



Dare County Tourism Board Meeting

Thursday, October 21, 2021
9:00 a.m.

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

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, OCTOBER 21, 2021
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 September 16, 2021 Meeting
- V. Public Comments
- VI. Boardwalk Design Review and Discussion
- VII. Steering Committee Report-Chairman
 - 1. Tourism Impact Grant Recommendations
 - 2. Restricted Fund Grants Amended Guidelines
 - a. Long Term Unappropriated
 - b. Tourism Impact Grant
 - 3. Marketing Department Renovations Recommendation
- VIII. Budget & Finance Report-Budget & Finance Committee Chair
 - 1. Monthly Financial Reports
 - 2. Amend Fiscal Year 2021-2022 Budget
- IX. Outer Banks Visitors Bureau Updates
- X. Old Business
- XI. New Business
- XII. Board Member Comments
- XIII. Set Date, Time, and Place of Next Meeting
- XIV. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, SEPTEMBER 16, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

In-Person: Jeff Pruitt, Chair; Tim Cafferty, Vice-Chair; Ervin Bateman, Treasurer; Monica Thibodeau, Assistant Treasurer; Webb Fuller, Secretary; Bambos Charalambous, Jamie Chisholm, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, and Jay Wheless, Legal Counsel.

EXCUSED ABSENCE: Doug Brindley, and Hatteras At Large member

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:

In Person: Hardy Peters, East Coast Sailboats; Dave Hallac, Superintendent, National Parks of Eastern North Carolina, National Park Service, and 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. The motion passed unanimously (11-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from August 19, 2021. Second by Mr. Holland. There was no discussion. The motion passed unanimously (11-0).

PUBLIC COMMENTS: Hardy Peters spoke about the potential to have sound access at the Event Site and Harvey St Sound Access for sailboats (presentation attached).

Superintendent Hallac briefed the Board on visitation in the area National Park Service sites, the opening of the southern terminus of the Bonner Bridge as a free fishing pier, renovations at Oregon Inlet Fishing Center, and additional parking at Frisco Beach Access.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 19.36% compared to 2019-2020 actual receipts.

GRANTS AND LOCAL PUBLIC RELATIONS REPORT: Ms. Chisholm and Lee Nettles reviewed the Event Grant requests and the work of the committee.

Ms. Chisholm moved to approve the following Event Grant awards.

Organization	Project	Recommended Award
Dare County Arts Council	Artrageous Kids Art Festival 2022	\$7,500.00
	Rock the Cape 2022	\$7,500.00
Dare Co, Restaurant Assoc.	Taste of the Beach 2022	\$25,000.00
Eastern Surfing Assoc, OBXNC District	2022 ESA Mid-Atlantic Regional Surfing Championship	\$12,500.00
Elizabethan Gardens	2021 WinterLights	\$25,000.00
Garage Band Charities	OBX Rod & Custom Festival 2022	\$15,000.00
Hatteras Village Civic Assoc.	Hatteras Village Offshore Open	\$5,000.00
Outer Banks Giving Tree	Outer Banks Jingle Jog & Little Elf Fun Run	\$1,000.00
Town of Manteo	2021 New Year's Eve Event	\$25,000.00
Town of Nags Head	Dowdy Park Holiday Market	\$1680.00
TOTAL RECOMMENDED AWARD		\$125,180.00

Second by Mr. Holland. There was no discussion. The motion passed unanimously (11-0).

OUTER BANKS VISITORS BUREAU UPDATES: Lee Nettles updated the Board on:

- Withdrawal of the Town of Nags Head Conditional Use Permit Application
- New programs on the website to help visitors plan their vacations better
- Marketing Dashboard (which includes website and inquiry numbers) and visitation

Aaron Tuell reviewed the ongoing work with influencers and travel writers, and upcoming and recently released articles about the Outer Banks.

Lorrie Love reported on upcoming events; partner co-ops, and the 2022 Travel Guide and upcoming sales mission shows.

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

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

BOARD MEMBER COMMENTS: Mr. Fuller complimented staff on the clean appearance of the event site and asked about the event, sponsored by Clark Twiddy, regarding sustainable tourism and asked if the Visitors Bureau was involved in it. Lee Nettles noted that Clark Twiddy sponsored the study but had not involved the Bureau at this time. Mr. Fuller and Mr. Bateman asked about beach access information on the website and inquired about the possibility of an app for beach accesses. Lee Nettles noted the information was available digitally and will make the information easier to find and use on the website. Ms. Thibodeau asked how the state was faring regarding tourism. Lee Nettles noted that North Carolina was the 5th most visited state and that the mountains and coast were experiencing record high years while the center was low. Mr. Holland spoke about the increased traffic numbers and what Southern Shores is doing to mitigate the problem.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, October 21, 2021, at 9:00 a.m. in Curtis Creech Memorial Boardroom, Outer Banks Visitors Bureau Administrative Office, Manteo, NC (virtual and in-person options available).

The Chair asked if there was any further business before the Board. Hearing none, the meeting was adjourned at 10:12 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

draft

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

Created February 18, 2021
Modified X/XX/XXXX

Program Intent

Dare County Tourism Board's Long-term Unappropriated fund was established to financially assist Dare County Governmental Units and Non-profit Organizations with programs or services needed due to the impact of tourism on the County.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") finances the Long-term Unappropriated fund by an annual appropriation as approved by the Board from long-term appropriations up to a maximum of \$500,000. The annual appropriation comes from 70% of the ¼ of the 1% occupancy tax and 1% prepared meal tax revenues generated annually in the Special Revenue Fund.

Applicant Assumes This Risk

Should local, state or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

Grant Criteria

- A. Applicants shall be a Dare County Local Government or a non-profit entity with its principal place of business in Dare County and having its non-profit status conferred in writing under Section 501 of the U.S. Internal Revenue Code.
- B. Projects must be located in Dare County.
- C. Grants will be paid as a reimbursement only after the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement.
- D. **Grant applications must be directed toward unplanned, extraordinary, non-recurring, and urgently needed projects.** The Tourism Board has sole discretion to decide whether the applicant could have or should have planned for the expense.
- E. Grant cannot be transferred or assigned to a third party, unless approved by the Tourism Board in writing.

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
LONG-TERM UNAPPROPRIATED FUNDS
RULES & APPLICATION**

- F. The following items are ~~non-reimbursable ineligible~~: The purchase of interests in real property, Land/real property purchases, pPreliminary architectural, engineering, surveying and other forms of professional services, in-kind services (for example, Administrative salaries of public employees), routine repairs, maintenance and administrative expenses and any local, state or federal tax.
- G. Personal property Other pProperty (real or personal) purchased and/or real improvements funded through developed with this grant assistance shall be retained for use of the public and the applicant agrees to return the amount of the grant to the Tourism Board should the personal or real property or facility be converted to some other use than that represented in the grant application. Real Any real property developed or improved under this grant program must be lien and encumbrance free (except as specifically approved in writing by the Tourism Board). The Board, in its sole discretion, may require an attorney's opinion on title, restrictions, covenants and/or easements be recorded in the public registry to evidence the Board's requirements and conditions.
- H. Applicant may only apply for one project from the Unappropriated Long-term fund within a three-year period, unless an earlier request is deemed appropriate by the grant administrator.
- I. **Approved organization must come to the Outer Banks Visitors Bureau to meet with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the application and answer any questions the applicant may have.
- J. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified within seven days of receiving the application if it does not meet the requirements of the grant. The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee. The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.
- K. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- L. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of Long-term Unappropriated awards.
- M. Board or Staff may modify the above terms and conditions at any time.

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

Created 6/21/2019
Modified x/xx/xxxx

Program Intent

Dare County Tourism Board's Tourism Impact Grant (TIG) program was established to financially assist Dare County Governmental Units and other Non-profit Organizations with programs or services needed due to the impact of tourism on the County.

The Dare County Tourism Board (hereinafter "Tourism Board" or "Board") makes funding for TIG grants available by an annual appropriation as approved by the Board from short-term unappropriated funds. Short-term funds accrue from 30% of the $\frac{1}{4}$ of the 1% occupancy tax and 1% prepared meal tax revenues generated annually in the Special Revenue Fund.

Qualified applicants must submit an application containing an outline of the project, the impact of the project on tourism, a statement of need, a copy of the most recent balance sheet, and a budget overview of the entire project's funding and expenditures; which shall include other grants or secured funding services.

Applicant Assumes This Risk

Should local, state or federal laws prohibit the Dare County Tourism Board's performance, disband the Dare County Tourism Board or repeal the Board's enabling legislation, then the Dare County Tourism Board shall have no obligation to fulfill the terms and obligations of this agreement, including, but not limited to funding and reimbursement of applicant's expenditures. If the Dare County Tourism Board's authority hereunder is limited or terminated, then this Agreement shall be void as of the effective date of said ordinance, law or regulation and the Dare County Tourism Board shall be forgiven all performance obligations that are its responsibility under this agreement that is or are made contrary to law. All applicants must agree to this tremendous limitation to the Dare County Tourism Board's performance obligations, assume the risks associated therewith, including the risk that the Applicant may not be reimbursed for expenditures under this program.

Grant Criteria

- A. Applicants shall be Dare County Local Governments or a non-profit entity with its principal place of business in Dare County and having its non-profit status conferred in writing under Section 501 of the U.S. Internal Revenue Code.
- B. Project must be located in Dare County

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TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

- C. Match required for the Tourism Impact Grant shall be based on the amount awarded, as follows:

AWARDED AMOUNT	REQUIRED MATCH AMOUNT
Below \$50,000	No match required
\$50,000 - \$125,000	At least 25% match required from applicant
Over \$125,000	At least 50% match required from applicant

- D. Tourism Impact Grant Projects must be completed by the end of one full fiscal year from the date of the award. Project extensions must be approved in writing by the Board or staff if the Board has granted that authority to the staff.
- E. The Tourism Board will monitor the progress of each project. Should a project not materialize, or should it progress at a rate which would limit its viability (in the sole discretion of the Board), then the Board shall terminate or withdraw the award and grant itself, and the funds will be unencumbered and revert to the Tourism Impact Grant fund for future projects.
- F. Matching funds and expenditures must be related to the project covered by this application and not incurred prior to the date of grant submission.
- G. Grants will be paid as a reimbursement once the project is complete and all paid receipts (for both grant and match) presented as described under the terms of the Contract Agreement.
- H. Expenditures shall not be used for operations customarily funded by Governmental entities (including but not limited to repairs and maintenance).
- I. The following items are ~~non-reimbursable ineligible~~: The purchase of interests in real property, Land/real property purchases, Preliminary architectural, engineering, surveying and other forms of professional services, in-kind services (ex. Administrative salaries of public employees) and any local, state or federal tax.
- J. If grant funds will be used to purchase and/or to make improvements to real property, then the Real property developed or improved under this grant program must be lien and encumbrance free (except as to liens and/or encumbrances that are specifically approved by the Tourism Board in writing). Applicant may be required to provide the Tourism Board with a written "opinion on title" by a

**DARE COUNTY TOURISM BOARD
(DBA OUTER BANKS VISITORS BUREAU)
TOURISM IMPACT GRANT
RULES & QUALIFICATIONS**

North Carolina licensed attorney. The scope and form of the opinion will be determined by the Tourism Board on a case-by-case basis.

