

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, MAY 21, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the April 16, 2020 Meeting
- V. Public Comments
- VI. **9:15 A.M.** Public Hearing for Dare County Tourism Board Proposed Fiscal Year 2020-2021 Budget-Budget & Finance Chair
- VII. Steering Committee Report-Chair
  - 1. Restricted Fund Grant Contract Additional Disclaimer Language
  - 2. Discussion of Potential Restricted Fund COVID -19 Response Grant
- VIII. Budget & Finance Report-Budget & Finance Committee Chair
  - 1. Proposed Budget for Fiscal Year 2020-2021 Update
- IX. Grants and Local Public Relations Committee Report-Grants & LPR Chair
  - 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, April 16, 2020  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

**In-Person:** Myra Ladd-Bone, Chair; and Doug Brindley.

**via Go To Meeting:** Jeff Pruitt, Vice Chair; Ervin Bateman, Assistant Treasurer; Pat Weston, Treasurer; Webb Fuller, Secretary; Chuck Burdick, Tim Cafferty, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, and Jay Wheless, Legal Counsel.

**STAFF:**

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

**OTHERS ATTENDING ELECTRONICALLY:** Mark Dowdle, Assistant Superintendent, Outer Banks Group, National Park Service; Philip Ruckle, The Coastland Times; Michelle Wagner, Outer Banks Voice, Ann Wood, Surf or Sound Realty; Beverly Kisslinger, Town of Kill Devil Hills Finance Officer and Tonia Cohen, Outer Banks Hotel/Motel Association.

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. Burdick moved to approve the agenda. Second by Mr. Holland. There was no discussion and the motion passed unanimously.

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

**No:** None.  
The motion passed unanimously.

**APPROVAL OF MINUTES:** Mr. Fuller moved to approve the meeting minutes from March 19, 2020. Second by Mr. Cafferty. There was no discussion and the motion passed unanimously.

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

**No:** None.  
The motion passed unanimously.

**DARE COUNTY TOURISM BOARD MEETING CONTINUITY RESOLUTION (Resolution 2020-1):**

**WHEREAS**, certain business must be conducted by the Dare County Tourism Board in order to maintain the regular business operations, such as the adoption of budgets, ordinances, and contracts; and

**WHEREAS**, certain conditions may arise when it is prudent and advisable for the Board not to hold its regular public meetings, such as a crisis associated with a contagious viral illness; and

**WHEREAS**, it is advisable in such an instance for the Board to be able to hold its regular meetings via telephone or other electronic means, provided the proper rules for public notice are followed.

**NOW, THEREFORE**, it is resolved that, in the case of a public health emergency, The Dare County Tourism Board is authorized to conduct business via telephone, ~~Skype~~, video conferencing, or other electronic means. The Clerk to the Board will: provide proper public notice of said meeting, will provide an agenda published on its website, provide a mechanism for the public to listen to the meeting via electronic means, and legal counsel will be available at said meeting.

The Legal Counsel and the Board reviewed the resolution. Mr. Fuller moved to approve Resolution 2020-1. Mr. Burdick seconded. Mr. Cafferty suggested removing Skype and replacing it with “video conferencing.” Mr. Fuller amended his motion to include the change in words. Mr. Burdick seconded. There was no further discussion.

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

**No:** None.  
The motion passed unanimously.

**PUBLIC COMMENTS:** Assistant Superintendent Dowdle reviewed happenings with the National Park Service sites in the county.

## **BUDGET AND FINANCE REPORT:**

**Fiscal Year 2019-2020 Budget Amendment:** Staff reviewed the budget amendment, which will transfer additional funds into the Online Marketing line item to increase marketing and try to mitigate travel anxieties due to COVID-19. The additional funds come from the unappropriated funds that are over 60% of reserves.

Ms. Weston moved to transfer \$200,000 from the Unappropriated Fund into the Online Advertising Fund. Second by Leo Holland. There was no discussion.

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

**No:** None.  
The motion passed unanimously.

Staff discussed a postponed decision on a budget amendment for Event Grant Awards. The Board reached consensus to have the grants committee re-evaluate the awarded amounts.

**Proposed Budget for Fiscal Year 2020-2021:** Diane Bognich reviewed the proposed budget for Fiscal Year 2020-2021. Following review, Ms. Weston moved to set the Public Hearing for Fiscal Year 2020-2021 Budget for May 21, 2020 at 9:15 a.m. at the Outer Banks Visitors Bureau Administrative Offices. Second by Leo Holland. There was no discussion.

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

**No:** None.  
The motion passed unanimously.

**ADVENTURE PARK RENT DEFERMENT REQUEST:** Diane Bognich reviewed the request from the Adventure Park to defer their payments as follows:

*Monthly Building Lease:* This lease requires monthly payments of \$2,669 on the first of each month. The Adventure Park requests deferral of the May and June rent payments until July 30, 2020.

*Yearly Land Lease:* This lease requires two payments of \$6,900 on June 1 and September 1. The Adventure Park requests extending the due dates of these payments to August 15 and October 15, 2020, respectively.

Legal Counsel advised that the Board should have the attorney(s) for the Adventure Park prepare the rent deferment agreement and allow Chair to approve based on guidance from the Executive Director, Finance Officer and Legal Counsel.

Mr. Burdick moved to accept the rent deferment request. Second by Ms. Weston.

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

**No:** None.

The motion passed unanimously.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles shared information from Destination Analysts (attached). He also discussed a campaign to promote local safety when reentry restrictions were lifted.

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

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

**BOARD MEMBER COMMENTS:**

**SET DATE, TIME AND PLACE OF NEXT MEETING:** The next meeting is scheduled for May 21, 2020 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

Mr. Holland moved to adjourn. Second by Pat Weston. All were in favor. The meeting adjourned at 10:34 a.m.

**ATTESTED:**

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Secretary, Dare County Tourism Board

Date: May 14, 2020

To: Dare County Tourism Board

From: Myra Ladd-Bone, Steering Committee Chair

Tourism Board Chair

Cc: Steering Committee

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Re: Restricted Fund Agreement Additional Language

The Steering Committee met on Tuesday, May 12, 2020 and discussed impacts of COVID-19 on Restricted Fund Projects.

The Steering Committee recommends the following (in red) language be added to the Restricted Fund Grants (Tourism Impact and Fireworks) Agreements:

#### IV. PROJECT TERMINATION

- A. This agreement may be rescinded, modified or amended only by written agreement executed by all parties hereto.
- B. Failure of the GRANTEE to comply with the terms of this agreement shall be deemed sufficient grounds for the termination of all obligations of the BUREAU hereunder.
- C. Failure by the GRANTEE to comply with the terms of this agreement shall not be the cause for the termination of all obligations of the BUREAU hereunder if, in the judgement of the BUREAU, such failure was due to no fault of the GRANTEE. Furthermore, if said failure of compliance causes or creates additional monetary expenses or obligations then the BUREAU can, but need not, reimburse the GRANTEE for these expenses so long as reimbursement can be made within the total sum of the BUREAU's grant.

D. The BUREAU shall have absolutely no obligation to pay funds to the GRANTEE if the Project is not successfully completed. Here, successful completion of this project specifically means completion and performance of each and every aspect of the Project as presented or represented to the BUREAU and in keeping with the nature and quality GRANTEE represented to the BUREAU. The cause or reason for the GRANTEE'S inability to successfully complete the Project is immaterial. Thus, the BUREAU shall not be in breach of or default under this agreement for any delay, failure or refusal to perform as a result of the GRANTEE'S inability or refusal to carry out the full performance of the Project even if the GRANTEE'S refusal or inability to do so is caused by a condition beyond its reasonable control, including, but not limited to:

- i. fire, explosion, hurricane, storm, flood, wind, drought, pandemic, act of God;
- ii. court orders or any local, state or federal special or temporary order, ordinance, law or regulation which might prohibit GRANTEE'S performance or the gathering of the public for the Project; and/or
- iii. delay or failure to act by civil, military or other governmental authority; national emergency, strike, lockout, riot, insurrection or war.

Notwithstanding the above, the BUREAU, in its sole discretion, may reimburse the GRANTEE some or all of its legitimate Project expenses so long as the BUREAU determines extraordinary circumstances prevent the GRANTEE from safely or practically executing the Project and fulfilling the grant terms. GRANTEE shall request said reimbursement in writing and as soon as possible after GRANTEE determines termination is likely or may be required.

**DARE COUNTY TOURISM BOARD  
(DBA OUTER BANKS VISITORS BUREAU)  
COVID-19 RESPONSE GRANT  
RULES & QUALIFICATIONS  
Governmental Entities**

Created X/XX/2020

Program Intent

Dare County Tourism Board's COVID-19 Response Grant program was established to financially assist Dare County Governmental Units with programs or services needed due to the impact of tourism on the County and the expected decrease in Occupancy Tax due to the novel Coronavirus pandemic.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") will make funding for the COVID-19 Response Grant program available by a one-time appropriation as approved by the Board from long-term unappropriated funds. Funds will be available for one grant per Town, one grant for the County and two grants for Hatteras Island.

Qualified applicants must submit an application describing the use of the funds, the impact of the project on tourism, and a budget overview of the entire project's funding and expenditures.

Applicant Assumes This Risk

Should local, state or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

Grant Criteria

- A. Applicants shall be Dare County Local Governments.
- B. Project must be located in Dare County
- C. Projects must be completed by the end of fiscal year 2021.
- D. Grants must be used for expenditures that would customarily be supported by Occupancy Tax. Maximum grant funding will be \$25,000.



**DARE COUNTY TOURISM BOARD  
(DBA OUTER BANKS VISITORS BUREAU)  
COVID-19 RESPONSE GRANT  
RULES & QUALIFICATIONS  
Governmental Entities**

- E. Grants will be paid as a reimbursement once the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement.
- F. The Tourism Board will monitor the progress of each project. Should a project not materialize, or should it progress at a rate which would limit its viability (in the sole discretion of the Board), then the Board shall terminate or withdraw the award and grant itself, and the funds will be unencumbered and revert to the long-term restricted fund unappropriated line item for future projects.
- G. The following items are non-reimbursable: Preliminary architectural, engineering, surveying and other forms of professional services, in-kind services and any local, state or federal tax.
- H. Requirement for reimbursement for approved project must have the following:
  - 1. Approvals from all organizations directly or indirectly involved in proposed project must agree with all terms and conditions outlined. Burden of compliance rests with the applying organization.
  - 2. Appropriate sign recognition of contribution made by the Dare County Tourism Board. To include Board logo and "Project Funded In Part By The Dare County Tourism Board" or other similar language approved by the Grant Administrator.
  - 3. If not a physical capital project, appropriate recognition of contribution made by the Dare County Tourism Board, including logo, must be in press releases and all associated publicity materials.
  - 4. Approved signage or other appropriate recognition must be maintained permanently.
  - 5. Copies of all invoices and payments related to the project.
- I. Applications may be submitted from June 1, 2020-July 31, 2020.
- J. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified within seven days of receiving the application if it

**DARE COUNTY TOURISM BOARD  
(DBA OUTER BANKS VISITORS BUREAU)  
COVID-19 RESPONSE GRANT  
RULES & QUALIFICATIONS  
Governmental Entities**

does not meet the requirements of the grant. The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee. The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.

- K. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended COVID-19 Response Grant projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- L. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of COVID-19 Response Grant awards.

I have read and reviewed the documents and understand that our organization bears the responsibility to understand and comply with all terms and conditions. This application vests applicant with no rights or expectations of approval and certainly not receipt of funds.

Name and title of person making application: \_\_\_\_\_

Name of Local Government or Non-Profit: \_\_\_\_\_

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

DARE COUNTY TOURISM BOARD  
(DBA OUTER BANKS VISITORS BUREAU)  
COVID-19 RESPONSE GRANT APPLICATION  
Governmental Entities

Name and title of person making application: \_\_\_\_\_

Local Government name: \_\_\_\_\_

Principal place of business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_

Email address: \_\_\_\_\_

1. Project Description:

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2. Amount of Grant Requested: \_\_\_\_\_  
*Preliminary architectural, engineering, surveying and other forms of professional services, inkind services and any local, state or federal tax are not applicable.*

3. Describe how this project is a program or service needed due to the impact of tourism on Dare County.

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4. Project timetable (starting date and duration):

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5. Attach a copy of the project budget, including all expenses related to the project as well as all funding sources.

6. Other information that may be helpful in considering the project (attach additional material as appropriate). \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



OUTER BANKS VISITORS BUREAU  
One Visitors Center Circle, Manteo, NC 27954  
[P] 252-473-2138 [F] 252-473-5777  
[Toll-Free] 877.OBX.4FUN  
[www.outerbanks.org](http://www.outerbanks.org)

Date: May 14, 2020

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

From: Lee Nettles, Executive Director  
Diane Bognich, Director of Administration

Re: Draft Proposed Budget for 2020-2021

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Attached is an updated draft of the proposed budget for fiscal year 2020-2021. Following are the major changes from the first draft.

#### GENERAL FUND

- Revenues for March were approximately \$57,000 greater than predicted so additional revenue was added to the FY19/20 projections. In addition, with the return of visitors on May 16, July revenues (June receipts) were increased by \$145,000 to adjust for an increase in demand.
- The budget amendment of \$200,000 for additional advertising is now shown in the Promotions budget.
- There is still no COLA, no performance raises and no increase in health insurance. However, adjustments have been made to full-time salaries and part-time salaries.
- Grant encumbrances have been adjusted based on known cancellations and postponements of Spring events.
- After all of these changes, the unbalanced budget has improved to \$692,000. Part of that deficit, around \$600,000 can be met with money from over 60% of reserves, the remaining amount, around \$92,000 will need to come from our 60% fund balance reserves.

#### RESTRICTED FUND

- The additional revenue was allocated to the short-term and long-term line items.
- Fireworks decreased due to Nags Head “rolling over” their grant to July 4, 2021.

#### EVENT SITE FUND

- Staff was able to save \$20,000 in FY19/20 on landscaping that is now being used to help with FY20/21 expenses.

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

<b>Dare County Tourism Board</b>						
<b>Budget 2020-2021</b>						
<b>Total Revenues - Governmental Funds</b>						
<b>(General Fund and Special Revenue)</b>						
		<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>	<b>% Change</b>
		<b>FY 2019-2020</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>to FY 19-20</b>
			<b>FY 2019-2020</b>	<b>FY 2019-2020</b>	<b>FY 2020-2021</b>	<b>Budget</b>
Occupancy		\$ 4,559,405	\$ 4,559,405	\$ 4,600,757	\$ 3,914,715	-14.14%
Meals		\$ 2,381,675	\$ 2,381,675	\$ 2,285,135	\$ 2,163,106	-9.18%
		\$ 6,941,080	\$ 6,941,080	\$ 6,885,892	\$ 6,077,821	-12.44% *
Interest - GF		\$ 100,000	\$ 100,000	\$ 102,855	\$ 50,000	-50.00%
Interest - Travel Guide		\$ 100	\$ 100	\$ 155	\$ -	-100.00%
Interest - Merchandise		\$ 325	\$ 325	\$ 486	\$ -	-100.00%
Interest - Restricted		\$ 65,000	\$ 65,000	\$ 52,808	\$ 23,000	-64.62%
Website Advertising		\$ 105,000	\$ 105,000	\$ 94,403	\$ 75,000	-28.57%
Travel Guide Income		\$ 84,100	\$ 84,100	\$ 79,360	\$ -	-100.00%
Merchandise Income		\$ 30,786	\$ 30,786	\$ 19,199	\$ -	-100.00%
Other - General		\$ 1,000	\$ 1,000	\$ 270	\$ 1,000	0.00%
		\$ 386,311	\$ 386,311	\$ 349,536	\$ 149,000	-61.43%
Amounts Rolled Over from PY		\$ 1,269,819	\$ 1,269,819	\$ 1,269,819	\$ 617,592	-51.36%
Appropriated Fund Balance		\$ 5,070,825	\$ 5,270,825	\$ 1,174,634	\$ 4,100,845	-22.20%
		\$ 6,340,644	\$ 6,540,644	\$ 2,444,453	\$ 4,718,437	-27.86%
Total Revenues		\$ 13,668,035	\$ 13,868,035	\$ 9,679,881	\$ 10,945,258	-21.08%
* This is a 12.44% decrease over 19-20 budget figures. The percent change from projected actual 2019-2020 figures is a decrease of (12.67%).						

