



# Dare County Tourism Board Meeting

June 20, 2024

9 a.m.

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

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, JUNE 20, 2024  
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 and Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the May 16, 2024 Meeting
- V. Public Comments
- VI. FY 24-25 Marketing Overview
- VII. Chair/Steering Committee Report
  1. Long Term Restricted Fund Grants Extension Requests:
    - a. Tourism Impact Grant- Outer Banks Forever
    - b. Long Term Unappropriated Grant-Roanoke Island Historical Association
- VIII. Budget & Finance Report
  1. Monthly Reports
  2. Adoption of Fiscal Year 2024-2025 Budget Ordinance
  3. Audit Firm Recommendation
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, MAY 16, 2024  
10:00 A.M.  
GRAVEYARD OF THE ATLANTIC MUSEUM  
59200 MUSEUM DRIVE  
HATTERAS, NC 27943**

**ATTENDING:** Monica Thibodeau, Chair; David Hines, Vice Chair; Tod Clissold, Treasurer; Dennis Robinson, Assistant Treasurer; Tonia Cohen, Secretary; Mark Ballog, John Head, Richard Hess, Tess Judge, Wally Overman, and Mike Siers.

**EXCUSED ABSENCE:** Mark Batenic, Terry Gray, and Jay Wheless, Legal Counsel.

**STAFF:**

Lee Nettles, Executive Director  
Amy Wood, Clerk to the Board/Administrative Specialist  
Lorrie Love, Tourism Sales and Events Manager  
Jeff Schwartzberg, Community Engagement Manager

**OTHERS ATTENDING:** Maria Vann, Interim Director, Graveyard of the Atlantic Museum; Danny Couch and Natalie Kavanagh, Friends of the Graveyard of the Atlantic Museum Board of Directors; Mary Helen Goodloe Murphy, and Luke Halton, OBX Way.

The meeting was called to order at 10:01 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**APPROVAL OF AGENDA:** Mr. Hess moved to approve the agenda. Second by Mr. Siers. There was no discussion. The motion passed unanimously (11-0).

**APPROVAL OF MINUTES:** Mr. Robinson moved to approve the meeting minutes from April 18, 2024 meeting. Second by Mr. Hess. There was no discussion. The motion passed unanimously (11-0).

**PUBLIC COMMENTS:** Maria Vann welcomed the Board and spoke about the newly redesigned Graveyard of the Atlantic Museum exhibits. Danny Couch and Natalie Kavanagh welcomed the Board and thanked them for all of their help with projects throughout Hatteras Island. Luke Halton noted his intern (from the Careers Beyond the Counter program) recently won a statewide outdoor photography contest.

**STEERING COMMITTEE:** Lee Nettles reviewed the newest Three Year Strategic Goals and the supporting steps for each goal. The main goals are:

1. Market the Destination in effective and innovative ways
2. Enhance communication [and] interaction with Stakeholder Groups and Community
3. Grow and enhance non-peak season event development
4. Pursue sustainable tourism growth by building community

The board discussed the goals and methods to achieve these goals. The Board reached consensus to adopt the Three Year Strategic Goals.

The Chair updated the Board on the status of the request from the Outer Banks Sailing Association. Following discussions with Staff, the Steering Committee, and the Board, the Sailing Association reconfigured their membership structure. The Steering Committee encouraged the Sailing Association to operate under this new structure for a year and consider bringing their request forward again in one year.

**PUBLIC HEARING ON PROPOSED FISCAL YEAR 2024-2025 BUDGET:** At 10:15 a.m., Mr., Hess moved to open the Public Hearing for the proposed Fiscal Year 2024-2025 budget. Second by Ms. Judge. There was no discussion. The motion passed unanimously (11-0).

The Chair called for comments from the public. No comments were made. No written comments were received.

Mr. Hess moved to close the Public Hearing. Second by Ms. Judge. There was no discussion. The motion passed unanimously (11-0). The Public Hearing closed at 10:16 a.m.

**BUDGET AND FINANCE REPORT:** Mr. Clissold reviewed the meals and occupancy receipts received. Receipts for fiscal year 2023-2024 were up .69 % compared to 2022-2023 actual receipts, noting that Easter was earlier in the spring this year. The Board discussed how non waterfront Airbnb's were doing with bookings and if they were converting over to long term rentals instead. Some Board members noted that they felt this would be the deciding year on whether the properties would stay Airbnb's or move to long term rentals or sell.

Lee Nettles gave an overview of the second draft of the proposed budget for Fiscal Year 2024-25.

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles gave a brief overview of the marketing efforts and results, noting upcoming Marketing Committee and all agency meetings. He reviewed the marketing dashboard. The Board discussed how social media and Google searches were changing how people found information.

Jeff Schwartzberg reviewed the activation plan for the recently approved Outer Banks Promise, the recent Long Range Tourism Management Plan Special Committee meeting, and an upcoming voluntourism day at the Elizabethan Gardens with Our State Magazine.

Lorrie Love noted the 2<sup>nd</sup> Annual Softshell Crab Week was seemingly a hit. She also noted increased trips from motorcoach groups and reviewed public relations efforts, on behalf of Aaron Tuell.

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

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

**BOARD MEMBER COMMENTS:** Mr. Robinson reported on the Hatteras Village Offshore Open and thanked the Board for their support of many projects on Hatteras Island, including funding for the sidewalks and Graveyard of the Atlantic Museum.

Mr. Ballog reported on Softshell Crab Week and how the restaurant industry was faring locally and nationwide.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, June 20, 2024 at 9:00 a.m. at the Outer Banks Visitors Bureau Administrative Office, One Visitors Center Circle, Manteo, NC 27954.

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 11:30 a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board





CAPE HATTERAS NATIONAL SEASHORE • FORT RALEIGH NATIONAL HISTORIC SITE • WRIGHT BROTHERS NATIONAL MEMORIAL

June 12, 2024

**Requesting an extension to December 31, 2024**

Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954

Dear Diane,

I am writing to request an extension for the grant provided by the Outer Banks Visitors Bureau for the Pathways to Your National Parks project. This multi-use path, which is currently under construction at the Cape Hatteras Lighthouse, is a vital addition to our community, aimed at enhancing visitor experience and promoting sustainable tourism.

Due to unforeseen challenges in the construction process, including weather-related delays and supply chain disruptions, the project's completion date has been pushed to August 2024. We are working diligently to ensure that the path meets the highest standards of safety and accessibility for all visitors.

We are grateful for the support and funding from the Outer Banks Visitors Bureau, which has been instrumental in advancing this project. This extension will allow us to address the remaining tasks effectively and guarantee that the path will be a lasting benefit for both residents and visitors of the Outer Banks. We are committed to providing regular updates on our progress and welcome any additional requirements or documentation needed to facilitate this extension request.

Thank you for your understanding and continued support. We are confident that with this extension, the Pathways to Your National Parks project will be a resounding success, enhancing the visitor experience at the Cape Hatteras Lighthouse for years to come.

Please let me know if you have any questions or need further information.

Sincerely,

*Jessica Barnes*

[www.obxforever.org](http://www.obxforever.org) • 252-423-4545 • P.O. Box 1635 • Kill Devil Hills, NC 27948

*Outer Banks Forever is the official non-profit fundraising partner of the three national parks of the Outer Banks, helping to protect and preserve these special places through public engagement, programming, and project support.*



## America's Premiere Outdoor Drama

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### Board of Directors

**Cindy McGann**

*Chair*

**Zee Lamb**

*Vice-Chair*

**Tess Judge**

*Treasurer*

**Ann-Cabel Baum**

*Secretary*

**Casey Varnell**

*General Counsel*

**lebame Houston**

*Historian*

**Chanda Branch**

**Sue Burgess**

**Frank Daniels, IV**

**Dawn Enochs**

**Harvey Godwin**

**John Graham**

**Dorothy Hester**

**Lucy Inman**

**Gary Pearce**

**Constance Rose**

**Dr. Benjamin Speller, Jr.**

**Taylor Sugg**

**Amy Tankard**

**Monica Thibodeau**

**Johnny Tillett**

**Andrew Tripp**

**Dr. Darin Waters**

**Earl Willis**

**Robert Woodard**

**David Woronoff**

**Chuck Still**

*Executive Director*

June 12, 2024

Diane Bognich

Outer Banks Visitors Bureau

1 Visitors Center Circle

Manteo, NC 27954

Dear Diane,

As you know the Roanoke Island Historical Association has not yet applied for reimbursement for the new sound array in the Waterside Theatre. The speakers are in place (they sound great) but the need for signage commemorating the gift has slowed the process somewhat. The National Park Service is particular about signage and though I believe I have a solution, with the opening of the season, I have yet to secure approval. I will reach out to the Park Service this week and get back to you next week with more information.

I appreciate your understanding.

Chuck Still

Executive Director

Roanoke Island Historical Association

**Requesting an extension to December 31, 2024.**



*The Outer Banks*<sup>®</sup>  
OF NORTH CAROLINA



# FY24-25 Marketing Strategy + Initiatives

Outer Banks Visitors Bureau

Presented June 20, 2024

# Agenda

1

## **Looking Back to Look Forward**

Destination successes and challenges in 2023 and an analysis of latest consumer behaviors and tourism patterns

2

## **Optimized Media Strategies**

Effective media channels and campaign tactics to reach our target audience efficiently

3

## **Continuity Media Plan**

Year-round marketing initiative to maintain strong brand awareness and engagement

4

## **Fall Media Plan**

Highly targeted digital campaign to drive interest and bookings during Shoulder season





# FY24-25 Objectives + Strategies

## Objectives

- Support year-round tourism economy
- Cultivate conscientious visitation and destination stewardship

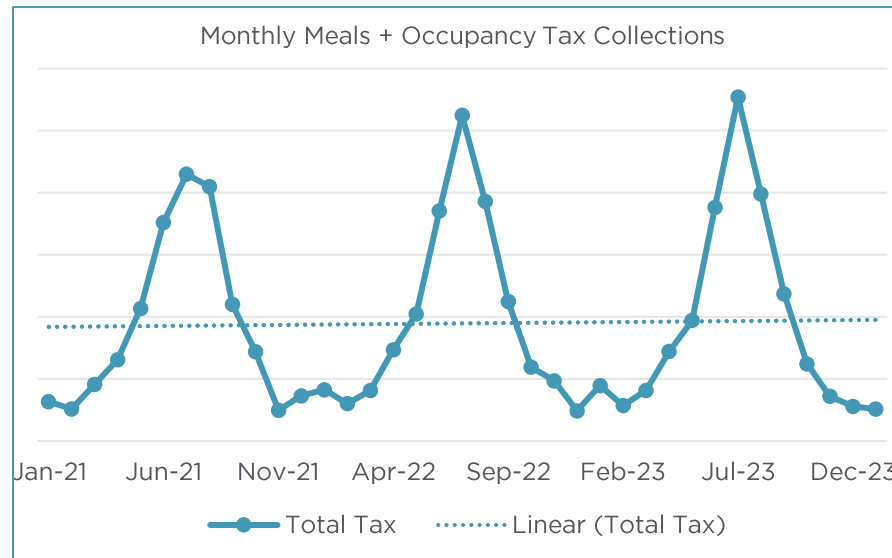
## Strategies

- Expand niche audience approach but balance with reach
- Enhance visitor understanding + appreciation of OBX
- Grow 1st party data for email + remarketing
- Leverage Visit NC opportunities
- Leverage influencer + community-generated content
- Raise awareness for local non-profits, their events and voluntourism opportunities
- Continue to develop DEI initiatives
- Enhance existing research programs
- Coordinate research sharing with local travel partners
- Update marketing dashboard to align with desired outcomes

Looking Back to Look Forward

## 2023 Successes

Modest yet consistent growth trends continued across several destination and media KPIs



*Total tax collections have maintained historic highs: 2% YOY*

**+23%**  
Website Sessions

**+85%**  
Email Open Rate

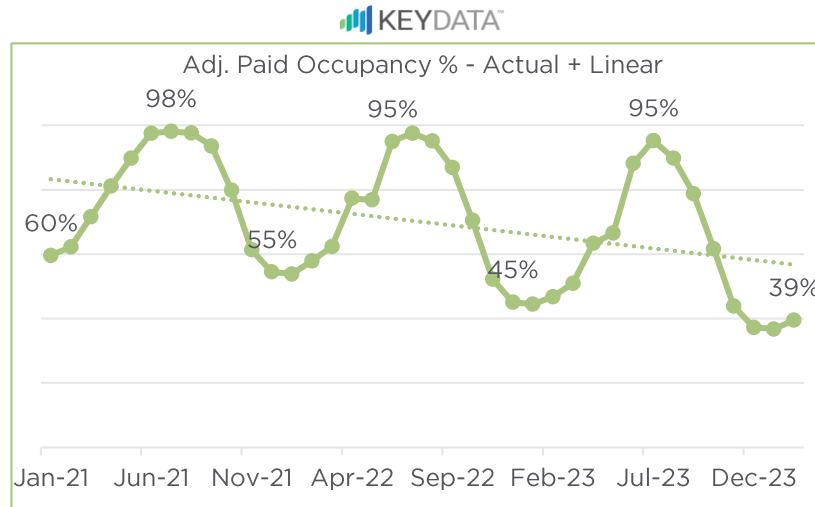
**+65%**  
Video Views

**+54%**  
Guide Requests

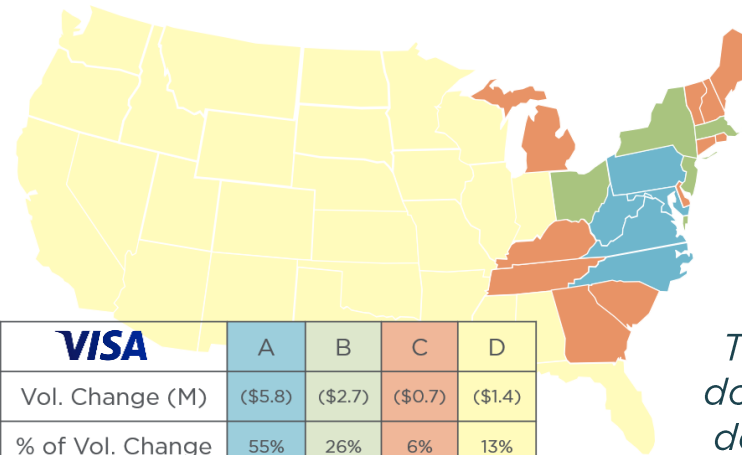
*Notable YoY growth in owned media activity with higher ROI from optimized media strategies*

# 2023 Challenges

Downward trends in rental occupancy rates and visitor spending since 21-22 highs



*Adj. Paid Occupancy is trending downward YOY since 2021*  
 2023 vs. 2022: - 10%  
 2023 vs. 2021: - 16%



<b>VISA</b>	A	B	C	D
Vol. Change (M)	(\$5.8)	(\$2.7)	(\$0.7)	(\$1.4)
% of Vol. Change	55%	26%	6%	13%
Non-peak YOY %	-5%	-11%	-5%	-11%
Peak YOY %	-1%	-7%	-5%	-11%

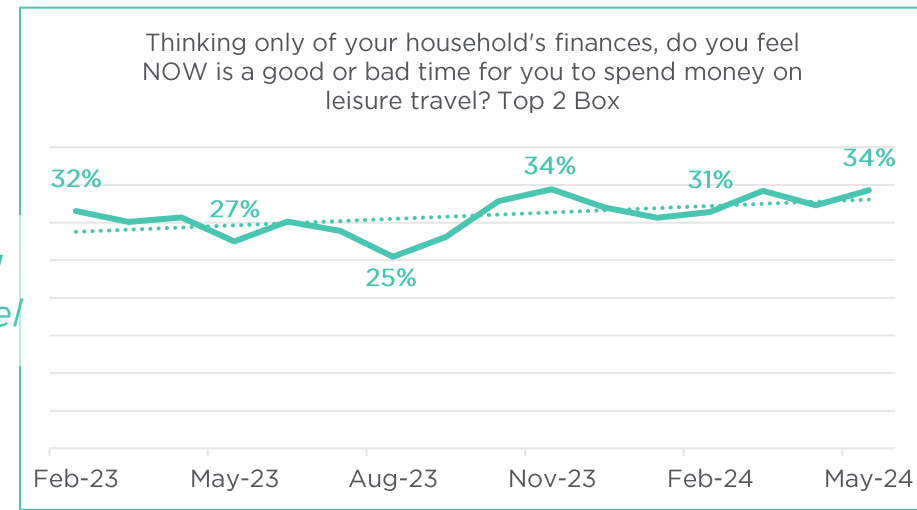
*Total tracked visitor spend is trending down across all geo ranges with 80% of decreases coming from A and B states*



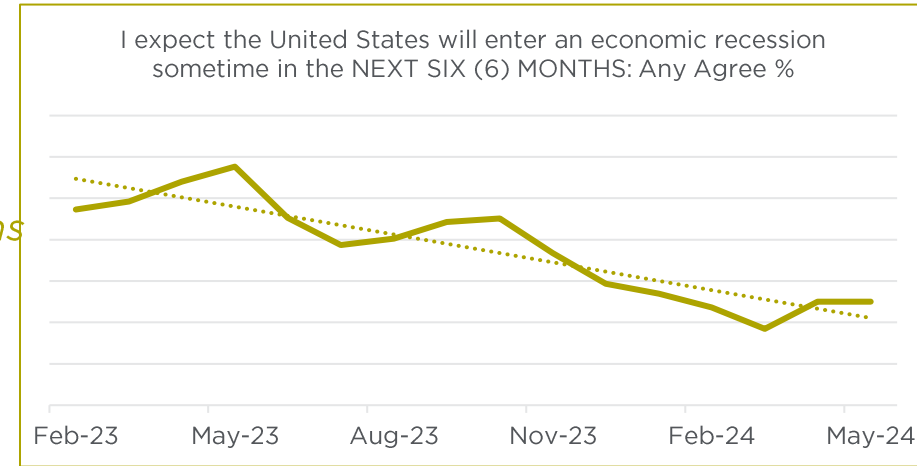
# The Glass Half Full

Signs of optimism for 2024 despite 2023 challenges

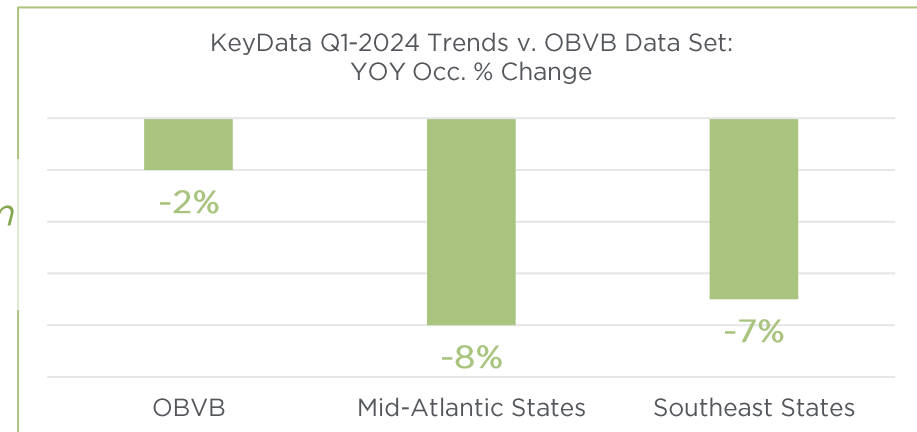
*Consumers still think now is a good time to spend money on leisure travel*



*Economic concerns continue to decline into 2024 after year+ concerns*



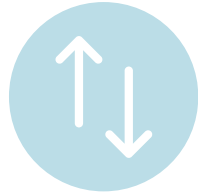
*Dare County continues to outperform in YOY rental occupancy declines*





# Media Strategies

*FY24-25 Foundations*



## Full-Funnel Marketing

Create meaningful connections throughout the travel journey with multi-channel engagement and advanced targeting in paid and owned media tactics



## Audience Segmentation

Balance messaging within core and niche-interest targets plus expand use of first and third-party intent and visitation data



## Geography

Revise analysis to prioritize and tighten markets for seasonal campaigns; maintain national and regional targeting for lower-funnel continuity tactics

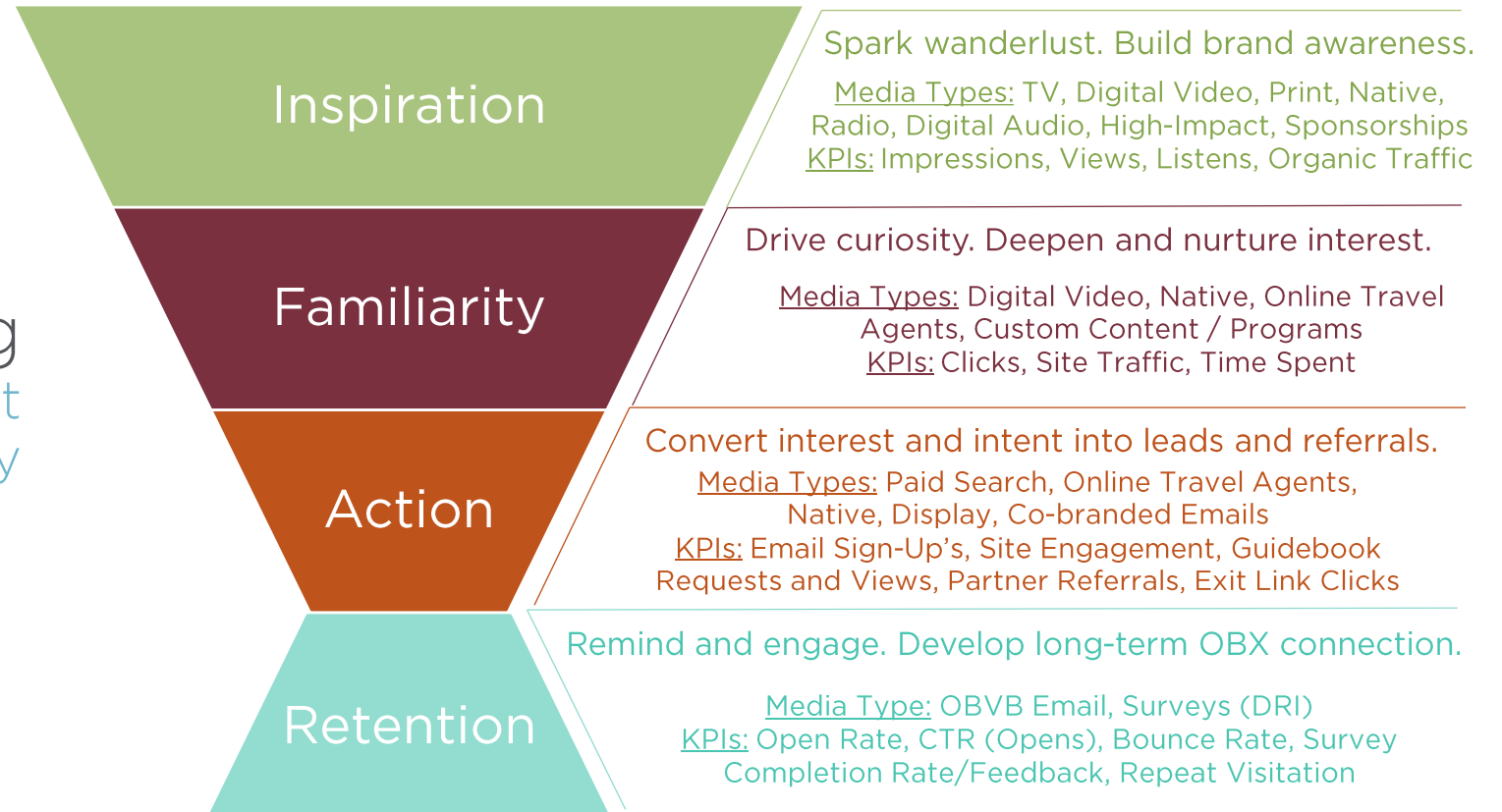


## Timing

Adjust seasonal flighting to align with changing booking windows and lodging occupancy rates

# Full-Funnel Marketing

Engagement Throughout  
the Traveler's Journey



# Audience Segmentation

Refine, Balance + Expand

## Core



- Video viewers
- Site visitors
- Email subscribers

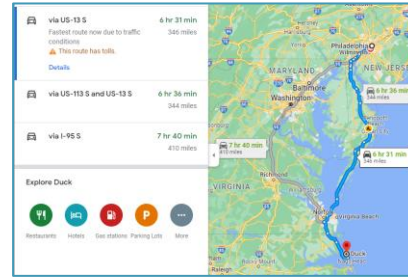


- Relevant keyword searchers
- OBX intent or recent visitors
- NC intent or recent visitors
- Competitive intent

## Niche



# Geography Continuity + Fall Summary



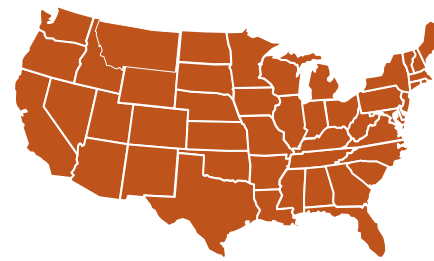
## Drive Markets

Prioritized DMAs based on travel duration to OBX (0-4, 4-8, or 8-14 hrs.)



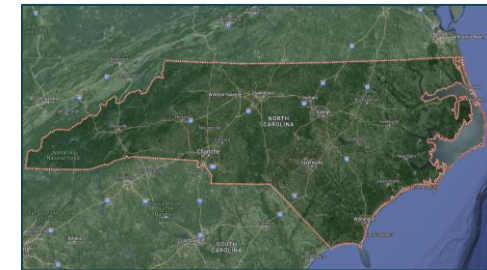
## Regional

Delivering to target audiences in nearby states ex. Dare County



## National

Engaging with active interest across the country ex. Dare County plus Ontario + Quebec



## Local

Reaching North Carolinians and adults in nearby counties



# Continuity Media *Plan Overview*



Paid Search  
**Google**  **Bing**



Native Display  
**Teads** **Google**



Online Travel Agent  
 **Tripadvisor**  **hopper**   
 **Expedia**



Print  
**Teach&Travel** **GROUP**   **GO OUTDOORS  
NORTH CAROLINA**  
The Official Publication of SYTA TRAVEL LEADER INC.



Radio  
**wunc**  
NORTH CAROLINA PUBLIC RADIO | 91.5

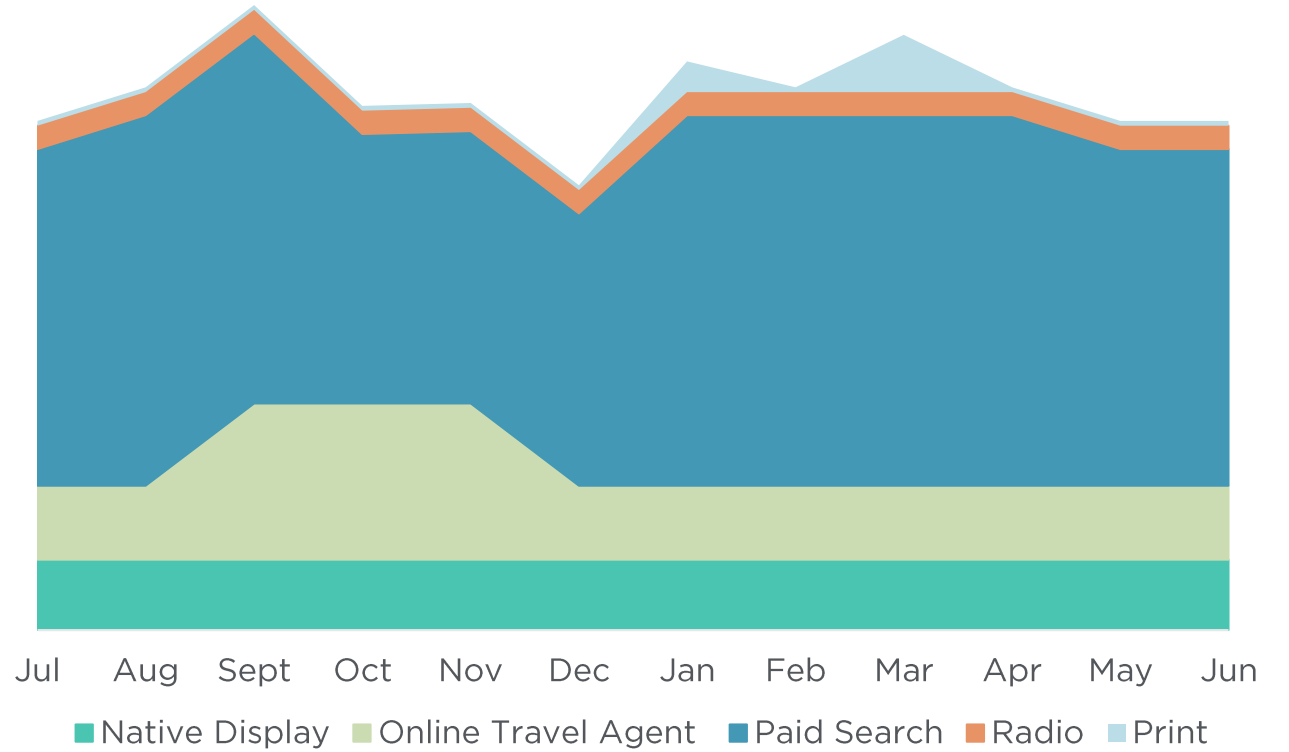


Email  
**HubSpot**



# Continuity Media *Plan Overview*

Monthly Budget by Media Type



# Fall Media Plan

# Fall Media *Plan Overview*



Streaming TV + Video



High Impact



Native Display + Video

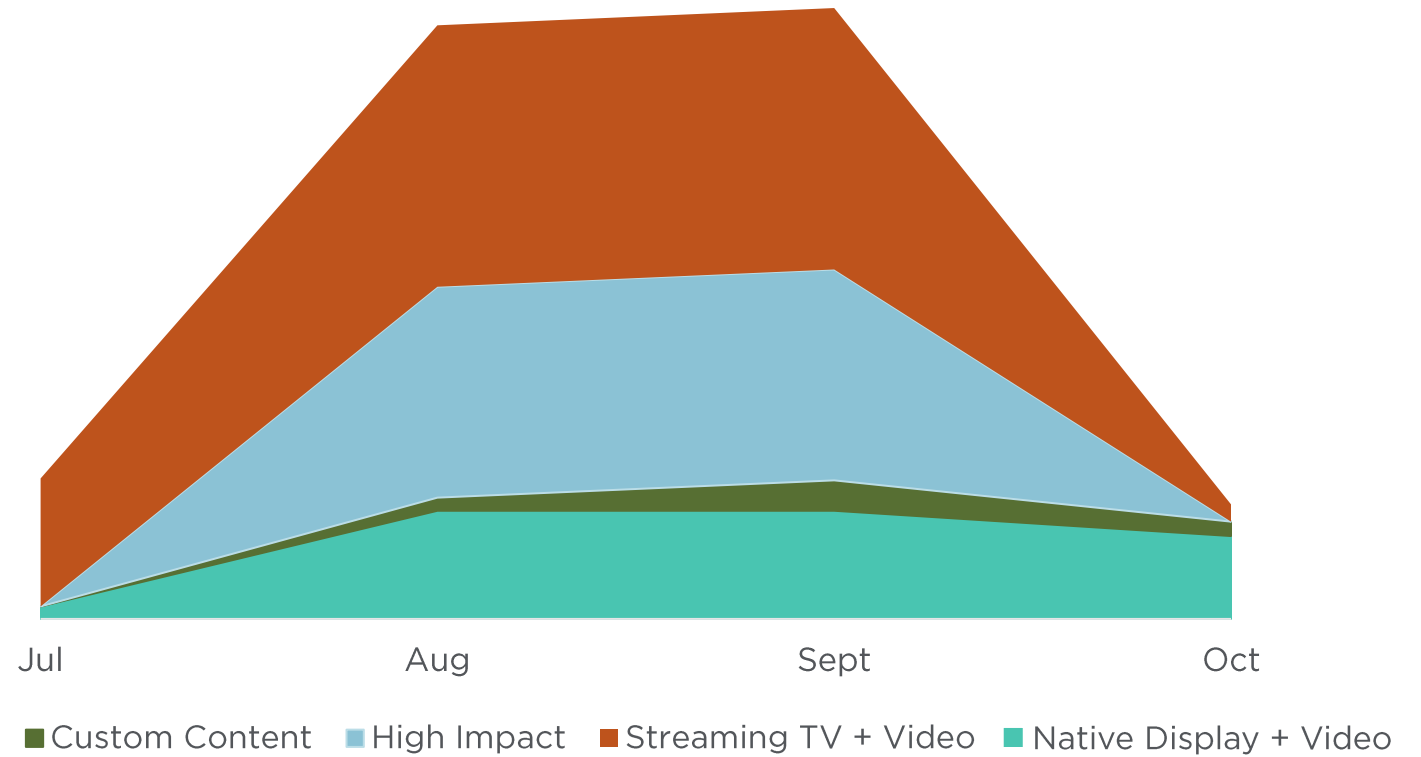


Custom Content

**Our State**

# Fall Media *Plan Overview*

Monthly Budget by Media Type



Thank you!





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# OBX Marketing Committee Meeting

May 2024





# Agenda

Where We've Been

New Opportunities in 2024-25

Paid Media Plan

Questions?





## Where We've Been + What We've Learned



# Strategic Framework & KPIs



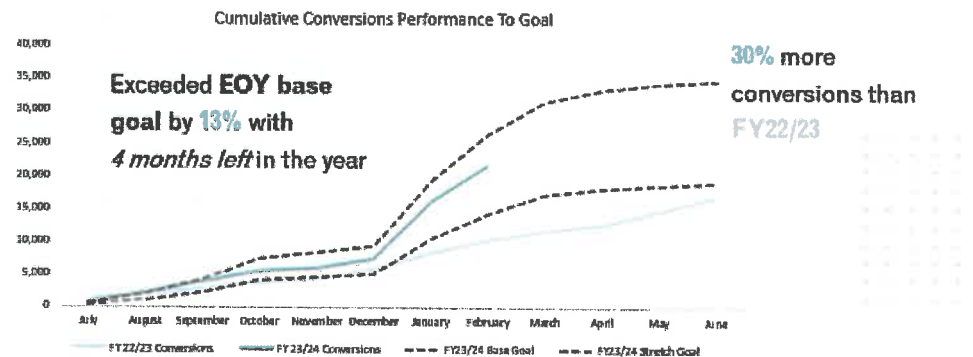
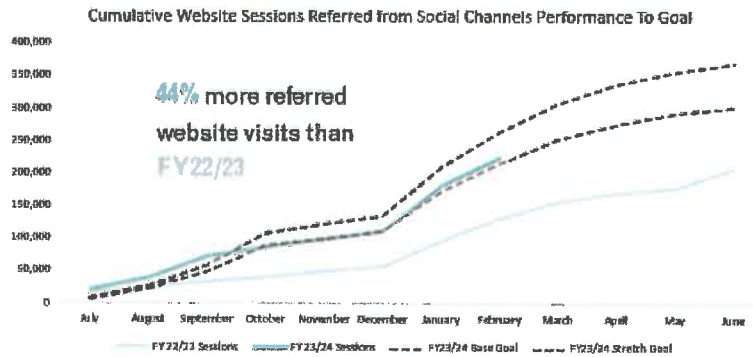
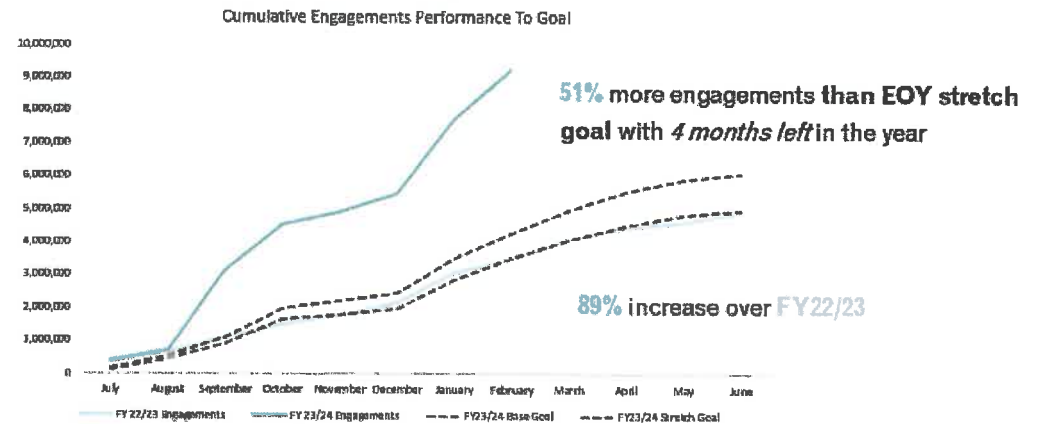
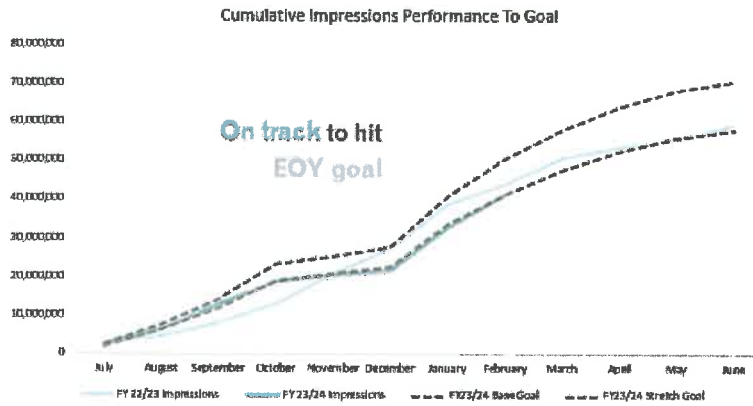
Drive awareness of what makes the OBX a **unique and celebrated experience** by both locals and visitors.

Increase **planning + Intent actions** from conscientious audiences that indicate **potential visitation, interest, and care** for the OBX.

