



Dare County Tourism Board Meeting

Thursday, June 15, 2023  
9:00 a.m.

**College of the Albemarle-Dare Campus**  
**Room 111**  
**205 US Highway 64**  
**Manteo, NC 27954**

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, JUNE 15, 2023  
9:00 A.M.  
COLLEGE OF THE ALBEMARLE-DARE COUNTY CAMPUS  
ROOM 111  
205 US HIGHWAY 64, 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 May 23, 2023 Meeting
- V. Public Comments
  - 1. Presentation from Plastic Ocean Project, Inc.
- VI. Chairman's Report
- VII. Budget & Finance Report
  - 1. Monthly Reports
  - 2. Adoption of the Fiscal Year 2023-2024 Budget Ordinance
- VIII. Personnel Committee Report
  - 1. Community Engagement Position Recommendation
- IX. Long Range Tourism Management Plan Discussion
- X. Outer Banks Visitors Bureau Updates
- XI. Old Business
- XII. New Business
- XIII. Board Member Comments
- XIV. Set Date, Time, and Place of Next Meeting
- XV. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, MAY 24, 2023  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

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

**EXCUSED ABSENCE:** Jay Wheless, Legal Counsel

**STAFF:**

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

**OTHERS ATTENDING:** Vice Chair Wally Overman, Dare County Commissioners; Reide Corbett, Executive Director, Coastal Studies Institute; Erika Phillips, The MAPS Group; Shelly Green and Cassandra McAuley, MMGY/NextFactor; Ashley Vaught, Tranquil House Inn.

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

**APPROVAL OF AGENDA:** Mr. Holland moved to approve the agenda. Second by Mr. Hess. There was no discussion. The motion passed unanimously (13-0).

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from April 20, 2023 meeting. Second by Mr. Bateman. There was no discussion. The motion passed unanimously (13-0).

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

**STEERING COMMITTEE REPORT:** The Chair reviewed the contract with Ocean Builders, Inc. for renovations to, and the building of two additional cubicles in, the Outer Banks Visitors Bureau marketing department, totaling \$115,000.00. The Committee discussed the timing of the project and how it would impact staff and meetings, and the solutions for those impacts. Mr. Hess moved to approve the contract with Ocean Builders. Second by Mr. Robinson. There was no discussion. The motion passed unanimously (13-0).

The Chair reviewed the following resolutions\*:

- 2023-1, *DARE COUNTY TOURISM BOARD RESOLUTION REAFFIRMING ITS LONG-TERM INTENT TO DEVELOP A MULTI USE FACILITY*

Mr. Bateman moved to adopt Resolution 2023-1. Second by Mr. Holland. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

- *2023-2, DARE COUNTY TOURISM BOARD RESOLUTION SUPPORTING ROANOKE ISLAND HISTORICAL ASSOCIATION AND THE LOST COLONY*

Mr. Hess moved to adopt Resolution 2023-2. Second by Mr. Holland. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

- *2023-3, DARE COUNTY TOURISM BOARD RESOLUTION AUTHORIZING THE CONVEYANCE OF PROPERTY PURSUANT TO G.S. 160A-274(b)*

The Board discussed the state of the building [Pamlico Jack's and ship] and if any additional pieces could be salvaged by either the Board, the public, or the Town. Mr. Siers noted the Town had no interest in salvaging any parts. Mr. Holland moved to adopt Resolution 2023-3. Second by Mr. Bateman. There was no discussion and the motion passed unanimously. There was no discussion. The motion passed unanimously (13-0).

\*Attached documents are incorporated herewith and are hereby made a part of these minutes.

**PUBLIC HEARING ON PROPOSED FISCAL YEAR 2023-2024 BUDGET:** At 9:15 a.m., Ms. Thibodeau moved to open the Public Hearing for the proposed Fiscal Year 2023-20214 budget. Second by Ms. Ingram. There was no discussion. The motion passed unanimously (13-0).

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

Mr. Hess moved to close the Public Hearing. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0). The Public Hearing closed at 9:16 a.m.

**LONG TERM TOURISM MANAGEMENT PLAN:** Shelly Green and Cassandra McAuley reviewed the final recommendations of the Long Range Tourism Management Plan. The Board discussed the next steps.

The Board took a five minute break. The meeting resumed at 10:20 a.m.

**PERSONNEL COMMITTEE:** Erika Phillips, MAPS Group, discussed the proposed salary study recommendations and changes to the personnel policy manual. Following discussion, Mr. Hess moved to adopt the changes to the personnel policy and to approve the Option 3 of the pay scale study or an 8% increase based on the COLA rate, whichever of the two is greater. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0).

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2022-2023 are up 5.07% compared to 2021-2022 actual receipts.

**BUDGET AMENDMENT FOR FISCAL YEAR 2022-2023:** Diane Bognich reviewed the proposed budget amendment for Fiscal Year 2022-2023, which shows the retroactive portion of the salary study.

Mr. Holland moved to approve Fiscal Year 2022-2023 Budget Amendment #3. Second by Mr. Siers. There was no discussion. The motion passed unanimously (13-0)

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

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

- Noted the success of the first annual soft shell crab week.
- Upcoming events at the Soundside event site, including the Soundside Market, which will be held every other Wednesday in the summer.
- Noted further discussion of the Long Range Tourism Management Plan initiatives and marketing plans in June. There will be a webinar in June to share the marketing plan with industry partners.
- Reviewed the marketing dashboard and visitation numbers.

Lorrie Love asked members to send any specials or packages they were offering visitors so that they could be posted on outerbanks.org, and upcoming events at the Event Site. She also reviewed media missions and familiarization tours on behalf of Aaron Tuell.

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

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

**BOARD MEMBER COMMENTS:** Mr. Holland noted the Town of Southern Shores was wrapping up their beach nourishment project and looking at traffic control measures for the summer season.

Ms. Ingram noted that the sidewalk project along Highway 158 in front of the Wright Brothers National Memorial was nearing completion.

Mr. Clissold noted the Town of Manteo was getting ready for the Memorial Day weekend.

Ms. Cohen noted that the student group market remained strong and the J-1 workers were arriving.

Mr. Hess noted the Chamber of Commerce expected the holiday weekend to be very busy.

Mr. Ballog echoed the comments about the success of soft shell week.

Mr. Bateman noted that the County Commissioners were looking for land to build essential housing.

**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meeting is scheduled for Thursday, June 15, 2023 at 9:00 a.m. with the location to be determined [this meeting will be held at College of the Albemarle, Dare Campus, Highway 64, Manteo].

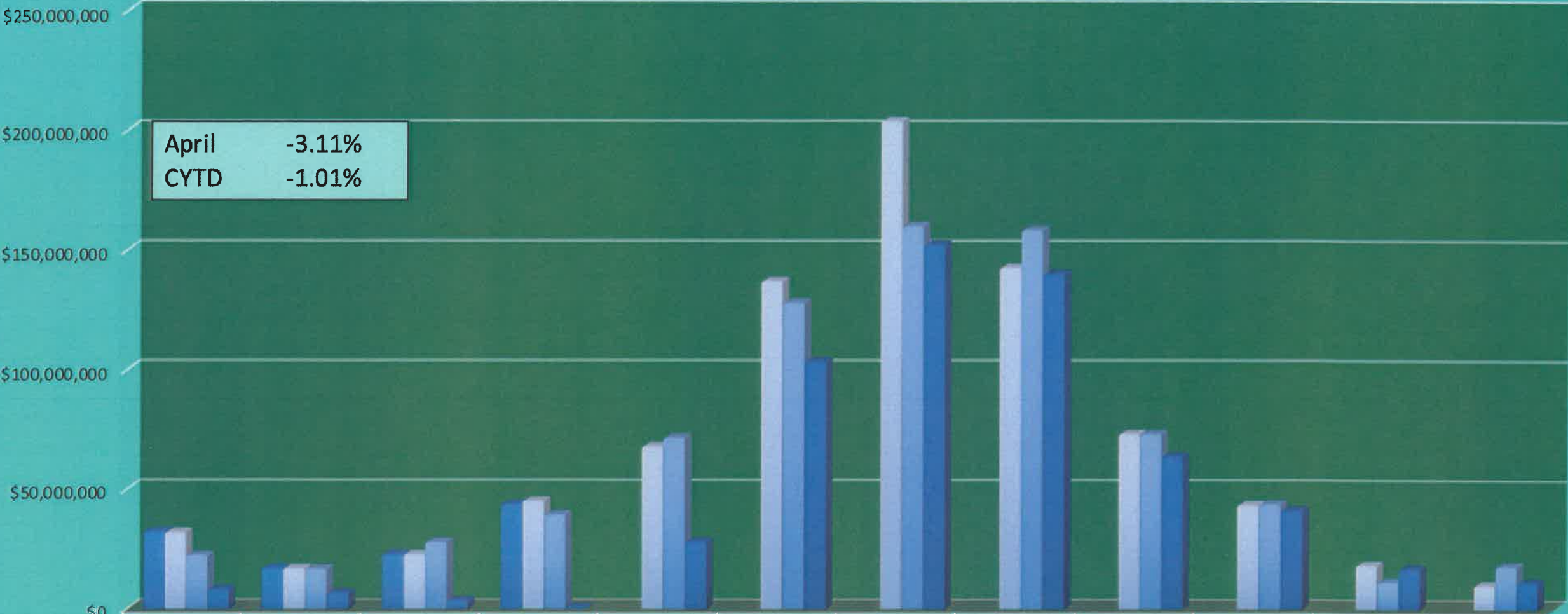
The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 10:57 a.m.

**ATTESTED:**

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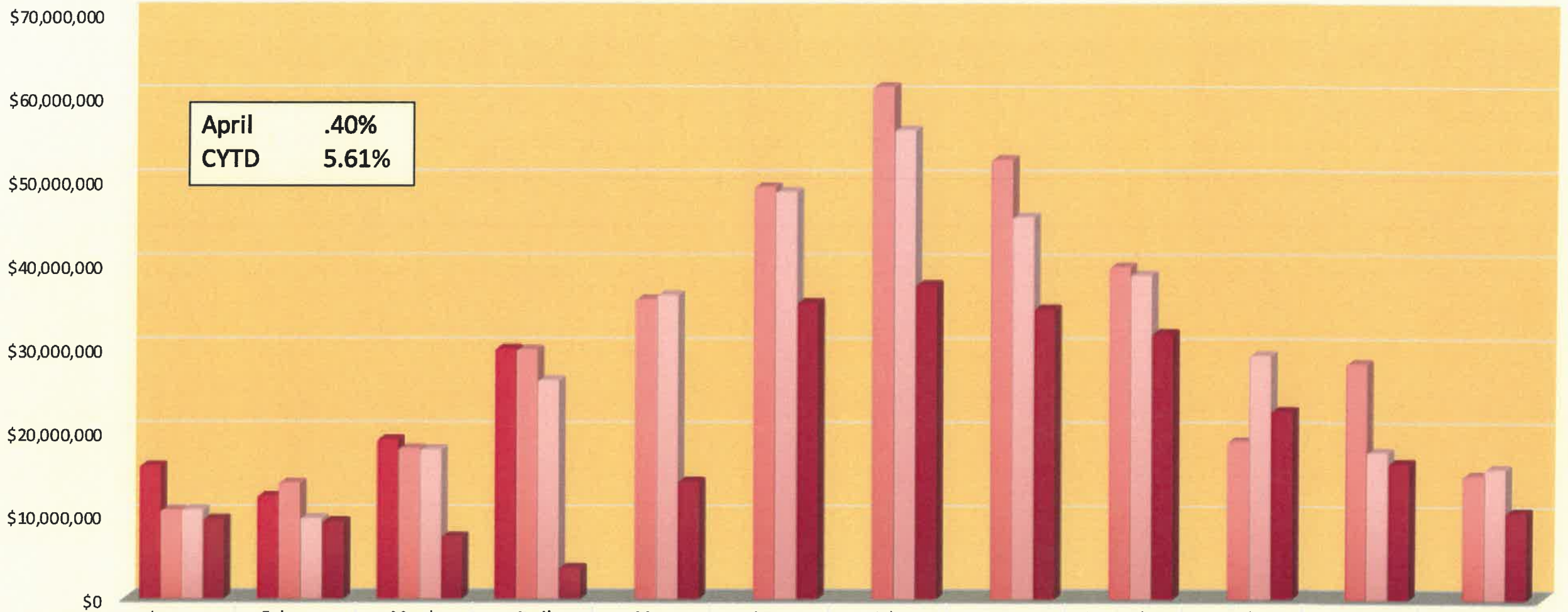
Clerk, Dare County Tourism Board

### Occupancy Collections



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

## Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2023	15,914,241	12,282,779	19,052,221	29,882,256								
2022	10,601,001	13,854,379	17,964,701	29,762,315	35,766,126	49,188,354	61,144,299	52,469,499	39,658,009	18,866,693	28,176,947	14,853,412
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285	45,615,512	38,713,169	29,131,584	17,621,266	15,637,654
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542

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

FISCAL YEAR		PROJECTED	ACTUAL	+/- \$	+/- %
		FY 22-23	FY 22-23		
JUNE EARNED	OCCUPANCY	\$1,031,750.00	\$1,366,625.62	\$334,875.62	32.46%
<u>JULY RECEIVED</u>	<u>MEALS</u>	<u>\$338,295.00</u>	<u>\$486,160.01</u>	<u>\$147,865.01</u>	<u>43.71%</u>
		\$1,370,045.00	\$1,852,785.63	\$482,740.63	35.24%
JULY EARNED	OCCUPANCY	\$1,389,685.00	\$2,025,876.87	\$636,191.87	45.78%
<u>AUGUST RECEIVED</u>	<u>MEALS</u>	<u>\$391,845.00</u>	<u>\$597,289.43</u>	<u>\$205,444.43</u>	<u>52.43%</u>
		\$1,781,530.00	\$2,623,166.30	\$841,636.30	47.24%
AUGUST EARNED	OCCUPANCY	\$1,257,920.00	\$1,434,166.40	\$176,246.40	14.01%
<u>SEPT RECEIVED</u>	<u>MEALS</u>	<u>\$371,790.00</u>	<u>\$496,883.38</u>	<u>\$125,093.38</u>	<u>33.65%</u>
		\$1,629,710.00	\$1,931,049.78	\$301,339.78	18.49%
SEPTEMBER EARNED	OCCUPANCY	\$493,540.00	\$725,052.86	\$231,512.86	46.91%
<u>OCT RECEIVED</u>	<u>MEALS</u>	<u>\$251,510.00</u>	<u>\$398,737.51</u>	<u>\$147,227.51</u>	<u>58.54%</u>
		\$745,050.00	\$1,123,790.37	\$378,740.37	50.83%
OCTOBER EARNED	OCCUPANCY	\$233,310.00	\$433,387.04	\$200,077.04	85.76%
<u>NOV RECEIVED</u>	<u>MEALS</u>	<u>\$192,925.00</u>	<u>\$162,642.84</u>	<u>(\$30,282.16)</u>	<u>-15.70%</u>
		\$426,235.00	\$596,029.88	\$169,794.88	39.84%
NOVEMBER EARNED	OCCUPANCY	\$102,575.00	\$185,251.27	\$82,676.27	80.60%
<u>DEC RECEIVED</u>	<u>MEALS</u>	<u>\$122,550.00</u>	<u>\$300,138.52</u>	<u>\$177,588.52</u>	<u>144.91%</u>
		\$225,125.00	\$485,389.79	\$260,264.79	115.61%
DECEMBER EARNED	OCCUPANCY	\$65,545.00	\$101,098.09	\$35,553.09	54.24%
<u>JAN RECEIVED</u>	<u>MEALS</u>	<u>\$97,265.00</u>	<u>\$143,214.99</u>	<u>\$45,949.99</u>	<u>47.24%</u>
		\$162,810.00	\$244,313.08	\$81,503.08	50.06%
JANUARY EARNED	OCCUPANCY	\$248,170.00	\$322,624.32	\$74,454.32	30.00%
<u>FEB RECEIVED</u>	<u>MEALS</u>	<u>\$82,190.00</u>	<u>\$124,423.37</u>	<u>\$42,233.37</u>	<u>51.39%</u>
		\$330,360.00	\$447,047.69	\$116,687.69	35.32%
FEBRUARY EARNED	OCCUPANCY	\$163,822.00	\$170,000.09	\$6,178.09	3.77%
<u>MARCH RECEIVED</u>	<u>MEALS</u>	<u>\$84,315.00</u>	<u>\$116,207.73</u>	<u>\$31,892.73</u>	<u>37.83%</u>
		\$248,137.00	\$286,207.82	\$38,070.82	15.34%
MARCH EARNED	OCCUPANCY	\$93,850.00	\$228,526.82	\$134,676.82	143.50%
<u>APRIL RECEIVED</u>	<u>MEALS</u>	<u>\$123,685.00</u>	<u>\$179,535.02</u>	<u>\$55,850.02</u>	<u>45.16%</u>
		\$217,535.00	\$408,061.84	\$190,526.84	87.58%
APRIL EARNED	OCCUPANCY	\$250,790.00	\$436,134.79	\$185,344.79	73.90%
<u>MAY RECEIVED</u>	<u>MEALS</u>	<u>\$190,715.00</u>	<u>\$284,934.66</u>	<u>\$94,219.66</u>	<u>49.40%</u>
		\$441,505.00	\$721,069.45	\$279,564.45	63.32%
MAY EARNED	OCCUPANCY	\$312,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<u>MEALS</u>	<u>\$229,700.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$541,700.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b>OCCUPANCY</b>	<b>\$5,330,957.00</b>	<b>\$7,428,744.17</b>	<b>\$2,097,787.17</b>	<b>39.35%</b>
<b>TO-DATE</b>	<b>MEALS</b>	<b><u>\$2,247,085.00</u></b>	<b><u>\$3,290,167.46</u></b>	<b><u>\$1,043,082.46</u></b>	<b><u>46.42%</u></b>
		<b>\$7,578,042.00</b>	<b>\$10,718,911.63</b>	<b>\$3,140,869.63</b>	<b>41.45%</b>
<b>TOTAL</b>	<b>OCCUPANCY</b>	<b>\$5,642,957.00</b>			
<b>PROJECTED</b>	<b>MEALS</b>	<b><u>\$2,476,785.00</u></b>			
<b>2022-2023</b>		<b>\$8,119,742.00</b>			



CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2022-2023		2022	2023		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	<b>OCCUPANCY</b>	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
	<b>MEALS</b>	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	<b>OCCUPANCY</b>	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
	<b>MEALS</b>	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	<b>OCCUPANCY</b>	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
	<b>MEALS</b>	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	<b>OCCUPANCY</b>	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
	<b>MEALS</b>	<u>\$176,838.05</u>	<u>\$179,535.02</u>	<u>\$2,696.97</u>	<u>1.53%</u>
		\$406,799.04	\$408,061.84	\$1,262.80	0.31%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	<b>OCCUPANCY</b>	\$451,019.43	\$436,134.79	(\$14,884.64)	-3.30%
	<b>MEALS</b>	<u>\$284,410.03</u>	<u>\$284,934.66</u>	<u>\$524.63</u>	<u>0.18%</u>
		\$735,429.46	\$721,069.45	(\$14,360.01)	-1.95%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	<b>OCCUPANCY</b>	\$679,226.62	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	<b>OCCUPANCY</b>	\$1,366,625.62	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$486,160.01</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,852,785.63	\$0.00	\$0.00	0.00%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	<b>OCCUPANCY</b>	\$2,025,876.87	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$597,289.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,623,166.30	\$0.00	\$0.00	0.00%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	<b>OCCUPANCY</b>	\$1,434,166.40	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$496,883.38</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,931,049.78	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	<b>OCCUPANCY</b>	\$725,052.86	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$398,737.51</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,123,790.37	\$0.00	\$0.00	0.00%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	<b>OCCUPANCY</b>	\$433,387.04	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$162,642.84</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$596,029.88	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	<b>OCCUPANCY</b>	\$185,251.27	\$0.00	\$0.00	0.00%
	<b>MEALS</b>	<u>\$300,138.52</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$485,389.79	\$0.00	\$0.00	0.00%
<i>NOVEMBER EARNED</i>					
Total To Date	<b>OCCUPANCY</b>	\$1,363,616.22	\$1,258,384.11	(\$105,232.11)	-7.72%
	<b>Meals</b>	<u>\$858,714.80</u>	<u>\$848,315.77</u>	<u>(\$10,399.03)</u>	<u>-1.21%</u>
		\$2,222,331.02	\$2,106,699.88	(\$115,631.14)	-5.20%
<i>Total for Year</i>					
	<b>OCCUPANCY</b>	<b>\$8,213,202.90</b>			
	<b>MEALS</b>	<b><u>\$3,645,074.43</u></b>			
		<b>\$11,858,277.33</b>			