- K. Personal property ~~Other pProperty (real or personal)~~ purchased and/or real property improvements funded through ~~developed with~~ this grant assistance shall be retained for use of the public and the applicant agrees to return the amount of the grant to the Tourism Board should the personal or real property ~~or facility~~ be converted to some other use. The Board, in its sole discretion, may require certain restrictions or easements be recorded in the public registry to evidence this requirement and obligation of the applicant or property owner.
- L. Grants cannot be transferred or assigned to a third party, unless approved by the Dare County Tourism Board in writing.
- M. Requirement for reimbursement for approved project must have the following:
1. Approvals from all organizations directly or indirectly involved in proposed project must agree with all terms and conditions outlined. Burden of compliance rests with the applying organization.
 2. Appropriate sign recognition of contribution made by the Dare County Tourism Board. To include Board logo and "Project Funded In Part By The Dare County Tourism Board" or other similar language approved by the Grant Administrator.
 3. If not a physical capital project, appropriate recognition of contribution made by the Dare County Tourism Board, including logo, must be in press releases and all associated publicity materials.
 4. Approved signage or other appropriate recognition must be maintained permanently.
 5. Copies of all invoices and payments related to the project.
- N. Applicant may only apply for one TIG grant per project, per Fiscal Year.
- O. Funding of phase projects does not obligate the Dare County Tourism Board to funding of any future phases of the same project.

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- P. **Approved organization must come to the Outer Banks Visitors Bureau to meet with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the application and answer any questions the applicant may have.
- Q. Applications may be requested at any time; however, complete applications must be submitted between **September 1 and September 30** by U.S. Postal Service. Personal hand-delivery of applications will be accepted during this period, Monday through Friday 9:00 AM – 4:30 PM (excluding any holiday). A receipt must be signed by a Bureau employee and the delivery person as evidence of delivery within the allotted application period. One original and 15 copies clipped together (**NOT STAPLED**) of the application and any collateral material is required.
- R. Applications will be reviewed by the Grant Administrator as they are received. The applicant will be notified within seven days of receiving the application if it does not meet the requirements of the grant. The applicant will have a chance to modify, adjust and correct the application before it is submitted to the Steering Committee. The Grant Administrator and the Executive Director, or his/her designee will be available to assist the applicants.
- S. All proposals that meet mechanical guidelines will be forwarded to the Steering Committee for consideration. The Steering Committee will make its recommendations to the full Board of Directors at a regularly scheduled Board meeting. Recommended Tourism Impact Grant projects will then be forwarded to the Dare County Board of Commissioners for consensus.
- T. Applying organization will be notified within seven days following presentation to the Dare County Board of Commissioners as to acceptance or rejection of Tourism Impact Grant awards.

I have read and reviewed the documents and understand that our organization bears the responsibility to understand and comply with all terms and conditions. This application vests applicant with no rights or expectations of approval and certainly not receipt of funds.

Name and title of person making application: _____

Name of Local Government or Non-Profit: _____

Signature

Date

TIG Grant Worksheet

FY21/22

Organization	Project	Project Amount	<i>Requested Amount</i>	<i>Recommended Amount</i>
Chicamacomico Historical Association	Exterior Restoration of 1911 Cookhouse	\$46,000.00	\$45,600.00	\$38,760.00
	Replace the siding and roof of the 1911 Cookhouse			
Friends of Jockey's Ridge	Improve Park Access for Mobility Challenged Visitors	\$27,906.79	\$23,858.79	\$20,280.00
	Purchase of a second UTV to provide access to the park for more visitors as well as being able to assist visitors, engage visitors and help with maintenance of the park and transporting materials for events and programs.			
Nags Head (Town of)	Epstein Street Public Beach Access	\$569,298.00	\$250,000.00	\$250,000.00
	Replace the bath house and dune walkover with an ADA travel surface, stabilize dunes with native plants, replace and upgrade amenities including solar lighting, recycling and trash, upgrade onsite wastewater. Add benches, bike racks, and garage for storage of equipment. Resurface ADA parking spaces and construct a rain garden. Parking will be reduced by 2 spaces.			
Nags Head (Town of)	Bonnett Street & Barnes Street Sidewalk Extensions	\$118,272.00	\$88,704.00	\$37,898.00
	Construct 350 linear feet of 5' wide sidewalk from Wrightsville Avenue along Bonnett Street to NC12. Construct 300 linear feet of 5' wide sidewalk westward along Barnes Street from Hwy 158 to S. Meekins Ave to join existing sidewalk to Town Park.			
North Carolina Coastal Federation	Jockey's Ridge Shoreline Stabilization and Public Access	\$307,300.00	\$150,000.00	\$127,500.00
	Bidding, permitting and construction of an adaptive shoreline management plan. Two plans considered include capping the existing oyster sill with granite or installing a vertical sill in front of or behind the exiting oyster sill.			
Outer Banks Forever	Aviation Trail Through Time Education Exhibit	\$87,500.00	\$25,000.00	\$21,250.00
	Create and install 10 accessibility-friendly interpretive exhibits flowing the path from the First Flight Boulder to Big Kill Devil Hill and the Monument.			
Southern Shores (Town of)	Town of SS Transportation Data	\$35,600.00	\$35,600.00	\$30,260.00
	Purchase traffic data software to summarize traffic patterns and where vehicles cut-through residential streets. Can also provide vehicles point of origin.			

Total Amount in TIG (Short Term Unappropriated

\$ 526,017.00

Total Recommended Amount

\$525,948.00

Difference

-\$69.00



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

Date: October 12, 2021

To: Jeff Pruitt, Chair
Dare County Tourism Board

From: Lee Nettles, Executive Director
Diane Bognich, Director of Administration

Re: Marketing Area Improvements

The Steering Committee met on October 12, 2021 and recommends the preliminary estimated figures for the redesign of the marketing area and server room to the Board. Attached is the preliminary design. Below are the estimated costs and work associated with the design. The budget currently has \$461,000 in the Infrastructure line item of the Restricted Fund. We are seeking approval on these estimated figures to continue with the project.

Present Remodel as shown in preliminary design without 2nd Floor:

- Approximately \$295,000 to \$325,000.
- Includes construction, painting, electrical, flooring for the six offices, redesign and construction of hallway, conference room, storage closet and server room. Includes contingency of 20% and estimate of mechanical costs associated with the server room.
- Commercial remodel might bring code factors yet to be addressed during design and permits review.

Cost to repair and reconfigure leaking windows

- Approximately \$42,000 - \$52,000.
- Remove existing windows. Eliminate potential rot and repair. Framing between existing windows and connect to the exterior walls to make possible to have present proper office enclosures without special details. Add header to allow potential 2nd floor. Include exterior trim and exterior paint. Windows to properly fit and match existing style.
- Potential extent of rot and repairs is not estimated. May necessitate an allowance if such case.

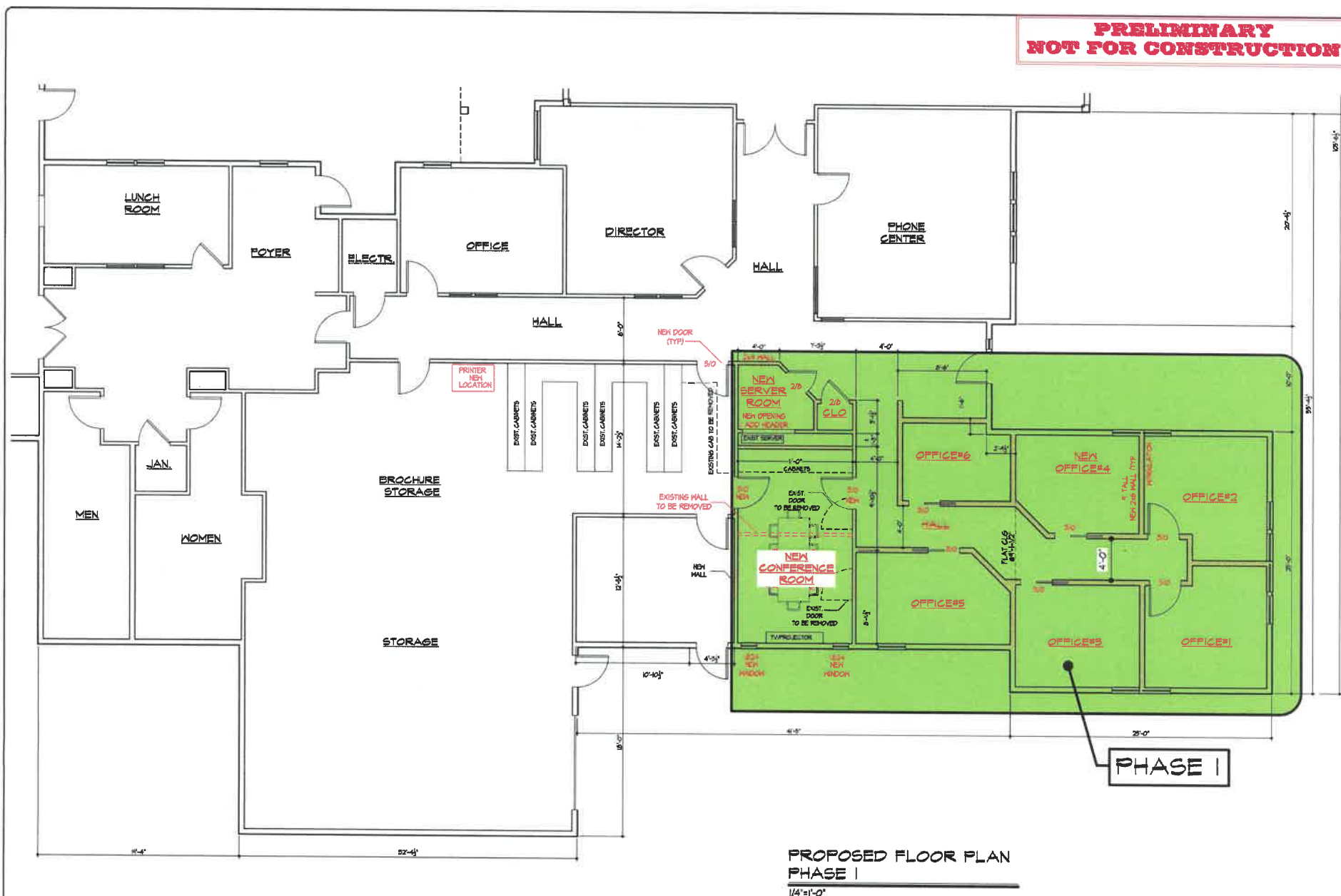
P.O. Box 1129
425 N. CROATAN HWY
(252)-261-4151
(252)-261-1333
C-0836