Deepen **emotional connections** while building **conscientious visitors** who are protective and proud of the OBX.

Grow **first-party data collection** of niche and conscientious target audiences.

# Year-To-Date Social Performance



# Year-To-Date Social Performance

## Content Performance: What's Working?

Lowest CPM on TikTok for Connect Campaign



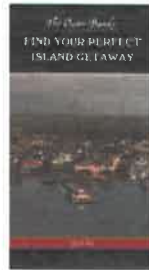
Interviews with Those Involved with Wildlife Conservation

Lowest Cost/Engagement on TikTok for Engage Campaign



Organizations Helping Wildlife & Behind-the-Scenes

Lowest CPC on Pinterest for Intent Campaign



Beauty of the OBX as a Destination

www.outerbanks.org

Top performing content was aligned with the overarching strategy, helping drive visitor appreciation of the Outer Banks for what makes it unique.

## Content Performance: What's Working?

Lowest CPC on Meta for Intent Campaign



Hidden Gem Spotlights

Lowest CPM on Meta for Connect Campaign



Local Good in the Community

Lowest Cost/Engagement on Meta for Engage Campaign



Wildlife Rehabilitation

www.outerbanks.org

# Content Insights



## Key Takeaways Heading Into 2024-25

- **Show vs. Tell the Stewardship Story:** When focusing on stewardship of the OBX, content that shows people giving back and the work they do or interviews volunteers tends to perform well. Asking audiences to participate tends to resonate less with followers. For future voluntourism content, we want to show versus tell and make the audience feel like they want to join in and participate.
- **Continue Lead Generation Efforts:** Over 7K leads were generated from mini guides. This reduced conversion costs compared to e-News ads last fiscal by more than 50%. We will continue these guides with input from our followers on what they want to see and learn.
- **Re-Leverage Event Content:** Given the success securing high-quality content to capture the experience of local events, we can utilize this content to focus on the promotion of events via different platforms in addition to recapping them.
- **Talking Heads Work:** Followers love videos that show interviews with the people of the OBX.
- **Larger Content Series:** There is opportunity for larger content series in the future after the success of Mindful Travel. These could include highlighting a family that volunteers during vacation, new ways to highlight local businesses, etc.





## New Opportunities in 2024-25

# Audience-First Insights

## GWI.

GWI Profiles Pulled:

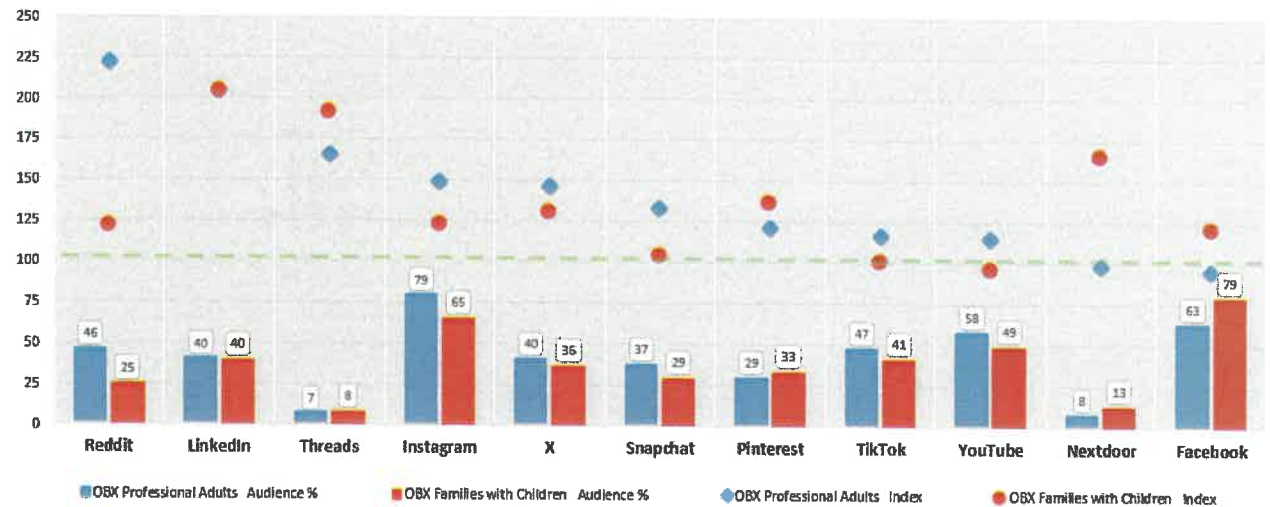
### Families with Children

- Age 35-52
- Bachelor's or Master's/PhD
- 1 or more kids
- Personal Interests: Outdoors (camping, hiking, etc.)

### Professional Adults

- Age 25-42
- Single
- Bachelor's or Master's/PhD
- No kids
- Personal Interests: Outdoors (camping, hiking, etc.) AND Cooking AND Travel

Social Media Usage | Channels Used Weekly, Daily, Daily+  
GWI Q3 & Q4 2023



Families with Children: Instagram, X, Facebook, Pinterest, TikTok, LinkedIn.

Professional Adults: Instagram, X, Facebook, Pinterest, TikTok, LinkedIn, Reddit, Snapchat.

★ YouTube and Reddit could provide new opportunities to reach these audiences on a new platform



# Looking Ahead: FY24-25

## STORYTELLING

We will continue to build on our learnings from the past year and expand on creative content that tells a story with the potential for series highlighting UGC, untapped OBX activities, and stewardship of the area through the #OBXPromise

## LEAD GENERATION

After the success of our Mini Guides over the past year, we will continue to broaden topics covered and gain insight from followers on what they want to see from us.

## TEST & LEARNS

As new opportunities arise from different platforms, we will continue to monitor where our audiences fit and what tests would most resonate with them (ex. YouTube, Reddit, etc.).

## MEASUREMENT

We will focus on KPIs that best meet our objectives, continuing to boost awareness of the OBX to appropriate audiences, drive traffic to downstream areas of the website, and create additional opportunities for more meaningful interactions with followers.



# The OBX Promise

Expanding Content Series

## Bring the #OBXPromise to Life Through an Engaging Content Series

- We will create a multi-part content series showcasing different aspects of the #OBXPromise with the goal to excite followers and make the promise social-friendly.
- Utilize a consistent hashtag to encourage continuity and encourage involvement and interaction
- Scroll-stopping content that helps introduce the promise, and posts that feature details of the promise and encourage visitors to share the small, impactful ways to keep the OBX special.

### Outer Banks Promise

The Outer Banks is an amazing natural wonder that has been the source of historic achievements and supported a special way of life for generations. Let's keep it that way and do our part. Look out for one another, be aware and prepared for any situation and work together to protect this place that we love. So let's promise to:

- Discover this land of history and inspiration with a spirit of kindness and appreciation.
- Turn "what ifs" into "let's prepare."
- Pack it in, pack it out. Leave no trace.
- Wander with wonder, sticking to roads and paths.
- Love the beach, respect the ocean.
- Be a wildlife star, observing animals safely from afar.
- Support local. Small acts have big impacts.

Let's all work together and make a promise to protect the Outer Banks.



#### Creating the Outer Banks Promise

As outlined in [Goal #1](#) of the Outer Banks Long-Range Tourism Management Plan (LRTMP) - Strengthen Resident and Visitor Engagement - one of the strategic recommendations is to develop a destination pledge to communicate the important values of responsible behavior on the Outer Banks.

At its meeting on April 18, the Dare County Tourism Board approved the Special Committee's draft of the Outer Banks Promise. Similar pledges have been crafted by several destinations around the world - particularly in recent years - and are designed to communicate the important





# UGC Round-Ups

Expanding Content Series

## Continue to Drive Advocacy Through UGC

- According to Everyone Social, 92% of consumers turn to people they know for referrals above any other source.
- UGC is seen as more authentic and trustworthy among social media users.
- To capitalize on this opportunity for engagement and create more trust among followers, we will create UGC round ups throughout the year to showcase followers' best experiences at the OBX.
- We can also provide calls to action, asking followers to tag us in their photos or videos for a chance to be featured.

[www.outerbanks.org](http://www.outerbanks.org)



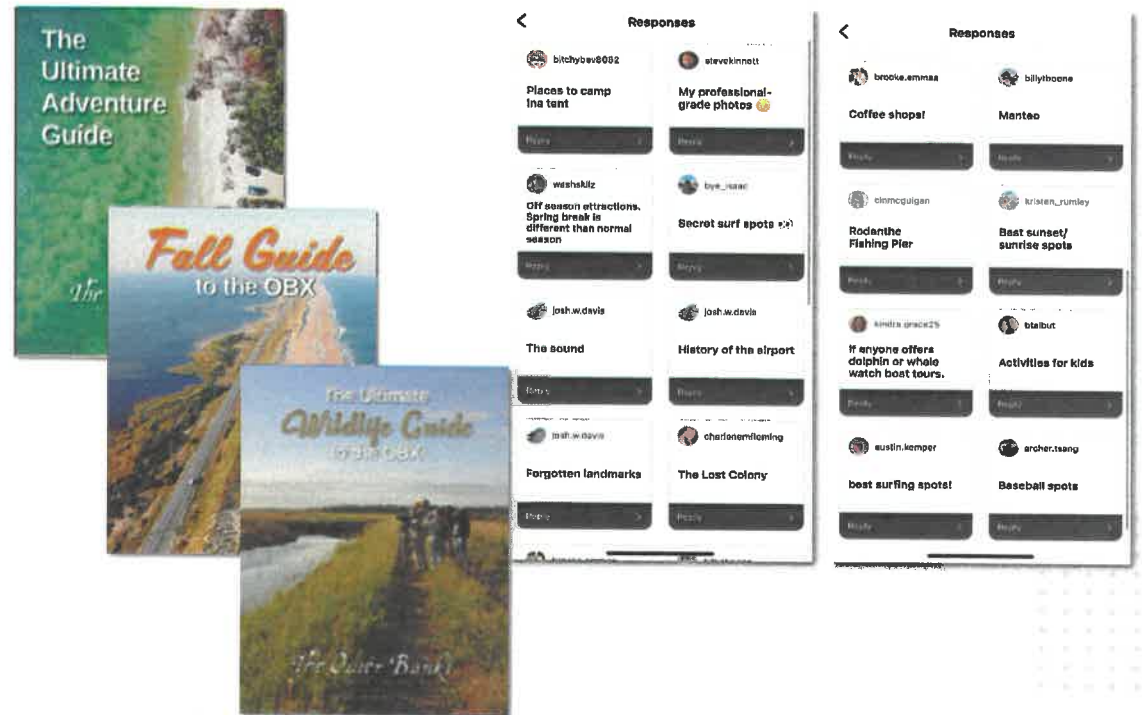
# Mini-Guide Plan

For 2024-2025



## Continue Mini-Guides

- After the success of the mini-guides this past year, we want to continue to create and boost guides surrounding niche interests of our followers.
- We'll choose new topics based on feedback we received from the OBX community, and we will also promote high-performing guides generated from this year.

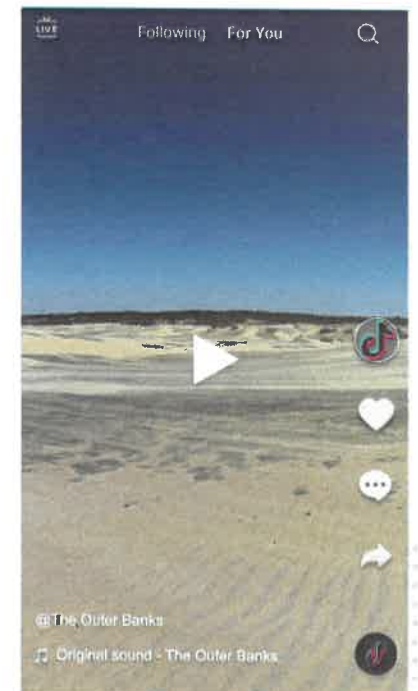


# Photo Shoot Success

Expanding Content Series

## Continue to Leverage Original Content

- Social posts created from our own content capture shoots performed exceedingly well throughout the year
- Our most recent content capture was last month (April 2024) where we:
  - Interviewed NPS Rangers on beach accessibility.
  - Interviewed employees at Jennette’s Pier about the education center and the building’s energy efficiency.
  - General, high quality, photo and video of the Dare County area.



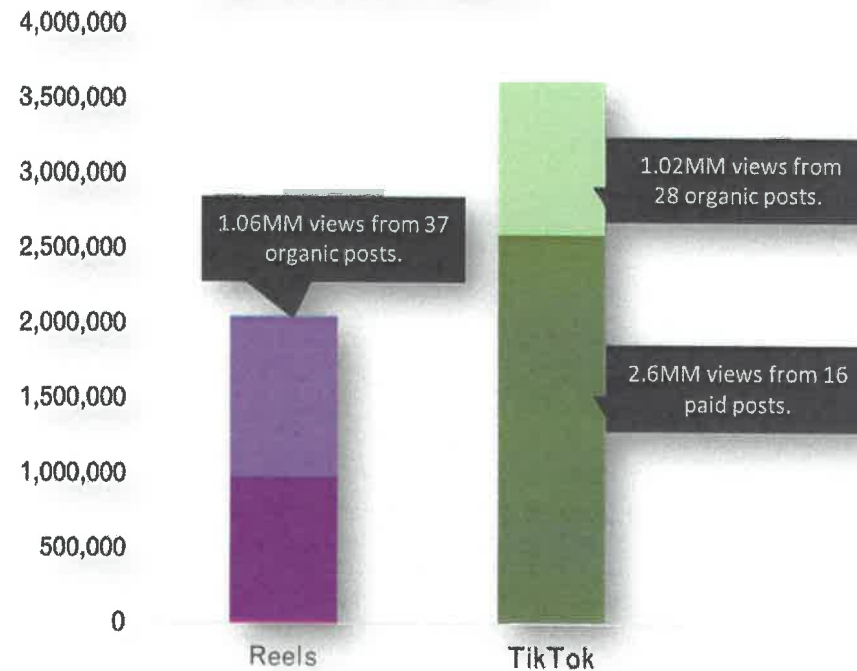
# Continue Vertical-Style Videos

Expanding Content Series

## Continue Vertical-Style Video

- Continue existing vertical-style video mix and frequency based on performance
- Reduce the monthly cadence of locally produced/briefed vertical videos (from SwiftCurrent), while continuing to repurpose existing videos, procure UGC to leverage, and developing unique content on an ongoing basis
- Continue an annual on-location content capture for social media, to further ensure content meets the strategy

Video Views By Platform



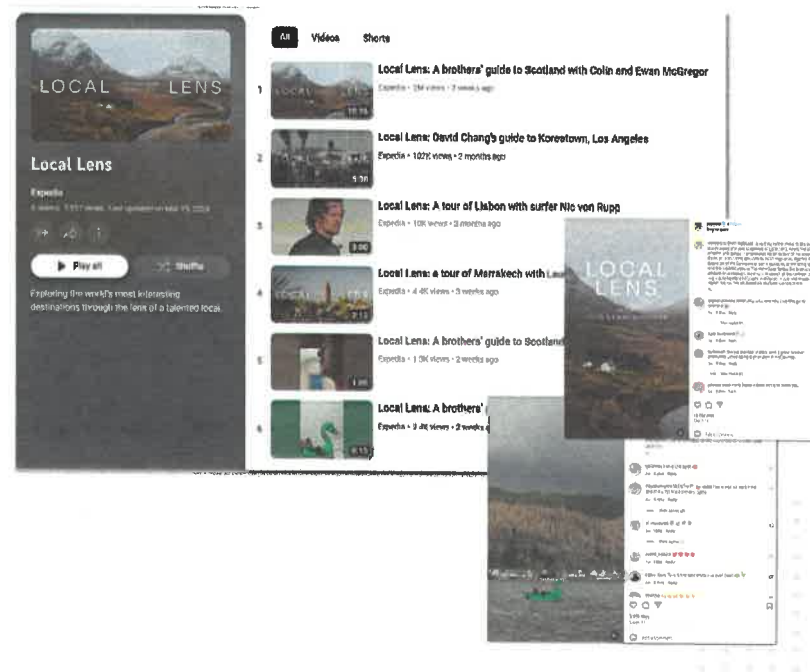


# Potential YouTube Series

Expanding Content Series

## Collaborate on a Potential YouTube Series

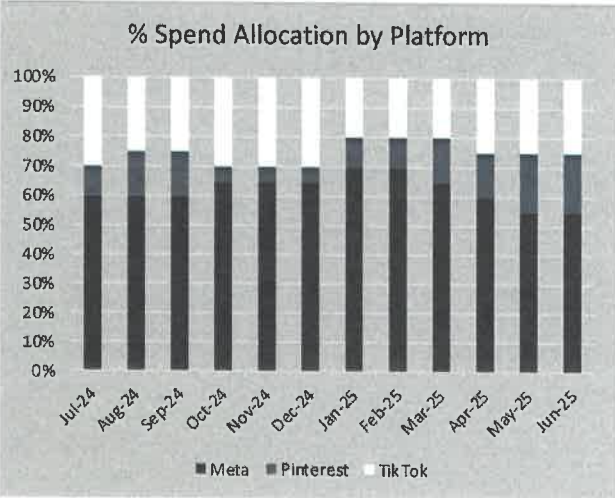
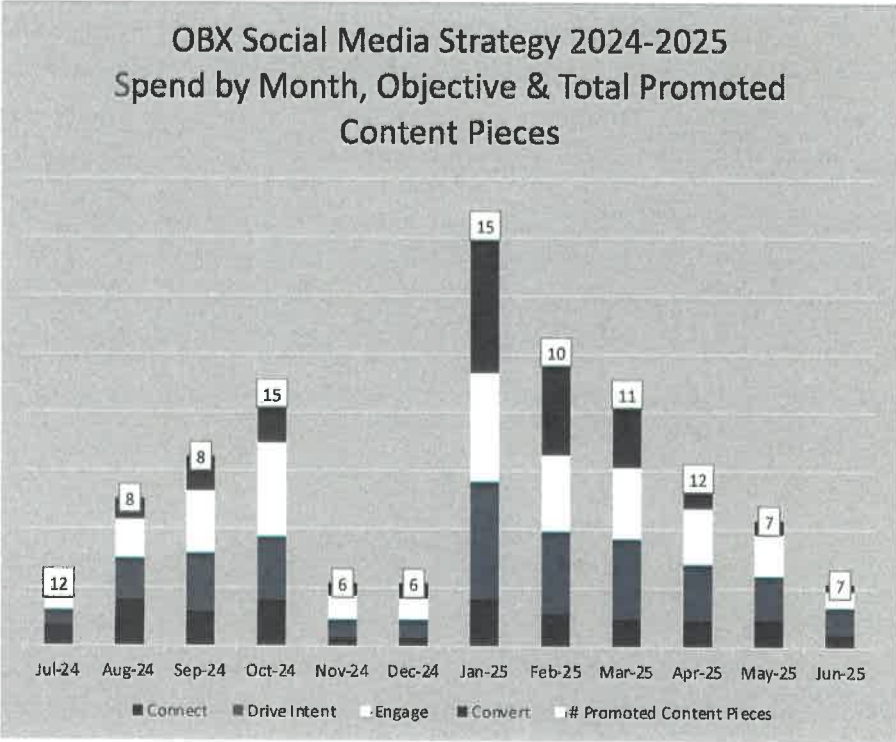
- Develop a **multi-part video series released over a 2-month window of time, 5-8 minutes maximum**
- Utilize a **short-form teaser syndication strategy to maximize content generated from the longer series, including YouTube Shorts, Reels, and Facebook-optimized video teaser**
- Utilize influencers-as-hosts to interact/engage with OBX locals
- Optimize the YouTube channel, videos, and descriptions for maximum discovery



# Social Ad Budget Allocation



Allocation by Month, Objective, & Platform



**What has changed since last year?**

- Recommended 6% increase in OOP budget to continue to remain competitive
- Quarterly mini-guide campaigns will remain, but Travel Guide ads will be added back into the year-round rotation.



*The Outer Banks*<sup>®</sup>  
OF NORTH CAROLINA

Questions?





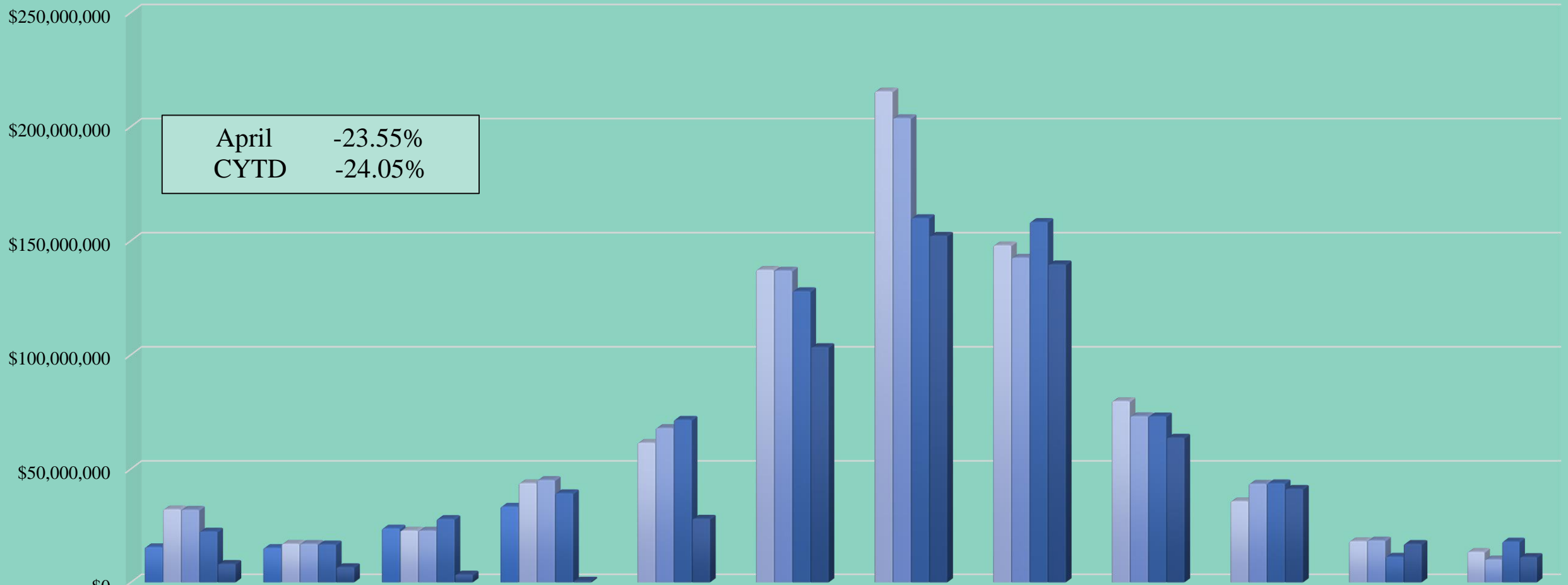
*The Outer Banks*<sup>®</sup>  
OF NORTH CAROLINA

Thank You!



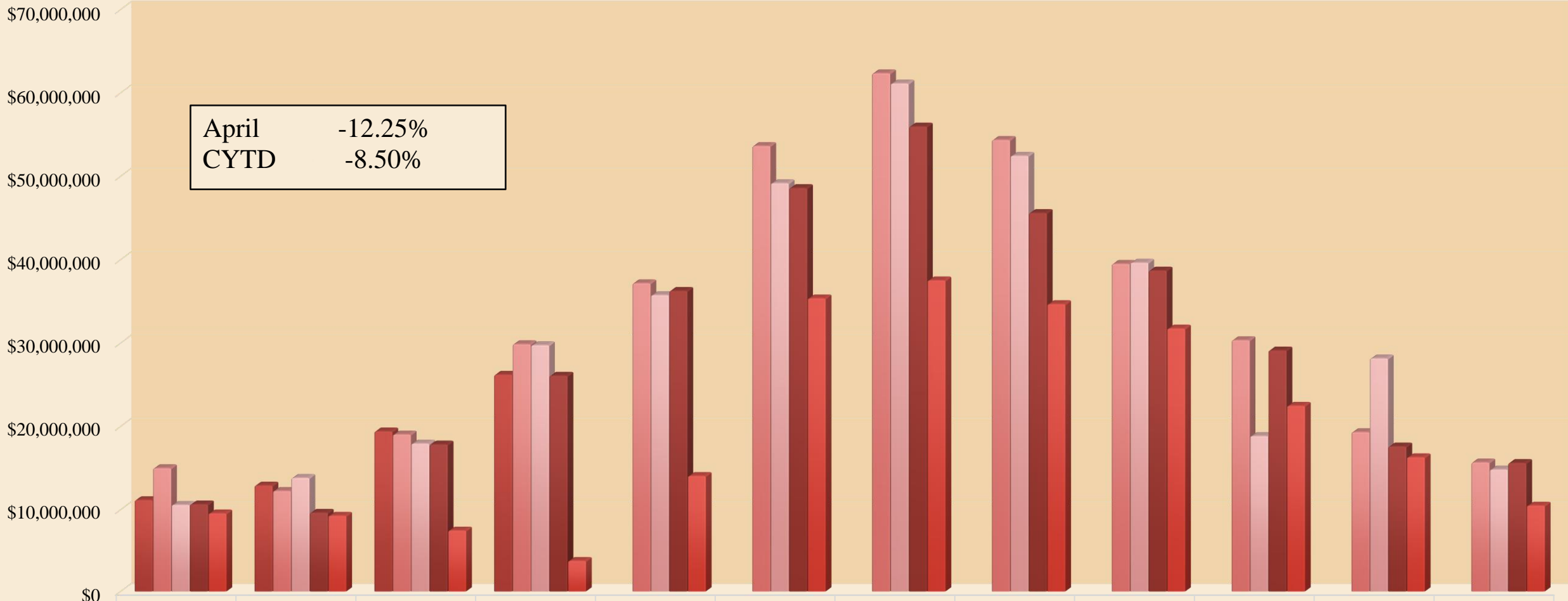


## Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	15,588,394	15,256,753	23,855,777	33,495,901								
■ 2023	32,326,040	17,078,293	22,911,263	43,812,778	61,544,693	137,311,567	215,518,673	148,053,622	79,777,957	35,908,020	18,220,059	13,534,535
■ 2022	32,129,068	17,071,361	22,897,441	45,219,347	67,998,385	136,993,703	203,794,691	142,641,161	73,185,366	43,568,138	18,554,321	10,195,045
■ 2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320	73,112,498	43,787,109	11,394,032	18,096,294
■ 2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628

## Meals Collections



April	-12.25%
CYTD	-8.50%

	January	February	March	April	May	June	July	August	September	October	November	December
■ 2024	11,179,366	12,929,929	19,422,840	26,222,012								
■ 2023	15,014,241	12,282,779	19,052,221	29,882,256	37,191,059	53,653,158	62,371,753	54,381,491	39,511,303	30,360,180	19,332,007	15,703,818
■ 2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
■ 2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
■ 2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

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

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 23-24	FY 23-24		
JUNE EARNED	OCCUPANCY	\$1,134,925.00	\$1,367,017.91	\$232,092.91	20.45%
JULY RECEIVED	MEALS	<u>\$425,965.00</u>	<u>\$514,981.30</u>	<u>\$89,016.30</u>	<u>20.90%</u>
		\$1,560,890.00	\$1,881,999.21	\$321,109.21	20.57%
JULY EARNED	OCCUPANCY	\$1,596,655.00	\$2,165,402.07	\$568,747.07	35.62%
AUGUST RECEIVED	MEALS	<u>\$431,030.00</u>	<u>\$604,977.26</u>	<u>\$173,947.26</u>	<u>40.36%</u>
		\$2,027,685.00	\$2,770,379.33	\$742,694.33	36.63%
AUGUST EARNED	OCCUPANCY	\$1,383,710.00	\$1,458,380.44	\$74,670.44	5.40%
SEPT RECEIVED	MEALS	<u>\$408,970.00</u>	<u>\$531,275.19</u>	<u>\$122,305.19</u>	<u>29.91%</u>
		\$1,792,680.00	\$1,989,655.63	\$196,975.63	10.99%
SEPTEMBER EARNED	OCCUPANCY	\$542,895.00	\$799,595.38	\$256,700.38	47.28%
OCT RECEIVED	MEALS	<u>\$276,660.00</u>	<u>\$386,499.75</u>	<u>\$109,839.75</u>	<u>39.70%</u>
		\$819,555.00	\$1,186,095.13	\$366,540.13	44.72%
OCTOBER EARNED	OCCUPANCY	\$261,640.00	\$348,085.75	\$86,445.75	33.04%
NOV RECEIVED	MEALS	<u>\$212,220.00</u>	<u>\$273,920.83</u>	<u>\$61,700.83</u>	<u>29.07%</u>
		\$473,860.00	\$622,006.58	\$148,146.58	31.26%
NOVEMBER EARNED	OCCUPANCY	\$112,835.00	\$182,561.98	\$69,726.98	61.80%
DEC RECEIVED	MEALS	<u>\$134,805.00</u>	<u>\$178,483.22</u>	<u>\$43,678.22</u>	<u>32.40%</u>
		\$247,640.00	\$361,045.20	\$113,405.20	45.79%
DECEMBER EARNED	OCCUPANCY	\$81,700.00	\$135,855.24	\$54,155.24	66.29%
JAN RECEIVED	MEALS	<u>\$106,990.00</u>	<u>\$144,573.68</u>	<u>\$37,583.68</u>	<u>35.13%</u>
		\$188,690.00	\$280,428.92	\$91,738.92	48.62%
JANUARY EARNED	OCCUPANCY	\$272,985.00	\$155,450.13	(\$117,534.87)	-43.06%
FEB RECEIVED	MEALS	<u>\$90,410.00</u>	<u>\$101,950.46</u>	<u>\$11,540.46</u>	<u>12.76%</u>
		\$363,395.00	\$257,400.59	(\$105,994.41)	-29.17%
FEBRUARY EARNED	OCCUPANCY	\$133,825.00	\$151,260.50	\$17,435.50	13.03%
MARCH RECEIVED	MEALS	<u>\$92,745.00</u>	<u>\$128,875.91</u>	<u>\$36,130.91</u>	<u>38.96%</u>
		\$226,570.00	\$280,136.41	\$53,566.41	23.64%
MARCH EARNED	OCCUPANCY	\$125,235.00	\$238,725.04	\$113,490.04	90.62%
APRIL RECEIVED	MEALS	<u>\$136,055.00</u>	<u>\$198,494.48</u>	<u>\$62,439.48</u>	<u>45.89%</u>
		\$261,290.00	\$437,219.52	\$175,929.52	67.33%
APRIL EARNED	OCCUPANCY	\$275,870.00	\$331,069.81	\$55,199.81	20.01%
MAY RECEIVED	MEALS	<u>\$209,790.00</u>	<u>\$258,330.28</u>	<u>\$48,540.28</u>	<u>23.14%</u>
		\$485,660.00	\$589,400.09	\$103,740.09	21.36%
MAY EARNED	OCCUPANCY	\$353,200.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$252,670.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$605,870.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$5,922,275.00	\$7,333,404.25	\$1,411,129.25	23.83%
TO-DATE	MEALS	<u>\$2,525,640.00</u>	<u>\$3,322,362.36</u>	<u>\$796,722.36</u>	<u>31.55%</u>
		\$8,447,915.00	\$10,655,766.61	\$2,207,851.61	26.13%
TOTAL	OCCUPANCY	\$6,275,475.00			
PROJECTED	MEALS	<u>\$2,778,310.00</u>			
2023-2024		\$9,053,785.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2023-2024		2023	2024		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	<b>OCCUPANCY</b>	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
	<b>MEALS</b>	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	<b>OCCUPANCY</b>	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
	<b>MEALS</b>	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	<b>OCCUPANCY</b>	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
	<b>MEALS</b>	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	<b>OCCUPANCY</b>	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
	<b>MEALS</b>	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	<b>OCCUPANCY</b>	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
	<b>MEALS</b>	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	<b>OCCUPANCY</b>	\$612,281.25	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	<b>OCCUPANCY</b>	\$1,367,017.91	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$514,981.30</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,881,999.21	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	<b>OCCUPANCY</b>	\$2,165,402.07	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$604,977.26</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,770,379.33	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	<b>OCCUPANCY</b>	\$1,458,380.44	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$531,275.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,989,655.63	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	<b>OCCUPANCY</b>	\$799,595.38	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$386,499.75</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,186,095.13	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	<b>OCCUPANCY</b>	\$348,085.75	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$273,920.83</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$622,006.58	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	<b>OCCUPANCY</b>	\$182,561.98	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$178,483.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$361,045.20	\$0.00	\$0.00	0.00%
<b>Total To Date</b>					
	<b>Occupancy</b>	\$1,258,384.11	\$1,012,360.72	(\$246,023.39)	-19.55%
	<b>Meals</b>	<u>\$848,315.77</u>	<u>\$832,224.81</u>	<u>(\$16,090.96)</u>	<u>-1.90%</u>
		\$2,106,699.88	\$1,844,585.53	(\$262,114.35)	-12.44%
<b>Total for Year</b>					
	<b>OCCUPANCY</b>	<b>\$8,191,708.89</b>			
	<b>MEALS</b>	<b><u>\$3,697,628.92</u></b>			
		<b>\$11,889,337.81</b>			

OCCUPANCY & MEALS FY 2023-2024

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 22-23	ACTUAL FY 23-24	+/- \$	+/- %
<u>JUNE EARNED</u>	<b>OCCUPANCY</b>	\$1,366,625.62	\$1,367,017.91	\$392.29	0.03%
<u>JULY RECEIVED</u>	<b>MEALS</b>	<u>\$486,160.01</u>	<u>\$514,981.30</u>	<u>\$28,821.29</u>	<u>5.93%</u>
		\$1,852,785.63	\$1,881,999.21	\$29,213.58	1.58%
<u>JULY EARNED</u>	<b>OCCUPANCY</b>	\$2,025,876.87	\$2,165,402.07	\$139,525.20	6.89%
<u>AUGUST RECEIVED</u>	<b>MEALS</b>	<u>\$597,289.43</u>	<u>\$604,977.26</u>	<u>\$7,687.83</u>	<u>1.29%</u>
		\$2,623,166.30	\$2,770,379.33	\$147,213.03	5.61%
<u>AUGUST EARNED</u>	<b>OCCUPANCY</b>	\$1,434,166.40	\$1,458,380.44	\$24,214.04	1.69%
<u>SEPT RECEIVED</u>	<b>MEALS</b>	<u>\$496,883.38</u>	<u>\$531,275.19</u>	<u>\$34,391.81</u>	<u>6.92%</u>
		\$1,931,049.78	\$1,989,655.63	\$58,605.85	3.03%
<u>SEPTEMBER EARNED</u>	<b>OCCUPANCY</b>	\$725,052.86	\$799,595.38	\$74,542.52	10.28%
<u>OCT RECEIVED</u>	<b>MEALS</b>	<u>\$398,737.51</u>	<u>\$386,499.75</u>	<u>(\$12,237.76)</u>	<u>-3.07%</u>
		\$1,123,790.37	\$1,186,095.13	\$62,304.76	5.54%
<u>OCTOBER EARNED</u>	<b>OCCUPANCY</b>	\$433,387.04	\$348,085.75	(\$85,301.29)	-19.68%
<u>NOV RECEIVED</u>	<b>MEALS</b>	<u>\$162,642.84</u>	<u>\$273,920.83</u>	<u>\$111,277.99</u>	<u>68.42%</u>
		\$596,029.88	\$622,006.58	\$25,976.70	4.36%
<u>NOVEMBER EARNED</u>	<b>OCCUPANCY</b>	\$185,251.27	\$182,561.98	(\$2,689.29)	-1.45%
<u>DEC RECEIVED</u>	<b>MEALS</b>	<u>\$300,138.52</u>	<u>\$178,483.22</u>	<u>(\$121,655.30)</u>	<u>-40.53%</u>
		\$485,389.79	\$361,045.20	(\$124,344.59)	-25.62%
<u>DECEMBER EARNED</u>	<b>OCCUPANCY</b>	\$101,098.09	\$135,855.24	\$34,757.15	34.38%
<u>JAN RECEIVED</u>	<b>MEALS</b>	<u>\$143,214.99</u>	<u>\$144,573.68</u>	<u>\$1,358.69</u>	<u>0.95%</u>
		\$244,313.08	\$280,428.92	\$36,115.84	14.78%
<u>JANUARY EARNED</u>	<b>OCCUPANCY</b>	\$322,624.32	\$155,450.13	(\$167,174.19)	-51.82%
<u>FEB RECEIVED</u>	<b>MEALS</b>	<u>\$124,423.37</u>	<u>\$101,950.46</u>	<u>(\$22,472.91)</u>	<u>-18.06%</u>
		\$447,047.69	\$257,400.59	(\$189,647.10)	-42.42%
<u>FEBRUARY EARNED</u>	<b>OCCUPANCY</b>	\$170,000.09	\$151,260.50	(\$18,739.59)	-11.02%
<u>MARCH RECEIVED</u>	<b>MEALS</b>	<u>\$116,207.73</u>	<u>\$128,875.91</u>	<u>\$12,668.18</u>	<u>10.90%</u>
		\$286,207.82	\$280,136.41	(\$6,071.41)	-2.12%
<u>MARCH EARNED</u>	<b>OCCUPANCY</b>	\$228,526.82	\$238,725.04	\$10,198.22	4.46%
<u>APRIL RECEIVED</u>	<b>MEALS</b>	<u>\$179,535.02</u>	<u>\$198,494.48</u>	<u>\$18,959.46</u>	<u>10.56%</u>
		\$408,061.84	\$437,219.52	\$29,157.68	7.15%
<u>APRIL EARNED</u>	<b>OCCUPANCY</b>	\$436,134.79	\$331,069.81	(\$105,064.98)	-24.09%
<u>MAY RECEIVED</u>	<b>MEALS</b>	<u>\$284,934.66</u>	<u>\$258,330.28</u>	<u>(\$26,604.38)</u>	<u>-9.34%</u>
		\$721,069.45	\$589,400.09	(\$131,669.36)	-18.26%
<u>MAY EARNED</u>	<b>OCCUPANCY</b>	\$612,281.25	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<b>MEALS</b>	<u>\$359,175.60</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$971,456.85	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	<b>OCCUPANCY</b>	<b>\$7,428,744.17</b>	<b>\$7,333,404.25</b>	<b>(\$95,339.92)</b>	<b>-1.28%</b>
	<b>MEALS</b>	<b><u>\$3,290,167.46</u></b>	<b><u>\$3,322,362.36</u></b>	<b><u>\$32,194.90</u></b>	<b><u>0.98%</u></b>
		<b>\$10,718,911.63</b>	<b>\$10,655,766.61</b>	<b>(\$63,145.02)</b>	<b>-0.59%</b>
<b>TOTAL</b>	<b>OCCUPANCY</b>	<b>\$8,041,025.42</b>			
<b>ACTUAL</b>	<b>MEALS</b>	<b><u>\$3,649,343.06</u></b>			
<b>2022-2023</b>		<b>\$11,690,368.48</b>			

