



# Dare County Tourism Board Meeting

Wednesday, May 24, 2023  
9:00 a.m.

Curtis H. Creech Memorial Boardroom  
Outer Bank Visitors Bureau Administrative Offices  
One Visitors Center Circle  
Manteo, NC 27954

DARE COUNTY TOURISM BOARD MEETING  
WEDNESDAY, MAY 24, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the March 23, 2023 Meeting
- V. Public Comments
- VI. **9:15 A.M.** Public Hearing for Dare County Tourism Board Proposed Fiscal Year 2023-2024 Budget
- VII. Steering/Chairman's Report
  1. Marketing Department Renovations Contract Recommendation
  2. Event Center Discussion and Resolution
  3. Resolution 2023-2, Support of Roanoke Island Historical Association
- VIII. Long Range Tourism Management Plan Presentation- MMGY Next Factor
- IX. Personnel Committee Report
  1. Personnel Manual and Salary Scale Adoption
- X. Budget & Finance Report
  1. Monthly Reports
  2. Amend Fiscal Year 2022-2023 Budget
  3. Fiscal Year 2023-2024 Proposed Budget
- XI. Outer Banks Visitors Bureau Updates
- XII. Old Business
- XIII. New Business
- XIV. Board Member Comments
- XV. Set Date, Time, and Place of Next Meeting
- XVI. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, APRIL 20, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

Tim Cafferty, Chairman; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; David Hines, Secretary; Mark Ballog, Gray Berryman, Tod Clissold, Tonia Cohen, Richard Hess, Leo Holland, Dennis Robinson, Mike Siers, and Jay Wheless, Legal Counsel.

**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  
Stephanie Hall, Senior Content Coordinator

**OTHERS ATTENDING:** Luke Halton, The OBX Way

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 Ms. Thibodeau. There was no discussion. The motion passed unanimously (13-0).

**APPROVAL OF MINUTES:** Mr. Siers moved to approve the meeting minutes from March 23, 2023 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

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

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.28% compared to 2021-2022 actual receipts.

**PROPOSED BUDGET FOR FISCAL YEAR 2023-2024:** Diane Bognich reviewed the proposed budget for Fiscal Year 2023-2024 (on file).

Following discussion, Mr. Holland moved to set the Public Hearing for Fiscal Year 2023-2024 at 9:15 a.m. on Wednesday, May 24, 2023 at the Outer Banks Visitors Bureau Administrative Offices. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles:

- Reviewed the auction of surplus personal property at the former Pamlico Jacks.
- Noted an upcoming industry partner webinar with Key Data on April 26, 2023.
- Presented data on spring travel(on file).
- Mission mixer with the area non-profits and Community Foundation.
- Reviewed the marketing dashboard and visitation at area attractions. The Board discussed the role of social media and booking windows and pricing, including inflation, in vacation planning. They also discussed bookings, which look to be returning to pre pandemic levels.

Ms. Ingram left at 9:50 a.m.

Lorrie Love asked members to send any specials or packages they were offering to visitors to post on the website, and upcoming events at the Event Site. She also reviewed media missions on behalf of Aaron Tuell.

**LONG RANGE TOURISM MANAGEMENT PLAN UPDATE:** Cassandra McAuley and Shelly Green reviewed the progress of the final draft recommendations of the Long-Range Tourism Management Plan (presentation on file). The final plan will be presented to the full Board on May 24, 2023 with a public presentation the evening of May 24<sup>th</sup>.

Ms. Thibodeau moved to enter closed session pursuant to NCGS 143-318.11 (a) (5) (ii) To establish, or to instruct the public body's staff or negotiating agents concerning the position to be taken by or on behalf of the public body in negotiating the amount of compensation and other material terms of an employment contract or proposed employment contract. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

The meeting entered closed session at 10:20 a.m.

The meeting resumed open session at 10:32 a.m. Legal Counsel noted that the terms of the Executive Director's contract had been established and new contract was to be signed forthwith.

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

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

**BOARD MEMBER COMMENTS:**

Mr. Berryman noted that the inventory of homes for sale remained strong.

Mr. Ballog noted Soft Shell Crab week and the various specials that will appear on the participating restaurant menus.

Mr. Siers noted work on the repaving efforts in the Town of Nags Head.

Mr. Hess commented that the variation of Spring Break dates for schools seemed to help spread visitation out.

Ms. Cohen noted the return of senior and group travel.

Ms. Thibodeau noted public works project going on in the Town of Duck.

Mr. Holland noted beach nourishment progress and a pending discussion on traffic management in the town during the summer.

Mr. Clissold noted the new social district in downtown Manteo.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Wednesday, May 24, 2023 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:42 a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board

Draft



**DARE COUNTY TOURISM BOARD**  
**Advertisement for Bids**  
**Renovation of the Outer Banks Visitors Bureau Building**  
**Date of Issue: April 3, 2023**  
**Bids Due: May 1, 2023**

The bid items shall be shown in both words and figures. In case of discrepancy, the amount in words shall govern.

The bid item price shall include labor, materials, overhead, tools, equipment, transportation, profit, insurance, taxes, site repair, clean-up and all other incidentals to cover the finished work.

The Bidder agrees that this bid shall be valid and may not be withdrawn for a period of five (5) calendar days after the scheduled closing time for receiving bids.

Award will be made to the lowest responsive, responsible bidder.

**BID SCHEDULE**

The undersigned has carefully examined the scope of work and requirements and hereby declares that he/she will complete the project in the manner prescribed in the specifications and for the following lump sum price:

Bid Item 1: Work to be performed per construction drawings, all design sheets, mechanical and electrical sheets. (Lump Sum) \$ 96,750.

Write out total dollar amount in words Ninety Six Thousand, Seven Hundred and Fifty Dollars and 00/100

Bid Item 2 : Carpet Allowance for materials (Lump Sum) \$ 18,250.00

Write out total dollar amount in words Eighteen Thousand, two hundred fifty dollars and no cents  
for approximately 3,650 square feet @ \$ 5.00 per square foot allowance.

**GRAND TOTAL BID AMOUNT** (Sum of Bid Item 1 and Bid Item 2):

(Lump Sum) \$ 115,000.

Write out total dollar amount in words \_\_\_\_\_

One Hundred, Fifteen Thousand Dollars and 00/100

Bidder has examined all Bid Documents and the following Addenda, receipt of which is hereby acknowledged:

Addendum Number:

Addendum Date:

1

4/26/23

Respectfully submitted this 1st day of May, 2023.

Ocean Builders, LLC

Name of Company

56420

Contractors Licenses Number

Thomas Twiddy

Managing Member

Signature of Authorized Representative / Title

Thomas Twiddy

Print Name

349E Water Plant Rd, Manteo, NC 27954

Address

admin@oceanbldrs.com

Email

Expiration Date

12/31/2023

License No.

56420

# North Carolina

## Licensing Board for General Contractors

This is to Certify That:

Ocean Builders, LLC

Manteo, NC

is duly registered and entitled to practice

# General Contracting

Limitation: Unlimited

Classification: Unclassified

until

December 31, 2023

when this Certificate expires.

Witness our hands and seal of the Board.

Dated, Raleigh, N.C.

01/01/2023

This certificate may not be altered.



*Lisa Perry*

Chairman

*C. Frank Wiesner*

Secretary-Treasurer





**DARE COUNTY TOURISM BOARD**  
**Renovation of the Outer Banks Visitors Bureau Building**  
**ADDENDUM #1**  
**Date of Issue: April 26, 2023**

**Addendum #1 Changes/Updates the following:**

Provides Bidder Questions and Answers  
Optional Pre-Bid Meeting Sign-In Sheet held Monday, April 17, 2023 at 10am  
Pre-Bid Meeting Notes  
Additional Information

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This Addendum shall be signed and returned with bid as acknowledgement of its receipt.

Thomas Jindley 5/1/23  
Ocean Builders, LLC

Company Name Authorized Signature of Bidder Date

**NOTE:**

- Bidder's signature above is acknowledging receipt of this bid addendum.
- This page shall be signed and returned with bid. In the event that it is not, bidder shall be held to the obligation of all changes/modifications is set forth in the Addendum.

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Question #1 – Does the carpet budget include removal of existing, floor prep and install labor? or is this for materials only?

Response #1 – See PreBid Meeting Notes, Note #11 for details of Carpet Allowance.

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Question #2 - If we are to price the labor, what size is the board room? The plan doesn't seem to include the full size of the board room.

Response #2 - Carpet Allowance coverages:

Offices –	1,650 sf
Board Room –	1,050 sf
Hallways -	950 sf
TOTAL -	3,650 sf x \$5.00 = \$18,250.00 allowance

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**Additional Information:**

Contractor shall take extreme care when working in Server Room. Should any damage to server/IT equipment occur by direct or indirect actions of Contractor, its staff or its subcontractors, equipment will be repaired/replaced by Contractor.

All servers and IT Equipment will remain in place and functional during construction in areas other than the Server Room. Contractor shall notify Owner one week in advance of any work in the Server Room so Owner's IT staff can be present and supervise protection of all Server/IT equipment by contractor. Server/IT equipment may be powered off by Owner's IT staff during work in Server Room to provide additional protection. This will be discussed further during PreConstruction Meeting.

Server Room Painting and new light fixture have been deleted from Scope of Work

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**\*\* End of Addendum #1 dated 4/26/2023 \*\***



## County of Dare

### Office of the Board of Commissioners

P.O. Box 1000 | Manteo, North Carolina 27954 | 252.475.5700

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**Robert Woodard**  
Chairman

**Wally Overman**  
Vice Chairman

**Rob Ross**  
**Steve House**  
**Jim Tobin**  
**Danny Couch**  
**Ervin Bateman**

**Robert L. Outten**  
County Manager / Attorney

**Cheryl C. Anby**  
Clerk to the Board

May 4, 2023

Mr. Lee Nettles  
Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954

Dear Lee,

Thank you for your efforts in keeping the Board of Commissioners informed about the proposed multi-use Event Center at The Soundside event site in Nags Head. It is clear that the Tourism Board has been diligent and thorough in developing a well-thought-out plan to cultivate recreational, entertainment and economic opportunities for our community.

While Dare County is in support of this project, other funding priorities prevent our involvement at this time.

Please continue to keep our Board informed as progress is made and plans progress. And please express appreciation to all Tourism Board members for their efforts to help grow and support year-round tourism.

Sincerely,

Robert L. "Bob" Woodard, Sr.  
Chairman  
Dare County Board of Commissioners

**DARE COUNTY TOURISM BOARD RESOLUTION REAFFIRMING ITS LONG-TERM  
INTENT TO DEVELOP A MULTI USE FACILITY**

**WHEREAS**, Dare County's economy is heavily influenced by tourism; and

**WHEREAS**, Dare County Tourism Board's mission of marketing Dare County's Outer Banks as a premier travel destination places emphasis on growing visitation to the area during less-than-peak times, and strives for balance between the necessity of tourism revenue and the preservation and protection of our natural, cultural, and historic resources; and

**WHEREAS**, Dare County events are effective in stimulating shoulder season business and often represent the culture and heritage of an area, providing entertainment for visitors and residents alike; and

**WHEREAS**, many Dare County events have either outgrown existing facilities within Dare County or have not occurred due to the lack of a sufficiently size venue; and

**WHEREAS**, The Dare County Tourism Board has affirmed, and continues to affirm its long-term intent to develop a multi-use facility on the Event Site through improvements made at the site and maintaining a funding line item, and;

**WHEREAS**, a multi-use Event Center facility can meet this existing need, and in doing so, provide a new venue to meet community needs for a culinary training facility, a place to host or experience events, including sports, concerts, banquets and meetings; and

**WHEREAS**, consensus for a multi-use Event Center facility has been built through a series of presentations made to the public, service organizations, associations, municipalities, and the County;

**NOW, THEREFORE, BE IT RESOLVED**, that the Dare County Tourism Board reaffirms and continues to support the intent to develop a multi-use Event Center facility at the Soundside Event Site.

ADOPTED THIS x<sup>th</sup> DAY OF MAY, 2023 by support of the Dare County Tourism Board.

DARE COUNTY TOURISM BOARD

By: \_\_\_\_\_  
Tim Cafferty, Chair

ATTEST:

\_\_\_\_\_  
David Hines, Secretary

**DARE COUNTY TOURISM BOARD RESOLUTION SUPPORTING ROANOKE ISLAND  
HISTORICAL ASSOCIATION AND *THE LOST COLONY***

**WHEREAS**, *The Lost Colony* has been the Outer Banks most prominent Heritage Tourism attraction for 85 years; and

**WHEREAS**, summer productions of *The Lost Colony* at the Waterside Theater on Roanoke Island have entertained millions of visitors; and

**WHEREAS**, the mission of the Roanoke Island Historical Association is to celebrate and depict the first English settlement in the New World on Roanoke Island and the birth of the first English child on these shores; and

**WHEREAS**, *The Lost Colony*, based on the screenplay by North Carolina's Paul Green, was first performed in 1937, in the depths of the Depression, and President Franklin D. Roosevelt was among those who viewed the production that summer; and

**WHEREAS**, *The Lost Colony* is the longest running outdoor symphonic drama, performed continuously for 85 years, interrupted only by World War II and the COVID-19 epidemic, and;

**WHEREAS**, *The Lost Colony* should be an important part of our nation's semi quincentennial in 2026; and

**WHEREAS**, we eagerly anticipate the centennial celebration of *The Lost Colony* in 2037, just 14 years from now; and

**WHEREAS**, *The Lost Colony* remains a vital and valuable part of the life and history of the community, Dare County, and the entire Outer Banks, and

**NOW, THEREFORE, BE IT RESOLVED**, that the Dare County Tourism Board expresses its sincere thanks and appreciation to the Board of Directors of the Roanoke Island Historical Association for its hard work and continues to support Roanoke Island Historical Association and *The Lost Colony* outdoor drama.

ADOPTED THIS x<sup>th</sup> DAY OF MAY, 2023 by support of the Dare County Tourism Board.

DARE COUNTY TOURISM BOARD

By: \_\_\_\_\_  
Tim Cafferty, Chair

ATTEST:

\_\_\_\_\_  
David Hines, Secretary



OUTER BANKS VISITORS BUREAU  
One Visitors Center Circle, Manteo, NC 27954  
[P] 252.473.2138 [F] 252.473.5777  
[Toll-Free] 877.629.4386 www.outerbanks.org

Date: May 17, 2023

To: Tim Cafferty, Chair  
Dare County Tourism Board

From: Dennis Robinson, Chair, Personnel Committee  
Diane Bognich, Director of Administration

Re: Payroll Study Recommendations

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The Personnel Committee has met twice to review the findings of the Outer Banks Visitors Bureau Classification and Pay Study.

The Committee recommends option #3 of the Pay Study or an 8% increase based on the COLA rate, whichever of the two is greater and that a portion of the increase for full-time employees be retroactive to FY2022/2023.

The Committee has also reviewed the policy manual in detail and recommends approval of the revised manual.

**Outer Banks Visitors Bureau  
Classification and Pay Study**

**Spring 2023**

## STUDY METHODOLOGY

This study updates the classification and pay plan for Outer Banks Visitors Bureau as well as making recommendations concerning personnel policies.

**Classification.** The study assigns positions to classifications based on their degree of similarity and difference in the following factors:

- \* difficulty of work (complexity and variety);
- \* level of judgment and responsibility exercised;
- \* education and experience required;
- \* nature and extent of public contact;
- \* physical effort and hazards; and
- \* supervision given and received.

Each employee completed a position description questionnaire and interviews were conducted with employees, supervisors and management as needed to clarify duties and responsibilities. Class specifications have been written for each classification and a market survey conducted with area local government and other visitor bureaus to identify appropriate pay rates.

**Compensation.** As part of this study, recommendations are being made for a salary schedule, position classification plan, and costs for implementing the salary plan. We gathered data from various market jurisdictions to determine if there were a comparable position and whether the position was stronger or weaker in terms of scope of responsibilities. The labor market was selected to provide the following information:

- \* the prevailing rate of pay in the immediate geographic area;
- \* comparison jobs similar to those in the Outer Banks Visitors Bureau; and
- \* prevailing rates of pay with employers who directly compete with the Bureau for the same or similar pool of workers with specific job skills.

The prevailing rate of pay in the immediate geographic area is important because these wage rates reflect the cost of living in the area and the employment rate. Employers in the same geographic area who hire for similar jobs are also those employers with whom the Bureau competes most directly for skilled workers. Setting competitive salaries that allow the Bureau to hire qualified employees and retain the experienced and valuable workforce it has are important components of any salary survey.

Salary grade assignments are based on an analysis of the labor market as to which comparison positions are stronger, weaker, and the closest match, and on reporting relationships of which positions within the Bureau are stronger, weaker, and similar and how great these differences are.

**Personnel Policies.** An updated personnel policy is recommended for the Visitors Bureau that takes into account a number of changes for update, clarification, and improved modern practices and recent laws and court cases.



## REPORT SUMMARY

### OUTER BANKS VISITORS BUREAU

The Outer Banks Visitors Bureau is Dare County's official destination marketing organization (DMO), responsible for promoting travel and tourism and coordinating visitor services to enhance the economic activity and quality of life in the county. The Outer Banks Visitors Bureau is the lead marketing and promotional agency for the Outer Banks and serves as a liaison between potential visitors and the local travel industry. They work to achieve an effective, coordinated, and comprehensive marketing program with high-quality materials, programs, and services. Marketing efforts include providing the media with story ideas, information, and images; maintaining social media marketing sites; coordinating press trips; providing potential visitors with travel guides and visitor packets; recruiting events, tours, and travel organizations; and staffing multiple welcome centers with representatives to greet visitors, answer questions about the area, and provide area information and brochures. The Outer Banks Visitors Bureau is also involved in the development, education and advocacy of economic development activities with careful consideration of the needs and assets of the communities that comprise the Outer Banks.

The Outer Banks Visitors Bureau was last studied in 2011 by The MAPS Group. The Board of Directors requested a study this year to ensure that the organization's pay plan is in line and competitive with the market. The Bureau is staffed by nine full-time positions and multiple part-time/hourly employees.

The Executive Director serves as the chief executive officer and leads the mission of driving economic impact through destination marketing and enhancement of the visitor experience. The Director reports directly to the Board of Directors and is responsible for carrying out the marketing and strategic sales plan and the direction and goals set forth by the Board. The position is responsible for all operational functions, organizational strategies, helps to identify opportunities for improvement, and serves as the key spokesperson for the organization, ensuring ongoing and active communication with all tourism industry and public and private constituents. Work involves managing the organization's business functions including group sales, marketing, public relations, visitor services, budgeting and financial oversight; supervision over the day-to-day operations of the Bureau and the staff members; budget development and management; the development and implementation of strategic plans and goals including optimal use of local revenue sources to promote the Outer Banks as a group and consumer destination; and establishing and maintaining relationships and alliances with key stakeholders in the community as well as at the local, state, and regional level. The position functions with executive independence and involves extensive public contact and high visibility.

The Executive Director is not a classified position in the salary plan. The salary is set in the contract with the Board. Salary data was gathered and provided in a separate letter to the Board for review. The position is appropriately classified as Executive Director though the Board may want to consider a classification title of President/CEO as the position is trending towards this job title in many visitor bureaus across the state and the region.

The Director of Administration serves in a dual role of Finance Officer and Human Resources Officer for the organization. The position performs professional planning and management of fiscal activities to maintain the organization's overall financial system. Work involves coordinating the preparation of the annual operating budget; general ledger maintenance; tracking revenues and

expenditures; preparing interpretative and analytical financial statements and reports; managing investments; bank reconciliations; preparing budget transfers and amendments; grant administration; making financial recommendations to the Director and the Board; preparing reports for regulatory agencies; directing and coordinating the annual audit; assisting staff with budgetary issues; and managing assigned contracts and leases. Human Resources work includes recruiting, hiring and onboarding new staff; administering benefits including the annual benefits renewal and employee enrollment; serving as liaison with benefit providers; administration of FMLA and workers' compensation; processing personnel action forms and performance evaluations; and overseeing payroll operations. Position supervises the Assistant Finance Manager/Welcome Center Manager responsible for administering payroll, processing accounts payable and receivable and travel expenses, and training and supervising the welcome center representatives. The employee also coordinates facility maintenance and repair and selects repair professionals for facility work needed. Work requires extensive knowledge of governmental accounting principles and the ability to analyze and prepare analytical and technical financial reports.

Recommend title of Director of Finance and Administration and assignment to salary grade 40 based on salary data from area local governments and available data from other Tourism boards.

The Assistant Finance Officer/Welcome Center Manager performs a variety of paraprofessional accounting tasks in support of the finance and budgeting operations of the Bureau. This position serves in a dual role providing oversight and supervision of operations and staff at the Bureau welcome centers. Finance and human resources tasks include processing accounts payable and receivable; setting up new employees in the payroll system; preparing and processing payroll for staff; entering journal vouchers; and tracking tax data. The position is also responsible for the oversight of operations and staff for four visitor centers. Work includes hiring, developing, training and overseeing a staff of part-time welcome center supervisors and representatives; assuring scheduling and coverage; maintaining supplies of brochures; addressing employee and visitor complaints; maintaining visitor statistics; troubleshooting and dealing with welcome center issues. The position has not changed significantly since it was last studied except for no longer selling merchandise at the welcome centers. The variety and complexity of work, in addition to the supervisory responsibilities, justify a salary grade recommendation of 30.

The Public Relations Manager is responsible for overseeing, tracking, and executing positive media relations efforts to promote the Outer Banks to regional, national, and international markets. The position develops communication strategies to engage partners and cultivates and maintains positive relationships with media contacts including editors, print reporters, broadcast journalists, bloggers, freelance writers, photographers, authors, and publishers of travel oriented books. Work involves pitching of story ideas to news media and destination managers; managing daily contact with a wide variety of earned media (print, digital and social); identifying media opportunities; cultivating new contacts within business and industry media; planning, coordinating, and hosting blogger familiarization trips (FAMs), international media trips, and site visits for media contacts; building trip itineraries; writing and developing media materials and creating content for press releases and articles; maintaining the Bureau blog; managing media inquiries and interview requests; maintaining the Bureau freelance contracts; attending conferences; and frequent follow up with previous contacts. Work requires creativity, a proactive marketing-oriented approach to public relations, extensive public contact, and the ability to effectively manage multiple priorities. Position

duties support retaining the current classification title of Public Relations Manager. A salary grade assignment of 35 is recommended based on salary data comparisons.

One position performs professional work leading the general sales efforts to promote and sell the Outer Banks destination to groups, customers and clients who book trips and events in support of the Outer Banks marketing efforts. Work includes building and managing strong industry relationships locally, regionally and worldwide to promote group sales; participating in trade shows and industry meetings domestically and internationally; planning and hosting promotional visits to potential clients; and serving as primary liaison and working closely with hospitality industry players and established potential partners from travel service suppliers and providers including transportation companies, tour operators, event and activity planners. The role also involves scheduling events at the Soundside Event Site, selling advertisements for in-house media, serving as point of contact for the Dare County Tourism industry partners, expanding webinar topics for industry partners, and producing the Bureau's annual OBX Tourism Summit. Work requires extensive public contact and the ability to prioritize and handle multiple assignments. Recommend retaining classification of Tourism Sales and Events Manager at salary grade 35 based on industry salary data.

One employee performs a variety of technical work planning and maintaining the Bureau's information technology systems. The position coordinates the integration of technology to support tourism program activities and the duties. Work involves the installation, troubleshooting and repair of hardware, software and network connectivity; updating computer systems; managing cybersecurity needs; training and support of users on software applications; supporting the Bureau's phone and voicemail systems; researching and recommending hardware and software purchases; managing the IT budget for organization-wide technology needs; and maintaining records, reports, and replacement schedules. Work also involves designing graphics for print and digital materials utilizing specialized design software, assisting with web page content creation, and participating in the design and layout of the annual travel guide. Work requires specialized knowledge and technical skill in IT management, website language and graphic design. Recommend classification of IT Manager and salary grade 32 assignment based on market data of IT Administrators in the area.

The Clerk to the Tourism Board performs professional administrative work preparing meeting agendas and meeting packets, attending board meetings and taking meeting minutes, advising the Board on public meetings requirements, maintaining minutes according to statutory requirements, preparing meeting equipment and catering needs, handling Board member conference registration and travel arrangements, and preparing and maintaining records and files. The position also performs a variety of administrative support tasks in support of Bureau activities including compiling data and statistics and preparing reports, placing legal and employment advertisements, managing and ordering staff office supplies, and supporting Bureau staff with a variety of administrative tasks. The local municipal Clerk positions are often responsible for additional roles including human resources, finance tasks, and organizational policy interpretation. We recommend a salary grade increase similar to the average salary but not quite as high as some individual organization salary ranges. Recommended retaining the position classification of Clerk to the Board/Administrative Specialist assigned to salary grade 29.

The Website and Database Manager position oversees the day-to-day maintenance and administration of the Bureau's website. The position performs a range of website development tasks to ensure a functional website that users can easily navigate and one that aligns with the Bureau's brand, marketing strategy, and standards. Work involves maintaining and updating website content; performing database and online graphics work to update webpages; managing blog posts, guest articles, images, videos, and webpages; coding information and updating partner information to ensure accuracy of website data; verifying and updating listings and events on the Bureau website; producing the electronic version of the Travel Guide; troubleshooting and resolving website performance issues; and keeping the website domain and registration current. The position also assists in the print production of the annual Travel Guide including designing, updating and maintaining page layouts, graphics and other contents and collects, maintains and updates the database of tourism partners information. Work requires technical programming and coding knowledge and the ability to use technology to support tourism programs. Recommend classification of Website Manager and assignment to salary grade 30 based on internal equity and market comparisons.

One position performs professional and technical content management, social media support, and digital marketing work in support of the Bureau's public relations and marketing strategies. The employee is responsible for developing and producing content across multiple platforms to enhance destination appeal and drive engagement. Work involves developing a variety of digital marketing materials; researching, writing, designing, and publishing engaging social media content across a variety of channels including blogs, social media posts, media releases and newsletters; serving as lead to solicit content and update the database; growing engagement and traffic to pages; pulling reports and analytics from site to measure performance; managing the workflow of the content calendar; assist in emailing marketing and creating original content for emails; working closely with the director and the marketing agencies reviewing content and email communications; managing consistent messages across digital media platforms; staying on top of trends and latest tools. The employee has recently started to participate in community engagement efforts involving the long range tourism management plan and assisting in a variety of outreach efforts and initiatives. These duties may increase in this role over time. Work requires creativity, initiative, and the ability to stay abreast of social media content and trends. Position is appropriately classified as Senior Content Coordinator. Salary grade 28 is recommended based on market and internal equity.

The Tourism Services Coordinator position was vacant at the time of the interview but the previous employee came in to talk about the position. The position performs a variety of administrative and marketing support work for both the Public Relations Manager and the Tourism Sales Manager roles, reporting to both and assisting them as requested. Work involves maintaining and updating contact database, tracking and reporting media mentions, monitoring website hits, assisting with the planning and implementation of familiarization tours, assisting with the registration and logistics of hosting the annual tourism summit, and assisting with a variety of publicity campaigns. The employee also assists with event planning and implementation at the Soundside Event center including scheduling reservations, sending event contracts, explaining rules and regulations, taking payments, and assisting with the set up and take down of events. Work requires the ability to organize work, set priorities, meet critical deadlines and follow up on tasks with minimal

direction and oversight. Position is appropriately classified as Tourism Services Coordinator and recommend assignment to salary grade 26 based on internal equity.

The Welcome Center Representatives are part-time employees responsible for directly serving visitors in person at an assigned visitor center. The employees greet visitors and provide courteous and positive customer service; assess needs of each visitor; answer questions, provide directions, and offer suggestions and recommendations on dining and attractions based on the visitors' interests; provide tourism brochures, maps, magazines and local information on the Outer Banks area; keep count of visitors by center; ensure the brochures are well stocked and maintained and restock kiosks; answer the telephone and provide information or forwards calls; open and close the welcome center; print daily weather forecast and water temperatures for display; maintain the visitor center counter area; and assist other staff as needed. Work requires knowledge regarding points of interest, tourist attractions, and special events in the Outer Banks area and the ability to use sound judgement to assist guests who may be challenged with a variety of travel situations. Work involves extensive public contact requiring tact and excellent customer service. Recommend retaining the classification of Welcome Center Representative. An hourly rate increase to \$15/hour is recommended based on overall salary data and internal comparisons, with salary increases based on experience.

Each Welcome Center is staffed with a part-time Welcome Center Supervisor responsible for overseeing the center staff and operations, ensuring visitors are assisted in a courteous and professional manner; and participating in providing tourism information to visitors. Work includes training and leading welcome center representatives; preparing and adjusting Welcome Center Representative work schedules ensuring appropriate coverage of welcome center as well as employee maximum number of hours are not exceeded; ordering and stocking attraction brochures; assisting with processing employee timesheets; ensuring professional and excellent customer service; and addresses visitor complaints; and ordering janitorial supplies. The employees participate in work similar to the Welcome Center Representatives including opening and closing the welcome center, greeting visitors and answering questions, providing guidance and directions to area attractions, directing visitors to appropriate brochures based on interests, keeping visitor attendance records, ensuring the visitor lobby is orderly and clean; and maintaining logs and records of daily statistics and visitor attendance. Work requires customer service excellence, attention to detail, and the ability to lead and train staff. Recommend retaining classification of Welcome Center Supervisor. An hourly rate change to \$18/hour is recommended comparable to the equivalency of a full-time customer service representative to ensure the ability to attract and retain staff in the difficult market.

Two Telephone Services Representatives Phone staff the visitor phone center and directly serve visitors by telephone and electronically, providing courteous service and accurate information on tourism in the Outer Banks area. The employees answer in-bound calls from prospective visitors requesting information about the Outer Banks area; assist visitors electronically via email and Hubspot live chat; answers questions about attractions, lodging, dining, weather and other visitor interest requests; submit visitor information mail requests using CRM; print off fishing reports and newspaper articles of interest; placing emergency evacuation and reentry calls; and opening and closing the visitor center. Work also involves assisting with production of the annual travel guide

which includes reaching lodging availability and restaurant openings and assisting administrative staff as needed. Work requires knowledge about points of interest, tourist attractions, and special events in the Outer Banks area. Recommend job title of Visitor Information Specialist with an hourly rate similar to Welcome Center Representatives due to similar level of responsibility at \$15/hour.

Two additional positions also staff the visitor phone center providing telephone and electronic assistance to prospective visitors similar to the Telephone Service Representatives. The employees answer questions, provide information on attractions and the Outer Banks area; process requests for travel guides and other local information to be mailed through CRM entries; conduct research on restaurant openings and hotel vacancies; open and close the building and assist other Bureau staff as needed. The employees serve in a lead role and have the additional responsibilities of training and guiding new phone room staff; scheduling phone room staff to ensure appropriate coverage; provide input into budget recommendations; and submit staff timesheets. Recommend classification of Senior Visitor Information Specialist at an hourly rate of \$18/hour.

The position of Fulfillment Supervisor has changed significantly since it was last studied. It is now a part-time position and primarily focuses on postal processing work. The position is still responsible for downloading guest requests using specialized software, organizing bulk mailings, applying postage, and delivering to the post office. The incumbent does not perform facilities maintenance tasks as it used to but may still make minor repairs to toilets, lights, doors, etc. as needed. The position does not supervise other staff. Position does require physical ability to lift boxes and periodically operate equipment. Recommend a classification title of Fulfillment/Facilities Specialist with a minimum hourly rate of \$22/hour but current incumbent needs to monitor annual wages and hours worked.

**PAY PLAN RECOMMENDATIONS**

## Pay Plan Recommendations and Implementation

### Classification

During the initial phase of the study all employees received a Position Description Questionnaire requesting details of their particular positions. The questionnaires were submitted for review by supervisors. The MAPS Group completed interviews with employees based on information contained in the questionnaires, thereby acquiring detailed information on all Outer Banks Visitors Bureau positions.

All positions were analyzed based on the job duties and responsibilities to determine a job classification. Based on review of the positions studied, there were unique position classification titles identified for both regular, full-time and part-time positions. The classification titles are listed on the Classifications by Salary Grade spreadsheet. Updated class specifications have been written and enclosed for each classification.

### Salary Compensation

Through analysis and consultation with employees and management, a list of comparable organizations was chosen to be surveyed regarding salary ranges for benchmark positions. We were able to obtain salary data from most of the comparable organizations identified. Some did not respond to multiple requests.

The organizations from which salary survey was requested include:

Town of Duck	Myrtle Beach CVB
Town of Carolina Beach	Explore Asheville
Town of Nags Head	Raleigh CVB
Town of Kill Devil Hills	Southeast Tourism Society
Town of Southern Shores	VA Beach Visitors Bureau
Village of Bald Head Island	Wilmington & Beaches CVB

The public sector salaries represent the local market which provides a reflection of the actual cost of living in this geographic area. The comparisons from larger jurisdictions were carefully considered to determine when the scope of the jobs were similar or different because of the substantially greater numbers in the workforce.

As with most salary surveys, exact matches among some positions are rare. Based on information obtained from surveyed employers, the best possible matches of positions were made. Using this salary data, we identified an overall pay scale against which the Outer Banks Visitors Bureau is competing for all employees.

Jobs were placed at a market level that reflects the scope and responsibility levels in relation to the other jurisdictions. In addition, internal equity with jobs with the Bureau was considered. The current pay plan was used and positions were placed in a more competitive position to recruit and retain employees.

As a result of this study, we recommend an open pay plan with a minimum, midpoint and maximum to provide flexibility in providing salary revisions. The ranges provide for employee advancement as



a result of increased value to the Bureau, increased experience, and as an incentive and reward for increased performance.

When annual market adjustments (cost of living adjustments) are made to pay ranges to account for inflation and local market changes, we recommend the whole table should reflect the adjustment, thus maintaining competitive entry rates of pay.

**Important Notes**

1. The costs reflected represent salary cost only and do not reflect the cost of benefits associated with salaries.
2. These recommendations are based on salary ranges in competing organizations as of March 2023. Effective July 1, 2023, many of these same organizations will adjust their salary ranges higher with a cost of living adjustment.
3. Because the recommendations are based on jobs, not people, we also recommend that the Bureau withhold increases for any individual employee where there are documented disciplinary actions indicating that the employee is not fulfilling job requirements.
4. We recommend the Director have authority to making some minor adjustments within the salary ranges for unusual situations where the implementation strategy creates significant internal equity issues.

## Implementation Options

In general, the Bureau is competitive in the market and most jobs are within a reasonable position in the market. Adjustments are recommended to salary ranges to ensure the Bureau remains competitive in the market and maintains salaries in line with the comparable organizations.

There are several implementation strategy options for consideration. In each option we recommend an employee move to the new salary recommended, or the cost-of-living adjustment, whichever is greater. The options recommended are as follows:

### Option 1 – Bring employees to new salary range minimum plus .5% / per year of service

Employee salaries are adjusted to at least the minimum of the new salary grade if the employee has passed probation, consistent with the personnel policy recommendation. In addition, employees are moved into the range based on .50% per year of service in the current position above the minimum of the grade.

Initial cost to implement - \$19,038  
Cost as a percentage of payroll – 2.8%

### Option 2 – Bring employees to new salary range minimum plus 1% / per year of service

Employee salaries are adjusted to at least the minimum of the new salary grade if the employee has passed probation, consistent with the personnel policy recommendation. In addition, employees are moved into the range based on 1% per year of service in the current position above the minimum of the grade.

Initial cost to implement - \$50,039  
Cost as a percentage of payroll – 7.1%

### Option 3 – Bring employees to new salary range minimum plus 1.5% / per year of service

Employee salaries are adjusted to at least the minimum of the new salary grade if the employee has passed probation, consistent with the personnel policy recommendation. In addition, employees are moved into the range based on 1.5% per year of service in the current position above the minimum of the grade.

Initial cost to implement - \$99,279  
Cost as a percentage of payroll – 13.1 %

### Option 4 – Return to former position in range

Employee salaries are adjusted to the same position in the new salary range as they were in the old salary range.