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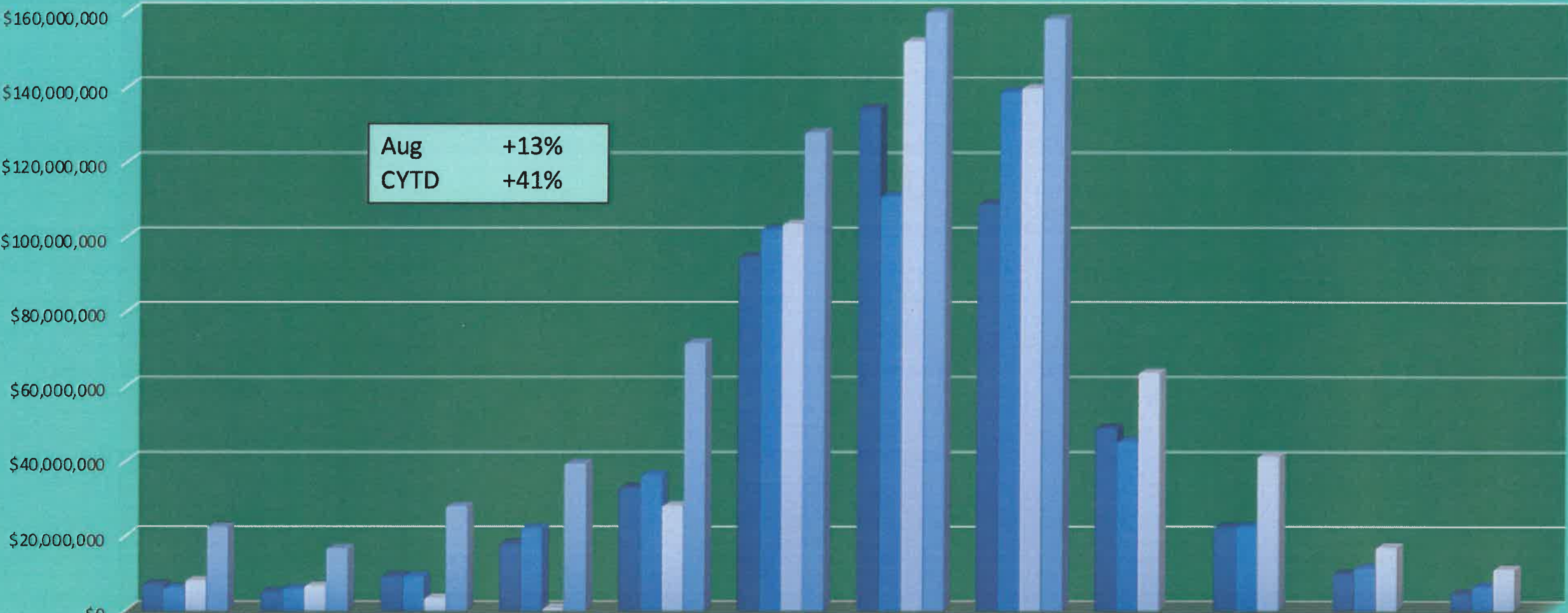
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OUTER BANKS VICTIMS BUREAU
1 VISITOR CENTER CIR
MARTIN
NORTH CAROLINA
PROPOSED FLOOR PLAN PHASE I

DATE: 09.24.18	SCALE:
CHECKED: CG	DRAWING: BW
PROJECT NO: P715.19	
CAD FILE: P712.19	
SHEET: D2 OF D3	

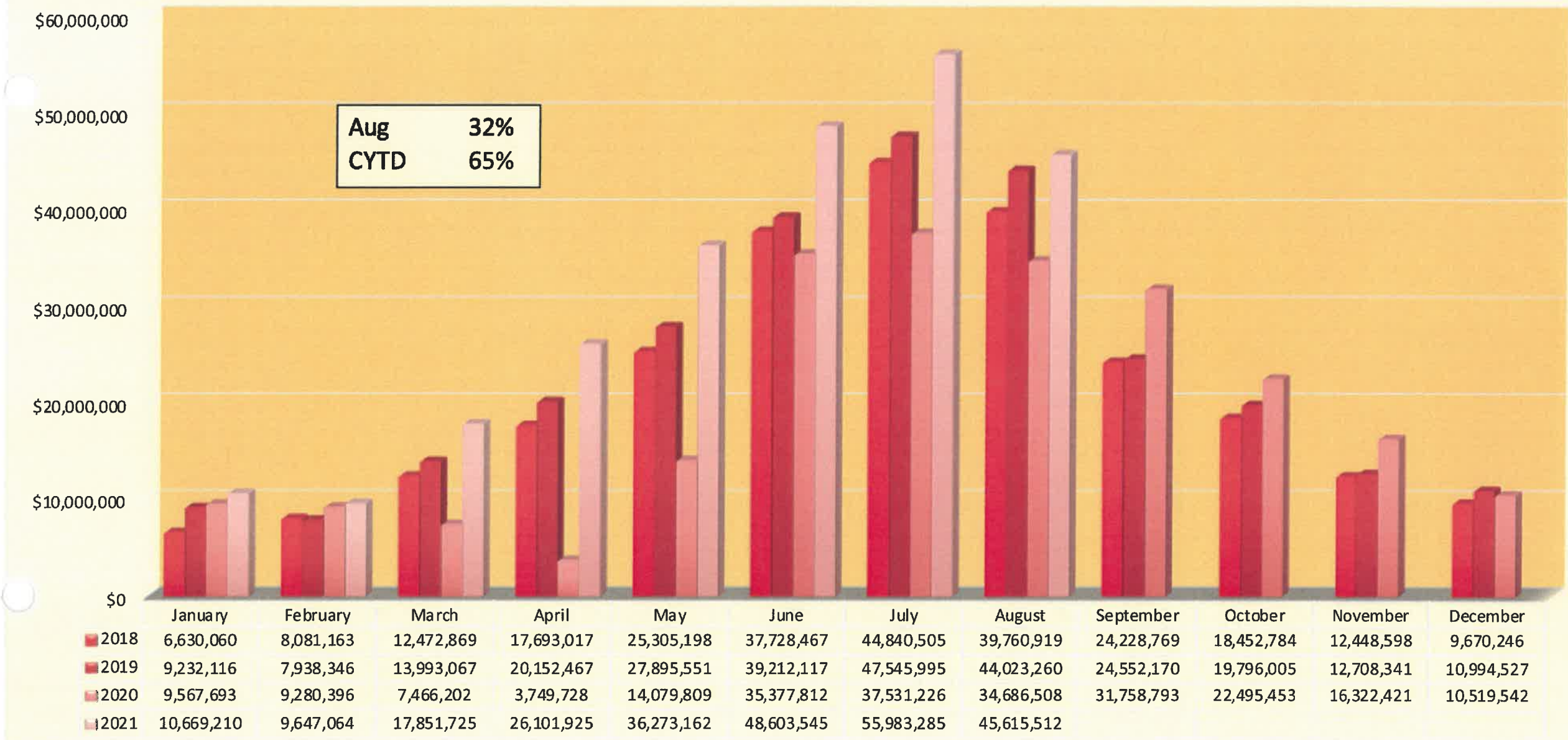


Occupancy Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2018	7,115,084	5,205,555	9,356,430	18,054,916	32,964,383	94,643,779	134,391,620	108,717,337	48,791,548	22,503,851	9,965,662	4,706,348
2019	6,272,045	6,004,609	9,370,541	22,183,138	36,428,842	102,003,266	110,890,945	138,805,084	45,403,850	22,618,642	11,523,953	6,505,201
2020	8,223,680	6,788,236	3,538,436	715,316	28,192,673	103,467,906	152,256,684	139,737,864	63,775,711	41,364,509	17,053,031	11,266,628
2021	22,515,577	16,833,409	28,050,784	39,424,885	71,629,217	127,947,319	159,994,974	158,280,320				

Meals Collections



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

FISCAL YEAR		PROJECTED FY 21-22	ACTUAL FY 21-22	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$992,065.00	\$1,276,821.42	\$284,756.42	28.70%
JULY RECEIVED	MEALS	<u>\$320,475.00</u>	<u>\$484,564.78</u>	<u>\$164,089.78</u>	<u>51.20%</u>
		\$1,312,540.00	\$1,761,386.20	\$448,846.20	34.20%
JULY EARNED	OCCUPANCY	\$1,318,025.00	\$1,592,749.50	\$274,724.50	20.84%
AUGUST RECEIVED	MEALS	<u>\$361,870.00</u>	<u>\$556,560.43</u>	<u>\$194,690.43</u>	<u>53.80%</u>
		\$1,679,895.00	\$2,149,309.93	\$469,414.93	27.94%
AUGUST EARNED	OCCUPANCY	\$1,185,500.00	\$1,592,951.57	\$407,451.57	34.37%
SEPT RECEIVED	MEALS	<u>\$347,875.00</u>	<u>\$455,773.11</u>	<u>\$107,898.11</u>	<u>31.02%</u>
		\$1,533,375.00	\$2,048,724.68	\$515,349.68	33.61%
SEPTEMBER EARNED	OCCUPANCY	\$471,670.00	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$241,835.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$713,505.00	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$224,335.00	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$185,505.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$409,840.00	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$98,630.00	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$117,835.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$216,465.00	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$48,600.00	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$93,525.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$142,125.00	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$72,280.00	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$67,970.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$140,250.00	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$54,705.00	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$79,630.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$134,335.00	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$85,430.00	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$116,040.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$201,470.00	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$183,450.00	\$0.00	\$0.00	0.00%
MAY RECEIVED	MEALS	<u>\$175,685.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$359,135.00	\$0.00	\$0.00	0.00%
MAY EARNED	OCCUPANCY	\$300,000.00	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$220,865.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$520,865.00	\$0.00	\$0.00	0.00%
TOTALS	OCCUPANCY	\$3,495,590.00	\$4,462,522.49	\$966,932.49	27.66%
TO-DATE	MEALS	<u>\$1,030,220.00</u>	<u>\$1,496,898.32</u>	<u>\$466,678.32</u>	<u>45.30%</u>
		\$4,525,810.00	\$5,959,420.81	\$1,433,610.81	31.68%
TOTAL	OCCUPANCY	\$5,034,690.00			
PROJECTED	MEALS	<u>\$2,329,110.00</u>			
2020-2021		\$7,363,800.00			

