

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, APRIL 28, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
ONE VISITORS CENTER CIRCLE
MANTEO, NC 27954

AGENDA

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the March 17, 2022 Meeting
- V. Presentations-
 - 1. Town of Southern Shores, Cliff Ogburn
- VI. Public Comments
- VII. Chair/Steering Committee Report
 - 1. Wright Brothers Tribute Museum -Kitty Hawk Councilwoman Charlotte Walker
 - 2. Unappropriated Fund Grant Request-Outer Banks Scenic Byways
 - 3. Tourism Impact Grant Extension Request-Town of Kill Devil Hills
- VIII. Budget & Finance Report
 - 1. Monthly Reports
 - 2. Proposed Budget for Fiscal Year 2022-2023
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
 - 1. PARTF Grant for Boardwalk
 - 2. Restricted Fund Use Opinion
- XI. New Business
 - 1. Resolution 2022-2, Supporting Mid Currituck Bridge
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, MARCH 17, 2022
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Tim Cafferty, Chair; Monica Thibodeau, Vice Chair; Ervin Bateman, Treasurer; Ivy Ingram, Assistant Treasurer; Gray Berryman, Bambos Charalambous, Leo Holland, Bobby Owens, Dennis Robinson, and Jay Wheless, Legal Counsel.

Via GoToMeeting: Jamie Chisholm, Secretary; Mark Ballog, and Mike Siers (arrived at 9:20 a.m.)

EXCUSED ABSENCE: David Hines.

STAFF (in person):

Lee Nettles, Executive Director
Diane Bognich, Director of Administration
Amy Wood, Clerk to the Board/Administrative Specialist
Lorrie Love, Tourism Sales and Events Manager
Aaron Tuell, Public Relations Manager
Stephanie Hall, Senior Content Coordinator

OTHERS ATTENDING:

Via GoToMeeting: Michael Barber, Public Affairs Officer, National Parks of Eastern North Carolina, National Park Service.

In-Person: Dave Hallac, Superintendent, National Parks of Eastern North Carolina, National Park Service; and Jessica Barnes, Outer Banks Forever.

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

APPROVAL OF AGENDA: Mr. Holland moved to approve the agenda. Second by Ms. Thibodeau. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson and Monica Thibodeau.

No: None. The motion passed unanimously (11-0)

APPROVAL OF MINUTES: Mr. Charalambous moved to approve the meeting minutes from February 17, 2022 meeting. Second by Ms. Ingram. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson and Monica Thibodeau.

No: None. The motion passed unanimously (11-0)

NATIONAL PARK SERVICE YEAR IN REVIEW: Superintendent Hallac made a Year in Review Presentation (attached and on file). Superintendent Hallac discussed ongoing efforts regarding homes along the National Seashore that are in danger of collapsing, and efforts to modernize the campgrounds in the seashore.

PUBLIC COMMENTS: Jessica Barnes spoke about the role and mission of Outer Banks Forever. No written comments were received.

CHAIR/STEERING COMMITTEE REPORT: The Chair and Lee Nettles reviewed the following July 4th Fireworks Grant award recommendations:

- Avon Property Owners Association \$15,000.00
- Town of Kill Devil Hills \$12,200.00
- Town of Manteo \$15,300.00
- Town of Nags Head \$12,500.00

Following the review, Mr. Bateman made a motion to award the July 4th Fireworks Grants as presented. Second by Mr. Charalambous.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

Lee Nettles reviewed the draft RFP for Long Range Planning Research and Consultation. Ms. Thibodeau moved to approve the Long Range Planning Research and Consultation RFP. Second by Mr. Berryman.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

The Chair and Legal Counsel reviewed the Restricted Fund use clarification opinion. Jay Wheless noted he had spoken with a firm that has occupancy tax expertise and experience working with the North Carolina Legislature and recommended hiring the firm to review the enabling legislation and offer an opinion on the use of the Restricted Fund. There was no objection to hiring the firm.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.59% compared to 2020-2021 actual receipts.

GRANTS & LOCAL PUBLIC RELATIONS: Ms. Chisholm reviewed and moved to recommend the following event grant awards:

<u>Organization</u>	<u>Event</u>	<u>Recommend Award</u>
Chicamacomico Historical Association	Chicamacomico Thanksgiving Festivities	\$1,000.00
Dare County Arts Council	Outer Banks Veterans Week	\$7,000.00
	Surfalorus Film Festival	\$7,500.00
Dare County Motorsports Charity Group	OBX Bike Fest South	\$18,000.00
Eastern Surfing Association	ESA Eastern Surfing Championship	\$20,000.00
First Flight High School	Good Guys Vs. Cancer Basketball Showcase	\$12,200.00
Garage Band Charities	OBX Rod & Custom Fall Celebration	\$3,500.00
Hatteras Island Youth Education Foundation	Surfin Turkey 5k & Puppy Drum Fun Run	\$6,500.00
Mustang Outreach Program	Vusic Fest Events	\$15,000.00
Nags Head Surf Fishing Club	Boyden Memorial Youth Fishing Tournament	\$1,500.00
	Nags Head Surf Fishing Tournament	\$4,000.00
NC Beach Buggy Association	NCBBA Red Drum Tournament	\$4,500.00
Outer Banks Conservationists	Island Farm Pumpkin Patch <i>To be used for marketing & advertising</i>	\$5,500.00
Outer Banks Seafood Festival	Outer Banks Seafood Festival	\$35,000.00
Outer Banks Sporting Events	Outer Banks Marathon	\$20,000.00
Town of Kill Devil Hills	First Flight Holiday Markets	\$3,500.00
<i>Total Recommended Amount</i>		<i>\$164,700.00</i>

Second by Ms. Ingram. There was no discussion.

Yes: Mark Ballog, Ervin Bateman, Gray Berryman, Tim Cafferty, Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Bobby Owens, Dennis Robinson, Mike Siers, and Monica Thibodeau.

No: None. The motion passed unanimously (12-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles:

- Noted *The Coastland Times* article regarding the Wright Brothers Tribute Museum. He noted that, on the Aycock Brown Welcome Center Site, North Carolina Department of Transportation owned the land, Dare County owned the building, and the Bureau operated the Welcome Center, and that how the proposed museum would impact the welcome function was still unknown at this point.
- Reminded the Board of the upcoming Economic Summit featuring Doug Griffiths and that he would speak to the Board at a later date [later set for June 30, 2022].
- Reviewed the Marketing Dashboard and visitation. He briefly touched on Fiscal Year 2022-23 marketing efforts-focusing on “better” visitors-those that will be stewards and advocates for the area and testing TikTok in the social media channels.

Lorrie Love reported on group tours coming to the Outer Banks. Aaron Tuell reviewed recent press releases, itineraries, and media coverage of the Outer Banks.

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

NEW BUSINESS: Mr. Holland noted that the Town of Southern Shores passed a resolution in support of the Mid-Currituck Bridge and asked the Tourism Board to consider passing a similar resolution at the April meeting [as an agenda item].

BOARD MEMBER COMMENTS: The Chair noted that the “Tim & Lee” stewardship presentations were on-going and if any town or organization would like to have a presentation to reach out to Lee.

Mr. Charalamous asked if there was any progress on setting a public meeting for the event center. Lee Nettles noted that it was still in the works but did want to get the restricted fund use opinion before moving forward.

Mr. Robinson noted that shoaling the Hatteras channel was still a major issue and impacting tourism.

Mr. Berryman noted that the Outer Banks Association of RELATORS®, working with property managers, was compiling their occupancy data to help show what the upcoming year was looking like for short term rentals.

Ms. Thibodeau noted there was a new director for The Lost Colony.

Ms. Chisholm noted that hotel occupancy was starting to level out but rates for the spring and summer season remained strong.

Mr. Ballog noted that embassies were re-opening and that international workers were starting to return for the summer.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, April 28, 2022 at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:27 a.m.

ATTESTED:

Clerk, Dare County Tourism Board



WE WEST EDGE ARCHITECTS

peter@westedgearchitects.com

WRIGHT BROTHERS MUSEUM

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County of Dare

Office of the Board of Commissioners

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

***At their April 12, 2022 meeting, the Steering Committee recommended
awarding a long term unappropriated fund grant in the amount of
\$200,000.00***

April 4, 2022

Dare County Tourism Board
One Visitor Center Circle
Manteo, NC 27968

Re: Matching Funds for Frisco-Buxton Pathway Project

Dear Board Members:

On behalf of the Outer Banks National Scenic Byway, the Dare County Board of Commissioners seeks matching funds for constructing a portion of the planned pathway in Frisco and Buxton.

For the first time in nine years, the National Scenic Byway Program has a nationwide grant program with funds totaling \$21 million. The program was announced March 16, 2022. A Letter of Intent to apply for a grant is due April 11, 2022. The grant application must be submitted by April 20 the North Carolina Department of Transportation for review. The national application deadline is May 16, 2022.

Overall, the Frisco-Buxton pathway plan calls for 7.6 miles of a five-foot wide, concrete pathway in the right-of-way of NCDOT NC 12. The completed pathway will run from the National Park Service's Frisco Bathhouse to a filling station at 47237 NC 12 in Buxton. The project end point is across Buxton Back Road from an existing pathway that connects to the entrance to another National Park Service facility, the historic Cape Hatteras Lighthouse.

An Open House was held March 21, 2019, during a feasibility study. Attendees were asked to choose one of three options of sections to build first. The group overwhelmingly chose the central sections to provide an off-road pathway between Cape Hatteras Secondary School of Coastal Studies and Frisco.

The application to be submitted will request funding to build 4.41 miles of pathway along NC 12 from Cape Hatteras Secondary School to Piney Ridge Road.

The national grant program will provide 80% funding for the project and requires 20% matching funds. The application will submit a request for \$2 million. The commissioners are asking the Dare County Tourism Board for a long-term, unappropriated grant of \$200,000 for the first \$1 million phase of the project.

Sincerely,

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

Robert Woodard
Chairman

Wally Overman
Vice Chairman

Rob Ross

Steve House

Jim Tobin

Danny Couch

Ervin Bateman

Robert L. Outten

County Manager / Attorney

Cheryl C. Anby

Clerk to the Board



**Resolution
Supporting the Creation of
Frisco-Buxton Pathway District**

WHEREAS, the Outer Banks National Scenic Byway Committee for Dare County has been working toward implementing a "Conceptual Plan for Pathways in all Hatteras Island Villages" since 2003; and

WHEREAS, Dare County Board of Commissioners endorsed the plan August 7, 2006 and November 2007; and

WHEREAS, byway pathways are now built in Rodanthe, Waves, Salvo, Avon and along Buxton Back Road and in Hatteras village by the village's Community Building Tax District; and

WHEREAS, these pathways provide residents and visitors public safety options for children, bike riders, runners, walkers and workers; and

WHEREAS, these pathways have proven to be an attractive amenity for the villages' visitors so critical to Hatteras Island's economy; and

WHEREAS, the last section of Hatteras Island without pathways is Frisco and Buxton; and

WHEREAS, a feasibility study, sponsored by North Carolina Department of Transportation, was accepted by the Dare County Board of Commissioners August 19, 2019; and

WHEREAS, the Frisco-Buxton Pathway Committee is committed to seeking out state and federal grants for the planning, and construction of pathways; and

WHEREAS, while the project is listed in NCDOT's State Transportation Improvement Program, Frisco-Buxton Pathway Committee has little hope that the project will be funded under the existing point system;

THEREFORE, BE IT RESOLVED, that the Dare County Board of Commissioners endorses the request to the North Carolina General Assembly to authorize an election to consider creating the Frisco-Buxton Pathways District and the levying and collecting annually a special ad valorem tax on all taxable real and personal property in the district for the purpose of constructing and maintaining village pathways.

This the 4th day of April, 2022.



Robert Woodard, Sr., Chairman

Attest:

Cheryl C. Anby, Clerk to the Board

Director of
Planning and Inspections
MEREDITH GUNS

Building Inspector
MARTY SHAW
CHARLES THUMAN

Code Enforcement Officer
JORDAN BLYTHE



Assistant Director of
Planning and Inspections
CAMERON RAY

Senior Planner
RYAN LANG

Zoning Administrator
DONNA ELLIOTT

**THE TOWN OF KILL DEVIL HILLS
NORTH CAROLINA**

PLANNING DEPARTMENT

March 28, 2022

Outer Banks Visitors Bureau
Attn: Diane Bognich, Director of Administration
PO Box 399
Manteo, NC 27954

***At their April 12, 2022 meeting, the Steering Committee
recommended granting an extension to June 30, 2023.***

Subject: 2020-21 Tourism Impact Grant - Meekins Field Extension Request (RFTIG2021-01)

Dear Ms. Bognich,

We received your letter dated March 23, 2022, requesting an update on the Meekins Field Community Park project. The project is underway, however the ongoing issue of pricing, supply delay and contractor availability has slowed progress significantly. Currently the following elements have been completed or are currently under construction: sidewalk through the entire park, all parking lot and stormwater improvements, re-energize the field lighting system, install underground tanks for building and splash pad, mechanical components of splash pad ready for installation, irrigation for field (under construction), tennis shelter (to begin this week), and playground equipment (installation began today).

The items remaining are the bathroom building and splash pad. The bathroom building has been bid twice and the prices were more than double the estimates. The Town began negotiation with the lowest responsible bidder to bring the building closer to budgeted amounts without significant changes to the overall structure. We have received a revised bid just last week that is being evaluated and if approved by the Board of Commissioners we hope to move forward with construction next month. The splash pad was bid once and the bid was not reasonable. Once the building is under contract we intend to rebid the splash pad.

The park will be open this summer with tennis courts, completed fields, picnic shelter and playground. The current timeline is for the building to be completed over the summer and the splash pad soon after. Likely, the splash pad will not be open for the summer season. Once construction is complete the final landscaping will be installed as well as new signage.

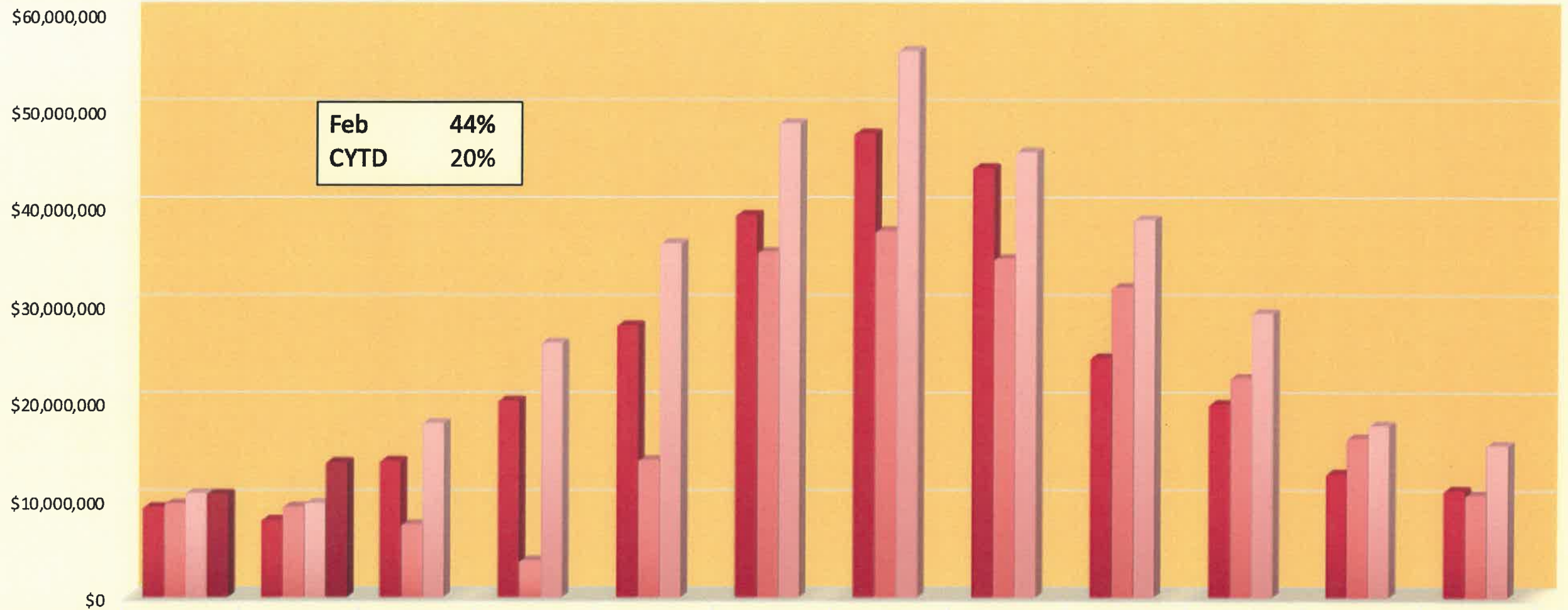
The Town would like to request an extension to the 2021-22 Tourism Impact Grant for the Meekins Field Community Park to June 2023. The Town anticipates completion before June but would like to request additional time to compensate for labor and supply shortages.

Please do not hesitate to contact me with any questions for concerns about this request.

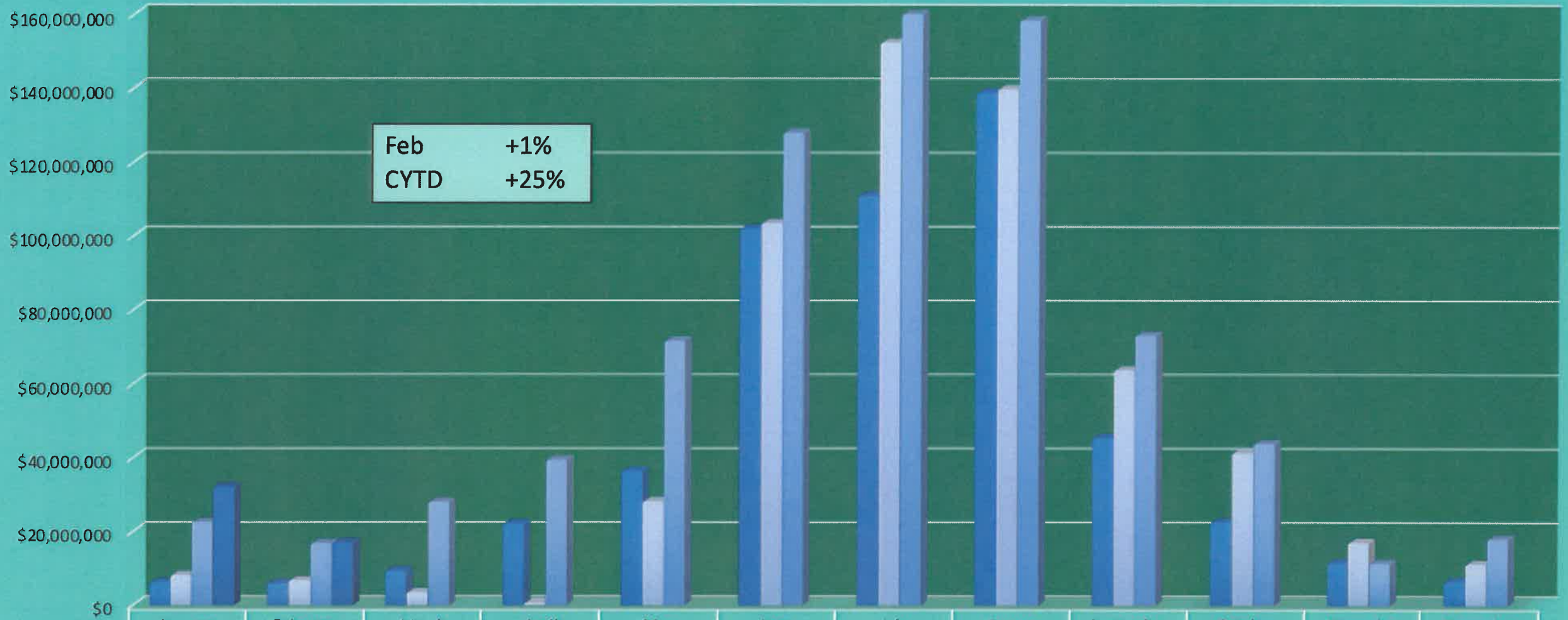
Cordially,


Meredith Guns
Planning Director

Meals Collections

[illegible]

Occupancy Collections

[illegible]

**BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2021-2022**

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,055,895.00	\$1,276,821.42	\$220,926.42	20.92%
<u>JULY RECEIVED</u>	MEALS	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,376,370.00	\$1,761,386.20	\$385,016.20	27.97%
<i>JULY EARNED</i>	OCCUPANCY	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
<u>SEPT RECEIVED</u>	MEALS	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$471,670.00	\$717,839.65	\$246,169.65	52.19%
<u>OCT RECEIVED</u>	MEALS	<u>\$241,835.00</u>	<u>\$381,874.96</u>	<u>\$140,039.96</u>	<u>57.91%</u>
		\$713,505.00	\$1,099,714.61	\$386,209.61	54.13%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$224,335.00	\$437,385.81	\$213,050.81	94.97%
<u>NOV RECEIVED</u>	MEALS	<u>\$185,505.00</u>	<u>\$283,579.71</u>	<u>\$98,074.71</u>	<u>52.87%</u>
		\$409,840.00	\$720,965.52	\$311,125.52	75.91%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$98,630.00	\$103,833.12	\$5,203.12	5.28%
<u>DEC RECEIVED</u>	MEALS	<u>\$117,835.00</u>	<u>\$144,517.86</u>	<u>\$26,682.86</u>	<u>22.64%</u>
		\$216,465.00	\$248,350.98	\$31,885.98	14.73%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$48,600.00	\$191,666.48	\$143,066.48	294.38%
<u>JAN RECEIVED</u>	MEALS	<u>\$93,525.00</u>	<u>\$172,557.93</u>	<u>\$79,032.93</u>	<u>84.50%</u>
		\$142,125.00	\$364,224.41	\$222,099.41	156.27%
<i>JANUARY EARNED</i>	OCCUPANCY	\$72,280.00	\$320,768.60	\$248,488.60	343.79%
<u>FEB RECEIVED</u>	MEALS	<u>\$67,970.00</u>	<u>\$93,580.41</u>	<u>\$25,610.41</u>	<u>37.68%</u>
		\$140,250.00	\$414,349.01	\$274,099.01	195.44%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$54,705.00	\$170,200.72	\$115,495.72	211.12%
<u>MARCH RECEIVED</u>	MEALS	<u>\$79,630.00</u>	<u>\$131,328.38</u>	<u>\$51,698.38</u>	<u>64.92%</u>
		\$134,335.00	\$301,529.10	\$167,194.10	124.46%
<i>MARCH EARNED</i>	OCCUPANCY	\$85,430.00	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$116,040.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$201,470.00	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$4,529,640.00	\$6,404,216.87	\$1,874,576.87	41.38%
TO-DATE	MEALS	<u>\$1,816,520.00</u>	<u>\$2,704,337.57</u>	<u>\$887,817.57</u>	<u>48.87%</u>
		\$6,346,160.00	\$9,108,554.44	\$2,762,394.44	43.53%
TOTAL	OCCUPANCY	\$5,098,520.00			
PROJECTED	MEALS	<u>\$2,329,110.00</u>			
2020-2021		\$7,427,630.00			

CALENDAR YEAR RECEIPTS 2020-2021		ACTUAL 2021	ACTUAL 2022	+/- \$	+/- %
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
	MEALS	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,276,821.42	\$0.00	\$0.00	0.00%
	MEALS	<u>\$484,564.78</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,761,386.20	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,592,749.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date	OCCUPANCY	\$488,091.79	\$682,635.80	\$194,544.01	39.86%
	Meals	<u>\$317,688.21</u>	<u>\$397,466.72</u>	<u>\$79,778.51</u>	<u>25.11%</u>
		\$805,780.00	\$1,080,102.52	\$274,322.52	34.04%
Total for Year	OCCUPANCY	\$7,592,128.00			
	MEALS	<u>\$3,422,528.96</u>			
		\$11,014,656.96			

OCCUPANCY & MEALS FY 2021-2022

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
<i>JULY RECEIVED</i>	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
<i>JULY EARNED</i>	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
<i>AUGUST RECEIVED</i>	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
<i>SEPT RECEIVED</i>	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
<i>OCT RECEIVED</i>	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
<i>NOV RECEIVED</i>	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
<i>DEC RECEIVED</i>	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
<i>JAN RECEIVED</i>	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
<i>JANUARY EARNED</i>	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
<i>FEB RECEIVED</i>	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
<i>MARCH RECEIVED</i>	MEALS	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
<i>MARCH EARNED</i>	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
<i>APRIL RECEIVED</i>	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
<i>MAY RECEIVED</i>	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
<i>JUNE RECEIVED</i>	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$5,636,690.29	\$6,404,216.87	\$767,526.58	13.62%
	MEALS	<u>\$2,049,336.08</u>	<u>\$2,704,337.57</u>	<u>\$655,001.49</u>	<u>31.96%</u>
		\$7,686,026.37	\$9,108,554.44	\$1,422,528.07	18.51%
TOTAL	OCCUPANCY	\$7,019,145.43			
ACTUAL	MEALS	<u>\$2,847,305.98</u>			
2020-2021		\$9,866,451.41			

Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February		4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	0	0.00%
March		4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	0	0.00%
April		6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	0	0.00%
May		7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	0	0.00%
June		10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	0	0.00%
July		14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	0	0.00%
August		16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	0	0.00%
September		14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	0	0.00%
October		10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	0	0.00%
November		7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	0	0.00%
December		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
YTD	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
TOTAL	5,359,454	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	15.08%	22.26%	8.27%	-1.89%	10.44%	-95.17%		
Total % Change	15.08%	31.41%	4.27%	5.44%	1.51%	8.94%		

Outer Banks Visitors Bureau Gross Occupancy Summary 2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787
February	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381
March		28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488
April		39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765
May		71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610
June		127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695
July		159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542
August		158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017
September		73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803
October		43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892
November		11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504
December		18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289
YTD Total	49,200,429	39,348,986	15,011,916	12,276,654	12,320,639	12,069,903	9,877,658	9,251,948	7,584,279	8,005,521	7,503,057	7,506,882	6,880,308	6,403,168
Total	49,200,429	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	356,845,997	343,650,773
YTD % Change	25.04%	162.12%	22.28%	-0.36%	2.08%	22.19%	6.76%	21.99%	-5.26%	6.70%	-0.05%	9.11%	7.45%	3.05%
Total % Change	25.04%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%
Month Increase/Decrease	1.41%	147.98%	13.05%	15.35%	5.40%	37.20%	9.63%	11.45%	-0.74%	-7.65%	11.66%	20.63%	6.93%	-15.54%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%
Qtr 2 (Mar-May)		328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%
Qtr 3 (June-Aug)		12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%
Qtr 4 (Sept-Nov)		4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	10,601,001	10,669,210	9,567,693	9,232,118	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193
February	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828
March		17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099
April		26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914
May		36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550
June		48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095
July		55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202
August		45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408
September		38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780
October		29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255
November		17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475
December		15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554
YTD Total	24,455,380	20,316,274	18,848,089	17,170,462	14,711,223	15,014,713	14,141,838	13,809,150	12,703,076	11,610,903	11,909,598	10,749,384	10,252,791	11,432,021
Total	24,455,380	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353
YTD % Change	20.37%	7.79%	9.77%	16.72%	-2.02%	6.17%	2.41%	8.71%	9.41%	-2.51%	10.79%	4.84%	-10.32%	1.92%
Total % Change	20.37%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%
Month Increase/(Decrease)	43.61%	3.95%	16.91%	-1.77%	-0.33%	12.75%	11.61%	2.59%	6.93%	-2.13%	7.16%	5.53%	-9.73%	-0.38%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%
Qtr 2 (Mar-May)		217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%
Qtr 3 (June-Aug)		39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%
Qtr 4 (Sept-Nov)		21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
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														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	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	9,991	21,848	18,954	69,721	33,385	56,934	149,040	101,762	197,792	177,093	77,827	57,144	60,734	73,666	65,334
February	36,814	143,923	27,050	54,287	88,113	69,405	79,720	89,994	183,108	180,687	97,209	54,050	55,880	87,169	71,244
March	65,753	85,386	29,171	136,583		186,658	249,522	63,921	692,174		184,588	160,084	65,539	206,483	
April	140,738	877,315	9,994	259,204		450,715	587,966	1,930	1,235,799		321,223	365,960	48,233	404,682	
May	329,396	309,416	91,397	282,278		864,675	990,995	1,130,609	1,918,384		607,239	600,680	254,673	565,909	
June	263,476	417,010	351,108	570,964		1,666,397	1,830,953	2,412,414	2,845,176		1,196,072	1,288,613	795,837	919,645	
July	401,465	300,025	363,847	446,262		1,613,934	1,966,882	2,685,694	3,088,190		1,542,434	1,563,325	1,043,368	1,058,556	
August	295,816	369,371	373,764	532,087		1,232,064	1,510,242	1,588,143	2,216,628		1,296,981	872,728	902,896	902,324	
September	125,217	254,760	278,989	401,958		803,646	427,073	1,348,600	1,567,213		557,989	437,579	551,614	608,182	
October	160,079	149,153	155,303	165,873		349,366	406,219	922,352	1,030,829		439,412	308,779	493,509	491,572	
November	77,097	74,856	65,719	125,498		118,727	126,014	355,225	365,096		201,959	143,147	63,227	145,754	
December	18,684	82,449	106,697	136,248		32,024	59,397	149,223	178,506		91,303	55,559	214,261	90,408	
YTD Totals	46,805	165,771	46,004	124,008	121,498	126,339	228,760	191,756	380,900	357,780	175,036	111,194	116,614	160,835	136,578
Total	1,924,526	3,085,512	1,871,993	3,180,963	121,498	7,444,545	8,384,023	10,849,867	15,518,895	357,780	6,614,236	5,907,648	4,549,771	5,554,350	136,578
Month Increase	-29.94%	290.95%	-81.21%	100.69%	62.31%	8.19%	14.86%	12.89%	103.47%	-1.32%	-27.57%	-44.40%	3.39%	55.99%	-18.27%
YTD Increase	-36.57%	254.17%	-72.25%	169.56%	-2.02%	10.23%	81.07%	-16.18%	98.64%	-6.07%	0.91%	-36.47%	4.87%	37.92%	-15.08%
Total Year Increa	9.14%	60.33%	-39.33%	69.92%		17.99%	12.62%	29.41%	43.03%		0.76%	-10.68%	-22.99%	22.08%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
February	1,581,432	1,331,764	1,533,776	1,728,750	2,126,093	21,179	21,882	25,687	121,593	228,025	3,299,316	4,283,950	4,958,235	14,641,992	14,518,460
March	3,034,735	2,618,614	1,246,258	3,909,056		46,450	48,950	24,532	456,135		5,645,680	6,065,892	2,033,390	22,818,135	
April	4,790,774	5,082,911	272,368	7,371,174		94,478	129,659	6,532	690,426		12,073,020	14,912,027	382,791	29,766,955	
May	7,657,044	8,296,802	3,148,199	11,955,124		223,246	148,954	188,734	1,201,894		23,236,092	25,901,180	23,445,254	56,477,960	
June	11,720,032	11,050,965	11,291,492	17,405,621		373,865	220,076	689,124	1,781,971		79,376,489	86,974,007	88,087,699	105,559,551	
July	13,517,098	13,333,255	16,489,187	22,217,201		488,402	280,756	291,105	2,244,007		116,827,701	93,189,170	131,031,173	132,554,585	
August	12,441,921	14,094,249	13,307,261	18,448,886		422,935	266,881	244,691	2,161,167		93,023,812	121,424,486	122,944,015	135,457,160	
September	5,190,429	6,280,715	9,374,533	11,630,739		127,801	128,596	495,636	1,369,614		41,912,607	37,793,636	51,755,580	58,512,166	
October	4,729,167	5,163,907	6,047,939	7,830,739		94,511	76,787	91,603	794,126		16,607,911	16,375,128	33,435,472	34,110,939	
November	2,101,808	1,972,903	1,882,898	2,106,980		35,749	31,815	7,333	8,921		7,319,364	9,080,251	14,518,005	8,640,528	
December	1,255,150	1,413,200	1,833,474	3,253,943		27,148	22,812	50,865	515,173		3,165,578	4,773,626	8,836,444	14,219,918	
YTD Totals	2,839,356	2,633,029	2,970,811	3,476,826	3,769,141	33,929	40,920	44,638	202,142	377,596	8,931,596	8,925,815	11,459,906	34,950,509	44,657,485
Total	69,277,514	71,940,550	67,864,420	109,606,289	3,769,141	1,968,514	1,396,206	2,134,793	11,425,576	377,596	408,119,850	425,415,218	487,929,729	633,068,406	44,657,485

Month Increase	1.22%	-15.79%	15.17%	12.71%	22.98%		3.32%	17.39%	373.36%	87.53%	9.06%	29.84%	15.74%	195.31%	-0.84%
YTD Increase	1.62%	-7.27%	12.83%	17.03%	8.41%		20.60%	9.09%	352.85%	86.80%	1.87%	-0.06%	28.39%	204.98%	27.77%
Total Year Increa	-6.36%	3.84%	-5.67%	61.51%			-29.07%	52.90%	435.21%		5.22%	4.24%	14.69%	29.75%	

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

Outer Banks Visitors Bureau
Gross Occupancy by Class 2018-2022

	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	80,128	100,883	103,524	117,805	71,183	7,115,084	6,272,045	8,223,680	22,515,577	32,129,068
February		3,640,228	8,831,162	9,964,265	121,379	111,202	123,301	138,103	86,764	5,205,555	6,004,609	6,788,236	16,833,409	17,071,361
March		392,302	14,285,652		239,016	191,043	100,157	288,353		9,356,430	9,370,541	3,538,436	28,050,784	0
April		54,406	11,899,053		278,446	356,959	0	387,071		18,054,916	22,183,138	715,316	39,424,885	0
May		7,959,755	11,894,484		269,937	329,769	122,541	429,562		32,964,383	36,428,842	28,192,673	71,629,217	0
June		15,349,447	15,036,636		421,313	441,718	529,356	646,362		94,643,779	102,003,266	103,467,906	127,947,319	0
July	9,774,831	14,163,157	18,366,907		488,988	538,288	643,415	630,180		134,391,620	110,890,945	152,256,684	159,994,974	0
August	24,094,200	14,432,996	15,236,263		426,743	534,008	621,785	723,235		108,717,337	138,805,084	139,737,864	158,280,320	0
September	5,444,607	7,502,538	9,479,100		201,660	210,087	466,395	392,240		48,791,548	45,403,850	63,775,711	73,112,498	0
October	3,090,168	5,199,066	6,243,795		217,916	215,456	309,934	157,157		22,503,851	22,618,642	41,364,509	43,787,109	0
November	1,659,752	894,605	698,108		146,707	126,782	167,957	10,176		9,965,662	11,523,953	17,053,031	11,394,032	0
December	1,465,862	4,304,339	7,063,801		143,609	120,970	126,529	217,271		4,706,348	6,505,201	11,266,628	18,096,294	0
YTD Totals	0	7,688,827	16,396,410	20,604,709	201,507	212,085	226,825	255,908	157,947	12,320,639	12,276,654	15,011,916	39,348,986	49,200,429
Total	45,529,420	77,941,438	126,600,209	20,604,709	3,035,842	3,277,165	3,314,894	4,137,515	157,947	496,416,513	518,010,116	576,380,674	771,066,418	49,200,429

Month Increase			142.60%	12.83%	20.94%	-8.38%	10.88%	12.00%	-37.17%	5.40%	15.35%	13.05%	147.98%	1.41%
YTD Increase			113.25%	25.67%	37.78%	5.25%	6.95%	12.82%	-38.28%	2.08%	-0.36%	22.28%	162.12%	25.04%
Total Year Increa		71.19%	62.43%		7.34%	7.95%	1.15%	24.82%		3.57%	4.35%	11.27%	33.78%	

** 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						
	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON	4,351,801	13.5%	1,438,633	8.4%	5,790,434	11.8%
BUXTON	578,357	1.8%	301,617	1.8%	879,974	1.8%
COLINGTON	10,745	0.0%	17,110	0.1%	27,855	0.1%
FRISCO	872,393	2.7%	170,480	1.0%	1,042,873	2.1%
HATTERAS	2,672,053	8.3%	436,688	2.6%	3,108,741	6.3%
KILL DEVIL HILLS	3,868,596	12.0%	3,417,977	20.0%	7,286,573	14.8%
KITTY HAWK	1,409,809	4.4%	1,572,039	9.2%	2,981,848	6.1%
MANTEO-TOWN	311,844	1.0%	307,378	1.8%	619,222	1.3%
NAGS HEAD	5,158,471	16.1%	3,211,258	18.8%	8,369,729	17.0%
RODANTHE	2,584,975	8.0%	771,456	4.5%	3,356,431	6.8%
SALVO	3,905,134	12.2%	1,127,306	6.6%	5,032,440	10.2%
WAVES	2,035,943	6.3%	638,923	3.7%	2,674,866	5.4%
SOUTHERN SHORES	1,013,925	3.2%	785,694	4.6%	1,799,619	3.7%
DUCK	2,131,526	6.6%	1,485,383	8.7%	3,616,909	7.4%
RIM (ROANOKE ISL. MAIN)	1,073,925	3.3%	1,161,394	6.8%	2,235,319	4.5%
OTC UNATTRIBUTED	149,571	0.5%	228,025	1.3%	377,596	0.8%
TOTAL	32,129,068	100.0%	17,071,361	100.0%	49,200,429	100.0%

DARE COUNTY GROSS						
MEALS BY DISTRICT						
	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	TOTAL	TOTAL
AVON - 1	222,024	2.1%	299,299	2.2%	521,323	2.1%
BUXTON - 2	202,780	1.9%	307,695	2.2%	510,475	2.1%
COLINGTON - 3	61,922	0.6%	125,502	0.9%	187,424	0.8%
FRISCO - 5	78,987	0.7%	116,793	0.8%	195,780	0.8%
HATTERAS - 6	14,437	0.1%	88,787	0.6%	103,224	0.4%
KILL DEVIL HILLS - 7	3,346,902	31.6%	5,212,559	37.6%	8,559,461	35.0%
KITTY HAWK - 8	1,982,093	18.7%	2,341,833	16.9%	4,323,926	17.7%
MANTEO-TOWN - 10	1,327,073	12.5%	1,249,722	9.0%	2,576,795	10.5%
RIM (ROANOKE ISL. M	233,461	2.2%	249,069	1.8%	482,530	2.0%
NAGS HEAD - 14	2,130,753	20.1%	2,396,822	17.3%	4,527,575	18.5%
RODANTHE - 15	29,596	0.3%	46,435	0.3%	76,031	0.3%
SALVO - 18	0	0.0%	7,025	0.1%	7,025	0.0%
WAVES - 19	30,984	0.3%	35,337	0.3%	66,321	0.3%
SOUTHERN SHORES -	475,583	4.5%	533,593	3.9%	1,009,176	4.1%
DUCK - 21	464,406	4.4%	843,908	6.1%	1,308,314	5.3%
TOTAL	10,601,001	100.0%	13,854,379	100.0%	24,455,380	100.0%

DARE COUNTY GROSS									
OCCUPANCY BY DISTRICT									
	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE	2,584,975	1,591,344	62.44%	771,456	813,406	-5.16%	3,356,431	2,404,750	39.58%
WAVES	2,035,943	1,202,878	69.26%	638,923	734,878	-13.06%	2,674,866	1,937,756	38.04%
SALVO	3,905,134	2,344,520	66.56%	1,127,306	1,194,950	-5.66%	5,032,440	3,539,470	42.18%
AVON	4,351,801	2,483,054	75.26%	1,438,633	1,143,301	25.83%	5,790,434	3,626,355	59.68%
BUXTON	578,357	544,488	6.22%	301,617	364,946	-17.35%	879,974	909,434	-3.24%
FRISCO	872,393	538,245	62.08%	170,480	226,988	-24.89%	1,042,873	765,233	36.28%
HATTERAS	2,672,053	1,613,376	65.62%	436,688	430,806	1.37%	3,108,741	2,044,182	52.08%
TOTAL HATTERAS ISLAND	17,000,656	10,317,905	64.77%	4,885,103	4,909,275	-0.49%	21,885,759	15,227,180	43.73%
NORTHERN BEACHES:									
DUCK	2,131,526	1,852,901	15.04%	1,485,383	1,640,219	-9.44%	3,616,909	3,493,120	3.54%
SOUTHERN SHORES	1,013,925	909,588	11.47%	785,694	735,996	6.75%	1,799,619	1,645,584	9.36%
KITTY HAWK	1,409,809	1,306,830	7.88%	1,572,039	1,491,596	5.39%	2,981,848	2,798,426	6.55%
COLINGTON	10,745	14,774	-27.27%	17,110	20,317	-15.78%	27,855	35,091	-20.62%
KILL DEVIL HILLS	3,868,596	3,096,270	24.94%	3,417,977	3,313,303	3.16%	7,286,573	6,409,573	13.68%
NAGS HEAD	5,158,471	3,878,714	32.99%	3,211,258	3,486,075	-7.88%	8,369,729	7,364,789	13.65%
TOTAL NORTHERN BEACHES	13,593,072	11,059,077	22.91%	10,489,461	10,687,506	-1.85%	24,082,533	21,746,583	10.74%
ROANOKE ISLAND:									
MANTEO-TOWN	311,844	430,440	-27.55%	307,378	236,934	29.73%	619,222	667,374	-7.22%
RIM (ROANOKE ISL. MAINLAND)	1,073,925	627,606	71.11%	1,161,394	878,101	32.26%	2,235,319	1,505,707	48.46%
TOTAL ROANOKE ISLAND	1,385,769	1,058,046	30.97%	1,468,772	1,115,035	31.72%	2,854,541	2,173,081	31.36%
OTC UNATTRIBUTED	149,571	80,549	85.69%	228,025	121,593	87.53%	377,596	202,142	86.80%
TOTAL	32,129,068	22,515,577	42.70%	17,071,361	16,833,409	1.41%	49,200,429	39,348,986	25.04%

DARE COUNTY GROSS MEALS BY DISTRICT									
	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:									
RODANTHE - 15	29,596	50,251	-41.10%	46,435	33,890	37.02%	76,031	84,141	-9.64%
WAVES - 19	30,984	35,760	-13.36%	35,337	28,528	23.87%	66,321	64,288	3.16%
SALVO - 18	0	0	#DIV/0!	7,025	0	100.00%	7,025	0	100.00%
AVON - 1	222,024	460,563	-51.79%	299,299	273,292	9.52%	521,323	733,855	-28.96%
BUXTON - 2	202,780	290,236	-30.13%	307,695	276,338	11.35%	510,475	566,574	-9.90%
FRISCO - 5	78,987	63,587	24.22%	116,793	30,632	281.28%	195,780	94,219	107.79%
HATTERAS - 6	14,437	11,248	28.35%	88,787	279,511	-68.23%	103,224	290,759	-64.50%
TOTAL HATTERAS ISLAND	578,808	911,645	-36.51%	901,371	922,191	-2.26%	1,480,179	1,833,836	-19.29%
NORTHERN BEACHES:									
DUCK - 21	464,406	1,225,101	-62.09%	843,908	668,649	26.21%	1,308,314	1,893,750	-30.91%
SOUTHERN SHORES - 20	475,583	391,571	21.46%	533,593	534,718	-0.21%	1,009,176	926,289	8.95%
KITTY HAWK - 8	1,982,093	1,645,334	20.47%	2,341,833	1,641,876	42.63%	4,323,926	3,287,210	31.54%
COLINGTON - 3	61,922	65,096	-4.88%	125,502	86,449	45.17%	187,424	151,545	23.68%
KILL DEVIL HILLS - 7	3,346,902	2,977,039	12.42%	5,212,559	2,843,490	83.32%	8,559,461	5,820,529	47.06%
NAGS HEAD - 14	2,130,753	2,059,419	3.46%	2,396,822	1,877,182	27.68%	4,527,575	3,936,601	15.01%
TOTAL NORTHERN BEACHES	8,461,659	8,363,560	1.17%	11,454,217	7,652,364	49.68%	19,915,876	16,015,924	24.35%
ROANOKE ISLAND:									
MANTEO-TOWN - 10	1,327,073	1,162,274	14.18%	1,249,722	855,301	46.11%	2,576,795	2,017,575	27.72%
MANTEO-OUTSIDE - 11	233,461	231,731	0.75%	249,069	217,208	14.67%	482,530	448,939	7.48%
TOTAL ROANOKE ISLAND	1,560,534	1,394,005	11.95%	1,498,791	1,072,509	39.75%	3,059,325	2,466,514	24.03%
TOTAL	10,601,001	10,669,210	-0.64%	13,854,379	9,647,064	43.61%	24,455,380	20,316,274	20.37%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/22

	Jul '21 - Mar 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	4,835,794.98	3,823,891.00	1,011,903.98	126.5%
3040 · Meals Tax - 75%	2,028,253.19	1,746,832.00	281,421.19	116.1%
3050 · Website Advertising	84,803.70	100,000.00	-15,196.30	84.8%
3210 · Interest Income	8,318.99	50,150.00	-41,831.01	16.6%
3220 · Other	1,265.00	1,000.00	265.00	126.5%
Total Income	6,958,435.86	5,721,873.00	1,236,562.86	121.6%
Gross Profit	6,958,435.86	5,721,873.00	1,236,562.86	121.6%
Expense				
5000 · Director Compensation	12,625.00	17,100.00	-4,475.00	73.8%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	2,555.90	7,000.00	-4,444.10	36.5%
5003 · Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 · Miscellaneous Items	221.82	1,000.00	-778.18	22.2%
5010 · Salaries (Full Time) Promotion	567,229.19	737,750.00	-170,520.81	76.9%
5020 · Salaries (Part Time) Promotion	61,627.19	131,100.00	-69,472.81	47.0%
5025 · Salaries (Part Time) Welcome AB	58,388.88	93,255.00	-34,866.12	62.6%
5026 · Salaries (Part Time) Welcome RI	82,346.90	141,400.00	-59,053.10	58.2%
5030 · Payroll Taxes	57,397.41	91,575.00	-34,177.59	62.7%
5040 · Employee Insurance	126,238.40	154,200.00	-27,961.60	81.9%
5050 · Retirement	66,427.55	92,415.00	-25,987.45	71.9%
5055 · 401(k) Match	5,205.53	7,380.00	-2,174.47	70.5%
5060 · Workmens Compensation	1,731.23	2,155.00	-423.77	80.3%
5080 · Employee Relations	2,670.30	2,805.00	-134.70	95.2%
5090 · Training	80.44	11,250.00	-11,169.56	0.7%
5110 · Contracted Service	19,063.10	27,850.00	-8,786.90	68.4%
5140 · Audit	9,750.00	11,250.00	-1,500.00	86.7%
5170 · Other Professional Services	2,795.00	7,300.00	-4,505.00	38.3%
5180 · Legal	5,635.00	20,500.00	-14,865.00	27.5%
5185 · Research	50,400.00	263,400.00	-213,000.00	19.1%
5190 · Administrative Advertising	438.50	1,500.00	-1,061.50	29.2%
5500 · Advertising-Printed	858,515.96	1,382,065.00	-523,549.04	62.1%
5502 · Advertising - Production Fee	71,167.00	130,000.00	-58,833.00	54.7%
5510 · Advertising - Event Dev & Mktg	10,350.00	73,100.00	-62,750.00	14.2%
5515 · Advertising - Online	1,523,877.91	2,519,455.00	-995,577.09	60.5%
5525 · Community Relations	11,004.17	30,000.00	-18,995.83	36.7%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	10,327.31	34,750.00	-24,422.69	29.7%
5580 · Promotional Aids	1,388.56	9,000.00	-7,611.44	15.4%
6100 · Familiarization Tours	49,621.05	110,000.00	-60,378.95	45.1%
6101 · Group sales	9,408.01	12,000.00	-2,591.99	78.4%
6130 · Uniforms	1,400.27	1,840.00	-439.73	76.1%
6150 · Event Grant	178,880.36	750,000.00	-571,119.64	23.9%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	42,104.14	195,200.00	-153,095.86	21.6%
6300 · Travel	18,273.63	40,400.00	-22,126.37	45.2%
6305 · Vehicle Maintenance	602.51	3,500.00	-2,897.49	17.2%
6320 · Registrations	22,190.00	49,500.00	-27,310.00	44.8%
6340 · Travel Show Exhibit	1,884.62	3,500.00	-1,615.38	53.8%
6420 · Dues and Subscriptions	29,731.44	47,600.00	-17,868.56	62.5%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	24,606.10	42,815.00	-18,208.90	57.5%
6500 · Equipment	8,722.09	77,500.00	-68,777.91	11.3%
6510 · Expendable Equipment	309.56	2,100.00	-1,790.44	14.7%
6530 · Technical Support	3,486.23	13,050.00	-9,563.77	26.7%
6580 · Utilities	9,220.05	18,360.00	-9,139.95	50.2%
6600 · Cleaning/maintenance supplies	479.66	2,850.00	-2,370.34	16.8%
6610 · Building Maintenance	12,176.95	25,460.00	-13,283.05	47.8%
6620 · Equipment Service Contracts	1,024.80	3,500.00	-2,475.20	29.3%
6640 · Equipment Rent	21,552.92	34,000.00	-12,447.08	63.4%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	9,713.82	23,025.00	-13,311.18	42.2%
6800 · Bank Service Charges	835.45	1,920.00	-1,084.55	43.5%
6810 · Web Site/Internet	28,760.29	43,553.00	-14,792.71	66.0%
Total Expense	4,125,399.81	7,560,901.00	-3,435,501.19	54.6%
Net Ordinary Income	2,833,036.05	-1,839,028.00	4,672,064.05	-154.1%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 3/31/22

