	<i>Total Contract</i>	<i>Eligible Grant Request</i>	<i>Amount Recommended</i>	<i>Comments</i>
Town of Kill Devil Hills	\$ 35,000.00	\$ 17,500.00	\$ 17,500.00	Prior year was used for the Dec 17 display
Location: Avalon Fishing Pier				
Town of Manteo	\$ 48,750.00	\$ 24,375.00	\$ 17,500.00	Includes Barge price at \$20,000, FW \$28,750
Location: Manteo Waterfront/RI Festival Park				Prior Year was awarded but withdrawn due to Covid
Total Amount Requested	\$ 83,750.00	\$ 41,875.00	\$ 35,000.00	

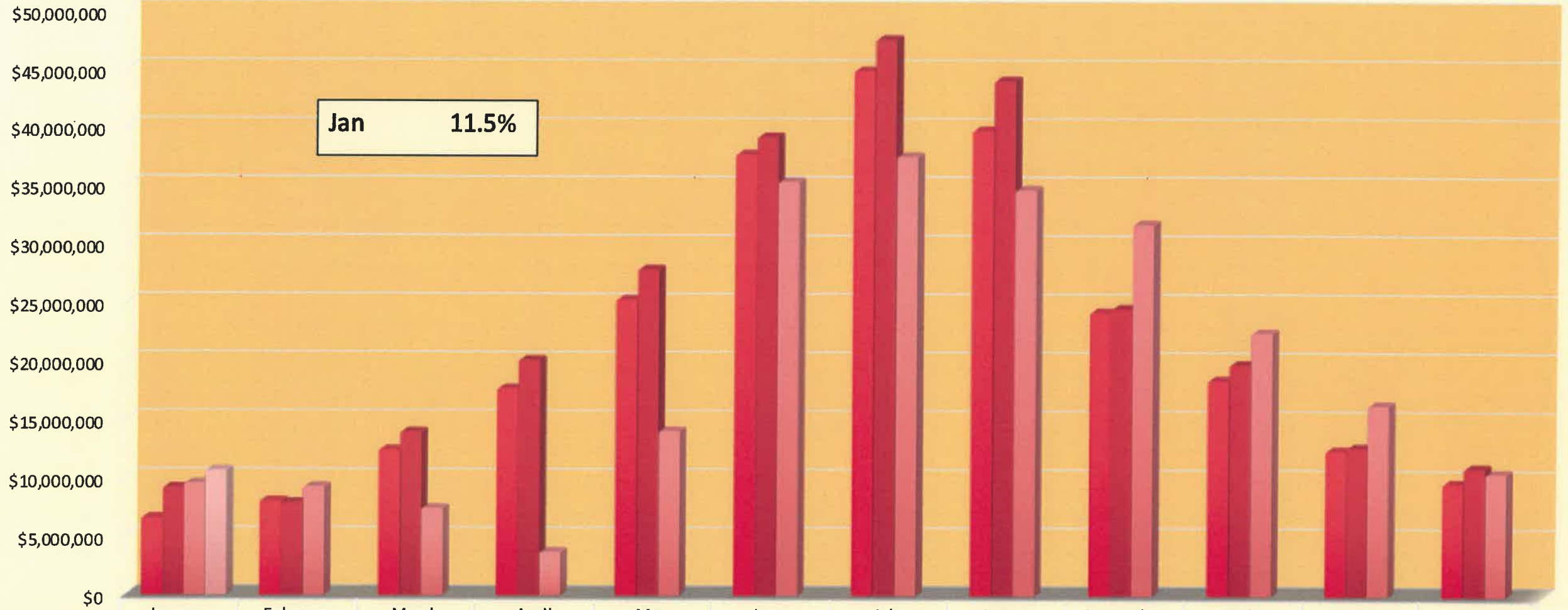
PENDING BOARD APPROVAL

Beginning Balance	\$ 37,500.00
Amount Recommended	\$ 35,000.00
<i>Remaining Funds</i>	<u>\$ 2,500.00</u>

Occupancy Collections



Meals Collections

[illegible]

BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2020-2021

FISCAL YEAR		PROJECTED FY 20-21	ACTUAL FY 20-21	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$909,480.00	\$1,031,085.56	\$121,605.56	13.37%
<u>JULY RECEIVED</u>	MEALS	<u>\$240,750.00</u>	<u>\$343,466.82</u>	<u>\$102,716.82</u>	<u>42.67%</u>
		\$1,150,230.00	\$1,374,552.38	\$224,322.38	19.50%
<i>JULY EARNED</i>	OCCUPANCY	\$1,168,710.00	\$1,522,968.88	\$354,258.88	30.31%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$329,000.00</u>	<u>\$378,907.71</u>	<u>\$49,907.71</u>	<u>15.17%</u>
		\$1,497,710.00	\$1,901,876.59	\$404,166.59	26.99%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,150,000.00	\$1,386,698.87	\$236,698.87	20.58%
<u>SEPT RECEIVED</u>	MEALS	<u>\$342,600.00</u>	<u>\$342,807.39</u>	<u>\$207.39</u>	<u>0.06%</u>
		\$1,492,600.00	\$1,729,506.26	\$236,906.26	15.87%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$409,385.00	\$646,711.02	\$237,326.02	57.97%
<u>OCT RECEIVED</u>	MEALS	<u>\$220,225.00</u>	<u>\$312,640.42</u>	<u>\$92,415.42</u>	<u>41.96%</u>
		\$629,610.00	\$959,351.44	\$329,741.44	52.37%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$217,800.00	\$411,520.36	\$193,720.36	88.94%
<u>NOV RECEIVED</u>	MEALS	<u>\$180,100.00</u>	<u>\$220,333.19</u>	<u>\$40,233.19</u>	<u>22.34%</u>
		\$397,900.00	\$631,853.55	\$233,953.55	58.80%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$90,900.00	\$149,613.81	\$58,713.81	64.59%
<u>DEC RECEIVED</u>	MEALS	<u>\$114,400.00</u>	<u>\$133,492.34</u>	<u>\$19,092.34</u>	<u>16.69%</u>
		\$205,300.00	\$283,106.15	\$77,806.15	37.90%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$43,300.00	\$99,622.05	\$56,322.05	130.07%
<u>JAN RECEIVED</u>	MEALS	<u>\$90,800.00</u>	<u>\$129,244.28</u>	<u>\$38,444.28</u>	<u>42.34%</u>
		\$134,100.00	\$228,866.33	\$94,766.33	70.67%
<i>JANUARY EARNED</i>	OCCUPANCY	\$69,200.00	\$221,256.93	\$152,056.93	219.74%
<u>FEB RECEIVED</u>	MEALS	<u>\$65,990.00</u>	<u>\$96,377.22</u>	<u>\$30,387.22</u>	<u>46.05%</u>
		\$135,190.00	\$317,634.15	\$182,444.15	134.95%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$47,800.00	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	MEALS	<u>\$72,455.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$120,255.00	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>	OCCUPANCY	\$74,690.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$110,235.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$184,925.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	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%
<u>JUNE RECEIVED</u>	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	\$4,058,775.00	\$5,469,477.48	\$1,410,702.48	34.76%
TO-DATE	MEALS	<u>\$1,583,865.00</u>	<u>\$1,957,269.37</u>	<u>\$373,404.37</u>	<u>23.58%</u>
		\$5,642,640.00	\$7,426,746.85	\$1,784,106.85	31.62%
TOTAL	OCCUPANCY	\$4,664,715.00			
PROJECTED	MEALS	<u>\$2,163,105.00</u>			
2020-2021		\$6,827,820.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2020-2021</u>		2020	2021		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$68,444.24	\$0.00	\$0.00	0.00%
	MEALS	<u>\$90,153.63</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$158,597.87	\$0.00	\$0.00	0.00%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$30,251.77	\$0.00	\$0.00	0.00%
	MEALS	<u>\$69,265.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$99,517.43	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$12,691.08	\$0.00	\$0.00	0.00%
	MEALS	<u>\$37,629.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$50,320.17	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,031,085.56	\$0.00	\$0.00	0.00%
	MEALS	<u>\$343,466.82</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,374,552.38	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,522,968.88	\$0.00	\$0.00	0.00%
	MEALS	<u>\$378,907.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,901,876.59	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,386,698.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$342,807.39</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,729,506.26	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$646,711.02	\$0.00	\$0.00	0.00%
	MEALS	<u>\$312,640.42</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$959,351.44	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$411,520.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$220,333.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$631,853.55	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$149,613.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$133,492.34</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$283,106.15	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$146,897.95	\$320,878.98	\$173,981.03	118.44%
	Meals	<u>\$204,005.60</u>	<u>\$225,621.50</u>	<u>\$21,615.90</u>	<u>10.60%</u>
		\$350,903.55	\$546,500.48	\$195,596.93	55.74%
Total for Year	OCCUPANCY	\$5,687,767.42			
	MEALS	<u>\$2,271,084.20</u>			
		\$7,958,851.62			

OCCUPANCY & MEALS FY 2020-2021

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 19-20	ACTUAL FY 20-21	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,019,991.19	\$1,031,085.56	\$11,094.37	1.09%
JULY RECEIVED	MEALS	<u>\$399,780.43</u>	<u>\$343,466.82</u>	<u>(\$56,313.61)</u>	<u>-14.09%</u>
		\$1,419,771.62	\$1,374,552.38	(\$45,219.24)	-3.18%
JULY EARNED	OCCUPANCY	\$1,106,543.73	\$1,522,968.88	\$416,425.15	37.63%
AUGUST RECEIVED	MEALS	<u>\$472,600.66</u>	<u>\$378,907.71</u>	<u>(\$93,692.95)</u>	<u>-19.82%</u>
		\$1,579,144.39	\$1,901,876.59	\$322,732.20	20.44%
AUGUST EARNED	OCCUPANCY	\$1,386,583.82	\$1,386,698.87	\$115.05	0.01%
SEPT RECEIVED	MEALS	<u>\$427,333.95</u>	<u>\$342,807.39</u>	<u>(\$84,526.56)</u>	<u>-19.78%</u>
		\$1,813,917.77	\$1,729,506.26	(\$84,411.51)	-4.65%
SEPTEMBER EARNED	OCCUPANCY	\$456,102.94	\$646,711.02	\$190,608.08	41.79%
OCT RECEIVED	MEALS	<u>\$245,359.41</u>	<u>\$312,640.42</u>	<u>\$67,281.01</u>	<u>27.42%</u>
		\$701,462.35	\$959,351.44	\$257,889.09	36.76%
OCTOBER EARNED	OCCUPANCY	\$225,976.76	\$411,520.36	\$185,543.60	82.11%
NOV RECEIVED	MEALS	<u>\$196,138.50</u>	<u>\$220,333.19</u>	<u>\$24,194.69</u>	<u>12.34%</u>
		\$422,115.26	\$631,853.55	\$209,738.29	49.69%
NOVEMBER EARNED	OCCUPANCY	\$115,681.16	\$149,613.81	\$33,932.65	29.33%
DEC RECEIVED	MEALS	<u>\$122,310.47</u>	<u>\$133,492.34</u>	<u>\$11,181.87</u>	<u>9.14%</u>
		\$237,991.63	\$283,106.15	\$45,114.52	18.96%
DECEMBER EARNED	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
JAN RECEIVED	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
JANUARY EARNED	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
FEB RECEIVED	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
FEBRUARY EARNED	OCCUPANCY	\$68,444.24	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$90,153.63</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$158,597.87	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$30,251.77	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$69,265.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$99,517.43	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$12,691.08	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$37,629.09</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$50,320.17	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$280,883.88	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$138,382.35</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$419,266.23	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$4,457,777.55	\$5,469,477.48	\$1,011,699.93	22.70%
	MEALS	<u>\$2,067,529.02</u>	<u>\$1,957,269.37</u>	<u>(\$110,259.65)</u>	<u>-5.33%</u>
		\$6,525,306.57	\$7,426,746.85	\$901,440.28	13.81%
TOTAL ACTUAL 2019-2020	OCCUPANCY	\$4,850,048.52			
	MEALS	<u>\$2,402,959.75</u>			
		\$7,253,008.27			