**Dare County Gross Collections on Retail Sales**

	2024	2023	2022	2021	2020	2019	Variance 2024-2023	Percent Change
January	5,373,347	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	-125,142	-2.28%
February	5,519,719	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	-200,913	-3.51%
March	4,732,495	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	-107,707	-2.23%
April		6,631,823	6,393,489	6,474,307	3,465,302	4,266,897		0.00%
May		8,187,759	9,057,618	7,933,574	2,728,392	5,501,100		0.00%
June		10,047,125	10,023,252	10,165,581	5,686,714	7,096,777		0.00%
July		15,882,323	15,463,045	14,146,535	12,370,251	11,321,288		0.00%
August		19,353,849	17,642,098	16,810,430	13,794,215	13,178,541		0.00%
September		15,385,152	15,470,465	14,558,020	12,478,041	11,799,596		0.00%
October		11,213,371	10,371,192	10,366,595	9,103,596	6,834,818		0.00%
November		7,800,451	7,843,407	7,717,041	6,925,862	5,191,614		0.00%
December		6,078,081	6,006,535	5,741,952	5,029,105	3,874,539		0.00%
YTD	15,625,561	16,059,323	15,167,801	13,568,577	10,210,345	9,376,182	-433,762	-2.70%
TOTAL	15,625,561	116,639,257	113,438,902	107,482,612	81,791,823	78,441,352		
YTD % Change	-2.70%	5.88%	11.79%	32.89%	8.90%	2.44%		
Total % Change	-2.70%	2.82%	5.54%	31.41%	4.27%	5.44%		



Outer Banks Visitors Bureau Gross Occupancy Summary 2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	15,588,394	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
February	15,256,753	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
March	23,855,777	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
April	33,495,901	43,812,778	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
May		61,544,693	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
June		137,311,567	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
July		215,518,673	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
August		148,053,622	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
September		79,777,957	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
October		35,908,020	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
November		18,220,059	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
December		13,534,535	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
YTD Total	88,196,825	116,128,374	117,317,217	106,824,655	19,265,668	43,830,333	39,731,985	39,052,431	31,237,409	27,531,749	26,611,333	25,202,779	26,747,245	24,086,159
Total	88,196,825	825,997,500	814,248,027	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918
YTD % Change	-24.05%	-1.01%	9.82%	454.48%	-56.04%	10.31%	1.74%	25.02%	13.46%	3.46%	5.59%	-5.77%	11.05%	14.44%
Total % Change	-24.05%	1.44%	5.60%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%
Month Increase/Decrease(Decrease)/Qtr	-23.55%	-3.11%	14.70%	5411.53%	-96.78%	22.86%	-8.92%	47.54%	4.31%	-7.12%	27.71%	-21.28%	10.44%	17.89%
Qtr 1 (Dec-Feb)	-25.54%	-11.44%	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%
Qtr 2 (Mar-May)	-14.05%	-5.76%	-2.15%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%
Qtr 3 (June-Aug)		3.61%	8.34%	12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%
Qtr 4 (Sept-Nov)		-1.04%	5.47%	4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%
Note: Easter was in March for 2008, 2013, 2016, 2024. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For July 2010, 2011, 2016, 2017, 2021, 2022, 2023 there were 5 weekends and four in August 2010, 2011, 2016, 2017, 2021, 2022, 2023. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2024														
There were 5 weekends in August 2008, 2009, 2015, 2019, 2020, 2024 and 4 weekends in July 2008, 2009, 2015, 2019, 2020, 2024														
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, 2024, there were 5 weekends and four in July 2007, 2012, 2013, 2018, 2019, 2024														
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														
For December 2023, there was approximately \$2.5 million reported that should have been recorded in October. It was from Hatteras Island. Adjusted December would be an increase of 8%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2011-2024														
	2024	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011
January	11,179,366	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
February	12,929,929	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
March	19,422,840	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
April	26,222,012	29,882,256	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
May		37,191,059	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
June		53,653,158	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
July		62,371,753	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
August		54,381,491	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
September		39,511,303	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
October		30,360,180	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
November		19,332,007	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
December		15,703,818	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
<b>YTD Total</b>	<b>69,754,147</b>	<b>76,231,497</b>	<b>72,182,396</b>	<b>64,269,924</b>	<b>30,064,019</b>	<b>51,315,996</b>	<b>44,877,109</b>	<b>46,794,400</b>	<b>42,082,198</b>	<b>39,088,293</b>	<b>36,966,436</b>	<b>34,926,018</b>	<b>36,506,441</b>	<b>33,029,081</b>
<b>Total</b>	<b>69,754,147</b>	<b>388,736,266</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>
YTD % Change	-8.50%	5.61%	12.31%	113.78%	-41.41%	14.35%	-4.10%	11.20%	7.66%	5.74%	5.84%	-4.33%	10.53%	7.10%
Total % Change	-8.50%	4.41%	5.81%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%
Month Increase/(Decrease) Increase(Decrease)/Qtr	-12.25%	0.40%	14.02%	596.10%	-81.39%	13.90%	-7.02%	23.99%	1.33%	2.46%	12.31%	-13.82%	9.58%	10.23%
Qtr 1 (Dec-Feb)	-5.55%	5.13%	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%
Qtr 2 (Mar-May)	-6.72%	3.15%	4.07%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%
Qtr 3 (June-Aug)		4.67%	8.39%	39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%
Qtr 4 (Sept-Nov)		2.89%	1.45%	21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%
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 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	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	18,954	69,721	33,385	85,050	10,819	101,762	197,792	177,093	15,667	6,337	60,734	73,666	65,334	51,898	49,099
February	27,050	54,287	88,113	68,535	227,405	89,994	183,108	180,687	21,786	19,282	55,880	87,169	71,244	54,275	51,908
March	29,171	136,583	-6,494	122,945	65,282	63,921	692,174	414,682	159,347	135,076	65,539	206,483	136,291	117,052	143,712
April	9,994	259,204	260,362	186,041	55,545	1,930	1,235,799	1,294,819	454,658	296,019	48,233	404,682	326,574	298,479	279,005
May	91,397	282,278	285,411	262,423		1,130,609	1,918,384	1,046,309	571,317		254,673	565,909	530,590	410,132	
June	351,108	570,964	330,644	353,506		2,412,414	2,845,176	1,770,185	1,305,653		795,837	919,645	833,391	705,955	
July	363,847	446,262	595,516	427,557		2,685,694	3,088,190	1,860,733	1,284,313		1,043,368	1,058,556	1,166,419	936,181	
August	373,764	532,087	383,480	306,695		1,588,143	2,216,628	1,415,619	813,582		902,896	902,324	778,232	691,547	
September	278,989	401,958	240,314	188,170		1,348,600	1,567,213	888,980	551,520		551,614	608,182	610,925	552,665	
October	155,303	165,873	237,302	115,799		922,352	1,030,829	438,511	368,819		493,509	491,572	357,764	356,835	
November	65,719	125,498	77,421	36,929		355,225	365,096	176,484	148,581		63,227	145,754	79,095	142,803	
December	106,697	136,248	28,424	43,635		149,223	178,506	-5,128	37,898		214,261	90,408	187,222	68,890	
<i>YTD Totals</i>	<i>85,169</i>	<i>519,795</i>	<i>375,366</i>	<i>462,571</i>	<i>359,051</i>	<i>257,607</i>	<i>2,308,873</i>	<i>2,067,281</i>	<i>651,458</i>	<i>456,714</i>	<i>230,386</i>	<i>772,000</i>	<i>599,443</i>	<i>521,704</i>	<i>523,724</i>
<b>Total</b>	<b>1,871,993</b>	<b>3,180,963</b>	<b>2,553,878</b>	<b>2,197,285</b>	<b>359,051</b>	<b>10,849,867</b>	<b>15,518,895</b>	<b>9,658,974</b>	<b>5,733,141</b>	<b>456,714</b>	<b>4,549,771</b>	<b>5,554,350</b>	<b>5,143,081</b>	<b>4,386,712</b>	<b>523,724</b>

Month Increase	-98.86%	2493.60%	0.45%	-28.55%	-70.14%	-99.67%	63931.04%	4.78%	-64.89%	-34.89%	-86.82%	739.01%	-19.30%	-8.60%	-6.52%
<i>YTD Increase</i>	<b>-92.45%</b>	<b>510.31%</b>	<b>-27.79%</b>	<b>23.23%</b>	<b>-22.38%</b>	<b>-75.84%</b>	<b>796.28%</b>	<b>-10.46%</b>	<b>-68.49%</b>	<b>-29.89%</b>	<b>-63.85%</b>	<b>235.09%</b>	<b>-22.35%</b>	<b>-12.97%</b>	<b>0.39%</b>
<b>Total Year Increa</b>	<b>-39.33%</b>	<b>69.92%</b>	<b>-19.71%</b>	<b>-13.96%</b>		<b>29.41%</b>	<b>43.03%</b>	<b>-37.76%</b>	<b>-40.64%</b>		<b>-22.99%</b>	<b>22.08%</b>	<b>-7.40%</b>	<b>-14.71%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2020-2024

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	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	1,437,035	1,748,076	1,643,048	1,933,579	1,786,856	18,951	80,549	149,571	159,300	175,273	6,501,671	20,308,517	30,139,025	30,132,778	13,694,264
February	1,533,776	1,728,750	2,126,093	2,107,700	2,053,498	25,687	121,593	228,025	311,380	263,344	4,958,235	14,641,992	14,518,460	14,706,513	12,810,769
March	1,246,258	3,909,056	3,943,594	4,072,116	3,786,471	24,532	456,135	458,768	521,683	552,764	2,033,390	22,818,135	18,269,896	18,236,039	19,526,776
April	272,368	7,371,174	8,104,880	8,083,416	6,144,929	6,532	690,426	970,654	1,063,464	768,762	382,791	29,766,955	35,002,625	34,488,045	26,505,952
May	3,148,199	11,955,124	10,324,362	10,518,694		188,734	1,201,894	1,151,529	1,247,200		23,445,254	56,477,960	55,576,157	49,509,116	
June	11,291,492	17,405,621	16,192,842	16,054,375		689,124	1,781,971	1,801,287	2,070,056		88,087,699	105,559,551	117,473,065	118,553,305	
July	16,489,187	22,217,201	20,666,774	21,259,405		291,105	2,244,007	2,397,468	2,892,211		131,031,173	132,554,585	178,978,115	191,239,034	
August	13,307,261	18,448,886	16,657,613	16,564,558		244,691	2,161,167	2,079,173	2,423,773		122,944,015	135,457,160	122,930,026	129,365,315	
September	9,374,533	11,630,739	11,442,403	11,573,148		495,636	1,369,614	1,254,083	1,422,871		51,755,580	58,512,166	59,777,401	66,745,205	
October	6,047,939	7,830,739	7,109,786	7,072,350		91,603	794,126	637,398	737,809		33,435,472	34,110,939	35,292,753	27,840,006	
November	1,882,898	2,106,980	3,118,187	2,970,668		7,333	8,921	301,371	336,909		14,518,005	8,640,528	14,980,559	14,816,354	
December	1,833,474	3,253,943	1,900,473	2,050,618		50,865	515,173	234,745	316,867		8,836,444	14,219,918	7,958,228	11,239,061	
<i>YTD Totals</i>	<i>4,489,437</i>	<i>14,757,056</i>	<i>15,817,615</i>	<i>16,196,811</i>	<i>13,771,754</i>	<i>75,702</i>	<i>1,348,703</i>	<i>1,807,018</i>	<i>2,055,827</i>	<i>1,760,143</i>	<i>13,876,087</i>	<i>87,535,599</i>	<i>97,930,006</i>	<i>97,563,375</i>	<i>72,537,761</i>
<b>Total</b>	<b>67,864,420</b>	<b>109,606,289</b>	<b>103,230,055</b>	<b>104,260,627</b>	<b>13,771,754</b>	<b>2,134,793</b>	<b>11,425,576</b>	<b>11,664,072</b>	<b>13,503,523</b>	<b>1,760,143</b>	<b>487,929,729</b>	<b>633,068,406</b>	<b>690,896,310</b>	<b>706,870,771</b>	<b>72,537,761</b>

Month Increase	-94.64%	2606.33%	9.95%	-0.26%	<b>-23.98%</b>	-94.96%	10469.90%	40.59%	9.56%	-27.71%	-97.43%	7676.29%	17.59%	-1.47%	<b>-23.14%</b>
<i>YTD Increase</i>	<b>-56.56%</b>	<b>228.71%</b>	<b>7.19%</b>	<b>2.40%</b>	<b>-14.97%</b>	<b>-65.52%</b>	<b>1681.59%</b>	<b>33.98%</b>	<b>13.77%</b>	<b>-14.38%</b>	<b>-53.60%</b>	<b>530.84%</b>	<b>11.87%</b>	<b>-0.37%</b>	<b>-25.65%</b>
<b>Total Year Increa</b>	<b>-5.67%</b>	<b>61.51%</b>	<b>-5.82%</b>	<b>1.00%</b>		<b>52.90%</b>	<b>435.21%</b>	<b>2.09%</b>	<b>15.77%</b>		<b>14.69%</b>	<b>29.75%</b>	<b>9.13%</b>	<b>2.31%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024	2020	2021	2022	2023	2024
	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	10,903,039	103,524	117,805	71,183	107,068	41,019	8,223,680	22,515,577	32,129,068	32,326,040	15,588,394
February	3,640,228	8,831,162	9,964,265	9,901,463	11,277,328	123,301	138,103	86,764	119,484	93,891	6,788,236	16,833,409	17,071,361	17,078,293	15,256,753
March	392,302	14,285,652	11,694,833	11,682,633	12,948,689	100,157	288,353	139,472	203,764	198,460	3,538,436	28,050,784	22,897,441	22,911,263	23,855,777
April	54,406	11,899,053	11,767,660	12,328,326	12,894,732	0	387,071	230,087	302,139	214,451	715,316	39,424,885	45,219,347	43,812,778	33,495,901
May	7,959,755	11,894,484	12,431,457	12,627,627		122,541	429,562	235,556	273,011		28,192,673	71,629,217	67,998,385	61,544,693	0
June	15,349,447	15,036,636	18,707,648	18,477,129		529,356	646,362	393,576	338,773		103,467,906	127,947,319	136,993,703	137,311,567	0
July	14,163,157	18,366,907	22,972,242	23,810,322		643,415	630,180	527,134	372,183		152,256,684	159,994,974	203,794,691	215,518,673	0
August	14,432,996	15,236,263	17,820,645	17,510,657		621,785	723,235	476,191	311,925		139,737,864	158,280,320	142,641,161	148,053,622	0
September	7,502,538	9,479,100	9,589,739	9,771,123		466,395	392,240	225,343	167,249		63,775,711	73,112,498	73,185,366	79,777,957	0
October	5,199,066	6,243,795	5,954,385	5,629,110		309,934	157,157	132,022	154,211		41,364,509	43,787,109	43,568,138	35,908,020	0
November	894,605	698,108	4,271,270	4,234,311		167,957	10,176	122,575	104,724		17,053,031	11,394,032	18,554,321	18,220,059	0
December	4,304,339	7,063,801	3,945,571	4,807,160		126,529	217,271	125,826	94,433		11,266,628	18,096,294	10,195,045	13,534,535	0
<i>YTD Totals</i>	<i>8,135,535</i>	<i>42,581,115</i>	<i>44,067,202</i>	<i>44,882,464</i>	<i>48,023,788</i>	<i>326,982</i>	<i>931,332</i>	<i>527,506</i>	<i>732,455</i>	<i>547,821</i>	<i>19,265,668</i>	<i>106,824,655</i>	<i>117,317,217</i>	<i>116,128,374</i>	<i>88,196,825</i>
<b>Total</b>	<b>77,941,438</b>	<b>126,600,209</b>	<b>139,760,159</b>	<b>141,749,903</b>	<b>48,023,788</b>	<b>3,314,894</b>	<b>4,137,515</b>	<b>2,765,729</b>	<b>2,548,964</b>	<b>547,821</b>	<b>576,380,674</b>	<b>771,066,418</b>	<b>814,248,027</b>	<b>825,997,500</b>	<b>88,196,825</b>

Month Increase		21770.85%	-1.10%	4.76%	4.59%	-100.00%	#DIV/0!	-40.56%	31.32%	-29.02%	-96.78%	5411.53%	14.70%	-3.11%	-23.55%
<i>YTD Increase</i>		<b>423.40%</b>	<b>3.49%</b>	<b>1.85%</b>	<b>7.00%</b>	<b>-56.98%</b>	<b>184.83%</b>	<b>-43.36%</b>	<b>38.85%</b>	<b>-25.21%</b>	<b>-56.04%</b>	<b>454.48%</b>	<b>9.82%</b>	<b>-1.01%</b>	<b>-24.05%</b>
<b>Total Year Increa</b>	<b>71.19%</b>	<b>62.43%</b>	<b>10.39%</b>	<b>1.42%</b>		<b>1.15%</b>	<b>24.82%</b>	<b>-33.15%</b>	<b>-7.84%</b>		<b>11.27%</b>	<b>33.78%</b>	<b>5.60%</b>	<b>1.44%</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															
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE	425,595	2,178,032	-80.46%	441,288	658,001	-32.94%	597,879	729,391	-18.03%	1,048,566	1,400,211	-25.11%	2,513,328	4,965,635	-49.39%
WAVES	120,379	1,758,064	-93.15%	180,621	533,048	-66.12%	239,206	452,920	-47.19%	488,648	697,056	-29.90%	1,028,854	3,441,088	-70.10%
SALVO	226,199	3,709,036	-93.90%	180,158	959,276	-81.22%	367,083	894,216	-58.95%	693,169	1,359,524	-49.01%	1,466,609	6,922,052	-78.81%
AVON	625,203	5,173,494	-87.92%	424,551	1,436,510	-70.45%	866,199	1,478,670	-41.42%	1,787,717	2,932,683	-39.04%	3,703,670	11,021,357	-66.40%
BUXTON	155,201	382,351	-59.41%	204,981	282,831	-27.53%	481,827	434,490	10.89%	792,306	1,119,059	-29.20%	1,634,315	2,218,731	-26.34%
FRISCO	127,568	929,907	-86.28%	115,835	217,764	-46.81%	277,056	341,414	-18.85%	722,397	1,006,995	-28.26%	1,242,856	2,496,080	-50.21%
HATTERAS	190,645	3,347,567	-94.30%	219,953	651,905	-66.26%	427,926	582,089	-26.48%	1,082,612	1,652,924	-34.50%	1,921,136	6,234,485	-69.19%
<b>TOTAL HATTERAS ISLAND</b>	<b>1,870,790</b>	<b>17,478,451</b>	<b>-89.30%</b>	<b>1,767,387</b>	<b>4,739,335</b>	<b>-62.71%</b>	<b>3,257,176</b>	<b>4,913,190</b>	<b>-33.71%</b>	<b>6,615,415</b>	<b>10,168,452</b>	<b>-34.94%</b>	<b>13,510,768</b>	<b>37,299,428</b>	<b>-63.78%</b>
<b>NORTHERN BEACHES:</b>															
DUCK	1,632,266	1,859,445	-12.22%	1,421,388	1,316,005	8.01%	2,704,153	1,851,500	46.05%	3,766,066	4,652,772	-19.06%	9,523,873	9,679,722	-1.61%
SOUTHERN SHORES	840,739	913,500	-7.97%	717,292	643,079	11.54%	1,100,121	781,798	40.72%	1,086,297	1,729,657	-37.20%	3,744,449	4,068,034	-7.95%
KITTY HAWK	1,559,852	1,626,845	-4.12%	1,623,727	1,391,882	16.66%	2,600,393	2,272,132	14.45%	2,834,051	3,595,853	-21.19%	8,618,023	8,886,712	-3.02%
COLINGTON	27,314	8,009	241.04%	10,488	9,524	10.12%	29,870	28,233	5.80%	42,984	69,123	-37.82%	110,656	114,889	-3.68%
KILL DEVIL HILLS	4,120,872	4,299,295	-4.15%	4,185,786	3,939,118	6.26%	6,048,428	6,051,503	-0.05%	8,676,544	9,980,060	-13.06%	23,031,630	24,269,976	-5.10%
NAGS HEAD	4,165,184	4,545,805	-8.37%	3,746,974	3,317,925	12.93%	5,805,991	4,605,851	26.06%	7,882,797	10,361,659	-23.92%	21,600,946	22,831,240	-5.39%
<b>TOTAL NORTHERN BEACHES</b>	<b>12,346,227</b>	<b>13,252,899</b>	<b>-6.84%</b>	<b>11,705,655</b>	<b>10,617,533</b>	<b>10.25%</b>	<b>18,288,956</b>	<b>15,591,017</b>	<b>17.30%</b>	<b>24,288,739</b>	<b>30,389,124</b>	<b>-20.07%</b>	<b>66,629,577</b>	<b>69,850,573</b>	<b>-4.61%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN	285,739	305,119	-6.35%	543,102	224,455	141.96%	513,059	451,409	13.66%	708,252	810,779	-12.65%	2,050,152	1,791,762	14.42%
RIM (ROANOKE ISL. MAINLAND)	910,365	1,130,271	-19.46%	977,265	1,185,590	-17.57%	1,243,822	1,433,964	-13.26%	1,114,733	1,380,959	-19.28%	4,246,185	5,130,784	-17.24%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,196,104</b>	<b>1,435,390</b>	<b>-16.67%</b>	<b>1,520,367</b>	<b>1,410,045</b>	<b>7.82%</b>	<b>1,756,881</b>	<b>1,885,373</b>	<b>-6.82%</b>	<b>1,822,985</b>	<b>2,191,738</b>	<b>-16.82%</b>	<b>6,296,337</b>	<b>6,922,546</b>	<b>-9.05%</b>
<b>OTC UNATTRIBUTED</b>	<b>175,273</b>	<b>159,300</b>	<b>10.03%</b>	<b>263,344</b>	<b>311,380</b>	<b>-15.43%</b>	<b>552,764</b>	<b>521,683</b>	<b>5.96%</b>	<b>768,762</b>	<b>1,063,464</b>	<b>-27.71%</b>	<b>1,760,143</b>	<b>2,055,827</b>	<b>-14.38%</b>
<b>TOTAL</b>	<b>15,588,394</b>	<b>32,326,040</b>	<b>-51.78%</b>	<b>15,256,753</b>	<b>17,078,293</b>	<b>-10.67%</b>	<b>23,855,777</b>	<b>22,911,263</b>	<b>4.12%</b>	<b>33,495,901</b>	<b>43,812,778</b>	<b>-23.55%</b>	<b>88,196,825</b>	<b>116,128,374</b>	<b>-24.05%</b>

DARE COUNTY GROSS MEALS BY DISTRICT															
	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	2024	2023	% Increase	YTD 2024	YTD 2023	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE - 15	28,734	33,616	-14.52%	12,139	53,818	-77.44%	227,835	109,071	108.89%	209,574	353,086	-40.65%	478,282	549,591	-12.97%
WAVES - 19	38,688	39,376	-1.75%	39,180	35,396	10.69%	126,051	109,778	14.82%	265,210	336,430	-21.17%	469,129	520,980	-9.95%
SALVO - 18	4,469	7,192	-37.86%	2,436	7,764	-68.62%	7,337	6,629	10.68%	4,150	7,872	-47.28%	18,392	29,457	-37.56%
AVON - 1	240,018	302,578	-20.68%	237,540	308,667	-23.04%	458,389	646,170	-29.06%	764,154	1,119,136	-31.72%	1,700,101	2,376,551	-28.46%
BUXTON - 2	219,407	251,526	-12.77%	239,743	295,171	-18.78%	693,233	596,986	16.12%	1,064,459	1,222,012	-12.89%	2,216,842	2,365,695	-6.29%
FRISCO - 5	154,070	158,141	-2.57%	125,147	113,981	9.80%	215,225	182,853	17.70%	293,688	361,064	-18.66%	788,130	816,039	-3.42%
HATTERAS - 6	32,102	45,102	-28.82%	72,846	8,321	775.45%	222,938	147,605	51.04%	534,983	500,966	6.79%	862,869	701,994	22.92%
<b>TOTAL HATTERAS ISLAND</b>	<b>717,488</b>	<b>837,531</b>	<b>-14.33%</b>	<b>729,031</b>	<b>823,118</b>	<b>-11.43%</b>	<b>1,951,008</b>	<b>1,799,092</b>	<b>8.44%</b>	<b>3,136,218</b>	<b>3,900,566</b>	<b>-19.60%</b>	<b>6,533,745</b>	<b>7,360,307</b>	<b>-11.23%</b>
<b>NORTHERN BEACHES:</b>															
DUCK - 21	488,383	711,369	-31.35%	850,696	802,519	6.00%	1,694,315	1,543,575	9.77%	2,452,662	3,149,519	-22.13%	5,486,056	6,206,982	-11.61%
SOUTHERN SHORES - 20	446,156	528,882	-15.64%	496,778	601,594	-17.42%	677,177	628,376	7.77%	661,787	732,524	-9.66%	2,281,898	2,491,376	-8.41%
KITTY HAWK - 8	2,136,451	3,106,795	-31.23%	2,188,744	2,133,394	2.59%	2,616,082	3,182,879	-17.81%	4,038,113	4,404,347	-8.32%	10,979,390	12,827,415	-14.41%
COLINGTON - 3	74,603	91,233	-18.23%	176,001	119,864	46.83%	154,804	139,703	10.81%	302,922	357,136	-15.18%	708,330	707,936	0.06%
KILL DEVIL HILLS - 7	3,708,673	4,613,949	-19.62%	4,214,253	3,895,252	8.19%	6,779,828	5,915,420	14.61%	7,806,322	8,480,638	-7.95%	22,509,076	22,905,259	-1.73%
NAGS HEAD - 14	2,187,827	3,596,285	-39.16%	2,847,377	2,363,177	20.49%	3,898,906	4,154,607	-6.15%	5,677,705	6,697,604	-15.23%	14,611,815	16,811,673	-13.09%
<b>TOTAL NORTHERN BEACHES</b>	<b>9,042,093</b>	<b>12,648,513</b>	<b>-28.51%</b>	<b>10,773,849</b>	<b>9,915,800</b>	<b>8.65%</b>	<b>15,821,112</b>	<b>15,564,560</b>	<b>1.65%</b>	<b>20,939,511</b>	<b>23,821,768</b>	<b>-12.10%</b>	<b>56,576,565</b>	<b>61,950,641</b>	<b>-8.67%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN - 10	1,097,187	1,227,227	-10.60%	1,124,672	1,225,049	-8.19%	1,295,396	1,410,171	-8.14%	1,733,963	1,777,747	-2.46%	5,251,218	5,640,194	-6.90%
MANTEO-OUTSIDE - 11	322,598	300,970	7.19%	302,377	318,812	-5.16%	355,324	278,398	27.63%	412,320	382,175	7.89%	1,392,619	1,280,355	8.77%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,419,785</b>	<b>1,528,197</b>	<b>-7.09%</b>	<b>1,427,049</b>	<b>1,543,861</b>	<b>-7.57%</b>	<b>1,650,720</b>	<b>1,688,569</b>	<b>-2.24%</b>	<b>2,146,283</b>	<b>2,159,922</b>	<b>-0.63%</b>	<b>6,643,837</b>	<b>6,920,549</b>	<b>-4.00%</b>
<b>TOTAL</b>	<b>11,179,366</b>	<b>15,014,241</b>	<b>-25.54%</b>	<b>12,929,929</b>	<b>12,282,779</b>	<b>5.27%</b>	<b>19,422,840</b>	<b>19,052,221</b>	<b>1.95%</b>	<b>26,222,012</b>	<b>29,882,256</b>	<b>-12.25%</b>	<b>69,754,147</b>	<b>76,231,497</b>	<b>-8.50%</b>

DARE COUNTY GROSS OCCUPANCY BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON	625,203	4.0%	424,551	2.8%	866,199	3.6%	1,787,717	5.3%	3,703,670	4.2%
BUXTON	155,201	1.0%	204,981	1.3%	481,827	2.0%	792,306	2.4%	1,634,315	1.9%
COLINGTON	27,314	0.2%	10,488	0.1%	29,870	0.1%	42,984	0.1%	110,656	0.1%
FRISCO	127,568	0.8%	115,835	0.8%	277,056	1.2%	722,397	2.2%	1,242,856	1.4%
HATTERAS	190,645	1.2%	219,953	1.4%	427,926	1.8%	1,082,612	3.2%	1,921,136	2.2%
KILL DEVIL HILLS	4,120,872	26.4%	4,185,786	27.4%	6,048,428	25.4%	8,676,544	25.9%	23,031,630	26.1%
KITTY HAWK	1,559,852	10.0%	1,623,727	10.6%	2,600,393	10.9%	2,834,051	8.5%	8,618,023	9.8%
MANTEO-TOWN	285,739	1.8%	543,102	3.6%	513,059	2.2%	708,252	2.1%	2,050,152	2.3%
NAGS HEAD	4,165,184	26.7%	3,746,974	24.6%	5,805,991	24.3%	7,882,797	23.5%	21,600,946	24.5%
RODANTHE	425,595	2.7%	441,288	2.9%	597,879	2.5%	1,048,566	3.1%	2,513,328	2.8%
SALVO	226,199	1.5%	180,158	1.2%	367,083	1.5%	693,169	2.1%	1,466,609	1.7%
WAVES	120,379	0.8%	180,621	1.2%	239,206	1.0%	488,648	1.5%	1,028,854	1.2%
SOUTHERN SHORES	840,739	5.4%	717,292	4.7%	1,100,121	4.6%	1,086,297	3.2%	3,744,449	4.2%
DUCK	1,632,266	10.5%	1,421,388	9.3%	2,704,153	11.3%	3,766,066	11.2%	9,523,873	10.8%
RIM (ROANOKE ISL. MAINI	910,365	5.8%	977,265	6.4%	1,243,822	5.2%	1,114,733	3.3%	4,246,185	4.8%
OTC UNATTRIBUTED	175,273	1.1%	263,344	1.7%	552,764	2.3%	768,762	2.3%	1,760,143	2.0%
TOTAL	15,588,394	100.0%	15,256,753	100.0%	23,855,777	100.0%	33,495,901	100.0%	88,196,825	100.0%

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2024	% OF	2024	% OF	2024	% OF	2024	% OF	2024	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON - 1	240,018	2.1%	237,540	1.8%	458,389	2.4%	764,154	2.9%	1,700,101	2.4%
BUXTON - 2	219,407	2.0%	239,743	1.9%	693,233	3.6%	1,064,459	4.1%	2,216,842	3.2%
COLINGTON - 3	74,603	0.7%	176,001	1.4%	154,804	0.8%	302,922	1.2%	708,330	1.0%
FRISCO - 5	154,070	1.4%	125,147	1.0%	215,225	1.1%	293,688	1.1%	788,130	1.1%
HATTERAS - 6	32,102	0.3%	72,846	0.6%	222,938	1.1%	534,983	2.0%	862,869	1.2%
KILL DEVIL HILLS - 7	3,708,673	33.2%	4,214,253	32.6%	6,779,828	34.9%	7,806,322	29.8%	22,509,076	32.3%
KITTY HAWK - 8	2,136,451	19.1%	2,188,744	16.9%	2,616,082	13.5%	4,038,113	15.4%	10,979,390	15.7%
MANTEO-TOWN - 10	1,097,187	9.8%	1,124,672	8.7%	1,295,396	6.7%	1,733,963	6.6%	5,251,218	7.5%
RIM (ROANOKE ISL. M	322,598	2.9%	302,377	2.3%	355,324	1.8%	412,320	1.6%	1,392,619	2.0%
NAGS HEAD - 14	2,187,827	19.6%	2,847,377	22.0%	3,898,906	20.1%	5,677,705	21.7%	14,611,815	20.9%
RODANTHE - 15	28,734	0.3%	12,139	0.1%	227,835	1.2%	209,574	0.8%	478,282	0.7%
SALVO - 18	4,469	0.0%	2,436	0.0%	7,337	0.0%	4,150	0.0%	18,392	0.0%
WAVES - 19	38,688	0.3%	39,180	0.3%	126,051	0.6%	265,210	1.0%	469,129	0.7%
SOUTHERN SHORES -	446,156	4.0%	496,778	3.8%	677,177	3.5%	661,787	2.5%	2,281,898	3.3%
DUCK - 21	488,383	4.4%	850,696	6.6%	1,694,315	8.7%	2,452,662	9.4%	5,486,056	7.9%
TOTAL	11,179,366	100.0%	12,929,929	100.0%	19,422,840	100.0%	26,222,012	100.0%	69,754,147	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
 General Fund - YTD thru 5/31/24

	Jul '23 - May 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax - 75%	5,500,053.20	4,706,607.00	793,446.20	116.9%
3040 · Meals Tax - 75%	2,491,771.78	2,083,732.00	408,039.78	119.6%
3050 · Website Advertising	139,991.50	125,000.00	14,991.50	112.0%
3210 · Interest Income	631,821.33	191,050.00	440,771.33	330.7%
3220 · Other	256.00	1,000.00	-744.00	25.6%
<b>Total Income</b>	<b>8,763,893.81</b>	<b>7,107,389.00</b>	<b>1,656,504.81</b>	<b>123.3%</b>
<b>Gross Profit</b>	<b>8,763,893.81</b>	<b>7,107,389.00</b>	<b>1,656,504.81</b>	<b>123.3%</b>
<b>Expense</b>				
5000 · Director Compensation	15,675.00	17,100.00	-1,425.00	91.7%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	4,509.32	7,000.00	-2,490.68	64.4%
5003 · Directors & Officers Insurance	2,985.00	2,985.00	0.00	100.0%
5004 · Miscellaneous Items	332.43	1,000.00	-667.57	33.2%
5010 · Salaries (Full Time) Promotion	931,103.34	1,019,500.00	-88,396.66	91.3%
5020 · Salaries (Part Time) Promotion	87,640.80	129,500.00	-41,859.20	67.7%
5025 · Salaries (Part Time) Welcome AB	91,811.66	112,855.00	-21,043.34	81.4%
5026 · Salaries (Part Time) Welcome RI	133,642.30	170,785.00	-37,142.70	78.3%
5030 · Payroll Taxes	94,686.16	117,210.00	-22,523.84	80.8%
5040 · Employee Insurance	168,858.18	179,200.00	-10,341.82	94.2%
5050 · Retirement	125,802.26	138,665.00	-12,862.74	90.7%
5055 · 401(k) Match	7,486.04	10,195.00	-2,708.96	73.4%
5060 · Workmens Compensation	2,376.90	2,410.00	-33.10	98.6%
5080 · Employee Relations	3,263.48	3,195.00	68.48	102.1%
5090 · Training	6,245.49	16,340.00	-10,094.51	38.2%
5110 · Contracted Service	25,287.00	29,085.00	-3,798.00	86.9%
5140 · Audit	10,945.00	10,945.00	0.00	100.0%
5170 · Other Professional Services	19,713.62	40,300.00	-20,586.38	48.9%
5180 · Legal	8,940.00	20,500.00	-11,560.00	43.6%
5185 · Research	178,347.50	267,500.00	-89,152.50	66.7%
5190 · Administrative Advertising	2,187.00	2,500.00	-313.00	87.5%
5500 · Advertising-Printed	864,561.82	1,454,760.00	-590,198.18	59.4%
5502 · Advertising - Production Fee	138,153.27	170,000.00	-31,846.73	81.3%
5510 · Advertising - Event Dev & Mktg	30,582.43	73,100.00	-42,517.57	41.8%
5515 · Advertising - Online	2,581,460.76	2,616,390.00	-34,929.24	98.7%
5525 · Community Relations	8,957.50	30,000.00	-21,042.50	29.9%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	7,883.58	19,000.00	-11,116.42	41.5%
5580 · Promotional Aids	3,751.24	8,500.00	-4,748.76	44.1%
6100 · Familiarization Tours	64,397.54	110,000.00	-45,602.46	58.5%
6101 · Group sales	13,895.00	17,750.00	-3,855.00	78.3%
6130 · Uniforms	2,074.00	2,200.00	-126.00	94.3%
6150 · Event Grant	304,844.16	843,250.00	-538,405.84	36.2%
6160 · Long Range Tourism Plan	4,289.71	242,560.00	-238,270.29	1.8%
6170 · Tourism Summit	22,621.63	25,000.00	-2,378.37	90.5%
6200 · Postage and Delivery	80,358.70	200,200.00	-119,841.30	40.1%
6300 · Travel	29,386.79	60,640.00	-31,253.21	48.5%
6305 · Vehicle Maintenance	628.18	3,500.00	-2,871.82	17.9%
6320 · Registrations	21,932.52	52,475.00	-30,542.48	41.8%
6340 · Travel Show Exhibit	4,444.84	4,500.00	-55.16	98.8%
6420 · Dues and Subscriptions	39,215.76	57,855.00	-18,639.24	67.8%
6440 · Insurance	36,602.39	37,525.00	-922.61	97.5%
6460 · Telephone	30,589.77	38,955.00	-8,365.23	78.5%
6500 · Equipment	54,520.37	85,300.00	-30,779.63	63.9%
6510 · Expendable Equipment	12,504.05	14,550.00	-2,045.95	85.9%
6530 · Technical Support	1,436.32	9,000.00	-7,563.68	16.0%
6580 · Utilities	12,661.35	18,360.00	-5,698.65	69.0%
6600 · Cleaning/maintenance supplies	274.24	2,600.00	-2,325.76	10.5%
6610 · Building Maintenance	17,371.25	50,905.00	-33,533.75	34.1%
6620 · Equipment Service Contracts	2,069.37	3,100.00	-1,030.63	66.8%
6640 · Equipment Rent	28,555.61	33,840.00	-5,284.39	84.4%
6660 · Equipment Repairs	1,061.39	5,050.00	-3,988.61	21.0%
6700 · Office Supplies	12,853.46	22,955.00	-10,101.54	56.0%
6800 · Bank Service Charges	1,532.83	1,920.00	-387.17	79.8%
6810 · Web Site/Internet	34,648.71	52,000.00	-17,351.29	66.6%
<b>Total Expense</b>	<b>6,391,959.02</b>	<b>8,669,010.00</b>	<b>-2,277,050.98</b>	<b>73.7%</b>
<b>Net Ordinary Income</b>	<b>2,371,934.79</b>	<b>-1,561,621.00</b>	<b>3,933,555.79</b>	<b>-151.9%</b>