	Jul '21 - Mar 22	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	6,312.59	6,000.00	312.59	105.2%
Total 3100 · Sale of Merchandise	6,312.59	6,000.00	312.59	105.2%
Total 9910 · Transfer from Merchandise Sales	6,312.59	6,000.00	312.59	105.2%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	24,000.00	25,000.00	-1,000.00	96.0%
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	30,312.59	2,203,398.00	-2,173,085.41	1.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	73,900.00	73,900.00	0.00	100.0%
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	3,313.28	4,200.00	-886.72	78.9%
68001 · Credit Card Charges	514.29	790.00	-275.71	65.1%
Total 9930 · Transfer to Merchandise	3,827.57	4,990.00	-1,162.43	76.7%
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Expense	363,207.57	364,370.00	-1,162.43	99.7%
Net Other Income	-332,894.98	1,839,028.00	-2,171,922.98	-18.1%
Net Income	2,500,141.07	0.00	2,500,141.07	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 3/31/22

	<u>Jul '21 - Mar 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	47.95	25.00	22.95	191.8%
Total Income	<u>47.95</u>	<u>25.00</u>	<u>22.95</u>	<u>191.8%</u>
Gross Profit	<u>47.95</u>	<u>25.00</u>	<u>22.95</u>	<u>191.8%</u>
Net Ordinary Income	47.95	25.00	22.95	191.8%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
Total 9920 · Transfer from Travel Guide Fund	<u>24,000.00</u>	<u>25,000.00</u>	<u>-1,000.00</u>	<u>96.0%</u>
Total Other Income	24,000.00	25,000.00	-1,000.00	96.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	<u>73,900.00</u>	<u>73,900.00</u>	<u>0.00</u>	<u>100.0%</u>
Total Other Expense	73,900.00	73,900.00	0.00	100.0%
Net Other Income	-49,900.00	-48,900.00	-1,000.00	102.0%
Net Income	<u>-49,852.05</u>	<u>-48,875.00</u>	<u>-977.05</u>	<u>102.0%</u>

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 3/31/22

	Jul '21 - Mar 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	146.72	125.00	21.72	117.4%
Total Income	146.72	125.00	21.72	117.4%
Gross Profit	146.72	125.00	21.72	117.4%
Net Ordinary Income	146.72	125.00	21.72	117.4%
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	6,312.59	6,000.00	312.59	105.2%
Total 3100 · Sale of Merchandise	6,312.59	6,000.00	312.59	105.2%
Total 9910 · Transfer from Merchandise Sales	6,312.59	6,000.00	312.59	105.2%
Total Other Income	6,312.59	6,000.00	312.59	105.2%
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	3,313.28	4,200.00	-886.72	78.9%
68001 · Credit Card Charges	514.29	790.00	-275.71	65.1%
Total 9930 · Transfer to Merchandise	3,827.57	4,990.00	-1,162.43	76.7%
Total Other Expense	3,827.57	4,990.00	-1,162.43	76.7%
Net Other Income	2,485.02	1,010.00	1,475.02	246.0%
Net Income	2,631.74	1,135.00	1,496.74	231.9%

Outer Banks Visitors Bureau Special Revenue Fund
Statement of Revenue and Expenditures - Actual and Budget
 July 2021 through March 2022

	Jul '21 - Mar 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,611,931.67	1,274,629.00	337,302.67	126.5%
3040 · Meals Tax	676,084.38	582,278.00	93,806.38	116.1%
3210 · Interest	3,531.47	23,000.00	-19,468.53	15.4%
Total Income	2,291,547.52	1,879,907.00	411,640.52	121.9%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	6,125.00	461,170.00	-455,045.00	1.3%
4525 · Event Site	22,025.00	2,989,839.00	-2,967,814.00	0.7%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
Total 4000 · Long - Term Projects	47,590.00	3,881,009.00	-3,833,419.00	1.2%
4100 · Short-Term Projects				
4646 · Town of KH - KH Park Trail Conn	47,592.00	47,592.00	0.00	100.0%
4648 · TIG - DCAC - Courtyard	90,950.00	90,950.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	221,885.00	371,885.00	-150,000.00	59.7%
4654 · TIG - Hatteras District-Pathways	342,640.00	342,640.00	0.00	100.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	36,615.29	40,000.00	-3,384.71	91.5%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4661 · TIG-Friends Jockeys Ridge - UTV	20,280.00	20,280.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4663 · TIG-Town of NH-Bonnett/Barnes	37,898.00	37,898.00	0.00	100.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4666 · TIG-Town of SS-Transportation	30,260.00	30,260.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	239,700.00	-239,700.00	0.0%
5140 · Audit	3,250.00	3,750.00	-500.00	86.7%
5160 · Fireworks	58,088.00	134,669.00	-76,581.00	43.1%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	893,658.29	2,194,900.00	-1,301,241.71	40.7%
Total Expense	941,248.29	6,075,909.00	-5,134,660.71	15.5%
Net Ordinary Income	1,350,299.23	-4,196,002.00	5,546,301.23	-32.2%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
Total Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Income	1,350,299.23	0.00	1,350,299.23	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2021-2022

Results Fund Summary 2021-2022										Estimated
	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Balance FY21-22	
Short-term Projects										
OB Scenic Byway - Interpretive Plan	26,500		(26,500)		0				0	
Town of NH - W. Bypass Multi-Use Phase VIII	487,932		(487,932)		0				0	
Town of KH - KH Park Trail Connection	47,592				47,592		(47,592)		0	
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0	
TIG - Dare Co Arts Council - Courtyard	90,950				90,950		(90,950)		0	
TIG - Frisco Native American - Handicapp Access	25,750		(25,750)		0				0	
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806	
TIG - Town of KDH - Baum Street, Phase II	55,618		(55,618)		0				0	
TIG - Town of Manteo - Manteo Common	221,885				221,885		(221,885)		0	
TIG - Manteo - Town Common Phase II	0	150,000	0		150,000				150,000	
TIG - Hatteras Tax District - Pathway	0	342,640	0		342,640		(342,640)		0	
TIG - KDH - Meekins Field	0	200,000	0		200,000				200,000	
TIG - NH - Admiral Street	0	40,000	(40,000)		0				0	
TIG - NH - Skate Park	0	30,000	0		30,000				30,000	
TIG - NC Coastal Fed - Baum Bridge	0	40,000	0		40,000		(36,615)	(3,385)	(0)	
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0	
TIG - Chicamacomico - 1911 Cookhouse	0					38,760			38,760	
TIG - Friends of Jockey's Ridge - UTV	0					20,280	(20,280)		0	
TIG - Town of NH - Epstein Street Beach Access	0					250,000			250,000	
TIG - Town of NH - Bonnett & Barnes Sidewalks	0					37,898	(37,898)		0	
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	0					127,500			127,500	
TIG - OB Forever - Aviation Trail Through Time	0					21,250			21,250	
TIG - Town of SS - Transportation Data Software	0					30,260	(30,260)		0	
Fireworks	55,000	0	(12,831)	37,500	79,669		(58,088)	55,000	76,581	
Audit	0		(2,625)	2,625	0		(3,250)	3,750	500	
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(4,200)		15,760	
Unappropriated Funds	188,782	738,480		(639,764)	287,498	771,047		(581,313)	477,231	
<hr/>										
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	1,296,995	(893,658)	(525,948)	1,535,388	
<hr/>										
Long Term Projects										
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,690,868	(22,025)		3,558,517	
Natural Historical Cultural	0	0	0	0	0				0	
Green Space/Open Space (GOSPL)	0	0	0	0	0				0	
Infrastructure (capped)	461,170		0	0	461,170		(6,125)		455,045	
L-T Unappropriated Funds	500,000	100,000	-70000	(200,000)	330,000	100,000	(19,440)		410,560	
TOTAL LONG TERM COMMITMENTS UNPAID	1,224,214	1,726,629	(70,000)	(200,000)	2,680,843	1,790,868	(47,590)	0	4,424,122	
<hr/>										
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	3,087,863	(941,248)	(525,948)	5,959,510	
<hr/>										
Cash on Hand 3/31/22								Checking	2,077,163	
								Savings	3,684,310	
Total Cash on Hand									5,761,473	
<hr/>										
25% of Occupancy & Meals Income per Budget									50,368	
April									89,784	
May									130,216	
June									270,368	
<hr/>										
Unappropriated Balances									72,330	
<hr/>										
Transfer from General Fund								2,558,384	*	
30% Short-term								767,515		
Short-term Interest								3,531		
								771,047		
70% Long-term								1,790,868		
Long-term Interest								0		
								1,790,868	*	

*Estimate Based on Actual through February and Budgeted Figures

Agrees to Financial Statements

Dare County Tourism Board - Event Site Fund
Statement of Revenue and Expenditures - Actual and Budget
July 2021 through March 2022

	Jul '21 - Mar 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	1,400.00	1,000.00	400.00	140.0%
3200 · Site Rental Income - Other	14,100.00	12,800.00	1,300.00	110.2%
Total 3200 · Site Rental Income	15,500.00	13,800.00	1,700.00	112.3%
3210 · Interest Income	330.28	200.00	130.28	165.1%
3250 · Lease Income	40,490.00	45,600.00	-5,110.00	88.8%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	56,320.28	124,600.00	-68,279.72	45.2%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	22,257.50	55,000.00	-32,742.50	40.5%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	18,238.37	56,375.00	-38,136.63	32.4%
6610 · Repairs & Maintenance	126,551.69	220,085.00	-93,533.31	57.5%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	175,602.06	410,280.00	-234,677.94	42.8%
Net Ordinary Income	-119,281.78	-285,680.00	166,398.22	41.8%
Other Income/Expense				
Other Income				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	285,480.00	285,480.00	0.00	100.0%
Total Other Income	285,680.00	285,680.00	0.00	100.0%
Net Other Income	285,680.00	285,680.00	0.00	100.0%
Net Income	166,398.22	0.00	166,398.22	100.0%

DARE COUNTY TOURISM BOARD

31-Mar-22

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	833,002	618,983	753,820	2,508,364	2,345,257	750,777	1,016,035	2,008,119	1,000,000	11,834,357
RESTRICTED FUND	2,077,163	414,814			1,000,681	1,001,628	767,186	500,000	0	5,761,473
TRAVEL GUIDE	19,509									19,509
MERCHANDISE SALES	163,288									163,288
EVENT SITE FUND	498,197									498,197
TOTAL	3,591,159	1,033,797	753,820	2,508,364	3,345,939	1,752,404	1,783,221	2,508,119	1,000,000	18,276,823
TOTAL % EACH BANK	42.96%	5.66%	4.12%		23.78%		9.76%	13.72%		100.00%
INTEREST RATES	0.13%	0.01%	0.01%	0.13%	0.13%	0.21%	.12% & .20%	.17% on 2	0.53%	
TOTAL CHECKING & CD'S	18,276,823									
60% ALLOWED IN ANY BANK	10,966,094									
25% ALLOWED IN ANY ONE INV	4,569,206									

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

100% Restricted Fund Balance Restricted by House Bill 225

\$5,761,473



Dare County Tourism Board
Proposed Budget
Fiscal Year 2022-2023

April 28, 2022

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Dare County Tourism Board						
Budget 2022-2023						
Total Revenues - Governmental Funds						
(General Fund and Special Revenue)						
	Budget	Amended		Proposed	% Change	
	FY 2021-2022	Budget	Projected	Budget	to FY 21-22	
		FY 2021-2022	FY 2021-2022	FY 2022-2023	Budget	
Occupancy	\$ 5,034,690	\$ 5,098,520	\$ 6,857,601	\$ 5,253,090	3.03%	
Meals	\$ 2,329,110	\$ 2,329,110	\$ 3,165,229	\$ 2,473,785	6.21%	
	\$ 7,363,800	\$ 7,427,630	\$ 10,022,830	\$ 7,726,875	4.03% *	
Interest - GF	\$ 50,000	\$ 50,000	\$ 10,736	\$ 50,000	0.00%	
Interest - Travel Guide	\$ 25	\$ 25	\$ 50	\$ 40	60.00%	
Interest - Merchandise	\$ 125	\$ 125	\$ 171	\$ -	-100.00%	
Interest - Restricted	\$ 23,000	\$ 23,000	\$ 5,791	\$ 23,000	0.00%	
Website Advertising	\$ 100,000	\$ 100,000	\$ 124,804	\$ 100,000	0.00%	
Travel Guide Income	\$ 35,000	\$ 25,000	\$ 24,000	\$ 30,000	20.00%	
Merchandise Income	\$ 3,000	\$ 6,000	\$ 6,131	\$ -	-100.00%	
Other - General	\$ 1,000	\$ 1,000	\$ 1,240	\$ 1,000	0.00%	
	\$ 212,150	\$ 205,150	\$ 172,923	\$ 204,040	-0.54%	
Amounts Rolled Over from PY	\$ 2,368,142	\$ 2,368,142	\$ -	\$ 2,890,333	22.05%	
Appropriated Fund Balance	\$ 4,481,483	\$ 4,481,483	\$ 3,116,331	\$ 6,150,020	37.23%	
	\$ 6,849,625	\$ 6,849,625	\$ 3,116,331	\$ 9,040,353	31.98%	
Total Revenues	\$ 14,425,575	\$ 14,482,405	\$ 13,312,084	\$ 16,971,268	17.19%	
* This is a 4.03% increase over 21-22 budget figures. The percent change from projected actual 2021-2022 figures is a decrease of (36.01%).						

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Summary									
		Amended		Proposed					
	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate	
	2021-2022	2021-2022	2021-2022	2022-2023	Change	FY23-24	FY24-25	FY25-26	
GENERAL FUND									
REVENUES									
Occupancy/Meals Tax (75%)	5,522,850	5,570,723	7,517,122	5,795,156	4.0%	5,969,011	6,267,461	6,518,160	
Revenues - Website Advertising	100,000	100,000	124,804	100,000	0.0%	102,000	106,080	110,323	
Revenues - Interest and Other	51,150	51,150	12,197	51,040	-0.2%	51,591	53,139	55,795	
Appropriated from Fund Balance	285,480	285,480	285,480	285,480	0.0%	1,777,051	1,762,367	1,788,663	
Transfer from Travel Guide/Travel Guide Income	35,000	25,000	24,000	30,000	20.0%	30,900	31,827	32,782	
Transfer from Merchandise Fund/Merchandise Income	3,000	6,000	6,131	0	-100.0%	0	0	0	
Total Revenues	5,997,480	6,038,353	7,969,734	6,261,676	3.7%	7,930,553	8,220,874	8,505,723	
Projected Over Budget By			1,931,381						
EXPENDITURES:									
Governing	31,183	31,183	28,178	31,430	0.8%	31,723	31,803	32,036	
Promotion	7,193,215	7,202,513	6,254,572	7,306,675 *	1.4%	7,018,036	7,254,571	7,549,121	
Aycock Brown Welcome Center	126,190	145,040	149,225	172,215	18.7%	158,375	168,201	167,160	
Outer Banks Welcome Center RI, Whalebone & Hatteras	173,930	182,165	169,471	206,120	13.2%	199,205	209,668	210,945	
Travel Guide Expenses	72,000	73,900	73,900	84,500	100.0%	92,950	95,739	98,611	
Merchandise Expenses	2,400	4,990	5,494	0	-100.0%	0	0	0	
Unappropriated Fund Balance	481,225	481,225	481,225	1,065,590	121.4%	0	0	0	
Transfer to Event Site Fund	285,480	285,480	285,480	285,480	0.0%	430,264	460,892	447,851	
Total Expenditures	8,365,623	8,406,496	7,447,545	9,152,010	8.9%	7,930,552	8,220,874	8,505,723	
Projected Under Budget By			958,951						
Revenue vs Expenses	-2,368,143	-2,368,143		-2,890,334		0	0	0	
Revenue Income over Budget	1,290,572	1,290,572		1,931,381					
Unspent Funds/Encumbrances	1,077,571	1,077,571		958,951 *					
* Includes estimated encumbrances of \$523,050									
Unappropriated Surplus	0	0		0					
Net Revenue vs Expenses	0	0		0					

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Draft #1
as of 4/11/2022

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2022-2023

FISCAL YEAR		ACTUAL FY 2018-2019	ACTUAL 2019-2020	ACTUAL 2020-2021	ACTUAL 2021-2022	3 YEAR AVERAGE FY 2019-2021
JULY RECEIPTS						
	OCCUPANCY	\$953,287	\$1,019,991	\$1,031,086	\$1,276,821	\$1,109,299
	MEALS	\$386,336	\$399,780	\$343,467	\$484,565	\$409,271
		<u>\$1,339,623</u>	<u>\$1,419,771</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,518,570</u>
AUGUST RECEIPTS						
	OCCUPANCY	\$1,332,093	\$1,106,544	\$1,522,969	\$1,592,750	\$1,407,421
	MEALS	\$444,464	\$472,601	\$378,908	\$556,560	\$469,356
		<u>\$1,776,558</u>	<u>\$1,579,144</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$1,876,777</u>
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,098,655	\$1,386,584	\$1,386,699	\$1,592,952	\$1,455,411
	MEALS	\$391,888	\$427,334	\$342,807	\$455,773	\$408,638
		<u>\$1,490,544</u>	<u>\$1,813,918</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,864,050</u>
OCTOBER RECEIPTS						
	OCCUPANCY	\$468,127	\$456,103	\$646,711	\$717,840	\$606,885
	MEALS	\$239,371	\$245,359	\$312,640	\$381,875	\$313,292
		<u>\$707,498</u>	<u>\$701,462</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$920,176</u>
NOVEMBER RECEIPTS						
	OCCUPANCY	\$243,388	\$225,977	\$411,520	\$437,386	\$358,294
	MEALS	\$178,930	\$196,139	\$220,333	\$283,580	\$233,350
		<u>\$422,318</u>	<u>\$422,115</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$591,645</u>
DECEMBER RECEIPTS						
	OCCUPANCY	\$100,000	\$115,681	\$149,614	\$103,833	\$123,043
	MEALS	\$120,135	\$122,310	\$133,492	\$144,518	\$133,440
		<u>\$220,135</u>	<u>\$237,992</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$256,483</u>
JANUARY RECEIPTS						
	OCCUPANCY	\$46,833	\$64,326	\$99,622	\$191,666	\$118,538
	MEALS	\$92,656	\$105,378	\$129,244	\$172,558	\$135,727
		<u>\$139,490</u>	<u>\$169,703</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$254,265</u>
FEBRUARY RECEIPTS						
	OCCUPANCY	\$61,766	\$82,572	\$221,257	\$320,769	\$208,199
	MEALS	\$76,744	\$98,628	\$96,377	\$93,580	\$96,195
		<u>\$138,510</u>	<u>\$181,200</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$304,394</u>
MARCH RECEIPTS						
	OCCUPANCY	\$60,762	\$68,444 ^	\$167,213	\$54,705 ^	\$96,787
	MEALS	\$80,478	\$90,154 ^	\$92,067	\$79,630 ^	\$87,283
		<u>\$141,240</u>	<u>\$158,598</u>	<u>\$259,280</u>	<u>\$134,335</u>	<u>\$184,071</u>
APRIL RECEIPTS						
	OCCUPANCY	\$94,424	\$30,252 ^	\$277,701	\$85,430 ^	\$131,128
	MEALS	\$135,650	\$69,266 ^	\$179,714	\$116,040 ^	\$121,673
		<u>\$230,073</u>	<u>\$99,518</u>	<u>\$457,415</u>	<u>\$201,470</u>	<u>\$252,801</u>
MAY RECEIPTS						
	OCCUPANCY	\$215,483	\$12,691 ^	\$395,352	\$183,450 ^	\$197,164
	MEALS	\$199,132	\$37,629 ^	\$259,175	\$175,685 ^	\$157,496
		<u>\$414,615</u>	<u>\$50,320</u>	<u>\$654,527</u>	<u>\$359,135</u>	<u>\$354,661</u>
JUNE RECEIPTS						
	OCCUPANCY	\$297,875	\$280,884 ^	\$709,402	\$300,000 ^	\$430,095
	MEALS	\$221,909	\$138,382 ^	\$359,081	\$220,865 ^	\$239,443
		<u>\$519,783</u>	<u>\$419,266</u>	<u>\$1,068,483</u>	<u>\$520,865</u>	<u>\$669,538</u>
TOTALS						
	OCCUPANCY	\$4,972,693	\$4,850,048	\$7,019,145	\$6,857,601	\$6,242,265
	MEALS	\$2,567,694	\$2,402,960	\$2,847,306	\$3,165,229	\$2,805,165
		<u>\$7,540,387</u>	<u>\$7,253,008</u>	<u>\$9,866,451</u>	<u>\$10,022,830</u>	<u>\$9,047,430</u>

^ Amount affected by COVID 19

* Amounts based on budget

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

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BUDGET & FINANCE PROJECTIONS
OCCUPANCY & MEALS FY 2022-2023

FISCAL YEAR		BUDGET	PROPOSED	% Increase/ Decrease	\$ Increase/ Decrease	% Increase/ Decrease from	\$ Increase / Decrease from	
JULY RECEIPTS		FY 2021-2022	FY 2022-2023	from Actual	from Actual	21-22 Budget	21-22 Budget	
	OCCUPANCY	\$1,055,895	\$1,031,750	-19.19%	4	-245,072	-2.29%	4
	MEALS	\$320,475	\$338,295	-30.19%		-\$146,270	5.56%	
		\$1,376,370	\$1,370,045	-22.22%		-\$391,342	-0.46%	
AUGUST RECEIPTS								
	OCCUPANCY	\$1,318,025	\$1,330,745	-16.45%	5	-\$262,005	0.97%	5
	MEALS	\$361,870	\$391,845	-29.60%		-\$164,716	8.28%	
		\$1,679,895	\$1,722,590	-19.85%		-\$426,720	2.54%	
SEPTEMBER RECEIPTS								
	OCCUPANCY	\$1,185,500	\$1,252,920	-21.35%	4	-\$340,032	5.69%	4
	MEALS	\$347,875	\$371,790	-18.43%		-\$83,983	6.87%	
		\$1,533,375	\$1,624,710	-20.70%		-\$424,015	5.96%	
OCTOBER RECEIPTS								
	OCCUPANCY	\$471,670	\$490,540	-31.66%		-\$227,300	4.00%	
	MEALS	\$241,836	\$251,510	-34.14%		-\$130,365	4.00%	
		\$713,506	\$742,050	-32.52%		-\$357,664	4.00%	
NOVEMBER RECEIPTS								
	OCCUPANCY	\$224,335	\$233,310	-46.66%		-\$204,075	4.00%	
	MEALS	\$185,505	\$192,925	-31.97%		-\$90,655	4.00%	
		\$409,840	\$426,236	-40.88%		-\$294,730	4.00%	
DECEMBER RECEIPTS								
	OCCUPANCY	\$98,630	\$102,575	-1.21%		-\$1,258	4.00%	
	MEALS	\$117,835	\$122,550	-15.20%		-\$21,967	4.00%	
		\$216,465	\$225,126	-9.35%		-\$23,225	4.00%	
JANUARY RECEIPTS								
	OCCUPANCY	\$48,600	\$65,545	-65.80%		-\$126,121	34.87%	
	MEALS	\$93,525	\$97,265	-43.63%		-\$75,293	4.00%	
		\$142,125	\$162,810	-55.30%		-\$201,414	14.55%	
FEBRUARY RECEIPTS								
	OCCUPANCY	\$72,280	\$85,170	-73.45%		-\$235,598	17.83%	
	MEALS	\$67,970	\$82,190	-12.17%		-\$11,391	20.92%	
		\$140,250	\$167,360	-59.61%		-\$246,989	19.33%	
MARCH RECEIPTS								
	OCCUPANCY	\$54,705	\$56,895	4.00%		\$2,190	4.00%	
	MEALS	\$79,630	\$84,315	5.88%		\$4,685	5.88%	
		\$134,335	\$141,210	5.12%		\$6,875	5.12%	
APRIL RECEIPTS								
	OCCUPANCY	\$85,430	\$90,850	6.34%		\$5,420	6.34%	
	MEALS	\$116,040	\$120,685	4.00%		\$4,645	4.00%	
		\$201,470	\$211,535	5.00%		\$10,065	5.00%	
MAY RECEIPTS								
	OCCUPANCY	\$183,450	\$200,790	9.45%		\$17,340	9.45%	
	MEALS	\$175,685	\$190,715	8.56%		\$15,030	8.56%	
		\$359,135	\$391,506	9.01%		\$32,371	9.01%	
JUNE RECEIPTS								
	OCCUPANCY	\$300,000	\$312,000	4.00%		\$12,000	4.00%	
	MEALS	\$220,865	\$229,700	4.00%		\$8,835	4.00%	
		\$520,865	\$541,700	4.00%		\$20,835	4.00%	
TOTALS		\$5,098,520	\$5,253,090	-38.63%		-\$1,604,511	3.03%	
		\$2,329,110	\$2,473,785	-31.11%		-\$691,443	6.21%	
		\$7,427,630	\$7,726,875	-36.01%		-\$2,295,954	4.03%	
		FY20/21 Budget	\$6,827,821.00					
			8.78%					