Dare County Gross Collections on Retail Sales

	2020	2019	2018	2017	2016	2015	Variance 2020-2019	Percent Change
January	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
February	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	2,128,970	296,381	9.79%
March	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	2,019,168	246,717	8.71%
April	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,007,272	-801,595	-18.79%
May	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	3,930,062	-2,772,708	-50.40%
June	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	5,553,791	-1,410,063	-19.87%
July	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	9,066,601	1,048,963	9.27%
August	13,794,215	13,178,541	12,870,106	12,961,419	12,153,647	10,985,313	615,674	4.67%
September	12,478,041	11,799,596	10,996,721	10,694,311	10,634,932	10,595,224	678,445	5.75%
October	9,103,596	6,834,818	6,542,087	7,181,012	6,631,836	6,261,920	2,268,778	33.19%
November	6,925,862	5,191,614	4,932,146	4,698,891	4,294,600	3,902,927	1,734,248	33.40%
December	5,029,105	3,874,539	3,719,123	3,759,730	3,904,190	2,995,244	1,154,566	29.80%
YTD	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777	3,350,471	4.27%
TOTAL	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
YTD % Change	4.27%	5.44%	1.51%	8.94%	6.70%	5.09%		
Total % Change	4.27%	5.44%	1.51%	8.94%	6.70%	5.09%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787	3,571,786
February		6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381	2,642,080
March		3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488	5,502,196
April		715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765	8,899,988
May		28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610	20,903,445
June		103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695	65,529,705
July		152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020
August		139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540
September		63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566
October		41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791
November		17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023
December		11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289	3,710,254
YTD Total	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787	3,571,786
Total	22,515,577	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773	349,894,394
YTD % Change	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%	8.77%
Total % Change	173.79%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%
Month Increase/Decrease (Increase/Decrease)/Qtr	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%	8.77%
Qtr 1 (Dec-Feb)	173.79%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%	9.77%
Qtr 2 (Mar-May)		-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%
Qtr 3 (June-Aug)		12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%
Qtr 4 (Sept-Nov)		53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203
February		9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828	5,901,277
March		7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602
April		3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914	10,696,837
May		14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993
June		35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903
July		37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197
August		34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228
September		31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174
October		22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193
November		16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142
December		10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554	6,457,727
YTD Total	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203
Total	10,669,210	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476
YTD % Change	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%	-5.96%
Total % Change	11.51%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%
Month Increase/(Decrease)	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%	-5.96%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.51%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%	-2.39%
Qtr 2 (Mar-May)		-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%
Qtr 3 (June-Aug)		-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%
Qtr 4 (Sept-Nov)		23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,243	9,991	21,848	18,954	69,721	50,462	56,934	149,040	101,762	197,792	39,261	77,827	57,144	60,734	73,666
February	52,546	36,814	143,923	27,050		64,152	69,405	79,720	89,994		134,203	97,209	54,050	55,880	
March	76,403	65,753	85,386	29,171		123,529	186,658	249,522	63,921		149,882	184,588	160,084	65,539	
April	127,482	140,738	877,315	9,994		580,729	450,715	587,966	1,930		366,481	321,223	365,960	48,233	
May	249,701	329,396	309,416	91,397		745,164	864,675	990,995	1,130,609		639,286	607,239	600,680	254,673	
June	265,719	263,476	417,010	351,108		1,431,385	1,666,397	1,830,953	2,412,414		989,369	1,196,072	1,288,613	795,837	
July	321,538	401,465	300,025	363,847		1,336,272	1,613,934	1,966,882	2,685,694		1,435,632	1,542,434	1,563,325	1,043,368	
August	230,703	295,816	369,371	373,764		890,569	1,232,064	1,510,242	1,588,143		1,415,838	1,296,981	872,728	902,896	
September	188,428	125,217	254,760	278,989		503,200	803,646	427,073	1,348,600		656,337	557,989	437,579	551,614	
October	86,645	160,079	149,153	155,303		413,901	349,366	406,219	922,352		421,919	439,412	308,779	493,509	
November	81,256	77,097	74,856	65,719		121,397	118,727	126,014	355,225		205,025	201,959	143,147	63,227	
December	61,634	18,684	82,449	106,697		48,795	32,024	59,397	149,223		110,884	91,303	55,559	214,261	
<i>YTD Totals</i>	<i>21,243</i>	<i>9,991</i>	<i>21,848</i>	<i>18,954</i>	<i>69,721</i>	<i>50,462</i>	<i>56,934</i>	<i>149,040</i>	<i>101,762</i>	<i>197,792</i>	<i>39,261</i>	<i>77,827</i>	<i>57,144</i>	<i>60,734</i>	<i>73,666</i>
Total	1,763,298	1,924,526	3,085,512	1,871,993	69,721	6,309,555	7,444,545	8,384,023	10,849,867	197,792	6,564,117	6,614,236	5,907,648	4,549,771	73,666
Month Increase	-17.68%	-52.97%	118.68%	-13.25%	267.84%	44.60%	12.83%	161.78%	-31.72%	94.37%	-42.47%	98.23%	-26.58%	6.28%	21.29%
<i>YTD Increase</i>	-17.68%	-52.97%	118.68%	-13.25%	267.84%	44.60%	12.83%	161.78%	-31.72%	94.37%	-42.47%	98.23%	-26.58%	6.28%	21.29%
Total Year Increa	-30.96%	9.14%	60.33%	-39.33%		-0.04%	17.99%	12.62%	29.41%		0.80%	0.76%	-10.68%	-22.99%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2018	2019	2020	2021	2017	2018	2019	2020	2021	2019	2020	2021
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental	Rental
										Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**	Properties**
January	1,231,693	1,257,924	1,301,265	1,437,035	1,748,076	12,750	19,038	18,951	80,549	5,742,596	5,632,280	4,641,865	6,501,671	20,308,517		4,048,599	7,565,248
February	1,562,373	1,581,432	1,331,764	1,533,776		21,179	21,882	25,687		3,025,121	3,299,316	4,283,950	4,958,235			3,640,228	
March	2,625,980	3,034,735	2,618,614	1,246,258		46,450	48,950	24,532		4,006,629	5,645,680	6,065,892	2,033,390			392,302	
April	5,755,388	4,790,774	5,082,911	272,368		94,478	129,659	6,532		12,673,454	12,073,020	14,912,027	382,791			54,406	
May	7,781,122	7,657,044	8,296,802	3,148,199		223,246	148,954	188,734		22,356,377	23,236,092	25,901,180	23,445,254			7,959,755	
June	11,713,936	11,720,032	11,050,965	11,291,492		373,865	220,076	689,124		64,523,921	79,376,489	86,974,007	88,087,699			15,349,447	
July	15,241,700	13,517,098	13,333,255	16,489,187		488,402	280,756	291,105		121,406,705	116,827,701	93,189,170	131,031,173		9,774,831	14,163,157	
August	11,871,548	12,441,921	14,094,249	13,307,261		422,935	266,881	244,691		88,138,009	93,023,812	121,424,486	122,944,015		24,094,200	14,432,996	
September	6,960,599	5,190,429	6,280,715	9,374,533		127,801	128,596	495,636		39,786,449	41,912,607	37,793,636	51,755,580		5,444,607	7,502,538	
October	5,255,695	4,729,167	5,163,907	6,047,939		94,511	76,787	91,603		15,566,863	16,607,911	16,375,128	33,435,472		3,090,168	5,199,066	
November	2,754,045	2,101,808	1,972,903	1,882,898		35,749	31,815	7,333		7,540,897	7,319,364	9,080,251	14,518,005		1,659,752	894,605	
December	1,228,853	1,255,150	1,413,200	1,833,474		27,148	22,812	50,865		3,104,990	3,165,578	4,773,626	8,836,444		1,465,862	4,304,339	
YTD Totals	1,231,693	1,257,924	1,301,265	1,437,035	1,748,076	12,750	19,038	18,951	80,549	5,742,596	5,632,280	4,641,865	6,501,671	20,308,517	0	4,048,599	7,565,248
Total	73,982,932	69,277,514	71,940,550	67,864,420	1,748,076	1,968,514	1,396,206	2,134,793	80,549	387,872,011	408,119,850	425,415,218	487,929,729	20,308,517	45,529,420	77,941,438	7,565,248

Month Increase	-0.47%	2.13%	3.45%	10.43%	21.64%		49.32%	-0.46%	325.04%	17.16%	-1.92%	-17.58%	40.07%	212.36%			86.86%
YTD Increase	-0.47%	2.13%	3.45%	10.43%	21.64%		49.32%	-0.46%	325.04%	17.16%	-1.92%	-17.58%	40.07%	212.36%			86.86%
Total Year Increa	3.60%	-6.36%	3.84%	-5.67%			-29.07%	52.90%		6.35%	5.22%	4.24%	14.69%				

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

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

Month Increase	357.51%	74.60%	25.90%	2.62%	13.79%	13.59%	-0.23%	-11.85%	31.12%	173.79%
<i>YTD Increase</i>	357.51%	74.60%	25.90%	2.62%	13.79%	13.59%	-0.23%	-11.85%	31.12%	173.79%
Total Year Increa	87.86%	7.34%	7.95%	1.15%		5.81%	3.57%	4.35%	11.27%	

[illegible]