CALENDAR YEAR RECEIPTS		ACTUAL	ACTUAL	+/- \$	+/- %
2020-2021		2020	2021		
DECEMBER EARNED					
JAN RECEIVED	OCCUPANCY	\$64,325.91	\$99,622.05	\$35,296.14	54.87%
	MEALS	<u>\$105,377.51</u>	<u>\$129,244.28</u>	<u>\$23,866.77</u>	<u>22.65%</u>
		\$169,703.42	\$228,866.33	\$59,162.91	34.86%
JANUARY EARNED					
FEB RECEIVED	OCCUPANCY	\$82,572.04	\$221,256.93	\$138,684.89	167.96%
	MEALS	<u>\$98,628.09</u>	<u>\$96,377.22</u>	<u>(\$2,250.87)</u>	<u>-2.28%</u>
		\$181,200.13	\$317,634.15	\$136,434.02	75.29%
FEBRUARY EARNED					
MARCH RECEIVED	OCCUPANCY	\$68,444.24	\$167,212.81	\$98,768.57	144.31%
	MEALS	<u>\$90,153.63</u>	<u>\$92,066.71</u>	<u>\$1,913.08</u>	<u>2.12%</u>
		\$158,597.87	\$259,279.52	\$100,681.65	63.48%
MARCH EARNED					
APRIL RECEIVED	OCCUPANCY	\$30,251.77	\$277,701.44	\$247,449.67	817.97%
	MEALS	<u>\$69,265.66</u>	<u>\$179,713.69</u>	<u>\$110,448.03</u>	<u>159.46%</u>
		\$99,517.43	\$457,415.13	\$357,897.70	359.63%
APRIL EARNED					
MAY RECEIVED	OCCUPANCY	\$12,691.08	\$395,352.18	\$382,661.10	3015.20%
	MEALS	<u>\$37,629.09</u>	<u>\$259,174.72</u>	<u>\$221,545.63</u>	<u>588.76%</u>
		\$50,320.17	\$654,526.90	\$604,206.73	1200.72%
MAY EARNED					
JUNE RECEIVED	OCCUPANCY	\$280,883.88	\$709,401.52	\$428,517.64	152.56%
	MEALS	<u>\$138,382.35</u>	<u>\$359,081.49</u>	<u>\$220,699.14</u>	<u>159.49%</u>
		\$419,266.23	\$1,068,483.01	\$649,216.78	154.85%
JUNE EARNED					
JULY RECEIVED	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
	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%
JULY EARNED					
AUGUST RECEIVED	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
	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%
AUGUST EARNED					
SEPT RECEIVED	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
	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%
SEPTEMBER EARNED					
OCT RECEIVED	OCCUPANCY	\$646,711.02	\$0.00	\$0.00	0.00%
	MEALS	<u>\$312,640.42</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$959,351.44	\$0.00	\$0.00	0.00%
OCTOBER EARNED					
NOV RECEIVED	OCCUPANCY	\$411,520.36	\$0.00	\$0.00	0.00%
	MEALS	<u>\$220,333.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$631,853.55	\$0.00	\$0.00	0.00%
NOVEMBER EARNED					
DEC RECEIVED	OCCUPANCY	\$149,613.81	\$0.00	\$0.00	0.00%
	MEALS	<u>\$133,492.34</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$283,106.15	\$0.00	\$0.00	0.00%
Total To Date	Occupancy	\$4,479,922.23	\$6,333,069.42	\$1,853,147.19	41.37%
	Meals	<u>\$1,604,618.25</u>	<u>\$2,612,556.43</u>	<u>\$1,007,938.18</u>	<u>62.81%</u>
		\$6,084,540.48	\$8,945,625.85	\$2,861,085.37	47.02%
Total for Year	OCCUPANCY	\$5,687,767.42			
	MEALS	<u>\$2,271,084.20</u>			
		\$7,958,851.62			

OCCUPANCY & MEALS FY 2021-2022

ACTUAL RECEIPTS

FISCAL YEAR RECEIPTS		ACTUAL FY 20-21	ACTUAL FY 21-22	+/- \$	+/- %
JUNE EARNED	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
JULY RECEIVED	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%
JULY EARNED	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
AUGUST RECEIVED	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%
AUGUST EARNED	OCCUPANCY	\$1,386,698.87	\$1,592,951.57	\$206,252.70	14.87%
SEPT RECEIVED	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%
SEPTEMBER EARNED	OCCUPANCY	\$646,711.02	\$0.00	\$0.00	0.00%
OCT RECEIVED	MEALS	<u>\$312,640.42</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$959,351.44	\$0.00	\$0.00	0.00%
OCTOBER EARNED	OCCUPANCY	\$411,520.36	\$0.00	\$0.00	0.00%
NOV RECEIVED	MEALS	<u>\$220,333.19</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$631,853.55	\$0.00	\$0.00	0.00%
NOVEMBER EARNED	OCCUPANCY	\$149,613.81	\$0.00	\$0.00	0.00%
DEC RECEIVED	MEALS	<u>\$133,492.34</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$283,106.15	\$0.00	\$0.00	0.00%
DECEMBER EARNED	OCCUPANCY	\$99,622.05	\$0.00	\$0.00	0.00%
JAN RECEIVED	MEALS	<u>\$129,244.28</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$228,866.33	\$0.00	\$0.00	0.00%
JANUARY EARNED	OCCUPANCY	\$221,256.93	\$0.00	\$0.00	0.00%
FEB RECEIVED	MEALS	<u>\$96,377.22</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$317,634.15	\$0.00	\$0.00	0.00%
FEBRUARY EARNED	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
MARCH RECEIVED	MEALS	<u>\$92,066.71</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$259,279.52	\$0.00	\$0.00	0.00%
MARCH EARNED	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
APRIL RECEIVED	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
APRIL EARNED	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
MAY RECEIVED	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	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
JUNE RECEIVED	MEALS	<u>\$359,081.49</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,068,483.01	\$0.00	\$0.00	0.00%
TOTAL TO DATE	OCCUPANCY	\$3,940,753.31	\$4,462,522.49	\$521,769.18	13.24%
	MEALS	<u>\$1,065,181.92</u>	<u>\$1,496,898.32</u>	<u>\$431,716.40</u>	<u>40.53%</u>
		\$5,005,935.23	\$5,959,420.81	\$953,485.58	19.05%
TOTAL ACTUAL 2020-2021	OCCUPANCY	\$7,019,145.43			
	MEALS	<u>\$2,847,305.98</u>			
		\$9,866,451.41			

Dare County Gross Collections on Retail Sales

	2021	2020	2019	2018	2017	2016	Variance 2021-2020	Percent Change
January	4,657,080	3,809,146	3,518,081	3,585,781	3,246,772	2,766,539	847,934	22.26%
February	4,749,304	3,323,370	3,026,989	2,738,341	2,728,504	2,289,103	1,425,934	47.11%
March	4,162,193	3,077,829	2,831,112	2,829,152	2,812,630	2,280,537	1,084,364	38.30%
April	6,474,307	3,465,302	4,266,897	3,948,431	3,729,748	3,547,074	3,009,005	70.52%
May	7,933,574	2,728,392	5,501,100	4,861,088	5,084,042	4,011,689	5,205,182	94.62%
June	10,165,581	5,686,714	7,096,777	6,558,353	6,355,380	5,676,881	4,478,867	63.11%
July	14,146,535	12,370,251	11,321,288	10,815,908	10,038,975	9,085,195	1,776,284	15.69%
August		13,794,215	13,178,541	12,870,106	12,961,419	12,153,647		0.00%
September		12,478,041	11,799,596	10,996,721	10,694,311	10,634,932		0.00%
October		9,103,596	6,834,818	6,542,087	7,181,012	6,631,836		0.00%
November		6,925,862	5,191,614	4,932,146	4,698,891	4,294,600		0.00%
December		5,029,105	3,874,539	3,719,123	3,759,730	3,904,190		0.00%
YTD	52,288,574	34,461,004	37,562,244	35,337,054	33,996,051	29,657,018	17,827,570	51.73%
TOTAL	52,288,574	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	51.73%	-8.26%	6.30%	3.94%	14.63%	4.75%		
Total % Change	51.73%	4.27%	5.44%	1.51%	8.94%	6.70%		

Outer Banks Visitors Bureau															
Gross Occupancy Summary															
2008-2021															
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	
January	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	3,571,786	
February	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	2,642,080	
March	28,050,784	3,538,436	9,370,541	9,356,430	7,159,836	7,924,692	5,399,408	5,159,003	6,338,567	5,450,681	4,090,156	3,572,289	3,815,488	5,502,196	
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	8,899,988	
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	20,903,445	
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	65,529,705	
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	92,310,020	
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	95,817,540	
September		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	30,653,566	
October		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	13,961,791	
November		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	6,392,023	
December		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	3,710,254	
YTD Total	624,676,485	442,920,795	431,958,470	410,449,104	393,456,705	373,746,784	360,951,543	347,255,553	332,704,377	320,455,151	307,589,919	296,120,209	283,733,285	295,176,760	
Total	624,676,485	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	349,894,394	
YTD % Change	41.04%	2.54%	5.24%	4.32%	5.27%	3.54%	3.94%	4.37%	3.82%	4.18%	3.87%	4.37%	-3.88%	3.97%	
Total % Change	41.04%	11.27%	4.35%	3.57%	5.81%	3.99%	5.17%	4.41%	3.00%	4.02%	3.77%	3.84%	-1.78%	2.92%	
Month Increase/Decrease(Decrease)/Qtr	13.27%	0.67%	27.68%	5.62%	-4.51%	-5.70%	6.77%	7.32%	13.42%	-2.32%	-3.27%	-3.51%	0.68%	13.76%	
Qtr 1 (Dec-Feb)	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%	9.77%	
Qtr 2 (Mar-May)	328.72%	-52.27%	12.60%	2.35%	15.33%	6.78%	3.08%	15.45%	-6.38%	8.60%	13.16%	-4.71%	3.99%	0.35%	
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%	4.45%	
Qtr 4 (Sept-Nov)		53.61%	-2.11%	0.26%	7.15%	6.26%	11.38%	7.28%	-3.40%	3.21%	2.41%	3.70%	10.31%	-3.07%	
Note: Easter was in March for 2008, 2013, 2016. Easter in April for 2009, 2010, 2011, 2012, 2014, 2015, 2017, April 1, 2018, 2019, 2020															
For August 2009, Labor Day was 9/7; it was 9/1 in 2008															
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 Hemmine 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%															

Outer Banks Visitors Bureau														
Gross Meals Summary														
2008-2021														
	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
January	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	5,315,203
February	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	5,901,277
March	17,851,725	7,466,202	13,993,067	12,472,869	12,750,137	12,593,172	10,133,762	9,481,493	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602
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	10,696,837
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	17,902,993
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	26,110,903
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	33,163,197
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	32,095,228
September		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	17,335,174
October		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	12,192,193
November		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	8,044,142
December		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	6,457,727
YTD Total	250,745,428	151,739,174	209,992,919	192,512,198	188,763,809	180,028,903	175,148,884	167,533,410	160,350,712	157,652,621	142,563,649	141,001,198	138,434,289	141,092,240
Total	250,745,428	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	185,121,476
YTD % Change	65.25%	-27.74%	9.08%	1.99%	4.85%	2.79%	4.55%	4.48%	1.71%	10.58%	1.11%	1.85%	-1.88%	0.66%
Total % Change	65.25%	-16.26%	8.06%	0.08%	5.87%	2.56%	5.27%	5.21%	2.46%	9.32%	1.64%	1.54%	-0.10%	-2.12%
Month Increase/(Decrease) Increase(Decrease)/Qtr	31.51%	-21.21%	10.72%	4.79%	-3.22%	1.85%	-0.44%	5.28%	9.56%	24.04%	-14.25%	0.74%	-2.52%	2.82%
Qtr 1 (Dec-Feb)	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%	-2.39%
Qtr 2 (Mar-May)	217.16%	-59.23%	11.84%	-1.40%	11.10%	4.66%	4.14%	6.03%	-1.82%	11.12%	5.67%	2.23%	-3.45%	0.23%
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%	1.26%
Qtr 4 (Sept-Nov)		23.70%	3.49%	-5.19%	8.17%	0.86%	7.68%	6.19%	5.98%	7.49%	0.28%	1.05%	7.46%	-9.50%
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.														