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Governing									
Account		Budget	Amended	Projected	Proposed		Estimate	Estimate	Estimate
Number	Title	2021-2022	Budget 2021-2022	2021-2022	Budget 2022-2023	Percent Change	FY23-24	FY24-25	FY25-26
5000	Director Compensation	17,100	17,100	16,900	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,301	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	1,000	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	5,007	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	3,603	3,603	3,603	3,850	6.9%	4,043	4,123	4,206
5004	Miscellaneous Items	1,000	1,000	367	1,000	0.0%	1,000	1,000	1,100
	Total - Governing	31,183	31,183	28,178	31,430	0.8%	31,723	31,803	32,036
Projected under budget by				3,005					

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Promotion									
Account			Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2021-2022	2021-2022	2021-2022	2022-2023	Change	FY23-24	FY24-25	FY25-26
	Personnel								
5010	Salaries (full)	737,750	737,750	737,476	778,030	5.5%	801,371	841,439	866,683
5020	Salaries (part)	126,000	131,100	102,803	132,515	1.1%	136,490	140,585	144,803
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	69,425	69,865	67,479	73,065	4.6%	76,031	79,451	81,747
5040	Employee Insurance	150,000	150,000	145,498	150,000	0.0%	165,000	178,200	192,456
5050	Retirement	89,930	90,135	78,691	103,610	14.9%	103,365	112,680	120,469
5055	401(k) Match	7,380	7,380	6,765	7,780	5.4%	8,014	8,414	8,667
5060	Worker's Comp	1,780	1,780	1,356	1,675	-5.9%	1,725	1,777	1,830
5080	Employee Relations	1,750	1,750	2,327	1,995	14.0%	1,750	1,750	1,750
5090	Training	9,850	9,850	8,380	11,000	11.7%	8,500	8,700	8,900
		1,194,865	1,200,610	1,150,775	1,260,670	5.0%	1,303,246	1,373,997	1,428,304
	Marketing/Advertising								
5500	Other Advertising	1,382,065	1,382,065	1,382,065	1,404,760	1.6%	1,446,903	1,490,310	1,535,019
5502	Production Advertising	130,000	130,000	130,000	170,000	30.8%	150,000	150,000	150,000
5510	Events-Development & Prom	73,100	73,100	25,300	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,519,455	2,519,455	2,519,455	2,616,390	3.8%	2,694,882	2,775,728	2,859,000
5525	Community Relations	30,000	30,000	30,004	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	34,750	34,750	22,762	22,500	-35.3%	30,000	30,000	30,000
5580	Promotional Aids	9,000	9,000	2,289	9,000	0.0%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	110,000	110,000	98,404	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	12,000	12,000	11,913	15,000	25.0%	15,000	15,450	15,914
		4,300,370	4,300,370	4,222,192	4,450,750	3.5%	4,559,578	4,689,840	4,824,010

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Promotion									
Account		Budget	Amended		Proposed				
Number	Title	2021-2022	Budget 2021-2022	Projected 2021-2022	Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
	Special Projects								
6150	Event Grant	750,000	750,000	317,880	678,050 *	-9.6%	425,000	450,000	475,000
6170	Tourism Summit	20,500	20,500	6,000	22,500	9.8%	18,000	18,000	18,000
		770,500	770,500	323,880	700,550	-9.1%	443,000	468,000	493,000
	Operations								
5110	Contracted Services	16,030	16,030	15,450	16,030	0.0%	16,030	16,030	16,832
5140	Audit	11,250	11,250	9,750	10,875	-3.3%	13,594	14,953	16,448
5170	Other Professional Service	7,300	7,300	7,295	7,300	0.0%	7,300	15,000	15,000
5180	Legal	20,500	20,500	20,435	20,500	0.0%	20,500	20,500	20,500
5185	Research	263,400	263,400	67,500	202,500 *	-23.1%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	1,210	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	1,329	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	195,000	195,000	142,973	200,000	2.6%	204,000	208,080	212,242
6300	Travel	39,000	39,000	33,695	45,000	15.4%	46,800	48,672	50,619
6305	Vehicle Maintenance	3,500	3,500	2,543	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	49,500	49,500	28,190	51,475	4.0%	51,990	52,510	53,035
6340	Travel Show Exhibit	3,500	3,500	2,985	4,000	14.3%	5,500	6,500	6,500
6420	Dues & Subscriptions	47,330	47,330	41,151	44,790	-5.4%	47,030	47,030	47,030
6440	Insurance	19,600	19,600	19,135	20,890	6.6%	21,935	23,031	24,183
6460	Telephone	27,900	27,900	21,503	24,400	-12.5%	24,400	25,132	25,132
6500	Equipment	73,000	73,000	11,300	94,230 *	29.1%	25,000	25,750	26,523
6510	Expendable Equipment	2,100	2,100	1,960	2,045	-2.6%	2,045	2,045	2,045
6530	Tech. Support/Software	13,050	13,050	10,496	13,050	0.0%	13,050	13,050	13,050
6580	Utilities	10,800	10,800	8,600	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,382	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	20,000	20,000	16,049	20,000	0.0%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,500	3,500	3,083	3,100	-11.4%	3,100	3,100	3,100
6640	Equipment Rental	34,000	34,000	30,631	33,000	-2.9%	33,000	33,000	33,000

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Promotion									
Account		Budget	Amended	Projected	Proposed				
Number	Title	2021-2022	Budget	2021-2022	Budget	Percent	Estimate	Estimate	Estimate
			2021-2022	2021-2022	2022-2023	Change	FY23-24	FY24-25	FY25-26
6660	Equipment Repairs	3,000	3,000	1,850	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,800	17,317	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	1,920	1,920	1,105	1,920	0.0%	2,016	2,117	2,223
6810	Web Site/Internet	40,000	43,553	38,808	40,000	-8.2%	40,000	41,200	41,200
		927,480	931,033	557,725	894,705	-3.9%	712,213	722,735	803,807
	Total - Promotional	7,193,215	7,202,513	6,254,572	7,306,675	1.4%	7,018,036	7,254,571	7,549,121
	Projections under budget by			947,941					
	less encumbrances			-523,050					
				424,891					
	* Encumbrances: #6150 \$328,050								
	#5185 \$150,000								
	#6500 \$ 45,000								

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5025	Salaries (part)	78,200	92,255	90,085	99,950	8.3%	102,949	106,037	109,218
5030	Payroll Taxes	6,765	7,980	7,792	8,650	8.4%	8,905	9,172	9,447
5040	Employee Insurance	4,200	4,200	4,167	4,200	0.0%	4,410	4,542	4,679
5050	Retirement	0	2,280	1,064	2,825	23.9%	2,966	3,055	3,147
5060	Worker's Comp	150	150	150	145	-3.3%	149	154	158
5080	Employee Relations	425	425	431	455	7.1%	450	450	450
5090	Training	600	600	550	600	0.0%	600	600	600
5110	Contracted Services	8,220	9,420	9,330	9,960	5.7%	9,960	9,960	9,960
6130	Uniforms	440	440	797	800	81.8%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	540	540	206	560	3.7%	560	560	570
6420	Dues & Subscriptions	270	270	103	270	0.0%	270	270	270
6440	Insurance	2,740	2,740	2,740	3,000	9.5%	3,150	3,308	3,473
6460	Telephone	8,640	8,640	8,304	8,700	0.7%	8,874	9,051	9,233
6500	Equipment	1,500	1,500	1,467	3,800	153.3%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	5,724	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	700	516	600	-14.3%	600	600	600
6610	Building Maintenance	2,000	2,000	2,004	16,000	700.0%	2000	7250	2000
6660	Equipment Repairs	1,000	1,000	10,000	1,800	80.0%	300	315	330
6700	Office Supplies	3,100	3,100	3,643	3,100	0.0%	3,000	3000	3,000
	Total - ABWC	126,190	145,040	149,225	172,215	18.7%	158,375	168,201	167,160
	Projected under budget by			-4,185					

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Outer Banks Welcome Center Roanoke Island									
Account		Budget	Amended		Proposed				
Number	Title	2021-2022	Budget 2021-2022	Projected 2021-2022	Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5026	Salaries (part) - RI	63,250	68,400	67,149	74,135	8.38%	76,359	78,650	81,009
5030	Payroll Taxes	5,475	5,920	5,808	6,415	8.36%	6,605	6,803	7,007
5060	Worker's Comp	105	105	105	110	4.76%	113	117	120
5080	Employee Relations	350	350	312	350	0.00%	350	350	350
5090	Training	600	600	550	600	0.00%	600	600	600
6130	Uniforms	800	800	672	700	-12.50%	800	800	800
6440	Insurance	4,110	4,110	4,110	4,500	9.49%	4,725	4,961	5,209
6460	Telephone	1,290	1,290	1,152	1,295	0.39%	1,321	1,347	1,374
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	831	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	300	235	200	-33.33%	200	200	200
6610	Building Maintenance	2,960	2,960	1,200	14,960	405.41%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	801	700	0.00%	600	600	600
Total - Welcome Ctr. R.I.		82,050	87,745	84,045	106,175	21.00%	97,003	104,637	103,039
Projected under budget by				3,700					

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Outer Banks Welcome Center - Hatteras Information Center									
Account		Budget	Amended		Proposed				
Number	Title	2021-2022	Budget 2021-2022	Projected 2021-2022	Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5026	Salaries (part) - HI	31,200	32,000	25,537	33,205	3.77%	34,201	35,227	36,284
5030	Payroll Taxes	2,710	2,780	2,334	2,875	3.42%	2,958	3,047	3,139
5060	Worker's Comp	55	55	55	35	-36.36%	36	37	38
5080	Employee Relations	140	140	222	215	53.57%	200	200	200
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	1,640	1,640	1,324	1,750	6.71%	1,640	1,640	1,640
6130	Uniforms	300	300	339	400	33.33%	300	300	300
6300	Travel	860	860	504	900	4.65%	903	918	895
6440	Insurance	685	685	685	750	9.49%	788	827	868
6460	Telephone	3,065	3,065	3,432	3,600	17.46%	3,672	3,745	3,820
6500	Equipment	1,000	1,000	625	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	200	300	255	250	-16.67%	200	200	200
6610	Building Maintenance	500	500	800	500	0.00%	500	500	500
6700	Office Supplies	825	825	781	825	0.00%	700	725	750
Total - Welcome Ctr. - Hatteras		43,280	44,250	36,993	46,405	4.87%	47,198	48,467	49,735
Projected under budget by				7,257					

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Outer Banks Welcome Center - Whalebone Junction									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2021-2022	2021-2022	2021-2022	2022-2023	Change	FY23-24	FY24-25	FY25-26
5026	Salaries (part)	39,650	41,000	39,890	44,050	7.44%	45,372	46,733	48,135
5030	Payroll Taxes	3,430	3,550	3,450	3,810	7.32%	3,925	4,042	4,164
5060	Worker's Comp	65	65	65	80	23.08%	82	85	87
5080	Employee Relations	140	140	129	180	28.57%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	760	760	700	750	-1.32%	750	750	750
6130	Uniforms	300	300	255	300	0.00%	300	300	300
6440	Insurance	685	685	685	750	9.49%	788	827	868
6460	Telephone	1,920	1,920	1,905	1,920	0.00%	1,958	1,998	2,038
6500	Equipment	1,000	1,000	625	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	500	600	579	550	-8.33%	500	500	500
Total - Welcome Ctr. Whalebone		48,600	50,170	48,433	53,540	6.72%	55,004	56,564	58,171
Projected under budget by				1,737					

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Outer Banks Visitors Bureau						
Budget 2022-2023						
Restricted						
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change
	Occupancy/Meals Tax 25%	1,840,950	1,856,907	2,505,708	1,931,719	4.0%
	Interest	23,000	23,000	5,791	23,000	0.0%
	Appropriated Fund Balance	4,196,002	4,196,002	3,173,040	5,864,539	39.8%
	Total - Non Departmental	6,059,952	6,075,909	5,684,539	7,819,258	28.7%

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

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Outer Banks Visitors Bureau					
Budget 2022-2023					
Restricted Fund					
		Projected			
Account		Amount	Recommended	Proposed	
<u>Number</u>	<u>Title</u>	Allocated	FY 22-23	FY 22-23	Percent
		thru 2/28/22	Projects	Allocation	Change
Revenues					
3210	Interest	5,791	0	23,000	297.2%
9930	Appropriation from Fund Balance	3,173,040	0	5,864,539	84.8%
9940	Occupancy/Meals Tax 25%	2,505,708	0	1,931,719	-22.9%
	Total Revenues	5,684,539	0	7,819,258	37.6%
Expenditures					
Long Term Projects: 70% = \$1,352,203					
4503	Infrastructure NOTE #1	442,895	0	442,895	0.0%
4525	Event Site NOTE #2	3,496,644	1,252,203	4,748,847	35.8%
4585	Long-term Unappropriated NOTE #3	410,560	100,000	510,560	24.4%
	Total Long Term Projects	4,350,099	1,352,203	5,702,302	31.1%
Short Term Projects: 30% = \$579,516, plus interest					
FY2020					
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806	0.0%
4652	TIG - Manteo - Manteo Town Common	0		0	#DIV/0!
		147,806	0	147,806	0.0%
FY2021					
4652	TIG - Manteo - Manteo Town Common, Phase II	150,000	0	150,000	0.0%
4655	TIG - KDH - Meekins Field	200,000	0	200,000	0.0%
4657	TIG - NH - Skate Park	30,000	0	30,000	0.0%
		380,000	0	380,000	
4660	TIG - Chicamacomico	38,760	0	38,760	
4662	TIG - NH - Epstein Beach Access	250,000	0	250,000	
4664	TIG - NC Coast Fed - Jockey's Ridge Shoreline	127,500	0	127,500	
4665	TIG - OB Forever - Aviation Trail	21,250	0	21,250	
5170	Traffic Control Hwy 158 & Hwy 12	12,240	0	12,240	0.0%
5160	Fireworks	76,581	55,000	131,581	71.8%
5140	25 % of audit	0	3,625	3,625	-
4999	FY2022 S-T Unappropriated NOTE #4	460,303	543,891	1,004,194	118.2%
		986,634	602,516	1,589,150	61.1%
	Total Short Term Projects	1,514,440	602,516	2,116,956	39.8%
	Total Expenditures	5,864,539	1,954,719	7,819,258	33.3%
Reconciliation Back to 2/28/22 Cash Balance					
Funds in the Banks @ 2/28/22				\$ 5,760,040	
Estimated Revenues - March-June 2022				303,951	
Budgeted FY 22-23 Revenues				1,954,719	
Total Proposed Expenditures				\$ 8,018,710	
Less Amounts to be Paid Out in 21-22				(199,452)	
Total Proposed Expenditures				\$ 7,819,258	

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Draft #1
as of 4/11/2022

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Travel Guide									
Account		Original	Amended		Proposed				
Number	Title	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
		2021-2022	2021-2022	2021-2022	2022-2023	Change	FY23-24	FY24-25	FY25-26
Revenues									
3209	Advertising	35,000	25,000	24,000	30,000	20.0%	30,900	31,827	32,782
3210	Interest	25	25	50	40	60.0%	40	40	40
	Total Revenues	35,025	25,025	24,050	30,040	20.0%	30,940	31,867	32,822
Expenditures									
5560	Production/Printing/Distribution	70,000	71,900	73,900	82,500	14.7%	90,750	93,473	96,277
6200	Freight	2,000	2,000	0	2,000	0.0%	2,200	2,266	2,334
	Total Expenditures	72,000	73,900	73,900	84,500	14.3%	92,950	95,739	98,611
	Revenues Over (Under) Expenditures	-36,975	-48,875	-49,850	-54,460		-62,010	-63,872	-65,789

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau						
Budget 2022-2023						
Merchandise Sales						
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change
	Revenues:					
3100	Sale of Merchandise	3,000	6,000	6,131	0	-100.00%
3210	Interest Income	125	125	171	0	-100.00%
	Total Revenues	3,125	6,125	6,302	0	-100.00%
	Projected under budget by					
	Expenditures:					
6710	Merchandise Purchased	1,950	4,200	4,869	0	-100.00%
6800	Bank Fees - Credit Cards	450	790	625	0	-100.00%
	Total Expenditures	2,400	4,990	5,494	0	-100.00%
	Revenues Over (Under) Expenditures	725	1,135	808	0	

Fiscal Year 2022-2023
Dare County Tourism Board
Proposed Budget

Outer Banks Visitors Bureau									
Budget 2022-2023									
Event Site Fund									
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
	Revenues:								
3200	Event Rental Income	13,800	13,800	17,810	17,100	23.91%	19,100	20,200	22,000
3250	Lease income	45,600	45,600	45,828	45,600	0.00%	45,600	47,380	47,380
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	200	200	341	300	50.00%	150	100	100
9910	Transfer from General Fund	285,480	285,480	285,480	285,480	0.00%	430,264	460,892	447,851
9999	Unappropriated Funds	65,000	65,000	0	51,490	-20.78%	5,150	5,305	5,464
	Total Revenues	410,280	410,280	349,659	400,170	-2.46%	500,464	534,077	522,995
	Projected under budget by								
	Expenditures:								
5160	Event Development & Marketing	50,000	50,000	0	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	57,258	55,000	0.00%	90,000	92,700	104,751
6440	Insurance	8,550	8,550	8,555	9,385	9.77%	9,854	10,347	10,864
6580	Utilities	56,375	56,375	43,990	46,645	-17.26%	48,044	49,486	50,970
6610	Repairs & Maintenance	220,085	220,085	198,542	218,870	-0.55%	281,466	309,612	309,612
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	13,763	20,000	0.00%	20,800	21,632	22,497
	Total Expenditures	410,280	410,280	322,334	400,170	-2.46%	500,464	534,077	522,995
	Revenues Over (Under) Expenditures	0	0	27,325	0		0	0	0

Marketing Dashboard

thru MARCH 2022

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	45,952	35,340	10,612	30%
Completed Video Views	18,470,900	14,173,090	4,297,810	30%
Total Visits to Website	2,949,206	2,187,514	761,692	35%
Online Communities				
Email Subscribers	262,285	235,190	27,095	12%
Facebook	710,524	749,704	-39,180	-5%
Twitter	41,914	40,600	1,314	3%
Instagram	125,371	112,000	13,371	12%
Pinterest	<u>22,632</u>	<u>20,934</u>	<u>1,698</u>	<u>8%</u>
Online Communities Subtotal	1,162,726	1,158,428	4,298	0%

Devices MARCH 2022

Mobile	66%
Desktop	31%
Tablet	3%



CAMPAIGN SUMMARY



HOFFMAN YORK

The Outer Banks®
VISITORS BUREAU

CONSIDERATIONS

- FY21-22 Spring-Summer campaign continued in March across the HYTD, Sojern, Jun Group, Pandora and Teads.
- Similar to the majority of the fiscal year, March website sessions and conversions continue to exceed YOY benchmarks.
- Over 1.1 million sessions have been delivered from December-March - website activity is about on pace to deliver the Spring-Summer goal of 2.2MM sessions by June 2022.
- Search performance maintained from the previous month - the improved performance that began in December continued in March.
- Active media for March includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).

Overview of below sections:

- March 2022 Overview reviews YOY change (v. March 2021) while Fiscal Year Overview reviews YOY change from FY20-21 (July 2020 - March 2021).

MARCH 2022 OVERVIEW

- The Spring-Summer paid media activity continued in March - Continuity OTA, SEM, newsletter email, workflow email, and native remarketing efforts have continued since their launch at the start of the fiscal year.
- Website conversions weren't as strong this month as March 2021, with Lodging and Things To Do Listings having the largest decrease YOY.
- Email sends are up from the previous month with the addition of Sunset Program and Co-op emails sent in March.

Note: All comparisons shown are to March 2021.

Paid Impressions

11,043,154

(Custom Range: 10,694,961)
▲ 3.26% (348,193)

Paid Video Views

2,715,890

(Custom Range: 2,314,149)
▲ 17.36% (401,741)

Website Sessions

348,489

(Custom Range: 314,180)
▲ 10.92% (34,309)

Website Conversions (All)

40,700

(Custom Range: 49,797)
▼ -18.27% (-9,097)

Email Sends

340,289

(Custom Range: 271,667)
▲ 25.26% (68,622)

Lodging & Restaurant Listings Conversions

24,444

(Custom Range: 29,530)
▼ -17.22% (-5,086)

FISCAL YEAR OVERVIEW

- FY21-22 paid impressions and video views, website sessions and conversions, and email sends are pacing ahead of the previous fiscal year.
- Both Lodging and Restaurant listing conversions had similar increases from the previous fiscal year at +24% and +23% respectively.

Note: All comparisons shown are to the previous fiscal year (July 2020 - March 2021).

Paid Impressions

85,660,710

(Custom Range: 70,332,092)
+ 21.79% (15,328,618)

Website Sessions

2,949,208

(Custom Range: 2,159,925)
+ 36.54% (789,283)

Email Sends

2,629,353

(Custom Range: 2,603,876)
+ 0.98% (25,477)

Paid Video Views

18,470,900

(Custom Range: 14,173,090)
+ 30.32% (4,297,810)

Website Conversions (All)

333,258

(Custom Range: 269,333)
+ 23.73% (63,925)

Lodging & Restaurant Listings Conversions

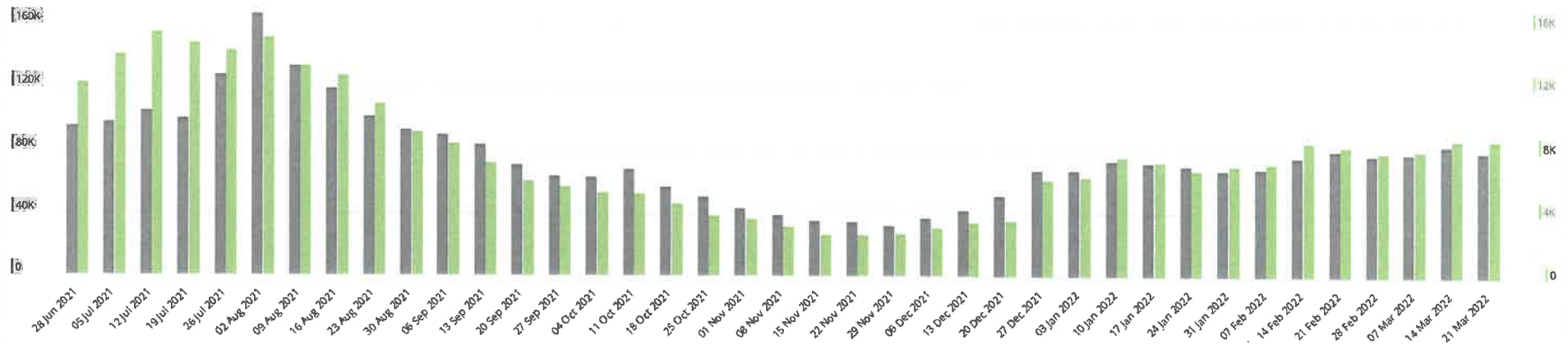
200,165

(Custom Range: 161,148)
+ 24.21% (39,017)

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



EMAIL MARKETING INSIGHTS

- 340K emails were sent this month with nearly 156K sent to the consumer marketing contacts who received the March 2022 newsletter.
- Email opens increased significantly from the previous month as sends increased - March opens were the highest since September 2021.
- The Sunset program re-engaged over 2K contacts this month.
- Foodie, Family, and Fishing workflows drove strong CTR performances this month at low send volumes - All workflows and the March Co-op email drove above average CTR performances.