DARE COUNTY GROSS				
MEALS BY DISTRICT				
	2021	% OF	2021	% OF
	JANUARY	TOTAL	TOTAL	TOTAL
AVON - 1	460,563	4.3%	460,563	4.3%
BUXTON - 2	290,236	2.7%	290,236	2.7%
COLINGTON - 3	65,096	0.6%	65,096	0.6%
FRISCO - 5	63,587	0.6%	63,587	0.6%
HATTERAS - 6	11,248	0.1%	11,248	0.1%
KILL DEVIL HILLS - 7	2,977,039	27.9%	2,977,039	27.9%
KITTY HAWK - 8	1,645,334	15.4%	1,645,334	15.4%
MANTEO-TOWN - 10	1,162,274	10.9%	1,162,274	10.9%
RIM (ROANOKE ISL. M	231,731	2.2%	231,731	2.2%
NAGS HEAD - 14	2,059,419	19.3%	2,059,419	19.3%
RODANTHE - 15	50,251	0.5%	50,251	0.5%
SALVO - 18	0	0.0%	0	0.0%
WAVES - 19	35,760	0.3%	35,760	0.3%
SOUTHERN SHORES -	391,571	3.7%	391,571	3.7%
DUCK - 21	1,225,101	11.5%	1,225,101	11.5%
TOTAL	10,669,210	100.0%	10,669,210	100.0%

DARE COUNTY GROSS							
OCCUPANCY BY DISTRICT							
	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase	
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)	
HATTERAS ISLAND:							
RODANTHE	1,591,344	138,440	1049.48%	1,591,344	138,440	1049.48%	
WAVES	1,202,878	173,850	591.91%	1,202,878	173,850	591.91%	
SALVO	2,344,520	166,784	1305.72%	2,344,520	166,784	1305.72%	
AVON	2,483,054	434,039	472.08%	2,483,054	434,039	472.08%	
BUXTON	544,488	153,215	255.38%	544,488	153,215	255.38%	
FRISCO	538,245	102,027	427.55%	538,245	102,027	427.55%	
HATTERAS	1,613,376	239,225	574.42%	1,613,376	239,225	574.42%	
TOTAL HATTERAS ISLAND	10,317,905	1,407,580	633.02%	10,317,905	1,407,580	633.02%	
NORTHERN BEACHES:							
DUCK	1,852,901	973,632	90.31%	1,852,901	973,632	90.31%	
SOUTHERN SHORES	909,588	431,854	110.62%	909,588	431,854	110.62%	
KITTY HAWK	1,306,830	746,475	75.07%	1,306,830	746,475	75.07%	
COLINGTON	14,774	3,274	351.25%	14,774	3,274	351.25%	
KILL DEVIL HILLS	3,096,270	2,055,516	50.63%	3,096,270	2,055,516	50.63%	
NAGS HEAD	3,878,714	2,239,211	73.22%	3,878,714	2,239,211	73.22%	
TOTAL NORTHERN BEACHES	11,059,077	6,449,962	71.46%	11,059,077	6,449,962	71.46%	
ROANOKE ISLAND:							
MANTEO-TOWN	430,440	170,435	152.55%	430,440	170,435	152.55%	
RIM (ROANOKE ISL. MAINLAND)	627,606	178,581	251.44%	627,606	178,581	251.44%	
TOTAL ROANOKE ISLAND	1,058,046	349,016	203.15%	1,058,046	349,016	203.15%	
OTC UNATTRIBUTED	80,549	17,122	370.44%	80,549	17,122	370.44%	
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.							
TOTAL	22,515,577	8,223,680	173.79%	22,515,577	8,223,680	173.79%	

DARE COUNTY GROSS MEALS BY DISTRICT						
	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	JANUARY	JANUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:						
RODANTHE - 15	50,251	23,211	116.50%	50,251	23,211	116.50%
WAVES - 19	35,760	21,957	62.86%	35,760	21,957	62.86%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!
AVON - 1	460,563	270,637	70.18%	460,563	270,637	70.18%
BUXTON - 2	290,236	158,548	83.06%	290,236	158,548	83.06%
FRISCO - 5	63,587	149,794	-57.55%	63,587	149,794	-57.55%
HATTERAS - 6	11,248	20,554	-45.28%	11,248	20,554	-45.28%
TOTAL HATTERAS ISLAND	911,645	644,701	41.41%	911,645	644,701	41.41%
NORTHERN BEACHES:						
DUCK - 21	1,225,101	509,944	140.24%	1,225,101	509,944	140.24%
SOUTHERN SHORES - 20	391,571	522,960	-25.12%	391,571	522,960	-25.12%
KITTY HAWK - 8	1,645,334	1,799,644	-8.57%	1,645,334	1,799,644	-8.57%
COLINGTON - 3	65,096	61,040	6.64%	65,096	61,040	6.64%
KILL DEVIL HILLS - 7	2,977,039	3,030,736	-1.77%	2,977,039	3,030,736	-1.77%
NAGS HEAD - 14	2,059,419	1,823,494	12.94%	2,059,419	1,823,494	12.94%
TOTAL NORTHERN BEACHES	8,363,560	7,747,818	7.95%	8,363,560	7,747,818	7.95%
ROANOKE ISLAND:						
MANTEO-TOWN - 10	1,162,274	955,731	21.61%	1,162,274	955,731	21.61%
MANTEO-OUTSIDE - 11	231,731	219,443	5.60%	231,731	219,443	5.60%
TOTAL ROANOKE ISLAND	1,394,005	1,175,174	18.62%	1,394,005	1,175,174	18.62%
TOTAL	10,669,210	9,567,693	11.51%	10,669,210	9,567,693	11.51%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/21

	Jul '20 - Feb 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,102,108.12	3,498,536.00	603,572.12	117.3%
3040 · Meals Tax - 75%	1,467,952.04	1,622,330.00	-154,377.96	90.5%
3050 · Website Advertising	75,431.99	75,000.00	431.99	100.6%
3210 · Interest Income	34,562.29	50,145.00	-15,582.71	68.9%
3220 · Other	4,009.48	1,000.00	3,009.48	400.9%
3300 · Grant Income	21,500.00	21,500.00	0.00	100.0%
Total Income	5,705,563.92	5,268,511.00	437,052.92	108.3%
Gross Profit	5,705,563.92	5,268,511.00	437,052.92	108.3%
Expense				
5000 · Director Compensation	11,400.00	17,100.00	-5,700.00	66.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	568.75	7,000.00	-6,431.25	8.1%
5003 · Directors & Officers Insurance	3,315.00	3,315.00	0.00	100.0%
5004 · Miscellaneous Items	148.02	1,000.00	-851.98	14.8%
5010 · Salaries (Full Time) Promotion	502,595.31	719,050.00	-216,454.69	69.9%
5020 · Salaries (Part Time) Promotion	39,602.90	105,100.00	-65,497.10	37.7%
5025 · Salaries (Part Time) Welcome AB	41,212.18	83,350.00	-42,137.82	49.4%
5026 · Salaries (Part Time) Welcome RI	69,565.30	136,175.00	-66,609.70	51.1%
5030 · Payroll Taxes	49,984.66	86,940.00	-36,955.34	57.5%
5040 · Employee Insurance	111,273.17	148,200.00	-36,926.83	75.1%
5050 · Retirement	46,743.44	77,565.00	-30,821.56	60.3%
5055 · 401(k) Match	4,399.95	7,195.00	-2,795.05	61.2%
5060 · Workmens Compensation	2,075.66	2,400.00	-324.34	86.5%
5080 · Employee Relations	690.90	2,805.00	-2,114.10	24.6%
5090 · Training	1,370.44	10,100.00	-8,729.56	13.6%
5110 · Contracted Service	17,423.05	28,350.00	-10,926.95	61.5%
5140 · Audit	7,875.00	7,875.00	0.00	100.0%
5170 · Other Professional Services	2,870.00	7,300.00	-4,430.00	39.3%
5180 · Legal	4,475.00	20,500.00	-16,025.00	21.8%
5185 · Research	44,600.00	230,000.00	-185,400.00	19.4%
5190 · Administrative Advertising	489.94	1,000.00	-510.06	49.0%
5500 · Advertising-Printed	1,015,891.96	1,243,285.00	-227,393.04	81.7%
5502 · Advertising - Production Fee	74,614.02	130,000.00	-55,385.98	57.4%
5510 · Advertising - Event Dev & Mktg	2,479.00	73,100.00	-70,621.00	3.4%
5515 · Advertising - Online	1,286,673.89	2,308,915.00	-1,022,241.11	55.7%
5525 · Community Relations	3,116.92	24,500.00	-21,383.08	12.7%
5530 · Legal Notices	80.00	1,500.00	-1,420.00	5.3%
5560 · Brochures/Production & Printing	7,190.57	50,000.00	-42,809.43	14.4%
5580 · Promotional Aids	0.00	6,500.00	-6,500.00	0.0%
6100 · Familiarization Tours	35,671.39	115,000.00	-79,328.61	31.0%
6101 · Group sales	0.00	12,000.00	-12,000.00	0.0%
6130 · Uniforms	371.40	920.00	-548.60	40.4%
6150 · Event Grant	62,361.39	576,500.00	-514,138.61	10.8%
6170 · Tourism Summit	1,450.00	20,500.00	-19,050.00	7.1%
6200 · Postage and Delivery	91,207.50	195,200.00	-103,992.50	46.7%
6300 · Travel	782.79	40,438.00	-39,655.21	1.9%
6305 · Vehicle Maintenance	463.64	3,500.00	-3,036.36	13.2%
6320 · Registrations	1,620.00	35,000.00	-33,380.00	4.6%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	21,366.29	47,810.00	-26,443.71	44.7%
6440 · Insurance	25,684.93	25,685.00	-0.07	100.0%
6460 · Telephone	22,235.92	44,045.00	-21,809.08	50.5%
6500 · Equipment	1,330.97	26,700.00	-25,369.03	5.0%
6510 · Expendable Equipment	409.90	2,700.00	-2,290.10	15.2%
6530 · Technical Support	518.85	8,500.00	-7,981.15	6.1%
6580 · Utilities	8,986.11	18,360.00	-9,373.89	48.9%
6600 · Cleaning/maintenance supplies	733.71	3,250.00	-2,516.29	22.6%
6610 · Building Maintenance	4,871.30	30,460.00	-25,588.70	16.0%
6620 · Equipment Service Contracts	1,257.15	3,500.00	-2,242.85	35.9%
6640 · Equipment Rent	4,475.93	34,000.00	-29,524.07	13.2%
6660 · Equipment Repairs	0.00	3,550.00	-3,550.00	0.0%
6700 · Office Supplies	6,650.37	22,865.00	-16,214.63	29.1%
6810 · Web Site/Internet	16,461.93	36,300.00	-19,838.07	45.3%
Total Expense	3,661,636.50	6,851,403.00	-3,189,766.50	53.4%
Net Ordinary Income	2,043,927.42	-1,582,892.00	3,626,819.42	-129.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 2/28/21