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	Bed &	Bed &	Bed &	Bed &	Bed &	Camp-	Camp-	Camp-	Camp-	Camp-					
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	ground	ground	ground	ground	ground	Cottage	Cottage	Cottage	Cottage	Cottage
January	21,243	9,991	21,848	18,954	69,721	50,462	56,934	149,040	101,762	197,792	39,261	77,827	57,144	60,734	73,666
February	52,546	36,814	143,923	27,050	54,287	64,152	69,405	79,720	89,994	183,108	134,203	97,209	54,050	55,880	87,169
March	76,403	65,753	85,386	29,171	136,583	123,529	186,658	249,522	63,921	692,174	149,882	184,588	160,084	65,539	206,483
April	127,482	140,738	877,315	9,994	259,204	580,729	450,715	587,966	1,930	1,235,799	366,481	321,223	365,960	48,233	404,682
May	249,701	329,396	309,416	91,397	282,278	745,164	864,675	990,995	1,130,609	1,918,384	639,286	607,239	600,680	254,673	565,909
June	265,719	263,476	417,010	351,108	570,964	1,431,385	1,666,397	1,830,953	2,412,414	2,845,176	989,369	1,196,072	1,288,613	795,837	919,645
July	321,538	401,465	300,025	363,847	446,262	1,336,272	1,613,934	1,966,882	2,685,694	3,088,190	1,435,632	1,542,434	1,563,325	1,043,368	1,058,556
August	230,703	295,816	369,371	373,764	532,087	890,569	1,232,064	1,510,242	1,588,143	2,216,628	1,415,838	1,296,981	872,728	902,896	902,324
September	188,428	125,217	254,760	278,989		503,200	803,646	427,073	1,348,600		656,337	557,989	437,579	551,614	
October	86,645	160,079	149,153	155,303		413,901	349,366	406,219	922,352		421,919	439,412	308,779	493,509	
November	81,256	77,097	74,856	65,719		121,397	118,727	126,014	355,225		205,025	201,959	143,147	63,227	
December	61,634	18,684	82,449	106,697		48,795	32,024	59,397	149,223		110,884	91,303	55,559	214,261	
<i>YTD Totals</i>	<i>1,345,335</i>	<i>1,543,449</i>	<i>2,524,294</i>	<i>1,265,285</i>	<i>2,351,386</i>	<i>5,222,262</i>	<i>6,140,782</i>	<i>7,365,320</i>	<i>8,074,467</i>	<i>12,377,251</i>	<i>5,169,952</i>	<i>5,323,573</i>	<i>4,962,584</i>	<i>3,227,160</i>	<i>4,218,434</i>
Total	1,763,298	1,924,526	3,085,512	1,871,993	2,351,386	6,309,555	7,444,545	8,384,023	10,849,867	12,377,251	6,564,117	6,614,236	5,907,648	4,549,771	4,218,434
Month Increase	-39.61%	28.22%	24.87%	1.19%	42.36%	-23.08%	38.35%	22.58%	5.16%	39.57%	7.75%	-8.39%	-32.71%	3.46%	-0.06%
<i>YTD Increase</i>	<i>-35.42%</i>	<i>14.73%</i>	<i>63.55%</i>	<i>-49.88%</i>	<i>85.84%</i>	<i>-3.40%</i>	<i>17.59%</i>	<i>19.94%</i>	<i>9.63%</i>	<i>53.29%</i>	<i>-0.09%</i>	<i>2.97%</i>	<i>-6.78%</i>	<i>-34.97%</i>	<i>30.72%</i>
Total Year Increa	-30.96%	9.14%	60.33%	-39.33%		-0.04%	17.99%	12.62%	29.41%		0.80%	0.76%	-10.68%	-22.99%	

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2018	2019	2020	2021	2017	2018	2019	2020	2021	2019	2020	2021
	Motel/	Motel/	Motel/	Motel/	Motel/	Online Travel	Online Travel	Online Travel	Online Travel	Property	Property	Property	Property	Property	Other	Other	Other
	Hotel	Hotel	Hotel	Hotel	Hotel	OTC *	OTC *	OTC *	OTC *	Management	Management	Management	Management	Management	Rental	Rental	Rental
										Agencies	Agencies	Agencies	Agencies	Agencies	Properties**	Properties**	Properties**
January	1,231,693	1,257,924	1,301,265	1,437,035	1,748,076	12,750	19,038	18,951	80,549	5,742,596	5,632,280	4,641,865	6,501,671	20,308,517		4,048,599	7,565,248
February	1,562,373	1,581,432	1,331,764	1,533,776	1,728,750	21,179	21,882	25,687	121,593	3,025,121	3,299,316	4,283,950	4,958,235	14,641,992		3,640,228	8,831,162
March	2,625,980	3,034,735	2,618,614	1,246,258	3,909,056	46,450	48,950	24,532	456,135	4,006,629	5,645,680	6,065,892	2,033,390	22,818,135		392,302	14,285,652
April	5,755,388	4,790,774	5,082,911	272,368	7,371,174	94,478	129,659	6,532	690,426	12,673,454	12,073,020	14,912,027	382,791	29,766,955		54,406	11,899,053
May	7,781,122	7,657,044	8,296,802	3,148,199	11,955,124	223,246	148,954	188,734	1,201,894	22,356,377	23,236,092	25,901,180	23,445,254	56,477,960		7,959,755	11,894,484
June	11,713,936	11,720,032	11,050,965	11,291,492	17,405,621	373,865	220,076	689,124	1,781,971	64,523,921	79,376,489	86,974,007	88,087,699	105,559,551		15,349,447	15,036,636
July	15,241,700	13,517,098	13,333,255	16,489,187	22,217,201	488,402	280,756	291,105	2,244,007	121,406,705	116,827,701	93,189,170	131,031,173	132,554,585	9,774,831	14,163,157	18,366,907
August	11,871,548	12,441,921	14,094,249	13,307,261	18,448,886	422,935	266,881	244,691	2,161,167	88,138,009	93,023,812	121,424,486	122,944,015	135,457,160	24,094,200	14,432,996	15,236,263
September	6,960,599	5,190,429	6,280,715	9,374,533		127,801	128,596	495,636		39,786,449	41,912,607	37,793,636	51,755,580		5,444,607	7,502,538	
October	5,255,695	4,729,167	5,163,907	6,047,939		94,511	76,787	91,603		15,566,863	16,607,911	16,375,128	33,435,472		3,090,168	5,199,066	
November	2,754,045	2,101,808	1,972,903	1,882,898		35,749	31,815	7,333		7,540,897	7,319,364	9,080,251	14,518,005		1,659,752	894,605	
December	1,228,853	1,255,150	1,413,200	1,833,474		27,148	22,812	50,865		3,104,990	3,165,578	4,773,626	8,836,444		1,465,862	4,304,339	
YTD Totals	57,783,740	56,000,960	57,109,825	48,725,576	84,783,888	1,683,305	1,136,196	1,489,356	8,737,742	321,872,812	339,114,390	357,392,577	379,384,228	517,584,855	0	60,040,890	103,115,405
Total	73,982,932	69,277,514	71,940,550	67,864,420	84,783,888	1,968,514	1,396,206	2,134,793	8,737,742	387,872,011	408,119,850	425,415,218	487,929,729	517,584,855	45,529,420	77,941,438	103,115,405
Month Increase	-8.42%	4.80%	13.28%	-5.58%	38.64%		-36.90%	-8.31%	783.22%	-3.94%	5.54%	30.53%	1.25%	10.18%		-40.10%	5.57%
YTD Increase	4.04%	-3.09%	1.98%	-14.68%	74.00%		-32.50%	31.08%	486.68%	5.72%	5.36%	5.39%	6.15%	36.43%			71.74%
Total Year Increa	3.60%	-6.36%	3.84%	-5.67%			-29.07%	52.90%		6.35%	5.22%	4.24%	14.69%				

Outer Banks Visitors Bureau
Gross Occupancy by Class 2017-2021

	2017	2018	2019	2020	2021	2017	2018	2019	2020	2021
	Tmshr	Tmshr	Tmshr	Tmshr	Tmshr	Total	Total	Total	Total	Total
January	45,893	80,128	100,883	103,524	117,805	7,131,148	7,115,084	6,272,045	8,223,680	22,515,577
February	100,360	121,379	111,202	123,301	138,103	4,938,755	5,205,555	6,004,609	6,788,236	16,833,409
March	177,413	239,016	191,043	100,157	288,353	7,159,836	9,356,430	9,370,541	3,538,436	28,050,784
April	319,158	278,446	356,959	0	387,071	19,822,692	18,054,916	22,183,138	715,316	39,424,885
May	233,603	269,937	329,769	122,541	429,562	32,005,253	32,964,383	36,428,842	28,192,673	71,629,217
June	316,197	421,313	441,718	529,356	646,362	79,240,527	94,643,779	102,003,266	103,467,906	127,947,319
July	486,546	488,988	538,288	643,415	630,180	140,228,393	134,391,620	110,890,945	152,256,684	159,994,974
August	383,434	426,743	534,008	621,785	723,235	102,930,101	108,717,337	138,805,084	139,737,864	158,280,320
September	243,058	201,660	210,087	466,395		48,338,071	48,791,548	45,403,850	63,775,711	0
October	229,934	217,916	215,456	309,934		21,974,957	22,503,851	22,618,642	41,364,509	0
November	31,732	146,707	126,782	167,957		10,734,352	9,965,662	11,523,953	17,053,031	0
December	260,812	143,609	120,970	126,529		4,815,968	4,706,348	6,505,201	11,266,628	0
<i>YTD Totals</i>	<i>2,062,604</i>	<i>2,325,950</i>	<i>2,603,870</i>	<i>2,244,079</i>	<i>3,360,671</i>	<i>393,456,705</i>	<i>410,449,104</i>	<i>431,958,470</i>	<i>442,920,795</i>	<i>624,676,485</i>
Total	2,828,140	3,035,842	3,277,165	3,314,894	3,360,671	479,320,053	496,416,513	518,010,116	576,380,674	624,676,485

Month Increase	78.30%	11.30%	25.14%	16.44%	16.32%	-4.51%	5.62%	27.68%	0.67%	13.27%
<i>YTD Increase</i>	90.56%	12.77%	11.95%	-13.82%	49.76%	5.27%	4.32%	5.24%	2.54%	41.04%
Total Year Increa	87.86%	7.34%	7.95%	1.15%		5.81%	3.57%	4.35%	11.27%	