Email Messages Sent - Performance by Message - Month Of

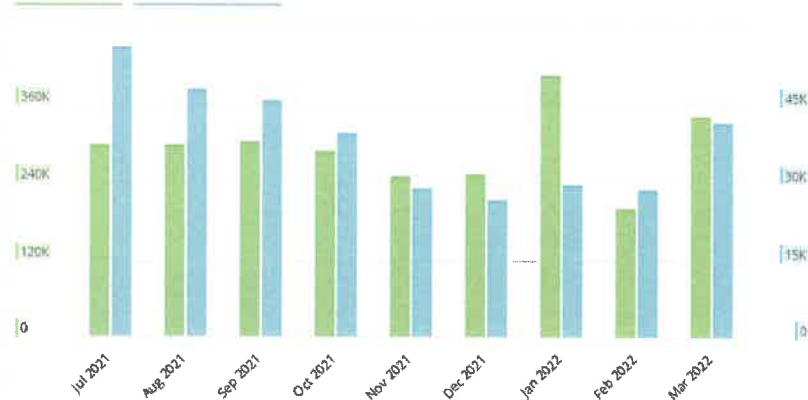
Message Send Name	Sends ↓	Opens	Open Rate	Clicks	CTR (Opens)
march 2022 obx email	156,146	28,780	18.46 %	4,599	15.98 %
sunset program - march 2022 email	106,573	2,204	2.08 %	384	17.42 %
art, history and culture workflow 3.0	29,771	3,890	13.08 %	767	19.72 %
March 2022 Co-op Art, History & Cul...	29,323	3,969	13.55 %	741	18.67 %
active vacationer workflow 3.0	16,884	2,167	12.86 %	490	22.61 %
foodie workflow 3.0	625	232	37.42 %	132	56.90 %
family workflow 3.0	484	159	32.99 %	83	52.20 %
fishing workflow 3.0	349	113	32.47 %	52	46.02 %
Total	340,289	41,558	12.24 %	7,267	17.49 %

1 - 9 of 9 items

← → ↺

Email Sends v. Opens - Trending

Message Sends Message Total Opens



Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	Visits ↓	Visitor Bounce Rate
/plan-your-trip/webcams/	1,923	1,455	46.12 %
/blog/post/	2,357	1,411	45.07 %
/plan-your-trip/travel-guide/	2,522	1,087	36.25 %
/obx-spring/	833	706	50.57 %
/	895	657	46.88 %
/plan-your-trip/	776	495	26.06 %
/event/butterfly-festival/	593	471	44.37 %
/places-to-stay/hotels-and-mot...	870	429	40.33 %
/plan-your-trip/the-islands/	600	416	63.22 %
/things-to-do/top-10-things-to...	724	372	32.26 %
/plan-your-trip/trip-ideas/	750	292	46.23 %
Total	16,077	9,472	43.96 %

1 - 25 of 25 items

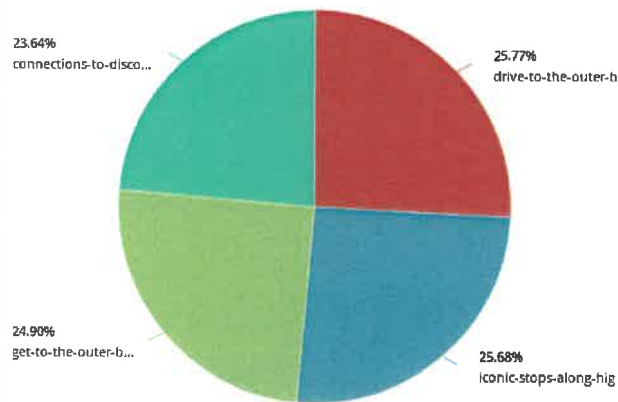
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PAID PERFORMANCE

- FY21-22 Spring-Summer campaign continued in March, delivering over 34 million impressions and 139K clicks to date.
- Native Remarketing efforts continued in March with content supporting the *Reasons Why You Should Drive to the Outer Banks*, *Iconic Stop Along Highway 12* and *Richmond VA Connections to Discover the Outer Banks* blog posts and the *How to Get to the Outer Banks* landing page - Native remarketing efforts will continue into April as part of the Spring-Summer portion of the Continuity campaign.
- Iconic Stop Along Highway 12 blog post delivered the strongest CTR performance in March - all other placements delivered similar CTR performances.
- VRBO has consistently delivered some of the strong CTR's throughout the fiscal year to date - HY will consider opportunities to expand VRBO partnership during FY22-23 planning.
- Overall, Spring-Summer efforts continue to drive strong performance to date with CTV/Video/Audio delivering strong completion rates at 90%+ and Banner and Native Display driving above average CTR performances.
- Spring-Summer efforts running across JunGroup, Pandora, and Teads continue to deliver the strongest CTR performances of the fiscal year to date - Consider opportunities to expand presence with these partners in FY22-23.

Native Article Promotions - Month Of Delivery

Impressions



Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	Clicks	# CTR	# CPC	# Media Spend
drive-to-the-outer-ban...	118,558	113	0.10 %	\$5.53	\$625
iconic-stops-along-hig...	118,143	165	0.14 %	\$3.79	\$626
get-to-the-outer-banks	114,538	122	0.11 %	\$4.95	\$604
connections-to-discover	108,759	106	0.10 %	\$5.40	\$573
Total	459,998	506	0.11 %	\$4.80	\$2,428

1 - 4 of 4 items

← →

Native Article Promotion Performance - Website Analytics - Month Of

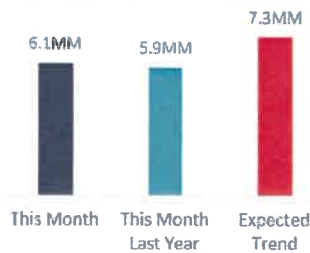
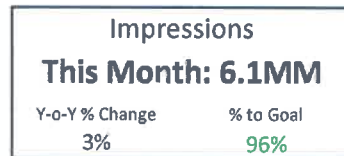
Web Analytics Page Path	# Visits ↓	# Visitor Bounce Rate	# Time On Site Avg.
/blog/post/	354	71.19 %	37
/plan-your-trip/getting-here-and-arou...	120	81.67 %	58
Total	474	73.84 %	42

1 - 2 of 2 items

← →

Executive Summary

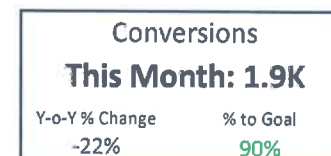
CONNECT



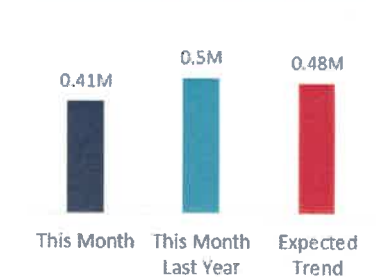
CULTIVATE



CONVERT



CARE



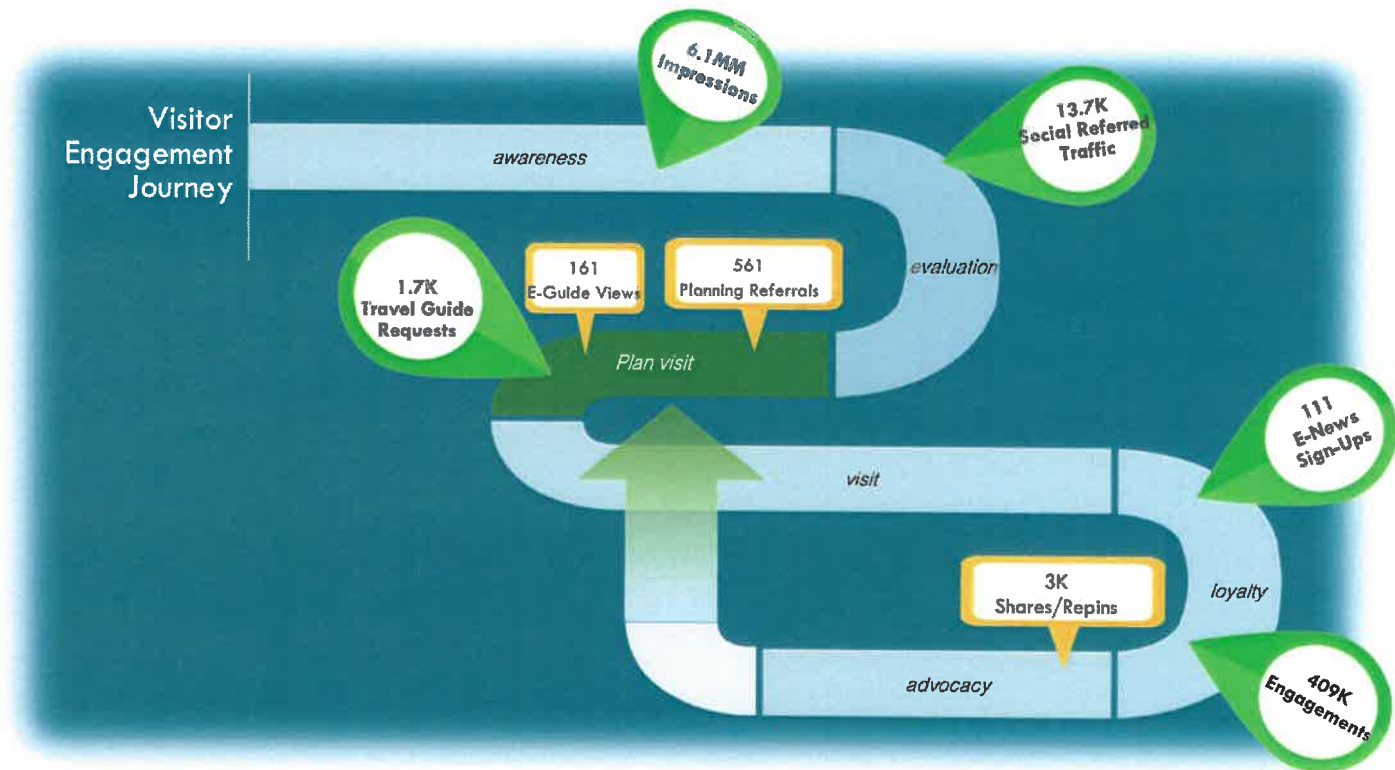
Monthly Highlights:

- Engagements continue to outperform goal projections due to the high volume of video views generated in January and February.
- Impressions and conversions continue to perform just shy of goal projections while traffic continues to perform well below expected projections.
 - A significant portion of traffic was expected to be driven by conversion ads which generated higher rates of conversion and required fewer users to visit the website.

Recommendations/Next Steps:

- Continue to adjust budget allocation towards traffic driving ads in an effort to increase referrals.

Visitor Journey



TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – APRIL 2022

Motorcoach Business Update:

Staff is happy to report the motorcoach segment has begun returning to the Outer Banks. We've started to see our student school groups from the western part of the state arrive again, but our biggest comeback this Spring is the senior market. From March 22 – June 15, 2022, there are at least 25 senior tours who have trips coming to Dare County's Outer Banks. That is approximately 950 room nights for the hotel segment over that time.

The motorcoach segment mainly travels in during our shoulder season, stay in our hotels, support our local restaurants (average check is \$28pp inclusive), shop in our local stores and visit our attractions. An average stay for a motorcoach group is 3 nights as most are traveling over 5 hours to our destination. To help us track this segment we offer welcome eco bags for group tours. Either our hotel partner or the group planner calls staff to request them from our office. We ask in return the name of the group, arrival date, departure date, number of rooms and number of guests.

**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*

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

- **Star Destinations, October 17 - 21, 2022 (first choice) or October 10 - 14, 2022 (second choice),** senior group, 22 rooms/double occupancy, group meals, attractions, etc.
 - **Iselin NJ Fire Department District 11,** retreat, 30 single rooms, group meals, attractions, etc.
 - **West Chowan Pastors Retreat, September 15 – 17, 2022,** couples retreat, 12-14 rooms/double occupancy, group meals, meeting space, etc.
-

Industry Relations:

We're encouraging our industry partners via our bi-monthly e-newsletter to check out their free listing on outerbanks.org as it may need an update. It's an area that Dare County tourism-based businesses can customize their web listing with fresh copy and photos, etc. Our webmasters are reviewing the site as well and reaching out to those who still have their COVID-19 protocols to help with revising their web descriptions. Have any questions or need help; please feel free to email us love@outerbanks.org or webmasters@outerbanks.org.

**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 Soundside Event Site:

Staff continues to work with and help Spring event planners with the application process, logistics, adhering to deadline and working Town of Nags Head events committee.

Attached is the 2022 Events Calendar for the Soundside Event Site for your review. Currently there are 10 events scheduled for 2022.

**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*

2022 Soundside Event Site Schedule

Name of Event	Date of Event	Site Reserved
Outer Banks Spring Bike Week	Thursday, April 20 - Sunday, April 23, 2022	Wednesday, April 19 - Monday, April 24, 2022
OBX Rod and Custom Festival	Friday, May 6 and Saturday, May 7, 2022	Wednesday, May 4 - Sunday, May 8, 2022
Dare2Care OBX Shred Fest	Saturday, May 21, 2022	Friday, May 20 - Monday, May 23, 2022
Soundside Fun Fair	Thursday, June 9 - Sunday, June 12, 2022	Tuesday, June 7 - Monday, June 13 2022
HIS Generation Concert	Wednesday, June 15, 2022	Tuesday, June 14 - Wednesday, June 16, 2022
Sumospeed Beach Bash	Saturday, September 17, 2022	Saturday, September 17, 2022
OBX Fall Bike Fest	Friday, September 23 - Saturday, September 24, 2022	Thursday, September 22 - Saturday, September 24, 2022
OBX Rod and Custom Fall Festival	Friday, September 30 - Saturday, October 1, 2022	Thursday, September 29 - Sunday, October 2, 2022
OBX Jeep Invasion	Friday, October 7 - Sunday, October 9, 2022	Thursday, October 6 - Monday, October 10, 2022
Outer Banks Seafood Festival	Saturday, October 15, 2022	Tuesday, October 11 - Monday, October 17, 2022
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022

THE OUTER BANKS PROJECT

PUBLIC RELATIONS REPORT: April 2022

EARNED MEDIA

Travel + Leisure | Mar 2022 - Duck, NC "8 Best Small Towns In The South" The OBVB PR Team hosted writer Sucheta Rawal in the summer of 2020 and has since written a few articles. Here is her most recent Outer Banks inclusion. <https://bit.ly/3190Wbg>

Travel + Leisure | Mar 2022 - Duck, Kitty Hawk, Nags Head, NC - "16 Best Beaches In North Carolina" <https://bit.ly/2Wh0rtQ>

Go Globehopper | Apr 2022 - "10 Best Things To Do At The Outer Banks" Go Globehopper is a Toronto, Canada based online travel and tourism publication staffed by licensed travel agents. The Outer Banks PR Team worked with staff to curate video clips to support their video concept, which will be used to help direct clients and potential traveling public in 2022. <https://bit.ly/3LWtQ3U>

EARNED MEDIA - IN DEVELOPMENT

espaces | May 21-24, 2022 - Malik Cocherel writes for Quebec's largest outdoors enthusiast publication eSpaces. He's visiting the Outer Banks in partnership with a broader VisitNC initiative.

Blue Ridge Outdoors | Summer 2022 - Aaron worked with a staff writer on an article featuring The Lost Colony Outdoor Drama and Fort Raleigh National Historic Site.

AAA Tidewater Explorer | Summer 2022 - The Outer Banks PR Team pitched a few events for the regional club publication's Hampton Roads distribution. Wright Kite Festival will be featured in July and ESA Easterns surfing competition will run in September.

Small Market Meetings | Summer 2022 - The Outer Banks PR Team is working with a contributor on great North Carolina meeting spaces and updates for a roundup article which would include the OBX.

Woman's Day | Summer 2022 - The Outer Banks PR Team has worked with writer Kristi Valentini in the recent past for web content. She's pitched the Outer Banks for a roundup of best beaches which would include the Cape Hatteras National Seashore.

CONTENT PARTNERSHIPS

Matador Network | May 23-27, 2022 - Matador's production team will be in market for almost a week producing video content for distribution to their enormous online distribution. All hands on deck.

Jen on a Jet | Jun 8-12, 2022 - Jen Ruiz is a Latina influencer who has a very successful TikTok channel @JenOnAJetPlane with 215K followers and an Instagram with 26K. We're working on a content program for blog content, images and travel lift on her social channels.

[Home](#) [+ Trip Ideas](#)

These Are the Best Small Towns in the South

From Texas to Tennessee, these small towns truly deliver on beauty and adventure.



By **Sucheta Rawal**

March 17, 2021



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Duck, North Carolina

The nostalgic town of Duck, located in North Carolina's Outer Banks, is home to luxurious vacation rentals dotting the Atlantic Ocean, as well as waterfront dining and shopping venues.

Editor's Note: Travel might be complicated right now, but use our inspirational trip ideas to plan ahead for your next bucket list adventure. Those who choose to travel are

strongly encouraged to check local government restrictions, rules, and safety measures related to COVID-19 and take personal comfort levels and health conditions into consideration before departure.

Synonymous with a slower pace and charming hospitality, the southern U.S. lures

TRAVEL+ LEISURE

offer visitors, the smaller towns provide plenty of appeal, too. From Texas to Tennessee, these are some of best small towns in the South.

Duck, North Carolina



CREDIT: COURTESY OF OUTER BANKS VISITORS BUREAU

The nostalgic town of Duck, located in North Carolina's Outer Banks, is home to luxurious vacation rentals dotting the Atlantic Ocean, as well as waterfront dining and shopping venues. Visitors can spend their vacation on the expansive beaches, shaded bike trails,

and rustic wooden boardwalks along 11 acres of maritime forest and willow swamp trails. A cruise over the bay shallows is ideal for a toast-worthy sunset. Duck is also one of the most pet-friendly beach destinations — well-behaved dogs are allowed off-leash and canine water fountains can be found all over town.

TRAVEL+ LEISURE

Highlands, North Carolina



CREDIT: COURTESY OF OLD EDWARDS INN AND SPA

Highlands is a charming mountain town nestled at an altitude of 4,118 feet in the Nantahala National Forest. The surroundings, which include the highest mountain (Mount Mitchell), deepest gorge (Linville Gorge), and tallest waterfall (Whitewater Falls) in the eastern U.S., lend themselves to a nature-filled getaway. Two popular parks — the Blue Ridge Parkway and Great Smoky Mountains National Park — are also within couple of hours' drive. Meanwhile, Main Street in Highlands has eclectic shops and restaurants,

TRAVEL+
LEISURE[Home](#) [+](#) [Trip Ideas](#) [+](#) [Beach Vacations](#)

16 Best Beaches in North Carolina

From Sunset Beach to Nags Head, these are the best North Carolina beaches.



By **Elizabeth Rhodes**

Updated March 06, 2022



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With 300 miles of pristine coastline, it's no wonder North Carolina is one of the nation's top [beach destinations](#). From quiet barrier islands to lively coastal cities and [family-](#)

cabins or campgrounds to soak up even more of this seashore's undeveloped, natural beauty.

2. Nags Head



CREDIT: COURTESY OF VISITNC.COM

Located in the central Outer Banks north of the Cape Hatteras National Seashore, Nags Head offers a range of unique experiences that everyone will love. This area is perhaps best known for the Jockey's Ridge State Park, which has the tallest living sand dune on the Atlantic coast. Here, you can walk along a boardwalk, go hang gliding, and explore a nature trail. Nags Head is also very close to the Wright Brothers National Memorial in Kill Devil Hills, where the famous aviators took off for the first successful airplane flight. Of course, Nags Head also offers beautiful beaches bordered by hotels, restaurants, bars, and shops, too.

3. Duck



CREDIT: COURTESY OF VISITNC.COM

Located on the northern stretch of North Carolina's barrier islands, Duck offers something for everyone. You can book a stay at [Sanderling Resort](#) and enjoy family-friendly activities, multiple pools, and a spa, or take a day trip to nearby Corolla to ride on the beach in a four-wheel drive for a chance to see a wild horse or two. Nearby golf courses and water sports make this an ideal destination for visitors who want to get out and enjoy nature.

4. Hammocks Beach State Park



M e m o r a n d u m

Via E-mail

To: W. Jay Wheless [jay@whelesslawfirm.com]
From: Catherine G. Clodfelter
Mac McCarley
Date: April 8, 2022
Re: Opinion of Interpretation of S.L. 1991-177

Background of the Questions Presented

It is our understanding that the Dare County Tourism Board (the "Tourism Board") owns multiple parcels of contiguous soundfront property in Nags Head. A large portion of the land is vacant. Several of the parcels are jointly owned with the Town of Nags Head. Presently, the land is used as an "outdoor event site." For decades, the Tourism Board has considered the need for an enclosed event center building and supporting improvement.

Dare County has a 3% occupancy tax that can be used for tourism-related purposes. The Tourism Board gets its funding from a 1% additional occupancy tax and a 1% prepared food and beverage tax levied by Dare County in addition to the County's base occupancy tax. Both the additional occupancy tax and prepared food and beverage tax have expenditure restrictions that are defined and authorized by Session Law 1991-177.

After an audit in 2016, the State Auditor determined that the Tourism Board had been spending funds consistent with the way the Board understood its authority under Session Law 1991-177. It was the opinion of the State Auditor, however, that the language restricting the use of funds in Session Law 1991-177 was unclear and that the Tourism Board should seek clarification from the General Assembly. The Tourism Board did not and does not agree that the language is unclear.

The Tourism Board has asked for an opinion as to whether it can use part of its restricted money to construct an event center.

Questions

1. May the Dare County Tourism Board spend its restricted funds to build an event center and supporting improvements (sometimes referred to as "center")?

2. Could the Tourism Board contract with the County to build an event center and use the Tourism Board's restricted funds to lease it from the County?

3. Under either option 1 or 2 above, may the Tourism Board spend restricted funds to hire a staff to operate the center, or alternatively, hire a third party operator?

Summary of Opinions

Question 1: It is our opinion that Session Law 1991-177 can only logically be read to give authority to the Tourism Board to expend restricted funds on programs and services, which may include the building of an event center and supporting improvements, where (1) the Board of Commissioners determines the event center is needed due to the impact of tourism on the county; (2) the Board of Commissioners determines the event center is a public purpose; and (3) the Board of Commissioners grants prior approval for distribution of the funds for the event center.

Question 2: Yes, given the broad reading of the plain language of Session Law 1991-177, it is our opinion that the Tourism Board could contract with the County to build an event center and use the Tourism Board's restricted funds to lease it from the County. However, this option is not practically advantageous because the Tourism Board owns the land on which the event center would be built.

Question 3: Yes, it is our opinion that the Tourism Board may spend restricted funds to hire staff or a third party to operate the center.

Background

There are thirteen session laws that have established and amended Dare County's occupancy tax and prepared food and beverage taxing authority. The following are summaries of the major substantive amendments¹:

- SL 1985-449 provided the first grant of authority to Dare County to impose a 3% occupancy tax and use the proceeds "only for tourist-related purposes, including construction and maintenance of public facilities and buildings, garbage, refuse, and solid waste collection and disposal, police protection, and emergency services."
- SL 1991-177 added an additional occupancy tax of 1%, a prepared food and beverage tax of 1%, required creation of the Dare County Tourism Board, and placed restrictions on the way the Tourism Board could use the proceeds from the additional occupancy tax and food and beverage tax:

¹ SL 1985-826 was a minor amendment to edit a statutory reference; SL 1991-906 clarified penalties; SL 1995-17 edited the procedure for refunds of taxes to non-profits; SL 2001-347 edited the definition of "prepared food and beverage" to be consistent with other statutory definitions; SL 2001-394 edited subsection (e) but retained the same use restriction language; SL 2002-141 amended the number of Board members; SL 2004-123 amended the definition of "beach nourishment" to be consistent across statutes; SL 2005-276 amended the definition of prepared food and beverage definitions to be consistent across statutes; SL 2013-414 amended Section 1 regarding the types of entities to which the tax applied.

(1) Seventy-five percent (75%) shall be used for the cost of administration and to promote tourism. The tourism board's expenditures may include (i) advertising to promote less-than-peak-season events and programs, (ii) marketing research, (iii) a mail and telephone inquiry response program, and (iv) welcoming and hospitality functions.

(2) Twenty-five percent (25%) shall be used for services or programs needed due to the impact of tourism on the county.

The tourism board may expend funds only for public purposes. The tourism board shall report quarterly and at the close of the fiscal year to the board of commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the board may require. The tourism board may not use the proceeds distributed to it to purchase real property or for the purposes set out in subdivision (2) above without prior approval by the Dare County Board of Commissioners.

- SL 2001-439 added a new Section 3.1 to allow for the levy of a supplemental occupancy tax in addition to the tax authorized by sections 1 and 3 of the act, and required the “net proceeds of the tax authorized by this section” to be used “for beach nourishment.” The amendment also incorporates definitions set out in G.S. § 105-164.3.
- SL 2010-78 created a second supplemental occupancy tax in Section 3.2 in the amount of 1% to be levied, collected, administered, and repealed in accordance with Section 1 (the first grant of authority to issue an occupancy tax), the proceeds of which are also to be used for beach nourishment.

In 2017, HB 531 was proposed by Rep. Boswell to “clarify the permitted uses of certain Dare County local taxes.” The bill would have amended subsection (2) of Section 7 of SL 1991-177 to restrict funding such that it could only be used “to respond to burdens associated with the impact of tourism in peak season on the county” and to list those types of permissible programs or services. This bill was not passed, so neither the act of proposing an amendment nor the wording of the amendments proposed give any aid to interpreting the words as enacted in 1991.²

² See Bruesewitz v. Wyeth LLC, 562 U.S. 223, 242, 131 S. Ct. 1068, 1081, 179 L. Ed. 2d 1 (2011) (“Post-enactment legislative history (a contradiction in terms) is not a legitimate tool of statutory interpretation.”); Haynes v. United States, 390 U.S. 85, 87, 88 S. Ct. 722, 725, 19 L. Ed. 2d 923 (1968) (“The view of a subsequent Congress of course provide no controlling basis from which to infer the purposes of an earlier Congress.”); see also Young v. Woodall, 343 N.C. 459, 462–63, 471 S.E.2d 357, 359 (1996) (“The failure of a legislature to amend a statute which has been interpreted by a court is some evidence that the legislature approves of the court's interpretation.”).