	Jul '20 - Feb 21	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	841.74	5,000.00	-4,158.26	16.8%
Total 3100 · Sale of Merchandise	841.74	5,000.00	-4,158.26	16.8%
Total 9910 · Transfer from Merchandise Sales	841.74	5,000.00	-4,158.26	16.8%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	35,000.00	35,000.00	0.00	100.0%
Total 9920 · Transfer from Travel Guide Fund	35,000.00	35,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	1,818,122.00	-1,818,122.00	0.0%
Total Other Income	35,841.74	1,858,122.00	-1,822,280.26	1.9%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	811.99	3,000.00	-2,188.01	27.1%
6800 · Credit Card Charges	391.00	1,200.00	-809.00	32.6%
Total 9930 · Transfer to Merchandise	1,202.99	4,200.00	-2,997.01	28.6%
9950 · Transfer to Event Site Fund	273,699.00	271,030.00	2,669.00	101.0%
Total Other Expense	274,901.99	275,230.00	-328.01	99.9%
Net Other Income	-239,060.25	1,582,892.00	-1,821,952.25	-15.1%
Net Income	1,804,867.17	0.00	1,804,867.17	100.0%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2020 through February 2021

	Jul '20 - Feb 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,367,369.36	1,166,179.00	201,190.36	117.3%
3040 · Meals Tax	489,317.33	540,776.00	-51,458.67	90.5%
3210 · Interest	21,605.30	23,000.00	-1,394.70	93.9%
Total Income	1,878,291.99	1,729,955.00	148,336.99	108.6%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	1,306,968.00	-1,306,968.00	0.0%
4585 · Unappropriated Long-Term	0.00	400,000.00	-400,000.00	0.0%
Total 4000 · Long - Term Projects	0.00	2,168,138.00	-2,168,138.00	0.0%
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	487,932.00	487,932.00	0.00	100.0%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4647 · TIG - Chicamacomico Cisterns	0.00	48,000.00	-48,000.00	0.0%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
4649 · TIG - FNAM - Handicap Access	25,750.00	25,750.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4651 · TIG - KDH - Baum Street, Phase2	0.00	55,618.00	-55,618.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	371,885.00	-371,885.00	0.0%
4653 · TIG - SS - S. Dogwood Trail	0.00	260,993.00	-260,993.00	0.0%
4654 · TIG -Hatteras District-Pathways	0.00	342,640.00	-342,640.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4656 · TIG - NH - Admiral Street	0.00	40,000.00	-40,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	0.00	40,000.00	-40,000.00	0.0%
4659 · TIG - OB Gun Club-Improve Range	0.00	12,000.00	-12,000.00	0.0%
4999 · Unappropriated Funds	0.00	64,122.00	-64,122.00	0.0%
5140 · Audit	2,625.00	2,625.00	0.00	100.0%
5160 · Fireworks	0.00	92,500.00	-92,500.00	0.0%
5170 · Traffic Control - Hwy 12 & 158	5,040.00	25,000.00	-19,960.00	20.2%
Total 4100 · Short-Term Projects	521,347.00	2,411,913.00	-1,890,566.00	21.6%
Total Expense	521,347.00	4,580,051.00	-4,058,704.00	11.4%
Net Ordinary Income	1,356,944.99	-2,850,096.00	4,207,040.99	-47.6%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	2,850,096.00	-2,850,096.00	0.0%
Total Other Income	0.00	2,850,096.00	-2,850,096.00	0.0%
Net Other Income	0.00	2,850,096.00	-2,850,096.00	0.0%
Net Income	1,356,944.99	0.00	1,356,944.99	100.0%

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

<u>Short-term Projects</u>	<u>Balance 7/1/2019</u>	<u>Allocation 2019-2020</u>	<u>Allocation Paid</u>	<u>Allocation Transferred</u>	<u>Balance 7/1/2020</u>	<u>Allocation 2020-2021</u>	<u>Allocation Paid</u>	<u>Allocation Transferred</u>	<u>Estimated Balance FY20-21</u>
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
SS Civic Assoc - Sea Oats Park, Phase II	14,178		(13,400)	(778)	0		0	0	0
Town of Duck - Pedestrian Path, Phase II	309,351		(309,351)	0	0		0	0	0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932				487,932		(487,932)		0
Town of Duck - Pedestrian Path, Phase III	307,289		(296,454)	(10,835)	(0)		0	0	(0)
Town of KH - KH Park Trail Connection	47,592				47,592				47,592
TIG - Chicamacomico - Cisterns	0	48,000			48,000				48,000
TIG - Dare Co Arts Council - Courtyard	0	90,950			90,950				90,950
TIG - Frisco Native American - Handicapp Access	0	25,750			25,750		(25,750)		0
TIG - Town of Duck - Pedestrian Path, Phase IV	0	147,806			147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	0	55,618			55,618				55,618
TIG - Town of Manteo - Manteo Common	0	221,885			221,885				221,885
TIG - Town of SS - S. Dogwood Trail	0	260,993	(260,993)		0		0		0
TIG - Manteo - Town Common Phase II					0	150,000	0		150,000
TIG - Hatteras Tax District - Pathway					0	342,640	0		342,640
TIG - KDH - Meekins Field					0	200,000	0		200,000
TIG - NH - Admiral Street					0	40,000	0		40,000
TIG - NH - Skate Park					0	30,000	0		30,000
TIG - NC Coastal Fed - Baum Bridge					0	40,000	0		40,000
TIG - OB Gun Club - Range Improvements					0	12,000	0		12,000
Fireworks	50,000		(50,000)	55,000	55,000	0	0	37,500	92,500
Audit	0		(2,500)	2,500	0		(2,625)	2,625	0
Highway 158/Highway 12 Intersection						25,000			19,960
Unappropriated Funds	490,060	(255,391)		(45,887)	188,782	642,500		(654,765)	176,516
TOTAL SHORT TERM COMMITMENTS	1,732,901	595,611	(932,698)	0	1,395,815	1,482,140	(521,347)	(614,640)	1,741,967
<u>Long Term Projects</u>									
Multi-Use Center (100%)	2,192,370	1,265,646	(3,194,971)	0	263,044	1,407,087	0	0	1,670,132
Natural Historical Cultural	176,370	0	(30,000)	(146,370)	0	0	0	0	0
Green Space/Open Space (GOSPL)	0	0	0	0	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds	350,000	3,630		146,370	500,000	100,000		(200,000)	400,000
TOTAL LONG TERM COMMITMENTS UNPAID	3,179,910	1,269,276	(3,224,971)	0	1,224,214	1,507,087	0	(200,000)	2,531,302
Total	4,912,811	1,864,887	(4,157,669)	0	2,620,029	2,989,227	(521,347)	(814,640)	4,273,269
Cash on Hand 2/28/21									
								Checking	1,161,977
Total Cash on Hand								Savings	2,887,328
									4,049,304
25% of Occupancy & Meals Income per Budget									
March									30,064
April									46,231
May									89,784
June									130,216
									296,295
Unappropriated Balances									72,331
Transfer from General Fund									
30% Short-term						2,152,982	*		
Short-term Interest						645,895			
						21,605			
						667,500			
70% Long-term								1,507,087	
Long-term Interest								0	
								1,507,087	*

*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 2020 through February 2021

	Jul '20 - Feb 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	600.00	1,200.00	-600.00	50.0%
3200 · Site Rental Income - Other	0.00	11,300.00	-11,300.00	0.0%
Total 3200 · Site Rental Income	600.00	12,500.00	-11,900.00	4.8%
3210 · Interest Income	230.74	150.00	80.74	153.8%
3250 · Lease Income	28,252.00	45,600.00	-17,348.00	62.0%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
Total Income	29,082.74	78,250.00	-49,167.26	37.2%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	1,480.00	40,000.00	-38,520.00	3.7%
6440 · Insurance	7,200.00	7,200.00	0.00	100.0%
6580 · Utilities	12,714.21	63,975.00	-51,260.79	19.9%
6610 · Repairs & Maintenance	109,960.06	168,035.00	-58,074.94	65.4%
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	131,354.27	349,480.00	-218,125.73	37.6%
Net Ordinary Income	-102,271.53	-271,230.00	168,958.47	37.7%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	271,030.00	271,030.00	0.00	100.0%
Total Other Income	271,030.00	271,230.00	-200.00	99.9%
Net Other Income	271,030.00	271,230.00	-200.00	99.9%
Net Income	168,758.47	0.00	168,758.47	100.0%

DARE COUNTY TOURISM BOARD

28-Feb-21

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S FIRST BANK	CD'S TOWNE BANK	CD'S FIRST NATIONAL	TOTAL	
GENERAL FUND	417,326	1,874,989	555,518	1,505,498	2,340,978	0	1,014,991	1,000,000	0	8,709,300	
RESTRICTED FUND	1,161,977	616,778				0	1,000,000	766,713	503,836	0	4,049,304
TRAVEL GUIDE	49,339										49,339
MERCHANDISE SALES	151,360										151,360
EVENT SITE FUND	329,590										329,590
TOTAL	2,109,591	2,491,767	555,518	1,505,498	2,340,978	1,000,000	1,781,705	1,503,836	0	13,288,892	
TOTAL % EACH BANK	34.73%	18.75%	4.18%				13.41%	11.32%	17.62%	100.00%	
INTEREST RATES	0.25%	0.10%	0.05%	0.25%		25%	.25% on 2	0.81% & .17%	1.50%		
TOTAL CHECKING & CD'S	13,288,892										
60% ALLOWED IN ANY BANK	7,973,335										
25% ALLOWED IN ANY ONE INV	3,322,223										

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

100% Restricted Fund Balance Restricted by House Bill 225 \$4,049,304

Funding for the Events Grant Program shall be included in the annual budget as a line item in the General Fund. The Dare County Tourism Board, subject to funds availability, prior to adopting the budget, shall agree upon the amount of funding. Approved budgeted funds will be made available twice during the year: August and February (see Section 2.c below).

Event Grant funds are to be paid on a reimbursement basis only. The event developer/coordinator will receive reimbursement from the Visitors Bureau for the prior approved grant expenses only after providing proof that expenditures were made as agreed upon.

