



Dare County Tourism Board Meeting

Thursday, November 17, 2022
9:00 a.m.

FESSENDEN CENTER ANNEX
47013 BUXTON BACK ROAD
BUXTON, NC 27920

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, NOVEMBER 17, 2022
9:00 A.M.
FESSENDEN CENTER ANNEX
47013 BUXTON BACK ROAD
BUXTON, NC 27920

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the October 20, 2022 Meeting
- V. Public Comments
- VI. Chairman's Report
- VII. Personnel Committee Report
- VIII. Budget & Finance Report
 1. Amend Fiscal Year 2022-2023 Budget
 2. Monthly Reports
- XI. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, OCTOBER 20, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Ivy Ingram, Assistant Treasurer; Jamie Chisholm, Secretary; Mark Ballog, Gray Berryman, Bambos Charalambous, David Hines, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; and Bobby Owens

STAFF:

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

OTHERS ATTENDING: Philip Ruckle, *The Coastland Times*; Dave Hallac, Superintendent, National Park Service, Outer Banks Group.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Mr. Charalambous. There was no discussion. The motion passed unanimously (8-0).

APPROVAL OF MINUTES: Ms. Ingram moved to approve the meeting minutes from September 15, 2022 meeting. Second by Mr. Charalambous. There was no discussion. The motion passed unanimously (8-0).

David Hines arrived at 9:03 a.m.

PUBLIC COMMENTS: Superintendent Hallac reviewed upcoming events, an upcoming visit for the National Christmas Tree as it makes its way to Washington D.C. and the 150th anniversary of Bodie Island Lighthouse.

STEERING COMMITTEE REPORT: Lee Nettles reviewed the following Tourism Impact Grant Extension requests:

- (Town of) Duck Extension to June 30, 2024 for Phase 4 Pedestrian Improvements. Mr. Siers moved to grant an extension to June 30, 2024. Second by Mr. Charalambous. There was no discussion. The motion passed unanimously (9-0).
- North Carolina Coastal Federation to June 30, 2024 for the Shoreline Stabilization and Public Access project. Mr. Holland moved to grant an extension to June 30, 2024. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (9-0).

STEERING COMMITTEE REPORT (continued):

Lee Nettles reviewed the following Tourism Impact Grant Award Recommendations:

Organization	Project	Project Amount	Recommended Award Amount
Dare County	Frisco-Buxton Pathway	\$2,483,800.00	\$200,000.00
Town of Duck	Ocean Crest Bicycle and Pedestrian Improvements	\$110,128.68	\$78,000.00
Town of Kill Devil Hills	Sidewalk in Front of Wright Brothers Memorial	\$424,980.00	\$177,000.00
Town of Nags Head	Whalebone Park Restrooms	\$150,000.00	\$112,000.00
Outer Banks Forever	Historic Weather Bureau Signal Replacement	\$37,095.00	\$34,595.00
	Cape Hatteras Lighthouse Pathway	\$2,080,583.00	\$132,000.00
Town of Southern Shores	Walking Path on E Highway 12	\$328,415.10	\$150,000.00
Southern Shores Civic Association	Accessible Access East side of 96A Ocean Blvd Access	\$37,235.00	\$25,000.00
	<i>TOTALS</i>		<i>\$908,595.00</i>

Following review, Mr. Holland moved to approve the Tourism Impact Grant Awards as presented. Second by Mr. Siers. Mr. Holland asked for a reminder of how the Tourism Impact Grant line item was funded. Lee Nettles reviewed how the meals and occupancy taxes were divided into Long- and Short-Term Restricted Funds. There was no further discussion and the motion passed unanimously (9-0).

Lee Nettles reviewed the auction process and Resolution 2022-5, *Dare County Tourism Board Resolution Authorizing Sale of Surplus Personal Property* (attached document is incorporated herewith and hereby made a part of these minutes). The Board members discussed what items, if there would be a reserve [no], and what would eventually happen with the building [no firm plans at this time]. Mr. Charalambous moved to adopt Resolution 2022-5. Second by Mr. Holland. There was no discussion. The motion passed unanimously (9-0).

BUDGET AND FINANCE REPORT: Ms. Ingram reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 7.51% compared to 2021-2022 actual receipts.

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles reviewed the:

- Resident survey portion of the Long-Range Plan will go out soon
- New program to elevate the visibility with local non-profits to connect them to visitors, deepening a visitors appreciation for the Outer Banks.
- Marketing dashboard and visitation numbers

Lorrie Love reviewed recent tourism sales missions and upcoming events at the Event Site. She also noted that the Tourism Summit was nearly sold out. She also reviewed recent media efforts and coverage.

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

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

BOARD MEMBER COMMENTS: Mr. Holland noted the status of amicus brief for the mid Currituck Bridge. Mr. Ballog noted that Taste of the Beach would be held March 24-26 2023. Mr. Berryman noted the Outer Banks Association of REALTORS® hired Donna Creef as their Legislative Advocate.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for 9:00 a.m. on Thursday, November 17, 2022, at the Fessenden Center Annex, 47013 Buxton Back Road Buxton, NC 27920.

Mr. Holland moved to adjourn. Second by Mr. Charalambous. There was no discussion and the motion passed unanimously (9-0). The meeting adjourned at 9:55 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

DRAFT



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

Date: November 8, 2022

To: Dare County Tourism Board Members

From: Dennis Robinson, Chair
Personnel Committee

Re: Recommendation to change position from Permanent Part Time to Full Time

The Personnel Committee met on Tuesday, November 8 and recommends changing the Tourism Services Coordinator position from Permanent Part Time to a Full-Time position. Pending approval of a budget amendment, money is in the budget to accommodate this shift.



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Date: November 11, 2022

To: Ervin Bateman, Treasurer
Dare County Tourism Board

From: Diane Bognich, Director of Administration

Re: Occupancy and Meals Tax Reports

As of today, when Board packets are set to be delivered, we have not received the reports for occupancy and meals tax that are prepared by the County. The County had a software update and is working on getting those reports together.

As soon as they are available, the reports will be emailed to the Board.

All other reports are included in the packet.

Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
March	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	557,612	13.40%
April	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	-80,818	-1.25%
May	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	1,124,044	14.17%
June	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	-142,329	-1.40%
July	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	1,316,510	9.31%
August	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	831,668	4.95%
September		14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	0	0.00%
October		10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	0	0.00%
November		7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	0	0.00%
December		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
YTD	<i>73,747,303</i>	<i>69,099,004</i>	<i>48,255,219</i>	<i>50,740,785</i>	<i>48,207,160</i>	<i>46,957,470</i>	<i>4,648,299</i>	<i>6.73%</i>
TOTAL	73,747,303	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	6.73%	43.19%	-4.90%	5.26%	2.66%	12.31%		
Total % Change	6.73%	31.41%	4.27%	5.44%	1.51%	8.94%		

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/22

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,163,791.32	3,989,317.00	174,474.32	104.4%
3040 · Meals Tax - 75%	1,484,302.75	1,857,589.00	-373,286.25	79.9%
3050 · Website Advertising	49,436.10	100,000.00	-50,563.90	49.4%
3210 · Interest Income	57,122.50	50,040.00	7,082.50	114.2%
3220 · Other	608.50	1,000.00	-391.50	60.9%
Total Income	5,755,261.17	5,997,946.00	-242,684.83	96.0%
Gross Profit	5,755,261.17	5,997,946.00	-242,684.83	96.0%
Expense				
5000 · Director Compensation	5,700.00	17,100.00	-11,400.00	33.3%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	176.53	7,000.00	-6,823.47	2.5%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	9.60	1,000.00	-990.40	1.0%
5010 · Salaries (Full Time) Promotion	267,712.02	778,030.00	-510,317.98	34.4%
5020 · Salaries (Part Time) Promotion	43,902.44	148,350.00	-104,447.56	29.6%
5025 · Salaries (Part Time) Welcome AB	31,586.70	100,950.00	-69,363.30	31.3%
5026 · Salaries (Part Time) Welcome RI	51,638.23	151,390.00	-99,751.77	34.1%
5030 · Payroll Taxes	29,941.19	97,665.00	-67,723.81	30.7%
5040 · Employee Insurance	63,051.80	154,200.00	-91,148.20	40.9%
5050 · Retirement	35,297.67	108,410.00	-73,112.33	32.6%
5055 · 401(k) Match	2,456.82	7,780.00	-5,323.18	31.6%
5060 · Workmens Compensation	2,079.10	2,080.00	-0.90	100.0%
5080 · Employee Relations	123.60	3,195.00	-3,071.40	3.9%
5090 · Training	3,687.41	12,400.00	-8,712.59	29.7%
5110 · Contracted Service	8,567.00	28,500.00	-19,933.00	30.1%
5140 · Audit	0.00	10,875.00	-10,875.00	0.0%
5170 · Other Professional Services	2,365.00	7,300.00	-4,935.00	32.4%
5180 · Legal	2,000.00	20,500.00	-18,500.00	9.8%
5185 · Research	178,495.94	237,700.00	-59,204.06	75.1%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	305,432.28	1,404,760.00	-1,099,327.72	21.7%
5502 · Advertising - Production Fee	121,120.96	170,000.00	-48,879.04	71.2%
5510 · Advertising - Event Dev & Mktg	5,050.00	73,100.00	-68,050.00	6.9%
5515 · Advertising - Online	813,076.64	2,616,390.00	-1,803,313.36	31.1%
5525 · Community Relations	16,473.60	30,000.00	-13,526.40	54.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	1,703.20	22,500.00	-20,796.80	7.6%
5580 · Promotional Aids	0.00	9,000.00	-9,000.00	0.0%
6100 · Familiarization Tours	15,979.53	110,000.00	-94,020.47	14.5%
6101 · Group sales	8,000.00	15,000.00	-7,000.00	53.3%
6130 · Uniforms	1,482.46	2,200.00	-717.54	67.4%
6150 · Event Grant	96,383.72	763,200.00	-666,816.28	12.6%
6170 · Tourism Summit	9,349.64	22,500.00	-13,150.36	41.6%
6200 · Postage and Delivery	20,016.80	200,200.00	-180,183.20	10.0%
6300 · Travel	10,014.66	48,460.00	-38,445.34	20.7%
6305 · Vehicle Maintenance	1,637.59	3,500.00	-1,862.41	46.8%
6320 · Registrations	11,025.00	52,475.00	-41,450.00	21.0%
6340 · Travel Show Exhibit	0.00	4,000.00	-4,000.00	0.0%
6420 · Dues and Subscriptions	23,980.05	45,060.00	-21,079.95	53.2%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	12,067.31	39,915.00	-27,847.69	30.2%
6500 · Equipment	0.00	101,030.00	-101,030.00	0.0%
6510 · Expendable Equipment	0.00	2,045.00	-2,045.00	0.0%
6530 · Technical Support	52.84	13,050.00	-12,997.16	0.4%
6580 · Utilities	3,915.20	18,360.00	-14,444.80	21.3%
6600 · Cleaning/maintenance supplies	251.59	2,600.00	-2,348.41	9.7%
6610 · Building Maintenance	16,124.14	51,460.00	-35,335.86	31.3%
6620 · Equipment Service Contracts	296.40	3,100.00	-2,803.60	9.6%
6640 · Equipment Rent	7,915.11	33,840.00	-25,924.89	23.4%
6660 · Equipment Repairs	120.00	5,050.00	-4,930.00	2.4%
6700 · Office Supplies	3,187.38	23,025.00	-19,837.62	13.8%
6800 · Bank Service Charges	548.53	1,920.00	-1,371.47	28.6%
6810 · Web Site/Internet	9,165.92	41,500.00	-32,334.08	22.1%
Total Expense	2,278,251.45	7,862,050.00	-5,583,798.55	29.0%
Net Ordinary Income	3,477,009.72	-1,864,104.00	5,341,113.72	-186.5%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 10/31/22

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	43,500.00	30,000.00	13,500.00	145.0%
Total 9920 · Transfer from Travel Guide Fund	43,500.00	30,000.00	13,500.00	145.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
Total Other Income	43,500.00	2,234,084.00	-2,190,584.00	1.9%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	82,500.00	23,500.00	128.5%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	84,500.00	21,500.00	125.4%
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Expense	106,000.00	369,980.00	-263,980.00	28.7%
Net Other Income	-62,500.00	1,864,104.00	-1,926,604.00	-3.4%
Net Income	3,414,509.72	0.00	3,414,509.72	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 10/31/22

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	10.11	40.00	-29.89	25.3%
Total Income	10.11	40.00	-29.89	25.3%
Gross Profit	10.11	40.00	-29.89	25.3%
Net Ordinary Income	10.11	40.00	-29.89	25.3%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	43,500.00	30,000.00	13,500.00	145.0%
Total 9920 · Transfer from Travel Guide Fund	43,500.00	30,000.00	13,500.00	145.0%
Total Other Income	43,500.00	30,000.00	13,500.00	145.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	82,500.00	23,500.00	128.5%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	106,000.00	84,500.00	21,500.00	125.4%
Total Other Expense	106,000.00	84,500.00	21,500.00	125.4%
Net Other Income	-62,500.00	-54,500.00	-8,000.00	114.7%
Net Income	-62,489.89	-54,460.00	-8,029.89	114.7%

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

	Jul - Oct 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,387,930.43	1,329,773.00	58,157.43	104.4%
3040 · Meals Tax	494,767.58	619,196.00	-124,428.42	79.9%
3210 · Interest	41,505.23	23,000.00	18,505.23	180.5%
Total Income	1,924,203.24	1,971,969.00	-47,765.76	97.6%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	0.00	4,851,964.00	-4,851,964.00	0.0%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
Total 4000 · Long - Term Projects	0.00	5,845,419.00	-5,845,419.00	0.0%
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4999 · Unappropriated Funds	0.00	1,067,531.00	-1,067,531.00	0.0%
5140 · Audit	0.00	3,625.00	-3,625.00	0.0%
5160 · Fireworks	27,800.00	131,581.00	-103,781.00	21.1%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
Total 4100 · Short-Term Projects	33,460.00	2,180,293.00	-2,146,833.00	1.5%
Total Expense	33,460.00	8,025,712.00	-7,992,252.00	0.4%
Net Ordinary Income	1,890,743.24	-6,053,743.00	7,944,486.24	-31.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
Total Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Other Income	0.00	6,053,743.00	-6,053,743.00	0.0%
Net Income	1,890,743.24	0.00	1,890,743.24	100.0%

Outer Banks Visitors Bureau
 Restricted Fund Summary
 2022-2023

	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Estimated Balance FY22-23
Short-term Projects									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250				21,250
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
Fireworks	79,669		(58,088)	55,000	76,581		(27,800)	55,000	103,781
Audit	0		(3,250)	3,250	0			3,625	3,625
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(5,660)		6,580
Unappropriated Funds	287,498	859,826		(580,813)	566,511	780,951		(58,625)	1,288,836
TOTAL SHORT TERM COMMITMENTS	1,658,000	1,385,774	(897,178)	(525,948)	1,620,647	780,951	(33,460)	0	2,368,138
Long Term Projects									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,625,373	0		5,333,677
Natural Historical Cultural	0				0				0
Green Space/Open Space (GOSPL)	0				0				0
Infrastructure (capped)	461,170		(6,125)		455,045		0		455,045
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
TOTAL LONG TERM COMMITMENTS UNPAID	2,680,843	1,980,655	(47,590)	0	4,613,908	1,725,373	0	0	6,339,281
Total	4,338,843	3,366,429	(944,768)	(525,948)	6,234,556	2,506,324	(33,460)	0	8,707,420
			#				#		
Cash on Hand 10/31/22								Checking	62,308
								Savings	8,135,322
Total Cash on Hand									8,197,629
25% of Occupancy & Meals Income per Budget									
November									106,559
December									56,282
January									40,703
February									41,840
March									36,553
April									54,384
May									110,377
June									135,425
									582,121
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,464,819	*		
Short-term Interest						739,446			
						41,505			
						780,951			
70% Long-term								1,725,373	
Long-term Interest								0	
								1,725,373	*