**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 5/31/24**

	Jul '23 - May 24	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
<b>9920 · Transfer from Travel Guide Fund</b>				
<b>3209 · Sale of Advertising</b>	49,000.00	35,000.00	14,000.00	140.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	49,000.00	35,000.00	14,000.00	140.0%
<b>9990 · Unappropriated Fund Balance</b>	0.00	1,925,166.00	-1,925,166.00	0.0%
<b>Total Other Income</b>	49,000.00	1,960,166.00	-1,911,166.00	2.5%
<b>Other Expense</b>				
<b>9925 · Transfer to Travel Guide</b>				
<b>55601 · Production &amp; Printing</b>	81,956.84	110,000.00	-28,043.16	74.5%
<b>62001 · Freight</b>	4,839.31	2,000.00	2,839.31	242.0%
<b>Total 9925 · Transfer to Travel Guide</b>	86,796.15	112,000.00	-25,203.85	77.5%
<b>9950 · Transfer to Event Site Fund</b>	7,353.68	286,545.00	-279,191.32	2.6%
<b>Total Other Expense</b>	94,149.83	398,545.00	-304,395.17	23.6%
<b>Net Other Income</b>	-45,149.83	1,561,621.00	-1,606,770.83	-2.9%
<b>Net Income</b>	<b>2,326,784.96</b>	<b>0.00</b>	<b>2,326,784.96</b>	<b>100.0%</b>

**Outer Banks Visitors Bureau Special Revenue Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**  
 July 2023 through May 2024

	Jul '23 - May 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	1,833,351.05	1,568,869.00	264,482.05	116.9%
3040 · Meals Tax	830,590.58	694,578.00	136,012.58	119.6%
3210 · Interest	460,884.47	125,000.00	335,884.47	368.7%
<b>Total Income</b>	<b>3,124,826.10</b>	<b>2,388,447.00</b>	<b>736,379.10</b>	<b>130.8%</b>
<b>Expense</b>				
4000 · Long - Term Projects				
4503 · Capital Improvement	123,563.96	442,795.00	-319,231.04	27.9%
4525 · Event Site	9,295.80	6,936,540.00	-6,927,244.20	0.1%
4585 · Unappropriated Long-Term	0.00	750,560.00	-750,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<b>132,859.76</b>	<b>8,129,895.00</b>	<b>-7,997,035.24</b>	<b>1.6%</b>
4100 · Short-Term Projects				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	38,760.00	38,760.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	127,500.00	127,500.00	0.00	100.0%
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	177,000.00	177,000.00	0.00	100.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	34,595.00	34,595.00	0.00	100.0%
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	25,000.00	25,000.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	1,378,167.00	-1,378,167.00	0.0%
5140 · Audit	3,625.00	3,625.00	0.00	100.0%
5160 · Fireworks	55,000.00	115,025.00	-60,025.00	47.8%
5170 · Traffic Control - Hwy 12 & 158	4,550.00	24,530.00	-19,980.00	18.5%
<b>Total 4100 · Short-Term Projects</b>	<b>466,030.00</b>	<b>2,994,008.00</b>	<b>-2,527,978.00</b>	<b>15.6%</b>
<b>Total Expense</b>	<b>598,889.76</b>	<b>11,123,903.00</b>	<b>-10,525,013.24</b>	<b>5.4%</b>
<b>Net Ordinary Income</b>	<b>2,525,936.34</b>	<b>-8,735,456.00</b>	<b>11,261,392.34</b>	<b>-28.9%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	8,735,456.00	-8,735,456.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>8,735,456.00</b>	<b>-8,735,456.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>8,735,456.00</b>	<b>-8,735,456.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>2,525,936.34</b>	<b>0.00</b>	<b>2,525,936.34</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
 Restricted Fund Summary  
 2023-2024

	Balance 7/1/2022	Allocation 2022-2023	Allocation Paid	Allocation Transferred	Balance 7/1/2023	Allocation 2023-2024	Allocation Paid	Allocation Transferred	Estimated Balance FY23-24
<b>Short-term Projects</b>									
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Manteo - Town Common Phase II	150,000	(150,000)			0	0			0
TIG - KDH - Meekins Field	200,000	(200,000)			0	0			0
TIG - NH - Skate Park	30,000			(30,000)	0				0
TIG - Chicamacomico - 1911 Cookhouse	38,760				38,760		(38,760)		0
TIG - Town of NH - Epstein Street Beach Access	250,000				250,000				250,000
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	127,500				127,500		(127,500)		0
TIG - OB Forever - Aviation Trail Through Time	21,250			(21,250)	0				0
TIG - Dare County - Frisco Buxton Pathway		200,000			200,000			(200,000)	0
TIG - Duck - Ocean Crest Improvements		78,000			78,000				78,000
TIG - KDH - Wright Brothers Sidewalk		177,000			177,000		(177,000)		0
TIG - NH - Whalebone Park Restrooms		112,000			112,000				112,000
TIG - OB Forever - Weather Bureau Signal		34,595			34,595		(34,595)		0
TIG - OB Forever - Cape Hatteras Lighthouse Pathway		132,000			132,000				132,000
TIG - SS - Walking Path E. Highway 12		150,000			150,000				150,000
TIG - SS Civic Assoc - Accessible Access 98A		25,000			25,000		(25,000)		0
TIG - Chicamacomico - 1874 Life-Saving Station						115,000			115,000
TIG - Duck - Performance Space Improvements						13,549			13,549
TIG - Elizabethan Garden - Pathway to Discover						50,000			50,000
TIG - Frisco Native American - Education Bldg						39,300			39,300
TIG - KH - Hwy 158 Multi-Use Path						400,000			400,000
TIG - NH - E. Epstein Sidewalk						49,500			49,500
TIG - NH - Governor Street Beach Access						60,477			60,477
TIG - NH - W. Seachase Drive Access						45,150			45,150
TIG - NEST - Signs						2,750			2,750
TIG - NC Aquarium - Oyster Exhibits						121,845			121,845
TIG - OB Community Foundation - Community Terrace						85,000			85,000
TIG - OB Forever - Restrooms at Lighthouse Beach						125,000			125,000
TIG - RIFP - Concrete Loading Dock						75,000			75,000
TIG - SS - Walking Path W. Highway 12						118,855			118,855
TIG - Surf Ped Found - Everyone's Playground						282,963			282,963
Fireworks	76,581		(55,000)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,435)	3,625	190		(3,625)	3,435	0
Highway 158/Highway 12 Intersection	12,240		(5,660)		6,580		(4,550)	20,000	22,030
Unappropriated Funds	566,511	1,084,940		(915,970)	735,481	1,691,878		(1,462,824)	964,535
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,620,648</b>	<b>1,643,535</b>	<b>(64,095)</b>	<b>(908,595)</b>	<b>2,291,493</b>	<b>3,276,267</b>	<b>(466,030)</b>	<b>(1,584,389)</b>	<b>3,517,341</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	3,708,303	1,945,922	(23,138)		5,631,087	1,384,413	(9,298)		7,006,205
Infrastructure (capped)	455,045		(12,250)		442,795		(123,564)		319,231
L-T Unappropriated Funds	450,560	100,000	0		550,560	200,000	0		750,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>4,613,908</b>	<b>2,045,922</b>	<b>(35,388)</b>	<b>0</b>	<b>6,624,442</b>	<b>1,584,413</b>	<b>(132,860)</b>	<b>0</b>	<b>8,075,996</b>
<b>Total</b>	<b>6,234,557</b>	<b>3,689,457</b>	<b>(99,483)</b>	<b>(908,595)</b>	<b>8,915,935</b>	<b>4,860,681</b>	<b>(598,890)</b>	<b>(1,584,389)</b>	<b>11,593,337</b>
<b>Cash on Hand 5/31/24</b>			#				#	Checking	298,013
<b>Total Cash on Hand</b>								Savings	11,214,372
									11,512,384
<b>25% of Occupancy &amp; Meals Income per Budget</b>									0
April									0
May									151,468
June									151,468
<b>Unappropriated Balances</b>									70,515
<b>Transfer from General Fund</b>						2,815,409 *			
30% Short-term						679,034			
Amount over budget to short-term						551,960			
Short-term Interest						460,884			
						1,691,878			
70% Long-term								1,584,413	
Long-term Interest								0	
								1,584,413 *	

\*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 2023 through May 2024

	Jul '23 - May 24	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>3200 · Site Rental Income</b>				
3205 · Reservation fee	1,200.00	2,000.00	-800.00	60.0%
3200 · Site Rental Income - Other	28,490.00	20,900.00	7,590.00	136.3%
<b>Total 3200 · Site Rental Income</b>	29,690.00	22,900.00	6,790.00	129.7%
3210 · Interest Income	1,377.59	500.00	877.59	275.5%
3250 · Lease Income	38,260.75	49,155.00	-10,894.25	77.8%
9999 · Unappropriated Funds	0.00	75,810.00	-75,810.00	0.0%
<b>Total Income</b>	69,328.34	148,365.00	-79,036.66	46.7%
<b>Expense</b>				
5160 · Event Development & Marketing	33,442.76	50,000.00	-16,557.24	66.9%
5170 · Other Professional Services	54,690.00	75,000.00	-20,310.00	72.9%
6440 · Insurance	5,752.26	11,515.00	-5,762.74	50.0%
6580 · Utilities	17,835.98	47,580.00	-29,744.02	37.5%
6610 · Repairs & Maintenance	159,050.06	230,745.00	-71,694.94	68.9%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	14,476.30	20,000.00	-5,523.70	72.4%
<b>Total Expense</b>	285,247.36	435,110.00	-149,862.64	65.6%
<b>Net Ordinary Income</b>	-215,919.02	-286,745.00	70,825.98	75.3%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	286,545.00	-286,545.00	0.0%
<b>Total Other Income</b>	0.00	286,745.00	-286,745.00	0.0%
<b>Net Other Income</b>	0.00	286,745.00	-286,745.00	0.0%
<b>Net Income</b>	-215,919.02	0.00	-215,919.02	100.0%



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

Date: June 11, 2024

To: Dare County Tourism Board

From: Tod Clissold, Treasurer  
Lee Nettles, Executive Director  
Diane Bognich, Director of Administration

Re: Draft Proposed Budget Year 2024-2025

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Attached is the proposed budget ordinance for fiscal year 2024-2025.

Highlights of the proposed budget include:

#### GENERAL FUND

- Revenues remain as originally budgeted at a 4% increase over the current amended FY23-24 budget. Additional revenue over budget in the current fiscal year was added to the projected amount over the past few months.
- Marketing and promotions increased to 8% over the FY23-24 marketing budget. It was originally budgeted at a 4% increase. Drafts 2 & 3 added \$114,500 to Other Marketing for an OBVB film series, \$20,000 for Event Development and Marketing and \$25,000 to Online Marketing from additional revenues.
- \$225,000 was originally included in the budget for the long-range tourism management plan initiatives for meetings and speakers, communication with the public and research. An additional \$50,000 was added for a potential mini grant program for event environmental sustainability.
- The Event Grant line item remains the same as last year's original budget at \$400,000 for FY24-25.
- As originally budgeted, salaries include a 4.1% COLA and a small performance increase. There are two promotions anticipated and included in the full-time staff.
- Health insurance was finalized at a 4% increase. Estimates for property and liability are included at 17.5% increase. Workers Comp was finalized and decreased.
- The welcome centers remain stable.



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#### RESTRICTED FUND

- Proposed budget allocates 70% of the revenue to long-term projects, which is currently funding the Event Site line item only. \$100,000 is transferred to Long-term Unappropriated and \$100,000 is transferred to Infrastructure for repayments.
- The other 30% is being allocated to the Short-term line item, along with interest. This line item provides funds for TIG Grants, Fireworks Grants, traffic control and the audit.
- The increases resulting from actual collections over budget were allocated in Drafts 2 & 3 based on the Board's policy of distributing 70% to long-term items and 30% to short-term items.
- As originally budgeted, Fireworks increased to \$60,000.

#### EVENT SITE FUND:

- Site rental income increased slightly from the original budget due to a proposed increase in rental rates. The revenue is estimated on events that are currently scheduled.
- \$52,000 lease income from the Adventure Park is included in the budget.
- Repairs and Maintenance budget includes repairs to the existing Boardwalk.
- Repairs, Utilities and Insurance show decreases due to the demolition of the Pamlico Jack building.
- \$20,000 is budgeted as contingency for expenses that may occur.

**Dare County Tourism Board**

**BE IT ORDAINED** by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 20, 2024.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Occupancy Tax Distribution .....	4,845,904
Prepared Food Tax Distribution.....	2,216,141
Appropriation from Fund Balance .....	3,354,609
Travel Guide Income .....	39,000
Website Revenue .....	125,000
Interest & Other Revenue .....	<u>361,050</u>
	10,941,704

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Governing Body .....	30,705
Promotion.....	8,564,340
Aycock Brown Welcome Center .....	176,315
Roanoke Island/Whalebone/Hatteras Welcome Centers .....	227,505
Travel Guide Expenses .....	115,000
Unappropriated Fund Balance .....	1,542,294
Transfer to Event Site Fund .....	<u>285,545</u>
	10,941,704

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Occupancy Tax Distribution .....	1,615,301
Prepared Food Tax Distribution .....	738,714
Appropriation from Fund Balance . . . . .	10,835,053
Interest.....	<u>300,000</u>
	13,489,068

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Expenditures .....	13,489,068
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2024 and ending June 30, 2025:

Event Rental Income .....	26,350
Lease Income .....	52,700
Interest & Other Revenue .....	700
Transfer from General Fund .....	285,545
Unappropriated Funds .....	<u>30,380</u>
	395,675

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2024 and ending June 30, 2025:

Expenditures .....	395,675
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

- a) He/she may transfer amounts between line item expenditures within a department without limitation and without a report being required. These changes should not result in increases in recurring obligations such as salaries.
- b) He/she may transfer amounts up to \$5,000 between departments, including contingency appropriations, within the same fund. He/she must make an official report on such transfers at the next regular meeting of the Governing Board.
- c) He/she may not transfer any amounts between funds, except as approved by the Governing Body in the Budget Ordinance as amended.

Section 8: The Budget Officer may make cash advances between funds for periods not to exceed 60 days without reporting to the Governing Board. Any advances that extend beyond 60 days must be approved by the Board. All advances that will be outstanding at the end of the fiscal year must be approved by the Board.

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 20 June, 2024.

\_\_\_\_\_  
Monica Thibodeau, Chairman

ATTEST:

\_\_\_\_\_  
Tonia Cohen, Secretary



**Fiscal Year 2024-2025**  
**Dare County Tourism Board**  
**Proposed Budget**

<b>Dare County Tourism Board</b>						
<b>Budget 2024-2025</b>						
<b>Total Revenues - Governmental Funds</b>						
<b>(General Fund and Special Revenue)</b>						
	Budget	Amended	Projected	Proposed	% Change	
	FY 2023-2024	Budget	FY 2023-2024	FY 2024-2025	to FY 23-24	
					Budget	
Occupancy	\$ 6,207,476	\$ 6,275,475	\$ 7,686,603	\$ 6,461,205	2.96%	
Meals	\$ 2,724,470	\$ 2,778,310	\$ 3,575,032	\$ 2,954,855	6.35%	
	\$ 8,931,946	\$ 9,053,785	\$ 11,261,635	\$ 9,416,060	4.00% *	
Interest - GF	\$ 191,000	\$ 191,000	\$ 637,772	\$ 360,000	88.48%	
Interest - Travel Guide	\$ 50	\$ 50	\$ 125	\$ 50	0.00%	
Interest - Restricted	\$ 125,000	\$ 125,000	\$ 469,898	\$ 300,000	140.00%	
Website Advertising	\$ 125,000	\$ 125,000	\$ 145,688	\$ 125,000	0.00%	
Travel Guide Income	\$ 35,000	\$ 35,000	\$ 49,000	\$ 39,000	11.43%	
Other - General	\$ 1,000	\$ 1,000	\$ 256	\$ 1,000	0.00%	
	\$ 477,050	\$ 477,050	\$ 1,302,739	\$ 825,050	72.95%	
Amounts Rolled Over from PY	\$ 3,296,802	\$ 3,296,802	\$ 3,296,802	\$ 3,069,064	-6.91%	
Appropriated Fund Balance	\$ 9,022,001	\$ 9,022,002	\$ 4,767,229	\$ 11,120,598	23.26%	
	\$ 12,318,803	\$ 12,318,804	\$ 8,064,031	\$ 14,189,662	15.19%	
<b>Total Revenues</b>	<b>\$ 21,727,799</b>	<b>\$ 21,849,639</b>	<b>\$ 20,628,405</b>	<b>\$ 24,430,772</b>	<b>11.81%</b>	
* This is a 4% increase over 23-4-24 budget figures. The percent change from projected actual 2023-2024 figures is a decrease of (16.39%).						

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Summary	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
<b>GENERAL FUND</b>								
<b>REVENUES</b>								
Occupancy/Meals Tax (75%)	6,698,959	6,790,339	8,446,226	7,062,045	4.0%	7,273,906	7,637,602	7,943,106
Revenues - Website Advertising	125,000	125,000	145,688	125,000	0.0%	127,500	132,600	137,904
Revenues - Interest and Other	192,050	192,050	638,153	361,050	88.0%	364,714	375,655	394,438
Appropriated from Fund Balance	286,545	286,545	286,545	285,545	-0.3%	1,777,051	1,762,367	1,788,663
Transfer from Travel Guide/Travel Guide Income	35,000	35,000	49,000	39,000	11.4%	40,170	41,375	42,616
<b>Total Revenues</b>	<b>7,337,554</b>	<b>7,428,934</b>	<b>9,565,612</b>	<b>7,872,640</b>	<b>6.0%</b>	<b>9,583,341</b>	<b>9,949,599</b>	<b>10,306,727</b>
Projected Over Budget By			2,136,679					
<b>EXPENDITURES:</b>								
Governing	30,565	30,565	27,621	30,705	0.5%	30,961	31,027	31,244
Promotion	8,157,825	8,249,025	7,358,217	8,564,340 *	3.8%	8,235,207	8,544,946	8,878,092
Aycock Brown Welcome Center	173,745	173,745	168,306	176,315	1.5%	177,529	187,977	187,577
Outer Banks Welcome Center RI, Whalebone & Hatteras	215,495	215,675	207,686	227,505	5.5%	233,501	245,035	247,418
Travel Guide Expenses	112,000	112,000	86,796	115,000	2.7%	118,450	122,004	125,664
Unappropriated Fund Balance	1,658,181	1,658,181	1,658,181	1,542,294	-7.0%	477,631	444,584	448,410
Transfer to Event Site Fund	286,545	286,545	286,545	285,545	-0.3%	339,907	404,803	420,035
<b>Total Expenditures</b>	<b>10,634,356</b>	<b>10,725,736</b>	<b>9,793,352</b>	<b>10,941,704</b>	<b>2.0%</b>	<b>9,613,186</b>	<b>9,980,376</b>	<b>10,338,439</b>
Projected Under Budget By			932,384					
Revenue vs Expenses	-3,296,802	-3,296,802		-3,069,064		-29,845	-30,777	-31,713
Revenue Income over Budget	2,587,101	2,587,101		2,136,679				
Unspent Funds/Encumbrances	709,700	709,700		932,384 *				
* Includes estimated encumbrances of \$466,500								
Unappropriated Surplus	0	0		0				
Net Revenue vs Expenses	0	0		0				

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2024-2025 Summary</b>									
	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
<b>RESTRICTED FUND</b>									
Interest	125,000	125,000	469,898	300,000	140.0%	110,000	85,000	85,000	
Designated From Fund Balance	8,735,456	8,735,456	7,549,746	10,835,053	24.0%	7,835,053	8,070,105	8,392,909	
Occupancy/Meals Tax (25%)	2,232,987	2,263,447	2,815,409	2,354,015	4.0%	2,424,635	2,545,867	2,647,702	
Total Revenues	11,093,443	11,123,903	10,835,053	13,489,068	21.3%	10,369,688	10,700,972	11,125,611	
Total Expenditures and Commitments	11,093,443	11,123,903	10,835,053	13,489,068	21.3%	10,619,688	10,958,472	11,393,411	
<b>EVENT SITE FUND</b>									
Event Rental Income	22,900	22,900	30,990	26,350	15.1%	28,350	29,450	31,250	
Lease Income	49,155	49,155	48,364	52,700	7.2%	52,700	52,700	52,700	
Other Income	200	200	0	200	0.0%	200	200	200	
Interest	500	500	1,393	500	0.0%	150	100	100	
Transfer to Event Site	286,545	286,545	286,545	285,545	-0.3%	339,907	404,803	420,035	
Unappropriated Funds	45,810	75,810	0	30,380	-59.9%	30,000	31,500	33,075	
	405,110	435,110	367,292	395,675	-9.1%	451,307	518,753	537,360	
Expenditures	405,110	435,110	409,114	395,675	-9.1%	451,307	518,753	537,360	

**Fiscal Year 2024-2025**  
**Dare County Tourism Board**  
**Proposed Budget**

**BUDGET & FINANCE PROJECTIONS**  
**OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		ACTUAL	ACTUAL	ACTUAL	ACTUAL	ACTUAL
JULY RECEIPTS		2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
	<b>OCCUPANCY</b>	\$1,019,991	\$1,031,086	\$1,276,821	\$1,366,626	\$1,367,018
	<b>MEALS</b>	\$399,780	\$343,467	\$484,565	\$486,160	\$514,981
		<u>\$1,419,771</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,852,786</u>	<u>\$1,881,999</u>
<b>AUGUST RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,106,544	\$1,522,969	\$1,592,750	\$2,025,877	\$2,165,402
	<b>MEALS</b>	\$472,601	\$378,908	\$556,560	\$597,289	\$604,977
		<u>\$1,579,144</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$2,623,166</u>	<u>\$2,770,379</u>
<b>SEPTEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,386,584	\$1,386,699	\$1,592,952	\$1,434,166	\$1,458,380
	<b>MEALS</b>	\$427,334	\$342,807	\$455,773	\$496,883	\$531,275
		<u>\$1,813,918</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,931,050</u>	<u>\$1,989,655</u>
<b>OCTOBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$456,103	\$646,711	\$717,840	\$725,053	\$799,595
	<b>MEALS</b>	\$245,359	\$312,640	\$381,875	\$398,738	\$386,500
		<u>\$701,462</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$1,123,790</u>	<u>\$1,186,095</u>
<b>NOVEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$225,977	\$411,520	\$437,386	\$433,387	\$348,086
	<b>MEALS</b>	\$196,139	\$220,333	\$283,580	\$162,643	\$273,921
		<u>\$422,115</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$596,030</u>	<u>\$622,007</u>
<b>DECEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$115,681	\$149,614	\$103,833	\$185,251	\$182,562
	<b>MEALS</b>	\$122,310	\$133,492	\$144,518	\$300,139	\$178,483
		<u>\$237,992</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$485,390</u>	<u>\$361,045</u>
<b>JANUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$64,326	\$99,622	\$191,666	\$101,098	\$135,855
	<b>MEALS</b>	\$105,378	\$129,244	\$172,558	\$143,215	\$144,574
		<u>\$169,703</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$244,313</u>	<u>\$280,429</u>
<b>FEBRUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$82,572	\$221,257	\$320,769	\$322,624	\$155,450
	<b>MEALS</b>	\$98,628	\$96,377	\$93,580	\$124,423	\$101,950
		<u>\$181,200</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$447,048</u>	<u>\$257,400</u>
<b>MARCH RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$68,444 <sup>^</sup>	\$167,213	\$170,201	\$170,000	\$151,260
	<b>MEALS</b>	\$90,154 <sup>^</sup>	\$92,067	\$131,328	\$116,208	\$128,876
		<u>\$158,598</u>	<u>\$259,280</u>	<u>\$301,529</u>	<u>\$286,208</u>	<u>\$280,136</u>
<b>APRIL RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$30,252 <sup>^</sup>	\$277,701	\$229,961	\$228,527	\$238,725
	<b>MEALS</b>	\$69,266 <sup>^</sup>	\$179,714	\$176,838	\$179,535	\$198,494
		<u>\$99,518</u>	<u>\$457,415</u>	<u>\$406,799</u>	<u>\$408,062</u>	<u>\$437,219</u>
<b>MAY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$12,691 <sup>^</sup>	\$395,352	\$451,019	\$436,135	\$331,070
	<b>MEALS</b>	\$37,629 <sup>^</sup>	\$259,175	\$284,410	\$284,935	\$258,330
		<u>\$50,320</u>	<u>\$654,527</u>	<u>\$735,429</u>	<u>\$721,069</u>	<u>\$589,400</u>
<b>JUNE RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$280,884 <sup>^</sup>	\$709,402	\$679,227	\$612,281	\$353,200
	<b>MEALS</b>	\$138,382 <sup>^</sup>	\$359,081	\$344,508	\$359,175	\$252,670
		<u>\$419,266</u>	<u>\$1,068,483</u>	<u>\$1,023,735</u>	<u>\$971,456</u>	<u>\$605,870</u>
<b>TOTALS</b>						
	<b>OCCUPANCY</b>	\$4,850,048	\$7,019,145	\$7,764,423	\$8,041,025	\$7,686,603
	<b>MEALS</b>	\$2,402,960	\$2,847,306	\$3,510,093	\$3,649,343	\$3,575,032
		<u>\$7,253,008</u>	<u>\$9,866,451</u>	<u>\$11,274,517</u>	<u>\$11,690,368</u>	<u>\$11,261,635</u>

**Fiscal Year 2024-2025**  
**Dare County Tourism Board**  
**Proposed Budget**

**BUDGET & FINANCE PROJECTIONS**  
**OCCUPANCY & MEALS FY 2024-2025**

FISCAL YEAR		5 YEAR AVERAGE FY 2022-2024	BUDGET FY 2023-2024	PROPOSED FY 2024-2025	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 23-24 Budget	\$ Increase / Decrease from 23-24 Budget
JULY RECEIPTS	OCCUPANCY	\$1,212,308	\$1,134,925	\$1,210,325	-11.46%	-\$156,693	6.64%	\$75,400
	MEALS	\$445,791	\$425,965	\$443,005	-13.98%	-\$71,977	4.00%	\$17,040
		\$1,658,099	\$1,507,050	\$1,653,330	-12.15%	-\$228,670	6.13%	\$92,440
AUGUST RECEIPTS	OCCUPANCY	\$1,682,708	\$1,596,655	\$1,650,520	-23.78%	-\$514,882	3.37%	\$53,865
	MEALS	\$522,067	\$431,030	\$472,275	-21.93%	-\$132,702	9.57%	\$41,245
		\$2,204,775	\$1,959,685	\$2,122,795	-23.38%	-\$647,584	4.85%	\$95,110
SEPTEMBER RECEIPTS	OCCUPANCY	\$1,451,756	\$1,383,710	\$1,439,060	-1.32%	-\$19,320	4.00%	\$55,350
	MEALS	\$450,815	\$408,970	\$445,330	-16.18%	-\$85,945	8.89%	\$36,360
		\$1,902,571	\$1,792,680	\$1,884,390	-5.29%	-\$105,265	5.12%	\$91,710
OCTOBER RECEIPTS	OCCUPANCY	\$669,060	\$542,895	\$579,615	-27.51%	-\$219,980	6.76%	\$36,720
	MEALS	\$345,022	\$276,660	\$297,730	-22.97%	-\$88,770	7.62%	\$21,069
		\$1,014,083	\$819,555	\$877,344	-26.03%	-\$308,751	7.05%	\$57,789
NOVEMBER RECEIPTS	OCCUPANCY	\$371,271	\$261,640	\$272,110	-21.83%	-\$75,976	4.00%	\$10,470
	MEALS	\$227,323	\$212,220	\$220,715	-19.42%	-\$53,206	4.00%	\$8,495
		\$598,594	\$473,860	\$492,825	-20.77%	-\$129,182	4.00%	\$18,964
DECEMBER RECEIPTS	OCCUPANCY	\$147,388	\$112,835	\$117,350	-35.72%	-\$65,212	4.00%	\$4,515
	MEALS	\$175,788	\$134,805	\$140,200	-21.45%	-\$38,283	4.00%	\$5,394
		\$323,177	\$247,640	\$257,550	-28.67%	-\$103,495	4.00%	\$9,910
JANUARY RECEIPTS	OCCUPANCY	\$118,514	\$81,700	\$84,970	-37.46%	-\$50,885	4.00%	\$3,271
	MEALS	\$138,994	\$106,990	\$121,270	-16.12%	-\$23,304	13.35%	\$14,281
		\$257,507	\$188,690	\$206,242	-26.46%	-\$74,188	9.30%	\$17,552
FEBRUARY RECEIPTS	OCCUPANCY	\$220,534	\$272,985	\$163,905	5.44%	\$8,455	-39.96%	-\$109,080
	MEALS	\$102,992	\$90,410	\$90,410	-11.32%	-\$11,540	0.00%	\$0
		\$323,526	\$363,395	\$254,315	-1.20%	-\$3,085	-30.02%	-\$109,080
MARCH RECEIPTS	OCCUPANCY	\$145,424	\$133,825	\$133,825	-11.53%	-\$17,435	0.00%	\$0
	MEALS	\$111,726	\$92,745	\$96,455	-25.16%	-\$32,421	4.00%	\$3,710
		\$257,150	\$226,571	\$230,281	-17.80%	-\$49,856	1.64%	\$3,710
APRIL RECEIPTS	OCCUPANCY	\$201,033	\$125,235	\$125,235	-47.54%	-\$113,490	0.00%	\$0
	MEALS	\$160,769	\$136,055	\$141,500	-28.71%	-\$56,994	4.00%	\$5,445
		\$361,802	\$261,290	\$266,735	-38.99%	-\$170,484	2.08%	\$5,445
MAY RECEIPTS	OCCUPANCY	\$325,253	\$275,870	\$296,910	-10.32%	-\$34,160	7.63%	\$21,040
	MEALS	\$224,896	\$209,790	\$218,185	-15.54%	-\$40,145	4.00%	\$8,396
		\$550,149	\$485,660	\$515,095	-12.61%	-\$74,305	6.06%	\$29,435
JUNE RECEIPTS	OCCUPANCY	\$526,999	\$353,200	\$387,380	9.68%	\$34,180	9.68%	\$34,180
	MEALS	\$290,763	\$252,670	\$267,780	5.98%	\$15,110	5.98%	\$15,110
		\$817,762	\$605,870	\$655,159	8.14%	\$49,289	8.14%	\$49,290
TOTALS	OCCUPANCY	\$7,072,249	\$6,275,475	\$6,461,205	-15.94%	-\$1,225,398	2.96%	\$185,732
	MEALS	\$3,196,947	\$2,778,310	\$2,954,855	-17.35%	-\$620,178	6.35%	\$176,544
		\$10,269,196	\$9,053,785	\$9,416,060	-16.39%	-\$1,845,575	4.00%	\$362,276
			FY22/23 Budget 24/25 vs 22/23	\$8,119,742.00 15.97%				

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2024-2025 Governing</b>										
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
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	1,310	1,480	0.0%	1,480	1,480	1,480	
5001	Professional Services	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000	
5002	Dir. Travel/Mtg./Meals	7,000	7,000	5,749	7,000	0.0%	7,100	7,100	7,150	
5003	Directors & Officers Ins.	2,985	2,985	2,985	3,125	4.7%	3,281	3,347	3,414	
5004	Miscellaneous Items	1,000	1,000	477	1,000	0.0%	1,000	1,000	1,100	
	<b>Total - Governing</b>	<b>30,565</b>	<b>30,565</b>	<b>27,621</b>	<b>30,705</b>	<b>0.5%</b>	<b>30,961</b>	<b>31,027</b>	<b>31,244</b>	
	<b>Projected under budget by</b>			<b>2,944</b>						

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Promotion										
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
Personnel										
5010	Salaries (full)	942,000	1,019,500	1,018,403	1,085,900	6.5%	1,118,477	1,174,401	1,209,633	
5020	Salaries (part)	129,500	129,500	127,161	134,650	4.0%	138,690	145,624	149,993	
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000	
5030	Payroll Taxes	85,350	91,280	90,947	96,805	6.1%	100,480	105,358	108,431	
5040	Employee Insurance	161,750	175,000	167,946	175,700	0.4%	193,270	208,732	225,430	
5050	Retirement	125,455	135,440	134,777	156,430	15.5%	164,987	185,160	177,749	
5055	401(k) Match	9,420	10,195	8,422	10,860	6.5%	11,185	11,744	12,096	
5060	Worker's Comp	1,695	1,945	1,912	1,935	-0.5%	1,993	2,053	2,114	
5080	Employee Relations	1,995	1,995	1,787	2,340	17.3%	2,340	2,340	2,340	
5090	Training	14,900	14,900	10,093	11,900	-20.1%	10,000	10,500	11,025	
		1,473,065	1,580,755	1,561,448	1,677,520	6.1%	1,742,421	1,846,912	1,899,811	
Marketing/Advertising										
5500	Other Advertising	1,454,760	1,454,760	1,454,760	1,629,065	12.0%	1,677,937	1,728,275	1,780,123	
5502	Production Advertising	170,000	170,000	165,153	190,000	11.8%	180,000	190,000	200,000	
5510	Events-Development & Prom	73,100	73,100	60,082	73,100	0.0%	75,293	77,552	79,878	
5515	Advertising - Online	2,616,390	2,616,390	2,616,390	2,766,820	5.7%	2,849,825	2,935,319	3,023,379	
5525	Community Relations	30,000	30,000	23,958	30,000	0.0%	30,000	30,000	30,000	
5560	Brochures/Production/Print	19,000	19,000	16,884	21,650	13.9%	20,000	20,000	20,000	
5580	Promotional Aids	9,000	8,500	4,951	8,500	0.0%	8,500	8,500	8,500	
6100	Press/Travel Writer Tours	110,000	110,000	107,848	110,000	0.0%	110,000	113,300	116,699	
6101	Group Sales	17,750	17,750	15,795	30,000	69.0%	18,000	21,600	22,248	
		4,500,000	4,499,500	4,465,821	4,859,135	8.0%	4,969,555	5,124,546	5,280,928	



**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2024-2025 Promotion</b>									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28
<b>Special Projects</b>									
6150	Event Grant	818,250	843,250	324,844	832,000 *	-1.3%	425,000	450,000	475,000
6160	Long Range Tourism Plan	350,000	242,560	104,290	275,000	13.4%	315,000	330,750	347,288
6170	Tourism Summit	25,000	25,000	24,122	27,500	10.0%	18,000	18,000	18,000
		1,193,250	1,110,810	453,256	1,134,500	2.1%	758,000	798,750	840,288
<b>Operations</b>									
5110	Contracted Services	16,030	16,030	15,813	16,030	0.0%	16,030	16,030	16,832
5140	Audit	10,875	10,945	10,945	13,650	24.7%	17,063	18,769	20,646
5170	Other Professional Service	7,300	40,300	21,714	10,800	-73.2%	10,000	15,000	15,000
5180	Legal	20,500	20,500	16,040	38,500	87.8%	20,500	20,500	20,500
5185	Research	267,500	267,500	205,048	188,500	-29.5%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	2,500	2,433	1,500	-40.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	500	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	161,959	200,000	0.0%	204,000	208,080	212,242
6300	Travel	59,000	59,000	56,013	59,000	0.0%	61,360	63,814	66,367
6305	Vehicle Maintenance	3,500	3,500	2,328	3,000	-14.3%	3,000	3,000	3,000
6320	Registrations	52,475	52,475	31,933	40,000	-23.8%	40,400	40,804	41,212
6340	Travel Show Exhibit	4,000	4,500	4,445	5,000	11.1%	6,500	7,500	7,500
6420	Dues & Subscriptions	57,405	57,405	48,795	69,400	20.9%	72,870	72,870	72,870
6440	Insurance	26,515	26,465	25,542	28,350	7.1%	29,768	31,256	32,819
6460	Telephone	24,400	24,400	23,624	26,100	7.0%	26,100	26,883	26,883
6500	Equipment	78,500	78,500	67,931	26,700 *	-66.0%	25,000	25,750	26,523
6510	Expendable Equipment	2,550	14,550	25,634	3,275	-77.5%	3,275	3,275	3,275
6530	Tech. Support/Software	9,000	9,000	5,566	5,600	-37.8%	5,600	5,600	5,600
6580	Utilities	10,800	10,800	9,439	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,052	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	25,000	45,000	33,740	31,000	-31.1%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,874	3,100	0.0%	3,100	3,100	3,100