2. **ELIGIBILITY:**

- a. The applying organization must be located in Dare County and be a not-for-profit organization (i.e. governmental agency, association, public authority, non-profit 501C, or civic association). Current not-for-profit status must accompany the application and must be a **final** determination from the Internal Revenue Service.
- b. To qualify, the event must take place in Dare County and be held in the off-season. For purposes of this grant, off-season is defined as September 7 through June 15. **Virtual events are not eligible for this grant.**
- c. Applications will be accepted **August 1 through August 15 and February 1 through February 15**. Applications must be received no less than four (4) months before the start of the project.
- d. Restricted Fund Projects WILL NOT be considered for the Event Grant (Restricted Fund Projects include physical area improvements such as highway beautification, beach or sound accesses, parks and recreation enhancement, etc). Inability to meet the application criteria or deadlines for Restricted Fund Projects will not qualify applications for Event Grant funding.
- e. **Organizations seeking grant funds must confer with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the Event Grant application and answer any questions the applicant may have.
- f. **Allowable expenses:** The following expenses are allowable under the grant program:
 1. Advertising and Marketing designed to attract out of market visitors to the event,
 2. **Purchase and/or** Rentals of Infrastructure related to the event,
 3. Entertainment.
 4. Shirts (long or short sleeved/cotton/polyester/technical shirts/sweatshirts) for promotional and event use.**Highest priority will be given for advertising and marketing expenses.**

Event Grant Requests

Fiscal Year 2020/2021

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Dare County Arts Council</i>	\$ 8,750.00	\$ 7,500.00	Advertising, Rental Equipment, Entertainment	FY19/20: \$ 1000
<i>2021 Surfalorus Film Festival</i>				FY18/19: \$ 4500
<i>September 22-25, 2021</i>				FY17/18: \$ 6000
<i>Eastern Surfing Association</i>	\$ 21,700.00	\$ 19,000.00	Advertising, Infrastructure Rentals, T-Shirts, Entertainment	FY19/20: \$ 7500
<i>2021 ESA Easterns Surfing Championship</i>				FY18/20:\$18000
<i>September 19-25, 2021</i>				FY17/18:\$18000
<i>Elizabeth R & Company</i>	\$ 20,000.00	\$ 15,000.00	Marketing, Entertainment	FY16/17: \$ 7500
<i>OBX History Weekend: Searchers of New Horizons</i>				
<i>November 3-7, 2021</i>				
<i>Nags Head Surf Fishing Club</i>	\$ 5,000.00	\$ 4,000.00	Rentals, T-Shirts	FY18/19: \$ 4000
<i>2021 Nags Head Surf Fishing Tournament</i>				
<i>October 6-8, 2021</i>				
<i>Outer Banks Conservationists</i>	\$ 6,203.00	\$ 4,500.00	Advertising, T-Shirts, Equipment	New Event
<i>Island Farm's Pumpkin Patch</i>				
<i>October 2, 9, 16 & 23, 2021</i>				
<i>Outer Banks Sporting Events</i>	\$ 23,500.00	\$ 18,500.00	Marketing, T-Shirts	FY19/20:\$15000
<i>2021 Towne Bank Outer Banks Marathon</i>				FY18/19:\$20000
<i>November 6-7, 2021</i>				FY17/18:\$27500

Event Grant Requests

Fiscal Year 2020/2021

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Outer Banks Sporting Events</i>	\$ 11,500.00	\$ 9,000.00	Marketing, T-Shirts	FY19/20: \$ 7000
<i>2021 Outer Banks Triathlon</i>				FY18/19: \$ 7500
<i>September 10-12, 2021</i>				FY17/18:\$15000
<i>Pea Island Preservation Society</i>	\$ 5,000.00	\$ 3,500.00	Marketing, Entertainment, T-Shirts, Rentals	New Event
<i>Freedmen, Surfmén, Heros:Wreck of ES Newman</i>				
<i>October 9-10, 2021</i>				
<i>Rotary Club of Manteo</i>	\$ 2,000.00	\$ 1,000.00	Marketing	FY18/19: \$ 1000
<i>2021 Inshore Slam Fishing Tournament</i>				FY16/17: \$ 1200
<i>October 1-2, 2021</i>				FY14/15: \$ 9000
<i>Town of Manteo</i>	\$ 25,000.00	\$ 20,000.00	Entertainment, Marketing	FY18/19:\$20000
<i>2021 Dare Day</i>				FY17/18:\$20000
<i>June 5, 2021</i>				FY16/17:\$25000

Total Amount Requested	\$ 128,653.00	\$ 102,000.00
------------------------	---------------	---------------

PENDING BOARD APPROVAL

Beginning Balance	\$ 100,000.00
Transfer from Community Relations	\$ 5,500.00
Previously Awarded	\$ (105,500.00)
Budget Amendment	\$ 175,000.00
Amount Available	\$ 175,000.00
Amount Requested	\$ 128,653.00
<i>Remaining Funds</i>	<i>\$ 46,347.00</i>

Marketing Dashboard

thru February 2021

	<u>FY 20/21</u>	<u>FY 19/20</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	28,195	47,117	-18,922	-40%
Completed Video Views	14,496,006	12,534,030	1,961,976	16%
Total Visits to Website	1,873,334	1,409,207	464,127	33%
 Online Communities				
Email Subscribers	279,911	237,393	42,518	18%
Facebook	749,351	712,616	36,735	5%
Twitter	40,500	38,000	2,500	7%
Instagram	110,000	88,400	21,600	24%
Pinterest	<u>20,876</u>	<u>20,100</u>	<u>776</u>	<u>4%</u>
Online Communities Subtotal	1,200,638	1,096,509	104,129	9%

Devices February 2021

Mobile	62%
Desktop	31%
Tablet	7%

Completed video views total includes 2,897,215 as part of a COVID-19 credit program with VisitNC

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

Dashboard Overview

Overview

FY20-21 Spring-Summer campaign continued into February with CTV, Programmatic Video, Display and Native, OTA, Email and SEM efforts live throughout the month. Niche Audience Targeting and Native Article Remarketing efforts continued in February after launching in the final days of January (performance details below). In February the Foodie, Active Vacationer and Art, History & Culture workflow emails launched and the Family, Fishing and Camping/RV workflow emails continued.

Overall, outerbanks.org continues to show positive growth in website traffic and conversions from direct sources, paid media and organic search. Outerbanks.org sessions increased for the third month in a row alongside the FY20-21 Spring-Summer campaign. Organic search and social continue to drive a large amount of site visits for FY20-21 YTD.

Highlights for February:

- Recorded more than 254K site sessions - February sessions increased 55% YOY (compared to Feb 2020).
- Engaged sessions for the FY20-21 fiscal YTD increased 43% YOY (compared to FY19-20 Jul - Feb).
- Newsletter Emails: 228K emails delivered in February - open and click through rate performance increased from the previous month. 'Better at obx sweepstakes' was the top clicked link in February, followed by 'places to stay', indicating recipients are excited about the opportunity to visit and plan a trip to the Outer Banks.
- Workflow Emails: 96K emails sent in February - all remaining workflow emails were turned on this month and continue to outperform newsletter emails. Strongest performance delivered as recipients receive their first workflow email after being recently being segmented into an interest-based list.
- SEM click through and conversion rate performance continued to improve after geotargeting in key campaigns was adjusted - drove 31K site sessions and 6.8K conversions in February.
- OTA, Programmatic and Native Display conversion rate performance improved MOM - Delivered over 5K conversions in February.
- Programmatic Video and CTV efforts continued to deliver a 95% completion rate overall in February.
- Birding Niche Audience targeting continued in February - CTR and CPC performance improved from the December Birding test.
- Valentine's Day and African American History Trail Native Article Remarketing efforts concluded in February - above average CTR performance maintained.
- UberMedia tracked over 18K visitors to Dare County during 2021 YTD - 10% increase YOY (compared to Jan-Feb 2020)

Completed Optimizations

Monitored overall campaign reporting weekly to ensure success.
Finalized SEM ad copy and landing page revisions prior to March.
Continued interest-based workflow emails in February.

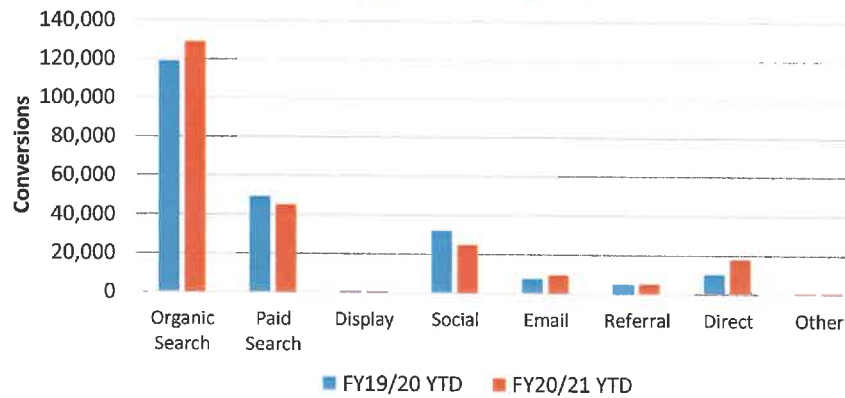
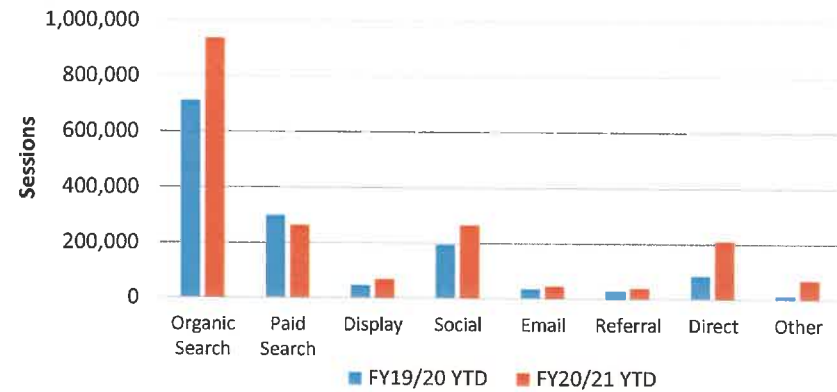
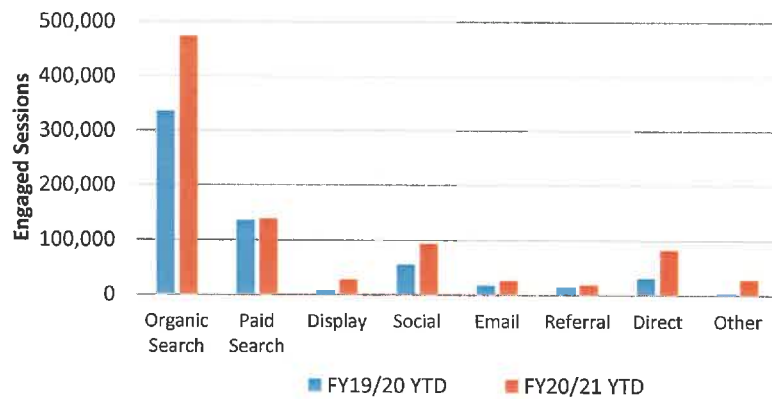
Action Steps

Topic	Commentary
Spring-Summer Campaign	Continue to track Spring-Summer campaign performance and optimize where necessary.
SEM	Continue to monitor click and conversion performance into the Spring-Summer season and optimize as necessary.
Email	Continue to develop new content ideas and send audience-specific content for increased engagement. Optimize emails by showing highest-clicked links in more prominent places.