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

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

	<u>Jul - Oct 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	800.00	1,400.00	-600.00	57.1%
3200 · Site Rental Income - Other	15,900.00	15,700.00	200.00	101.3%
Total 3200 · Site Rental Income	<u>16,700.00</u>	<u>17,100.00</u>	<u>-400.00</u>	<u>97.7%</u>
3210 · Interest Income	177.17	300.00	-122.83	59.1%
3250 · Lease Income	17,576.00	45,600.00	-28,024.00	38.5%
9999 · Unappropriated Funds	0.00	52,055.00	-52,055.00	0.0%
Total Income	<u>34,453.17</u>	<u>115,055.00</u>	<u>-80,601.83</u>	<u>29.9%</u>
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	505.00	55,000.00	-54,495.00	0.9%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	10,616.41	46,645.00	-36,028.59	22.8%
6610 · Repairs & Maintenance	48,250.61	218,870.00	-170,619.39	22.0%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	10,493.77	20,000.00	-9,506.23	52.5%
Total Expense	<u>79,903.71</u>	<u>400,735.00</u>	<u>-320,831.29</u>	<u>19.9%</u>
Net Ordinary Income	<u>-45,450.54</u>	<u>-285,680.00</u>	<u>240,229.46</u>	<u>15.9%</u>
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Income	<u>0.00</u>	<u>285,680.00</u>	<u>-285,680.00</u>	<u>0.0%</u>
Net Other Income	<u>0.00</u>	<u>285,680.00</u>	<u>-285,680.00</u>	<u>0.0%</u>
Net Income	<u><u>-45,450.54</u></u>	<u><u>0.00</u></u>	<u><u>-45,450.54</u></u>	<u><u>100.0%</u></u>

DARE COUNTY TOURISM BOARD

31-Oct-22

TYPE OF ACCOUNT <u>BANK</u>	CHECKING	NC CAPITAL	M MARKET	M MARKET	M MARKET	CD'S	CD'S	CD's	CD's	<u>TOTAL</u>
	<u>SOUTHERN</u>	<u>MGMT TRUST</u>	<u>PNC</u>	<u>SOUTHERN</u>	<u>FIRST NATIONAL</u>	<u>SOUTHERN</u>	<u>PNC Bank</u>	<u>TOWNE BANK</u>	<u>FIRST NATIONAL</u>	
GENERAL FUND	185,658	5,776,985	751,924	284,366	3,868,852	0	0	750,000	4,000,000	15,617,785
RESTRICTED FUND	62,308	4,372,836			1,512,486	250,000	1,000,000	1,000,000	0	8,197,629
TRAVEL GUIDE	38,028									38,028
MERCHANDISE SALES	164,972									164,972
EVENT SITE FUND	405,150									405,150
TOTAL	856,116	10,149,821	751,924	284,366	5,381,338	250,000	1,000,000	1,750,000	4,000,000	24,423,564
TOTAL % EACH BANK	5.69%	41.56%	7.17%		38.41%			7.17%		100.00%
INTEREST RATES	0.20%	2.90%	0.10%	0.21%	2.27%	0.21%	1.00%	0.17% on 2	0.53%, .88% & 1.97%	
TOTAL CHECKING & CD'S	24,423,564									
60% ALLOWED IN ANY BANK	14,654,138									
25% ALLOWED IN ANY ONE INV	6,105,891									

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

100% Restricted Fund Balance Restricted by House Bill 225 \$8,197,629



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

Date: November 8, 2022

To: Dare County Tourism Board Members

From: Ervin Bateman, Chair
Budget and Finance Committee

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

Re: Budget Amendment FY 2022-2023

Attached is a budget amendment to move a part-time position to a full-time position. The current employee is very strong and a good team member. The work involved in the position would accommodate a full-time job. The amendment shows a decrease in the part-time hours and an increase in full-time hours and benefits through the remainder of the fiscal year.

This amendment also includes adjustments for additional training opportunities, repairs and maintenance for a new security system at Aycock Brown Welcome Center due to our current system owner's retirement, and to Travel Guide to adjust closer to actual sales and printing costs.

GENERAL FUND:

Revenue Increases:

Occupancy Tax: \$44,205 – 75% of \$58,940.

Travel Guide Ad Sales: \$16,000 – adjust to actual sales

Expenses Increases:

- Payroll Expenses: \$22,430- increase to adjust part-time employee to full-time. Includes related taxes and retirement adjustments.
- Training: \$12,400 – Additional training opportunities
- Aycock Brown Maintenance & Repairs: \$1,875 – new security system installation and monitoring
- Travel Guide Printing: \$23,500 – to adjust to contract price



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SPECIAL REVENUE (RESTRICTED) FUND:

Revenue Increases:

Occupancy Tax: \$14,735 – 25% of \$58,940

Expenses Increases:

- Short-term Unappropriated: \$4,421 – 30% of revenue increase
- Event Site: \$10,314 – remaining of 70% of revenue increase

**Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget Amendment**

FUND: GENERAL FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	3,989,317.00	44,205.00		4,033,522.00	75% of Income Adjustment
3040	Meals Tax				0.00	
3209	Travel Guide/Insertion Income	30,000.00	16,000.00		46,000.00	Strong sales of ads for Travel Guide
	Total		60,205.00	0.00		

EXPENDITURES Promotions

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5010	Salaries - FT	778,030.00	29,970.00		808,000.00	Increase for new full-time position
5020	Salaries - PT	148,350.00	(22,350.00)		126,000.00	Move part-time employee to full-time
5030	Payroll Taxes	74,435.00	365.00		74,800.00	Increase for new full-time position
5040	Employee Insurance	150,000.00	11,450.00		161,450.00	FT employee 8 months insurance
5050	Retirement	105,585.00	2,695.00		108,280.00	Increase for new full-time position
5055	401(k) Match	7,780.00	300.00		8,080.00	Increase for new full-time position
5090	Training	11,000.00	12,400.00		23,400.00	Additional for new educational opportunities
	Total		34,830.00			

EXPENDITURES Aycock Brown

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6610	Building Maintenance	16,000.00	320.00		16,320.00	Johnson Bros Security System monthly monitoring
6660	Equipment Repairs	1,800.00	1,555.00		3,355.00	Install new lines for security system
	Total		1,875.00			

EXPENDITURES Travel Guide

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5560	Printing	82,500.00	23,500.00		106,000.00	Increase for Outside and additional pages
	Total		23,500.00			

Total Expenditures	60,205.00
Total Revenue	60,205.00
Difference	0.00

as of 11/10/22

**Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget Amendment**

FUND: RESTRICTED FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	1,329,773.00	14,735.00		1,344,508.00	25% of Income Adjustment
3040	Meals Tax					
	Total		14,735.00	0.00		

EXPENDITURES

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Short-term Unappropriated	1,067,531.00	4,421.00		1,071,952.00	30% Allocation (\$14735 * .30)
4525	Event Site	4,851,964.00	10,314.00		4,862,278.00	Remaining 100% of the 70% (\$14735*.70) Allocation
	Total		14,735.00			

Marketing Dashboard

thru OCTOBER 2022

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	11,379	14,208	-2,829	-20%
Completed Video Views	7,839,064	9,440,051	-1,600,987	0%
Website Sessions	1,385,987	1,637,550	-251,563	-15%
Online Communities				
Email Subscribers	148,439	246,655	-98,216	-40%
Facebook	715,337	716,519	-1,182	0%
Twitter	42,295	41,600	695	2%
Instagram	128,504	122,454	6,050	5%
Pinterest	<u>23,100</u>	<u>22,000</u>	<u>1,100</u>	<u>5%</u>
Online Communities Subtotal	1,057,675	1,149,228	-91,553	-8%

Devices OCTOBER 2022

Mobile	72%
Desktop	25%
Tablet	3%



HOFFMAN YORK

CAMPAIGN SUMMARY

The Outer Banks
VISITORS BUREAU

CONSIDERATIONS

- Fall paid media efforts across CTVA/ideo, native display, high impact, and banners continued throughout October totaling over 15.6MM impressions.
- Fall continued to account for the majority of media delivery; additional active efforts included: OTA continuity efforts, native article promotions and remarketing, paid search across Google and Bing, email marketing, Google Discovery (lead generation) and social media (managed by Ignite Social).
- Matador Network video custom content campaign promoting 4x brand new Outer Banks videos, 1x hero video and 3x social cutdowns, concluded in October.
- KeyData, Zartico, and Arrivalist data sets are secured and being analyzed to understand current Fall trends.
 - KeyData: October revenue is down 6% and total paid occupancy is down 13% YOY.
 - Zartico: October tracked spend is available through the 20th and is slightly up over the same dates in 2021 (+1.3%, +\$71K).
 - Arrivalist: 2022 season is currently under a normalization process – data is expected to be available in December.

Overview of below sections:

- October 2022 Overview reviews YOY change (v. October 2021) while Fiscal Year Overview reviews fiscal year-to-date YOY change from FY21-22 (July - October 2021).
- Charts below are either "Month Of" (October data) or "Trending" (variable timeframe).

OCTOBER 2022 OVERVIEW

- Total paid impressions in October were down slightly to the previous fiscal year, however, total paid impressions delivered fiscal year-to-date are up 16% over last year due to Matador Network Custom Content campaign running in Sept and Oct 2022.
- Despite website sessions being down MoM and YoY in October, total eNews Sign Up conversions doubled compared to September.
- Email sends decreased slightly YoY as HY/OBVB continues to optimize our email lists and improve the vitality and engagement within our first-party audiences.

Paid Impressions

15,604,592

(Custom Range: 17,115,919)
-8.63% (-1,511,327)

Video Views (Brand Creative)

3,352,600

(Custom Range: 3,702,610)
-9.45% (-350,010)

Email Sends

156,884

(Custom Range: 302,093)
-48.07% (-145,209)

Website Sessions

264,017

(Custom Range: 344,469)
-23.36% (-80,452)

Website Conversions (All)

12,912

(Custom Range: 39,792)
-67.55% (-26,880)

Lodging & Restaurant Listings Conversions

7,001

(Custom Range: 19,640)
-64.35% (-12,639)

FISCAL YEAR OVERVIEW

Paid Impressions

49,468,580

(Custom Range: 42,475,314)
+16.46% (6,993,266)

Video Views (Brand Creative)

6,683,502

(Custom Range: 9,440,051)
-29.20% (-2,756,549)

Email Sends

758,456

(Custom Range: 1,182,574)
-35.86% (-424,118)

Website Sessions

1,385,987

(Custom Range: 1,637,550)
-15.36% (-251,563)

Website Conversions (All)

81,429

(Custom Range: 193,877)
-58.00% (-112,448)

Lodging & Restaurant Listings Conversions

51,682

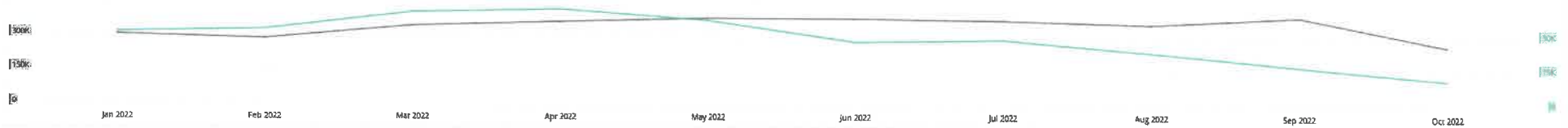
(Custom Range: 108,824)
-52.51% (-57,142)

Note: All comparisons shown are to the previous fiscal year (July - October 2021).

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

264,017

(Previous Month: 390,917)
-32.46% (-126,900)

New Visits - Month Of

169,117

(Previous Month: 241,037)
-29.84% (-71,920)

Time on Site (Seconds)

84

(Previous Month: 87)
-2.35% (-2)

Organic Search Sessions

94,446

(Previous Month: 137,753)
-31.44% (-43,307)

Paid Media Sessions

122,331

(Previous Month: 163,148)
-25.02% (-40,817)

Bounce Rate

66 %

(Previous Month: 65 %)
+0% (0 %)

Lodging Partner Referral Conversions

5,897

(Previous Month: 9,890)
-40.37% (-3,993)

eNews Sign Up Conversions

1,123

(Previous Month: 514)
+118.48% (609)

Travel Guide Conversions

1,200

(Previous Month: 2,360)
-49.15% (-1,160)

Top Pages Visited - Month Of

Web Analytics Page Path	Page Views: Previous Month	Page Views ↓	Diff	Visitor Bounce Rate
/	136,435	99,822	-27% (-36,613)	68.70%
/things-to-do/	37,573	27,568	-27% (-10,005)	61.56%
/places-to-stay/vacation-rentals/	34,987	26,751	-24% (-8,236)	70.07%
/plan-your-trip/towns-and-villages/	34,538	25,191	-27% (-9,347)	61.03%
/places-to-stay/	26,598	17,300	-35% (-9,298)	61.21%
Total	595,297	410,681	-31% (-184,616)	65.52%

1 - 50 of 1,401 items

EMAIL MARKETING INSIGHTS

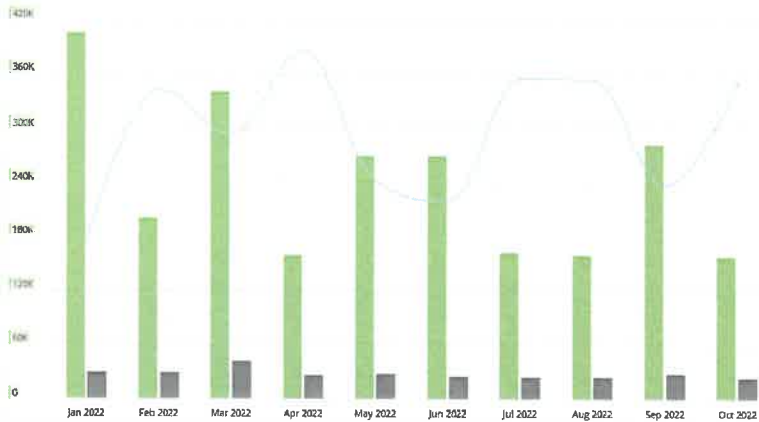
- Nearly 157K emails were sent this month to the consumer marketing contact list, Shady Rays leads list, Google Discovery leads and workflow audiences.
- Email deliveries decreased MoM as in total September deliveries included a significant amount of "sunset" emails were sent out to re-engage users.
- The "welcome email" continues to drive strong results achieving a 40% open rate and a 54% CTR on opens.
- Shady Rays email list performed slightly better than the larger OBVB email list (October 2022 OBX email) with a 15% open rate and 10% CTR on opens.
- Workflow emails continue to drive above-average open rates and strong CTR on open rates.

Email Messages Sent - Performance by Message - Month Of

Message Send Name	# Sends	# Opens ↓	Open Rate	# Clicks	CTR (Opens)
october 2022 obx email	148,439	21,092	14.21 %	1,803	8.55 %
welcome email workflow	1,628	643	39.50 %	347	53.97 %
shady rays email - october 2022	4,056	601	14.82 %	80	9.98 %
foodie workflow 3.0	738	197	26.69 %	81	41.12 %
art, history and culture workflow 3.0	605	144	23.80 %	50	34.72 %
family workflow 3.0	619	130	21.00 %	44	33.85 %
fishing workflow 3.0	313	75	23.96 %	23	30.67 %
camping/rv workflow 3.0	253	48	18.97 %	17	35.42 %
active vacationer workflow 3.0	233	42	18.03 %	11	26.19 %
Total	156,884	22,972	14.64 %	2,436	10.60 %

Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	# Visits ↓	Visitor Bounce Rate
/blog/post/	1,015	657	39.57 %
/restaurants/	634	436	50.46 %
/plan-your-trip/travel-guide/	745	359	41.23 %
/	375	275	54.18 %
/things-to-do/attractions/	353	218	50.92 %
/plan-your-trip/	306	193	20.73 %
/event/outer-banks-veterans-week/	170	146	50.00 %
/things-to-do/land-activities/	206	133	45.86 %
/places-to-stay/	308	102	11.76 %
/events/holiday-events/	137	93	51.61 %
/things-to-do/	199	78	28.21 %
/event/annual-surfing-turkey-5k-and-puppy-dru...	84	72	56.94 %
/event/outer-banks-marathon/	86	71	66.20 %
/events/	181	69	27.54 %
/plan-your-trip/webcams/	111	67	76.12 %
/things-to-do/water-activities/	73	32	56.25 %
/things-to-do/top-10-things-to-do/	69	26	34.62 %
/plan-your-trip/outer-banks-history/	30	23	47.83 %
/places-to-stay/vacation-rentals/	166	21	47.62 %
Total	5,584	3,152	43.97 %

LEAD GENERATION INSIGHTS

- Google Discovery lead generation efforts continued through October delivering 107K Impressions, 25K ad engagement clicks and 297 leads.
 - Total leads to-date = 1.6K (\$4.80/cost per lead)
 - All leads are filtered into our "Welcome" HubSpot contact list and performance will be monitored for leads as they are generated.