OCCUPANCY & MEALS FY 2022-2023

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 21-22	ACTUAL FY 22-23	+/- \$	+/- %
<u>JUNE EARNED</u>	OCCUPANCY	\$1,276,821.42	\$1,366,625.62	\$89,804.20	7.03%
<u>JULY RECEIVED</u>	MEALS	<u>\$484,564.78</u>	<u>\$486,160.01</u>	<u>\$1,595.23</u>	<u>0.33%</u>
		\$1,761,386.20	\$1,852,785.63	\$91,399.43	5.19%
<u>JULY EARNED</u>	OCCUPANCY	\$1,592,749.50	\$2,025,876.87	\$433,127.37	27.19%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$556,560.43</u>	<u>\$597,289.43</u>	<u>\$40,729.00</u>	<u>7.32%</u>
		\$2,149,309.93	\$2,623,166.30	\$473,856.37	22.05%
<u>AUGUST EARNED</u>	OCCUPANCY	\$1,592,951.57	\$1,434,166.40	(\$158,785.17)	-9.97%
<u>SEPT RECEIVED</u>	MEALS	<u>\$455,773.11</u>	<u>\$496,883.38</u>	<u>\$41,110.27</u>	<u>9.02%</u>
		\$2,048,724.68	\$1,931,049.78	(\$117,674.90)	-5.74%
<u>SEPTEMBER EARNED</u>	OCCUPANCY	\$717,839.65	\$725,052.86	\$7,213.21	1.00%
<u>OCT RECEIVED</u>	MEALS	<u>\$381,874.96</u>	<u>\$398,737.51</u>	<u>\$16,862.55</u>	<u>4.42%</u>
		\$1,099,714.61	\$1,123,790.37	\$24,075.76	2.19%
<u>OCTOBER EARNED</u>	OCCUPANCY	\$437,385.81	\$433,387.04	(\$3,998.77)	-0.91%
<u>NOV RECEIVED</u>	MEALS	<u>\$283,579.71</u>	<u>\$162,642.84</u>	<u>(\$120,936.87)</u>	<u>-42.65%</u>
		\$720,965.52	\$596,029.88	(\$124,935.64)	-17.33%
<u>NOVEMBER EARNED</u>	OCCUPANCY	\$103,833.12	\$185,251.27	\$81,418.15	78.41%
<u>DEC RECEIVED</u>	MEALS	<u>\$144,517.86</u>	<u>\$300,138.52</u>	<u>\$155,620.66</u>	<u>107.68%</u>
		\$248,350.98	\$485,389.79	\$237,038.81	95.45%
<u>DECEMBER EARNED</u>	OCCUPANCY	\$191,666.48	\$101,098.09	(\$90,568.39)	-47.25%
<u>JAN RECEIVED</u>	MEALS	<u>\$172,557.93</u>	<u>\$143,214.99</u>	<u>(\$29,342.94)</u>	<u>-17.00%</u>
		\$364,224.41	\$244,313.08	(\$119,911.33)	-32.92%
<u>JANUARY EARNED</u>	OCCUPANCY	\$320,768.60	\$322,624.32	\$1,855.72	0.58%
<u>FEB RECEIVED</u>	MEALS	<u>\$93,580.41</u>	<u>\$124,423.37</u>	<u>\$30,842.96</u>	<u>32.96%</u>
		\$414,349.01	\$447,047.69	\$32,698.68	7.89%
<u>FEBRUARY EARNED</u>	OCCUPANCY	\$170,200.72	\$170,000.09	(\$200.63)	-0.12%
<u>MARCH RECEIVED</u>	MEALS	<u>\$131,328.38</u>	<u>\$116,207.73</u>	<u>(\$15,120.65)</u>	<u>-11.51%</u>
		\$301,529.10	\$286,207.82	(\$15,321.28)	-5.08%
<u>MARCH EARNED</u>	OCCUPANCY	\$229,960.99	\$228,526.82	(\$1,434.17)	-0.62%
<u>APRIL RECEIVED</u>	MEALS	<u>\$176,838.00</u>	<u>\$179,535.02</u>	<u>\$2,697.02</u>	<u>1.53%</u>
		\$406,798.99	\$408,061.84	\$1,262.85	0.31%
<u>APRIL EARNED</u>	OCCUPANCY	\$451,019.43	\$436,134.79	(\$14,884.64)	-3.30%
<u>MAY RECEIVED</u>	MEALS	<u>\$284,410.03</u>	<u>\$284,934.66</u>	<u>\$524.63</u>	<u>0.18%</u>
		\$735,429.46	\$721,069.45	(\$14,360.01)	-1.95%
<u>MAY EARNED</u>	OCCUPANCY	\$679,226.62	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	MEALS	<u>\$344,507.94</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,023,734.56	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	OCCUPANCY	<b>\$7,085,197.29</b>	<b>\$7,428,744.17</b>	<b>\$343,546.88</b>	<b>4.85%</b>
	MEALS	<b><u>\$3,165,585.60</u></b>	<b><u>\$3,290,167.46</u></b>	<b><u>\$124,581.86</u></b>	<b><u>3.94%</u></b>
		<b>\$10,250,782.89</b>	<b>\$10,718,911.63</b>	<b>\$468,128.74</b>	<b>4.57%</b>
<b>TOTAL</b>	OCCUPANCY	<b>\$7,764,423.91</b>			
<b>ACTUAL</b>	MEALS	<b><u>\$3,510,093.54</u></b>			
<b>2021-2022</b>		<b>\$11,274,517.45</b>			

**Dare County Gross Collections on Retail Sales**

	<b>2023</b>	<b>2022</b>	<b>2021</b>	<b>2020</b>	<b>2019</b>	<b>2018</b>	<b>Variance 2023-2022</b>	<b>Percent Change</b>
<b>January</b>	5,498,489	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	139,035	2.59%
<b>February</b>	5,720,632	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	632,090	12.42%
<b>March</b>	4,840,202	4,719,805	4,162,193	3,077,829	2,831,112	2,829,152	120,397	2.55%
<b>April</b>	0	6,393,489	6,474,307	3,465,302	4,266,897	3,948,431		
<b>May</b>	0	9,057,618	7,933,574	2,728,392	5,501,100	4,861,088		
<b>June</b>	0	10,023,252	10,165,581	5,686,714	7,096,777	6,558,353		
<b>July</b>	0	15,463,045	14,146,535	12,370,251	11,321,288	10,815,908		
<b>August</b>	0	17,642,098	16,810,430	13,794,215	13,178,541	12,870,106		
<b>September</b>	0	15,470,465	14,558,020	12,478,041	11,799,596	10,996,721		
<b>October</b>	0	10,371,192	10,366,595	9,103,596	6,834,818	6,542,087		
<b>November</b>	0	7,843,407	7,717,041	6,925,862	5,191,614	4,932,146		
<b>December</b>	0	6,006,535	5,741,952	5,029,105	3,874,539	3,719,123		
<b>YTD</b>	<b>16,059,323</b>	<b>15,167,801</b>	<b>13,568,577</b>	<b>10,210,345</b>	<b>9,376,182</b>	<b>9,153,274</b>	<b>891,522</b>	<b>5.88%</b>
<b>TOTAL</b>	<b>16,059,323</b>	<b>113,438,902</b>	<b>107,482,612</b>	<b>81,791,823</b>	<b>78,441,352</b>	<b>74,397,237</b>		
<b>YTD % Change</b>	<b>5.88%</b>	<b>11.79%</b>	<b>32.89%</b>	<b>8.90%</b>	<b>2.44%</b>	<b>4.16%</b>		
<b>Total % Change</b>	<b>5.88%</b>	<b>5.54%</b>	<b>31.41%</b>	<b>4.27%</b>	<b>5.44%</b>	<b>1.51%</b>		

Outer Banks Visitors Bureau Gross Occupancy Summary 2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	32,326,040	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306
February	17,078,293	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002
March	22,911,263	22,897,441	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289
April	43,812,778	45,219,347	39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724
May		67,998,385	71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112
June		136,993,703	127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630
July		203,794,691	159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465
August		142,641,161	158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681
September		73,185,366	73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276
October		43,568,138	43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119
November		18,554,321	11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045
December		10,195,045	18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348
<b>YTD Total</b>	<b>116,128,374</b>	<b>117,317,217</b>	<b>106,824,655</b>	<b>19,265,668</b>	<b>43,830,333</b>	<b>39,731,985</b>	<b>39,052,431</b>	<b>31,237,409</b>	<b>27,531,749</b>	<b>26,611,333</b>	<b>25,202,779</b>	<b>26,747,245</b>	<b>24,086,159</b>	<b>21,046,321</b>
<b>Total</b>	<b>116,128,374</b>	<b>814,248,027</b>	<b>771,066,418</b>	<b>576,380,674</b>	<b>518,010,116</b>	<b>496,416,513</b>	<b>479,320,053</b>	<b>453,010,111</b>	<b>435,632,264</b>	<b>414,223,398</b>	<b>396,724,329</b>	<b>385,182,596</b>	<b>370,289,918</b>	<b>356,845,997</b>
<b>YTD % Change</b>	<b>-1.01%</b>	<b>9.82%</b>	<b>454.48%</b>	<b>-56.04%</b>	<b>10.31%</b>	<b>1.74%</b>	<b>25.02%</b>	<b>13.46%</b>	<b>3.46%</b>	<b>5.59%</b>	<b>-5.77%</b>	<b>11.05%</b>	<b>14.44%</b>	<b>-1.18%</b>
<b>Total % Change</b>	<b>-1.01%</b>	<b>5.60%</b>	<b>33.78%</b>	<b>11.27%</b>	<b>4.35%</b>	<b>3.57%</b>	<b>5.81%</b>	<b>3.99%</b>	<b>5.17%</b>	<b>4.41%</b>	<b>3.00%</b>	<b>4.02%</b>	<b>3.77%</b>	<b>3.84%</b>
<b>Month Increase/Decrease (Increase/Decrease)/Qtr</b>	<b>-3.11%</b>	<b>14.70%</b>	<b>5411.53%</b>	<b>-96.78%</b>	<b>22.86%</b>	<b>-8.92%</b>	<b>47.54%</b>	<b>4.31%</b>	<b>-7.12%</b>	<b>27.71%</b>	<b>-21.28%</b>	<b>10.44%</b>	<b>17.89%</b>	<b>-4.39%</b>
<b>Qtr 1 (Dec-Feb)</b>	<b>-11.44%</b>	<b>32.96%</b>	<b>135.23%</b>	<b>26.70%</b>	<b>-0.90%</b>	<b>9.19%</b>	<b>17.33%</b>	<b>8.66%</b>	<b>2.32%</b>	<b>8.75%</b>	<b>5.87%</b>	<b>5.68%</b>	<b>-6.13%</b>	<b>4.15%</b>
<b>Qtr 2 (Mar-May)</b>	<b>-2.04%</b>	<b>-2.15%</b>	<b>328.72%</b>	<b>-52.27%</b>	<b>12.60%</b>	<b>2.35%</b>	<b>15.33%</b>	<b>6.78%</b>	<b>3.08%</b>	<b>15.45%</b>	<b>-6.38%</b>	<b>8.60%</b>	<b>13.16%</b>	<b>-4.71%</b>
<b>Qtr 3 (June-Aug)</b>		<b>8.34%</b>	<b>12.84%</b>	<b>12.44%</b>	<b>4.13%</b>	<b>4.76%</b>	<b>3.09%</b>	<b>12.94%</b>	<b>3.61%</b>	<b>3.08%</b>	<b>5.37%</b>	<b>3.63%</b>	<b>2.45%</b>	<b>5.67%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>5.47%</b>	<b>4.99%</b>	<b>53.61%</b>	<b>-2.11%</b>	<b>0.26%</b>	<b>7.15%</b>	<b>6.26%</b>	<b>11.38%</b>	<b>7.28%</b>	<b>-3.40%</b>	<b>3.21%</b>	<b>2.41%</b>	<b>3.70%</b>
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022, 2023														
For March 2010, a business in Salvo sent in an amended report showing they reported too much in Jan & Feb by approximately \$300,000. Adjusted gross occupancy \$3,872,289, increase of 1.48%														
For July 2010, 2011, 2016, 2017 there were 5 weekends and four in August 2010, 2011, 2016, 2017. There were 5 weekends in August 2008, 2009, 2015, 2019, 2020 and 4 weekends in July 2008, 2009, 2015, 2019, 2020														
Hurricane Earl struck on Labor Day weekend in September 2010														
Hurricane Irene struck on August 27, 2011, Hwy 12 reopens October 11														
For September 2011, a business reported negative because they returned money to guests unable to make it due to Irene. Approximately \$87,000 revenue reported in September was for August														
For June 2007, 2012, 2013, 2018 & 2019, there were 5 weekends and four in July 2007, 2012, 2013, 2018 & 2019														
Hurricane Sandy struck on October 27, 2012, Hwy 12 in KH is closed for a week, Hwy 12 on Hatteras reopens December 20														
Hurricane Arthur struck on July 4, 2014.														
For September 2015, the county received a settlement of gross OTC funds in the amount of approximately \$2,100,000.														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13% for July. Adjusted August would be an increase of 4.7%														
For December 2021, there is \$7,600,000 in gross receipts that were late and should be November 2021 receipts. Adding the additional revenue is a monthly increase of 11% for November. Adjusted December would be a decrease of 7%														
For March 2022, B&B reported gross sales of \$86,862, however, there were prior year adjustments for AirBNB double payments of -\$93,356 so March shows a net negative figure														

Outer Banks Visitors Bureau														
Gross Meals Summary														
2010-2023														
	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
January	15,014,241	10,601,001	10,669,210	9,567,693	9,232,116	6,630,060	6,907,169	6,951,100	7,366,165	6,423,044	5,737,827	5,908,401	5,149,079	4,946,077
February	12,282,779	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714
March	19,052,221	17,964,701	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634
April	29,882,256	29,762,315	26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388
May		35,766,126	36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030
June		49,188,354	48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735
July		61,144,299	55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259
August		52,469,499	45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361
September		39,658,009	38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839
October		18,866,693	29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890
November		28,176,947	17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724
December		14,853,412	15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306
<b>YTD Total</b>	<b>76,231,497</b>	<b>72,182,396</b>	<b>64,269,924</b>	<b>30,064,019</b>	<b>51,315,996</b>	<b>44,877,109</b>	<b>46,794,400</b>	<b>42,082,198</b>	<b>39,088,293</b>	<b>36,966,436</b>	<b>34,926,018</b>	<b>36,506,441</b>	<b>33,029,081</b>	<b>30,840,813</b>
<b>Total</b>	<b>76,231,497</b>	<b>372,305,735</b>	<b>351,849,101</b>	<b>232,835,383</b>	<b>278,043,962</b>	<b>257,312,595</b>	<b>257,097,185</b>	<b>242,835,427</b>	<b>236,779,616</b>	<b>224,931,142</b>	<b>213,797,971</b>	<b>208,655,656</b>	<b>190,867,107</b>	<b>187,781,957</b>
<b>YTD % Change</b>	<b>5.61%</b>	<b>12.31%</b>	<b>113.78%</b>	<b>-41.41%</b>	<b>14.35%</b>	<b>-4.10%</b>	<b>11.20%</b>	<b>7.66%</b>	<b>5.74%</b>	<b>5.84%</b>	<b>-4.33%</b>	<b>10.53%</b>	<b>7.10%</b>	<b>-1.70%</b>
<b>Total % Change</b>	<b>5.61%</b>	<b>5.81%</b>	<b>51.11%</b>	<b>-16.26%</b>	<b>8.06%</b>	<b>0.08%</b>	<b>5.87%</b>	<b>2.56%</b>	<b>5.27%</b>	<b>5.21%</b>	<b>2.46%</b>	<b>9.32%</b>	<b>1.64%</b>	<b>1.54%</b>
<b>Month Increase/(Decrease) Increase(Decrease)/Qtr</b>	<b>0.40%</b>	<b>14.02%</b>	<b>596.10%</b>	<b>-81.39%</b>	<b>13.90%</b>	<b>-7.02%</b>	<b>23.99%</b>	<b>1.33%</b>	<b>2.46%</b>	<b>12.31%</b>	<b>-13.82%</b>	<b>9.58%</b>	<b>10.23%</b>	<b>0.58%</b>
<b>Qtr 1 (Dec-Feb)</b>	<b>5.13%</b>	<b>30.02%</b>	<b>3.33%</b>	<b>11.18%</b>	<b>7.81%</b>	<b>3.46%</b>	<b>7.07%</b>	<b>3.52%</b>	<b>11.10%</b>	<b>4.86%</b>	<b>-3.44%</b>	<b>15.35%</b>	<b>2.18%</b>	<b>-8.46%</b>
<b>Qtr 2 (Mar-May)</b>	<b>2.53%</b>	<b>4.07%</b>	<b>217.16%</b>	<b>-59.23%</b>	<b>11.84%</b>	<b>-1.40%</b>	<b>11.10%</b>	<b>4.66%</b>	<b>4.14%</b>	<b>6.03%</b>	<b>-1.82%</b>	<b>11.12%</b>	<b>5.67%</b>	<b>2.23%</b>
<b>Qtr 3 (June-Aug)</b>	<b>8.39%</b>	<b>39.60%</b>	<b>39.60%</b>	<b>-17.73%</b>	<b>6.91%</b>	<b>4.12%</b>	<b>1.95%</b>	<b>2.03%</b>	<b>4.23%</b>	<b>3.29%</b>	<b>3.77%</b>	<b>10.33%</b>	<b>-1.18%</b>	<b>3.25%</b>
<b>Qtr 4 (Sept-Nov)</b>		<b>1.45%</b>	<b>21.10%</b>	<b>23.70%</b>	<b>3.49%</b>	<b>-5.19%</b>	<b>8.17%</b>	<b>0.86%</b>	<b>7.68%</b>	<b>6.19%</b>	<b>5.98%</b>	<b>7.49%</b>	<b>0.28%</b>	<b>1.05%</b>
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														
For November 2022, Manteo reported \$875,023 in prior year sales and \$865,847 in prior months sales. Also, there were \$8,932,515 in October sales reported in November. Adjusted November is 9.2% higher and October is 4.6% lower.														
For January 2023, \$2,727,210 was reported in January from Oct, Nov & Dec 2022.														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,848	18,954	69,721	33,385	85,050	149,040	101,762	197,792	177,093	15,667	57,144	60,734	73,666	65,334	51,898
February	143,923	27,050	54,287	88,113	68,535	79,720	89,994	183,108	180,687	21,786	54,050	55,880	87,169	71,244	54,275
March	85,386	29,171	136,583	-6,494	122,945	249,522	63,921	692,174	414,682	159,347	160,084	65,539	206,483	136,291	117,052
April	877,315	9,994	259,204	260,362	186,041	587,966	1,930	1,235,799	1,294,819	454,658	365,960	48,233	404,682	326,574	298,479
May	309,416	91,397	282,278	285,411		990,995	1,130,609	1,918,384	1,046,309		600,680	254,673	565,909	530,590	
June	417,010	351,108	570,964	330,644		1,830,953	2,412,414	2,845,176	1,770,185		1,288,613	795,837	919,645	833,391	
July	300,025	363,847	446,262	595,516		1,966,882	2,685,694	3,088,190	1,860,733		1,563,325	1,043,368	1,058,556	1,166,419	
August	369,371	373,764	532,087	383,480		1,510,242	1,588,143	2,216,628	1,415,619		872,728	902,896	902,324	778,232	
September	254,760	278,989	401,958	240,314		427,073	1,348,600	1,567,213	888,980		437,579	551,614	608,182	610,925	
October	149,153	155,303	165,873	237,302		406,219	922,352	1,030,829	438,511		308,779	493,509	491,572	357,764	
November	74,856	65,719	125,498	77,421		126,014	355,225	365,096	176,484		143,147	63,227	145,754	79,095	
December	82,449	106,697	136,248	28,424		59,397	149,223	178,506	-5,128		55,559	214,261	90,408	187,222	
<i>YTD Totals</i>	<i>1,128,472</i>	<i>85,169</i>	<i>519,795</i>	<i>375,366</i>	<i>462,571</i>	<i>1,066,248</i>	<i>257,607</i>	<i>2,308,873</i>	<i>2,067,281</i>	<i>651,458</i>	<i>637,238</i>	<i>230,386</i>	<i>772,000</i>	<i>599,443</i>	<i>521,704</i>
<b>Total</b>	<b>3,085,512</b>	<b>1,871,993</b>	<b>3,180,963</b>	<b>2,553,878</b>	<b>462,571</b>	<b>8,384,023</b>	<b>10,849,867</b>	<b>15,518,895</b>	<b>9,658,974</b>	<b>651,458</b>	<b>5,907,648</b>	<b>4,549,771</b>	<b>5,554,350</b>	<b>5,143,081</b>	<b>521,704</b>
Month Increase	523.37%	-98.86%	2493.60%	0.45%	-28.55%	30.45%	-99.67%	63931.04%	4.78%	-64.89%	13.93%	-86.82%	739.01%	-19.30%	-8.60%
<i>YTD Increase</i>	<b>345.52%</b>	<b>-92.45%</b>	<b>510.31%</b>	<b>-27.79%</b>	<b>23.23%</b>	<b>39.61%</b>	<b>-75.84%</b>	<b>796.28%</b>	<b>-10.46%</b>	<b>-68.49%</b>	<b>-6.41%</b>	<b>-63.85%</b>	<b>235.09%</b>	<b>-22.35%</b>	<b>-12.97%</b>
<b>Total Year Increa</b>	<b>60.33%</b>	<b>-39.33%</b>	<b>69.92%</b>	<b>-19.71%</b>		<b>12.62%</b>	<b>29.41%</b>	<b>43.03%</b>	<b>-37.76%</b>		<b>-10.68%</b>	<b>-22.99%</b>	<b>22.08%</b>	<b>-7.40%</b>	

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Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Motel/ Hotel	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Online Travel OTC *	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies	Property Management Agencies
January	1,301,265	1,437,035	1,748,076	1,643,048	1,933,579	19,038	18,951	80,549	149,571	159,300	4,641,865	6,501,671	20,308,517	30,139,025	30,132,778
February	1,331,764	1,533,776	1,728,750	2,126,093	2,107,700	21,882	25,687	121,593	228,025	311,380	4,283,950	4,958,235	14,641,992	14,518,460	14,706,513
March	2,618,614	1,246,258	3,909,056	3,943,594	4,072,116	48,950	24,532	456,135	458,768	521,683	6,065,892	2,033,390	22,818,135	18,269,896	18,236,039
April	5,082,911	272,368	7,371,174	8,104,880	8,083,416	129,659	6,532	690,426	970,654	1,063,464	14,912,027	382,791	29,766,955	35,002,625	34,488,045
May	8,296,802	3,148,199	11,955,124	10,324,362		148,954	188,734	1,201,894	1,151,529		25,901,180	23,445,254	56,477,960	55,576,157	
June	11,050,965	11,291,492	17,405,621	16,192,842		220,076	689,124	1,781,971	1,801,287		86,974,007	88,087,699	105,559,551	117,473,065	
July	13,333,255	16,489,187	22,217,201	20,666,774		280,756	291,105	2,244,007	2,397,468		93,189,170	131,031,173	132,554,585	178,978,115	
August	14,094,249	13,307,261	18,448,886	16,657,613		266,881	244,691	2,161,167	2,079,173		121,424,486	122,944,015	135,457,160	122,930,026	
September	6,280,715	9,374,533	11,630,739	11,442,403		128,596	495,636	1,369,614	1,254,083		37,793,636	51,755,580	58,512,166	59,777,401	
October	5,163,907	6,047,939	7,830,739	7,109,786		76,787	91,603	794,126	637,398		16,375,128	33,435,472	34,110,939	35,292,753	
November	1,972,903	1,882,898	2,106,980	3,118,187		31,815	7,333	8,921	301,371		9,080,251	14,518,005	8,640,528	14,980,559	
December	1,413,200	1,833,474	3,253,943	1,900,473		22,812	50,865	515,173	234,745		4,773,626	8,836,444	14,219,918	7,958,228	
<i>YTD Totals</i>	<i>10,334,554</i>	<i>4,489,437</i>	<i>14,757,056</i>	<i>15,817,615</i>	<i>16,196,811</i>	<i>219,529</i>	<i>75,702</i>	<i>1,348,703</i>	<i>1,807,018</i>	<i>2,055,827</i>	<i>29,903,734</i>	<i>13,876,087</i>	<i>87,535,599</i>	<i>97,930,006</i>	<i>97,563,375</i>
<b>Total</b>	<b>71,940,550</b>	<b>67,864,420</b>	<b>109,606,289</b>	<b>103,230,055</b>	<b>16,196,811</b>	<b>1,396,206</b>	<b>2,134,793</b>	<b>11,425,576</b>	<b>11,664,072</b>	<b>2,055,827</b>	<b>425,415,218</b>	<b>487,929,729</b>	<b>633,068,406</b>	<b>690,896,310</b>	<b>97,563,375</b>