DARE COUNTY GROSS																		
OCCUPANCY BY DISTRICT																		
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON	2,483,054	11.0%	1,143,301	6.8%	1,523,212	5.4%	1,984,065	5.0%	4,824,265	6.7%	7,623,717	6.0%	6,592,326	4.1%	9,592,019	6.1%	35,765,959	5.7%
BUXTON	544,488	2.4%	364,946	2.2%	683,573	2.4%	1,148,568	2.9%	1,877,712	2.6%	2,850,695	2.2%	2,951,851	1.8%	2,990,193	1.9%	13,412,026	2.1%
COLINGTON	14,774	0.1%	20,317	0.1%	55,996	0.2%	91,214	0.2%	146,882	0.2%	322,491	0.3%	474,087	0.3%	374,140	0.2%	1,499,901	0.2%
FRISCO	538,245	2.4%	226,988	1.3%	378,573	1.3%	739,290	1.9%	1,675,224	2.3%	2,624,849	2.1%	2,624,715	1.6%	2,930,659	1.9%	11,738,543	1.9%
HATTERAS	1,613,376	7.2%	430,806	2.6%	657,802	2.3%	1,239,768	3.1%	2,962,198	4.1%	4,566,799	3.6%	4,846,728	3.0%	5,940,008	3.8%	22,257,485	3.6%
KILL DEVIL HILLS	3,096,270	13.8%	3,313,303	19.7%	6,741,815	24.0%	9,698,361	24.6%	13,619,166	19.0%	22,855,095	17.9%	27,712,049	17.3%	26,615,230	16.8%	113,651,289	18.2%
KITTY HAWK	1,306,830	5.8%	1,491,596	8.9%	2,632,886	9.4%	3,465,663	8.8%	4,959,151	6.9%	8,144,675	6.4%	9,594,242	6.0%	9,709,614	6.1%	41,304,657	6.6%
MANTEO-TOWN	430,440	1.9%	236,934	1.4%	548,533	2.0%	923,581	2.3%	1,260,269	1.8%	2,098,059	1.6%	2,299,134	1.4%	2,241,738	1.4%	10,038,688	1.6%
NAGS HEAD	3,878,714	17.2%	3,486,075	20.7%	5,978,557	21.3%	9,235,248	23.4%	17,298,910	24.2%	33,579,610	26.2%	41,717,094	26.1%	43,635,210	27.6%	158,809,418	25.4%
RODANTHE	1,591,344	7.1%	813,406	4.8%	980,977	3.5%	1,180,404	3.0%	2,895,708	4.0%	4,572,381	3.6%	5,451,411	3.4%	5,367,663	3.4%	22,853,294	3.7%
SALVO	2,344,520	10.4%	1,194,950	7.1%	931,211	3.3%	751,039	1.9%	2,557,960	3.6%	3,906,170	3.1%	4,839,814	3.0%	5,106,965	3.2%	21,632,629	3.5%
WAVES	1,202,878	5.3%	734,878	4.4%	872,163	3.1%	947,671	2.4%	2,289,789	3.2%	3,503,419	2.7%	11,844,255	7.4%	3,585,119	2.3%	24,980,172	4.0%
SOUTHERN SHORES	909,588	4.0%	735,996	4.4%	1,187,933	4.2%	1,311,207	3.3%	3,353,451	4.7%	7,389,945	5.8%	8,772,016	5.5%	9,116,788	5.8%	32,776,924	5.2%
DUCK	1,852,901	8.2%	1,640,219	9.7%	3,033,091	10.8%	4,818,415	12.2%	9,371,202	13.1%	20,773,247	16.2%	26,419,287	16.5%	27,502,748	17.4%	95,411,110	15.3%
RIM (ROANOKE ISL. MAINI	627,606	2.8%	878,101	5.2%	1,388,327	4.9%	1,199,965	3.0%	1,335,436	1.9%	1,482,593	1.2%	1,611,958	1.0%	1,411,059	0.9%	9,935,045	1.6%
OTC UNATTRIBUTED*	80,549	0.4%	121,593	0.7%	456,135	1.6%	690,426	1.8%	1,201,894	1.7%	1,653,574	1.3%	2,244,007	1.4%	2,161,167	1.4%	8,609,345	1.4%
TOTAL	22,515,577	100.0%	16,833,409	100.0%	28,050,784	100.0%	39,424,885	100.0%	71,629,217	100.0%	127,947,319	100.0%	159,994,974	100.0%	158,280,320	100.0%	624,676,485	100.0%
* Part of OTC transactions are reported by district.																		
The amounts are included in the districts of KDH, KH, NH. The remaining is reported under OTC																		

DARE COUNTY GROSS MEALS BY DISTRICT																		
	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF	2021	% OF
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	TOTAL	AUGUST	TOTAL	TOTAL	TOTAL
AVON - 1	460,563	4.3%	273,292	2.8%	620,382	3.5%	855,797	3.3%	2,027,700	5.6%	2,488,769	5.1%	2,876,930	5.1%	2,377,133	5.2%	11,980,566	4.8%
BUXTON - 2	290,236	2.7%	276,338	2.9%	580,310	3.3%	1,042,990	4.0%	1,391,963	3.8%	1,798,154	3.7%	1,942,324	3.5%	1,656,513	3.6%	8,978,828	3.6%
COLINGTON - 3	65,096	0.6%	86,449	0.9%	110,296	0.6%	288,154	1.1%	395,247	1.1%	523,633	1.1%	569,541	1.0%	625,076	1.4%	2,663,492	1.1%
FRISCO - 5	63,587	0.6%	30,632	0.3%	141,058	0.8%	238,549	0.9%	357,830	1.0%	462,776	1.0%	527,971	0.9%	438,422	1.0%	2,260,825	0.9%
HATTERAS - 6	11,248	0.1%	279,511	2.9%	301,289	1.7%	582,593	2.2%	816,477	2.3%	1,157,752	2.4%	1,162,184	2.1%	931,272	2.0%	5,242,326	2.1%
KILL DEVIL HILLS - 7	2,977,039	27.9%	2,843,490	29.5%	5,234,303	29.3%	7,024,824	26.9%	8,913,791	24.6%	11,207,349	23.1%	13,848,756	24.7%	10,699,569	23.5%	62,749,121	25.0%
KITTY HAWK - 8	1,645,334	15.4%	1,641,876	17.0%	2,727,881	15.3%	3,562,952	13.7%	4,546,756	12.5%	6,066,253	12.5%	7,655,361	13.7%	5,746,835	12.6%	33,593,248	13.4%
MANTEO-TOWN - 10	1,162,274	10.9%	855,301	8.9%	1,429,690	8.0%	1,801,206	6.9%	2,189,340	6.0%	2,605,650	5.4%	2,974,628	5.3%	2,393,434	5.2%	15,411,523	6.1%
RIM (ROANOKE ISL. M	231,731	2.2%	217,208	2.3%	278,626	1.6%	367,469	1.4%	418,473	1.2%	487,559	1.0%	570,376	1.0%	480,308	1.1%	3,051,750	1.2%
NAGS HEAD - 14	2,059,419	19.3%	1,877,182	19.5%	3,915,459	21.9%	5,869,222	22.5%	8,633,929	23.8%	12,853,590	26.4%	13,220,573	23.6%	11,497,241	25.2%	59,926,615	23.9%
RODANTHE - 15	50,251	0.5%	33,890	0.4%	90,340	0.5%	285,784	1.1%	489,133	1.3%	581,896	1.2%	842,186	1.5%	689,082	1.5%	3,062,562	1.2%
SALVO - 18	0	0.0%	0	0.0%	0	0.0%	229	0.0%	26,126	0.1%	49,767	0.1%	58,224	0.1%	29,025	0.1%	163,371	0.1%
WAVES - 19	35,760	0.3%	28,528	0.3%	168,272	0.9%	412,596	1.6%	646,402	1.8%	890,242	1.8%	1,034,310	1.8%	960,516	2.1%	4,176,626	1.7%
SOUTHERN SHORES -	391,571	3.7%	534,718	5.5%	611,725	3.4%	775,805	3.0%	1,034,603	2.9%	1,497,738	3.1%	2,020,772	3.6%	1,147,925	2.5%	8,014,857	3.2%
DUCK - 21	1,225,101	11.5%	668,649	6.9%	1,642,094	9.2%	2,993,755	11.5%	4,385,392	12.1%	5,932,417	12.2%	6,679,149	11.9%	5,943,161	13.0%	29,469,718	11.8%
TOTAL	10,669,210	100.0%	9,647,064	100.0%	17,851,725	100.0%	26,101,925	100.0%	36,273,162	100.0%	48,603,545	100.0%	55,983,285	100.0%	45,615,512	100.0%	250,745,428	100.0%

DARE COUNTY GROSS OCCUPANCY BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE	1,591,344	138,440	1049.48%	813,406	165,461	391.60%	980,977	124,809	685.98%	1,180,404	7,267	16143.35%
WAVES	1,202,878	173,850	591.91%	734,878	138,772	429.56%	872,163	64,020	1262.33%	947,671	5,772	16318.42%
SALVO	2,344,520	166,784	1305.72%	1,194,950	151,036	691.17%	931,211	52,537	1672.49%	751,039	8,579	8654.39%
AVON	2,483,054	434,039	472.08%	1,143,301	380,590	200.40%	1,523,212	138,732	997.95%	1,984,065	30,048	6502.99%
BUXTON	544,488	153,215	255.38%	364,946	162,973	123.93%	683,573	145,613	369.45%	1,148,568	63,878	1698.07%
FRISCO	538,245	102,027	427.55%	226,988	89,747	152.92%	378,573	47,494	697.10%	739,290	9,747	7484.80%
HATTERAS	1,613,376	239,225	574.42%	430,806	149,163	188.82%	657,802	107,696	510.80%	1,239,768	23,329	5214.28%
TOTAL HATTERAS ISLAND	10,317,905	1,407,580	633.02%	4,909,275	1,237,742	296.63%	6,027,511	680,901	785.23%	7,990,805	148,620	5276.67%
NORTHERN BEACHES:												
DUCK	1,852,901	973,632	90.31%	1,640,219	621,871	163.76%	3,033,091	453,220	569.23%	4,818,415	93,678	5043.59%
SOUTHERN SHORES	909,588	431,854	110.62%	735,996	327,899	124.46%	1,187,933	69,681	1604.82%	1,311,207	9,167	14203.56%
KITTY HAWK	1,306,830	746,475	75.07%	1,491,596	801,188	86.17%	2,632,886	414,239	535.60%	3,465,663	38,020	9015.37%
COLINGTON	14,774	3,274	351.25%	20,317	6,168	229.39%	55,996	10,810	418.00%	91,214	0	#DIV/0!
KILL DEVIL HILLS	3,096,270	2,055,516	50.63%	3,313,303	1,877,121	76.51%	6,741,815	918,296	634.17%	9,698,361	201,342	4716.86%
NAGS HEAD	3,878,714	2,239,211	73.22%	3,486,075	1,513,288	130.36%	5,978,557	844,330	608.08%	9,235,248	164,145	5526.27%
TOTAL NORTHERN BEACHES	11,059,077	6,449,962	71.46%	10,687,506	5,147,535	107.62%	19,630,278	2,710,576	624.21%	28,620,108	506,352	5552.22%
ROANOKE ISLAND:												
MANTEO-TOWN	430,440	170,435	152.55%	236,934	143,543	65.06%	548,533	68,224	704.02%	923,581	46,483	1886.92%
RIM (ROANOKE ISL. MAINLAN	627,606	178,581	251.44%	878,101	235,653	272.62%	1,388,327	55,283	2411.31%	1,199,965	8,348	14274.28%
TOTAL ROANOKE ISLAND	1,058,046	349,016	203.15%	1,115,035	379,196	194.05%	1,936,860	123,507	1468.22%	2,123,546	54,831	3772.89%
OTC UNATTRIBUTED	80,549	17,122	370.44%	121,593	23,763	411.69%	456,135	23,452	1844.97%	690,426	5,513	12423.60%
*Part of OTC transactions are reported by district. The amounts are included in KDH, KH, NH. The remaining is reported under OTC.												
TOTAL	22,515,577	8,223,680	173.79%	16,833,409	6,788,236	147.98%	28,050,784	3,538,436	692.75%	39,424,885	715,316	5411.53%