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

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<b>Outer Banks Visitors Bureau</b>								
<b>Budget 2020-2021</b>								
<b>Summary</b>								
<b>GENERAL FUND</b>								
	<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>				
	<b>2019-2020</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>
		<b>2019-2020</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>Change</b>	<b>FY21-22</b>	<b>FY22-23</b>	<b>FY23-24</b>
<b>REVENUES</b>								
Occupancy/Meals Tax (75%)	5,205,810	5,205,810	5,164,419	4,558,365	-12.4%	4,789,345	5,028,812	5,229,964
Revenues - Website Advertising	105,000	105,000	94,403	75,000	-28.6%	89,250	92,820	96,533
Revenues - Interest and Other	101,425	101,425	103,766	51,000	-49.7%	51,000	51,000	51,000
Appropriated from Fund Balance	227,135	427,135	427,135	269,105	-37.0%	314,907	388,349	380,509
Transfer from Travel Guide/Travel Guide Income	84,100	84,100	79,360	0	-100.0%	0	0	0
Transfer from Merchandise Fund/Merchandise Income	30,786	30,786	19,199	0	-100.0%	0	0	0
<b>Total Revenues</b>	<b>5,754,256</b>	<b>5,954,256</b>	<b>5,888,281</b>	<b>4,953,470</b>	<b>-16.8%</b>	<b>5,244,502</b>	<b>5,560,981</b>	<b>5,758,006</b>
Projected Over Budget By			-65,974					
<b>EXPENDITURES:</b>								
Governing	31,034	31,034	26,352	31,210	0.6%	31,282	31,456	31,681
Promotion	6,248,988	6,448,988	5,863,925	5,671,145 *	-12.1%	5,781,526	6,025,694	6,199,717
Aycock Brown Welcome Center	144,482	144,482	110,391	124,477	-13.8%	127,169	135,709	133,319
Outer Banks Welcome Center RI, Whalebone & Hatteras	177,176	177,176	135,008	167,493	-5.5%	170,117	179,137	178,402
Travel Guide Expenses	175,000	175,000	163,990	0	-100.0%	0	0	0
Merchandise Expenses	20,260	20,260	13,708	0	-100.0%	0	0	0
Transfer to Event Site Fund	227,135	227,135	227,135	269,105	18.5%	314,907	388,349	380,509
<b>Total Expenditures</b>	<b>7,024,075</b>	<b>7,224,075</b>	<b>6,540,509</b>	<b>6,263,430</b>	<b>-13.3%</b>	<b>6,425,000</b>	<b>6,760,344</b>	<b>6,923,628</b>
Projected Under Budget By			683,566					
Revenue vs Expenses	-1,269,820	-1,269,820		-1,309,959		-1,180,499	-1,199,363	-1,165,622
Revenue Income over Budget	651,587	651,587		-65,974				
Unspent Funds/Encumbrances	618,232	618,232		683,566 *				
* Includes estimated encumbrances of \$331,500								
Unappropriated Surplus	0	0		-692,367				
<b>Net Revenue vs Expenses</b>	<b>0</b>	<b>0</b>		<b>0</b>				

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

<b>Outer Banks Visitors Bureau</b>								
<b>Budget 2020-2021</b>								
<b>Summary</b>								
<b>GENERAL FUND</b>								
	<u>Budget</u>	<u>Amended</u>		<u>Proposed</u>				
	<u>2019-2020</u>	<u>Budget</u>	<u>Projected</u>	<u>Budget</u>	<u>Percent</u>	<u>Estimate</u>	<u>Estimate</u>	<u>Estimate</u>
		<u>2019-2020</u>	<u>2019-2020</u>	<u>2020-2021</u>	<u>Change</u>	<u>FY21-22</u>	<u>FY22-23</u>	<u>FY23-24</u>
<b>RESTRICTED FUND</b>								
Interest	65,000	65,000	52,808	23,000	-64.6%	23,000	23,000	25,000
Designated From Fund Balance	4,843,690	4,843,690	1,365,091	3,139,372	-35.2%	3,325,022	3,492,423	3,631,039
Occupancy/Meals Tax (25%)	1,735,270	1,735,270	1,721,473	1,519,456	-12.4%	1,596,448	1,676,271	1,743,322
Total Revenues	6,643,960	6,643,960	3,139,372	4,681,828	-29.5%	4,944,470	5,191,694	5,399,361
Total Expenditures and Commitments	6,643,960	6,643,960	3,139,372	4,681,828	-29.5%	5,056,374	5,309,193	5,521,561
<b>EVENT SITE FUND</b>								
Event Rental Income	13,800	13,800	8,930	12,500	-9.4%	14,500	15,600	17,400
Lease Income	44,000	44,000	46,728	46,000	100.0%	46,000	46,000	46,000
Other Income	200	200	2,500	200	0.0%	200	200	200
Interest	325	325	586	150	-53.8%	150	75	100
Transfer to Event Site	227,135	227,135	227,135	269,105	18.5%	314,907	388,349	380,509
Unappropriated Funds	20,000	20,000	0	20,000	0.0%	0	0	0
	305,460	305,460	285,879	347,955	13.9%	375,757	450,224	444,209
Expenditures	305,460	305,460	283,118	347,955	13.9%	375,757	450,224	444,209

## Dare County Tourism Board

## Proposed Budget

BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2020-2021

FISCAL YEAR		ACTUAL FY 2016-2017	ACTUAL FY 2017-2018	ACTUAL FY 2018-2019	ACTUAL 2019-2020	3 YEAR AVERAGE FY 2018-2020
JULY RECEIPTS						
	OCCUPANCY	\$735,128	\$792,811	\$953,287	\$1,019,991	\$922,030
	MEALS	\$329,457	\$362,826	\$386,336	\$399,780	\$382,981
		\$1,064,584	\$1,155,636	\$1,339,623	\$1,419,771	\$1,305,010
AUGUST RECEIPTS						
	OCCUPANCY	\$1,327,823	\$1,399,823	\$1,332,093	\$1,106,544	\$1,279,487
	MEALS	\$422,005	\$430,484	\$444,464	\$472,601	\$449,183
		\$1,749,828	\$1,830,307	\$1,776,558	\$1,579,144	\$1,728,670
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,074,458	\$1,030,026	\$1,098,655	\$1,386,584	\$1,171,755
	MEALS	\$385,953	\$381,674	\$391,888	\$427,334	\$400,299
		\$1,460,411	\$1,411,700	\$1,490,544	\$1,813,918	\$1,572,054
OCTOBER RECEIPTS						
	OCCUPANCY	\$455,049	\$483,864	\$468,127	\$456,103	\$469,364
	MEALS	\$264,821	\$268,694	\$239,371	\$245,359	\$251,142
		\$719,870	\$752,558	\$707,498	\$701,462	\$720,506
NOVEMBER RECEIPTS						
	OCCUPANCY	\$211,453	\$215,123	\$243,388	\$225,977	\$228,163
	MEALS	\$148,074	\$195,036	\$178,930	\$196,139	\$190,035
		\$359,527	\$410,159	\$422,318	\$422,115	\$418,197
DECEMBER RECEIPTS						
	OCCUPANCY	\$90,830	\$100,288	\$100,000	\$115,681	\$105,323
	MEALS	\$115,444	\$117,679	\$120,135	\$122,310	\$120,041
		\$206,274	\$217,967	\$220,135	\$237,992	\$225,364
JANUARY RECEIPTS						
	OCCUPANCY	\$37,531	\$46,916	\$46,833	\$64,326	\$52,692
	MEALS	\$84,445	\$100,227	\$92,656	\$105,378	\$99,420
		\$121,976	\$147,144	\$139,490	\$169,703	\$152,112
FEBRUARY RECEIPTS						
	OCCUPANCY	\$72,316	\$71,363	\$61,766	\$82,572	\$71,900
	MEALS	\$62,448	\$63,144	\$76,744	\$98,628	\$79,505
		\$134,764	\$134,506	\$138,510	\$181,200	\$151,406
MARCH RECEIPTS						
	OCCUPANCY	\$50,896	\$51,535	\$60,762	\$68,444	\$60,247
	MEALS	\$77,059	\$77,018	\$80,478	\$90,154	\$82,550
		\$127,955	\$128,553	\$141,240	\$158,598	\$142,797
APRIL RECEIPTS						
	OCCUPANCY	\$64,654	\$92,983	\$94,424	\$30,252	\$84,020 ^
	MEALS	\$110,775	\$120,972	\$135,650	\$69,266	\$122,466 ^
		\$175,429	\$213,955	\$230,073	\$99,518	\$206,486
MAY RECEIPTS						
	OCCUPANCY	\$203,106	\$179,915	\$215,483	\$0 *	\$199,502 ^
	MEALS	\$185,225	\$173,435	\$199,132	\$25,585 *	\$185,931 ^
		\$388,331	\$353,350	\$414,615	\$25,585	\$385,432
JUNE RECEIPTS						
	OCCUPANCY	\$319,497	\$320,386	\$297,875	\$44,284 *	\$312,586 ^
	MEALS	\$242,661	\$237,390	\$221,909	\$32,602 *	\$233,987 ^
		\$562,157	\$557,775	\$519,783	\$76,886	\$546,573
TOTALS						
	OCCUPANCY	\$4,642,741	\$4,785,033	\$4,972,693	\$4,600,757	\$4,957,068
	MEALS	\$2,428,366	\$2,528,578	\$2,567,694	\$2,285,135	\$2,597,538
		\$7,071,107	\$7,313,611	\$7,540,387	\$6,885,892	\$7,554,607

\*COVID Closures, May -100% for occupancy, -85% for meals, June -85%

^ Average of 2017-2019



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

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

FISCAL YEAR		BUDGET FY 2019-2020	PROPOSED FY 2020-2021	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 19-20 Budget	\$ Increase / Decrease from 19-20 Budget
JULY RECEIPTS							
	OCCUPANCY	\$793,100	\$609,480	-40.25%	-\$410,511	-23.15%	-\$183,620
	MEALS	\$341,000	\$240,750	-39.78%	-\$159,030	-29.40%	-\$100,250
		<u>\$1,134,100</u>	<u>\$850,230</u>	<u>-40.12%</u>	<u>-\$569,541</u>	<u>-25.03%</u>	<u>-\$283,870</u>
AUGUST RECEIPTS							
	OCCUPANCY	\$1,255,300	\$768,710	-30.53%	-\$337,834	-38.76%	-\$486,590
	MEALS	\$420,000	\$329,000	-30.39%	-\$143,601	-21.67%	-\$91,000
		<u>\$1,675,300</u>	<u>\$1,097,710</u>	<u>-30.49%</u>	<u>-\$481,434</u>	<u>-34.48%</u>	<u>-\$577,590</u>
SEPTEMBER RECEIPTS							
	OCCUPANCY	\$1,069,660	\$1,100,000	-20.67%	-\$286,584	2.84%	\$30,340
	MEALS	\$378,250	\$342,600	-19.83%	-\$84,734	-9.42%	-\$35,650
		<u>\$1,447,910</u>	<u>\$1,442,600</u>	<u>-20.47%</u>	<u>-\$371,318</u>	<u>-0.37%</u>	<u>-\$5,310</u>
OCTOBER RECEIPTS							
	OCCUPANCY	\$457,980	\$409,385	-10.24%	-\$46,718	-10.61%	-\$48,595
	MEALS	\$256,530	\$220,225	-10.24%	-\$25,134	-14.15%	-\$36,305
		<u>\$714,510</u>	<u>\$629,610</u>	<u>-10.24%</u>	<u>-\$71,852</u>	<u>-11.88%</u>	<u>-\$84,900</u>
NOVEMBER RECEIPTS							
	OCCUPANCY	\$211,405	\$217,800	-3.62%	-\$8,177	3.03%	\$6,395
	MEALS	\$164,205	\$180,100	-8.18%	-\$16,038	9.68%	\$15,895
		<u>\$375,610</u>	<u>\$397,900</u>	<u>-5.74%</u>	<u>-\$24,215</u>	<u>5.93%</u>	<u>\$22,290</u>
DECEMBER RECEIPTS							
	OCCUPANCY	\$88,225	\$90,900	-21.42%	-\$24,781	3.03%	\$2,675
	MEALS	\$111,060	\$114,400	-6.47%	-\$7,911	3.01%	\$3,340
		<u>\$199,285</u>	<u>\$205,300</u>	<u>-13.74%</u>	<u>-\$32,692</u>	<u>3.02%</u>	<u>\$6,015</u>
JANUARY RECEIPTS							
	OCCUPANCY	\$37,095	\$43,300	-32.69%	-\$21,026	16.73%	\$6,205
	MEALS	\$83,230	\$90,800	-13.83%	-\$14,578	9.10%	\$7,570
		<u>\$120,325</u>	<u>\$134,100</u>	<u>-20.98%</u>	<u>-\$35,604</u>	<u>11.45%</u>	<u>\$13,775</u>
FEBRUARY RECEIPTS							
	OCCUPANCY	\$64,210	\$69,200	-16.19%	-\$13,372	7.77%	\$4,990
	MEALS	\$64,065	\$65,990	-33.09%	-\$32,638	3.00%	\$1,925
		<u>\$128,275</u>	<u>\$135,190</u>	<u>-25.39%</u>	<u>-\$46,010</u>	<u>5.39%</u>	<u>\$6,915</u>
MARCH RECEIPTS							
	OCCUPANCY	\$46,370	\$47,800	-30.16%	-\$20,644	3.08%	\$1,430
	MEALS	\$70,345	\$72,455	-19.63%	-\$17,698	3.00%	\$2,110
		<u>\$116,715</u>	<u>\$120,255</u>	<u>-24.18%</u>	<u>-\$38,342</u>	<u>3.03%</u>	<u>\$3,540</u>
APRIL RECEIPTS							
	OCCUPANCY	\$62,730	\$74,690	146.89%	\$44,438	19.07%	\$11,960
	MEALS	\$105,080	\$110,235	59.15%	\$40,970	4.91%	\$5,155
		<u>\$167,810</u>	<u>\$184,925</u>	<u>85.82%</u>	<u>\$85,408</u>	<u>10.20%</u>	<u>\$17,115</u>
MAY RECEIPTS							
	OCCUPANCY	\$178,105	\$183,450	#DIV/0!	\$183,450	3.00%	\$5,345 Easter is
	MEALS	\$170,565	\$175,685	586.68%	\$150,100	3.00%	\$5,120 April 4
		<u>\$348,670</u>	<u>\$359,135</u>	<u>1303.71%</u>	<u>\$333,550</u>	<u>3.00%</u>	<u>\$10,465</u>
JUNE RECEIPTS							
	OCCUPANCY	\$295,225	\$300,000	577.45%	\$255,716	1.62%	\$4,775
	MEALS	\$217,345	\$220,865	577.46%	\$188,264	1.62%	\$3,520
		<u>\$512,570</u>	<u>\$520,865</u>	<u>577.46%</u>	<u>\$443,980</u>	<u>1.62%</u>	<u>\$8,295</u>
TOTALS							
	OCCUPANCY	\$4,559,405	\$3,914,715	-16.52%	-\$686,042	-14.14%	-\$644,690
	MEALS	\$2,381,675	\$2,163,106	-5.49%	-\$122,029	-9.18%	-\$218,569
		<u>\$6,941,080</u>	<u>\$6,077,821</u>	<u>-12.67%</u>	<u>-\$808,071</u>	<u>-12.44%</u>	<u>-\$863,259</u>
		FY18/19 Budget	\$6,738,858.00				
			3.00%				

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Governing</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2019-2020	Budget 2019-2020	2019-2020	Budget 2020-2021	Change	FY21-22	FY22-23	FY23-24
5000	Director Compensation	17,100	17,100	17,000	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,479	1,479	1,304	1,480	0.1%	1,479	1,479	1,479
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	3,442	7,000	0.0%	7,000	7,100	7,150
5003	Directors & Officers Ins.	3,455	3,455	3,455	3,630	5.1%	3,703	3,777	3,852
5004	Miscellaneous Items	1,000	1,000	1,151	1,000	0.0%	1,000	1,000	1,100
	<b>Total - Governing</b>	<b>31,034</b>	<b>31,034</b>	<b>26,352</b>	<b>31,210</b>	<b>0.6%</b>	<b>31,282</b>	<b>31,456</b>	<b>31,681</b>
Projected under budget by				4,682					

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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Governing</b>					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	
		2019-2020	2019-2020	2020-2021	Justification
5000	Director Compensation	17,100	17,000	17,100	13 Directors - 5 @ \$125/month, 8 @ \$100/month
5030	Payroll Taxes	1,479	1,304	1,480	FICA employer match, plus SUTA
5001	Professional Services	1,000	0	1,000	Services as needed
5002	Dir. Travel/Mtg./Meals	7,000	3,442	7,000	Travel, food for meetings
5003	Directors & Officers Ins.	3,455	3,455	3,630	Insurance, Sch D
5004	Miscellaneous Items	1,000	1,151	1,000	Gifts, etc.
	<b>Total - Governing</b>	<b>31,034</b>	<b>26,352</b>	<b>31,210</b>	

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

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<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Promotion</b>									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
<b>Personnel</b>									
5010	Salaries (full)	783,000	783,000	782,255	703,200	-10.2%	724,296	820,511	845,126
5020	Salaries (part)	91,000	91,000	69,335	95,200	4.6%	98,056	100,998	104,028
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	70,330	70,330	68,010	64,585	-8.2%	66,810	74,425	76,571
5040	Employee Insurance	154,585	154,585	154,321	144,000	-6.8%	158,400	171,072	184,758
5050	Retirement	64,580	64,580	71,802	78,400	21.4%	86,273	101,259	108,615
5055	401(k) Match	7,830	7,830	6,732	7,030	-10.2%	7,243	8,205	8,451
5060	Worker's Comp	2,050	2,050	1,853	2,015	-1.7%	2,075	2,138	2,202
5080	Employee Relations	1,750	1,750	1,651	1,750	0.0%	1,750	1,750	1,750
5090	Training	8,200	8,200	8,969	8,200	0.0%	8,500	8,700	8,900
		1,184,325	1,184,325	1,164,928	1,105,380	-6.7%	1,154,403	1,290,057	1,341,400
<b>Marketing/Advertising</b>									
5500	Other Advertising	1,164,385	1,164,385	1,164,385	1,189,385	2.1%	1,225,067	1,261,819	1,299,673
5502	Production Advertising	100,000	100,000	100,000	80,000	-20.0%	100,000	100,000	100,000
5510	Events-Development & Prom	93,100	93,100	93,100	73,100	-21.5%	75,293	77,552	79,878
5515	Advertising - Online	2,063,000	2,263,000 #	2,213,000	2,063,000 *	-8.8%	2,124,890	2,188,637	2,254,296
5525	Community Relations	30,000	30,000	24,500	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	40,000	40,000	19,865	25,000	-37.5%	30,000	30,000	30,000
5580	Promotional Aids	7,500	7,500	6,264	6,500	-13.3%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	90,000	90,000	59,661	90,000	0.0%	90,000	92,700	95,481
6101	Group Sales	28,000	28,000	23,647	8,000	-71.4%	15,000	15,450	15,914
		3,615,985	3,815,985	3,704,422	3,564,985	-6.6%	3,697,750	3,803,657	3,912,742

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**Fiscal Year 2020-2021  
Dare County Tourism Board  
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<b>Outer Banks Visitors Bureau Budget 2020-2021 Promotion</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2019-2020	Budget 2019-2020	2019-2020	Budget 2020-2021	Change	FY21-22	FY22-23	FY23-24
	Special Projects								
6150	Event Grant	700,920	700,920	379,974	370,000 *	-47.2%	225,000	230,000	235,000
6155	Est. Event Developer Grant	5,000	5,000	3,985	0	-100.0%	0	0	0
6170	Tourism Summit	18,000	18,000	3,845	17,500	-2.8%	18,000	18,000	18,000
		723,920	723,920	387,804	387,500	-46.5%	243,000	248,000	253,000
	Operations								
5110	Contracted Services	15,200	15,200	15,950	15,930	4.8%	15,930	15,930	15,930
5140	Audit	7,500	7,500	7,500	7,875	5.0%	8,250	8,663	9,096
5170	Other Professional Service	24,400	24,400	18,945	7,300	-70.1%	32,300	15,000	15,000
5180	Legal	20,500	20,500	9,925	20,500	0.0%	20,500	20,500	20,500
5185	Research	50,000	50,000	54,226	80,000	60.0%	50,000	75,000	50,000
5190	Administrative Advertising	1,500	1,500	785	1,000	-33.3%	1,000	1,000	1,000
5530	Legal Notices	1,500	1,500	1,329	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	215,000	215,000	212,749	160,000	-25.6%	168,000	176,400	185,220
6300	Travel	43,500	43,500	33,799	39,000	-10.3%	40,560	42,182	43,870
6305	Vehicle Maintenance	4,000	4,000	2,626	3,500	-12.5%	3,500	3,500	3,500
6320	Registrations	40,000	40,000	28,435	35,000	-12.5%	35,350	35,704	36,061
6340	Travel Show Exhibit	6,000	6,000	3,372	3,500	-41.7%	5,000	6,000	6,000
6420	Dues & Subscriptions	40,000	40,000	39,545	28,000	-30.0%	45,500	45,500	45,500
6440	Insurance	19,995	19,995	19,805	19,675	-1.6%	20,659	21,692	22,776
6460	Telephone	29,500	29,500	25,521	29,500	0.0%	29,500	30,385	30,385
6500	Equipment	45,975	45,975	16,609	19,200	-58.2%	46,700	36,700	37,801
6510	Expendable Equipment	3,000	3,000	1,300	2,700	-10.0%	2,700	2,700	2,700
6530	Tech. Support/Software	18,000	18,000	5,290	8,500	-52.8%	13,500	13,500	13,500
6580	Utilities	11,000	11,000	8,578	10,800	-1.8%	11,124	11,235	11,348

