

DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, MAY 19, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
ONE VISITORS CENTER CIRCLE  
MANTEO, NC 27954

**AGENDA**

- I. Call to Order
- II. Pledge of Allegiance & Moment of Silence
- III. Approval of Agenda
- IV. Approval of Minutes from the April 28, 2022 Meeting
- V. Public Comments
- VI. **9:15 A.M.** Public Hearing for Dare County Tourism Board Proposed Fiscal Year 2022-2023  
Budget-Budget & Finance Chair
- VII. Chair/Steering Committee Report
  - 1. Tourism Impact Grant Extension Request-Town of Manteo
- VIII. Budget & Finance Report
  - 1. Monthly Reports
  - 2. Proposed Budget for Fiscal Year 2022-2023
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
  - 1. Southern Shores/Mid Currituck Bridge Amicus Brief Discussion
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES  
DARE COUNTY TOURISM BOARD  
THURSDAY, APRIL 28, 2022  
9:00 A.M.  
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES  
MANTEO, NC 27954**

**ATTENDING:**

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

**Via GoToMeeting:** Mike Siers

**EXCUSED ABSENCE:** Jamie Chisholm, Secretary.

**STAFF (in person):**

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

**OTHERS ATTENDING:**

**Via GoToMeeting:** None.

**In-Person:** Mary Helen Goodloe Murphy, Outer Banks Scenic Byways; Elizabeth Morey, Mayor, and Cliff Ogburn, Town Manager, Town of Southern Shores; Charlotte Walker, Councilwoman, and Andy Stewart, Town Manager, Town of Kitty Hawk; Chuck Still, Executive Director, The Lost Colony; Philip Ruckle, The Coastland Times.

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

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

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

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

**APPROVAL OF MINUTES:** Ms. Thibodeau moved to approve the meeting minutes from March 17, 2022 meeting. Second by Ms. Ingram. There was no discussion.

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

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

**PRESENTATION:** Southern Shores Town Manager Cliff Ogburn presented results of a traffic study conducted within the town limits (attachment A) and discussed potential measures the town could take to reduce the impact of traffic on residential streets. Mayor Morey played a traffic messaging video the Town produced.

**PUBLIC COMMENTS:** Chuck Still, Executive Director of The Lost Colony introduced himself and provided an overview of the upcoming season at the theater. There were no written comments received.

**CHAIR/STEERING COMMITTEE REPORT:** The Board watched a short video describing the Wright Brothers Tribute Museum, then Town of Kitty Hawk Councilwoman Charlotte Walker spoke about the project, from timing and funding to programming and if the welcome function would still exist, and if so, who would build the welcome center.

Lee Nettles reviewed the recommended long-term unappropriated grant award in the amount of \$200,000.00 to help construct phase 1 of 4.41 miles of multi-use path along NC 12, noting the County is seeking a national grant to cover the remaining amount for this phase.

Mr. Bateman moved to approve the long-term unappropriated grant award to the Outer Banks Scenic Byways in the amount of \$200,000. Second by Mr. Robinson. There was no discussion.

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

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

Lee Nettles reviewed the Tourism Impact Grant extension request from the Town of Kill Devil Hills. Mr. Charalambous moved to approve the extension to June 30, 2023 for the Town of Kill Devil Hills. Second by Ms. Thibodeau. There was no discussion.

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

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

**BUDGET AND FINANCE REPORT:** Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2021-2022 are up 18.51% compared to 2020-2021 actual receipts.

**FISCAL YEAR 2022-23 PROPOSED BUDGET:** Diane Bognich reviewed the proposed budget for Fiscal Year 2022-2023. The Chair noted the COLA, then asked if there had been a recent pay study (noting the last study is about 10 years old). The Board discussed COLA and performance pay, and asked staff to gather information/costs for a salary study before calling a personnel committee meeting.

Ms. Thibodeau moved to set the Public Hearing for Fiscal Year 2022-2023 Budget for May 19, 2022 at 9:15 a.m. at the Outer Banks Visitors Bureau Administrative Offices. Second by Mr. Charalambous.

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

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

**OUTER BANKS VISITORS BUREAU UPDATES:** Lee Nettles gave an overview of the marketing strategic direction for Fiscal Year 2022-2023 (attachment B) and noted that staff was prepared to select a firm for long range planning. He then gave a briefly touched on groups travelling to the Outer Banks, events, and recent media coverage.

**OLD BUSINESS:** Lee Nettles reviewed the previous actions of the Board, allowing staff to move forward with a partner to apply for the PARTF grant. To apply, the County must show either ownership or legal interest in the boardwalk. Legal Counsel has drafted an easement showing that legal interest for 25 years and a Memorandum of Understanding that the Board/Bureau will pay for construction and maintenance of the boardwalk and surrounding area.

Mr. Bateman moved to grant the Chair and Executive Director to negotiate any edits, approve and execute the easement and Memorandum of Understanding with the County. Second by Mr. Holland. There was no discussion.

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

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

Lee Nettles and Jay Wheless reviewed the opinion from Parker Poe regarding the Board's enabling legislation and using restricted fund monies to build (and/or manage) an event center. The opinion was favorable, stating that the enabling legislation supported the use of the restricted fund for building and/or managing an event center.

**NEW BUSINESS:** The Board reviewed Resolution 2022-2, *Supporting Construction of the Mid Currituck Bridge and Its Continued Inclusion in the State of North Carolina Transportation Improvement Plan* (attached document are incorporated herewith and are hereby made a part of these minutes).

Mr. Charalambous moved to adopt Resolution 2022-2. Second by Ms. Thibodeau. There was no discussion.

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

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

Mr. Holland noted that the Town of Southern Shores filed an amicus brief, noted other towns were signing onto the brief, and asked if the Tourism Board would sign on as well. The Board discussed what would be involved and what costs would be incurred. The Board reached consensus to let legal counsel review the brief and report back to the Steering Committee and allow Steering Committee to make the decision.

The Chair asked if the Board wanted a resolution in support of the Wright Brothers Tribute Museum. While many of the members felt the museum was a good idea, there were still too many unknowns about the welcome center function to decide on a resolution at this time. This matter will come back to the Board at later meetings.



**BOARD MEMBER COMMENTS:** There were no Board member comments.

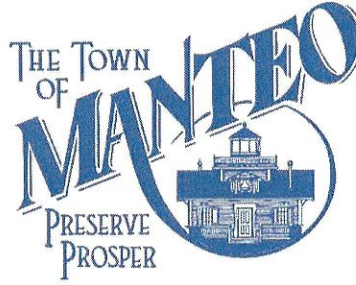
**SET DATE, TIME, AND PLACE OF NEXT MEETING:** The next meetings are scheduled for 9:00 a.m. on Thursday, May 19, 2022 and Thursday, June 30, 2022 in the Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the Chair adjourned the meeting at 11:01 a.m.

**ATTESTED:**

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Clerk, Dare County Tourism Board



April 26, 2022

At their May 10th meeting, the Steering Committee recommended granting an extension to October 31, 2022

Ms. Diane Bognich  
Director of Administration  
Outer Banks Visitors Bureau  
1 Visitors Center Circle  
Manteo, NC 27954

Re: Town Common Phase 2

Dear Ms. Bognich:

On behalf of the Town of Manteo, I am writing to respectfully request an extension for the Town Common Phase 2 Grant Contract.

The bid for Town Common Phase 2 had an original bid date of January 11, 2022. On that bid date, we only received one bid from AR Chesson. We did not accept that bid. We readvertised the project for rebid on January 18, 2022 and received one bid which was from AR Chesson. We opened the bid.

At their February 2, 2022 meeting the Town's Board of Commissioners authorized me to negotiate a contract for a total \$432,690 with AR Chesson Construction. The engineer issued a Notice to Proceed on or around March 7, 2022. A building permit was issued on March 16, 2022. Construction is well underway and our building inspectors plan to inspect the slab of the building tomorrow.

The construction period for this project is 120 days, which should have this project wrapping up by the end of July 2022. Our engineer and project manager for this project, Mr. John Delucia, has recommended that the Town request a 6-month extension from the Outer Banks Visitors Bureau.

Thank you so much for your consideration. Please do not hesitate to contact me should you have any questions or need additional information. I can be reached at 252-473-4112 or [mdickerson@manteonc.gov](mailto:mdickerson@manteonc.gov).

Best Regards,

Melissa Dickerson  
Town Manager







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

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
<u>JUNE EARNED</u>	<b>OCCUPANCY</b>	\$1,055,895.00	\$1,276,821.42	\$220,926.42	20.92%
<u>JULY RECEIVED</u>	<b>MEALS</b>	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,376,370.00	\$1,761,386.20	\$385,016.20	27.97%
<u>JULY EARNED</u>	<b>OCCUPANCY</b>	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
<u>AUGUST RECEIVED</u>	<b>MEALS</b>	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
<u>AUGUST EARNED</u>	<b>OCCUPANCY</b>	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
<u>SEPT RECEIVED</u>	<b>MEALS</b>	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
<u>SEPTEMBER EARNED</u>	<b>OCCUPANCY</b>	\$471,670.00	\$717,839.65	\$246,169.65	52.19%
<u>OCT RECEIVED</u>	<b>MEALS</b>	<u>\$241,835.00</u>	<u>\$381,874.96</u>	<u>\$140,039.96</u>	<u>57.91%</u>
		\$713,505.00	\$1,099,714.61	\$386,209.61	54.13%
<u>OCTOBER EARNED</u>	<b>OCCUPANCY</b>	\$224,335.00	\$437,385.81	\$213,050.81	94.97%
<u>NOV RECEIVED</u>	<b>MEALS</b>	<u>\$185,505.00</u>	<u>\$283,579.71</u>	<u>\$98,074.71</u>	<u>52.87%</u>
		\$409,840.00	\$720,965.52	\$311,125.52	75.91%
<u>NOVEMBER EARNED</u>	<b>OCCUPANCY</b>	\$98,630.00	\$103,833.12	\$5,203.12	5.28%
<u>DEC RECEIVED</u>	<b>MEALS</b>	<u>\$117,835.00</u>	<u>\$144,517.86</u>	<u>\$26,682.86</u>	<u>22.64%</u>
		\$216,465.00	\$248,350.98	\$31,885.98	14.73%
<u>DECEMBER EARNED</u>	<b>OCCUPANCY</b>	\$48,600.00	\$191,666.48	\$143,066.48	294.38%
<u>JAN RECEIVED</u>	<b>MEALS</b>	<u>\$93,525.00</u>	<u>\$172,557.93</u>	<u>\$79,032.93</u>	<u>84.50%</u>
		\$142,125.00	\$364,224.41	\$222,099.41	156.27%
<u>JANUARY EARNED</u>	<b>OCCUPANCY</b>	\$72,280.00	\$320,768.60	\$248,488.60	343.79%
<u>FEB RECEIVED</u>	<b>MEALS</b>	<u>\$67,970.00</u>	<u>\$93,580.41</u>	<u>\$25,610.41</u>	<u>37.68%</u>
		\$140,250.00	\$414,349.01	\$274,099.01	195.44%
<u>FEBRUARY EARNED</u>	<b>OCCUPANCY</b>	\$54,705.00	\$170,200.72	\$115,495.72	211.12%
<u>MARCH RECEIVED</u>	<b>MEALS</b>	<u>\$79,630.00</u>	<u>\$131,328.38</u>	<u>\$51,698.38</u>	<u>64.92%</u>
		\$134,335.00	\$301,529.10	\$167,194.10	124.46%
<u>MARCH EARNED</u>	<b>OCCUPANCY</b>	\$85,430.00	\$229,960.99	\$144,530.99	169.18%
<u>APRIL RECEIVED</u>	<b>MEALS</b>	<u>\$116,040.00</u>	<u>\$176,838.00</u>	<u>\$60,798.00</u>	<u>52.39%</u>
		\$201,470.00	\$406,798.99	\$205,328.99	101.92%
<u>APRIL EARNED</u>	<b>OCCUPANCY</b>	\$183,450.00	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	<b>MEALS</b>	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
<u>MAY EARNED</u>	<b>OCCUPANCY</b>	\$300,000.00	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	<b>MEALS</b>	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
<b>TOTALS</b>	<b>OCCUPANCY</b>	\$4,615,070.00	\$6,634,177.86	\$2,019,107.86	43.75%
<b>TO-DATE</b>	<b>MEALS</b>	<u>\$1,932,560.00</u>	<u>\$2,881,175.57</u>	<u>\$948,615.57</u>	<u>49.09%</u>
		\$6,547,630.00	\$9,515,353.43	\$2,967,723.43	45.33%
<b>TOTAL</b>	<b>OCCUPANCY</b>	\$5,098,520.00			
<b>PROJECTED</b>	<b>MEALS</b>	<u>\$2,329,110.00</u>			
<b>2020-2021</b>		\$7,427,630.00			

CALENDAR YEAR RECEIPTS 2020-2021		ACTUAL 2021	ACTUAL 2022	+/- \$	+/- %
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
	MEALS	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$277,701.44	\$229,960.99	(\$47,740.45)	-17.19%
	MEALS	<u>\$179,713.69</u>	<u>\$176,838.05</u>	<u>(\$2,875.64)</u>	<u>-1.60%</u>
		\$457,415.13	\$406,799.04	(\$50,616.09)	-11.07%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,276,821.42	\$0.00	\$0.00	0.00%
	MEALS	<u>\$484,564.78</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,761,386.20	\$0.00	\$0.00	0.00%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,592,749.50	\$0.00	\$0.00	0.00%
	MEALS	<u>\$556,560.43</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,149,309.93	\$0.00	\$0.00	0.00%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,592,951.57	\$0.00	\$0.00	0.00%
	MEALS	<u>\$455,773.11</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$2,048,724.68	\$0.00	\$0.00	0.00%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$717,839.65	\$0.00	\$0.00	0.00%
	MEALS	<u>\$381,874.96</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,099,714.61	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$437,385.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$283,579.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$720,965.52	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$103,833.12	\$0.00	\$0.00	0.00%
	MEALS	<u>\$144,517.86</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$248,350.98	\$0.00	\$0.00	0.00%
Total To Date					
	Occupancy	\$765,793.23	\$912,596.79	\$146,803.56	19.17%
	Meals	<u>\$497,401.90</u>	<u>\$574,304.77</u>	<u>\$76,902.87</u>	<u>15.46%</u>
		\$1,263,195.13	\$1,486,901.56	\$223,706.43	17.71%
Total for Year					
	OCCUPANCY	\$7,592,128.00			
	MEALS	<u>\$3,422,528.96</u>			
		\$11,014,656.96			

## OCCUPANCY &amp; MEALS FY 2021-2022

## ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
<i>JULY RECEIVED</i>	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
<i>JULY EARNED</i>	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
<i>AUGUST RECEIVED</i>	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
<i>SEPT RECEIVED</i>	MEALS	<u>\$342,807.39</u>	<u>\$455,773.11</u>	<u>\$112,965.72</u>	<u>32.95%</u>
		\$1,729,506.26	\$2,048,724.68	\$319,218.42	18.46%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$646,711.02	\$717,839.65	\$71,128.63	11.00%
<i>OCT RECEIVED</i>	MEALS	<u>\$312,640.42</u>	<u>\$381,874.96</u>	<u>\$69,234.54</u>	<u>22.15%</u>
		\$959,351.44	\$1,099,714.61	\$140,363.17	14.63%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$411,520.36	\$437,385.81	\$25,865.45	6.29%
<i>NOV RECEIVED</i>	MEALS	<u>\$220,333.19</u>	<u>\$283,579.71</u>	<u>\$63,246.52</u>	<u>28.70%</u>
		\$631,853.55	\$720,965.52	\$89,111.97	14.10%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$149,613.81	\$103,833.12	(\$45,780.69)	-30.60%
<i>DEC RECEIVED</i>	MEALS	<u>\$133,492.34</u>	<u>\$144,517.86</u>	<u>\$11,025.52</u>	<u>8.26%</u>
		\$283,106.15	\$248,350.98	(\$34,755.17)	-12.28%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$99,622.05	\$191,666.48	\$92,044.43	92.39%
<i>JAN RECEIVED</i>	MEALS	<u>\$129,244.28</u>	<u>\$172,557.93</u>	<u>\$43,313.65</u>	<u>33.51%</u>
		\$228,866.33	\$364,224.41	\$135,358.08	59.14%
<i>JANUARY EARNED</i>	OCCUPANCY	\$221,256.93	\$320,768.60	\$99,511.67	44.98%
<i>FEB RECEIVED</i>	MEALS	<u>\$96,377.22</u>	<u>\$93,580.41</u>	<u>(\$2,796.81)</u>	<u>-2.90%</u>
		\$317,634.15	\$414,349.01	\$96,714.86	30.45%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$167,212.81	\$170,200.72	\$2,987.91	1.79%
<i>MARCH RECEIVED</i>	MEALS	<u>\$92,066.71</u>	<u>\$131,328.38</u>	<u>\$39,261.67</u>	<u>42.64%</u>
		\$259,279.52	\$301,529.10	\$42,249.58	16.29%
<i>MARCH EARNED</i>	OCCUPANCY	\$277,701.44	\$229,960.99	(\$47,740.45)	-17.19%
<i>APRIL RECEIVED</i>	MEALS	<u>\$179,713.69</u>	<u>\$176,838.00</u>	<u>(\$2,875.69)</u>	<u>-1.60%</u>
		\$457,415.13	\$406,798.99	(\$50,616.14)	-11.07%
<i>APRIL EARNED</i>	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
<i>MAY RECEIVED</i>	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
<i>JUNE RECEIVED</i>	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
<b>TOTAL TO DATE</b>	OCCUPANCY	<b>\$5,914,391.73</b>	<b>\$6,634,177.86</b>	<b>\$719,786.13</b>	<b>12.17%</b>
	MEALS	<b><u>\$2,229,049.77</u></b>	<b><u>\$2,881,175.57</u></b>	<b><u>\$652,125.80</u></b>	<b><u>29.26%</u></b>
		<b>\$8,143,441.50</b>	<b>\$9,515,353.43</b>	<b>\$1,371,911.93</b>	<b>16.85%</b>
<b>TOTAL</b>	OCCUPANCY	<b>\$7,019,145.43</b>			
<b>ACTUAL</b>	MEALS	<b><u>\$2,847,305.98</u></b>			
<b>2020-2021</b>		<b>\$9,866,451.41</b>			