Website Overview

	Feb-21	YOY	FYTD	YOY
Sessions	254,487	55%	1,846,334	31%
Engaged Sessions	113,272	53%	862,799	43%
Any Conversion*	30,913	8%	234,869	5%
eNews Sign Up Conversions	1,974	4%	13,990	30%
Travel Guide Conversions	6,192	-9%	26,778	-28%
Listing Referral Conversions	23,804	16%	199,925	10%

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



Client: Outer Banks Visitors Bureau
Report Time Period: February 2021



Media Delivery Overview

FY20-21 Overview: Email / Workflows Delivery

Platform	Feb-21			Fiscal Year To-Date		
	Sends	Opens	Clicks	Sends	Opens	Clicks
Newsletter Emails	228,239	36,012	5,400	2,278,292	320,106	33,169
Workflow Emails	57,519	13,929	3,490	96,209	21,917	5,283
Total	285,758	49,941	5,237	2,374,501	342,023	38,452

FY20-21 Overview: SEM Delivery

Platform	Feb-21		Fiscal Year To-Date	
	Impressions	Clicks	Impressions	Clicks
Google	256,941	21,974	2,129,380	162,032
Bing	294,731	9,231	2,924,539	94,135
Total	551,672	31,205	5,053,919	256,167

FY20-21 Overview: Display Delivery

Platform	Feb-21		Fiscal Year To-Date	
	Impressions	Clicks	Impressions	Clicks
OTA Sites	702,673	1,083	5,162,800	7,119
Programmatic Banners	5,430,312	7,788	30,615,493	34,622
Programmatic Native	1,994,612	2,784	11,999,897	20,616
Total	8,127,597	11,655	47,778,190	62,357

FY20-21 Overview: Video Delivery

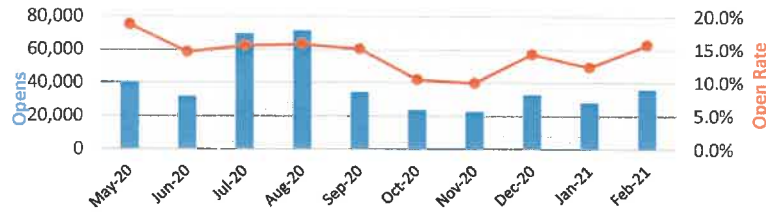
Platform	Feb-21			Fiscal Year To-Date		
	Impressions	Clicks	Video Completions	Impressions	Clicks	Video Completions
Programmatic Video	1,151,090	7,114	1,078,211	3,863,703	12,039	3,026,502
Connected TV	927,288	--	906,000	5,068,758	--	4,969,040
Visit NC Credit - COX CTV	--	--	--	2,926,480	--	2,897,215
Total	2,078,378	7,114	1,984,211	11,858,941	12,039	10,892,757

Client: Outer Banks Visitors Bureau
Report Time Period: February 2021

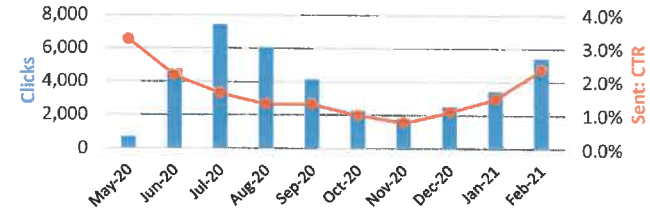


Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
May-20	213,981	213,593	40,368	18.9%	709	3.3%	17.4%	388	488	4
Jun-20	215,614	215,392	31,730	14.7%	4,748	2.2%	15.0%	222	409	2
Jul-20	447,579	446,494	69,855	15.6%	7,437	1.7%	10.6%	545	982	49
Aug-20	461,870	451,484	71,737	15.9%	6,073	1.3%	8.5%	402	1,052	41
Sep-20	226,445	226,151	34,378	15.2%	4,149	1.3%	8.5%	294	510	16
Oct-20	227,105	226,806	23,919	10.5%	2,296	1.0%	9.6%	299	405	21
Nov-20	228,538	228,209	22,929	10.0%	1,819	0.8%	7.9%	329	363	94
Dec-20	228,941	228,663	32,931	14.4%	2,551	1.1%	7.7%	308	564	5
Jan-21	229,575	229,253	28,345	12.4%	3,444	1.5%	12.2%	322	449	29
Feb-21	228,239	227,420	36,012	15.8%	5,400	2.4%	15.0%	819	561	7
GRAND TOTAL	4,832,573	4,810,208	690,038	14.3%	66,022	1.4%	9.6%	11,871	11,159	1,036

Top Links Clicked - Current Month*

Link	Clicks*	Open: CTR
/better-at-obx-sweepstakes	2,957	8.2%
/places-to-stay	1,106	3.1%
/trip-ideas	451	1.3%
/restaurants	434	1.2%
/travel-guide	398	1.1%
/plan-your-trip/getting-here-and-around	237	0.7%
/plan-your-trip	223	0.6%
outerbanks.org/	163	0.5%
/blog/post/unique-obx-valentines-day	146	0.4%
GRAND TOTAL	6,115	4.8%

* link clicks include forwarded email clicks

Email Performance - Current Month

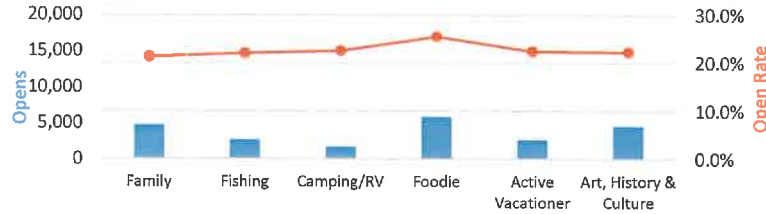
Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Give the gift of an Outer Banks getaway	228,239	227,420	36,012	15.8%	5,400	2.4%	15.0%	819	561	7
GRAND TOTAL	228,239	227,420	36,012	15.8%	5,400	2.4%	15.0%	819	561	7

Client: Outer Banks Visitors Bureau
Report Time Period: February 2021

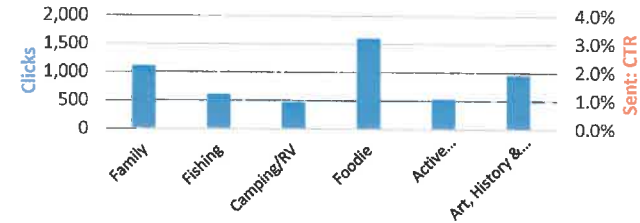


Email Marketing Campaign Overview

Opens and Open Rate by Interest Category



Clicks and Click Rate by Month



Total Campaign Performance by Interest Category

Interest Category	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Family	22,028	22,000	4,676	21.2%	1,107	5.0%	23.7%	28	59	1
Fishing	11,945	11,920	2,625	22.0%	608	5.1%	23.2%	25	24	3
Camping/RV	7,229	7,195	1,624	22.5%	473	6.5%	29.1%	34	16	0
Foodie	22,991	22,940	5,852	25.5%	1,600	7.0%	27.3%	51	50	2
Active Vacationer	11,662	11,637	2,612	22.4%	535	4.6%	20.5%	25	28	1
Art, History & Culture	20,354	20,311	4,528	22.2%	960	4.7%	21.2%	43	37	1
GRAND TOTAL	96,209	96,003	21,917	22.8%	5,283	5.5%	24.1%	206	214	8

Top 3 Links Clicked Per Workflow

Links: Family	Clicks*	Open: CTR
/places-to-stay	330	7.1%
/post/5-ways-to-make-your-family-trip-unforgettable	198	4.2%
/top-10-things-to-do	180	3.8%
Links: Fishing	Clicks*	Open: CTR
/things-to-do/water-activities/fishing	174	6.6%
/restaurants	132	5.0%
/places-to-stay	106	4.0%
Links: Camping/RV	Clicks*	Open: CTR
/places-to-stay/campgrounds-and-rv-parks	238	4.1%
/blog-post/camping-in-the-outer-banks	122	4.7%
/travel-guide	47	1.0%

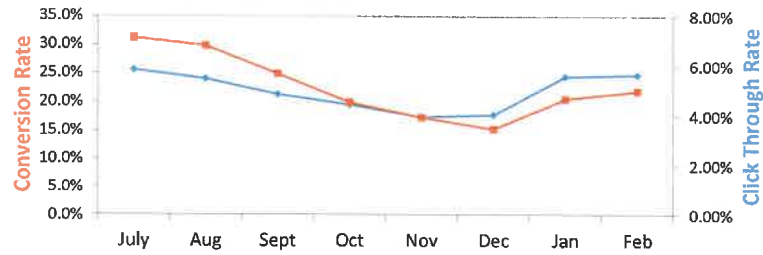
Top 3 Links Clicked Per Workflow

Links: Foodie	Clicks*	Open: CTR
/seafood	358	6.1%
/restaurants	356	6.1%
/post/best-obx-restaurants	350	6.0%
Links: Active Vacationer	Clicks*	Open: CTR
/restaurants	114	4.4%
/things-to-do	108	4.1%
/places-to-stay	103	3.9%
Links: Art, History & Culture	Clicks*	Open: CTR
/restaurants	192	4.2%
/things-to-do	181	4.0%
/places-to-stay	178	3.9%
GRAND TOTAL	3,467	5.1%

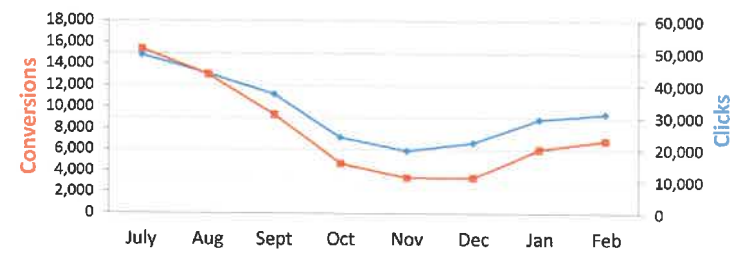
* link clicks include forwarded email clicks

SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
July	\$34,937	49,457	845,880	5.8%	\$0.71	15,443	\$2.26	31.2%
Aug	\$34,912	43,662	795,175	5.5%	\$0.80	13,052	\$2.67	29.9%
Sept	\$36,692	37,310	766,530	4.9%	\$0.98	9,307	\$3.94	24.9%
Oct	\$24,455	23,698	531,772	4.5%	\$1.03	4,732	\$5.17	20.0%
Nov	\$24,726	19,481	492,661	4.0%	\$1.27	3,372	\$7.33	17.3%
Dec	\$34,597	21,954	543,804	4.0%	\$1.58	3,345	\$10.34	15.2%
Jan	\$32,674	29,400	526,425	5.6%	\$1.11	6,044	\$5.41	20.6%
Feb	\$31,890	31,205	551,672	5.7%	\$1.02	6,848	\$4.66	21.9%
GRAND TOTAL	\$254,883	256,167	5,053,919	5.1%	\$0.99	62,143	\$4.10	24.3%

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$17,237	21,974	256,941	8.6%	\$0.78	4,554	\$3.79	20.7%
Bing	\$14,653	9,231	294,731	3.1%	\$1.59	2,294	\$6.39	24.9%
GRAND TOTAL	\$31,890	31,205	551,672	5.7%	\$1.02	6,848	\$4.66	21.9%

Display Overview

Campaign Overview: FY20-21 Spring-Summer Display Details by Tactic

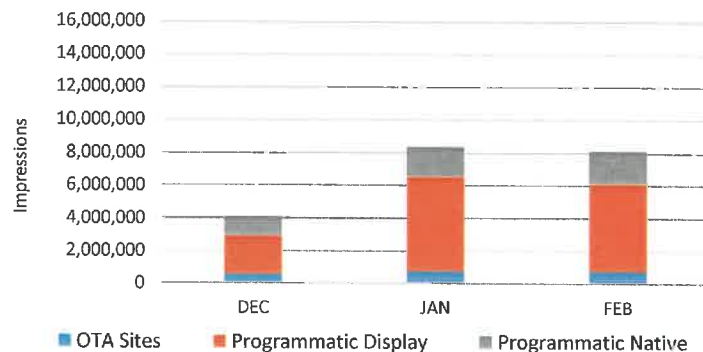
Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$80,000	\$36,171	1,786,564	2,897	0.16%	\$12.49	1,073	\$34	0.060%	86%	1.25	0:26
Programmatic Banners	\$576,556	\$104,194	13,644,105	21,371	0.16%	\$4.88	7,246	\$14	0.053%	31%	2.75	0:17
Programmatic Native		\$31,645	5,008,251	7,156	0.14%	\$4.42	3,456	\$9	0.069%	74%	1.50	1:08
FY20-21 Spring-Summer Total YTD	\$656,556	\$172,010	20,438,920	31,424	0.15%	\$5.47	11,775	\$15	0.058%	55%	1.95	1:51

Campaign Overview: FY20-21 Fall Display Details by Tactic (Concluded in December 2020)

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Conv.	Cost / Conv.	Conv. Rate	Bounce Rate	Pages/ Session	Avg. Session Duration
OTA Sites	\$64,000	\$64,000	3,376,236	4,222	0.13%	\$15.16	337	\$190	0.010%	82%	1.28	0:49
Programmatic Banners	\$170,000	\$127,378	16,971,388	13,251	0.08%	\$9.61	738	\$173	0.004%	47%	2.09	0:50
Programmatic Native		\$42,622	6,991,646	13,460	0.19%	\$3.17	312	\$137	0.004%	69%	1.67	3:36
FY20-21 Fall Total YTD	\$234,000	\$234,000	27,339,270	30,933	0.11%	\$7.56	1,387	\$169	0.005%	57%	1.92	1:55

Total Impression Volume by Month by Tactic

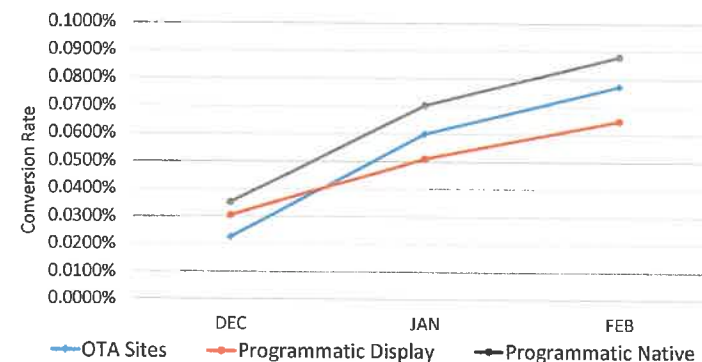
Notes: Delivered over 8MM impressions for FY20-21 Spring-Summer efforts in February.



Note: December OTA line reflects both the remaining FY20-21 Fall VRBO placement and FY20-21 Spring-Summer placements.
Note: FY20-21 Spring-Summer conversions include the Places To Stay Page View conversion.

Conversion Rate by Month by Tactic

Notes: Conversion rate continued to increase across all tactics in February.



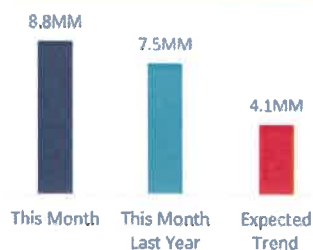
Past Campaign Benchmarks

Campaign Overview: Past Campaign Benchmarks

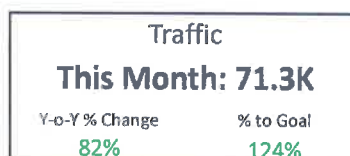
Campaign/Metric	CTV/OTT	Programmatic Video	Programmatic Audio	Native	Native Retargeting	Programmatic Banners - Multi-Unit	Programmatic Banners - Retargeting	OTA	SEM
Click Through Rate									
FY19-20 Fall	-	-	-	-	0.25%	0.09%	0.14%	0.10%	4.70%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.20%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.11%	0.18%	0.07%	0.08%	0.17%	5.73%
FY20-21 Fall	-	-	-	0.19%	0.42%	0.08%	0.12%	0.13%	4.39%
Conversion Rate									
FY19-20 Fall	-	-	-	-	0.005%	0.001%	0.004%	0.012%	1.143%
FY19-20 Fall (Hurricane Dorian Recovery)	-	-	-	0.001%	-	-	-	-	-
FY19-20 Spring-Summer	-	-	-	0.007%	0.074%	0.008%	0.041%	0.048%	1.840%
FY20-21 Fall	-	-	-	0.004%	0.018%	0.003%	0.015%	0.010%	0.889%
Video/Audio Completion Rate									
FY19-20 Fall	92%	76%	-	-	-	-	-	-	-
FY19-20 Spring-Summer	98%	78%	96%	-	-	-	-	-	-
FY20-21 Fall	98%	62%	-	-	-	-	-	-	-
Cost Per Completed View									
FY19-20 Fall	\$0.03	\$0.01	-	-	-	-	-	-	-
FY19-20 Spring-Summer	\$0.03	\$0.04	\$0.02	-	-	-	-	-	-
FY20-21 Fall	\$0.05	\$0.05	-	-	-	-	-	-	-

Executive Summary

CONNECT



CULTIVATE



CONVERT



CARE



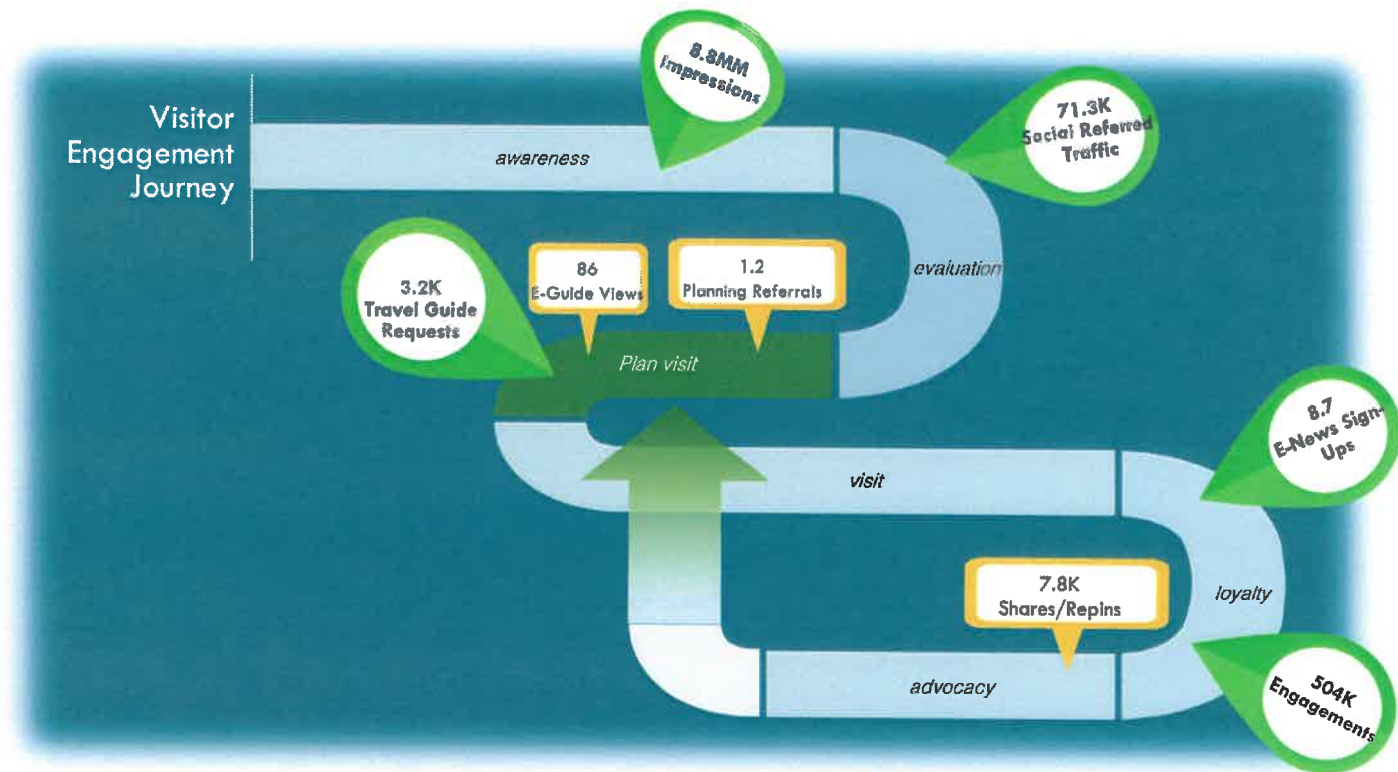
Monthly Highlights:

- Following a lull in January (due to paused ads in sensitivity of political events), all KPIs have returned to projected trend.
- The "Better at OBX" promotion was a strong driver of E-News sign-ups (over 9K in February with 12.5K generated during the program in total).