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2024-2025 Promotion</b>											
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28		
6640	Equipment Rental	33,840	33,840	30,431	33,840	0.0%	33,840	33,840	33,840		
6660	Equipment Repairs	3,000	3,000	2,911	3,000	0.0%	3,000	3,000	3,000		
6700	Office Supplies	17,800	17,730	17,528	17,800	0.4%	17,800	17,800	17,800		
6800	Bank Service Fees	1,920	1,920	1,853	3,240	68.8%	3,402	3,572	3,751		
6810	Web Site/Internet	52,000	52,000	51,601	52,000	0.0%	52,000	53,560	53,560		
		991,510	1,057,960	877,692	893,185	-15.6%	765,231	774,738	857,165		
	<b>Total - Promotional</b>	<b>8,157,825</b>	<b>8,249,025</b>	<b>7,358,217</b>	<b>8,564,340</b>	<b>3.8%</b>	<b>8,235,207</b>	<b>8,544,946</b>	<b>8,878,092</b>		
	Projections under budget by less encumbrances			890,808							
				-466,500							
				424,308							
	* Encumbrances: #6150 \$432,000										
	#5180 \$18,000										
	#6500: \$5,500										
	#6610: \$11,000										

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

Outer Banks Visitors Bureau											
Budget 2024-2025											
Aycock Brown Welcome Center Kitty Hawk											
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28		
5025	Salaries (part)	111,855	111,855	111,312	118,100	5.6%	121,643	125,292	129,051		
5030	Payroll Taxes	9,675	9,675	9,628	10,215	5.6%	10,522	10,838	11,163		
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679		
5050	Retirement	3,225	3,225	3,124	3,480	7.9%	3,654	3,764	3,877		
5060	Worker's Comp	185	185	185	180	-2.7%	185	191	197		
5080	Employee Relations	455	455	308	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	962	1,080	35.0%	800	800	800		
6200	Postage	200	200	152	200	0.0%	200	210	221		
6300	Travel	630	630	187	645	2.4%	560	560	570		
6420	Dues & Subscriptions	270	270	103	270	0.0%	270	270	270		
6440	Insurance	3,685	3,685	3,685	3,890	5.6%	4,085	4,289	4,503		
6460	Telephone	8,700	8,700	6,325	5,940	-31.7%	6,059	6,180	6,304		
6500	Equipment	3,800	3,800	5,089	1,500	-60.5%	1,500	2,000	2,000		
6580	Utilities	6,600	6,600	5,930	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	3,405	3,405	3,138	3,500	2.8%	2,000	7,250	2,000		
6660	Equipment Repairs	1,800	1,800	800	1,800	0.0%	300	315	330		
6700	Office Supplies	3,100	3,100	2,254	3,100	0.0%	3,000	3,000	3,000		
	<b>Total - ABWC</b>	<b>173,745</b>	<b>173,745</b>	<b>168,306</b>	<b>176,315</b>	<b>1.5%</b>	<b>177,529</b>	<b>187,977</b>	<b>187,577</b>		
	Projected under budget by			5,439							

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>												
<b>Budget 2024-2025</b>												
<b>Outer Banks Welcome Center Roanoke Island</b>												
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2022-2023	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28			
5026	Salaries (part) - RI	83,910	83,910	81,274	88,320	5.26%	90,970	93,699	96,510			
5030	Payroll Taxes	7,260	7,260	7,030	7,640	5.23%	7,869	8,105	8,348			
5060	Worker's Comp	135	135	135	130	-3.70%	134	138	142			
5080	Employee Relations	350	350	331	350	0.00%	350	350	350			
5090	Training	600	600	551	600	0.00%	600	600	600			
6130	Uniforms	700	700	697	1,080	54.29%	800	800	800			
6420	Dues & Subscriptions	0	180	141	180	0.00%	189	198	208			
6440	Insurance	5,525	5,525	5,525	6,320	14.39%	6,636	6,968	7,316			
6460	Telephone	1,415	1,415	1,178	1,345	-4.95%	1,372	1,399	1,427			
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000			
6580	Utilities	960	960	907	960	0.00%	979	999	1,019			
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200			
6610	Building Maintenance	2,000	2,000	1,525	2,000	0.00%	3,100	7,960	3,500			
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250			
6700	Office Supplies	700	700	487	700	0.00%	600	600	600			
Total - Welcome Ctr. R.I.		105,005	105,185	101,091	111,075	5.60%	115,048	123,266	122,270			
Projected under budget by				4,094								

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau Budget 2024-2025</b>											
<b>Outer Banks Welcome Center - Hatteras Information Center</b>											
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2022-2023	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28		
5026	Salaries (part) - HI	36,875	36,875	35,961	39,275	6.51%	40,453	41,667	42,917		
5030	Payroll Taxes	3,190	3,190	3,111	3,395	6.43%	3,499	3,604	3,712		
5060	Worker's Comp	55	55	55	55	0.00%	57	58	60		
5080	Employee Relations	215	215	151	215	0.00%	200	200	200		
5090	Training	140	140	125	140	0.00%	100	100	100		
5110	Contracted Services	2,300	2,300	2,150	2,300	0.00%	2,300	2,300	2,300		
6130	Uniforms	400	400	428	720	80.00%	300	300	300		
6300	Travel	1,010	1,010	549	1,030	1.98%	903	918	895		
6440	Insurance	925	925	925	975	5.41%	1,024	1,075	1,129		
6460	Telephone	2,700	2,700	2,453	2,700	0.00%	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	185	250	0.00%	200	200	200		
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500		
6700	Office Supplies	825	825	784	825	0.00%	700	725	750		
<b>Total - Welcome Ctr. - Hatteras</b>		<b>50,385</b>	<b>50,385</b>	<b>47,752</b>	<b>53,380</b>	<b>5.94%</b>	<b>53,990</b>	<b>55,457</b>	<b>56,928</b>		
Projected under budget by				2,633							

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025		Outer Banks Welcome Center - Whalebone Junction		Amended Budget 2023-2024		Projected Budget 2023-2024		Proposed Budget 2024-2025		Percent Change		Estimate FY25-26		Estimate FY26-27		Estimate FY27-28	
Account Number	Title	Budget 2023-2024	Budget 2023-2024	Budget 2023-2024	2023-2024	2023-2024	2023-2024	2024-2025	2024-2025	Change	Change	FY25-26	FY25-26	FY26-27	FY26-27	FY27-28	FY27-28
5026	Salaries (part)	50,000	50,000	49,687	52,450	49,687	52,450	52,450	52,450	4.90%	4.90%	54,024	54,024	55,644	55,644	57,314	57,314
5030	Payroll Taxes	4,325	4,325	4,298	4,535	4,298	4,535	4,535	4,535	4.86%	4.86%	4,673	4,673	4,813	4,813	4,958	4,958
5060	Worker's Comp	90	90	90	85	90	85	85	85	-5.56%	-5.56%	88	88	90	90	93	93
5080	Employee Relations	180	180	78	180	78	180	180	180	0.00%	0.00%	180	180	180	180	180	180
5090	Training	100	100	76	100	76	100	100	100	0.00%	0.00%	100	100	100	100	100	100
5110	Contracted Services	795	795	700	795	700	795	795	795	0.00%	0.00%	750	750	750	750	750	750
6130	Uniforms	300	300	331	540	331	540	540	540	80.00%	80.00%	300	300	300	300	300	300
6440	Insurance	925	925	925	975	925	975	975	975	5.41%	5.41%	1,024	1,024	1,075	1,075	1,129	1,129
6460	Telephone	1,740	1,740	1,544	1,740	1,544	1,740	1,740	1,740	0.00%	0.00%	1,775	1,775	1,810	1,810	1,847	1,847
6500	Equipment	1,000	1,000	500	1,000	500	1,000	1,000	1,000	0.00%	0.00%	1,000	1,000	1,000	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	50	50	50	50	0.00%	0.00%	50	50	50	50	50	50
6700	Office Supplies	600	600	564	600	564	600	600	600	0.00%	0.00%	500	500	500	500	500	500
Total - Welcome Ctr. Whalebone		60,105	60,105	58,843	63,050	58,843	63,050	63,050	63,050	4.90%	4.90%	64,463	64,463	66,313	66,313	68,219	68,219
Projected under budget by				1,262		1,262											

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2024-2025</b>						
<b>Restricted</b>						
Account		Budget	Amended	Projected	Proposed	Percent
<u>Number</u>	<u>Title</u>	<u>2023-2024</u>	<u>2023-2024</u>	<u>2023-2024</u>	<u>2024-2025</u>	<u>Change</u>
	Occupancy/Meals Tax 25%	2,232,987	2,263,447	2,815,409	2,354,015	4.0%
	Interest	125,000	125,000	469,898	300,000	140.0%
	Appropriated Fund Balance	8,735,456	8,735,456	7,549,746	10,835,053	24.0%
	<b>Total - Non Departmental</b>	<b>11,093,443</b>	<b>11,123,903</b>	<b>10,835,053</b>	<b>13,489,068</b>	<b>21.3%</b>



**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>					
<b>Budget 2024-2025</b>					
<b>Restricted Fund</b>					
Account Number	Title	Projected Amount Allocated thru 5/31/24	Recommended FY 24-25 Projects	Proposed FY 24-25 Allocation	Percent Change
<b>Revenues</b>					
3210	Interest	469,898	0	300,000	-36.2%
9930	Appropriation from Fund Balance	7,549,748	0	10,835,053	43.5%
9940	Occupancy/Meals Tax 25%	2,815,409	0	2,354,015	-16.4%
<b>Total Revenues</b>		<b>10,835,055</b>	<b>0</b>	<b>13,489,068</b>	<b>24.5%</b>
<b>Expenditures</b>					
<b>Long Term Projects: 70% = \$1,647,811</b>					
4503	Infrastructure NOTE #1	319,231	100,000	419,231	31.3%
4525	Event Site NOTE #2	7,006,204	1,447,811	8,454,015	20.7%
4585	Long-term Unappropriated NOTE #3	500,560	100,000	600,560	20.0%
<b>Total Long Term Projects</b>		<b>7,825,995</b>	<b>1,647,811</b>	<b>9,473,806</b>	<b>21.1%</b>
<b>Short Term Projects: 30% = \$706,205, plus interest</b>					
<b>FY2020</b>					
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806	0.0%
		<b>147,806</b>		<b>147,806</b>	
<b>FY2023</b>					
4670	TIG - NH - Whalebone Restrooms	112,000		112,000	0.0%
4671	TIG - OB Forever - Lighthouse Pathway	132,000		132,000	0.0%
		<b>244,000</b>		<b>244,000</b>	
<b>FY2024</b>					
4675	TIG - Chicamacomico - 1874 Lifesaving Station	115,000		115,000	0.0%
4676	TIG - Duck - Performance Space Improvements	13,549		13,549	0.0%
4677	TIG - Elizabethan Garden - Pathway to Discovery	50,000		50,000	0.0%
4679	TIG - KH - Hwy 158 Multi-Use Path	400,000		400,000	0.0%
4680	TIG - NH - E. Epstein Sidewalk	49,500		49,500	0.0%
4681	TIG - NH - Governor St Beach Access	60,477		60,477	0.0%
4682	TIG - NH - W. Seachase Drive Sidewalk	45,150		45,150	0.0%
4683	TIG - NEST - Signs	2,750		2,750	0.0%
4684	TIG - NC Aquarium - Oyster Exhibits	121,845		121,845	0.0%
4685	TIG - OB Community Found - Community Terrace	85,000		85,000	0.0%
4686	TIG - OB Forever - Restrooms at Lighthouse Beach	125,000		125,000	0.0%
4687	TIG - RIFP - Concrete Loading Dock	75,000		75,000	0.0%
4688	TIG - SS Walking Path W. Highway 12	118,855		118,855	0.0%
4689	TIG - Surf Ped Foundation - Everyone's Playground	282,963		282,963	0.0%
5170	Traffic Control Hwy 158 & Hwy 12	22,030	0	22,030	0.0%
5160	Fireworks	60,025	60,000	120,025	100.0%
5140	25 % of audit	0	4,550	4,550	-
4999	FY2023 S-T Unappropriated NOTE #4	990,107	941,655	1,931,762	95.1%
		<b>2,617,251</b>	<b>1,006,205</b>	<b>3,623,456</b>	<b>38.4%</b>
<b>Total Short Term Projects</b>		<b>3,009,057</b>	<b>1,006,205</b>	<b>4,015,262</b>	<b>33.4%</b>
<b>Total Expenditures</b>		<b>10,835,053</b>	<b>2,654,016</b>	<b>13,489,068</b>	<b>24.5%</b>
<b>Reconciliation Back to 5/31/24 Cash Balance</b>					
Funds in the Banks @ 5/31/24				\$ 11,512,384	
Estimated Revenues - June 2024				160,482	
Budgeted FY 23-24 Revenues				2,654,015	
<b>Total Proposed Expenditures</b>				<b>\$ 14,326,881</b>	
Less Amounts to be Paid Out in 23-24				(837,813)	
<b>Total Proposed Expenditures</b>				<b>\$ 13,489,068</b>	

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>NOTE #1</b>	Infrastructure was capped by the Board at \$500,000 in FY2006-2007. Proposed budget allocates \$100,000 to start bringing the balance back to \$500,000.
<b>NOTE #2</b>	The Event Site line item is funded by 100% of long-term revenues, less transfers to Long-term Unappropriated & Infrastructure. \$67,975 is encumbered for Boardwalk Engineering. Part of money held is to be used for construction of the Boardwalk.
<b>NOTE #3</b>	Long-term Unappropriated was established by the board in March 2019 and was capped at \$500,000 in FY19/20. \$100,000 is allocated in FY24/25 to rebuild the balance back to \$500,000. \$275,000 is encumbered: \$200,000 for Dare County Frisco Sidewalks and \$75,000 for Roanoke Island Historical Association for Sound Array.
<b>NOTE #4</b>	Short-term Unappropriated is receiving the interest in addition to the Board designated 30% split of occupancy & meals taxes received, plus amounts over budgeted figures. Funds in Short-term Unappropriated are allocated out to the audit, traffic control, Fireworks and Tourism Impact Grants.

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

Outer Banks Visitors Bureau Budget 2024-2025 Travel Guide										
Account Number	Title	Original Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY26-27	Estimate FY27-28	
	<b>Revenues</b>									
3209	Advertising	35,000	35,000	49,000	39,000	11.4%	40,170	41,375	42,616	
3210	Interest	50	50	125	50	0.0%	53	55	58	
	<b>Total Revenues</b>	<b>35,050</b>	<b>35,050</b>	<b>49,125</b>	<b>39,050</b>	<b>11.4%</b>	<b>40,223</b>	<b>41,430</b>	<b>42,674</b>	
	<b>Expenditures</b>									
5560	Production/Printing/Distribution	110,000	110,000	81,957	110,000	0.0%	113,300	116,699	120,200	
6200	Freight	2,000	2,000	4,839	5,000	100.0%	5,150	5,305	5,464	
	<b>Total Expenditures</b>	<b>112,000</b>	<b>112,000</b>	<b>86,796</b>	<b>115,000</b>	<b>2.7%</b>	<b>118,450</b>	<b>122,004</b>	<b>125,664</b>	
	<b>Revenues Over (Under) Expenditures</b>	<b>-76,950</b>	<b>-76,950</b>	<b>-37,671</b>	<b>-75,950</b>		<b>-78,228</b>	<b>-80,573</b>	<b>-82,989</b>	

**Fiscal Year 2024-2025  
Dare County Tourism Board  
Proposed Budget**

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2024-2025</b>									
<b>Event Site Fund</b>									
Account Number	Title	Budget 2023-2024	Amended Budget 2023-2024	Projected 2023-2024	Proposed Budget 2024-2025	Percent Change	Estimate FY25-26	Estimate FY25-26	Estimate FY27-28
Revenues:									
3200	Event Rental Income	22,900	22,900	30,990	26,350	15.07%	28,350	29,450	31,250
3250	Lease income	49,155	49,155	48,364	52,700	7.21%	52,700	52,700	52,700
3220	Other Income	200	200	0	200	0.00%	200	200	200
3210	Interest Income	500	500	1,393	500	0.00%	150	100	100
9910	Transfer from General Fund	286,545	286,545	286,545	285,545	-0.35%	339,907	404,803	420,035
9999	Unappropriated Funds	45,810	75,810	0	30,380	-59.93%	30,000	31,500	33,075
	<b>Total Revenues</b>	<b>405,110</b>	<b>435,110</b>	<b>367,292</b>	<b>395,675</b>	<b>-9.06%</b>	<b>451,308</b>	<b>518,753</b>	<b>537,360</b>
Projected under budget by									
Expenditures:									
5160	Event Development & Marketing	50,000	50,000	47,443	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	75,000	72,690	55,000	-26.67%	55,000	92,700	104,751
6440	Insurance	11,515	11,515	5,752	9,725	-15.54%	10,211	10,722	11,258
6580	Utilities	47,580	47,580	38,642	40,665	-14.53%	41,885	43,141	44,436
6610	Repairs & Maintenance	220,745	230,745	224,365	220,015	-4.65%	271,462	298,608	328,469
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	19,996	20,000	0.00%	22,450	23,282	24,147
	<b>Total Expenditures</b>	<b>405,110</b>	<b>435,110</b>	<b>409,114</b>	<b>395,675</b>	<b>-9.06%</b>	<b>451,308</b>	<b>518,753</b>	<b>537,360</b>
	<b>Revenues Over (Under) Expenditures</b>	<b>0</b>	<b>0</b>	<b>-41,822</b>	<b>0</b>		<b>0</b>	<b>0</b>	<b>0</b>

Firm Name	People Involved and Professional Experience	Additional Clients	Peer Review	Education/CPE	Independence Policy	Insured	Any Regulatory Action	Tentative Schedule	Costs	Other
Johnson Bugess Mizelle & Straub	Richard Straub - 35 years, Many as Partner in Charge	Towns of Duck,Southern Shores, Kitty Hawk, Kill Devil Hills, Nags Head, Manteo	Yes	Require Yellow Book, 24 hours CPE in Govt Acct, 80 hrs every 2 years in CPE	Yes	\$1,000,000	None	Sept 2- Fieldwork	FY 24: \$14,500	Available throughout the year for minor questions, counsel and advice at no additional cost.
	Jonathan Dail - Staff accountant 15 years on DCTB audit	East Albemarele Regional Library Dare Co Airport Authority  Hatteras Village CC Rodanthe Waves Salvo CC Stumpy Point CC						October 15 to no later than 22nd, Report Oct /Nov Presentation To Board	FY 25: \$15,500 FY 26: \$16,500	
Thompson, Price, Scott, Adams & Co. P.A.	Managing Partners: Greg Adams & Alan Thompson  Audit Manager: Brandy Tuberville Senior Staff: Ronnie Creech, Stuart Hill, Sophie Chen	Beaufort, Hyde Counties  Ocracoke Township TDA, Yadkin TDA  Albemarle Commission  Stanly County Visitors Bureau	Yes	Require Yellow Book	Yes	\$4,000,000 liability  \$100,000 workers comp	None	Pre Planning Conf by June 1  Interim Fieldwork Complete June 15 Fieldworkmid Aug, completed by Sept 30 Draft no later than Oct 15 Final Report by Oct 31	FY 24: \$13,750 FY 25: \$13,750  FY 26: \$13,750	Wants to gather most info electronically Any increases after the initial year would be based on inflationary pressures. No travel or supply costs.

At their June 11, 2024 meeting, the Budget & Finance Committee recommended selecting Johnson, Burgess, Mizelle & Straub.

## Marketing Dashboard

thru MAY 2024

	<u>FY 23/24</u>	<u>FY 22/23</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	55,891	47,807	8,084	17%
Completed Video Views	31,325,674	19,338,546	11,987,128	62%
Website Sessions	4,167,624	3,625,485	542,139	15%
<b>Online Communities</b>				
Email Subscribers	118,849	121,145	-2,296	-2%
Facebook	716,000	716,982	-982	0%
X (Twitter)	40,871	41,422	-551	-1%
Instagram	131,239	129,934	1,305	1%
Pinterest	23,500	23,500	0	0%
TikTok	<u>97,000</u>	<u>73,500</u>	<u>23,500</u>	<u>32%</u>
Online Communities Subtotal	1,127,459	1,106,483	20,976	2%

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Google Analytics 4 (GA4) began July 2023



## OBVB Marketing Dashboard - Prepared by Hoffman York

This dashboard highlights Outer Banks Visitors Bureau's analytics which are managed and audited by Hoffman York. It includes delivery highlights for paid media campaigns, outerbanks.org website activity, and leading tourism research partners secured by OBVB (i.e., Zartico, Visa, KeyData).

The following sections are included:

- **Section I: Fiscal Year 2023-2024 Overview:** Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals.
- **Section II: Website:** Reviews key KPIs/events tracked and website content viewed.
- **Section III: Feeder Market Trends:** Includes data sets from KeyData, Zartico, Visa and Google Analytics that highlight market interest at a state and city level.
- **Section IV: HY Managed Media:** Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.
- **Section V: Month of Data:** Reviews monthly data pacing versus previous year tracking.

May 2024 highlights:

- **Paid Media:** The Continuity campaign continued to deliver throughout the month across paid search, native display, WUNC-NPR local radio, and online travel agents.
  - Lodging, Travel and Brand Paid Search campaigns ended in May, as planned, while the Niche campaign will continue to deliver through June.
    - CPC efficiency showed ongoing improvements on both Google and Bing. Google's CPC decreased 5% MoM and has continued to improve since December. Bing's CPC remained flat MoM but has trended downward since August.
  - Native display continued to promote Soft-Shell Crab Week through the 12th, while OBX Islands, Offers & Packages and Adventure Guide were promoted through the end of the month.
    - Users who clicked on the Soft-Shell Crab Week creative engaged with the site for nearly three minutes, which is the longest site duration on a single creative FY to date.
  - RV There Yet? Outer Banks episode premiered on Saturday, May 25. Added value social promotion delivery is included in the dashboard, however, episode viewership will not be available until July 2024.
- **Website:** Total sessions were up 11% compared to May 2023 and up overall 15% fiscal year to-date.
  - Among the top 20 pages, /plan-your-trip/offers-and-packages/ page views increased by 15K, almost double the April levels. The majority of this traffic came from Paid Social followed by Paid Search.
  - External links, listing details, partner referrals, file downloads, and enews sign-up events all saw volume growth over April.
    - Listing details event saw the largest growth MoM at 14%. Most of this traffic came from Google, organically.
    - External link events accounted for 30% of total event volume in May; this event's volume has continued to grow each month since October 2023.
- **Email:** 240K total emails were sent across the consumer marketing contact sublists (engaged, unengaged and learner contact lists) and various workflow audiences with an overall 12% open rate, 17% CTR (opens), and a 0.64% bounce rate.
  - The May 2024 OBX monthly email sent to engaged contacts, "Dream Away on the OBX", had a 20% open rate and 14% CTR (opens).
    - The "Places to Stay" clickable photo accounted for 18% of total clicks followed by the "OBX Attractions" photo at 12%
  - The May monthly email was also sent to the "Unengaged User" List to recapture previously interested contacts. The open rate was expectedly low at 4%, though the CTR (Opens) was 24%, which was 75% higher than the standard monthly email.
    - Compared to the 2022 Sunset Program, open rate and CTR (opens) are slightly higher. Users who engaged with the email will be considered reengaged and begin receiving the monthly email again.
  - The May monthly email was again sent separately to the UNC Learfield Email list for the last test. Compared to the general list, the open rate and CTR (opens) are less than half. In June, the list will be merged with the standard monthly email send.
  - Among all niche workflows, the Foodie email drove the most clicks to the website with the highest CTR (opens) at 45%, followed by Family Workflow at 44%.
- **Zartico:** Through May 31, tracked spending is up 54% MoM and is currently up 5% compared to May 2023.
  - Top visitor origin markets based on total tracked spend were Richmond-Petersburg VA (24%), Norfolk-Portsmouth-Newport News VA (13%) and Washington DC (12%).
  - Wright Brothers National Memorial, Manteo Downtown/Waterfront and Cape Hatteras National Seashore were the top three visited POIs for the fifth month in a row.
- **KeyData:** Compared to last month, total revenue more than doubled and adj. paid occupancy increased 40%.
  - In May, the top 3 states (Virginia, North Carolina, and Pennsylvania) accounted for 56% of total revenue.
  - Several states including Pennsylvania, Ohio, and Maryland saw large revenue increases MoM, in line with 2023 trends.
    - Pennsylvania saw the largest growth in tracked revenue MoM at 592% which equated to nearly \$2MM.
- **Visa:** March and April data is now available. Through April 2024, tracked visitor spend is down slightly YoY at 4.2%.
  - March tracked spend was up YoY for the first time since July.

Dashboard data last updated on 6/11/24

Data was reviewed and validated through 5/31/24; (Zartico as of 5/31/24, KeyData as of 6/6/24, Visa as of 4/30/24)

FY - Fiscal Year Total (includes all data from July 2023 through the listed reviewed and validated data)



## Section I: Fiscal 2023-2024 Overview

Reviews FY23-24 year-to-date (YTD) versus prior year-to-date totals

### Paid Media Campaigns (HY Managed)

FYT: Paid Impressions

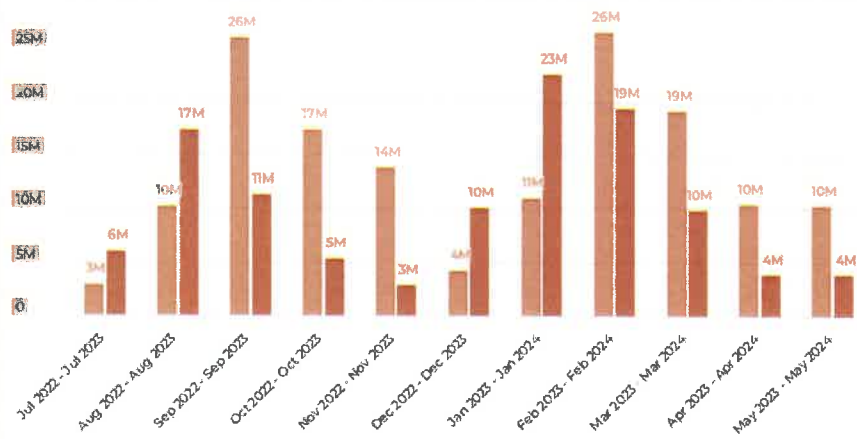
**111,971,866** -26.3%  
(151,878,578)

FYT: Paid Video Views

**31,325,674** +61.99%  
(19,338,546)

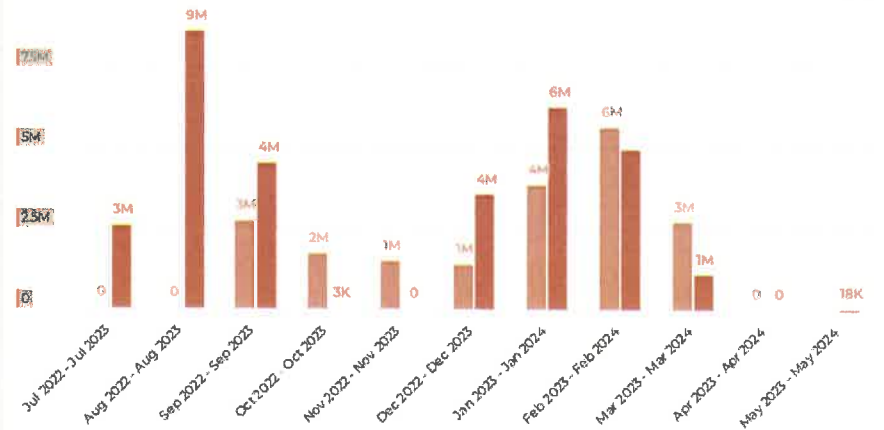
### Monthly Paid Impressions v. Previous Year

Impressions



### Monthly Paid Video Views v. Previous Year

Video Views



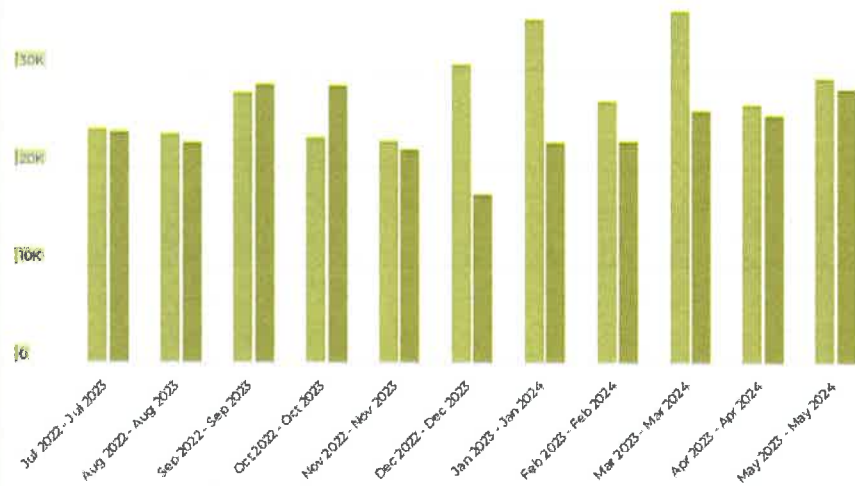
## Email Marketing

FYT: Email Opens

**266,136** -12.4%  
(Custom Range: 303,881)

### Monthly Email Opens v. Previous Year

Email Opens



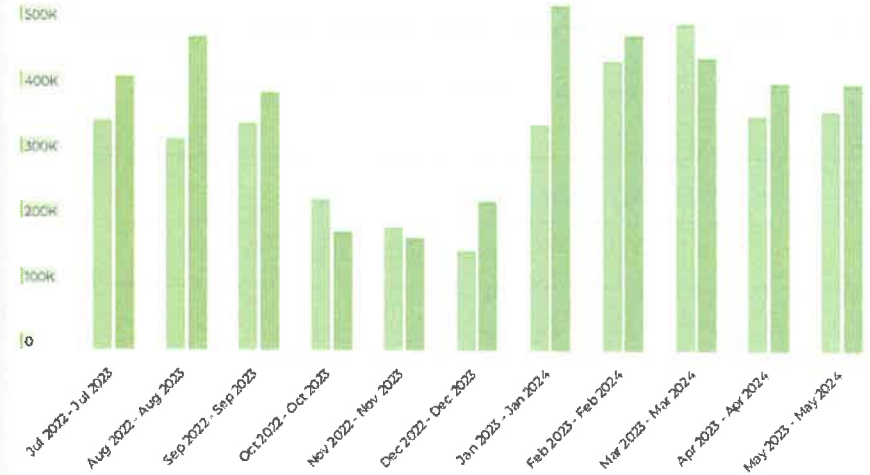
## Outerbanks.org

FYT: Website Sessions

**4,167,624** +15.0%  
(3,625,485)

### Monthly Website Sessions v. Previous Year

Sessions



H

## Tracked Credit Card Spend

FYT: Tracked Spend (Zartico)

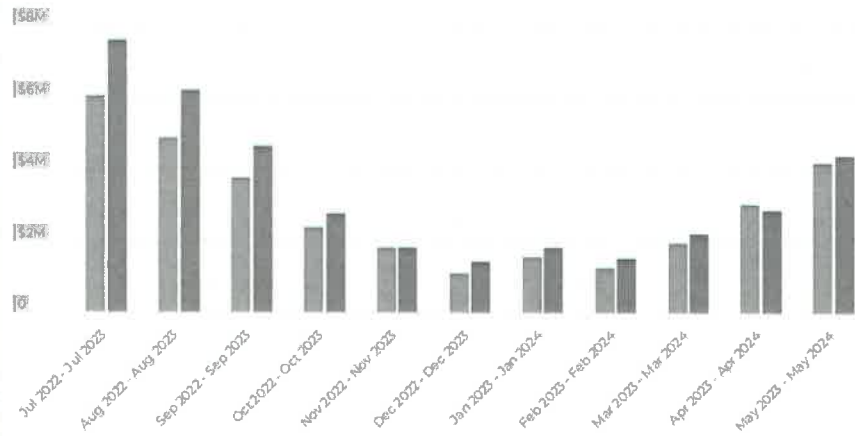
**\$37,375,594** -16.6%  
(\$32,040,930)

FYT: Tracked Spend (Visa)

**\$314,892,783** -4.2%  
(\$328,785,151)

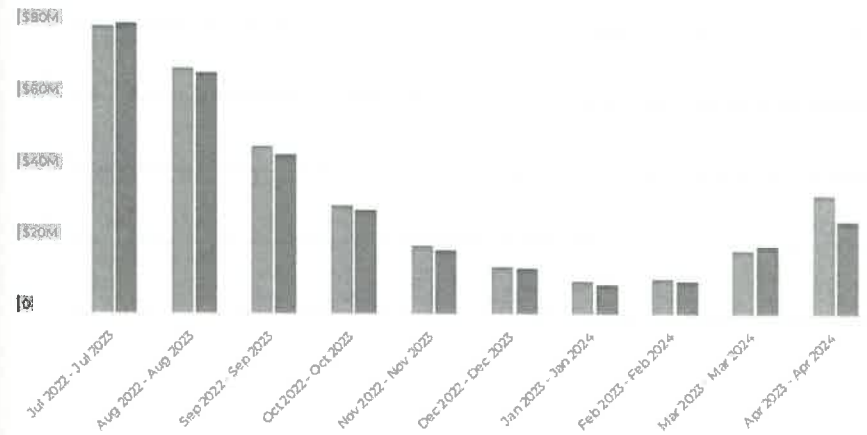
### Tracked Spend v. Previous Year (Zartico)

Tracked Spend



### Tracked Spend v. Previous Year (Visa)

Tracked Spend



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

## KeyData Rental Data

FYT: Total Revenue (Nightly)

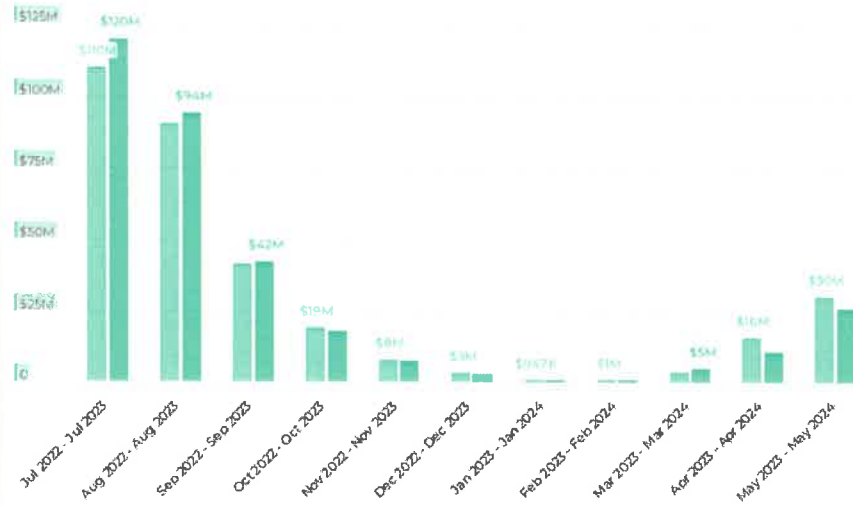
**\$327,394,757** +1.1%  
(\$323,736,834)

FYT: Adj. Paid Occ. %

**56.1 %** -9.97%  
(62.3 %)

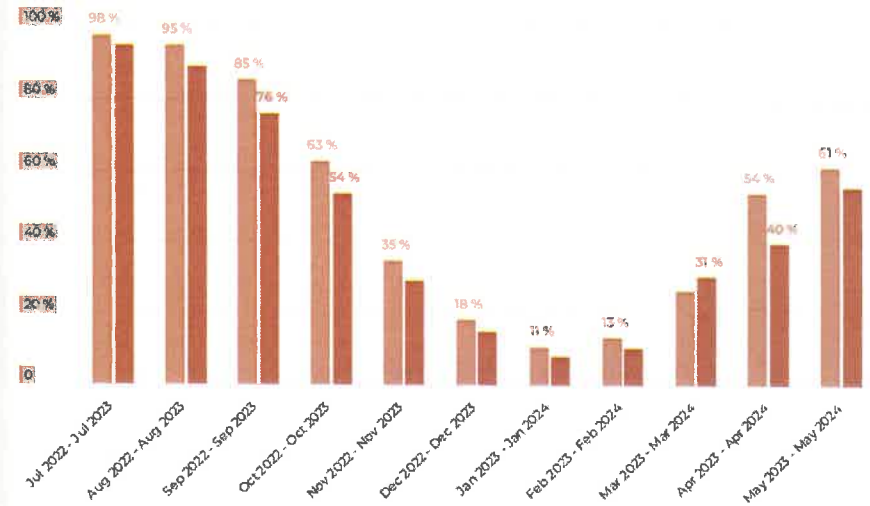
Monthly Revenue (Total) v. Previous Year

Total Revenue (Nightly)



Monthly Adj. Paid Occ. % v. Previous Year

Adj. Paid Occupancy %



## Section II: Website

Reviews key KPIs/events tracked and website content viewed

### Outerbanks.org Page Views

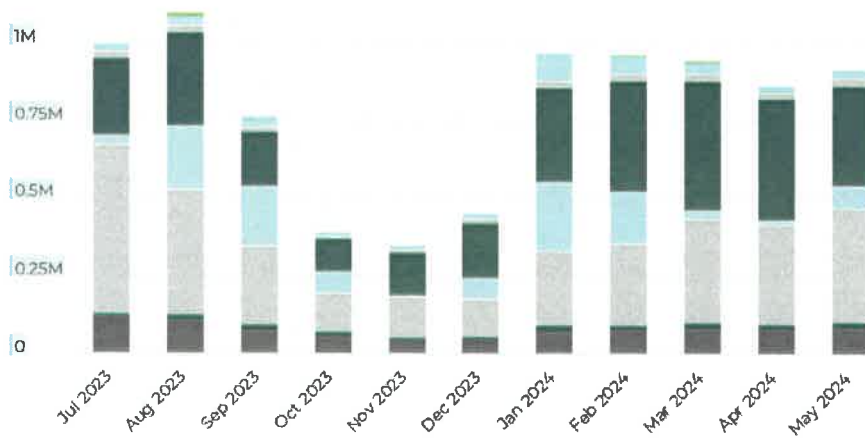
FYT: Page Views - All Pages

**8,697,847** ▼ -0.4%  
(8,728,490)

#### Monthly Page Views by Medium

Page Views

● Direct ● Email ● Organic Search ● Other ● Paid Media ● Paid Search ● Referral Websites ● Social (Paid/Organic)



\*Filtered to Mediums with over 25 occurrences in any month

#### Top 20 Page Paths Visited (Current Month) v. Previous Month

Web Analytics Page ...	# Page Views: Previous...	Page Views ↓	Diff
/places-to-stay/vacation...	91,093	91,929	▲ 1% (836)
/	52,278	47,187	▼ -10% (-5,091)
/plan-your-trip/towns-s...	41,321	46,360	▲ 12% (5,039)
/blog/post/	50,855	43,960	▼ -14% (-6,895)
/plan-your-trip/offers-an...	16,453	31,754	▲ 93% (15,301)
/things-to-do/attractions/	27,172	31,185	▲ 15% (4,013)
/things-to-do/	21,786	26,342	▲ 21% (4,556)
/things-to-do/?view=list...	23,384	26,154	▲ 12% (2,770)
/plan-your-trip/trip-ideas/	25,661	24,322	▼ -5% (-1,339)
/things-to-do/water-act...	18,863	24,029	▲ 27% (5,166)
/places-to-stay/campgr...	19,143	22,906	▲ 20% (3,763)
/plan-your-trip/travel-g...	23,916	21,365	▼ -11% (-2,551)
/plan-your-trip/getting-...	15,573	17,384	▲ 12% (1,811)
/plan-your-trip/beaches/	12,043	16,416	▲ 36% (4,373)
/places-to-stay/	12,755	14,578	▲ 14% (1,823)
/plan-your-trip/webcam...	11,457	14,270	▲ 25% (2,813)
/things-to-do/land-activ...	11,819	13,614	▲ 15% (1,795)
/places-to-stay/hotels-b...	11,834	13,199	▲ 12% (1,365)
/places-to-stay/?view=li...	9,568	10,465	▲ 9% (897)
/things-to-do/top-10-thl...	9,191	10,325	▲ 12% (1,134)

1 - 20 of 20 items



L

## Outerbanks.org KPIs (Events)

FYT: Key Events

**2,857,858** ▲ 40.0%

\*Filtered to external link clicks, partner referral clicks, listings details reached, blog section reached, travel guide requests (event count inaccurate until mid-Feb 2024), vimeo-video (loads, plays, completes), file downloads, search results viewed, e-newsletter sign-ups.