# Dare County Gross Collections on Retail Sales

	2022	2021	2020	2019	2018	2017	Variance 2022-2021	Percent Change
January	5,359,454	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	702,374	15.08%
February	5,088,542	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	339,238	7.14%
March		4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	0	0.00%
April		6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	0	0.00%
May		7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	0	0.00%
June		10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	0	0.00%
July		14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	0	0.00%
August		16,810,430	13,794,215	13,178,541	12,870,106	12,961,419	0	0.00%
September		14,558,020	12,478,041	11,799,596	10,996,721	10,694,311	0	0.00%
October		10,366,595	9,103,596	6,834,818	6,542,087	7,181,012	0	0.00%
November		7,717,041	6,925,862	5,191,614	4,932,146	4,698,891	0	0.00%
December		5,741,952	5,029,105	3,874,539	3,719,123	3,759,730	0	0.00%
YTD	10,447,996	9,406,384	7,132,516	6,545,070	6,324,122	5,975,276	1,041,612	11.07%
TOTAL	10,447,996	107,482,612	81,791,823	78,441,352	74,397,237	73,291,414		
YTD % Change	11.07%	31.88%	8.98%	3.49%	5.84%	18.19%		
Total % Change	11.07%	31.41%	4.27%	5.44%	1.51%	8.94%		



Outer Banks Visitors Bureau														
Gross Occupancy Summary														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	32,129,068	22,515,577	8,223,680	6,272,045	7,115,084	7,131,148	6,278,051	5,968,549	4,638,247	5,037,412	4,289,234	4,628,765	4,494,306	4,171,787
February	17,071,361	16,833,409	6,788,236	6,004,609	5,205,555	4,938,755	3,599,607	3,283,399	2,946,032	2,968,109	3,213,823	2,878,117	2,386,002	2,231,381
March	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	3,815,488
April		39,424,885	715,316	22,183,138	18,054,916	19,822,692	13,435,059	12,880,393	13,868,051	10,858,691	13,793,507	12,489,121	10,593,724	11,079,765
May		71,629,217	28,192,673	36,428,842	32,964,383	32,005,253	29,786,428	29,618,042	27,441,496	23,051,832	23,748,969	23,011,015	20,819,112	21,820,610
June		127,947,319	103,467,906	102,003,266	94,643,779	79,240,527	74,166,862	78,981,510	77,865,332	74,033,596	70,913,978	60,241,630	59,386,630	56,771,695
July		159,994,974	152,256,684	110,890,945	134,391,620	140,228,393	130,768,381	110,515,903	108,283,329	110,660,664	111,091,066	110,207,729	101,783,465	87,373,542
August		158,280,320	139,737,864	138,805,084	108,717,337	102,930,101	107,787,704	114,304,339	107,054,063	99,755,506	87,953,893	90,043,386	93,084,681	96,469,017
September		73,112,498	63,775,711	45,403,850	48,791,548	48,338,071	45,666,221	44,596,605	39,762,332	37,881,607	39,568,193	36,023,228	34,282,276	34,425,803
October		43,787,109	41,364,509	22,618,642	22,503,851	21,974,957	20,839,990	19,011,742	17,273,123	15,573,451	16,062,554	16,934,908	17,000,119	15,129,892
November		11,394,032	17,053,031	11,523,953	9,965,662	10,734,352	9,132,785	7,573,884	6,873,710	6,118,063	6,038,976	6,795,253	7,062,045	6,708,504
December		18,096,294	11,266,628	6,505,201	4,706,348	4,815,968	3,624,331	3,498,490	3,058,680	4,446,831	3,057,722	2,946,610	2,381,348	3,653,289
YTD Total	72,097,870	67,399,770	18,550,352	21,647,195	21,677,069	19,229,739	17,802,350	14,651,356	12,743,282	14,344,088	12,953,738	11,597,038	10,452,597	10,218,656
Total	72,097,870	771,066,418	576,380,674	518,010,116	496,416,513	479,320,053	453,010,111	435,632,264	414,223,398	396,724,329	385,182,596	370,289,918	356,845,997	343,650,773
YTD % Change	6.97%	263.33%	-14.31%	-0.14%	12.73%	8.02%	21.51%	14.97%	-11.16%	10.73%	11.70%	10.95%	2.29%	-12.78%
Total % Change	6.97%	33.78%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%
Month Increase/Decrease	-18.37%	692.75%	-62.24%	0.15%	30.68%	-9.65%	46.77%	4.66%	-18.61%	16.29%	33.26%	14.50%	-6.37%	-30.66%
Increase(Decrease)/Qtr														
Qtr 1 (Dec-Feb)	32.96%	135.23%	26.70%	-0.90%	9.19%	17.33%	8.66%	2.32%	8.75%	5.87%	5.68%	-6.13%	4.15%	4.87%
Qtr 2 (Mar-May)	-18.37%	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%
Qtr 3 (June-Aug)		12.84%	12.44%	4.13%	4.76%	3.09%	2.94%	3.61%	3.08%	5.37%	3.63%	2.45%	5.67%	-5.14%
Qtr 4 (Sept-Nov)		4.99%	53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020, 2021, 2022														
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														
2009-2022														
	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009
January	10,601,001	10,669,210	9,567,693	9,232,116	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	5,553,193
February	13,854,379	9,647,064	9,280,396	7,938,346	8,081,163	8,107,544	7,190,738	6,442,985	6,280,032	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828
March	17,964,701	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	7,371,099
April		26,101,925	3,749,728	20,152,467	17,693,017	19,029,550	15,347,188	15,145,381	14,781,867	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914
May		36,273,162	14,079,809	27,895,551	25,305,198	24,480,322	22,700,007	23,106,126	22,196,739	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550
June		48,603,545	35,377,612	39,212,117	37,728,467	36,369,937	33,185,424	33,214,790	31,198,217	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095
July		55,983,285	37,531,226	47,545,995	44,840,505	43,176,322	42,856,387	41,248,363	38,508,812	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202
August		45,615,512	34,686,508	44,023,260	39,760,919	37,942,828	39,204,887	38,491,312	38,663,206	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408
September		38,713,169	31,758,793	24,552,170	24,228,769	27,122,726	26,673,486	26,274,599	23,584,456	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780
October		29,131,584	22,495,453	19,796,005	18,452,784	19,261,951	15,237,438	16,212,875	16,047,497	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255
November		17,621,266	16,322,421	12,708,341	12,448,598	11,764,460	11,846,267	10,809,353	9,863,383	9,161,206	8,637,935	8,587,922	8,822,724	8,298,475
December		15,637,654	10,519,542	10,994,527	9,670,246	10,184,239	9,049,333	8,333,905	7,902,396	6,839,007	7,025,072	7,391,106	5,983,306	6,123,554
YTD Total	42,420,081	38,167,999	26,314,291	31,163,529	27,184,092	27,764,850	26,735,010	23,942,912	22,184,569	21,764,592	21,234,295	19,091,861	18,197,425	18,803,120
Total	42,420,081	351,849,101	232,835,383	278,043,962	257,312,595	257,097,185	242,835,427	236,779,616	224,931,142	213,797,971	208,655,656	190,867,107	187,781,957	184,931,353
YTD % Change	11.14%	45.05%	-15.56%	14.64%	-2.09%	3.85%	11.66%	7.93%	1.93%	2.50%	11.22%	4.92%	-3.22%	-10.98%
Total % Change	11.14%	51.11%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%
Month Increase/(Decrease) Increase(Decrease)/Qtr	0.63%	139.10%	-46.64%	12.19%	-2.17%	1.25%	24.27%	6.88%	-6.62%	8.89%	11.77%	5.01%	7.78%	-25.59%
Qtr 1 (Dec-Feb)	30.02%	3.33%	11.18%	7.81%	3.46%	7.07%	3.52%	11.10%	4.86%	-3.44%	15.35%	2.18%	-8.46%	-4.16%
Qtr 2 (Mar-May)	0.63%	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%
Qtr 3 (June-Aug)		39.60%	-17.73%	6.91%	4.12%	1.95%	2.03%	4.23%	3.29%	3.77%	10.33%	-1.18%	3.25%	-1.69%
Qtr 4 (Sept-Nov)		21.10%	23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%
Note: For January 2009, about \$150,000 was reported from prior months, this is still an increase of \$87,990 or 1.66%														
Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020														
For August 2009, Labor Day was 9/7; it was 9/1 in 2008														
Hurricane Irene struck August 27, 2011														
Hurricane Sandy struck on October 27, 2012														
Hurricane Arthur struck on July 4, 2014														
Hurricane Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered.														
For January 2019, about \$1,000,000 was reported from prior months in SS.														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
For September 2019, about \$261,000 was reported from prior months in Frisco.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Restaurants Take-Out Only, Open 50% May 23, 2020														
For September 2020, about \$1,200,000 was reported from July and August.														
For July 2021, about \$1,900,000 was reported in July from August 2019 through June 2021.														
For February 2022, Manteo reported \$299,500 and KDH reported \$1,492,000 in prior years gross sales. Adjusted it is a 25.0% increase over Feb 2021														

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	9,991	21,848	18,954	69,721	33,385	56,934	149,040	101,762	197,792	177,093	77,827	57,144	60,734	73,666	65,334
February	36,814	143,923	27,050	54,287	88,113	69,405	79,720	89,994	183,108	180,687	97,209	54,050	55,880	87,169	71,244
March	65,753	85,386	29,171	136,583	-6,494	186,658	249,522	63,921	692,174	414,682	184,588	160,084	65,539	206,483	136,291
April	140,738	877,315	9,994	259,204		450,715	587,966	1,930	1,235,799		321,223	365,960	48,233	404,682	
May	329,396	309,416	91,397	282,278		864,675	990,995	1,130,609	1,918,384		607,239	600,680	254,673	565,909	
June	263,476	417,010	351,108	570,964		1,666,397	1,830,953	2,412,414	2,845,176		1,196,072	1,288,613	795,837	919,645	
July	401,465	300,025	363,847	446,262		1,613,934	1,966,882	2,685,694	3,088,190		1,542,434	1,563,325	1,043,368	1,058,556	
August	295,816	369,371	373,764	532,087		1,232,064	1,510,242	1,588,143	2,216,628		1,296,981	872,728	902,896	902,324	
September	125,217	254,760	278,989	401,958		803,646	427,073	1,348,600	1,567,213		557,989	437,579	551,614	608,182	
October	160,079	149,153	155,303	165,873		349,366	406,219	922,352	1,030,829		439,412	308,779	493,509	491,572	
November	77,097	74,856	65,719	125,498		118,727	126,014	355,225	365,096		201,959	143,147	63,227	145,754	
December	18,684	82,449	106,697	136,248		32,024	59,397	149,223	178,506		91,303	55,559	214,261	90,408	
<i>YTD Totals</i>	<i>112,558</i>	<i>251,157</i>	<i>75,175</i>	<i>260,591</i>	<i>115,004</i>	<i>312,997</i>	<i>478,282</i>	<i>255,677</i>	<i>1,073,074</i>	<i>772,462</i>	<i>359,624</i>	<i>271,278</i>	<i>182,153</i>	<i>367,318</i>	<i>272,869</i>
Total	1,924,526	3,085,512	1,871,993	3,180,963	115,004	7,444,545	8,384,023	10,849,867	15,518,895	772,462	6,614,236	5,907,648	4,549,771	5,554,350	272,869
Month Increase	-13.94%	29.86%	-65.84%	368.22%	-104.75%	51.10%	33.68%	-74.38%	982.86%	-40.09%	23.16%	-13.27%	-59.06%	215.05%	-33.99%
<i>YTD Increase</i>	<b>52.54%</b>	<b>123.14%</b>	<b>-70.07%</b>	<b>246.65%</b>	<b>-55.87%</b>	<b>31.43%</b>	<b>52.81%</b>	<b>-46.54%</b>	<b>319.70%</b>	<b>-28.01%</b>	<b>11.22%</b>	<b>-24.57%</b>	<b>-32.85%</b>	<b>101.65%</b>	<b>-25.71%</b>
<b>Total Year Increa</b>	<b>9.14%</b>	<b>60.33%</b>	<b>-39.33%</b>	<b>69.92%</b>		<b>17.99%</b>	<b>12.62%</b>	<b>29.41%</b>	<b>43.03%</b>		<b>0.76%</b>	<b>-10.68%</b>	<b>-22.99%</b>	<b>22.08%</b>	

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Trave	Online Trave	Online Trave	Online Travel	Online Travel	Property	Property	Property	Property	Property
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management
											Agencies	Agencies	Agencies	Agencies	Agencies
January	1,257,924	1,301,265	1,437,035	1,748,076	1,643,048	12,750	19,038	18,951	80,549	149,571	5,632,280	4,641,865	6,501,671	20,308,517	30,139,025
February	1,581,432	1,331,764	1,533,776	1,728,750	2,126,093	21,179	21,882	25,687	121,593	228,025	3,299,316	4,283,950	4,958,235	14,641,992	14,518,460
March	3,034,735	2,618,614	1,246,258	3,909,056	3,943,594	46,450	48,950	24,532	456,135	458,768	5,645,680	6,065,892	2,033,390	22,818,135	18,269,896
April	4,790,774	5,082,911	272,368	7,371,174		94,478	129,659	6,532	690,426		12,073,020	14,912,027	382,791	29,766,955	
May	7,657,044	8,296,802	3,148,199	11,955,124		223,246	148,954	188,734	1,201,894		23,236,092	25,901,180	23,445,254	56,477,960	
June	11,720,032	11,050,965	11,291,492	17,405,621		373,865	220,076	689,124	1,781,971		79,376,489	86,974,007	88,087,699	105,559,551	
July	13,517,098	13,333,255	16,489,187	22,217,201		488,402	280,756	291,105	2,244,007		116,827,701	93,189,170	131,031,173	132,554,585	
August	12,441,921	14,094,249	13,307,261	18,448,886		422,935	266,881	244,691	2,161,167		93,023,812	121,424,486	122,944,015	135,457,160	
September	5,190,429	6,280,715	9,374,533	11,630,739		127,801	128,596	495,636	1,369,614		41,912,607	37,793,636	51,755,580	58,512,166	
October	4,729,167	5,163,907	6,047,939	7,830,739		94,511	76,787	91,603	794,126		16,607,911	16,375,128	33,435,472	34,110,939	
November	2,101,808	1,972,903	1,882,898	2,106,980		35,749	31,815	7,333	8,921		7,319,364	9,080,251	14,518,005	8,640,528	
December	1,255,150	1,413,200	1,833,474	3,253,943		27,148	22,812	50,865	515,173		3,165,578	4,773,626	8,836,444	14,219,918	
YTD Totals	5,874,091	5,251,643	4,217,069	7,385,882	7,712,735	80,379	89,870	69,170	658,277	836,364	14,577,276	14,991,707	13,493,296	57,768,644	62,927,381
Total	69,277,514	71,940,550	67,864,420	109,606,289	7,712,735	1,968,514	1,396,206	2,134,793	11,425,576	836,364	408,119,850	425,415,218	487,929,729	633,068,406	62,927,381

Month Increase	15.57%	-13.71%	-52.41%	213.66%	0.88%		5.38%	-49.88%	1759.35%	0.58%	40.91%	7.44%	-66.48%	1022.17%	-19.93%
YTD Increase	8.38%	-10.60%	-19.70%	75.14%	4.43%		11.81%	-23.03%	851.68%	27.05%	14.11%	2.84%	-9.99%	328.13%	8.93%
Total Year Increa	-6.36%	3.84%	-5.67%	61.51%			-29.07%	52.90%	435.21%		5.22%	4.24%	14.69%	29.75%	