Month Increase	6.10%	-94.64%	2606.33%	9.95%	-0.26%	37.24%	-94.96%	10469.90%	40.59%	9.56%	23.52%	-97.43%	7676.29%	17.59%	-1.47%
<i>YTD Increase</i>	<b>-3.10%</b>	<b>-56.56%</b>	<b>228.71%</b>	<b>7.19%</b>	<b>2.40%</b>	<b>25.55%</b>	<b>-65.52%</b>	<b>1681.59%</b>	<b>33.98%</b>	<b>13.77%</b>	<b>12.21%</b>	<b>-53.60%</b>	<b>530.84%</b>	<b>11.87%</b>	<b>-0.37%</b>
<b>Total Year Increa</b>	<b>3.84%</b>	<b>-5.67%</b>	<b>61.51%</b>	<b>-5.82%</b>		<b>-29.07%</b>	<b>52.90%</b>	<b>435.21%</b>	<b>2.09%</b>		<b>4.24%</b>	<b>14.69%</b>	<b>29.75%</b>	<b>9.13%</b>	

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2019-2023

	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023	2019	2020	2021	2022	2023
	Other	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	10,970,042	100,883	103,524	117,805	71,183	107,068	6,272,045	8,223,680	22,515,577	32,129,068	32,326,040
February		3,640,228	8,831,162	9,964,265	9,901,463	111,202	123,301	138,103	86,764	119,484	6,004,609	6,788,236	16,833,409	17,071,361	17,078,293
March		392,302	14,285,652	11,694,833	11,682,633	191,043	100,157	288,353	139,472	203,764	9,370,541	3,538,436	28,050,784	22,897,441	22,911,263
April		54,406	11,899,053	11,767,660	12,328,326	356,959	0	387,071	230,087	302,139	22,183,138	715,316	39,424,885	45,219,347	43,812,778
May		7,959,755	11,894,484	12,431,457		329,769	122,541	429,562	235,556		36,428,842	28,192,673	71,629,217	67,998,385	0
June		15,349,447	15,036,636	18,707,648		441,718	529,356	646,362	393,576		102,003,266	103,467,906	127,947,319	136,993,703	0
July	9,774,831	14,163,157	18,366,907	22,972,242		538,288	643,415	630,180	527,134		110,890,945	152,256,684	159,994,974	203,794,691	0
August	24,094,200	14,432,996	15,236,263	17,820,645		534,008	621,785	723,235	476,191		138,805,084	139,737,864	158,280,320	142,641,161	0
September	5,444,607	7,502,538	9,479,100	9,589,739		210,087	466,395	392,240	225,343		45,403,850	63,775,711	73,112,498	73,185,366	0
October	3,090,168	5,199,066	6,243,795	5,954,385		215,456	309,934	157,157	132,022		22,618,642	41,364,509	43,787,109	43,568,138	0
November	1,659,752	894,605	698,108	4,271,270		126,782	167,957	10,176	122,575		11,523,953	17,053,031	11,394,032	18,554,321	0
December	1,465,862	4,304,339	7,063,801	3,945,571		120,970	126,529	217,271	125,826		6,505,201	11,266,628	18,096,294	10,195,045	0
<i>YTD Totals</i>	0	8,135,535	42,581,115	44,067,202	44,882,464	760,087	326,982	931,332	527,506	732,455	43,830,333	19,265,668	106,824,655	117,317,217	116,128,374
<b>Total</b>	45,529,420	77,941,438	126,600,209	139,760,159	44,882,464	3,277,165	3,314,894	4,137,515	2,765,729	732,455	518,010,116	576,380,674	771,066,418	814,248,027	116,128,374

Month Increase			21770.85%	-1.10%	4.76%	28.20%	-100.00%	#DIV/0!	-40.56%	31.32%	22.86%	-96.78%	5411.53%	14.70%	-3.11%
<i>YTD Increase</i>			<b>423.40%</b>	<b>3.49%</b>	<b>1.85%</b>	<b>5.72%</b>	<b>-56.98%</b>	<b>184.83%</b>	<b>-43.36%</b>	<b>38.85%</b>	<b>10.31%</b>	<b>-56.04%</b>	<b>454.48%</b>	<b>9.82%</b>	<b>-1.01%</b>
<b>Total Year Increa</b>			<b>62.43%</b>	<b>10.39%</b>		<b>7.95%</b>	<b>1.15%</b>	<b>24.82%</b>	<b>-33.15%</b>		<b>4.35%</b>	<b>11.27%</b>	<b>33.78%</b>	<b>5.60%</b>	

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



DARE COUNTY GROSS OCCUPANCY BY DISTRICT															
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE	2,178,032	2,584,975	-15.74%	658,001	771,456	-14.71%	729,391	755,896	-3.51%	1,400,211	1,849,630	-24.30%	4,965,635	5,961,957	-16.71%
WAVES	1,758,064	2,035,943	-13.65%	533,048	638,923	-16.57%	452,920	590,617	-23.31%	697,056	1,246,772	-44.09%	3,441,088	4,512,255	-23.74%
SALVO	3,709,036	3,905,134	-5.02%	959,276	1,127,306	-14.91%	894,216	760,710	17.55%	1,359,524	1,279,580	6.25%	6,922,052	7,072,730	-2.13%
AVON	5,173,494	4,351,801	18.88%	1,436,510	1,438,633	-0.15%	1,478,670	1,548,272	-4.50%	2,932,683	3,161,385	-7.23%	11,021,357	10,500,091	4.96%
BUXTON	382,351	578,357	-33.89%	282,831	301,617	-6.23%	434,490	510,511	-14.89%	1,119,059	1,159,347	-3.48%	2,218,731	2,549,832	-12.99%
FRISCO	929,907	872,393	6.59%	217,764	170,480	27.74%	341,414	287,880	18.60%	1,006,995	1,016,793	-0.96%	2,496,080	2,347,546	6.33%
HATTERAS	3,347,567	2,672,053	25.28%	651,905	436,688	49.28%	582,089	562,573	3.47%	1,652,924	1,625,048	1.72%	6,234,485	5,296,362	17.71%
<b>TOTAL HATTERAS ISLAND</b>	<b>17,478,451</b>	<b>17,000,656</b>	<b>2.81%</b>	<b>4,739,335</b>	<b>4,885,103</b>	<b>-2.98%</b>	<b>4,913,190</b>	<b>5,016,459</b>	<b>-2.06%</b>	<b>10,168,452</b>	<b>11,338,555</b>	<b>-10.32%</b>	<b>37,299,428</b>	<b>38,240,773</b>	<b>-2.46%</b>
<b>NORTHERN BEACHES:</b>															
DUCK	1,859,445	2,131,526	-12.76%	1,316,005	1,485,383	-11.40%	1,851,500	2,166,733	-14.55%	4,652,772	5,302,625	-12.26%	9,679,722	11,086,267	-12.69%
SOUTHERN SHORES	913,500	1,013,925	-9.90%	643,079	785,694	-18.15%	781,798	769,700	1.57%	1,729,657	1,618,953	6.84%	4,068,034	4,188,272	-2.87%
KITTY HAWK	1,626,845	1,409,809	15.39%	1,391,882	1,572,039	-11.46%	2,272,132	2,083,440	9.06%	3,595,853	3,226,455	11.45%	8,886,712	8,291,743	7.18%
COLINGTON	8,009	10,745	-25.46%	9,524	17,110	-44.34%	28,233	29,495	-4.28%	69,123	98,804	-30.04%	114,889	156,154	-26.43%
KILL DEVIL HILLS	4,299,295	3,868,596	11.13%	3,939,118	3,417,977	15.25%	6,051,503	5,359,587	12.91%	9,980,060	9,600,828	3.95%	24,269,976	22,246,988	9.09%
NAGS HEAD	4,545,805	5,158,471	-11.88%	3,317,925	3,211,258	3.32%	4,605,851	5,165,220	-10.83%	10,361,659	10,638,831	-2.61%	22,831,240	24,173,780	-5.55%
<b>TOTAL NORTHERN BEACHES</b>	<b>13,252,899</b>	<b>13,593,072</b>	<b>-2.50%</b>	<b>10,617,533</b>	<b>10,489,461</b>	<b>1.22%</b>	<b>15,591,017</b>	<b>15,574,175</b>	<b>0.11%</b>	<b>30,389,124</b>	<b>30,486,496</b>	<b>-0.32%</b>	<b>69,850,573</b>	<b>70,143,204</b>	<b>-0.42%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN	305,119	311,844	-2.16%	224,455	307,378	-26.98%	451,409	391,426	15.32%	810,779	1,003,774	-19.23%	1,791,762	2,014,422	-11.05%
RIM (ROANOKE ISL. MAINLAND)	1,130,271	1,073,925	5.25%	1,185,590	1,161,394	2.08%	1,433,964	1,456,613	-1.55%	1,380,959	1,419,868	-2.74%	5,130,784	5,111,800	0.37%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,435,390</b>	<b>1,385,769</b>	<b>3.58%</b>	<b>1,410,045</b>	<b>1,468,772</b>	<b>-4.00%</b>	<b>1,885,373</b>	<b>1,848,039</b>	<b>2.02%</b>	<b>2,191,738</b>	<b>2,423,642</b>	<b>-9.57%</b>	<b>6,922,546</b>	<b>7,126,222</b>	<b>-2.86%</b>
<b>OTC UNATTRIBUTED</b>	<b>159,300</b>	<b>149,571</b>	<b>6.50%</b>	<b>311,380</b>	<b>228,025</b>	<b>36.56%</b>	<b>521,683</b>	<b>458,768</b>	<b>13.71%</b>	<b>1,063,464</b>	<b>970,654</b>	<b>9.56%</b>	<b>2,055,827</b>	<b>1,807,018</b>	<b>13.77%</b>
<b>TOTAL</b>	<b>32,326,040</b>	<b>32,129,068</b>	<b>0.61%</b>	<b>17,078,293</b>	<b>17,071,361</b>	<b>0.04%</b>	<b>22,911,263</b>	<b>22,897,441</b>	<b>0.06%</b>	<b>43,812,778</b>	<b>45,219,347</b>	<b>-3.11%</b>	<b>116,128,374</b>	<b>117,317,217</b>	<b>-1.01%</b>

DARE COUNTY GROSS MEALS BY DISTRICT															
	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	2023	2022	% Increase	YTD 2023	YTD 2022	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>															
RODANTHE - 15	33,616	29,596	13.58%	53,818	46,435	15.90%	109,071	74,222	46.95%	353,086	311,909	13.20%	549,591	462,162	18.92%
WAVES - 19	39,376	30,984	27.08%	35,396	35,337	0.17%	109,778	150,744	-27.18%	336,430	389,093	-13.53%	520,980	606,158	-14.05%
SALVO - 18	7,192	0	#DIV/0!	7,764	7,025	10.52%	6,629	0	#DIV/0!	7,872	0	#DIV/0!	29,457	7,025	319.32%
AVON - 1	302,578	222,024	36.28%	308,667	299,299	3.13%	646,170	698,443	-7.48%	1,119,136	1,336,411	-16.26%	2,376,551	2,556,177	-7.03%
BUXTON - 2	251,526	202,780	24.04%	295,171	307,695	-4.07%	596,986	464,293	28.58%	1,222,012	1,279,797	-4.52%	2,365,695	2,254,565	4.93%
FRISCO - 5	158,141	78,987	100.21%	113,981	116,793	-2.41%	182,853	68,391	167.36%	361,064	321,462	12.32%	816,039	585,633	39.34%
HATTERAS - 6	45,102	14,437	212.41%	8,321	88,787	-90.63%	147,605	166,782	-11.50%	500,966	498,806	0.43%	701,994	768,812	-8.69%
<b>TOTAL HATTERAS ISLAND</b>	<b>837,531</b>	<b>578,808</b>	<b>44.70%</b>	<b>823,118</b>	<b>901,371</b>	<b>-8.68%</b>	<b>1,799,092</b>	<b>1,622,875</b>	<b>10.86%</b>	<b>3,900,566</b>	<b>4,137,478</b>	<b>-5.73%</b>	<b>7,360,307</b>	<b>7,240,532</b>	<b>1.65%</b>
<b>NORTHERN BEACHES:</b>															
DUCK - 21	711,369	464,406	53.18%	802,519	843,908	-4.90%	1,543,575	1,495,064	3.24%	3,149,519	3,163,511	-0.44%	6,206,982	5,966,889	4.02%
SOUTHERN SHORES - 20	528,882	475,583	11.21%	601,594	533,593	12.74%	628,376	675,020	-6.91%	732,524	983,730	-25.54%	2,491,376	2,667,926	-6.62%
KITTY HAWK - 8	3,106,795	1,982,093	56.74%	2,133,394	2,341,833	-8.90%	3,182,879	3,036,241	4.83%	4,404,347	4,611,608	-4.49%	12,827,415	11,971,775	7.15%
COLINGTON - 3	91,233	61,922	47.34%	119,864	125,502	-4.49%	139,703	137,671	1.48%	357,136	339,901	5.07%	707,936	664,996	6.46%
KILL DEVIL HILLS - 7	4,613,949	3,346,902	37.86%	3,895,252	5,212,559	-25.27%	5,915,420	5,497,980	7.59%	8,480,638	7,452,341	13.80%	22,905,259	21,509,782	6.49%
NAGS HEAD - 14	3,596,285	2,130,753	68.78%	2,363,177	2,396,822	-1.40%	4,154,607	3,860,081	7.63%	6,697,604	7,007,034	-4.42%	16,811,673	15,394,690	9.20%
<b>TOTAL NORTHERN BEACHES</b>	<b>12,648,513</b>	<b>8,461,659</b>	<b>49.48%</b>	<b>9,915,800</b>	<b>11,454,217</b>	<b>-13.43%</b>	<b>15,564,560</b>	<b>14,702,057</b>	<b>5.87%</b>	<b>23,821,768</b>	<b>23,558,125</b>	<b>1.12%</b>	<b>61,950,641</b>	<b>58,176,058</b>	<b>6.49%</b>
<b>ROANOKE ISLAND:</b>															
MANTEO-TOWN - 10	1,227,227	1,327,073	-7.52%	1,225,049	1,249,722	-1.97%	1,410,171	1,333,594	5.74%	1,777,747	1,667,699	6.60%	5,640,194	5,578,088	1.11%
MANTEO-OUTSIDE - 11	300,970	233,461	28.92%	318,812	249,069	28.00%	278,398	306,175	-9.07%	382,175	399,013	-4.22%	1,280,355	1,187,718	7.80%
<b>TOTAL ROANOKE ISLAND</b>	<b>1,528,197</b>	<b>1,560,534</b>	<b>-2.07%</b>	<b>1,543,861</b>	<b>1,498,791</b>	<b>3.01%</b>	<b>1,688,569</b>	<b>1,639,769</b>	<b>2.98%</b>	<b>2,159,922</b>	<b>2,066,712</b>	<b>4.51%</b>	<b>6,920,549</b>	<b>6,765,806</b>	<b>2.29%</b>
<b>TOTAL</b>	<b>15,014,241</b>	<b>10,601,001</b>	<b>41.63%</b>	<b>12,282,779</b>	<b>13,854,379</b>	<b>-11.34%</b>	<b>19,052,221</b>	<b>17,964,701</b>	<b>6.05%</b>	<b>29,882,256</b>	<b>29,762,315</b>	<b>0.40%</b>	<b>76,231,497</b>	<b>72,182,396</b>	<b>5.61%</b>

DARE COUNTY GROSS										
OCCUPANCY BY DISTRICT										
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON	5,173,494	16.0%	1,436,510	8.4%	1,478,670	6.5%	2,932,683	6.7%	11,021,357	9.5%
BUXTON	382,351	1.2%	282,831	1.7%	434,490	1.9%	1,119,059	2.6%	2,218,731	1.9%
COLINGTON	8,009	0.0%	9,524	0.1%	28,233	0.1%	69,123	0.2%	114,889	0.1%
FRISCO	929,907	2.9%	217,764	1.3%	341,414	1.5%	1,006,995	2.3%	2,496,080	2.1%
HATTERAS	3,347,567	10.4%	651,905	3.8%	582,089	2.5%	1,652,924	3.8%	6,234,485	5.4%
KILL DEVIL HILLS	4,299,295	13.3%	3,939,118	23.1%	6,051,503	26.4%	9,980,060	22.8%	24,269,976	20.9%
KITTY HAWK	1,626,845	5.0%	1,391,882	8.2%	2,272,132	9.9%	3,595,853	8.2%	8,886,712	7.7%
MANTEO-TOWN	305,119	0.9%	224,455	1.3%	451,409	2.0%	810,779	1.9%	1,791,762	1.5%
NAGS HEAD	4,545,805	14.1%	3,317,925	19.4%	4,605,851	20.1%	10,361,659	23.6%	22,831,240	19.7%
RODANTHE	2,178,032	6.7%	658,001	3.9%	729,391	3.2%	1,400,211	3.2%	4,965,635	4.3%
SALVO	3,709,036	11.5%	959,276	5.6%	894,216	3.9%	1,359,524	3.1%	6,922,052	6.0%
WAVES	1,758,064	5.4%	533,048	3.1%	452,920	2.0%	697,056	1.6%	3,441,088	3.0%
SOUTHERN SHORES	913,500	2.8%	643,079	3.8%	781,798	3.4%	1,729,657	3.9%	4,068,034	3.5%
DUCK	1,859,445	5.8%	1,316,005	7.7%	1,851,500	8.1%	4,652,772	10.6%	9,679,722	8.3%
RIM (ROANOKE ISL. MAIN)	1,130,271	3.5%	1,185,590	6.9%	1,433,964	6.3%	1,380,959	3.2%	5,130,784	4.4%
OTC UNATTRIBUTED	159,300	0.5%	311,380	1.8%	521,683	2.3%	1,063,464	2.4%	2,055,827	1.8%
TOTAL	32,326,040	100.0%	17,078,293	100.0%	22,911,263	100.0%	43,812,778	100.0%	116,128,374	100.0%

DARE COUNTY GROSS										
MEALS BY DISTRICT										
	2023	% OF	2023	% OF	2023	% OF	2023	% OF	2023	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	TOTAL	TOTAL
AVON - 1	302,578	2.0%	308,667	2.5%	646,170	3.4%	1,119,136	3.7%	2,376,551	3.1%
BUXTON - 2	251,526	1.7%	295,171	2.4%	596,986	3.1%	1,222,012	4.1%	2,365,695	3.1%
COLINGTON - 3	91,233	0.6%	119,864	1.0%	139,703	0.7%	357,136	1.2%	707,936	0.9%
FRISCO - 5	158,141	1.1%	113,981	0.9%	182,853	1.0%	361,064	1.2%	816,039	1.1%
HATTERAS - 6	45,102	0.3%	8,321	0.1%	147,605	0.8%	500,966	1.7%	701,994	0.9%
KILL DEVIL HILLS - 7	4,613,949	30.7%	3,895,252	31.7%	5,915,420	31.0%	8,480,638	28.4%	22,905,259	30.0%
KITTY HAWK - 8	3,106,795	20.7%	2,133,394	17.4%	3,182,879	16.7%	4,404,347	14.7%	12,827,415	16.8%
MANTEO-TOWN - 10	1,227,227	8.2%	1,225,049	10.0%	1,410,171	7.4%	1,777,747	5.9%	5,640,194	7.4%
RIM (ROANOKE ISL. M	300,970	2.0%	318,812	2.6%	278,398	1.5%	382,175	1.3%	1,280,355	1.7%
NAGS HEAD - 14	3,596,285	24.0%	2,363,177	19.2%	4,154,607	21.8%	6,697,604	22.4%	16,811,673	22.1%
RODANTHE - 15	33,616	0.2%	53,818	0.4%	109,071	0.6%	353,086	1.2%	549,591	0.7%
SALVO - 18	7,192	0.0%	7,764	0.1%	6,629	0.0%	7,872	0.0%	29,457	0.0%
WAVES - 19	39,376	0.3%	35,396	0.3%	109,778	0.6%	336,430	1.1%	520,980	0.7%
SOUTHERN SHORES -	528,882	3.5%	601,594	4.9%	628,376	3.3%	732,524	2.5%	2,491,376	3.3%
DUCK - 21	711,369	4.7%	802,519	6.5%	1,543,575	8.1%	3,149,519	10.5%	6,206,982	8.1%
TOTAL	15,014,241	100.0%	12,282,779	100.0%	19,052,221	100.0%	29,882,256	100.0%	76,231,497	100.0%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 5/31/23**