### Monthly Key Website KPIs by Event

Event	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓	# Total ↓
vimeo_vldeo	3,395	6,815	4,737	461	418	40,267	108,549	81,169	11,208	879	567
external_link	106,536	87,466	55,929	37,623	31,031	32,844	68,677	72,262	80,231	84,765	88,598
partner_refer...	99,416	78,888	47,746	31,487	25,590	28,197	59,597	62,501	68,362	60,863	69,545
listing_details...	96,551	78,959	59,578	35,447	31,489	26,630	47,263	55,317	66,994	65,619	78,218
travel_guide_...	9,677	9,596	6,983	5,813	2,948	11,733	56,376	27,945	13,113	6,506	4,752
blog_section...	48,148	35,387	30,077	18,940	15,416	16,077	56,098	28,071	37,866	52,994	45,946
file_download	2,043	1,668	1,231	1,102	790	751	1,932	2,120	2,137	2,186	2,724
view_search_...	1,516	1,148	718	628	529	514	753	822	1,429	2,539	2,057
enews_sign_...	597	615	515	288	269	409	1,259	1,038	866	764	785
<b>Total</b>	<b>367,879</b>	<b>300,542</b>	<b>207,514</b>	<b>131,759</b>	<b>108,480</b>	<b>157,422</b>	<b>400,504</b>	<b>331,245</b>	<b>282,206</b>	<b>277,115</b>	<b>293,192</b>

1 - 9 of 9 items

↔ →

2



### Section III: Feeder Market Trends

Highlights data sets from KeyData, Zartico, Visa and Google Analytics that highlights market interest at a state and city level.

#### All Data Sources: Domestic Geographic Trends

Revenue (KeyData), Organic Search Traffic (GA4), and Tracked Spend (Zartico/Visa) by Month

State	May 2024				Apr 2024				Mar 2024			
	# KeyData	# Website ...	# Zartico	# Visa	# KeyData	# Website ...	# Zartico	# Visa ↓	# KeyData	# Website ...	# Zartico	# Visa
Virginia	\$5,172,534	31,380	\$2,204,531	--	\$1,905,934	21,690	\$1,432,484	\$9,160,006	\$1,354,337	22,179	\$1,090,209	\$6,837,121
North Caro...	\$2,661,770	27,135	\$569,462	--	\$1,406,054	19,906	\$343,839	\$7,290,787	\$1,100,152	20,889	\$316,394	\$6,022,244
New York	\$943,953	12,966	\$71,450	--	\$1,044,697	11,325	\$89,973	\$1,483,864	\$431,351	12,215	\$45,535	\$409,712
Maryland	\$1,143,863	5,180	\$159,761	--	\$276,658	3,507	\$83,103	\$1,083,098	\$303,672	3,699	\$70,286	\$1,277,516
Pennsylv...	\$2,222,657	10,883	\$581,810	--	\$321,125	7,588	\$336,744	\$837,545	\$232,474	8,099	\$333,815	\$843,976
New Jersey	\$422,160	2,733	\$67,367	--	\$316,901	2,048	\$31,496	\$632,503	\$211,025	2,369	\$18,801	\$322,126
Massachus...	\$121,531	3,697	\$23,991	--	\$274,442	4,042	\$36,624	\$506,102	\$18,469	3,857	\$6,936	\$89,399
Florida	\$211,859	13,131	\$59,176	--	\$49,862	8,299	\$36,107	\$483,334	\$28,571	9,004	\$14,842	\$374,301
South Caro...	\$266,793	2,858	\$62,243	--	\$111,954	2,351	\$27,974	\$391,572	\$81,860	2,426	\$11,186	\$209,532
Ohio	\$1,182,534	7,581	\$79,714	--	\$221,569	5,588	\$35,636	\$348,624	\$148,079	5,836	\$39,860	\$332,246
Connecticut	\$106,429	1,347	\$17,966	--	\$92,432	1,185	\$26,088	\$303,252	\$14,562	1,250	\$7,800	\$69,361
Delaware	\$228,581	578	\$9,199	--	\$139,589	490	\$5,924	\$286,847	\$95,472	550	\$7,533	\$171,563
Michigan	\$171,039	3,847	\$7,313	--	\$88,780	3,436	\$8,283	\$273,435	\$108,994	3,815	\$7,144	\$266,435
Georgia	\$143,567	13,699	\$19,622	--	\$62,501	10,406	\$36,953	\$265,738	\$22,299	11,060	\$6,786	\$134,019
New Hamp...	\$131,846	875	\$6,723	--	\$75,288	897	\$19,418	\$221,849	\$10,352	802	\$9,194	\$36,475
West Virgin...	\$480,750	1,953	\$175,944	--	\$92,745	1,425	\$125,831	\$192,935	\$49,101	1,556	\$82,342	\$146,887
California	\$71,875	2,819	\$23,810	--	\$17,013	2,388	\$18,769	\$191,233	\$16,578	2,245	\$4,202	\$113,109
Vermont	\$49,197	366	\$3,139	--	\$101,016	385	\$6,156	\$182,805	\$9,192	393	\$2,920	\$31,901
Maine	\$67,407	855	\$8,337	--	\$125,397	856	\$16,237	\$178,370	\$3,214	919	\$6,037	\$29,619
Tennessee	\$347,154	3,133	\$58,391	--	\$86,299	2,431	\$27,824	\$169,998	\$55,676	2,264	\$25,937	\$152,087
Texas	\$83,901	4,529	\$12,955	--	\$16,338	3,240	\$11,715	\$132,500	\$35,972	3,063	\$11,937	\$129,324
Distric of ...	\$67,411	1,644	\$5,507	--	\$26,514	1,138	\$4,110	\$127,453	\$10,487	956	\$5,685	\$103,452
Colorado	\$141,219	1,235	\$13,503	--	\$44,713	1,079	\$7,537	\$127,102	\$9,176	1,086	\$4,425	\$90,557
Kentucky	\$193,698	2,142	\$43,165	--	\$42,780	1,761	\$15,446	\$106,530	\$27,668	1,867	\$10,688	\$51,209
Illinois	\$102,548	4,311	\$16,776	--	\$25,310	3,634	\$9,434	\$91,355	\$31,194	3,568	\$6,113	\$119,443
<b>Total</b>	<b>\$17,369,092</b>	<b>175,981</b>	<b>\$4,410,109</b>	<b>--</b>	<b>\$7,182,893</b>	<b>134,257</b>	<b>\$2,870,477</b>	<b>\$25,959,320</b>	<b>\$4,564,469</b>	<b>139,907</b>	<b>\$2,218,900</b>	<b>\$19,076,198</b>

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KeyData Revenue

FYT: Top 50 Cities

City	State	Total Revenue ↓
--	Virginia	\$5,593,457
Pittsburgh	Pennsylvania	\$3,667,528
Alexandria	Virginia	\$2,862,422
Midlothian	Virginia	\$2,704,929
Virginia Beach	Virginia	\$2,576,588
Fredericksburg	Virginia	\$2,544,185
Chesapeake	Virginia	\$2,332,737
Mechanicsville	Virginia	\$2,220,360
Kill Devil Hills	North Carolina	\$2,105,213
Richmond	Virginia	\$2,045,302
Raleigh	North Carolina	\$2,017,610
Williamsburg	Virginia	\$1,965,135
Arlington	Virginia	\$1,946,663
Charlottesville	Virginia	\$1,858,802
Glen Allen	Virginia	\$1,841,189
Fairfax	Virginia	\$1,729,588
Washington	District of Columbia	\$1,577,504
Ashburn	Virginia	\$1,439,970
Vienna	Virginia	\$1,417,415
Kitty Hawk	North Carolina	\$1,409,868
Frederick	Maryland	\$1,304,235
Manassas	Virginia	\$1,304,152
Charlotte	North Carolina	\$1,290,720
Baltimore	Maryland	\$1,269,191
Springfield	Virginia	\$1,257,944
Rockville	Maryland	\$1,230,707
Newport News	Virginia	\$1,207,912
Leesburg	Virginia	\$1,157,454
Winchester	Virginia	\$1,073,687
<b>Total</b>		<b>\$77,431,662</b>

1 - 50 of 50 items



Outerbanks.org Organic Search Visits

FYT: Top 50 Cities

City	State	# Visits ↓
Ashburn	Virginia	78,062
Atlanta	Georgia	59,252
New York	New York	56,254
--	Florida	30,805
Raleigh	North Carolina	22,599
--	Virginia	22,501
Roanoke	Virginia	22,446
Virginia Beach	Virginia	22,232
--	North Carolina	21,086
Chicago	Illinois	20,915
Kill Devil Hills	North Carolina	20,256
Charlotte	North Carolina	19,383
Philadelphia	Pennsylvania	18,403
Baltimore	Maryland	16,135
--	Pennsylvania	14,787
Boston	Massachusetts	14,479
Washington	District of Columbia	12,694
Dallas	Texas	8,915
--	Ohio	7,465
Manteo	North Carolina	7,324
Miami	Florida	6,809
--	New York	6,645
Nags Head	North Carolina	6,518
Reston	Virginia	6,494
--	New Jersey	5,558
Richmond	Virginia	5,443
Pittsburgh	Pennsylvania	5,258
Los Angeles	California	5,224
Durham	North Carolina	5,220
<b>Total</b>		<b>629,245</b>

1 - 50 of 50 items



Zartico Tracked Spend

FYT: States

State	# Tracked Spend ↓
Virginia	\$18,418,029
Pennsylvania	\$5,404,687
North Carolina	\$4,333,269
West Virginia	\$1,556,529
Maryland	\$1,457,675
New York	\$883,057
New Jersey	\$681,093
Ohio	\$519,031
South Carolina	\$410,987
Florida	\$403,402
Tennessee	\$359,869
Kentucky	\$266,528
Connecticut	\$257,275
Massachusetts	\$226,622
Wisconsin	\$186,560
Georgia	\$175,487
California	\$164,268
Texas	\$163,320
Indiana	\$130,095
Illinois	\$121,185
Colorado	\$109,750
Minnesota	\$97,520
Delaware	\$97,173
New Hampshire	\$86,290
Michigan	\$74,457
District of Columbia	\$70,634
Maine	\$68,774
Iowa	\$67,563
Missouri	\$57,853
<b>Total</b>	<b>\$37,371,957</b>

1 - 50 of 50 items



Tracked spend data has a 14-30 day lag in reporting, data will be continuously updated for past months as new data processes - see notes above for reporting dates included in each report.

## Section IV: HY Managed Media

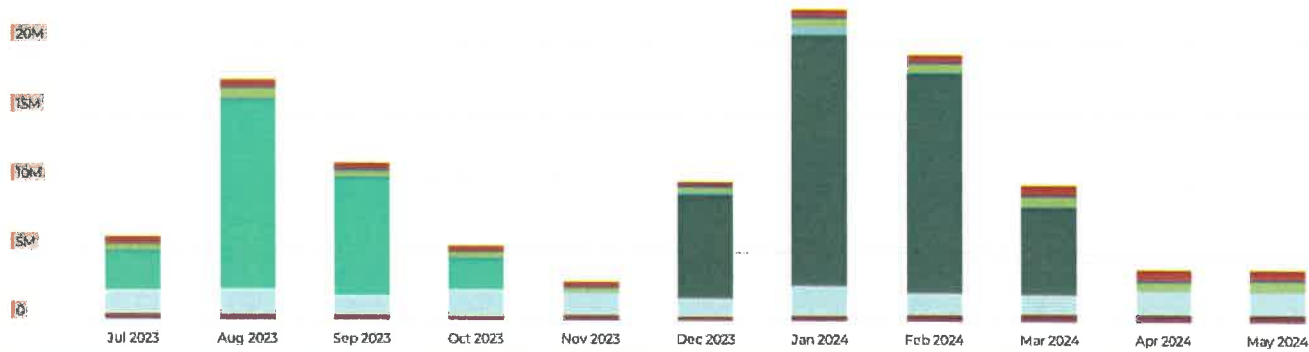
Reviews topline delivery metrics for paid media campaigns, SEM and OBVB's email marketing efforts.

### All Paid Media Campaigns

#### Monthly Impressions by Campaign

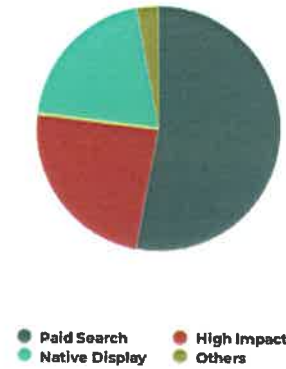
Impressions

● Branded ● FY22-23 Continuity ● FY23-24 Continuity ● FY23-24 Fall ● FY23-24 Spring Sum... ● FY23-24 Visit NC ● Lodging (Regional) ● Niche (Regional) ● Not Valid ● Tr



#### FYT: Total Clicks by Media Type

Clicks



### Native Continuity: Blog/Niche Support

#### Performance by Creative - Month Of

Creative	# Impressions	# CTR ↓	# CPC
Soft-Shell Crab...	68,993	0.34 %	\$1.75
OBX Islands (M...	237,463	0.31 %	\$1.96
Adventure Gui...	89,068	0.29 %	\$2.09
Offers & Packa...	211,173	0.29 %	\$2.39
<b>Total</b>	<b>606,697</b>	<b>0.31 %</b>	<b>\$2.09</b>

1 - 4 of 4 items

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#### Monthly Performance

CTR CPC



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## Search Engine Marketing

### FYT: Performance by Campaign and Search Engine

Campaign	Bing				Google				Total			
	# Impressio...	Clicks	# CTR	# CPC	# Impressio...	Clicks	# CTR	# CPC	# Impressio...	Clicks	# CTR	# CPC
Travel (Regi...	5,485,967	444,405	8.10 %	\$0.13	796,471	161,154	20.23 %	\$0.58	6,282,438	605,559	9.64 %	\$0.25
Lodging (R...	4,998,459	446,681	8.94 %	\$0.16	963,480	136,357	14.15 %	\$0.85	5,961,939	583,038	9.78 %	\$0.32
Branded	3,680,456	256,315	6.96 %	\$0.11	454,584	70,328	15.47 %	\$0.65	4,135,040	326,643	7.90 %	\$0.23
Niche (Regi...	1,296,375	46,458	3.58 %	\$0.25	413,000	46,792	11.33 %	\$0.87	1,709,375	93,250	5.46 %	\$0.56
OBXmas (L...	--	--	--	--	2,865	450	15.71 %	\$1.13	2,865	450	15.71 %	\$1.13
<b>Total</b>	<b>15,461,257</b>	<b>1,193,859</b>	<b>7.72 %</b>	<b>\$0.14</b>	<b>2,630,400</b>	<b>415,081</b>	<b>15.78 %</b>	<b>\$0.71</b>	<b>18,091,657</b>	<b>1,608,940</b>	<b>8.89 %</b>	<b>\$0.29</b>

1 - 5 of 5 items

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### Monthly Click Performance by Search Engine

CTR CPC

● Google ● Bing



### Top 20 Ad Groups (Spend) - Month Of

Ad Group	Campaign	# Media Sp...	# Impressi...	Clicks	# CTR	# CPC
Outer Bank...	Lodging (R...	\$4,401	578,945	70,858	12.24 %	\$0.06
1 Vacation (...)	Travel (Regi...	\$3,440	441,924	59,032	13.36 %	\$0.06
North Caro...	Lodging (R...	\$1,369	8,352	1,882	22.53 %	\$0.73
North Caro...	Niche (Regi...	\$1,329	13,071	2,125	16.26 %	\$0.63
1 Trip	Branded	\$1,275	236,591	25,449	10.76 %	\$0.05
1 Attractions	Travel (Regi...	\$1,241	14,059	2,847	20.25 %	\$0.44
1 Family Va...	Branded	\$1,054	145,397	21,074	14.49 %	\$0.05
1 Things To ...	Travel (Regi...	\$965	9,140	3,254	35.60 %	\$0.30
Outer Bank...	Lodging (R...	\$911	9,777	1,340	13.71 %	\$0.68
1 Nags Hea...	Branded	\$863	12,047	1,615	13.41 %	\$0.53
1 Corolla City	Branded	\$526	5,461	972	17.80 %	\$0.54
North Caro...	Lodging (R...	\$509	52,832	6,948	13.15 %	\$0.07
1 Kitty Haw...	Branded	\$485	5,921	939	15.86 %	\$0.52
NC RV Par...	Lodging (R...	\$443	7,815	629	8.05 %	\$0.70
Kill Devil Hi...	Travel (Regi...	\$420	3,137	960	30.60 %	\$0.44
Corolla Thi...	Travel (Regi...	\$405	4,333	891	20.56 %	\$0.45
North Caro...	Travel (Regi...	\$403	58,548	7,571	12.93 %	\$0.05
North Caro...	Travel (Regi...	\$391	63,710	6,889	10.81 %	\$0.06
North Caro...	Niche (Deni...	\$385	13,107	697	5.28 %	\$0.56

1 - 20 of 20 items

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## Email Marketing

FYT: Email Sends

1,451,439 ▼ -27.2%  
(1,994,432)

FYT: Email Open Rate

18.92 % ▲ +23.85%  
(15.27 %)

FYT: Email Clicks

44,644 ▼ -7.7%  
(48,365)

FYT: Email CTR (Opens)

16.77 % ▲ +5.40%  
(15.92 %)

### FYT: Email Performance Trends

Sends Opens Open Rate CTR (Opens) Bounce Rate



### Performance by Email Message - Month Of

Message Send Name	# Sends ↓	# Opens	# Clicks	Open Rate	CTR (Opens)	# Bounce Rate
May 2024 OBX Email Unenga...	112,709	3,953	944	3.55 %	23.88 %	1.13 %
May 2024 OBX Email	107,159	21,257	2,899	19.87 %	13.64 %	0.18 %
May 2024 OBX UNC Learfield ...	11,690	815	59	6.98 %	7.24 %	0.12 %
Welcome Email Workflow	4,912	1,091	487	22.47 %	44.64 %	1.14 %
Art, History and Culture Wor...	695	206	73	29.68 %	35.44 %	0.14 %
Foodie Workflow 3.0	553	166	75	30.02 %	45.18 %	0.00 %
Family Workflow 3.0	452	145	64	32.08 %	44.14 %	0.00 %
Birding Workflow	425	101	33	23.82 %	32.67 %	0.24 %
Active Vacationer Workflow 3...	331	77	29	23.26 %	37.66 %	0.00 %
Surfing Workflow	306	68	13	22.22 %	19.12 %	0.00 %
Fishing Workflow 3.0	234	63	25	26.92 %	39.68 %	0.00 %
Camping/RV Workflow 3.0	153	41	10	26.80 %	24.39 %	0.00 %
<b>Total</b>	<b>239,619</b>	<b>27,983</b>	<b>4,711</b>	<b>11.75 %</b>	<b>16.84 %</b>	<b>0.64 %</b>

1 12 of 12 items

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# Executive Summary

Drive Awareness <small>KPI: Impressions</small>					Drive Intent <small>KPI: Website Sessions Referred by Social Sources</small>					Engage <small>KPI: Likes, Comments, Shares, Saves/Favorites, Video Views, Link Clicks, Media Clicks</small>					Convert <small>KPI: Mini-Guide Requests, Physical Guide Requests, Guide PDF Downloads, eNews Sign-Ups</small>				
Performance As Of:	May 2024	May 2023	Base Goal	Stretch Goal	Performance As Of:	May 2024	May 2023	Base Goal	Stretch Goal	Performance As Of:	May 2024	May 2023	Base Goal	Stretch Goal	Performance As Of:	May 2024	May 2023	Base Goal	Stretch Goal
Current Month	3,877,251	2,223,943	3,567,462	4,360,281	Current Month	22,748	8,670	15,848	19,370	Current Month	788,398	160,328	317,024	387,473	Current Month	1,554	2,172	510	935
Cumulative Fiscal	57,293,567	55,003,031	55,579,241	67,930,183	Cumulative Fiscal	288,517	175,085	292,140	357,060	Cumulative Fiscal	13,203,535	4,594,389	4,849,849	5,927,594	Cumulative Fiscal	27,852	14,546	18,652	34,196
Cumulative % To Target		104%	103%	84%	Cumulative % To Target		165%	99%	81%	Cumulative % To Target		287%	272%	223%	Cumulative % To Target		191%	149%	81%

## Key Messaging:

- Soft Shell Crab Week
- Volunteering at the SPCA
- Packing for the OBX
- Lost Colony Season Opening

## Performance Overview:

- Impressions, Engagements, and Conversions are all trending above goal with Engagements and Conversions having successfully surpassed both FY22/23 performance and stretch goal performance.
- Social traffic performance increased from 97% to goal to 99% to goal, returning to trend and is expected to surpass the projected base goal by the end of the fiscal year. While social traffic is just shy of goal trend, overall performance has already surpassed FY22/23 performance by more than 40% and is set to be the third-highest fiscal for socially referred traffic in nearly the past decade.

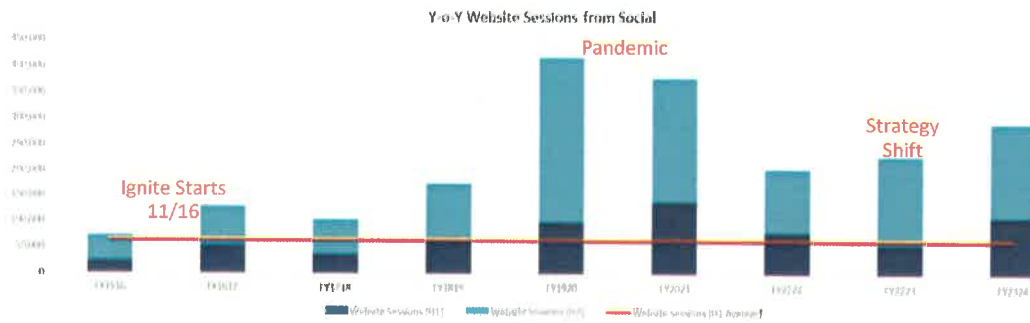
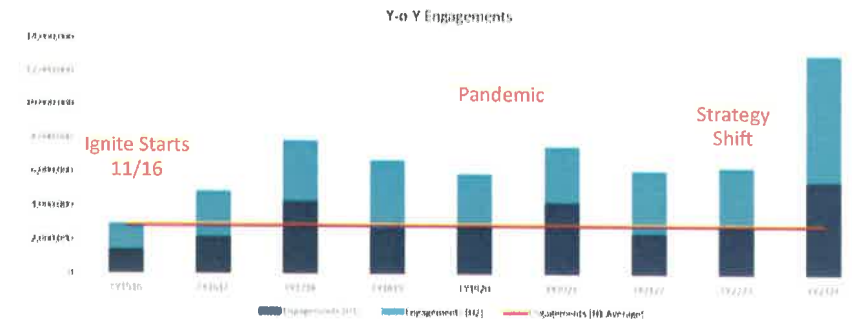
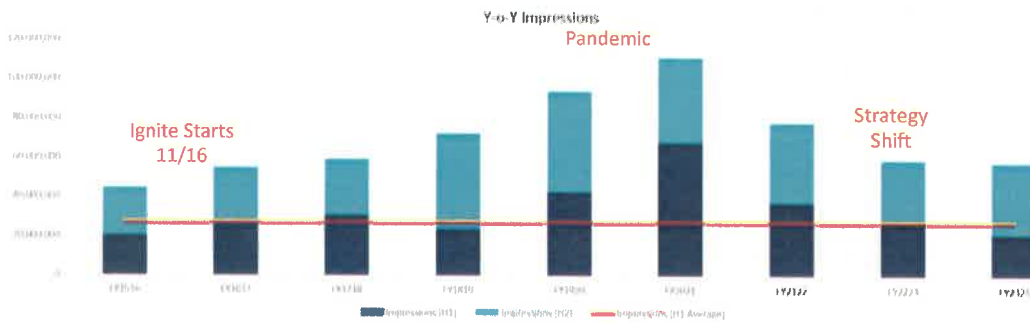
## Next Steps & Recommendations:

- Remaining budget allocation for June will be adjusted to increase spend behind traffic ads to push the Intent campaign above goal for the end of the fiscal.
- Continue to develop monthly event calendar stories and consider testing newsfeed (Instagram, Facebook) content.
- June content will focus on mindful travel and safety content as peak season ramps up.
- As the community had a negative reaction to the new adjustments made to the Lost Colony play, future content will utilize imagery that does not highlight the new changes.





# OBX Social Performance FY15/16 – FY23/24 <sup>H1</sup> July – December <sub>H2</sub> January - July



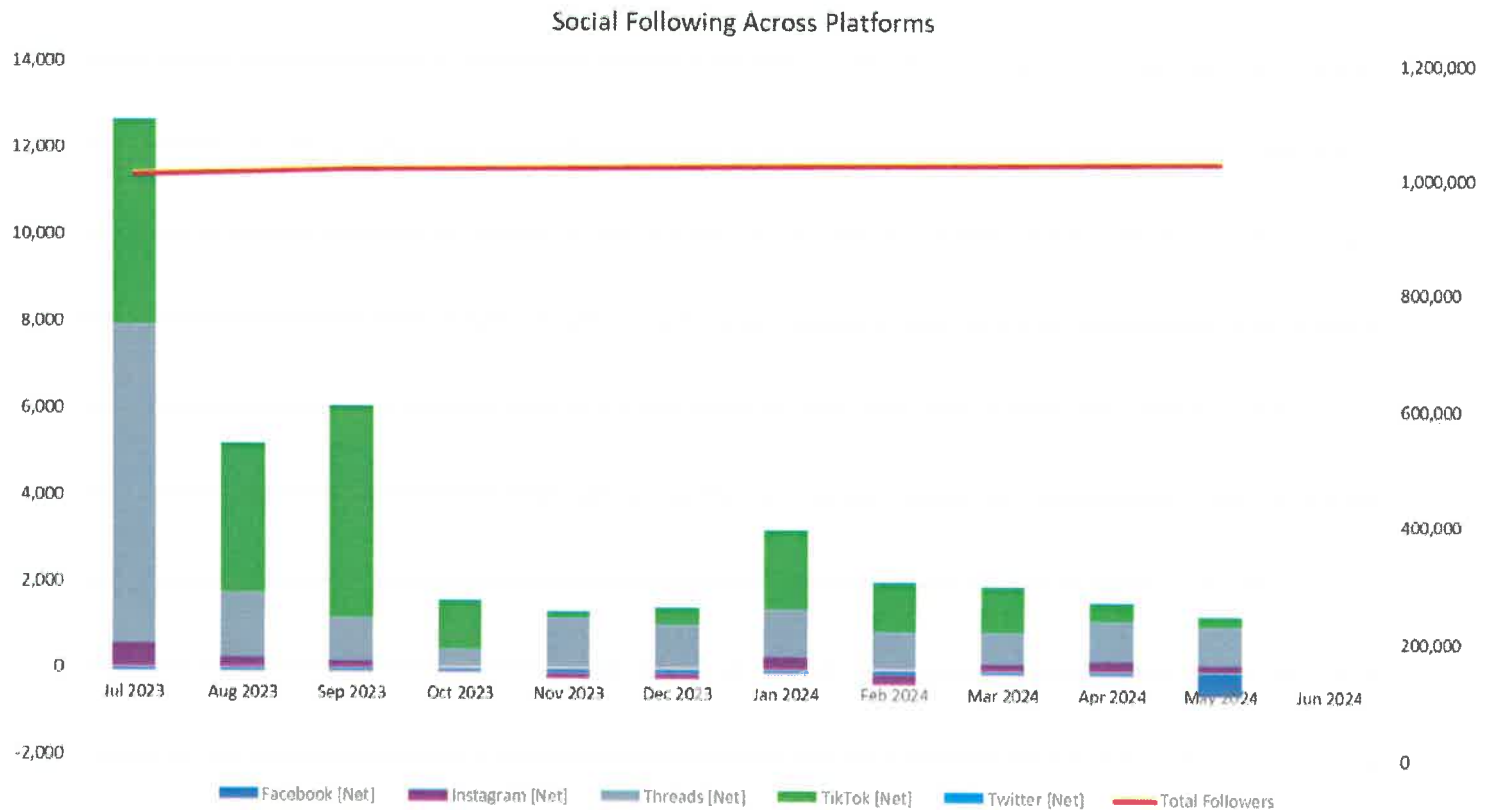
FY23/24 performance is only represented by July 2023 – May 2024 performance.



# Engage - Community Growth

## Highlights:

- Facebook experienced a slight increase in attrition while Threads continues to generate a consistent volume of new followers.

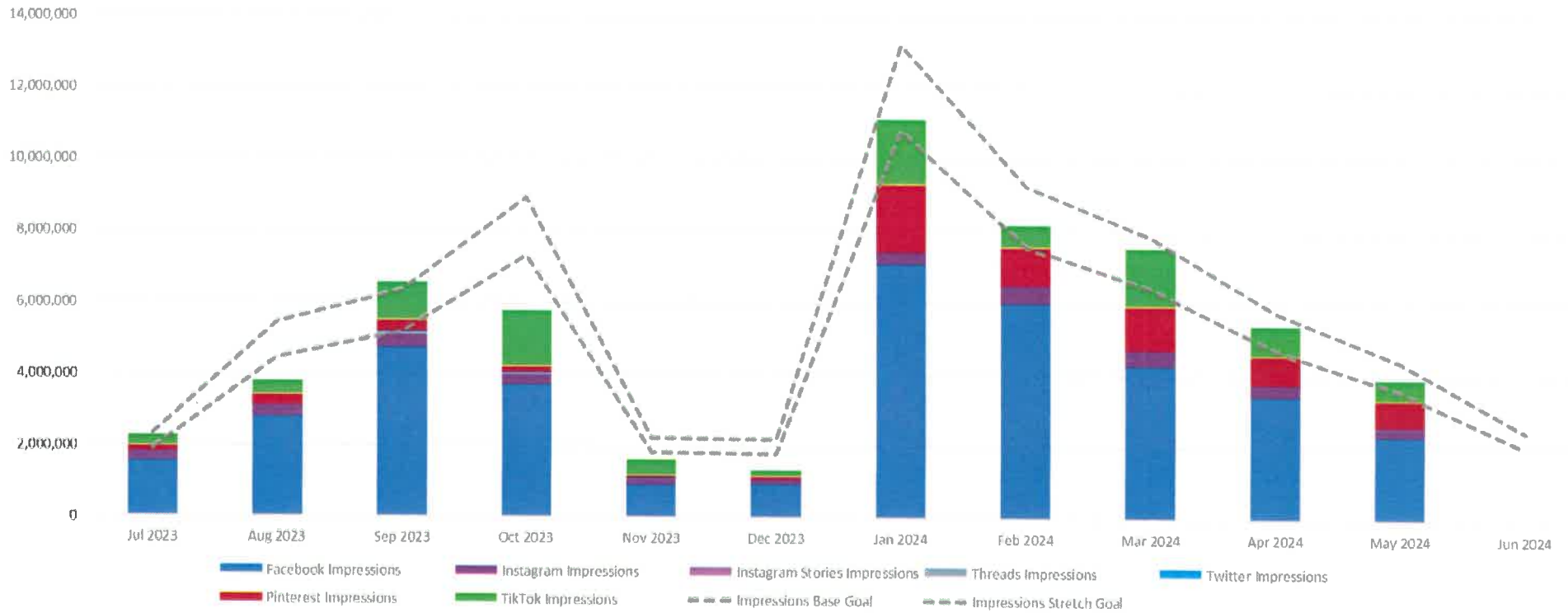






# Connect M-o-M

Impressions By Channel vs. Trend To Goal

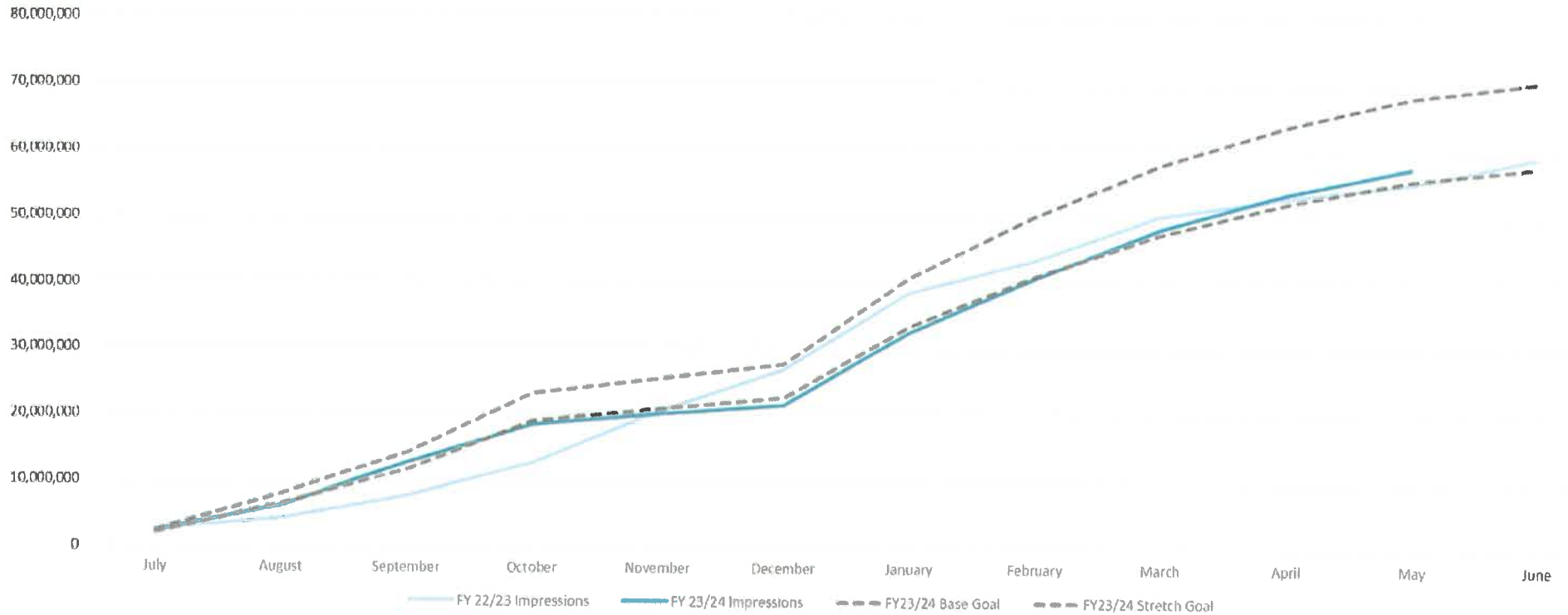


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# Connect [Cumulative Performance]