Discovery Leads Performance - FY22-23 To-Date

Month ↑	# Impressions	Clicks	# CTR	# CPC	# Media Spend
Jul 2022	33,644	4,279	12.72 %	\$0.17	\$709
Aug 2022	121,606	33,470	27.52 %	\$0.07	\$2,191
Sep 2022	116,734	28,124	24.09 %	\$0.08	\$2,222
Oct 2022	107,190	25,006	23.33 %	\$0.09	\$2,284
Total	379,174	90,879	23.97 %	\$0.08	\$7,406

1 - 4 of 4 items ← →

Discovery Leads Top 25 Ad Groups (Spend) - Month Of

Placement Name	# Impressions	Clicks	# CTR	# CPC	# Media Spend ↓
Keywords	83,829	20,766	24.77 %	\$0.08	\$1,659
Site Remarketing	22,830	4,214	18.46 %	\$0.15	\$613
SEM Clickers	531	26	4.90 %	\$0.45	\$12
Total	107,190	25,006	23.33 %	\$0.09	\$2,284

1 - 3 of 3 items ← →

SEARCH INSIGHTS

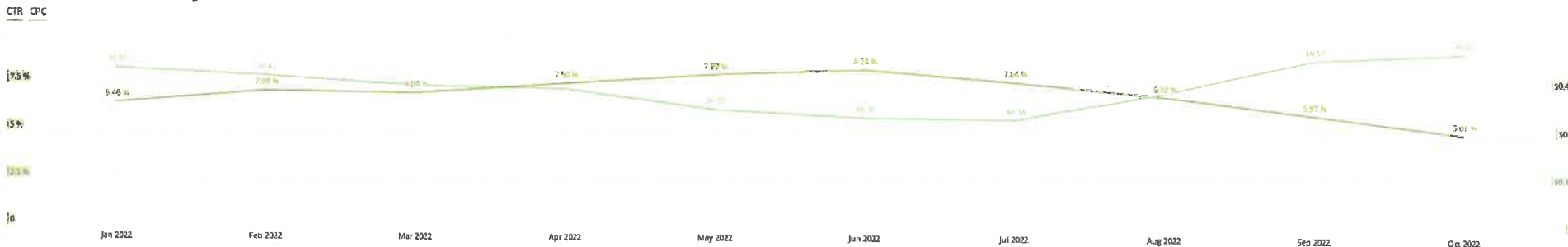
- FY22-23 search efforts continue to be a top overall paid traffic driver for outerbanks.org despite performance declines in CTR and CPC since August; HY working on optimizations to stabilize performance as necessary.
- Rentals, attractions, things to do and city specific keywords were top spenders in October.

Paid Search Performance - Month of

Site Name	# Impressions	Clicks	# CTR	# CPC	# Media Spend ↓
Google Search Network	187,394	25,432	13.57 %	\$0.58	\$14,726
Bing Ads	804,200	24,238	3.01 %	\$0.53	\$12,835
Total	991,594	49,670	5.01 %	\$0.55	\$27,561

1 - 2 of 2 items ← →

Paid Search Performance - Trending



Matador Network Custom Video Campaign

Hero Video: 10 Ways to Fall in Love With The Outer Banks

There are so many reasons people fall in love with North Carolina's Outer Banks (@TheOuterBanksNC). From beach driving on Hatteras to hang gliding at Jockey's Ridge, strolling the Duck Boardwalk to surfing Rodanthe, here are just a few of them.



Total Media Spend

\$150,000

Total Impressions

6,338,303

Total Video Views

1,155,562

Total Clicks to Website

4,636

Social Outdown: Trail Running Through Spectacular Maritime Forest

An overlooked spot @theouterbanksnc is the pristine and protected maritime forest at Nags Head Woods Preserve.

Matador Network
Paid Partnership - September 13

An overlooked spot @theouterbanksnc is the pristine and protected maritime forest at Nags Head Woods Preserve. — with Visit The Outer Banks.



Social Outdown: How to Fall in Love with the Outer Banks

From Oregon Inlet to the Wright Brothers National Memorial, there are so many places to fall in love with @theouterbanksnc.

Matador Network
Paid Partnership - September 22

From Oregon Inlet to the Wright Brothers National Memorial, there are so many places to fall in love with @theouterbanksnc. — with Visit The Outer Banks.



Social Outdown: The Joy of Driving Cape Hatteras National Seashore

At the heart of @theouterbanksnc is the wild and rugged Cape Hatteras National Seashore, which is accessible by 4x4 and has world class fishing.

Matador Network
Paid Partnership - September 16

At the heart of @theouterbanksnc is the wild and rugged Cape Hatteras National Seashore, which is accessible by 4x4 and has world class fishing. — with Visit The Outer Banks.



Overall Traffic Summary | 6 Months & YTD

Oct 1, 2022 - Oct 31, 2022

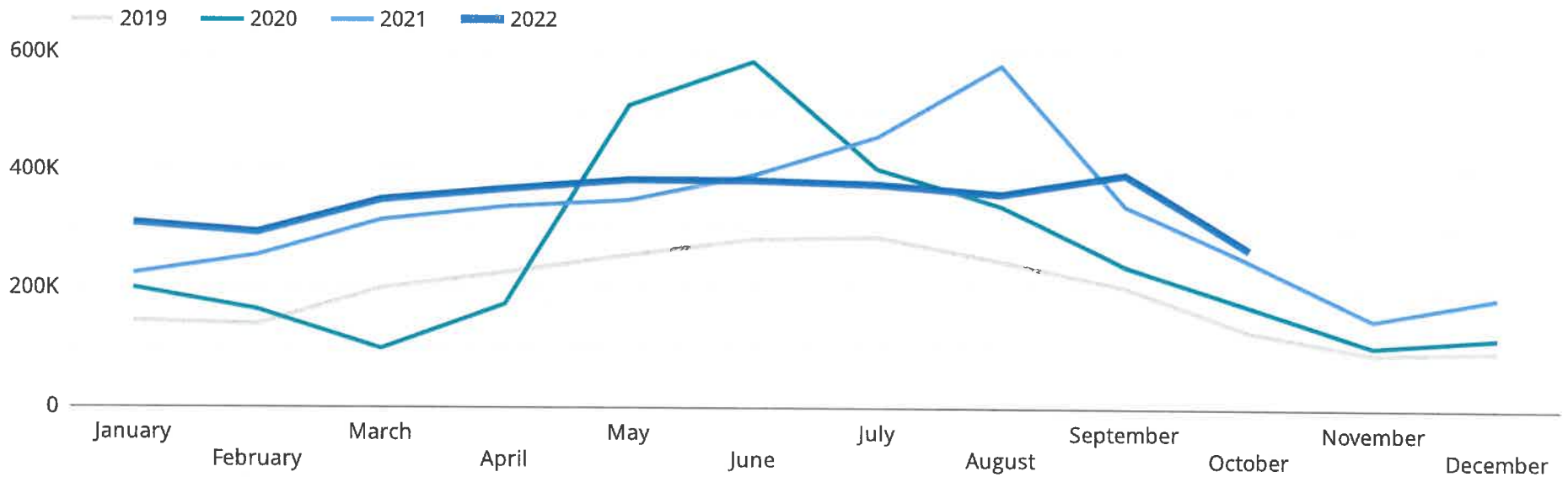
How is my total traffic performing over time?

by Sessions, Users, Bounce Rate, Pageviews, Pages per Sessions, and Avg. Session Duration

Month	Sessions	% Δ	Users	Bounce Rate	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
October	264,017	7.8% ↑	177,926	65.52%	11.1% ↑	410,681	-6.5% ↓	1.56	-13....	00:01:24	-23....
September	390,917	15.9% ↑	252,936	65.33%	14.9% ↑	598,913	-3.4% ↓	1.53	-16....	00:01:26	-25....
August	357,137	-38.0% ↓	246,518	59.46%	4.0% ↑	612,412	-40....	1.71	-3.6% ↓	00:01:49	1.3% ↑
July	373,916	-17.8% ↓	269,853	55.46%	8.3% ↑	674,514	-24....	1.8	-8.3% ↓	00:02:03	-8.6% ↓
June	380,723	-2.4% ↓	277,368	55.25%	10.5% ↑	695,734	-14....	1.83	-12....	00:02:01	-16....
May	381,982	10.0% ↑	282,704	56.16%	12.6% ↑	683,927	-7.0% ↓	1.79	-15....	00:01:55	-21....

How are users from all sources trending over time?

by Sessions Year over Year

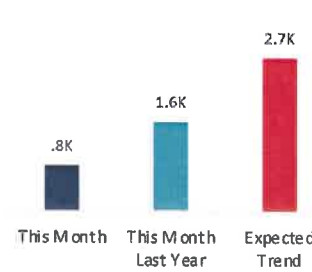
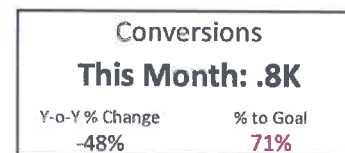
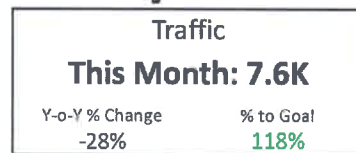
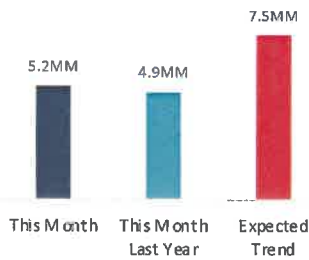
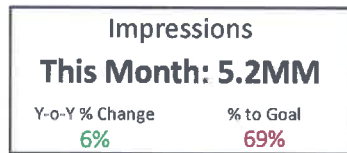


Analysis:

The site received 264,017 sessions last month, which was an increase of 7.8% compared to last year.



Executive Summary



Monthly Highlights:

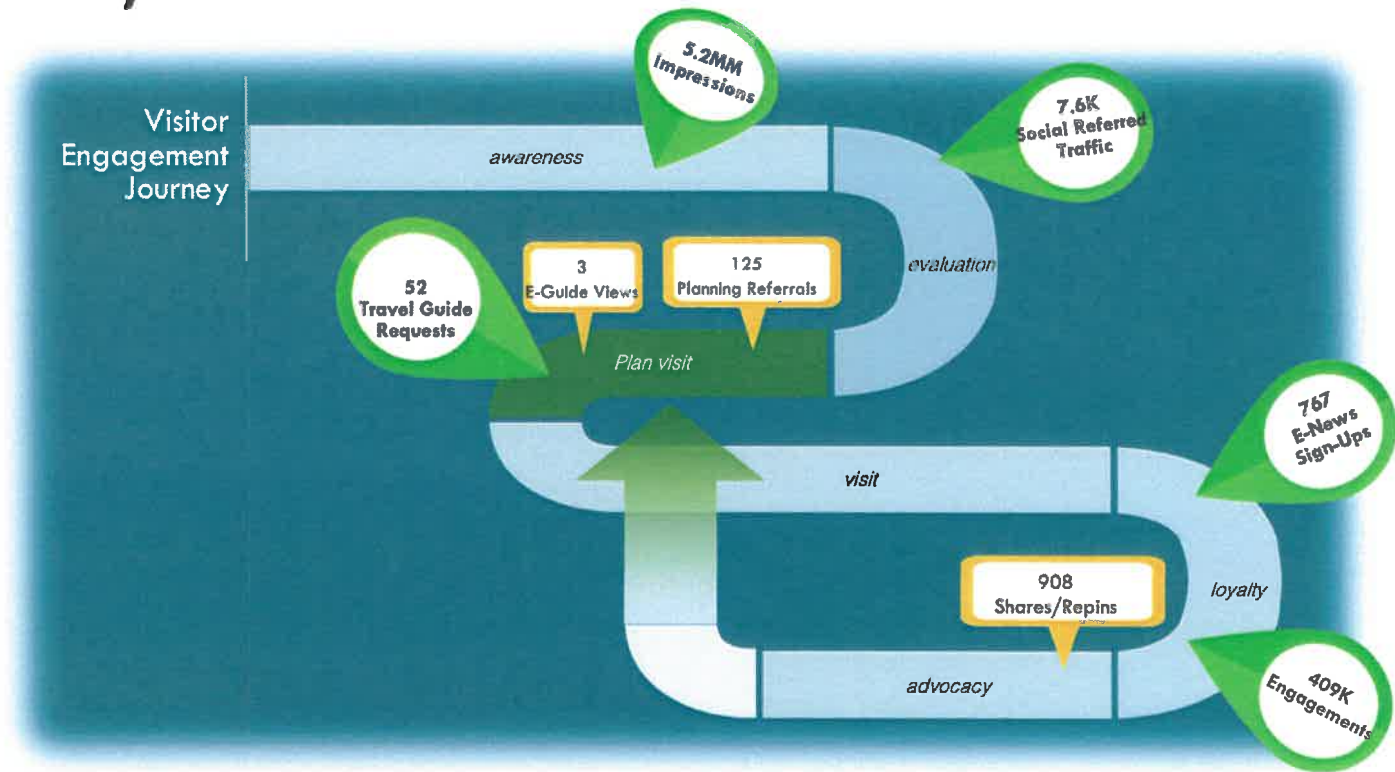
- Social content successfully engaged the core audience and reached 66% more Facebook fans per post on average compared to September.
- Traffic remains above the set target while Impressions and Conversions underperformed.
- Social efforts generated 6% more impressions this month compared to October 2021; however, volume of impressions overall was lower than anticipated. Shifting to narrower audiences has resulted in CPM increases higher than projected.
- Switching from Q1 dynamic Travel Guide ads to Q2 dynamic eNews ads resulted in an increased cost-per-conversion.

Next Steps & Recommendations:

- To bolster impressions, reallocate November Convert funds to the Engage campaign.
- Replace Q2 eNews dynamic ad images with Q1 images to increase conversion efficiency.
- Based on qualitative responses to engagement content, create posts surrounding the Alligator River Wildlife Refuge and a spotlight on Sam and Omie's.



Visitor Journey



Visitation Figures at Key Sites

2018-2022

Aquarium	2018	2019	2020	2021	2022
January	6,211	5,449	6,630	7,125	4,245
February	5,503	6,341	7,174	6,971	7,264
March	16,156	14,677	closed	14,701	16,366
April	27,082	30,661	closed / C19	27,548	34,144
May	30,798	28,105	closed / C19	37,345	32,162
June	51,932	47,393	closed / C19	57,052	47,400
July	64,701	54,351	closed / C19	55,417	53,343
August	50,009	52,192	closed / C19	48,293	49,056
September	19,469	19,788	14,619	31,026	29,468
October	15,057	16,088	15,465	18,880	18,688
November	9,824	9,110	7,586	11,339	
December	6,612	6,708	6,358	8,064	
<i>YTD</i>	<i>286,918</i>	<i>275,045</i>	<i>43,888</i>	<i>304,358</i>	<i>292,136</i>
TOTAL	303,354	290,863	57,832	323,761	292,136

Bodie Island Lighthouse Climbers	2018	2019	2020	2021	2022
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	1,617	2,035	closed / C19	n/a	650
May	2,959	5,009	closed / C19	2,799	2,362
June	5,006	5,355	closed / C19	4,330	5,485
July	5,428	4,458	closed / C19	3,854	3,008
August	5,390	5,201	closed / C19	3,802	2,877
September	3,464	3,644	closed / C19	3,799	2,829
October	1,251	2,264	closed / C19	7,621	619
November	closed	closed	closed	closed	
December	closed	closed	closed	closed	
<i>YTD</i>	<i>25,115</i>	<i>27,966</i>	<i>0</i>	<i>26,205</i>	<i>17,830</i>
TOTAL	25,115	27,966	0	26,205	17,830

Cape Hatteras N.S.	2018	2019	2020	2021	2022
January	60,934	72,767	81,816	86,991	65,346
February	76,818	72,796	76,105	78,269	69,534
March	179,199	135,597	109,749	169,278	147,652
April	175,377	205,590	66,422	254,366	211,064
May	248,423	263,356	208,837	316,898	269,958
June	389,722	384,260	399,364	447,760	424,206
July	405,038	438,846	451,849	491,061	443,905
August	387,698	398,662	387,379	427,384	412,239
September	250,105	243,139	345,249	390,994	358,962
October	201,269	188,710	259,618	274,997	230,135
November	135,634	122,516	167,925	161,115	
December	80,171	81,393	91,064	106,943	
<i>YTD</i>	<i>2,374,583</i>	<i>2,403,723</i>	<i>2,386,388</i>	<i>2,937,998</i>	<i>2,633,001</i>
TOTAL	2,590,388	2,607,632	2,645,377	3,206,056	2,633,001

Visitation Figures at Key Sites

2018-2022

Cape Hatteras Lighthouse Climbers	2018	2019	2020	2021	2022
January	closed	closed	closed	closed	<i>closed for renovations</i>
February	closed	closed	closed	closed	
March	closed	closed	closed	closed	
April	5,249	7,052	closed / C19	closed	
May	13,233	14,215	closed / C19	<i>closed for renovations</i>	
June	22,133	21,203	closed / C19		
July	21,294	24,552	closed / C19		
August	22,901	20,615	closed / C19		
September	8,435	7,218	closed / C19		
October	2,887	3,838	closed / C19		
November	closed	closed	closed		
December	closed	133	closed		
<i>YTD</i>	<i>61,909</i>	<i>67,022</i>	<i>0</i>	<i>0</i>	<i>0</i>
TOTAL	96,132	98,826	0	0	0