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

Outer Banks Visitors Bureau  
Gross Occupancy by Class 2018-2022

	2019	2020	2021	2022	2018	2019	2020	2021	2022	2018	2019	2020	2021	2022
	Other	Other	Other	Other										
	Rental	Rental	Rental	Rental	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Tmsshr	Total	Total	Total	Total	Total
	Properties**	Properties**	Properties**	Properties**										
January		4,048,599	7,565,248	10,640,444	80,128	100,883	103,524	117,805	71,183	7,115,084	6,272,045	8,223,680	22,515,577	32,129,068
February		3,640,228	8,831,162	9,964,265	121,379	111,202	123,301	138,103	86,764	5,205,555	6,004,609	6,788,236	16,833,409	17,071,361
March		392,302	14,285,652	11,694,833	239,016	191,043	100,157	288,353	139,472	9,356,430	9,370,541	3,538,436	28,050,784	22,897,441
April		54,406	11,899,053		278,446	356,959	0	387,071		18,054,916	22,183,138	715,316	39,424,885	0
May		7,959,755	11,894,484		269,937	329,769	122,541	429,562		32,964,383	36,428,842	28,192,673	71,629,217	0
June		15,349,447	15,036,636		421,313	441,718	529,356	646,362		94,643,779	102,003,266	103,467,906	127,947,319	0
July	9,774,831	14,163,157	18,366,907		488,988	538,288	643,415	630,180		134,391,620	110,890,945	152,256,684	159,994,974	0
August	24,094,200	14,432,996	15,236,263		426,743	534,008	621,785	723,235		108,717,337	138,805,084	139,737,864	158,280,320	0
September	5,444,607	7,502,538	9,479,100		201,660	210,087	466,395	392,240		48,791,548	45,403,850	63,775,711	73,112,498	0
October	3,090,168	5,199,066	6,243,795		217,916	215,456	309,934	157,157		22,503,851	22,618,642	41,364,509	43,787,109	0
November	1,659,752	894,605	698,108		146,707	126,782	167,957	10,176		9,965,662	11,523,953	17,053,031	11,394,032	0
December	1,465,862	4,304,339	7,063,801		143,609	120,970	126,529	217,271		4,706,348	6,505,201	11,266,628	18,096,294	0
<i>YTD Totals</i>	<i>0</i>	<i>8,081,129</i>	<i>30,682,062</i>	<i>32,299,542</i>	<i>440,523</i>	<i>403,128</i>	<i>326,982</i>	<i>544,261</i>	<i>297,419</i>	<i>21,677,069</i>	<i>21,647,195</i>	<i>18,550,352</i>	<i>67,399,770</i>	<i>72,097,870</i>
Total	45,529,420	77,941,438	126,600,209	32,299,542	3,035,842	3,277,165	3,314,894	4,137,515	297,419	496,416,513	518,010,116	576,380,674	771,066,418	72,097,870
Month Increase			3541.49%	-18.14%	34.72%	-20.07%	-47.57%	187.90%	-51.63%	30.68%	0.15%	-62.24%	692.75%	-18.37%
<i>YTD Increase</i>			<b>279.68%</b>	<b>5.27%</b>	<b>36.10%</b>	<b>-8.49%</b>	<b>-18.89%</b>	<b>66.45%</b>	<b>-45.35%</b>	<b>12.73%</b>	<b>-0.14%</b>	<b>-14.31%</b>	<b>263.33%</b>	<b>6.97%</b>
<b>Total Year Increa</b>		<b>71.19%</b>	<b>62.43%</b>		<b>7.34%</b>	<b>7.95%</b>	<b>1.15%</b>	<b>24.82%</b>		<b>3.57%</b>	<b>4.35%</b>	<b>11.27%</b>	<b>33.78%</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								
	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON	4,351,801	13.5%	1,438,633	8.4%	1,548,272	6.8%	7,338,706	10.2%
BUXTON	578,357	1.8%	301,617	1.8%	510,511	2.2%	1,390,485	1.9%
COLINGTON	10,745	0.0%	17,110	0.1%	29,495	0.1%	57,350	0.1%
FRISCO	872,393	2.7%	170,480	1.0%	287,880	1.3%	1,330,753	1.8%
HATTERAS	2,672,053	8.3%	436,688	2.6%	562,573	2.5%	3,671,314	5.1%
KILL DEVIL HILLS	3,868,596	12.0%	3,417,977	20.0%	5,359,587	23.4%	12,646,160	17.5%
KITTY HAWK	1,409,809	4.4%	1,572,039	9.2%	2,083,440	9.1%	5,065,288	7.0%
MANTEO-TOWN	311,844	1.0%	307,378	1.8%	391,426	1.7%	1,010,648	1.4%
NAGS HEAD	5,158,471	16.1%	3,211,258	18.8%	5,165,220	22.6%	13,534,949	18.8%
RODANTHE	2,584,975	8.0%	771,456	4.5%	755,896	3.3%	4,112,327	5.7%
SALVO	3,905,134	12.2%	1,127,306	6.6%	760,710	3.3%	5,793,150	8.0%
WAVES	2,035,943	6.3%	638,923	3.7%	590,617	2.6%	3,265,483	4.5%
SOUTHERN SHORES	1,013,925	3.2%	785,694	4.6%	769,700	3.4%	2,569,319	3.6%
DUCK	2,131,526	6.6%	1,485,383	8.7%	2,166,733	9.5%	5,783,642	8.0%
RIM (ROANOKE ISL. MAINI	1,073,925	3.3%	1,161,394	6.8%	1,456,613	6.4%	3,691,932	5.1%
OTC UNATTRIBUTED	149,571	0.5%	228,025	1.3%	458,768	2.0%	836,364	1.2%
TOTAL	32,129,068	100.0%	17,071,361	100.0%	22,897,441	100.0%	72,097,870	100.0%

DARE COUNTY GROSS								
MEALS BY DISTRICT								
	2022	% OF	2022	% OF	2022	% OF	2022	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	TOTAL	TOTAL
AVON - 1	222,024	2.1%	299,299	2.2%	698,443	3.9%	1,219,766	2.9%
BUXTON - 2	202,780	1.9%	307,695	2.2%	464,293	2.6%	974,768	2.3%
COLINGTON - 3	61,922	0.6%	125,502	0.9%	137,671	0.8%	325,095	0.8%
FRISCO - 5	78,987	0.7%	116,793	0.8%	68,391	0.4%	264,171	0.6%
HATTERAS - 6	14,437	0.1%	88,787	0.6%	166,782	0.9%	270,006	0.6%
KILL DEVIL HILLS - 7	3,346,902	31.6%	5,212,559	37.6%	5,497,980	30.6%	14,057,441	33.1%
KITTY HAWK - 8	1,982,093	18.7%	2,341,833	16.9%	3,036,241	16.9%	7,360,167	17.4%
MANTEO-TOWN - 10	1,327,073	12.5%	1,249,722	9.0%	1,333,594	7.4%	3,910,389	9.2%
RIM (ROANOKE ISL. M	233,461	2.2%	249,069	1.8%	306,175	1.7%	788,705	1.9%
NAGS HEAD - 14	2,130,753	20.1%	2,396,822	17.3%	3,860,081	21.5%	8,387,656	19.8%
RODANTHE - 15	29,596	0.3%	46,435	0.3%	74,222	0.4%	150,253	0.4%
SALVO - 18	0	0.0%	7,025	0.1%	0	0.0%	7,025	0.0%
WAVES - 19	30,984	0.3%	35,337	0.3%	150,744	0.8%	217,065	0.5%
SOUTHERN SHORES -	475,583	4.5%	533,593	3.9%	675,020	3.8%	1,684,196	4.0%
DUCK - 21	464,406	4.4%	843,908	6.1%	1,495,064	8.3%	2,803,378	6.6%
TOTAL	10,601,001	100.0%	13,854,379	100.0%	17,964,701	100.0%	42,420,081	100.0%

DARE COUNTY GROSS												
OCCUPANCY BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE	2,584,975	1,591,344	62.44%	771,456	813,406	-5.16%	755,896	980,977	-22.94%	4,112,327	3,385,727	21.46%
WAVES	2,035,943	1,202,878	69.26%	638,923	734,878	-13.06%	590,617	872,163	-32.28%	3,265,483	2,809,919	16.21%
SALVO	3,905,134	2,344,520	66.56%	1,127,306	1,194,950	-5.66%	760,710	931,211	-18.31%	5,793,150	4,470,681	29.58%
AVON	4,351,801	2,483,054	75.26%	1,438,633	1,143,301	25.83%	1,548,272	1,523,212	1.65%	7,338,706	5,149,567	42.51%
BUXTON	578,357	544,488	6.22%	301,617	364,946	-17.35%	510,511	683,573	-25.32%	1,390,485	1,593,007	-12.71%
FRISCO	872,393	538,245	62.08%	170,480	226,988	-24.89%	287,880	378,573	-23.96%	1,330,753	1,143,806	16.34%
HATTERAS	2,672,053	1,613,376	65.62%	436,688	430,806	1.37%	562,573	657,802	-14.48%	3,671,314	2,701,984	35.87%
<b>TOTAL HATTERAS ISLAND</b>	17,000,656	10,317,905	64.77%	4,885,103	4,909,275	-0.49%	5,016,459	6,027,511	-16.77%	26,902,218	21,254,691	26.57%
<b>NORTHERN BEACHES:</b>												
DUCK	2,131,526	1,852,901	15.04%	1,485,383	1,640,219	-9.44%	2,166,733	3,033,091	-28.56%	5,783,642	6,526,211	-11.38%
SOUTHERN SHORES	1,013,925	909,588	11.47%	785,694	735,996	6.75%	769,700	1,187,933	-35.21%	2,569,319	2,833,517	-9.32%
KITTY HAWK	1,409,809	1,306,830	7.88%	1,572,039	1,491,596	5.39%	2,083,440	2,632,886	-20.87%	5,065,288	5,431,312	-6.74%
COLINGTON	10,745	14,774	-27.27%	17,110	20,317	-15.78%	29,495	55,996	-47.33%	57,350	91,087	-37.04%
KILL DEVIL HILLS	3,868,596	3,096,270	24.94%	3,417,977	3,313,303	3.16%	5,359,587	6,741,815	-20.50%	12,646,160	13,151,388	-3.84%
NAGS HEAD	5,158,471	3,878,714	32.99%	3,211,258	3,486,075	-7.88%	5,165,220	5,978,557	-13.60%	13,534,949	13,343,346	1.44%
<b>TOTAL NORTHERN BEACHES</b>	13,593,072	11,059,077	22.91%	10,489,461	10,687,506	-1.85%	15,574,175	19,630,278	-20.66%	39,656,708	41,376,861	-4.16%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN	311,844	430,440	-27.55%	307,378	236,934	29.73%	391,426	548,533	-28.64%	1,010,648	1,215,907	-16.88%
RIM (ROANOKE ISL. MAINLAND)	1,073,925	627,606	71.11%	1,161,394	878,101	32.26%	1,456,613	1,388,327	4.92%	3,691,932	2,894,034	27.57%
<b>TOTAL ROANOKE ISLAND</b>	1,385,769	1,058,046	30.97%	1,468,772	1,115,035	31.72%	1,848,039	1,936,860	-4.59%	4,702,580	4,109,941	14.42%
<b>OTC UNATTRIBUTED</b>	149,571	80,549	85.69%	228,025	121,593	87.53%	458,768	456,135	0.58%	836,364	658,277	27.05%
<b>TOTAL</b>	32,129,068	22,515,577	42.70%	17,071,361	16,833,409	1.41%	22,897,441	28,050,784	-18.37%	72,097,870	67,399,770	6.97%



DARE COUNTY GROSS MEALS BY DISTRICT												
	2022	2021	% Increase	2022	2021	% Increase	2022	2021	% Increase	YTD 2022	YTD 2021	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	TOTAL	TOTAL	(Decrease)
<b>HATTERAS ISLAND:</b>												
RODANTHE - 15	29,596	50,251	-41.10%	46,435	33,890	37.02%	74,222	90,340	-17.84%	150,253	174,481	-13.89%
WAVES - 19	30,984	35,760	-13.36%	35,337	28,528	23.87%	150,744	168,272	-10.42%	217,065	232,560	-6.66%
SALVO - 18	0	0	#DIV/0!	7,025	0	100.00%	0	0	#DIV/0!	7,025	0	100.00%
AVON - 1	222,024	460,563	-51.79%	299,299	273,292	9.52%	698,443	620,382	12.58%	1,219,766	1,354,237	-9.93%
BUXTON - 2	202,780	290,236	-30.13%	307,695	276,338	11.35%	464,293	580,310	-19.99%	974,768	1,146,884	-15.01%
FRISCO - 5	78,987	63,587	24.22%	116,793	30,632	281.28%	68,391	141,058	-51.52%	264,171	235,277	12.28%
HATTERAS - 6	14,437	11,248	28.35%	88,787	279,511	-68.23%	166,782	301,289	-44.64%	270,006	592,048	-54.39%
<b>TOTAL HATTERAS ISLAND</b>	578,808	911,645	-36.51%	901,371	922,191	-2.26%	1,622,875	1,901,651	-14.66%	3,103,054	3,735,487	-16.93%
<b>NORTHERN BEACHES:</b>												
DUCK - 21	464,406	1,225,101	-62.09%	843,908	668,649	26.21%	1,495,064	1,642,094	-8.95%	2,803,378	3,535,844	-20.72%
SOUTHERN SHORES - 20	475,583	391,571	21.46%	533,593	534,718	-0.21%	675,020	611,725	10.35%	1,684,196	1,538,014	9.50%
KITTY HAWK - 8	1,982,093	1,645,334	20.47%	2,341,833	1,641,876	42.63%	3,036,241	2,727,881	11.30%	7,360,167	6,015,091	22.36%
COLINGTON - 3	61,922	65,096	-4.88%	125,502	86,449	45.17%	137,671	110,296	24.82%	325,095	261,841	24.16%
KILL DEVIL HILLS - 7	3,346,902	2,977,039	12.42%	5,212,559	2,843,490	83.32%	5,497,980	5,234,303	5.04%	14,057,441	11,054,832	27.16%
NAGS HEAD - 14	2,130,753	2,059,419	3.46%	2,396,822	1,877,182	27.68%	3,860,081	3,915,459	-1.41%	8,387,656	7,852,060	6.82%
<b>TOTAL NORTHERN BEACHES</b>	8,461,659	8,363,560	1.17%	11,454,217	7,652,364	49.68%	14,702,057	14,241,758	3.23%	34,617,933	30,257,682	14.41%
<b>ROANOKE ISLAND:</b>												
MANTEO-TOWN - 10	1,327,073	1,162,274	14.18%	1,249,722	855,301	46.11%	1,333,594	1,429,690	-6.72%	3,910,389	3,447,265	13.43%
MANTEO-OUTSIDE - 11	233,461	231,731	0.75%	249,069	217,208	14.67%	306,175	278,626	9.89%	788,705	727,565	8.40%
<b>TOTAL ROANOKE ISLAND</b>	1,560,534	1,394,005	11.95%	1,498,791	1,072,509	39.75%	1,639,769	1,708,316	-4.01%	4,699,094	4,174,830	12.56%
<b>TOTAL</b>	10,601,001	10,669,210	-0.64%	13,854,379	9,647,064	43.61%	17,964,701	17,851,725	0.63%	42,420,081	38,167,999	11.14%

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
General Fund - YTD thru 4/30/22