	Jul '22 - May 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax - 75%	5,571,558.14	4,232,217.00	1,339,341.14	131.6%
3040 · Meals Tax - 75%	2,468,086.05	1,857,589.00	610,497.05	132.9%
3050 · Website Advertising	122,317.40	100,000.00	22,317.40	122.3%
3210 · Interest Income	283,908.02	50,040.00	233,868.02	587.4%
3220 · Other	25,623.33	1,000.00	24,623.33	2,562.3%
<b>Total Income</b>	<b>8,471,492.94</b>	<b>6,240,846.00</b>	<b>2,230,646.94</b>	<b>135.7%</b>
<b>Gross Profit</b>	<b>8,471,492.94</b>	<b>6,240,846.00</b>	<b>2,230,646.94</b>	<b>135.7%</b>
<b>Expense</b>				
5000 · Director Compensation	15,875.00	17,100.00	-1,425.00	91.7%
5001 · Professional Services	1,000.00	1,000.00	0.00	100.0%
5002 · Director Travel/Meeting/Meals	4,181.88	7,000.00	-2,818.12	59.7%
5003 · Directors & Officers Insurance	2,805.00	2,805.00	0.00	100.0%
5004 · Miscellaneous Items	320.47	1,000.00	-679.53	32.0%
5010 · Salaries (Full Time) Promotion	729,072.53	870,400.00	-141,327.47	83.8%
5020 · Salaries (Part Time) Promotion	94,536.58	126,000.00	-31,463.42	75.0%
5025 · Salaries (Part Time) Welcome AB	81,809.02	100,950.00	-19,140.98	81.0%
5026 · Salaries (Part Time) Welcome RI	120,425.26	152,390.00	-31,964.74	79.0%
5030 · Payroll Taxes	77,556.45	102,885.00	-25,328.55	75.4%
5040 · Employee Insurance	150,293.40	165,650.00	-15,356.60	90.7%
5050 · Retirement	86,256.70	118,675.00	-32,418.30	72.7%
5055 · 401(k) Match	6,588.17	8,700.00	-2,111.83	75.7%
5060 · Workmens Compensation	1,962.11	2,080.00	-117.89	94.3%
5080 · Employee Relations	546.13	3,195.00	-2,648.87	17.1%
5090 · Training	7,634.69	24,800.00	-17,165.31	30.8%
5110 · Contracted Service	25,178.00	28,500.00	-3,322.00	88.3%
5140 · Audit	10,315.00	10,875.00	-560.00	94.9%
5170 · Other Professional Services	10,530.00	7,300.00	3,230.00	144.2%
5180 · Legal	7,200.00	20,500.00	-13,300.00	35.1%
5185 · Research	264,883.68	277,700.00	-13,016.32	95.3%
5190 · Administrative Advertising	0.00	1,500.00	-1,500.00	0.0%
5500 · Advertising-Printed	1,015,089.56	1,404,760.00	-389,670.44	72.3%
5502 · Advertising - Production Fee	160,527.34	170,000.00	-9,472.66	94.4%
5510 · Advertising - Event Dev & Mktg	28,850.00	73,100.00	-44,250.00	39.5%
5515 · Advertising - Online	2,292,794.27	2,616,390.00	-323,595.73	87.6%
5525 · Community Relations	20,612.43	30,000.00	-9,387.57	68.7%
5530 · Legal Notices	268.50	1,500.00	-1,231.50	17.9%
5560 · Brochures/Production & Printing	3,397.81	22,500.00	-19,102.19	15.1%
5580 · Promotional Aids	174.49	9,000.00	-8,825.51	1.9%
6100 · Family/Arization Tours	40,825.83	110,000.00	-69,174.17	37.1%
6101 · Group sales	11,995.00	15,000.00	-3,005.00	80.0%
6130 · Uniforms	1,615.12	2,200.00	-584.88	73.4%
6150 · Event Grant	314,583.72	845,450.00	-530,866.28	37.2%
6170 · Tourism Summit	16,725.14	22,500.00	-5,774.86	74.3%
6200 · Postage and Delivery	62,579.80	200,200.00	-137,620.20	31.3%
6300 · Travel	33,183.21	48,460.00	-15,276.79	68.5%
6305 · Vehicle Maintenance	2,021.57	3,500.00	-1,478.43	57.8%
6320 · Registrations	23,921.55	52,475.00	-28,553.45	45.6%
6340 · Travel Show Exhibit	1,038.94	4,000.00	-2,961.06	26.0%
6420 · Dues and Subscriptions	40,074.11	45,060.00	-4,985.89	88.9%
6440 · Insurance	31,284.85	31,580.00	-295.15	99.1%
6460 · Telephone	34,778.85	39,915.00	-5,136.15	87.1%
6500 · Equipment	24,809.25	101,030.00	-76,220.75	24.6%
6510 · Expendable Equipment	165.44	2,045.00	-1,879.56	8.1%
6530 · Technical Support	1,259.01	13,050.00	-11,790.99	9.6%
6580 · Utilities	10,341.00	18,360.00	-8,019.00	56.3%
6600 · Cleaning/maintenance supplies	343.50	2,600.00	-2,256.50	13.2%
6610 · Building Maintenance	39,614.17	51,780.00	-12,165.83	76.5%
6620 · Equipment Service Contracts	1,757.20	3,100.00	-1,342.80	56.7%
6640 · Equipment Rent	22,849.29	33,840.00	-10,990.71	67.5%
6660 · Equipment Repairs	2,574.18	6,605.00	-4,030.82	39.0%
6700 · Office Supplies	12,757.38	23,025.00	-10,267.62	55.4%
6800 · Bank Service Charges	1,220.53	1,920.00	-699.47	63.6%
6810 · Web Site/Internet	31,625.59	41,500.00	-9,874.41	76.2%
<b>Total Expense</b>	<b>5,984,228.70</b>	<b>8,097,450.00</b>	<b>-2,113,221.30</b>	<b>73.9%</b>
<b>Net Ordinary Income</b>	<b>2,487,264.24</b>	<b>-1,856,604.00</b>	<b>4,343,868.24</b>	<b>-134.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
 General Fund - YTD thru 5/31/23

	Jul '22 - May 23	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	46,000.00	46,000.00	0.00	100.0%
9990 · Unappropriated Fund Balance	0.00	2,204,084.00	-2,204,084.00	0.0%
<b>Total Other Income</b>	46,000.00	2,250,084.00	-2,204,084.00	2.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	106,000.00	108,000.00	-2,000.00	98.1%
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
<b>Total Other Expense</b>	391,480.00	393,480.00	-2,000.00	99.5%
<b>Net Other Income</b>	-345,480.00	1,856,604.00	-2,202,084.00	-18.6%
<b>Net Income</b>	<b>2,141,784.24</b>	<b>0.00</b>	<b>2,141,784.24</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 5/31/23**

	<u>Jul '22 - May 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3210 · Interest Income	81.76	40.00	41.76	204.4%
<b>Total Income</b>	81.76	40.00	41.76	204.4%
<b>Gross Profit</b>	81.76	40.00	41.76	204.4%
<b>Net Ordinary Income</b>	81.76	40.00	41.76	204.4%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	46,000.00	46,000.00	0.00	100.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	46,000.00	46,000.00	0.00	100.0%
<b>Total Other Income</b>	46,000.00	46,000.00	0.00	100.0%
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	106,000.00	106,000.00	0.00	100.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	106,000.00	108,000.00	-2,000.00	98.1%
<b>Total Other Expense</b>	106,000.00	108,000.00	-2,000.00	98.1%
<b>Net Other Income</b>	-60,000.00	-62,000.00	2,000.00	96.8%
<b>Net Income</b>	<b>-59,918.24</b>	<b>-61,960.00</b>	<b>2,041.76</b>	<b>96.7%</b>

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

	Jul '22 - May 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3030 · Occupancy Tax	1,857,186.03	1,410,710.00	446,476.03	131.6%
3040 · Meals Tax	822,695.33	619,196.00	203,499.33	132.9%
3210 · Interest	187,114.58	23,000.00	164,114.58	813.5%
<b>Total Income</b>	<u>2,866,995.94</u>	<u>2,052,906.00</u>	<u>814,089.94</u>	<u>139.7%</u>
<b>Expense</b>				
<b>4000 · Long - Term Projects</b>				
4503 · Capital Improvement	12,250.00	442,895.00	-430,645.00	2.8%
4525 · Event Site	23,138.00	4,908,619.00	-4,885,481.00	0.5%
4585 · Unappropriated Long-Term	0.00	550,560.00	-550,560.00	0.0%
<b>Total 4000 · Long - Term Projects</b>	<u>35,388.00</u>	<u>5,902,074.00</u>	<u>-5,866,686.00</u>	<u>0.6%</u>
<b>4100 · Short-Term Projects</b>				
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	0.00	150,000.00	-150,000.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4667 · TIG-Dare Co.-Frisco/Buxton Path	0.00	200,000.00	-200,000.00	0.0%
4668 · TIG-Duck-Ocean Crest Improve	0.00	78,000.00	-78,000.00	0.0%
4669 · TIG-KDH-Wright Bros Sidewalk	0.00	177,000.00	-177,000.00	0.0%
4670 · TIG-NH-Whalebone Restrooms	0.00	112,000.00	-112,000.00	0.0%
4671 · TIG-OB Forever-Weather Signal	0.00	34,595.00	-34,595.00	0.0%
4672 · TIG-OB Forever-Lighthouse Path	0.00	132,000.00	-132,000.00	0.0%
4673 · TIG-SS-Walking Path E Hwy 12	0.00	150,000.00	-150,000.00	0.0%
4674 · TIG-SSCA-Accessible Access 96A	0.00	25,000.00	-25,000.00	0.0%
4999 · Unappropriated Funds	0.00	183,218.00	-183,218.00	0.0%
5140 · Audit	3,435.00	3,625.00	-190.00	94.8%
5160 · Fireworks	55,000.00	131,581.00	-76,581.00	41.8%
5170 · Traffic Control - Hwy 12 & 158	5,660.00	12,240.00	-6,580.00	46.2%
<b>Total 4100 · Short-Term Projects</b>	<u>64,095.00</u>	<u>2,204,575.00</u>	<u>-2,140,480.00</u>	<u>2.9%</u>
<b>Total Expense</b>	<u>99,483.00</u>	<u>8,106,649.00</u>	<u>-8,007,166.00</u>	<u>1.2%</u>
<b>Net Ordinary Income</b>	<u>2,767,512.94</u>	<u>-6,053,743.00</u>	<u>8,821,255.94</u>	<u>-45.7%</u>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9930 · Appropriated Fund Balance	0.00	6,053,743.00	-6,053,743.00	0.0%
<b>Total Other Income</b>	<u>0.00</u>	<u>6,053,743.00</u>	<u>-6,053,743.00</u>	<u>0.0%</u>
<b>Net Other Income</b>	<u>0.00</u>	<u>6,053,743.00</u>	<u>-6,053,743.00</u>	<u>0.0%</u>
<b>Net Income</b>	<u><u>2,767,512.94</u></u>	<u><u>0.00</u></u>	<u><u>2,767,512.94</u></u>	<u><u>100.0%</u></u>



**Outer Banks Visitors Bureau  
Restricted Fund Summary  
2022-2023**

	<u>Balance</u> <u>7/1/2021</u>	<u>Allocation</u> <u>2021-2022</u>	<u>Allocation</u> <u>Paid</u>	<u>Allocation</u> <u>Transferred</u>	<u>Balance</u> <u>7/1/2022</u>	<u>Allocation</u> <u>2022-2023</u>	<u>Allocation</u> <u>Paid</u>	<u>Allocation</u> <u>Transferred</u>	<u>Estimated</u> <u>Balance</u> <u>FY22-23</u>
<b>Short-term Projects</b>									
Town of KH - KH Park Trail Connection	47,592		(47,592)		0				0
TIG - Dare Co Arts Council - Courtyard	90,950		(90,950)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of Manteo - Manteo Common	221,885		(221,885)		0				0
TIG - Manteo - Town Common Phase II	150,000				150,000				150,000
TIG - Hatteras Tax District - Pathway	342,640		(342,640)		0				0
TIG - KDH - Meekins Field	200,000				200,000				200,000
TIG - NH - Skate Park	30,000				30,000			(30,000)	0
TIG - NC Coastal Fed - Baum Bridge	40,000		(36,615)	(3,385)	(0)				(0)
TIG - Chicamacomico - 1911 Cookhouse		38,760			38,760				38,760
TIG - Friends of Jockey's Ridge - UTV		20,280	(20,280)		0				0
TIG - Town of NH - Epstein Street Beach Access		250,000			250,000				250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks		37,898	(37,898)		0				0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline		127,500			127,500				127,500
TIG - OB Forever - Aviation Trail Through Time		21,250			21,250			(21,250)	0
TIG - Town of SS - Transportation Data Software		30,260	(30,260)		0				0
TIG - Dare County - Frisco Buxton Pathway						200,000			200,000
TIG - Duck - Ocean Crest Improvements						78,000			78,000
TIG - KDH - Wright Brothers Sidewalk						177,000			177,000
TIG - NH - Whalebone Park Restrooms						112,000			112,000
TIG - OB Forever - Weather Bureau Signal						34,595			34,595
TIG - OB Forever - Cape Hatteras Lighthouse Pathway						132,000			132,000
TIG - SS - Walking Path E. Highway 12						150,000			150,000
TIG - SS Civic Assoc - Accessible Access 96A						25,000			25,000
Fireworks	79,669		(58,088)	55,000	76,581		(55,000)	55,000	76,581
Audit	0		(3,250)	3,250	0		(3,435)	3,625	190
Highway 158/Highway 12 Intersection	19,960		(7,720)		12,240		(5,660)		6,580
Unappropriated Funds	287,498	859,826		(580,813)	566,511	1,031,706		(915,970)	682,247
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,658,000</b>	<b>1,385,774</b>	<b>(897,178)</b>	<b>(525,948)</b>	<b>1,620,647</b>	<b>1,940,301</b>	<b>(64,095)</b>	<b>(908,595)</b>	<b>2,588,259</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	1,889,673	1,880,655	(22,025)	(40,000)	3,708,303	1,870,714	(23,138)		5,555,880
Infrastructure (capped)	461,170		(6,125)		455,045		(12,250)		442,795
L-T Unappropriated Funds	330,000	100,000	(19,440)	40,000	450,560	100,000	0		550,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>2,680,843</b>	<b>1,980,655</b>	<b>(47,590)</b>	<b>0</b>	<b>4,613,908</b>	<b>1,970,714</b>	<b>(35,388)</b>	<b>0</b>	<b>6,549,235</b>
<b>Total</b>	<b>4,338,843</b>	<b>3,366,429</b>	<b>(944,768)</b>	<b>(525,948)</b>	<b>6,234,556</b>	<b>3,911,016</b>	<b>(99,483)</b>	<b>(908,595)</b>	<b>9,137,494</b>
<b>Cash on Hand 5/31/23</b>			#				#	Checking	26,345
<b>Total Cash on Hand</b>								Savings	9,048,053
									9,074,399
<b>25% of Occupancy &amp; Meals Income per Budget</b>									135,425
<b>June</b>									135,425
<b>Unappropriated Balances</b>									72,330
<b>Transfer from General Fund</b>									
30% Short-term						2,815,306	*		
Short-term Interest						844,592			
						187,115			
						1,031,706			
70% Long-term								1,970,714	
Long-term Interest								0	
								1,970,714	*

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

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

	Jul '22 - May 23	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>3200 · Site Rental Income</b>				
3205 · Reservation fee	1,600.00	1,400.00	200.00	114.3%
3200 · Site Rental Income - Other	32,740.00	15,700.00	17,040.00	208.5%
<b>Total 3200 · Site Rental Income</b>	34,340.00	17,100.00	17,240.00	200.8%
3210 · Interest Income	839.33	300.00	539.33	279.8%
3250 · Lease Income	36,259.00	45,600.00	-9,341.00	79.5%
9999 · Unappropriated Funds	0.00	119,055.00	-119,055.00	0.0%
<b>Total Income</b>	71,438.33	182,055.00	-110,616.67	39.2%
<b>Expense</b>				
5160 · Event Development & Marketing	640.00	50,000.00	-49,360.00	1.3%
5170 · Other Professional Services	3,366.44	55,000.00	-51,633.56	6.1%
6440 · Insurance	9,950.00	9,950.00	0.00	100.0%
6460 · Telephone	0.00	0.00	0.00	0.0%
6580 · Utilities	20,501.71	46,645.00	-26,143.29	44.0%
6610 · Repairs & Maintenance	221,558.18	285,870.00	-64,311.82	77.5%
6700 · Office Supplies	87.92	270.00	-182.08	32.6%
9990 · Unappropriated Other Expenses	19,449.39	20,000.00	-550.61	97.2%
<b>Total Expense</b>	275,553.64	467,735.00	-192,181.36	58.9%
<b>Net Ordinary Income</b>	-204,115.31	-285,680.00	81,564.69	71.4%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
3220 · Other Income	200.00	200.00	0.00	100.0%
9910 · Transfer from General Fund	285,480.00	285,480.00	0.00	100.0%
<b>Total Other Income</b>	285,680.00	285,680.00	0.00	100.0%
<b>Net Other Income</b>	285,680.00	285,680.00	0.00	100.0%
<b>Net Income</b>	<b>81,564.69</b>	<b>0.00</b>	<b>81,564.69</b>	<b>100.0%</b>

DARE COUNTY TOURISM BOARD

31-May-23

<u>TYPE OF ACCOUNT</u> <u>BANK</u>	<u>CHECKING</u> <u>SOUTHERN</u>	<u>NC CAPITAL</u> <u>MGMT TRUST</u>	<u>M MARKET</u> <u>PNC</u>	<u>M MARKET</u> <u>SOUTHERN</u>	<u>M MARKET</u> <u>FIRST NATIONAL</u>	<u>CD'S</u> <u>SOUTHERN</u>	<u>CD'S</u> <u>FIRST BANK</u>	<u>CD's</u> <u>TOWNE BANK</u>	<u>CD's</u> <u>FIRST NATIONAL</u>	<u>TOTAL</u>
GENERAL FUND	112,223	3,691,933	746,742	1,042,735	2,997,310	0	1,000,000	2,755,566	2,000,000	14,346,511
RESTRICTED FUND	26,345	4,550,433			1,232,174	250,000	1,000,000	1,015,445	1,000,000	9,074,399
TRAVEL GUIDE	40,600									40,600
MERCHANDISE SALES	165,265									165,265
EVENT SITE FUND	531,665									531,665
TOTAL	876,099	8,242,367	746,742	1,042,735	4,229,485	250,000	2,000,000	3,771,012	3,000,000	24,158,439
TOTAL % EACH BANK	8.98%	34.12%	3.09%		29.93%		8.28%	15.61%		100.00%
INTEREST RATES	0.40%	4.98%	1.01%	3.15%	2.43%	0.25%	3.95% & 4.5%	3.15, 3.9%, 4.95%	4.04% & 4.07	
TOTAL CHECKING & CD'S	24,158,439									
60% ALLOWED IN ANY BANK	14,495,064									
25% ALLOWED IN ANY ONE INV	6,039,610									
60% General Fund Reserved Balance is \$4,975,341.										
100% Restricted Fund Balance Restricted by House Bill 225										\$9,074,399

**Dare County Tourism Board**

**BE IT ORDAINED** by the Governing Board of the Dare County Tourism Board that this budget ordinance be adopted June 15, 2023.

Section 1: It is estimated that the following revenues will be available in the **General Fund** for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Occupancy Tax Distribution .....	4,655,607
Prepared Food Tax Distribution.....	2,043,352
Appropriation from Fund Balance .....	3,583,347
Travel Guide Income .....	35,050
Website Revenue .....	125,000
Interest & Other Revenue .....	<u>192,000</u>
	10,634,356

Section 2: The following amounts are hereby appropriated in the **General Fund** for the operation of the Tourism Board and its activities for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Governing Body .....	30,565
Promotion.....	8,157,825
Aycock Brown Welcome Center .....	173,745
Roanoke Island/Whalebone/Hatteras Welcome Centers .....	215,495
Travel Guide Expenses .....	112,000
Unappropriated Fund Balance .....	1,658,181
Transfer to Event Site Fund .....	<u>286,545</u>
	10,634,356

Section 3: It is estimated that the following revenues will be available in the **Special Revenue Fund** for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Occupancy Tax Distribution .....	1,551,869
Prepared Food Tax Distribution .....	681,118
Appropriation from Fund Balance ... ..	8,735,456
Interest.....	<u>125,000</u>
	11,093,443

Section 4: The following amount is hereby appropriated in the **Special Revenue Fund** for the use(s) indicated for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Expenditures.....	11,093,443
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Section 5: It is estimated that the following revenues will be available in the **Event Site Fund** (an enterprise fund) for the fiscal year beginning July 1, 2023 and ending June 30, 2024:

Event Rental Income .....	22,900
Lease Income .....	49,155
Interest & Other Revenue .....	700
Transfer from General Fund .....	286,545
Unappropriated Funds.....	<u>45,810</u>
	405,110

Section 6: The following amounts are hereby appropriated in the **Event Site Fund** for the associated operational costs, beginning July 1, 2023 and ending June 30, 2024:

Expenditures .....	405,110
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Section 7: The Budget Officer is hereby authorized to transfer appropriations as contained herein under the following conditions:

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

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

Section 9: Copies of this Budget Ordinance shall be furnished to the Clerk to the Governing Board and to the Budget Officer and Finance Officer to be kept on file by them for their direction in the disbursement of funds detailed in the budget adopted by this body 15 June, 2023.

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Tim Cafferty, Chairman

ATTEST:

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David Hines, Secretary

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

<b>Dare County Tourism Board</b>						
<b>Budget 2023-2024</b>						
<b>Total Revenues - Governmental Funds</b>						
<b>(General Fund and Special Revenue)</b>						
	Budget	Amended	Projected	Proposed	% Change	
	FY 2022-2023	Budget	FY 2022-2023	Budget	FY 2023-2024	to FY 22-23
						Budget
Occupancy	\$ 5,319,090	\$ 5,642,957	\$ 7,728,744	\$ 6,207,476	10.00%	
Meals	\$ 2,476,785	\$ 2,476,785	\$ 3,511,033	\$ 2,724,470	10.00%	
	\$ 7,795,875	\$ 8,119,742	\$ 11,239,777	\$ 8,931,946	10.00%	*
Interest - GF	\$ 50,000	\$ 50,000	\$ 257,092	\$ 191,000	282.00%	
Interest - Travel Guide	\$ 40	\$ 40	\$ 72	\$ 50	25.00%	
Interest - Restricted	\$ 23,000	\$ 23,000	\$ 142,488	\$ 125,000	443.48%	
Website Advertising	\$ 100,000	\$ 100,000	\$ 139,767	\$ 125,000	25.00%	
Travel Guide Income	\$ 30,000	\$ 46,000	\$ 46,000	\$ 35,000	-23.91%	
Other - General	\$ 1,000	\$ 1,000	\$ 1,184	\$ 1,000	0.00%	
	\$ 204,040	\$ 220,040	\$ 586,602	\$ 477,050	116.80%	
Amounts Rolled Over from PY	\$ 3,528,298	\$ 3,528,298	\$ 3,528,298	\$ 3,296,802	-6.56%	
Appropriated Fund Balance	\$ 6,339,223	\$ 6,339,223	\$ 2,771,702	\$ 9,022,001	42.32%	
	\$ 9,867,521	\$ 9,867,521	\$ 6,300,000	\$ 12,318,803	24.84%	
<b>Total Revenues</b>	<b>\$ 17,867,436</b>	<b>\$ 18,207,303</b>	<b>\$ 18,126,379</b>	<b>\$ 21,727,799</b>	<b>19.34%</b>	
* This is a 10% increase over 22-23 budget figures. The percent change from projected actual 2022-2023 figures is a decrease of (21.7%).						