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**Fiscal Year 2020-2021  
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<b>Outer Banks Visitors Bureau Budget 2020-2021 Promotion</b>									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
6600	Cleaning/maint. Supplies	2,000	2,000	1,322	1,500	-25.0%	1,500	1,500	1,500
6610	Building Maintenance	40,000	40,000	19,131	25,000	-37.5%	40,000	25,000	45,000
6620	Equip. Service Contracts	3,500	3,500	3,185	3,500	0.0%	3,500	3,500	3,500
6640	Equipment Rental	33,600	33,600	32,272	34,000	1.2%	34,000	34,000	34,000
6660	Equipment Repairs	3,000	3,000	2,631	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	16,300	16,300	15,804	16,500	1.2%	16,500	16,500	16,500
6810	Web Site/Internet	29,788	29,788	26,137	36,300	21.9%	36,300	37,389	37,389
		724,758	724,758	606,771	613,280	-15.4%	686,373	683,979	692,575
	Total - Promotional	6,248,988	6,448,988	5,863,925	5,671,145	-12.1%	5,781,526	6,025,694	6,199,717
Projections under budget by less encumbrances				585,063					
				-320,000					
				265,063					
* Encumbrances: #6150 \$270,000									
#5515 \$ 50,000									
# Amended Budget includes \$200,000 for COVID Advertising									

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

Outer Banks Visitors Bureau					
Budget 2020-2021					
Promotion					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	
		2019-2020	2019-2020	2020-2021	
				Justification	
5010	Salaries (full)	783,000	782,255	703,200	No performance/COLA, reduction in staff
5020	Salaries (part)	91,000	69,335	95,200	5925 hours phone/400 hrs intern/F-T to P-T
5025	Overtime Pay	1,000	0	1,000	emergency response
5030	Payroll Taxes	70,330	68,010	64,585	7.65% of total payroll + SUTA
5040	Employee Insurance	154,585	154,321	144,000	No increase in rate
5050	Retirement	64,580	71,802	78,400	10.2% final of salaries (full and over 30 hrs)
5055	401(k) Match	7,830	6,732	7,030	1% match on contributing employees
5060	Worker's Comp	2,050	1,853	2,015	employee injury coverage
5080	Employee Relations	1,750	1,651	1,750	630 Christmas gifts & wellness, uniforms,
5090	Training	8,200	8,969	8,200	employee orientation, CPE, travel for training
5500	Other Advertising	1,164,385	1,164,385	1,189,385	print ads, tv, influencers, promo features
5502	Production - Advertising	100,000	100,000	80,000	photography, film, fees,
5510	Events-Development & Promo	93,100	93,100	73,100	event promotion and development
5515	Advertising - Online	2,263,000	2,213,000 *	2,063,000	Paid online ads/social, commissions, services, licenses
5525	Community Relations	30,000	24,500	30,000	
5560	Brochures/Production/Print	40,000	19,865	25,000	lighthouse brochure,attractions map, getaway cards,
					envelopes, decals, OB group planner revision,
					press releases, calendar of events, press kits, letterheads,
					media advisories, envelopes, labels, media kit inserts,
					brochure shell,student packs, newsletters, business cards
5580	Promotional Aids	7,500	6,264	6,500	media, group tours, school groups, county requests, fam
					tours, consumer trade shows, Vector based images
					advertising public relations and press
6100	Press/Travel Writer Tours	90,000	59,661	90,000	travel writers summer & spring
					individual writer retreats, individual tour operator fams,
					group tour operator fams
6101	Group Sales	28,000	23,647	8,000	NTA, ABA, Travel South, SYTA & NCMA sponsorships

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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Promotion</b>					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
		2019-2020	2019-2020	2020-2021	
6150	Event Grant	700,920	379,974 *	370,000	enc \$270,000, current year \$100,000, prior year \$338,500
6155	Est. Event Developer Grant	5,000	3,985	0	
6170	Tourism Summit	18,000	3,845	17,500	update speakers, rentals, other event costs
5110	Contract service	15,200	15,950	15,930	cleaner services, \$289/week +deep cleans
5140	Audit	7,500	7,500	7,875	per bid (25% paid by restricted funds)
5170	Other Professional Service	24,400	18,945	7,300	OPEB Study, Health Insurance Compliance,
5180	Legal	20,500	9,925	20,500	\$500/mo board meetings, 80 additional hrs for unforeseen expen
5185	Research	50,000	54,226	80,000	sentiment research study + KeyData
5190	Administrative Advertising	1,500	785	1,000	restricted fund grant notices
					board notices, bid ads, personnel
5530	Legal Notices	1,500	1,329	1,500	required notices
6200	Postage/Fulfillment	215,000	212,749	160,000	flyer mailings, parcel post, fedex/airborne,
					marketing mailings, publication mailings, admin. mailings
6300	Travel	43,500	33,799	39,000	Visit 365, NCMC, VAMC, Connect Sports, State Sponsored
					Domestic & International, TEAMS, AENC, ABA, OMA,
					Travel South, 3 Consumer Shows, IPW, STS, ESTO, SATW
					IMM, Tourism Day, PRSA, Travel Media
6305	Vehicle Maint./Fuel	4,000	2,626	3,500	gas 1500+r&m 2000
6320	Registrations	40,000	28,435	35,000	Visit 365, TEAMS, NTA, Connect Sports, AAA, ABA
					Travel South Domestic & Int'l, AENC
					3 Consumer Shows, IPW, State Sponsored Domestic & Int'l
					SATW, IMM, NC Tourism Day, PRSA, Travel Media
6340	Travel Show Exhibit	6,000	3,372	3,500	Travel South, AENC, ABA, TEAMS,
6420	Dues & Subscriptions	40,000	39,545	28,000	VMCA, SYTA, OMCA, NTA, ABA, NC Sports, Coast Host,
					Bank Travel, NCRLA, AENC, NCMCA, OBRA, OBHMA, RIHA
					FF Society, OB Chamber, OBWA, EDPNC, Flickr.com
					Magazine, PRSA, SATW, Dropbox, Newswire, OB Surf
					NCTIA, NCLM, NCACPA, AICPA, Coastland Times, Pilot
					Charter, GFOA, Aquarium Society, Southeast Tourism
6440	Insurance	19,995	19,805	19,675	property & liability coverages,
6460	Telephone	29,500	25,521	29,500	local service, long distance and 800#'s, cell phones
6500	Equipment	45,975	16,609	19,200	Computer/Printer replacement, Nikon Lens, GoPro 2, HVAC
6510	Expendable Equipment	3,000	1,300	2,700	equipment under 500



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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Promotion</b>					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
6530	Tech. Support/Software	18,000	5,290	8,500	PC Repair, TechSupport, Vector Images, phone & data base support, software & music licenses
6580	Utilities	11,000	8,578	10,800	electricity, avg current yr \$900/mo
6600	Cleaning/maint. Supplies	2,000	1,322	1,500	light bulbs, janitorial supplies, paper goods
6610	Building Maintenance	40,000	19,131	25,000	repairs and maintenance to building, HVAC repair,
6620	Equip. Service Contracts	3,500	3,185	3,500	forklift, generator, johns brothers, north beach, terminix
6640	Equipment Rental	33,600	32,272	34,000	postage meter system, copier, storage unit
6660	Equipment Repairs	3,000	2,631	3,000	unwarranted equipment
6700	Office Supplies	16,300	15,804	16,500	general office supplies, computer/fax toner, mailers, labels, copier and printer paper, ink and toner, cd's, business cards
					photo and speciality paper, labels, cards, binders
					checks, w/2's & 1099's, breakroom supplies
6810	Web Site/Internet	29,788	26,137	36,300	Eguide, Online Group Planner, Anti-virus, Creative Productivity Software, email archiving, google srv, Tumblr, domains, G-Suites, lynda.com, paypal, PC America, logmein, office 360, Adobe, Virtual Guide
	<b>Total - Promotional</b>	<b>6,448,988</b>	<b>5,863,925</b>	<b>5,671,145</b>	
Event Grant Encumbrances:		270,000			
Research		50,000			
Other Advertising					
Other Professional Services					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Aycock Brown Welcome Center Kitty Hawk</b>									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5025	Salaries (part)	91,500	91,500	69,766	78,500	-14.2%	80,463	82,474	84,536
5030	Payroll Taxes	7,915	7,915	5,837	6,792	-14.2%	6,960	7,134	7,312
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679
5060	Worker's Comp	200	200	200	170	-15.0%	175	180	186
5080	Employee Relations	500	500	203	425	-15.0%	385	395	405
5090	Training	600	600	450	600	0.0%	600	600	600
5110	Contracted Services	7,920	7,920	7,920	7,920	0.0%	7,920	7,920	7,920
6130	Uniforms	560	560	547	440	-21.4%	440	440	440
6200	Postage	300	300	192	200	-33.3%	200	210	221
6300	Travel	557	557	278	550	-1.3%	526	536	545
6420	Dues & Subscriptions	240	240	256	270	12.5%	284	298	313
6440	Insurance	2,280	2,280	2,280	1,890	-17.1%	1,985	2,084	2,188
6460	Telephone	8,460	8,460	8,186	8,520	0.7%	8,690	8,864	9,041
6500	Equipment	1,500	1,500	0	1,500	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	6,061	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	263	600	0.0%	600	600	600
6610	Building Maintenance	7,250	7,250	1,493	2,000	-72.4%	2000	7250	2000
6660	Equipment Repairs	300	300	264	300	0.0%	300	315	330
6700	Office Supplies	3,000	3,000	2,019	3,000	0.0%	3,000	3000	3,000
	<b>Total - ABWC</b>	<b>144,482</b>	<b>144,482</b>	<b>110,391</b>	<b>124,477</b>	<b>-13.8%</b>	<b>127,169</b>	<b>135,709</b>	<b>133,319</b>
Projected under budget by				34,091					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Outer Banks Welcome Center Roanoke Island</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2019-2020	2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
5026	Salaries (part) - RI	71,000	71,000	54,371	65,500	-7.75%	67,138	68,816	70,536
5030	Payroll Taxes	6,140	6,140	4,703	5,670	-7.65%	5,807	5,953	6,101
5060	Worker's Comp	115	115	115	120	4.35%	124	127	131
5080	Employee Relations	435	435	235	350	-19.54%	350	350	350
5090	Training	600	600	450	600	0.00%	600	600	600
6130	Uniforms	330	330	270	240	-27.27%	240	240	240
6440	Insurance	1,140	1,140	1,140	2,835	148.68%	2,977	3,126	3,282
6460	Telephone	1,225	1,225	1,125	1,225	0.00%	1,250	1,274	1,300
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	744	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	90	200	0.00%	200	200	200
6610	Building Maintenance	8,050	8,050	1,200	2,960	-63.23%	2,960	7,960	3,100
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	600	600	589	600	0.00%	600	600	600
Total - Welcome Ctr. R.I.		92,045	92,045	66,152	82,510	-10.36%	84,474	91,495	88,709
Projected under budget by				25,893					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Outer Banks Welcome Center - Hatteras Information Center</b>									
Account		Budget	Amended		Proposed				
Number	Title	2019-2020	Budget 2019-2020	Projected 2019-2020	Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
5026	Salaries (part) - HI	30,100	30,100	23,682	30,125	0.08%	30,878	31,650	32,441
5030	Payroll Taxes	2,605	2,605	2,050	2,605	0.00%	2,671	2,738	2,806
5060	Worker's Comp	60	60	60	65	8.33%	67	69	71
5080	Employee Relations	150	150	85	140	-6.67%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	1,540	1,540	1,324	1,400	-9.09%	660	660	660
6130	Uniforms	100	100	70	100	0.00%	80	80	80
6300	Travel	895	895	644	888	-0.78%	849	864	880
6440	Insurance	456	456	456	470	3.07%	494	518	544
6460	Telephone	2,820	2,820	2,794	2,880	2.13%	2,938	2,996	3,056
6500	Equipment	1,000	1,000	0	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	200	200	74	200	0.00%	50	50	50
6610	Building Maintenance	500	500	0	500	0.00%	500	500	500
6700	Office Supplies	775	775	630	775	0.00%	450	450	450
Total - Welcome Ctr. - Hatteras		41,301	41,301	31,969	41,248	-0.13%	40,876	41,816	42,779
Projected under budget by				9,332					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Outer Banks Welcome Center - Whalebone Junction</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2019-2020	2019-2020	2019-2020	2020-2021	Change	FY21-22	FY22-23	FY23-24
5026	Salaries (part)	35,700	35,700	29,432	35,700	0.00%	36,593	37,507	38,445
5030	Payroll Taxes	3,090	3,090	2,546	3,090	0.00%	3,165	3,244	3,325
5060	Worker's Comp	75	75	75	75	0.00%	77	80	82
5080	Employee Relations	140	140	140	140	0.00%	140	140	140
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	660	660	600	660	0.00%	660	660	660
6130	Uniforms	80	80	59	80	0.00%	80	80	80
6440	Insurance	685	685	685	470	-31.39%	494	518	544
6460	Telephone	1,800	1,800	1,799	1,920	6.67%	1,958	1,998	2,038
6500	Equipment	1,000	1,000	969	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	450	450	432	450	0.00%	450	450	450
Total - Welcome Ctr. Whalebone		43,830	43,830	36,887	43,735	-0.22%	44,767	45,827	46,914
Projected under budget by									
				6,943					



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

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<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Outer Banks Welcome Center - Whalebone</b>					
		Amended		Proposed	
Account		Budget	Projected	Budget	
Number	Title	2019-2020	2019-2020	2020-2021	Justification
5020	Salaries (part) - WB	35,700	29,432	35,700	2,584 hrs.
5030	Payroll Taxes - WB	3,090	2,546	3,090	7.65% of total payroll, plus SUTA
5060	Worker's Comp	75	75	75	employee injury coverage,
5080	Employee Relations	140	140	140	sickness, death in family, Christmas
5090	Training	100	100	100	employee orientation
5110	Contracted Services	660	600	660	Cleaner \$60/month
6130	Uniforms	80	59	80	2 shirts per yr 4 emp
6440	Insurance	685	685	470	property, general liability
6460	Telephone - WB	1,800	1,799	1,920	local service, long distance
6500	Equipment	1,000	969	1,000	computer
6600	Cleaning/maint. Supplies	50	50	50	light bulbs, paper supplies
6700	Office Supplies	450	432	450	general office supplies, copy/fax paper, coffee supplies, water
	Total - Welcome Ctr. WB.	43,830	36,887	43,735	

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

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2020-2021</b>						
<b>Restricted</b>						
<b>Account</b>		<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>	
<b>Number</b>	<b>Title</b>	<b>2019-2020</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>
			<b>2019-2020</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>Change</b>
	Occupancy/Meals Tax 25%	1,735,270	1,735,270	1,721,473	1,519,456	-12.4%
	Interest	65,000	65,000	52,808	23,000	-64.6%
	Other Income	0	0	0	0	-100.0%
	Appropriated Fund Balance	4,843,690	4,843,690	1,365,091	3,139,372	-35.2%
	Total - Non Departmental	6,643,960	6,643,960	3,139,372	4,681,828	-29.5%

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

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<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Restricted Fund</b>					
<b>Account</b>		<b>Projected</b>	<b>Recommended</b>	<b>Proposed</b>	
<b>Number</b>	<b>Title</b>	<b>Amount</b>	<b>FY 19-20</b>	<b>FY 20-21</b>	<b>Percent</b>
		<b>Allocated</b>	<b>Projects</b>	<b>Allocation</b>	<b>Change</b>
		<b>thru 4/30/20</b>			
<b>Revenues</b>					
3210	Interest	52,808	0	23,000	-56.4%
9930	Appropriation from Fund Balance	1,365,091	0	3,139,372	130.0%
	Other income	0	0	0	-100.0%
9940	Occupancy/Meals Tax 25%	1,721,473	0	1,519,456	-11.7%
	<b>Total Revenues</b>	<b>3,139,372</b>	<b>0</b>	<b>4,681,828</b>	<b>49.1%</b>
<b>Expenditures</b>					
<b>Long Term Projects: 70% = \$1,063,619</b>					
4503	Infrastructure NOTE #1	461,170	0	461,170	0.0%
4525	Event Site NOTE #2	198,800	1,063,619	1,262,419	535.0%
4585	Long-term Unappropriated NOTE #3	500,000	0	500,000	0.0%
	<b>Total Long Term Projects</b>	<b>1,159,970</b>	<b>1,063,619</b>	<b>2,223,589</b>	<b>91.7%</b>
<b>Short Term Projects: 30% = \$455,837, plus interest</b>					
<b>FY2013</b>					
4633	Dare County - Interpretive Byway Plan	26,500	0	26,500	0.0%
		26,500	0	26,500	
<b>FY2019</b>					
4642	Town of Duck - Pedestrian Path Phase 3	307,289	0	307,289	
4646	Town of KH - KH Park Trail Connection	47,592	0	47,592	
4637	Town of NH - West Side Multi-Use, Phase VIII	487,932	0	487,932	
		842,813		842,813	
<b>FY2020</b>					
	TIG - Chicamacomico Cisterns	48,000		48,000	
	TIG - Dare Co Arts Council - Courtyard	90,950		90,950	
	TIG - Frisco Native American - Handicap Access	25,750		25,750	
	TIG - Duck - Pedestrian Paths, Phase 4	147,806		147,806	
	TIG - KDH - Baum Street, Phase II	55,618		55,618	
	TIG - Manteo - Manteo Town Common	221,885		221,885	
	TIG - SS - S. Dogwood Trail	260,993		260,993	
5160	Fireworks	50,000	42,500	92,500	85.0%
5140	25 % of audit	0	2,625	2,625	-
4999	FY2019 S-T Unappropriated NOTE #4	209,087	433,712	642,799	207.4%
		1,110,089	478,837	1,588,926	43.1%
	<b>Total Short Term Projects</b>	<b>1,979,402</b>	<b>478,837</b>	<b>2,458,239</b>	<b>24.2%</b>
	<b>Total Expenditures</b>	<b>3,139,372</b>	<b>1,542,456</b>	<b>4,681,828</b>	<b>49.1%</b>
<b>Reconciliation Back to 4/30/20 Cash Balance</b>					
	Funds in the Banks @ 4/30/20			\$ 3,182,582	
	Estimated Revenues - June 2019			26,618	
	Budgeted FY 20-21 Revenues			1,542,455	
	<b>Total Proposed Expenditures</b>			<b>\$ 4,751,655</b>	
	Less Amounts to be Paid Out in 19-20			(69,827)	
	<b>Total Proposed Expenditures</b>			<b>\$ 4,681,828</b>	