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax - 75%	5,008,265.72	3,823,891.00	1,184,374.72	131.0%
3040 · Meals Tax - 75%	2,160,881.73	1,746,832.00	414,049.73	123.7%
3050 · Website Advertising	105,840.70	100,000.00	5,840.70	105.8%
3210 · Interest Income	9,398.94	50,150.00	-40,751.06	18.7%
3220 · Other	1,265.00	1,000.00	265.00	126.5%
<b>Total Income</b>	<b>7,285,652.09</b>	<b>5,721,873.00</b>	<b>1,563,779.09</b>	<b>127.3%</b>
<b>Gross Profit</b>	<b>7,285,652.09</b>	<b>5,721,873.00</b>	<b>1,563,779.09</b>	<b>127.3%</b>
Expense				
5000 · Director Compensation	14,050.00	17,100.00	-3,050.00	82.2%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	4,607.87	7,000.00	-2,392.13	65.8%
5003 · Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 · Miscellaneous Items	221.82	1,000.00	-778.18	22.2%
5010 · Salaries (Full Time) Promotion	623,978.03	737,750.00	-113,771.97	84.6%
5020 · Salaries (Part Time) Promotion	68,188.88	131,100.00	-62,911.12	52.0%
5025 · Salaries (Part Time) Welcome AB	64,842.51	93,255.00	-28,412.49	69.5%
5026 · Salaries (Part Time) Welcome RI	92,502.65	141,400.00	-48,897.35	65.4%
5030 · Payroll Taxes	63,451.10	91,575.00	-28,123.90	69.3%
5040 · Employee Insurance	138,838.76	154,200.00	-15,361.24	90.0%
5050 · Retirement	73,235.93	92,415.00	-19,179.07	79.2%
5055 · 401(k) Match	5,726.25	7,380.00	-1,653.75	77.6%
5060 · Workmens Compensation	1,731.23	2,155.00	-423.77	80.3%
5080 · Employee Relations	2,811.04	2,805.00	6.04	100.2%
5090 · Training	175.84	11,250.00	-11,074.16	1.6%
5110 · Contracted Service	21,804.40	27,850.00	-6,045.60	78.3%
5140 · Audit	9,750.00	11,250.00	-1,500.00	86.7%
5170 · Other Professional Services	2,795.00	7,300.00	-4,505.00	38.3%
5180 · Legal	19,843.50	20,500.00	-656.50	96.8%
5185 · Research	50,400.00	263,400.00	-213,000.00	19.1%
5190 · Administrative Advertising	717.00	1,500.00	-783.00	47.8%
5500 · Advertising-Printed	916,885.96	1,382,065.00	-465,179.04	66.3%
5502 · Advertising - Production Fee	71,167.00	130,000.00	-58,833.00	54.7%
5510 · Advertising - Event Dev & Mktg	15,350.00	73,100.00	-57,750.00	21.0%
5515 · Advertising - Online	1,959,535.49	2,519,455.00	-559,919.51	77.8%
5525 · Community Relations	11,004.17	30,000.00	-18,995.83	36.7%
5530 · Legal Notices	50.00	1,500.00	-1,450.00	3.3%
5560 · Brochures/Production & Printing	10,327.31	34,750.00	-24,422.69	29.7%
5580 · Promotional Aids	1,388.56	9,000.00	-7,611.44	15.4%
6100 · Familiarization Tours	50,537.18	110,000.00	-59,462.82	45.9%
6101 · Group sales	9,408.01	12,000.00	-2,591.99	78.4%
6130 · Uniforms	1,502.49	1,840.00	-337.51	81.7%
6150 · Event Grant	178,880.36	750,000.00	-571,119.64	23.9%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	59,529.85	195,200.00	-135,670.15	30.5%
6300 · Travel	24,399.19	40,400.00	-16,000.81	60.4%
6305 · Vehicle Maintenance	685.66	3,500.00	-2,814.34	19.6%
6320 · Registrations	22,190.00	49,500.00	-27,310.00	44.8%
6340 · Travel Show Exhibit	140.74	3,500.00	-3,359.26	4.0%
6420 · Dues and Subscriptions	30,414.38	47,600.00	-17,185.62	63.9%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	27,495.35	42,815.00	-15,319.65	64.2%
6500 · Equipment	8,722.09	77,500.00	-68,777.91	11.3%
6510 · Expendable Equipment	309.56	2,100.00	-1,790.44	14.7%
6530 · Technical Support	3,486.23	13,050.00	-9,563.77	26.7%
6580 · Utilities	9,984.32	18,360.00	-8,375.68	54.4%
6600 · Cleaning/maintenance supplies	545.64	2,850.00	-2,304.36	19.1%
6610 · Building Maintenance	12,318.95	25,460.00	-13,141.05	48.4%
6620 · Equipment Service Contracts	1,024.80	3,500.00	-2,475.20	29.3%
6640 · Equipment Rent	22,237.58	34,000.00	-11,762.42	65.4%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	11,090.56	23,025.00	-11,934.44	48.2%
6800 · Bank Service Charges	905.45	1,920.00	-1,014.55	47.2%
6810 · Web Site/Internet	31,426.63	43,553.00	-12,126.37	72.2%
<b>Total Expense</b>	<b>4,783,572.93</b>	<b>7,560,901.00</b>	<b>-2,777,328.07</b>	<b>63.3%</b>
<b>Net Ordinary Income</b>	<b>2,502,079.16</b>	<b>-1,839,028.00</b>	<b>4,341,107.16</b>	<b>-136.1%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**General Fund - YTD thru 4/30/22**

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
<b>Other Income/Expense</b>				
<b>Other Income</b>				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	7,135.95	6,000.00	1,135.95	118.9%
<b>Total 3100 · Sale of Merchandise</b>	<b>7,135.95</b>	<b>6,000.00</b>	<b>1,135.95</b>	<b>118.9%</b>
<b>Total 9910 · Transfer from Merchandise Sales</b>	<b>7,135.95</b>	<b>6,000.00</b>	<b>1,135.95</b>	<b>118.9%</b>
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	<b>24,000.00</b>	<b>25,000.00</b>	<b>-1,000.00</b>	<b>96.0%</b>
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
<b>Total Other Income</b>	<b>31,135.95</b>	<b>2,203,398.00</b>	<b>-2,172,262.05</b>	<b>1.4%</b>
<b>Other Expense</b>				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	<b>73,900.00</b>	<b>73,900.00</b>	<b>0.00</b>	<b>100.0%</b>
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	4,004.75	4,200.00	-195.25	95.4%
68001 · Credit Card Charges	555.41	790.00	-234.59	70.3%
<b>Total 9930 · Transfer to Merchandise</b>	<b>4,560.16</b>	<b>4,990.00</b>	<b>-429.84</b>	<b>91.4%</b>
9950 · Transfer to Event Site Fund	285,480.00	285,480.00	0.00	100.0%
<b>Total Other Expense</b>	<b>363,940.16</b>	<b>364,370.00</b>	<b>-429.84</b>	<b>99.9%</b>
<b>Net Other Income</b>	<b>-332,804.21</b>	<b>1,839,028.00</b>	<b>-2,171,832.21</b>	<b>-18.1%</b>
<b>Net Income</b>	<b>2,169,274.95</b>	<b>0.00</b>	<b>2,169,274.95</b>	<b>100.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenues and Expenditures - Actual and Budget**  
**Travel Guide - YTD thru 4/30/22**

	<u>Jul '21 - Apr 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	49.83	25.00	24.83	199.3%
<b>Total Income</b>	49.83	25.00	24.83	199.3%
<b>Gross Profit</b>	49.83	25.00	24.83	199.3%
<b>Net Ordinary Income</b>	49.83	25.00	24.83	199.3%
<b>Other Income/Expense</b>				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	24,000.00	25,000.00	-1,000.00	96.0%
<b>Total 9920 · Transfer from Travel Guide Fund</b>	24,000.00	25,000.00	-1,000.00	96.0%
<b>Total Other Income</b>	24,000.00	25,000.00	-1,000.00	96.0%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	73,900.00	71,900.00	2,000.00	102.8%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
<b>Total 9925 · Transfer to Travel Guide</b>	73,900.00	73,900.00	0.00	100.0%
<b>Total Other Expense</b>	73,900.00	73,900.00	0.00	100.0%
<b>Net Other Income</b>	-49,900.00	-48,900.00	-1,000.00	102.0%
<b>Net Income</b>	<b>-49,850.17</b>	<b>-48,875.00</b>	<b>-975.17</b>	<b>102.0%</b>

**OUTER BANKS VISITORS BUREAU**  
**Statement of Revenue and Expenses - Actual and Budget**  
**Merchandise - YTD thru 4/30/22**

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3210 · Interest Income	162.45	125.00	37.45	130.0%
<b>Total Income</b>	162.45	125.00	37.45	130.0%
<b>Gross Profit</b>	162.45	125.00	37.45	130.0%
<b>Net Ordinary Income</b>	162.45	125.00	37.45	130.0%
<b>Other Income/Expense</b>				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	7,135.95	6,000.00	1,135.95	118.9%
<b>Total 3100 · Sale of Merchandise</b>	7,135.95	6,000.00	1,135.95	118.9%
<b>Total 9910 · Transfer from Merchandise Sales</b>	7,135.95	6,000.00	1,135.95	118.9%
<b>Total Other Income</b>	7,135.95	6,000.00	1,135.95	118.9%
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	4,004.75	4,200.00	-195.25	95.4%
68001 · Credit Card Charges	555.41	790.00	-234.59	70.3%
<b>Total 9930 · Transfer to Merchandise</b>	4,560.16	4,990.00	-429.84	91.4%
<b>Total Other Expense</b>	4,560.16	4,990.00	-429.84	91.4%
<b>Net Other Income</b>	2,575.79	1,010.00	1,565.79	255.0%
<b>Net Income</b>	<b>2,738.24</b>	<b>1,135.00</b>	<b>1,603.24</b>	<b>241.3%</b>

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

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
3030 · Occupancy Tax	1,669,421.92	1,274,629.00	394,792.92	131.0%
3040 · Meals Tax	720,293.89	582,278.00	138,015.89	123.7%
3210 · Interest	4,079.96	23,000.00	-18,920.04	17.7%
<b>Total Income</b>	<b>2,393,795.77</b>	<b>1,879,907.00</b>	<b>513,888.77</b>	<b>127.3%</b>
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	6,125.00	461,170.00	-455,045.00	1.3%
4525 · Event Site	22,025.00	2,989,839.00	-2,967,814.00	0.7%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
<b>Total 4000 · Long - Term Projects</b>	<b>47,590.00</b>	<b>3,881,009.00</b>	<b>-3,833,419.00</b>	<b>1.2%</b>
4100 · Short-Term Projects				
4646 · Town of KH - KH Park Trail Conn	47,592.00	47,592.00	0.00	100.0%
4648 · TIG - DCAC - Courtyard	90,950.00	90,950.00	0.00	100.0%
4650 · TIG - Duck - Pedestrian Path	0.00	147,806.00	-147,806.00	0.0%
4652 · TIG - Manteo - Town Common	221,885.00	371,885.00	-150,000.00	59.7%
4654 · TIG - Hatteras District-Pathways	342,640.00	342,640.00	0.00	100.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
4658 · TIG - NC Coast Fed - Baum Boat	36,615.29	40,000.00	-3,384.71	91.5%
4660 · TIG-Chicamacomico-1911 Cookhous	0.00	38,760.00	-38,760.00	0.0%
4661 · TIG-Friends Jockeys Ridge - UTV	20,280.00	20,280.00	0.00	100.0%
4662 · TIG- Town of NH-Epstein Beach	0.00	250,000.00	-250,000.00	0.0%
4663 · TIG-Town of NH-Bonnett/Barnes	37,898.00	37,898.00	0.00	100.0%
4664 · TIG-NC Coast Fed-Shoreline Stab	0.00	127,500.00	-127,500.00	0.0%
4665 · TIG-OB Forever-Aviation Trail	0.00	21,250.00	-21,250.00	0.0%
4666 · TIG-Town of SS-Transportation	30,260.00	30,260.00	0.00	100.0%
4999 · Unappropriated Funds	0.00	239,700.00	-239,700.00	0.0%
5140 · Audit	3,250.00	3,750.00	-500.00	86.7%
5160 · Fireworks	58,088.00	134,669.00	-76,581.00	43.1%
5170 · Traffic Control - Hwy 12 & 158	7,720.00	19,960.00	-12,240.00	38.7%
<b>Total 4100 · Short-Term Projects</b>	<b>897,178.29</b>	<b>2,194,900.00</b>	<b>-1,297,721.71</b>	<b>40.9%</b>
<b>Total Expense</b>	<b>944,768.29</b>	<b>6,075,909.00</b>	<b>-5,131,140.71</b>	<b>15.5%</b>
<b>Net Ordinary Income</b>	<b>1,449,027.48</b>	<b>-4,196,002.00</b>	<b>5,645,029.48</b>	<b>-34.5%</b>
<b>Other Income/Expense</b>				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
<b>Total Other Income</b>	<b>0.00</b>	<b>4,196,002.00</b>	<b>-4,196,002.00</b>	<b>0.0%</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>4,196,002.00</b>	<b>-4,196,002.00</b>	<b>0.0%</b>
<b>Net Income</b>	<b>1,449,027.48</b>	<b>0.00</b>	<b>1,449,027.48</b>	<b>100.0%</b>

Outer Banks Visitors Bureau  
Restricted Fund Summary  
2021-2022

	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2021-2022	Allocation Paid	Allocation Transferred	Estimated Balance FY21-22
<b>Short-term Projects</b>									
OB Scenic Byway - Interpretive Plan	26,500		(26,500)		0				0
Town of NH - W. Bypass Multi-Use Phase VIII	487,932		(487,932)		0				0
Town of KH - KH Park Trail Connection	47,592				47,592		(47,592)		0
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0
TIG - Dare Co Arts Council - Courtyard	90,950				90,950		(90,950)		0
TIG - Frisco Native American - Handicapp Access	25,750		(25,750)		0				0
TIG - Town of Duck - Pedestrian Path, Phase IV	147,806				147,806				147,806
TIG - Town of KDH - Baum Street, Phase II	55,618		(55,618)		0				0
TIG - Town of Manteo - Manteo Common	221,885				221,885		(221,885)		0
TIG - Manteo - Town Common Phase II	0	150,000	0		150,000				150,000
TIG - Hatteras Tax District - Pathway	0	342,640	0		342,640		(342,640)		0
TIG - KDH - Meekins Field	0	200,000	0		200,000				200,000
TIG - NH - Admiral Street	0	40,000	(40,000)		0				0
TIG - NH - Skate Park	0	30,000	0		30,000				30,000
TIG - NC Coastal Fed - Baum Bridge	0	40,000	0		40,000		(36,615)	(3,385)	(0)
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0
TIG - Chicamacomico - 1911 Cookhouse	0					38,760			38,760
TIG - Friends of Jockey's Ridge - UTV	0					20,280	(20,280)		0
TIG - Town of NH - Epstein Street Beach Access	0					250,000			250,000
TIG - Town of NH - Bonnett & Barnes Sidewalks	0					37,898	(37,898)		0
TIG - NC Coastal Fed - Jockeys Ridge Shoreline	0					127,500			127,500
TIG - OB Forever - Aviation Trail Through Time	0					21,250			21,250
TIG - Town of SS - Transportation Data Software	0					30,260	(30,260)		0
Fireworks	55,000	0	(12,831)	37,500	79,669		(58,088)	55,000	76,581
Audit	0		(2,625)	2,625	0		(3,250)	3,750	500
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(7,720)		12,240
Unappropriated Funds	188,782	738,480		(639,764)	287,498	786,995		(581,313)	493,179
<b>TOTAL SHORT TERM COMMITMENTS</b>	<b>1,395,815</b>	<b>1,578,120</b>	<b>(701,295)</b>	<b>(614,640)</b>	<b>1,658,000</b>	<b>1,312,943</b>	<b>(897,178)</b>	<b>(525,948)</b>	<b>1,547,816</b>
<b>Long Term Projects</b>									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,726,801	(22,025)		3,594,449
Natural Historical Cultural	0	0	0	0	0				0
Green Space/Open Space (GOSPL)	0	0	0	0	0				0
Infrastructure (capped)	461,170		0	0	461,170		(6,125)		455,045
L-T Unappropriated Funds	500,000	100,000	-70,000	(200,000)	330,000	100,000	(19,440)		410,560
<b>TOTAL LONG TERM COMMITMENTS UNPAID</b>	<b>1,224,214</b>	<b>1,726,629</b>	<b>(70,000)</b>	<b>(200,000)</b>	<b>2,680,843</b>	<b>1,826,801</b>	<b>(47,590)</b>	<b>0</b>	<b>4,460,054</b>
<b>Total</b>	<b>2,620,029</b>	<b>3,304,749</b>	<b>(771,295)</b>	<b>(814,640)</b>	<b>4,338,843</b>	<b>3,139,744</b>	<b>(944,768)</b>	<b>(525,948)</b>	<b>6,007,871</b>
<b>Cash on Hand 4/30/22</b>								Checking	2,073,844
<b>Total Cash on Hand</b>								Savings	3,786,357
									5,860,201
<b>25% of Occupancy &amp; Meals Income per Budget</b>									
May									89,784
June									130,216
									220,000
<b>Unappropriated Balances</b>									72,330
<b>Transfer from General Fund</b>									
30% Short-term						2,609,716	*		
Short-term Interest						782,915			
						4,080			
						786,995			
70% Long-term								1,826,801	
Long-term Interest								0	
								1,826,801	*

\*Estimate Based on Actual through April and Budgeted Figures

# Agrees to Financial Statements

**Dare County Tourism Board - Event Site Fund**  
**Statement of Revenue and Expenditures - Actual and Budget**

July 2021 through April 2022

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3200 · Site Rental Income				
3205 · Reservation fee	1,400.00	1,000.00	400.00	140.0%
3200 · Site Rental Income - Other	14,100.00	12,800.00	1,300.00	110.2%
<b>Total 3200 · Site Rental Income</b>	15,500.00	13,800.00	1,700.00	112.3%
3210 · Interest Income	378.22	200.00	178.22	189.1%
3250 · Lease Income	43,159.00	45,600.00	-2,441.00	94.6%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
<b>Total Income</b>	59,037.22	124,600.00	-65,562.78	47.4%
<b>Expense</b>				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	22,257.50	55,000.00	-32,742.50	40.5%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	20,021.11	56,375.00	-36,353.89	35.5%
6610 · Repairs & Maintenance	136,012.67	220,085.00	-84,072.33	61.8%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
<b>Total Expense</b>	186,845.78	410,280.00	-223,434.22	45.5%
<b>Net Ordinary Income</b>	-127,808.56	-285,680.00	157,871.44	44.7%
<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>157,871.44</b>	<b>0.00</b>	<b>157,871.44</b>	<b>100.0%</b>