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

<b>Outer Banks Visitors Bureau Budget 2023-2024 Summary</b>									
	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26	
<b>GENERAL FUND</b>									
<b>REVENUES</b>									
Occupancy/Meals Tax (75%)	5,846,906	6,089,807	8,429,833	6,698,959	10.0%	6,899,928	7,244,924	7,534,721	
Revenues - Website Advertising	100,000	100,000	139,767	125,000	25.0%	127,500	132,600	137,904	
Revenues - Interest and Other	51,040	51,040	258,348	192,050	276.3%	194,024	199,844	209,836	
Appropriated from Fund Balance	285,480	285,480	285,480	286,545	0.4%	1,777,051	1,762,367	1,788,663	
Transfer from Travel Guide/Travel Guide Income	30,000	46,000	46,000	35,000	-23.9%	36,050	37,132	38,245	
<b>Total Revenues</b>	<b>6,313,426</b>	<b>6,572,327</b>	<b>9,159,427</b>	<b>7,337,554</b>	<b>11.6%</b>	<b>9,034,552</b>	<b>9,376,867</b>	<b>9,709,370</b>	
Projected Over Budget By			2,587,101						
<b>EXPENDITURES:</b>									
Governing	30,385	30,385	27,510	30,565	0.6%	30,814	30,877	31,091	
Promotion	7,452,715	7,685,160	6,996,481	8,157,825 *	6.2%	7,641,889	7,908,975	8,230,952	
Aycock Brown Welcome Center	172,405	174,280	167,033	173,745	-0.3%	172,878	183,153	182,576	
Outer Banks Welcome Center RI, Whalebone & Hatteras	206,545	207,625	198,726	215,495	3.8%	222,091	233,260	235,265	
Travel Guide Expenses	84,500	108,000	106,000	112,000	3.7%	123,200	126,896	130,703	
Unappropriated Fund Balance	1,609,694	1,609,694	1,609,694	1,658,181	3.0%	413,637	433,045	451,176	
Transfer to Event Site Fund	285,480	285,480	285,480	286,545	0.4%	431,618	462,314	449,344	
<b>Total Expenditures</b>	<b>9,841,724</b>	<b>10,100,624</b>	<b>9,390,924</b>	<b>10,634,356</b>	<b>5.3%</b>	<b>9,036,128</b>	<b>9,378,521</b>	<b>9,711,107</b>	
Projected Under Budget By			709,700						
Revenue vs Expenses	-3,528,298	-3,528,298		-3,296,802		-1,575	-1,654	-1,736	
Revenue Income over Budget	2,445,238	2,445,238		2,587,101					
Unspent Funds/Encumbrances	1,083,059	1,083,059		709,700 *					
* Includes estimated encumbrances of \$441,250									
Unappropriated Surplus	0	0		0					
<b>Net Revenue vs Expenses</b>	<b>0</b>	<b>0</b>		<b>0</b>					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Summary</b>									
		Amended		Proposed					
	Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate	
	<u>2022-2023</u>	<u>2022-2023</u>	<u>2022-2023</u>	<u>2023-2024</u>	<u>Change</u>	<u>FY23-24</u>	<u>FY24-25</u>	<u>FY25-26</u>	
<b>RESTRICTED FUND</b>									
Interest	23,000	23,000	142,488	125,000	443.5%	110,000	85,000	85,000	
Designated From Fund Balance	6,053,743	6,053,743	5,783,023	8,735,456	44.3%	5,735,456	5,907,520	6,143,820	
Occupancy/Meals Tax (25%)	1,948,969	2,029,936	2,809,944	2,232,987	10.0%	2,299,977	2,414,975	2,511,574	
<b>Total Revenues</b>	<b>8,025,712</b>	<b>8,106,679</b>	<b>8,735,455</b>	<b>11,093,443</b>	<b>36.8%</b>	<b>8,145,433</b>	<b>8,407,495</b>	<b>8,740,395</b>	
<b>Total Expenditures and Commitments</b>	<b>8,025,712</b>	<b>8,106,679</b>	<b>8,735,455</b>	<b>11,093,443</b>	<b>36.8%</b>	<b>8,145,483</b>	<b>8,407,547</b>	<b>8,740,448</b>	
<b>EVENT SITE FUND</b>									
Event Rental Income	17,100	17,100	37,100	22,900	33.9%	24,900	26,000	27,800	
Lease Income	45,600	45,600	45,828	49,155	7.8%	45,600	47,380	47,380	
Other Income	200	200	200	200	0.0%	200	200	200	
Interest	300	300	693	500	66.7%	150	100	100	
Transfer to Event Site	285,480	285,480	285,480	286,545	0.4%	431,618	462,314	449,344	
Unappropriated Funds	52,055	119,055	0	45,810	-61.5%	907	1,120	1,340	
	400,735	467,735	369,301	405,110	-13.4%	503,375	537,114	526,164	
<b>Expenditures</b>	<b>400,735</b>	<b>467,735</b>	<b>373,170</b>	<b>405,110</b>	<b>-13.4%</b>	<b>503,664</b>	<b>537,417</b>	<b>526,482</b>	



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

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

FISCAL YEAR		ACTUAL	ACTUAL	ACTUAL	ACTUAL	3 YEAR
JULY RECEIPTS		FY 2018-2019	2020-2021	2021-2022	2022-2023	AVERAGE FY 2021-2023
	<b>OCCUPANCY</b>	\$953,287	\$1,031,086	\$1,276,821	\$1,366,626	\$1,224,844
	<b>MEALS</b>	\$386,336	\$343,467	\$484,565	\$486,160	\$438,064
		<u>\$1,339,623</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,852,786</u>	<u>\$1,662,908</u>
<b>AUGUST RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,332,093	\$1,522,969	\$1,592,750	\$2,025,877	\$1,713,865
	<b>MEALS</b>	\$444,464	\$378,908	\$556,560	\$597,269	\$510,919
		<u>\$1,776,558</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$2,623,166</u>	<u>\$2,224,784</u>
<b>SEPTEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$1,098,655	\$1,386,699	\$1,592,952	\$1,434,166	\$1,471,272
	<b>MEALS</b>	\$391,888	\$342,807	\$455,773	\$496,883	\$431,821
		<u>\$1,490,544</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,931,050</u>	<u>\$1,903,094</u>
<b>OCTOBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$468,127	\$646,711	\$717,840	\$725,053	\$696,535
	<b>MEALS</b>	\$239,371	\$312,640	\$381,875	\$398,738	\$364,418
		<u>\$707,498</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$1,123,790</u>	<u>\$1,060,952</u>
<b>NOVEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$243,388	\$411,520	\$437,386	\$433,387	\$427,431
	<b>MEALS</b>	\$178,930	\$220,333	\$283,580	\$162,643	\$222,185
		<u>\$422,318</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$596,030</u>	<u>\$649,616</u>
<b>DECEMBER RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$100,000	\$149,614	\$103,833	\$185,251	\$146,233
	<b>MEALS</b>	\$120,135	\$133,492	\$144,518	\$300,139	\$192,716
		<u>\$220,135</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$485,390</u>	<u>\$338,949</u>
<b>JANUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$46,833	\$99,622	\$191,666	\$101,098	\$130,796
	<b>MEALS</b>	\$92,656	\$129,244	\$172,558	\$143,215	\$148,339
		<u>\$139,490</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$244,313</u>	<u>\$279,135</u>
<b>FEBRUARY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$61,766	\$221,257	\$320,769	\$322,624	\$288,217
	<b>MEALS</b>	\$76,744	\$96,377	\$93,580	\$124,423	\$104,794
		<u>\$138,510</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$447,048</u>	<u>\$393,010</u>
<b>MARCH RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$60,762	\$167,213	\$170,201	\$170,000	\$169,138
	<b>MEALS</b>	\$80,478	\$92,067	\$131,328	\$116,208	\$113,201
		<u>\$141,240</u>	<u>\$259,280</u>	<u>\$301,529</u>	<u>\$286,208</u>	<u>\$282,339</u>
<b>APRIL RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$94,424	\$277,701	\$229,961	\$228,527	\$245,396
	<b>MEALS</b>	\$135,650	\$179,714	\$176,838	\$179,535	\$178,696
		<u>\$230,073</u>	<u>\$457,415</u>	<u>\$406,799</u>	<u>\$408,062</u>	<u>\$424,092</u>
<b>MAY RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$215,483	\$395,352	\$451,019	\$436,135	\$427,502
	<b>MEALS</b>	\$199,132	\$259,175	\$284,410	\$284,935	\$276,173
		<u>\$414,615</u>	<u>\$654,527</u>	<u>\$735,429</u>	<u>\$721,069</u>	<u>\$703,675</u>
<b>JUNE RECEIPTS</b>						
	<b>OCCUPANCY</b>	\$297,875	\$709,402	\$679,227	\$300,000	\$562,876
	<b>MEALS</b>	\$221,909	\$359,081	\$344,508	\$220,865	\$308,151
		<u>\$519,783</u>	<u>\$1,068,483</u>	<u>\$1,023,735</u>	<u>\$520,865</u>	<u>\$871,028</u>
<b>TOTALS</b>						
	<b>OCCUPANCY</b>	\$4,972,693	\$7,019,145	\$7,764,423	\$7,728,744	\$7,504,104
	<b>MEALS</b>	\$2,567,694	\$2,847,306	\$3,510,093	\$3,511,033	\$3,289,477
		<u>\$7,540,387</u>	<u>\$9,866,451</u>	<u>\$11,274,517</u>	<u>\$11,239,777</u>	<u>\$10,793,582</u>

\* Amounts based on prior year and budget

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

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

FISCAL YEAR		BUDGET	PROPOSED	% Increase/ Decrease	\$ Increase/ Decrease	% Increase/ Decrease from	\$ Increase / Decrease from
JULY RECEIPTS		FY 2022-2023	FY 2023-2024	from Actual	from Actual	22-23 Budget	22-23 Budget
	<b>OCCUPANCY</b>	\$1,031,750	\$1,134,925	-16.95%	-\$231,701	10.00%	\$103,175
	<b>MEALS</b>	\$338,295	\$372,125	-23.46%	-\$114,036	10.00%	\$33,830
		\$1,370,045	\$1,507,050	-18.66%	-\$345,737	10.00%	\$137,004
<b>AUGUST RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,389,685	\$1,528,655	-24.54%	-\$497,222	10.00%	\$138,970
	<b>MEALS</b>	\$391,845	\$431,030	-27.84%	-\$166,259	10.00%	\$39,185
		\$1,781,530	\$1,959,685	-25.29%	-\$663,482	10.00%	\$178,155
<b>SEPTEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,257,920	\$1,383,710	-3.52%	-\$50,456	10.00%	\$125,790
	<b>MEALS</b>	\$371,790	\$408,970	-17.69%	-\$87,913	10.00%	\$37,180
		\$1,629,710	\$1,792,680	-7.17%	-\$138,370	10.00%	\$162,970
<b>OCTOBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$493,540	\$542,895	-25.12%	-\$182,158	10.00%	\$49,355
	<b>MEALS</b>	\$251,510	\$276,660	-30.62%	-\$122,077	10.00%	\$25,150
		\$745,050	\$819,555	-27.07%	-\$304,235	10.00%	\$74,505
<b>NOVEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$233,310	\$261,640	-39.63%	-\$171,747	12.14%	\$28,330
	<b>MEALS</b>	\$192,925	\$212,220	30.48%	\$49,577	10.00%	\$19,295
		\$426,236	\$473,860	-20.50%	-\$122,170	11.17%	\$47,625
<b>DECEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$102,575	\$112,835	-39.09%	-\$72,417	10.00%	\$10,260
	<b>MEALS</b>	\$122,550	\$134,805	-55.09%	-\$165,333	10.00%	\$12,255
		\$225,126	\$247,640	-48.98%	-\$237,750	10.00%	\$22,515
<b>JANUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$65,545	\$81,700	-19.19%	-\$19,399	24.65%	\$16,155
	<b>MEALS</b>	\$97,265	\$106,990	-25.29%	-\$36,225	10.00%	\$9,725
		\$162,810	\$188,690	-22.77%	-\$55,624	15.90%	\$25,879
<b>FEBRUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$248,170	\$272,985	-15.39%	-\$49,639	10.00%	\$24,815
	<b>MEALS</b>	\$82,190	\$90,410	-27.34%	-\$34,014	10.00%	\$8,220
		\$330,360	\$363,395	-18.71%	-\$83,653	10.00%	\$33,035
<b>MARCH RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$163,822	\$133,825	-21.28%	-\$36,175	-18.31%	-\$29,997
	<b>MEALS</b>	\$84,315	\$92,745	-20.19%	-\$23,463	10.00%	\$8,430
		\$146,210	\$226,571	-20.84%	-\$59,638	-14.75%	-\$21,567
<b>APRIL RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$93,850	\$125,235	-45.20%	-\$103,292	33.44%	\$31,385 Easter is
	<b>MEALS</b>	\$123,685	\$136,055	-24.22%	-\$43,480	10.00%	\$12,370 March 31
		\$217,535	\$261,290	-35.97%	-\$146,772	20.11%	\$43,755
<b>MAY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$250,790	\$275,870	-36.75%	-\$160,265	10.00%	\$25,080
	<b>MEALS</b>	\$190,715	\$209,790	-26.37%	-\$75,145	10.00%	\$19,075
		\$441,506	\$485,660	-32.65%	-\$235,409	10.00%	\$44,155
<b>JUNE RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$312,000	\$353,200	17.73%	\$53,200	13.21%	\$41,200
	<b>MEALS</b>	\$229,700	\$252,670	14.40%	\$31,805	10.00%	\$22,970
		\$541,700	\$605,870	16.32%	\$85,005	11.85%	\$64,170
<b>TOTALS</b>							
	<b>OCCUPANCY</b>	\$5,642,957	\$6,207,476	-19.68%	-\$1,521,270	10.00%	\$564,517
	<b>MEALS</b>	\$2,476,785	\$2,724,470	-22.40%	-\$786,563	10.00%	\$247,684
		\$8,119,742	\$8,931,946	-20.53%	-\$2,307,834	10.00%	\$812,200
		FY21/22 Budget	\$7,427,630.00				
		23/24 vs 21/22	20.25%				

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Governing</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
5000	Director Compensation	17,100	17,100	17,100	17,100	0.0%	17,100	17,100	17,100
5030	Payroll Taxes	1,480	1,480	1,312	1,480	0.0%	1,480	1,480	1,480
5001	Professional Services	1,000	1,000	1,000	1,000	0.0%	1,000	1,000	1,000
5002	Dir. Travel/Mtg./Meals	7,000	7,000	4,828	7,000	0.0%	7,100	7,100	7,150
5003	Directors & Officers Ins.	2,805	2,805	2,805	2,985	6.4%	3,134	3,197	3,261
5004	Miscellaneous Items	1,000	1,000	465	1,000	0.0%	1,000	1,000	1,100
	<b>Total - Governing</b>	<b>30,385</b>	<b>30,385</b>	<b>27,510</b>	<b>30,565</b>	<b>0.6%</b>	<b>30,814</b>	<b>30,877</b>	<b>31,091</b>
Projected under budget by				2,875					

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

<b>Outer Banks Visitors Bureau Budget 2023-2024</b>									
<b>Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
<b>Personnel</b>									
5010	Salaries (full)	778,030	870,400	886,719	942,000	8.2%	970,260	1,018,773	1,049,336
5020	Salaries (part)	148,350	126,000	125,418	129,500	2.8%	133,385	137,387	141,508
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	74,435	79,575	80,723	85,350	7.3%	88,683	92,740	95,435
5040	Employee Insurance	150,000	161,450	158,262	161,750	0.2%	177,925	192,159	207,532
5050	Retirement	105,585	115,850	115,090	125,455	8.3%	123,631	134,847	144,214
5055	401(k) Match	7,780	8,700	8,408	9,420	8.3%	9,703	10,188	10,493
5060	Worker's Comp	1,705	1,705	1,587	1,695	-0.6%	1,746	1,798	1,852
5080	Employee Relations	1,995	1,995	1,482	1,995	0.0%	1,750	1,750	1,750
5090	Training	11,000	23,400	14,440	14,900	-36.3%	8,500	8,700	8,900
		1,279,880	1,390,075	1,392,129	1,473,065	6.0%	1,516,582	1,599,341	1,662,020
<b>Marketing/Advertising</b>									
5500	Other Advertising	1,404,760	1,404,760	1,404,760	1,454,760	3.6%	1,498,403	1,543,355	1,589,656
5502	Production Advertising	170,000	170,000	169,527	170,000	0.0%	150,000	150,000	150,000
5510	Events-Development & Prom	73,100	73,100	48,850	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,616,390	2,616,390	2,616,390	2,616,390	0.0%	2,694,882	2,775,728	2,859,000
5525	Community Relations	30,000	30,000	28,612	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	22,500	22,500	16,068	19,000	-15.6%	30,000	30,000	30,000
5580	Promotional Aids	9,000	9,000	1,374	9,000	0.0%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	110,000	110,000	95,276	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	15,000	15,000	13,900	17,750	18.3%	15,000	15,450	15,914
		4,450,750	4,450,750	4,394,757	4,500,000	1.1%	4,611,078	4,742,885	4,878,646

**Fiscal Year 2023-2024  
Dare County Tourism Board  
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<b>Outer Banks Visitors Bureau Budget 2023-2024 Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
<b>Special Projects</b>									
6150	Event Grant	763,200	845,450	385,584	818,250 *	-3.2%	425,000	450,000	475,000
6150	Long Range Tourism Plan	0	0	0	350,000	100.0%	315,000	330,750	347,288
6170	Tourism Summit	22,500	22,500	19,725	25,000	11.1%	18,000	18,000	18,000
		785,700	867,950	405,309	1,193,250	37.5%	758,000	798,750	840,288
<b>Operations</b>									
5110	Contracted Services	16,030	16,030	16,582	16,030	0.0%	16,030	16,030	16,832
5140	Audit	10,875	10,875	10,315	10,875	0.0%	13,594	14,953	16,448
5170	Other Professional Service	7,300	7,300	13,065	7,300	0.0%	7,300	15,000	15,000
5180	Legal	20,500	20,500	13,300	20,500	0.0%	20,500	20,500	20,500
5185	Research	237,700	277,700	284,024	267,500	-3.7%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	1,050	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	769	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	200,000	200,000	113,480	200,000	0.0%	204,000	208,080	212,242
6300	Travel	47,000	47,000	45,462	59,000	25.5%	61,360	63,814	66,367
6305	Vehicle Maintenance	3,500	3,500	2,972	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	52,475	52,475	37,747	52,475	0.0%	53,000	53,530	54,065
6340	Travel Show Exhibit	4,000	4,000	2,139	4,000	0.0%	5,500	6,500	6,500
6420	Dues & Subscriptions	44,790	44,790	46,758	57,405	28.2%	60,275	60,275	60,275
6440	Insurance	22,030	22,030	21,735	26,515	20.4%	27,841	29,233	30,694
6460	Telephone	24,400	24,400	24,291	24,400	0.0%	24,400	25,132	25,132
6500	Equipment	94,230	94,230	42,511	78,500 *	-16.7%	25,000	25,750	26,523
6510	Expendable Equipment	2,045	2,045	1,815	2,550	24.7%	2,550	2,550	2,550
6530	Tech. Support/Software	13,050	13,050	5,629	9,000	-31.0%	9,000	9,000	9,000
6580	Utilities	10,800	10,800	8,042	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,233	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	20,000	20,000	19,259	25,000	25.0%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,100	3,100	2,822	3,100	0.0%	3,100	3,100	3,100

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

<b>Outer Banks Visitors Bureau Budget 2023-2024 Promotion</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
6640	Equipment Rental	33,840	33,840	30,099	33,840	0.0%	33,840	33,840	33,840
6660	Equipment Repairs	3,000	3,000	2,611	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,800	15,940	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	1,920	1,920	1,288	1,920	0.0%	2,016	2,117	2,223
6810	Web Site/Internet	41,500	41,500	39,348	52,000	25.3%	52,000	53,560	53,560
		936,385	976,385	804,286	991,510	1.5%	756,230	767,999	849,998
	<b>Total - Promotional</b>	<b>7,452,715</b>	<b>7,685,160</b>	<b>6,996,481</b>	<b>8,157,825</b>	<b>6.2%</b>	<b>7,641,889</b>	<b>7,908,975</b>	<b>8,230,952</b>
	Projections under budget by			688,679					
	less encumbrances			-463,250					
				225,429					
	* Encumbrances: #6150 \$418,250								
	#6500 \$ 45,000								

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

Outer Banks Visitors Bureau									
Budget 2023-2024									
Aycock Brown Welcome Center Kitty Hawk									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
5025	Salaries (part)	99,950	99,950	98,134	111,855	11.9%	115,211	118,667	122,227
5030	Payroll Taxes	8,650	8,650	8,489	9,675	11.8%	9,966	10,265	10,573
5040	Employee Insurance	4,200	4,200	4,176	4,200	0.0%	4,410	4,542	4,679
5050	Retirement	2,825	2,825	2,529	3,225	14.2%	3,386	3,488	3,592
5060	Worker's Comp	150	150	150	185	23.3%	191	196	202
5080	Employee Relations	455	455	133	455	0.0%	450	450	450
5090	Training	600	600	600	600	0.0%	600	600	600
5110	Contracted Services	9,960	9,960	9,960	9,960	0.0%	9,960	9,960	9,960
6130	Uniforms	800	800	797	800	0.0%	800	800	800
6200	Postage	200	200	152	200	0.0%	200	210	221
6300	Travel	560	560	257	630	12.5%	560	560	570
6420	Dues & Subscriptions	270	270	143	270	0.0%	270	270	270
6440	Insurance	3,185	3,185	3,185	3,685	15.7%	3,869	4,063	4,266
6460	Telephone	8,700	8,700	7,670	8,700	0.0%	8,874	9,051	9,233
6500	Equipment	3,800	3,800	3,800	3,800	0.0%	1,500	2,000	2,000
6580	Utilities	6,600	6,600	6,127	6,600	0.0%	6,732	6,867	7,004
6600	Cleaning/maint. Supplies	600	600	388	600	0.0%	600	600	600
6610	Building Maintenance	16,000	16,320	15,249	3,405	-79.1%	2000	7250	2000
6660	Equipment Repairs	1,800	3,355	2,614	1,800	-46.3%	300	315	330
6700	Office Supplies	3,100	3,100	2,480	3,100	0.0%	3,000	3000	3,000
	<b>Total - ABWC</b>	<b>172,405</b>	<b>174,280</b>	<b>167,033</b>	<b>173,745</b>	<b>-0.3%</b>	<b>172,878</b>	<b>183,153</b>	<b>182,576</b>
	Projected under budget by			7,247					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Outer Banks Welcome Center Roanoke Island</b>									
Account		Budget	Amended	Projected	Proposed	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	Budget 2022-2023	2022-2023	Budget 2023-2024	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part) - RI	74,135	74,135	72,866	83,910	13.19%	86,427	89,020	91,691
5030	Payroll Taxes	6,415	6,415	6,303	7,260	13.17%	7,476	7,700	7,931
5060	Worker's Comp	110	110	110	135	22.73%	139	143	148
5080	Employee Relations	350	350	283	350	0.00%	350	350	350
5090	Training	600	600	545	600	0.00%	600	600	600
6130	Uniforms	700	700	693	700	0.00%	800	800	800
6440	Insurance	4,775	4,775	4,775	5,525	15.71%	5,801	6,091	6,396
6460	Telephone	1,295	1,295	1,250	1,415	9.27%	1,443	1,472	1,502
6500	Equipment	1,000	1,000	1,000	1,000	0.00%	1,000	1,000	1,000
6580	Utilities	960	960	741	960	0.00%	979	999	1,019
6600	Cleaning/Maint. Supplies	200	200	190	200	0.00%	200	200	200
6610	Building Maintenance	14,960	14,960	10,476	2,000	-86.63%	3,100	7,960	3,500
6660	Equipment Repairs	250	250	120	250	0.00%	250	250	250
6700	Office Supplies	700	700	396	700	0.00%	600	600	600
	<b>Total - Welcome Ctr. R.I.</b>	<b>106,450</b>	<b>106,450</b>	<b>99,748</b>	<b>105,005</b>	<b>-1.36%</b>	<b>109,166</b>	<b>117,186</b>	<b>115,986</b>
	Projected under budget by			6,702					