Initial cost to implement - \$126,154  
Cost as a percentage of payroll – 16.1 %

Outer Banks Visitors Bureau Salary Survey

Organization	Director/ Manager			Clerk to the Board			Finance/Business Officer		
	Hiring	Maximum	Notes	Hiring	Maximum	Notes	Hiring	Maximum	Notes
Carolina Beach	\$125,138	\$187,705	Town Manager	\$70,217	\$105,490	Town Clerk	\$84,702	\$127,051	Finance Director
Kill Devil Hills	\$128,616	\$199,355	\$197,910-actual	\$75,198	\$116,557	Town Clerk	\$100,773	\$156,198	Asst Town Mgr
Nags Head				\$64,476	\$99,938	Town Clerk	\$100,025	\$155,040	Deputy Town Mgr/ Finance Officer
Southern Shores		\$144,756	Actual	\$56,608	\$84,912	Town Clerk	\$92,209	\$138,312	Deputy Town Mgr/
Raleigh CVB	\$175,000	\$350,000	President / CEO			City Clerk	\$75,000	\$130,000	
VA Beach Visitors Bureau	\$109,021	\$168,983	Director of Tourism				\$89,692	\$139,023	Finance Operations Administrator
Bald Head Island	\$121,608	\$182,412	Village Manager	\$50,531	\$75,796	Village Clerk	\$80,000	\$106,652	Finance Director
Explore Asheville	\$200,000	\$425,000	President & CEO				\$105,000	\$245,000	VP Business Affairs
Southeast Tourism Society	\$110,000	\$190,000	average						
Wilmington & Beaches CVB		\$137,568	President/CEO						
Duck	\$107,700	\$166,935	\$145,340-actual	\$53,874	\$79,529	Town Clerk/HR			
Average				\$61,817	\$93,704		\$90,925	\$149,660	
OBVB Current				\$45,752	\$68,628		\$86,274	\$129,411	
OBVB Recommended				\$58,393 SG 29	\$87,590		\$99,873 SG 40	\$149,810	

Outer Banks Visitors Bureau Salary Survey

Organization	Deputy Finance Officer/ Office Manager			Public Relations Manager			Group Sales Manager		
	Hiring	Maximum	Notes	Hiring	Maximum	Notes	Hiring	Maximum	Notes
Carolina Beach	\$52,484	\$78,723	Finance Acct Spec	\$76,826	\$115,240	Dept Director	\$76,826	\$115,240	
Kill Devil Hills	\$56,114	\$86,977	Customer Service Spvr	\$91,404	\$141,676	Dept Director	\$91,404	\$141,676	
Nags Head	\$50,518	\$78,303	Administrative Supv	\$86,405	\$133,928	Dept Director	\$86,405	\$133,928	
Southern Shores				\$72,248	\$108,387	Dept Director	\$72,248	\$108,387	
Raleigh CVB									
VA Beach Visitors Bureau	\$60,707	\$94,096	Customer Serv Coord.	\$73,790	\$114,374	Public Relations Manager	\$81,353	\$126,098	
Bald Head Island									
Explore Asheville				\$80,000	\$137,000	Public Relations Director	\$80,000	\$137,000	Sales Dir.
Southeast Tourism Society									
Wilmington & Beaches CVB	\$57,246		Visitor Mgr/Actual	\$70,295		PR Dir/Actual	\$99,307		Sales VP/Actual
Duck							\$79,596	\$117,499	Dir Mktg/Events
Average	\$55,414	\$84,525		\$78,710	\$125,101		\$83,392	\$125,690	
OBVB Current									
OBVB Recommended	\$61,313 SG 30	\$91,970		\$78,253 SG 35	\$117,380		\$78,253 SG 35	\$117,380	

Outer Banks Visitors Bureau Salary Survey

Organization	IT Administrator			Website Administrator			Social Media Coordinator		
	Hiring	Maximum	Notes	Hiring	Maximum	Notes	Hiring	Maximum	Notes
Carolina Beach									
Kill Devil Hills	\$68,207	\$105,721	IT Systems Admin						
Nags Head	\$61,406	\$95,180	IT Administrator				\$55,697	\$86,330	PIO
Southern Shores									
Raleigh CVB	\$75,000	\$130,000	Director of IT						
VA Beach Visitors Bureau	\$77,479	\$120,093	IT Solutions Manager				\$60,707	\$94,096	Media Coordinator
Bald Head Island	\$67,715	\$101,573	IT Manager	\$50,531	\$75,796	IT Specialist	\$61,419	\$92,129	PIO
Explore Asheville	\$55,000	\$85,000	Systems Mgr	\$55,000	\$85,000	Web Manager	\$50,000	\$74,000	Social Media/Content Mgr
Southeast Tourism Society									
Wilmington & Beaches CVB				\$62,790		Website Mgr/ Actual	\$57,500		Content/Social Media Mgr/Actual
Duck									
Average	\$67,468	\$106,261		\$56,107	\$80,398		\$57,065	\$86,639	
OBVB Current									
OBVB Recommended	\$67,598 SG 32	\$101,397		\$61,313 SG 30	\$91,970		\$55,612 SG 28	\$83,418	

Outer Banks Visitors Bureau Salary Survey

Organization	Customer Service Representative			Facilities Maintenance Technician			Community Engagement Liaison		
	Hiring	Maximum	Notes	Hiring	Maximum	Notes	Hiring	Maximum	Notes
Carolina Beach	\$39,523	\$59,283	CSR	\$35,846	\$53,768	General Mtn. Worker			
Kill Devil Hills	\$41,873	\$64,903	CSR	\$37,980	\$58,869	Facility Mtn Spec			
Nags Head	\$39,583	\$61,353	CSR	\$39,583	\$61,353	Facility Mtn Tech			
Southern Shores	\$42,296	\$63,363	Admin Spec	\$40,230	\$60,345	Maint. Tech			
Raleigh CVB									
VA Beach Visitors Bureau	\$37,269	\$57,767	Admin Tech	\$41,089	\$63,688	Ctr Mtn Supv	\$60,707	\$94,096	title above
Bald Head Island	\$39,591	\$59,388	CSR	\$37,705	\$56,558	Postal Specialist			
Explore Asheville	\$38,500	\$61,000	Office Asst						
Southeast Tourism Society									
Wilmington & Beaches CVB									
Duck				\$40,202	\$59,346	Mtn Tech			
Average	\$39,805	\$61,008		\$38,948	\$59,132		\$60,707	\$96,096	
OBVB Current									
OBVB Recommended	\$39,522 SG 21	\$59,283		\$39,522 SG 21	\$59,283				SG 14

**PROPOSED SALARY SCHEDULE  
2022-2023**

<b>GRADE</b>	<b>MINIMUM</b>	<b>MID POINT</b>	<b>MAXIMUM</b>	<b>GRADE</b>
12	25,476	31,845	38,214	12
13	26,750	33,438	40,125	13
14	28,088	35,110	42,800	14
15	29,492	36,865	44,941	15
16	30,967	38,709	47,187	16
17	32,515	40,644	49,547	17
18	34,141	42,677	52,024	18
19	35,848	44,810	54,626	19
20	37,640	47,050	57,357	20
21	39,522	49,403	60,224	21
22	41,498	51,873	63,235	22
23	43,573	54,467	66,397	23
24	45,752	57,190	69,717	24
25	48,040	60,050	73,203	25
26	50,442	63,053	76,864	26
27	52,964	66,205	80,707	27
28	55,612	66,205	84,742	28
29	58,393	69,515	88,979	29
30	61,313	72,992	93,429	30
31	64,379	76,642	98,101	31
32	67,598	80,474	103,006	32
33	70,978	84,498	108,157	33
34	74,527	88,723	113,565	34
35	78,253	93,159	119,243	35
36	82,166	97,817	125,205	36
37	86,274	102,708	131,466	37
38	90,588	107,843	138,038	38
39	95,117	113,235	144,941	39
40	99,873	118,897	152,187	40
41	104,867	124,842	159,797	41
42	110,110	131,084	167,787	42
43	115,615	137,638	176,176	43

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Option Effective Date:

07/01/2023

Current		Recommended				Date Appointed Total Date or		Option 1 > of new range min. plus 0.5%/Tot YOS	Option 2 > of new range min. plus 1.0%/Tot YOS	Option 3 > of new range min. plus 1.5%/Tot YOS	Option 4 return to former range pos.				
Title	Salary	Grade	Classification	Grade	Hire Date	Entry Into	YOS	New Salary	Cost	New Salary	Cost	New Salary	Cost	New Salary	Cost
Director of Administration	115,750	37	Director of Finance and Administration	40	01/01/2007		16	115,750	0	115,853	103	123,843	8,093	133,995	18,245
Tourism Sales & Events Manager	90,960	30	Tourism Sales & Events Manager	35	04/01/2002		21	90,960	0	94,686	3,726	102,903	11,943	116,091	25,131
Public Relations Manager	87,620	30	Public Relations Manager	35	06/01/2006		17	87,620	0	91,556	3,936	98,208	10,588	111,828	24,208
Asst Finance & Welcome Ctr Mgr	64,145	25	Asst Finance & Welcome Ctr Mgr	30	07/24/2002		20	67,444	3,299	73,576	9,431	79,707	15,562	81,868	17,723
Admin Specialist/Clerk to Board	66,140	24	Clerk to Board/Administrative Specialist	29	06/02/2003		20	66,140	0	70,072	3,932	75,911	9,771	84,414	18,274
IT Manager & Graphic Designer	70,280	30	IT Manager	32	08/24/2004	11/19/2004	18	73,682	3,402	79,766	9,486	85,849	15,569	77,484	7,204
Website and Database Manager	68,375	30	Website Administrator	30	07/31/2003		19	68,375	0	72,962	4,587	78,787	10,412	68,375	0
Senior Content Coordinator	48,720	24	Senior Content Coordinator	28	12/06/2013		9	58,115	9,395	60,617	11,897	63,120	14,400	59,220	10,500
Tourism Sales Coordinator	47,500	24	Tourism Sales Coordinator	26	03/01/2023		0	50,442	2,942	50,442	2,942	50,442	2,942	52,369	4,869
								678,528	19,038	709,529	50,039	758,769	99,279	785,644	126,154
									2.8%		7.1%		13.1%		16.1%



GRADE	CLASSIFICATION	MINIMUM	MAXIMUM
13		26,750	40,125
14		28,088	42,800
15		29,492	44,941
16	Welcome Center Representative (FTE) Visitor Information Specialist (FTE)	30,967	47,187 (\$15/hr)
17		32,515	49,547
18		34,141	52,024
19	Senior Visitor Information Specialist (FTE)	35,848	54,626 (\$17/hr)
20	Welcome Center Supervisor (FTE)	37,640	57,357 (\$18/hr)
21		39,522	60,224
22	Fulfillment Coordinator (FTE)	41,498	63,235 (\$20/hr)
23		43,573	66,397
24	Tourism Sales Specialist	45,752	69,717
25		48,040	73,203
26		50,442	76,864
27		52,964	80,707
28		55,612	84,742
29	Clerk to Board/Administrative Specialist	58,393	88,979
30	Website Administrator Assistant Finance & Welcome Ctr Mgr.	61,313	93,429
31		64,379	98,101
32	IT Manager	67,598	103,006
33		70,978	108,157
34		74,527	113,565

35	Tourism Sales & Events Manager Public Relations Manager	78,253	119,243
36		82,166	125,205
37		86,274	131,466
38		90,588	138,038
39		95,117	144,941
40	Director of Finance and Administration	99,873	152,187
41		104,867	159,797
42		110,110	167,787
43		115,615	176,176

**Outer Banks Visitors Bureau**  
**Personnel Policy Recommended Updates**

Page #	Policy Change	Justification
1	Section 2 – Added wording about policy revision changes	Strengthen the section
1	Section 3 – added protected classes	Title VII & EEOC changes
3	Responsibilities of Employees	Strengthen the section
6	Removed reference to hiring rate	New ranges do not have hiring rates
7	Section 5 – removed probationary pay increase	Paying at the minimum or above so no need to move from hiring rate to MIN
7	Section 8 - Reclassifications	Removed reference to hiring rate and revised the wording
8	Section 9 – Salary Range Revisions	Removed hiring rate/clarified wording
9	Section 12 – FLSA Overtime	Clarified section
11	Section 1 – EEO Policy	Added protected classes
11	Section 3 - Recruitment	Updated recruitment processes
11/12	Section 4 – Probationary Period	Remove two interviews/clarified wording
14	Section 4 – Employment of Relatives	Clarified definition of relatives
15	Section 5 – Harassment Prohibited	Added protected classes
17	Section 9 – Drug Testing	Drug test in certain accidents
20	Section 16 – Remote Work	Added to Personnel Policy
21	Section 1 – Eligibility for Benefits	Added possibility of 401k for PT
22	Section 6 – 401k	Added PT eligibility
24	Section 2 - Holidays	Consider using State Schedule, List of holidays moved to page 39
25	Section 8 – Vacation Leave Maximum Accrual	Consider rolling over anything over 240 to sick leave
27	Section 14 – Advancing Sick Leave	Removed reference to appendix/apply
28	Section 18 – Workers Comp Leave	Consider removing supplementing WC pay
28	Section 19 – Military Leave	Updated the wording
29	Section 20 – Reinstatement	Removed – referenced in new wording
29	Section 23 – Community Involvement Leave	New Leave Option
30-31	Section 4 – Disability	Strengthened wording
31	Section 5 – Voluntary Retirement	Suggested clarifying wording
35	Section 7 – Dismissal	Add Name Clearing Hearing

## ARTICLE I. GENERAL PROVISIONS

### Section 1. Purpose of the Policy

It is the purpose of this policy and the rules and regulations set forth to establish a fair and uniform system of personnel administration for all employees of the Outer Banks Visitors Bureau under the supervision of the Executive Director and the Bureau's Board.

This personnel manual may refer to specific North Carolina laws. Those laws may change from time to time. To the extent there is a conflict between a then-current law and a provision of this manual, the then-current law shall control.

### Section 2. At Will Employment

The Outer Banks Visitors Bureau is an "at will" employer. Nothing in this policy creates an employment contract or term between the Bureau and its employees. No course of conduct or action by any person or group of persons, and nothing in these policies modifies the at will nature of an employee's employment with the Bureau. Only the Chair and the Board have authority to enter into contracts of employment. Any such contract must be in writing, must declare that it is an "Employment Contract," and must be signed by the Chair after a majority vote of the Board.

Each employee may be hired, transferred, promoted, (within budgetary and job classification constraints), or separated from employment at any time, without cause, by the Executive Director, who reports directly to and serves at the pleasure of the Board.

These personnel policies are not a binding contract, but merely a set of guidelines for the implementation of personnel policies. The Bureau explicitly reserves the right to modify any of the provisions of this policy at any time and without notice to employees.

In the event of the Executive Director's absence from duty, the Board may, if circumstances warrant, name another person to serve temporarily as Acting Executive Director. The specific duties and authority not delegated by the Board to an Acting Executive Director will be detailed in writing at the time of appointment and disseminated to all Board members and Bureau employees.

### Section 3. Merit Principle

All appointments and promotions shall be made solely on the basis of merit. All positions requiring the performance of the same duties and fulfillment of the same responsibilities shall be assigned to the same class and the same salary range. No applicant for employment or employee shall be deprived of employment opportunities or otherwise adversely affected as an employee because of such individual's race, color, religion, sex, national origin, sexual orientation, political affiliation, non-disqualifying disability, age, veteran status, marital status, genetic information, or on the basis of actual or perceived gender identity.

### Section 4. Responsibilities in the Administration of the Personnel Program

#### Responsibilities of the Dare County Tourism Board

The Board shall be responsible for establishing and approving human resources policies, position classification and pay plan, and may change the policies and benefits as necessary.

#### Responsibilities of the Personnel Committee

The Dare County Tourism Board's Personnel Committee, shall review policy and pay plan actions and may take action depending on the issue and delegation from the Board.

### **Responsibilities of the Executive Director**

The Executive Director shall be responsible to the Board for the administration and technical direction of the personnel program.

The Executive Director shall recommend policies and revisions to the personnel system to the Personnel Committee and Board for consideration, and shall

- a) make approved changes as necessary to maintain an up to date and accurate classification plan;
- b) prepare and recommend necessary revisions to the pay plan
- c) develop and administer such recruiting programs as may be necessary to obtain an adequate supply of competent applicants to meet the needs of the Bureau;
- d) determine which employees shall be subject to the overtime provisions of FLSA;
- e) administer the benefits programs of the Bureau;
- f) investigate periodically the operation and effect of the personnel provisions of this policy; and
- g) make decisions on hiring, disciplinary action, and termination of employees in accordance with provisions of this policy.

### **Responsibilities of the Director of Administration**

The Director of Administration is responsible for administration of the daily human resources functions as delegated by the Executive Director.

### **Responsibilities of Supervisors**

A supervisor shall meet their responsibilities as directed by the Executive Director, being guided by this Bureau policy. The Bureau will require all supervisors to meet their responsibilities by:

- a) dealing with all employees in a fair and equitable manner and upholding the principles of equal employment opportunities;
- b) developing and motivating employees to reach their fullest potential through continued education and training.
- c) making objective evaluations of individual work performance and discussing these evaluations with each employee so as to bring about needed improvements;
- d) keeping employees informed of their role in accomplishing the work of their unit and of conditions or changes affecting their work;
- e) making every effort to resolve employee problems and grievances and advising employees of their rights and privileges;
- f) cooperating and coordinating with other staff members in work flow and distributing information;
- g) making proper documentation and maintaining current files.

## Responsibilities of the Employee

Teamwork is an important part of an effective organization. Just as supervisors are responsible for keeping employees informed on relevant issues, employees are responsible for keeping their supervisors informed on relevant work issues. An employee of the Bureau shall be expected to:

- a) report to work on time and remain and perform duties to the best of their ability and contribute a full day's work for a full day's pay;
- b) work well with other employees in a team approach supporting each other as needed to accomplish the mission and goals of the Bureau;
- c) request prior approval for leaves of absence;
- d) refrain from spreading rumors or engaging in other activities that have a disruptive influence on morale or work progress;
- e) keeping supervisors informed on any issues that serve as barriers to effective work performance or teamwork within the organization.

## Section 5. Application of Policies, Plan, Rules, and Regulations

The personnel policy and all rules and regulations adopted pursuant thereto shall be binding on all Bureau employees. The Board Attorney and members of the Board will be exempt except in sections where specifically included. An employee violating any of the provisions of this policy shall be subject to appropriate disciplinary action.

## Section 6. Definitions

For the purposes of this Policy, the following words and phrases shall have the meanings respectively ascribed to them by this section:

- a) **Full-time employee.** An employee who is in a position for which an average workweek equals at least 37.5 hours, and continuous employment of at least 12 months, are required by the Bureau.
- b) **Full year employee.** An employee that works twelve months a year.
- c) **Part-time employee.** An employee who is in a position for which an average work week of less than 37.5 hours and continuous employment of at least 12 months are required by the Bureau.
- d) **Regular employee.** An employee appointed to a full-time position who has successfully completed the designated probationary period.
- e) **Probationary employee.** An employee appointed to a full-time or part-time position who has not yet successfully completed the 90 day probationary period.
- f) **Seasonal/temporary employee.** An employee appointed to a position for which either the average workweek required by the Bureau over the course of a year is less than 20 hours, or continuous employment required by the Bureau is less than 12 months; someone who works less than 1000 hours per year, or whose employment duration ends after one year.
- g) **Trainee.** An employee status when an applicant is hired (or employee promoted) who does not meet all requirements for the position. During the duration of a trainee appointment, the employee is on probationary status.

- g) **Permanent position.** A position authorized for the budget year for a full twelve months and budgeted for twenty or more hours per week. All Bureau positions are subject to budget review and approval by the Board and all employees' work and conduct must meet Bureau standards. Therefore, reference to "permanent" positions or employment should not be construed as a contract or right to perpetual funding or employment.

## **ARTICLE II. POSITION CLASSIFICATION PLAN**

### **Section 1. Purpose**

The position classification plan provides a complete inventory of all authorized and permanent positions in the Bureau's service, and an accurate description and specification for each class of employment. The plan standardizes job titles, each of which is indicative of a definite range of duties and responsibilities.

### **Section 2. Composition of the Position Classification Plan**

The classification plan shall consist of:

- a) a grouping of positions into classes which are approximately equal in difficulty and responsibility which call for the same general qualifications, and which can be equitably compensated within the same range of pay under similar working conditions;
- b) class titles descriptive of the work of the class;
- c) written specifications for each class of positions; and
- d) a list showing the class title of each position in the classified service.

### **Section 3. Use of the Position Classification Plan**

The classification plan is to be used:

- a) as a guide in recruiting and examining applicants for employment;
- b) in determining lines of promotion and in developing employee training programs;
- c) in determining salary to be paid for various types of work;
- d) in determining personnel service items in the Bureau's budget; and
- e) in providing uniform job terminology.

### **Section 4. Administration of the Position Classification Plan**

The Executive Director shall allocate each position covered by the classification plan to its appropriate class, and shall be responsible for the administration of the position classification plan.

### **Section 5. Adoption of the Position Classification Plan**

The position classification plan shall be adopted by the Board and shall be on file with the Director of Administration. Copies will be available to all Bureau employees for review upon request. New positions shall be established upon recommendation of the Executive Director and approval of the Board if the action requires a new class or revision of the position classification plan.

### **Section 6. Request for Reclassification**

Any employee who considers the position in which classified to be improper shall submit a request in writing for reclassification to their immediate supervisor, who shall immediately transmit the request to the Director of Administration. Upon receipt of such request, the Director of Administration shall study the request, determine the merit of the reclassification, and make a recommendation to revise the classification and pay plan where necessary to the Executive Director.



## ARTICLE III. THE PAY PLAN

### Section 1. Definition

The pay plan includes the Salary Schedule and the "Assignment of Classes to Grades and Ranges" adopted by the Board. The salary schedule consists of salary grades with ranges including hiring, minimum (probation completion), midpoint and maximum rates of pay for all classes of positions. All salary increases within the pay ranges shall be based on documented performance reviews.

### Section 2. Administration and Maintenance

The Executive Director shall be responsible for the administration and maintenance of the pay plan. All employees covered by the pay plan shall be paid at a rate listed within the salary range established for the respective position classification, except for employees in trainee status.

The pay plan is intended to provide equitable compensation for all positions, reflecting differences in the duties and responsibilities, the comparable rates of pay for positions in private and public employment in the area, changes in the cost of living, the financial conditions of the Bureau, and other factors. To this end, from time to time the Executive Director shall assure comparative studies of all factors affecting the level of salary ranges shall be made including the consumer price index, anticipated changes in appropriate local and regional labor market, and other relevant factors. The Executive Director will recommend such changes in salary ranges as appear to be pertinent. Adjustments made in the salary ranges based on cost of living will result in all rates of the salary schedule being changed, including hiring minimum rate and all other range rates accordingly.

Periodically, the Executive Director may recommend that individual salary ranges be studied and adjusted as necessary to maintain market competitiveness, normally as a part of the budget process. When approved by the Board, such adjustments will be made by increasing or decreasing the assigned salary grade for the class and adjusting the rate of pay for employees in the class(s).

### Section 3. Starting Salaries

All persons employed in positions approved in the position classification plan shall normally be employed at the hiring minimum salary for the classification in which they are employed; however, exceptionally well qualified applicants may be employed above the minimum of the established salary range. The Executive Director may approve hiring up to 10% above the minimum rate for well qualified applicants. Board approval will be required for exceptional qualifications above the 10%. Internal equity with other employees should also be considered in making a recommendation for an exception.

Part time and temporary employees shall be paid a prorated amount determined by converting the established salary range amount to an hourly rate.

### Section 4. Trainee Designation and Provisions

Applicants being considered for employment or a Bureau employee who does not meet all of the requirements for the position for which they are being considered may be hired, promoted, demoted, or transferred to a "trainee" status. In such cases, a plan for training, including a time schedule, must be prepared by the supervisor. "Trainee" salaries should be no more than two grades below the hiring minimum rate salary established for the position for which the person is being trained. A new employee designated as "trainee" shall be regarded as a probationary employee until the trainee progression is successfully completed.

If the training is not successfully completed to the satisfaction of the Executive Director, the trainee shall be transferred, demoted, or dismissed. If the training is successfully completed, the employee shall be paid at least at the minimum rate established for the position for which the employee was trained.

## **Section 5. Probationary Pay Increases**

Employees hired, promoted, or reclassified into the hiring rate of the pay range shall receive a salary increase within the pay range of up to approximately 5% upon successful completion of the probationary period. Employees hired or promoted above the minimum of the pay range for their classification are not eligible for a probationary increase.

## **Section 6. Performance Evaluation**

Supervisors shall conduct performance evaluation conferences with each employee at least once a year based on the evaluation parameters established by the Executive Director. Performance evaluation conferences should consist of two-way discussions between the employee and supervisor(s). The discussions should cover areas of accomplishment and performance strengths, areas for improvement, training needs, and goals for the upcoming year. The overall purpose of performance evaluation will be to improve the employee's performance. A summary of these performance evaluation conferences shall be documented in writing.

## **Section 7. Performance Pay**

Upward movement within the established salary range for an employee is not automatic, but rather based upon specific performance-related criteria. Granting a cost of living increase will also be based on an acceptable level of performance.

Employees may be considered for advancement within the established salary range on an annual basis based on the quality of their overall work and the rating achieved. The Executive Director annually will recommend percentage increase amounts for the different performance rating levels. Each employee with the same rating level shall receive the same percentage increase.

The availability of any performance increases is limited to fiscal years in which the Board approves the requisite funding for this purpose.

## **Section 8. Salary Effect of Promotions, Demotions, Transfers, and Reclassifications**

**Promotions.** When an employee is promoted, the employee's salary shall normally be advanced to the minimum (probation completed) level of the new position, or to a salary which provides an increase of approximately 5% over the employee's salary before the promotion, provided however, that the new salary may not exceed the maximum rate of the new salary range. The purpose of the promotion pay increase is to recognize and compensate the employee for taking on increased responsibility.

**Demotions.** When an employee is demoted to a position for which qualified, the salary shall be set at the rate in the lower pay range which provides a salary commensurate with the employee's qualifications to perform the job, when the demotion is not the result of discipline. If the current salary is within the new range, the employee's salary may be retained at the previous rate if appropriate. If the demotion is the result of discipline, the salary shall be decreased approximately 5%. Salary may be no higher than the maximum of the new range.

**Transfers.** The salary of an employee reassigned to a position in the same class or to a position in a different class within the same salary range shall not be changed by the reassignment.

**Reclassifications.** An employee whose position is reclassified to a class having a higher salary range shall receive a pay increase of approximately 5%. 5% or to the minimum of the new grade, whichever is greater. The employee shall receive a greater increase if necessary to advance the employee to the hiring rate of the new range if probation has not been completed or to the minimum/probation completion rate of the new pay range if probation has been completed. Increases above 10% shall be approved by the Board. If the position is reclassified to a lower pay range, the employee's salary shall remain the same. If the employee's salary is above the maximum established for the new range, the salary of that employee shall be maintained at the current level until the range is increased above the employee's salary.

## **Promotional and Reclassification increases Exceeding 5%**

The Executive Director may grant increases for promotions or reclassifications up to 10% and may recommend a higher percentage to the Personnel Committee for approval.

## **Section 9. Salary Effect of Salary Range Revisions**

When a class of positions is assigned to a higher salary range, employees in that class shall receive a pay increase of ~~%. 5%~~ or to the minimum of the new grade, whichever is greater ~~approximately 5%.~~ The employee shall receive a greater increase if necessary to advance the employee to the hiring step minimum of the new range if probation has not been completed or to the minimum (probation completion) rate of the new salary range if probation has been completed. When a class of positions is assigned to a lower salary range, the salaries of employees in that class will remain unchanged. If this assignment to a lower salary range results in an employee being paid at a rate above the maximum step established for the new class, the salary of that employee shall be maintained at that level until such time as the employee's salary range is increased above the employee's current salary.

## **Section 10. Transition to a New Salary Plan**

The following principles shall govern the transition to a new salary plan:

- 1) No employee shall receive a salary reduction as a result of the transition to a new salary plan.
- 2) All employees being paid at a rate lower than the minimum rate established for their respective classes shall have their salaries raised to the new minimum for their classes.
- 3) All employees being paid at a rate above the maximum rate established for their respective classes shall be maintained at that salary level until such time as the employees' salary range is increased above the employees' current salary.

## **Section 11. Effective Date of Salary Changes**

Salary changes approved after the first working day of a pay period shall become effective at the beginning of the next pay period, or at such specific date as may be provided by procedures approved by the Board.

## **Section 12. Fair Labor Standards and Overtime Pay Provisions**

Employees of the Bureau can be requested and may be required to work in excess of their regularly scheduled hours as necessitated by the needs of the Bureau and determined by the supervisor with approval of the Executive Director.

To the extent required, the Bureau will comply with the Fair Labor Standards Act (FLSA). The Executive Director determines which jobs are "non-exempt" and are therefore subject to the Act in areas such as hours of work and work periods, rates of overtime compensation, and other provisions.

### ***Employees Subject to FLSA:***

In keeping with Fair Labor Standards the established work period shall be 40 hours in a 168 hour, seven day span to be established by the Bureau, and when directed by the Executive Director may include work on weekends or before or after regular business hours. Non-exempt employees will be paid at a straight time rate for hours up to the FLSA established limit for their position (40 hours in a 7 day period).

Bureau employees normally work 37.5 hours per week; however, employees are compensated for 40 hours. Therefore, employees will not be eligible for overtime compensation or compensatory time off until the employee has worked 40 hours during the established work period.

Employees should perform work within the established work period. If, however, circumstances arise which

may require overtime work, the employee must secure approval of the appropriate supervisor prior to working any overtime.

In determining eligibility for overtime in a work period, only hours actually worked shall be considered; in no event will vacation, sick leave, or holidays be included in the computation of hours worked for FLSA purposes.

Whenever practical, employees and supervisors should schedule time off on an hour-for-hour basis within the applicable work period for non-exempt employees, instead of paying overtime. When time off within the work period cannot be granted, approved overtime work will be compensated in accordance with the FLSA.

Notwithstanding the procedures described in this section, during an absence from work, employees will use any accrued comp time prior to the use of vacation leave.

Overtime Pay: Eligibility for overtime compensation shall be in conformance with the Fair Labor Standards Act (FLSA). The following positions are "exempt" from overtime compensation based on FLSA designations of Executive, Administrative, Professional and/or Outside Sales.

- < Executive Director
- < Director of Finance and Administration
- < Tourism Sales and Events Manager
- < Public Relations Manager

All other employees are designated as non-exempt and eligible for overtime pay or compensatory time off for all hours worked over 40 in the established work period.

"Non-Exempt" employees who work above the overtime threshold of 40 hours in a workweek may choose either overtime pay or compensatory time off. Overtime pay will be paid within the pay period earned. It is the wish of the Board that the Executive Director will, within the State and Federal Law, clear all comp time, preferably within the quarter.

#### ***Compensatory Time:***

"Exempt" Employees: Employees in positions determined to be "exempt" from the FLSA (as Executive, Administrative, or Professional staff) are paid on a salary basis and will not receive pay for hours worked in excess of their normal work periods. Exempt employees listed above may earn compensatory time only. A limit of 30 hours compensatory time may be earned and used in each quarter. Compensatory time will be used within the quarter earned, unless approval by the Executive Director in writing. Compensatory time not used within the quarter earned will be purged.

#### ***Break Time for Nursing Mothers***

Pursuant to the Fair Labor Standards Act, the Bureau will provide a break time for any employee to express fresh milk for their nursing child for one year after the child's birth each time such employee has the need to express milk. The Bureau will provide an employee with a place other than a bathroom that is shielded from co-workers and the public which may be used by an employee to express breast milk.

#### **Section 13. Payroll Deduction**

Deductions shall be made from each employee's salary, as required by law. Any other deduction requests require approval of the Executive Director.

#### **Section 14. Hourly Rate of Pay**

Employees working in a part-time or temporary capacity with the same duties as full-time employees will work at a rate in the same salary range as the full-time employees. The hourly rate for employees will be

determined by dividing the average number of hours worked scheduled per year into the annual salary for the position.

### **Section 15. Meals and Travel Reimbursement**

Expenses incurred as a part of the job for the Bureau will be reimbursed at the mileage rate set by the IRS and meals and lodging reimbursed at actual reasonable costs. Reasonable cost is defined as meal at the medium price of the area involved. Employee shall be reimbursed according to the travel policy.

Employees will be reimbursed for mileage when they use their personal vehicle for authorized business.

All travel claims must be supported by detailed documentation, usually in the form of receipts or similar vouchers and attached to the reimbursement requests.

The Executive Director will make decisions on authorized reimbursements, and may deny reimbursement of any questionable, unsupported or excessive expense claim submitted by the employee.

Each trip to a destination outside the state must be authorized by the Executive Director.

#### ***Travel Reimbursement for local functions***

An employee may be reimbursed for a meal of reasonable cost while on Bureau business when:

- attending a civic club or professional association meeting as an approved representative;
- attending a breakfast, lunch or dinner meeting at the Executive Director's request; or
- a meal is bought outside Dare County while on Bureau business.
- Employees will be reimbursed for mileage based on IRS rate when they use their personal vehicle for authorized Bureau business.

## ARTICLE IV. RECRUITMENT AND EMPLOYMENT

### Section 1. Equal Employment Opportunity Policy

It is the policy of the Bureau to foster, maintain and promote equal employment opportunity. The Bureau shall select employees on the basis of the applicant's qualifications for the job and award them, with respect to compensation and opportunity for training and advancement, including upgrading and promotion, without regard to age, sex, race, color, religion, national origin, **sexual orientation, non-disqualifying disability, political affiliation, genetic information, veteran status, marital status, or on the basis of actual or perceived gender identity.** Applicants with physical disabilities shall be given equal consideration with other applicants for positions in which their disabilities do not represent an unreasonable barrier to satisfactory performance of duties with or without reasonable accommodation.

### Section 2. Implementation of Equal Employment Opportunity Policy

All personnel responsible for recruitment and employment will continue to review the implementation of this personnel policy and relevant practices to assure that equal employment is being actively observed. Notices with regard to equal employment matters shall be posted in conspicuous places on Bureau premises in places where notices are customarily posted.

### Section 3. Recruitment, Selection and Appointment

**Recruitment Sources.** When position vacancies occur, the Bureau shall publicize these opportunities for employment in varied recruitment sources, such as organizations and news media available, depending on the type and kind of vacancy to inform the community and create a quality and diverse pool of applicants. ~~In addition, notice of vacancies shall be posted at designated conspicuous sites within the Bureau.~~ Individuals shall be recruited from a geographic area as wide as necessary to ensure that well-qualified applicants are obtained for Bureau's service.

**Job Advertisements.** ~~Jobs will be advertised in professional publications, online job search sites, local publications, and other relevant sites, as needed, in order to establish a diverse and qualified applicant pool.~~ Employment advertisements shall include applicable salary information and employment qualifications, shall contain assurances of equal employment opportunity, and shall comply with Federal and State statutes.

**Application for Employment.** All persons expressing interest in employment with the Bureau shall be given the opportunity to file an application for employment for positions which are vacant.

**Application/Reserve File.** Applications and materials for applicants not selected shall be kept in an inactive reserve file for a period of two years, in accordance with Equal Employment Opportunity Commission guidelines.

**Selection.** ~~The hiring authority Executive Director, or designee, shall make such investigations and conduct such examinations as necessary to assess accurately the knowledge, skills, and experience qualifications required for the position, including criminal history where job-related. using the Division of Criminal Information, DCI, when needed.~~ All selection devices administered by the Bureau shall be valid measures of job performance.

**Appointment.** The Executive Director shall make hiring decisions except for positions for which authority is delegated to a supervisor. The Executive Director shall be informed in the latter situations.

### Section 4. Probationary Period

An employee newly hired, or a promoted employee shall serve a three month probationary period. ~~The probationary period serves as an extension of the selection process. It provides time for the employee to adjust and allows the supervisor time to ensure the new employee can satisfactorily meet performance~~

expectations. In addition, the ninety-day probationary period allows time for the new employee to demonstrate their skills and abilities in following instructions, getting along with other people, and displaying cooperation and interest in their work. This will give the Executive Director and the employee an opportunity to be sure that the awarded position best suits the needs and desires of both and to terminate employment if these needs and desires are not satisfactorily met. During the probationary period, the supervisor shall monitor an employee's performance and communicate with the employee concerning performance progress.

The ninety-day trial period allows time for the new employee to demonstrate his/her skills and abilities in following instructions, getting along with other people, and displaying cooperation and interest in his/her work. A new employee must complete three months (90 days) service prior to becoming eligible for salary maintenance and/or merit increases.

An interview will be held with the employee to discuss his progress at least two times during this ninety-day trial period.

During the probationary period, the supervisor shall monitor an employee's performance and communicate with the employee on a regular basis concerning performance progress. Before the end of the probationary period, the supervisor shall conduct a performance evaluation conference with the employee and discuss accomplishments, strengths, and needed improvements. A written performance evaluation summarizing the discussion will be entered in the employee's personnel folder at the end of the probation period. The supervisor shall recommend in writing whether the probationary period should be completed, extended, or the employee transferred, demoted, or dismissed. Probationary periods may be extended for a maximum of six additional months.