Cape Hatteras VC	2018	2019	2020	2021	2022
January	6,977	8,529	8,402	9,260	7,176
February	9,563	7,995	9,509	10,541	10,540
March	16,975	18,233	9,325	28,472	24,426
April	36,966	42,730	closed / C19	47,836	45,277
May	48,438	49,270	closed / C19	51,770	41,164
June	61,704	60,647	48,033	60,008	51,108
July	59,481	68,815	3,183	57,051	55,147
August	55,458	57,358	57,358	52,315	49,029
September	32,289	33,507	2,727	51,699	44,868
October	35,359	39,936	2,179	45,281	36,568
November	17,890	16,802	1,130	21,308	
December	6,612	7,427	656	13,325	
<i>YTD</i>	<i>363,210</i>	<i>387,020</i>	<i>140,716</i>	<i>414,233</i>	<i>365,303</i>
TOTAL	387,712	411,249	142,502	448,866	365,303

Fort Raleigh	2018	2019	2020	2021	2022
January	3,743	5,230	5,565	4,447	5,111
February	5,972	5,324	5,948	3,340	7,838
March	11,579	9,369	6,550	14,752	13,394
April	15,943	17,688	5,933	24,338	24,040
May	37,807	31,409	6,544	38,667	33,801
June	49,057	48,014	17,432	56,080	54,260
July	48,039	43,000	24,681	51,192	47,974
August	42,799	37,729	20,427	34,891	39,328
September	14,071	18,817	19,826	24,048	22,629
October	18,260	15,208	19,779	18,827	16,206
November	9,044	9,860	11,524	12,973	
December	4,685	6,491	9,310	10,004	
<i>YTD</i>	<i>247,270</i>	<i>231,788</i>	<i>132,685</i>	<i>270,582</i>	<i>264,581</i>
TOTAL	260,999	248,139	153,519	293,559	264,581

Visitation Figures at Key Sites

2018-2022

Hatteras Ferry-Vec.	2018	2019	2020	2021	2022
January	4,127	6,080	7,223	9,240	5,239
February	6,260	5,873	6,643	6,886	6,751
March	8,989	9,895	6,844	13,487	11,177
April	19,012	20,157	3,107	26,365	17,859
May	28,631	29,121	10,954	29,562	19,937
June	34,490	32,773	26,046	33,664	28,103
July	36,433	37,277	31,315	33,370	29,232
August	35,337	33,009	25,138	30,832	28,363
September	12,471	normal	23,255	25,694	25,062
October	20,723	operations	24,150	22,579	20,036
November	10,445	suspended	12,687	11,993	
December	7,523	6,377	8,072	7,921	
<i>YTD</i>	<i>206,473</i>	<i>174,185</i>	<i>164,675</i>	<i>231,679</i>	<i>191,759</i>
TOTAL	224,441	180,562	185,434	251,593	191,759

Hatteras Ferry-Passn.	2018	2019	2020	2021	2022
January	7,179	10,908	12,123	15,779	8,665
February	10,838	9,864	10,862	11,302	11,408
March	18,149	19,534	11,238	27,486	22,220
April	42,282	46,601	3,901	60,168	39,671
May	67,773	69,880	22,164	69,279	44,979
June	91,798	89,989	64,847	87,680	72,624
July	84,989	102,724	78,949	87,937	77,718
August	65,045	89,544	62,060	79,811	74,496
September	29,756	normal	54,567	60,598	60,398
October	46,085	operations	53,815	50,149	44,282
November	20,695	suspended	26,716	24,025	
December	12,173	10,972	15,465	15,033	
<i>YTD</i>	<i>463,894</i>	<i>439,044</i>	<i>374,526</i>	<i>550,189</i>	<i>456,461</i>
TOTAL	496,762	450,016	416,707	589,247	456,461

PASSENGER ONLY FERRY	2019	2020	2021	2022
May	2,487	closed / C19	not in service	2,513
June	8,474	closed / C19	2,153	7,550
July	10,023	3,865	7,380	6,111
August	6,738	2,517	6,069	5,749
September	377	977	986	3,167
<i>YTD</i>	<i>28,099</i>	<i>7,359</i>	<i>16,588</i>	<i>25,090</i>
TOTAL	28,099	7,359	16,588	25,090

Jennette's Pier	2018	2019	2020	2021	2022
January	1,580	2,841	2,347	2,185	1,241
February	3,013	2,034	2,665	1,539	2,448
March	6,922	6,836	2,057	5,588	6,775
April	13,995	18,388	closed / C19	13,738	17,446
May	18,836	21,904	closed / C19	19,804	17,229
June	29,537	28,646	17,971	29,200	29,031
July	31,231	30,264	24,395	29,536	28,455
August	28,879	27,835	20,186	24,219	25,076
September	16,193	17,084	19,481	21,257	20,840
October	13,490	13,924	14,695	16,355	13,862
November	5,311	6,107	6,044	5,910	
December	3,036	3,049	2,841	3,823	
<i>YTD</i>	<i>163,676</i>	<i>169,756</i>	<i>103,797</i>	<i>163,421</i>	<i>162,403</i>
TOTAL	172,023	178,912	112,682	173,154	162,403

Jockey's Ridge	2018	2019	2020	2021	2022
January	25,715	43,643	46,599	63,060	24,104
February	45,675	41,002	41,353	48,592	29,103
March	97,124	91,709	77,429	143,487	59,776
April	160,319	185,915	36,610	219,486	112,716
May	173,037	207,310	142,408	239,429	92,668
June	237,981	278,919	310,144	263,639	152,032
July	259,985	301,325	370,796	223,242	166,276
August	199,731	261,821	286,440	202,013	139,564
September	116,082	116,675	246,985	184,791	100,815
October	85,864	106,212	181,676	123,665	54,572
November	52,261	64,446	114,783	70,231	
December	37,334	51,261	78,753	52,163	
<i>YTD</i>	<i>1,401,513</i>	<i>1,634,531</i>	<i>1,740,440</i>	<i>1,711,404</i>	<i>931,626</i>
TOTAL	1,491,108	1,750,238	1,933,976	1,833,798	931,626

The Lost Colony	2018	2019	2020	2021	2022
May	2,682	1,065		1,304	2,184
June	13,779	13,245	2020	14,380	12,704
July	13,186	13,721	Season	14,678	11,227
August	10,300	9,260	Cancelled	6,034	9,330
<i>YTD</i>	<i>39,947</i>	<i>37,291</i>		<i>36,396</i>	<i>35,445</i>
Total	39,947	37,291		36,396	35,445

R.I. Festival Park	2018	2019	2020	2021	2022
January	closed	closed	closed	562	613
February	closed	291	1751	702	758
March	7,259	5,613	n/a	2,416	2,701
April	11,169	11,462	closed / C19	6,849	10,560
May	10,878	12,575	closed / C19	6,742	8,708
June	14,906	11,385	4,141	10,550	21,651
July	13,808	15,399	6,256	15,037	19,729
August	10,594	9,217	4,753	9,645	16,252
September	4,382	4,728	5,067	6,869	8,287
October	11,752	6,910	5,431	12,593	13,097
November	2,539	3,642	2,946	3,878	
December	2,182	2,056	1,802	5,304	
<i>YTD</i>	<i>84,748</i>	<i>77,580</i>	<i>27,399</i>	<i>71,965</i>	<i>102,356</i>
TOTAL	89,469	83,278	32,147	81,147	102,356

Visitation Figures at Key Sites

2018-2022

Wright Bros. N.M.	2018	2019	2020	2021	2022
January	4,123	1,277	8,213	10,949	6,627
February	8,100	7,318	9,054	7,995	9,845
March	21,600	22,091	9,953	27,307	25,958
April	35,919	44,568	1,183	51,280	50,571
May	43,123	48,488	12,909	57,065	45,770
June	53,965	57,921	34,545	67,723	61,352
July	62,346	68,666	44,768	72,772	66,629
August	57,973	63,836	42,229	63,953	64,339
September	24,829	27,828	42,019	45,575	41,459
October	27,771	30,051	38,649	40,145	33,068
November	16,587	16,697	20,608	22,251	
December	3,797	11,394	13,833	15,177	
<i>YTD</i>	<i>339,749</i>	<i>372,044</i>	<i>243,522</i>	<i>444,764</i>	<i>405,618</i>
TOTAL	360,133	400,135	277,963	482,192	405,618

Motorcoach Figures

Wright Bros. N.M.	2018	2019	2020	2021	2022
January	1	0	1	0	0
February	1	4	1	0	1
March	39	37	6	0	9
April	66	107	closed / C19	3	15
May	74	96	0	2	21
June	10	18	0	8	7
July	10	6	0	2	6
August	7	15	2	3	3
September	8	13	0	5	5
October	8	26	2	5	9
November	5	4	0	6	
December	0	0	0	0	
<i>YTD</i>	<i>224</i>	<i>322</i>	<i>12</i>	<i>28</i>	<i>76</i>
TOTAL	229	326	12	34	76

April, May 2022 Festival Park Visitation includes Vusic concert attendees.

New traffic counters installed at Jockey's Ridge in Jan 2022.

May 2021, RI Festival Park open Tues-Sat.

Jan 2021, RI Festival Park closed but submitted number of visitors using the grounds.

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 - May 16, 2020

Cape Hatteras Lighthouse hosts a December climb.

Hatteras-Ocracoke Ferry normal operations suspended September 5-December 2, 2019

Hurricane Dorian, 2019 September 3 (evacuations) to 12 (all areas open)

Government Shutdown 12/22/17-18

Hurricane Florence/Evacuation, September 11-16, 2018

Jennette's Pier closed for a week in January 2018 due to weather

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

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

n/a not available

Aycock Brown	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
January	531	693	834	1,201	744
February	998	825	851	1,045	943
March	2,167	1,785	n/a	1,586	2,169
April	3,489	3,447	closed / C19	3,537	3,531
May	4,276	4,532	537	4,397	3,735
June	6,567	6,049	4,127	5,364	4,408
July	6,857	6,051	3,604	5,535	4,894
August	6,156	6,161	4,357	3,845	4,008
September	3,002	3,479	4,824	3,847	3,601
October	2,946	3,015	4,023	3,470	2,500
November	1,211	1,506	2,207	1,756	
December	748	824	1,580	1,036	
<i>YTD</i>	36,989	36,037	23,157	33,827	30,533
TOTAL	38,948	38,367	26,944	36,619	30,533

Sarah Owens	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
January	330	607	592	366	227
February	697	696	698	310	534
March	1,431	1,661	581	1,059	1,043
April	2,289	2,737	closed / C19	2,282	2,199
May	2,911	3,260	507	2,570	2,496
June	3,673	3,919	1,562	3,121	2,425
July	3,903	3,749	1,554	3,447	2,394
August	2,493	2,942	1,051	2,048	1,777
September	2,066	1,794	1,657	1,975	1,847
October	1,711	2,123	1,909	1,865	1,591
November	958	1,072	712	765	
December	650	504	342	562	
<i>YTD</i>	21,504	23,488	10,111	19,043	16,533
TOTAL	23,112	25,064	11,165	20,370	16,533

Hatteras Island Weather Station W.C.	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	209	207	82	65	130
April	382	411	closed / C19	181	399
May	520	596	16	227	342
June	579	504	88	222	470
July	593	548	139	246	449
August	553	632	73	209	471
September	267	261	113	229	309
October	350	346	180	271	340
November	149	130	102	81	
December	closed	closed	closed	closed	
<i>YTD</i>	3,453	3,505	691	1,650	2,910
TOTAL	3,602	3,635	793	1,731	2,910

Whalebone W.C.	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
January	closed	closed	closed	88	120
February	closed	closed	closed	84	105
March	649	656	251	772	744
April	1,019	1,058	closed / C19	1,257	1,150
May	1,176	1,095	189	1,175	1,152
June	1,368	1,264	629	1,573	1,269
July	1,315	1,635	710	1,496	1,244
August	1,284	1,293	676	1,110	1,085
September	721	749	1,025	1,187	1,073
October	894	937	983	1,340	1,062
November	561	329	519	637	
December	0	390	354	442	
<i>YTD</i>	<i>8,426</i>	<i>8,687</i>	<i>4,463</i>	<i>10,082</i>	<i>9,004</i>
TOTAL	8,987	9,406	5,336	11,161	9,004

Aycock Brown open 9 to 4:30 in December

Weather Station WC open Wednesday to Sunday in 2021

Aycock Brown WC closed 7 days in March 2021 for repaving

Whalebone Welcome Center open Friday and Saturday in January/February 2021 & 2022

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

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

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

Sarah Owens Welcome Center closed March 17 and re-opened May 16, 2020

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

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

Welcome Center counts reflects number of people who were inside center



OBX News & Updates

Dare County Resident Survey | Long Range Tourism Management Plan

We want to hear from you! The Outer Banks Visitors Bureau is embarking on a process to develop a [Long Range Tourism Management Plan](#) for the community.

In creating this plan, it is important for all voices to be heard, including the voices of our residents and non-resident property owners. We know that tourism development can have both positive and negative implications for the quality of life. We believe that making the Outer Banks a better place to live and work will also make it a more appealing place to visit.

We would sincerely appreciate your time to complete a quick survey, which will take approximately 15 minutes. Survey responses are anonymous, and your email will not be used for any other purposes. Please share with your community and local connections.



[Take the Resident Survey](#)

Dear Community Partners,

Part of what makes the Outer Banks special is the large number of non-profits and the fine work organizations like yours are doing. The Visitors Bureau and Tourism Board are proud to have offered support through our various grant programs. Collectively, these grants have reinvested millions back into the community. And now, **with your help, we want to do more**.

The Visitors Bureau wants to raise the visibility of Dare County non-profits, connecting your organizations with the hundreds of thousands of visitors we reach annually. Basically, use tourism for good. It's an approach that makes a lot of sense, here's why:

1. Highlighting the fact that Dare County has 200+ non-profits for a community of just 37,000 sends a message to visitors: The Outer Banks isn't special by accident, it's the result of a lot of people working hard to protect, preserve and enhance the islands. We believe visitors will develop a deeper appreciation and heightened sense of responsibility for the OBX and become more involved in its causes.
2. Non-profits want volunteers, visitors want cool authentic experiences. By connecting visitors with the volunteer opportunities available through non-profits, you get much needed "extra hands" and visitors get to be more involved with the place they love. Each "voluntourism" interaction helps the visitor become more aware of their surroundings and our community.

Whether it's voluntourism opportunities like beach clean-ups or covering a shift at an event (which usually serves as a fundraiser), or working a few hours at a local non-profit attraction, everybody wins. And best of all, with visitors lending a hand, we don't add any stress to the workforce housing challenges...visitors already have a place to stay.

Those are a couple of the reasons we think a closer relationship between visitors and local non-profits will benefit our community. But for the Visitors Bureau to be able to build out non-profit information on our website and in other channels (email, social, etc), we need your help.

Please complete the following survey **by Wednesday, November 23rd**. There is no expense for participating or being listed on outerbanks.org.

[Click Here to Take the Survey](#)

Please let us know if you should have any questions. Thanks for all that you are doing. We look forward to working even more closely with you.

Sincerely,
Lee Nettles
Executive Director

One Visitors Center Circle
Manteo, NC 27954
252.473.2138

See what's happening on our social sites



Outer Banks Visitors Bureau | One Visitors Center Circle, Manteo, NC 27954

[Unsubscribe tuell@outerbanks.org](mailto:unsubscribe_tuell@outerbanks.org)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent bynettles@outerbanks.org powered by



Try email marketing for free today!

Dare County Non-Profit Partners

Partnering not for profit organizations must be located in Dare County.

* 1. Organization Contact Detail

Company	<input type="text"/>
Address	<input type="text"/>
Address 2	<input type="text"/>
City/Town	<input type="text"/>
ZIP/Postal Code	<input type="text"/>
Web Site	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>

2. Social Media Links

Facebook	<input type="text"/>
Instagram	<input type="text"/>
YouTube	<input type="text"/>
TikTok	<input type="text"/>
Twitter	<input type="text"/>

* 3. Mission Statement or Description

Please click [HERE](#) to upload organization logo

* 4. Did you upload your organization's logo?

- Yes
 No

* 5. Can visitors volunteer at one of your events?

- Yes
- No
- Not Applicable

* 6. Can visitors volunteer at your attraction?

- Yes
- No
- Not Applicable

* 7. Does your organization have any upcoming projects where the visitor can lend a hand?