Occupancy Taxes and Prepared Food and Beverage Taxes of Other Local Governments in North Carolina

No other local government in North Carolina has a taxing authority grant that specifies funds are to be used “for services and programs needed due to the impact of tourism”.³

Historically, the words used to grant authority to use occupancy taxes varied significantly among the local acts for each local government. Dare County’s local act authorizing a 3% occupancy tax was created in 1985 and amended in 1991 to require the establishment of the Tourism Board in conjunction with new authority to levy an additional occupancy tax and a prepared food and beverages tax.

In 1997, the General Assembly enacted uniform provisions for the administration of occupancy taxes. N.C. Gen. Stat. Sec. 153A-155. The uniform provisions included only the following use restriction: “The proceeds of a room occupancy tax shall not be used for development or construction of a hotel or other transient lodging facility.” In an effort to increase uniformity of occupancy tax provisions, the House Finance Committee established the Occupancy Tax Subcommittee, which reviews occupancy tax legislation and attempts to ensure the inclusion of uniform provisions, including the following definitions for “net proceeds”; “promote travel and tourism”; and “tourism-related expenditures”:⁴

Net proceeds – Gross proceeds less the costs to the city/county of administering and collecting the tax, as determined by the finance officer, not to exceed 3% of the first \$500,000 of gross proceeds collected each year and 1% of the remaining gross receipts collected each year.

Promote travel and tourism – To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area; the term includes administrative expenses incurred in engaging in these activities.

Tourism-related expenditures – Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, and convention facilities in a city/county by attracting tourists or business travelers to the city/county. The term includes tourism-related capital expenditures.

³ Parker Poe’s research relied on an occupancy tax overview updated in January 2022 by the General Assembly’s Legislative Analysis Division, available at <https://www.ncleg.gov/documentsites/legislativepublications/Legislative%20Analysis%20Division/Occupancy%20Tax%20Overview/Occupancy%20Tax%20Overview.pdf>, and research done in 2018 by an independent strategy group, Magellan Strategy Group, available at <https://www.ncrla.org/wp-content/uploads/2018/08/NC-Occupancy-Tax-Profile.-July-2018.-Version-5.0-Final.pdf>.

⁴ Guidelines for Occupancy Tax Legislation, Research Division, NC General Assembly, Revised 9/13/2013, available at <https://www.ncleg.gov/documentsites/committees/House2015-24/HOUSE%20FINANCE%20SUBCOMMITTEE%20ON%20OCCUPANCY%20TAX/04-20-2015/Guidelines%20for%20Occupancy%20Tax%20Legislation.pdf>

These definitions, as well as other provisions for uniformity, are contained in House Finance Committee Guidelines (the “Guidelines”). These Guidelines are not binding and not incorporated by reference into Session Law 1991-177 by any of its amendments.

There are few court cases examining the use of an occupancy tax and no North Carolina cases examining whether an event center is or is not a service or program that is needed to address the impact of tourism. Most court cases found in North Carolina examined the application of a tax but not permissible uses of its proceeds.

Parker Poe’s research found only one North Carolina court case in which plaintiffs challenged a local government’s use of occupancy tax proceeds. In 2019, a civic association in Currituck County filed a complaint and a motion for preliminary injunction against the County and tourism development authority. The association claimed that the county and tourism development authority were not allowed to use any occupancy tax proceeds for the purposes of funding police, emergency medical and fire services and equipment because none of those uses met the restrictions in the local act authorizing the county’s occupancy tax. The complaint alleged that the county expended \$23.6 million dollars of occupancy tax proceeds to fund equipment and services that were not authorized. Amendments to the local act authorizing the occupancy tax in 2004 removed a provision that expressly authorized use of funds for the equipment and services. A proposed amendment in 2007 would have expressly authorized the county to use the funds for the equipment and services, but that proposed amendment was not enacted. A Superior Court denied the motion for preliminary injunction and, in December of 2021, granted the county’s motion for summary judgment while denying the plaintiff’s partial motion for summary judgment. This outcome supports the conclusion that North Carolina courts will not use post-enactment legislative history as a tool of statutory interpretation.

Our research found one North Carolina Attorney General Advisory Opinion which answered a question concerning the authority to levy an occupancy tax, but the opinion did not address the permissible uses of any potential tax.⁵

Occupancy Taxes and Prepared Food and Beverage Taxes in Other States

Attorneys general frequently issue opinions concerning appropriate uses of occupancy tax proceeds. None of these opinions are binding in North Carolina. They are instructive only to the extent they contain an interpretation of the plain language of the local acts.

Our research found no opinions that were related to the interpretation of the phrase “impact of tourism”. The other opinions found did not determine the questions being asked in Dare County but did demonstrate the amount of discretion that is generally given to the local boards to interpret whether a use is permitted and whether it attracts tourism. One Florida opinion found that the phrase “an activity, service, venue, or event” did not encompass funding to operate a transit system in general, but would support funding for specific transportation services that are clearly intended to attract tourism.⁶ Similarly, an Oregon opinion found that the phrase “city or county services” had a variety of potentially relevant meanings, and the legislative history demonstrated that the legislature intended to allow the local government to

⁵ See Advisory Opinion: Authority of Town of Seven Devils to Levy an Occupancy Tax; Sess. Law 2002-94.

⁶ See Florida Advisory Legal Opinion – AGO 2017-06, available at <http://www.myfloridalegal.com/ago.nsf/Opinions/0BE2A4D95DB33ADC852581E5006C88F9>.

use the occupancy tax levied under that provision for *any* expenditure.⁷ Finally, the Texas attorney general determined in one opinion that whether or not a proposed use of occupancy tax revenue was permitted and would “directly enhance and promote tourism” was for the municipality’s governing body to determine.⁸

**Session Law 1991-177 Must be Read to Grant Authority to Build an Event Center
and, by Extension, Other Improvements to Support It**

The plain language of SL 1991-177 can only logically be read to give broad discretion to the Tourism Board, with approval from the County Commissioners, to determine permissible “services and programs”. If the language of a local act is unambiguous – meaning there can be only one reasonable interpretation - the plain meaning of the statute controls.⁹ Individual words are given their ordinary meaning unless it is clear from the statute that another meaning is intended.¹⁰ “Where a literal interpretation of the language of a statute will lead to absurd results, or contravene the manifest purpose of the Legislature, as otherwise expressed, the reason and purpose of the law shall control and the strict letter thereof shall be disregarded.”¹¹

Section 3 and Section 4 of the Local Act, which grant power to issue the taxes, require the County to distribute the net proceeds “as provided in Section 7”.¹² Section 7 requires the Tourism Board to allocate the net proceeds as follows:

(1) Seventy-five percent (75%) shall be used for the cost of administration and to promote tourism. The tourism board’s expenditures may include (i) advertising to promote less-than-peak-season events and programs, (ii) marketing research, (iii) a mail and telephone inquiry response program, and (iv) welcoming and hospitality functions.

(2) Twenty-five percent (25%) shall be used for services or programs needed due to the impact of tourism on the county.

After listing the manner in which the proceeds are to be divided, Section 7 adds two additional requirements. The first is that the funds may only be used for a public purpose. The second states “[t]he tourism board may not use the proceeds distributed to it to purchase real property or for the purposes set out in subdivision (2) above without prior approval by the Dare County Board of Commissioners.”

The first step in determining if Section 7, subsections (1) and/or (2) grant authority to use the tax proceeds for an event center is to understand the phrase “services or programs.” The words “services” and “programs” found in Section 7, subsection (2) are not defined in the Local Act nor in G.S. § 105-164.3. The word “service” is used, however, as a part of a wide variety of other defined phrases, including: analytical services, ancillary service, cable service,

⁷ See Oregon Opinion Request OP-2008-3, available at <https://www.doj.state.or.us/wp-content/uploads/2017/06/op2008-3.pdf>.

⁸ See Tex. Att’y Gen. Op. Nos. KP-0281 (2020) at 1 (noting also that the determination lies in the first instance with the municipality, subject to judicial review), KP-0131 (2017) at 2 (same).

⁹ Commis v. Henderson, 163 N.C. 114, 79 S.E. 442 (1913).

¹⁰ Aberenethy v. Board of Commis, 169 N.C. 631, 635, 86 S.E. 577, 579 (1915).

¹¹ Freeland v. Orange Cty., 273 N.C. 452, 456, 160 S.E.2d 282, 286 (1968).

¹² See S.L. 1991-177, Sec. 3 & Sec. 4(f).

educational service, information service, mobile telecommunications service, motor vehicle service contract, prepaid calling service, real property management services, installation services, satellite digital audio radio service, and service contract.

As observed by the Oregon Attorney General when interpreting the word “services” in a grant of taxing authority¹³:

“[s]ervices” is the plural of “service,” which, used as a noun, has a variety of meanings. Potentially relevant meanings include “the duties, work, or business performed or discharged by a government official,” “action or use that furthers some end or purpose: conduct or performance that assists or benefits someone or something: deeds useful or instrumental toward some object,” “useful labor that does not produce a tangible commodity – usually used in plural ” and “the provision, organization, or apparatus for conducting a public utility or meeting a general demand.”¹⁴

The word “program” also has a variety of meanings, though the most applicable in this situation is: “a plan or system under which action may be taken toward a goal”.¹⁵

It is not clear by reading and interpreting **subsection (2) alone** what the legislature understood. The undefined words “services” and “programs” have a range of meanings. It is not obvious that an event center is a service or a program under the plain meaning of those words. The legislature, however, did not read these words in isolation and instead read them in conjunction with the remaining provisions of the local act.¹⁶

The paragraph immediately following subsection two provides that the “tourism board may not use the proceeds distributed to it to purchase real property or for the purposes set out in subdivision (2) above without prior approval by the Dare County Board of Commissioners.” Under neither subsection (1) nor subsection (2) is the purchase of real property listed explicitly.

Subsection (1) expressly lists “expenditures” that the Tourism Board is permitted to make, none of which are the purchase of real estate. “[W]hen a statute lists the situations to which it applies, it implies the exclusion of situations not contained in the list.”¹⁷ The House Finance Committee Guidelines do include capital expenditures in the definition of “expenditure”.

¹³ See Oregon Opinion Request OP-2008-3.

¹⁴ WEBSTER’S THIRD NEW INTERNATIONAL DICTIONARY (WEBSTER’S) at 2075 (unabridged 2002).

¹⁵ Merriam-Webster In *Merriam-Webster.com dictionary*, from <https://www.merriam-webster.com/dictionary/program>.

¹⁶ See *State v. Williams*, 286 N.C. 422, 431, 212 S.E.2d 113, 119 (1975) (a statute must be construed so as to give effect to every part of it); *HCA Crossroads v. N.C. Dept. of Hum. Res.*, 327 N.C. 573, 578, 398 S.E.2d 466, 470 (1990) (an interpretation which would render a provision meaningless is not permitted).

¹⁷ *Evans v. Diaz*, 333 N.C. 774, 780, 430 S.E.2d 244, 247 (1993); see also *Jolly v. Wright*, 300 N.C. 83, 89, 265 S.E.2d 135, 141 (1980) (“[W]hen certain things are specified in a statute, an intention to exclude all others from its operation may be inferred.” (citation omitted)), overruled on other grounds by *McBride v. McBride*, 334 N.C. 124, 431 S.E.2d 14 (1993).

But these Guidelines were issued after the legislature enacted SL 1991-177, and courts generally do not accept post-enactment legislative history as a tool for statutory interpretation.¹⁸

However, if the legislature did not read and intend the provisions authorizing the use of proceeds to either (a) grant broad power to the Tourism Board; or (b) include the purchase of real estate, then there would be no reason to require the Board of Commissioners to give approval for the exercise of those powers.

The only reasonable interpretation is that the legislature understood the words “programs” and/or “services” to convey broad authority on the Tourism Board, including purchase of property, which would be determined not by statutory enumeration but by the discretion of the Board of Commissioners.¹⁹ It follows that other similar powers, including the construction of buildings and other improvements on such purchased property, have been given to the Tourism Board on the condition of approval by the Board of Commissioners.²⁰

This interpretation – that “services and programs” would include the construction of an event center - is consistent with the uniform powers now included in the House Finance Committee Guidelines for occupancy tax local acts. Under the Guidelines, discretion is given to a tourism development authority to make capital expenditures to increase the use of facilities that attract tourists.

A second step is to understand what restrictions, if any, the word “impact” places on the Tourism Board’s authority. The word “impact” means “a forceful contact or onset”; “the force of impression of one thing on another: a significant or major effect”.²¹

The plain language of SL 1991-177 does not support reading any negative connotation into the word “impact”. First, the word “impact” must be understood with respect to the purpose of the Tourism Board, which is to “promote year-round travel and tourism in Dare County.” Second, the legislature chose not to insert the word “negative” before impact, and the rules of statutory interpretation prevent the reader from inserting or removing words unless the result would otherwise be absurd.²² A post-enactment attempt to amend the language that failed, such as HB531, “is not a legitimate tool of statutory interpretation.”²³ In North Carolina, the

¹⁸ See Bruesewitz v. Wyeth LLC, 562 U.S. 223, 242, 131 S. Ct. 1068, 1081, 179 L. Ed. 2d 1 (2011).

¹⁹ See Commis v. Henderson, 163 N.C. 114, 79 S.E. 442 (1913); Aberenethy v. Board of Commis, 169 N.C. 631, 635, 86 S.E. 577, 579 (1915) (Individual words are given their ordinary meaning unless it is clear from the statute that another meaning is intended.).

²⁰ See N.C. Gen. Stat. Ann. § 153A-4; Maready v. City of Winston-Salem, 342 N.C. 708, 729, 467 S.E.2d 615, 628 (1996) (using § 153A-4 to find that the General Assembly gave discretion to counties to determine when economic development incentives will aid and encourage the location of manufacturing enterprises).

²¹ Merriam-Webster In *Merriam-Webster.com dictionary*, from <https://www.merriam-webster.com/dictionary/impact>.

²² See Lunsford v. Mills, 367 N.C. 618, 623, 766 S.E.2d 297, 301 (2014) (“[I]n effectuating legislative intent, it is our duty to give effect to the words actually used in a statute and not to delete words used or to insert words not used.” (citation omitted)).

²³ Bruesewitz v. Wyeth LLC, 562 U.S. 223, 242, 131 S. Ct. 1068, 1081, 179 L. Ed. 2d 1 (2011) (“Post-enactment legislative history (a contradiction in terms) is not a legitimate tool of statutory interpretation.”); Haynes v. United States, 390 U.S. 85, 87, 88 S. Ct. 722, 725, 19 L. Ed. 2d 923

failure of a legislature to amend a local act which has been interpreted consistently for approximately 16 years by the agency in charge of carrying out the legislation may provide evidence that the legislature approves of the manner in which it has been interpreted.²⁴

Though it is our opinion that SL 1991-177 does give broad discretion to the Tourism Board and Board of Commissioners, we caution that there is no case law interpretation directly on point. If the use of proceeds were challenged, the court would go through the same exercise to determine the meaning of the plain language.

Even if the language of S.L. 1991-177 were found to be ambiguous, the legislature's intent is clear and provides authority to the Tourism Board to build an event center

If the language of a statute is ambiguous, the intent of the legislature will be determined by considering the language of the statute, the spirit of the statute, and what it seeks to accomplish.²⁵ A statute must be construed so as to give effect to every part of it.²⁶ "Local acts shall be broadly construed and grants of power shall be construed to include any powers that are reasonably expedient to the exercise of the power."²⁷ However, because municipalities do not have inherent authority to levy taxes, a reviewing court strictly construes any grant of taxing power.²⁸

The purpose of the Tourism Board is to "promote year-round travel and tourism in Dare County."²⁹ Session Law 1991-177 authorizes the County to use tax proceeds "for tourist-related purposes," which includes "construction and maintenance of public facilities and buildings." It is certain that the Session Law gives the County authority to use tax proceeds under Section 1 for the building of an event center where the event center is for tourism related purposes, to be determined by the County. It is also certain that the grant of power in Section 7(2), for programs and services, requires approval from the Board of Commissioners.

It is clear that the legislature understood it was granting authority to the Board of Commissioners to determine whether buildings and facilities would promote tourism. If there is any ambiguity in "programs" and "services", it is certain that those are not activities listed in Section 7(1) and could include the purchase of land.

(1968) ("The view of a subsequent Congress of course provide no controlling basis from which to infer the purposes of an earlier Congress.").

²⁴ See e.g., Young v. Woodall, 343 N.C. 459, 462–63, 471 S.E.2d 357, 359 (1996) ("The failure of a legislature to amend a statute which has been interpreted by a court is some evidence that the legislature approves of the court's interpretation.") (emphasis added).

²⁵ Stevenson v. City of Durham, 281 N.C. 300, 281 N.C. 300, 188 S.E.2d 281 (1972).

²⁶ HCA Crossroads v. N.C. Dept. of Hum. Res., 327 N.C. 573, 578, 398 S.E.2d 466, 470 (1990); State v. Williams, 286 N.C. 422, 431, 212 S.E.2d 113, 119 (1975)) ("an interpretation which would render a provision meaningless is not permitted").

²⁷ N.C. Gen. Stat. Ann. § 153A-4; Maready v. City of Winston-Salem, 342 N.C. 708, 729, 467 S.E.2d 615, 628 (1996) (using § 153A-4 to find that the General Assembly gave discretion to counties to determine when economic development incentives will aid and encourage the location of manufacturing enterprises).

²⁸ Kenny Co. v. Brevard, 217 N.C. 269, 272 (1940).

²⁹ SL 1991-177 Section 6(b).

Given that “programs” and “services” could include the purchase of land, that the Board of Commissioners has the authority to use tax proceeds for public buildings and facilities, and that the Tourism Board can exercise its authority to use the funds for “programs” and “services” with the approval of the Board of Commissioners, it is our opinion that any ambiguity in the language of Section 7(2) should be read as granting authority to the Board of Commissioners to determine whether an event center is a service or program that will promote tourism.

The Plain Language Grants Authority to Lease a Building

The plain language of SL 1991-177 gives the Tourism Board authority to contract with the County to build an event center and use the Tourism Board’s restricted funds to lease it from the County.

As a unit of local government under N.C. Gen. Stat. Ann. §160A-460(2), the Tourism Board may execute an interlocal agreement with the County “in order to execute any undertaking”. N.C. Gen. Stat. Ann. §160A-461. Dare County has the authority under N.C. Gen. Stat. Ann. § 153A-176 to dispose of real property according to the procedures prescribed in Chapter 160A, Article 12. Under N.C. Gen. Stat. Ann. § 160A-272(b1), leases for more than 10 years are treated as a sale of property.

According to our interpretation set out above, assuming the lease is for more than 10 years, then the Tourism Board has authority from the plain language of SL 1991-177 to purchase real property so long as it receives prior approval by the Dare County Board of Commissioners. See N.C. Gen. Stat. Ann. § 153A-4 (“[L]ocal acts shall be broadly construed and grants of power shall be construed to include any powers that are reasonably expedient to the exercise of the power.”)

The issue with the Tourism Board leasing the event center from the County is a practical one. It is our understanding that the Tourism Board currently owns at least some of the land on which the event center would be built. It is likely that the Tourism Board would need to separate land rights from air rights in order to lease a building back from the County where the building would sit on land already owned by the Tourism Board. If the Tourism Board determines that it is best to have the County build an event center, then the Tourism Board should probably consider an interlocal agreement for the project, or deeding the property to the County and then leasing the event center back from the County once it is built.

The Plain Language Grants Authority to the Tourism Board to Hire Operations Staff

The Tourism Board has express authority to provide “services”. As our opinion above states, the phrases “services” and “programs” must be read broadly to give effect to all provisions within the local act. “Services” may be defined as a “useful labor that does not produce a tangible commodity”.³⁰ There undoubtedly are types of “services” that would be performed at the event center. Staff operating the center or a third party operating the center would be providing a useful labor of helping visitors be able to enjoy the event center.

Reading the language “impact of tourism” to include both positive or negative impacts, as discussed above, staff or a third party operating the event center would be both helping

³⁰ WEBSTER’S THIRD NEW INTERNATIONAL DICTIONARY (WEBSTER’S) at 2075 (unabridged 2002).

promote and draw tourists. There may be some staff that are needed for medical emergencies, waste services, and other impacts that may be considered “negative” impacts as well.

On the condition that the Board of Commissioners gives approval according to Section 7(2), the Tourism Board has authority to hire staff or a third party to provide services at the event center, including operating the event center.

Conclusion

It is our opinion that SL 1991-177 gives broad discretion to the Tourism Board, with approval from the Board of Commissioners, to build an event center and hire staff or a third party to operate that center. Under any of these options, the event center would be considered an expenditure for public purposes.

We caution that the language used in S.L. 1991-177 is broad, must be read in its entirety to determine the intent of Section 7, and there is no case law interpretation directly on point. If the use of proceeds were challenged, a court would go through the exercise of evaluating the plain language of the session law, and there are arguments for and against finding a grant of authority for each of the potential uses you have asked about. Still, it is our opinion that the only logical reading of the Session Law does give the authority you have asked about.

**DARE COUNTY TOURISM BOARD RESOLUTION SUPPORTING CONSTRUCTION OF
THE MID-CURRITUCK BRIDGE AND ITS CONTINUED INCLUSION IN THE STATE OF
NORTH CAROLINA TRANSPORTATION IMPROVEMENT PLAN**

WHEREAS, the Mid-Currituck Bridge project has been in the development process for over thirty years; and

WHEREAS, the popularity of Dare County's Outer Banks, continues to grow, resulting in an ever-increasing number of residents and visitors to the Outer Banks, particularly the northern Outer Banks; and

WHEREAS, Dare County's Outer Banks generates substantial revenue for the State of North Carolina, particularly through tourism, and serves a role as an ambassador area for the State by introducing millions of visitors from all over the United States and the world to the many wonders of North Carolina; and

WHEREAS, this revenue and the goodwill that visitors feel towards the Outer Banks and North Carolina is tested annually through frustrations attributed directly to traffic congestion coming into Dare County through Currituck County; and

WHEREAS, the purpose of the Mid-Currituck Bridge is to substantially improve traffic flow on the project area's thoroughfares of NC 12 and US 158, reducing travel time for persons traveling between the Currituck County mainland and the Currituck County Outer Banks, and reducing the hurricane clearance time for residents and visitors who use US 158 and NC 168 during coastal evacuation; and

WHEREAS, building the Mid-Currituck Bridge will reduce congestion and alleviate delays, thus promoting and enhancing economic development, while bolstering the tourism industry; and

WHEREAS, the US District Court for the Eastern District of North Carolina ruled in December 2021 that NCDOT and the Federal Highway Administration have complied with all applicable federal laws and regulations in planning for the bridge, and the court's decision properly affirms the project's compliance with the Federal National Environmental Policy Act; and

NOW, THEREFORE, BE IT RESOLVED, that the Dare County Tourism Board advocates for advancement of this crucial project and its continued inclusion as a funded project in the State Transportation Improvement Plan.