A new employee must complete three months (90 days) service prior to becoming eligible for salary maintenance and/or merit increases.

Disciplinary action, including demotion and dismissal, may be taken at any time during the probationary period of a new hire without following the steps outlined in this policy. A promoted employee who does not successfully complete the probationary period may be transferred or demoted to a position in which the employee shows promise of success. If no such position is available, the employee shall be dismissed. Promoted and demoted employees who are on probation may make use of the grievance procedures.

All employees whether probationary or otherwise are employees-at-will and can be terminated with or without cause.

### ***Earned Leave for New Employee***

Upon becoming a full-year employee, all accrued vacation leave and sick leave shall be retroactive from the original date of employment.

## **Section 5. Promotion**

Promotion is the movement of an employee from one position to a vacant position in a class assigned to a higher salary range. It is the Bureau's policy to create career opportunities for its employees whenever possible. Therefore, when a current employee applying for a vacant position is best suited of all applicants, that applicant shall be appointed to that position. The Bureau will balance three goals in the employment process:

- 1) the benefits to employees and the organization of promotion from within;
- 2) providing equal employment opportunity and a diversified workforce to the community; and
- 3) obtaining the best possible employee who will provide the most productivity in that position.

Therefore, except in rare situations where previous Bureau experience is essential or exceptional qualifications of an internal candidate so indicate, the Bureau will consider external and internal candidates for selection rather than automatically promote from within. Candidates for promotion shall be chosen on the basis of their qualifications and their work records. Internal candidates shall apply for promotions using the

same application process as external candidates.

### **Section 6. Demotion**

Demotion is the movement of an employee from one position to a position in a class assigned to a lower salary range. Demotion may be voluntary or involuntary. An employee whose work or conduct in the current position is unsatisfactory may be demoted provided that the employee shows promise of becoming a satisfactory employee in the lower position. Such disciplinary demotion shall follow the disciplinary procedures outlined in this policy.

An employee who wishes to accept a position with less complex duties and reduced responsibilities may request a voluntary demotion. A voluntary demotion is not a disciplinary action and is made without using the above-referenced disciplinary procedures.



## ARTICLE V. CONDITIONS OF EMPLOYMENT

### Section 1. Work Schedules

Supervisors shall establish work schedules that meet the operational needs of the Bureau in the most cost-effective manner possible.

The employee shall be required to call their supervisor in advance to advise them when illness prevents reporting to work, or when the employee expects to be late for work.

### Section 2. Political Activity

Each employee has a civic responsibility to support good government by every available means and in every appropriate manner. Each employee may join or affiliate with civic organizations of a partisan or political nature, may attend political meetings, may advocate and support the principles or policies of civic or political organizations in accordance with the Constitution and laws of the State of North Carolina and in accordance with the Constitution and laws of the United States. However, no employee shall:

- a) Engage in any political or partisan activity while on duty;
- b) Use official authority of influence for the purpose of interfering with or affecting the result of a nomination or an election for office;
- c) Be required as a duty of employment or as condition for employment, promotion or tenure of office to contribute funds for political or partisan purposes;
- d) Coerce or compel contributions from another employee of the Bureau for political or partisan purposes;
- e) Use any supplies or equipment of the Bureau for political or partisan purposes.

Any violation of this section shall subject the employee to disciplinary action including dismissal.

### Section 3. Outside Employment

The work of the Bureau shall have precedence over other occupational interests of full-time employees. All outside employment for salaries, wages, or commissions and all self-employment must be reported in advance to the employee's supervisor who in turn will report it to the Executive Director. Approval for other employment will normally be granted unless it conflicts with the work schedule or is determined to be a conflict of interest for the employee. Conflicting or unreported outside employment are grounds for disciplinary action up to and including dismissal. Documentation of the approval of outside employment will be placed in the employee's personnel file.

### Section 4. Employment of Relatives

The Bureau wants to remove any implication of nepotism and/or favoritism. Therefore, any person applying for a full-time position (salaried or hourly) with the Bureau will not be employed if the applicant is related to any employees, Board members, or Board Attorney that currently work for the Bureau. These relationships include: parent, child, spouse, sibling, and step and in-law relationships.

Relatives other than those listed above may be hired provided that such employment does not:

- 1) result in a relative supervising relatives;
- 2) result in a relative auditing the work of a relative;
- 3) create a conflict of interest with either relative and the Bureau; or
- 4) create the potential or perception of favoritism.

## **Section 5. Harassment Prohibited**

The Bureau prohibits harassment in any form that is based on sex, race, color, religion, national origin, **sexual orientation**, political affiliation, non-disqualifying disability, age, **veteran status**, **marital status**, genetic information, or **on the basis of actual or perceived gender identity**. Harassment is defined as conduct that culminates in tangible employment action or is sufficiently severe or pervasive to create a hostile work environment.

**Sexual Harassment:** Sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature when:

- 1) submission to such conduct is made either explicitly or implicitly a term or condition of an individual's employment;
- 2) submission to or rejection of such conduct by an individual is used as the basis for employment decisions affecting such individual; or
- 3) such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, hostile, or offensive working environment.

Sexual harassment includes repeated offensive sexual remarks or jokes, continual or repeated comments about an individual's body and offensive sexual language.

### ***Genetic Information Discrimination Prohibited***

Pursuant to the Genetic Information Non-Discrimination Act of 2008 (GINA"), the Bureau does not and will not discriminate with regard to genetic information that may have been inadvertently or otherwise obtained by the Bureau. Furthermore, the Bureau will take every action possible to avoid requesting, purchasing, requiring or in any way discriminating or retaliating against an active employee or former employee with regard to genetic information.

From time to time the Bureau may request specific healthcare information from an applicant which could result in the Bureau requiring genetic information. The Bureau will take every possible action to avoid obtaining genetic information. To that end, the Bureau will include the following language in all requests for any medical information to an applicant, employee, former employee or healthcare provider:

The Genetic Information Nondiscriminatory Act of 2008 (GINA) prohibits employers and other entities covered by GINA Title II from requesting or requiring genetic information of employees or their family members. In order to comply with this law, we are asking that you not provide any genetic information when responding to this request for medical information. "Genetic Information" as defined by GINA, and includes an individual's family medical history, the results of an individual's family medical history, the results of an individual's or family member's genetic test, the fact that an individual or individuals family members sought or seek genetic services, and genetic information of a fetus carried by an individual or an individual's family member or an embryo lawfully held by individual with family members receiving assistive reproductive services.

**Reporting Harassment:** Any employee who believes that they may have a complaint of harassment should normally report the incident to the Executive Director, or if circumstances warrant the employee may file the complaint directly with the Tourism Board. When an incident is reported to the Executive Director or Board an immediate investigation will be conducted into any allegation of harassment. The employee and Executive Director and/or Board shall be notified of the outcome of the investigation in writing.

Employees who are found to be engaged in harassment are subject to disciplinary action up to and including dismissal.

Employees making complaints of harassment are protected against retaliation from alleged harassers or other employees.

#### **Section 6. Performance Evaluation**

Supervisors shall conduct Performance Evaluation conferences with each employee at least once a year in May - June. These performance evaluations shall be documented in writing and placed in the employee's personnel file according to the procedures defined.

#### **Section 7. Bureau Property and Equipment**

Bureau equipment, materials, and supplies shall not be available for personal use and are not to be removed from Bureau property except in the conduct of official Bureau business. No employee shall purchase for personal use any equipment or supplies through Bureau purchase accounts, unless there is written authorization from the Executive Director.

#### ***Telephone, Email and Internet***

Usage of Bureau telephones, computers and other technical devices for personal communications and Internet connections or e-mail for personal reasons should be brief. Employees shall not access pornographic sites through Bureau equipment or use Bureau telephones for personal long-distance calls.

The Bureau recognizes that employees today use social media sites such as networking sites, personal email, personal websites, blogs, comment boards, chat rooms, and other social media resources. Employees should be mindful that they are representatives of the Bureau at all times and their actions, whether working or not, can affect the Bureau and its ability to serve the Outer Banks effectively.

Employees should be mindful and respectful to others in regard to what they post. Personal posts shall not create a harassing, demeaning, or hostile work environment for any employee, interfere with another employee's work, or erode the public's confidence in the Bureau and its services. Embarrassing or inappropriate posts or comments about other Bureau employees, board members, or community partners are prohibited under this policy. Accessing social media sites is not a job requirement for most positions, and employees should be brief and mindful of work priorities if media sites are accessed on Bureau time, unless it is necessary for the completion of legitimate work purposes.

Requests for access to any social media during work time and using Bureau technology shall be submitted in writing to the Executive Director.

Under North Carolina law e-mail sent or received for business purposes is considered a public record and is subject to inspection upon request.

#### **Section 8. Safety and Security**

Safety is the responsibility of both the Bureau supervisors and employees. It is the policy of the Bureau to establish a safe work environment for employees. Supervisors with the assistance of the Executive Director are responsible for insuring the safe work procedures of employees and providing necessary safety training Programs

It is the intent of the Bureau to provide a safe and secure working environment for all employees. The Board and Executive Director have the right to control access to Bureau property, and to conduct security searches of Bureau property when there is reasonable suspicion.

Only current employees of the Bureau may have access to areas other than those areas accessible to the public (except with prior permission from the Executive Director). The Board/ Executive Director reserves the right to require searches of the workplace (i.e., storage spaces, desks, lockers, etc.) in the event of a security-related incident on Board owned or Bureau managed property.

Each employee has a responsibility to help maintain the workplace as outlined above. Employees who fail to cooperate with investigations or who refuse searches of Bureau property may be subject to disciplinary action including immediate dismissal.

Any employee who is or feels personally threatened because of an incident involving another person while working on Bureau premises should immediately report the incident to the Executive Director or, if the employee is alone in the building, should immediately telephone 911 and report it to the police. All such incidents should be fully reported to the Executive Director as soon as possible.

### **Section 9. Alcohol, Drug and Controlled Substance Work Place Standards**

The Bureau is committed to maintaining a drug and alcohol free work environment in order to ensure the safety and welfare of the Bureau employees, and to ensure an efficient and effective performance of all employees, as well as the safety and confidence of the public the Bureau serves.

The Bureau maintains a firm policy of zero tolerance for involvement by any employee with illegal drugs or abuse of alcohol and other legal drugs and substances. Use, possession, or distribution of alcohol, drugs, and other controlled substances in the work place is prohibited and will result in termination. No one will report or return to work under the influence of any alcohol or illegal drugs. The Executive Director is authorized to send an employee for an immediate drug or alcohol test based on a reasonable suspicion that an employee is under the influence of illegal substances or alcohol on the job.

No employee will consume alcoholic drink at the workplace. An employee may participate in moderate consumption of alcohol if it is served at a business function.

If an employee is involved in an accident during work time, the employee may be subject to testing for abuse of any alcohol or drug use.

Employees will be terminated immediately for violation of this standard on the job.

### **Section 10: Inclement Weather**

All employees should make a full effort to get to work every day unless employees and the Executive Director agree that weather or other safety factors make it unwise or unsafe to do so.

The Executive Director will determine when offices will be closed or whether opening will be delayed during severe inclement weather.

**Time Missed Due to Severe Weather:** For employees who are not able to report to work due to safety concerns, the Executive Director shall authorize one of the following:

- Compensatory time
- Off with permission (no pay)
- Leave without pay
- Vacation leave
- Personal holiday
- Off with permission (with pay)

**Early Dismissal Due to Severe Weather:** Regular employees who report to work during severe weather, but who are released early should record their non-productive time as "off with permission pay." Whenever possible the Executive Director will follow Dare County decisions on severe weather work schedules.

### **Section 11. Workplace Violence**

The Bureau is committed to providing a safe work environment, free of violence. For this reason, the Bureau has adopted a zero tolerance policy for workplace violence. Consistent with this policy, acts or threats of physical violence, including intimidation, harassment, and/or coercion, which involve or affect the Bureau or

which occur on Bureau property will not be tolerated. Violations of this policy will result in disciplinary action up to and including termination and may result in arrest and/or prosecution.

“Threats or acts of violence” include conduct against persons or property that is sufficiently severe, offensive, or intimidating so as to alter the employment conditions at the Bureau, or to create a hostile, abusive, or intimidating work environment for one or more Bureau employees.

General examples of prohibited workplace violence include, but are not limited to, the following:

- 1) All threats or acts of violence occurring on Bureau property, regardless of the relationship between the Bureau and the parties involved in the incident.
- 2) All threats or acts of violence not occurring on Bureau property but involving someone who is acting in the capacity of a representative of the Bureau.
- 3) All threats or acts of violence not occurring on Bureau property involving an employee of the Bureau if the threats or acts of violence affect the legitimate interests of the Bureau.

Specific examples of conduct that may be considered “threats or acts of violence” prohibited under this policy include, but are not limited to, the following:

- 1) Hitting or shoving an individual.
- 2) Threatening to harm an individual or their family, friends, associates, or their property.
- 3) The intentional destruction or threat of destruction of property owned, operated or controlled by the Bureau.
- 4) Making harassing or threatening statements by telephone, letter or other forms of written or electronic communication.
- 5) Intimidating or attempting to coerce an employee to do wrongful acts that would affect the business interests of the Bureau.
- 6) Harassing surveillance, also known as “stalking”, the willful, malicious and repeated following of another person and making a credible threat with intent to place the other person in reasonable fear of their safety.
- 7) Unauthorized possession or inappropriate use of firearms, weapons, or any other dangerous devices on Bureau property.

Each employee of the Bureau and every person on Bureau property are encouraged to report incidents of threats or acts of physical violence of which they are aware. In cases where the reporting individual is not a Bureau employee, the report should be made to the Executive Director or Director of Administration, in the Executive Director’s absence. Concurrently with the initiation of any investigation leading to a proposed disciplinary action, the Executive Director shall report the incidents of threats or acts of physical violence to the Police Department.

## **Section 12. Conflict of Interest**

The Bureau has an obligation to determine whether its employees or any members of an employee's immediate family are engaged in activities that may create conflicts of interest. Employees should use the following guidelines:

1. If a potential conflict of interest situation arises at any time during the year, the employee should inform their supervisor immediately. The supervisor should contact the Executive Director who will determine if a conflict does exist.

2. No employee, nor any member of the employee's immediate family, shall use any information concerning the Bureau or any resources of the Bureau for personal financial gain. Furthermore, no employee shall disclose information concerning the Bureau to others at a time or in a manner that the Board does not make such information available to the public in general.
3. No employee shall engage in any business or activity, which, because of their position with the Bureau, could adversely affect the relationship of the Bureau with its customers or with the public in general.
4. No employee, nor any member of the employee's immediate family, shall accept or receive, either directly or indirectly, any gifts, entertainment, travel, materials or supplies, of more than token value, or any payments, loans, services, employment or other concessions, from any individual, business entity, or agency which is in a position to provide goods or services to the Bureau.
5. No employee shall use Bureau resources for personal gain.
6. No employee shall authorize expenditures for goods and/or services from persons or businesses owned or operated by the employee's relative.

### **Section 13. Dress Code**

Employees are expected to project a business and professional image to the public at all times. Appropriate dress is an important part of promoting the Bureau and the Outer Banks destination as well as preserving good client and customer relations. Bureau guidelines are to be followed when representing the Bureau. Special work requirements may require exceptions to this policy.

The Bureau intends to ensure that employees wear appropriate and safe clothing at all working locations. Safety and impact on the public are the two factors employees should use to determine appropriate attire and appearance.

If necessary, the Executive Director will make decisions on particular types of clothing and related issues for employees.

### **Section 14. Employee Guidelines**

The Bureau has established expectations of its employees' conduct while employed with the Bureau. These include:

- All employees are expected to attend work regularly and promptly, to be available for overtime as required, to work safely, to be honest and responsible in all job duties, and generally, to perform their work and conduct themselves in a manner satisfactory to management.
- All employees will maintain a high level of professional decorum in dealing with all persons, including, but not limited to fellow employees, Board members and the public at large. Profanity or insulting language will be cause for disciplinary review at the discretion of the offending employee's supervisor.
- If circumstances arise that may cause an employee to be late or absent, the immediate supervisor should be notified before the workday begins.

**Violations of Standards:** A majority of employees maintain an acceptable conduct; however, for the few exceptions that do not, disciplinary action may result.

### **Section 15. Garnishments - Tax Liens - Creditor Letters**

The Bureau will comply with laws related to tax liens and garnishments. Garnishments and tax liens are

costly to the Bureau and adversely affect our good public image. Employees are expected to solve their financial problems before their creditors take legal action.

***Procedures***

When a garnishment or tax lien is received, the Executive Director shall discuss the matter with the employee and shall document the discussion in writing.

***Disputed Garnishment or Tax Lien***

If an employee disagrees with a garnishment or tax lien, evidence may be presented that an error has been made.

If it is determined that an error has been made, the documented discussion on the written form shall be removed from the employee's records.

***Creditor Letters***

Occasionally, the Bureau may receive a letter from a creditor asking for help in getting the employee to pay a debt. In this case, a record of this shall be prepared. It is not necessary to reply to or keep such a letter. The immediate supervisor should tell the employee that such a letter has been received and shall inform the employee of what will happen if the Bureau should receive a garnishment or tax lien.

**Section 16. Remote Work/Flexible Work Arrangements**

The Bureau recognizes that while most employment occurs primarily at the office, some employees may occasionally perform their work remotely from an alternate work location. A position must be approved by the Executive Director to work from a designated remote work location. The decision to approve a remote work location for a position must be based on the position's duties and responsibilities, not by an employee's preference or desire to work remotely. Employees in remote work locations must be able to perform their duties and responsibilities free of external interruptions. It is within Director's discretion to approve a remote work location, and the approval for a remote work location may be withdrawn.

Employees working remotely are expected to perform their work during their designated work hours, and, with the exception of normal breaks, must not engage in activities that are not work-related. The Bureau's regulations, and rules covering overtime work and other leave requests continue to apply to employees using a remote work location.

All employees performing work from a remote work location remain subject to all applicable state and federal laws, Bureau policies, regulations, and rules as if the work was being performed from the on-site work location. These provisions include, but are not limited to, recordkeeping for work hours and leave, prohibitions on discrimination and workplace harassment, records retention obligations, and the North Carolina Public Records Act. Failure to comply with these provisions may result in disciplinary action, up to and including dismissal.

Employees working from a remote work location must protect the security, confidentiality, and integrity of Bureau records and information at all times. Employees will be provided with the necessary training to ensure network security prior to performing remote work. Employees must comply with all information security requirements that would apply if working at an on-site work location. Employees may also be required to comply with any additional information technology requirements unique to the remote work location.

In addition, employees utilizing a remote work location must ensure that, while working, their work area is configured to minimize distraction and is able to be secured or isolated during virtual meetings or work that requires confidentiality or is otherwise sensitive in nature. Bureau-owned equipment used for work at a remote work location remains the property of the Bureau and must be returned within five (5) business days of separation from employment.

## ARTICLE VI. EMPLOYEE BENEFITS

### Section 1. Eligibility

All full-time employees of the Bureau are eligible for employee benefits as provided for in this Article which are subject to change at the Bureau's discretion. Part time and temporary employees are eligible for workers' compensation, FICA, and may qualify for participation in the supplemental retirement plan (401k).

### Section 2. Group Health and Hospitalization Insurance

The Bureau provides group health and hospitalization insurance programs for full-time employees and their families, and retirees.

The benefits program can include a number of plans which provide financial protection and assistance to the employee and their spouse and dependents in the case of illness, injury, retirement or death. The Board can amend the extent of, or delete all together, these benefits at any time. These plans are:

#### 1. Medical Plan (see plan)

Employees, spouse, and/or family become eligible for health insurance ninety days after employment.

Spouse and/or children can be added to health plan on July 1 or January 1 of each year, beginning January 1, 1997.

Employer may pay for all or part of coverage for full time employees and/or dependents.

#### Retiree Eligibility for Medical Insurance (pre-Medicare)

Employees who meet the requirements to retire with service or disability retirement with the North Carolina Local Government Employee retirement System may receive health insurance from the Board. Retirees may share the cost with the Board.

For all employees hired **prior to June 30, 2008**, qualification requirements for retiree health benefits are:

\*Retirement under the NCLGRS (see below); and

\*For full or reduced retirees, five (5) years of employment with Dare County Tourism Board dba Outer Banks Visitors Bureau.

For all employees hired **on or after June 30, 2008**, qualification requirements for retiree health benefits are:

\*Retirement under the NCLGRS (see below); and

\*For full or reduced retirees, twenty (20) years of employment with Dare County Tourism Board dba Outer Banks Visitors Bureau.

#### Retiree Eligibility for Medicare Supplemental Insurance

For employees hired prior to July 1, 2016, the Bureau may, through its current health care provider, pay a portion of the supplementary health care policy for the retiree, provided the employee retires under the North Carolina Local Government Retirement System, has the years of service with the Dare County Tourism Board outlined above and have Medicare coverage as their primary insurance.

For employees hired after July 1, 2016, no Medicare Supplemental Insurance will be paid.

Detailed information regarding these plans is available through the Board or its staff.

#### 2. Retirement - (Local Government Employee's Retirement System)

How to Qualify for the North Carolina Retirement System (NCRS):



You become vested in the retirement system once you have completed a minimum of five (5) years credible service or as prescribed by NCRS from time to time.

Service Retirement (Unreduced Benefits) Does Not include OBVB Retiree Medical Benefits)

You may retire with an unreduced service retirement benefit after:

- You reach age 65 and complete five (5) years creditable service or
- You reach age 60 and complete 25 years of creditable service or
- You complete 30 years of creditable service at any age

Early Retirement (Reduced Benefits) (Not including OBVB Retiree Medical Benefits)

You may retire early with a reduced retirement benefit after:

- You reach age 50 and complete 20 years creditable service or
- You reach age 60 and complete five (5) years creditable service.

Detailed information about retirement policies is available through the Board or its staff.

### 3. Employee pre-tax options

- Dental - family or single coverage;
- Dependent child care - Up to \$5,000 per year for children under 12;
- Deferred compensation.
- AFLAC

Management or insurance carriers will provide Employee Handbook regarding health/medical benefits.

### **Section 3. Group Life Insurance**

Group life insurance for each employee subject to the stipulations of the insurance provided through the League of Municipalities.

### **Section 4. Board Sponsored Memberships**

The Board wants to encourage the Executive Director and employees to belong to job-related organizations for the benefit of the Bureau.

Prior approval by the Executive Director is required for all additional Bureau sponsored memberships.

### **Section 5. Retirement**

Each employee who is expected to work for the Bureau more than 1,000 hours annually shall join the North Carolina Local Governmental Employees' Retirement System when eligible as a condition of employment. New hires who are current members of the NC Local or State Government Employees' Retirement Systems shall be covered under the retirement system by the Bureau on their first day of employment.

### **Section 6. 401(k) Plan**

The Board offers a matching contribution program. The Board wants to encourage employees to save for retirement and will offer a matching contribution to eligible full-time and part-time contributing employees.

Part-time employees who work at least 500 hours per year for three years, starting on January 1, 2021, are eligible to participate in the 401(k) plan starting January 1, 2024. Beginning in 2025, part-time employees who have worked two consecutive years and completed at least 500 hours of service each year will be eligible to enroll in the NC 401(k) plan.

## **Section 7. Supplemental Retirement Benefits**

The Bureau may provide supplemental retirement benefits for its fulltime employees. Each fulltime employee may receive supplemental benefits as approved by the Board. **See page 29 and** Current List of Benefits for details.

## **Section 8. Social Security**

The Bureau, to the extent of its lawful authority and power, extends Social Security benefits for its eligible employees and eligible groups and classes of such employees.

## **Section 9. Workers' Compensation**

All employees of the Bureau (fulltime, part-time, and temporary) are covered by the North Carolina Workers' Compensation Act and are required to report all injuries arising out of and in the course of employment to their immediate supervisors at the time of the injury in order that appropriate action may be taken at once.

**Injuries on the Job:** Prompt action should be taken by supervisors and/or sought by employees to obtain medical treatment for employees injured on the job. In case of injury on the job, the employee will be taken to the nearest available medical facility for emergency treatment. The facility must be informed that the patient is being treated under Workman's Compensation laws and that payment will be received from the insurance company

Responsibility for claiming compensation under the Workers' Compensation Act is on the injured employee, and such claims must be filed by the employee with the North Carolina Industrial Commission within two years from date of injury. The supervisor will assist the employee in filing the claim. Within 24 hours, the supervisor of the injured employee must complete a Form 19, Report of Injury to Employee, and file that report with the Bureau and the insurance agency, with a copy to the Executive Director.

Once emergency treatment has been provided, the employee may be referred to another medical facility, or may choose to select another physician. This facility or physician must be acceptable for Workman's Compensation payment under the laws of the State of North Carolina and the insurance agency for the Bureau.

## **Section 10. Unemployment Compensation**

Bureau employees who are terminated due to a reduction in force or released from Bureau service may apply for benefits through the local Employment Security Commission office, where a determination of eligibility will be made.

## **Section 11. Tuition Assistance Program**

The Bureau wants to encourage and reimburse fulltime employees who take approved academic and/or technical courses that will help them increase their productivity and prepare them for greater responsibility within the Bureau.

The Executive Director will authorize reimbursement of tuition and materials (i.e. textbooks) to employees for one course during a semester/quarter. The course must be pre-approved by the Executive Director and funds must be available in the budget for the request.

**Eligible Courses:** This program applies to courses which are taught by an accredited institution and are of mutual benefit to the Bureau and to the employee.

**Approval:** The Executive Director must approve all requests for reimbursement in advance of registration. All requests and approval must be in writing. Written proof of satisfactory grade of B (or pass if pass/fail grade system is used) is required for reimbursement to be issued.

## ARTICLE VII. HOLIDAYS AND LEAVES OF ABSENCE

### Section 1. Policy

The policy of the Bureau is to provide annual leave, sick leave, and holiday leave to all fulltime employees. Employees shall accrue leave proportionately with each payroll.

### Section 2. Holidays

The Bureau observes the same holiday schedule as designated by the North Carolina Office of State Human Resources with twelve paid holidays per year as well as New Year's Eve\*

#### ~~Holidays observed:~~

~~New Year's Day  
Martin Luther King Day  
Good Friday  
Memorial Day  
Independence Day  
Labor Day  
Veteran's Day  
Thanksgiving Day and day following  
\*Christmas Eve and Christmas Day  
\*New Year's Eve Day~~

The Executive Director will specify minimum staffing requirements for visitor's centers well in advance of each of the above-listed holidays.

\*Whenever the Christmas and New Year's holidays fall on weekend days, employees will be given equivalent days off either immediately before or immediately after those dates.

*Personal Holidays:* In addition to the designated holidays listed above, each fulltime employee with more than one year's service with the Bureau will receive at the beginning of each calendar year, two personal holidays that may be taken anytime during the year with the supervisor's approval. The Executive Director, Director of Administration and Assistant Finance Officer earn two additional personal and these must be taken with that calendar year.

For new employees, one personal holiday will be earned after six months' employment and a second after a full year's employment; thereafter, two personal holidays will be earned at the beginning of each year.

Employees may carry-over half the personal holidays earned but unused to the next the calendar year, provided that a written request to this effect is approved by the supervisor prior to the end of the current year. Carried-over personal holidays must be used within the next year.

### Section 3. Holidays: Effect on Other Types of Leave

Regular holidays which occur during a vacation, sick or other leave period of any employee shall not be considered as vacation, sick, or other leave.

### Section 4. Holidays: Compensation When Work is Required

Fulltime employees required to work on a regularly scheduled holiday will receive compensatory time to be scheduled later with the Director's approval. Compensatory time shall be granted whenever feasible. Part-time temporary employees will be paid at 1.5 times their hourly rate.

## Section 5. Vacation Leave

Vacation leave is intended to be used for rest and relaxation, and may be used for medical appointments.

Vacation leave may also be used by employees who wish to observe religious holidays other than those granted by the Bureau. Employees who wish to use leave for religious observances must request leave from their respective supervisor. The supervisor will attempt to arrange the work schedule so that an employee may be granted vacation leave for the religious observance. Annual leave for religious observance may be denied only when granting the leave would create an undue hardship for the Bureau. The Executive Director has final approval.

## Section 6. Vacation Leave: Use by Probationary Employees

Employees serving a probationary period following initial employment may accumulate vacation leave but shall not be permitted to take vacation leave during the probationary period. Upon completion of the probationary period all accrued vacation leave shall be retroactive from the original date of employment.

## Section 7. Vacation Leave: Accrual Rate

Each fulltime regular and probationary employee of the Bureau occupying an officially budgeted position shall earn annual leave at the following schedule:

Years of Work	Days Per Year
0 - 4	12
5 - 9	15
10 - 14	17
15 plus	20

## Section 8. Vacation Leave: Maximum Accumulation

Employees may carry over 50% of their total yearly earned vacation days from one year to the next. ~~Any unused vacation days in excess of that amount will be forfeited unless used before the end of the calendar year.~~ Example: an employee with two years of service may carry over 6 days to the next year.

~~Effective the last payroll in the calendar year, any employee with more than 30 days of accumulated leave shall have the excess accumulation over 30 days converted to and transferred to sick leave removed and it will be forfeited so that only 30 days of vacation are carried forward to January 1 of the next calendar year. Employees are not eligible to receive pay for this excess accumulated vacation time not taken and the excess hours will be forfeited.~~

An employee who has accumulated less than the maximum days allowable as of December 31 of any given year may continue to earn leave at their regular rate through the remainder of the subsequent vacation year.

The Executive Director, Director of Administration, and Assistant Finance Officer are in supervisory roles and/or perform accounting duties. These employees are required to take vacations with no less than five consecutive days (Monday-Friday) at least once annually.

Employees are cautioned not to retain excess accumulated vacation leave until late in the year. Because of the necessity to keep all functions in operation, a number of employees may not be granted vacation leave at any one time. If an employee has excess leave accumulation during the latter part of the year and is unable to take such leave because of staffing demands, the employee shall receive no special consideration either in having vacation leave scheduled or in receiving any exception to the maximum accumulation.

## Section 9. Vacation Leave: Manner of Taking

Employees shall be granted the use of earned vacation leave upon request in advance at those times designated by the supervisor which will least obstruct normal operations of the Bureau. Supervisors are

responsible for insuring that approved vacation leave does not hinder the effectiveness of service delivery.

Vacation leave may be taken as earned by an employee provided the Executive Director approves the leave and can arrange for the leave to be taken without obstructing the operation of the department.

Vacation leave shall not be granted to a newly appointed employee before the completion of the probationary period unless denial of the leave would create an unusual hardship on the employee, as determined by the supervisor.

In extreme circumstances or when scheduling problems arise, the Executive Director may allow an employee to borrow unearned vacation leave from their anticipated earned vacation leave within the current vacation year.

If an employee terminates their employment prior to earning sufficient leave to cover that which was borrowed from the current vacation year, an amount equal to the vacation leave borrowed shall be deducted from the employee's final paycheck.

#### **Section 10. Vacation Leave: Payment upon Separation**

An employee who has successfully completed the probationary period will normally be paid for accumulated vacation leave upon separation not to exceed 30 days, provided notice is given to the supervisor at least two weeks in advance of the effective date of resignation. Any employee failing to give the notice required by this section shall forfeit payment for accumulated leave. The notice requirement may be waived by the Executive Director when deemed to be in the best interest of the Bureau. Employees who are involuntarily separated shall receive payment for accumulated annual leave subject to the 30 day maximum.

#### **Section 11. Sick Leave**

Sick leave may be granted to a regular full-time employee absent from work due to personal illness or injury which prevents an employee from performing their usual duties. This includes the actual period of temporary disability connected with childbearing or recovery period. Neither hourly nor probationary employees are entitled to sick leave with pay.

All employees may use sick leave for medical appointments, and may be requested for:

- dental appointments.
- Illness of a member of the employee's immediate family. For this purpose immediate family is defined as spouse, parents and children, or other dependents living in the employee's household.

In addition, employees may use all or a portion of their 2 days of Personal Holiday time each year for any of the above-mentioned purposes.

*Abuse of Sick Leave:* Sick leave days are not free days off. Sick leave is a benefit to help ensure that an employee can continue to receive pay when ill and in case of major illness or accident. The Board wants to encourage every employee to take sick leave rather than reporting to work when contagious and exposing others, but to use it only when necessary. By building a balance in sick leave the employee will be covered in major illness or accidents requiring extended leave.

The Board will not accept abuse of sick leave. Claiming sick leave under false pretense to obtain a day off with pay shall subject the employee to disciplinary action up to and including dismissal.

#### **Section 12. Sick Leave: Accrual Rate and Accumulation**

Sick leave shall accrue at a rate of one day per month of service or twelve days per year for fulltime employees.

Absence required for employee to look after an immediate family member may be treated as sick leave. Leave for this purpose that will extend beyond five days requires prior approval by the Executive Director.

Sick leave will be cumulative for an indefinite period of time and may be converted upon retirement for service credit consistent with the provisions of the North Carolina Local Government Employees' Retirement System.

All sick leave accumulated by an employee shall end and terminate without compensation when the employee resigns or is separated from the Bureau, except as stated for employees retiring.

An employee who resigns from service and is not re-employed by the Bureau within one (1) year from the date of separation or an employee who is dismissed from service shall lose all accrued sick leave credit.

There is no limit in the amount of sick leave an employee may accrue.

### **Section 13. Sick Leave: Medical Certification**

The supervisor may request a physician's certificate stating the nature of the employee's or family member's illness and the employee's capacity to resume duties, for each occasion on which an employee uses sick leave or whenever the supervisor observes a "pattern of absenteeism." A doctor's certification may be required if a sickness exceeds two (2) consecutive days, and if the sick leave involves any kind of disability to disabling illness.

Following any hospitalization, a doctor must certify that a person can return to full duties of the employment or can be assigned other, lighter duties. The Executive Director shall be responsible for the application of this action to the extent that (1) the employee shall not be on duty when they may endanger their own health or the health of other employees, and (2) there will be no abuse of the sick leave privileges.

### **Section 14. Advancing Sick Leave Credit**

The Board of Directors may, on the recommendation of the Executive Director, advance up to twenty (20) days of sick leave to an employee who has exhausted all sick leave, accrued vacation leave, compensatory time, or all other leave credits because of an accident, major operation, or illness. **Employees should consult with Human Resources to request advanced sick leave.** Should the employee terminate their employment prior to earning sufficient leave of any kind to cover that which was advanced, such deficiency shall be deducted from the employee's final paycheck.

**See "Advancing Sick Leave Application" located in Procedures Appendix for Applying**

### **Section 15. Leave Calculation**

Leave will be earned and granted on the basis of 7.5 hours a day for vacation and sick leave.

### **Section 16. Leave Without Pay**

The Executive Director may grant a leave of absence without pay for a fulltime employee to leave the service of the Bureau, while maintaining certain benefits such as Hospitalization and retirement at the expense of the employee.

A leave of absence without pay, not to exceed twelve months, may be granted to an employee who wants to go to school full-time or who has other reasons approved by the Executive Director. If the employee wants to return to work, the Executive Director will evaluate the employee's qualifications and its personnel requirements at that time to determine whether there is a place for this employee.

*Two Weeks or Less:* A leave of absence without pay for a period of two weeks or less may be granted by the Executive Director, if the needs of the Bureau permit.

*More Than Two Weeks:* Any request for a leave of absence for a period of more than two weeks which the Executive Director feels may be justified by the circumstances, must be approved by the Board before such leave is granted. Any such leave granted will be without pay.

None of the above limits in any way the right of the Executive Director to terminate an employee at any time, without cause.

The employee shall apply in writing to the Executive Director.

### **Section 17. Leave Without Pay: Retention and Continuation of Benefits**

An employee shall retain all unused vacation and sick leave while on leave without pay. An employee ceases to earn leave credits on the date leave without pay begins. The employee may continue to be eligible for benefits under the Bureau's group insurance plans at their own expense, subject to any regulation adopted by the Board and the regulations of the insurance carrier.

Insurance and payroll deductions are the responsibility of the employee and they must make those payments for continued coverage of that benefit, notwithstanding the Leave without Pay status.

### **Section 18. Workers' Compensation Leave**

An employee absent from duty because of sickness or disability covered by the North Carolina Workers' Compensation Act may elect to use accrued sick leave or vacation during the first waiting period. ~~The employee may also elect to supplement workers' compensation payments after they begin with sick leave, vacation, or compensatory time, provided that the combination of leave supplement and workers' compensation payments does not exceed normal compensation.~~ An employee on workers' compensation leave may be permitted to continue to be eligible for benefits under the Bureau's group insurance plans.

When worker's compensation leave extends long enough for the waiting period to be reimbursed, the employee shall return the reimbursement check to the Bureau and have leave hours reinstated for all time covered by paid leave. In such cases, the Bureau will pay the employee for any unpaid time that is owed the employee.