- Yes
- No
- Not Applicable

TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – NOVEMBER 2022

Co-op Opportunities Available with the AENC Trade Show:

Tourism recently sent out an opportunity to our industry partners to join us in the Outer Banks Visitors Bureau booth for the Association Executives of North Carolina Annual Showcase on December 8th in Raleigh. The participation cost per partner is \$350.00 which helps defray the costs of the booth rental, booth activities, decorations, etc. The participation price does not cover overnight accommodations, transportation, or meals. Participants will be selling the Outer Banks destination and not individual properties or goods. The 2022 Showcase has an expected participation of 250+ pre-qualified meeting planners. There are a few spots still available, if interested contact Lorrie Love, love@outerbanks.org

Industry Relations | OBX Tourism Summit | Wrap Up:

See attached for the follow up survey results from our Annual Tourism Summit. Mark your calendar for our next year's Summit on Thursday, November 2, 2023. Location to be determined.

Restaurant Off-Season Hours:

The Bureau has begun calling our local restaurant partners for their Fall/Winter hours. This list can be found on the homepage of outerbanks.org called [Restaurant Fall | Winter Hours](#). If you're restaurant is not listed or times needs to be updated, please let us know.

The Soundside Event Site:

Attached is the current 2023 Events Calendar for the Soundside Event Site for your review.

Request for Proposals:

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

- **Panama Central School**, June 6-9, 2024; School Group, 10-15 rooms (quad occupancy); attractions, meals, 30 people.
-

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

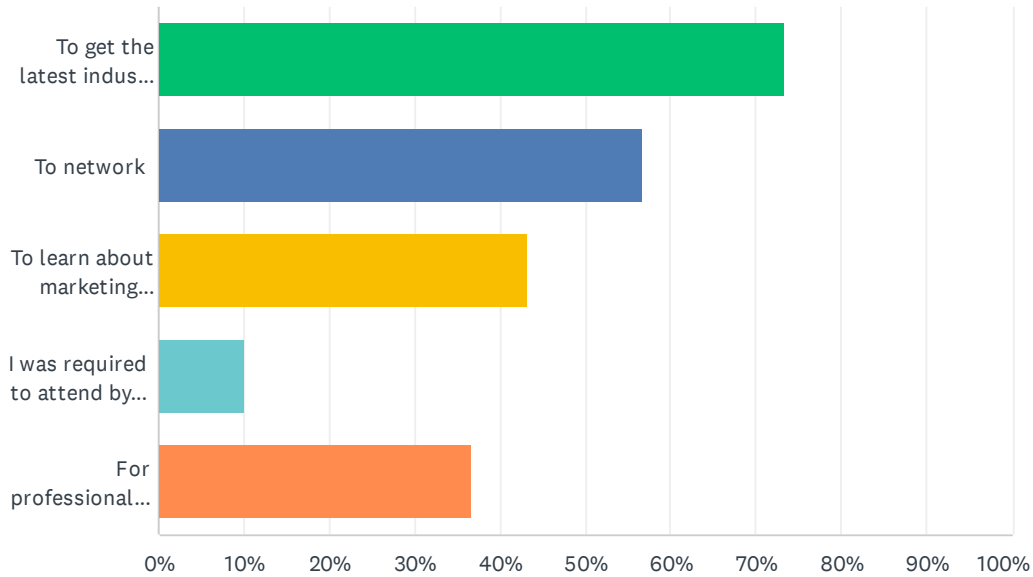
- **November 13-16, 2022:** National Tour Association Travel Exchange, Reno, NV
- **December 7-8, 2022:** Association Executives of North Carolina, Raleigh, NC
- **February 4-7, 2023:** American Bus Association's Marketplace, Detroit, MI
- **March 5 – 8, 2023:** Visit 365, Asheville, NC
- **May 20-24, 2023:** US Travel's International Pow Wow, San Antonio, TX

2023 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
Outer Banks Bike Week	April 26 – 29, 2023	April 25 - 30, 2023
OBX Rod and Custom Festival	May 5- 6, 2023	May 3 – May 7, 2023
OBX Jeep Invasion	May 12-13, 2023	May 11 - 14, 2023
Soundside Fun Fair	June 8-11, 2023	June 6 – 12, 2023
Sumospeed Beach Bash	September 15-16, 2023	September 15-16, 2023
Fall OBX Bike Week	September 21-23, 2023	September 20-24. 2023
Garage Band Charities	October 6-7, 2023	October 5 - 8, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	October 18-25, 2023
OBX Brewtag	Saturday, October 28, 2023	October 25-31, 2023

Q1 Why did you attend the Annual OBX Tourism Summit? Please select all that apply.

Answered: 30 Skipped: 0

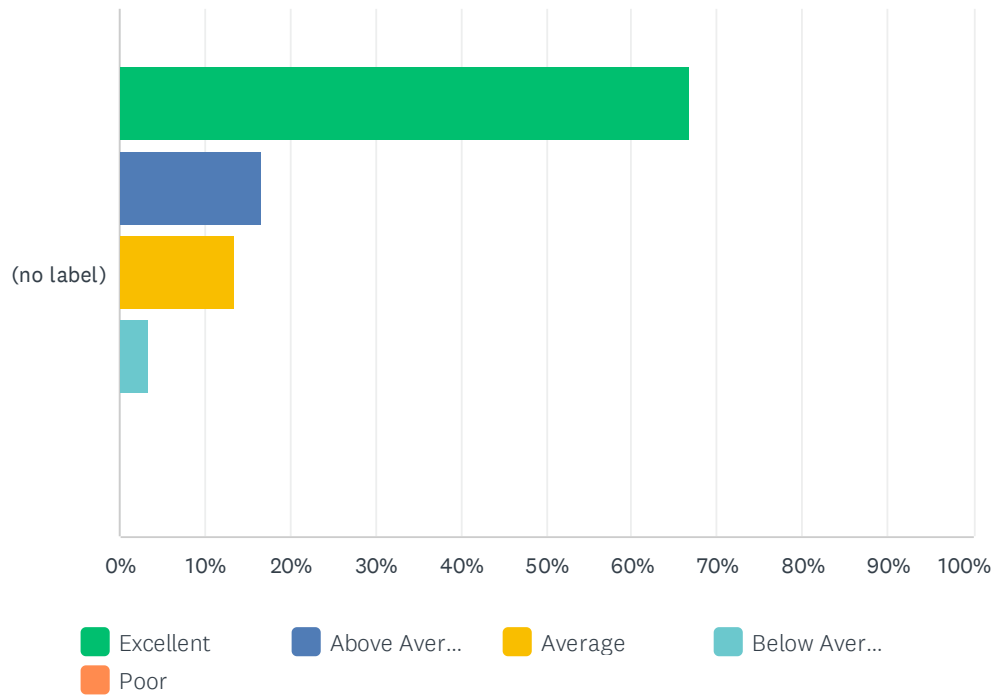


ANSWER CHOICES	RESPONSES
To get the latest industry trends	73.33% 22
To network	56.67% 17
To learn about marketing opportunities	43.33% 13
I was required to attend by my organization	10.00% 3
For professional development	36.67% 11
Total Respondents: 30	

#	OTHER (PLEASE SPECIFY)	DATE
1	To support the tourism industry on the Outer Banks.	11/4/2022 3:51 PM

Q2 Overall, the OBX Tourism Summit was _____.

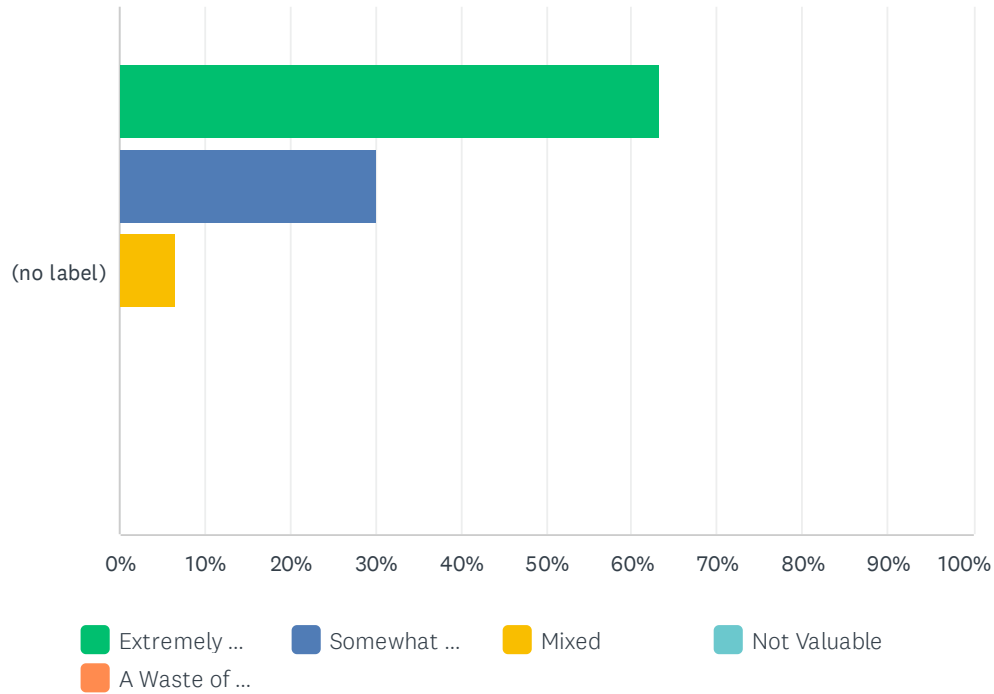
Answered: 30 Skipped: 0



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
(no label)	66.67%	16.67%	13.33%	3.33%	0.00%	30	1.53
	20	5	4	1	0		

Q3 Overall, the Summit's usefulness to you and your organization is

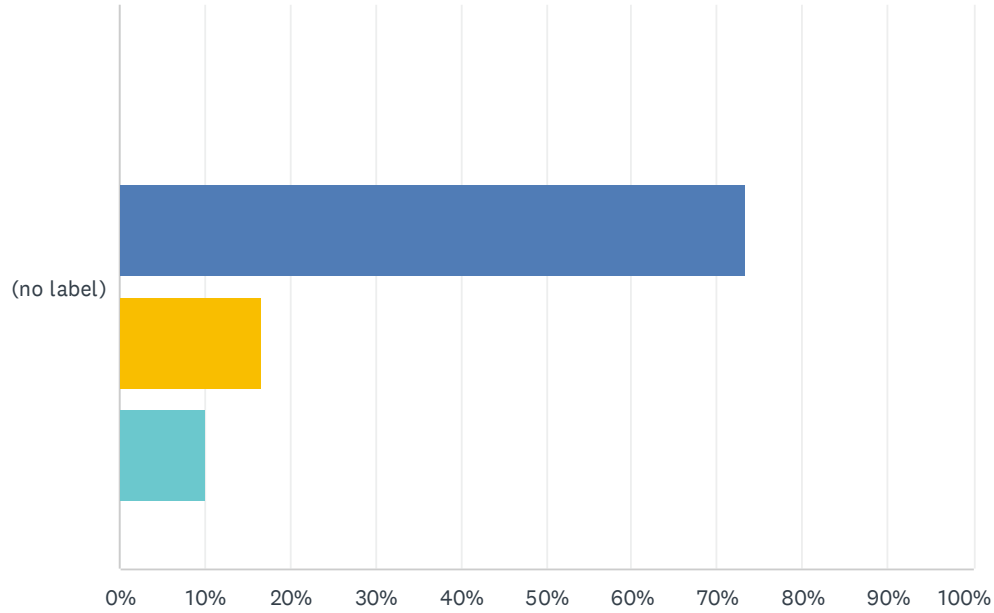
Answered: 30 Skipped: 0



	EXTREMELY VALUABLE	SOMEWHAT VALUABLE	MIXED	NOT VALUABLE	A WASTE OF TIME	TOTAL	WEIGHTED AVERAGE
(no label)	63.33% 19	30.00% 9	6.67% 2	0.00% 0	0.00% 0	30	1.43

Q4 Overall, the networking opportunities at the OBX Tourism Summit were

Answered: 30 Skipped: 0

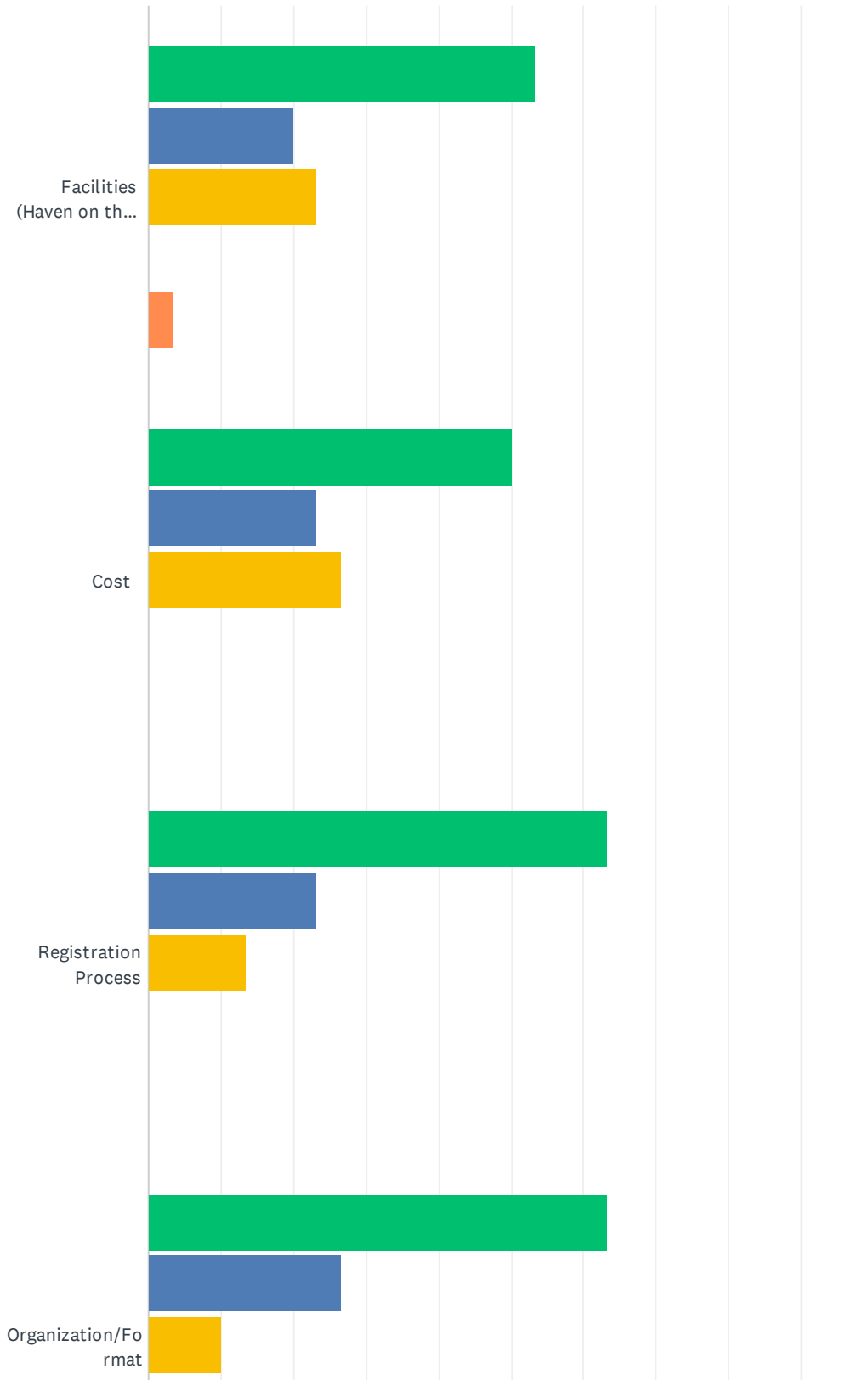


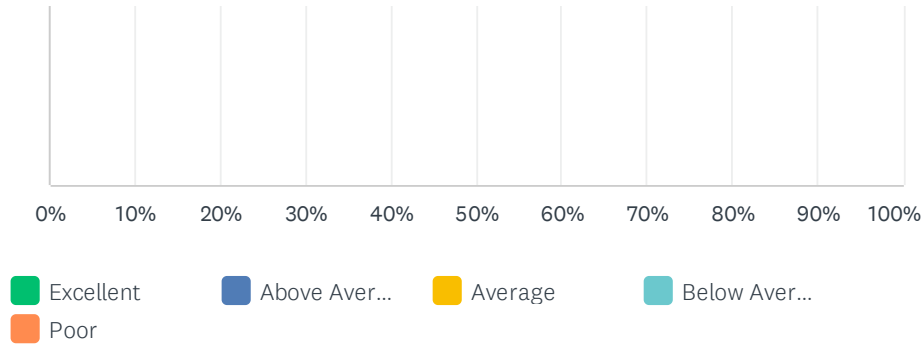
■ Too much
 ■ Just about ...
 ■ Too Few
 ■ I did not do ...