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Travel Guide</b>									
<b>Account</b>		<b>Original</b>	<b>Amended</b>		<b>Proposed</b>				
<b>Number</b>	<b>Title</b>	<b>Budget</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>
		<b>2019-2020</b>	<b>2019-2020</b>	<b>2019-2020</b>	<b>2020-2021</b>	<b>Change</b>	<b>FY21-22</b>	<b>FY22-23</b>	<b>FY23-24</b>
<b>Revenues</b>									
3209	Advertising	84,100	84,100	79,360	0	-100.0%	0	0	0
3210	Interest	100	100	155	0	-100.0%	0	0	0
	<b>Total Revenues</b>	<b>84,200</b>	<b>84,200</b>	<b>79,515</b>	<b>0</b>	<b>-100.0%</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Expenditures</b>									
5560	Production/Printing/Distribution	150,000	150,000	150,308	0	-100.0%	0	0	0
6200	Freight	25,000	25,000	13,682	0	-100.0%	0	0	0
	<b>Total Expenditures</b>	<b>175,000</b>	<b>175,000</b>	<b>163,990</b>	<b>0</b>	<b>-100.0%</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>Revenues Over (Under) Expenditures</b>	<b>-90,800</b>	<b>-90,800</b>	<b>-84,475</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>

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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Travel Guide</b>					
<u>Account Number</u>	<u>Title</u>	<u>Amended Budget 2019-2020</u>	<u>Projected 2019-2019</u>	<u>Proposed Budget 2020-2021</u>	<u>Justification</u>
Revenues:					
3209	Advertising	84,100	79,360	0	Based on 3 Year Average
3210	Interest	100	155	0	Based on dropping rates, rate .10%
Total Revenues		84,200	79,515	0	
Expenditures:					
5560	Production/Printing/Distribution	150,000	150,308	0	Based on 3 Year Average + Higher Paper Costs
6200	Freight	25,000	13,682	0	Based on 3 Year Average
Total Expenditures		175,000	163,990	0	
		-90,800	-84,475	0	

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

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2020-2021</b>						
<b>Merchandise Sales</b>						
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change
	Revenues:					
3100	Sale of Merchandise	30,786	30,786	19,199	0	-100.00%
3210	Interest Income	325	325	486	0	-100.00%
	Total Revenues	31,111	31,111	19,685	0	-100.00%
	Projected under budget by					
	Expenditures:					
6710	Merchandise Purchased	18,572	18,572	12,479	0	-100.00%
6800	Bank Fees - Credit Cards	1,288	1,288	1,229	0	-100.00%
6700	Office	400	400	0	0	-100.00%
	Total Expenditures	20,260	20,260	13,708	0	-100.00%
	Revenues Over (Under) Expenditures	10,851	10,851	5,977	0	

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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Merchandise Sales</b>					
<u>Account</u>		<u>Amended</u>		<u>Proposed</u>	
<u>Number</u>	<u>Title</u>	<u>Budget</u>	<u>Projected</u>	<u>Budget</u>	<u>Justification</u>
		<u>2019-2020</u>	<u>2019-2020</u>	<u>2020-2021</u>	
	Revenues:				
3100	Sale of Merchandise	30,786	19,199	0	Proposing to close out inventory
3210	Interest	325	486	0	Proposing to close out inventory
	Total Revenues	31,111	19,685	0	
	Expenditures:				
6710	Merchandise Purchased	18,572	12,479	0	60% cost of merchandise
6800	Bank Fees - Credit Cards	1,288	1,229	0	Credit card processing fees, avg 3% + fees
6700	Office	400	0	0	supplies
	Total Expenditures	20,260	13,708	0	
	Revenue Over Expenditures	10,851	5,977	0	



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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2020-2021</b>									
<b>Event Site Fund</b>									
Account Number	Title	Budget 2019-2020	Amended Budget 2019-2020	Projected 2019-2020	Proposed Budget 2020-2021	Percent Change	Estimate FY21-22	Estimate FY22-23	Estimate FY23-24
	Revenues:								
3200	Event Rental Income	13,800	13,800	8,930	12,500	-9.42%	14,500	15,600	17,400
3250	Lease income	44,000	44,000	46,728	46,000	4.55%	46,000	46,000	46,000
3220	Other Income	200	200	2,500	200	0.00%	200	200	200
3210	Interest Income	325	325	586	150	-53.85%	150	75	100
9910	Transfer from General Fund	227,135	227,135	227,135	269,105	18.48%	314,907	388,349	380,509
9999	Unappropriated Funds	20,000	20,000	0	20,000	0.00%			
	Total Revenues	305,460	305,460	285,879	347,955	13.91%	375,757	450,224	444,209
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	60,000	60,000	36,526	50,000	-16.67%	60,000	45,000	24,000
5190	Other Professional Services	40,000	40,000	38,856	40,000	0.00%	40,000	90,000	101,700
6440	Insurance	1,440	1,440	6,423	6,950	382.64%	7,298	7,662	8,045
6580	Utilities	22,610	22,610	30,579	63,975	182.95%	65,894	67,871	69,907
6610	Repairs & Maintenance	161,940	161,940	151,481	166,760	2.98%	181,466	217,759	217,759
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	19,200	19,200	19,027	20,000	4.17%	20,800	21,632	22,497
	Total Expenditures	305,460	305,460	283,118	347,955	13.91%	375,757	450,224	444,209
	Revenues Over (Under) Expenditures	0	0	2,761	0		0	0	0

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

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2020-2021</b>					
<b>Event Site Fund</b>					
Account		Amended		Proposed	
Number	Title	Budget	Projected	Budget	Justification
		2019-2020	2019-2020	2020-2021	
<b>Revenues:</b>					
3200	Event Rental Income	13,800	8,930	12,500	Based on PY: Seafood, Jeep Jam, Brewtag, OBX Rod, Carnival, Shredfest
3250	Lease Income	44,000	46,728	46,000	Adventure Park Lease
3220	Other Income	200	2,500	200	Miscellaneous income/security deposits
3210	Interest	325	586	150	Interest estimated at .15%
9910	Transfer from General Fund	227,135	227,135	269,105	To balance budget
9990	Unappropriated Funds	20,000	0	20,000	To balance budget
	<b>Total Revenues</b>	<b>305,460</b>	<b>285,879</b>	<b>347,955</b>	
<b>Expenditures:</b>					
5160	Event Development	60,000	36,526	50,000	Expenses to develop & promote events at the site
5190	Other Professional Services	40,000	38,856	40,000	Surveying/Engineering/Site Work & WiFi Install
6440	Insurance	1,440	6,423	6,950	Insurance for OBVB events
6580	Utilities	22,610	30,579	63,975	Electric/Water/WIFI/Security Event Site, Pam Jac
6610	Repairs & Maintenance	161,940	151,481	166,760	Maintenance contract \$8,613/mo., \$20,200 mulch, \$20,000 plantings, pest control, cleaning, \$10,000 additional for misc. maint
6700	Office Supplies	270	226	270	Check/Deposit Order
9990	Other Expenses	19,200	19,027	20,000	Unappropriated Other, Property Taxes
	<b>Total Expenditures</b>	<b>305,460</b>	<b>283,119</b>	<b>347,955</b>	
	<b>Revenue over Expenditures</b>	<b>0</b>	<b>2,760</b>	<b>0</b>	

Date: May 14, 2020

To: Dare County Tourism Board

From: Jamie Chisholm, Grants and LPR Committee Chair

Cc: Dare County Tourism Board Members

Re: Event Grant Awards

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Per the Board's direction given at the April 16<sup>th</sup> Tourism Board meeting, the Grants and Local Public Relations Committee met on May 7, 2020 to re-evaluate the event grant awards.

The Grants and Local Public Relations Committee recommends the following Event Grant Awards:

## Event Grant Requests

Fiscal Year 2019/2020

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Advice 5k</i>	\$ 5,500.00	\$ 1,000.00	Entertainment, Sound, Video Production, Marketing, Merchandise	FY14/15: \$5500
<i>25th Annual Advice 5k Turkey Trot</i>				
<i>November 25-26, 2020</i>				
<i>Chicamacomico Historical Association</i>	\$ 3,500.00	\$ 1,000.00	Roaster, Promotion, Travel, Supplies, Bags, Ice, Propane	FY18/19: \$3500
<i>Thanksgiving on Hatteras Island</i>				FY17/18: \$5000
<i>November 21-28, 2020</i>				
<i>Dare County Arts Council</i>	\$ 10,000.00	\$ 5,000.00	Entertainment, Artistic Fees, Advertising	FY18/19: \$7000
<i>Outer Banks Veterans Week</i>				FY17/18: \$6000
<i>November 6-15, 2020</i>				EED: \$27000
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 1,000.00	Artistic Fees, Venues, Marketing	FY18/19: \$4500
<i>Surfalorus Film Festival</i>				FY17/18: \$6000
<i>September 17-19, 2020</i>				EED: \$27000
<i>Dare County Regional Airport</i>	\$ 80,000.00	\$ 37,000.00	Shuttles, Rentals, Marketing, Entertainment	New Event
<i>AOPA Regional Fly-In</i>				
<i>Spring 2021</i>				
<i>ESA OBNC District</i>	\$ 30,350.00	\$ 7,500.00	Webcast, Recap Videos, Scaffolding, Photography, Banners, T-shirts, Awards, Announcing	FY18/19:\$18000
<i>2020 Easterns Surfing Championship</i>				FY17/18:\$18000
<i>September 20-26, 2020</i>				EED: \$10000
<i>First Flight Society</i>	\$ 7,000.00	\$ 1,000.00	Induction Shrine, Inductee Transportation, Printing, Postage, Marketing, Administration Costs	FY13/14: \$5750
<i>117th Anniversary of Powered Flight</i>				
<i>December 17, 2020</i>				

## Event Grant Requests

Fiscal Year 2019/2020

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Hatteras Island Youth Education Fund</i>	\$ 14,000.00	\$ 1,000.00	T-Shirts, Registration Bags, Race Cups, Banners, Advertising	FY18/19: \$6000
<i>Surfin' Turkey 5K &amp; Puppy Drum Fun Run</i>				FY17/18: \$6500
<i>November 26, 2020</i>				FY17/18: \$6500
<i>Manteo Preservation Trust</i>	\$ 6,570.00	\$ 1,000.00	Tour Guides, Postage, Printing, Signage, Posters, Marketing	FY18/19: \$5820
<i>Holiday Tour of Homes</i>				FY17/18: \$5000
<i>December 5, 2020</i>				FY15/16: \$3000
<i>Nags Head Fishing Club</i>	\$ 18,318.00	\$ 1,000.00	Programs, Printing, Trophies, Prizes, Merchandise	FY18/19: \$4000
<i>Nags Head Surf Fishing Tournament</i>				
<i>October 7-9, 2020</i>				
<i>NC Beach Buggy Association</i>	\$ 19,249.00	\$ 1,000.00	Shirts, Awards, Banquet Facility, Angler Packets	New Event
<i>NCBBA Red Drum Tournament</i>				
<i>October 21-24, 2020</i>				
<i>OBX Go Far</i>	\$ 44,150.00	\$ 14,000.00	Marketing, Merchandise, Producer Fee, Promotional Items, Entertainment, Rentals, Sound	FY18/19:\$17000
<i>OBX Jeep Jam 2020</i>				
<i>September 25-28, 2020</i>				
<i>Outer Banks Seafood Festival</i>	\$ 50,000.00	\$ 25,000.00	Marketing, Infrastructure, Rentals, Entertainment	FY18/19:\$30000
<i>Seafood Festival</i>				FY17/18:\$35000
<i>October 17, 2020</i>				EED: \$35000
<i>Outer Banks Sporting Events</i>	\$ 15,000.00	\$ 7,000.00	Medals, Swag, Participant Shirts, Marketing, Race Bibs	FY18/19:\$ 7500
<i>Outer Banks Triathlon Weekend</i>				FY17/18:\$15000
<i>September 12-13, 2020</i>				EED: \$75000
<i>Outer Banks Sporting Events</i>	\$ 30,000.00	\$ 15,000.00	Awards, SWAG, Shirts, Marketing, Race Bibs	FY18/19:\$20000
<i>TowneBank Outer Banks Marathon</i>				FY17/18:\$27500
<i>November 7-8, 2020</i>				EED: \$75000
<i>Outer Banks Wedding Association</i>	\$ 8,000.00	\$ 2,000.00	Advertising, Printed materials	FY17/18: \$5000
<i>Wedding Weekend Expo &amp; Tour</i>				FY15/16: \$3000
<i>January or March 2021</i>				FY13/14: \$5000

## Event Grant Requests

Fiscal Year 2019/2020

<i>Organization &amp; Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Roanoke Island Historical Association</i>	\$ 25,000.00	\$ 8,000.00	Marketing, Entertainment, Rentals, Giveaways, Production and Technical	FY18/19:\$15000
<i>Lost Colony Wine, Beer &amp; Culinary Festival</i>				FY17/18:\$20000
<i>September 25-27, 2020</i>				EED: \$15000
<i>Rogallo Foundation</i>	\$ 20,000.00	\$ 8,000.00	Marketing, Bathroom Facilities, Scaffolding, Rentals, Insurance	FY18/19:\$10000
<i>6th Annual Outer Banks Brewtag</i>				FY17/18:\$10000
<i>October 24, 2020</i>				FY16/17:\$10000
<i>Town of Duck</i>	\$ 9,000.00	\$ 6,000.00	Entertainment, Production & Technical	FY18/19: \$9000
<i>2020 Duck Jazz Festival</i>				FY17/18:\$11000
<i>October 10-11, 2020</i>				EED: \$6000
<i>Town of Manteo</i>	\$ 4,400.00	\$ 1,000.00	Marketing, Awards	FY18/19: \$3600
<i>9th Annual RI Maritime Museum Wooden Boat Show</i>				FY17/18: \$6000
<i>October 31, 2020</i>				FY16/17: \$6000

Total Amount Requested                      \$ 462,537.00                      \$ 143,500.00

**PENDING BOARD APPROVAL**

Beginning Balance	\$ 338,500.00
Previously Awarded	\$ (195,000.00)
Budget Amendment - Subject to Board Approval	\$ -
Amount Available	\$ 143,500.00
Amount Recommended	\$ 143,500.00
<i>Remaining Funds</i>	\$ -

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

FISCAL YEAR		PROJECTED FY 19-20	ACTUAL FY 19-20	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$793,100.00	\$1,019,991.19	\$226,891.19	28.61%
JULY RECEIVED	MEALS	<u>\$341,000.00</u>	<u>\$399,780.43</u>	<u>\$58,780.43</u>	<u>17.24%</u>
		\$1,134,100.00	\$1,419,771.62	\$285,671.62	25.19%
JULY EARNED	OCCUPANCY	\$1,255,300.00	\$1,106,543.73	(\$148,756.27)	-11.85%
AUGUST RECEIVED	MEALS	<u>\$420,000.00</u>	<u>\$472,600.66</u>	<u>\$52,600.66</u>	<u>12.52%</u>
		\$1,675,300.00	\$1,579,144.39	(\$96,155.61)	-5.74%
AUGUST EARNED	OCCUPANCY	\$1,069,660.00	\$1,386,583.82	\$316,923.82	29.63%
SEPT RECEIVED	MEALS	<u>\$378,250.00</u>	<u>\$427,333.95</u>	<u>\$49,083.95</u>	<u>12.98%</u>
		\$1,447,910.00	\$1,813,917.77	\$366,007.77	25.28%
SEPTEMBER EARNED	OCCUPANCY	\$457,980.00	\$456,102.94	(\$1,877.06)	-0.41%
OCT RECEIVED	MEALS	<u>\$256,530.00</u>	<u>\$245,359.41</u>	<u>(\$11,170.59)</u>	<u>-4.35%</u>
		\$714,510.00	\$701,462.35	(\$13,047.65)	-1.83%
OCTOBER EARNED	OCCUPANCY	\$211,405.00	\$225,976.76	\$14,571.76	6.89%
NOV RECEIVED	MEALS	<u>\$164,205.00</u>	<u>\$196,138.50</u>	<u>\$31,933.50</u>	<u>19.45%</u>
		\$375,610.00	\$422,115.26	\$46,505.26	12.38%
NOVEMBER EARNED	OCCUPANCY	\$88,225.00	\$115,681.16	\$27,456.16	31.12%
DEC RECEIVED	MEALS	<u>\$111,060.00</u>	<u>\$122,310.47</u>	<u>\$11,250.47</u>	<u>10.13%</u>
		\$199,285.00	\$237,991.63	\$38,706.63	19.42%
DECEMBER EARNED	OCCUPANCY	\$37,095.00	\$64,325.91	\$27,230.91	73.41%
JAN RECEIVED	MEALS	<u>\$83,230.00</u>	<u>\$105,377.51</u>	<u>\$22,147.51</u>	<u>26.61%</u>
		\$120,325.00	\$169,703.42	\$49,378.42	41.04%
JANUARY EARNED	OCCUPANCY	\$64,210.00	\$82,572.04	\$18,362.04	28.60%
FEB RECEIVED	MEALS	<u>\$64,065.00</u>	<u>\$98,628.09</u>	<u>\$34,563.09</u>	<u>53.95%</u>
		\$128,275.00	\$181,200.13	\$52,925.13	41.26%
FEBRUARY EARNED	OCCUPANCY	\$46,370.00	\$68,444.24	\$22,074.24	47.60%
MARCH RECEIVED	MEALS	<u>\$70,345.00</u>	<u>\$90,153.63</u>	<u>\$19,808.63</u>	<u>28.16%</u>
		\$116,715.00	\$158,597.87	\$41,882.87	35.88%
MARCH EARNED	OCCUPANCY	\$62,730.00	\$30,251.77	(\$32,478.23)	-51.77%
APRIL RECEIVED	MEALS	<u>\$105,080.00</u>	<u>\$69,265.66</u>	<u>(\$35,814.34)</u>	<u>-34.08%</u>
		\$167,810.00	\$99,517.43	(\$68,292.57)	-40.70%
APRIL EARNED	OCCUPANCY	\$178,105.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$170,565.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$348,670.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$295,225.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$217,345.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$512,570.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,086,075.00	\$4,556,473.56	\$470,398.56	11.51%
TO-DATE	MEALS	<u>\$1,993,765.00</u>	<u>\$2,226,948.31</u>	<u>\$233,183.31</u>	<u>11.70%</u>
		\$6,079,840.00	\$6,783,421.87	\$703,581.87	11.57%
TOTAL	OCCUPANCY	\$4,559,405.00			
PROJECTED	MEALS	<u>\$2,381,675.00</u>			
2019-2020		\$6,941,080.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
<u>2019-2020</u>		2019	2020		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	OCCUPANCY	\$215,483.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$199,132.07</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$414,615.19	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	OCCUPANCY	\$365,789.79	\$0.00	\$0.00	0.00%
	MEALS	<u>\$278,868.23</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$644,658.02	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	OCCUPANCY	\$1,019,991.19	\$0.00	\$0.00	0.00%
	MEALS	<u>\$399,780.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,419,771.62	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	OCCUPANCY	\$1,106,543.73	\$0.00	\$0.00	0.00%
	MEALS	<u>\$472,600.66</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,579,144.39	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,386,583.82	\$0.00	\$0.00	0.00%
	MEALS	<u>\$427,333.95</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,813,917.77	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	OCCUPANCY	\$456,102.94	\$0.00	\$0.00	0.00%
	MEALS	<u>\$245,359.41</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$701,462.35	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	OCCUPANCY	\$225,976.76	\$0.00	\$0.00	0.00%
	MEALS	<u>\$196,138.50</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$422,115.26	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	OCCUPANCY	\$115,681.16	\$0.00	\$0.00	0.00%
	MEALS	<u>\$122,310.47</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$237,991.63	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$263,784.99	\$245,593.96	(\$18,191.03)	-6.90%
	Meals	<u>\$385,528.05</u>	<u>\$363,424.89</u>	<u>(\$22,103.16)</u>	<u>-5.73%</u>
		\$649,313.04	\$609,018.85	(\$40,294.19)	-6.21%
Total for Year	OCCUPANCY	\$5,155,937.50			
	MEALS	<u>\$2,727,051.77</u>			
		\$7,882,989.27			