## DARE COUNTY TOURISM BOARD

30-Apr-22

TYPE OF ACCOUNT BANK	CHECKING SOUTHERN	NC CAPITAL MGMT TRUST	M MARKET PNC	M MARKET SOUTHERN	M MARKET FIRST NATIONAL	CD'S SOUTHERN	CD'S FIRST BANK	CD's TOWNE BANK	CD's FIRST NATIONAL	TOTAL
GENERAL FUND	197,978	924,182	751,946	2,508,605	2,345,910	750,777	1,016,035	2,008,119	1,000,000	11,503,551
RESTRICTED FUND	2,073,844	516,584			1,000,960	1,001,628	767,186	500,000	0	5,860,201
TRAVEL GUIDE	19,511									19,511
MERCHANDISE SALES	164,093									164,093
EVENT SITE FUND	489,670									489,670
TOTAL	2,945,096	1,440,766	751,946	2,508,605	3,346,869	1,752,404	1,783,221	2,508,119	1,000,000	18,037,026
TOTAL % EACH BANK	39.95%	7.99%	4.17%		24.10%		9.89%	13.91%		100.00%
INTEREST RATES	0.13%	0.01%	0.01%	0.13%	0.13%	0.21%	.12% & .20%	.17% on 2	0.53%	
TOTAL CHECKING & CD'S	18,037,026									
60% ALLOWED IN ANY BANK	10,822,216									
25% ALLOWED IN ANY ONE INV	4,509,257									

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

100% Restricted Fund Balance Restricted by House Bill 225

\$5,860,201



Dare County Tourism Board  
Proposed Budget  
Fiscal Year 2022-2023

May 19, 2022

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

<b>Dare County Tourism Board</b>						
<b>Budget 2022-2023</b>						
<b>Total Revenues - Governmental Funds</b>						
<b>(General Fund and Special Revenue)</b>						
		<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>	<b>% Change</b>
		<b>FY 2021-2022</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>to FY 21-22</b>
			<b>FY 2021-2022</b>	<b>FY 2021-2022</b>	<b>FY 2022-2023</b>	<b>Budget</b>
Occupancy		\$ 5,034,690	\$ 5,098,520	\$ 7,117,628	\$ 5,253,090	3.03%
Meals		\$ 2,329,110	\$ 2,329,110	\$ 3,277,725	\$ 2,473,785	6.21%
		\$ 7,363,800	\$ 7,427,630	\$ 10,395,353	\$ 7,726,875	4.03% *
Interest - GF		\$ 50,000	\$ 50,000	\$ 10,736	\$ 50,000	0.00%
Interest - Travel Guide		\$ 25	\$ 25	\$ 50	\$ 40	60.00%
Interest - Merchandise		\$ 125	\$ 125	\$ 171	\$ -	-100.00%
Interest - Restricted		\$ 23,000	\$ 23,000	\$ 5,791	\$ 23,000	0.00%
Website Advertising		\$ 100,000	\$ 100,000	\$ 124,804	\$ 100,000	0.00%
Travel Guide Income		\$ 35,000	\$ 25,000	\$ 24,000	\$ 30,000	20.00%
Merchandise Income		\$ 3,000	\$ 6,000	\$ 6,131	\$ -	-100.00%
Other - General		\$ 1,000	\$ 1,000	\$ 1,240	\$ 1,000	0.00%
		\$ 212,150	\$ 205,150	\$ 172,923	\$ 204,040	-0.54%
Amounts Rolled Over from PY		\$ 2,368,142	\$ 2,368,142	\$ -	\$ 3,169,725	33.85%
Appropriated Fund Balance		\$ 4,481,483	\$ 4,481,483	\$ 2,836,939	\$ 6,243,151	39.31%
		\$ 6,849,625	\$ 6,849,625	\$ 2,836,939	\$ 9,412,876	37.42%
Total Revenues		\$ 14,425,575	\$ 14,482,405	\$ 13,405,215	\$ 17,343,791	19.76%
* This is a 4.03% increase over 21-22 budget figures. The percent change from projected actual 2021-2022 figures is a decrease of (41.85%).						

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

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<b>Outer Banks Visitors Bureau</b>								
<b>Budget 2022-2023</b>								
<b>Summary</b>								
	<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>				
	<b>2021-2022</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>	<b>Estimate</b>	<b>Estimate</b>	<b>Estimate</b>
		<b>2021-2022</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>Change</b>	<b>FY23-24</b>	<b>FY24-25</b>	<b>FY25-26</b>
<b>GENERAL FUND</b>								
<b>REVENUES</b>								
Occupancy/Meals Tax (75%)	5,522,850	5,570,723	7,796,514	5,795,156	4.0%	5,969,011	6,267,461	6,518,160
Revenues - Website Advertising	100,000	100,000	124,804	100,000	0.0%	102,000	106,080	110,323
Revenues - Interest and Other	51,150	51,150	12,197	51,040	-0.2%	51,591	53,139	55,795
Appropriated from Fund Balance	285,480	285,480	285,480	285,480	0.0%	1,777,051	1,762,367	1,788,663
Transfer from Travel Guide/Travel Guide Income	35,000	25,000	24,000	30,000	20.0%	30,900	31,827	32,782
Transfer from Merchandise Fund/Merchandise Income	3,000	6,000	6,131	0	-100.0%	0	0	0
<b>Total Revenues</b>	<b>5,997,480</b>	<b>6,038,353</b>	<b>8,249,126</b>	<b>6,261,676</b>	<b>3.7%</b>	<b>7,930,553</b>	<b>8,220,874</b>	<b>8,505,723</b>
Projected Over Budget By			2,210,773					
<b>EXPENDITURES:</b>								
Governing	31,183	31,183	28,178	31,430	0.8%	31,723	31,803	32,036
Promotion	7,193,215	7,202,513	6,254,572	7,328,855 *	1.8%	7,038,847	7,276,007	7,571,201
Aycock Brown Welcome Center	126,190	145,040	149,225	172,215	18.7%	158,375	168,201	167,160
Outer Banks Welcome Center RI, Whalebone & Hatteras	173,930	182,165	169,471	206,120	13.2%	199,205	209,668	210,945
Travel Guide Expenses	72,000	73,900	73,900	84,500	100.0%	92,950	95,739	98,611
Merchandise Expenses	2,400	4,990	5,494	0	-100.0%	0	0	0
Unappropriated Fund Balance	481,225	481,225	481,225	1,322,802	174.9%	0	0	0
Transfer to Event Site Fund	285,480	285,480	285,480	285,480	0.0%	430,264	460,892	447,851
<b>Total Expenditures</b>	<b>8,365,623</b>	<b>8,406,496</b>	<b>7,447,545</b>	<b>9,431,402</b>	<b>12.2%</b>	<b>7,951,363</b>	<b>8,242,310</b>	<b>8,527,803</b>
Projected Under Budget By			958,951					
Revenue vs Expenses	-2,368,143	-2,368,143		-3,169,726		-20,810	-21,436	-22,080
Revenue Income over Budget	1,290,572	1,290,572		2,210,773				
Unspent Funds/Encumbrances	1,077,571	1,077,571		958,951 *				
* Includes estimated encumbrances of \$523,050								
Unappropriated Surplus	0	0		0				
<b>Net Revenue vs Expenses</b>	<b>0</b>	<b>0</b>		<b>0</b>				

Draft #2  
as of 5/13/2022

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

<b>Outer Banks Visitors Bureau</b>								
<b>Budget 2022-2023</b>								
<b>Summary</b>								
	<u>Budget</u>	<u>Amended</u>		<u>Proposed</u>				
	<u>2021-2022</u>	<u>Budget</u>	<u>Projected</u>	<u>Budget</u>	<u>Percent</u>	<u>Estimate</u>	<u>Estimate</u>	<u>Estimate</u>
		<u>2021-2022</u>	<u>2021-2022</u>	<u>2022-2023</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	5,791	23,000	0.0%	23,000	23,000	25,000
Designated From Fund Balance	4,196,002	4,196,002	3,353,040	5,957,670	42.0%	3,545,199	3,723,609	3,871,472
Occupancy/Meals Tax (25%)	1,840,950	1,856,907	2,598,839	1,931,719	4.0%	2,086,256	2,190,569	2,278,192
Total Revenues	6,059,952	6,075,909	5,957,670	7,912,389	30.2%	5,654,455	5,937,178	6,174,664
Total Expenditures and Commitments	6,059,952	6,075,909	5,957,670	7,912,389	30.2%	8,545,380	8,972,649	9,331,554
<b>EVENT SITE FUND</b>								
Event Rental Income	13,800	13,800	17,810	17,100	23.9%	19,100	20,200	22,000
Lease Income	45,600	45,600	45,828	45,600	0.0%	45,600	47,380	47,380
Other Income	200	200	200	200	0.0%	200	200	200
Interest	200	200	341	300	50.0%	150	100	100
Transfer to Event Site	285,480	285,480	285,480	285,480	0.0%	430,264	460,892	447,851
Unappropriated Funds	65,000	65,000	0	51,490	-20.8%	0	0	0
	410,280	410,280	349,659	400,170	-2.5%	495,314	528,772	517,531
Expenditures	410,280	410,280	322,334	400,170	-2.5%	500,464	534,077	522,995

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

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

FISCAL YEAR		ACTUAL FY 2018-2019	ACTUAL 2019-2020	ACTUAL 2020-2021	ACTUAL 2021-2022	3 YEAR AVERAGE FY 2019-2021
JULY RECEIPTS						
	OCCUPANCY	\$953,287	\$1,019,991	\$1,031,086	\$1,276,821	\$1,109,299
	MEALS	\$386,336	\$399,780	\$343,467	\$484,565	\$409,271
		<u>\$1,339,623</u>	<u>\$1,419,771</u>	<u>\$1,374,552</u>	<u>\$1,761,386</u>	<u>\$1,518,570</u>
AUGUST RECEIPTS						
	OCCUPANCY	\$1,332,093	\$1,106,544	\$1,522,969	\$1,592,750	\$1,407,421
	MEALS	\$444,464	\$472,601	\$378,908	\$556,560	\$469,356
		<u>\$1,776,558</u>	<u>\$1,579,144</u>	<u>\$1,901,877</u>	<u>\$2,149,310</u>	<u>\$1,876,777</u>
SEPTEMBER RECEIPTS						
	OCCUPANCY	\$1,098,655	\$1,386,584	\$1,386,699	\$1,592,952	\$1,455,411
	MEALS	\$391,888	\$427,334	\$342,807	\$455,773	\$408,638
		<u>\$1,490,544</u>	<u>\$1,813,918</u>	<u>\$1,729,506</u>	<u>\$2,048,725</u>	<u>\$1,864,050</u>
OCTOBER RECEIPTS						
	OCCUPANCY	\$468,127	\$456,103	\$646,711	\$717,840	\$606,885
	MEALS	\$239,371	\$245,359	\$312,640	\$381,875	\$313,292
		<u>\$707,498</u>	<u>\$701,462</u>	<u>\$959,351</u>	<u>\$1,099,715</u>	<u>\$920,176</u>
NOVEMBER RECEIPTS						
	OCCUPANCY	\$243,388	\$225,977	\$411,520	\$437,386	\$358,294
	MEALS	\$178,930	\$196,139	\$220,333	\$283,580	\$233,350
		<u>\$422,318</u>	<u>\$422,115</u>	<u>\$631,854</u>	<u>\$720,966</u>	<u>\$591,645</u>
DECEMBER RECEIPTS						
	OCCUPANCY	\$100,000	\$115,681	\$149,614	\$103,833	\$123,043
	MEALS	\$120,135	\$122,310	\$133,492	\$144,518	\$133,440
		<u>\$220,135</u>	<u>\$237,992</u>	<u>\$283,106</u>	<u>\$248,351</u>	<u>\$256,483</u>
JANUARY RECEIPTS						
	OCCUPANCY	\$46,833	\$64,326	\$99,622	\$191,666	\$118,538
	MEALS	\$92,656	\$105,378	\$129,244	\$172,558	\$135,727
		<u>\$139,490</u>	<u>\$169,703</u>	<u>\$228,866</u>	<u>\$364,224</u>	<u>\$254,265</u>
FEBRUARY RECEIPTS						
	OCCUPANCY	\$61,766	\$82,572	\$221,257	\$320,769	\$208,199
	MEALS	\$76,744	\$98,628	\$96,377	\$93,580	\$96,195
		<u>\$138,510</u>	<u>\$181,200</u>	<u>\$317,634</u>	<u>\$414,349</u>	<u>\$304,394</u>
MARCH RECEIPTS						
	OCCUPANCY	\$60,762	\$68,444 ^	\$167,213	\$170,201	\$135,286
	MEALS	\$80,478	\$90,154 ^	\$92,067	\$131,328	\$104,516
		<u>\$141,240</u>	<u>\$158,598</u>	<u>\$259,280</u>	<u>\$301,529</u>	<u>\$239,802</u>
APRIL RECEIPTS						
	OCCUPANCY	\$94,424	\$30,252 ^	\$277,701	\$229,961	\$179,305
	MEALS	\$135,650	\$69,266 ^	\$179,714	\$176,838	\$141,939
		<u>\$230,073</u>	<u>\$99,518</u>	<u>\$457,415</u>	<u>\$406,799</u>	<u>\$321,244</u>
MAY RECEIPTS						
	OCCUPANCY	\$215,483	\$12,691 ^	\$395,352	\$183,450 ^	\$197,164
	MEALS	\$199,132	\$37,629 ^	\$259,175	\$175,685 ^	\$157,496
		<u>\$414,615</u>	<u>\$50,320</u>	<u>\$654,527</u>	<u>\$359,135</u>	<u>\$354,661</u>
JUNE RECEIPTS						
	OCCUPANCY	\$297,875	\$280,884 ^	\$709,402	\$300,000 ^	\$430,095
	MEALS	\$221,909	\$138,382 ^	\$359,081	\$220,865 ^	\$239,443
		<u>\$519,783</u>	<u>\$419,266</u>	<u>\$1,068,483</u>	<u>\$520,865</u>	<u>\$669,538</u>
TOTALS						
	OCCUPANCY	\$4,972,693	\$4,850,048	\$7,019,145	\$7,117,628	\$6,328,941
	MEALS	\$2,567,694	\$2,402,960	\$2,847,306	\$3,277,725	\$2,842,664
		<u>\$7,540,387</u>	<u>\$7,253,008</u>	<u>\$9,866,451</u>	<u>\$10,395,353</u>	<u>\$9,171,604</u>

^ Amount affected by COVID 19

\* Amounts based on budget

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

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

FISCAL YEAR		BUDGET FY 2021-2022	PROPOSED FY 2022-2023	% Increase/ Decrease from Actual	\$ Increase/ Decrease from Actual	% Increase/ Decrease from 21-22 Budget	\$ Increase / Decrease from 21-22 Budget
<b>JULY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,055,895	\$1,031,750	-19.19%	-\$245,072	-2.29%	-\$24,145
	<b>MEALS</b>	\$320,475	\$338,295	-30.19%	-\$146,270	5.56%	\$17,820
		<u>\$1,376,370</u>	<u>\$1,370,045</u>	<u>-22.22%</u>	<u>-\$391,342</u>	<u>-0.46%</u>	<u>-\$6,325</u>
<b>AUGUST RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,318,025	\$1,330,745	-16.45%	-\$262,005	0.97%	\$12,720
	<b>MEALS</b>	\$361,870	\$391,845	-29.60%	-\$164,716	8.28%	\$29,975
		<u>\$1,679,895</u>	<u>\$1,722,590</u>	<u>-19.85%</u>	<u>-\$426,720</u>	<u>2.54%</u>	<u>\$42,695</u>
<b>SEPTEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$1,185,500	\$1,252,920	-21.35%	-\$340,032	5.69%	\$67,420
	<b>MEALS</b>	\$347,875	\$371,790	-18.43%	-\$83,983	6.87%	\$23,915
		<u>\$1,533,375</u>	<u>\$1,624,710</u>	<u>-20.70%</u>	<u>-\$424,015</u>	<u>5.96%</u>	<u>\$91,335</u>
<b>OCTOBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$471,670	\$490,540	-31.66%	-\$227,300	4.00%	\$18,870
	<b>MEALS</b>	\$241,836	\$251,510	-34.14%	-\$130,365	4.00%	\$9,674
		<u>\$713,506</u>	<u>\$742,050</u>	<u>-32.52%</u>	<u>-\$357,664</u>	<u>4.00%</u>	<u>\$28,544</u>
<b>NOVEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$224,335	\$233,310	-46.66%	-\$204,075	4.00%	\$8,975
	<b>MEALS</b>	\$185,505	\$192,925	-31.97%	-\$90,655	4.00%	\$7,420
		<u>\$409,840</u>	<u>\$426,236</u>	<u>-40.88%</u>	<u>-\$294,730</u>	<u>4.00%</u>	<u>\$16,396</u>
<b>DECEMBER RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$98,630	\$102,575	-1.21%	-\$1,258	4.00%	\$3,945
	<b>MEALS</b>	\$117,835	\$122,550	-15.20%	-\$21,967	4.00%	\$4,715
		<u>\$216,465</u>	<u>\$225,126</u>	<u>-9.35%</u>	<u>-\$23,225</u>	<u>4.00%</u>	<u>\$8,661</u>
<b>JANUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$48,600	\$65,545	-65.80%	-\$126,121	34.87%	\$16,945
	<b>MEALS</b>	\$93,525	\$97,265	-43.63%	-\$75,293	4.00%	\$3,740
		<u>\$142,125</u>	<u>\$162,810</u>	<u>-55.30%</u>	<u>-\$201,414</u>	<u>14.55%</u>	<u>\$20,685</u>
<b>FEBRUARY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$72,280	\$85,170	-73.45%	-\$235,598	17.83%	\$12,890
	<b>MEALS</b>	\$67,970	\$82,190	-12.17%	-\$11,391	20.92%	\$14,220
		<u>\$140,250</u>	<u>\$167,360</u>	<u>-59.61%</u>	<u>-\$246,989</u>	<u>19.33%</u>	<u>\$27,110</u>
<b>MARCH RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$54,705	\$56,895	-66.57%	-\$113,306	4.00%	\$2,190
	<b>MEALS</b>	\$79,630	\$84,315	-35.80%	-\$47,013	5.88%	\$4,685
		<u>\$134,335</u>	<u>\$141,210</u>	<u>-53.17%</u>	<u>-\$160,318</u>	<u>5.12%</u>	<u>\$6,875</u>
<b>APRIL RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$85,430	\$90,850	-60.49%	-\$139,111	6.34%	\$5,420
	<b>MEALS</b>	\$116,040	\$120,685	-31.75%	-\$56,153	4.00%	\$4,645
		<u>\$201,470</u>	<u>\$211,535</u>	<u>-48.00%</u>	<u>-\$195,264</u>	<u>5.00%</u>	<u>\$10,065</u>
<b>MAY RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$183,450	\$200,790	9.45%	\$17,340	9.45%	\$17,340
	<b>MEALS</b>	\$175,685	\$190,715	8.56%	\$15,030	8.56%	\$15,030
		<u>\$359,135</u>	<u>\$391,506</u>	<u>9.01%</u>	<u>\$32,371</u>	<u>9.01%</u>	<u>\$32,370</u>
<b>JUNE RECEIPTS</b>							
	<b>OCCUPANCY</b>	\$300,000	\$312,000	4.00%	\$12,000	4.00%	\$12,000
	<b>MEALS</b>	\$220,865	\$229,700	4.00%	\$8,835	4.00%	\$8,835
		<u>\$520,865</u>	<u>\$541,700</u>	<u>4.00%</u>	<u>\$20,835</u>	<u>4.00%</u>	<u>\$20,835</u>
<b>TOTALS</b>							
	<b>OCCUPANCY</b>	\$5,098,520	\$5,253,090	-44.89%	-\$1,864,537	3.03%	\$154,571
	<b>MEALS</b>	\$2,329,110	\$2,473,785	-36.18%	-\$803,939	6.21%	\$144,674
		<u>\$7,427,630</u>	<u>\$7,726,875</u>	<u>-41.85%</u>	<u>-\$2,668,477</u>	<u>4.03%</u>	<u>\$299,245</u>
		FY20/21 Budget	\$6,827,821.00	8.78%			