	TOO MUCH	JUST ABOUT RIGHT	TOO FEW	I DID NOT DO ANY NETWORKING	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	73.33% 22	16.67% 5	10.00% 3	30	2.37

Q5 Please rate this year's Tourism Summit based on the following categories.

Answered: 30 Skipped: 0

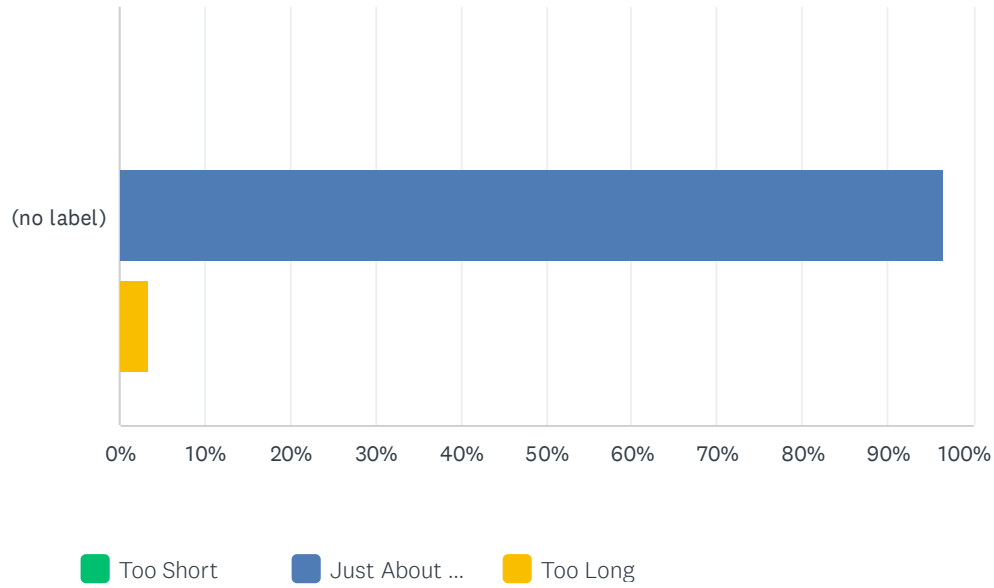




	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
Facilities (Haven on the Banks Keeper's Gallery Room)	53.33% 16	20.00% 6	23.33% 7	0.00% 0	3.33% 1	30	1.80
Cost	50.00% 15	23.33% 7	26.67% 8	0.00% 0	0.00% 0	30	1.77
Registration Process	63.33% 19	23.33% 7	13.33% 4	0.00% 0	0.00% 0	30	1.50
Organization/Format	63.33% 19	26.67% 8	10.00% 3	0.00% 0	0.00% 0	30	1.47

Q6 Overall, the length of the OBX Tourism Summit was

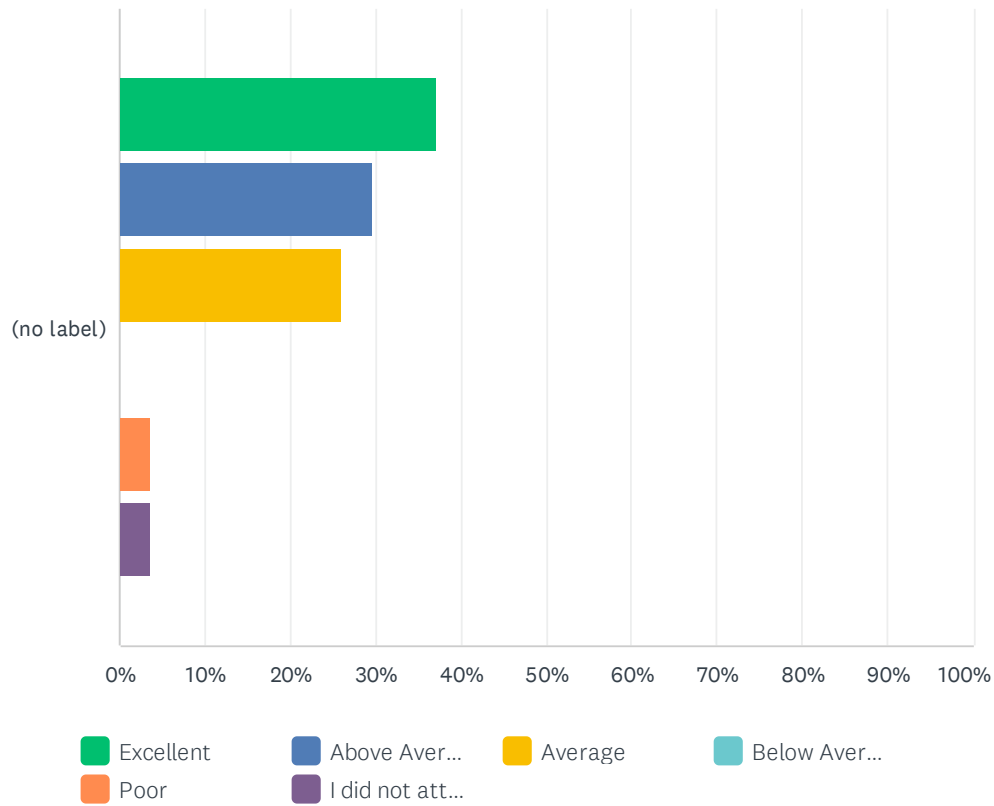
Answered: 30 Skipped: 0



	TOO SHORT	JUST ABOUT RIGHT	TOO LONG	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	96.67% 29	3.33% 1	30	2.03

Q7 Homes, Germs and Wheels - Cree Lawson

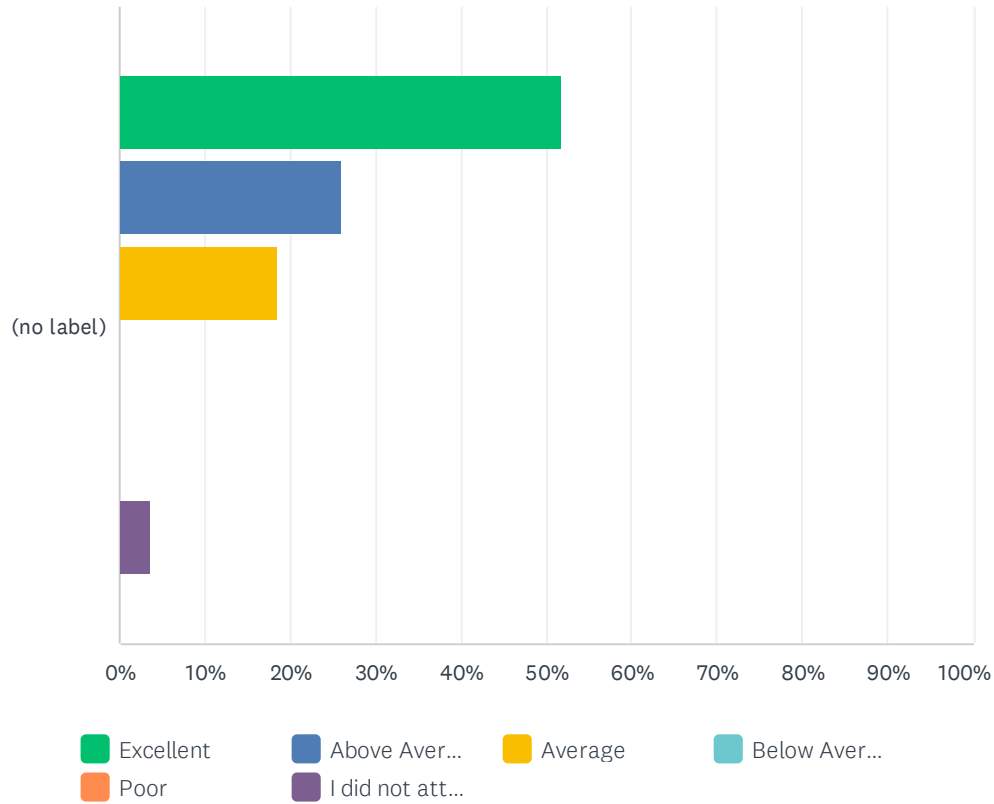
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	37.04% 10	29.63% 8	25.93% 7	0.00% 0	3.70% 1	3.70% 1	27	2.00

Q8 Recovery & Risks for the Travel Industry - Dan Roberts

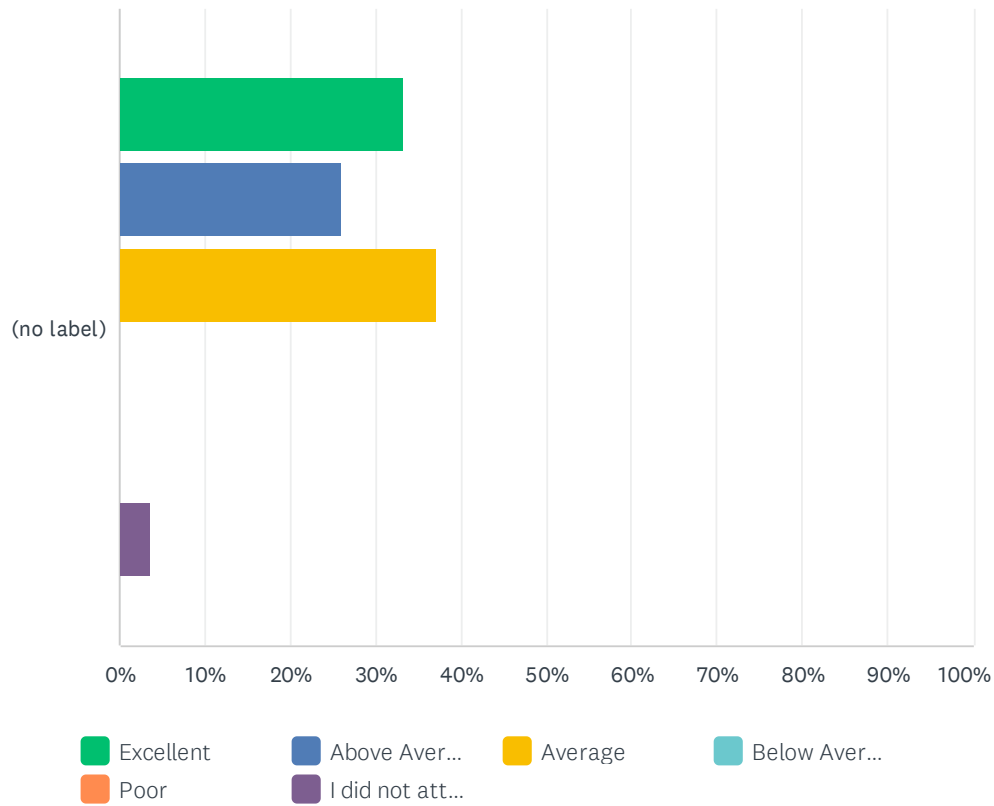
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	51.85% 14	25.93% 7	18.52% 5	0.00% 0	0.00% 0	3.70% 1	27	1.81

Q9 Regional Trends in Vacation Rental Lodging - Chris Christmas

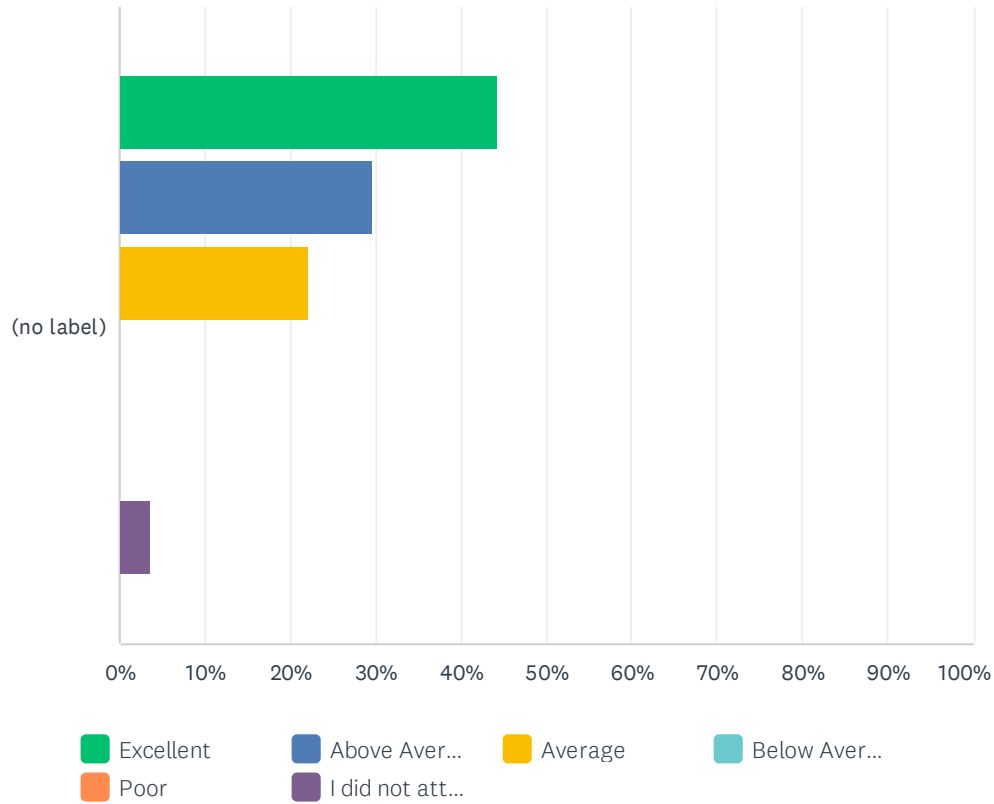
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	33.33% 9	25.93% 7	37.04% 10	0.00% 0	0.00% 0	3.70% 1	27	2.19

Q10 Long Range Tourism Management Plan - Shelly Green

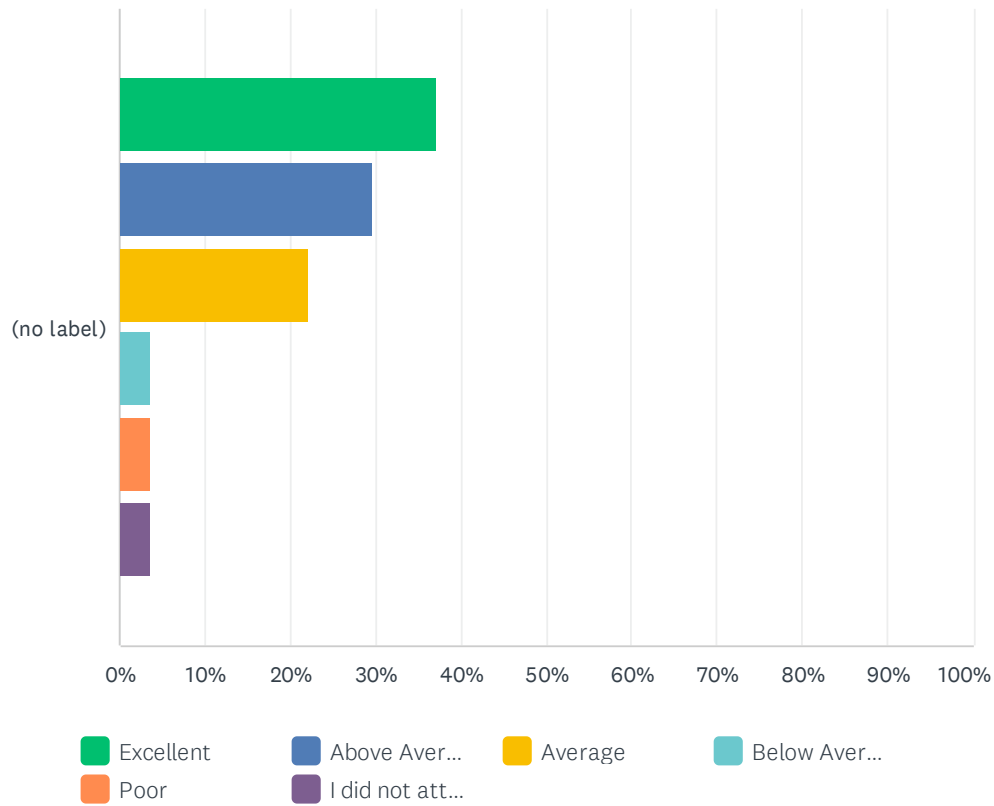
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	44.44% 12	29.63% 8	22.22% 6	0.00% 0	0.00% 0	3.70% 1	27	1.93