## OCCUPANCY &amp; MEALS FY 2019-2020

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 18-19	ACTUAL FY 19-20	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$953,286.96	\$1,019,991.19	\$66,704.23	7.00%
<u>JULY RECEIVED</u>	MEALS	<u>\$386,336.19</u>	<u>\$399,780.43</u>	<u>\$13,444.24</u>	<u>3.48%</u>
		\$1,339,623.15	\$1,419,771.62	\$80,148.47	5.98%
<i>JULY EARNED</i>	OCCUPANCY	\$1,332,093.40	\$1,106,543.73	(\$225,549.67)	-16.93%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$444,464.40</u>	<u>\$472,600.66</u>	<u>\$28,136.26</u>	<u>6.33%</u>
		\$1,776,557.80	\$1,579,144.39	(\$197,413.41)	-11.11%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,098,655.34	\$1,386,583.82	\$287,928.48	26.21%
<u>SEPT RECEIVED</u>	MEALS	<u>\$391,888.23</u>	<u>\$427,333.95</u>	<u>\$35,445.72</u>	<u>9.04%</u>
		\$1,490,543.57	\$1,813,917.77	\$323,374.20	21.70%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$468,126.63	\$456,102.94	(\$12,023.69)	-2.57%
<u>OCT RECEIVED</u>	MEALS	<u>\$239,371.30</u>	<u>\$245,359.41</u>	<u>\$5,988.11</u>	<u>2.50%</u>
		\$707,497.93	\$701,462.35	(\$6,035.58)	-0.85%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$243,387.96	\$225,976.76	(\$17,411.20)	-7.15%
<u>NOV RECEIVED</u>	MEALS	<u>\$178,929.55</u>	<u>\$196,138.50</u>	<u>\$17,208.95</u>	<u>9.62%</u>
		\$422,317.51	\$422,115.26	(\$202.25)	-0.05%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$100,000.00	\$115,681.16	\$15,681.16	15.68%
<u>DEC RECEIVED</u>	MEALS	<u>\$120,134.85</u>	<u>\$122,310.47</u>	<u>\$2,175.62</u>	<u>1.81%</u>
		\$220,134.85	\$237,991.63	\$17,856.78	8.11%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$46,833.30	\$64,325.91	\$17,492.61	37.35%
<u>JAN RECEIVED</u>	MEALS	<u>\$92,656.36</u>	<u>\$105,377.51</u>	<u>\$12,721.15</u>	<u>13.73%</u>
		\$139,489.66	\$169,703.42	\$30,213.76	21.66%
<i>JANUARY EARNED</i>	OCCUPANCY	\$61,766.11	\$82,572.04	\$20,805.93	33.69%
<u>FEB RECEIVED</u>	MEALS	<u>\$76,743.92</u>	<u>\$98,628.09</u>	<u>\$21,884.17</u>	<u>28.52%</u>
		\$138,510.03	\$181,200.13	\$42,690.10	30.82%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$60,761.81	\$68,444.24	\$7,682.43	12.64%
<u>MARCH RECEIVED</u>	MEALS	<u>\$80,478.08</u>	<u>\$90,153.63</u>	<u>\$9,675.55</u>	<u>12.02%</u>
		\$141,239.89	\$158,597.87	\$17,357.98	12.29%
<i>MARCH EARNED</i>	OCCUPANCY	\$94,423.77	\$30,251.77	(\$64,172.00)	-67.96%
<u>APRIL RECEIVED</u>	MEALS	<u>\$135,649.69</u>	<u>\$69,265.66</u>	<u>(\$66,384.03)</u>	<u>-48.94%</u>
		\$230,073.46	\$99,517.43	(\$130,556.03)	-56.75%
<i>APRIL EARNED</i>	OCCUPANCY	\$215,483.12	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$199,132.07</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$414,615.19	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$365,789.79	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$278,868.23</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$644,658.02	\$0.00	\$0.00	0.00%
	OCCUPANCY	\$4,459,335.28	\$4,556,473.56	\$97,138.28	2.18%
<b>TOTAL TO DATE</b>	MEALS	<u>\$2,146,652.57</u>	<u>\$2,226,948.31</u>	<u>\$80,295.74</u>	<u>3.74%</u>
		\$6,605,987.85	\$6,783,421.87	\$177,434.02	2.69%
<b>TOTAL</b>	OCCUPANCY	\$5,040,608.19			
<b>ACTUAL</b>	MEALS	<u>\$2,624,652.87</u>			
<b>2018-2019</b>		\$7,665,261.06			

# 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		3,026,989	2,738,341	2,728,504	2,289,103	2,128,970		0.00%
March		2,831,112	2,829,152	2,812,630	2,280,537	2,019,168		0.00%
April		4,266,897	3,948,431	3,729,748	3,547,074	3,007,272		0.00%
May		5,501,100	4,861,088	5,084,042	4,011,689	3,930,062		0.00%
June		7,096,777	6,558,353	6,355,380	5,676,881	5,553,791		0.00%
July		11,321,288	10,815,908	10,038,975	9,085,195	9,066,601		0.00%
August		13,178,541	12,870,106	12,961,419	12,153,647	10,985,313		0.00%
September		11,799,596	10,996,721	10,694,311	10,634,932	10,595,224		0.00%
October		6,834,818	6,542,087	7,181,012	6,631,836	6,261,920		0.00%
November		5,191,614	4,932,146	4,698,891	4,294,600	3,902,927		0.00%
December		3,874,539	3,719,123	3,759,730	3,904,190	2,995,244		0.00%
YTD	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	2,606,285	291,065	8.27%
TOTAL	3,809,146	78,441,352	74,397,237	73,291,414	67,276,223	63,052,777		
YTD % Change	8.27%	-1.89%	10.44%	17.36%	6.15%	2.77%		
Total % Change	8.27%	5.44%	1.51%	8.94%	6.70%	5.09%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787	3,571,786	3,283,749
February	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381	2,642,080	2,581,654
March	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488	5,502,196	4,202,539
April		22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765	8,899,988	11,315,913
May		36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610	20,903,445	19,663,470
June		102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695	65,529,705	61,057,567
July		110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542	92,310,020	97,575,888
August		138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017	95,817,540	84,228,391
September		45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803	30,653,566	30,770,807
October		22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892	13,961,791	15,001,325
November		11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504	6,392,023	6,852,685
December		6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289	3,710,254	3,429,743
YTD Total	18,550,352	21,647,195	21,677,069	19,229,739	17,802,350	14,651,356	12,743,282	14,344,088	12,953,738	11,597,038	10,452,597	10,218,656	11,716,062	10,067,942
Total	18,550,352	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	339,963,731
YTD % Change	-14.31%	-0.14%	12.73%	8.02%	21.51%	14.97%	-11.16%	10.73%	11.70%	10.95%	2.29%	-12.78%	16.37%	39.22%
Total % Change	-14.31%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	9.61%
Month Increase/Decrease	-62.24%	0.15%	30.68%	-9.65%	46.77%	4.66%	-18.61%	16.29%	33.26%	14.50%	-6.37%	-30.66%	30.93%	36.15%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	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%	32.74%
Qtr 2 (Mar-May)	-62.24%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	12.13%
Qtr 3 (June-Aug)		4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%	4.45%	8.82%
Qtr 4 (Sept-Nov)		-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	8.46%
Note: For January 2007, there were a couple of filings for past months totaling about \$80000 in gross rents. Adjusted gross occupancy would be 3,203,749, an increase of 34.33%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019 and 4 weekends in July 2008, 2009, 2015, 2019														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19.														

Outer Banks Visitors Bureau Gross Meals Summary 2007-2020														
	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
January	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203	5,652,092
February	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828	5,901,277	5,864,520
March	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602	8,368,675
April		20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914	10,696,837	13,018,031
May		27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993	17,030,910
June		39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903	26,398,208
July		47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197	32,620,688
August		44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228	31,213,494
September		24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174	19,572,423
October		19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193	12,942,026
November		12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475	8,044,142	9,001,275
December		10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554	6,457,727	7,449,495
YTD Total	26,314,291	31,163,529	27,184,092	27,764,850	26,735,010	23,942,912	22,184,569	21,764,592	21,234,295	19,091,861	18,197,425	18,803,120	21,123,082	19,885,287
Total	26,314,291	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476	189,131,837
YTD % Change	-15.56%	14.64%	-2.09%	3.85%	11.66%	7.93%	1.93%	2.50%	11.22%	4.92%	-3.22%	-10.98%	6.22%	-0.95%
Total % Change	-15.56%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%	4.70%
Month Increase/(Decrease)	-46.64%	12.19%	-2.17%	1.25%	24.27%	6.88%	-6.62%	8.89%	11.77%	5.01%	7.78%	-25.59%	18.38%	1.91%
Increase/(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%	-2.39%	0.76%
Qtr 2 (Mar-May)	-46.64%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%	2.44%
Qtr 3 (June-Aug)		6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%	1.26%	5.69%
Qtr 4 (Sept-Nov)		3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%	8.40%
Note: For February 2006, \$496,634 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$5,507,753, a 6% increase														
For December 2006, \$470,400 was reported in gross receipts, but was not paid. If gross receipts corrected, 2006 would be \$7,135,251, a 4% increase														
For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018														
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														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	25,804	21,243	9,991	21,848	18,954	34,898	50,462	56,934	149,040	101,762	68,241	39,261	77,827	57,144	60,734
February	36,064	52,546	36,814	143,923	27,050	39,974	64,152	69,405	79,720	89,994	71,212	134,203	97,209	54,050	55,880
March	79,865	76,403	65,753	85,386	29,171	208,302	123,529	186,658	249,522	63,921	166,270	149,882	184,588	160,084	65,539
April	156,538	127,482	140,738	877,315		254,169	580,729	450,715	587,966		308,672	366,481	321,223	365,960	
May	274,409	249,701	329,396	309,416		665,277	745,164	864,675	990,995		552,057	639,286	607,239	600,680	
June	379,391	265,719	263,476	417,010		1,229,304	1,431,385	1,666,397	1,830,953		1,046,720	989,369	1,196,072	1,288,613	
July	749,249	321,538	401,465	300,025		1,816,435	1,336,272	1,613,934	1,966,882		1,647,615	1,435,632	1,542,434	1,563,325	
August	382,004	230,703	295,816	369,371		1,157,766	890,569	1,232,064	1,510,242		1,314,037	1,415,838	1,296,981	872,728	
September	224,305	188,428	125,217	254,760		603,072	503,200	803,646	427,073		630,648	656,337	557,989	437,579	
October	136,646	86,645	160,079	149,153		164,375	413,901	349,366	406,219		372,984	421,919	439,412	308,779	
November	72,340	81,256	77,097	74,856		107,575	121,397	118,727	126,014		231,209	205,025	201,959	143,147	
December	37,430	61,634	18,684	82,449		30,970	48,795	32,024	59,397		102,282	110,884	91,303	55,559	
<i>YTD Totals</i>	<i>141,733</i>	<i>150,192</i>	<i>112,558</i>	<i>251,157</i>	<i>75,175</i>	<i>283,174</i>	<i>238,143</i>	<i>312,997</i>	<i>478,282</i>	<i>255,677</i>	<i>305,723</i>	<i>323,346</i>	<i>359,624</i>	<i>271,278</i>	<i>182,153</i>
<b>Total</b>	<b>2,554,045</b>	<b>1,763,298</b>	<b>1,924,526</b>	<b>3,085,512</b>	<b>75,175</b>	<b>6,312,117</b>	<b>6,309,555</b>	<b>7,444,545</b>	<b>8,384,023</b>	<b>255,677</b>	<b>6,511,947</b>	<b>6,564,117</b>	<b>6,614,236</b>	<b>5,907,648</b>	<b>182,153</b>

Month Increase	75.53%	-4.33%	-13.94%	29.86%	-65.84%	156.62%	-40.70%	51.10%	33.68%	-74.38%	26.40%	-9.86%	23.16%	-13.27%	-59.06%
<i>YTD Increase</i>	<b>23.75%</b>	<b>5.97%</b>	<b>-25.06%</b>	<b>123.14%</b>	<b>-70.07%</b>	<b>104.81%</b>	<b>-15.90%</b>	<b>31.43%</b>	<b>52.81%</b>	<b>-46.54%</b>	<b>9.62%</b>	<b>5.76%</b>	<b>11.22%</b>	<b>-24.57%</b>	<b>-32.85%</b>
<b>Total Year Increa</b>	<b>16.54%</b>	<b>-30.96%</b>	<b>9.14%</b>	<b>60.33%</b>		<b>9.49%</b>	<b>-0.04%</b>	<b>17.99%</b>	<b>12.62%</b>		<b>6.81%</b>	<b>0.80%</b>	<b>0.76%</b>	<b>-10.68%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2018	2019	2020	2016	2017	2018	2019	2020	2019	2020
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Property	Property	Property	Property	Property	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental
									Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**
January	1,237,556	1,231,693	1,257,924	1,301,265	1,437,035	12,750	19,038	18,951	4,901,521	5,742,596	5,632,280	4,641,865	6,501,671		4,048,599
February	1,322,085	1,562,373	1,581,432	1,331,764	1,533,776	21,179	21,882	25,687	2,113,601	3,025,121	3,299,316	4,283,950	4,958,235		3,640,228
March	3,048,117	2,625,980	3,034,735	2,618,614	1,246,258	46,450	48,950	24,532	4,309,813	4,006,629	5,645,680	6,065,892	2,033,390		392,302
April	4,545,245	5,755,388	4,790,774	5,082,911		94,478	129,659		8,083,104	12,673,454	12,073,020	14,912,027			
May	6,995,624	7,781,122	7,657,044	8,296,802		223,246	148,954		21,184,107	22,356,377	23,236,092	25,901,180			
June	10,724,168	11,713,936	11,720,032	11,050,965		373,865	220,076		60,621,694	64,523,921	79,376,489	86,974,007			
July	14,702,019	15,241,700	13,517,098	13,333,255		488,402	280,756		111,492,605	121,406,705	116,827,701	93,189,170		9,774,831	
August	12,963,240	11,871,548	12,441,921	14,094,249		422,935	266,881		91,755,613	88,138,009	93,023,812	121,424,486		24,094,200	
September	8,044,658	6,960,599	5,190,429	6,280,715		127,801	128,596		35,992,377	39,786,449	41,912,607	37,793,636		5,444,607	
October	4,123,137	5,255,695	4,729,167	5,163,907		94,511	76,787		15,940,123	15,566,863	16,607,911	16,375,128		3,090,168	
November	2,491,471	2,754,045	2,101,808	1,972,903		35,749	31,815		6,134,126	7,540,897	7,319,364	9,080,251		1,659,752	
December	1,215,099	1,228,853	1,255,150	1,413,200		27,148	22,812		2,185,437	3,104,990	3,165,578	4,773,626		1,465,862	
<i>YTD Totals</i>	<i>5,607,758</i>	<i>5,420,046</i>	<i>5,874,091</i>	<i>5,251,643</i>	<i>4,217,069</i>	<i>80,379</i>	<i>89,870</i>	<i>69,170</i>	<i>11,324,935</i>	<i>12,774,346</i>	<i>14,577,276</i>	<i>14,991,707</i>	<i>13,493,296</i>	<i>0</i>	<i>8,081,129</i>
<b>Total</b>	<b>71,412,419</b>	<b>73,982,932</b>	<b>69,277,514</b>	<b>71,940,550</b>	<b>4,217,069</b>	<b>1,968,514</b>	<b>1,396,206</b>	<b>69,170</b>	<b>364,714,121</b>	<b>387,872,011</b>	<b>408,119,850</b>	<b>425,415,218</b>	<b>13,493,296</b>	<b>45,529,420</b>	<b>8,081,129</b>

Month Increase	47.88%	-13.85%	15.57%	-13.71%	-52.41%		5.38%	-49.88%	40.49%	-7.03%	40.91%	7.44%	-66.48%		
<i>YTD Increase</i>	<b>24.01%</b>	<b>-3.35%</b>	<b>8.38%</b>	<b>-10.60%</b>	<b>-19.70%</b>		<b>11.81%</b>	<b>-23.03%</b>	<b>18.26%</b>	<b>12.80%</b>	<b>14.11%</b>	<b>2.84%</b>	<b>-9.99%</b>		
<b>Total Year Increa</b>	<b>5.35%</b>	<b>3.60%</b>	<b>-6.36%</b>	<b>3.84%</b>			<b>-29.07%</b>		<b>3.31%</b>	<b>6.35%</b>	<b>5.22%</b>	<b>4.24%</b>			