ADOPTED THIS ^{xth} DAY OF (month year) by support of the Dare County Tourism Board

DARE COUNTY TOURISM BOARD

Tim Cafferty, Chair

ATTEST:

Amy S. Wood, Clerk



HOFFMAN YORK



Outer Banks Visitors Bureau

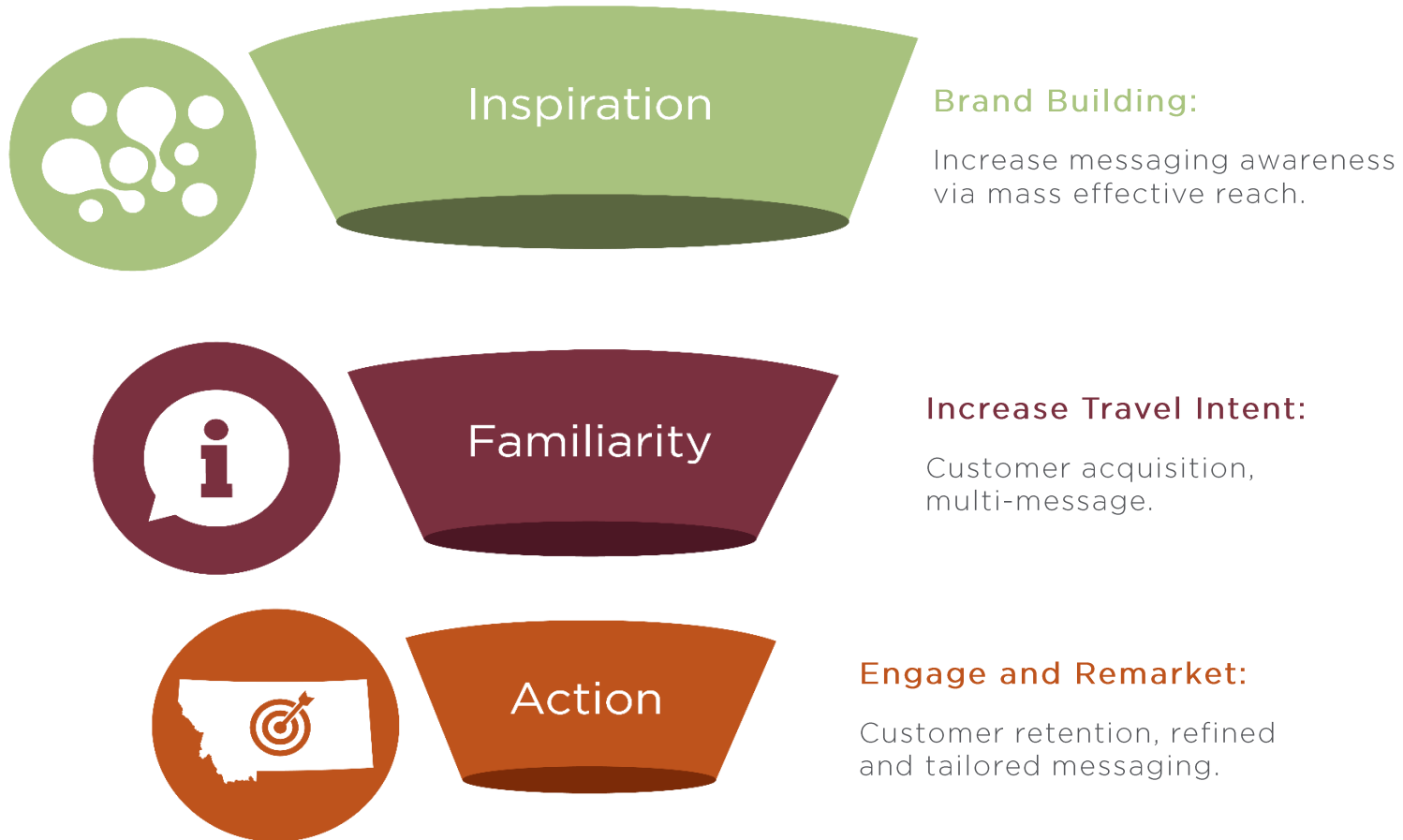
FY22-23 Fiscal Year Overview

4.14.2022

FY21-22 Overview



Full Funnel Media Approach




Traditional TV



CTV/OTT


Streaming Audio


Print

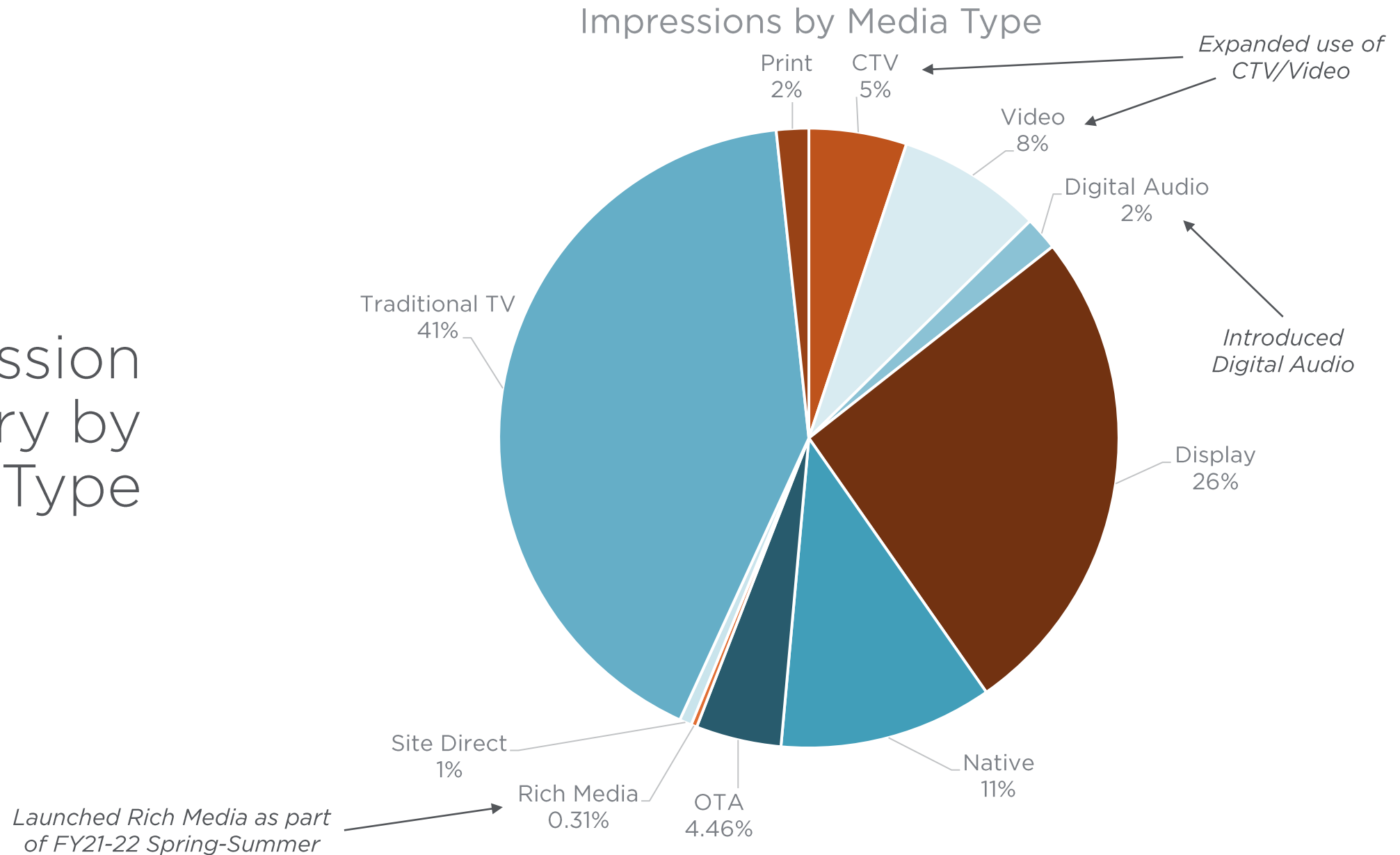

Display Native


OTA


Search










Impression Delivery by Media Type



Continuity Efforts

Year-round marketing layer to reach high value audiences as interest is shown in the Outer Banks

	Niche Content			Workflows		Consumer Marketing Emails	
	Camping in the OBX	Fantastic Fall Events	Seafood Festival	Foodie	Family	June Newsletter	May Newsletter
							
Sends	-	-	-	62K	56K	237K	239K
Open Rate	-	-	-	25.6%	24.7%	17.9%	18.5%
CTR	0.84%	0.59%	0.59%	-	-	-	-

Co-branded Sponsorship



95K

Contest Entries for
the Outer Banks

9.7K

Eligible Emails
Delivered

Majority of eligible emails converted into
OBVB's email marketing program



Launching New Co-branded Sponsorships

Testing two new opportunities based on Advance Auto Parts success:



SHADY
RAYS®



Instore + Online Promotion
Running from April-June

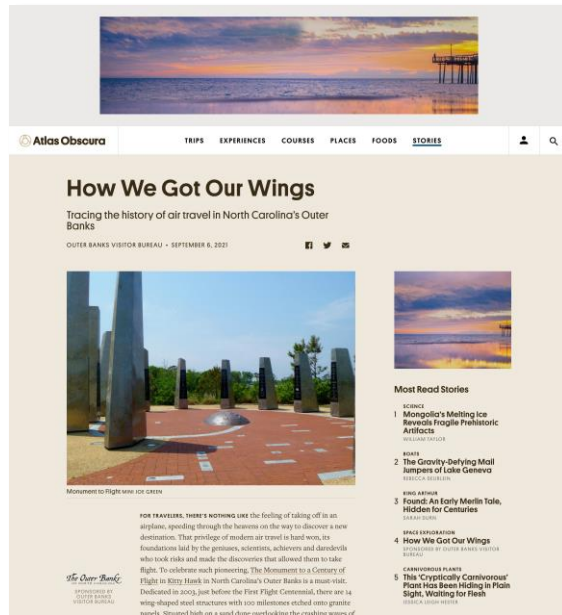


Online Promotion
Running in September

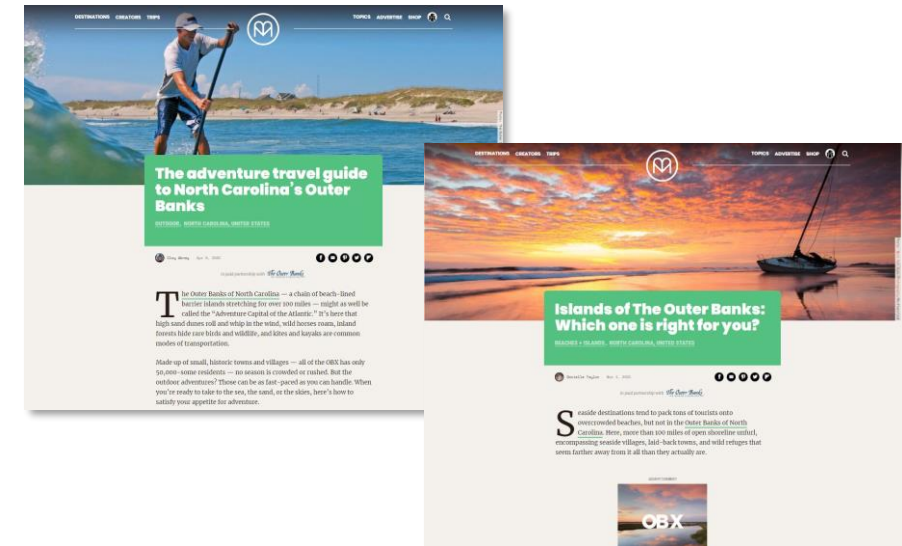
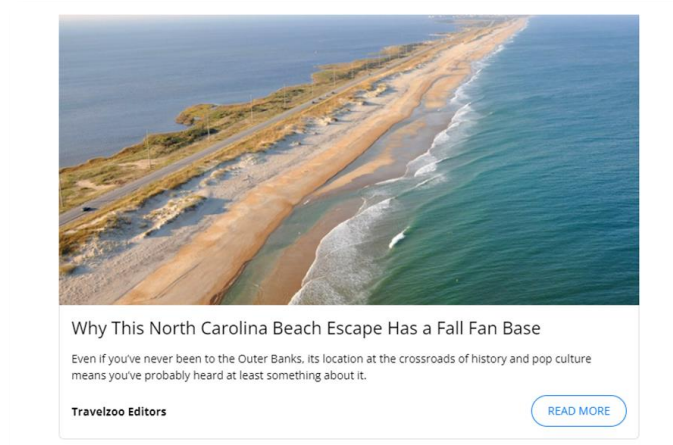


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Premium Custom Content with Established Brands



FY21-22 Fall Campaign



FY20-21 Spring-Summer Campaign

Matador Network will be shooting and producing a video custom content series for this Spring-Summer campaign

2021 Performance Overview

Media	Website	Performance Validations
98 Million Impressions Delivered across 2021 Media Campaigns	3.4 Million Site Sessions Increased 25% YOY <small>*Source: Google Analytics</small>	\$11 Million In Occupancy & Meals Tax Increased 38% YOY <small>*Source: OBVB Board of Directors Packet</small>
21 Million Video Views Delivered with a 95% Completion Rate Overall	766K Site Conversions Increased 35% YOY <small>*Source: Google Analytics</small>	\$188 Million In Rental Revenue Increased 7% YOY <small>*Source: KeyData</small>
3.2 Million Emails Sent Increased 9% from the start of 2021 <small>*Source: HubSpot</small>	734K Site Visits that Viewed <2 Pages Increased 9% YOY	311K Tracked Visits <small>*Source: UberMedia/Zartico</small>

Planning Approach



Continue to hone
our strategies to
deliver RO!

Who are we targeting?
Where will we reach them?
How will we communicate?
What tactics will work best?



Informing Our Geographic Approach



Geo-location data, weather
monitoring and credit card spend



Lodging booking and geo-location data



Website session and conversion activity



Vacation rental check-in, rental revenue by zip code

Of a survey of American travelers:

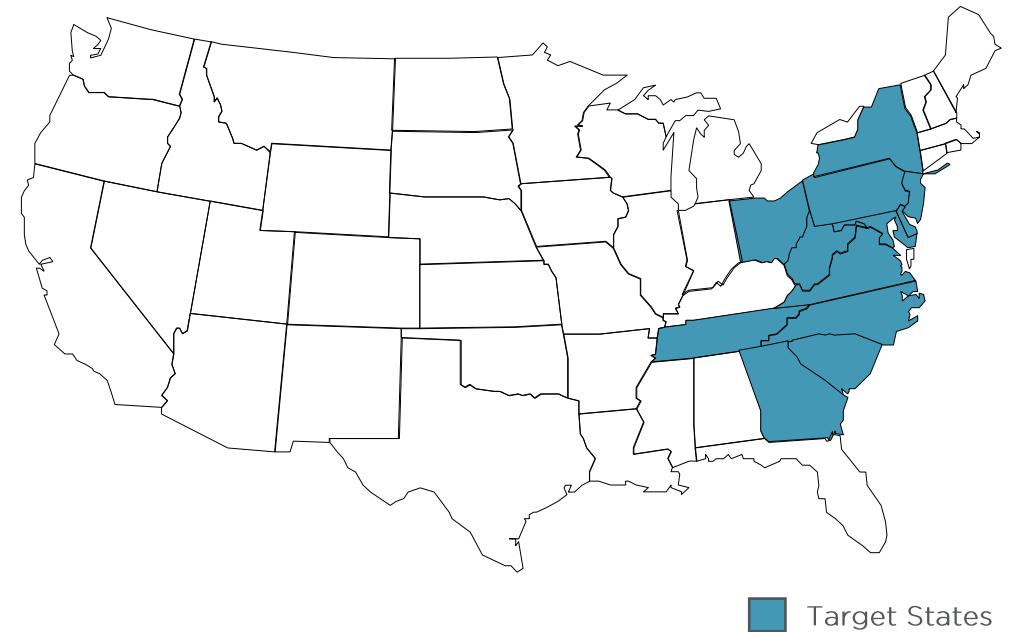
60%

say gas prices will affect
the distance they travel



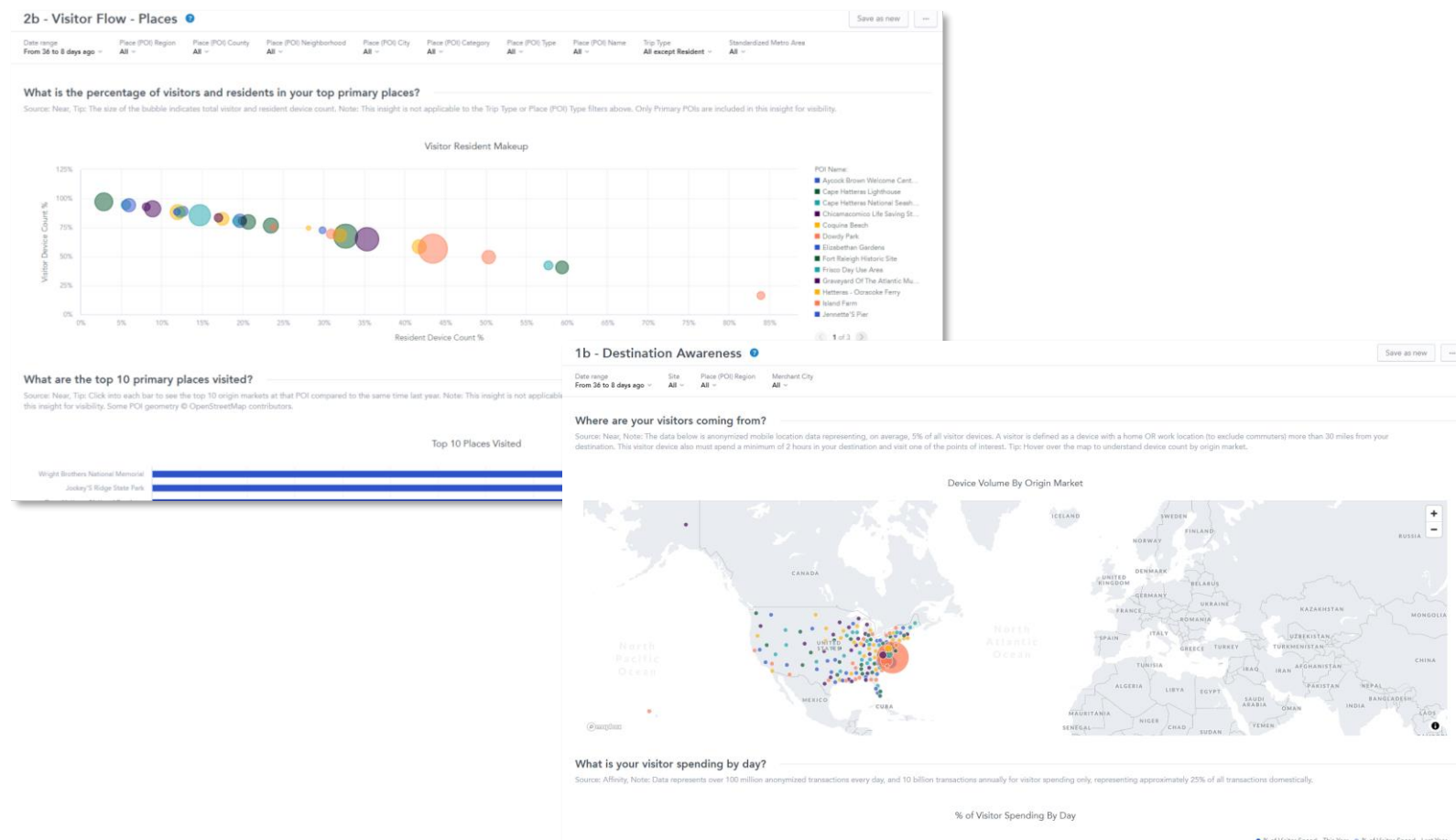
92%

will still travel in the
next 6 months



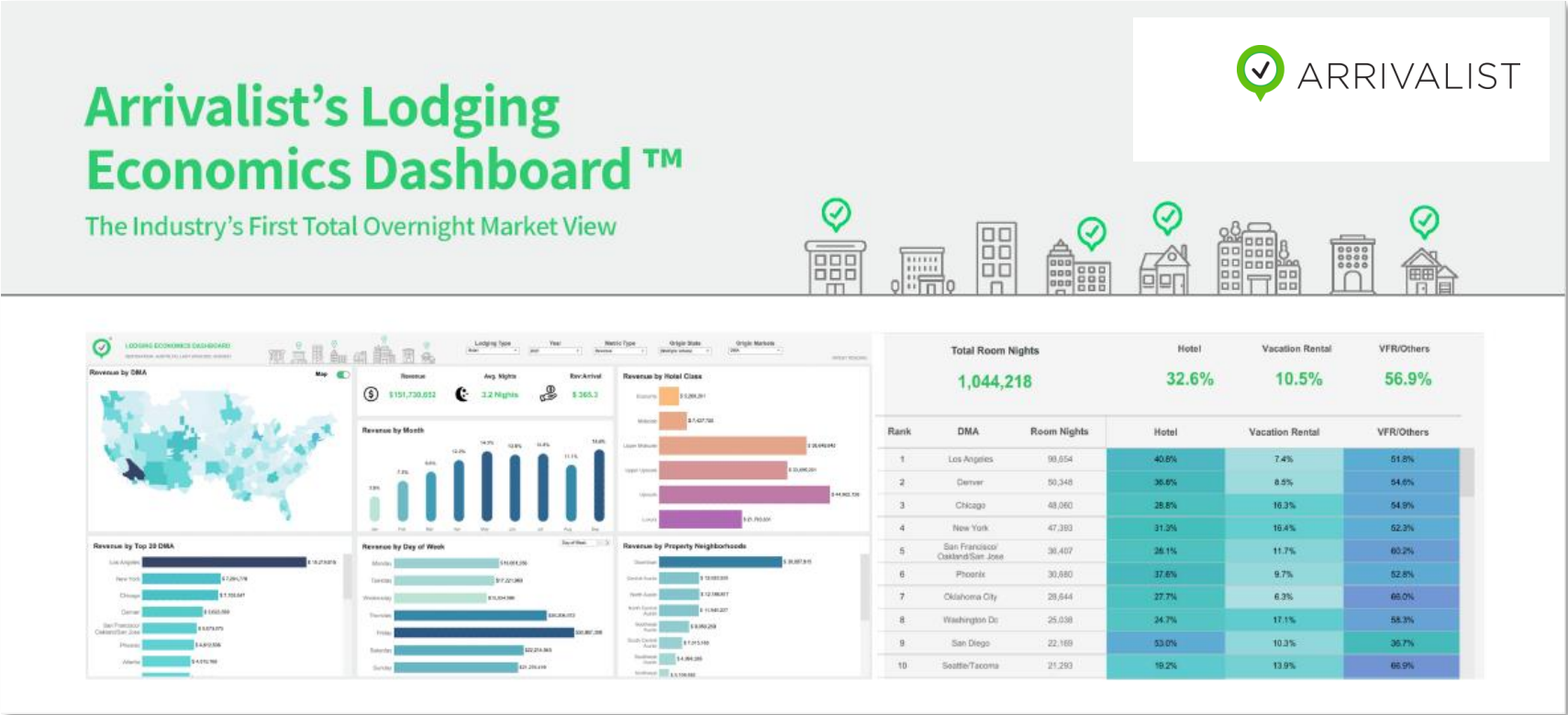
Provides data on visitor origin markets, visitation volume and flow in the Outer Banks & more

Visitation Data with Zartico

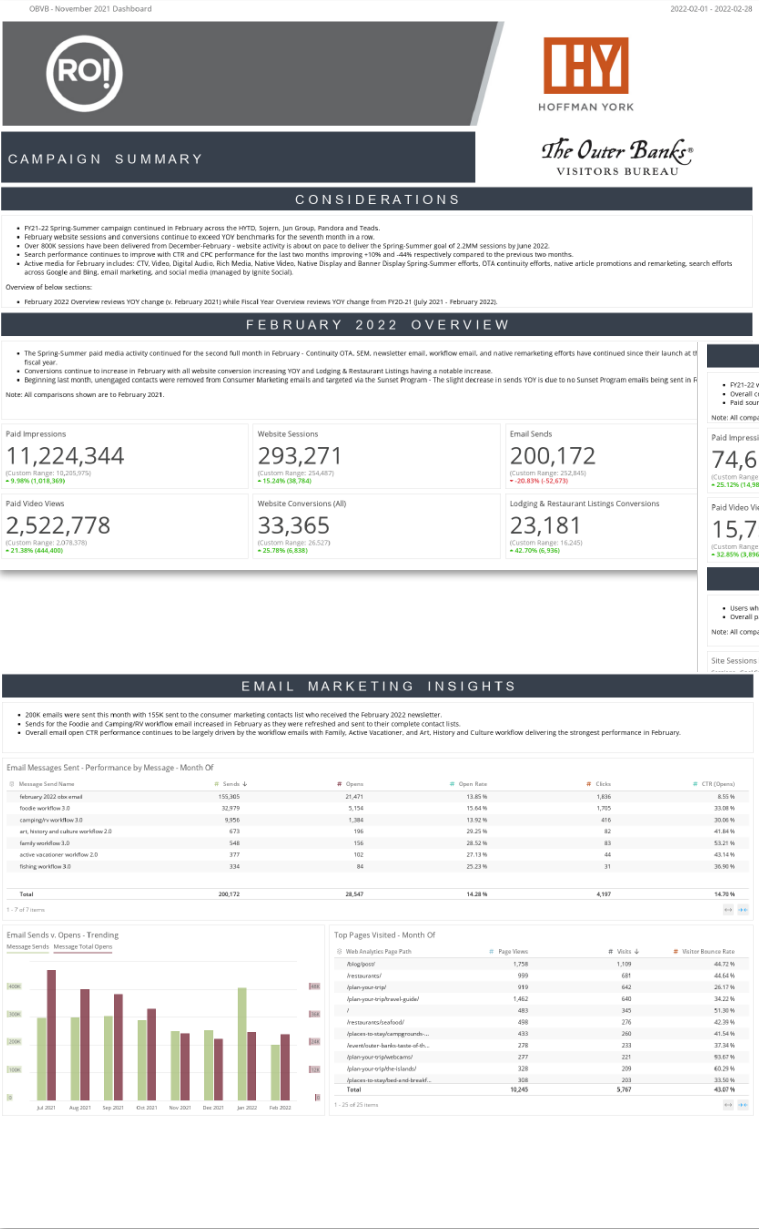


Offers segmentation of overnight trips

Arrivalist's
Lodging
Economics
Dashboard



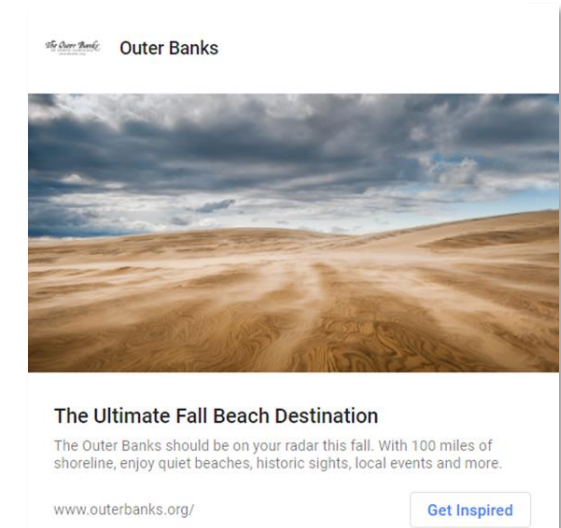
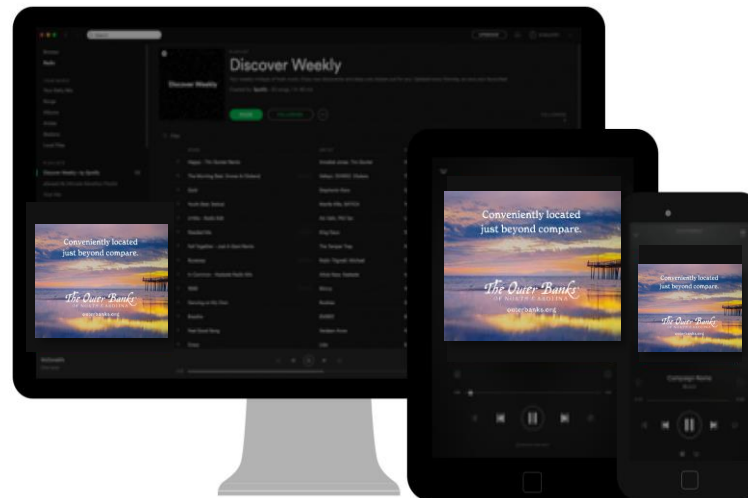
On-going Reporting Updates and Progress Checks