Q11 Networking Lunch at The Barn at Haven on the Banks

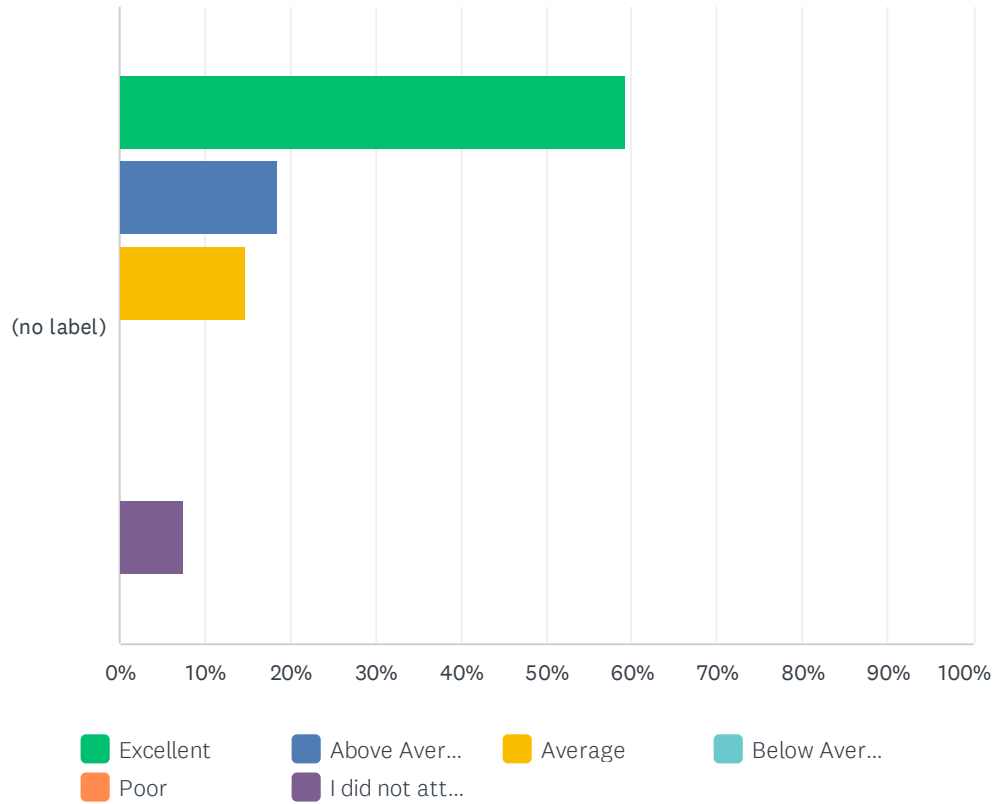
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	37.04% 10	29.63% 8	22.22% 6	3.70% 1	3.70% 1	3.70% 1	27	2.19

Q12 Outer Banks Event Center Update - Tim Cafferty & Lee Nettles

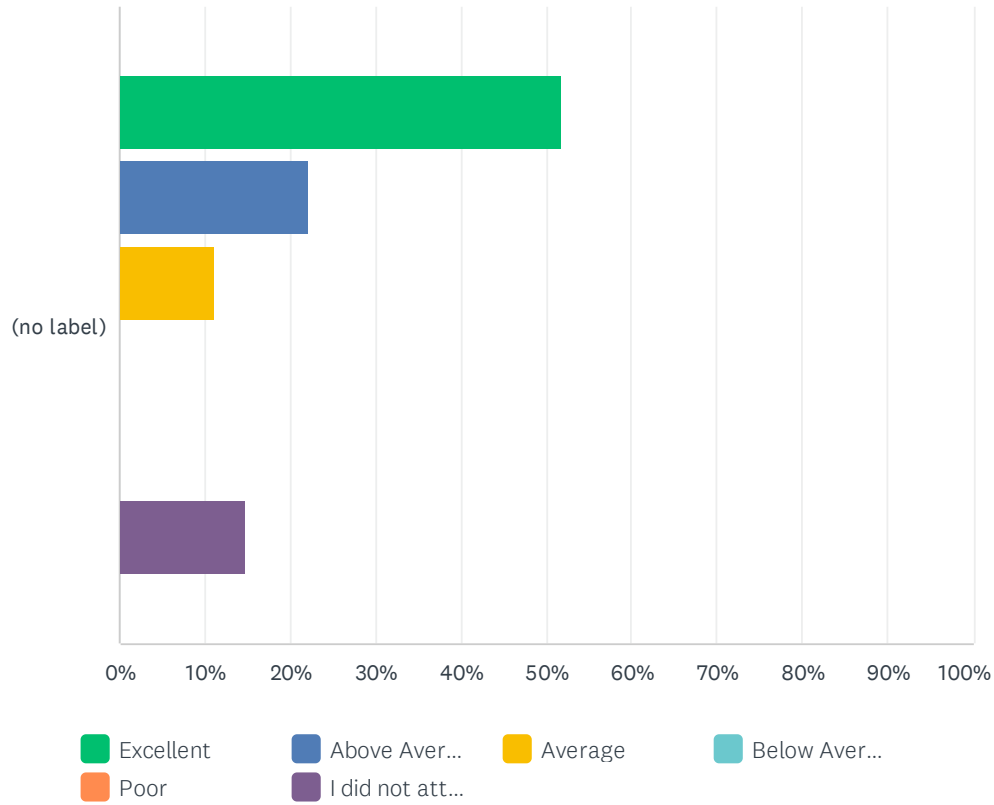
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	59.26% 16	18.52% 5	14.81% 4	0.00% 0	0.00% 0	7.41% 2	27	1.52

Q13 Outer Banks Visitors Bureau updates & 2023 Advertising Plan - Lee Nettles

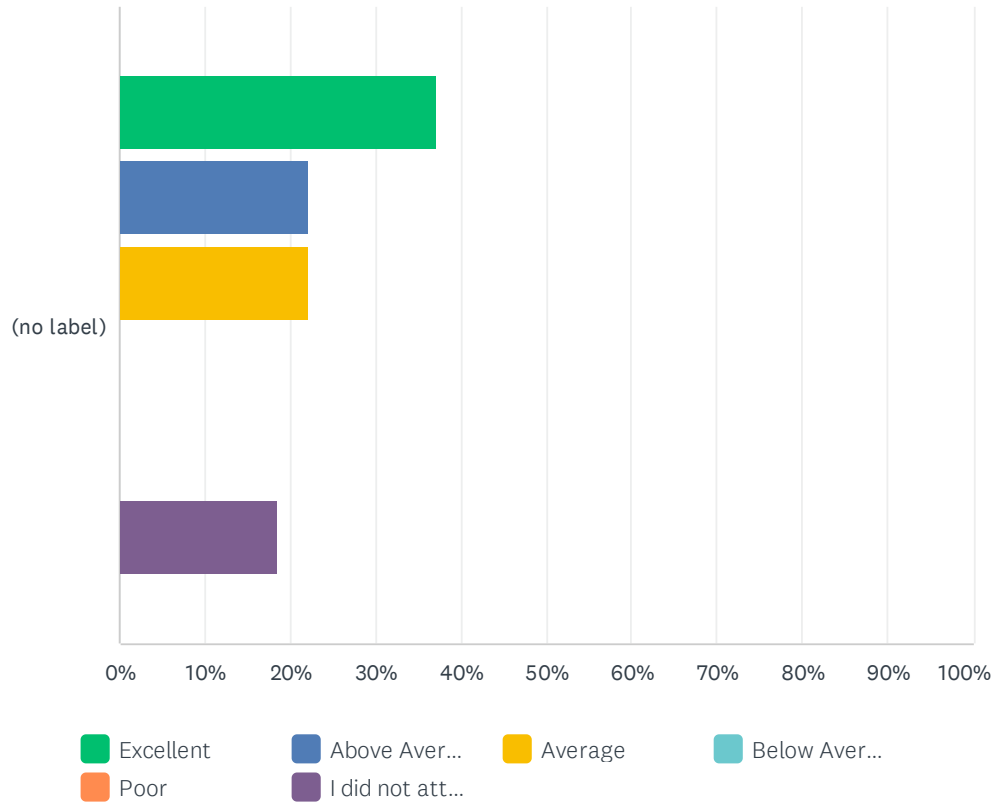
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	51.85% 14	22.22% 6	11.11% 3	0.00% 0	0.00% 0	14.81% 4	27	1.52

Q14 Careers Beyond the Counter Update - Shannon Castillo

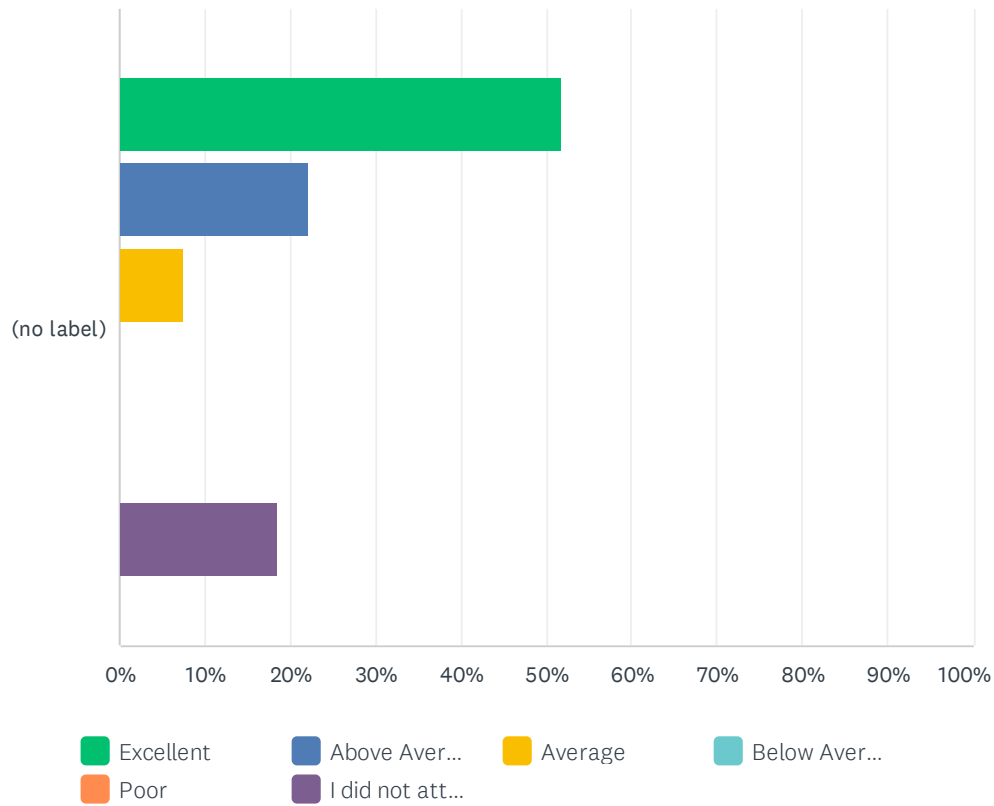
Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	37.04% 10	22.22% 6	22.22% 6	0.00% 0	0.00% 0	18.52% 5	27	1.82

Q15 Workforce Development & State Government Update - Lynn Minges

Answered: 27 Skipped: 3



	EXCELLENT	ABOVE AVERAGE	AVERAGE	BELOW AVERAGE	POOR	I DID NOT ATTEND THIS SESSION	TOTAL	WEIGHTED AVERAGE
(no label)	51.85% 14	22.22% 6	7.41% 2	0.00% 0	0.00% 0	18.52% 5	27	1.45

Q16 Please give us your ideas for future topics or areas you'd like to see covered, plus any additional comments, suggestions or reactions you may have.

Answered: 9 Skipped: 21

#	RESPONSES	DATE
1	There was no room for seating at the luncheon so we had to sit on the tailgate of our work vehicle. The summit itself was very hard to maneuver with the amount of people in attendance. I wish there was an organized (structured) opportunity to change up seating during the summit to sit with different people thru the day (draw a card from a bag and find your new seat--what a simple yet great way to mix things up and find new tables without awkwardness). Instead of magic 8 balls give several larger prizes away in a drawing. I like the reusable cups but wish they were made in the USA. I wish there had been more time to talk to the speakers one on one between sessions.	11/7/2022 2:50 PM
2	People traveling with pets - growing market and should be addressed.	11/7/2022 11:05 AM
3	I recently attended a different networking event, and I feel that assigned seating is a plus to break up the "clicks". To properly network, one must be willing to talk with people that they don't get the opportunity to do so with all day long at work. Same thing with lunch, though lunch itself was great, it felt like a high school cafeteria, and not knowing many of the attendees left some looking like the "unpopular kid" with no where to sit. Perhaps some kind of break out activity, or groups as well, to stand up and stretch, and again meet new people and network.	11/7/2022 10:01 AM
4	Excellent summit.	11/5/2022 11:17 PM
5	I liked the length of the speaker sessions - it seemed to have a good pace. The national data, combined with our local information and local topics of concern, was helpful to put our position in the industry in perspective. Great effort! I think it was the best one yet.	11/4/2022 3:54 PM
6	Very much enjoyed the day, just coming back from VRMA last week, hearing stats and plans that pertain to just OBX was very valuable to me. THANKS! Lesley Moore GM- First Fight Rentals	11/4/2022 3:20 PM
7	Loved it, awesome work as always to all of you! The speakers were great, I enjoyed all of the data they brought to the table. Dan was exceptional. If he could come back other years, even if it's via zoom for a mini session, to give a breakdown of what's forecasted, that would be incredible. He gave honest expectations but in a non-alarmist manner. Really excited about the project with MMGY as well, that is a great idea to get ahead of it, even in my time on the beach, you can see more and more tension and "cracks" arising in the infrastructure. My only suggestion would be more neon orange and a spinning sign routine for Aaron next year in the lot.	11/4/2022 2:40 PM
8	We need more scheduled breaks throughout the day, and encourage networking more.	11/4/2022 2:16 PM
9	Would love breakout groups for discussion and ways to intentionally meet so many new faces. The sessions were very data heavy and that's hard. It felt VERY geared to lodging for a large portion of the day and there's so much more to the puzzle that's tourism here	11/4/2022 2:06 PM

Outer Banks Visitors Bureau

PUBLIC RELATIONS REPORT: November 2022

LEE NETTLES INTERVIEWED - TOURISM INDUSTRY NEWS

Outer Banks Voice | Oct-22 “Proposed Event Center in ‘consensus building’ stage” <https://bit.ly/3DzwcD7>

WOBX | Oct-22 “Dare County occupancy, meals tax collections through August up 7 percent from 2021” <https://bit.ly/3UniSZm>

EARNED MEDIA

Recreation News | Aug-22 “History Comes To Life on Roanoke Island, North Carolina” Aaron worked with veteran travel writer Carol Timblin to see the Lost Colony for the first time, writing for the newsprint magazine serving the greater Washington, DC area federal employees <http://bit.ly/3TqDr6m>

HGTV | Oct-22 “20 Best Small Best Small Towns to Buy a Vacation Home” Aaron <https://bit.ly/3SSpuOb>

Foodie FlashPacker | Oct-22 “The 7 Best Restaurants In Duck NC” <https://bit.ly/3Ns319M>

OUTERBANKS.ORG/BLOG POSTS

Written by Staff content coordinator Stephanie Hall

- “Gather Together For Thanksgiving on the Outer Banks” <https://bit.ly/3DW2vwv>
- “The Best OBX Itinerary to Elevate Your Wellness” <https://bit.ly/3NHymbd>
- “Celebrate Christmas & NYE On the Outer Banks” <https://bit.ly/3UdkDJa>

Written by content partners and collaborators

- Jen Ruiz | “5 Surprising Ways OBX Celebrates Diversity” | <https://bit.ly/3EdcWxp>
- Nancy Hann | “Exploring Our Protected Lands in the Outer Banks” <https://bit.ly/3UopeaN>
- Nigel Roberts | “Try Spotting These OBX Reptiles” <https://bit.ly/3Ny4Thg>
- Chicamacomico Historical Association | “A Coast Guard History Visit” <https://bit.ly/3NCsOvL>

CONTENT PARTNERSHIPS / IN DEVELOPMENT

Hayley Hutson is a freelance writer who frequents the Outer Banks from her family home in Charlotte, NC. The Outer Banks Visitors Bureau is working with her on a content package that will allow her to author some stories that are genuine to her experience while serving as outreach to part of our core audience we’re trying to engage.

Annita Thomas is an Atlanta-based radio personality and travel writer. She is working on some audio content for the African American Experience of Northeast North Carolina which will live in various forms at our co-marketing partner site NCBlackHeritage.com and OuterBanks.org. She has interviewed local residents and past visiting friends of the OBX for some engaging conversations about our area’s African American heritage and beyond.