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

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



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

Outer Banks Visitors Bureau Budget 2022-2023 Promotion									
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
<b>Personnel</b>									
5010	Salaries (full)	737,750	737,750	737,476	778,030	5.5%	801,371	841,439	866,683
5020	Salaries (part)	126,000	131,100	102,803	148,350	13.2%	152,801	157,385	162,106
5025	Overtime Pay	1,000	1,000	0	1,000	0.0%	1,000	1,000	1,000
5030	Payroll Taxes	69,425	69,865	67,479	74,435	6.5%	77,442	80,904	83,243
5040	Employee Insurance	150,000	150,000	145,498	150,000	0.0%	165,000	178,200	192,456
5050	Retirement	89,930	90,135	78,691	105,585	17.1%	103,365	112,680	120,469
5055	401(k) Match	7,380	7,380	6,765	7,780	5.4%	8,014	8,414	8,667
5060	Worker's Comp	1,780	1,780	1,356	1,675	-5.9%	1,725	1,777	1,830
5080	Employee Relations	1,750	1,750	2,327	1,995	14.0%	1,750	1,750	1,750
5090	Training	9,850	9,850	8,380	11,000	11.7%	8,500	8,700	8,900
		1,194,865	1,200,610	1,150,775	1,279,850	6.6%	1,320,967	1,392,249	1,447,104
<b>Marketing/Advertising</b>									
5500	Other Advertising	1,382,065	1,382,065	1,382,065	1,404,760	1.6%	1,446,903	1,490,310	1,535,019
5502	Production Advertising	130,000	130,000	130,000	170,000	30.8%	150,000	150,000	150,000
5510	Events-Development & Prom	73,100	73,100	25,300	73,100	0.0%	75,293	77,552	79,878
5515	Advertising - Online	2,519,455	2,519,455	2,519,455	2,616,390	3.8%	2,694,882	2,775,728	2,859,000
5525	Community Relations	30,000	30,000	30,004	30,000	0.0%	30,000	30,000	30,000
5560	Brochures/Production/Print	34,750	34,750	22,762	22,500	-35.3%	30,000	30,000	30,000
5580	Promotional Aids	9,000	9,000	2,289	9,000	0.0%	7,500	7,500	7,500
6100	Press/Travel Writer Tours	110,000	110,000	98,404	110,000	0.0%	110,000	113,300	116,699
6101	Group Sales	12,000	12,000	11,913	15,000	25.0%	15,000	15,450	15,914
		4,300,370	4,300,370	4,222,192	4,450,750	3.5%	4,559,578	4,689,840	4,824,010

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

Outer Banks Visitors Bureau Budget 2022-2023 Promotion									
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
<b>Special Projects</b>									
6150	Event Grant	750,000	750,000	317,880	678,050 *	-9.6%	425,000	450,000	475,000
6170	Tourism Summit	20,500	20,500	6,000	22,500	9.8%	18,000	18,000	18,000
		770,500	770,500	323,880	700,550	-9.1%	443,000	468,000	493,000
<b>Operations</b>									
5110	Contracted Services	16,030	16,030	15,450	16,030	0.0%	16,030	16,030	16,832
5140	Audit	11,250	11,250	9,750	10,875	-3.3%	13,594	14,953	16,448
5170	Other Professional Service	7,300	7,300	7,295	7,300	0.0%	7,300	15,000	15,000
5180	Legal	20,500	20,500	20,435	20,500	0.0%	20,500	20,500	20,500
5185	Research	263,400	263,400	67,500	202,500 *	-23.1%	75,000	50,000	100,000
5190	Administrative Advertising	1,500	1,500	1,210	1,500	0.0%	1,500	1,500	1,500
5530	Legal Notices	1,500	1,500	1,329	1,500	0.0%	1,500	1,500	1,500
6200	Postage/Fulfillment	195,000	195,000	142,973	200,000	2.6%	204,000	208,080	212,242
6300	Travel	39,000	39,000	33,695	47,000	20.5%	48,880	50,835	52,869
6305	Vehicle Maintenance	3,500	3,500	2,543	3,500	0.0%	3,500	3,500	3,500
6320	Registrations	49,500	49,500	28,190	52,475	6.0%	53,000	53,530	54,065
6340	Travel Show Exhibit	3,500	3,500	2,985	4,000	14.3%	5,500	6,500	6,500
6420	Dues & Subscriptions	47,330	47,330	41,151	44,790	-5.4%	47,030	47,030	47,030
6440	Insurance	19,600	19,600	19,135	20,890	6.6%	21,935	23,031	24,183
6460	Telephone	27,900	27,900	21,503	24,400	-12.5%	24,400	25,132	25,132
6500	Equipment	73,000	73,000	11,300	94,230 *	29.1%	25,000	25,750	26,523
6510	Expendable Equipment	2,100	2,100	1,960	2,045	-2.6%	2,045	2,045	2,045
6530	Tech. Support/Software	13,050	13,050	10,496	13,050	0.0%	13,050	13,050	13,050
6580	Utilities	10,800	10,800	8,600	10,800	0.0%	11,124	11,235	11,348
6600	Cleaning/maint. Supplies	1,500	1,500	1,382	1,500	0.0%	1,500	1,500	1,500
6610	Building Maintenance	20,000	20,000	16,049	20,000	0.0%	20,000	35,000	55,000
6620	Equip. Service Contracts	3,500	3,500	3,083	3,100	-11.4%	3,100	3,100	3,100
6640	Equipment Rental	34,000	34,000	30,631	33,000	-2.9%	33,000	33,000	33,000

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

Outer Banks Visitors Bureau Budget 2022-2023 Promotion									
Account Number	Title	Budget 2021-2022	Amended Budget 2021-2022	Projected 2021-2022	Proposed Budget 2022-2023	Percent Change	Estimate FY23-24	Estimate FY24-25	Estimate FY25-26
6660	Equipment Repairs	3,000	3,000	1,850	3,000	0.0%	3,000	3,000	3,000
6700	Office Supplies	17,800	17,800	17,317	17,800	0.0%	17,800	17,800	17,800
6800	Bank Service Fees	1,920	1,920	1,105	1,920	0.0%	2,016	2,117	2,223
6810	Web Site/Internet	40,000	43,553	38,808	40,000	-8.2%	40,000	41,200	41,200
		927,480	931,033	557,725	897,705	-3.6%	715,303	725,918	807,087
	Total - Promotional	7,193,215	7,202,513	6,254,572	7,328,855	1.8%	7,038,847	7,276,007	7,571,201
	Projections under budget by less encumbrances			947,941					
				-523,050					
				424,891					
* Encumbrances: #6150 \$328,050									
#5185 \$150,000									
#6500 \$ 45,000									

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

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

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

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

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

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

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

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

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

<b>Outer Banks Visitors Bureau</b>						
<b>Budget 2022-2023</b>						
<b>Restricted</b>						
<b>Account</b>		<b>Budget</b>	<b>Amended</b>		<b>Proposed</b>	
<b>Number</b>	<b>Title</b>	<b>2021-2022</b>	<b>Budget</b>	<b>Projected</b>	<b>Budget</b>	<b>Percent</b>
			<b>2021-2022</b>	<b>2021-2022</b>	<b>2022-2023</b>	<b>Change</b>
	Occupancy/Meals Tax 25%	1,840,950	1,856,907	2,598,839	1,931,719	4.0%
	Interest	23,000	23,000	5,791	23,000	0.0%
	Appropriated Fund Balance	4,196,002	4,196,002	3,353,040	5,957,670	42.0%
	Total - Non Departmental	6,059,952	6,075,909	5,957,670	7,912,389	30.2%



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

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<b>Outer Banks Visitors Bureau</b>				
<b>Budget 2022-2023</b>				
<b>Restricted Fund</b>				
		Projected		
Account		Amount	Recommended	Proposed
Number	Title	Allocated	FY 22-23	FY 22-23
		thru 2/28/22	Projects	Allocation
	<b>Revenues</b>			<b>Percent</b>
				<b>Change</b>
3210	Interest	5,791	0	23,000
9930	Appropriation from Fund Balance	3,353,040	0	5,957,670
9940	Occupancy/Meals Tax 25%	2,598,839	0	1,931,719
	<b>Total Revenues</b>	<b>5,957,670</b>	<b>0</b>	<b>7,912,389</b>
				<b>32.8%</b>
	<b>Expenditures</b>			
	<b>Long Term Projects: 70% = \$1,352,203</b>			
4503	Infrastructure NOTE #1	442,895	0	442,895
4525	Event Site NOTE #2	3,561,835	1,252,203	4,814,038
4585	Long-term Unappropriated NOTE #3	410,560	100,000	510,560
	<b>Total Long Term Projects</b>	<b>4,415,290</b>	<b>1,352,203</b>	<b>5,767,493</b>
				<b>30.6%</b>
	<b>Short Term Projects: 30% = \$579,516, plus interest</b>			
	<b>FY2020</b>			
4650	TIG - Duck - Pedestrian Paths, Phase 4	147,806	0	147,806
4652	TIG - Manteo - Manteo Town Common	0		0
		147,806	0	147,806
				0.0%
	<b>FY2021</b>			
4652	TIG - Manteo - Manteo Town Common, Phase II	150,000	0	150,000
4655	TIG - KDH - Meekins Field	200,000	0	200,000
4657	TIG - NH - Skate Park	30,000	0	30,000
		380,000	0	380,000
4660	TIG - Chicamacomico	38,760	0	38,760
4662	TIG - NH - Epstein Beach Access	250,000	0	250,000
4664	TIG - NC Coast Fed - Jockey's Ridge Shoreline	127,500	0	127,500
4665	TIG - OB Forever - Aviation Trail	21,250	0	21,250
5170	Traffic Control Hwy 158 & Hwy 12	12,240	0	12,240
5160	Fireworks	76,581	55,000	131,581
5140	25 % of audit	0	3,625	3,625
4999	FY2022 S-T Unappropriated NOTE #4	488,243	543,891	1,032,134
		1,014,574	602,516	1,617,090
				111.4%
				59.4%
	<b>Total Short Term Projects</b>	<b>1,542,380</b>	<b>602,516</b>	<b>2,144,896</b>
				<b>39.1%</b>
	<b>Total Expenditures</b>	<b>5,957,670</b>	<b>1,954,719</b>	<b>7,912,389</b>
				<b>32.8%</b>
	<b>Reconciliation Back to 4/30/22 Cash Balance</b>			
	Funds in the Banks @ 4/30/22			\$ 5,860,200
	Estimated Revenues - May-June 2022			220,000
	Budgeted FY 22-23 Revenues			1,954,719
	<b>Total Proposed Expenditures</b>			<b>\$ 8,034,919</b>
	Less Amounts to be Paid Out in 21-22			(122,530)
	<b>Total Proposed Expenditures</b>			<b>\$ 7,912,389</b>

## 8b

Draft #2  
as of 5/13/2022

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

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

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

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

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

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

## *“Careers Beyond the Counter”*

### *Connecting Dare County Schools with the Local Tourism Industry*

**Purpose:** This program is intended to better connect local high school students with the wide range of upwardly mobile career paths found within Dare County’s \$1.4 billion tourism industry.

**Opportunities:** *As a community, we have the chance to spark student interest while providing local employment options. Our brightest young minds do not need to leave the area to be successful. By employing locals, we’re also able to provide much needed workforce without adding to the strains on housing and infrastructure.*

**Situation:** Despite local tourism’s long-standing success as an economic engine for the county, the perception of available opportunities is often limited to frontline hourly positions. The career paths within the industry, however, are extremely diverse. Some examples include *Finance, Marketing, Web and App Development, Social-Media and Content Creation, Photography and Video Production, Horticulture, Culinary, Hospitality Management and Sales*, in addition to the more traditional customer-facing positions.

*The stigma of “low paying tourism jobs” does not speak to the opportunities for rapid advancement within the industry.* Practically every local tourism business has examples of people who started at entry-level positions and soon progressed to management or even ownership. Four-year college degrees enhance these options but are not a prerequisite. The tourism industry offers extensive on the job training and rewards individual initiative and enthusiasm.

*“Careers Beyond the Counter” shares these industry opportunities by leveraging the excellent work of Career and Technical Education (CTE) units within Dare County’s schools.* CTE programs educate and inspire students, matching personal interests with available career paths. This exposure can also be valuable in providing direction for continued studies.



Through the “Careers Beyond the Counter” program, students will gain firsthand experience with the variety of careers in tourism. Managers will offer in-school presentations and personal insights based on their own career paths. In-class presentations are also said to be effective in finding new employees. Credentialed programs and job fairs are possible as the program evolves.

**The Ask:** If your business would like to participate in this important program, please provide names, titles and contact information for staff (preferably, younger managers) willing to serve on a Speaker's Bureau.

Please let us know if your business can also offer internship or mentorship opportunities. ***These positions need to offer true exposure and involvement beyond the frontline experience.*** If possible, please provide a description of the opportunity, including pay and an expectation of hours. If you need assistance, CTE advisors can offer suggestions on how best to align your opportunity with student availabilities.



If you have questions about the program, please contact Lee Nettles, Executive Director of the Outer Banks Visitors Bureau: [nettles@outerbanks.org](mailto:nettles@outerbanks.org), 252-473-2138. To indicate interest in participating, please contact Lorrie Love at the Bureau: [love@outerbanks.org](mailto:love@outerbanks.org), 252-473-2138.

Help our students, our local community, and the Dare County tourism industry by joining the effort. Thank you for your consideration!

## Marketing Dashboard

thru April 2022

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff.</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	51,632	41,217	10,415	25%
Completed Video Views	2,466,590	2,407,158	59,432	2%
Total Visits to Website	3,315,419	2,524,049	791,370	31%
Online Communities				
Email Subscribers	264,375	239,182	25,193	11%
Facebook	715,966	749,704	-33,738	-5%
Twitter	42,020	40,600	1,420	3%
Instagram	126,297	112,000	14,297	13%
Pinterest	<u>22,700</u>	<u>20,934</u>	<u>1,766</u>	<u>8%</u>
Online Communities Subtotal	1,171,358	1,162,420	8,938	1%

---

### Devices APRIL 2022

Mobile	69%
Desktop	28%
Tablet	3%





HOFFMAN YORK

*The Outer Banks®*  
VISITORS BUREAU

## CAMPAIGN SUMMARY

## CONSIDERATIONS

- FY21-22 Spring-Summer campaign continued in April across the HYTD, Sojern, Jun Group, Pandora and Teads.
- As has been the case for much of the fiscal year, website sessions and conversions continue to exceed benchmarks from the previous fiscal year.
- Over 1.5 million sessions have been delivered from December-April - website activity is ahead of pace to deliver the Spring-Summer goal of 2.2MM sessions by July 2022.
- Search performance improved from the previous month with CTR increasing and CPC decreasing from March.
- Active media for April includes: CTV, Video, Digital Audio, Rich Media, Native Video, Native Display and Banner Display Spring-Summer efforts, OTA continuity efforts, native article promotions and remarketing, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).