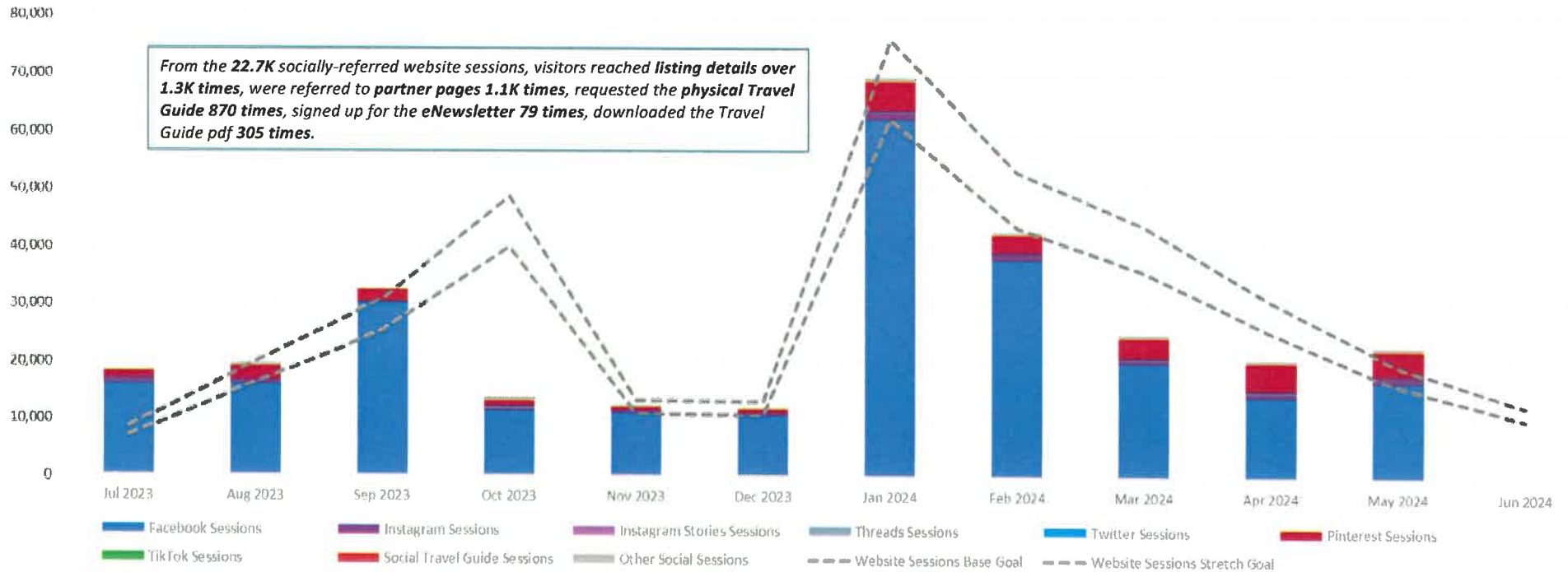
Cumulative Impressions Performance To Goal





# Drive Intent

Website Sessions Referred from Social Channels vs. Trend to Goal

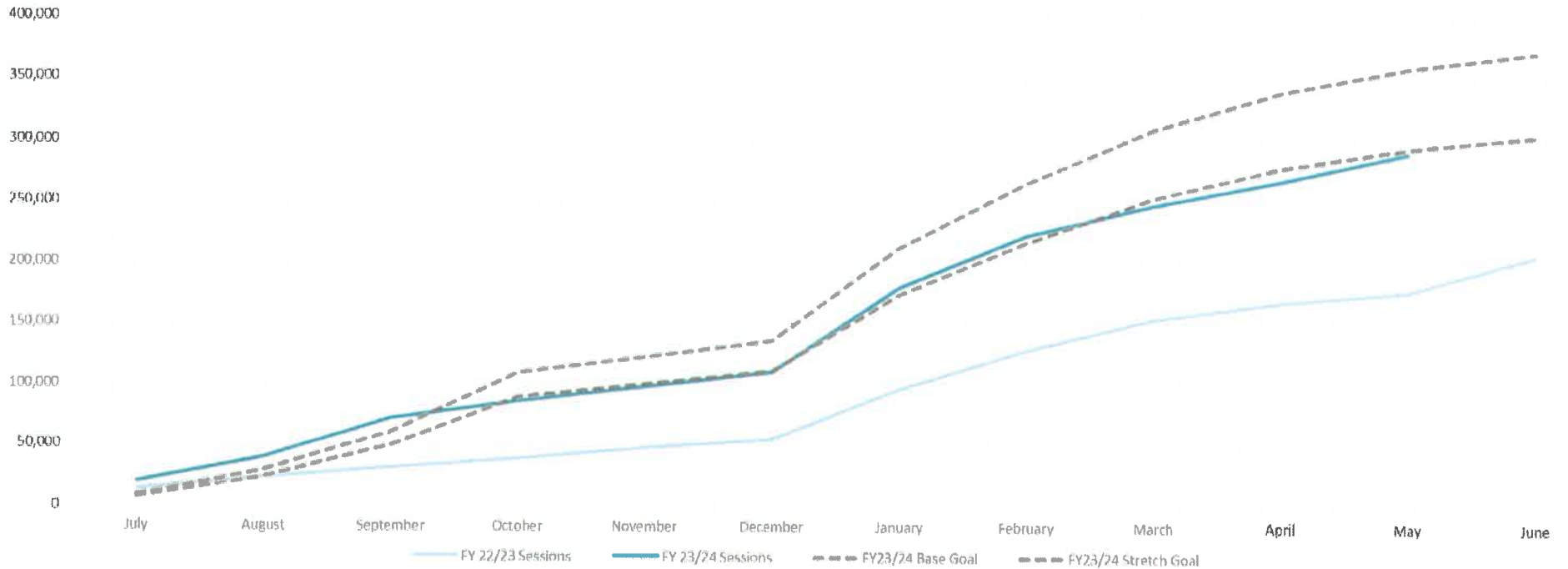


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# Drive Intent [Cumulative Performance]

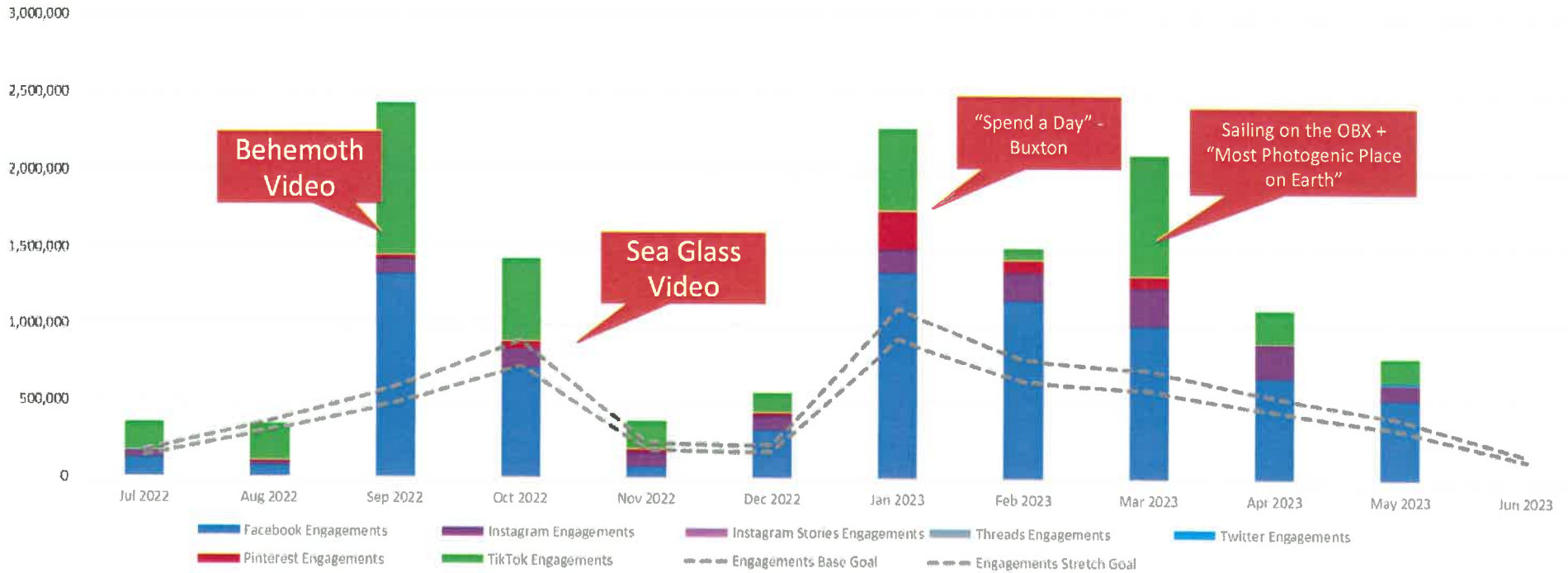
Cumulative Website Sessions Referred from Social Channels Performance To Goal





# Engage

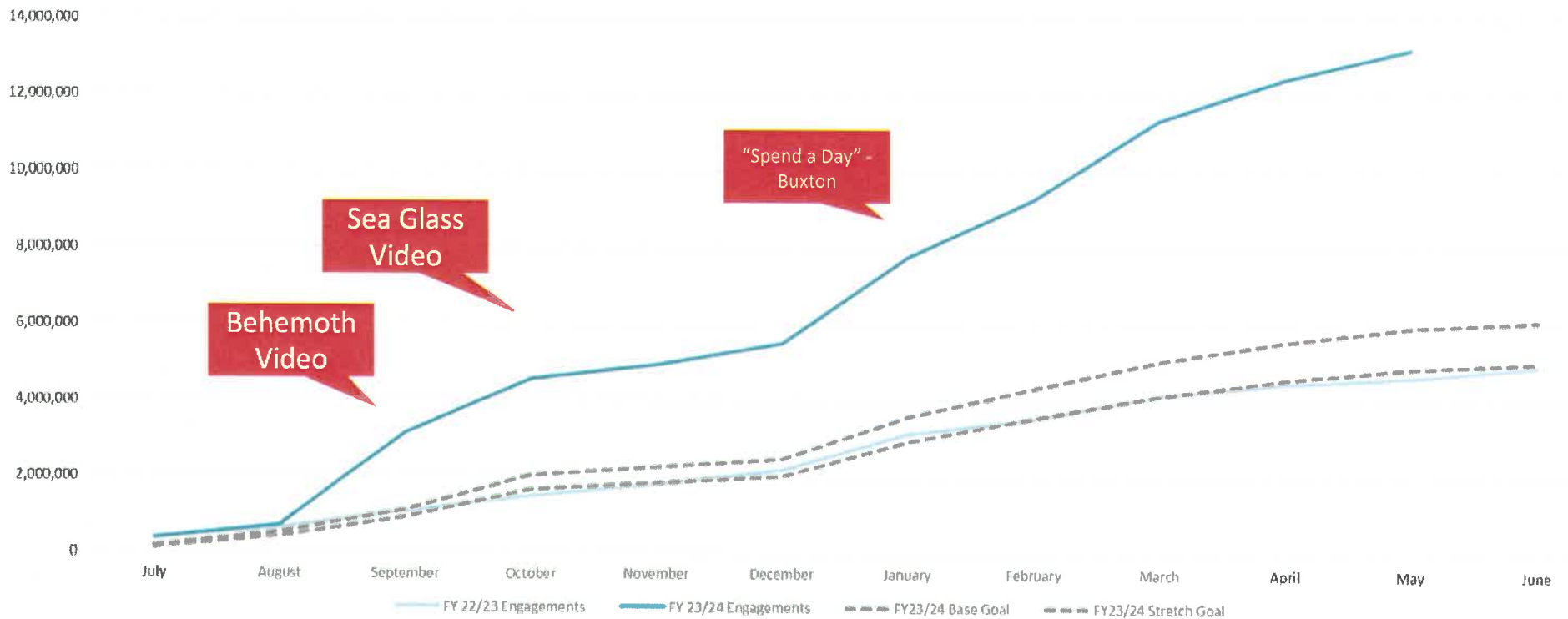
Engagements By Channel vs. Trend to Goal





# Engage [Cumulative Performance]

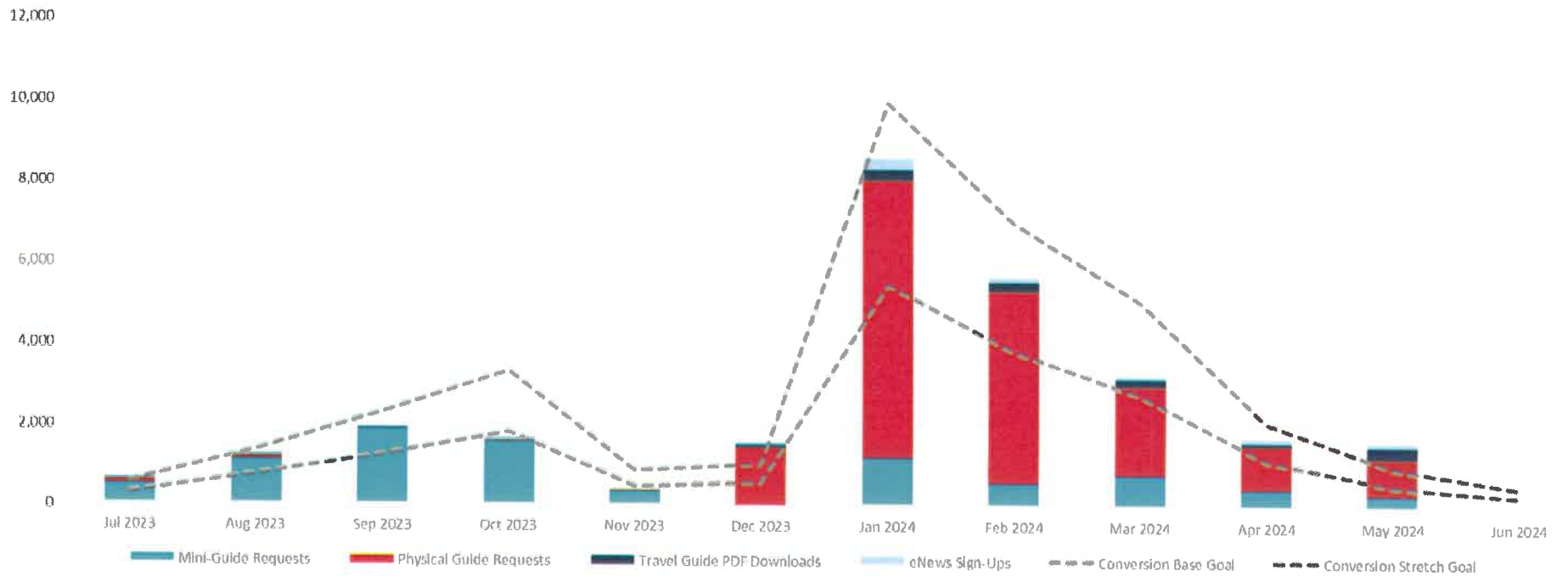
Cumulative Engagements Performance To Goal





# Convert

Conversions By Type vs. Trend to Goal

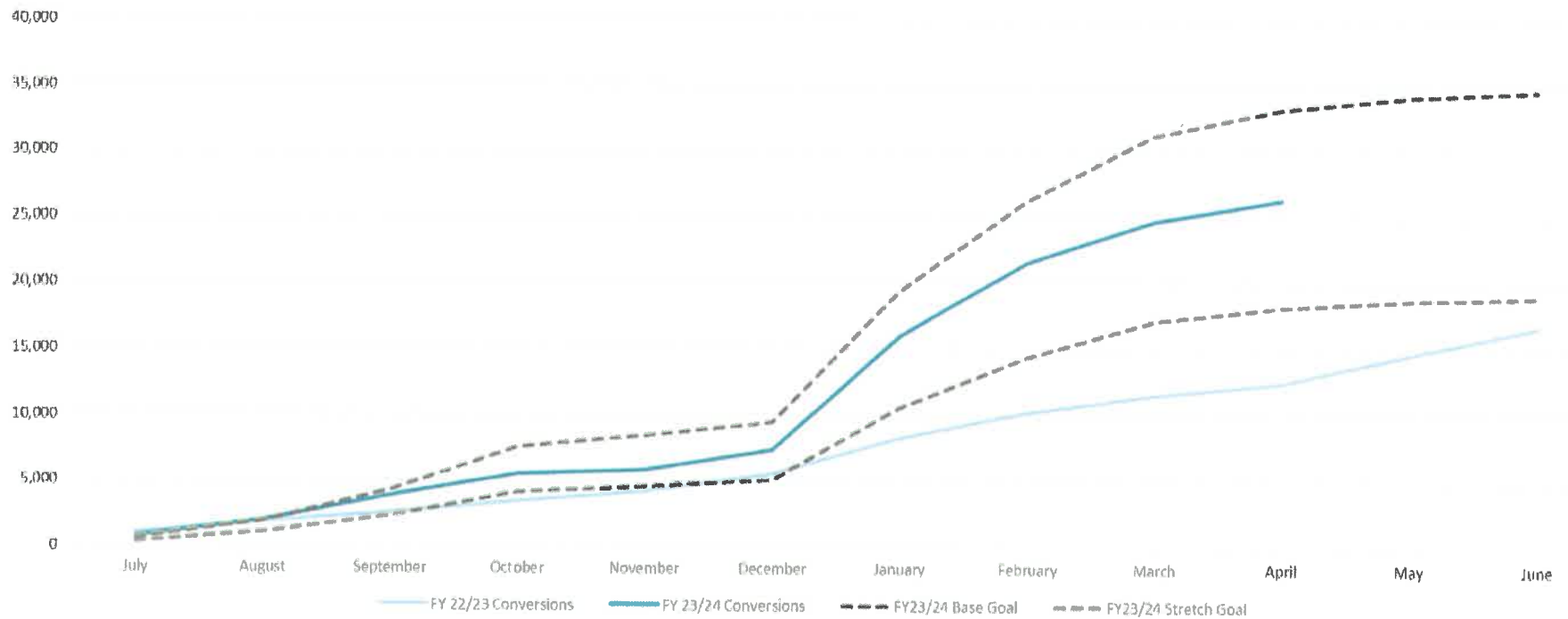






# Convert [Cumulative Performance]

Cumulative Conversions Performance To Goal



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Visitation Figures at Key Sites

2020-2024

<b>Aquarium</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	6,630	7,125	4,245	6,420	5,889
February	7,174	6,971	7,264	7,454	7,298
March	closed	14,701	16,366	18,598	22,487
April	closed / C19	27,548	34,144	33,636	27,293
May	closed / C19	37,345	32,162	37,768	31,395
June	closed / C19	57,052	47,400	50,474	
July	closed / C19	55,417	53,343	55,907	
August	closed / C19	48,293	49,056	50,546	
September	14,619	31,026	29,468	32,484	
October	15,465	18,880	18,688	16,476	
November	7,586	11,339	11,161	11,450	
December	6,358	8,064	9,038	8,141	
<i>YTD</i>	<i>13,804</i>	<i>93,690</i>	<i>94,181</i>	<i>103,876</i>	<i>94,362</i>
<b>TOTAL</b>	<b>57,832</b>	<b>323,761</b>	<b>312,335</b>	<b>329,354</b>	<b>94,362</b>

<b>Bodie Island Lighthouse Climbers</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	closed / C19	n/a	650	549	1,680
May	closed / C19	2,799	2,362	2,551	17,032
June	closed / C19	4,330	5,485	4,736	
July	closed / C19	3,854	3,008	4,770	
August	closed / C19	3,802	2,877	4,610	
September	closed / C19	3,799	2,829	3,974	
October	closed / C19	7,621	619	1,396	
November	closed	closed	closed	closed	
December	closed	closed	closed	closed	
<i>YTD</i>	<i>0</i>	<i>2,799</i>	<i>3,012</i>	<i>3,100</i>	<i>18,712</i>
<b>TOTAL</b>	<b>0</b>	<b>26,205</b>	<b>17,830</b>	<b>22,586</b>	<b>18,712</b>

<b>Cape Hatteras N.S.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	81,816	86,991	65,346	67,735	77,193
February	76,105	78,269	69,534	81,607	79,256
March	109,749	169,278	147,652	147,925	154,935
April	66,422	254,366	211,064	228,766	197,239
May	208,837	316,898	269,958	248,371	267,243
June	399,364	447,760	424,206	417,968	
July	451,849	491,061	443,905	456,340	
August	387,379	427,384	412,239	382,724	
September	345,249	390,994	358,962	327,687	
October	259,618	274,997	230,135	228,223	
November	167,925	161,115	146,133	152,275	
December	91,064	106,943	83,710	86,548	
<i>YTD</i>	<i>542,929</i>	<i>905,802</i>	<i>763,554</i>	<i>774,404</i>	<i>775,866</i>
<b>TOTAL</b>	<b>2,645,377</b>	<b>3,206,056</b>	<b>2,862,844</b>	<b>2,826,169</b>	<b>775,866</b>

Visitation Figures at Key Sites

2020-2024

<b>Cape Hatteras Lighthouse Climbers</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	closed	closed	<i>closed for renovations</i>	<i>closed for renovations</i>	<i>closed for renovations</i>
February	closed	closed			
March	closed	closed			
April	closed / C19	closed			
May	closed / C19	<i>closed for renovations</i>			
June	closed / C19				
July	closed / C19				
August	closed / C19				
September	closed / C19				
October	closed / C19				
November	closed				
December	closed				
<i>YTD</i>	0				0
<b>TOTAL</b>	0				0

<b>Cape Hatteras VC</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	8,402	9,260	7,176	8,632	10,098
February	9,509	10,541	10,540	9,674	11,872
March	9,325	28,472	24,426	20,652	24,240
April	closed / C19	47,836	45,277	38,137	33,536
May	closed / C19	51,770	41,164	42,400	37,508
June	48,033	60,008	51,108	51,427	
July	3,183	57,051	55,147	52,267	
August	57,358	52,315	49,029	46,494	
September	2,727	51,699	44,868	39,342	
October	2,179	45,281	36,568	37,706	
November	1,130	21,308	18,697	19,075	
December	656	13,325	10,632	10,952	
<i>YTD</i>	27,236	147,879	128,583	119,495	117,254
<b>TOTAL</b>	142,502	448,866	394,632	376,758	117,254

<b>Elizabethan Gardens</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January				closed	closed
February				847	695
March				2,407	3,120
April				6,861	4,928
May				6,426	5,562
June				6,620	
July				6,007	
August		n/a		5,052	
September				2,055	
October				3,412	
November				5,775	
December				n/a	
<i>YTD</i>				16,541	14,305
<b>TOTAL</b>				45,462	14,305

Visitation Figures at Key Sites

2020-2024

<b>Fort Raleigh</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	5,565	4,447	5,111	7,109	4,817
February	5,948	3,340	7,838	7,196	9,374
March	6,550	14,752	13,394	13,863	14,293
April	5,933	24,338	24,040	20,934	23,592
May	6,544	38,667	33,801	32,352	49,680
June	17,432	56,080	54,260	47,358	
July	24,681	51,192	47,974	42,636	
August	20,427	34,891	39,328	34,173	
September	19,826	24,048	22,629	13,070	
October	19,779	18,827	16,206	17,623	
November	11,524	12,973	13,732	13,860	
December	9,310	10,004	15,277	13,397	
<i>YTD</i>	<i>30,540</i>	<i>85,544</i>	<i>84,184</i>	<i>81,454</i>	<i>101,756</i>
<b>TOTAL</b>	<b>153,519</b>	<b>293,559</b>	<b>293,590</b>	<b>263,571</b>	<b>101,756</b>

<b>Hatteras Ferry-Vec.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	7,223	9,240	5,239	6,923	5,204
February	6,643	6,886	6,751	6,583	4,681
March	6,844	13,487	11,177	11,219	6,529
April	3,107	26,365	17,859	18,857	16,215
May	10,954	29,562	19,937	21,646	22,135
June	26,046	33,664	28,103	25,932	
July	31,315	33,370	29,232	28,518	
August	25,138	30,832	28,363	25,894	
September	23,255	25,694	25,062	20,771	
October	24,150	22,579	20,036	20,731	
November	12,687	11,993	11,433	10,088	
December	8,072	7,921	7,217	1,568	
<i>YTD</i>	<i>34,771</i>	<i>85,540</i>	<i>60,963</i>	<i>65,228</i>	<i>54,764</i>
<b>TOTAL</b>	<b>185,434</b>	<b>251,593</b>	<b>210,409</b>	<b>198,730</b>	<b>54,764</b>

<b>Hatteras Ferry-Passn.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	12,123	15,779	8,665	12,168	8,838
February	10,862	11,302	11,408	11,224	7,744
March	11,238	27,486	22,220	22,199	12,985
April	3,901	60,168	39,671	43,475	35,296
May	22,164	69,279	44,979	48,154	49,289
June	64,847	87,680	72,624	65,036	
July	78,949	87,937	77,718	72,610	
August	62,060	79,811	74,496	64,882	
September	54,567	60,598	60,398	47,898	
October	53,815	50,149	44,282	44,967	
November	26,716	24,025	22,605	19,310	
December	15,465	15,033	13,435	2,740	
<i>YTD</i>	<i>60,288</i>	<i>184,014</i>	<i>126,943</i>	<i>137,220</i>	<i>114,152</i>
<b>TOTAL</b>	<b>416,707</b>	<b>589,247</b>	<b>492,501</b>	<b>454,663</b>	<b>114,152</b>

<b>PASSENGER ONLY FERRY</b>	<u>2020</u>	<u>2021</u>	2022 (5/17-9/29)	2023 (5/23-9/4)	2024 (5/23- )
May	closed / C19	not in service	2,513	942	1,115
June	closed / C19	2,153	7,550	5,434	
July	3,865	7,380	6,111	3,518	
August	2,517	6,069	5,749	4,534	
September	977	986	3,167	2,112	
<i>YTD</i>	<i>0</i>	<i>0</i>	<i>2,513</i>	<i>942</i>	<i>1,115</i>
<b>TOTAL</b>	<b>6,382</b>	<b>16,588</b>	<b>25,090</b>	<b>16,540</b>	<b>1,115</b>

<b>Jennette's Pier</b>	2020	2021	2022	2023	2024
January	2,347	2,185	1,241	2,626	1,989
February	2,665	1,539	2,448	2,455	2,706
March	2,057	5,588	6,775	7,963	8,612
April	closed / C19	13,738	17,446	17,972	13,028
May	closed / C19	19,804	17,229	16,942	16,633
June	17,971	29,200	29,031	25,782	
July	24,395	29,536	28,455	26,043	
August	20,186	24,219	25,076	23,546	
September	19,481	21,257	20,840	19,780	
October	14,695	16,355	13,862	14,172	
November	6,044	5,910	6,542	5,826	
December	2,841	3,823	3,199	3,765	
<i>YTD</i>	7,069	42,854	45,139	47,958	42,968
<b>TOTAL</b>	112,682	173,154	172,144	166,872	42,968

<b>Jockey's Ridge</b>	2020	2021	2022	2023	2024
January	46,599	63,060	24,104	16,509	28,343
February	41,353	48,592	29,103	16,877	32,210
March	77,429	143,487	59,776	39,512	77,875
April	36,610	219,486	112,716	86,766	109,886
May	142,408	239,429	92,668	79,577	137,673
June	310,144	263,639	152,032	118,947	
July	370,796	223,242	166,276	125,753	
August	286,440	202,013	139,564	105,728	
September	246,985	184,791	100,815	55,063	
October	181,676	123,665	54,572	34,611	
November	114,783	70,231	33,674	32,674	
December	78,753	52,163	17,247	33,005	
<i>YTD</i>	344,399	714,054	318,367	239,241	385,987
<b>TOTAL</b>	1,933,976	1,833,798	982,547	745,022	385,987

<b>The Lost Colony</b>	2020	2021	2022	2023	2024
May		1,304	2,184	n/a	
June	2020	14,380	12,704	11,356	
July	Season	14,678	11,227	11,442	
August	Cancelled	6,034	9,330	10,807	
<i>YTD</i>		1,304	2,184	0	0
<b>Total</b>		36,396	35,445	33,605	0

<b>R.I. Festival Park</b>	2020	2021	2022	2023	2024
January	closed	562	613	668	642
February	1751	702	758	826	843
March	n/a	2,416	2,701	4,268	4,210
April	closed / C19	6,849	10,560	9,105	8,450
May	closed / C19	6,742	8,708	9,197	11,088
June	4,141	10,550	21,651	14,788	
July	6,256	15,037	19,729	21,852	
August	4,753	9,645	16,252	18,702	
September	5,067	6,869	8,287	7,433	
October	5,431	12,593	13,097	n/a	
November	2,946	3,878	6,530	n/a	
December	1,802	5,304	6,589	n/a	
<i>YTD</i>	1,751	17,271	23,340	24,064	25,233
<b>TOTAL</b>	32,147	81,147	115,475	86,839	25,233

Visitation Figures at Key Sites

2020-2024

<b>Wright Bros. N.M.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	8,213	10,949	6,627	8,701	7,524
February	9,054	7,995	9,845	9,510	9,292
March	9,953	27,307	25,958	25,475	27,699
April	1,183	51,280	50,571	43,333	38,670
May	12,909	57,065	45,770	46,572	45,899
June	34,545	67,723	61,352	58,365	
July	44,768	72,772	66,629	69,180	
August	42,229	63,953	64,339	60,445	
September	42,019	45,575	41,459	37,657	
October	38,649	40,145	33,068	34,016	
November	20,608	22,251	19,306	18,259	
December	13,833	15,177	12,407	11,994	
<i>YTD</i>	<i>41,312</i>	<i>154,596</i>	<i>138,771</i>	<i>133,591</i>	<i>129,084</i>
<b>TOTAL</b>	<b>277,963</b>	<b>482,192</b>	<b>437,331</b>	<b>423,507</b>	<b>129,084</b>

**Motorcoach Figures**

<b>Wright Bros. N.M.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	1	0	0	0	0
February	1	0	1	0	0
March	6	0	9	7	16
April	closed / C19	3	15	13	24
May	0	2	21	17	21
June	0	8	7	5	
July	0	2	6	2	
August	2	3	3	3	
September	0	5	5	7	
October	2	5	9	7	
November	0	6	3	0	
December	0	0	2	0	
<i>YTD</i>	<i>8</i>	<i>5</i>	<i>46</i>	<i>37</i>	<i>61</i>
<b>TOTAL</b>	<b>12</b>	<b>34</b>	<b>81</b>	<b>61</b>	<b>61</b>

Feb 2024 Ferry made fewer trips on Hatteras-Ocracoke Route  
 Topical Storms Lee and Ophelia in September 2023  
 RIFP November 2022 attendance includes visitors on the *Elizabeth II* while it was in Edenton.  
 April, May 2022 Festival Park Visitation includes Vusic concert attendees.  
 New traffic counters installed at Jockey's Ridge in Jan 2022.  
 May 2021, RI Festival Park open Tues-Sat.  
 Jan 2021, RI Festival Park closed but submitted number of visitors using the grounds.  
 Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.  
 ORV and fishing permits are now handled online and else where, further reducing the count.  
 C19=COVID 19  
 Jennette's Pier re-opened June 8, 2020  
 The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25  
 As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed  
 2020 Season of The Lost Colony cancelled  
 Visitor access to Dare County prohibited March 17 -May 16, 2020  
 Cape Hatteras Lighthouse hosts a December climb.  
 Hatteras-Ocracoke Ferry using longer ferry route.  
 NPS stats show recreational visits instead of total visits.  
 Jockey's Ridge State Park uses a car counter at park and pedestrian counter on US 158.  
 n/a not available

<b>Aycock Brown</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	834	1,201	744	753	634
February	851	1,045	943	924	904
March	n/a	1,586	2,169	1,746	1,624
April	closed / C19	3,537	3,531	3,042	2,698
May	537	4,397	3,735	3,380	3,116
June	4,127	5,364	4,408	4,030	
July	3,604	5,535	4,894	4,644	
August	4,357	3,845	4,008	3,670	
September	4,824	3,847	3,601	3,067	
October	4,023	3,470	2,500	2,604	
November	2,207	1,756	1,040	1,158	
December	1,580	1,036	757	791	
<i>YTD</i>	2,222	11,766	11,122	9,845	8,976
<b>TOTAL</b>	26,944	36,619	32,330	29,809	8,976

<b>Sarah Owens</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	592	366	227	457	379
February	698	310	534	551	584
March	581	1,059	1,043	1,257	1,237
April	closed / C19	2,282	2,199	1,955	1,773
May	507	2,570	2,496	2,143	2,327
June	1,562	3,121	2,425	2,331	
July	1,554	3,447	2,394	2,151	
August	1,051	2,048	1,777	1,411	
September	1,657	1,975	1,847	1,810	
October	1,909	1,865	1,591	1,675	
November	712	765	757	851	
December	342	562	406	522	
<i>YTD</i>	2,378	6,587	6,499	6,363	6,300
<b>TOTAL</b>	11,165	20,370	17,696	17,114	6,300

<b>Hatteras Island Weather Station W.C.</b>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>2023</u>	<u>2024</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	82	65	130	186	230
April	closed / C19	181	399	373	428
May	16	227	342	348	542
June	88	222	470	373	
July	139	246	449	446	
August	73	209	471	367	
September	113	229	309	389	
October	180	271	340	334	
November	102	81	132	144	
December	closed	closed	closed	closed	
<i>YTD</i>	98	473	871	907	1,200
<b>TOTAL</b>	793	1,731	3,042	2,960	1,200

Visitation Figures at Key Sites

2020-2024

<b>Whalebone W.C.</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>
January	closed	88	120	139	154
February	closed	84	105	125	138
March	251	772	744	736	886
April	closed / C19	1,257	1,150	1,201	979
May	189	1,175	1,152	1,308	1,098
June	629	1,573	1,269	1,337	
July	710	1,496	1,244	1,473	
August	676	1,110	1,085	1,202	
September	1,025	1,187	1,073	1,145	
October	983	1,340	1,062	1,106	
November	519	637	610	686	
December	354	442	367	443	
<i>YTD</i>	<i>440</i>	<i>3,376</i>	<i>3,271</i>	<i>3,509</i>	<i>3,255</i>
<b>TOTAL</b>	<b>5,336</b>	<b>11,161</b>	<b>9,981</b>	<b>10,901</b>	<b>3,255</b>

Weather Station WC open Friday and Saturday Jan, Feb 2023, 2024

Aycock Brown open 9 to 4:30 in December 2022

Weather Station WC open Wednesday to Sunday in 2021

Aycock Brown WC closed 7 days in March 2021 for repaving

Whalebone Welcome Center open Friday and Saturday in January/February 2021, 22, 23

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

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

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

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

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

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

Welcome Center counts reflects number of people who were inside center

## COMMUNITY ENGAGEMENT REPORT – JUNE 20, 2024

### *The Outer Banks Promise*



In the coming days, we will introduce [The Outer Banks Promise](#), a destination pledge that encourages responsible behavior with the intent of protecting and preserving the vitality of the community for generations to come.

Containing seven core messages that are rooted in kindness, responsibility, respect and safety and rooted as a recommendation in the [Outer Banks Long-Range Tourism Management Plan](#) (LRTMP), The Outer Banks Promise is designed to inspire awareness and action,

drawing attention to what makes this place special, as well as exposing its vulnerability. There is also an opportunity for individuals to insert their own unique perspective on how they will protect the Outer Banks.

Residents and visitors will be introduced to The Outer Banks Promise through a variety of mechanisms, including local media, digital channels (web, email, video and social – #obxpromise), Welcome Center activation and community engagement at events.

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### ***Make a Promise, Protect the Place***

The Outer Banks is an amazing natural wonder that has been the source of historic achievements and supported a special way of life for generations. Let's keep it that way and do our part. Look out for one another, be aware and prepared for any situation and work together to protect this place that we love. So let's promise to:

1. Discover this land of history and inspiration with a spirit of kindness and appreciation.
2. Turn "what ifs" into "let's prepare."
3. Pack it in, pack it out. Leave no trace.
4. Wander with wonder, sticking to roads and paths.
5. Love the beach, respect the ocean.
6. Be a wildlife star, observing animals safely from afar.
7. Support local. Small acts have big impacts.



## Marketing & Communication Activation Plan:



**Website** (landing page, home page)

**Email Marketing** (consumer/visitor, industry partners, LRTMP, NPOs)

**Social Media** (video, user-generated content)

**Video** (website, social media, email, partner assets)

**Public Relations** (local and regional media, industry media)

**Advertising** (radio, digital, print)

**Welcome Centers** (engaging with visitors to generate awareness and take action, social media activation, kids activity sheet and branded promotional items)

**Community Outreach** (participation at local events throughout the year)

**Partner Activation** (resource document and assets including suggested web/email/social copy + graphics + video)

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## **Community Engagement & Outreach**

### **Meetings & Events**

6/1/24 – National Trails Day / Dare County Trails Committee Event (Manteo)

6/19/24 – Juneteenth Event (Pea Island Cookhouse Museum, Manteo)

6/25/24 – Dare Community Housing Task Force Meeting

6/27/24 – Coastal Environmental Educators Network (CEEN) Meeting

## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – JUNE 2024

### INDUSTRY RELATIONS | Soft Shell Week Winner Announced

Congratulations to Kill Devil Grill for earning 187 votes and securing the 2024 Outer Banks Soft-Shell Week Best Dish Award. In its second year, the event saw 30 participating restaurants spanning from Duck, NC down to Cape Hatteras and Roanoke Island, with a total of 838 votes cast. Mark your calendars for next year's crustacean celebration, May 12 – 17, 2025



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### INDUSTRY RELATIONS | OBX Tourism Summit | Thursday, November 7, 2024:

SAVE THE DATE!!! We're excited to share the date and location for the 10<sup>th</sup> Annual OBX Tourism Summit! Join us at the Pioneer Theatre in Manteo on Thursday, November 7th, from 8:30 am to 3:00 pm. We're planning an engaging theme and lining up great speakers for this important event. Stay tuned for more details in the coming months!



Tourism Summit  
November 7, 2024  
Pioneer Theatre  
Manteo, NC

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Presented by The Outer Banks Visitors Bureau

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### TOURISM SALES | Request for Proposals:

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

- **Startown Elementary School**, Any 2-3 nights from late March or early April 2025 (Monday-Friday), 15-25 rooms, quad occupancy, 60-100 students plus chaperones, food and beverage, attraction information.
- **Friends of the Mountain to Sea Trail**, Open to any Thursday - Sunday pattern in March 2025 or April 2025, 150 - 200 sleeping rooms, may need once headquarters hotel with overflow group rooms, 200-250 attendees.