FY22/23 Approach



Increase
support for
shoulder
seasons



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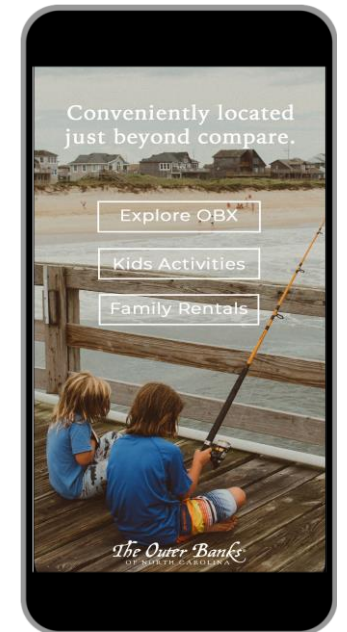
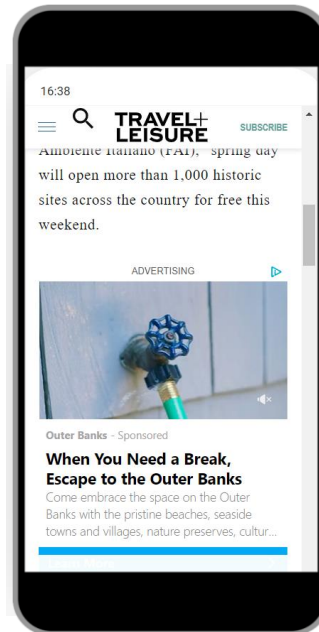
High Impact

Teads

pandora®

JUN
JUN GROUP

Secure high-
performing
digital tactics



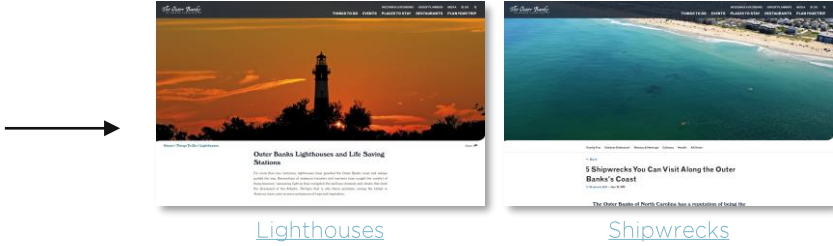
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Introduce new audiences + workflows to digital media and email

Advance and
evolve
audience
segmentation



History Enthusiasts

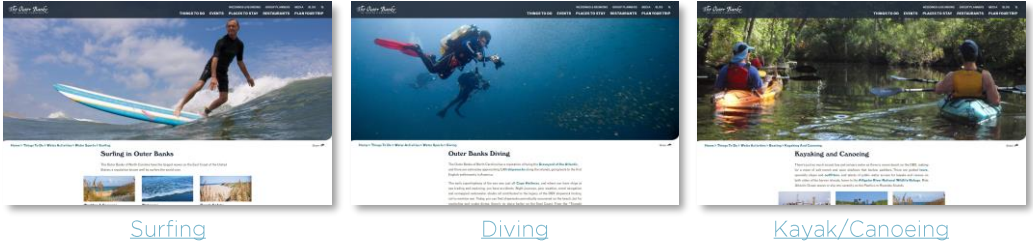


[Lighthouses](#)

[Shipwrecks](#)



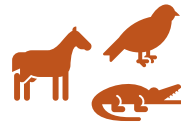
Water Sports Enthusiasts



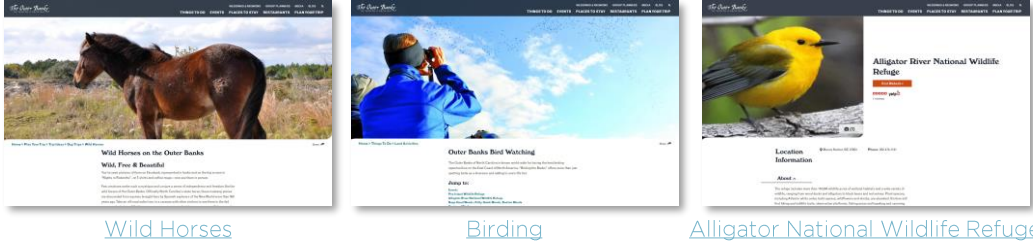
[Surfing](#)

[Diving](#)

[Kayak/Canoeing](#)



Wildlife Enthusiasts



[Wild Horses](#)

[Birding](#)

[Alligator National Wildlife Refuge](#)



Locals



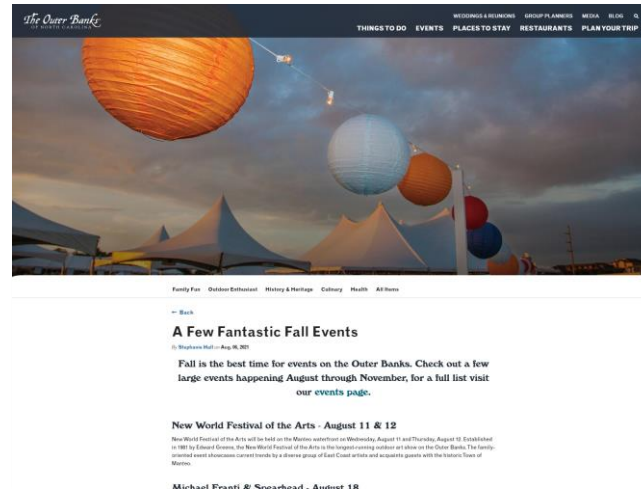
[Ferry Schedules](#)

[Events](#)

[Day Trips](#)

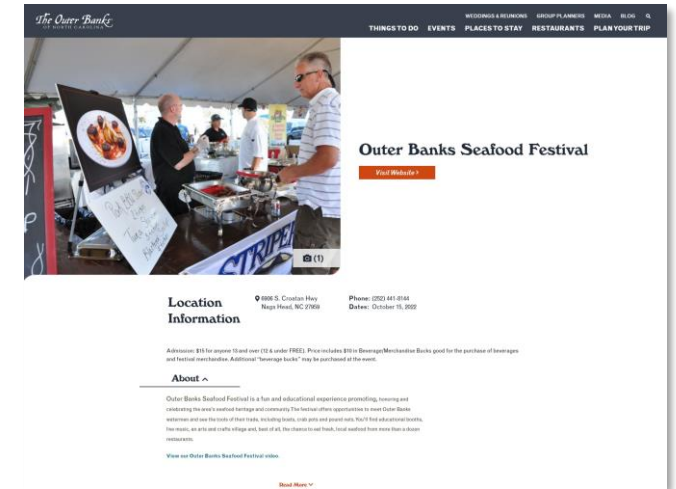
Event placements were top performers across native efforts throughout 2021

More support
for events



[Fantastic Fall Events](#)

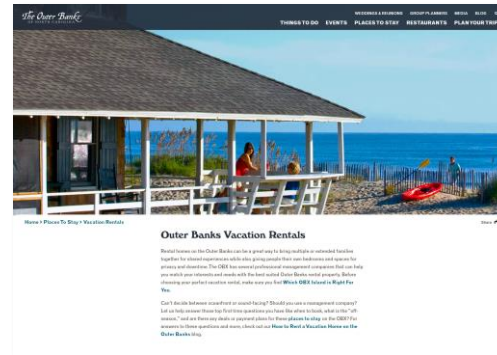
0.59% CTR



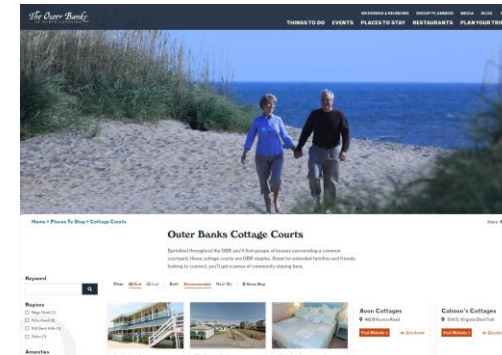
[Seafood Festival](#)

0.59% CTR

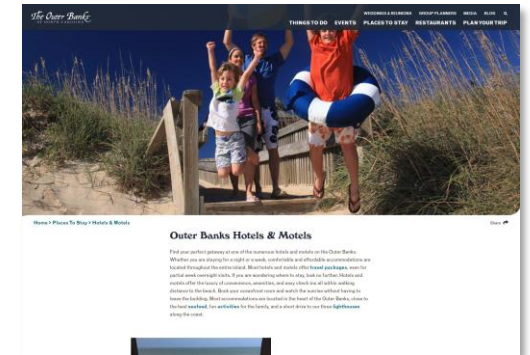
Continue to support all lodging options



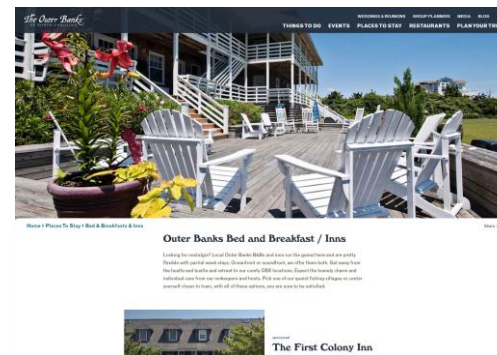
Vacation Rentals



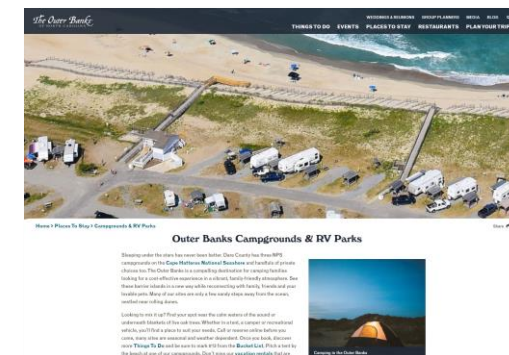
Cottage Courts



Hotels and Motels



Bed & Breakfasts and Inns

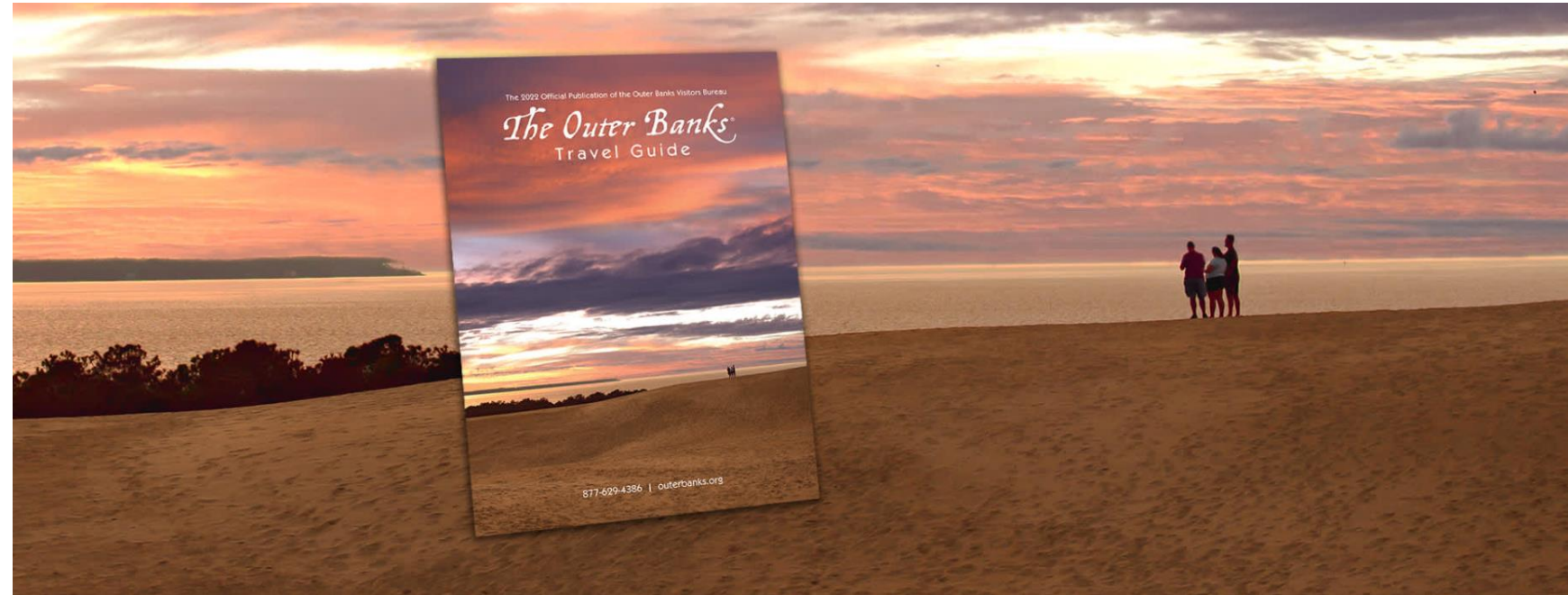


Campground/RV Parks

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FY22-23 Travel Guide to mirror the 44-page booklet produced in 2021.

Distribute new
travel guide



Key Findings & Takeaways



Priority for off season/
Fall campaign



Incorporate strong
performing media partners
(VRBO, Jun Group, Pandora, Teads & Sojern)



Test new audiences for
email & niche marketing



Increase support
for events



Maintain support for all
lodging options



Support FY22-23
Travel Guide



Grow email through
lead generation



2022-2023 OBX Strategic Alignment



Introductions: Ignite Social Media

Founded in 2007, Ignite Social Media was created to offer leading brands the services of a full-service agency dedicated exclusively to social media marketing. As a full-service social media company, we've assembled a team of experts to offer social media strategy, community engagement, content development, paid media and analytics under one roof. Staying true to our Social Only focus, our approach is to think Social First in how we approach client marketing needs.



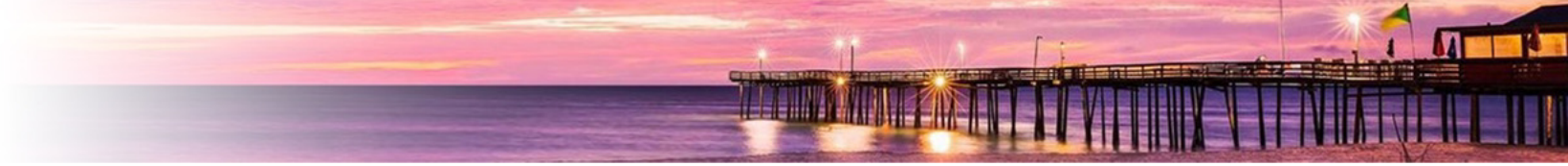
6+ Years in Partnership.

Countless sunrises and sunsets captured, lighthouse steps climbed, and local seafood consumed.



The Drum
Social Buzz
Awards





Overarching Marketing Goals for 2022-23:

- Build a **sustainable tourism plan** that encourages visitation from visitors most likely to care and steward the area they are visiting
- Continue to identify and build destination advocates who are “**better visitors**” to the area, **considering interest and/or enthusiast-based groups** as a potential tactic
- Focus **less on broad-based awareness**, but drive more further down the funnel
- Continue to grow **year-round tourism economy**, particularly driving off-season visitation
- Consider the **loss of data via privacy changes**, and what impact this may bring to our strategic approach
- Take a look at **new KPIs** that may help measure the value of driving “better visitors” to the area (i.e. stewardship, lifetime value of a visitor, etc.)

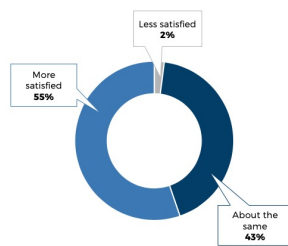


What We Know About Destination Advocates

Repeat travelers typically like a destination more after they've made a return visit

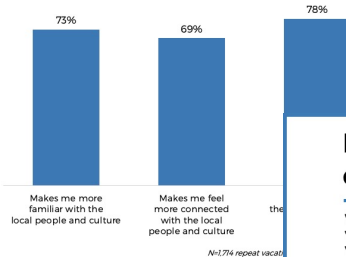
55% of repeat travelers were more satisfied with their return visit(s) than their first visit to a vacation destination.

How would you rate the overall experience of your return visit(s) compared to your first visit?



The majority of repeat travelers feel more connected to and fond of a destination once they've returned than they do having only visited once.

Please indicate how much you agree or disagree with the following statements: Returning to this destination... (% agree + strongly agree)

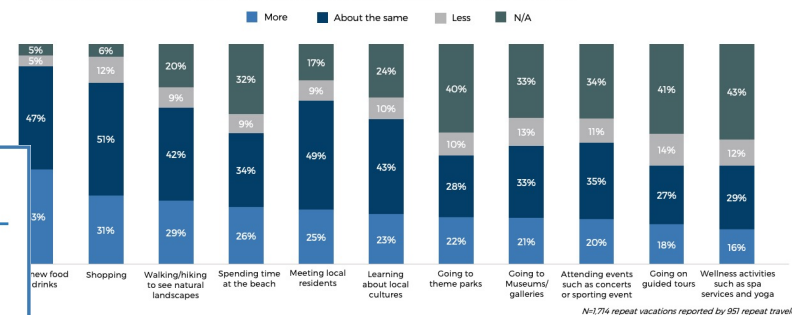


Data drives everything we do. In our strategic development process, we leverage GWI, eMarketer, and other data to better understand your target audiences' behaviors within social media and beyond. From here, we ensure that our objectives for social build towards broader objectives for your brand, and design strategies and tactics that naturally support these.

Repeat travelers engage more with the local culture and economy when they return to a destination

When returning to a vacation destination, repeat travelers are more likely to try more new food and drink, shop more, and walk/hike more to see natural landscapes. They are less likely to go on guided tours, go to theme parks, and engage in wellness activities.

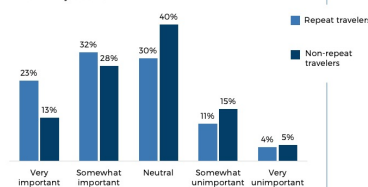
Did you do more or less of the following activities during your return visit(s) than you did during your first visit to the destination?



Repeat travelers place high value on having a local experience while on vacation

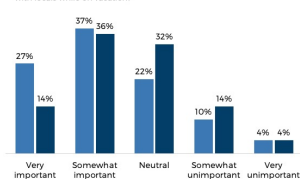
55% of repeat travelers find it to be somewhat or very important to "live like a local" while on vacation, compared to **41%** of non-repeat travelers.

How important is it for you to feel like you're "living like a local" when you travel?



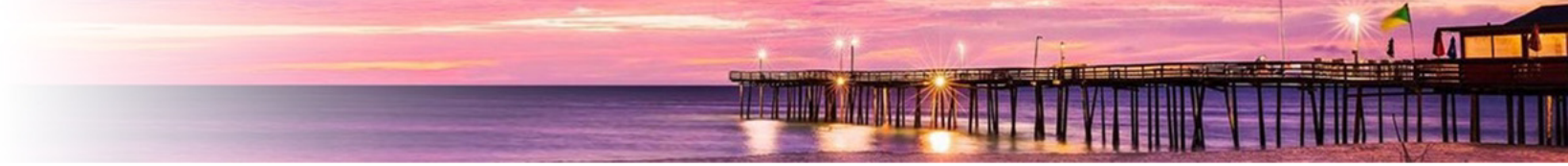
64% of repeat travelers find it to be somewhat or very important to meet and connect with locals while on vacation, compared to **50%** of non-repeat travelers.

How important is it for you to meet and connect with locals while on vacation?



Key Takeaways:

- ✓ Repeat visitation drives connection – repeat travelers feel more connected to local people and culture
- ✓ Repeat visitation drives discovery – they are more likely to try new food/drink, shop, walk/hike, spend time at the beach, and meet locals/learn about culture
- ✓ Repeat visitation drives engagement – they want to “live like a local” and engage in the unique experiences of the destination



How will OBX Social Media reflect that?

1. Create content that encourages repeat visitation through social efforts that bond followers to the people of the community
2. Embolden followers to live like a local – whether it's someone's first visit or fortieth, showcase what makes OBX unique
3. Focus on a content strategy that continues to deepen meaningful connection and discovery of the area while also driving repeat visitation and advocacy

Strategic Framework





UPDATED STRATEGY

Social Objectives, Strategies, & Tactics

		CONNECT	DRIVE INTENT	ENGAGE	CONVERT
Directional Focus		~15%	~35%	~35%	~15%
Strategy		Drive awareness of what makes Outer Banks unique year-round destination to audiences most likely to resonate.	Increase planning + intent actions from social media that indicate first-time visitation intent.	Encourage deeper engagement opportunities to build up the base “ better visitor ” from which to activate.	Increase repeat visitation intent in off-season in advocate audiences.
Tactics		<ul style="list-style-type: none"> Leverage reach and traffic objectives on paid media to build awareness with new audiences that fit the profile of the existing visitor Produce social media content that highlights key destination differentiators 	<ul style="list-style-type: none"> Use conversion-focused objectives on paid media to encourage lower-funnel activity from social media Employ clear calls to action to encourage users to take specific actions Leverage content formats optimized for visitation intent actions 	<ul style="list-style-type: none"> Content designed to engage interest lists and interests of repeat travelers Engaging content to drive 1:1 engagement and build engaged audiences Paid targeting to “engaged audience” profiles via on-platform engaged audiences, e-newsletter interest lists (from Hoffman) 	<ul style="list-style-type: none"> Develop exclusive content to fans/followers of OBX via conditional lead form Promote off-season offers by developing partner programs with rental companies, hotels, and restaurants to promote offers
KPIs		<ul style="list-style-type: none"> Primary: Impressions + Website Traffic <ul style="list-style-type: none"> Secondary: Ad Recall Lift, Referring Social Traffic, CPM, CPC 	<ul style="list-style-type: none"> Primary: Visitation Intent Actions (via Travel Guide requests, E-News sign-ups, E-Guide downloads, Partner Referrals) 	<ul style="list-style-type: none"> Primary: Reach + Engaged Audience Profile Growth Lead Generation to Subscribe in Interest Workflows (from Hoffman) 	<ul style="list-style-type: none"> Primary: Exclusive content Lead Generation and/or Promo Code Use Secondary: Visits to Offers and Packages Pages
		Social Value (Measured Bi-Annually): Lift in Volume of Users with Higher Spend/Visit OR Lift in Amount Spent by Visitor OR Lift in Season (via CCS Data, when available)			

Paid Media Discussion





Paid Media Approach

NEW STRATEGY



Focus in 2022-23:

- Working alongside Hoffman York and leveraging available data to inform targeting
 - Identify key market opportunities for driving higher-quality visitors seasonally.
 - Content promoting specific areas of interest may impact a lift in visitor spend.



Thank You!