### **Section 19. Military Leave**

The Board and Bureau support the National Guard, Armed Forces and Reserve Programs, The Bureau will fully comply with the requirements of the 1994 Uniformed Services Employment and Re-Employment Rights Act (USERRA) and related federal regulations. Employees taking leave under USERRA shall be eligible to take accumulated vacation leave or be placed in a leave without pay status, and the provisions of that leave shall apply. While taking military leave, the employee's unused leave balances will be retained and any seniority-based benefits such as leave accrual rates will continue to accrue.

An employee who volunteers, or is called to active duty with the United States military forces, and who returns to work in less than five years will be returned to the same or like position they would have attained with reasonable certainty if not for the absence due to military service, with full seniority, status, leave accrual rates and pay as if there had been no break in employment. Time limits for employee to reapply for return to work after release from military service as noted in USERRA will apply.

The Board and Bureau support the National Guard, Armed Forces and Reserve Programs, and will grant time off to employees who have received orders to report to training duty. If at all possible, this training duty should be scheduled at a time convenient to the Bureau. Employees who need to take three months or less off from work to participate in military activities will be placed on vacation or leave of absence without pay. While taking military leave of less than three months, all benefits remain in force as if the employee physically remained with the Bureau during this period. Employees who are eligible for military leave have all job rights specified by the Vietnam Veterans Readjustment Act.

Employees entering active service for more than three months may take or be paid for any vacation hours earned and not taken prior to leaving the Bureau. Payment will be in the employee's last check.

Bureau payments for the Group Medical Insurance will cease on the last day of the month when employee is granted leave and is entering active service for more than three months. However, the employee may elect to continue coverage at their own expense.

#### **Section 20. Reinstatement Following Military Service.**

~~An employee called to extended active duty with the United States military forces (more than three months), who does not volunteer for service beyond the period for which called, shall be reinstated with full benefits provided the employee as governed by Federal regulations at the time.~~

~~The employee will be informed of the rights prior to leaving for the required service.~~

#### **Section 21. Civil Leave**

A Bureau employee called for jury duty or as a court witness for the federal or state governments, or a subdivision thereof, or when attending any court proceeding in the Bureau's interest shall receive leave with pay for such duty during the required absence without charge to accumulated leave. Pre-approval by the Executive Director is required. The employee may keep fees and travel allowances received for jury or witness duty in addition to regular compensation; except that employees must turn over to the Bureau any witness fees or travel allowance awarded by that court for court appearances in connection with official duties. While on civil leave, benefits and leave shall accrue as though on regular duty.

**Court Appearances for Personal Reasons:** Supervisors shall allow employees a reasonable amount of time off from work without pay (unless the employee uses personal leave) to attend court proceedings for personal reasons.

#### **Section 22. Funeral Leave**

The Board wants to give an employee experiencing a death in the family additional support during this traumatic period; to treat the employee with understanding, compassion, and kindness.

Employees will be given every reasonable consideration in circumstances arising from a death in the immediate family, i.e., mother, father, child, sister, brother, wife, husband, step and in-law relatives and grandparents, as approved by the Executive Director.

*Leave Time:* When an employee's relative dies, the employee will be permitted to take up to five days off for circumstances arising from the death, without loss of regular pay, as approved by the Executive Director.

#### **Section 23. Community Involvement Leave**

Employees will be granted twelve (12) hours of leave with pay per calendar year to engage in volunteer service with community service organizations, schools, disaster relief service, or human service organizations. The leave must be requested and approved in advance and taken as a minimum of 2-hour increments at a time mutually agreed upon by the employee and the Bureau.



## **ARTICLE VIII. SEPARATION AND REINSTATEMENT**

### **Section 1. Types of Separations**

All separations of employees from positions in the service of the Bureau shall be designated as one of the following types and shall be accomplished in the manner indicated: resignation, reduction in force, disability, voluntary retirement, dismissal, or death.

### **Section 2. Resignation**

An employee may resign by submitting the reasons for resignation and the effective date in writing to the immediate supervisor as far in advance as possible. In all instances, the minimum notice requirement is two weeks. Failure to provide minimum notice shall result in forfeit of payment for accumulated vacation leave unless the notice is waived upon approval of the Executive Director. In special circumstances this requirement may be altered or waived by the Executive Director.

Sick leave will only be approved during the final two weeks of a notice with a physician's certification or comparable documentation.

Three consecutive days of absence without contacting the immediate supervisor may be considered to be a voluntary resignation.

The Executive Director will interview each full-time resigning employee before their final departure.

The resigning employee will receive all unpaid wages or salary due on final paycheck. They will also be paid fully for all unused vacation leave up to a maximum of 30 workdays.

Under no circumstances will any resigning employee be paid for unused sick leave.

Health insurance benefits will end as of an employee's resignation date, but may be retained per COBRA Rules if employee elects to pay the premium.

### **Section 3. Reduction in Force**

In the event that a reduction in force becomes necessary, consideration shall be given to the quality of each employee's performance, organizational needs, and seniority in determining those employees to be retained. Employees who are separated because of a reduction in force shall be given at least two weeks notice of the anticipated action.

### **Section 4. Disability**

An employee who cannot perform the essential duties of a position because of a physical or mental impairment may be separated for disability. An employee or the Bureau may initiate action. In cases initiated by the employee, such action must be accompanied by medical evidence acceptable to the Bureau. The Bureau may require an examination, at the Bureau's expense, performed by a physician of the Bureau's choice.

The Bureau will comply with the Americans with Disabilities Act and will make all responsible efforts to provide reasonable accommodation to employees who may be or become disabled. An employee who cannot perform the essential duties of a position because of a physical or mental impairment may be separated for disability. Action may be initiated by the employee or the Bureau. In cases initiated by the employee, such action must be accompanied by medical evidence acceptable to the Executive Director. The Bureau may require an examination at the Bureau's expense, performed by a physician of the Bureau's choice.

Employees who meet the requirements of the North Carolina Local Governmental Employees' Retirement

System may qualify for a disability retirement. Information about this option is available in Human Resources or the Retirement System.

## **Section 5. Voluntary Retirement**

An employee who meets the conditions set forth under the provisions of the North Carolina Local Governmental Employees' Retirement System may elect to retire and receive all benefits earned under the retirement plan.

~~An employee who reaches retirement age and is ready to retire, shall be granted retirement upon notification to the Bureau.~~

~~Employees who have completed 30 years of creditable service with the Bureau, completed 25 years creditable service by age 60, or 5 years' service by age 65, may retire at any time thereafter in accordance with the provisions of the North Carolina Local Government Retirement System (NCLGRS). Qualified employees electing to retire shall notify the Executive Director in writing at least one month prior to the proposed date of retirement. (This requirement may be altered or waived in special circumstances at the discretion of the Executive Director).~~

Retiring employees will receive on their retirement date all unpaid wages or salary due them. They will also be paid in full for all unused vacation leave accrued.

Under no circumstances will a retiring employee be paid for unused sick leave. In accordance with NCLGRS regulations, however, their unused sick leave days will be added to their total amount of creditable service in computing pension benefits.

After retirement, the Bureau may continue to pay each retiree's health insurance premiums so long as they receive NCLGRS retirement benefits and have completed the required years of service with the Dare County Tourism Board, dba Outer Banks Visitors Bureau. Coverage is limited to themselves and excludes all other family members; it is further limited to that portion in premiums up to, but not in excess of, percentage level of NCLGRS retirement benefits the retiree receives. The retiree must pay any difference between the Bureau-paid benefit and the full amount of the premium.

The Bureau-paid benefit will cease once the retiree becomes eligible for Medicare. For employees hired prior to July 1, 2016, the Bureau may, through its current health care provider, pay the cost of the supplementary health care policy for the retiree. The level of Bureau contribution may change or may be deleted at any time at the sole determination of the Board. For employees hired after July 1, 2016, the Bureau will not pay supplemental insurance.

## **Section 6. Dismissal**

An employee may be dismissed in accordance with the provisions and procedures of Article IX.

## **Section 7. Rehiring**

An employee who resigns while in good standing may be rehired with the approval of the Executive Director, and may be regarded as a new employee, subject to all of the provisions of rules and regulations of that Policy. An employee in good standing who is separated due to a reduction in force shall be given the first opportunity to be rehired in the same or a similar position.

## **Section 8. Death**

When an employee dies the employee's beneficiary will be paid for the complete pay period in which the employee died and for one additional complete pay period.

## **Section 9. Exit Interview**

Upon separation from Bureau employment, the Bureau would like to know reasons fulltime employees are leaving so an exit interview will be held with the Executive Director. The interview shall be held during the last week of employment. At that time any Bureau property issued to the employee will be returned and documented also.

## ARTICLE IX. DISCIPLINARY ACTION

### Section 1. Disciplinary Action for Unsatisfactory Job Performance

Disciplinary action is intended to work with the employee and have them take responsibility for and to correct unacceptable performance and/or work behavior through consultation with the supervisor who shall keep the Executive Director informed.

### Section 2. Reasons Defined

Reasons for termination usually fall into two categories: unsatisfactory performance of duties or detrimental personal conduct.

**Unsatisfactory Performance of Duties** includes any aspects of the employee's job which are not performed as required to meet the standards set by the supervisor and/or Executive Director. Examples of unsatisfactory job performance include, *but are not limited to*, the following:

- Demonstrated inefficiency, negligence, or incompetence in the performance of duties;
- Careless, negligent or improper use of Bureau property or equipment;
- Physical or mental incapacity to perform duties;
- Discourteous treatment of the public or other employees;
- Absence without approved leave;
- Improper use of leave privileges;
- Habitual pattern of failure to report for duty at the assigned time and place;
- Failure to complete work within time frames established by the supervisor and/or Executive Director; or
- Failure to meet job expectations or work standards over a period of time.

**Detrimental Personal Conduct** includes behavior of such a serious detrimental nature that undue or serious disruption of work of the Bureau has or may occur; the safety of persons or property may be or have been threatened; or the laws of any government may be or have been violated. Examples of detrimental personal conduct include, *but are not limited to*, the following:

- Fraud or theft;
- Conviction of a felony or the entry of a plea of *no* contender thereto;
- Falsification of records for personal profit, to grant special privileges, or to obtain employment;
- Willful misuse of gross negligence in the handling Bureau funds or personal use of equipment or supplies;
- Willful or wanton damage or destruction of Bureau property;
- Willful or wanton acts that endanger the lives and property of others;
- Possession of unauthorized firearms or other lethal weapons on the job;
- Reporting to work under the influence of alcohol or drugs or partaking of such while on duty. Prescribed medication may be taken within the limits set by a physician as long as medically necessary;
- Engaging in incompatible employment or serving a conflicting of interest;
- Engaging in political activity prohibited by this policy;
- Harassment of an employee(s) and/or the public;
- Stated refusal to perform assigned duties, flagrant violation of work rules and regulations, or serious malfeasance of work responsibilities; or
- Personal behavior which so severely damages an employee's credibility with staff and/or citizens as to render the employee ineffective in their assigned duties.

### Section 3. Disciplinary Process

Although an employee can be dismissed for any reason the Bureau has made an investment in its employees and would like to assist an employee to overcome performance problems and be able to maintain

employment. To that end when an employee's job performance is unsatisfactory, or when incidents or inappropriate actions warrant, the supervisor should meet with the employee as soon as possible in one or more counseling sessions to discuss specific performance problems. A brief summary of these counseling sessions should be noted in the employee's file by the supervisor.

An employee whose job performance is unsatisfactory over a period of time should normally receive at least two warnings from the supervisor before disciplinary action resulting in suspension, demotion, or dismissal is implemented. Where warnings are given, the supervisor should record the date of discussions with the employee, the performance deficiencies discussed, the corrective actions recommended, and the time limits set for corrective action. The warnings given should include notice to the employee that failure to make timely corrections may result in disciplinary action including suspension, demotion, or dismissal from employment.

If the employee's performance continues to be unsatisfactory, then the supervisor initiates disciplinary action such as suspension, demotion or dismissal while keeping the Executive Director informed.

Disciplinary suspensions are for the purpose of communicating the seriousness of the performance deficiency, not for the purpose of punishment and should not generally exceed three days (24 hours) for nonexempt employees. Suspensions for exempt employees shall be for one full work week in accordance with FLSA requirements to maintain exempt status. Disciplinary suspensions shall be without pay.

Terminations are appropriate when the employee has shown they are unwilling or unable to perform work in a manner that meets the work and conduct standards of the Bureau.

#### **Section 4. Pre-Disciplinary Conference**

Before suspension or demotion action is taken, whether for failure in personal conduct or failure in performance of duties, the supervisor may conduct a pre-disciplinary conference. Before dismissal is taken, a pre-disciplinary or dismissal conference must be conducted. At this conference, the employee may present any response to the proposed action.

The supervisor will consider the employee's response, if any, to the proposed disciplinary action, and will, within three working days following the pre-disciplinary conference, discuss proposed disciplinary action with the Executive Director. If the Executive Director approves, the supervisor will notify the employee in writing of the final decision to take disciplinary action. The notice of the final disciplinary action shall contain a statement of the reasons for the action and the employee's appeal rights.

#### **Section 5. Disciplinary Action for Detrimental Personal Conduct**

With the approval of the Executive Director, an employee may be placed on disciplinary suspension or dismissed without prior warning for causes relating to personal conduct detrimental to Bureau service in order to

- avoid undue disruption of work;
- protect the safety of persons or property; or
- for other serious reasons.

#### **Section 6. Non-Disciplinary Suspension**

During the investigation, hearing, or trial of an employee on any criminal charge, or during an investigation related to alleged detrimental personal conduct, or during the course of any civil action involving an employee, when suspension, in the opinion of the Executive Director, would be in the best interest of the Bureau, the Executive Director may suspend the employee for part or all of the proceedings as a non-disciplinary action. In such cases the Bureau may:

- Temporarily relieve the employee of all duties and responsibilities and place the employee on paid leave for the duration of the suspension, or
- Temporarily relieve the employee of all duties and responsibilities and place the employee on unpaid

- leave for the duration of the suspension, or
- Temporarily assign the employee new duties and responsibilities and allow the employee to receive such compensation as is in keeping with the new duties and responsibilities.

If the employee is reinstated following the suspension such employee shall not lose any benefits to which otherwise the employee would have been entitled had the suspension not occurred. The employee shall also receive any back pay withheld while on unpaid leave.

If the employee is terminated following suspension without pay, the employee shall not be eligible for any pay from the date of suspension; however, all other benefits with the exception of accrued vacation leave and sick leave shall be maintained during the period of suspension

## **Section 7. Dismissal**

An employee whose job performance is unsatisfactory over a period of time should normally receive at least two warnings, an oral and a final written, from the supervisor before disciplinary action resulting in dismissal is taken. The supervisor should record the dates of discussions with the employee, the performance deficiencies discussed, the corrective actions recommended, and the time frames set. If the employee's performance continues to be unsatisfactory, the supervisor shall hold a discipline/dismissal conference, and recommend dismissal to the Executive Director.

Following the decision to dismiss an employee, the employee shall be afforded an opportunity for a name-clearing hearing. The name-clearing hearing must be requested within five business days following the decision to dismiss the employee. In lieu of actually attending the hearing, the employee may submit written comments and they will be placed in the personnel file as if the employee had presented them at the scheduled hearing. The name-clearing hearing is not a substitute for, or a second opportunity for, a pre-dismissal hearing at which the employee may contest the proposed disciplinary action.

## ARTICLE X. GRIEVANCES

### Section 1. Policy

It is the policy of the Dare County Tourism Board to provide a means whereby employees may freely discuss problems with supervisors and to provide a procedure for the presentation and mutual adjustment of points of disagreement that arise between employees and their supervisors.

### Section 2. Grievances Defined

A grievance is a claim or complaint based upon an event or condition which affects the circumstances under which an employee works allegedly caused by misinterpretation, unfair application, or lack of established policy pertaining to employment conditions. A grievance might involve alleged safety or health hazards, unsatisfactory physical facilities, surroundings, materials or equipment, unfair or discriminatory supervisory or disciplinary practices, unjust treatment by fellow workers, unreasonable work quotas, or any other grievance relating to conditions of employment.

No claim arising as a result of a disciplinary action shall constitute a grievance.

### Section 3. Purposes

The purposes of the grievance process include but are not limited to:

1. To provide a procedure by which employees' job related complaints can be considered rapidly, fairly, and without reprisal.
2. To encourage employees to express themselves about the conditions of work which affect them as employees.
3. To promote better understanding of policies, practices, and procedures that affect employees.
4. To instill in employees' confidence that personnel actions are taken in accordance with established fair and uniform policies and procedures.
5. To develop in supervisors a sense of responsibility in dealing with employees.

Problems, complaints, or misunderstandings shall be addressed first by the immediate supervisor. If unresolved, complaint shall be addressed in writing to the Executive Director

### Section 4. Grievance Process

When a permanent employee or group of same has a claim or complaint concerning the condition of their employment with the Visitors' Bureau and such has not been resolved informally, the following successive steps are to be taken.

The number of days listed at each level should be considered the maximum of working days unless provided for otherwise. Every effort should be made to expedite the process. However, when mutually agreed upon, the time limits below may be extended.

Step 1. The employee or group of employees with a grievance shall present the matter in writing to the supervisor within 5 calendar days of its occurrence or within 5 days of when the employee learns of its occurrence.

Step 2. If the grievance is not resolved in Step 1 within 10 working days, the employee or employees within ten (10) working days may forward the grievance in writing to the Executive Director who will hear the grievance within three (3) working days, and render a decision in writing within a maximum of three (3) working days. The employee or employees may be accompanied by one to three persons of their choosing in their hearing with the Executive Director.

## **ARTICLE XI. RECORDS**

### **Section 1. Public Records**

All public records will be maintained and destroyed, if permitted, in accordance with applicable North Carolina law.

### **Section 2. Personnel Records**

The Bureau will comply with the GS 153A – 98 provisions on Personnel Records.

### **Section 3. Destruction of Public Records Regulated**

No public official may destroy, sell, loan, or otherwise dispose of any public record, except in accordance with GS 121.5, without the consent of the State Department of Cultural Resources. Whoever unlawfully removes a public record from the office where it is usually kept, or whoever, alters, defaces, mutilates or destroys it will be guilty of a misdemeanor and upon conviction will be fined in an amount provided in Chapter 132.3 of the General Statutes.

### **Section 4. Organization of Personnel Records**

Each personnel file shall consist of the following documents:

- All documents received during the hiring and selection process, i.e. application, resumes, references, I-9, etc.
- All records used to make appropriate or requested payroll deductions;
- All documents generated during a person's employment that show leave, performance, and other situations that are job related;
- Any correspondence or memorandum between employees and supervisors regarding employment, performance, or other job related decisions;
- Retirement and insurance records.

### **Section 5. Current Information in Files**

All employees are to notify the Executive Director or Director of Administration of any changes in name, address, telephone number, marital status, and other information.



## **ARTICLE XII. IMPLEMENTATION OF POLICIES**

### **Section 1. Conflicting Policies Repealed**

All policies, ordinances, or resolutions that conflict with the provisions of these policies are hereby repealed.

### **Section 2. Separability**

If any provision of these policies or any rule, regulations, or order there under of the application of such provision to any person or circumstances is held invalid, the remainder of these policies and the application of such remaining provisions of these policies of such rules, regulations, or orders to persons or circumstances other than those held invalid will not be affected thereby.

### **Section 3. Amendments**

These policies shall become effective on a date approved by the Dare County Tourism Board.

Adopted this day January 19, 2012

## Summary of Current Full-Time Benefits

- **HEALTH INSURANCE PLAN**

Details of plan are available from the Director of Administration. Dare County Tourism Board will pay 100% of the full-time employee only coverage.

For employees hired prior to July 1, 2016, the Board will pay 80% of any dependent coverage.

For employees hired after July 1, 2016, the Board will pay 75% of any dependent coverage.

Health insurance plan includes vision.

- **PAID LEAVE:**

Vacation accrued monthly based on the following chart:

Years of Work	Days Per Year
0 - 4	12
5 - 9	15
10 - 14	17
15 plus	20

Sick time: 12 days accrued monthly.

Holidays: 13 holidays per year. Holidays include:

New Year's Day  
Martin Luther King Day  
Good Friday  
Memorial Day  
Independence Day  
Labor Day  
Veteran's Day  
Thanksgiving Day and the day following.  
Christmas Eve, Christmas Day, and the day following.  
New Year's Eve

Personal Days: 2 days received at the beginning of each year.

- **LIFE INSURANCE**

The Board provides term life insurance for full-time employees in the amount of \$25,000.

- **401(k) MATCH**

The Board will match up to 1% of any employee contributions to a Board sponsored plan.

- **RETIREMENT**

Participation in the State Retirement System is mandatory for all full time employees with a required contribution from the employee of 6%. The Board also contributes to the retirement pool on an actuarial basis as defined by the NC Retirement System each year. Employees are vested in the system after 5 years of continuous service.

- **POST RETIREMENT BENEFITS**

Employees who meet the requirements to retire with service or disability retirement with the North Carolina Local Government Employee retirement System may receive health insurance from the Board. The Board will pay for the employee only insurance premium. This does not include Vision or Dental.

For all employees hired **prior to June 30, 2008**, qualification requirements for retiree health benefits are:

\*Retirement under the NCLGRS and

\*For full or reduced retirees, five (5) years of employment with Dare County Tourism Board dba Outer Banks Visitors Bureau.

For all employees hired **on or after June 30, 2008**, qualification requirements for retiree health benefits are:

\*Retirement under the NCLGRS and

\*For full or reduced retirees, twenty (20) years of employment with Dare County Tourism Board dba Outer Banks Visitors Bureau.

#### Retiree Eligibility for Medicare Supplemental Insurance

For employees hired prior to July 1, 2016, the Bureau may pay a portion of the supplementary health care policy for the retiree, provided the employee retires under the North Carolina Local Government Retirement System, has the years of service with the Dare County Tourism Board outlined above and have Medicare coverage as their primary insurance.

For employees hired after July 1, 2016, once a retiree becomes eligible for Medicare, the Board will no longer pay for any insurance.

The Board will pay a maximum of \$400 for the supplemental insurance.

#### **ADDITIONAL OPTIONAL BENEFITS:**

- **DENTAL INSURANCE**

Dental insurance is available through a pretax payroll deduction for employee and dependents.

- **FLEXIBLE SPENDING ACCOUNTS**

Flexible spending accounts are available for medical and dependent care expenses as a pretax payroll deduction.

- **SUPPLEMENTAL HEALTH INSURANCE PROGRAMS**

AFLAC supplemental insurance including but not limited to cancer, term and whole life insurance, short-term disability and intensive care policies through a payroll deduction.

- **DEFERRED COMPENSATION PLAN**

Participation in a 403(b) plan from Fidelity Investments through a pretax payroll deduction.

- **CREDIT UNION**

Employees may gain membership with the Local Government Employees Credit Union.

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2022-2023**

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 22-23		
<i>JUNE EARNED</i>	<b>OCCUPANCY</b>	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
<u>JULY RECEIVED</u>	<b>MEALS</b>	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
<i>JULY EARNED</i>	<b>OCCUPANCY</b>	\$1,389,685.00	\$2,025,876.87	\$636,191.87	45.78%
<u>AUGUST RECEIVED</u>	<b>MEALS</b>	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,781,530.00	\$2,623,166.30	\$841,636.30	47.24%
<i>AUGUST EARNED</i>	<b>OCCUPANCY</b>	\$1,257,920.00	\$1,434,166.40	\$176,246.40	14.01%
<u>SEPT RECEIVED</u>	<b>MEALS</b>	<u>\$371,790.00</u>	<u>\$496,883.38</u>	<u>\$125,093.38</u>	<u>33.65%</u>
		\$1,629,710.00	\$1,931,049.78	\$301,339.78	18.49%
<i>SEPTEMBER EARNED</i>	<b>OCCUPANCY</b>	\$493,540.00	\$725,052.86	\$231,512.86	46.91%
<u>OCT RECEIVED</u>	<b>MEALS</b>	<u>\$251,510.00</u>	<u>\$398,737.51</u>	<u>\$147,227.51</u>	<u>58.54%</u>
		\$745,050.00	\$1,123,790.37	\$378,740.37	50.83%
<i>OCTOBER EARNED</i>	<b>OCCUPANCY</b>	\$233,310.00	\$433,387.04	\$200,077.04	85.76%
<u>NOV RECEIVED</u>	<b>MEALS</b>	<u>\$192,925.00</u>	<u>\$162,642.84</u>	<u>(\$30,282.16)</u>	<u>-15.70%</u>
		\$426,235.00	\$596,029.88	\$169,794.88	39.84%
<i>NOVEMBER EARNED</i>	<b>OCCUPANCY</b>	\$102,575.00	\$185,251.27	\$82,676.27	80.60%
<u>DEC RECEIVED</u>	<b>MEALS</b>	<u>\$122,550.00</u>	<u>\$300,138.52</u>	<u>\$177,588.52</u>	<u>144.91%</u>
		\$225,125.00	\$485,389.79	\$260,264.79	115.61%
<i>DECEMBER EARNED</i>	<b>OCCUPANCY</b>	\$65,545.00	\$101,098.09	\$35,553.09	54.24%
<u>JAN RECEIVED</u>	<b>MEALS</b>	<u>\$97,265.00</u>	<u>\$143,214.99</u>	<u>\$45,949.99</u>	<u>47.24%</u>
		\$162,810.00	\$244,313.08	\$81,503.08	50.06%
<i>JANUARY EARNED</i>	<b>OCCUPANCY</b>	\$248,170.00	\$322,624.32	\$74,454.32	30.00%
<u>FEB RECEIVED</u>	<b>MEALS</b>	<u>\$82,190.00</u>	<u>\$124,423.37</u>	<u>\$42,233.37</u>	<u>51.39%</u>
		\$330,360.00	\$447,047.69	\$116,687.69	35.32%
<i>FEBRUARY EARNED</i>	<b>OCCUPANCY</b>	\$61,895.00	\$170,000.09	\$108,105.09	174.66%
<u>MARCH RECEIVED</u>	<b>MEALS</b>	<u>\$84,315.00</u>	<u>\$116,207.73</u>	<u>\$31,892.73</u>	<u>37.83%</u>
		\$146,210.00	\$286,207.82	\$139,997.82	95.75%
<i>MARCH EARNED</i>	<b>OCCUPANCY</b>	\$93,850.00	\$228,526.82	\$134,676.82	143.50%
<u>APRIL RECEIVED</u>	<b>MEALS</b>	<u>\$123,685.00</u>	<u>\$179,535.02</u>	<u>\$55,850.02</u>	<u>45.16%</u>
		\$217,535.00	\$408,061.84	\$190,526.84	87.58%
<i>APRIL EARNED</i>	<b>OCCUPANCY</b>	\$250,790.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	<b>MEALS</b>	<u>\$190,715.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$441,505.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	<b>OCCUPANCY</b>	\$312,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<b>MEALS</b>	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b>OCCUPANCY</b>	<b>\$4,978,240.00</b>	<b>\$6,992,609.38</b>	<b>\$2,014,369.38</b>	<b>40.46%</b>
<b>TO-DATE</b>	<b>MEALS</b>	<b><u>\$2,056,370.00</u></b>	<b><u>\$3,005,232.80</u></b>	<b><u>\$948,862.80</u></b>	<b><u>46.14%</u></b>
		<b>\$7,034,610.00</b>	<b>\$9,997,842.18</b>	<b>\$2,963,232.18</b>	<b>42.12%</b>
<b>TOTAL</b>	<b>OCCUPANCY</b>	<b>\$5,541,030.00</b>			
<b>PROJECTED</b>	<b>MEALS</b>	<b><u>\$2,476,785.00</u></b>			
<b>2022-2023</b>		<b>\$8,017,815.00</b>			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2022-2023		2022	2023		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	<b>OCCUPANCY</b>	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	<b>MEALS</b>	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	<b>OCCUPANCY</b>	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	<b>MEALS</b>	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	<b>OCCUPANCY</b>	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	<b>MEALS</b>	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	<b>OCCUPANCY</b>	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
	<b>MEALS</b>	<u>\$176,838.05</u>	<u>\$179,535.02</u>	<u>\$2,696.97</u>	<u>1.53%</u>
		\$406,799.04	\$408,061.84	\$1,262.80	0.31%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	<b>OCCUPANCY</b>	\$451,019.43	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	<b>OCCUPANCY</b>	\$679,226.62	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	<b>OCCUPANCY</b>	\$1,366,625.62	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$486,160.01</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,852,785.63	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	<b>OCCUPANCY</b>	\$2,025,876.87	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$597,289.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,623,166.30	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	<b>OCCUPANCY</b>	\$1,434,166.40	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	<b>OCCUPANCY</b>	\$725,052.86	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	<b>OCCUPANCY</b>	\$433,387.04	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	<b>OCCUPANCY</b>	\$185,251.27	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<b>Total To Date</b>	<b>OCCUPANCY</b>	\$912,596.79	\$822,249.32	(\$90,347.47)	-9.90%
	<b>Meals</b>	<u>\$574,304.77</u>	<u>\$563,381.11</u>	<u>(\$10,923.66)</u>	<u>-1.90%</u>
		\$1,486,901.56	\$1,385,630.43	(\$101,271.13)	-6.81%
<b>Total for Year</b>	<b>OCCUPANCY</b>	<b>\$8,213,202.90</b>			
	<b>MEALS</b>	<b><u>\$3,645,074.43</u></b>			
		<b>\$11,858,277.33</b>			

## OCCUPANCY &amp; MEALS FY 2022-2023

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<u>JULY EARNED</u>	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,592,951.57	\$1,434,166.40	(\$158,785.17)	-9.97%
<u>SEPT RECEIVED</u>	MEALS	<u>\$455,773.11</u>	<u>\$496,883.38</u>	<u>\$41,110.27</u>	<u>9.02%</u>
		\$2,048,724.68	\$1,931,049.78	(\$117,674.90)	-5.74%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$717,839.65	\$725,052.86	\$7,213.21	1.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$381,874.96</u>	<u>\$398,737.51</u>	<u>\$16,862.55</u>	<u>4.42%</u>
		\$1,099,714.61	\$1,123,790.37	\$24,075.76	2.19%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$437,385.81	\$433,387.04	(\$3,998.77)	-0.91%
<u>NOV RECEIVED</u>	MEALS	<u>\$283,579.71</u>	<u>\$162,642.84</u>	<u>(\$120,936.87)</u>	<u>-42.65%</u>
		\$720,965.52	\$596,029.88	(\$124,935.64)	-17.33%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$103,833.12	\$185,251.27	\$81,418.15	78.41%
<u>DEC RECEIVED</u>	MEALS	<u>\$144,517.86</u>	<u>\$300,138.52</u>	<u>\$155,620.66</u>	<u>107.68%</u>
		\$248,350.98	\$485,389.79	\$237,038.81	95.45%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
<u>JAN RECEIVED</u>	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<u>JANUARY EARNED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
<u>FEB RECEIVED</u>	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
<u>MARCH RECEIVED</u>	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<u>MARCH EARNED</u>	OCCUPANCY	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
<u>APRIL RECEIVED</u>	MEALS	<u>\$176,838.00</u>	<u>\$179,535.02</u>	<u>\$2,697.02</u>	<u>1.53%</u>
		\$406,798.99	\$408,061.84	\$1,262.85	0.31%
<u>APRIL EARNED</u>	OCCUPANCY	\$451,019.43	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,410.03</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$735,429.46	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	OCCUPANCY	<b>\$6,634,177.86</b>	<b>\$6,992,609.38</b>	<b>\$358,431.52</b>	<b>5.40%</b>
	MEALS	<b><u>\$2,881,175.57</u></b>	<b><u>\$3,005,232.80</u></b>	<b><u>\$124,057.23</u></b>	<b><u>4.31%</u></b>
		<b>\$9,515,353.43</b>	<b>\$9,997,842.18</b>	<b>\$482,488.75</b>	<b>5.07%</b>
<b>TOTAL</b>	OCCUPANCY	<b>\$7,764,423.91</b>			
<b>ACTUAL</b>	MEALS	<b><u>\$3,510,093.54</u></b>			
<b>2021-2022</b>		<b>\$11,274,517.45</b>			

### Dare County Gross Collections on Retail Sales

	2023	2022	2021	2020	2019	2018	Variance 2023-2022	Percent Change
<b>January</b>	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
<b>February</b>	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
<b>March</b>	0	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152		
<b>April</b>	0	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431		
<b>May</b>	0	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088		
<b>June</b>	0	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353		
<b>July</b>	0	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908		
<b>August</b>	0	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106		
<b>September</b>	0	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721		
<b>October</b>	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
<b>November</b>	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
<b>December</b>	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
<b>YTD</b>	11,219,121	10,447,996	9,406,384	7,132,516	6,545,070	6,324,122	771,125	7.38%
<b>TOTAL</b>	11,219,121	113,438,902	107,482,612	81,791,823	78,441,352	74,397,237		
<b>YTD % Change</b>	7.38%	11.07%	31.88%	8.98%	3.49%	5.84%		
<b>Total % Change</b>	7.38%	5.54%	31.41%	4.27%	5.44%	1.51%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April		45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May		67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June		136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July		203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August		142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September		73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October		43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November		18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December		10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
<b>YTD Total</b>	<b>72,315,596</b>	<b>72,097,870</b>	<b>67,399,770</b>	<b>18,550,352</b>	<b>21,647,195</b>	<b>21,677,069</b>	<b>19,229,739</b>	<b>17,802,350</b>	<b>14,651,356</b>	<b>12,743,282</b>	<b>14,344,088</b>	<b>12,953,738</b>	<b>11,597,038</b>	<b>10,452,597</b>
<b>Total</b>	<b>72,315,596</b>	<b>814,248,027</b>	<b>771,066,418</b>	<b>576,380,674</b>	<b>518,010,116</b>	<b>496,416,513</b>	<b>479,320,053</b>	<b>453,010,111</b>	<b>435,632,264</b>	<b>414,223,398</b>	<b>396,724,329</b>	<b>385,182,596</b>	<b>370,289,918</b>	<b>356,845,997</b>
<b>YTD % Change</b>	<b>0.30%</b>	<b>6.97%</b>	<b>263.33%</b>	<b>-14.31%</b>	<b>-0.14%</b>	<b>12.73%</b>	<b>8.02%</b>	<b>21.51%</b>	<b>14.97%</b>	<b>-11.16%</b>	<b>10.73%</b>	<b>11.70%</b>	<b>10.95%</b>	<b>2.29%</b>
<b>Total % Change</b>	<b>0.30%</b>	<b>5.60%</b>	<b>33.78%</b>	<b>11.27%</b>	<b>4.35%</b>	<b>3.57%</b>	<b>5.81%</b>	<b>3.99%</b>	<b>5.17%</b>	<b>4.41%</b>	<b>3.00%</b>	<b>4.02%</b>	<b>3.77%</b>	<b>3.84%</b>
<b>Month Increase/Decrease Increase(Decrease)/Qtr</b>	<b>0.06%</b>	<b>-18.37%</b>	<b>692.75%</b>	<b>-62.24%</b>	<b>0.15%</b>	<b>30.68%</b>	<b>-9.65%</b>	<b>46.77%</b>	<b>4.66%</b>	<b>-18.61%</b>	<b>16.29%</b>	<b>33.26%</b>	<b>14.50%</b>	<b>-6.37%</b>
<b>Qtr 1 (Dec-Feb)</b>	<b>-11.44%</b>	<b>32.96%</b>	<b>135.23%</b>	<b>26.70%</b>	<b>-0.90%</b>	<b>9.19%</b>	<b>17.33%</b>	<b>8.66%</b>	<b>2.32%</b>	<b>8.75%</b>	<b>5.87%</b>	<b>5.68%</b>	<b>-6.13%</b>	<b>4.15%</b>
<b>Qtr 2 (Mar-May)</b>	<b>0.06%</b>	<b>-2.15%</b>	<b>328.72%</b>	<b>-52.27%</b>	<b>12.60%</b>	<b>2.35%</b>	<b>15.33%</b>	<b>6.78%</b>	<b>3.08%</b>	<b>15.45%</b>	<b>-6.38%</b>	<b>8.60%</b>	<b>13.16%</b>	<b>-4.71%</b>
<b>Qtr 3 (June-Aug)</b>		<b>8.34%</b>	<b>12.84%</b>	<b>12.44%</b>	<b>4.13%</b>	<b>4.76%</b>	<b>3.09%</b>	<b>2.94%</b>	<b>3.61%</b>	<b>3.08%</b>	<b>5.37%</b>	<b>3.63%</b>	<b>2.45%</b>	<b>5.67%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>5.47%</b>	<b>4.99%</b>	<b>53.61%</b>	<b>-2.11%</b>	<b>0.26%</b>	<b>7.15%</b>	<b>6.26%</b>	<b>11.38%</b>	<b>7.28%</b>	<b>-3.40%</b>	<b>3.21%</b>	<b>2.41%</b>	<b>3.70%</b>
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														



Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April		29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May		35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June		49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July		61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August		52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361
September		39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October		18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November		28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December		14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
<b>YTD Total</b>	<b>46,349,241</b>	<b>42,420,081</b>	<b>38,167,999</b>	<b>26,314,291</b>	<b>31,163,529</b>	<b>27,184,092</b>	<b>27,764,850</b>	<b>26,735,010</b>	<b>23,942,912</b>	<b>22,184,569</b>	<b>21,764,592</b>	<b>21,234,295</b>	<b>19,091,861</b>	<b>18,197,425</b>
<b>Total</b>	<b>46,349,241</b>	<b>372,305,735</b>	<b>351,849,101</b>	<b>232,835,383</b>	<b>278,043,962</b>	<b>257,312,595</b>	<b>257,097,185</b>	<b>242,835,427</b>	<b>236,779,616</b>	<b>224,931,142</b>	<b>213,797,971</b>	<b>208,655,656</b>	<b>190,867,107</b>	<b>187,781,957</b>
<b>YTD % Change</b>	<b>9.26%</b>	<b>11.14%</b>	<b>45.05%</b>	<b>-15.56%</b>	<b>14.64%</b>	<b>-2.09%</b>	<b>3.85%</b>	<b>11.66%</b>	<b>7.93%</b>	<b>1.93%</b>	<b>2.50%</b>	<b>11.22%</b>	<b>4.92%</b>	<b>-3.22%</b>
<b>Total % Change</b>	<b>9.26%</b>	<b>5.81%</b>	<b>51.11%</b>	<b>-16.26%</b>	<b>8.06%</b>	<b>0.08%</b>	<b>5.87%</b>	<b>2.56%</b>	<b>5.27%</b>	<b>5.21%</b>	<b>2.46%</b>	<b>9.32%</b>	<b>1.64%</b>	<b>1.54%</b>
<b>Month Increase/(Decrease) Increase(Decrease)/Qtr</b>	<b>6.05%</b>	<b>0.63%</b>	<b>139.10%</b>	<b>-46.64%</b>	<b>12.19%</b>	<b>-2.17%</b>	<b>1.25%</b>	<b>24.27%</b>	<b>6.88%</b>	<b>-6.62%</b>	<b>8.89%</b>	<b>11.77%</b>	<b>5.01%</b>	<b>7.78%</b>
<b>Qtr 1 (Dec-Feb)</b>	<b>5.13%</b>	<b>30.02%</b>	<b>3.33%</b>	<b>11.18%</b>	<b>7.81%</b>	<b>3.46%</b>	<b>7.07%</b>	<b>3.52%</b>	<b>11.10%</b>	<b>4.86%</b>	<b>-3.44%</b>	<b>15.35%</b>	<b>2.18%</b>	<b>-8.46%</b>
<b>Qtr 2 (Mar-May)</b>	<b>6.05%</b>	<b>4.07%</b>	<b>217.16%</b>	<b>-59.23%</b>	<b>11.84%</b>	<b>-1.40%</b>	<b>11.10%</b>	<b>4.66%</b>	<b>4.14%</b>	<b>6.03%</b>	<b>-1.82%</b>	<b>11.12%</b>	<b>5.67%</b>	<b>2.23%</b>
<b>Qtr 3 (June-Aug)</b>		<b>8.39%</b>	<b>39.60%</b>	<b>-17.73%</b>	<b>6.91%</b>	<b>4.12%</b>	<b>1.95%</b>	<b>2.03%</b>	<b>4.23%</b>	<b>3.29%</b>	<b>3.77%</b>	<b>10.33%</b>	<b>-1.18%</b>	<b>3.25%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>1.45%</b>	<b>21.10%</b>	<b>23.70%</b>	<b>3.49%</b>	<b>-5.19%</b>	<b>8.17%</b>	<b>0.86%</b>	<b>7.68%</b>	<b>6.19%</b>	<b>5.98%</b>	<b>7.49%</b>	<b>0.28%</b>	<b>1.05%</b>
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362		587,966	1,930	1,235,799	1,294,819		365,960	48,233	404,682	326,574	
May	309,416	91,397	282,278	285,411		990,995	1,130,609	1,918,384	1,046,309		600,680	254,673	565,909	530,590	
June	417,010	351,108	570,964	330,644		1,830,953	2,412,414	2,845,176	1,770,185		1,288,613	795,837	919,645	833,391	
July	300,025	363,847	446,262	595,516		1,966,882	2,685,694	3,088,190	1,860,733		1,563,325	1,043,368	1,058,556	1,166,419	
August	369,371	373,764	532,087	383,480		1,510,242	1,588,143	2,216,628	1,415,619		872,728	902,896	902,324	778,232	
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>251,157</i>	<i>75,175</i>	<i>260,591</i>	<i>115,004</i>	<i>276,530</i>	<i>478,282</i>	<i>255,677</i>	<i>1,073,074</i>	<i>772,462</i>	<i>196,800</i>	<i>271,278</i>	<i>182,153</i>	<i>367,318</i>	<i>272,869</i>	<i>223,225</i>
<b>Total</b>	<b>3,085,512</b>	<b>1,871,993</b>	<b>3,180,963</b>	<b>2,553,878</b>	<b>276,530</b>	<b>8,384,023</b>	<b>10,849,867</b>	<b>15,518,895</b>	<b>9,658,974</b>	<b>196,800</b>	<b>5,907,648</b>	<b>4,549,771</b>	<b>5,554,350</b>	<b>5,143,081</b>	<b>223,225</b>
Month Increase	29.86%	-65.84%	368.22%	-104.75%	-1993.21%	33.68%	-74.38%	982.86%	-40.09%	-61.57%	-13.27%	-59.06%	215.05%	-33.99%	-14.12%
<i>YTD Increase</i>	<b>123.14%</b>	<b>-70.07%</b>	<b>246.65%</b>	<b>-55.87%</b>	<b>140.45%</b>	<b>52.81%</b>	<b>-46.54%</b>	<b>319.70%</b>	<b>-28.01%</b>	<b>-74.52%</b>	<b>-24.57%</b>	<b>-32.85%</b>	<b>101.65%</b>	<b>-25.71%</b>	<b>-18.19%</b>
<b>Total Year Increa</b>	<b>60.33%</b>	<b>-39.33%</b>	<b>69.92%</b>	<b>-19.71%</b>		<b>12.62%</b>	<b>29.41%</b>	<b>43.03%</b>	<b>-37.76%</b>		<b>-10.68%</b>	<b>-22.99%</b>	<b>22.08%</b>	<b>-7.40%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880		129,659	6,532	690,426	970,654		14,912,027	382,791	29,766,955	35,002,625	
May	8,296,802	3,148,199	11,955,124	10,324,362		148,954	188,734	1,201,894	1,151,529		25,901,180	23,445,254	56,477,960	55,576,157	
June	11,050,965	11,291,492	17,405,621	16,192,842		220,076	689,124	1,781,971	1,801,287		86,974,007	88,087,699	105,559,551	117,473,065	
July	13,333,255	16,489,187	22,217,201	20,666,774		280,756	291,105	2,244,007	2,397,468		93,189,170	131,031,173	132,554,585	178,978,115	
August	14,094,249	13,307,261	18,448,886	16,657,613		266,881	244,691	2,161,167	2,079,173		121,424,486	122,944,015	135,457,160	122,930,026	
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
<i>YTD Totals</i>	<i>5,251,643</i>	<i>4,217,069</i>	<i>7,385,882</i>	<i>7,712,735</i>	<i>8,113,395</i>	<i>89,870</i>	<i>69,170</i>	<i>658,277</i>	<i>836,364</i>	<i>992,363</i>	<i>14,991,707</i>	<i>13,493,296</i>	<i>57,768,644</i>	<i>62,927,381</i>	<i>63,075,330</i>
<b>Total</b>	<b>71,940,550</b>	<b>67,864,420</b>	<b>109,606,289</b>	<b>103,230,055</b>	<b>8,113,395</b>	<b>1,396,206</b>	<b>2,134,793</b>	<b>11,425,576</b>	<b>11,664,072</b>	<b>992,363</b>	<b>425,415,218</b>	<b>487,929,729</b>	<b>633,068,406</b>	<b>690,896,310</b>	<b>63,075,330</b>

Month Increase	-13.71%	-52.41%	213.66%	0.88%	3.26%	5.38%	-49.88%	1759.35%	0.58%	13.71%	7.44%	-66.48%	1022.17%	-19.93%	-0.19%
<i>YTD Increase</i>	<b>-10.60%</b>	<b>-19.70%</b>	<b>75.14%</b>	<b>4.43%</b>	<b>5.19%</b>	<b>11.81%</b>	<b>-23.03%</b>	<b>851.68%</b>	<b>27.05%</b>	<b>18.65%</b>	<b>2.84%</b>	<b>-9.99%</b>	<b>328.13%</b>	<b>8.93%</b>	<b>0.24%</b>
<b>Total Year Increa</b>	<b>3.84%</b>	<b>-5.67%</b>	<b>61.51%</b>	<b>-5.82%</b>		<b>-29.07%</b>	<b>52.90%</b>	<b>435.21%</b>	<b>2.09%</b>		<b>4.24%</b>	<b>14.69%</b>	<b>29.75%</b>	<b>9.13%</b>	

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660		356,959	0	387,071	230,087		22,183,138	715,316	39,424,885	45,219,347	0
May		7,959,755	11,894,484	12,431,457		329,769	122,541	429,562	235,556		36,428,842	28,192,673	71,629,217	67,998,385	0
June		15,349,447	15,036,636	18,707,648		441,718	529,356	646,362	393,576		102,003,266	103,467,906	127,947,319	136,993,703	0
July	9,774,831	14,163,157	18,366,907	22,972,242		538,288	643,415	630,180	527,134		110,890,945	152,256,684	159,994,974	203,794,691	0
August	24,094,200	14,432,996	15,236,263	17,820,645		534,008	621,785	723,235	476,191		138,805,084	139,737,864	158,280,320	142,641,161	0
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
<i>YTD Totals</i>	<i>0</i>	<i>8,081,129</i>	<i>30,682,062</i>	<i>32,299,542</i>	<i>32,554,138</i>	<i>403,128</i>	<i>326,982</i>	<i>544,261</i>	<i>297,419</i>	<i>430,316</i>	<i>21,647,195</i>	<i>18,550,352</i>	<i>67,399,770</i>	<i>72,097,870</i>	<i>72,315,596</i>
<b>Total</b>	<b>45,529,420</b>	<b>77,941,438</b>	<b>126,600,209</b>	<b>139,760,159</b>	<b>32,554,138</b>	<b>3,277,165</b>	<b>3,314,894</b>	<b>4,137,515</b>	<b>2,765,729</b>	<b>430,316</b>	<b>518,010,116</b>	<b>576,380,674</b>	<b>771,066,418</b>	<b>814,248,027</b>	<b>72,315,596</b>

Month Increase			3541.49%	-18.14%	-0.10%	-20.07%	-47.57%	187.90%	-51.63%	46.10%	0.15%	-62.24%	692.75%	-18.37%	0.06%
<i>YTD Increase</i>			<b>279.68%</b>	<b>5.27%</b>	<b>0.79%</b>	<b>-8.49%</b>	<b>-18.89%</b>	<b>66.45%</b>	<b>-45.35%</b>	<b>44.68%</b>	<b>-0.14%</b>	<b>-14.31%</b>	<b>263.33%</b>	<b>6.97%</b>	<b>0.30%</b>
<b>Total Year Increa</b>			<b>62.43%</b>	<b>10.39%</b>		<b>7.95%</b>	<b>1.15%</b>	<b>24.82%</b>	<b>-33.15%</b>		<b>4.35%</b>	<b>11.27%</b>	<b>33.78%</b>	<b>5.60%</b>	

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

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	2,178,032	2,584,975	-15.74%	658,001	771,456	-14.71%	729,391	755,896	-3.51%	3,565,424	4,112,327	-13.30%
WAVES	1,758,064	2,035,943	-13.65%	533,048	638,923	-16.57%	452,920	590,617	-23.31%	2,744,032	3,265,483	-15.97%
SALVO	3,709,036	3,905,134	-5.02%	959,276	1,127,306	-14.91%	894,216	760,710	17.55%	5,562,528	5,793,150	-3.98%
AVON	5,173,494	4,351,801	18.88%	1,436,510	1,438,633	-0.15%	1,478,670	1,548,272	-4.50%	8,088,674	7,338,706	10.22%
BUXTON	382,351	578,357	-33.89%	282,831	301,617	-6.23%	434,490	510,511	-14.89%	1,099,672	1,390,485	-20.91%
FRISCO	929,907	872,393	6.59%	217,764	170,480	27.74%	341,414	287,880	18.60%	1,489,085	1,330,753	11.90%
HATTERAS	3,347,567	2,672,053	25.28%	651,905	436,688	49.28%	582,089	562,573	3.47%	4,581,561	3,671,314	24.79%
<b>TOTAL HATTERAS ISLAND</b>	<b>17,478,451</b>	<b>17,000,656</b>	<b>2.81%</b>	<b>4,739,335</b>	<b>4,885,103</b>	<b>-2.98%</b>	<b>4,913,190</b>	<b>5,016,459</b>	<b>-2.06%</b>	<b>27,130,976</b>	<b>26,902,218</b>	<b>0.85%</b>
<b>NORTHERN BEACHES:</b>												
DUCK	1,859,445	2,131,526	-12.76%	1,316,005	1,485,383	-11.40%	1,851,500	2,166,733	-14.55%	5,026,950	5,783,642	-13.08%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	643,079	785,694	-18.15%	781,798	769,700	1.57%	2,338,377	2,569,319	-8.99%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,391,882	1,572,039	-11.46%	2,272,132	2,083,440	9.06%	5,290,859	5,065,288	4.45%
COLINGTON	8,009	10,745	-25.46%	9,524	17,110	-44.34%	28,233	29,495	-4.28%	45,766	57,350	-20.20%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	3,939,118	3,417,977	15.25%	6,051,503	5,359,587	12.91%	14,289,916	12,646,160	13.00%
NAGS HEAD	4,545,805	5,158,471	-11.88%	3,317,925	3,211,258	3.32%	4,605,851	5,165,220	-10.83%	12,469,581	13,534,949	-7.87%
<b>TOTAL NORTHERN BEACHES</b>	<b>13,252,899</b>	<b>13,593,072</b>	<b>-2.50%</b>	<b>10,617,533</b>	<b>10,489,461</b>	<b>1.22%</b>	<b>15,591,017</b>	<b>15,574,175</b>	<b>0.11%</b>	<b>39,461,449</b>	<b>39,656,708</b>	<b>-0.49%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	305,119	311,844	-2.16%	224,455	307,378	-26.98%	451,409	391,426	15.32%	980,983	1,010,648	-2.94%
RIM (ROANOKE ISL. MAINLAND)	1,130,271	1,073,925	5.25%	1,185,590	1,161,394	2.08%	1,433,964	1,456,613	-1.55%	3,749,825	3,691,932	1.57%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,435,390</b>	<b>1,385,769</b>	<b>3.58%</b>	<b>1,410,045</b>	<b>1,468,772</b>	<b>-4.00%</b>	<b>1,885,373</b>	<b>1,848,039</b>	<b>2.02%</b>	<b>4,730,808</b>	<b>4,702,580</b>	<b>0.60%</b>
<b>OTC UNATTRIBUTED</b>	<b>159,300</b>	<b>149,571</b>	<b>6.50%</b>	<b>311,380</b>	<b>228,025</b>	<b>36.56%</b>	<b>521,683</b>	<b>458,768</b>	<b>13.71%</b>	<b>992,363</b>	<b>836,364</b>	<b>18.65%</b>
<b>TOTAL</b>	<b>32,326,040</b>	<b>32,129,068</b>	<b>0.61%</b>	<b>17,078,293</b>	<b>17,071,361</b>	<b>0.04%</b>	<b>22,911,263</b>	<b>22,897,441</b>	<b>0.06%</b>	<b>72,315,596</b>	<b>72,097,870</b>	<b>0.30%</b>

DARE COUNTY GROSS MEALS BY DISTRICT												
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	33,616	29,596	13.58%	53,818	46,435	15.90%	109,071	74,222	46.95%	196,505	150,253	30.78%
WAVES - 19	39,376	30,984	27.08%	35,396	35,337	0.17%	109,778	150,744	-27.18%	184,550	217,065	-14.98%
SALVO - 18	7,192	0	#DIV/0!	7,764	7,025	10.52%	6,629	0	#DIV/0!	21,585	7,025	207.26%
AVON - 1	302,578	222,024	36.28%	308,667	299,299	3.13%	646,170	698,443	-7.48%	1,257,415	1,219,766	3.09%
BUXTON - 2	251,526	202,780	24.04%	295,171	307,695	-4.07%	596,986	464,293	28.58%	1,143,683	974,768	17.33%
FRISCO - 5	158,141	78,987	100.21%	113,981	116,793	-2.41%	182,853	68,391	167.36%	454,975	264,171	72.23%
HATTERAS - 6	45,102	14,437	212.41%	8,321	88,787	-90.63%	147,605	166,782	-11.50%	201,028	270,006	-25.55%
<b>TOTAL HATTERAS ISLAND</b>	<b>837,531</b>	<b>578,808</b>	<b>44.70%</b>	<b>823,118</b>	<b>901,371</b>	<b>-8.68%</b>	<b>1,799,092</b>	<b>1,622,875</b>	<b>10.86%</b>	<b>3,459,741</b>	<b>3,103,054</b>	<b>11.49%</b>
<b>NORTHERN BEACHES:</b>												
DUCK - 21	711,369	464,406	53.18%	802,519	843,908	-4.90%	1,543,575	1,495,064	3.24%	3,057,463	2,803,378	9.06%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	601,594	533,593	12.74%	628,376	675,020	-6.91%	1,758,852	1,684,196	4.43%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	2,133,394	2,341,833	-8.90%	3,182,879	3,036,241	4.83%	8,423,068	7,360,167	14.44%
COLINGTON - 3	91,233	61,922	47.34%	119,864	125,502	-4.49%	139,703	137,671	1.48%	350,800	325,095	7.91%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	3,895,252	5,212,559	-25.27%	5,915,420	5,497,980	7.59%	14,424,621	14,057,441	2.61%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	2,363,177	2,396,822	-1.40%	4,154,607	3,860,081	7.63%	10,114,069	8,387,656	20.58%
<b>TOTAL NORTHERN BEACHES</b>	<b>12,648,513</b>	<b>8,461,659</b>	<b>49.48%</b>	<b>9,915,800</b>	<b>11,454,217</b>	<b>-13.43%</b>	<b>15,564,560</b>	<b>14,702,057</b>	<b>5.87%</b>	<b>38,128,873</b>	<b>34,617,933</b>	<b>10.14%</b>
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,225,049	1,249,722	-1.97%	1,410,171	1,333,594	5.74%	3,862,447	3,910,389	-1.23%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	318,812	249,069	28.00%	278,398	306,175	-9.07%	898,180	788,705	13.88%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,528,197</b>	<b>1,560,534</b>	<b>-2.07%</b>	<b>1,543,861</b>	<b>1,498,791</b>	<b>3.01%</b>	<b>1,688,569</b>	<b>1,639,769</b>	<b>2.98%</b>	<b>4,760,627</b>	<b>4,699,094</b>	<b>1.31%</b>
<b>TOTAL</b>	<b>15,014,241</b>	<b>10,601,001</b>	<b>41.63%</b>	<b>12,282,779</b>	<b>13,854,379</b>	<b>-11.34%</b>	<b>19,052,221</b>	<b>17,964,701</b>	<b>6.05%</b>	<b>46,349,241</b>	<b>42,420,081</b>	<b>9.26%</b>



DARE COUNTY GROSS								
MEALS BY DISTRICT								
	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	646,170	3.4%	1,257,415	2.7%
BUXTON - 2	251,526	1.7%	295,171	2.4%	596,986	3.1%	1,143,683	2.5%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	139,703	0.7%	350,800	0.8%
FRISCO - 5	158,141	1.1%	113,981	0.9%	182,853	1.0%	454,975	1.0%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	147,605	0.8%	201,028	0.4%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	5,915,420	31.0%	14,424,621	31.1%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	3,182,879	16.7%	8,423,068	18.2%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	1,410,171	7.4%	3,862,447	8.3%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	278,398	1.5%	898,180	1.9%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	4,154,607	21.8%	10,114,069	21.8%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	109,071	0.6%	196,505	0.4%
SALVO - 18	7,192	0.0%	7,764	0.1%	6,629	0.0%	21,585	0.0%
WAVES - 19	39,376	0.3%	35,396	0.3%	109,778	0.6%	184,550	0.4%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	628,376	3.3%	1,758,852	3.8%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,543,575	8.1%	3,057,463	6.6%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	19,052,221	100.0%	46,349,241	100.0%



**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 4/30/23**

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax - 75%	5,244,457.05	4,155,772.00	1,088,685.05	126.2%
3040 · Meals Tax - 75%	2,254,385.05	1,857,589.00	396,796.05	121.4%
3050 · Website Advertising	122,317.40	100,000.00	22,317.40	122.3%
3210 · Interest Income	248,407.69	50,040.00	198,367.69	496.4%
3220 · Other	25,463.33	1,000.00	24,463.33	2,546.3%
<b>Total Income</b>	<b>7,895,030.52</b>	<b>6,164,401.00</b>	<b>1,730,629.52</b>	<b>128.1%</b>
<b>Gross Profit</b>	<b>7,895,030.52</b>	<b>6,164,401.00</b>	<b>1,730,629.52</b>	<b>128.1%</b>
<b>Expense</b>				
5000 · Director Compensation	14,200.00	17,100.00	-2,900.00	83.0%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	4,099.75	7,000.00	-2,900.25	58.6%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	320.47	1,000.00	-679.53	32.0%
5010 · Salaries (Full Time) Promotion	665,570.19	808,000.00	-142,429.81	82.4%
5020 · Salaries (Part Time) Promotion	87,922.90	126,000.00	-38,077.10	69.8%
5025 · Salaries (Part Time) Welcome AB	75,084.24	100,950.00	-25,865.76	74.4%
5026 · Salaries (Part Time) Welcome RI	108,573.45	151,390.00	-42,816.55	71.7%
5030 · Payroll Taxes	70,825.69	98,030.00	-27,204.31	72.2%
5040 · Employee Insurance	137,825.72	165,650.00	-27,824.28	83.2%
5050 · Retirement	86,256.70	111,105.00	-24,848.30	77.6%
5055 · 401(k) Match	6,039.03	8,080.00	-2,040.97	74.7%
5060 · Workmens Compensation	1,962.11	2,080.00	-117.89	94.3%
5080 · Employee Relations	546.13	3,195.00	-2,648.87	17.1%
5090 · Training	7,634.69	24,800.00	-17,165.31	30.8%
5110 · Contracted Service	22,742.00	28,500.00	-5,758.00	79.8%
5140 · Audit	10,315.00	10,875.00	-560.00	94.9%
5170 · Other Professional Services	7,995.00	7,300.00	695.00	109.5%
5180 · Legal	6,700.00	20,500.00	-13,800.00	32.7%
5185 · Research	262,242.75	277,700.00	-15,457.25	94.4%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	987,045.81	1,404,760.00	-417,714.19	70.3%
5502 · Advertising - Production Fee	159,921.88	170,000.00	-10,078.12	94.1%
5510 · Advertising - Event Dev & Mktg	27,100.00	73,100.00	-46,000.00	37.1%
5515 · Advertising - Online	2,168,170.49	2,616,390.00	-448,219.51	82.9%
5525 · Community Relations	20,512.43	30,000.00	-9,487.57	68.4%
5530 · Legal Notices	140.00	1,500.00	-1,360.00	9.3%
5560 · Brochures/Production & Printing	3,167.81	22,500.00	-19,332.19	14.1%
5580 · Promotional Aids	174.49	9,000.00	-8,825.51	1.9%
6100 · Familiarization Tours	38,325.21	110,000.00	-71,674.79	34.8%
6101 · Group sales	11,995.00	15,000.00	-3,005.00	80.0%
6130 · Uniforms	1,615.12	2,200.00	-584.88	73.4%
6150 · Event Grant	314,583.72	845,450.00	-530,866.28	37.2%
6170 · Tourism Summit	16,725.14	22,500.00	-5,774.86	74.3%
6200 · Postage and Delivery	60,428.12	200,200.00	-139,771.88	30.2%
6300 · Travel	30,770.71	48,460.00	-17,689.29	63.5%
6305 · Vehicle Maintenance	1,986.57	3,500.00	-1,513.43	56.8%
6320 · Registrations	23,921.55	52,475.00	-28,553.45	45.6%
6340 · Travel Show Exhibit	1,038.94	4,000.00	-2,961.06	26.0%
6420 · Dues and Subscriptions	38,216.34	45,060.00	-6,843.66	84.8%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	30,298.01	39,915.00	-9,616.99	75.9%
6500 · Equipment	20,139.69	101,030.00	-80,890.31	19.9%
6510 · Expendable Equipment	165.44	2,045.00	-1,879.56	8.1%
6530 · Technical Support	212.97	13,050.00	-12,837.03	1.6%
6580 · Utilities	9,491.02	18,360.00	-8,868.98	51.7%
6600 · Cleaning/maintenance supplies	343.50	2,600.00	-2,256.50	13.2%
6610 · Building Maintenance	31,899.83	51,780.00	-19,880.17	61.6%
6620 · Equipment Service Contracts	1,757.20	3,100.00	-1,342.80	56.7%
6640 · Equipment Rent	22,353.70	33,840.00	-11,486.30	66.1%
6660 · Equipment Repairs	1,933.68	6,605.00	-4,671.32	29.3%
6700 · Office Supplies	10,606.42	23,025.00	-12,418.58	46.1%
6800 · Bank Service Charges	947.53	1,920.00	-972.47	49.4%
6810 · Web Site/Internet	29,055.36	41,500.00	-12,444.64	70.0%
<b>Total Expense</b>	<b>5,676,989.35</b>	<b>8,021,005.00</b>	<b>-2,344,015.65</b>	<b>70.8%</b>
<b>Net Ordinary Income</b>	<b>2,218,041.17</b>	<b>-1,856,604.00</b>	<b>4,074,645.17</b>	<b>-119.5%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 4/30/23**

	<u>Jul '22 - Apr 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	46,000.00	46,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
<b>Total Other Income</b>	46,000.00	2,250,084.00	-2,204,084.00	2.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	106,000.00	108,000.00	-2,000.00	98.1%
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
<b>Total Other Expense</b>	391,480.00	393,480.00	-2,000.00	99.5%
<b>Net Other Income</b>	-345,480.00	1,856,604.00	-2,202,084.00	-18.6%
<b>Net Income</b>	<b>1,872,561.17</b>	<b>0.00</b>	<b>1,872,561.17</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 4/30/23**

	<u>Jul '22 - Apr 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3210 · Interest Income	69.35	40.00	29.35	173.4%
<b>Total Income</b>	69.35	40.00	29.35	173.4%
<b>Gross Profit</b>	69.35	40.00	29.35	173.4%
<b>Net Ordinary Income</b>	69.35	40.00	29.35	173.4%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	46,000.00	46,000.00	0.00	100.0%
<b>Total Other Income</b>	46,000.00	46,000.00	0.00	100.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	106,000.00	108,000.00	-2,000.00	98.1%
<b>Total Other Expense</b>	106,000.00	108,000.00	-2,000.00	98.1%
<b>Net Other Income</b>	-60,000.00	-62,000.00	2,000.00	96.8%
<b>Net Income</b>	<u>-59,930.65</u>	<u>-61,960.00</u>	<u>2,029.35</u>	<u>96.7%</u>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
**July 2022 through April 2023**

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	1,748,152.33	1,385,258.00	362,894.33	126.2%
3040 · Meals Tax	751,461.67	619,196.00	132,265.67	121.4%
3210 · Interest	166,133.79	23,000.00	143,133.79	722.3%
<b>Total Income</b>	<b>2,665,747.79</b>	<b>2,027,454.00</b>	<b>638,293.79</b>	<b>131.5%</b>
<b>Expense</b>				
<b>4000 · Long - Term Projects</b>				
4503 · Capital Improvement	0.00	442,895.00	-442,895.00	0.0%
4525 · Event Site	23,138.00	4,890,803.00	-4,867,665.00	0.5%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>23,138.00</b>	<b>5,884,258.00</b>	<b>-5,861,120.00</b>	<b>0.4%</b>
<b>4100 · Short-Term Projects</b>				
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%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	0.00	25,000.00	-25,000.00	0.0%
4999 · Unappropriated Funds	0.00	175,582.00	-175,582.00	0.0%
5140 · Audit	3,435.00	3,625.00	-190.00	94.8%
5160 · Fireworks	55,000.00	131,581.00	-76,581.00	41.8%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
<b>Total 4100 · Short-Term Projects</b>	<b>64,095.00</b>	<b>2,196,939.00</b>	<b>-2,132,844.00</b>	<b>2.9%</b>
<b>Total Expense</b>	<b>87,233.00</b>	<b>8,081,197.00</b>	<b>-7,993,964.00</b>	<b>1.1%</b>
<b>Net Ordinary Income</b>	<b>2,578,514.79</b>	<b>-6,053,743.00</b>	<b>8,632,257.79</b>	<b>-42.6%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>6,053,743.00</b>	<b>-6,053,743.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>2,578,514.79</b>	<b>0.00</b>	<b>2,578,514.79</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
 Restricted Fund Summary  
 2022-2023

	Balance	Allocation	Allocation	Allocation	Balance	Allocation	Allocation	Allocation	Estimated
Short-term Projects	7/1/2021	2021-2022	Paid	Transferred	7/1/2022	2022-2023	Paid	Transferred	Balance
									FY22-23
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)	0
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)	0
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
TIG - Dare County - Frisco Buxton Pathway						200,000			200,000
TIG - Duck - Ocean Crest Improvements						78,000			78,000
TIG - KDH - Wright Brothers Sidewalk						177,000			177,000
TIG - NH - Whalebone Park Restrooms						112,000			112,000
TIG - OB Forever - Weather Bureau Signal						34,595			34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway						132,000			132,000
TIG - SS - Walking Path E. Highway 12						150,000			150,000
TIG - SS Civic Assoc - Accessible Access 96A						25,000			25,000
Fireworks	79,669		(58,088)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,250)	3,250	0		(3,435)	3,625	190
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	989,758		(915,970)	640,299
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,658,000</b>	<b>1,385,774</b>	<b>(897,178)</b>	<b>(525,948)</b>	<b>1,620,647</b>	<b>1,898,353</b>	<b>(64,095)</b>	<b>(908,595)</b>	<b>2,546,311</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,821,791	(23,138)		5,506,956
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
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>2,680,843</b>	<b>1,980,655</b>	<b>(47,590)</b>	<b>0</b>	<b>4,613,908</b>	<b>1,921,791</b>	<b>(23,138)</b>	<b>0</b>	<b>6,512,561</b>
<b>Total</b>	<b>4,338,843</b>	<b>3,366,429</b>	<b>(944,768)</b>	<b>(525,948)</b>	<b>6,234,556</b>	<b>3,820,144</b>	<b>(87,233)</b>	<b>(908,595)</b>	<b>9,058,872</b>
<b>Cash on Hand 4/30/23</b>								Checking	38,586
								Savings	8,846,815
<b>Total Cash on Hand</b>									<b>8,885,401</b>
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
May									110,377
June									135,425
									<b>245,802</b>
<b>Unappropriated Balances</b>									<b>72,330</b>
<b>Transfer from General Fund</b>							2,745,416 *		
30% Short-term							823,625		
Short-term Interest							168,134		
							<b>989,758</b>		
70% Long-term								1,921,791	
Long-term Interest								0	
								<b>1,921,791 *</b>	

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

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
July 2022 through April 2023

	Jul '22 - Apr 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>3200 · Site Rental Income</b>				
3205 · Reservation fee	1,400.00	1,400.00	0.00	100.0%
3200 · Site Rental Income - Other	24,010.00	15,700.00	8,310.00	152.9%
<b>Total 3200 · Site Rental Income</b>	25,410.00	17,100.00	8,310.00	148.6%
3210 · Interest Income	677.99	300.00	377.99	226.0%
3250 · Lease Income	33,590.00	45,600.00	-12,010.00	73.7%
9999 · Unappropriated Funds	0.00	119,055.00	-119,055.00	0.0%
<b>Total Income</b>	59,677.99	182,055.00	-122,377.01	32.8%
<b>Expense</b>				
5160 · Event Development & Marketing	640.00	50,000.00	-49,360.00	1.3%
5170 · Other Professional Services	1,826.44	55,000.00	-53,173.56	3.3%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	18,547.28	46,645.00	-28,097.72	39.8%
6610 · Repairs & Maintenance	201,635.72	285,870.00	-84,234.28	70.5%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	19,449.39	20,000.00	-550.61	97.2%
<b>Total Expense</b>	252,136.75	467,735.00	-215,598.25	53.9%
<b>Net Ordinary Income</b>	-192,458.76	-285,680.00	93,221.24	67.4%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
<b>Total Other Income</b>	200.00	285,680.00	-285,480.00	0.1%
<b>Net Other Income</b>	200.00	285,680.00	-285,480.00	0.1%
<b>Net Income</b>	-192,258.76	0.00	-192,258.76	100.0%





OUTER BANKS VISITORS BUREAU  
One Visitors Center Circle, Manteo, NC 27954  
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Date: May 16, 2023

To: Tim Cafferty, Chair  
Dare County Tourism Board

From: Ervin Bateman, Chair, Budget & Finance Committee  
Lee Nettles, Executive Director  
Diane Bognich, Director of Administration

Re: Budget Amendment #3 FY 2022-2023

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Attached is a recommended budget amendment from the Budget and Finance Committee. The amendment came at the request of the Personnel Committee. The Personnel Committee felt that the study was intended to be completed earlier in this fiscal year and to take effect as part of the FY22-23 budget. Revenue is from the current collections over budget. The amendment is also subject to approval of the salary study.

**GENERAL FUND:**

Revenue Increases:

Occupancy Tax: \$76,445 - 75% of \$101,927.

Expenses Increases:

Salaries-Full time: \$62,400 - Retroactive portion of recommended salary study

Payroll Taxes: \$4,775 - FICA tax on increased payroll

Retirement & 401(k) : \$8,190 - Match for retirement

Salaries - Whalebone: \$1,000 - Increase for extended winter hours at the  
welcome center

Payroll Taxes - Whalebone: \$80 - FICA tax on increased payroll

**SPECIAL REVENUE (RESTRICTED) FUND:**

Revenue Increases:

Occupancy Tax: \$25,452 - 25% of \$101,927.