\* OTC amounts are included in Motel/Hotel for comparative purposes  
 \*\* Other Rental Properties is included in Property Management Agencies for comparative purposes. July 2019, County separated individual owners & STRs from PM Companies

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2016-2020

	2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	10,031	45,893	80,128	100,883	103,524	6,278,051	7,131,148	7,115,084	6,272,045	8,223,680
February	16,671	100,360	121,379	111,202	123,301	3,599,607	4,938,755	5,205,555	6,004,609	6,788,236
March	112,325	177,413	239,016	191,043	100,157	7,924,692	7,159,836	9,356,430	9,370,541	3,538,436
April	87,331	319,158	278,446	356,959		13,435,059	19,822,692	18,054,916	22,183,138	0
May	114,954	233,603	269,937	329,769		29,786,428	32,005,253	32,964,383	36,428,842	0
June	165,585	316,197	421,313	441,718		74,166,862	79,240,527	94,643,779	102,003,266	0
July	360,458	486,546	488,988	538,288		130,768,381	140,228,393	134,391,620	110,890,945	0
August	215,044	383,434	426,743	534,008		107,787,704	102,930,101	108,717,337	138,805,084	0
September	171,161	243,058	201,660	210,087		45,666,221	48,338,071	48,791,548	45,403,850	0
October	102,725	229,934	217,916	215,456		20,839,990	21,974,957	22,503,851	22,618,642	0
November	96,064	31,732	146,707	126,782		9,132,785	10,734,352	9,965,662	11,523,953	0
December	53,113	260,812	143,609	120,970		3,624,331	4,815,968	4,706,348	6,505,201	0
<i>YTD Totals</i>	<i>139,027</i>	<i>323,666</i>	<i>440,523</i>	<i>403,128</i>	<i>326,982</i>	<i>17,802,350</i>	<i>19,229,739</i>	<i>21,677,069</i>	<i>21,647,195</i>	<i>18,550,352</i>
<b>Total</b>	<b>1,505,462</b>	<b>2,828,140</b>	<b>3,035,842</b>	<b>3,277,165</b>	<b>326,982</b>	<b>453,010,111</b>	<b>479,320,053</b>	<b>496,416,513</b>	<b>518,010,116</b>	<b>18,550,352</b>

Month Increase	810.77%	57.95%	34.72%	-20.07%	-47.57%	46.77%	-9.65%	30.68%	0.15%	-62.24%
<i>YTD Increase</i>	<b>540.56%</b>	<b>132.81%</b>	<b>36.10%</b>	<b>-8.49%</b>	<b>-18.89%</b>	<b>21.51%</b>	<b>8.02%</b>	<b>12.73%</b>	<b>-0.14%</b>	<b>-14.31%</b>
<b>Total Year Increa</b>	<b>94.62%</b>	<b>87.86%</b>	<b>7.34%</b>	<b>7.95%</b>		<b>3.99%</b>	<b>5.81%</b>	<b>3.57%</b>	<b>4.35%</b>	

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	138,440	155,233	-10.82%	165,461	178,321	-7.21%	124,809	235,134	-46.92%	428,710	568,688	-24.61%
WAVES	173,850	214,579	-18.98%	138,772	194,030	-28.48%	64,020	218,326	-70.68%	376,642	626,935	-39.92%
SALVO	166,784	103,194	61.62%	151,036	190,333	-20.65%	52,537	151,805	-65.39%	370,357	445,332	-16.84%
AVON	434,039	412,817	5.14%	380,590	542,733	-29.88%	138,732	614,483	-77.42%	953,361	1,570,033	-39.28%
BUXTON	153,215	109,939	39.36%	162,973	164,879	-1.16%	145,613	345,191	-57.82%	461,801	620,009	-25.52%
FRISCO	102,027	76,242	33.82%	89,747	109,527	-18.06%	47,494	206,052	-76.95%	239,268	391,821	-38.93%
HATTERAS	239,225	195,167	22.57%	149,163	225,587	-33.88%	107,696	272,582	-60.49%	496,084	693,336	-28.45%
<b>TOTAL HATTERAS ISLAND</b>	1,407,580	1,267,171	11.08%	1,237,742	1,605,410	-22.90%	680,901	2,043,573	-66.68%	3,326,223	4,916,154	-32.34%
<b>NORTHERN BEACHES:</b>												
DUCK	973,632	585,568	66.27%	621,871	419,880	48.11%	453,220	777,209	-41.69%	2,048,723	1,782,657	14.93%
SOUTHERN SHORES	431,854	346,044	24.80%	327,899	231,269	41.78%	69,681	335,007	-79.20%	829,434	912,320	-9.09%
KITTY HAWK	746,475	646,687	15.43%	801,188	695,819	15.14%	414,239	1,145,909	-63.85%	1,961,902	2,488,415	-21.16%
COLINGTON	3,274	6,172	-46.95%	6,168	5,149	19.79%	10,810	12,563	-13.95%	20,252	23,884	-15.21%
KILL DEVIL HILLS	2,055,516	1,719,691	19.53%	1,877,121	1,468,481	27.83%	918,296	2,370,776	-61.27%	4,850,933	5,558,948	-12.74%
NAGS HEAD	2,239,211	1,463,725	52.98%	1,513,288	1,206,348	25.44%	844,330	2,213,962	-61.86%	4,596,829	4,884,035	-5.88%
<b>TOTAL NORTHERN BEACHES</b>	6,449,962	4,767,887	35.28%	5,147,535	4,026,946	27.83%	2,710,576	6,855,426	-60.46%	14,308,073	15,650,259	-8.58%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	170,435	113,227	50.53%	143,543	242,653	-40.84%	68,224	238,085	-71.34%	382,202	593,965	-35.65%
RIM (ROANOKE ISL. MAINLAN	178,581	107,493	66.13%	235,653	109,892	114.44%	55,283	194,420	-71.57%	469,517	411,805	14.01%
<b>TOTAL ROANOKE ISLAND</b>	349,016	220,720	58.13%	379,196	352,545	7.56%	123,507	432,505	-71.44%	851,719	1,005,770	-15.32%
<b>OTC UNATTRIBUTED</b>	17,122	16,267	5.26%	23,763	19,708	20.58%	23,452	39,037	-39.92%	64,337	75,012	-14.23%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.												
<b>TOTAL</b>	8,223,680	6,272,045	31.12%	6,788,236	6,004,609	13.05%	3,538,436	9,370,541	-62.24%	18,550,352	21,647,195	-14.31%



DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2020	2019	% Increase	2020	2019	% Increase	2020	2019	% Increase	YTD 2020	YTD 2019	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	23,211	15,265	52.05%	17,721	16,337	8.47%	29,023	31,347	-7.41%	69,955	62,949	11.13%
WAVES - 19	21,957	17,002	29.14%	25,502	21,195	20.32%	68,108	83,625	-18.56%	115,567	121,822	-5.13%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!
AVON - 1	270,637	213,771	26.60%	277,555	214,211	29.57%	220,022	382,698	-42.51%	768,214	810,680	-5.24%
BUXTON - 2	158,548	164,197	-3.44%	131,822	186,036	-29.14%	184,755	342,224	-46.01%	475,125	692,457	-31.39%
FRISCO - 5	149,794	17,979	733.16%	92,226	19,419	374.93%	9,415	28,980	-67.51%	251,435	66,378	278.79%
HATTERAS - 6	20,554	10,871	89.07%	39,069	48,544	-19.52%	44,105	131,962	-66.58%	103,728	191,377	-45.80%
<b>TOTAL HATTERAS ISLAND</b>	644,701	439,085	46.83%	583,895	505,742	15.45%	555,428	1,000,836	-44.50%	1,784,024	1,945,663	-8.31%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	509,944	442,133	15.34%	602,110	410,245	46.77%	451,567	841,090	-46.31%	1,563,621	1,693,468	-7.67%
SOUTHERN SHORES - 20	522,960	1,507,308	-65.31%	367,120	468,909	-21.71%	384,555	551,241	-30.24%	1,274,635	2,527,458	-49.57%
KITTY HAWK - 8	1,799,644	1,472,747	22.20%	1,604,718	1,552,993	3.33%	1,125,357	2,258,057	-50.16%	4,529,719	5,283,797	-14.27%
COLINGTON - 3	61,040	64,345	-5.14%	111,816	82,095	36.20%	57,273	111,758	-48.75%	230,129	258,198	-10.87%
KILL DEVIL HILLS - 7	3,030,736	2,588,635	17.08%	3,173,984	2,326,259	36.44%	2,362,500	4,816,907	-50.95%	8,567,220	9,731,801	-11.97%
NAGS HEAD - 14	1,823,494	1,687,822	8.04%	1,892,513	1,674,843	13.00%	1,649,672	3,109,265	-46.94%	5,365,679	6,471,930	-17.09%
<b>TOTAL NORTHERN BEACHES</b>	7,747,818	7,762,990	-0.20%	7,752,261	6,515,344	18.98%	6,030,924	11,688,318	-48.40%	21,531,003	25,966,652	-17.08%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	955,731	824,328	15.94%	779,047	735,098	5.98%	691,359	1,020,732	-32.27%	2,426,137	2,580,158	-5.97%
MANTEO-OUTSIDE - 11	219,443	205,713	6.67%	165,193	182,162	-9.32%	188,491	283,181	-33.44%	573,127	671,056	-14.59%
<b>TOTAL ROANOKE ISLAND</b>	1,175,174	1,030,041	14.09%	944,240	917,260	2.94%	879,850	1,303,913	-32.52%	2,999,264	3,251,214	-7.75%
<b>TOTAL</b>	9,567,693	9,232,116	3.63%	9,280,396	7,938,346	16.91%	7,466,202	13,993,067	-46.64%	26,314,291	31,163,529	-15.56%

DARE COUNTY GROSS								
OCCUPANCY BY DISTRICT								
	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON	434,039	5.3%	380,590	5.6%	138,732	3.9%	953,361	5.1%
BUXTON	153,215	1.9%	162,973	2.4%	145,613	4.1%	461,801	2.5%
COLINGTON	3,274	0.0%	6,168	0.1%	10,810	0.3%	20,252	0.1%
FRISCO	102,027	1.2%	89,747	1.3%	47,494	1.3%	239,268	1.3%
HATTERAS	239,225	2.9%	149,163	2.2%	107,696	3.0%	496,084	2.7%
KILL DEVIL HILLS	2,055,516	25.0%	1,877,121	27.7%	918,296	26.0%	4,850,933	26.2%
KITTY HAWK	746,475	9.1%	801,188	11.8%	414,239	11.7%	1,961,902	10.6%
MANTEO-TOWN	170,435	2.1%	143,543	2.1%	68,224	1.9%	382,202	2.1%
NAGS HEAD	2,239,211	27.2%	1,513,288	22.3%	844,330	23.9%	4,596,829	24.8%
RODANTHE	138,440	1.7%	165,461	2.4%	124,809	3.5%	428,710	2.3%
SALVO	166,784	2.0%	151,036	2.2%	52,537	1.5%	370,357	2.0%
WAVES	173,850	2.1%	138,772	2.0%	64,020	1.8%	376,642	2.0%
SOUTHERN SHORES	431,854	5.3%	327,899	4.8%	69,681	2.0%	829,434	4.5%
DUCK	973,632	11.8%	621,871	9.2%	453,220	12.8%	2,048,723	11.0%
RIM (ROANOKE ISL. MAINI	178,581	2.2%	235,653	3.5%	55,283	1.6%	469,517	2.5%
OTC UNATTRIBUTED*	17,122	0.2%	23,763	0.4%	23,452	0.7%	64,337	0.3%
TOTAL	8,223,680	100.0%	6,788,236	100.1%	3,538,436	100.0%	18,550,352	100.0%
* Part of OTC transactions are reported by district.								
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC								

DARE COUNTY GROSS								
MEALS BY DISTRICT								
	2020	% OF	2020	% OF	2020	% OF	2020	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON - 1	270,637	2.8%	277,555	3.0%	220,022	2.9%	768,214	2.9%
BUXTON - 2	158,548	1.7%	131,822	1.4%	184,755	2.5%	475,125	1.8%
COLINGTON - 3	61,040	0.6%	111,816	1.2%	57,273	0.8%	230,129	0.9%
FRISCO - 5	149,794	1.6%	92,226	1.0%	9,415	0.1%	251,435	1.0%
HATTERAS - 6	20,554	0.2%	39,069	0.4%	44,105	0.6%	103,728	0.4%
KILL DEVIL HILLS - 7	3,030,736	31.7%	3,173,984	34.2%	2,362,500	31.6%	8,567,220	32.6%
KITTY HAWK - 8	1,799,644	18.8%	1,604,718	17.3%	1,125,357	15.1%	4,529,719	17.2%
MANTEO-TOWN - 10	955,731	10.0%	779,047	8.4%	691,359	9.3%	2,426,137	9.2%
RIM (ROANOKE ISL. M	219,443	2.3%	165,193	1.8%	188,491	2.5%	573,127	2.2%
NAGS HEAD - 14	1,823,494	19.1%	1,892,513	20.4%	1,649,672	22.1%	5,365,679	20.4%
RODANTHE - 15	23,211	0.2%	17,721	0.2%	29,023	0.4%	69,955	0.3%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	0	0.0%
WAVES - 19	21,957	0.2%	25,502	0.3%	68,108	0.9%	115,567	0.4%
SOUTHERN SHORES -	522,960	5.5%	367,120	4.0%	384,555	5.2%	1,274,635	4.8%
DUCK - 21	509,944	5.3%	602,110	6.5%	451,567	6.0%	1,563,621	5.9%
TOTAL	9,567,693	100.0%	9,280,396	100.0%	7,466,202	100.0%	26,314,291	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 4/30/20

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	3,417,355.18	3,419,554.00	-2,198.82	99.9%
3040 · Meals Tax - 75%	1,670,211.24	1,786,256.00	-116,044.76	93.5%
3050 · Website Advertising	94,492.15	105,000.00	-10,507.85	90.0%
3210 · Interest Income	98,754.81	100,425.00	-1,670.19	98.3%
3220 · Other	170.00	1,000.00	-830.00	17.0%
<b>Total Income</b>	<b>5,280,983.38</b>	<b>5,412,235.00</b>	<b>-131,251.62</b>	<b>97.6%</b>
<b>Gross Profit</b>	<b>5,280,983.38</b>	<b>5,412,235.00</b>	<b>-131,251.62</b>	<b>97.6%</b>
Expense				
5000 · Director Compensation	14,150.00	17,100.00	-2,950.00	82.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,462.37	7,000.00	-4,537.63	35.2%
5003 · Directors & Officers Insurance	3,454.50	3,455.00	-0.50	100.0%
5004 · Miscellaneous Items	1,001.33	1,000.00	1.33	100.1%
5010 · Salaries (Full Time) Promotion	661,971.61	783,000.00	-121,028.39	84.5%
5020 · Salaries (Part Time) Promotion	57,159.84	91,000.00	-33,840.16	62.8%
5025 · Salaries (Part Time) Welcome AB	56,005.90	92,500.00	-36,494.10	60.5%
5026 · Salaries (Part Time) Welcome RI	81,085.69	136,800.00	-55,714.31	59.3%
5030 · Payroll Taxes	64,731.44	91,559.00	-26,827.56	70.7%
5040 · Employee Insurance	131,911.08	158,785.00	-26,873.92	83.1%
5050 · Retirement	60,491.15	64,580.00	-4,088.85	93.7%
5055 · 401(k) Match	5,692.45	7,830.00	-2,137.55	72.7%
5060 · Workmens Compensation	2,303.37	2,500.00	-196.63	92.1%
5080 · Employee Relations	1,785.23	2,975.00	-1,189.77	60.0%
5090 · Training	8,609.30	9,600.00	-990.70	89.7%
5110 · Contracted Service	21,197.80	25,320.00	-4,122.20	83.7%
5140 · Audit	7,500.00	7,500.00	0.00	100.0%
5170 · Other Professional Services	14,000.00	24,400.00	-10,400.00	57.4%
5180 · Legal	5,475.00	20,500.00	-15,025.00	26.7%
5185 · Research	50,026.25	50,000.00	26.25	100.1%
5190 · Administrative Advertising	35.14	1,500.00	-1,464.86	2.3%
5500 · Advertising-Printed	917,848.09	1,164,385.00	-246,536.91	78.8%
5502 · Advertising - Production Fee	95,245.82	100,000.00	-4,754.18	95.2%
5510 · Advertising - Event Dev & Mktg	20,523.33	93,100.00	-72,576.67	22.0%
5515 · Advertising - Online	1,628,984.76	2,263,000.00	-634,015.24	72.0%
5525 · Community Relations	15,500.30	30,000.00	-14,499.70	51.7%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	3,065.34	40,000.00	-36,934.66	7.7%
5580 · Promotional Aids	3,364.40	7,500.00	-4,135.60	44.9%
6100 · Familiarization Tours	42,410.74	90,000.00	-47,589.26	47.1%
6101 · Group sales	14,647.10	28,000.00	-13,352.90	52.3%
6130 · Uniforms	197.94	1,070.00	-872.06	18.5%
6150 · Event Grant	298,973.80	700,920.00	-401,946.20	42.7%
6155 · Establish Event Developer Grant	3,984.97	5,000.00	-1,015.03	79.7%
6170 · Tourism Summit	3,844.94	18,000.00	-14,155.06	21.4%
6200 · Postage and Delivery	158,688.10	215,300.00	-56,611.90	73.7%
6300 · Travel	30,133.21	44,952.00	-14,818.79	67.0%
6305 · Vehicle Maintenance	875.52	4,000.00	-3,124.48	21.9%
6320 · Registrations	22,735.00	40,000.00	-17,265.00	56.8%
6340 · Travel Show Exhibit	71.95	6,000.00	-5,928.05	1.2%
6420 · Dues and Subscriptions	37,037.35	40,240.00	-3,202.65	92.0%
6440 · Insurance	24,366.22	24,556.00	-189.78	99.2%
6460 · Telephone	31,140.29	43,805.00	-12,664.71	71.1%
6500 · Equipment	16,694.27	50,475.00	-33,780.73	33.1%
6510 · Expendable Equipment	0.00	3,000.00	-3,000.00	0.0%
6530 · Technical Support	279.90	18,000.00	-17,720.10	1.6%
6580 · Utilities	11,206.83	18,560.00	-7,353.17	60.4%
6600 · Cleaning/maintenance supplies	161.35	3,000.00	-2,838.65	5.4%
6610 · Building Maintenance	13,659.26	55,800.00	-42,140.74	24.5%
6620 · Equipment Service Contracts	1,359.64	3,500.00	-2,140.36	38.8%
6640 · Equipment Rent	24,522.04	33,600.00	-9,077.96	73.0%
6660 · Equipment Repairs	1,044.72	3,600.00	-2,555.28	29.0%
6700 · Office Supplies	12,260.73	21,525.00	-9,264.27	57.0%
6810 · Web Site/Internet	20,660.82	29,788.00	-9,127.18	69.4%
<b>Total Expense</b>	<b>4,706,538.18</b>	<b>6,802,080.00</b>	<b>-2,095,541.82</b>	<b>69.2%</b>
<b>Net Ordinary Income</b>	<b>574,445.20</b>	<b>-1,389,845.00</b>	<b>1,964,290.20</b>	<b>-41.3%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 4/30/20**