Carol Timblin is writing about The Graveyard of the Atlantic Museum and The Lost Colony for our blog at OuterBanks.org as part of a content package. Her story about Roanoke Island earlier in this report has online links to many local attractions.

MEDIA MISSIONS

VisitNC NY Mission | Oct 17-21 Aaron participated in an out-of-market PR tour led by VisitNC’s agency to pitch New York City editors and journalists in a series of desk-side visits and small group networking to put Outer Banks content ideas forward and identify journalist trends and needs for 2023.

NCTIA | Nov 16 - 18 OBVB staff will attend the annual NC Tourism Leadership Conference for networking, political updates and best marketing and management practices discussions in Charlotte.

CANADA PROGRAM

Toronto Star email campaign | Oct 14 *As a recap, the OBVB team built out a welcome page for our northern neighbors at OuterBanks.org/Canada as part of an effort to capture fall interest in the OBX and help perpetuate that relationship with travelers. The first and second rounds of emails deployed on Sep 16 and Oct 14 both had an open rate of 18% of 127K distributions.*

Regional PR

NCBlackHeritageTour.com The African American heritage trail that Outer Banks Visitors Bureau partners on with nine area counties landed some great press working with writer Michael Solender in November:

“Discovering Northeastern North Carolina’s Black Heritage Trail”

[HTTPS://WWW.MIAMIHERALD.COM/DETOUR/ARTICLE268489477.HTML](https://www.miamiherald.com/detour/article268489477.html)

[HTTPS://WWW.CHARLOTTEOBSERVER.COM/DETOUR/ARTICLE268489477.HTML](https://www.charlotteobserver.com/detour/article268489477.html)

[HTTPS://WWW.NEWSOBSERVER.COM/DETOUR/ARTICLE268489477.HTML](https://www.newsobserver.com/detour/article268489477.html)

[HTTPS://WWW.SACBEE.COM/DETOUR/ARTICLE268489477.HTML](https://www.sacbbee.com/detour/article268489477.html)

[HTTPS://WWW.STAR-TELEGRAM.COM/DETOUR/ARTICLE268489477.HTML](https://www.star-telegram.com/detour/article268489477.html)

[HTTPS://WWW.KANSASCITY.COM/DETOUR/ARTICLE268489477.HTML](https://www.kansascity.com/detour/article268489477.html)

Proposed Event Center in 'consensus building'

stage

By [Corinne Saunders](#) | [Outer Banks Voice](#) on October 27, 2022

No timeline yet for construction of Nags Head facility



Overhead view of the Soundside Event Site in Nags Head.

As tourism officials continue to provide public presentations about the proposed Event Center at the Soundside Event Site in Nags Head, the building itself is still at least three years away, with no clear timeline for what happens going forward.

"We don't have a detailed timeline at this point. We've been focused on sharing the concept and building consensus for it," Lee Nettles, executive director of the Outer Banks Visitors Bureau, said in an email to the Voice.

"My best guess is construction could begin in a couple of years and take a year to complete," he added, explaining the timeframe is subject to change because of the design, regulatory and permitting work yet to be done which could impact the project.



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Solutions, Inc.**



Nettles, along with Dare County Tourism Board Chair Tim Cafferty, presented the concept for the center at the Oct. 5 meeting of the Duck Town Council.

As noted in that presentation, the "next issues to address" include parking and building size and height with the Town of Nags Head; septic, stormwater and a potential traffic signal with the state; a rough order of magnitude cost, operating deficit and construction funding and financing with the Dare County Tourism Board and the county; and building community consensus.

The Dare County Board of Commissioners heard the first presentation on the Event Center concept and passed a resolution supporting the center concept in August 2021. Over the past year, Nettles and Cafferty have made other presentations to the Outer Banks Chamber of Commerce, Leadership OBX, Outer Banks Association of REALTORS®, Kill Devil Hills Board of Commissioners, Kitty Hawk Town Council, Southern Shores Town Council and also held a public meeting. Nettles said that Hatteras Island presentations are currently being planned.

The proposed building is slated to be about the size of Publix in Kill Devil Hills, and the project includes a boardwalk along the sound. The center's 48,275 square feet would include a 26,000-square-foot event hall with collapsible walls to facilitate smaller or larger events; a 2,800-square-foot training kitchen; a 1,500-square-foot meeting room; and a lobby, back of the house area, restrooms and a hall totaling 17,975 square feet.



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Schematics also show the possible uses of the event hall to include one to three basketball courts with retractable bleachers, three to nine pickleball courts, two to four volleyball courts, gymnastics or wrestling space. The center could facilitate gatherings of 300 to 2,500 people. Other expected uses include galas, speaker events, sporting events, smaller trade shows and a culinary institute “for the industry that dominates locally—restaurants,” Cafferty said at the Duck Town Council meeting.

The center is projected to generate 191 new jobs, including nine full-time equivalent jobs, and \$25,250,000 in new spending, according to the presentation. It’s expected to operate at a deficit of about \$310,000.

According to tourism officials, the facility would help support more year-round tourism and sustain more year-round jobs. Tourism employs one-third of Dare County’s residents, and about 70% of the county’s annual occupancy taxes are collected in just three months of the year—June, July and August.



The center would “flatten that curve” and increase out-of-town groups’ visitation to the area from October through March, Nettles said.

“The multi-million-dollar return justifies the anticipated operating deficit,” Dare commissioners wrote in their resolution supporting the center, noting the projected \$25 million in new spending and nearly \$1.2 million in tax revenue by its fifth year.

During the process of discussing and planning for a multi-use facility, a convention center concept was quickly taken off the table because of size requirements as well as the expectation of a hotel being attached and the distance from the closest major airport.

“Maintaining green space was and is a priority for the Tourism Board,” Nettles said in an email explaining why a hotel was not pursued. A hotel would have eliminated green space, greatly increased the septic requirements, hotel deals often require a subsidy and the *Outer Banks Hotel/Motel Association* —“one of our main stakeholder groups”—was opposed to it, he added.

The Town of Duck has a council member on the Tourism Board, but no council resolution supporting the Event Center concept has been discussed or planned, according to Duck Mayor Don Kingston.

“I personally have no opinion at this time on the proposal,” he said in an email, adding that the council considered the presentation “a status update.”

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20 Best Small Towns to Buy a Vacation Home

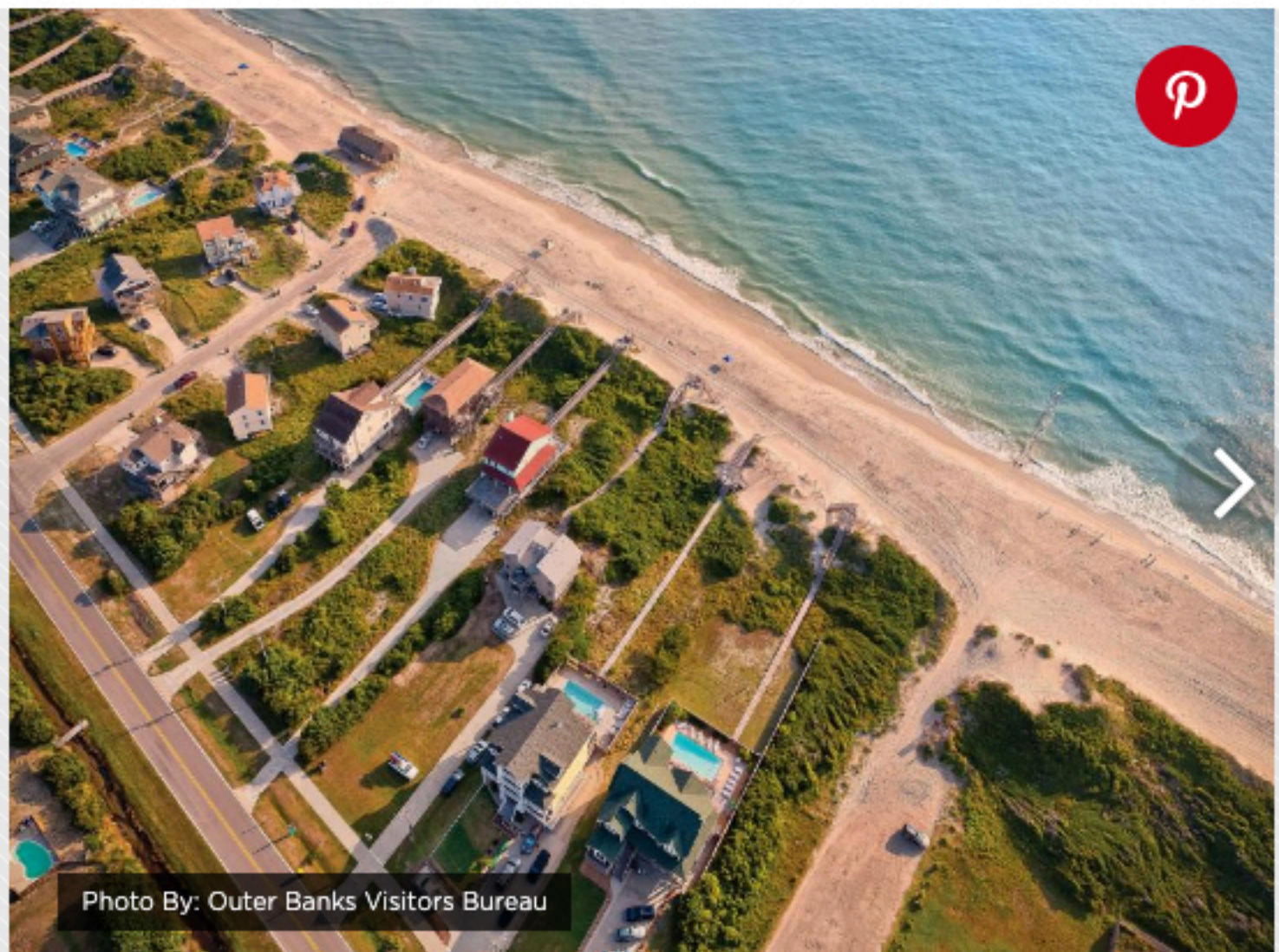
By: [Erin Gifford](#)

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Decisions, Decisions

When you're considering a vacation home, you have a lot of choices. Many US destinations check boxes for beautiful scenery, plentiful activities, exciting food scenes and ample outdoor recreation choices, whether on the lake, on the beach, in the mountains or near national parks.

Over the last couple of years, [Vacasa](#), a full-service vacation rental management company, has evaluated the top markets for buying vacation homes. They looked at factors like rising home prices and rate of investment return, as well as destination trends. A notable preference among potential vacation homebuyers is waterfront destinations that can be reached by car.

Read on for 20 of the best small towns in the US to buy a vacation home, and find out what sets each destination apart.

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Nags Head, North Carolina

Nags Head is the largest coastal town on North Carolina's Outer Banks, spanning 13 miles from north to south along the Atlantic Ocean. One of the top attractions is Jockey's Ridge State Park, which is home to the East Coast's tallest natural sand dunes, drawing in park-goers for hang-gliding lessons. Nags Head is also home to all kinds of beach houses and vacationer amenities, like surf shops, mini golf courses, seafood restaurants, an outlet mall and, of course, the original Brew-Thru drive-thru beverage store. For a post-dinner stroll, walk to the end of Jennette's Pier, the longest public pier in North Carolina.

Discovering northeastern North Carolina's Black heritage trail

BY MICHAEL J. SOLENDER

NOVEMBER 09, 2022 9:00 AM



The Dismal Swamp Canal connects the Chesapeake Bay with the Albemarle Sound and offers recreational kayaking, canoeing, and boating for visitors . The Canal is on the National Register of Historic Places as a Historic Landmark, noted as a National Historic Civil Engineering Landmark, and has received the National Underground Railroad Network to Freedom Designation. *Camden County, N.C./Dismal Swamp Welcome Center*

In late 2019, just prior to the COVID-19 pandemic, North Carolina's Currituck county tourism director Tameron Kugler had an idea around showcasing the region's rich Black heritage.

"In Currituck County we have a significant African American historical site called the Historic Jarvisburg Colored School," Kugler said. "It was originally constructed in 1868 on land given to the community by a free African American, William Hunt. The school was built only four years after the end of the Civil War and there are many fascinating stories with its history."

She noted that when considering how best to share this place with visitors, she knew the surrounding counties had important Black historical and community assets that would need to be included in a curated guide of spots to visit.



The Historic Jarvisburg Colored School in Currituck County was founded in 1867 with a land grant from a freed slave, William B. Hunt. *Currituck County Department of Travel and Tourism*

Kugler then put this idea into practice and reached out to her counterparts in neighboring northeastern counties of Camden, Chowan, Dare, Pasquotank and Perquimans. In early 2020, the cross-county collaborative tourism project they launched blossomed into the African American Experience of Northeastern North Carolina with the development of a specific AAENENC website, which served as both an app and curated destination guide.

To date, the guide lists more than 30 visitor-ready sites and outlines a self-guided, digital heritage trail that includes interpretive signs and monuments, parks, waterways and museums. This experience was designed with the mission to inspire exploration and appreciation for the experiences of the African American community in this region.

A JUNETEENTH LAUNCH

“We launched the site on Juneteenth, 2021,” Kugler said, explaining that she picked this date specifically because this was the same year Juneteenth was declared a federal national holiday.

While the trail’s sites and inclusion were coordinated by the various county tourism officials, it was community residents with deep roots, traditions and historical connections to the region that brought forth meaningful and authentic experiences for visitors.

“Early on we recognized and acknowledged these stories and experiences were not ours to tell,” Kugler said. “Each county was responsible for identifying at least two members within their community who had connections, knew the history and stories and had roots, who could help us with the project.”

The team created an advisory board that was instrumental in identifying the diverse tapestry of historical sites. “In Camden County, we reached out to our staff members as well as the community to solicit their ideas and guidance as to what we should highlight,” Sarah Hill, chairperson for the Camden County Tourism Development Authority and director of the Dismal Swamp Welcome Center, said. “We relied heavily on the team at the Camden County Heritage Museum. The museum was formed by retired educators, historians, and residents [desirous of] preserving our region’s history.”

DRAWING TOGETHER AS A COMMUNITY

Hill, Kugler and their tourism counterparts found consensus within their communities that the history, traditions and heritage uncovered through the project belonged to everyone in the community, not one specific ethnic or cultural group.

“There is such a pride of community we are all experiencing as a result of this project,” Kugler said. “It has been amazing to be part of community-led meetings where we explore aspects of our collective history that many are not fully aware of,” she said, describing that there’s always an open forum to ask questions and learn more from community members about how to tell the stories of this region’s heritage authentically.

That the collaboration and curation was done virtually on Zoom and other online platforms over the course of the pandemic is a feat that underscores the significance the region has placed on the project.

“The project is one that is exciting to be part of,” Hill said. “Camden County is very rural. We are best known for ecotourism, beautiful parks, trails, and, of course, the Dismal Swamp, part of the NC State Park system, and the historic Dismal Swamp Canal, which is part of the U.S. National Park Service Underground Railroad to Freedom program. To highlight these sites and connect with other regional assets is wonderful.”

State and regional tourism organizations have taken notice. Last year, the project was awarded the 2021 Gold Marketing Achievement Award in Group Marketing from North Carolina Travel Industry Association. Further, earlier this year the Southeast Tourism Society bestowed the Shining Example Partnership Award for cooperative tourism on the African American Experience of Northeast North Carolina.

“I applaud the vision, enthusiasm and dedication of the tourism leaders and African American community in developing this project,” Andre` Nabors, VisitNC Partner Relations Manager, said.

Nabors represents the Economic Development Partnership of North Carolina (VisitNC) and helped facilitate the project by coordinating state tourism support with the various counties. “I thoroughly enjoyed working on this project with our tourism partners,” he said. “It’s rewarding to see that their peers are recognizing their positive efforts. Other communities across North Carolina have quickly seen the value and would like to replicate in their backyards.”

Since launching in 2020, AAENENC has expanded to add three additional participating counties. Gates, Martin and Washington are adding sites to the trail. Kugler explained that the 14-county region was cleaved from the original Albemarle land grant in 1668 from England's King Charles II to area Lords and Proprietors as a reward for helping him return to the throne.

"Our goal is to have each of the original 14 counties that were created from that initial land grant feature sites as part of the AAENENC," Kugler said. "I can envision the experience expanding across the entire state of North Carolina."

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Michael J. Solender is a Charlotte, N.C.-based journalist. His work has been featured at The New York Times, Smithsonian Magazine, Metropolis Magazine, Salvation South, Southern Living, Charlotte magazine, NASCAR Illustrated, American City Business Journals, Business North Carolina, The Jewish Daily Forward, and others. Read more from him at <https://michaeljwrites.com/>.