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

<b>Outer Banks Visitors Bureau Budget 2023-2024 Outer Banks Welcome Center - Hatteras Information Center</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY26-27
5026	Salaries (part) - HI	33,205	33,205	33,150	36,875	11.05%	37,981	39,121	40,294
5030	Payroll Taxes	2,875	2,875	2,867	3,190	10.96%	3,285	3,384	3,485
5060	Worker's Comp	35	35	35	55	57.14%	57	58	60
5080	Employee Relations	215	215	125	215	0.00%	200	200	200
5090	Training	100	100	100	140	40.00%	100	100	100
5110	Contracted Services	1,750	1,750	1,700	2,300	31.43%	2,300	2,300	2,300
6130	Uniforms	400	400	399	400	0.00%	300	300	300
6300	Travel	900	900	651	1,010	12.22%	903	918	895
6440	Insurance	795	795	795	925	16.35%	971	1,020	1,071
6460	Telephone	3,600	3,600	3,112	2,700	-25.00%	2,754	2,809	2,865
6500	Equipment	1,000	1,000	800	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	250	250	384	250	0.00%	200	200	200
6610	Building Maintenance	500	500	75	500	0.00%	500	500	500
6700	Office Supplies	825	825	749	825	0.00%	700	725	750
	<b>Total - Welcome Ctr. - Hatteras</b>	<b>46,450</b>	<b>46,450</b>	<b>44,942</b>	<b>50,385</b>	<b>8.47%</b>	<b>51,251</b>	<b>52,635</b>	<b>54,021</b>
	Projected under budget by			1,508					

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Outer Banks Welcome Center - Whalebone Junction</b>									
			Amended		Proposed				
Account		Budget	Budget	Projected	Budget	Percent	Estimate	Estimate	Estimate
Number	Title	2022-2023	2022-2023	2022-2023	2024-2025	Change	FY24-25	FY25-26	FY26-27
5026	Salaries (part)	44,050	45,050	45,157	50,000	10.99%	51,500	53,045	54,636
5030	Payroll Taxes	3,810	3,890	3,906	4,325	11.18%	4,455	4,588	4,726
5060	Worker's Comp	80	80	80	90	12.50%	93	95	98
5080	Employee Relations	180	180	75	180	0.00%	180	180	180
5090	Training	100	100	100	100	0.00%	100	100	100
5110	Contracted Services	760	760	650	795	4.61%	750	750	750
6130	Uniforms	300	300	197	300	0.00%	300	300	300
6440	Insurance	795	795	795	925	16.35%	971	1,020	1,071
6460	Telephone	1,920	1,920	1,888	1,740	-9.38%	1,775	1,810	1,847
6500	Equipment	1,000	1,000	706	1,000	0.00%	1,000	1,000	1,000
6600	Cleaning/Maint. Supplies	50	50	50	50	0.00%	50	50	50
6700	Office Supplies	600	600	432	600	0.00%	500	500	500
	<b>Total - Welcome Ctr. Whalebone</b>	<b>53,645</b>	<b>54,725</b>	<b>54,036</b>	<b>60,105</b>	<b>9.83%</b>	<b>61,674</b>	<b>63,439</b>	<b>65,258</b>
	Projected under budget by			689					

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

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2023-2024</b>						
<b>Restricted</b>						
			Amended		Proposed	
Account		Budget	Budget	Projected	Budget	Percent
<u>Number</u>	<u>Title</u>	<u>2022-2023</u>	<u>2022-2023</u>	<u>2022-2023</u>	<u>2023-2024</u>	<u>Change</u>
	Occupancy/Meals Tax 25%	1,948,969	2,029,936	2,809,944	2,232,987	10.0%
	Interest	23,000	23,000	142,488	125,000	443.5%
	Appropriated Fund Balance	6,053,743	6,053,743	5,783,023	8,735,456	44.3%
	<b>Total - Non Departmental</b>	<b>8,025,712</b>	<b>8,106,679</b>	<b>8,735,455</b>	<b>11,093,443</b>	<b>36.8%</b>

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

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

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

<b>Outer Banks Visitors Bureau</b>									
<b>Budget 2023-2024</b>									
<b>Event Site Fund</b>									
Account Number	Title	Budget 2022-2023	Amended Budget 2022-2023	Projected 2022-2023	Proposed Budget 2023-2024	Percent Change	Estimate FY24-25	Estimate FY25-26	Estimate FY25-26
<b>Revenues:</b>									
3200	Event Rental Income	17,100	17,100	37,100	22,900	33.92%	24,900	26,000	27,800
3250	Lease income	45,600	45,600	45,828	49,155	7.80%	45,600	47,380	47,380
3220	Other Income	200	200	200	200	0.00%	200	200	200
3210	Interest Income	300	300	693	500	66.67%	150	100	100
9910	Transfer from General Fund	285,480	285,480	285,480	286,545	0.37%	431,618	462,314	449,344
9999	Unappropriated Funds	52,055	119,055	0	45,810	-61.52%	907	1,120	1,340
<b>Total Revenues</b>		<b>400,735</b>	<b>467,735</b>	<b>369,301</b>	<b>405,110</b>	<b>-13.39%</b>	<b>503,375</b>	<b>537,114</b>	<b>526,164</b>
Projected under budget by									
<b>Expenditures:</b>									
5160	Event Development & Marketing	50,000	50,000	2,000	50,000	0.00%	50,000	50,000	24,000
5190	Other Professional Services	55,000	55,000	18,366	55,000	0.00%	90,000	92,700	104,751
6440	Insurance	9,950	9,950	9,950	11,515	15.73%	12,091	12,695	13,330
6580	Utilities	46,645	46,645	39,905	47,580	2.00%	49,007	50,478	51,992
6610	Repairs & Maintenance	218,870	285,870	283,068	220,745	-22.78%	281,466	309,612	309,612
6700	Office Supplies	270	270	226	270	0.00%	300	300	300
9990	Other Expenses	20,000	20,000	19,655	20,000	0.00%	20,800	21,632	22,497
<b>Total Expenditures</b>		<b>400,735</b>	<b>467,735</b>	<b>373,170</b>	<b>405,110</b>	<b>-13.39%</b>	<b>503,664</b>	<b>537,417</b>	<b>526,482</b>
<b>Revenues Over (Under) Expenditures</b>		<b>0</b>	<b>0</b>	<b>-3,869</b>	<b>0</b>		<b>-289</b>	<b>-303</b>	<b>-318</b>



OUTER BANKS VISITORS BUREAU  
One Visitors Center Circle, Manteo, NC 27954  
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[Toll-Free] 877.629.4386 [www.outerbanks.org](http://www.outerbanks.org)

Date: June 8, 2023

To: Tim Cafferty, Chair  
Dare County Tourism Board

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

Re: Payroll Study Recommendations

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The Personnel Committee met on June 6 to review the job description and information regarding a new Community Engagement Manager position.

The Committee recommends creating and funding the position. The funding will come from the FY23/24 budget line item for the long-term management plan.

## COMMUNITY ENGAGEMENT MANAGER

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### **GENERAL STATEMENT OF RESPONSIBILITIES**

Performs professional work executing initiatives defined by the Executive Director specific to servicing the enhancement of visitor and community relations and strengthening relationships between visitors and residents. Work involves developing and coordinating partner engagement programs, collaborating with non-profit organizations in community outreach efforts and special projects, increasing engagement and partnerships within the community and schools, and implementing the strategic plans, initiatives, and projects of the long-range tourism management plan to support achievement of organizational goals.

### **ESSENTIAL JOB FUNCTIONS**

- Develop and implement a community engagement strategy to meet the strategic goals for the organization in collaboration with the Director.
- Lead the implementation of strategic plans, projects, and initiatives recommended in the long-range management plan.
- Develop and lead programs and efforts to educate visitors and attract those interested in stewardship of the destination and contributing to community-building efforts.
- Identify and recommend community-focused partner support opportunities; proactively develop relationships with various municipality and community groups, associations, and non-profits that include or impact tourism partners.
- Assist in efforts to connect visitors with area non-profit organizations to support their work.
- Work with staff on feasibility and implementation of these opportunities to add authentic and unique visitor experiences in alignment with the strategic imperatives.
- Lead efforts to further a voluntourism strategy; collaborate with non-profit organizations to coordinate efforts to create and provide voluntourism opportunities.
- Research, plan and develop a comprehensive visitor education program.
- Develop and implement programs to educate students about careers in the tourism industry.
- Coordinate efforts to educate the public on the OBVB's role in the community and the positive impacts of tourism.
- Represent the Outer Banks Visitors Bureau at meetings of community and business groups and associations, as assigned, and convey relevant news and updates to Bureau staff.
- Advocate for initiatives that preserve the vitality of the shoreline and development that considers sustainability and resident and visitor needs.
- Communicate extensively with economic development officials and industry partners to coordinate and gather support for important tourism related developments consistent with Tourism Board goals.
- Collaborate and partner with other CVB's, municipalities, Chamber, schools, and non-profit organizations to establish local and regional tourism-related infrastructure opportunities.

- Prepare and maintain partner communication content strategy and coordinate delivery of messaging with OBVB staff.
- Develop, update, and maintain community-facing support content on the industry partner website and through other marketing channels.
- Attend continuing education, conferences, and training for professional development and growth.
- Performs related duties as required.

## **RECRUITMENT AND SELECTION GUIDELINES**

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Considerable knowledge and understanding of the tourism industry.
- Working knowledge of the community throughout Dare County.
- Working knowledge of marketing small businesses that constitute the majority of tourism partners.
- Ability to engage and lead meetings.
- Ability to develop and implement new projects based on strategic goals.
- Ability to work collaboratively with internal and external partners to build consensus and execute programs.
- Proficiency with Microsoft Office Suite including Word, Excel, and PowerPoint.
- Experience preferred with the database management, email creation and distribution and content creation.
- Ability to use spreadsheets, analyze data, interpret data, and develop visual interpretations of data as well as translate data insights into meaningful information and reports.
- Attention to detail, accuracy, and quality assurance.
- Proven commitment to delivering measurable results and achieving established goals.
- Excellent interpersonal, customer service, organization, planning, and problem-solving skills.
- Ability to effectively manage multiple priorities and adhere to deadlines.
- Skill in presentation and facilitation skills.
- Must be highly organized.
- Ability to establish effective working relationships with coworkers, supervisors, industry partners, community organizations and the general public.

### **PHYSICAL REQUIREMENTS**

- Must be able to perform the basic life operational skills of standing, sitting, walking, reaching, grasping, fingering, talking, hearing, and repetitive motions.
- Must be able to perform light work, exerting up to 20 pounds of force occasionally and/or a negligible amount of force frequently or constantly to move objects.
- Must possess the visual acuity to prepare data and figures, design presentation materials, and operate a computer terminal.

### **EDUCATION AND EXPERIENCE**

Bachelor's Degree in business administration, hospitality, marketing, communications or a related field and previous experience with a Destination Marketing Organization (DMO) or Convention & Visitors Bureau (CVB) or relevant customer/visitor service management capacity; or an equivalent combination of education and experience.

Position requires a valid NC Driver's License.



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

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

## Marketing Dashboard

thru MAY 2023

	<u>FY 22/23</u>	<u>FY 21/22</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	47,807	57,692	-9,885	-17%
Completed Video Views	29,571,224	23,289,994	6,281,230	27%
Website Sessions	3,874,388	3,697,401	176,987	5%
<b>Online Communities</b>				
Email Subscribers	121,145	156,226	-35,081	-22%
Facebook	716,982	716,122	860	0%
Twitter	41,422	42,198	-776	-2%
Instagram	129,934	127,164	2,770	2%
Pinterest	23,505	23,500	5	<u>0%</u>
TikTok	<u>73,500</u>	0	73,500	
Online Communities Subtotal	1,106,488	1,065,210	41,278	4%

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### Devices May 2023

Mobile	69%
Desktop	28%
Tablet	3%

TikTok Channel began July 2022

# Overall Traffic Summary | 6 Months & YTD

May 1, 2023 - May 31, 2023

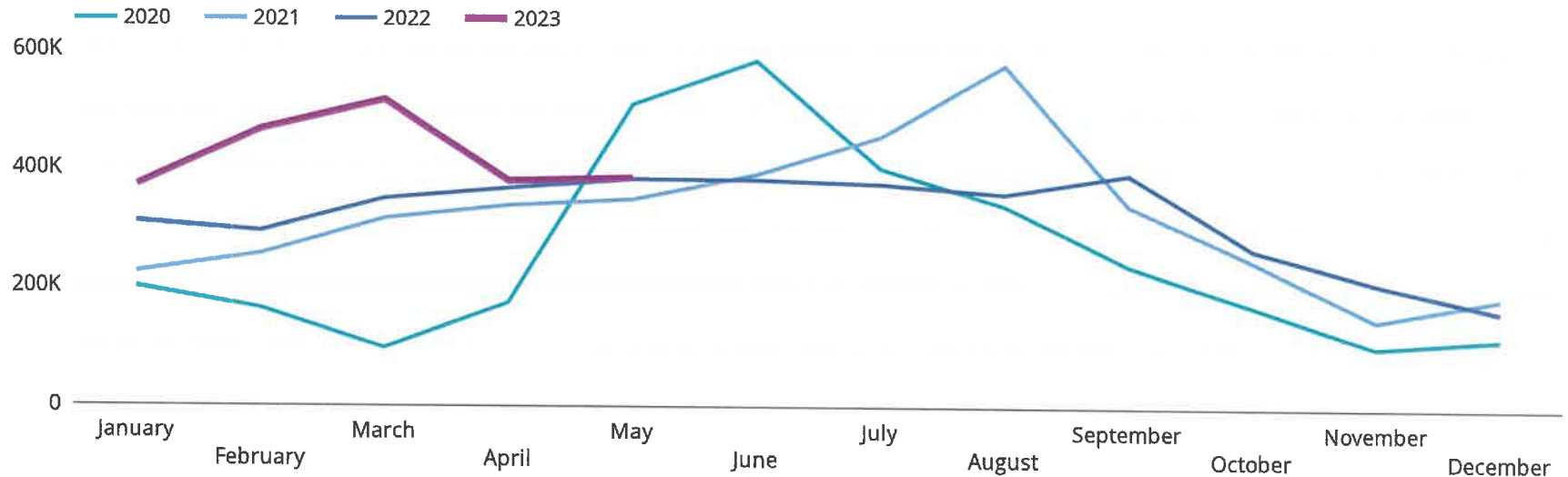
## How is my total traffic performing over time?

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

Month	Sessions	% Δ	Users	Bounce Rate	% Δ	Pageviews	% Δ	Pages / Session	% Δ	Avg. Session Duration	% Δ
May	383,932	0.5% ↑	287,540	58.26%	3.7% ↑	705,823	3.2...	1.84	2.7...	00:01:54	-1.3...
April	378,660	3.4% ↑	294,472	60.05%	6.0% ↑	678,062	3.0...	1.79	-0.4...	00:01:46	-8.8...
March	515,791	48.0% ↑	409,477	63.22%	10.4% ↑	885,933	40.9...	1.72	-4.8...	00:01:36	-18....
February	466,632	59.1% ↑	370,287	63.91%	9.2% ↑	778,865	49.2...	1.67	-6.2...	00:01:35	-18....
January	371,220	20.0% ↓	284,279	61.64%	3.8% ↑	640,075	18.9...	1.72	-0.9...	00:01:45	-5.9...
December	162,979	-11.8% ↓	129,042	62.61%	3.1% ↑	275,744	-12....	1.69	-0.4...	00:01:32	-7.6...

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

by Sessions Year over Year



### Analysis:

The site received 383,932 sessions in May, which was a nice increase of .5% compared to last year.

2



HOFFMAN YORK

## CAMPAIGN SUMMARY

*The Outer Banks*<sup>®</sup>  
VISITORS BUREAU

## CONSIDERATIONS

- Spring-Summer paid media campaign wrapped up in May primarily via Native Display tactics with Sojern, Teads and Google.
  - Visit NC: Our State eNews data from March and April sends has been added along with March-May VisitNC.com native deliveries. Outside and Visit NC eNews delivery data is outstanding and will be added when received.
  - Additional media efforts: Ontario Motorcoach Assc. newsletter, OTA continuity, native display article promos and remarketing, paid search across Google and Bing including incremental funds towards select markets, email marketing, Google Discovery (lead generation) and social media (Ignite Social).
- KeyData, Zartico and Arrivalist data sets are secured and analyzed to understand current trends and forecasts.
  - KeyData: Compared to May 2022, ADR is up 7% while adjusted paid occupancy is down 19%. Average booking window is flat YoY at 132 days prior to check in.
  - Zartico: 5/1-5/17, May tracked spend is up 12% YoY and flat to May 2021. avg. spend per visitor is \$353, up 11% YoY.
  - Arrivalist (2021-2022 available): 2022 highlights are included in the annual recap; current 2023 monthly insights will be provided when data is available.

*Overview of below sections:*

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

## MAY 2023 OVERVIEW

- Total May Paid Media Impressions delivered were up 5% YoY; no video assets were running in May.
- Total Website sessions were nearly flat YoY and MoM while total organic search sessions saw a 9% increase MoM.
- Avg. Time on Site saw a 7% increase and bounce rate was down 3% MoM.
- Compared to April 2023, total Lodging Partner Referral Conversions were up 8% and total eNews Sign Up increased 6%.
- Travel Guide Request conversions were down 27% MoM; the volume of conversions from all mediums decreased.
- Raw OBX landing page had 3K views in May with an average 19-second time on page. Page traffic will continue to decline as limited paid media is driving to the page.
  - Raw OBX surfing and fishing videos were played 91 times with an average video completion rate of 42%; viewership between the two videos continued to skew towards Fishing.

### Paid Impressions

10,253,119

(Custom Range: 9,749,152)  
▲ 5.17% (503,967)

### Video Views (Brand Creative)

0

(Custom Range: 2,352,504)  
▼ -100.00% (-2,352,504)

### Total Email Sends

126,818

(Custom Range: 268,815)  
▼ -52.82% (-141,997)

### Consumer Marketing Email List Size

121,145

(Custom Range: 156,226)  
▼ -22.46% (-35,081)

### Website Sessions

383,932

(Custom Range: 381,982)  
▲ 0.51% (1,950)

### Website Conversions (All)

32,928

(Custom Range: 42,345)  
▼ -22.24% (-9,417)

### Lodging & Restaurant Listings Conversions

18,444

(Custom Range: 21,566)  
▼ -14.48% (-3,122)

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

## FISCAL YEAR OVERVIEW

Paid Impressions

150,528,248

(Custom Range: 167,992,667)  
▼ -10.40% (-17,464,419)

Video Views (Brand Creative)

29,571,224

(Custom Range: 23,289,994)  
▲ 26.97% (6,281,230)

Website Sessions

3,874,388

(Custom Range: 3,697,403)  
▲ 4.79% (176,985)

Email Sends

1,994,208

(Custom Range: 3,056,542)  
▼ -34.76% (-1,062,334)

Website Conversions (All)

228,403

(Custom Range: 412,368)  
▼ -44.61% (-183,965)

Lodging & Restaurant Listings Conversions

151,698

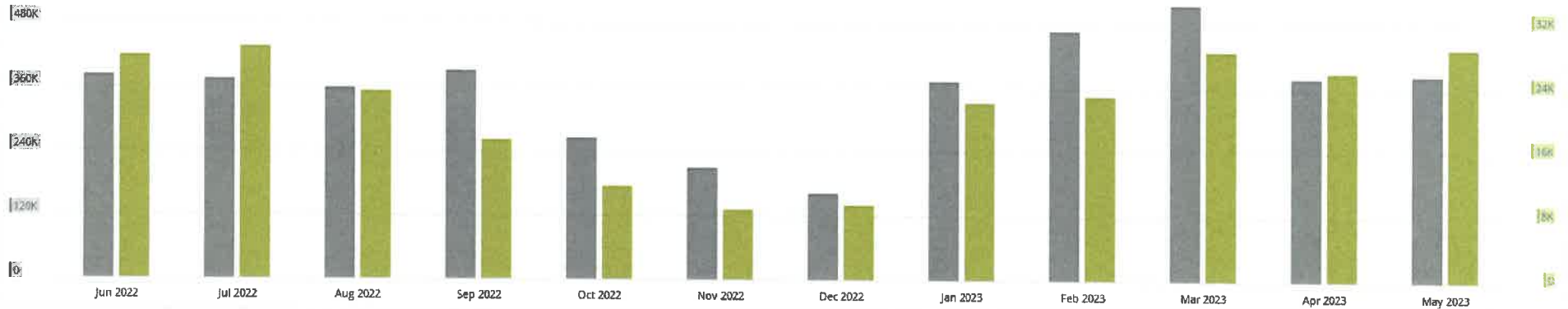
(Custom Range: 245,110)  
▼ -38.11% (-93,412)

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

# OUTERBANKS.ORG OVERVIEW

## Site Sessions by Channel - Trending

Sessions Goal Completions



### Total Sessions - Month Of

**383,932**  
 (Previous Month: 378,660)  
 + 1.39% (5,272)

### New Visits - Month Of

**280,228**  
 (Previous Month: 283,125)  
 - 1.02% (-2,897)

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

**114**  
 (Previous Month: 106)  
 + 7.39% (8)

### Organic Search Sessions - Month Of

**184,136**  
 (Previous Month: 168,247)  
 + 9.44% (15,889)

### Paid Media Sessions - Month Of

**130,910**  
 (Previous Month: 137,686)  
 - 4.92% (-6,776)

### Bounce Rate - Month Of

**58 %**  
 (Previous Month: 60 %)  
 + 3% (-2 %)

### Lodging Partner Referral Conversions - Month Of

**15,894**  
 (Previous Month: 14,767)  
 + 7.63% (1,127)

### eNews Sign Up Conversions - Month Of

**670**  
 (Previous Month: 635)  
 + 5.51% (35)

### Travel Guide Conversions - Month Of

**3,834**  
 (Previous Month: 5,251)  
 - 26.99% (-1,417)

CP



# EMAIL MARKETING INSIGHTS

- Nearly 127K emails were sent in May to the consumer marketing contact list and various workflow audiences with an overall average open rate of 23%.
  - May 2023's average open rate was up 126% over May 2022.
- The "Welcome email" continues to drive the strongest open rate results achieving a 49% open rate this month (+6 pts MoM).
- Amongst workflow audiences, "Foodie Workflow 3.0" continued to have the most emails sent with the strongest open while "Camping/RV Workflow 3.0" showed the highest CTR (opens) in May at 54%.