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	9,384.73	18,475.00	-9,090.27	50.8%
3120 · Sales - Aycock Brown	6,883.93	12,311.00	-5,427.07	55.9%
Total 3100 · Sale of Merchandise	16,268.66	30,786.00	-14,517.34	52.8%
Total 9910 · Transfer from Merchandise Sales	16,268.66	30,786.00	-14,517.34	52.8%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	77,560.01	84,100.00	-6,539.99	92.2%
Total 9920 · Transfer from Travel Guide Fund	77,560.01	84,100.00	-6,539.99	92.2%
9990 · Unappropriated Fund Balance	0.00	1,696,954.00	-1,696,954.00	0.0%
Total Other Income	93,828.67	1,811,840.00	-1,718,011.33	5.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	13,682.04	25,000.00	-11,317.96	54.7%
Total 9925 · Transfer to Travel Guide	163,990.02	175,000.00	-11,009.98	93.7%
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	8,747.33	18,572.00	-9,824.67	47.1%
6800 · Credit Card Charges	914.37	1,288.00	-373.63	71.0%
Total 9930 · Transfer to Merchandise	9,661.70	19,860.00	-10,198.30	48.6%
9950 · Transfer to Event Site Fund	227,135.00	227,135.00	0.00	100.0%
Total Other Expense	400,786.72	421,995.00	-21,208.28	95.0%
Net Other Income	-306,958.05	1,389,845.00	-1,696,803.05	-22.1%
Net Income	267,487.15	0.00	267,487.15	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenue and Expenses - Actual and Budget**  
**Merchandise - YTD thru 4/30/20**

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	479.61	325.00	154.61	147.6%
<b>Total Income</b>	479.61	325.00	154.61	147.6%
<b>Gross Profit</b>	479.61	325.00	154.61	147.6%
Expense				
6700 · Office Supplies	0.00	400.00	-400.00	0.0%
<b>Total Expense</b>	0.00	400.00	-400.00	0.0%
<b>Net Ordinary Income</b>	479.61	-75.00	554.61	-639.5%
<b>Other Income/Expense</b>				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	9,384.73	18,475.00	-9,090.27	50.8%
3120 · Sales - Aycok Brown	6,883.93	12,311.00	-5,427.07	55.9%
<b>Total 3100 · Sale of Merchandise</b>	16,268.66	30,786.00	-14,517.34	52.8%
<b>Total 9910 · Transfer from Merchandise Sales</b>	16,268.66	30,786.00	-14,517.34	52.8%
<b>Total Other Income</b>	16,268.66	30,786.00	-14,517.34	52.8%
Other Expense				
9930 · Transfer to Merchandise				
6710 · Merchandise Purchases	8,747.33	18,572.00	-9,824.67	47.1%
6800 · Credit Card Charges	914.37	1,288.00	-373.63	71.0%
<b>Total 9930 · Transfer to Merchandise</b>	9,661.70	19,860.00	-10,198.30	48.6%
<b>Total Other Expense</b>	9,661.70	19,860.00	-10,198.30	48.6%
<b>Net Other Income</b>	6,606.96	10,926.00	-4,319.04	60.5%
<b>Net Income</b>	<u>7,086.57</u>	<u>10,851.00</u>	<u>-3,764.43</u>	<u>65.3%</u>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 4/30/20**

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	153.23	100.00	53.23	153.2%
<b>Total Income</b>	153.23	100.00	53.23	153.2%
<b>Gross Profit</b>	153.23	100.00	53.23	153.2%
<b>Net Ordinary Income</b>	153.23	100.00	53.23	153.2%
<b>Other Income/Expense</b>				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	77,560.01	84,100.00	-6,539.99	92.2%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	77,560.01	84,100.00	-6,539.99	92.2%
<b>Total Other Income</b>	77,560.01	84,100.00	-6,539.99	92.2%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	150,307.98	150,000.00	307.98	100.2%
62001 · Freight	13,682.04	25,000.00	-11,317.96	54.7%
<b>Total 9925 · Transfer to Travel Guide</b>	163,990.02	175,000.00	-11,009.98	93.7%
<b>Total Other Expense</b>	163,990.02	175,000.00	-11,009.98	93.7%
<b>Net Other Income</b>	-86,430.01	-90,900.00	4,469.99	95.1%
<b>Net Income</b>	<b>-86,276.78</b>	<b>-90,800.00</b>	<b>4,523.22</b>	<b>95.0%</b>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
 July 2019 through April 2020

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax	1,139,118.38	1,139,851.00	-732.62	99.9%
3040 · Meals Tax	556,737.07	595,419.00	-38,681.93	93.5%
3210 · Interest	51,808.10	65,000.00	-13,191.90	79.7%
3220 · Other Income	0.00	0.00	0.00	0.0%
<b>Total Income</b>	<b>1,747,663.55</b>	<b>1,800,270.00</b>	<b>-52,606.45</b>	<b>97.1%</b>
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4520 · Natural, Historic and Cultural	30,000.00	30,000.00	0.00	100.0%
4525 · Event Site	3,144,971.36	3,393,987.00	-249,015.64	92.7%
4585 · Unappropriated Long-Term	0.00	500,000.00	-500,000.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>3,174,971.36</b>	<b>4,385,157.00</b>	<b>-1,210,185.64</b>	<b>72.4%</b>
4100 · Short-Term Projects				
4633 · Dare County-Interpretive Plan	0.00	26,500.00	-26,500.00	0.0%
4637 · Town of NH-W Bypass Path Phase	0.00	487,932.00	-487,932.00	0.0%
4642 · Town of Duck - Pedestrian Path	309,351.00	616,640.00	-307,289.00	50.2%
4644 · SS Civic Assoc- Sea Oats Park	13,399.53	14,178.00	-778.47	94.5%
4646 · Town of KH - KH Park Trail Conn	0.00	47,592.00	-47,592.00	0.0%
4999 · Unappropriated Funds	0.00	958,461.00	-958,461.00	0.0%
5140 · Audit	2,500.00	2,500.00	0.00	100.0%
5160 · Fireworks	50,000.00	105,000.00	-55,000.00	47.6%
<b>Total 4100 · Short-Term Projects</b>	<b>375,250.53</b>	<b>2,258,803.00</b>	<b>-1,883,552.47</b>	<b>16.6%</b>
<b>Total Expense</b>	<b>3,550,221.89</b>	<b>6,643,960.00</b>	<b>-3,093,738.11</b>	<b>53.4%</b>
<b>Net Ordinary Income</b>	<b>-1,802,558.34</b>	<b>-4,843,690.00</b>	<b>3,041,131.66</b>	<b>37.2%</b>
<b>Other Income/Expense</b>				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,843,690.00	-4,843,690.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>4,843,690.00</b>	<b>-4,843,690.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>4,843,690.00</b>	<b>-4,843,690.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>-1,802,558.34</b>	<b>0.00</b>	<b>-1,802,558.34</b>	<b>100.0%</b>



**Outer Banks Visitors Bureau  
Restricted Fund Summary  
2018-2020**

	Balance 7/1/2018	Allocation 2018-2019	Allocation Paid	Allocation Transferred	Balance 7/1/2019	Allocation 2019-2020	Allocation Paid	Allocation Transferred	Estimated Balance FY19-20
<b>Short-term Projects</b>									
OB Scenic Byway - Interpretive Plan	26,500				26,500				26,500
Town of KDH - Bay Drive Path	340,125		(340,125)		0				0
Town of Duck - Pedestrian Path	447,887		(417,026)	(30,861)	0				0
Town of NH - Dowdy's Park, Phase II	226,750		(226,750)		0				0
SS Civic Assoc - Sea Oats Park, Phase II	14,178				14,178		(13,400)	(778)	0
Town of Duck - Pedestrian Path, Phase II	309,351		0		309,351		(309,351)	0	0
Town of SS - E. Dogwood Pedestrian Path	119,357		(86,938)	(32,419)	0				0
Town of NH - W. Bypass Multi-Use Phase VIII				487,932	487,932				487,932
Town of Duck - Pedestrian Path, Phase III				307,289	307,289				307,289
Town of KH - KH Park Trail Connection				47,592	47,592				47,592
TIG - Chicamacomico - Cisterns					0	48,000			48,000
TIG - Dare Co Arts Council - Courtyard					0	90,950			90,950
TIG - Frisco Native American - Handicapp Access					0	25,750			25,750
TIG - Town of Duck - Pedestrian Path, Phase IV					0	147,806			147,806
TIG - Town of KDH - Baum Street, Phase II					0	55,618			55,618
TIG - Town of Manteo - Manteo Common					0	221,885			221,885
TIG - Town of SS - S. Dogwood Trail					0	260,993			260,993
Fireworks	46,000		(46,000)	50,000	50,000		(50,000)	55,000	55,000
Audit	0		(2,375)	2,375	0		(2,500)	2,500	0
Unappropriated Funds	526,700	619,852		(656,492)	490,060	(225,844)		(56,722)	207,493
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>2,056,847</b>	<b>619,852</b>	<b>(1,119,214)</b>	<b>175,416</b>	<b>1,732,901</b>	<b>625,158</b>	<b>(375,251)</b>	<b>0</b>	<b>1,982,808</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	2,948,709	1,211,436	(2,336,148)	368,373	2,192,370	1,334,166	(3,144,971)	0	381,584
Natural Historical Cultural	225,741	134,604	(224,904)	40,930	176,370	0	(30,000)	(146,370)	0
Green Space/Open Space (GOSPL)	845,350	89,370	0	(934,719)	0	0	0	0	0
Infrastructure (capped)	461,170		0	0	461,170		0	0	461,170
L-T Unappropriated Funds			0	350,000	350,000	3,630		146,370	500,000
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>4,480,969</b>	<b>1,435,410</b>	<b>(2,561,053)</b>	<b>(175,416)</b>	<b>3,179,910</b>	<b>1,337,816</b>	<b>(3,174,971)</b>	<b>0</b>	<b>1,342,754</b>
<b>Total</b>	<b>6,537,816</b>	<b>2,055,262</b>	<b>(3,680,267)</b>	<b>0</b>	<b>4,912,811</b>	<b>1,962,973</b>	<b>(3,550,222)</b>	<b>0</b>	<b>3,325,563</b>
<b>Cash on Hand 4/30/20</b>								#	
								Checking	189,799
								Savings	2,992,783
<b>Total Cash on Hand</b>									<u>3,182,582</u>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
May									87,168
June									<u>128,143</u>
									<u>215,310</u>
<b>Unappropriated Balances</b>									72,330
<b>Transfer from General Fund</b>									
30% Short-term						1,911,165	*		
Short-term Interest						573,350			
						<u>51,808</u>			
						625,158			
70% Long-term								1,337,816	
Long-term Interest								0	
								<u>1,337,816</u>	*

\*Estimate Based on Actual through April and Budgeted Figures

# Agrees to Financial Statements

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
July 2019 through April 2020

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3200 · Site Rental Income	8,930.00	13,800.00	-4,870.00	64.7%
3210 · Interest Income	580.20	325.00	255.20	178.5%
3250 · Lease Income	34,490.00	44,000.00	-9,510.00	78.4%
9999 · Unappropriated Funds	0.00	20,000.00	-20,000.00	0.0%
<b>Total Income</b>	<b>44,000.20</b>	<b>78,125.00</b>	<b>-34,124.80</b>	<b>56.3%</b>
Expense				
5160 · Event Development & Marketing	36,526.04	60,000.00	-23,473.96	60.9%
5170 · Other Professional Services	37,656.37	40,000.00	-2,343.63	94.1%
6440 · Insurance	6,423.20	1,440.00	4,983.20	446.1%
6580 · Utilities	17,888.40	22,610.00	-4,721.60	79.1%
6610 · Repairs & Maintenance	114,852.00	161,940.00	-47,088.00	70.9%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	11,126.75	19,200.00	-8,073.25	58.0%
<b>Total Expense</b>	<b>224,472.76</b>	<b>305,460.00</b>	<b>-80,987.24</b>	<b>73.5%</b>
<b>Net Ordinary Income</b>	<b>-180,472.56</b>	<b>-227,335.00</b>	<b>46,862.44</b>	<b>79.4%</b>
<b>Other Income/Expense</b>				
Other Income				
3220 · Other Income	2,500.00	200.00	2,300.00	1,250.0%
9910 · Transfer from General Fund	226,988.22	227,135.00	-146.78	99.9%
<b>Total Other Income</b>	<b>229,488.22</b>	<b>227,335.00</b>	<b>2,153.22</b>	<b>100.9%</b>
<b>Net Other Income</b>	<b>229,488.22</b>	<b>227,335.00</b>	<b>2,153.22</b>	<b>100.9%</b>
<b>Net Income</b>	<b>49,015.66</b>	<b>0.00</b>	<b>49,015.66</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

30-Apr-20

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	392,113	2,632,686	557,240	764,081	0	1,000,000	0	2,043,585	7,389,706
RESTRICTED FUND	189,799	1,492,783			250,000	750,000	500,000	0	3,182,582
TRAVEL GUIDE	14,300								14,300
MERCHANDISE SALES	150,186								150,186
EVENT SITE FUND	178,509								178,509
TOTAL	924,908	4,125,469	557,240	764,081	250,000	1,750,000	500,000	2,043,585	10,915,283
TOTAL % EACH BANK	17.76%	37.80%	5.11%			16.03%	4.58%	18.72%	100.00%
INTEREST RATES	0.25%	0.40%	0.05%	0.25%	0%	2% on 2		1.5% on 2	
TOTAL CHECKING & CD'S	10,915,283								
60% ALLOWED IN ANY BANK	6,549,170								
25% ALLOWED IN ANY ONE INV	2,728,821								

60% General Fund Reserved Balance is \$4,214,445.

100% Restricted Fund Balance Restricted by House Bill 225 \$3,182,582

## Marketing Dashboard

thru APRIL 2020

	<u>FY 19/20</u>	<u>FY 18/19</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	51,281	89,313	-38,032	-43%
Completed Video Views	13,611,197	5,428,613	8,182,584	151%
Total Visits to Website	1,681,155	1,800,006	-118,851	-7%
Online Communities				
Email Subscribers	240,904	632,857	-391,953	-62%
Facebook	713,030	711,474	1,556	0%
Twitter	38,800	37,100	1,700	5%
Instagram	91,500	72,100	19,400	27%
Pinterest	<u>20,200</u>	<u>20,000</u>	<u>200</u>	<u>1%</u>
Online Communities Subtotal	1,104,434	1,473,531	-369,097	-25%

---

### Devices April 2020

Mobile	72%
Desktop	25%
Tablet	3%

COVID-19 Restrictions: beginning March 17, 2020

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

## Dashboard Overview

### Overview

Due to COVID-19, all media was paused in mid-March through the end of April with the exception of native site remarketing ads that relaunched April 27th. As a result of the media hiatus and travel restrictions, April site metrics were down year over year but did show an improvement versus the prior month of March. Interest in the site continues to rebound in April and into May as dreaming travelers plan ahead and potentially in part due to the popular new Netflix series, The Outer Banks.

#### Highlights for April digital:

- 173K total site sessions occurred in April. Although April sessions are down 23% YoY, sessions did increase by 57% from the prior month of March.
- Delivered 11K total conversions in the month of April; a 73% decrease YOY and a 28% decrease from prior month of March.
- Tracked 91 Arrivals into Dare County in April; a 95% decrease YOY and an 80% decrease from the prior month of March.
- Since "The Outer Banks" show launched in mid-April, organic traffic increased by 172% from the prior month of March. The OBX merchandise webpage was the second most visited webpage from 15th of April - 30th of April with 5,962 pageviews.

### Completed Optimizations

- Reactivated native site retargeting on April 27, 2020.
- Reactivated national branded and community search on May 11th and non-branded search terms on May 13th. All search launched with new ad copy emphasizing 100 miles of open beach and replacing any language with immediacy with more general "plan your trip" call to actions.

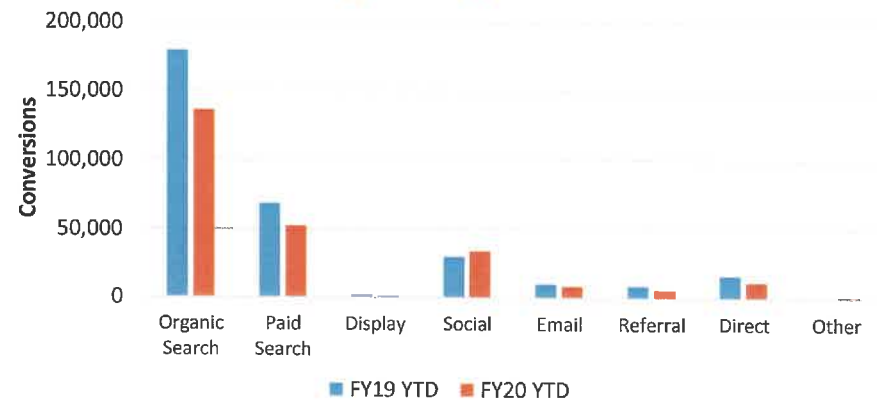
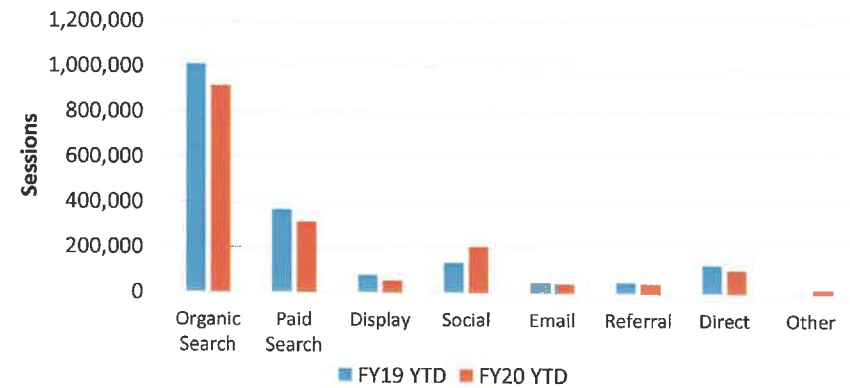
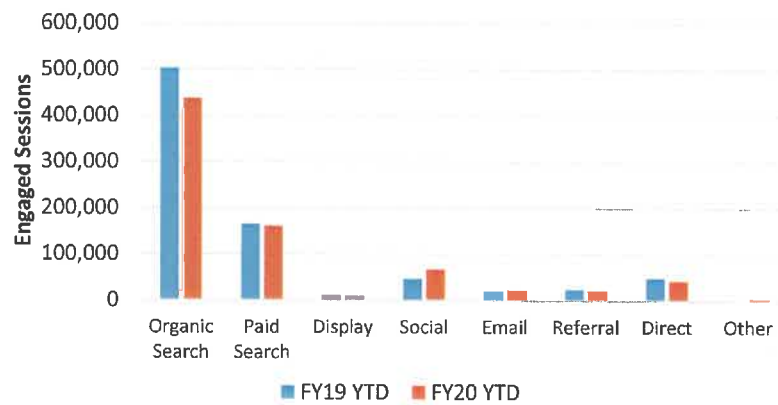
### Action Steps

Topic	Commentary
TV, Digital & Email	Updating with new creative assets. Scheduled to relaunch late May.