Expenses Increases:

Short-term Unappropriated: \$7,636 - 30% of revenue increase

Event Site: \$17,816 - 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	4,155,773.00	76,445.00		4,232,218.00	75% of Income Adjustment
3040	Meals Tax				0.00	
	Total		76,445.00	0.00		

**EXPENDITURES Promotions**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5010	Salaries - Fulltime	808,000.00	62,400.00		870,400.00	Increase for Retro Salary Study
5030	Payroll Taxes	74,800.00	4,775.00		79,575.00	Increase for Retro Salary Study
5050	Retirement	108,280.00	7,570.00		115,850.00	Increase for Retro Salary Study
5055	401(k) Match	8,080.00	620.00		8,700.00	Increase for Retro Salary Study
	Total		75,365.00			

**EXPENDITURES Whalebone**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5026	Salaries - Part Time	44,050.00	1,000.00		45,050.00	Adjust for extra winter hours
5030	Payroll Tax	3,810.00	80.00		3,890.00	Adjust for extra winter hours
			1,080.00			

Total Expenditures	76,445.00
Total Revenue	76,445.00
Difference	0.00

**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	1,385,258.00	25,452.00		1,410,710.00	25% of Income Adjustment
3040	Meals Tax					
	Total		25,452.00	0.00		

**EXPENDITURES**

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Short-term Unappropriated	1,071,952.00	7,636.00		1,079,588.00	30% Allocation (\$25,452 * .30)
4525	Event Site	4,862,278.00	17,816.00		4,880,094.00	Remaining 100% of the 70% (\$25,452*.70) Allocation
	Total		25,452.00			



Dare County Tourism Board

Proposed Budget  
Fiscal Year 2023-2034

**Fiscal Year 2023-2024**  
**Dare County Tourism Board**  
**Proposed Budget**

<b>Dare County Tourism Board</b>						
<b>Budget 2023-2024</b>						
<b>Total Revenues - Governmental Funds</b>						
<b>(General Fund and Special Revenue)</b>						
	Budget	Amended	Projected	Proposed	% Change	
	FY 2022-2023	Budget	Projected	Budget	to FY 22-23	
	FY 2022-2023	FY 2022-2023	FY 2022-2023	FY 2023-2024	Budget	
Occupancy	\$ 5,319,090	\$ 5,541,030	\$ 7,689,395	\$ 6,095,135	10.00%	
Meals	\$ 2,476,785	\$ 2,476,785	\$ 3,482,576	\$ 2,724,470	10.00%	
	\$ 7,795,875	\$ 8,017,815	\$ 11,171,971	\$ 8,819,605	10.00% *	
Interest - GF	\$ 50,000	\$ 50,000	\$ 257,092	\$ 191,000	282.00%	
Interest - Travel Guide	\$ 40	\$ 40	\$ 72	\$ 50	25.00%	
Interest - Restricted	\$ 23,000	\$ 23,000	\$ 142,488	\$ 125,000	443.48%	
Website Advertising	\$ 100,000	\$ 100,000	\$ 139,767	\$ 125,000	25.00%	
Travel Guide Income	\$ 30,000	\$ 46,000	\$ 46,000	\$ 35,000	-23.91%	
Other - General	\$ 1,000	\$ 1,000	\$ 1,184	\$ 1,000	0.00%	
	\$ 204,040	\$ 220,040	\$ 586,602	\$ 477,050	116.80%	
Amounts Rolled Over from PY	\$ 3,528,298	\$ 3,528,298	\$ 3,528,298	\$ 3,255,615	-7.73%	
Appropriated Fund Balance	\$ 6,339,223	\$ 6,339,223	\$ 3,012,889	\$ 9,204,775	45.20%	
	\$ 9,867,521	\$ 9,867,521	\$ 6,541,187	\$ 12,460,390	26.28%	
<b>Total Revenues</b>	<b>\$ 17,867,436</b>	<b>\$ 18,105,376</b>	<b>\$ 18,299,760</b>	<b>\$ 21,757,045</b>	<b>20.17%</b>	
* This is a 10% increase over 22-23 budget figures. The percent change from projected actual 2022-2023 figures is a decrease of (21.7%).						

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2023-2024 Summary</b>									
	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26	
<b>GENERAL FUND</b>									
<b>REVENUES</b>									
Occupancy/Meals Tax (75%)	5,846,906	6,013,361	8,378,978	6,614,704	10.0%	6,813,145	7,153,802	7,439,954	
Revenues - Website Advertising	100,000	100,000	139,767	125,000	25.0%	127,500	132,600	137,904	
Revenues - Interest and Other	51,040	51,040	258,348	192,050	276.3%	194,024	199,844	209,836	
Appropriated from Fund Balance	285,480	285,480	285,480	286,270	0.3%	1,777,051	1,762,367	1,788,663	
Transfer from Travel Guide/Travel Guide Income	30,000	46,000	46,000	35,000	-23.9%	36,050	37,132	38,245	
<b>Total Revenues</b>	<b>6,313,426</b>	<b>6,495,881</b>	<b>9,108,572</b>	<b>7,253,024</b>	<b>11.7%</b>	<b>8,947,769</b>	<b>9,285,745</b>	<b>9,614,603</b>	
Projected Over Budget By			2,612,691						
<b>EXPENDITURES:</b>									
Governing	30,385	30,385	27,510	30,745	1.2%	31,003	31,070	31,288	
Promotion	7,452,715	7,609,795	6,984,906	8,063,290 *	6.0%	7,639,237	7,906,201	8,228,050	
Aycock Brown Welcome Center	172,405	174,280	167,966	172,820	-0.8%	171,923	182,168	181,559	
Outer Banks Welcome Center RI, Whalebone & Hatteras	206,545	206,545	199,700	213,090	3.2%	219,606	230,696	232,620	
Travel Guide Expenses	84,500	108,000	106,000	112,000	3.7%	123,200	126,896	130,703	
Unappropriated Fund Balance	1,609,694	1,609,694	1,609,694	1,630,424	1.3%	0	0	0	
Transfer to Event Site Fund	285,480	285,480	285,480	286,270	0.3%	431,618	462,314	449,344	
<b>Total Expenditures</b>	<b>9,841,724</b>	<b>10,024,179</b>	<b>9,381,256</b>	<b>10,508,639</b>	<b>4.8%</b>	<b>8,616,588</b>	<b>8,939,345</b>	<b>9,253,563</b>	
Projected Under Budget By			642,923						
Revenue vs Expenses	-3,528,298	-3,528,298		-3,255,615		331,182	346,400	361,040	
Revenue Income over Budget	2,445,238	2,445,238		2,612,691					
Unspent Funds/Encumbrances	1,083,059	1,083,059		642,923 *					
* Includes estimated encumbrances of \$441,250									
Unappropriated Surplus	0	0		0					
<b>Net Revenue vs Expenses</b>	<b>0</b>	<b>0</b>		<b>0</b>					

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Summary</b>									
	Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate	
	2022-2023	Budget	2022-2023	Budget	Change	FY23-24	FY24-25	FY25-26	
<b>RESTRICTED FUND</b>									
Interest	23,000	23,000	142,488	125,000	443.5%	110,000	85,000	85,000	
Designated From Fund Balance	6,053,743	6,053,743	5,983,023	8,918,505	47.3%	5,918,505	6,096,060	6,339,903	
Occupancy/Meals Tax (25%)	1,948,969	2,004,454	2,792,993	2,204,901	10.0%	2,271,048	2,384,601	2,479,985	
<b>Total Revenues</b>	<b>8,025,712</b>	<b>8,081,197</b>	<b>8,918,504</b>	<b>11,248,406</b>	<b>39.2%</b>	<b>8,299,553</b>	<b>8,565,661</b>	<b>8,904,887</b>	
<b>Total Expenditures and Commitments</b>	<b>8,025,712</b>	<b>8,081,197</b>	<b>8,918,504</b>	<b>11,248,406</b>	<b>39.2%</b>	<b>8,299,553</b>	<b>8,565,661</b>	<b>8,904,887</b>	
<b>EVENT SITE FUND</b>									
Event Rental Income	17,100	17,100	28,300	22,900	33.9%	24,900	26,000	27,800	
Lease Income	45,600	45,600	45,828	49,155	7.8%	45,600	47,380	47,380	
Other Income	200	200	200	200	0.0%	200	200	200	
Interest	300	300	632	500	66.7%	150	100	100	
Transfer to Event Site	285,480	285,480	285,480	286,270	0.3%	431,618	462,314	449,344	
Unappropriated Funds	52,055	119,055	0	45,810	-61.5%	907	1,120	1,340	
	400,735	467,735	360,440	404,835	-13.4%	503,375	537,114	526,164	
<b>Expenditures</b>	<b>400,735</b>	<b>467,735</b>	<b>361,930</b>	<b>404,835</b>	<b>-13.4%</b>	<b>503,375</b>	<b>537,114</b>	<b>526,164</b>	

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2023-2024**

FISCAL YEAR		ACTUAL	ACTUAL	ACTUAL	ACTUAL	3 YEAR
		FY 2018-2019	2020-2021	2021-2022	2022-2023	AVERAGE FY 2021-2023
<b>JULY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$953,287	\$1,031,086	\$1,276,821	\$1,366,626	\$1,224,844
	<b>MEALS</b>	\$386,336	\$343,467	\$484,565	\$486,160	\$438,064
		<u>\$1,339,623</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,852,786</u>	<u>\$1,662,908</u>
<b>AUGUST RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,332,093	\$1,522,969	\$1,592,750	\$2,025,877	\$1,713,865
	<b>MEALS</b>	\$444,464	\$378,908	\$556,560	\$597,289	\$510,919
		<u>\$1,776,558</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$2,623,166</u>	<u>\$2,224,784</u>
<b>SEPTEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,098,655	\$1,386,699	\$1,592,952	\$1,434,166	\$1,471,272
	<b>MEALS</b>	\$391,888	\$342,807	\$455,773	\$496,883	\$431,821
		<u>\$1,490,544</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,931,050</u>	<u>\$1,903,094</u>
<b>OCTOBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$468,127	\$646,711	\$717,840	\$725,053	\$696,535
	<b>MEALS</b>	\$239,371	\$312,640	\$381,875	\$398,738	\$364,418
		<u>\$707,498</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$1,123,790</u>	<u>\$1,060,952</u>
<b>NOVEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$243,388	\$411,520	\$437,386	\$433,387	\$427,431
	<b>MEALS</b>	\$178,930	\$220,333	\$283,580	\$162,643	\$222,185
		<u>\$422,318</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$596,030</u>	<u>\$649,616</u>
<b>DECEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$100,000	\$149,614	\$103,833	\$185,251	\$146,233
	<b>MEALS</b>	\$120,135	\$133,492	\$144,518	\$300,139	\$192,716
		<u>\$220,135</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$485,390</u>	<u>\$338,949</u>
<b>JANUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$46,833	\$99,622	\$191,666	\$101,098	\$130,796
	<b>MEALS</b>	\$92,656	\$129,244	\$172,558	\$143,215	\$148,339
		<u>\$139,490</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$244,313</u>	<u>\$279,135</u>
<b>FEBRUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$61,766	\$221,257	\$320,769	\$322,624	\$288,217
	<b>MEALS</b>	\$76,744	\$96,377	\$93,580	\$124,423	\$104,794
		<u>\$138,510</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$447,048</u>	<u>\$393,010</u>
<b>MARCH RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$60,762	\$167,213	\$170,201	\$170,000	\$169,138
	<b>MEALS</b>	\$80,478	\$92,067	\$131,328	\$116,208	\$113,201
		<u>\$141,240</u>	<u>\$259,280</u>	<u>\$301,529</u>	<u>\$286,208</u>	<u>\$282,339</u>
<b>APRIL RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$94,424	\$277,701	\$229,961	\$229,961 *	\$245,874
	<b>MEALS</b>	\$135,650	\$179,714	\$176,838	\$176,838 *	\$177,797
		<u>\$230,073</u>	<u>\$457,415</u>	<u>\$406,799</u>	<u>\$406,799</u>	<u>\$423,671</u>
<b>MAY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$215,483	\$395,352	\$451,019	\$395,352 *	\$413,908
	<b>MEALS</b>	\$199,132	\$259,175	\$284,410	\$259,175 *	\$267,587
		<u>\$414,615</u>	<u>\$654,527</u>	<u>\$735,429</u>	<u>\$654,527</u>	<u>\$681,494</u>
<b>JUNE RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$297,875	\$709,402	\$679,227	\$300,000 *	\$562,876
	<b>MEALS</b>	\$221,909	\$359,081	\$344,508	\$220,865 *	\$308,151
		<u>\$519,783</u>	<u>\$1,068,483</u>	<u>\$1,023,735</u>	<u>\$520,865</u>	<u>\$871,028</u>
<b>TOTALS</b>						
	<b>OCCUPANCY</b>	<b>\$4,972,693</b>	<b>\$7,019,145</b>	<b>\$7,764,423</b>	<b>\$7,689,395</b>	<b>\$7,490,988</b>
	<b>MEALS</b>	<b>\$2,567,694</b>	<b>\$2,847,306</b>	<b>\$3,510,093</b>	<b>\$3,482,576</b>	<b>\$3,279,992</b>
		<u><b>\$7,540,387</b></u>	<u><b>\$9,866,451</b></u>	<u><b>\$11,274,517</b></u>	<u><b>\$11,171,971</b></u>	<u><b>\$10,770,980</b></u>

\* Amounts based on prior year and budget

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

**BUDGET & FINANCE PROJECTIONS  
OCCUPANCY & MEALS FY 2023-2024**

FISCAL YEAR		BUDGET FY 2022-2023	PROPOSED FY 2023-2024	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 22-23 Budget	\$ Increase / Decrease from 22-23 Budget
<b>JULY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,031,750	\$1,134,925	-16.95%	-\$231,701	10.00%	\$103,175
	<b>MEALS</b>	\$338,295	\$372,125	-23.46%	-\$114,036	10.00%	\$33,830
		<u>\$1,370,045</u>	<u>\$1,507,050</u>	<u>-18.66%</u>	<u>-\$345,737</u>	<u>10.00%</u>	<u>\$137,004</u>
<b>AUGUST RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,389,685	\$1,528,655	-24.54%	-\$497,222	10.00%	\$138,970
	<b>MEALS</b>	\$391,845	\$431,030	-27.84%	-\$166,259	10.00%	\$39,185
		<u>\$1,781,530</u>	<u>\$1,959,685</u>	<u>-25.29%</u>	<u>-\$663,482</u>	<u>10.00%</u>	<u>\$178,155</u>
<b>SEPTEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,257,920	\$1,383,710	-3.52%	-\$50,456	10.00%	\$125,790
	<b>MEALS</b>	\$371,790	\$408,970	-17.69%	-\$87,913	10.00%	\$37,180
		<u>\$1,629,710</u>	<u>\$1,792,680</u>	<u>-7.17%</u>	<u>-\$138,370</u>	<u>10.00%</u>	<u>\$162,970</u>
<b>OCTOBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$493,540	\$542,895	-25.12%	-\$182,158	10.00%	\$49,355
	<b>MEALS</b>	\$251,510	\$276,660	-30.62%	-\$122,077	10.00%	\$25,150
		<u>\$745,050</u>	<u>\$819,555</u>	<u>-27.07%</u>	<u>-\$304,235</u>	<u>10.00%</u>	<u>\$74,505</u>
<b>NOVEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$233,310	\$256,640	-40.78%	-\$176,747	10.00%	\$23,330
	<b>MEALS</b>	\$192,925	\$212,220	30.48%	\$49,577	10.00%	\$19,295
		<u>\$426,236</u>	<u>\$468,860</u>	<u>-21.34%</u>	<u>-\$127,170</u>	<u>10.00%</u>	<u>\$42,625</u>
<b>DECEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$102,575	\$112,835	-39.09%	-\$72,417	10.00%	\$10,260
	<b>MEALS</b>	\$122,550	\$134,805	-55.09%	-\$165,333	10.00%	\$12,255
		<u>\$225,126</u>	<u>\$247,640</u>	<u>-48.98%</u>	<u>-\$237,750</u>	<u>10.00%</u>	<u>\$22,515</u>
<b>JANUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$65,545	\$72,100	-28.68%	-\$28,999	10.00%	\$6,555
	<b>MEALS</b>	\$97,265	\$106,990	-25.29%	-\$36,225	10.00%	\$9,725
		<u>\$162,810</u>	<u>\$179,090</u>	<u>-26.70%</u>	<u>-\$65,224</u>	<u>10.00%</u>	<u>\$16,279</u>
<b>FEBRUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$248,170	\$272,985	-15.39%	-\$49,639	10.00%	\$24,815
	<b>MEALS</b>	\$82,190	\$90,410	-27.34%	-\$34,014	10.00%	\$8,220
		<u>\$330,360</u>	<u>\$363,395</u>	<u>-18.71%</u>	<u>-\$83,653</u>	<u>10.00%</u>	<u>\$33,035</u>
<b>MARCH RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$61,895	\$68,085	-59.95%	-\$101,915	10.00%	\$6,190
	<b>MEALS</b>	\$84,315	\$92,745	-20.19%	-\$23,463	10.00%	\$8,430
		<u>\$146,210</u>	<u>\$160,830</u>	<u>-43.81%</u>	<u>-\$125,379</u>	<u>10.00%</u>	<u>\$14,619</u>
<b>APRIL RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$93,850	\$103,235	-55.11%	-\$126,726	10.00%	\$9,385 Easter is
	<b>MEALS</b>	\$123,685	\$136,055	-23.06%	-\$40,783	10.00%	\$12,370 March 31
		<u>\$217,535</u>	<u>\$239,290</u>	<u>-41.18%</u>	<u>-\$167,509</u>	<u>10.00%</u>	<u>\$21,755</u>
<b>MAY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$250,790	\$275,870	-30.22%	-\$119,482	10.00%	\$25,080
	<b>MEALS</b>	\$190,715	\$209,790	-19.05%	-\$49,385	10.00%	\$19,075
		<u>\$441,506</u>	<u>\$485,660</u>	<u>-25.80%</u>	<u>-\$168,867</u>	<u>10.00%</u>	<u>\$44,155</u>
<b>JUNE RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$312,000	\$343,200	14.40%	\$43,200	10.00%	\$31,200
	<b>MEALS</b>	\$229,700	\$252,670	14.40%	\$31,805	10.00%	\$22,970
		<u>\$541,700</u>	<u>\$595,870</u>	<u>14.40%</u>	<u>\$75,005</u>	<u>10.00%</u>	<u>\$54,170</u>
<b>TOTALS</b>							
	<b>OCCUPANCY</b>	\$5,541,030	\$6,095,135	-20.73%	-\$1,594,262	10.00%	\$554,103
	<b>MEALS</b>	\$2,476,785	\$2,724,470	-21.77%	-\$758,107	10.00%	\$247,684
		<u>\$8,017,815</u>	<u>\$8,819,605</u>	<u>-21.06%</u>	<u>-\$2,352,369</u>	<u>10.00%</u>	<u>\$801,787</u>
		FY21/22 Budget	\$7,427,630.00				
		23/24 vs 21/22	18.74%				



**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Governing</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
5000	Director Compensation	17,100	17,100	17,100	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,312	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	1,000	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	4,828	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	2,805	2,805	2,805	3,165	12.8%	3,323	3,390	3,458
5004	Miscellaneous Items	1,000	1,000	465	1,000	0.0%	1,000	1,000	1,100
	<b>Total - Governing</b>	<b>30,385</b>	<b>30,385</b>	<b>27,510</b>	<b>30,745</b>	<b>1.2%</b>	<b>31,003</b>	<b>31,070</b>	<b>31,288</b>
Projected under budget by				2,875					

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2023-2024 Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
<b>Personnel</b>									
5010	Salaries (full)	778,030	808,000	828,287	942,000	16.6%	970,260	1,018,773	1,049,336
5020	Salaries (part)	148,350	126,000	118,306	129,035	2.4%	132,906	136,893	141,000
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	74,435	74,800	75,767	85,310	14.1%	88,641	92,697	95,391
5040	Employee Insurance	150,000	161,450	159,742	161,750	0.2%	177,925	192,159	207,532
5050	Retirement	105,585	108,280	107,786	125,455	15.9%	123,631	134,847	144,214
5055	401(k) Match	7,780	8,080	7,310	9,420	16.6%	9,703	10,188	10,493
5060	Worker's Comp	1,705	1,705	1,587	1,695	-0.6%	1,746	1,798	1,852
5080	Employee Relations	1,995	1,995	1,483	1,995	0.0%	1,750	1,750	1,750
5090	Training	11,000	23,400	13,334	14,900	-36.3%	8,500	8,700	8,900
		<b>1,279,880</b>	<b>1,314,710</b>	<b>1,313,602</b>	<b>1,472,560</b>	<b>12.0%</b>	<b>1,516,062</b>	<b>1,598,805</b>	<b>1,661,468</b>
<b>Marketing/Advertising</b>									
5500	Other Advertising	1,404,760	1,404,760	1,404,760	1,454,760	3.6%	1,498,403	1,543,355	1,589,656
5502	Production Advertising	170,000	170,000	169,922	170,000	0.0%	150,000	150,000	150,000
5510	Events-Development & Prom	73,100	73,100	47,100	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,616,390	2,616,390	2,616,390	2,616,390	0.0%	2,694,882	2,775,728	2,859,000
5525	Community Relations	30,000	30,000	26,867	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	22,500	22,500	17,268	19,000	-15.6%	30,000	30,000	30,000
5580	Promotional Aids	9,000	9,000	1,374	9,000	0.0%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	110,000	110,000	87,980	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	15,000	15,000	13,900	17,750	18.3%	15,000	15,450	15,914
		<b>4,450,750</b>	<b>4,450,750</b>	<b>4,385,561</b>	<b>4,500,000</b>	<b>1.1%</b>	<b>4,611,078</b>	<b>4,742,885</b>	<b>4,878,646</b>

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2023-2024 Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
<b>Special Projects</b>									
6150	Event Grant	763,200	845,450	425,584	796,250 *	-5.8%	425,000	450,000	475,000
6150	Long Range Tourism Plan	0	0	0	300,000	100.0%	315,000	330,750	347,288
6170	Tourism Summit	22,500	22,500	19,725	25,000	11.1%	18,000	18,000	18,000
		<b>785,700</b>	<b>867,950</b>	<b>445,309</b>	<b>1,121,250</b>	<b>29.2%</b>	<b>758,000</b>	<b>798,750</b>	<b>840,288</b>
<b>Operations</b>									
5110	Contracted Services	16,030	16,030	16,582	16,030	0.0%	16,030	16,030	16,832
5140	Audit	10,875	10,875	10,315	10,875	0.0%	13,594	14,953	16,448
5170	Other Professional Service	7,300	7,300	10,030	7,300	0.0%	7,300	15,000	15,000
5180	Legal	20,500	20,500	13,800	20,500	0.0%	20,500	20,500	20,500
5185	Research	237,700	277,700	283,964	267,500	-3.7%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	1,050	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	1,469	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	156,079	200,000	0.0%	204,000	208,080	212,242
6300	Travel	47,000	47,000	45,234	59,000	25.5%	61,360	63,814	66,367
6305	Vehicle Maintenance	3,500	3,500	3,617	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	52,475	52,475	37,747	52,475	0.0%	53,000	53,530	54,065
6340	Travel Show Exhibit	4,000	4,000	2,139	4,000	0.0%	5,500	6,500	6,500
6420	Dues & Subscriptions	44,790	44,790	46,253	57,405	28.2%	60,275	60,275	60,275
6440	Insurance	22,030	22,030	21,735	24,485	11.1%	25,709	26,995	28,344
6460	Telephone	24,400	24,400	24,066	24,400	0.0%	24,400	25,132	25,132
6500	Equipment	94,230	94,230	37,842	58,500 *	-37.9%	25,000	25,750	26,523
6510	Expendable Equipment	2,045	2,045	1,815	2,550	24.7%	2,550	2,550	2,550
6530	Tech. Support/Software	13,050	13,050	7,223	9,000	-31.0%	9,000	9,000	9,000
6580	Utilities	10,800	10,800	7,992	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,191	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	20,000	20,000	19,700	25,000	25.0%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,914	3,100	0.0%	3,100	3,100	3,100

**Fiscal Year 2023-2024  
Dare County Tourism Board  
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<b>Outer Banks Visitors Bureau Budget 2023-2024 Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
6640	Equipment Rental	33,840	33,840	29,699	33,840	0.0%	33,840	33,840	33,840
6660	Equipment Repairs	3,000	3,000	1,970	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,800	17,116	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	1,920	1,920	1,225	1,920	0.0%	2,016	2,117	2,223
6810	Web Site/Internet	41,500	41,500	37,667	52,000	25.3%	52,000	53,560	53,560
		936,385	976,385	840,434	969,480	-0.7%	754,098	765,761	847,648
	<b>Total - Promotional</b>	<b>7,452,715</b>	<b>7,609,795</b>	<b>6,984,906</b>	<b>8,063,290</b>	<b>6.0%</b>	<b>7,639,237</b>	<b>7,906,201</b>	<b>8,228,050</b>
	Projections under budget by			624,889					
	less encumbrances			-441,250					
				183,639					
	* Encumbrances: #6150 \$396,250								
	#6500 \$ 45,000								

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Aycock Brown Welcome Center Kitty Hawk</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5025	Salaries (part)	99,950	99,950	98,539	111,100	11.2%	114,433	117,866	121,402
5030	Payroll Taxes	8,650	8,650	8,524	9,610	11.1%	9,898	10,195	10,501
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679
5050	Retirement	2,825	2,825	2,697	3,225	14.2%	3,386	3,488	3,592
5060	Worker's Comp	150	150	150	170	13.3%	175	180	186
5080	Employee Relations	455	455	133	455	0.0%	450	450	450
5090	Training	600	600	600	600	0.0%	600	600	600
5110	Contracted Services	9,960	9,960	9,960	9,960	0.0%	9,960	9,960	9,960
6130	Uniforms	800	800	797	800	0.0%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	560	560	257	630	12.5%	560	560	570
6420	Dues & Subscriptions	270	270	143	270	0.0%	270	270	270
6440	Insurance	3,185	3,185	3,185	3,595	12.9%	3,775	3,963	4,162
6460	Telephone	8,700	8,700	8,374	8,700	0.0%	8,874	9,051	9,233
6500	Equipment	3,800	3,800	3,800	3,800	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	6,127	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	388	600	0.0%	600	600	600
6610	Building Maintenance	16,000	16,320	15,209	3,405	-79.1%	2000	7250	2000
6660	Equipment Repairs	1,800	3,355	2,614	1,800	-46.3%	300	315	330
6700	Office Supplies	3,100	3,100	2,141	3,100	0.0%	3,000	3000	3,000
	<b>Total - ABWC</b>	<b>172,405</b>	<b>174,280</b>	<b>167,966</b>	<b>172,820</b>	<b>-0.8%</b>	<b>171,923</b>	<b>182,168</b>	<b>181,559</b>
	Projected under budget by			6,314					

**Fiscal Year 2023-2024**  
**Dare County Tourism Board**  
**Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Outer Banks Welcome Center Roanoke Island</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	2022-2023	2022-2023	2023-2024	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part) - RI	74,135	74,135	74,172	82,175	10.85%	84,640	87,179	89,795
5030	Payroll Taxes	6,415	6,415	6,416	7,110	10.83%	7,321	7,541	7,767
5060	Worker's Comp	110	110	110	125	13.64%	129	133	137
5080	Employee Relations	350	350	283	350	0.00%	350	350	350
5090	Training	600	600	545	600	0.00%	600	600	600
6130	Uniforms	700	700	693	700	0.00%	800	800	800
6440	Insurance	4,775	4,775	4,775	5,395	12.98%	5,665	5,948	6,245
6460	Telephone	1,295	1,295	1,348	1,415	9.27%	1,443	1,472	1,502
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	692	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200
6610	Building Maintenance	14,960	14,960	10,476	2,000	-86.63%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	385	700	0.00%	600	600	600
	<b>Total - Welcome Ctr. R.I.</b>	<b>106,450</b>	<b>106,450</b>	<b>101,205</b>	<b>102,980</b>	<b>-3.26%</b>	<b>107,078</b>	<b>115,032</b>	<b>113,764</b>
	Projected under budget by			5,245					

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Outer Banks Welcome Center - Hatteras Information Center</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	Budget 2022-2023	2022-2023	Budget 2023-2024	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part) - HI	33,205	33,205	33,045	36,750	10.68%	37,853	38,988	40,158
5030	Payroll Taxes	2,875	2,875	2,858	3,180	10.61%	3,274	3,372	3,474
5060	Worker's Comp	35	35	35	50	42.86%	52	53	55
5080	Employee Relations	215	215	125	215	0.00%	200	200	200
5090	Training	100	100	100	140	40.00%	100	100	100
5110	Contracted Services	1,750	1,750	1,500	2,300	31.43%	2,300	2,300	2,300
6130	Uniforms	400	400	399	400	0.00%	300	300	300
6300	Travel	900	900	811	1,010	12.22%	903	918	895
6440	Insurance	795	795	795	890	11.95%	935	981	1,030
6460	Telephone	3,600	3,600	3,317	2,700	-25.00%	2,754	2,809	2,865
6500	Equipment	1,000	1,000	800	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	384	250	0.00%	200	200	200
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500
6700	Office Supplies	825	825	486	825	0.00%	700	725	750
	<b>Total - Welcome Ctr. - Hatteras</b>	<b>46,450</b>	<b>46,450</b>	<b>44,730</b>	<b>50,210</b>	<b>8.09%</b>	<b>51,070</b>	<b>52,447</b>	<b>53,827</b>
	Projected under budget by			1,720					

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Outer Banks Welcome Center - Whalebone Junction</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	Budget	2022-2023	Budget	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part)	44,050	44,050	45,103	49,850	13.17%	51,346	52,886	54,472
5030	Payroll Taxes	3,810	3,810	3,901	4,315	13.25%	4,441	4,575	4,712
5060	Worker's Comp	80	80	80	80	0.00%	82	85	87
5080	Employee Relations	180	180	75	180	0.00%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	760	760	650	795	4.61%	750	750	750
6130	Uniforms	300	300	197	300	0.00%	300	300	300
6440	Insurance	795	795	795	890	11.95%	935	981	1,030
6460	Telephone	1,920	1,920	1,783	1,740	-9.38%	1,775	1,810	1,847
6500	Equipment	1,000	1,000	706	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	600	600	325	600	0.00%	500	500	500
	<b>Total - Welcome Ctr. Whalebone</b>	<b>53,645</b>	<b>53,645</b>	<b>53,765</b>	<b>59,900</b>	<b>11.66%</b>	<b>61,459</b>	<b>63,217</b>	<b>65,029</b>
	Projected under budget by			-120					



**Fiscal Year 2023-2024**  
**Dare County Tourism Board**  
**Proposed Budget**

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2023-2024</b>						
<b>Restricted</b>						
<b>Account</b>		<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>	
<b>Number</b>	<b>Title</b>	<b>2022-2023</b>	<b>2022-2023</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>Percent</b>
						<b>Change</b>
	Occupancy/Meals Tax 25%	1,948,969	2,004,454	2,792,993	2,204,901	10.0%
	Interest	23,000	23,000	142,488	125,000	443.5%
	Appropriated Fund Balance	6,053,743	6,053,743	5,983,023	8,918,505	47.3%
	<b>Total - Non Departmental</b>	<b>8,025,712</b>	<b>8,081,197</b>	<b>8,918,504</b>	<b>11,248,406</b>	<b>39.2%</b>

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2023-2024 Restricted Fund</b>					
Account Number	Title	Projected Amount Allocated thru 3/31/23	Recommended FY 23-24 Projects	Proposed FY 23-24 Allocation	Percent Change
<b>Revenues</b>					
3210	Interest	142,488	0	125,000	-12.3%
9930	Appropriation from Fund Balance	5,983,023	0	8,918,505	49.1%
9940	Occupancy/Meals Tax 25%	2,792,993	0	2,204,901	-21.1%
<b>Total Revenues</b>		<b>8,918,504</b>	<b>0</b>	<b>11,248,406</b>	<b>26.1%</b>
<b>Expenditures</b>					
<b>Long Term Projects: 70% = \$1,543,429</b>					
4503	Infrastructure NOTE #1	442,795	0	442,795	0.0%
4525	Event Site NOTE #2	5,540,260	1,343,431	6,883,692	24.2%
4585	Long-term Unappropriated NOTE #3	550,560	200,000	750,560	36.3%
<b>Total Long Term Projects</b>		<b>6,533,615</b>	<b>1,543,431</b>	<b>8,077,047</b>	<b>23.6%</b>
<b>Short Term Projects: 30% = \$661,470, plus interest</b>					
<b>FY2020</b>					
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806	0.0%
4652	TIG - Manteo - Manteo Town Common	0	0	0	0.0%
		<b>147,806</b>	<b>0</b>	<b>147,806</b>	<b>0.0%</b>
<b>FY2021</b>					
4655	TIG - KDH - Meekins Field	200,000	0	200,000	0.0%
4657	TIG - NH - Skate Park	0	0	0	0.0%
		<b>200,000</b>	<b>0</b>	<b>200,000</b>	
4660	TIG - Chicamacomico	38,760	0	38,760	0.0%
4662	TIG - NH - Epstein Beach Access	250,000	0	250,000	0.0%
4664	TIG - NC Coast Fed - Jockey's Ridge Shoreline	127,500	0	127,500	0.0%
		<b>416,260</b>	<b>0</b>	<b>416,260</b>	<b>0.0%</b>
TIG - Dare County - Frisco/Buxton Pathway		200,000		200,000	0.0%
TIG - Duck - Ocean Crest Improvements		78,000		78,000	0.0%
TIG - KDH - Wright Bros Sidewalk		177,000		177,000	0.0%
TIG - NH - Whalebone Restrooms		112,000		112,000	0.0%
TIG - OB Forever - Weather Bureau Signal		34,595		34,595	0.0%
TIG - OB Forever - Lighthouse Pathway		132,000		132,000	0.0%
TIG - SS Walking Path E Highway 12		150,000		150,000	0.0%
TIG - SSCA - Accessible Access 96A		25,000		25,000	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	4,530	20,000	24,530	441.5%
5160	Fireworks	76,581	33,419	110,000	43.6%
5140	25 % of audit	0	3,625	3,625	-
4999	FY2023 S-T Unappropriated NOTE #4	631,117	729,426	1,360,543	115.6%
		<b>1,620,823</b>	<b>786,470</b>	<b>2,407,293</b>	<b>48.5%</b>
<b>Total Short Term Projects</b>		<b>2,384,889</b>	<b>786,470</b>	<b>3,171,359</b>	<b>33.0%</b>
<b>Total Expenditures</b>		<b>8,918,504</b>	<b>2,329,901</b>	<b>11,248,406</b>	<b>26.1%</b>
<b>Reconciliation Back to 3/31/23 Cash Balance</b>					
Funds in the Banks @ 3/31/23				\$ 8,749,239	
Estimated Revenues - April-June 2023				395,548	
Budgeted FY 22-23 Revenues				2,329,901	
<b>Total Proposed Expenditures</b>				<b>\$ 11,474,688</b>	
Less Amounts to be Paid Out in 22-23				(226,282)	
<b>Total Proposed Expenditures</b>				<b>\$ 11,248,406</b>	

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

NOTE #1	Infrastructure was capped by the Board at \$500,000 in FY2006-2007. Proposed budget does not allocate any money to bring the balance back to \$500,000. \$18,375 encumbered for renovation engineering
NOTE #2	The Event Site line item is funded by 100% of long-term revenues, less transfers to Long-term Unappropriated \$67,975 is encumbered for Boardwalk Engineering. Part of money held is to be used for construction of the Boardwalk.
NOTE #3	Long-term Unappropriated was established by the board in March 2019 and was capped at \$500,000 in FY19/20. The remaining balance is encumbered as grants to the Lost Colony for \$75,000, Dare County for \$200,000 and Graveyard of the Atlantic for \$250,000. \$200,000 is allocated in FY 22/23 as refunding.
NOTE #4	Short-term Unappropriated is receiving the interest in addition to the Board designated 30% split of occupancy & meals taxes received. Funds in Short-term Unappropriated are allocated out to the audit, traffic control, Fireworks and Tourism Impact Grants.