Recommendations/Next Steps:

- Continue to post and promote blog content and test Instagram Guides to promote upcoming March blog posts.
- Test usage of iconic landmark imagery and leverage nostalgia in upcoming conversion content.
- Incorporate new (moonrise) and unique imagery to add more variety and drive engagement around the places and moments that make OBX special.

Visitor Journey



PUBLIC RELATIONS REPORT: March 2021

2021 BEST LISTS

TravelAndLeisure.com | March 2021 “21 Babymoon Ideas for Every Type of Traveler: Outer Banks, NC” Aaron pitched contributor Judy Koutsky on why the OBX would make the perfect spot. She may visit this summer in partnership with the Outer Banks Visitors Bureau. <https://bit.ly/3qsqhXT>

SouthernLiving.com | March 2021 “The South’s Best Beach Towns 2021: Nags Head, NC” According to author Betsy Cribb, “Sunseekers have flocked to this stretch of the Outer Banks since the 1830’s when it was established as the state’s first tourist colony.” It is one of 11 communities on the list. <http://bit.ly/30s9pGd>

TravelPulse.com | March 2021 “2021 Safest Destinations in the US – Outer Banks, NC” TravelPulse.com reaches 340.7 unique monthly visitors. <https://bit.ly/3slHOWA>

TravelPulse.com | March 2021 “Top 15 US Beaches for 2021 Spring Break Travel” TravelPulse.com reaches 340.7 unique monthly visitors. <http://bit.ly/38lOqsT>

TripsToDiscover.com | March 2021 “14 Spring Break Destinations That Are Still Open for 2021: Outer Banks, NC. The digital magazine has a 1.6 Million readership. <http://bit.ly/208VMJL>

VIRTUAL MEDIA MARKETPLACE

African American Experience of Northeast North Carolina – Lee and Aaron are serving on a board of regional tourism professionals, community advocates and scholars working together on the creation of a new five county heritage trail, promoting the contributions and culture of African Americans in Dare, Currituck, Chowan, Camden and Pasquotank County. The African American Experience of Northeast North Carolina is on schedule to go live in June 2021, and will feature visitor opportunities in each county to explore sites such as the Pea Island Cookhouse Museum, Island Farm and Fort Raleigh National Historic Site with its Freedman’s Colony exhibit along with other sites across the Outer Banks and North Carolina mainland.

EARNED MEDIA – PUBLISHED

YourTimeToFly.com | March 2021 “11 Unique Destinations for Girls Weekend Getaways: Outer Banks, NC” Aaron met with editor Tamara Gruber at IMM 2021 virtual conference this year and discussed opportunities to work together in promotion of the destination.

EARNED MEDIA – IN MARKET VISITS

Hollie Schultz | April 2021 – YouTuber Hollie Schultz and her Baby Gizmo influencer family are returning to the Outer Banks as part of a summer travel series and content development partnership. The Baby Gizmo YouTube channel boasts 333K subscribers and 176 Million views.

Larry Olmstead | April 2021 – Cigar Aficionado magazine covering Outer Banks fishing scene. Contributing author and food columnist to several pubs. NY Times, Wall Street Journal and Washington Post Bestselling Author. Also covering OBX Taste of the Beach event.

THE OUTER BANKS PROJECT

Beverly Hurley | May 2021 – Triangle Gardener magazine. Aaron is working with editor and entrepreneur Beverly Hurley on a discovery visit to the Elizabethan Gardens and Mother Vine on Roanoke Island as part of an Outer Banks focus piece earmarked to be published in early summer in the magazine and online at GardenDestinations.com

Dennis Lennox | May 2021 – Christian Post. Aaron met Dennis at last year's International Media Marketplace event. The Christian Post (1.9 million uvm) presents national and international coverage of current events affecting and involving Christian leaders, church bodies, ministries, mission agencies, schools, businesses, and the general Christian public. Dennis also contributes to The Epoch Times (7.6 million uvm).

EARNED MEDIA – IN DEVELOPMENT

Travel + Leisure online | TBD 2021 – Aaron is working with writer Sucheta Rawal pitching for a Travel + Leisure editorial on best small towns in the South. Sucheta visited in 2020 after the OBX reopened and has written a few articles already.

Southern Travel + Lifestyles | May/June 2021 – The PR team is contributing to the magazine's Explore the Outdoors and North Carolina sections in both digital and print.

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

Rachel Ray Magazine | TBD 2021 – We're being featured in a roundup of beach destinations with compelling backstories.

NEW Blog Posts – OuterBanks.org

"12 on 12: Iconic Stops along Highway 12 on the Outer Banks" by Jason Frye. The Outer Banks Visitors Bureau team partnered with accomplished guidebook author Jason Frye to feature some of the quintessential wayfinding spots along the OBX's most storied route for the benefit of the new wave of visitors and potential customers considering an Outer Banks trip. <http://bit.ly/3rALYGA>

"Hitting the Sweet Spot" Veteran golf writer Bill Kamenjar partnered with the Outer Banks Visitors Bureau on this guide to the various course offerings in Dare County with the nuances in playability and design history found at Duck Woods Country Club, Nags Head Golf Links and Sea Scape Golf Club. Bill made the rounds to score a hole in one with this how-to. <http://bit.ly/3t2MNIx>

The South's Best Beach Towns 2021

By **Betsy Cribb** March 09, 2021



CREDIT: ROBBIE CAPONETTO

Beach towns don't have to work terribly hard to convince people of their appeal. With warm sunshine, seafood dives, and salt water on their side, they are inherently persuasive. But there is a special kind of charm that could only belong to a Southern beach town, where the region's signature hospitality mingles with the

easygoing nature of life by the water. It's an intoxicating combination, and one that draws us back to the Gulf, the Atlantic, and even the Chesapeake Bay time and time again.

This year, we are celebrating 10 beach towns that highlight the best our Southern shoreline has to offer. And just like the grains of sand on their gorgeous beaches, no two destinations are the same—except that they all have nostalgia and natural beauty in spades. From historic, bay-fronting Lewes, Delaware, to colorful, surf-loving Folly Beach, South Carolina, these are the South's Best beach towns for 2021.

7 of 11



CREDIT: GETTY IMAGES

Nags Head

North Carolina

Sunseekers have flocked to this stretch of the Outer Banks since the 1830s, when it was established as the state's first tourist colony. The barrier island destination's natural beauty has always been the main attraction: In addition to 11 miles of dog-friendly beach, Nags Head is also home to Jockey's Ridge State Park, the tallest natural sand dune system in the Eastern United States. Take kites to the park during the day, and stick around for sunset too.

[Learn more about Nags Head.](#)



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21 Babymoon Ideas for Every Type of Traveler

We've rounded up 21 of the best babymoon destinations around the world.

BY JUDY KOUTSKY | MARCH 06, 2021

19. Outer Banks, North Carolina



CREDIT: GETTY IMAGES

Watch the sunrise on the beach, explore the expansive and undeveloped coastline on Cape Hatteras, and dine on fresh seafood when you visit the Outer Banks. With 100 miles of beaches, there are plenty of places to sneak away for some peace and quiet.

Where to Stay: Nature lovers should check out [The Inn on Pamlico Sound](#), a boutique water-front property located in the midst of nature. The three-acre facility sits on a ridge between the banks of the Pamlico Sound, one of North America's largest estuaries, and the [Buxton Woods Reserve](#), one of North America's largest maritime forests.



Last updated: 06:00 AM ET, Thu March 04 2021

📷 Top 15 US Beaches for 2021 Spring Break Travel

DESTINATION & TOURISM | PATRICK CLARKE | MARCH 04, 2021



PHOTO: Beach cottages in Nags Head, Outer Banks, North Carolina. (Photo via Meinzahn/iStock/Getty Images Plus)

Outer Banks, North Carolina

North Carolina's Outer Banks offer spring break travelers no shortage of exceptional beaches, from the pet-friendly shorelines of Duck to Dr. Beach's personal favorite Ocracoke Beach and the surf-friendly Lighthouse Beach in Buxton in between. Meanwhile, Nags Head recently completed a 12-plus mile beach nourishment program to give visitors even more space to spread out.

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HOTELS & RESORTS

Last updated: 06:00 AM ET, Mon March 01 2021

2021 Travel Restrictions: Safest Destinations in the US

DESTINATION & TOURISM | PATRICK CLARKE | MARCH 01, 2021



PHOTO: Beach cottages in Nags Head, Outer Banks, North Carolina. (Photo via Meinzahn/iStock/Getty Images Plus)

Outer Banks, North Carolina

North Carolina is one of more than two dozen states with no statewide travel restrictions heading into March and the Outer Banks provide visitors with plenty of sand to spread out on. The barrier islands also boast plenty of spacious vacation rentals to choose from so families and groups can travel in privacy with limited contact. The Outer Banks is even pet-friendly so visitors won't have to leave their furry friends behind.



8/16



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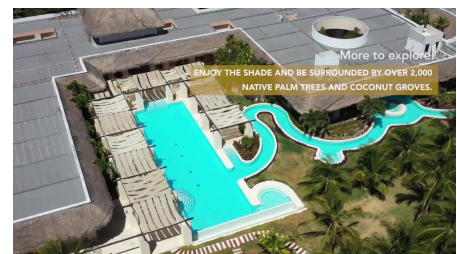


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[TRUMP INTERNATIONAL BEACH RESORT BLOG](#)

Why Travelers Should Get the





Credit: bigstock.com

Outer Banks, North Carolina

The Outer Banks, North Carolina

[VIEW AIRBNB RENTALS](#) 

The Outer Banks region warms up by the time spring break trips get underway, and as most tourists don't arrive until Memorial Day weekend, it's ideal for a tranquil socially distance escape. Enjoy peaceful strolls on the sand and a wide range of other activities like paddleboarding, surfing and kayaking, with lessons and rentals available at many local shops. It's also ideal simply for simply relaxing and letting that salty sea air melt stress away.



Coquina Beach, Rodanthe, North Carolina. Image courtesy of Outer Banks Visitors Bureau

7. Outer Banks, North Carolina

The beach house rentals available are in the Outer Banks make it a perfect laid-back, girls trip destination for a large friend group. This was actually where I used to go with my college girl friends back in my 20s, but it is still a perfect pick decades later. In addition to enjoy the beach and the Cape Hatteras National Seashore, you can get your thrills by trying out hang gliding off the 90 foot sand dunes at Jockey's Ridge.

Seafood fans can explore the newly-launched North Carolina Oyster Trail, and then stop at a few of the local breweries. A visit to Roanoke will take you back to America's earliest colonial history, and a climb to the top of America's tallest brick lighthouse in Cape Hatteras will make a perfect photo opp to remember your trip.

Where to stay: Browse the [vacation rental homes on vrbo](#).