## Website Overview

	Apr-20	YoY	FYTD	YoY
Sessions	173,181	-23%	1,681,155	-7%
Engaged Sessions	43,295	-58%	747,268	-9%
Any Conversion*	10,506	-73%	249,535	-20%
eNews Sign Up Conversion	289	-80%	11,591	-32%
Travel Guide Conversions	1,145	-80%	41,184	-9%
Listing Referral Conversions	9,330	-71%	202,766	-22%

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



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

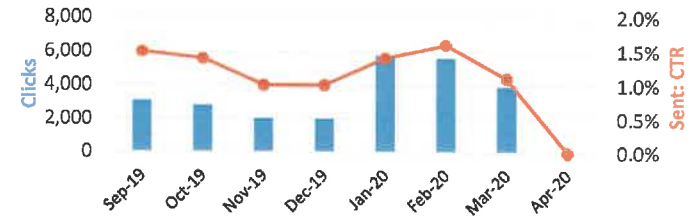


## Email Marketing Campaign Overview

Opens and Open Rate by Month



Clicks and Click Rate by Month



Total Campaign Performance by Month

Month	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
Sep-19	200,945	200,098	31,984	16.0%	3,084	1.5%	9.6%	847	739	63
Oct-19	199,788	199,433	32,179	16.1%	2,793	1.4%	8.7%	355	714	55
Nov-19	199,772	199,172	27,291	13.7%	2,003	1.0%	7.3%	600	484	61
Dec-19	199,916	199,551	26,959	13.5%	1,954	1.0%	7.2%	365	418	62
Jan-20	402,911	402,555	58,497	14.5%	5,770	1.4%	9.9%	356	1,023	105
Feb-20	361,303	360,745	55,411	15.3%	5,608	1.6%	10.1%	558	899	124
Mar-20	364,581	362,052	53,951	14.8%	3,907	1.1%	7.2%	2,529	656	92
Apr-20	0	0	0	0.0%	0	0.0%	0.0%	0	0	0
<b>GRAND TOTAL</b>	<b>2,325,631</b>	<b>2,316,841</b>	<b>329,818</b>	<b>14.2%</b>	<b>30,480</b>	<b>1.3%</b>	<b>9.2%</b>	<b>8,790</b>	<b>6,115</b>	<b>831</b>

Top 10 Links Clicked - Current Month\*

Link	Clicks*	Open: CTR
<b>GRAND TOTAL</b>	<b>0</b>	<b>0.0%</b>

\* Link clicks include forwarded email clicks

Email Performance - Current Month

Subject Line	Sent	Deliveries	Opens	Open Rate	Clicks	Sent: CTR	Open: CTR	Bounces	Unsubscribes	Spam
<b>GRAND TOTAL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0</b>

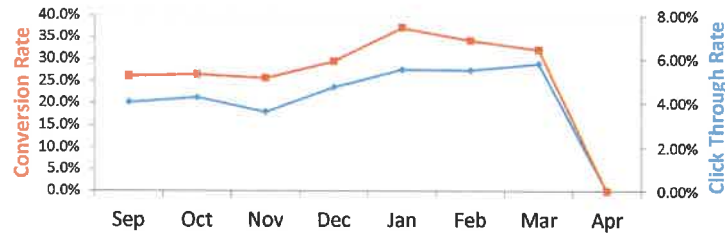
7

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

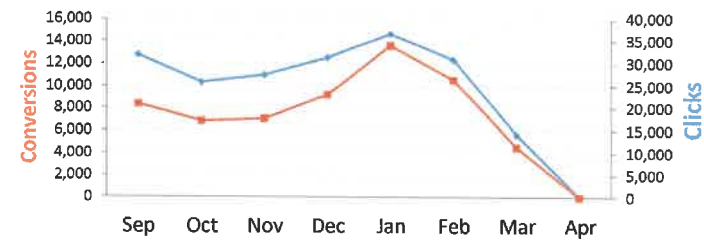


## SEM Campaign Overview

Conversion and Click Through Rates by Month



Conversion and Click Volume by Month



Total Campaign Performance by Month

Month	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Sep	\$24,162	31,813	789,763	4.0%	\$0.76	8,378	\$2.88	26.3%
Oct	\$22,985	25,815	607,015	4.3%	\$0.89	6,858	\$3.35	26.6%
Nov	\$27,034	27,416	766,081	3.6%	\$0.99	7,069	\$3.82	25.8%
Dec	\$32,007	31,265	661,233	4.7%	\$1.02	9,238	\$3.46	29.5%
Jan	\$28,976	36,584	662,632	5.5%	\$0.79	13,635	\$2.13	37.3%
Feb	\$20,307	30,838	561,570	5.5%	\$0.66	10,582	\$1.92	34.3%
Mar	\$9,083	14,124	244,349	5.8%	\$0.64	4,542	\$2.00	32.2%
Apr	\$0.00	0	0	0.0%	\$0.00	0	\$0.00	0.0%
<b>GRAND TOTAL</b>	<b>\$237,500</b>	<b>347,530</b>	<b>6,832,545</b>	<b>5.1%</b>	<b>\$0.68</b>	<b>75,716</b>	<b>\$3.14</b>	<b>21.8%</b>

Total Campaign Performance by Platform

Platform	Spend	Clicks	Impressions	CTR	Avg. CPC	Conv.	Cost Per Conv.	Conv. Rate
Google	\$0.00	0	0	0.0%	\$0.00	0	\$0.00	0.0%
Bing	\$0.00	0	0	0.0%	\$0.00	0	\$0.00	0.0%
<b>GRAND TOTAL</b>	<b>\$0.00</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0.00</b>	<b>0.0%</b>



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



## Display Overview

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

Notes: FY20 Fall launched on August 12th and concluded on October 14th.

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	\$25,000	\$25,000	1,530,076	937	0.06%	\$26.68	106	\$236	0.007%	76%	1.94	1:15
Programmatic Banners	\$136,000	\$115,531	21,739,617	22,402	0.10%	\$5.16	301	\$384	0.001%	84%	1.30	0:17
Programmatic Native		\$20,469	1,811,985	4,490	0.25%	\$4.56	85	\$241	0.005%	84%	1.40	0:47
<b>FY20 Fall Total YTD</b>	<b>\$161,000</b>	<b>\$161,000</b>	<b>25,081,678</b>	<b>27,829</b>	<b>0.11%</b>	<b>\$5.79</b>	<b>492</b>	<b>\$327</b>	<b>0.002%</b>	<b>84%</b>	<b>1.34</b>	<b>0:25</b>

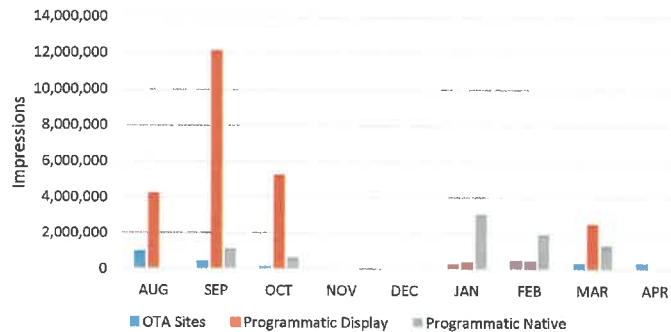
### Campaign Overview: FY20 Spring-Summer Display Details by Tactic

Notes: FY20 Spring-Summer launched on January 1st and runs through May 31st, 2020. - All digital efforts were paused on 3.16.2020 due to the Covid-19 outbreak. Native RT was re-activated on 4.27.2020.

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	\$55,000	\$28,685	1,434,272	1,757	0.12%	\$16.33	368	\$78	0.026%	79%	1.75	1:08
Site Direct	\$35,000	\$0	0	0	--	--	0	--	--	--	--	--
Programmatic Banners	\$225,000	\$20,954	3,492,152	2,021	0.06%	\$10.37	241	\$87	0.007%	55%	2.00	0:28
Programmatic Native		\$47,152	6,407,880	7,298	0.11%	\$6.46	626	\$75	0.010%	79%	1.70	0:53
<b>FY20 Spring-Summer Total YTD</b>	<b>\$280,000</b>	<b>\$96,791</b>	<b>11,334,304</b>	<b>11,076</b>	<b>0.10%</b>	<b>\$8.74</b>	<b>1,235</b>	<b>\$78</b>	<b>0.011%</b>	<b>73%</b>	<b>1.81</b>	<b>0:54</b>

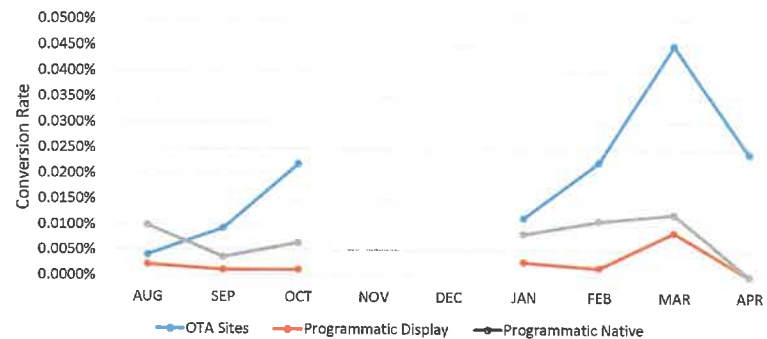
### Total Impression Volume by Month by Tactic

Notes: Over 6.7MM impressions delivered in the first two months of the Spring/Summer campaign.



### Conversion Rate by Month by Tactic

Notes: Conversion rates decreased due to the Covid-19 ban on travel.

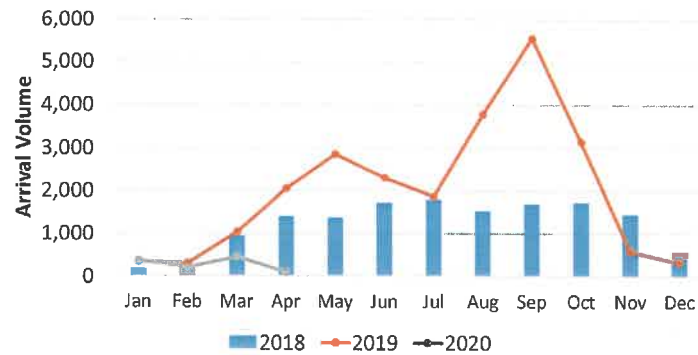


Client: Outer Banks Visitors Bureau  
Report Time Period: April 2020



## Arrivalist Overview

Arrivals by Month - YOY Comparison



Top Arrival Geographies - April 2020

Geography	Arrivals - Current Year	APM	YOY Change
Norfolk/Portsmouth/Newport News	26	0.4	-94%
Washington Dc	18	0.3	-91%
Greenville/New Bern/Washington	7	0.9	-92%
Baltimore	5	0.2	-90%
Raleigh/Durham	5	0.2	-98%
Philadelphia	4	0.1	-95%
Richmond/Petersburg	4	0.3	-97%
Greensboro/High Point/Winston-Salem	3	0.2	-96%
Harrisburg/Lancaster/Lebanon/York	3	0.2	-89%
Roanoke/Lynchburg	3	0.4	-92%
All Other Markets (Outside Top 10)	13	0.04	-85%
<b>Total</b>	<b>91</b>	<b>0.1</b>	<b>-95%</b>

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



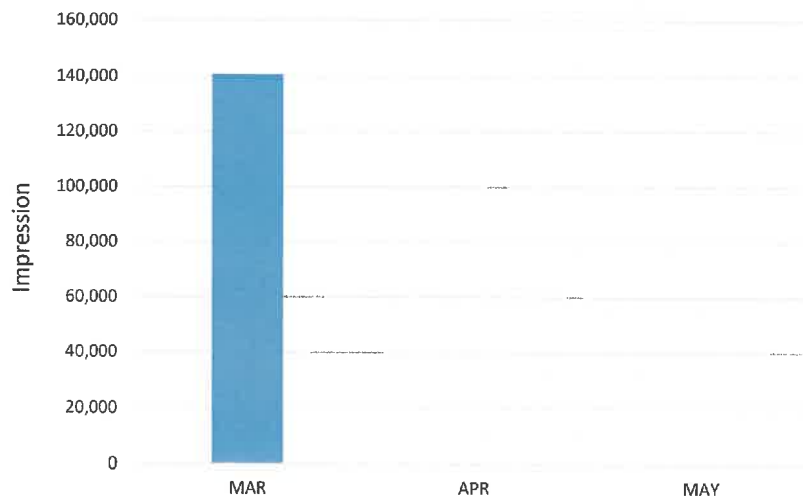
## Audio Overview

### Campaign Overview: FY20 Spring- Summer Audio Details by Tactic

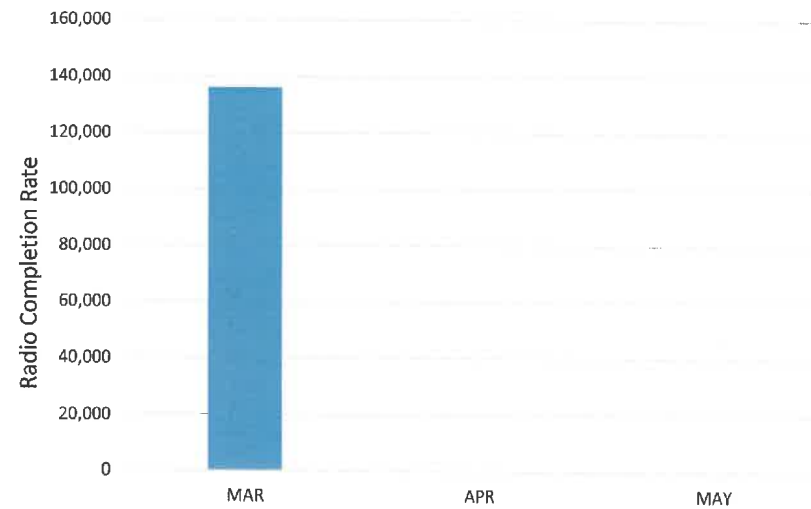
Notes: All digital efforts were paused on 3.16.2020 due to the Covid-19 outbreak.

Platform	Authorized Budget	Spend To Date	Impressions	Clicks	CTR	Avg. CPC	Player Completions	Cost/ Completed View	Radio Completion Rate	Conv.	Cost / Conv.	Conv. Rate
Digital Radio	\$20,000	\$2,586	140,614	58	0.04%	\$44.59	135,945	\$0.02	97%	66	\$39	0.0469%
FY20 Spring-Summer Total YTD	\$20,000	\$2,586	140,614	58	0.04%	\$44.59	135,945	\$0.02	97%	66	\$39	0.0469%

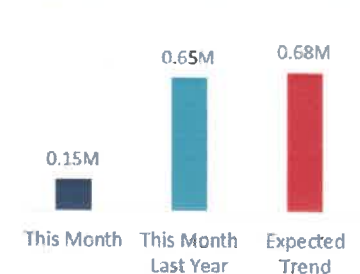
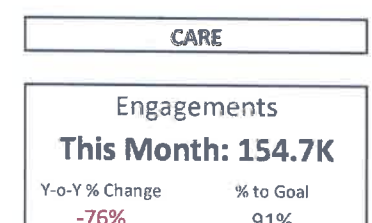
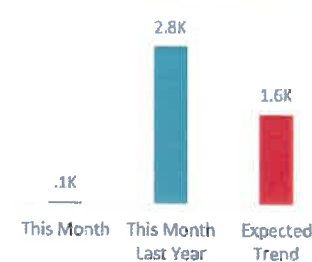
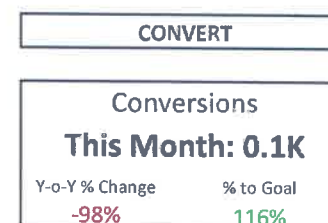
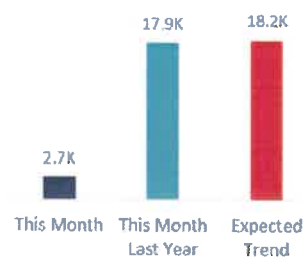
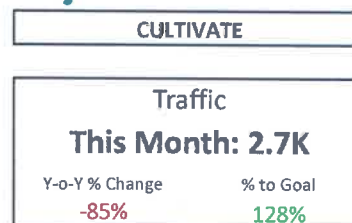
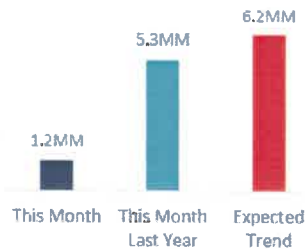
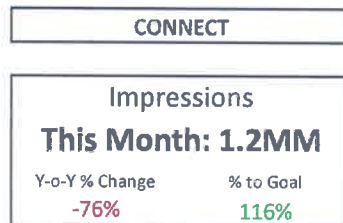
Digital Radio: Total Impression Volume by Month



Audio Completion Rate by Month



# Executive Summary



## Monthly Highlights:

- In the advent of the pandemic and closure of Dare County to visitors, paid promotion remained paused and content switched to focus more heavily on care by providing fans with escapism while they are stuck at home. As a result, overall performance across KPIs performed below initial projections; however, impressions, traffic, and conversions remain cumulatively above trend to goal.

## Recommendations/Next Steps:

- Resume paid support upon the opening of Dare County to visitors beginning week of 5/11.
- Focus on informative content focused on reopening the OBX during the summer vacation season.
- Consider reallocating program budget to paid social promotion to encourage visitation and booking.

# Visitor Journey