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

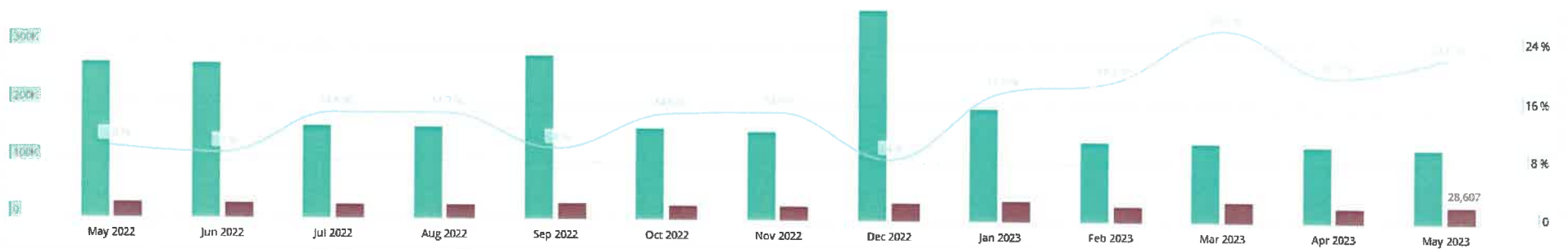
Message Send Name	# Sends ↓	# Opens	Open Rate	# Clicks	# CTR (Opens)
May 2023 OBX Email	121,145	26,286	21.70 %	4,286	16.31 %
Welcome Email Workflow	2,876	1,419	49.34 %	754	53.14 %
Foodie Workflow 3.0	581	209	35.97 %	97	46.41 %
Art, History and Culture Workflow 3.0	491	147	29.94 %	63	42.86 %
Family Workflow 3.0	363	133	36.64 %	70	52.63 %
Active Vacationer Workflow 3.0	357	122	34.17 %	54	44.26 %
Surfing Workflow	319	92	28.84 %	35	38.04 %
Birding Workflow	293	81	27.65 %	33	40.74 %
Fishing Workflow 3.0	234	72	30.77 %	33	45.83 %
Camping/RV Workflow 3.0	159	46	28.93 %	25	54.35 %
<b>Total</b>	<b>126,818</b>	<b>28,607</b>	<b>22.56 %</b>	<b>5,450</b>	<b>19.05 %</b>

1 - 10 of 10 Items



## Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



# PAID SEARCH INSIGHTS

## Google

- Conversion metrics saw improvements despite CTR and CPC performance declines MoM.
  - Cost per Click increased 6% to \$0.54.
  - Conversion rate improved from 6.95% to 7.46% and cost per conversion decreased 3% to \$7.17.

## Bing

- Bing also saw decreases in click metrics but improvements in conversion metrics compared to April.
  - Click through rate decreased from 4.09% to 3.10%.
  - Overall conversion rate saw a 38% increase from 5.92% to 8.14% and cost per conversion decreased 8% to \$4.26.

### Paid Search Performance - Month of

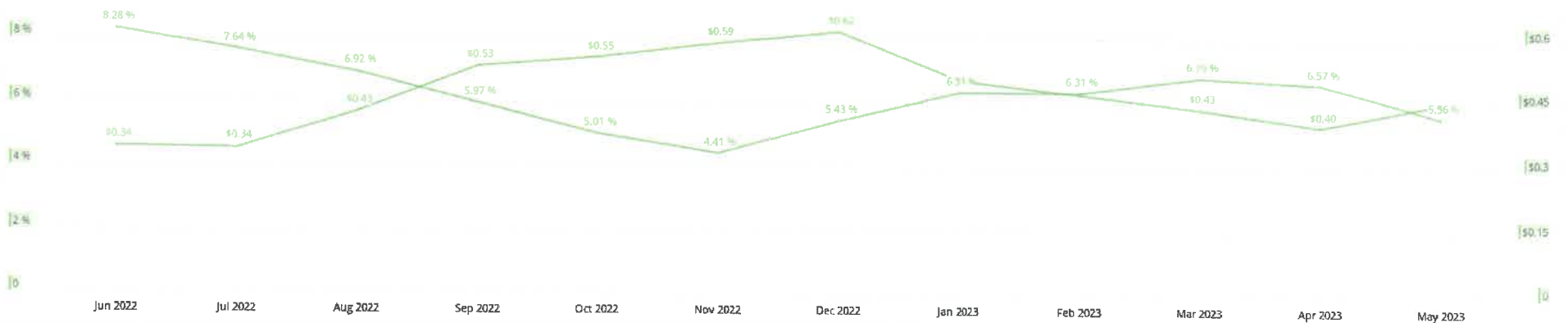
Site Name	# Impressions	# Clicks	# CTR	# CPC ↑	# Media Spend
Bing Ads	1,663,679	51,613	3.10 %	\$0.35	\$17,871
Google Search Network	383,249	62,099	16.20 %	\$0.54	\$33,235
<b>Total</b>	<b>2,046,928</b>	<b>113,712</b>	<b>5.56 %</b>	<b>\$0.45</b>	<b>\$51,106</b>

1 - 2 of 2 items



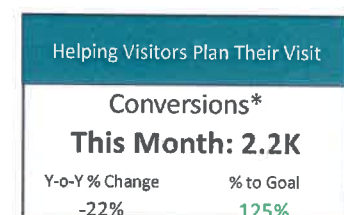
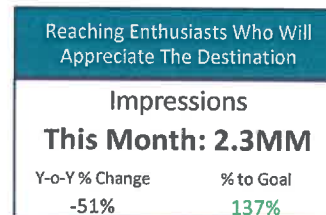
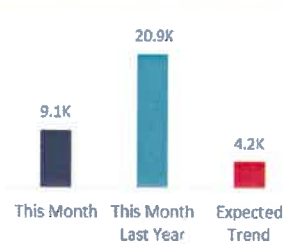
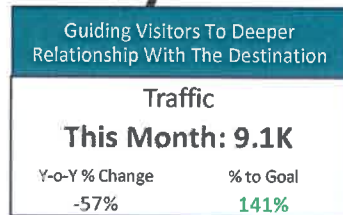
### Paid Search Performance - Trending

CTR CPC





# Executive Summary



## Strategy Overview:

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

## Monthly Highlights:

- Impressions, Traffic, and Engagements have surpassed end of year stretch goals while conversions – ending May at 14.9K cumulative conversions; just short of the 15K end of year stretch goal – are expected to exceed the stretch goal by the end of June.
- Implementation of the Mini Adventure Travel Guide performed efficiently, generating over 2K leads at a cost-per-lead of \$1.54 (compared to the >\$5 cost-per-conversion performance experienced throughout the fiscal).

## Next Steps & Recommendations:

- FY23/24 strategy will begin implementation in July to align with updated marketing objectives.
- Continue promoting the Mini Adventure Guide to generate on-platform leads and include a quarterly cadence into the upcoming strategy (focusing on a different segment each quarter).
- Continue to creatively tell stories of the Outer Banks that strategically include specific businesses and organizations without heavy feature/endorsement (e.g., Soft Shell Crab Week content).

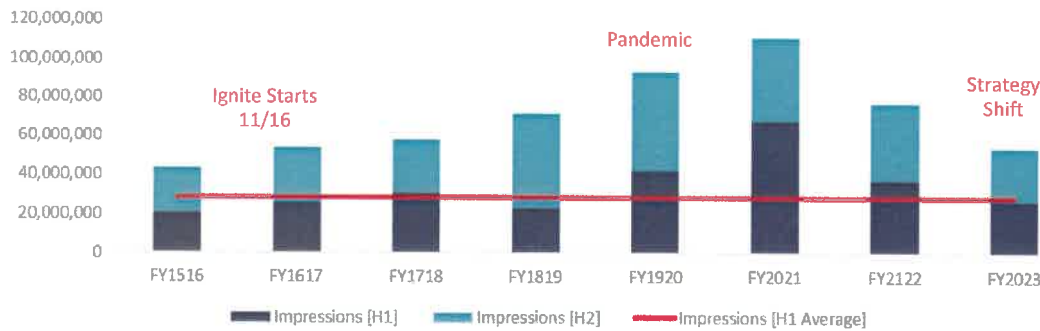
\*Website-conversions are experiencing abnormalities; while the cause is investigated Travel Guide conversion reporting has been replaced with Facebook-attributed conversions, which are to be viewed as a more-conservative representation.



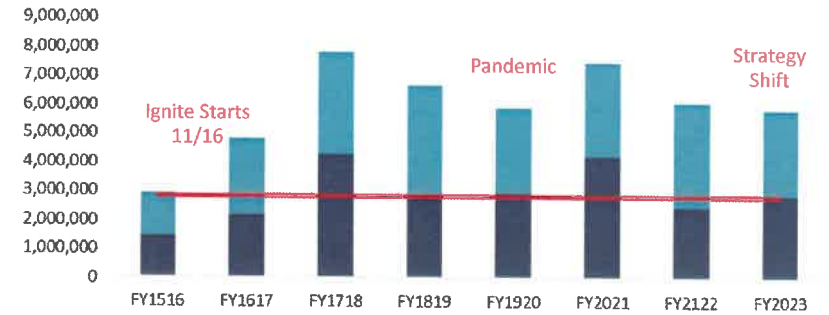
# OBX Social Performance FY15/16 – FY22/23

H1: July – December  
H2: January - July

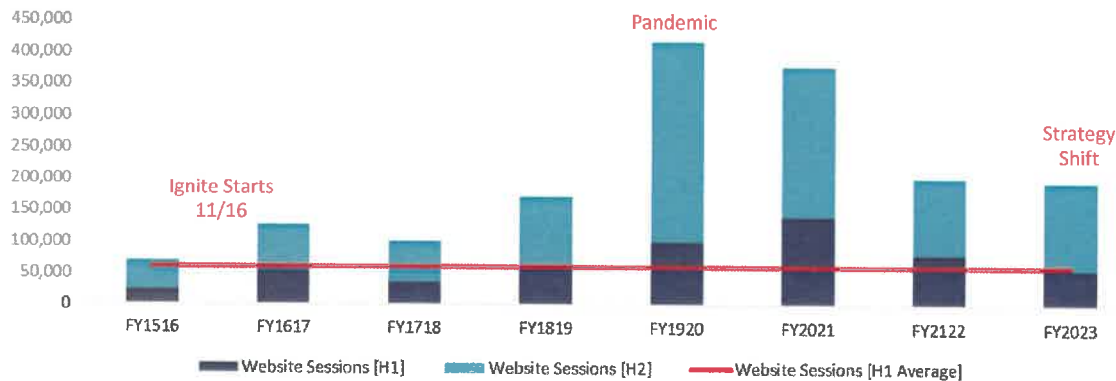
Y-o-Y Impressions



Y-o-Y Engagements



Y-o-Y Website Sessions from Social



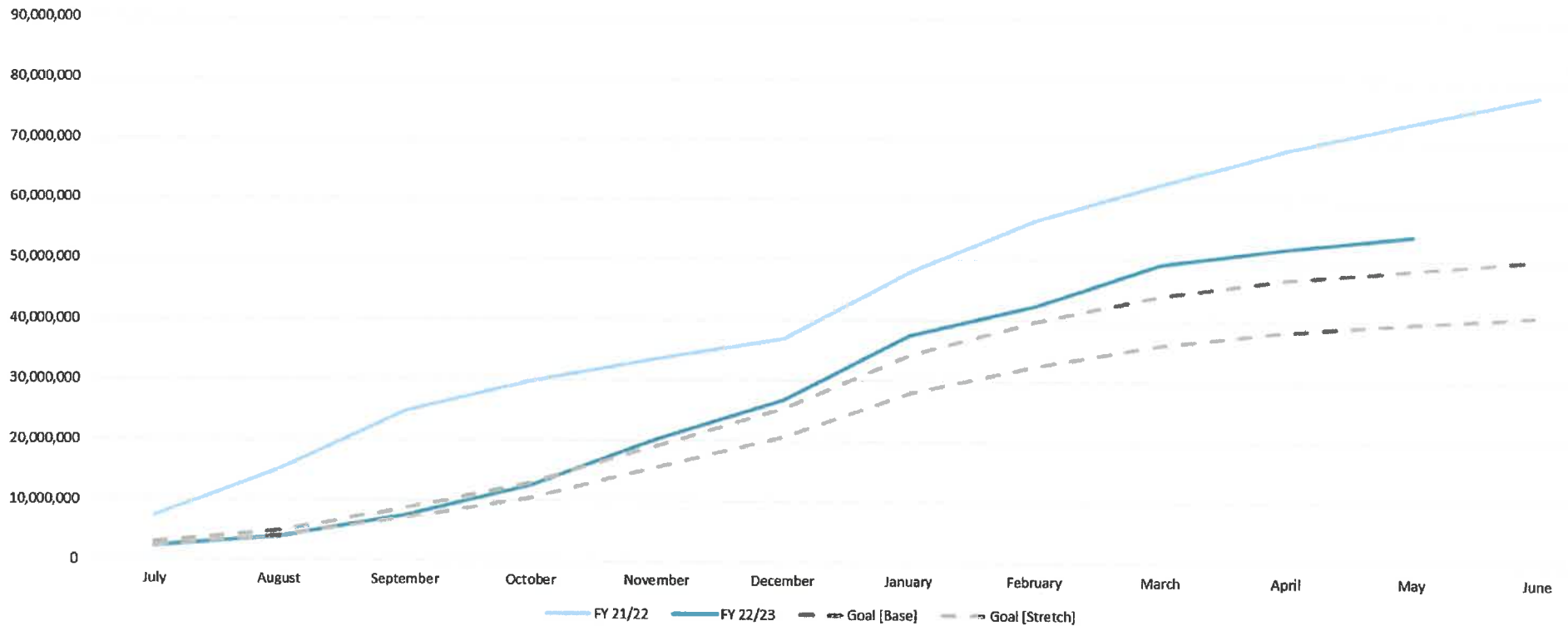
*FY2023 H2 is only represented by January-May 2023 Results*