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Travel Guide</b>									
<b>Account</b>		<b>Original</b>	<b>Amended</b>		<b>Proposed</b>				
<b>Number</b>	<b>Title</b>	<b>Budget</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>
		<b>2022-2023</b>	<b>2022-2023</b>	<b>2022-2023</b>	<b>2023-2024</b>	<b>Change</b>	<b>FY24-25</b>	<b>FY25-26</b>	<b>FY26-27</b>
<b>Revenues</b>									
3209	Advertising	30,000	46,000	46,000	35,000	-23.9%	36,050	37,132	38,245
3210	Interest	40	40	72	50	25.0%	53	55	58
	<b>Total Revenues</b>	<b>30,040</b>	<b>46,040</b>	<b>46,072</b>	<b>35,050</b>	<b>-23.9%</b>	<b>36,103</b>	<b>37,187</b>	<b>38,303</b>
<b>Expenditures</b>									
5560	Production/Printing/Distribution	82,500	106,000	106,000	110,000	3.8%	121,000	124,630	128,369
6200	Freight	2,000	2,000	0	2,000	100.0%	2,200	2,266	2,334
	<b>Total Expenditures</b>	<b>84,500</b>	<b>108,000</b>	<b>106,000</b>	<b>112,000</b>	<b>3.7%</b>	<b>123,200</b>	<b>126,896</b>	<b>130,703</b>
	<b>Revenues Over (Under) Expenditures</b>	<b>-54,460</b>	<b>-61,960</b>	<b>-59,928</b>	<b>-76,950</b>		<b>-87,098</b>	<b>-89,709</b>	<b>-92,400</b>

**Fiscal Year 2023-2024  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2023-2024 Event Site Fund</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2023	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY25-26
<b>Revenues:</b>									
3200	Event Rental Income	17,100	17,100	28,300	22,900	33.92%	24,900	26,000	27,800
3250	Lease income	45,600	45,600	45,828	49,155	7.80%	45,600	47,380	47,380
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	300	300	632	500	66.67%	150	100	100
9910	Transfer from General Fund	285,480	285,480	285,480	286,270	0.28%	431,618	462,314	449,344
9999	Unappropriated Funds	52,055	119,055	0	45,810	-61.52%	907	1,120	1,340
<b>Total Revenues</b>		<b>400,735</b>	<b>467,735</b>	<b>360,440</b>	<b>404,835</b>	<b>-13.45%</b>	<b>503,375</b>	<b>537,114</b>	<b>526,164</b>
Projected under budget by									
<b>Expenditures:</b>									
5160	Event Development & Marketing	50,000	50,000	2,000	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	16,826	55,000	0.00%	90,000	92,700	104,751
6440	Insurance	9,950	9,950	9,950	11,240	12.96%	11,802	12,392	13,012
6580	Utilities	46,645	46,645	42,955	47,580	2.00%	49,007	50,478	51,992
6610	Repairs & Maintenance	218,870	285,870	270,318	220,745	-22.78%	281,466	309,612	309,612
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	19,655	20,000	0.00%	20,800	21,632	22,497
<b>Total Expenditures</b>		<b>400,735</b>	<b>467,735</b>	<b>361,930</b>	<b>404,835</b>	<b>-13.45%</b>	<b>503,375</b>	<b>537,114</b>	<b>526,164</b>
<b>Revenues Over (Under) Expenditures</b>		<b>0</b>	<b>0</b>	<b>-1,490</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>

## Marketing Dashboard

thru APRIL 2023

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	43,315	51,632	-8,317	-16%
Completed Video Views	29,571,224	20,937,490	8,633,734	41%
Website Sessions	3,490,456	3,315,419	175,037	5%
<b>Online Communities</b>				
Email Subscribers	123,573	155,606	-32,033	-21%
Facebook	716,555	715,966	589	0%
Twitter	41,547	42,020	-473	-1%
Instagram	129,304	126,297	3,007	2%
Pinterest	23,500	22,700	<u>800</u>	<u>4%</u>
TikTok	<u>70,300</u>	0	70,300	#DIV/0!
Online Communities Subtotal	1,104,779	1,062,589	42,190	4%

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### Devices April 2023

Mobile	71%
Desktop	26%
Tablet	3%

TikTok Channel began July 2022

# Overall Traffic Summary | 6 Months & YTD

Apr 1, 2023 - Apr 30, 2023

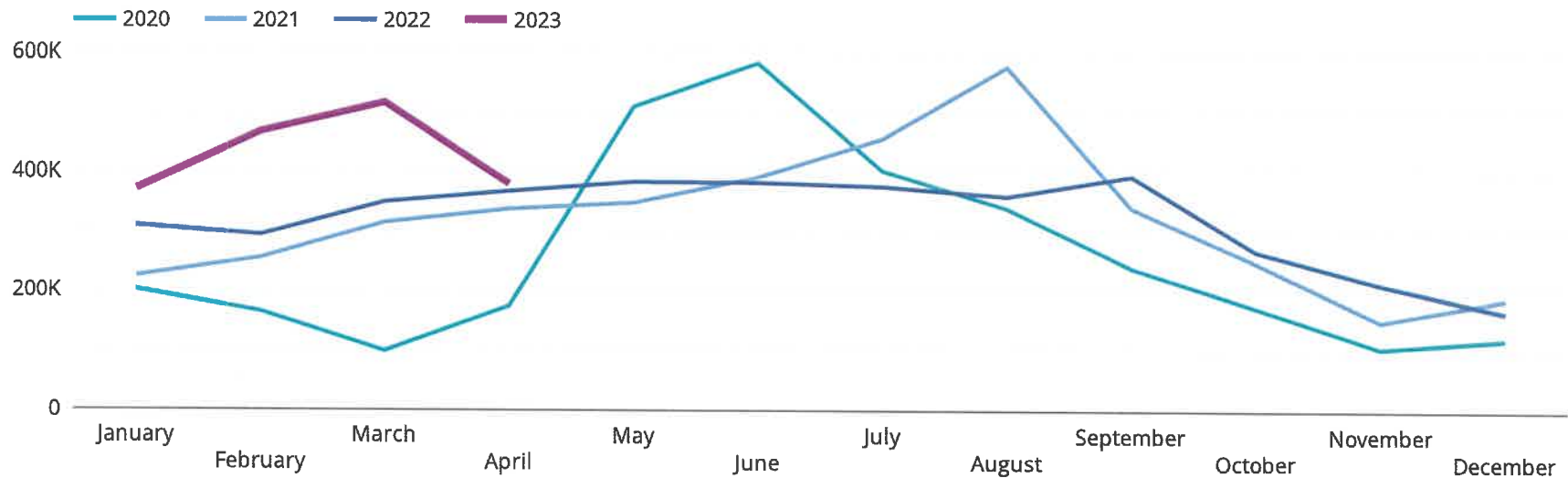
## How is my total traffic performing over time?

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
April	378,660	3.4% ↑	294,472	60.05%	6.0% ↑	678,062	3.0...	1.79	-0.4...	00:01:46	-8.8...
March	515,791	48.0% ↑	409,477	63.22%	10.4% ↑	885,933	40.9...	1.72	-4.8...	00:01:36	-18....
February	466,632	59.1% ↑	370,287	63.91%	9.2% ↑	778,865	49.2...	1.67	-6.2...	00:01:35	-18....
January	371,220	20.0% ↑	284,279	61.64%	3.8% ↑	640,075	18.9...	1.72	-0.9...	00:01:45	-5.9...
December	162,979	-11.8% ↓	129,042	62.61%	3.1% ↑	275,744	-12....	1.69	-0.4...	00:01:32	-7.6...
November	209,187	41.4% ↑	146,635	66.53%	13.6% ↑	326,136	24.3...	1.56	-12....	00:01:18	-27....

## How are users from all sources trending over time?

by Sessions Year over Year



### Analysis:

The site received 378,660 sessions in April, which was a nice increase of 3% compared to last year.

2



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VISITORS BUREAU

## CAMPAIGN SUMMARY

## CONSIDERATIONS

- Spring-Summer paid media campaign continued throughout April primarily via Native Display tactics with Sojern, Teads and Google; the final Our State full-page insertion hit stands and homes on 4/13.
  - Deliveries from the Visit NC Co-Op eNews letters for Our State, Outside and Visit NC will be included in next month's dashboard.
  - Additional media efforts: Ontario Motorcoach Assc. newsletter, OTA continuity, native display article promos and remarketing, paid search across Google and Bing including incremental funds towards select markets, email marketing, Google Discovery (lead generation) and social media (Ignite Social).
- KeyData, Zartico and Arrivalist data sets are secured and analyzed to understand current trends and forecasts.
  - KeyData: Compared to April 2022, the average daily rate was up 7%, while adjusted paid occupancy and total canceled stays were down 28% and 15%, respectively.
  - Zartico: 4/1-4/27: Tracked visitor spending is up 4% YoY and up 13% to 2021. Avg. spend per visitor is \$366, up 9% YoY.
  - Arrivalist (2021-2022 available): 2022 highlights are included in the annual recap; current 2023 monthly insights will be provided when data is available.

### Overview of below sections:

- [April 2023 Overview](#) reviews YoY change (vs. April 2022)
- [Fiscal Year Overview](#) reviews fiscal year-to-date YoY change (vs. FY21-22: July 2021 - April 2022)
- [OuterBanks.org Overview](#) reviews MoM change (vs. March 2023)
- Charts below are either "Month Of" (April 2023 data) or "Trending" (variable timeframe).

W



## APRIL 2023 OVERVIEW

- As the majority of FY22-23 Spring-Summer media buys wrapped up in March, paid impressions decreased 8% over 2022.
- Total Website sessions decreased 26% over March 2023, however, were up 3% compared to April 2022.
  - Both paid and organic mediums saw decreases in total website traffic MoM.
  - Bounce rate was down 5% MoM.
- Compared to March, total Lodging Partner Referral Conversions were down 28% and total eNews Sign Up decreased 20%.
- Travel Guide Request conversions were down 14% MoM; the volume of conversions from all mediums decreased.
- Raw OBX landing page had 3K views in April with an average 19-second time on page. Page traffic will continue to decline as limited paid media is driving to the page.
  - Raw OBX surfing and fishing videos were played 79 times with an average video completion rate of 46%; viewership between the two videos skewed towards Fishing.

### Paid Impressions

10,358,454

(Custom Range: 11,305,094)  
▼ -8.37% (-946,640)

### Video Views (Brand Creative)

9,381

(Custom Range: 2,466,590)  
▼ -99.62% (-2,457,209)

### Total Email Sends

129,903

(Custom Range: 158,374)  
▼ -17.98% (-28,471)

### Consumer Marketing Email List Size

123,573

(Custom Range: 155,606)  
▼ -20.59% (-32,033)

### Website Sessions

378,660

(Custom Range: 366,213)  
▲ 3.40% (12,447)

### Website Conversions (All)

31,304

(Custom Range: 46,836)  
▼ -33.16% (-15,532)

### Lodging & Restaurant Listings Conversions

16,869

(Custom Range: 23,379)  
▼ -27.85% (-6,510)

Note: All comparisons shown in the above section are YoY Month Of (April 2022).

## FISCAL YEAR OVERVIEW

Paid Impressions

140,220,363

(Custom Range: 156,879,907)  
▼ -10.62% (-16,659,544)

Website Sessions

3,490,456

(Custom Range: 3,315,421)  
▲ 5.28% (175,035)

Website Conversions (All)

199,309

(Custom Range: 375,145)  
▼ -46.87% (-175,836)

Video Views (Brand Creative)

29,571,224

(Custom Range: 20,937,490)  
▲ 41.24% (8,633,734)

Email Sends

1,867,390

(Custom Range: 2,787,727)  
▼ -33.01% (-920,337)

Lodging & Restaurant Listings Conversions

133,254

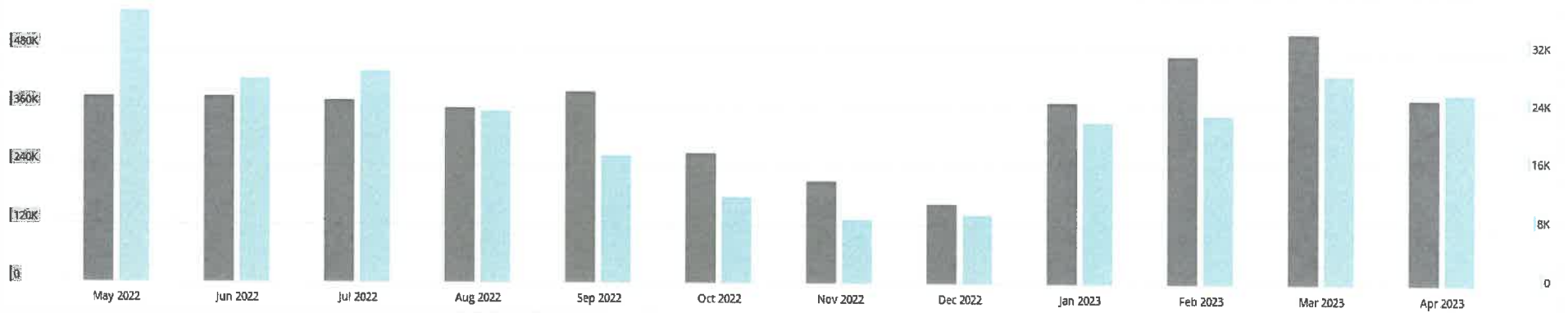
(Custom Range: 223,544)  
▼ -40.39% (-90,290)

Note: All comparisons shown in the above section are to the previous fiscal year (July 2021 - April 2022).

# OUTERBANKS.ORG OVERVIEW

## Site Sessions by Channel - Trending

Sessions Goal Completions



### Total Sessions - Month Of

**378,660**

(Previous Month: 515,791)  
 -26.59% (-137,131)

### New Visits - Month Of

**283,125**

(Previous Month: 394,643)  
 -28.26% (-111,518)

### Avg. Time on Site (Seconds) - Month Of

**106**

(Previous Month: 97)  
 +10.09% (10)

### Organic Search Sessions - Month Of

**168,247**

(Previous Month: 214,230)  
 -21.46% (-45,983)

### Paid Media Sessions - Month Of

**137,686**

(Previous Month: 191,162)  
 -27.97% (-53,476)

### Bounce Rate - Month Of

**60 %**

(Previous Month: 63 %)  
 -5% (-3 %)

### Lodging Partner Referral Conversions - Month Of

**14,767**

(Previous Month: 17,494)  
 -15.59% (-2,727)

### eNews Sign Up Conversions - Month Of

**635**

(Previous Month: 792)  
 -19.82% (-157)

### Travel Guide Conversions - Month Of

**5,251**

(Previous Month: 6,091)  
 -13.79% (-840)

# EMAIL MARKETING INSIGHTS

- 130K emails were sent in April to the consumer marketing contact list and various workflow audiences with an overall average open rate of 20%.
  - April's average open rate increase 25% compared to April 2022.
- The "Welcome email" continues to drive the strongest open rate results achieving a 43% open rate this month (-9 pts MoM); the email also had the highest CTR on opens at 51%.
- "Foodie Workflow 3.0" audience workflow had the most emails sent with the highest CTR (Opens) and Open Rate performance metrics of all audience workflow emails in April.

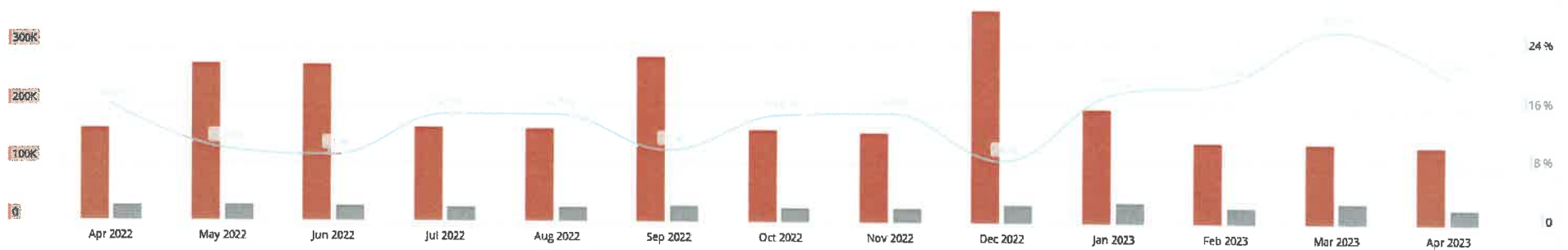
## Email Messages Sent - Performance by Message - Month Of

Message Send Name	# Sends ↓	# Opens	Open Rate	# Clicks	# CTR (Opens)
April 2023 OBX Email	123,573	23,524	19.04 %	3,297	14.02 %
Welcome Email Workflow	3,726	1,613	43.29 %	827	51.27 %
Foodie Workflow 3.0	588	190	32.31 %	85	44.74 %
Art, History and Culture Workflow 3.0	504	158	31.35 %	62	39.24 %
Family Workflow 3.0	442	127	28.73 %	48	37.80 %
Birding Workflow	284	85	29.93 %	32	37.65 %
Active Vacationer Workflow 3.0	259	79	30.50 %	27	34.18 %
Fishing Workflow 3.0	207	65	31.40 %	29	44.62 %
Surfing Workflow	192	48	25.00 %	11	22.92 %
Camelot/RV Workflow 3.0	178	76	28.13 %	16	44.44 %
<b>Total</b>	<b>129,903</b>	<b>25,925</b>	<b>19.96 %</b>	<b>4,434</b>	<b>17.10 %</b>

1 - 10 of 10 Items

## Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



7

# PAID SEARCH INSIGHTS

## Google

- Overall CTR improved from 16.07% to 16.69%; increases occurred for Brand, Heavy Up, and Travel campaigns.
- Overall CPC continued to decrease again this month; Heavy Up and Travel campaigns were drivers here.
- Conversion performance took a slight dip MoM:
  - Overall conversion rate decreased slightly from 7.11% to 6.88%.
  - Overall Cost per Conversion increased from \$7.43 to \$7.48.

## Bing

- Overall CPC continued to decrease again this month, from \$0.33 to \$0.28, with nearly all campaigns improving.
- Conversion performance improved slightly, with a decrease in conversion rate offset by an improvement in CPA:
  - Overall Conversion Rate decreased from 6.76% to 5.75%
  - Overall Cost per Conversion improved from \$4.87 to \$4.79

### Paid Search Performance - Month of

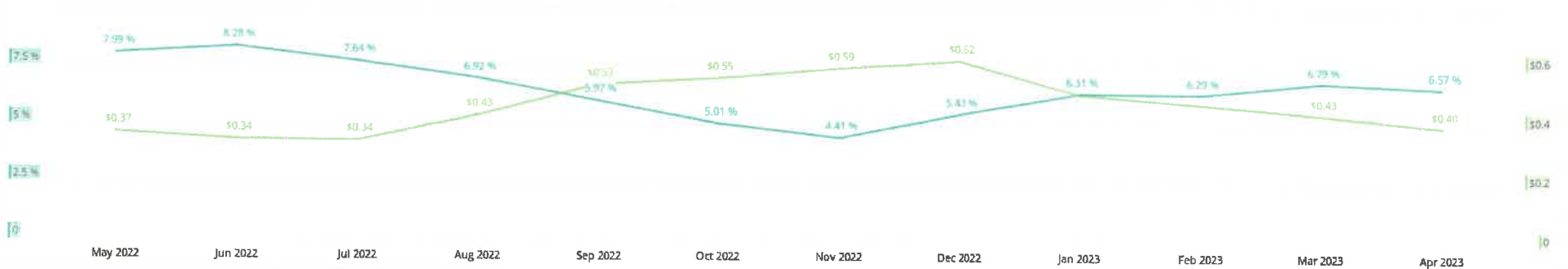
Site Name	# Impressions	# Clicks	# CTR	# CPC ↑	# Media Spend
Bing Ads	1,446,571	59,140	4.09 %	\$0.28	\$16,304
Google Search Network	354,791	59,202	16.69 %	\$0.51	\$30,457
<b>Total</b>	<b>1,801,362</b>	<b>118,342</b>	<b>6.57 %</b>	<b>\$0.40</b>	<b>\$46,761</b>

1 - 2 of 2 Items



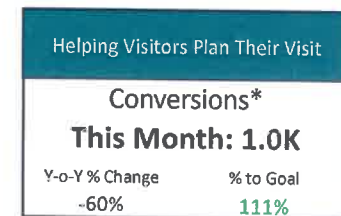
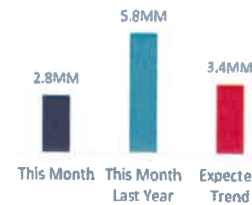
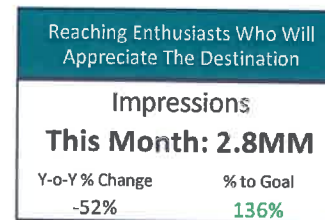
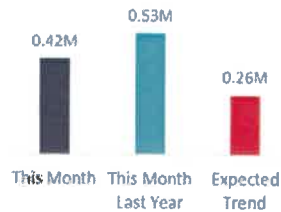
### Paid Search Performance - Trending

CTR CPC





# Executive Summary



## Strategy Overview:

The social media strategy changed in FY22/23 to focus on driving visitors who will be stewards and appreciators of the Outer Banks and what makes the destination special by furthering engagement with those who love the destination and providing guidance on ways visitors can discover more of what the Outer Banks has to offer.

## Monthly Highlights:

- Engagements, Traffic, and Impressions have all exceeded stretch performance EOY goals. Traffic and Engagement performance is currently trending above the previous fiscal year. Additionally, conversions are trending above the base goal projection; expected to increase further with the implementation of the Mini Adventure Travel Guide.
- Comments on social content were more developed and detailed; especially on Instagram. Several visitors indicated that the content provided something new for them to investigate the next time they take a trip to The OBX.
  - Lost Colony play post inspired comments from visitors who saw the performance decades ago, going as far as to share photos of old playbills and recollections of seeing Andy Griffith perform.

## Next Steps & Recommendations:

- Following the success of the butterfly release, create content focusing on Soft Shell Crab week.
- Continue to leverage "Leave No Trace" messaging, calling out the individual points.
- Implement Mini Travel Guide tactic for conversions in May (preliminary results are highly-efficient).

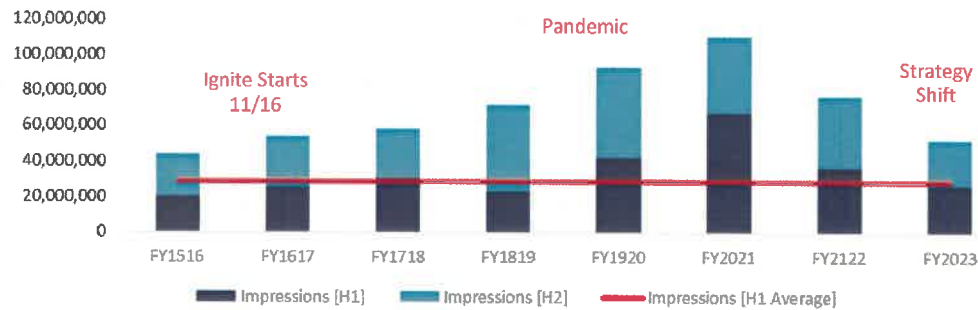
\*Website-conversions are experiencing abnormalities; while the cause is investigated Travel Guide conversion reporting has been replaced with Facebook-attributed conversions, which are to be viewed as a more-conservative representation.



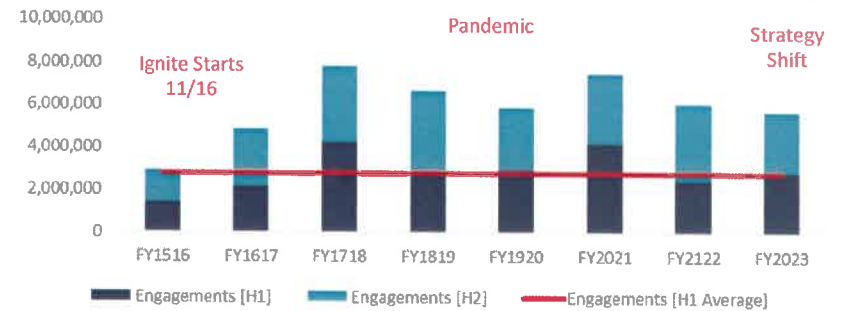
# OBX Social Performance FY15/16 – FY22/23

H1: July – December  
H2: January - July

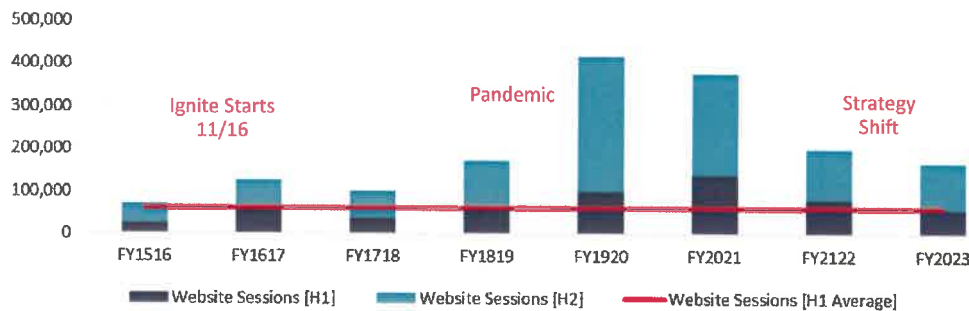
Y-o-Y Impressions



Y-o-Y Engagements



Y-o-Y Website Sessions from Social



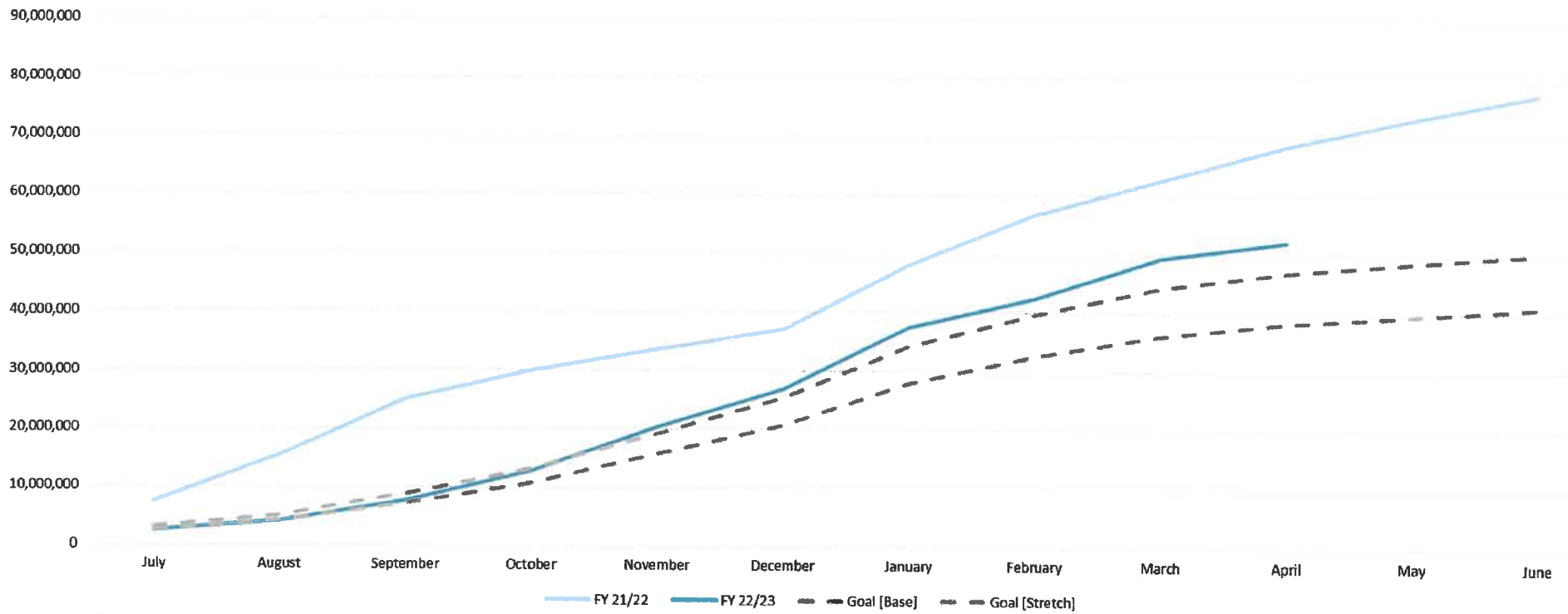
*FY2023 H2 is only represented by January-May 2023 Results*

Performance is normalizing to pre-pandemic levels across impressions, engagements, and traffic as expected.



# Connect

Impressions: Cumulative

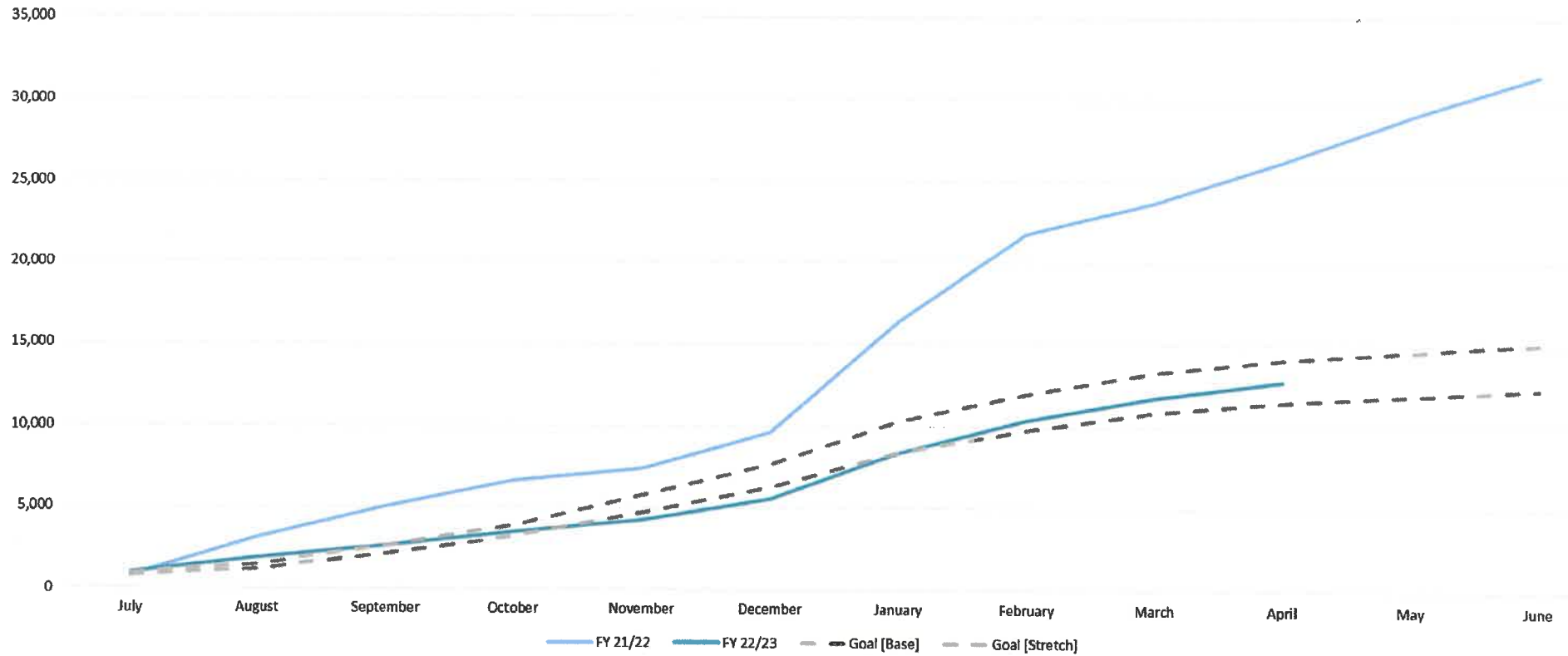






# Drive Intent

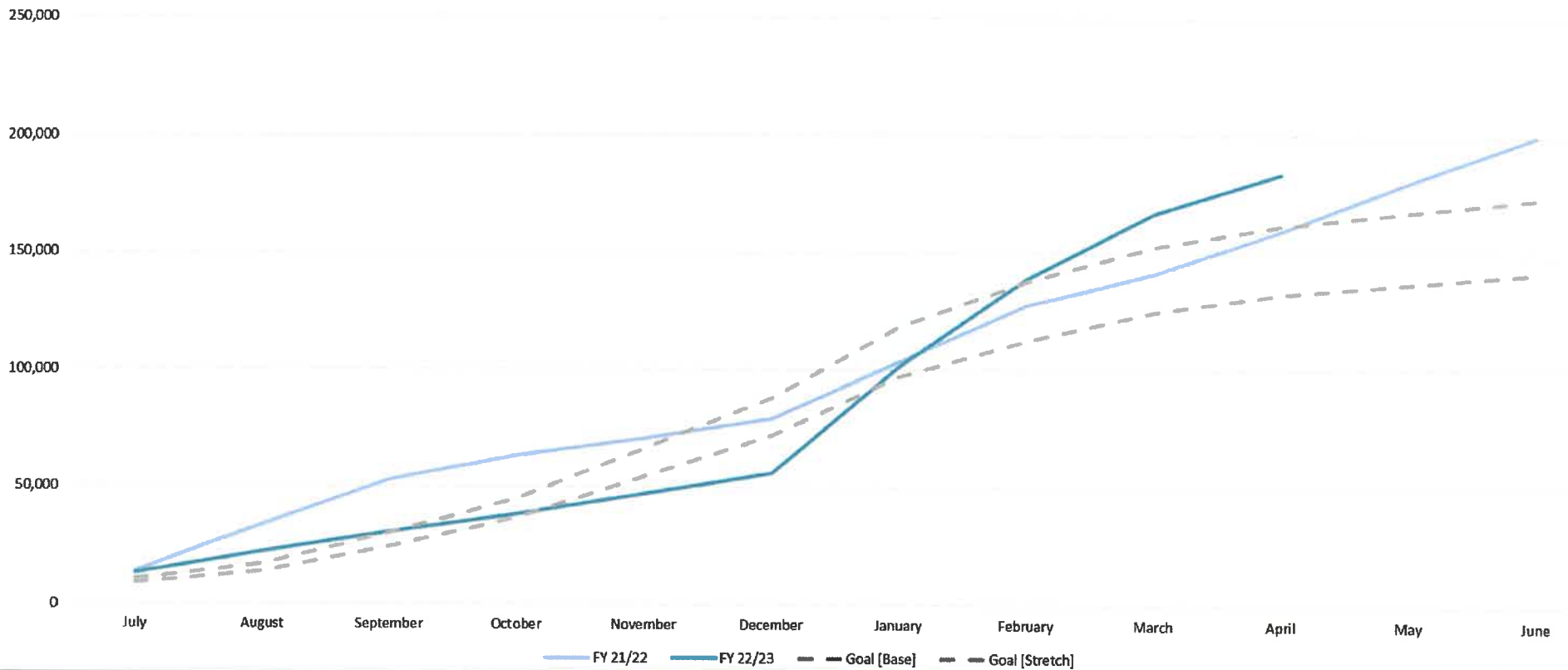
Conversions: Cumulative





# Convert

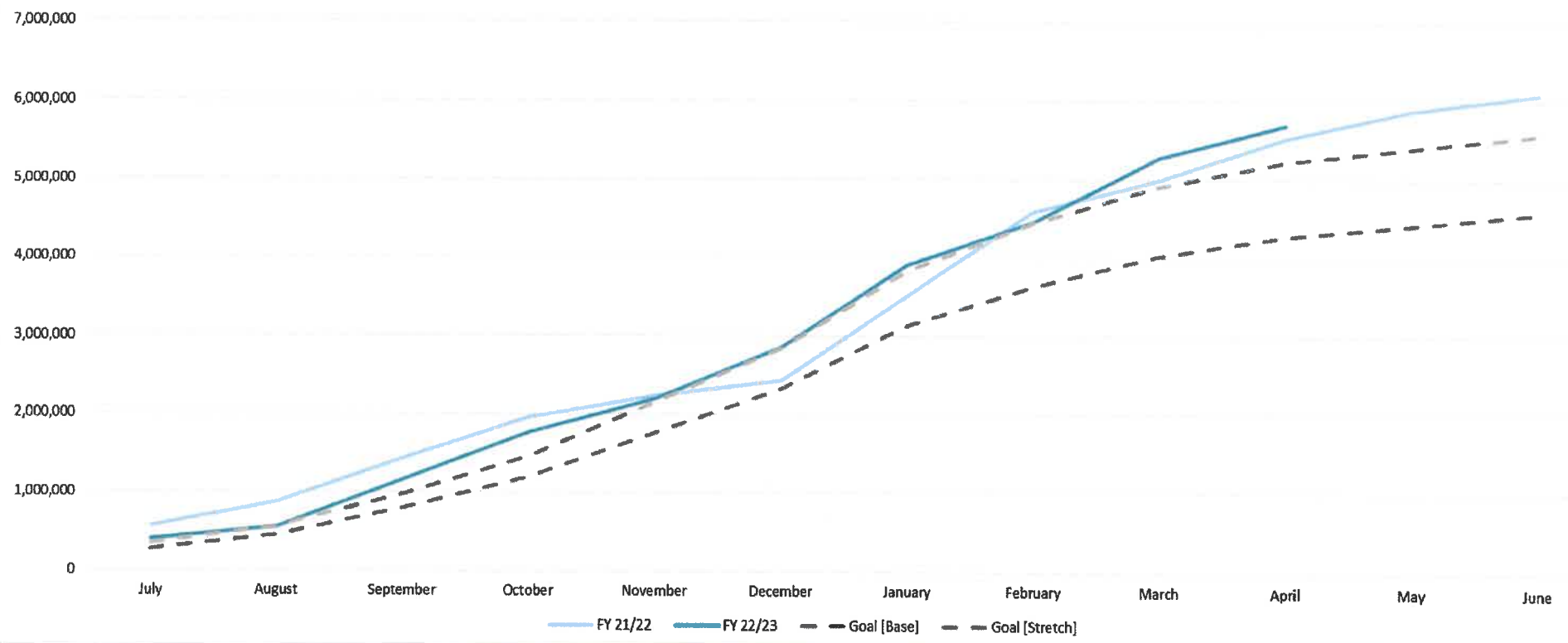
Traffic: Cumulative





# Engage

Engagements: Cumulative



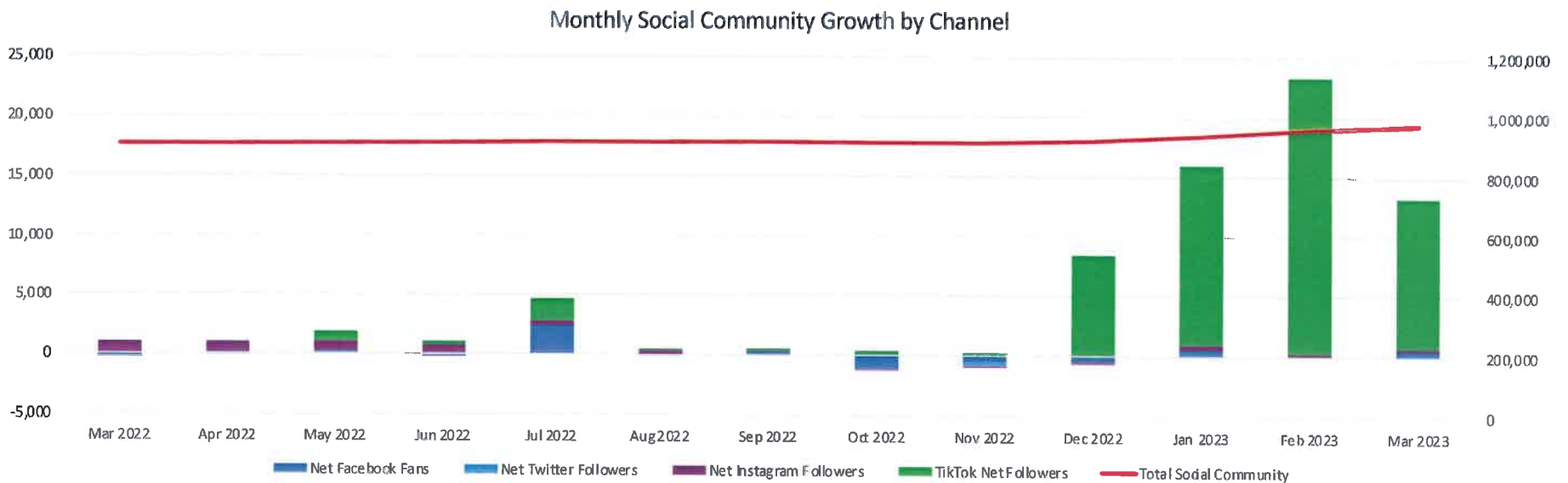
71



# Engage - Community Growth

## Highlights:

- Growth on TikTok slowed this month, though continues to generate a high volume of net new followers.