DARE COUNTY GROSS															
OCCUPANCY BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE	2,895,708	994,456	191.19%	4,572,381	3,113,249	46.87%	5,451,411	6,961,433	-21.69%	5,367,663	5,425,650	-1.07%	22,853,294	16,930,765	34.98%
WAVES	2,289,789	875,701	161.48%	3,503,419	2,374,280	47.56%	11,844,255	5,101,837	132.16%	3,585,119	3,537,511	1.35%	24,980,172	12,271,743	103.56%
SALVO	2,557,960	588,373	334.75%	3,906,170	1,986,086	96.68%	4,839,814	7,793,423	-37.90%	5,106,965	5,524,202	-7.55%	21,632,629	16,271,020	32.95%
AVON	4,824,265	2,066,612	133.44%	7,623,717	6,283,223	21.33%	6,592,326	11,853,109	-44.38%	9,592,019	9,512,081	0.84%	35,765,959	30,698,434	16.51%
BUXTON	1,877,712	847,665	121.52%	2,850,695	2,319,946	22.88%	2,951,851	3,396,670	-13.10%	2,990,193	2,661,554	12.35%	13,412,026	9,751,514	37.54%
FRISCO	1,675,224	754,299	122.09%	2,624,849	2,146,129	22.31%	2,624,715	3,153,413	-16.77%	2,930,659	2,760,749	6.15%	11,738,543	9,063,605	29.51%
HATTERAS	2,962,198	1,067,301	177.54%	4,566,799	3,605,207	26.67%	4,846,728	6,465,000	-25.03%	5,940,008	5,553,616	6.96%	22,257,485	17,210,537	29.32%
TOTAL HATTERAS ISLAND	19,082,856	7,194,407	165.25%	29,648,030	21,828,120	35.82%	39,151,100	44,724,885	-12.46%	35,512,626	34,975,363	1.54%	152,640,108	112,197,618	36.05%
NORTHERN BEACHES:															
DUCK	9,371,202	3,716,546	152.15%	20,773,247	18,177,434	14.28%	26,419,287	25,056,315	5.44%	27,502,748	24,833,969	10.75%	95,411,110	73,926,665	29.06%
SOUTHERN SHORES	3,353,451	1,350,564	148.30%	7,389,945	6,673,186	10.74%	8,772,016	8,222,034	6.69%	9,116,788	7,916,829	15.16%	32,776,924	25,001,214	31.10%
KITTY HAWK	4,959,151	2,084,664	137.89%	8,144,675	6,651,519	22.45%	9,594,242	8,342,133	15.01%	9,709,614	7,691,727	26.23%	41,304,657	26,769,965	54.29%
COLINGTON	146,882	24,407	501.80%	322,491	216,365	49.05%	474,087	364,283	30.14%	374,140	312,553	19.70%	1,499,901	937,860	59.93%
KILL DEVIL HILLS	13,619,166	5,429,553	150.83%	22,855,095	18,187,203	25.67%	27,712,049	23,860,833	16.14%	26,615,230	22,495,828	18.31%	113,651,289	75,025,692	51.48%
NAGS HEAD	17,298,910	7,038,514	145.78%	33,579,610	28,605,413	17.39%	41,717,094	38,857,728	7.36%	43,635,210	38,682,106	12.80%	158,809,418	117,944,735	34.65%
TOTAL NORTHERN BEACHES	48,748,762	19,644,248	148.16%	93,065,063	78,511,120	18.54%	114,688,775	104,703,326	9.54%	116,953,730	101,933,012	14.74%	443,453,299	319,606,131	38.75%
ROANOKE ISLAND:															
MANTEO-TOWN	1,260,269	504,989	149.56%	2,098,059	1,467,488	42.97%	2,299,134	1,603,378	43.39%	2,241,738	1,641,666	36.55%	10,038,688	5,646,206	77.80%
RIM (ROANOKE ISL. MAINLAN	1,335,436	663,286	101.34%	1,482,593	986,934	50.22%	1,611,958	973,034	65.66%	1,411,059	967,930	45.78%	9,935,045	4,069,049	144.16%
TOTAL ROANOKE ISLAND	2,595,705	1,168,275	122.18%	3,580,652	2,454,422	45.89%	3,911,092	2,576,412	51.80%	3,652,797	2,609,596	39.98%	19,973,733	9,715,255	105.59%
OTC UNATTRIBUTED	1,201,894	185,743	547.07%	1,653,574	674,244	145.25%	2,244,007	252,061	790.26%	2,161,167	219,893	882.83%	8,609,345	1,401,791	514.17%
*Part of OTC transactions are report															
TOTAL	71,629,217	28,192,673	154.07%	127,947,319	103,467,906	23.66%	159,994,974	152,256,684	5.08%	158,280,320	139,737,864	13.27%	624,676,485	442,920,795	41.04%

DARE COUNTY GROSS												
MEALS BY DISTRICT												
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase
	JANUARY	JANUARY	(Decrease)	FEBRUARY	FEBRUARY	(Decrease)	MARCH	MARCH	(Decrease)	APRIL	APRIL	(Decrease)
HATTERAS ISLAND:												
RODANTHE - 15	50,251	23,211	116.50%	33,890	17,721	91.24%	90,340	29,023	211.27%	285,784	17,392	1543.19%
WAVES - 19	35,760	21,957	62.86%	28,528	25,502	11.87%	168,272	68,108	147.07%	412,596	21,006	1864.18%
SALVO - 18	0	0	#DIV/0!	0	0	#DIV/0!	0	0	#DIV/0!	229	0	#DIV/0!
AVON - 1	460,563	270,637	70.18%	273,292	277,555	-1.54%	620,382	220,022	181.96%	855,797	110,415	675.07%
BUXTON - 2	290,236	158,548	83.06%	276,338	131,822	109.63%	580,310	184,755	214.10%	1,042,990	100,175	941.17%
FRISCO - 5	63,587	149,794	-57.55%	30,632	92,226	-66.79%	141,058	9,415	1398.23%	238,549	88,905	168.32%
HATTERAS - 6	11,248	20,554	-45.28%	279,511	39,069	615.43%	301,289	44,105	583.12%	582,593	6,891	8354.40%
TOTAL HATTERAS ISLAND	911,645	644,701	41.41%	922,191	583,895	57.94%	1,901,651	555,428	242.38%	3,418,538	344,784	891.50%
NORTHERN BEACHES:												
DUCK - 21	1,225,101	509,944	140.24%	668,649	602,110	11.05%	1,642,094	451,567	263.64%	2,993,755	79,278	3676.27%
SOUTHERN SHORES - 20	391,571	522,960	-25.12%	534,718	367,120	45.65%	611,725	384,555	59.07%	775,805	129,975	496.89%
KITTY HAWK - 8	1,645,334	1,799,644	-8.57%	1,641,876	1,604,718	2.32%	2,727,881	1,125,357	142.40%	3,562,952	737,774	382.93%
COLINGTON - 3	65,096	61,040	6.64%	86,449	111,816	-22.69%	110,296	57,273	92.58%	288,154	51,470	459.85%
KILL DEVIL HILLS - 7	2,977,039	3,030,736	-1.77%	2,843,490	3,173,984	-10.41%	5,234,303	2,362,500	121.56%	7,024,824	1,093,292	542.54%
NAGS HEAD - 14	2,059,419	1,823,494	12.94%	1,877,182	1,892,513	-0.81%	3,915,459	1,649,672	137.35%	5,869,222	846,543	593.32%
TOTAL NORTHERN BEACHES	8,363,560	7,747,818	7.95%	7,652,364	7,752,261	-1.29%	14,241,758	6,030,924	136.15%	20,514,712	2,938,332	598.18%
ROANOKE ISLAND:												
MANTEO-TOWN - 10	1,162,274	955,731	21.61%	855,301	779,047	9.79%	1,429,690	691,359	106.79%	1,801,206	332,005	442.52%
MANTEO-OUTSIDE - 11	231,731	219,443	5.60%	217,208	165,193	31.49%	278,626	188,491	47.82%	367,469	134,607	172.99%
TOTAL ROANOKE ISLAND	1,394,005	1,175,174	18.62%	1,072,509	944,240	13.58%	1,708,316	879,850	94.16%	2,168,675	466,612	364.77%
TOTAL	10,669,210	9,567,693	11.51%	9,647,064	9,280,396	3.95%	17,851,725	7,466,202	139.10%	26,101,925	3,749,728	596.10%

DARE COUNTY GROSS MEALS BY DISTRICT															
	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	2021	2020	% Increase	YTD 2021	YTD 2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(Decrease)	AUGUST	AUGUST	(Decrease)	TOTAL	TOTAL	(Decrease)
HATTERAS ISLAND:															
RODANTHE - 15	489,133	179,186	172.98%	581,896	457,470	27.20%	842,186	438,997	91.84%	689,082	415,794	65.73%	3,062,562	1,578,794	93.98%
WAVES - 19	646,402	219,190	194.90%	890,242	677,632	31.38%	1,034,310	494,010	109.37%	960,516	299,026	221.21%	4,176,626	1,826,431	128.68%
SALVO - 18	26,126	5,010	421.48%	49,767	40,793	22.00%	58,224	53,343	9.15%	29,025	30,041	-3.38%	163,371	129,187	26.46%
AVON - 1	2,027,700	706,126	187.16%	2,488,769	1,903,871	30.72%	2,876,930	1,921,229	49.74%	2,377,133	1,761,166	34.97%	11,980,566	7,171,021	67.07%
BUXTON - 2	1,391,963	431,796	222.37%	1,798,154	1,314,854	36.76%	1,942,324	1,309,809	48.29%	1,656,513	1,161,413	42.63%	8,978,828	4,793,172	87.33%
FRISCO - 5	357,830	147,558	142.50%	462,776	264,210	75.15%	527,971	323,934	62.99%	438,422	277,784	57.83%	2,260,825	1,353,826	67.00%
HATTERAS - 6	816,477	224,957	262.95%	1,157,752	828,595	39.72%	1,162,184	811,540	43.21%	931,272	622,896	49.51%	5,242,326	2,598,607	101.74%
TOTAL HATTERAS ISLAND	5,755,631	1,913,823	200.74%	7,429,356	5,487,425	35.39%	8,444,129	5,352,862	57.75%	7,081,963	4,568,120	55.03%	35,865,104	19,451,038	84.39%
NORTHERN BEACHES:															
DUCK - 21	4,385,392	1,497,309	192.88%	5,932,417	4,225,720	40.39%	6,679,149	4,120,252	62.11%	5,943,161	4,619,356	28.66%	29,469,718	16,105,536	82.98%
SOUTHERN SHORES - 20	1,034,603	431,285	139.89%	1,497,738	1,144,690	30.84%	2,020,772	1,041,675	93.99%	1,147,925	997,366	15.10%	8,014,857	5,019,626	59.67%
KITTY HAWK - 8	4,546,756	2,032,942	123.65%	6,066,253	4,467,270	35.79%	7,655,361	4,831,902	58.43%	5,746,835	4,447,622	29.21%	33,593,248	21,047,229	59.61%
COLINGTON - 3	395,247	110,255	258.48%	523,633	323,053	62.09%	569,541	283,287	101.05%	625,076	517,144	20.87%	2,663,492	1,515,338	75.77%
KILL DEVIL HILLS - 7	8,913,791	3,552,444	150.92%	11,207,349	9,022,628	24.21%	13,848,756	9,288,088	49.10%	10,699,569	8,527,837	25.47%	62,749,121	40,051,509	56.67%
NAGS HEAD - 14	8,633,929	3,059,988	182.16%	12,853,590	8,517,851	50.90%	13,220,573	10,169,265	30.01%	11,497,241	8,890,686	29.32%	59,926,615	36,850,012	62.62%
TOTAL NORTHERN BEACHES	27,909,718	10,684,223	161.22%	38,080,980	27,701,212	37.47%	43,994,152	29,734,469	47.96%	35,659,807	28,000,011	27.36%	196,417,051	120,589,250	62.88%
ROANOKE ISLAND:															
MANTEO-TOWN - 10	2,189,340	1,213,967	80.35%	2,605,650	1,839,180	41.67%	2,974,628	2,075,092	43.35%	2,393,434	1,653,471	44.75%	15,411,523	9,539,852	61.55%
MANTEO-OUTSIDE - 11	418,473	267,796	56.27%	487,559	349,795	39.38%	570,376	368,803	54.66%	480,308	464,906	3.31%	3,051,750	2,159,034	41.35%
TOTAL ROANOKE ISLAND	2,607,813	1,481,763	75.99%	3,093,209	2,188,975	41.31%	3,545,004	2,443,895	45.06%	2,873,742	2,118,377	35.66%	18,463,273	11,698,886	57.82%
TOTAL	36,273,162	14,079,809	157.63%	48,603,545	35,377,612	37.39%	55,983,285	37,531,226	49.16%	45,615,512	34,686,508	31.51%	250,745,428	151,739,174	65.25%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 9/30/21