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



# Connect

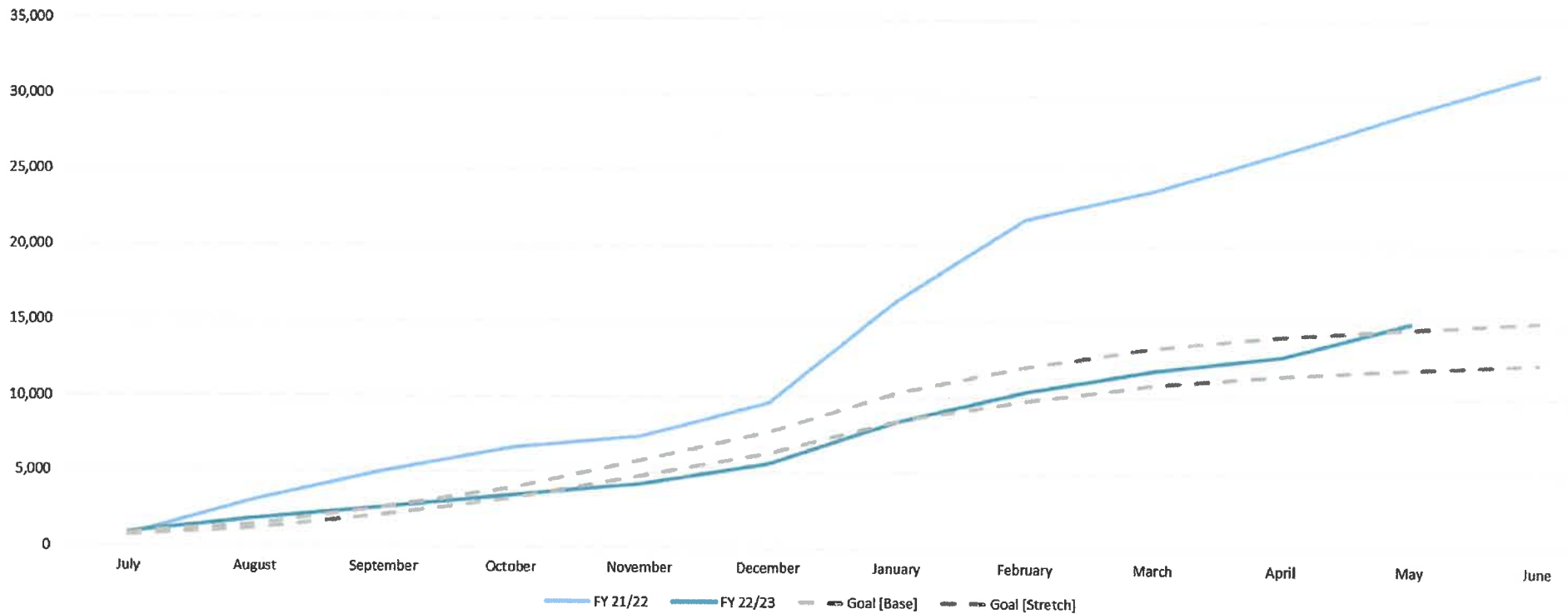
Impressions: Cumulative





# Drive Intent

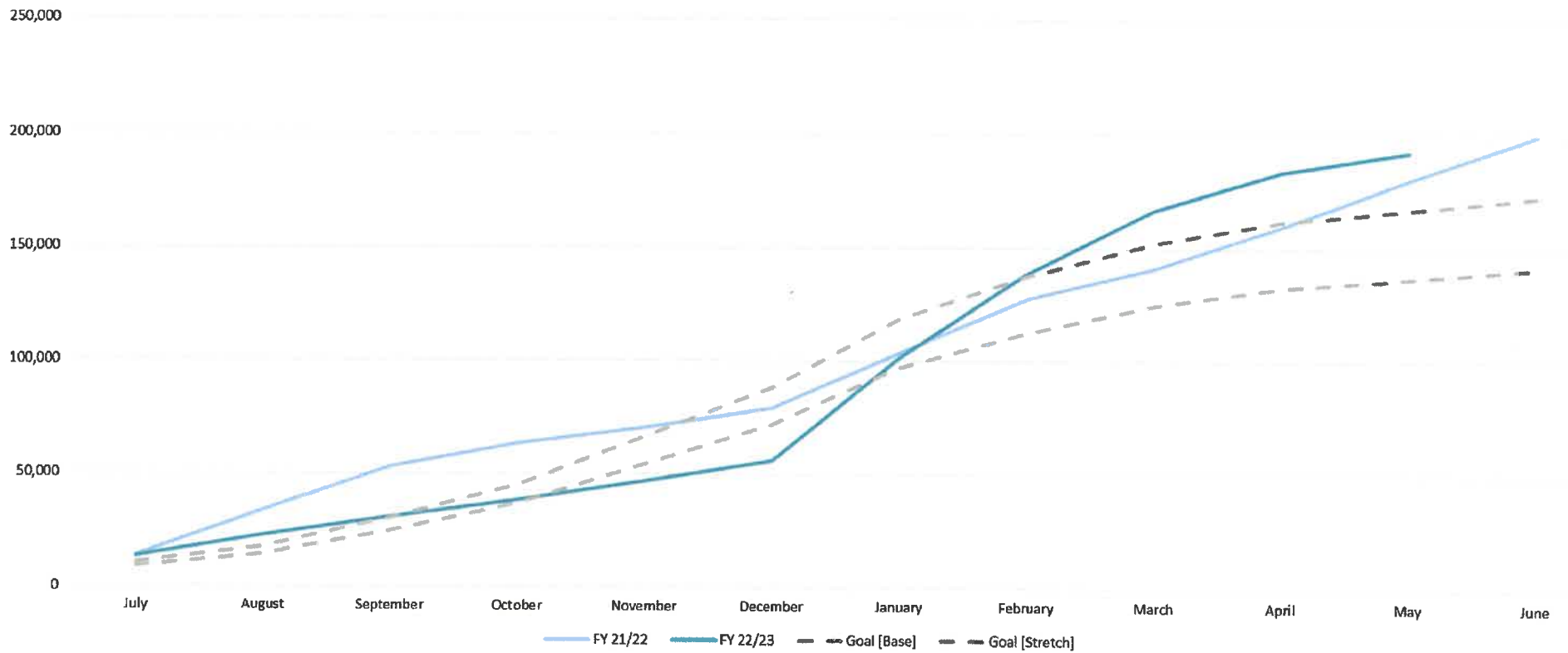
Conversions: Cumulative





# Convert

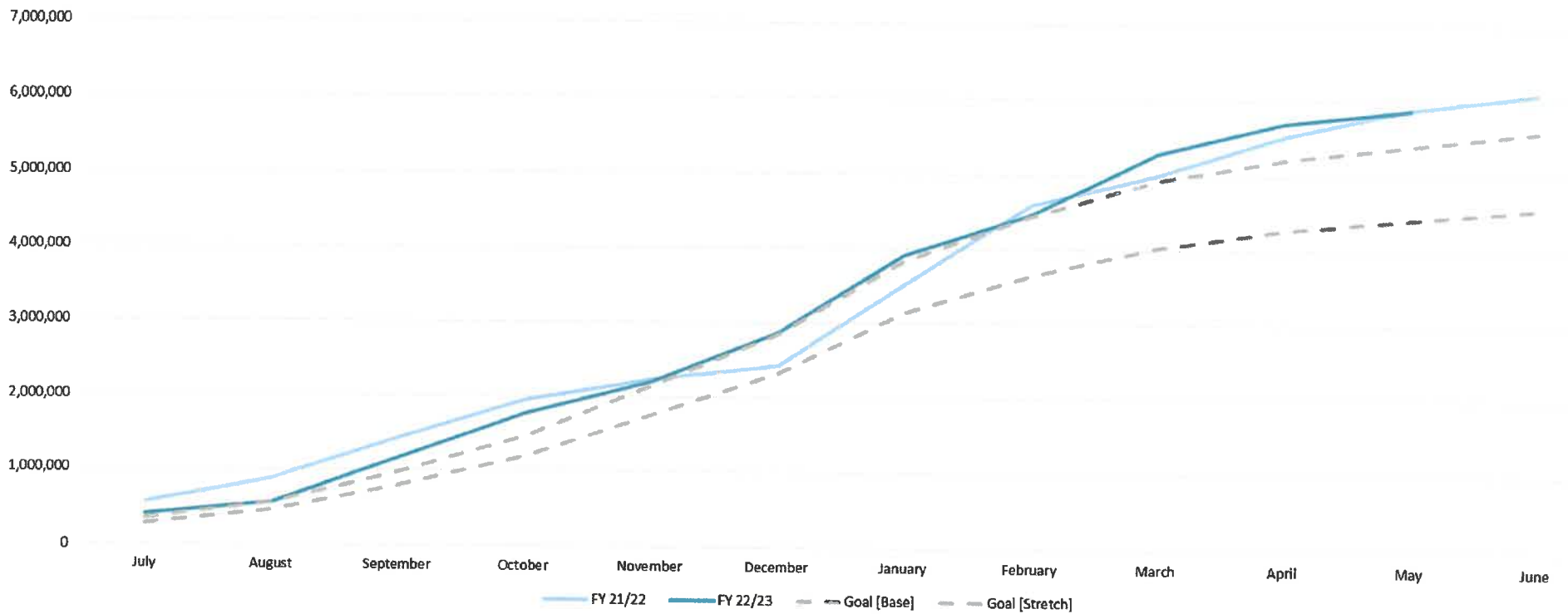
Traffic: Cumulative





# Engage

Engagements: Cumulative



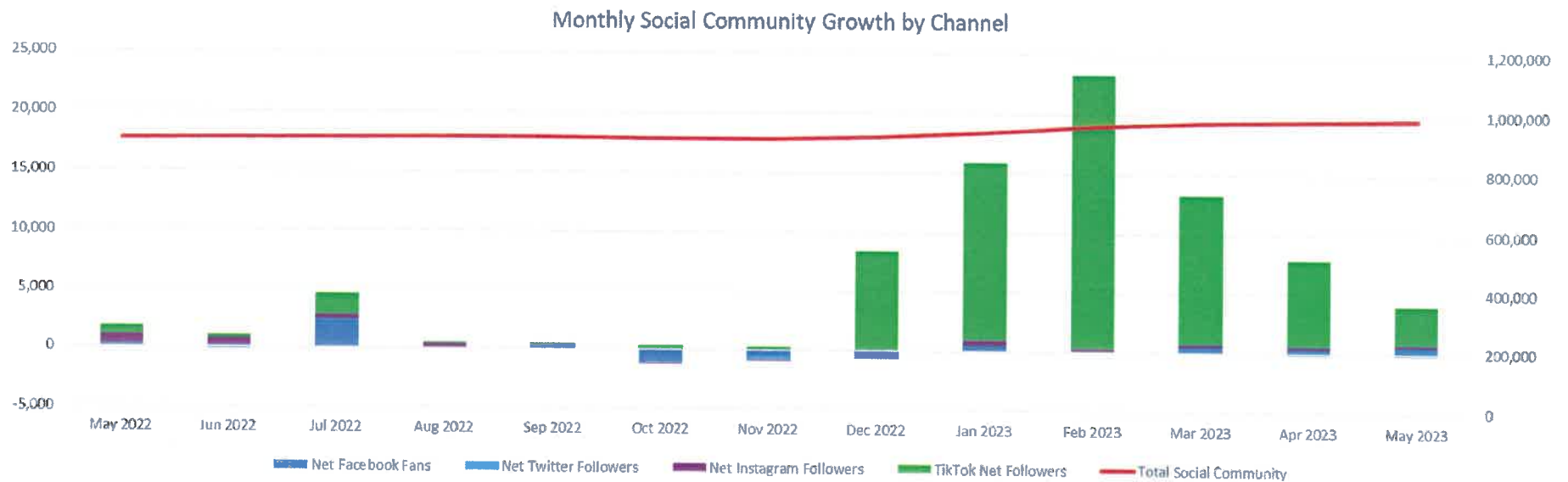




# Engage - Community Growth

## Highlights:

- Growth on TikTok continued to slow this month (partially due to seasonally reducing budget), though continues to generate a high volume of net new followers.



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

### Industry Relations | Outer Banks Visitors Bureau Fiscal 2023-24 Marketing & Initiatives Overview | Thursday, June 22 | 10:30am:

Join us as we present our marketing plan and initiatives for the Fiscal year 23/24.

[Click here to register.](#)

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#### Recent Trade Show Activity:

Tourism Sales recently attended US Travel's International POW WOW (IPW), May 20- 23, 2023, held in San Antonio, TX.

**WHAT IS US Travel's IPW:** US Travel Association's premier international marketplace and is the largest generator of Visit USA travel – this is not a typical trade show. This international travel tradeshow brought over 5,000 international tour operators, journalists and destinations from all over the world to the U.S. for three days of intensive pre-scheduled business appointments with more than 1,000 U.S. travel destinations and businesses from across the nation. With COVID-19 restrictions now lifted for entry to the U.S., international tour operators and media met to discuss getting international visitors back to the U.S. and North Carolina now that the country is fully open.

Outer Banks Visitors Bureau partnered with Visit NC for this marketplace. Our booth had 72 appointments with tour operators and media during the show.

We met with Hotelbeds who are a wholesale hotel bed bank that sells to the FIT operators.

The OBX had the following room nights:

21/22 FY: 528 room nights (6 properties participating)

22/23 FY: 567 (6 properties participating)

Tourism Sales is still working on compiling the leads from our appointments and will distribute them shortly.

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

## Future Trade Show Dates and Locations:

- August 22-25, 2023: NC Motorcoach & Virginia Motorcoach, Cherokee, NC
  - September 11-14, 2023: S.P.O.R.T.S Marketplace, South Bend, IN
  - November 12 – 15, 2023: National Tour Association, TREX 23, Shreveport, LA
  - December 4-7, 2023: Travel South International Show, Memphis, TN
  - December 14-15, 2023: AENC Marketplace, Raleigh, NC
  - January 13-16, 2023: American Bus Association Annual Marketplace, Nashville, TN
  - March 17-19, 2024: Visit NC 365, Greenville, NC
  - March 20 – 24, 2024: STS Domestic Showcase, Little Rock, AR
  - May 3-7, 2024: US Travel's IPW, Los Angeles, CA
- 

## Soundside Event Site | Soundside Markets:

Held every other Wednesday from 10am – 2pm:

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

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

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## The Soundside Event Site:

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

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## FAM Tour:

Tourism Sales recently hosted Jennifer Horan of [Globus Journeys](#), June 5 – 8<sup>th</sup>. Globus offers high-end group tours and travel. Globus goes beyond typical tours; they like to introduce their clients to local legends and local experiences not found on just any map. Jennifer is working on putting together an experiential type of tour for the OBX for the Fall of 2024.

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

### 2023 Soundside Event Site Schedule

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

## Outer Banks Visitors Bureau

### PUBLIC RELATIONS REPORT: June 2023

#### PRESS RELEASE

**Outer Banks Soft-Shell Week Crowns Best Crab** | May 26, 2023 - The Outer Banks Visitors Bureau announces the winner for the inaugural Outer Banks Soft-Shell Week. We would like to congratulate Basnight's Lone Cedar Café for receiving 186 votes and taking home the 2023 Outer Banks Soft-Shell Week Best Dish Trophy. "Thank you to all of our 19 restaurants for jumping on board with us to create an authentic cuisine event experience for locals and visitors, celebrating our native blue crabs and the foodie frenzy that surrounds their May molt," says Executive Director Lee Nettles. "There were a lot of surprising recipes for folks to try on the Soft-Shell Week trail that is still available on the event website [SoftShellWeek.com](https://www.softshellweek.com)"

#### BEST LISTS

**Dr. Beach** | May 2023 "Buxton's Lighthouse Beach #5 among 'Top 10 Beaches'" Lighthouse Beach, in Buxton and part of Cape Hatteras National Seashore, is #5 among the [2023 Top 10 Beaches](#). Determined by "Dr. Beach," a.k.a. Dr. Stephen Leatherman, the annual ranking rates beaches on criteria such as water and sand quality as well as safety and environmental management. <https://bit.ly/43H2yaM>

**Travel + Leisure** | March 2023 "15 Best Weekend Beach Getaways in the US" the Tar Heel State was chosen as one of the 15 best beach destinations for a weekend trip in the U.S. Travel + Leisure searched for the best beach weekend getaways in the country, destinations that aren't too far a drive from your every day life but that will still be a nice quick trip away from the hustle and bustle of a city. According to the site, North Carolina's very own Outer Banks is one of the best places to go for a weekend trip to a place filled with sun, sand and surf. <https://bit.ly/3oCuyx8>

#### EARNED MEDIA

**Fox 5 DC** | May 2023 "Visiting the Outer Banks" interviewed Aaron Tuell for morning news. Aaron shared the new Outer Banks Visitors Bureau led Long Range Tourism Management Plan and the partnership with local non-profits with voluntourism opportunities in the new Get Involved section of OuterBanks.org <https://bit.ly/3IOOunc>

**NBC Today Show** | Apr 27, 2023 "Hot Travel Destinations and Last Minute Vacation Deals" Contributor and travel expert Dayvee Sutton, whom we have worked with before, connected with Aaron and the PR team for Expedia hotel deal content during the morning show. OBVB provided b-roll also. <https://bit.ly/3ImvdJB>

**Better Homes & Gardens** | Jun 2023 "Shore Things" We hosted travel contributor Jenn Rice a few years ago and she's written a few pieces since then in the food space. Here she talks about the entire Outer Banks as a road trip destination.

**MSN.com** | May 2023 "Small Town Vines, Big Time Beauty: 10 of America's Underrated Coastal Small Towns Revealed" The roundup, created by [Savoteur.com](https://www.savoteur.com) and posted at MSN.com, connects Nags Head and Southport to their TV and movie fame while reflecting on the historic beauty of Edenton. With recommendations for things to see and do and places to stay and dine, the coverage brings a reach of more than 215 million unique visitors per month. <https://bit.ly/3BWa59F>

**WTKR** | May 2023 “Where will Outer Banks tourism be in a decade?” LRTMP public reveal meeting covered by the Hampton Roads new station with quotes from Lee Nettles. After considering global tourism trends and garnering local input, a consulting firm working with the Outer Banks Visitors Bureau presented a “Long-Range Tourism Management Plan” on the evening of May 24 at the Ramada Plaza Oceanfront. The plan outlines what is characterized as a “moderate, balanced approach.” <https://bit.ly/3Cl9uPb>

**US Weekly** | May 2023 “Dawson Creek, One Tree Hill and more filming locations” This is an article that resulted from the Outer Banks Visitors Bureau PR team hosting the pop culture journalists during the VisitNC Film Fam last month.  
<https://bit.ly/3C8YZhg>

**Our State** | June 2023 “The Beach Road: A Stop- by-Stop Guide to exploring NC Highway 12” We assisted writer Katie King for the destination deep dive to curate this article.  
<https://bit.ly/42qqUV9>

**Destinations** | May 2023 “Aaron and Tourism Sales and Events Manager Lorrie Love collaborated on a City Guide column of the official magazine of American Bus Association. It featured key experiences for the Group market and is scheduled to appear in the June2023 issue.”

**Weather Channel** | May 2023 “The Outer Banks Visitors Bureau PR team provided Lighthouse Beach photos and b-roll to use in a weekend segment on Dr. Beach’s 2023 selection.”

#### IN DEVELOPMENT

**Our State** | Aug 2023 “Jockey’s Ridge is a “NC Icon” for the upcoming August issue. The PR team provided beauty shots, plus photo options of the Outer Banks Kite Festival. Also connected the magazine with for photo options of the new Jockey’s Trail.”

**Destinations** | May 2023 “Aaron and Tourism Sales and Events Manager Lorrie Love collaborated on a City Guide column of the official magazine of American Bus Association. It featured key experiences for the Group market and is scheduled to appear in the June2023 issue.”

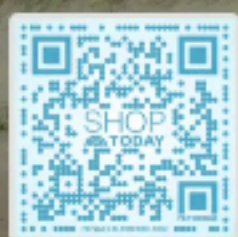
#### PRESS TRIPS

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

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

#### MEDIA MARKETPLACES

**IPW** | May 21-24, 2023 “IPW is the travel industry’s premier international marketplace and much more than a typical trade show. In 2022 International spending was up 170 percent compared to 2021. It’s expected that number will only increase with more international flights added in the last year to the state. Aaron had a full slate of appointments from Canada and the UK media in San Antonio, TX.”



# OUTER BANKS, NC



## Hot travel destinations and last minute vacation deals



April 27, 2023

Expedia's new Deprivation Vacation Report shows that Americans take the fewest vacation days annually compared to the rest of the world so travel expert Dayvee Sutton shares budget friendly tips to book your next trip from beach vacations to sightseeing around a new city.

**SHOP: Feeling vacation deprived? A travel expert shares her top picks for a budget-friendly trip**



How to score a deal on Memorial Day weekend travel



Shop latest tech and services: Pet communicator, prepped meals



How goats are being used to combat wildfires before they happen



# Hot travel destinations and last minute vacation deals



April 27, 2023

Expedia's new Deprivation Vacation Report shows that Americans take the fewest vacation days annually compared to the rest of the world so travel expert Dayvee Sutton shares budget friendly tips to book your next trip from beach vacations to sightseeing around a new city.

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**LIVE**

Visiting the Outer Banks

4 minutes left

**BEACH WEEK**

**FOX 5** AARON TUELL / OUTER BANKS VISITORS BUREAU

8:31 58° FREDERICK FAIR 49° WEATHER SPORTS

# Visiting the Outer Banks

Aaron Tuell from the Outer Banks Visitors Bureau joined us with all the fun things to do in North Carolina's Outer Banks this summer!

## Shore THINGS

We're taking the family beach vacay on the road this summer. It's time to shuffle your playlists, load the car or camper, and cruise one of these scenic shoreline routes.

The Ocracoke Campground at Cape Hatteras National Seashore on Ocracoke Island can accommodate RVs under 40 feet.

### The Outer Banks of North Carolina

Adventure awaits along this unspoiled stretch of barrier islands where wild horses run free and secluded beaches are the norm. Start in Corolla, work your way south to Kitty Hawk, wind through Avon and Buxton, and finish in Ocracoke.

**See + Do** In Corolla, climb 220 steps to the top of Currituck Beach Lighthouse. In Kitty Hawk, thrill-seekers head to Kitty Hawk Kites Hang Gliding School to soar over Jockey's Ridge State Park for aerial views of the coast. Grounded travelers can check out the mostly open-air Wright Brothers National Memorial, where Wilbur and Orville made their first successful flight in December 1903.

Rent a kayak from OceanAir Sports in Avon and begin the day on Pamlico Sound. In Ocracoke, pedal to South Point beach to comb for whelks and moon shells (rent bikes from Ocracoke Beach Outfitters). Get your

history fix at the 200-year-old Ocracoke Lighthouse or the Ocracoke Preservation Society Museum.

**Eat** In Kitty Hawk, fresh Barrier Island Bagels or a high stack at Stack 'Em High Pancakes are solid a.m. starts. Trio Restaurant & Market offers a fun bistro menu, wine bar, and gourmet market. Or tuck into crab cakes or shrimp and grits at the Black Pelican, housed in a historic former U.S. Life-Saving Service station.

Day-trip to Roanoke Island for a tour and cocktail at Outer Banks Distilling in historic downtown Manteo, and don't miss the freshest local seafood at O'Neal's Sea Harvest in Wanchese (try the soft-shell crab BLT). When you get to Buxton, stop by Orange Blossom Bakery & Cafe for Apple Ugliers (their signature fritter) and have lunch at Diamond Shoals Restaurant before catching the ferry to Ocracoke. Once there, slurp down oysters at Ocracoke Oyster Co. on the NC Oyster Trail, grab a coffee at Ocracoke Coffee Co., and hit Flying Melon for Creole and Southern fare.

**Stay** On the front end of your drive, post up at the Sanderling Resort in Duck, featuring airy, chic accommodations situated between the Atlantic Ocean and Currituck Sound. On the south end, The Ocracoke Harbor Inn is charming, with picturesque water views.

**Park** If you're camping or RVing, park at Ocracoke Campground, where the beach is a stone's throw away and you can gaze at the Milky Way in dark, clear skies.

● Follow the accessible boardwalk trail at Currituck Banks Reserve, below, in Corolla, NC, for bird-watching, local flora, and views of Currituck Sound.



● Haystack Rock, just offshore at Cannon Beach, right, is one of the most recognizable landmarks along the Oregon coast.

● The wreck of the *Peter Iredale*, below, a four-masted steel ship that went aground in 1906, sits just beyond the parking lot at Fort Stevens State Park near Astoria, OR.



## Oregon's Pacific North Coast

This route is for awe-seekers, foodies, and '80s film buffs (you'll recognize Cannon Beach from *The Goonies*). Start in Astoria, where the Columbia River meets the Pacific Ocean, then meander down the coast toward Cannon Beach and Tillamook.

**Stretch Your Legs** Around Astoria, take in coastal views and the mouth of the Columbia River at Fort Stevens State Park, where you can also explore the *Peter Iredale* shipwreck site. Fans of design will enjoy Flavel House, a Queen Anne-style Victorian mansion built in 1885. The Astoria Riverwalk, stretching along the city's waterfront, is a scenic spot for a bike ride.

As you hug the rugged coastline down Hwy. 101, plan to pull on hiking boots at Ecola State Park for 2½ miles of coastline views and forests via the Clatsop Loop Trail. And don't miss a visit to Haystack Rock at Cannon Beach, a seasonal haven for tufted puffins (April through early July). In Tillamook, outdoorsy types should head to Cape Lookout State Park for hiking, a stroll on the park's family-friendly Nature Trail, or some low-key beachcombing.

**Eat** Everything's fish-to-fork in Astoria. Put these standout spots on the agenda: Busu, a Japanese walk-up window; Fede for handmade, seasonal pasta; and Bowpicker for drool-inducing fish and chips. In Cannon Beach, check out Sea Level Bakery + Coffee, grab a handmade pizza at Surfcrest Market, and satisfy your sweet tooth with Oregon ice cream from Suzy's Scoops. If a tasting tour is your kind of itinerary, organize your stops following the North Coast Food Trail ([northcoastfoodtrail.com](http://northcoastfoodtrail.com)). The self-guided route



represents dozens of local fisheries, farms, creameries, breweries, and more—with lots of spots along the coast between Astoria and Tillamook.

**Stay** In Astoria, the Bowline Hotel features river views, barrel saunas, cozy fireplaces, and complimentary bikes. Or rest and relax 600 feet into the Columbia River at Cannery Pier Hotel & Spa. Reason enough to book a room at The Ocean Lodge: Cannon Beach sunsets.

**Park** For campers, Fort Stevens State Park on the coast is engulfed in nature.

## Lake Michigan from Saugatuck to Leland

Start your exploration of this picturesque shoreline with a couple of days in Saugatuck on Lake Michigan's southeastern shore. Then cruise through charming little towns along US-31 through Manistee and connect with Hwy. M-22 to trace the water as you make your way up to your second home base in Leland.

**Explore** In downtown Saugatuck, hop on the hand-cranked Saugatuck Chain Ferry to cross the Kalamazoo River to Mt. Baldhead, where you can make the steep climb up 300-plus stairs for panoramic views. Afterward, cool down in the clear waters at Oval Beach or drive a few miles north and tour the Felt Mansion, a Georgian estate completed in 1928.

Between Saugatuck and Holland, Saugatuck Dunes State Park features 1,000 acres of natural sand dunes and wooded trails, plus Instagram-worthy views of Lake Michigan. Anywhere along the lake, search for the distinctive pudding stones (a type of dotted quartzite prevalent in the state).

When you get to Leland, wander the fishing shanties and shops along the river in the historic Fishtown district. Gear up at Crystal River Outfitters for a kayak or stand-up paddleboarding session along Sleeping Bear Dunes lakeshore. And don't miss a sunset stroll on Van's Beach.

**Detour** From the dock in Fishtown, catch the ferry to North Manitou Island to explore 15,000 acres of wilderness and wildlife, including bald eagles.

**Eat** In Saugatuck, linger over carrot cake pancakes and perfectly cooked eggs at Grow Café + Bistro or fuel up on the go with barrel-aged nitro coffee and a breakfast sandwich from Uncommon Coffee Roasters. For dinner, local fried white fish and chips from Mermaid Bar & Grill are a must. Or check out Pennyroyal Cafe & Provisions, a hip eatery and bakery.

En route to Leland, stop in Manistee for local beers and grub at North Channel Brewing Co. Then follow the locals in Leland to Carlson's Fishery where you can pick up a selection of their smoked fish.



●  
Stretch your legs and feel the sand between your toes on nearly 100 miles of designated hiking trails at Sleeping Bear Dunes National Lakeshore, *above*, near Empire, MI.



●  
The Historic District in Leland, MI, includes the commercial fishing area known as Fishtown, *above*, which was listed on the National Register last year.

**Stay** Lake Shore Resort, 3 miles from downtown Saugatuck, is a beautifully renovated midcentury motor inn with private lake access and amenities that include bikes and kayaks to borrow and complimentary yoga classes overlooking the lake. On the north end of the trip, check into The Riverside Inn, a landmark downtown boutique hotel and restaurant on the Leland River.

**Park** If you're doing the van life thing, book a full-service site at Lake Leelanau RV Park southeast of Leland. Hiking, kayaking, and fishing are at your fingertips, and the park offers boat and paddleboard rentals, plus free wagon rides in the summer. ■



Credit: Shutterstock (2)

## Odyssey to the Outer Banks

Wilmington and Southport aren't the only locations that have provided an ideal setting for projects. If you're in the mood for romance, look no further than Rodanthe, located on Hatteras Island in the dreamy OBX — the same barrier islands that inspired the hit Netflix series, *Outer Banks*. The exterior of the inn made famous in 2008's *Nights in Rodanthe* starring **Richard Gere** and **Diane Lane** are actually of The Inn at Rodanthe, formerly known as Serendipity. (The beachfront property was relocated in 2010 after it ended up in the Atlantic Ocean.) The film, based on **Nicholas Sparks'** love story by the same name, also filmed on the Hatteras Island Fishing Pier.