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## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – MAY 2023

### Industry Relations | Partner Webinar | June 22 | Save the Date:

The Bureau is planning another partner webinar to unveil our 2023/2024 advertising campaign. Please mark your calendar. Details forthcoming.

---

### Soundside Event Site | Soundside Markets | Save the Dates:

Held every other Wednesday from 10am – 2pm:

- June 21
- July 5
- August 2
- August 16

Rain Dates are the following Wednesday's weather permitting. For additional information, [click here](#).

---

### The Soundside Event Site:

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

---

### Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows this fiscal year:

- **May 20-24, 2023:** US Travel's International Pow Wow, San Antonio, TX
- 

### FAM Tour:

Tourism Sales recently hosted David Wendt of Wendt Touring from Stuebenville, OH on May 14-16, 2023. He is putting together a senior group tour for Spring 2024.

---

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

- **Bollman Charter Service, Tussey Mountain High School, May 18- 22, 2024,** School Group, 38 students and chaperones, group rooms, attractions, group meals.

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

### 2023 Soundside Event Site Schedule

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees Expected	Site Reserved
OBX Shredfest	Saturday, May 20, 2023	1:30pm-8:00pm	500-750	Friday, May 19 - Monday, May 22, 2023
Soundside Fun Fair	Thursday, June 8-Sunday, June 11, 2023	5:00pm - 10:00pm	4000 - over all the event day; about 800 per night	Tuesday, June 6 – Monday, June 12, 2023
Soundside Market	Wednesday, June 21, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, June 21, 2023
Soundside Market	Wednesday, July 5, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 5, 2023
Soundside Market	Wednesday, July 19, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, July 19, 2023
Soundside Market	Wednesday, August 2, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 2, 2023
Soundside Market	Wednesday, August 16, 2023	10:00am-2:00pm	800-1000 (not all at one time)	Wednesday, August 16, 2023
Sumospeed Beach Bash	Saturday, September 16, 2023	11:00am - 6:00pm	1000 (not all on site at one time)	Friday, September 15-Saturday, September 16, 2023
Fall OBX Bike Week	Thursday, September 21-Saturday, September 23, 2023	11:00am - 5:00pm	1500	Wednesday, September 20-Sunday, September 24, 2023
Garage Band Charities	Friday, October 6-Saturday, October 7, 2023	10:00am - 6:00pm	750-1000	Thursday, October 5 - Monday, October 9, 2023
Outer Banks Seafood Festival	Saturday, October 21, 2023	10:30am - 6:00pm	8,000-10,000 (not all at one time, flow)	Wednesday, October 18-Wednesday, October 25, 2023
OBX Brewtag	Saturday, October 28, 2023	11:00am - 6:00pm	4000-5000	Wednesday, October 25-Tuesday, October 31, 2023
The Wall That Heals	Wednesday, November 15-Sunday, November 19, 2023	24 hours	7,000-11,000 (not all at one time, est 3000 peak attendance per day)	Tuesday, November 14-Sunday, November 19, 2023

## Outer Banks Visitors Bureau

### PUBLIC RELATIONS REPORT: May 2023

#### BEST LISTS

**Travel + Leisure | April 2023** "This North Carolina Island Is One of the Best Places to Buy a Beach House in the U.S." <https://bit.ly/3o2mvJT>

**Travel + Leisure | May 2023** "8 Places to Live in North Carolina – From Big Cities to Small Towns" <https://bit.ly/3WedPg3>

#### EARNED MEDIA

**OK! Magazine | May 2023** "Lights, Camera, North Carolina: Explore the Stunning North Carolina Locations of Your Favorite Film and TV Shows" This article spotlights The Outer Banks, New Bern, Wilmington, and Southport for the iconic films and television shows that have filmed in these destinations. As well as, the famed locations in each destination for fans to visit. This coverage comes as a result of our hosting Contributor, David Coussins on the recent Film FAM. <https://bit.ly/3WgltXo>

**People | May 2023** "Where Does 'Outer Banks' Take Place? All the Show's References to Real North Carolina Locations." This article highlights the hidden references behind aspects of the hit-television show "Outer Banks," along with the reasoning of its filming location and upcoming projects for Screenwriter Jonas Pate. This coverage comes as a result of our hosting SEO Editor, Kelsie Gibson on the recent Film FAM. <https://bit.ly/42Ly3jy>

**Northern Virginia | May 2023** "Planning a Summer Trip to the Outer Banks? Tour One of These Iconic Lighthouses" The OBVB PR team provided assistance to the editor for new events and signature draws that would make readers in the NoVA area want to travel to the OBX to attend. Northern Virginia magazine, which is based in suburban Fairfax County, has a circulation of 40,000 with 86,600 unique monthly visitors to the website. <https://bit.ly/3ljBB4A>

**Northern Virginia | May 2023** "Explore the Outer Banks, North Carolina's Captivating Barrier Islands" Aaron worked with writer Renee Sklarew to update the readership on Outer Banks Soft-Shell Crab Week and other great travel ideas for new inbound visitors. Northern Virginia magazine, which is based in suburban Fairfax County, has a circulation of 40,000 with 86,600 unique monthly visitors to the website. <https://bit.ly/3pJctJf>

#### EARNED MEDIA / IN DEVELOPMENT

**Destinations | May 2023** Aaron and Tourism Sales and Events Manager Lorrie Love collaborated on a City Guide column of the official magazine of American Bus Association. It featured key experiences for the Group market and is scheduled to appear in the June 2023 issue.

#### PRESS TRIPS

**German Market FAM | Apr 23-27, 2023** Aaron is collaborating with the PR team from VisitNC to host a German audience press trip of five representing premium outlets for the nights of Apr 23-27 as part of a Raleigh to the OBX international flight then drive market experience. Media in-market:

1. Britta Matzen for RND /reisereporter.de (we love to work with RND as the outcome is nice AND with a huge reach, especially in combination with their travel website reisereporter.de)
2. Kira Hanser for Welt/Welt am Sonntag /welt.de (Welt is one of the biggest nationwide newspapers)
3. Detlef Berg for HNA newspapers (you did already meet him during IPW and discussed this potential trip to the Outer Banks – Detlef is quite a well-known freelance and is interested in every topic from the Outer Banks)
4. Carsten Heinke for Cavallo as well as Bayerischer Zeitungsverlag newspapers from the South of Germany
5. Lars Jacobsen for Waves & Woods magazine  
plus <https://www.instagram.com/wavesandwoodsmagazin/> (Waves & Woods is famous for its really beautiful imagery and the topic just fits perfectly to North Carolina I would say – the circulation is little but the target group is perfect and the quality of the readers really high)

**Matt Lardie | Apr 20-23 + May 18-21, 2023** Matt is working with the OBVB PR team to develop foodie content for regional publications and our own channels in a two part effort on both sides of Oregon Inlet. Matt is also checking into developing stories around some of our local NPO's such as Outer Banks Forever and the Friends of Jockey's Ridge.

**Our State FAM | Apr 28 – May 2, 2023** Aaron and the team arranged interviews and logistics among local stakeholders for story ideas to senior editor Mark Kemp to explore during his visit. He's working on the 2024 Annual Coastal Issue of Our State in which the publication will cover our local lighthouses among other things. Mark also got a taste of the Dare County softshell culture.

**Girl Camper | Apr 22-25, 2023** The OBVB PR team is working with the magazine to develop a full review/editorial for the popular print magazine based on journalist visits around the brand's annual Camporee, which was held at Camp Hatteras the week of April 25-30. The female centric DIY camping trailer magazine has become very popular in recent years.

**NC Film FAM | May-23** The OBVB PR team is working with the VisitNC to host a film-forward press trip, highlighting the Outer Banks as a place where movies and pop culture come to life. In-bound media:

David Coussins, Editor, OK! Magazine (484,000 UVM)  
 Kelsie Gibson, Editor, People (9,313,379 UVM)  
 Leanne Stanton, Entertainment Editor, US Weekly (circulation 1,973,428)  
 Brittany Leitner, Freelance, Elite Daily

**Le Figaro | May 28- June 1, 2023** We are hosting a couple of journalists from the French publication Le Figaro. Sarah Chevalley and Stanisias Fautre. The French publication comes to us by way of a VisitNC collaboration and has a reported distribution of 370,193 copies/1.35 million readers - Weekly supplement news & lifestyle magazine distributed with Le Figaro national newspaper.

#### MEDIA MARKETPLACES

**IPW | May 21-24, 2023** Aaron is heading to San Antonio, TX for IPW, the largest international marketplace for tourism sales and international media pitching to meet with some of the top media for the North Carolina international feeder markets.



# 8 Best Places to Live in North Carolina — From Big Cities to Small Towns

North Carolina is one of the fastest-growing states in the country.

By [Dobrina Zhekova](#) | Published on April 14, 2023



PHOTO: SEANPAVONEPHOTO/GETTY IMAGES

From the sandy dunes and stunning ocean views of the [Outer Banks](#) to the majestic [Blue Ridge Mountains](#), North Carolina's natural beauty is awe-inspiring. But there's more to the Tar Heel State than meets the eye.

In July 2022, [North Carolina was ranked as America's top state for business](#). Add to the mix access to good education — the state is home to several top-rated universities — excellent job prospects, a high quality of life that comes at an affordable price, mild weather year-round, and it's no wonder North Carolina has attracted [about 100,000 new out-of-state residents in 2022](#) alone.

And while many newcomers settle in the state's large metro areas such as Charlotte and Raleigh, North Carolina is also home to [smaller communities](#) that offer the perfect work-life balance. With that in mind, here are eight of the best places to live in North Carolina, according to real estate experts.

05

## Outer Banks

of 08



PHOTO: CAVAN IMAGES/GETTY IMAGES

This popular vacation destination, which encompasses several small towns on a chain of barrier islands along the North Carolina coast, is also the perfect spot to raise a family and live year-round.

"The Outer Banks has a small-town feel, close-knit communities, and a mix of residents who were born and raised here, as well as those who wanted to escape city life and move their families to a quieter, safer environment, and those who retired here and are enjoying their next adventure," said Lynn Sherman, who moved to the area from Ohio 20 years ago and is currently a broker with Howard Hanna Outer Banks Realty. "Because we have a good mix of locals and 'new locals,' the [destination] is rich with restaurants and shops that embody classic Outer Banks with new ideas and flavors brought in from those outside the area."

Of course, with 100 miles of shoreline, the main draw here remains the beach and laid-back lifestyle it affords its residents.

Sherman said that as the COVID-19-led buying frenzy has subsided, now is a great time to buy property here. Luckily, new residents have a lot of options regarding their dream neighborhood.

"Oceanside in Kitty Hawk is hot right now," she explained. "This is an older section that's undergoing a lot of renovation. Homes range from classic, three-bedroom beach boxes to larger, eight-bedroom, three-level reverse floor plan homes."

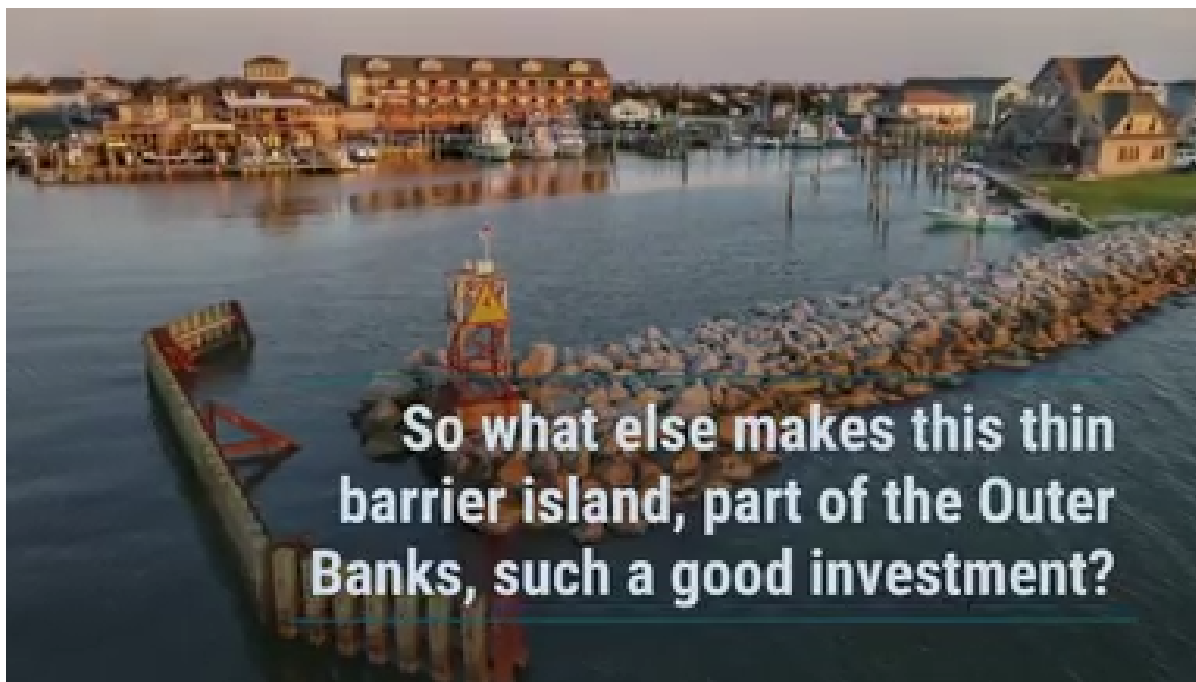
SUBSCRIBE

HOTELS + RESORTS &gt; VACATION RENTALS

# This North Carolina Island Is One of the Best Places to Buy a Beach House in the U.S. — Homeowners Make an Average of \$60K in Rental Income Each Year

Unspoiled stretches of golden sand, rustic charm, wildlife, and beautiful ocean views have transformed North Carolina's Hatteras Island into a haven for second homeowners.

By [Dobrina Zhekova](#) | Published on April 14, 2023



Owning a beachfront home comes with many perks — uninterrupted ocean views, fresh seafood, perhaps [a more relaxed lifestyle](#), and the opportunity

**SUBSCRIBE**

your radar. The barrier island was recently named one of the best oceanfront destinations to own a beach house by [Vacasa](#) (Hatteras Island is second on the list, [Lake Anna in Virginia](#) took the No. 1 spot).



PHOTO: WBRITTEN/GETTY IMAGES

According to Vacasa's recent data, homeowners make an average of \$58,556 in rental income a year, with median home sale prices at \$412,500.

"Hatteras Island is one of the most unique housing markets in the country and can still afford amazing rates of return compared to many other areas. Many vacationers to the area over the years have become homeowners as they realized they could utilize rental income to supplement [the cost of] home ownership," said Brad Beacham, a broker at [Landmark Sotheby's International Realty](#) and an Outer Banks native, in an interview with *Travel+Leisure*.

**SUBSCRIBE**

PHOTO: JOE\_POTATO/GETTY IMAGES

So what else makes this thin barrier island, part of the Outer Banks, such a good investment? The answer is its central location along the East Coast, miles of unspoiled picture-perfect beaches, rich history, and endless outdoor activities on offer. Most importantly, this heavenly slice of land is part of Cape Hatteras National Seashore, our country's first national seashore, established in 1953. The national seashore limited large-scale real estate development, by giving the sand dunes, marshes, and beaches protected status. This is a major draw for vacationers: in 2021, the entire National Seashore welcomed a record 3,206,056 travelers, the most since its establishment 70 years ago. In 2022, that number was 2,862,844, [the second highest influx of visitors since 2002](#).

Hatteras Island is made up of seven quaint villages — Rodanthe, Waves, Salvo, Avon, Buxton, Frisco, and Hatteras Village — connected by miles of idyllic stretches of sand overlooking the Atlantic Ocean and Pamlico Sound.

**SUBSCRIBE**

PHOTO: THOSTEND/GETTY IMAGES

"Within each village, you will find neighborhoods and communities that blend modern coastal homes with older cottages creating a one-of-a-kind community that is thriving," Beacham said. "These once sleepy little fishing villages have become tourist destinations, and it seems that the eyes of the country have now been opened to how incredible the area is."

As visitors drive south of Pea Island National Wildlife Reserve, they arrive in Rodanthe, Waves, and Salvo. Locals refer to them as the Tri Villages as they are located next to one another and feel like one big community, with plenty of mom-and-pop shops and restaurants. The area is a kite surfer's paradise and is home to some of the biggest kitesurfing schools on the Outer Banks.

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PHOTO: EJ-J/GETTY IMAGES

About 14 miles farther south is Avon, where you'll find the largest grocery store in the area and the first fishing pier on Hatteras Island, dating back to 1962. The wooden structure is 600 feet long and draws anglers fishing for red drum.

Next up is Buxton. Vacationers flock here to see the tallest brick lighthouse in the country, which rises 198 feet and has a distinct black-and-white pattern on its façade.

Finally, Brixton, Frisco, and Hatteras Village are the epicenter of recreational fishing on the Outer Banks.

"Frisco feels like Hatteras Island before it was 'discovered' by generations of vacationers. Quiet and small, it offers up a bit of seclusion while putting the restaurants, groceries, and activities of Buxton and Hatteras Village within easy reach," Beacham explained.

**SUBSCRIBE**

PHOTO: AG-CHAPELHILL/GETTY IMAGES

So where should you start your search for the perfect beach vacation home on Hatteras Island? It is essential to find a broker who understands the local real estate market — including local regulations.

"Purchasing on a barrier island is different than purchasing a home in other parts of the country. Choose an agent with experience who can advise you on things such as flood zones, flood risks, insurance, vacation rental laws, property management, and a long list of other important topics," he added.

"Currently, there are only 71 active single-family homes on the market for sale on all of Hatteras Island. This data shows that demand for beach homes in the area is outpacing supply," he explained, noting that well-maintained residences in good locations sell fast and are in high demand. With the reasonable housing prices, idyllic surroundings, and possibility for a great return on investment, why wouldn't they be?

Was this page helpful?





## Where Does 'Outer Banks' Take Place? All the Show's References to Real North Carolina Locations

The Netflix series draws inspiration from many real locations around North Carolina

By [Kelsie Gibson](#) | Published on May 15, 2023 11:41 AM



PHOTO: JACKSON LEE DAVIS/NETFLIX

John B said it best: the Outer Banks is "paradise on Earth."

Set in the fictional Kildare County of North Carolina, Netflix's [Outer Banks](#) follows the conflict between two groups of teenagers in search of a lost treasure.

Since its premiere in April 2020, the show has become a huge success for the streamer (and launched the careers of its talented cast), but it has also shown light on the real line of islands where the series takes place.

A rep for the [Outer Banks Visitors Bureau](#) tells PEOPLE they experienced record occupancy tax revenue in 2020 and 2021 following the releases of seasons 1 and 2 of the Netflix series, indicating that visitorship was significantly up.

Though they pointed to several other factors that could have contributed to its popularity as a vacation spot (including ample outdoor space during the height of the COVID pandemic), the rep added that "the show no doubt contributed to a higher visibility for the destination."

PEOPLE recently visited the coast with [Visit NC](#), where we learned more about the real locations that inspired the hit Netflix series.

Here's everything to know about the real Outer Banks and how it inspired the Netflix series.

## **Is *Outer Banks* filmed in North Carolina?**



PHOTO: NETFLIX

Originally, [the series was going to film in Wilmington](#), North Carolina, however, due to the state's [House Bill 2 legislation](#) in place at the time — which required transgender people to use public restrooms that correspond to the sex on their birth certificate — Netflix moved the filming location to Charleston, South Carolina. The bill was partially repealed in March 2017 and the remainder of HB2 was [repealed in December 2020](#).

"We one hundred percent planned it to be here, thought it would be here. At the eleventh hour, we hit this snag of HB2," Jonas said on [the 1 on 1 with Jon Evans podcast](#).

"Most of it had been repealed, but there was a tiny little remnant of it still on the books. Netflix took a strong position they wouldn't do it unless all laws were inclusive, which we agreed with of course," he added. "But I had a lot of family in Charleston, my mom lived in Charleston for a long time. I knew that place well. So that was the second-net place we would have shot."

## What references does *Outer Banks* make to North Carolina?



PHOTO: JACKSON LEE DAVIS/NETFLIX

Though the series doesn't actually film in the Outer Banks, the show has many ties to its namesake and the history behind it.

For starters, the show's creators are North Carolina natives. Twin brothers Jonas and Josh Pate hail from Raeford, North Carolina. Shannon Burke, who created the series with the Pate brothers, also [went to the University of North Carolina at Chapel Hill](#) with Josh.

In fact, a road trip between Josh and Shannon to watch UNC play in (and eventually win) the 2017 NCAA Division I men's basketball championship game sparked early conversations about the series, [per UNC's student newspaper \*The Daily Tar Heel\*](#).

Jonas said on the *1 on 1 with Jon Evans* podcast that many of his experiences growing up are reflected in the script, including having the Pogues drive the same car he did in high school, the old VW van affectionately called the Twinkie on the series.

"I'm back where I grew up in the marshes of the Carolina coast, and telling a story that had a lot of overlap with our high school life in Raeford," he told the news publication. "I just remember thinking, 'Man, this is awesome! This is just so lucky!' So, while I didn't think like, 'It's going to be a hit!' But, I knew it was a special experience, and I think the other cast and crew did too."



PHOTO: JACKSON LEE DAVIS/NETFLIX

Many aspects of the show also [pay tribute to the real Outer Banks](#), including the county where the Pogues live, Kildare County: a mix of Dare County, which makes up most of the Outer Banks, and the town of Kill Devil Hills.

Kill Devil Hills has various origins, with some suggesting that the name came from "exceptionally strong rum that washed up from a shipwreck" in the area said to be "strong enough to 'kill the devil,'" [per OuterBanks.org](http://OuterBanks.org).



PHOTO: JACKSON LEE DAVIS/NETFLIX

The residential area where the wealthy Kooks live, Figure Eight, is based on a real place as well. Figure Eight Island, located north of Wrightsville Beach, is a private island that can only be reached by boat or a guarded causeway swing bridge.

Nicknamed "the Hamptons of the South," the island has been [a destination for numerous celebrities](#), from Robert Downey Jr. to Barbra Streisand.

Additionally, UNC, where co-creators Josh and Shannon attended, is featured in season 1 as John B and Sarah visit one of the school's libraries to uncover various archives.

In fact, Josh and Shannon's intense passion for all things UNC — and its rivalry with Duke University — inspired one character's name.

"When we were naming our villain, we were having trouble with the last name, and we just decided to name him after the most hated place in (the) universe," [Shannon told \*The Daily Tar Heel\*](#). "His name, if you remember, is Ward Cameron," he added, referencing Duke University's Cameron Indoor Stadium, where the school's basketball team plays.

Many of the show's storylines about hidden treasure have connections to North Carolina as well. As teased in the season 3 finale, the upcoming fourth season will heavily [focus on the pirate Blackbeard](#), who sailed the West Indies and the Caribbean in the late 1600s and was later beheaded on Ocracoke Island in North Carolina.

## Will the *Outer Banks* ever film in North Carolina?



PHOTO: JACKSON LEE DAVIS/NETFLIX

Though *Outer Banks* doesn't film in North Carolina, the show's creators have considered taking other projects to the state.

In July 2021, ahead of the season 2 premiere of *Outer Banks*, [Jonas teased a new series he was working on to Spectrum News](#). Set in the North Carolina mountains, Jonas said the show would be titled *Blue Ridge*, which many fans theorized could be a spinoff for the *Outer Banks* — Blue Ridge was previously mentioned as the boarding school and rehabilitative program Kiara's parents threatened to send her to if she kept hanging out with the Pogues.

"We are working on another series that is in development for Netflix," [Jonas told WECT of Blue Ridge](#). "It's another young adult series. We're super excited about it. It is set in the Blue Ridge Mountains so another North Carolina show and our fingers are crossed."

"All we want to do is shoot in North Carolina," he added. "Luckily, we can now do that. Netflix has two series shooting right now. So, they're fully invested in the state and we totally anticipate if the show goes we're going to shoot it here."



PHOTO: JACKSON LEE DAVIS/NETFLIX



Though no further details about that project have been announced, Jonas (pictured above) did [shoot a pilot for another series in Wilmington](#) in late 2022.

"It's about a group of young friends on the eve of high school graduation, that are just in a band for fun," Jonas said on the *1 on 1 with Jon Evans* podcast. "They get a new member at the last second, the music sort of coalesces, and suddenly they all realize, 'Maybe we shouldn't go to college or go to work with our dad's or parent's business? Maybe we should just throw our lot together and see if this band thing can work?' That's basically the pitch."

"I think what makes it special is we did this search for young musicians all across the country. We had Chase Stokes put out an APB on his social media for bands. We got five thousand bands sent to us! We picked this guitarist, that drummer, this bass player, we put them together. We've had them play and practice for the last two years. They've probably played 20 gigs now, and they wrote an album, and they are so good! All their own music. That is just so much fun! We shot it just a couple of months ago in Wilmington, really all over town, and we're excited to get it out into the world pretty soon."



## TRAVEL

# Explore the Outer Banks, North Carolina's Captivating Barrier Islands

From wild horses to living history to sunken treasure, the barrier islands of North Carolina offer a beach vacation with extras. Find out what's new and revisit some of your old favorites.

By **Renee Sklarew** | May 8, 2023

**E**xplore the Carolinas: In the two states to our south, you'll find beaches, cities, and mountain towns that make for idyllic vacation spots. Before you pack the car and head down I-95 this summer, get the lowdown on some new-to-you locations in North and South Carolina — and find out what's new this year at your old favorites.

## Drive time from Dulles: 5.5 hours

Grab your beach chair and amble over the dunes. In front of you, nothing but water and sand. No high-rises, no noisy amusement parks, just peace and quiet, nature, and sunrises. This is the Outer Banks. Whether you make a pilgrimage every summer or are new to this blissful collection of barrier islands, the Outer Banks always holds surprises. You will find so much more than beaches in this mostly undisturbed maritime environment.

Birding is big here. Because it's positioned along the Atlantic Flyway, different species migrate here throughout the seasons. Delectable cuisine is another attraction. Fresh-caught crabs, shrimp, fish, and oysters find their way to just about every plate or pot.



*Wild Horse Adventure Tours in Corolla (Photo by Ryan Donnell, courtesy visitnc.com)*

You can learn about the islands' captivating past in the museums and on stage at [The Lost Colony](#), an outdoor theater. Wild horses couldn't drag us away from the [Corolla Jeep Adventures](#) tours on one of the northernmost sections of the

Outer Banks. Hop in a safari truck for an exhilarating 25-mile search for the untamed Corolla wild horses, descendants of colonial Spanish mustangs.

In the Outer Banks, what's old never gets old, especially the [Cape Hatteras National Seashore](#), which looks the same as it has for centuries. The bonny lighthouse stands tall against the horizon, warning ships off the rocky coastline and treacherous shoals. There are still a few thousand wrecks offshore, some dating back to the Jamestown settlement in the 1600s. You can scuba dive off the coast to explore these shipwrecks. A few are even visible while swimming and kayaking or are uncovered on the beach.

After Union troops took over North Carolina's Roanoke Island during the Civil War, the Outer Banks became a haven for enslaved people escaping to freedom. In the 1890s, some of the freedmen joined the crew of the Pea Island Life-Saving Station and saved countless lives. (These Life-Saving Stations combined with another agency to form a new unit called the U.S. Coast Guard in 1915.)



*Wright Brothers National Memorial (Photo by C2 Photography, courtesy visitnc.com)*

Your heart will soar when you picture Wilbur and Orville Wright in Kitty Hawk making that first powered flight across a sandy stretch in 1903 at the [Wright Brothers National Memorial](#). You can check out a replica of the Wright Flyer there. Then, you'll feel like you're flying yourself when you slip and slide over the tallest living sand dunes on the Atlantic Coast at [Jockey's Ridge State Park](#).

Your vacation won't be complete until you spend the day in Manteo, with its roster of dining, shopping, and attractions. We love the trendy fashions at [Sisters Boutique & Gifts](#), with its luxury handbags and chic boho dresses. Bring home an enduring memory from the gallery at [Dare Arts](#) or a gift to share with friends — maybe North Carolina nuts — from [Mackeys Ferry Peanuts](#). (Hint: The peanut butter or molasses cookies are irresistible.)



*Roanoke Marshes Lighthouse in Manteo (Photo by Baxter Miller, courtesy NC Photo Network)*

Relaxation in the Outer Banks, of course, means spending time on the fluffy, golden sands of its legendary beaches. The northern beaches in Corolla and Duck are wide and well protected by dunes and grasses. For a livelier

experience, choose the central beaches at Nags Head and Kitty Hawk, where the long piers give you the opportunity to try your hand at fishing. If you prefer some alone time, you'll find pristine, remote beaches in Hatteras or Ocracoke Island, the latter accessible only by ferry. No matter which coastal community you choose, all have invigorating mid-Atlantic waves perfect for bodysurfing and swimming. And for true nirvana, watch the sunrise from the beach.

## Good for Newbies

Check out the mile-long [Duck Town Boardwalk](#), where you can shop, dine, rent kayaks and jet skis, or just enjoy the sunset over Currituck Sound. Spend a day shopping and dining in Manteo, or head to [Fort Raleigh National Historic Site](#), home to the Carolina Algonquian people; the Freedmen's Colony; and The Lost Colony, which is a live performance of Outer Banks history. Climb the dunes at [Jockey's Ridge State Park](#). Observe sea life from [Jennette's Pier in Nags Head](#). Take an open-air tram tour inside the [Alligator River National Wildlife Refuge](#), home to alligators, red wolves, and black bears.

## Where to Eat

[Aqua Restaurant & Spa](#) in Duck. Enjoy the sunset, craft cocktails, and boat-to-table dining at this upscale restaurant.

[Cravings Steaks & Seafood](#) in Duck. What people love: Seafood pots to-go.

[Poor Richard's Sandwich Shop](#) in Manteo. Try the giant sandwiches before exploring OBX.

[Orange Blossom Bakery & Café](#) in Buxton. The Apple Ugly and Chocolate Covered Ugly make it worth the drive.



*Soft-shell crab, Aqua Restaurant (Photo by Renee Sklarew)*

## What's New

[Outer Banks Soft-Shell Crab Week](#), a restaurant crawl (pun intended), will be held May 15 to 20. Diners can sample the beach's best soft-shell tapas dishes. This year, [Ocracoke Lighthouse](#) celebrates its 200th birthday. On May 18, the Ocracoke Light Station hosts a party. The annual [Rock the Cape](#) festival returns to Hatteras Island. There will be bands and beer during the three-day [OBX Pridefest](#) that starts September 8.

## Where to Stay

Most visitors to the Outer Banks choose vacation home rentals, and there are rental agencies that specialize in direct bookings. To select a vacation home at a northern or southern island, first consider whether you prefer a village like Buxton or a busier community like Nags Head; [outerbanks.com](https://outerbanks.com) explains the options.

If you're looking for a luxury full-service resort on the Atlantic Ocean, the historic [Sanderling Resort](#) in Duck continues to refresh and offer new activities, along with first-rate dining.

*Feature photo by Starboard and Port, courtesy [visitnc.com](#)*

*This story originally ran in our May issue. For more stories like this, [subscribe](#) to Northern Virginia Magazine.*

## TRENDING IN NOVA

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**Ned's New England Deck Will Satisfy Your Lobster Roll Cravings**

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**5 NoVA Farms Where You Can Pick-Your-Own Fruits and Vegetables**

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**Dust Off Your Helmets: Bike to Work Day is May 19**

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**Is Keto Actually Good for You? A Physician Breaks Down the Popular Diet**

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## TRAVEL

## Planning a Summer Trip to the Outer Banks? Tour One of These Iconic Lighthouses

Lighthouses dot the coastline of North Carolina. Here's what you need to know to visit them.

≡ By **Kristen Schott** | May 2, 2023

**E**xplore the Carolinas: In the two states to our south, you'll find beaches, cities, and mountain towns that make for idyllic vacation spots. Before you pack the car and head down I-95 this summer, get the lowdown on some new-to-you locations in North and South Carolina — and find out what's new this year at your old favorites.

The lighthouses of the Outer Banks have stood sentinel on the shore for centuries, guiding boats safely into harbor. Today, many offer tours that provide a glimpse into America's maritime history — and make for Instagram-worthy snaps.

**Ocracoke Lighthouse** sits on the southern end of Cape Hatteras National Seashore and is accessible via a free ferry. It's the oldest still-operating lighthouse in North Carolina and turns 200 this year. Note that you can't ascend the 75-foot structure.



*Ocracoke Lighthouse (Photo by C2Photography)*

Moving northward, you'll find the **Cape Hatteras** and **Bodie Island** lighthouses, recognizable for their stripes — the former's are angled, like a candy cane, while the latter's look like your favorite Breton shirt. (The stripes distinguish the buildings in daylight.) It's easy to visit both in one jaunt: They're located about a three-hour round trip from Kitty Hawk.

Cape Hatteras in Buxton is the tallest brick lighthouse in the U.S., standing at 198.49 feet. It's been rebuilt and moved since its 90-foot iteration in 1803. Because it's under restoration, you can't climb it this year, but you can stroll the grounds.



*Cape Hatteras Lighthouse (Photo by Bill Russ, courtesy visitnc.com)*

From May to October, mount the 200-plus steps of the 151-year-old Bodie Island Lighthouse in Nags Head and take in scenes of the Pamlico Sound and Atlantic Ocean. The picturesque grounds feature a former keeper's quarters (the light was electrified in 1932) and surrounding marshlands and pines. Make sure to walk the wooden overwater bridges for a different perspective. Tickets are required and must be purchased online on the day of your climb.

At the [Chicamacomico Life-Saving Station](#) in Rodanthe, the first of seven such facilities built in North Carolina, you can discover the origins of the U.S. Coast Guard through self-guided or group tours. Book the latter two weeks in advance.



*Roanoke Marshes Lighthouse (Photo by Baxter Miller, courtesy NC Photo Network)*

The petite [Roanoke Marshes Lighthouse](#) in Manteo sits at the end of a pier in Shallowbag Bay. The façade is a replica of the third Roanoke Marshes lighthouse, a beacon for sailors and watermen. [The Pea Island Cookhouse Museum](#) is worth the 10-minute walk from the pier to learn about the African American men who served at the Pea Island Life-Saving Station: Richard Etheridge, the first African American keeper in the Coast Guard, and Herbert Collins, the last keeper of the Pea Island Life-Saving Station. The northernmost lighthouse is in [Currituck Beach](#) in Corolla. Constructed using more than 1 million red bricks, it houses a powerful Fresnel lens — a gleam that can be seen for 18 nautical miles. The self-guided experience runs through November and lets you climb the 220 spiral stairs at your own pace. The reward? Panoramas as far as the eye can see.

*Featured photo by Steve Yokum, courtesy [visitnc.com](#)*