Overview of below sections:

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

## APRIL 2022 OVERVIEW

- The Spring-Summer paid media activity continued in April - Continuity OTA, SEM, newsletter email, workflow email, and native remarketing efforts have continued since their launch at the start of the fiscal year.
- Website conversions weren't as strong as April 2021 - Lodging & Restaurant Listings, Things To Do Listings and eNews Sign Ups had the largest decreases YOY.
- Email sends were lower than the previous year, primarily due to unengaged contacts being included in monthly eNewsletters in 2021 and removed in 2022.

Note: All comparisons shown are to April 2021.

## Paid Impressions

9,461,370

(Custom Range: 9,371,680)  
▲ 0.96% (89,690)

## Paid Video Views

2,466,590

(Custom Range: 2,407,158)  
▲ 2.47% (59,432)

## Website Sessions

366,213

(Custom Range: 336,535)  
▲ 8.82% (29,678)

## Website Conversions (All)

41,887

(Custom Range: 56,093)  
▼ -25.33% (-14,206)

## Email Sends

158,374

(Custom Range: 244,052)  
▼ -35.11% (-85,678)

## Lodging &amp; Restaurant Listings Conversions

23,379

(Custom Range: 31,868)  
▼ -26.64% (-8,489)

## FISCAL YEAR OVERVIEW

- FY21-22 paid impressions and video views, website sessions and conversions are pacing ahead of the previous fiscal year.

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

### Paid Impressions

95,122,080

(Custom Range: 79,703,772)  
▲ 19.34% (15,418,308)

### Website Sessions

3,315,421

(Custom Range: 2,496,460)  
▲ 32.80% (818,961)

### Email Sends

2,787,727

(Custom Range: 2,847,928)  
▼ -2.11% (-60,201)

### Paid Video Views

20,937,490

(Custom Range: 16,580,248)  
▲ 26.28% (4,357,242)

### Website Conversions (All)

375,145

(Custom Range: 325,426)  
▲ 15.28% (49,719)

### Lodging & Restaurant Listings Conversions

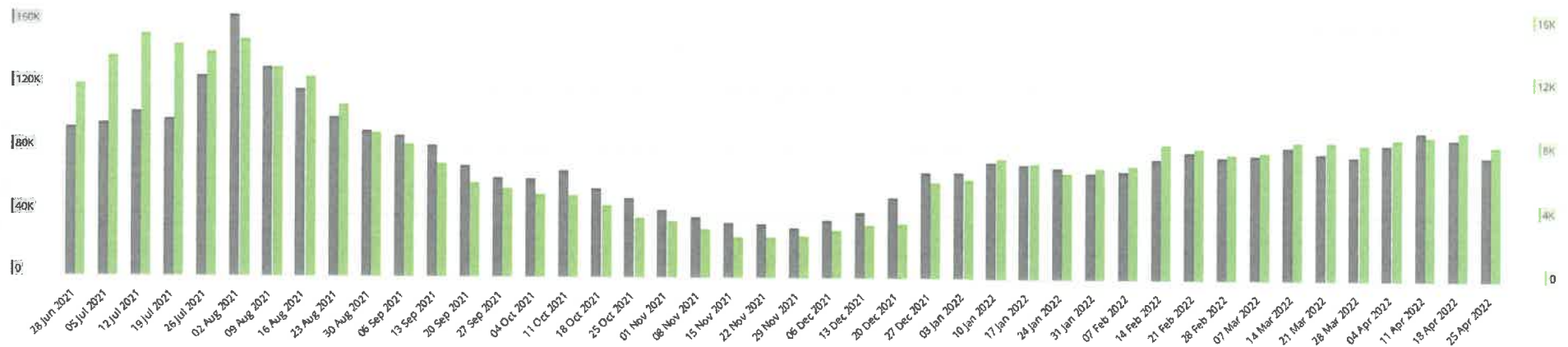
223,544

(Custom Range: 193,016)  
▲ 15.82% (30,528)

## OUTERBANKS.ORG OVERVIEW

### Site Sessions by Channel - Trending

Sessions Goal Completions



## EMAIL MARKETING INSIGHTS

- 158K emails were sent this month with over 155K sent to the consumer marketing contacts who received the April 2022 newsletter.
- Email open rate increased to 16% this month - the highest it has been since August 2021.
- Foodie and Family workflows drove strong open and click through rate performances this month - All workflows drove above average CTR performances.

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

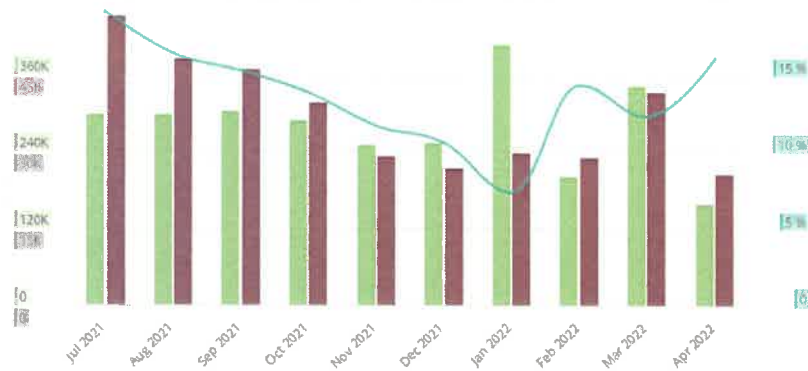
Message Send Name	# Sends	# Opens ↓	# Open Rate	# Clicks	# CTR (Opens)
april 2022 obx email	155,606	24,426	15.72 %	3,746	15.34 %
foodie workflow 3.0	795	299	37.66 %	178	59.53 %
art, history and culture workflow 3.0	773	245	31.74 %	122	49.80 %
family workflow 3.0	492	157	32.04 %	91	57.96 %
active vacationer workflow 3.0	300	89	29.67 %	39	43.82 %
fishing workflow 3.0	280	70	25.18 %	33	47.14 %
camping/rv workflow 3.0	128	35	27.34 %	24	68.57 %
<b>Total</b>	<b>158,374</b>	<b>25,321</b>	<b>16.01 %</b>	<b>4,233</b>	<b>16.72 %</b>

1 - 7 of 7 items



### Email Sends v. Opens - Trending

Message Sends Message Total Opens Message Open Rate



### Top Pages Visited - Month Of

Web Analytics Page Path	# Page Views	# Visits ↓	# Visitor Bounce Rate
/blog/post/	2,228	1,331	41.32 %
/plan-your-trip/webcams/	1,395	1,054	43.45 %
/plan-your-trip/trip-ideas/	2,159	953	40.50 %
/plan-your-trip/travel-guide/	1,191	522	35.44 %
/	734	514	51.17 %
/plan-your-trip/	470	287	29.27 %
/places-to-stay/campgrounds-...	437	277	45.85 %
/event/28th-annual-hatteras-vil...	250	196	40.82 %
/bucketlist/	376	190	45.79 %
/plan-your-trip/the-islands/	293	177	48.59 %
/event/hang-gliding-spectacular/	187	136	48.53 %
<b>Total</b>	<b>11,893</b>	<b>6,311</b>	<b>42.29 %</b>

1 - 25 of 25 items

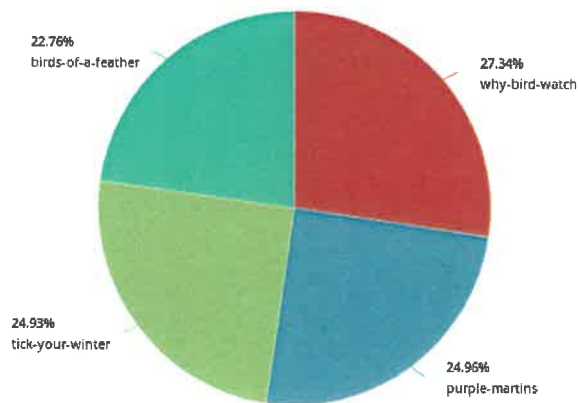


## PAID PERFORMANCE

- FY21-22 Spring-Summer campaign continued in April, delivering over 43 million impressions and 167K clicks to date.
- Native Remarketing efforts continued in April with content supporting the bird watching blog posts and landing pages - Native remarketing efforts will continue into May as part of the Spring-Summer portion of the Continuity campaign.
- Placements driving to the Purple Martins Return to the Outer Banks and Birds of a Feather blog posts delivered the strongest CTR performance in April.
- VRBO continues to deliver strong CTR's since the launch of the Continuity campaign - HY will consider opportunities to expand VRBO partnership during FY22-23 planning.
- Overall, Spring-Summer efforts continue to drive strong performance to date with CTV/Video/Audio delivering strong completion rates at 90%+ and Banner and Native Display driving above average CTR's.

### Native Article Promotions - Month Of Delivery

#### Impressions



### Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	Clicks	# CTR	# CPC	# Media Spend
why-bird-watch	65,437	96	0.15 %	\$6.45	\$619
purple-martins	59,735	124	0.21 %	\$4.55	\$564
tick-your-winter	59,671	75	0.13 %	\$7.47	\$560
birds-of-a-feather	54,471	92	0.17 %	\$5.57	\$513
<b>Total</b>	<b>239,314</b>	<b>387</b>	<b>0.16 %</b>	<b>\$5.83</b>	<b>\$2,256</b>

1 - 4 of 4 items

← →

### Native Article Promotion Performance - Website Analytics - Month Of

Web Analytics Page Path	# Visits ↓	# Visitor Bounce Rate	Time On Site Avg.
/blog/post/	301	88.70 %	20
/	8	75.00 %	763
<b>Total</b>	<b>309</b>	<b>88.35 %</b>	<b>39</b>

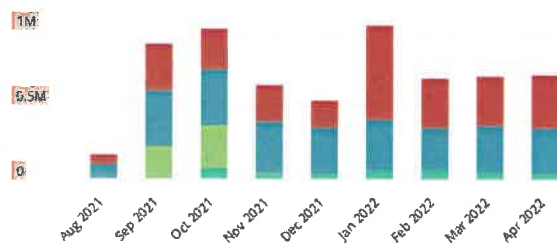
1 - 2 of 2 items

← →

### OTA Delivery - Monthly Trending

#### Impressions

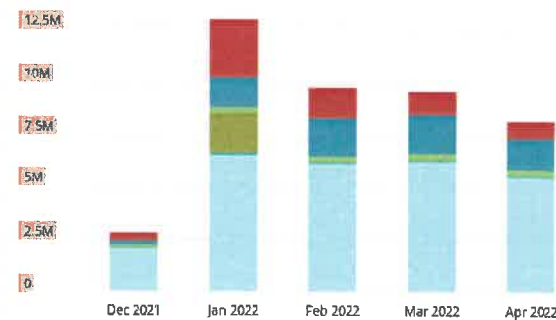
Expedia Hotels.com TripAdvisor VRBO



### Spring-Summer Campaign Delivery - Monthly Trending

#### Impressions

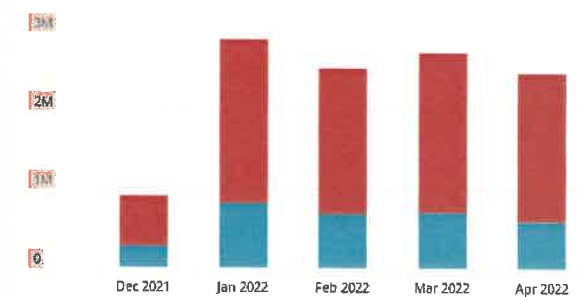
HY Trade Desk Jun Group Meredith Pandora Sojern Teads



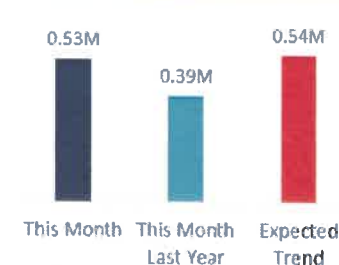
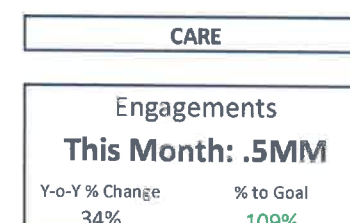
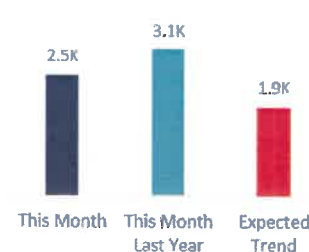
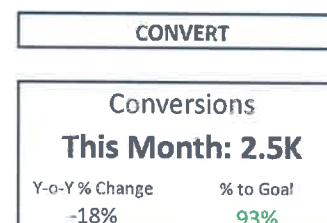
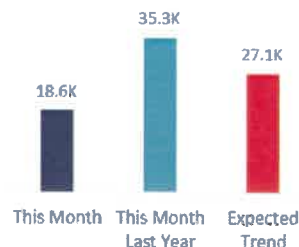
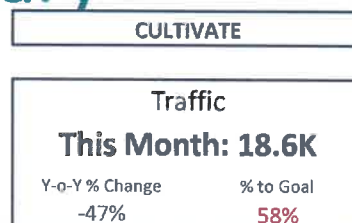
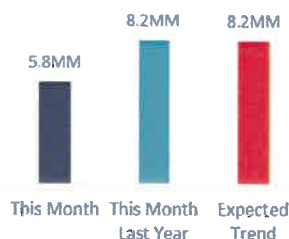
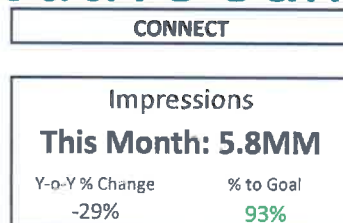
### Spring-Summer Video Delivery - Monthly Trending

#### Impressions

CTV Video



# Executive Summary



## Monthly Highlights:

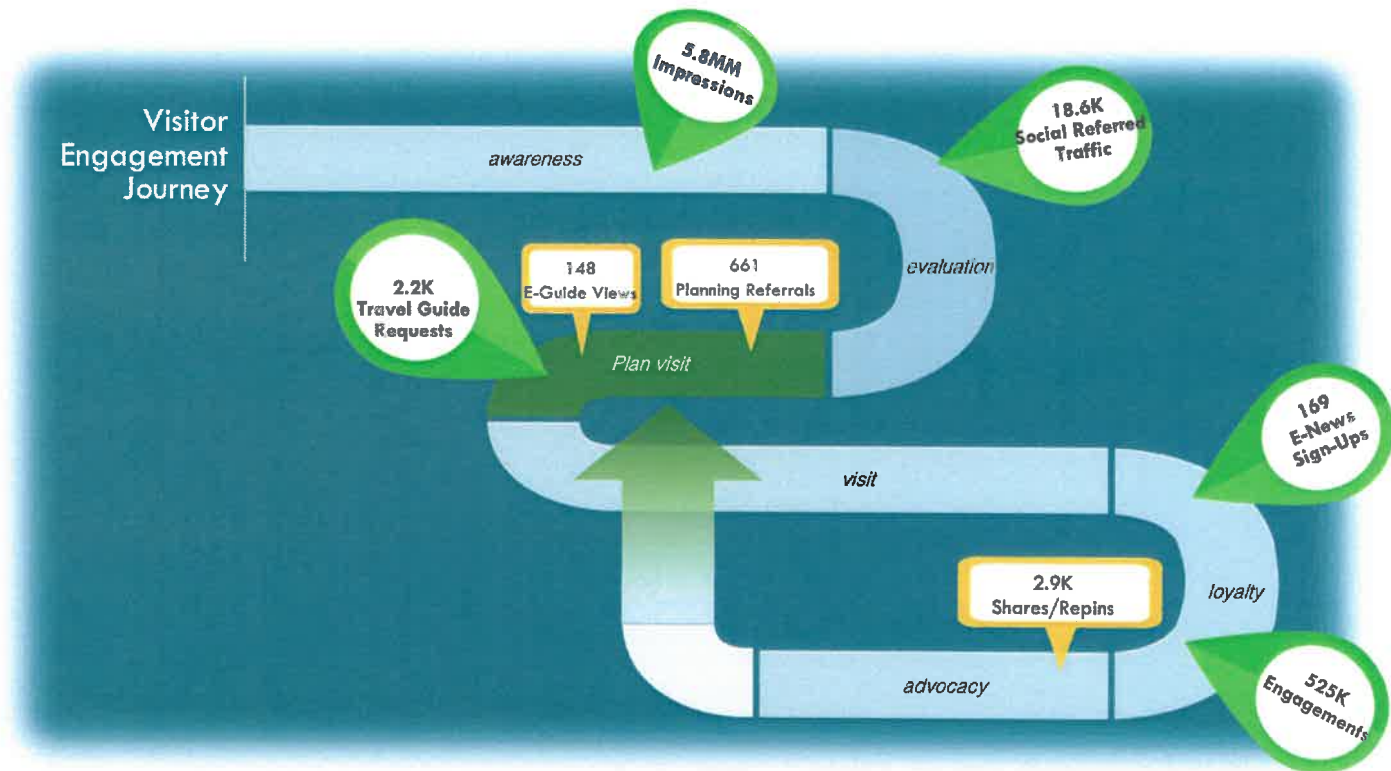
- A portion of spend allocated to Awareness was reallocated to drive additional traffic and conversions this month; resulting in an increase of 36% and 58%, respectively.
- Engagement performance remains well above the projected trend to goal through the utilization of video content.