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### TOURISM SALES | Future Trade Show Dates and Locations:

- August 27-30, 2024: NC Motorcoach & Virginia Motorcoach, Williamsburg, VA
- October 14-17, 2024: S.P.O.R.T.S Marketplace, Wichita, KS
- November 17-20, 2024: National Tour Association Travel Exchange, Huntsville, AL
- December 2-5, 2024: Travel South International Showcase, Atlanta, GA
- December 11-12, 2024: AENC Annual Trade Show, Raleigh, NC
- February 1-4, 2025: American Bus Association Annual Marketplace, Philadelphia, PA
- April 6-8, 2025: Visit NC 365, Hickory, NC
- June 14-18, 2025: US Travel's IPW, Chicago, IL

*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*

## THE SOUNDSTIDE EVENT SITE | Soundside Summer Markets:

Held every Wednesday from 9:00am – 1:00pm:

- June 19
- June 26
- July 3
- July 10
- July 17
- July 24
- July 31
- August 7
- August 14
- September 1 (12:00pm-4:00pm)



Rain Dates are Friday's. For additional information visit [www.soundsidemarket.com](http://www.soundsidemarket.com)

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## THE SOUNDSTIDE EVENT SITE | Calendar Attached:

Staff continues to work with event planners for events held at the Soundside Event Site. Please find attached the 2024 Events Calendar for your review.

*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*

**2024 Soundside Event Site Schedule**

Name of Event	Date of Event	Event Times (times may change as event draws closer)	Number of Attendees	Event Planner	Site Reserved
Soundside Market	Wednesday, June 19, 2024 (rain date: Friday, June 21)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 19, 2024
Soundside Market	Wednesday, June 26, 2024 (rain date: Friday, June 28)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, June 26, 2024
Soundside Market	Wednesday, July 3, 2024 (rain date: Friday, July 5)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 3, 2024
Soundside Market	Wednesday, July 10, 2024 (rain date: Friday, July 12)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 10, 2024
Soundside Market	Wednesday, July 17, 2024 (rain date: Friday, July 19)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 17, 2024
Soundside Market	Wednesday, July 24, 2024 (rain date: Friday, July 26)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 24, 2024
Soundside Market	Wednesday, July 31, 2024 (rain date: Friday, August 2)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, July 31, 2024
Soundside Market	Wednesday, August 7, 2024 (rain date: Friday, August 9)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 7, 2024
Soundside Market	Wednesday, August 14, 2024 (rain date: Friday, August 16)	9:00am-1:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Wednesday, August 14, 2024
Soundside Market	Sunday, September 1, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, September 1, 2024
Outer Banks Sailing Association	Friday, September 6 - Sunday, September 8, 2024	9:00am - 5:00pm	200	Hardy Peters - 252-489-3491	Friday, September 6 - Sunday, September 8, 2024
Sumospeed Beach Bash	Saturday, September 14, 2024	11:00am - 6:00pm	1000- (Not all at one time)	Nick Gressley - 757-681-2563	Saturday, September 14, 2024
OBX Jeep Invasion	Friday, September 20 - Saturday, September 21, 2024	9:00am - 5:00pm	1000	Steve House - 252-305-9258	Thursday, September 19 - Sunday, September 22, 2024
Garage Band Charities Cruise	Saturday, October 5, 2024	10:00am - 5:00pm	250-500	Michael Tillett - 252-305-5789	Friday, October 4 - Saturday, October 5, 2024
Down the Road Surf & Art Festival	Sunday, October 13, 2024	11:00am - 8:00pm	1000	Ryan Jones	Saturday, October 12 - Monday, October 14, 2024
Outer Banks Seafood Festival	Saturday, October 19, 2024	10:30am - 6:00pm	8000-10000 (Not all at one time)	Karen Brown - 252-564-2852	Wednesday, October 16-Wednesday, October 23, 2024
OBX Brewtag	Monday, October 28, 2024	11:00am - 6:00pm	4000-5000	Sara Miller - 252-305-5561	Wednesday, October 23-Tuesday, October 29, 2024
OBX Marathon	Sunday, November 10, 2024	7:00am - 3:00pm	300-750	Debbie Lake - 252-599-6997	Saturday, November 9 - Monday, November 11, 2024
Soundside Market	Sunday, November 24, 2024	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, November 24, 2024
Soundside Market	Sunday, December 1, 2024 (rain date: December 8)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Sunday, December 8, 2024
Soundside Market	Sunday, December 15, 2024 (rain date: December 19)	12:00pm - 4:00pm	500-750 (Not all at one time)	Alex Brewer - 252-564-5251	Thursday, December 19, 2024



# SOUNDSIDE MARKET

## WEDNESDAYS

### JUNE 19 - AUGUST 14

# 9AM - 1PM

**RAIN / WEATHER DAY: FRIDAY**

**JEWELRY • ART • PHOTOGRAPHY  
BAKED GOODS • CERAMICS • CANDLES  
VINTAGE • BEAUTY • FRESH BREAD  
LOCAL APPAREL • KID'S ARTS & CRAFTS  
PRODUCE • WOODWORK • SHAVED ICE  
FRESH PRESSED JUICES • HOT SAUCE  
LOCALLY SOURCED HONEY & FLOWERS  
HENNA TATTOOS • PERMANENT JEWELRY  
VINYL RECORDS • GOAT CHEESE • CHARCUTERIE  
GAMES & ACTIVITIES • JAMS, JAMS & YAMS  
CHRISTMAS IN JULY • GOOD TIMES HAD BY ALL**



**SOUNDSIDE EVENT SITE - 6800 S CROATAN HWY - NAGS HEAD, NC**

## PUBLIC RELATIONS REPORT: June 2024

### TV APPEARANCES

**Fox 5 Washington, DC | May 22, 2024** Public Relations Manager Aaron Tuell was invited to share with the greater Capitol drive market some of the exciting news about the 2024 season and baked in values for summer travelers looking for a sweet spot to work within their vacation budget. You can view the full interview with WTTG's Marissa Mitchell here as part of the news program's Beach Week theme heading into Memorial Day Weekend:

<http://www.fox5dc.com/video/1460376>



### PRESS RELEASES

**Outer Banks Soft-Shell Week Crowns Best Crab Dish Kill Devil Grill Wins Popular Vote for Best Dish at 2<sup>nd</sup> Annual Event | May 31, 2024.** Executive Director Lee Nettles and Dare County Tourism Board Member Mark Ballog presented the plaque to the chef team at Kill Devil Grill.  
<https://conta.cc/3X1vnOQ>

### EARNED MEDIA

**Baltimore Sun | May 2024** "Guide to the Outer Banks for Summer 2024 – What Not to Miss" The Outer Banks is the perfect summer getaway. There are plenty of opportunities for surfing, boating, fishing and more in the Northern Beaches, Hatteras Island and Roanoke Island, and don't forget to order lots of seafood.

<https://bit.ly/3xeq04p>

**Garden & Gun | Jun 2024** "First Look: Edgecamp Pamlico Station Arrives on Hatteras Island" The Jonathan Adler designed hotel brings a touch of glamour to the wind-swept Outer Banks island. By Jennifer Bradley Franklin <https://bit.ly/4ekHE7d>

**Travel Noire | Jun 2024** "10 Places in the USA to Visit in June" The OBX was listed in a roundup which recommended travel by rental car, prior to crowds showing up. Itinerary items included stunning beaches, exploring lighthouses and visiting charming local towns. "Travel Noire is the destination that inspires Black travelers to explore, plan their journeys and embrace a lifestyle centered around traveling." By Camilla Amadi <https://bit.ly/3VxZiNo>



**Ontario Sailor | Jun 2024** “Sailors Drawn to Hampton and Outer Banks” Aaron and the PR Team helped facilitate publisher Greg McDowell’s exploration of the OBX this past winter for his sailing community audience in Canada’s top origin market for the Outer Banks. The same article was also published in Active Senior’s Digest in the Canadian market. <https://bit.ly/3Vo7K0m>

**Our State | Jun 2024** “Murphy to Manteo: Whalebone Junction” Aaron and the PR Team helped facilitate editor Katie Schanze’s visit to the Outer Banks for her monthly column about histories and points of interest between North Carolina’s traditional bookend communities. <https://bit.ly/3VEQPHI>

#### VOLUNTEERISM

**KingAir | Mar 2024** “Aaron helped facilitate the recognition of the Outer Banks Visitors Bureau as part of a roundup of volunteering on vacation destinations for the KingAir jet brand audience. “Through a recent initiative to connect visitors to these opportunities, you will see a volunteer tab on OuterBanks.org that lists dozens of organizations and events taking volunteers..” <https://bit.ly/3KGjvdL>

#### EARNED MEDIA – IN DEVELOPMENT

**Taste of the South | TBD 2024** “Aaron and the team are working with the features department of the culinary magazine to do a special Outer Banks highlight in an upcoming issue, which will feature a number of restaurants and dishes later this year.

**HGTV | TBD 2024** Aaron’s working with the editorial team on a story that potentially includes the Outer Banks Arboretum and Teaching Garden among other travel destinations with similar public spaces.

#### INFLUENCER CONTENT

**This Is Raleigh | Jun 2024** The Raleigh based couple Caroline and Craig Makepiece have worked with the Outer Banks Visitors Bureau on several projects over the years. We helped connect the dots for a wellness story that has been tailored to both our website and their own travel brand, along with partner Allianz Travel. Here are a couple iterations of the outcome.

<https://thisisraleigh.com/solo-wellness-getaway-duck-nc/>

<https://www.outerbanks.org/blog/post/how-to-discover-tranquility-on-a-solo-escape-to-duck-nc/>

#### SPONSORED CONTENT

**RV There Yet? | May 25, 2024** The air date for the Outer Banks episode was May 25<sup>th</sup> at 8:30 a.m. ET/PT on Discovery Channel. There was a lot of cross chatter promotion between partner social media accounts.

<https://bit.ly/3VDJtVp>



# The Outer Banks®

VISITORS BUREAU  
outerbanks.org

## Outer Banks Soft-Shell Week Crowns Best Crab Dish

*Kill Devil Grill Wins Popular Vote for Best Dish at 2<sup>nd</sup> Annual Event*

Manteo, NC (May 31, 2024) - The Outer Banks Visitors Bureau proudly announces the winner of the 2nd Annual Outer Banks Soft-Shell Week. Congratulations to Kill Devil Grill for earning 187 votes and securing the 2024 Outer Banks Soft-Shell Week Best Dish Award. "A big thank you to our 30 participating restaurants for joining us in creating an authentic culinary experience that celebrates our native blue crabs and the foodie frenzy surrounding their May molt," says Executive Director Lee Nettles. "There were many surprising recipes for folks to try along the Soft-Shell Week trail, which is still available on the event website [SoftShellWeek.com](https://SoftShellWeek.com)."



In its second year, the event saw 30 participating restaurants spanning from Duck, NC down to Cape Hatteras and Roanoke Island, with a total of 838 votes cast. "We brought back the people's choice award for 2024, adding a friendly competitive element to event by allowing patrons to vote for their favorite dishes using a QR code," explains Nettles. "Kill Devil Grill can proudly display their people's vote award and be ready to defend their title next year, with the real winners being the crab loving customers across the Outer Banks." The Bureau also thanks everyone for supporting local Outer Banks restaurants and the commercial fishing industry that provides fresh seafood every day. Attendees are encouraged to send in photos of the soft-shell dishes they enjoyed, and tag @TheOuterBanksNC in their social posts which may be added to the event page on our official website OuterBanks.org. We look forward to seeing everyone in the spring of 2025 for the 3rd Annual Soft-Shell Week on the heels of Mother's Day.

"Any of the participating restaurants will tell you that they sold more softshell crabs this year", says Mark Ballog, Dare County Tourism Board Member and owner of Lucky12 Tavern, "They had more dining guests during that week and they bought more softshells from local Waterman and fish houses, which benefits the Outer Banks community as whole through the economic cycle." The Outer Banks Visitors Bureau extends gratitude to the following participating restaurants: 1587 Lounge and Restaurant, Basnight's Lone Cedar Café, Black Pelican Restaurant & Catering, Blue Moon Beach Grill, Blue Water Grill & Raw Bar, Bonzer Shack Bar & Grill, Café Pamlico, Chilli Peppers Coastal Grill, Dirty Dick's Crabhouse Nags Head, Goodwinds Restaurant and Wine Bar, Goombays Grille & Raw Bar, Greentails Seafood Market & Kitchen, Henry's Restaurant, Jolly Roger Restaurant, Kelly's Outer Banks Catering, Kill Devil Grill, Lost Colony Tavern, Lucky 12 Tavern, Miller's Waterfront Restaurant, NC Coast Grill & Bar, Outer Banks Brewing Station, Poor Richard's Sandwich Shop and Pub, Red Drum Taphouse & Grill, Red Sky Casual Dining and Cocktails, Sandtrap Tavern, Shipwrecks Taphouse & Grill, The Salt Box, Snow Bird Burgers and Cones, Trio Restaurant & Market, and Two Roads Tavern. "Thank you for sharing this event with your customers and setting high expectations for next year with the diversity of delicious soft-shell blue crab dishes created for this event," adds Nettles.





THINGS TO DO > TRAVEL

## Guide to the Outer Banks for summer 2024: What not to miss



Baltimore Sun

The Outer Banks is the perfect summer getaway. There are plenty of opportunities for surfing, boating, fishing and more in the Northern Beaches, Hatteras Island and Roanoke Island, and don't forget to order lots of seafood. (Baltimore Sun file)



By **BALTIMORE SUN STAFF**

PUBLISHED: May 21, 2024 at 12:56 p.m. | UPDATED: May 21, 2024 at 2:17 p.m.



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

A guest room at the Edgecamp Pamlico Station hotel.

TRAVEL

## First Look: Edgecamp Pamlico Station Arrives on Hatteras Island, North Carolina

The Jonathan Adler–  
designed hotel brings a  
touch of glamour to the  
wind-swept Outer Banks  
island

By **JENNIFER BRADLEY FRANKLIN**

June 10, 2024



Hatteras Island, the southernmost of North Carolina’s Outer Banks, has a long legacy as a destination for kitesurfing, beach combing, and generally unplugging (complete with notoriously spotty cell service). Historically, lodging options included a smattering of inns, motels, campgrounds, and vacation rentals. Opening this month, the Edgecamp Pamlico Station hotel, designed by celebrity interior designer and potter Jonathan Adler, ushers in a new level of accommodations.

Pamlico Station owner Richard Fertig first came to the area in 2018 to learn to kiteboard. “I instantly found the island remarkable. The natural beauty, the wetlands—everything about it was so unique. I continued coming back

year after year and found there were such limited places to stay,” he says. “I had the idea to create a hospitality experience that would open up this incredible destination to more travelers but also something that matched the Outer Banks’ world-class caliber.” The result is a residential-style hotel that offers a certain barefoot elegance along with wellness-focused amenities, concierge service, and easy access to nature. Each of the fourteen suites comes with an outdoor living space and water views of the Pamlico Sound.

Inside, the suites are cozy and upscale. “Our initial inspiration was Mother Nature—she’s the world’s best designer—and the environment surrounding Pamlico Station,” Adler says. “The hotel is alongside one of the largest preserved parcels of the Outer Banks’ shoreline, which is so beautifully remote and majestic, and we infused elements of it in the colors we used.” The interiors capture Adler’s signature upscale midcentury style, with a mix of ceramic tiles, organic textures such as mohair and bouclé, and cool metals.

“Design has the power to reflect back your most interesting and glamorous self,” Adler says. “And who doesn’t want to feel especially glamorous on vacation?”



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

Anchoring the bedrooms is the Adler-designed Riviera Wave Bed, featuring sand-colored bouclé and curved natural reeds that evoke the shape of water coming on shore. “I feel it’s important to design with a sense of place,” says the designer, noting that the colors of the surrounding landscape flow through the hotel’s living spaces in pops of green and blue.

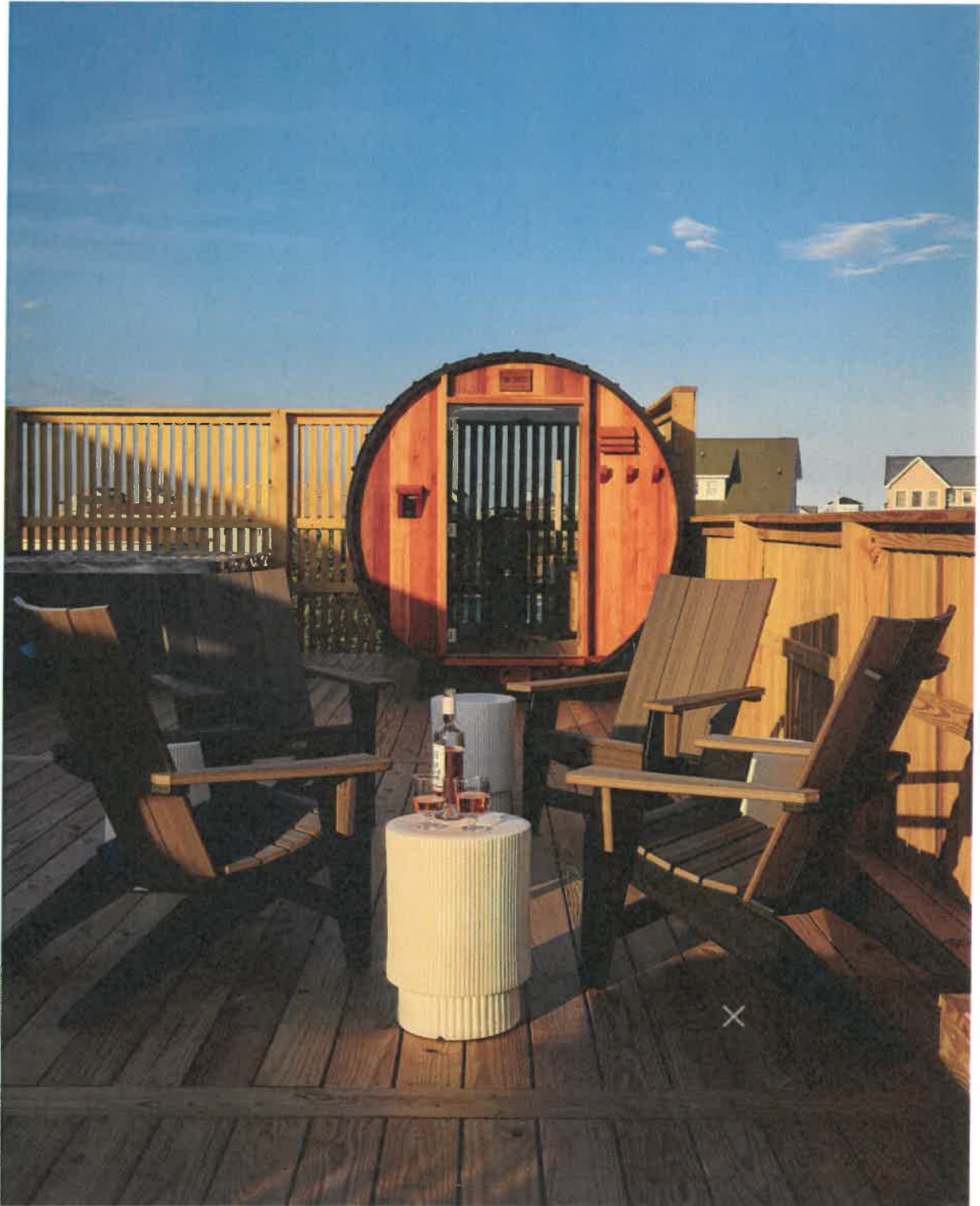
×





COURTESY OF EDGE CAMP PAMLICO STATION

“We mixed rattan and lacquer for a polished yet rustic look,” Adler says. Some suites come with a Malm fireplace in Bengal orange, perfect for warming up after a day out in the wind and waves.



COURTESY OF EDGE CAMP PAMLICO STATION

Wellness is a theme at Edgecamp Pamlico Station, says Fertig, evidenced by a cold plunge and sauna for guests to use on demand. “We wanted to create a place where you can relax after a day of outdoor exploration. I like to say, ‘Play

hard but recover intentionally.’ The wellness center was the perfect complement to the active lifestyle the Outer Banks offers,” he says. Suites come stocked with yoga mats, a Therabody massage gun, resistance bands, and a foam roller.



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

The building, formerly a retail center, has been thoughtfully designed to offer exterior access, which means guests can come and go as they please without having to traipse through a lobby. Railings and banisters are clad in organic material to blend into the landscape. X





COURTESY OF EDGE CAMP PAMLICO STATION

In the spa bathroom, floors and walls are covered in white and navy penny tile, and rain showers, stocked with Jonathan Adler grapefruit-scented amenities,

stand ready to wash away sand and sunscreen.



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

Each of the hotel's fourteen suites comes with a dining area suited for four guests and a full kitchen, which visitors may choose to have pre-stocked with their favorite groceries. The concierge team can also arrange for a private chef to prepare in-room meals. "We've reimagined luxury by blending standout design, personalized and private service, and unparalleled access to outdoor adventure, creating an experience that's really unlike anything else on the islands," Fertig says. ✕



PHOTO: COURTESY OF EDGE CAMP PAMLICO STATION

For the suite living rooms, Adler commissioned custom rugs made of 100 percent recycled materials. He says sustainability can also be about longevity and durability. “In everything I design, whether it’s products or places, I want them to be of extraordinary quality so that you can appreciate them for years and years without having to throw away or adjust a thing,” Adler says. “My motto has always been, ‘If your heirs won’t fight over it, we won’t make it.’”







COURTESY OF EDGE CAMP PAMLICO STATION

Adler, who considers himself “first and foremost a potter,” took pride in selecting artful ceramics and tile. The bedrooms are accented with his

sculptural Grenade Column lamps and Soleil Tile Art, crafted from colorful ground recycled glass and stoneware.



COURTESY OF EDGE CAMP PAMLICO STATION

A circa-1968 photograph of a paraglider in Acapulco, by society photographer Slim Aarons, is the nostalgic centerpiece of a suite living room. Beyond taking inspiration from the Outer Banks, Adler says, “We drew upon other glamorous beachside locales, like the French and Italian Rivas in the fifties and sixties.”



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# King Air

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**Seeing a “Centsable”  
King Air Market**



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# Volunteering While Vacationing

## Tips for finding ways to give back

by MeLinda Schnyder

**T**he first time we volunteered at Best Friends Animal Sanctuary in Kanab, Utah, the staff at the nation's largest no-kill sanctuary for companion animals tasked me and my husband with socializing a litter of puppies that had recently been dumped. The goal was to show them some love and help get them comfortable being handled, one of the first steps toward making them adoptable.

Whether this was a marketing ploy or simply what needed to be done that day, it worked. When our half-day volunteer shift ended, we signed up to come back the next day – our last before leaving the area to continue exploring Utah's national parks. Our next assignments at the sanctuary were walking dogs and cleaning food bowls. We have taken several more trips to Utah and have made time to volunteer while there. My husband always chooses to spend time in Dogtown, doing anything from walking dogs and scooping poop to reading books to a skittish canine that eventually calmed down enough to be touched. I've also taken shifts in Cat World, petting felines recovering from surgery and prepping food.

Prior to our experiences at Best Friends Animal Sanctuary, I assumed most organizations weren't interested in or equipped to take transient volunteers. I knew you could take entire vacations dedicated to volunteering, but I didn't realize there were so many options requiring as few as a couple of hours. It's quite amazing how well Best Friends integrates volunteers daily, making those of us spending our time there feel like we have truly helped the animals as well as the nonprofit's staff.

Volunteering while vacationing isn't something we work into every trip, but what a worthy goal that would be.

"It's an honorable thing to leave a place just as you found it. But taking that a step further and sharing a bit of your time and talent to leave that special place in even better shape demonstrates a true appreciation for a community and leaves you connected in a way you never could have imagined otherwise," Elisabeth Silverthorne, executive director of the Beach Food Pantry, said in marketing materials devoted to volunteerism in the Outer Banks of North Carolina.

Starting with my experience at Best Friends, I've provided some examples below of the types of volunteer work you might find no matter your destination.

### **Animal Welfare**

A majority of the 1,600 animals living at the 3,700-acre Best Friends Animal Sanctuary in southern Utah's Kanab Canyon are dogs and cats, though there are separate areas for other animals including horses, pigs, parrots,



The author and her husband walking dogs at Best Friends Animal Sanctuary near Kanab, Utah. You can sign up for as short as half a day of volunteering or commit several days of your vacation to helping the sanctuary's staff and animals.

Photo credit: MeLinda Schnyder



Best Friends Roadhouse and Mercantile in Kanab, Utah, allows sleepovers with furry sanctuary residents and staying there also supports Best Friends Animal Society's nation-wide efforts to create compassionate no-kill communities.

Photo credit: Best Friends Animal Society



rabbits and wild animals ranging from birds to reptiles and rodents. Minimum age to volunteer varies by area, with the Bunny House and Parrot Garden starting at 8 years old with an adult.

In addition to the hands-on work with the animals that I mentioned above, there are needs such as making toys and treats or doing upkeep on the grounds and buildings. Depending on the time of year, volunteer slots can fill up quickly. Shifts can be scheduled as far as one year in advance. Get more information and see the calendar of available shifts at [bestfriends.org/volunteer/animal-areas](http://bestfriends.org/volunteer/animal-areas).

If you're able to book well in advance, you might find availability among the cottages and seasonal RV sites that can be rented at the sanctuary. Six miles away in the town of Kanab, the 40-room Best Friends Roadhouse and Mercantile supports the sanctuary and caters to travelers bringing their pets or planning sleepovers with a sanctuary resident. There's a fenced dog park, pet-grooming station and rooms designed for people and their furry friends.

I also recommend taking one of the many free walking or driving tours offered by the sanctuary, especially on your first visit. The sanctuary grounds are within Angel Canyon and the folks at the welcome center and gift shop can offer tips on beautiful hikes within the canyon.

Regardless of your destination, it's very likely there's an animal shelter near your vacation spot. Check online ahead of time to see if they take drop-in volunteers or if you can sign up in advance for structured volunteer times. Tell them how much time you have and ask what activity would help them the most. When we had a four-hour gap between arriving on the island of St. John in the U.S. Virgin Islands and when our room would be ready, we left our bags at the property and asked for directions to the animal care center in Cruz Bay. The staff there was happy to have a few extra hands to walk dogs and it gave us a chance to stretch our legs while seeing the island.

### Trail Tending

Most communities with trails for hiking, biking, running or riding horses will also have an agency that relies on volunteers to build and maintain those trails you enjoy as a visitor. A simple Google search can help you find these groups. They typically offer large events – such as the annual park-wide cleanup organized by the Yosemite Climbing Association in Yosemite National Park each September – as well as small group outings for trail stewardship.

For example, the Mariposa Trails nonprofit organizes day-long projects including repairing signage and

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# MONARCH UPGRADE

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Tom Clements, Author, The King Air Book I & II

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FEATURING...

Contact Hayden Lowe  
660.525.5194 [hlowe@avfab.com](mailto:hlowe@avfab.com)



Lake Tahoe, straddling the border of California and Nevada, is an example of a community offering tourists ways to leave their vacation destination better than how they found it. The League to Save Lake Tahoe organizes cleanups and larger ecosystem restoration projects. Photo credit: League to Save Lake Tahoe



The California Central Coast community of Avila Beach gives vacationers a way to give back on their own schedule. Lodging and attraction partners offer a free beach cleanup kit that includes a collection bag, a glove, a marine debris checklist and a tote bag as an appreciation gift. Photo credit: Highway 1 Road Trip

clearing vegetation from trails on national public lands on the western slope of the Sierra Nevada Mountains between Yosemite and the population centers of Mariposa County. Farther west, just off Highway 101 in Morgan Hill, California, the Santa Clara Valley Open Space Authority offers volunteers projects such as trail maintenance, habitat restoration, fencing and cleanups regularly on Saturday mornings nearly year-round. They are posted at [openspaceauthority.org](http://openspaceauthority.org). No training or prior experience is required, and volunteers can be as young as 14 with an accompanied adult.

### Beach Cleanup

Similarly to trails, most beach communities rely on volunteers to keep the beach clean and safe. Search online for the city, county or region you're traveling

to and the words "beach cleanup" to find events and efforts to join.

Vacationers along California's Central Coast can ask for a cleanup kit available at most Avila Beach and Cambria Beach lodging properties as well as some attractions. The free kit includes a collection bag, a glove, a marine debris checklist and a tote bag as an appreciation gift. The idea is that you'll spend an hour or two enjoying the beach while picking up plastics that can be harmful to marine life and litter on the sand. These do-it-yourself kits are one element of the larger Travel for Good stewardship program coordinated by Highway 1 Road Trip, a destination marketing organization. Check out [highway1roadtrip.com/stewardship-travel](http://highway1roadtrip.com/stewardship-travel) for more information, from wildlife viewing tips that promote safe engagement to other stewardship activities for you and your family.



## Community Building

Another way to find ways to give back is to search the website of the destination marketing organization that represents the place you're visiting. Some will have links and event listings, while others will go as far as having a list of places to volunteer.

One example is the Outer Banks Visitors Bureau, which represents the towns, villages and attractions along 100-plus miles of shoreline making up the Outer Banks of North Carolina. The area is known for its beaches and, among other National Park Service sites, the Wright Brothers National Memorial, honoring Wilbur and Orville Wright's historic Dec. 17, 1903, flight in Kill Devils Hill.

With just 37,000 year-round residents and more than 100 nonprofit organizations, the community relies on volunteers who come to the Outer Banks as tourists. Through a recent initiative to connect visitors to these opportunities, you will see a volunteer tab on [OuterBanks.org](http://OuterBanks.org) that lists dozens of organizations and events taking volunteers. Activities range from working a couple of hours at the local food bank or animal shelter to spending time at a nonprofit attraction or joining beach and land cleanup efforts.

The visitors bureau hopes that by getting involved with local nonprofits, you'll come away with a deeper

appreciation for the community and a greater sense of responsibility to protect and preserve the area while visiting.

Another example is Lake Tahoe, whose tourism is largely tied to natural resources – the largest freshwater lake in the Sierra Nevada and the largest alpine lake in North America. The community has a campaign to promote responsible tourism and both the Visit Lake Tahoe and North Lake Tahoe destination marketing organizations promote ways to get involved on their websites.

Many opportunities are available June through September, from workdays coordinated by the Tahoe Rim Trail Association to beach, stream and trail cleanups and citizen science such as aquatic invasive species identification via the League to Save Lake Tahoe. Find an extensive list of ways to get involved with the league's Keep Tahoe Blue initiative at [keptahoeblue.org/volunteer](http://keptahoeblue.org/volunteer).

If the concept of being a voluntourist is new to you, I challenge you to start by planning to volunteer on one vacation this year. Hopefully the feeling of giving back to a community you're visiting makes you want to incorporate volunteering into more vacations. **KA**

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### **Banyan Air Service Dedicates Crew for Gogo AVANCE Installations**

Banyan Air Service, a Fixed Base Operator (FBO), announces a dedicated program to complete Gogo Business Aviation AVANCE installations on small- to large-cabin aircraft with minimal downtime.

Banyan has arranged a skilled crew at its master technician facility in the heart of South Florida at Fort Lauderdale Executive Airport (KFXE) to facilitate the increased level of upgrade demand for AVANCE system installations. The Banyan complex offers service options available 24 hours a day for near-immediate availability to meet any schedule.

Gogo is migrating its network technology to LTE (long-term evolution) in early 2026 and once that is completed, customers with a legacy ATG system (ATG 1000, 2000, 4000, 5000) who do not upgrade to AVANCE will lose their Gogo inflight connectivity. Banyan has this dedicated crew to help meet the increased demand anticipated for AVANCE upgrades.

As an authorized Gogo Business Aviation dealer since 2014, Banyan's skilled aviation technicians have installed more than 60 AVANCE L3 and L5 systems since the systems were introduced in 2017.

"With dozens of AVANCE installations under our belt on aircraft ranging in all sizes and models, we have extensive

experience with Gogo system upgrades," said Banyan Director of Avionics Danny Santiago. "Operators can turn to us for competitive pricing, minimum downtime and for exceptional service from the No. 1 FBO in the U.S. according to the 2023 Professional Pilot PRAISE Survey."

Operators flying with one of Gogo's legacy ATG systems who upgrade to AVANCE will see an immediate improvement in performance, with an additional boost when the network transition to LTE is complete.

Customers who currently have a legacy ATG system and upgrade to AVANCE can take advantage of Gogo rebates that range from \$25,000 to \$50,000.

For more information about upgrading your Gogo AVANCE system, contact Banyan at [www.banyanair.com](http://www.banyanair.com).

### **New NBAA Tool Provides Customs Info of GA Airports**

The National Business Aircraft Association (NBAA) has created a valuable resource for its members that details critical port-of-entry information at more than 300 general aviation (GA) airports across America.

The new GA Airport Fact Sheet tool collates hundreds of airport fact sheets created and distributed by U.S. Customs and Border Protection (CBP). These fact sheets



include office hours, service hours for entrance and clearance, contact information, permission to land procedures and key information about the inspection process for GA aircraft entering the U.S.

“One of the biggest issues clearing customs for the GA community is that no two ports of entry are exactly alike. There are many nuances in the procedures and processing standards at each airport, and that can be challenging when clearing customs, especially if you regularly use different airports as your entry point to the U.S.,” said Brian Koester, CAM, NBAA director, flight operations and regulations.

“These CBP facts sheets are a great way to document the expectations at each GA airport, and NBAA is happy to contribute its part to give business aviation operators an easy-to-use, one-stop resource where you can access the fact sheets while CBP creates its own online tool,” Koester added.

NBAA will update the archive regularly as CBP revises and releases new fact sheets. The tool is planned to be a temporary resource and will redirect users to CBP’s official website once it is active.

“The business aviation community is grateful to CBP for creating these important fact sheets and bringing



much-needed transparency to general aviation processing standards and procedure,” said Koester. “NBAA will continue to support and promote CBP’s GA fact sheets and every other initiative that enhances the safety, security and integrity of our industry and the National Airspace System.”

For further information on national general aviation processing standards and procedures, contact [GASupport@cbp.dhs.gov](mailto:GASupport@cbp.dhs.gov). **KA**

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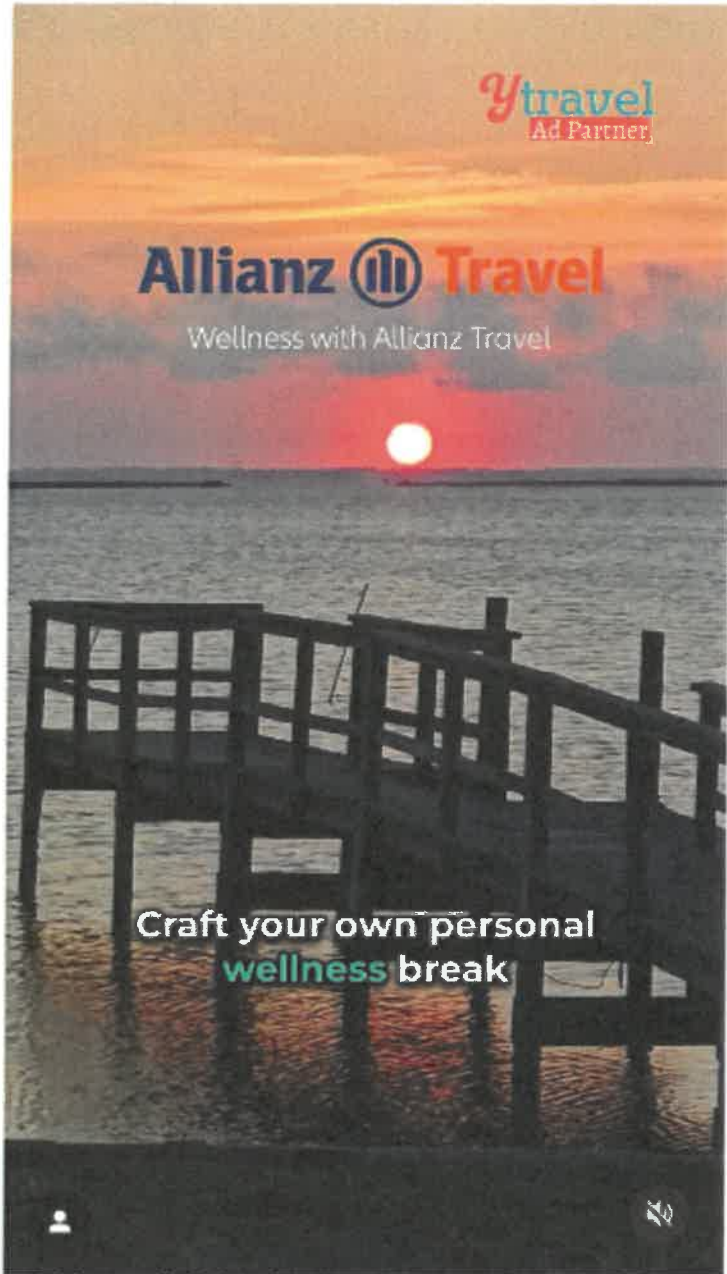
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Ready to escape the chaos and reconnect with your inner peace? 🙏

Consider taking a personal wellness break.

I escaped for two days to Duck in the Outer Banks of North Carolina, in partnership with [@allianztravelus](#).

It's a place that offers isolation, tranquility, and the healing touch of Mother Nature. 🧘

While my overwhelming problems of the past few months did not disappear, taking that time out, even just for a few days, did recenter and ground myself and helped me connect



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# ENJOY A BLISSFUL SOLO WELLNESS GETAWAY IN DUCK, NC

By Caroline Makepeace | May 23, 2024 | *This post may contain affiliate links. We may receive a small commission, at no cost to you, if you make a purchase. Read Disclosure*

Are you seeking an escape from the hustle and bustle of everyday life to a place immersed in natural beauty that slows time down enough to help you find inner peace?

Look no further than Duck, North Carolina, a serene oasis nestled on a quiet section of the Outer Banks barrier islands.



Hi, we're Caroline and Craig

Makepeace, an Australian couple who have traveled to over 50 countries and lived in 5 and chose Raleigh as our home. Our mission is to help you connect to the spirit of this community and share the best things to do. Allow us to be your local guides.

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