## Recommendations/Next Steps:

- Continue to shift a portion of Awareness ad budget to Traffic ads to increase referrals to site.
- Continue to utilize interest targeting and interest messaging.

# Visitor Journey

The Outer Banks  
OF NORTH CAROLINA





## TOURISM SALES & EVENTS | INDUSTRY RELATIONS ACTIVITY – May 2022

### Industry Relations | Public Meeting to Discuss the Outer Banks Event Center Concept:

The Industry and Community Partners are invited to attend a Public Meeting on Monday, June 6<sup>th</sup> from 9:30am – 11:00am at Havens on the Banks in Nags Head to review the plans for an Outer Banks Event Center. Attendees will learn more about the benefits for visitors and local residents and how the Event Center is planned to complement the new Soundside boardwalk that's currently being designed. See attached for invitation.

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### The Soundside Event Site:

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

Attached is the 2022 Events Calendar for the Soundside Event Site for your review.

---

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

- **N.C. Wildlife Resources Commission, September 27 – 29, 2022**, Inland Fisheries & Habitat Conservation Meeting, State Government, 46 rooms, meeting space and meals.
- **Galaxy Tours and Travel, October 10 -14, 2022**, senior tour, 25 rooms, double occupancy, group meals, attractions, etc.
- **ADS In |2023 Manager Brief and Training, November 7 – 9, 2022**, corporate, 30 rooms, meeting space and meals.
- **Heritage Tours, May 13 – 15, 2023**, senior tour, 24 rooms double occupancy, group meals, attractions, etc.
- **N.C. Wildlife Resources Commission, February 16 – 24, 2024**, Wildlife Viewing & Nature Tourism Academy, State Government, 125 rooms, meeting space and meals.

\*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

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**Public Meeting To Discuss The Outer Banks Event Center Concept | Monday June 16 2022 | 9:30am-11:00am**

1 message

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Lee Nettles | Outer Banks Visitors Bureau <nettlles@outerbanks.org>

Thu, May 12, 2022 at 1:59 PM

Reply-To: nettlles@outerbanks.org

To: love@outerbanks.org



Dear Community Partners:

Please join the Visitors Bureau for a public meeting to review the plans for an Outer Banks Event Center. This public meeting will take place on **Monday, June 6, 2022 from 9:30am to 11:00am at the Keeper's Galley building at Haven on the Banks, 115 Dove Street, Nags Head North Carolina 27959.**

Although still in the conceptual phase, the Event Center is intended to provide suitable and flexible space for year-round events, concerts, sports, meetings, smaller tradeshow, galas and any number of other uses. Learn more about the benefits for visitors and local residents and how the Event Center is planned to complement the new soundside boardwalk that's being designed.

Staff will be on hand to answer any questions. For additional information, [please visit our Frequency Asked Questions webpage.](#)

We look forward to seeing you on June 6th. Please feel free to call or email Lorrie Love, 252.473.2138 or [love@outerbanks.org](mailto:love@outerbanks.org) with any questions.

With best regards,  
Lee Nettles  
Executive Director  
Outer Banks Visitors Bureau  
[nettlles@outerbanks.org](mailto:nettlles@outerbanks.org)  
252-473-2138

One Visitors Center Circle  
Manteo, NC 27954

See what's happening on our social sites



### 2022 Soundside Event Site Schedule

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

## THE OUTER BANKS PROJECT

### PUBLIC RELATIONS REPORT: May 2022

#### EARNED MEDIA

**Lonely Planet** | Apr 2022 - "9 Best Places to Visit in North Carolina from the Smokey Mountains to the Outer Banks" Caroline Eubanks included the OBX as a great place to dive shipwrecks, hand glide over the dunes of Jockey's Ridge and enjoy Wright Brothers history and coastal lighthouses. <https://bit.ly/3vJXumA>

**Our State** | Apr 2022 - "Natural Wonder in North Carolina's State Parks" <https://bit.ly/3sq2ZWH>

**Golf Coast** | Apr 2022 - "Banking the Ranking: OBX Courses Shine" Three Outer Banks golf courses rank on 2022 Top 50 courses you can play list. Writer Brad King has played all our local courses working with PlayOBXGolf.com, our golf marketing partners. <https://bit.ly/3PbTJPp>

**Luxury Magazine** | Apr 2022 - "High Seas Adventures" Larry Olmsted visited in Apr 2021 and has since written several articles including a Travel + Leisure placement. He included the Outer Banks as a tuna fishing destination in this roundup of big game destinations for the bi-annual publication sent to the most premium MasterCard holders. <https://bit.ly/3M3eOtD>

**Small Market Meetings** | May 2022 - "Carolina Resorts" The Outer Banks PR Team worked with a contributor on great North Carolina meeting spaces and updates for a roundup article which would include Sanderling Resort in Duck. <https://bit.ly/3FxHR5U>

**TravelByVacationRental.com** | Apr 2022 - "Whalebone Ocean Cottages: Charming Outer Banks Vacation Rental Houses" Julie Suman visited in Dec 2021 to create offseason content for us and has written several articles, including this review of her accommodations. <https://bit.ly/3kRPzyj>

#### EARNED MEDIA - IN DEVELOPMENT

**Group Travel Leader** | June 2022 - Aaron was interviewed for a North Carolina feature in the prominent group industry publication. Groups are coming back strong.

**Axios Richmond** | Summer 2022 - Aaron was interviewed for a new Richmond, VA facing website and newsletter about road tripping to the Outer Banks. Writer Karri Peifer is launching the Richmond initiative as part of a 25 city launch of Axios in 2022.

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

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

## THE OUTER BANKS PROJECT

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

### PRESS TRIPS

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

### CONTENT PARTNERSHIPS

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

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

**Red Bull** | Jun 19-22 - OBVB is partnering with VisitNC to host a kayaking team from Red Bull Germany as they traverse the state, kicking off their ultimate North Carolina terrain trip on the Outer Banks.

Travel Stories > USA > North Carolina

# 9 best places to visit in North Carolina from the Smoky Mountains to the Outer Banks



Caroline Eubanks

Apr 23, 2022 • 6 min read



From award winning restaurants to majestic national forests, North Carolina is home to a variety of experiences © Doug Ash / Getty Images

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From the towering peaks to the west to the sandy shores of the protected coastline, [North Carolina](#) is home to a variety of experiences.

The state is where the Wright Brothers famously made their first flight and where a little soda brand called Pepsi gained international recognition. It’s also where musicians like Earl Scruggs, Nina Simone and John Coltrane were born.



Explore North Carolina's Outer Banks, home to dozens of islands with small towns and fishing villages  
© David Louis Econopouly / Shutterstock

## Go for a dive at the Outer Banks

The [Outer Banks](#) is home to dozens of islands with small towns and fishing villages. The 175-mile stretch is where Europeans first arrived, including the mysterious Roanoke colony that disappeared in 1587.

Pirates trawled the waters, including Blackbeard, who met his fate on Ocracoke Island. It's also known as the Graveyard of the Atlantic for the many shipwrecks on the ocean floor, which now make for excellent diving sites.

### HEALTH & SAFETY

#### How to be ready for anything while traveling

Travelers have different ideas of what it means to be 'ready for anything.' Here's how anyone can be more prepared



At [Kitty Hawk](#), visitors can see where the Wright Brothers made their first flight. Try your own luck with a glider flight at the nearby sand dunes at [Jockey's Ridge State Park](#). The best views are from the lighthouses along the coast, including the [Cape Hatteras](#), [Currituck Beach](#) and [Bodie Island](#) lighthouses.

## Dine out in Raleigh

The capital city has an energy that attracts lovers of the arts. The [North Carolina Museum of Art](#) features the work of both the state's creatives and internationally recognized artists. [The Pour House](#) brings in touring music acts, first opened in 1997.





# LM

LUXURY MAGAZINE

SPRING/SUMMER 2022



*“He came out unendingly and water poured from his sides. He was bright in the sun and his head and back were dark purple and in the sun the stripes on his sides showed wide and a light lavender. His sword was as long as a baseball bat and tapered like a rapier and he rose his full length from the water and then re-entered it, smoothly, like a diver and the old man saw the great scythe-blade of his tail go under and the line commenced to race out.” —Ernest Hemingway, The Old Man and the Sea*

## High Seas Adventures

You can have a great saltwater game fishing story of your own.

BY LARRY OLMSTED

In Ernest Hemingway’s 1952 novella *The Old Man and the Sea*, the elderly fisherman’s first glimpse of the 18-foot marlin he would battle for three days and nights was based on the author’s years of experience fishing marlin out of Havana. At home on Key West, he often chased tarpon, Florida’s signature game fish, about which author A.W. Dimock had earlier penned a similarly evocative description: “That twisting, gyrating body, garmented in glistening silver and enveloped in a cloud of sparkling diamonds, was unlike any denizen of Earth.” Dimock’s *Book of the Tarpon* (1911) sparked a high-society fishing frenzy; and Hemingway’s later story won the Pulitzer Prize, spawned an Academy Award-winning film, and seven decades later, still inspires global travelers to charter sportfishing boats in pursuit of their “Old Man” moment.

Besides the thrilling action, the appeals of saltwater game fishing are many, and even before the first strike; time on the water drinking beers with friends in often tropical locales rarely disappoints. But the real beauty of this activity is that it requires only interest, not expertise, and even first-timers can break records. In every top destination around the globe, there are staffed, fully equipped charters awaiting the would-be angler, complete with crew expertise. Passionate and knowledgeable hobbyists can get as hands-on as they want, but otherwise crew will bait lines, set up trolling, and upon a strike, tell you when to climb into the fighting chair,

hand you the rod, and explain what to do. Yet when you pull the fish from the sea, minutes or hours later, whether it is a 30-pound tuna or a half-ton marlin, the thrill is all yours.

Saltwater fishing can be done from the beach or pier, and fly-fishing enthusiasts may take their light tackle to the ocean to test their skills against much larger fish, but for the vast majority of travelers, saltwater game fishing is an offshore, deep-sea pursuit using heavy tackle and specially designed boats 35 feet or longer.

In most cases, those taking charters are seeking a particular regional prize, but unexpected quarry is the norm, and a single-day trip can net a dozen different catches, adding to the mystique. The notable exception to the deep-sea rule is salmon, typically fished inshore on protected straits and bays near land rather than open ocean, and it is done from smaller boats (but it is no less thrilling).

Saltwater game fishing spans many dozens of species, including little-known catches such as roosterfish, snook, and bonitos, but a handful of prizes remain the stuff of anglers’ dreams, and worth traveling thousands of miles to pursue. With almost all modern, professional charters, only fish for consumption, such tuna and salmon, are kept to be enjoyed at the table, while billfish and many others are always released back into the wild—after the pictures are taken. These four are the most coveted saltwater game fish to wrangle, alongside details about the best places to find them. →



Courtesy Casa de Campo Resort & Villas





## BILLFISH

The kings and queens of the sea are the four main species of billfish: marlin, spearfish, sailfish, and swordfish. Marlin can be blue, black, white, and striped, the latter being the “smallest” with a world record of 494 pounds. The others can be over half a ton. The billfish world-record holder (for nearly 70 years) is a 1,560-pound black marlin. The International Game Fish Association (IGFA), which maintains records, defines a fishing Grand Slam as an angler catching three specific fish in a 24-hour period. There are many regional and obscure variants, such as Florida’s Inshore Slam (red drum, spotted seatrout, and flounder). But for bragging rights, the Grand Slam that counts is a trio of billfish, and in the world’s best fishing grounds, such as Panama, it is possible to catch and release four for the coveted Super Slam.

For world-record catches, far-flung marlin hot spots include Australia’s Cairns, Portugal’s Azores and Madeira islands, and Fiji. Closer to home, the best include Hawaii’s Kona Coast (home to multiple world records), many Caribbean islands (à la Hemingway), Panama, and Mexico’s Baja peninsula. All offer ample charter boats, but for top resorts with their own marinas and one-stop, world-class fishing vacations, standouts include Panama’s fabled **Tropic Star Lodge** ([tropicstar.com](http://tropicstar.com)), a classic Grand and Super Slam destination, and Mexico’s **Villa del Palmar at the Islands of Loreto by Danzante Bay** ([villadelpalmarloreto.com](http://villadelpalmarloreto.com)). Further up the peninsula and surrounded by protected natural reserve waters and islands, Loreto is far less crowded than Los Cabos.



The marina at Casa de Campo Resort & Villas

Courtesy Images From Left: Tropic Star Lodge/Hannes Ribner, Casa de Campo Resort & Villas (2)

For the past three years, fishing website The Billfish Report has ranked the southeastern Dominican Republic as the most consistent location in the world, and it is hard to beat legendary **Casa de Campo Resort & Villas** ([casadecampo.com.do](http://casadecampo.com.do)), a top-tier golf destination with a well-equipped marina. The area is a standout for blue marlin, other billfish species, and prized catches such as mahi-mahi, wahoo, and tuna.

With a long season for white and blue marlin and sailfish, the billfish capital of the continental United States is the Outer Banks of North Carolina, which has a dizzying array of both inshore and offshore fishing. With thousands of rental homes, the region lacks a dedicated fishing resort but has a world-class marina, **Pirate’s Cove** ([fishpiratescove.com](http://fishpiratescove.com)), with a large modern sportfishing charter fleet and an on-site cook-your-catch restaurant. →





## TUNA

There are more than a dozen very different types of tuna with world-record categories, and the biggest exceed even marlin—the giant northern bluefin can run over 1,600 pounds. But the most sought after is the yellowfin, a perfect combination of size (up to 400 pounds), fight, beauty, and taste (it’s known on restaurant menus as ahi). Yellowfin swim in schools, making multiple fast and furious catches common, and are found widely all over the world.

Fortunately, they also tend to be prevalent in the same places as many marlin: Hawaii’s Kona Coast is legendary, Panama is an excellent spot, and many world-record catches have occurred off Mexico’s Baja peninsula. Panama’s **Tropic Star Lodge** and Baja California’s **Loreto Bay** are top fishing resorts where multiple types of marlin and big tuna can be found.

The Outer Banks of North Carolina also offer excellent yellowfin fishing, while the state’s southern tip, Cape Hatteras, has world-class bluefin fishing in winter. The large Atlantic bluefin is the other coveted tuna, and the most prized for eating. But it is a colder-water catch, hence National Geographic’s reality show *Wicked Tuna* is set in Massachusetts, and the current world record was caught in Nova Scotia.

## SALMON

Among all the world’s fish, salmon are especially prized because they offer great sport in beautiful settings and are exceptional for eating. Because Atlantic salmon is commercially extinct, most salmon consumed are farmed, be it from Iceland, Scotland, Norway, or Nova Scotia. Wild caught is more expensive, more desirable, more natural, tastes better, and is exclusively from the Pacific, which essentially means Alaska.

There are five Pacific salmon: king (Chinook), silver (coho), sockeye, pink, and chum. King are the largest, averaging 20–40 pounds and 3–4 feet long, but can run up to 80 pounds. Almost everyone who fishes salmon visits the 49th state, where there are several dedicated fishing lodges, most of which will trim, vacuum pack, and flash freeze your catch to take home, so anglers enjoy a year’s worth of feasting on great memories.

Two properties are standouts, and as early as 1992 the iconic reference book *Saltwater Gamefishing* praised the skilled staff at **Waterfall Resort Alaska** ([waterfallresort.com](http://waterfallresort.com)), with more than a century of fishing tradition on an island within the Pacific Northwest’s Inside Passage. The outfit offers a mix of lodge rooms, cabins, suites, and townhomes, a custom fishing boat fleet, and expert guides with all-inclusive fishing packages. Its more upscale sister resort **Steamboat Bay Fishing Club** ([steamboatbay.com](http://steamboatbay.com)) is operated in the style of a private club with gourmet cuisine and state-of-the-art gear. Both locations offer exceptional opportunities for king and silver salmon along with desirable halibut (up to 300 pounds).



## TARPON

The “silver king” of game fish, tarpon are prized as the rare shallow water (3–4 feet) fish capable of diving more than 100 feet. Thus, these ferocious fighters can take hours to reel in. They can reach 8 feet and weigh nearly 300 pounds. Florida is the world’s best place for tarpon fishing, from the Keys up the west coast, but the epicenter is the islands off Fort Myers, Sanibel, Captiva, and Boca Grande. There are many marinas and charters here, and one resort with its own marina is **Captiva’s South Seas Island Resort** ([southseas.com](http://southseas.com)). In the Keys, **Hawks Cay Resort** ([hawkscay.com](http://hawkscay.com)) on tiny Duck Key has a well-equipped marina, while the small **Bahia Honda Sporting Club** ([bahiahondaclub.com](http://bahiahondaclub.com)) near Key West is one of the only all-inclusive fishing lodges in Florida. ♦

From Top: Adobe Stock; Courtesy TPC Danzante Bay (2). Opposite Page, From Top: Adobe Stock; Courtesy Waterfall Resort (2)