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	3,379,524.19	3,776,018.00	-396,493.81	89.5%
3040 · Meals Tax - 75%	1,122,673.74	1,746,832.00	-624,158.26	64.3%
3050 · Website Advertising	30,486.40	100,000.00	-69,513.60	30.5%
3210 · Interest Income	3,252.15	50,150.00	-46,897.85	6.5%
3220 · Other	300.00	1,000.00	-700.00	30.0%
Total Income	4,536,236.48	5,674,000.00	-1,137,763.52	79.9%
Gross Profit	4,536,236.48	5,674,000.00	-1,137,763.52	79.9%
Expense				
5000 · Director Compensation	4,075.00	17,100.00	-13,025.00	23.8%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	41.67	7,000.00	-6,958.33	0.6%
5003 · Directors & Officers Insurance	3,602.86	3,603.00	-0.14	100.0%
5004 · Miscellaneous Items	0.00	1,000.00	-1,000.00	0.0%
5010 · Salaries (Full Time) Promotion	194,419.68	737,750.00	-543,330.32	26.4%
5020 · Salaries (Part Time) Promotion	23,701.40	128,000.00	-102,298.60	18.8%
5025 · Salaries (Part Time) Welcome AB	19,735.26	79,200.00	-59,464.74	24.9%
5026 · Salaries (Part Time) Welcome RI	33,535.73	134,100.00	-100,564.27	25.0%
5030 · Payroll Taxes	20,610.88	89,285.00	-68,674.12	23.1%
5040 · Employee Insurance	51,692.24	154,200.00	-102,507.76	33.5%
5050 · Retirement	22,625.03	89,930.00	-67,304.97	25.2%
5055 · 401(k) Match	1,788.65	7,380.00	-5,591.35	24.2%
5060 · Workmens Compensation	2,010.63	2,155.00	-144.37	93.3%
5080 · Employee Relations	1,226.09	2,805.00	-1,578.91	43.7%
5090 · Training	80.44	11,250.00	-11,169.56	0.7%
5110 · Contracted Service	6,283.55	26,650.00	-20,366.45	23.6%
5140 · Audit	0.00	11,250.00	-11,250.00	0.0%
5170 · Other Professional Services	2,295.00	7,300.00	-5,005.00	31.4%
5180 · Legal	1,500.00	20,500.00	-19,000.00	7.3%
5185 · Research	27,900.00	263,400.00	-235,500.00	10.6%
5190 · Administrative Advertising	160.00	1,500.00	-1,340.00	10.7%
5500 · Advertising-Printed	143,139.92	1,382,065.00	-1,238,925.08	10.4%
5502 · Advertising - Production Fee	70,867.00	130,000.00	-59,133.00	54.5%
5510 · Advertising - Event Dev & Mktg	2,800.00	73,100.00	-70,300.00	3.8%
5515 · Advertising - Online	464,318.74	2,519,455.00	-2,055,136.26	18.4%
5525 · Community Relations	4,754.17	30,000.00	-25,245.83	15.8%
5530 · Legal Notices	0.00	1,500.00	-1,500.00	0.0%
5560 · Brochures/Production & Printing	0.00	34,750.00	-34,750.00	0.0%
5580 · Promotional Aids	0.00	9,000.00	-9,000.00	0.0%
6100 · Familiarization Tours	20,067.34	110,000.00	-89,932.66	18.2%
6101 · Group sales	3,500.00	12,000.00	-8,500.00	29.2%
6130 · Uniforms	1,400.27	1,840.00	-439.73	76.1%
6150 · Event Grant	76,534.68	750,000.00	-673,465.32	10.2%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	3,192.58	195,200.00	-192,007.42	1.6%
6300 · Travel	6,935.27	40,400.00	-33,464.73	17.2%
6305 · Vehicle Maintenance	202.56	3,500.00	-3,297.44	5.8%
6320 · Registrations	9,855.00	49,500.00	-39,645.00	19.9%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	13,351.00	47,600.00	-34,249.00	28.0%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	7,287.95	42,815.00	-35,527.05	17.0%
6500 · Equipment	0.00	77,500.00	-77,500.00	0.0%
6510 · Expendable Equipment	0.00	2,100.00	-2,100.00	0.0%
6530 · Technical Support	89.95	13,050.00	-12,960.05	0.7%
6580 · Utilities	2,883.96	18,360.00	-15,476.04	15.7%
6600 · Cleaning/maintenance supplies	208.83	2,550.00	-2,341.17	8.2%
6610 · Building Maintenance	526.80	25,460.00	-24,933.20	2.1%
6620 · Equipment Service Contracts	0.00	3,500.00	-3,500.00	0.0%
6640 · Equipment Rent	6,644.91	34,000.00	-27,355.09	19.5%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	1,935.38	22,925.00	-20,989.62	8.4%
6800 · Bank Service Charges	350.20	1,920.00	-1,569.80	18.2%
6810 · Web Site/Internet	6,630.34	40,000.00	-33,369.66	16.6%
Total Expense	1,292,115.71	7,524,518.00	-6,232,402.29	17.2%
Net Ordinary Income	3,244,120.77	-1,850,518.00	5,094,638.77	-175.3%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 9/30/21

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	3,959.90	3,000.00	959.90	132.0%
Total 3100 · Sale of Merchandise	3,959.90	3,000.00	959.90	132.0%
Total 9910 · Transfer from Merchandise Sales	3,959.90	3,000.00	959.90	132.0%
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	5,000.00	35,000.00	-30,000.00	14.3%
Total 9920 · Transfer from Travel Guide Fund	5,000.00	35,000.00	-30,000.00	14.3%
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	8,959.90	2,210,398.00	-2,201,438.10	0.4%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	70,000.00	-70,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	72,000.00	-72,000.00	0.0%
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	1,972.87	1,950.00	22.87	101.2%
68001 · Credit Card Charges	267.93	450.00	-182.07	59.5%
Total 9930 · Transfer to Merchandise	2,240.80	2,400.00	-159.20	93.4%
9950 · Transfer to Event Site Fund	-3,430.00	285,480.00	-288,910.00	-1.2%
Total Other Expense	-1,189.20	359,880.00	-361,069.20	-0.3%
Net Other Income	10,149.10	1,850,518.00	-1,840,368.90	0.5%
Net Income	3,254,269.87	0.00	3,254,269.87	100.0%

OUTER BANKS VISITORS BUREAU
Statement of Revenue and Expenses - Actual and Budget
Merchandise - YTD thru 9/30/21

	<u>Jul - Sep 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
3210 · Interest Income	51.99	125.00	-73.01	41.6%
Total Income	<u>51.99</u>	<u>125.00</u>	<u>-73.01</u>	<u>41.6%</u>
Gross Profit	<u>51.99</u>	<u>125.00</u>	<u>-73.01</u>	<u>41.6%</u>
Net Ordinary Income	<u>51.99</u>	<u>125.00</u>	<u>-73.01</u>	<u>41.6%</u>
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	3,959.90	3,000.00	959.90	132.0%
Total 3100 · Sale of Merchandise	<u>3,959.90</u>	<u>3,000.00</u>	<u>959.90</u>	<u>132.0%</u>
Total 9910 · Transfer from Merchandise Sales	<u>3,959.90</u>	<u>3,000.00</u>	<u>959.90</u>	<u>132.0%</u>
Total Other Income	<u>3,959.90</u>	<u>3,000.00</u>	<u>959.90</u>	<u>132.0%</u>
Other Expense				
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	1,972.87	1,950.00	22.87	101.2%
68001 · Credit Card Charges	267.93	450.00	-182.07	59.5%
Total 9930 · Transfer to Merchandise	<u>2,240.80</u>	<u>2,400.00</u>	<u>-159.20</u>	<u>93.4%</u>
Total Other Expense	<u>2,240.80</u>	<u>2,400.00</u>	<u>-159.20</u>	<u>93.4%</u>
Net Other Income	<u>1,719.10</u>	<u>600.00</u>	<u>1,119.10</u>	<u>286.5%</u>
Net Income	<u>1,771.09</u>	<u>725.00</u>	<u>1,046.09</u>	<u>244.3%</u>

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
Travel Guide - YTD thru 9/30/21

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3210 · Interest Income	16.32	25.00	-8.68	65.3%
Total Income	16.32	25.00	-8.68	65.3%
Gross Profit	16.32	25.00	-8.68	65.3%
Net Ordinary Income	16.32	25.00	-8.68	65.3%
Other Income/Expense				
Other Income				
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	5,000.00	35,000.00	-30,000.00	14.3%
Total 9920 · Transfer from Travel Guide Fund	5,000.00	35,000.00	-30,000.00	14.3%
Total Other Income	5,000.00	35,000.00	-30,000.00	14.3%
Other Expense				
9925 · Transfer to Travel Guide				
55601 · Production & Printing	0.00	70,000.00	-70,000.00	0.0%
62001 · Freight	0.00	2,000.00	-2,000.00	0.0%
Total 9925 · Transfer to Travel Guide	0.00	72,000.00	-72,000.00	0.0%
Total Other Expense	0.00	72,000.00	-72,000.00	0.0%
Net Other Income	5,000.00	-37,000.00	42,000.00	-13.5%
Net Income	5,016.32	-36,975.00	41,991.32	-13.6%

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

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	1,126,508.08	1,258,672.00	-132,163.92	89.5%
3040 · Meals Tax	374,224.58	582,278.00	-208,053.42	64.3%
3210 · Interest	1,066.80	23,000.00	-21,933.20	4.6%
Total Income	1,501,799.46	1,863,950.00	-362,150.54	80.6%
Expense				
4000 · Long - Term Projects				
4503 · Capital Improvement	0.00	461,170.00	-461,170.00	0.0%
4525 · Event Site	0.00	2,978,669.00	-2,978,669.00	0.0%
4585 · Unappropriated Long-Term	19,440.00	430,000.00	-410,560.00	4.5%
Total 4000 · Long - Term Projects	19,440.00	3,869,839.00	-3,850,399.00	0.5%
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	0.00	40,000.00	-40,000.00	0.0%
4999 · Unappropriated Funds	0.00	760,861.00	-760,861.00	0.0%
5140 · Audit	0.00	3,750.00	-3,750.00	0.0%
5160 · Fireworks	46,250.00	134,669.00	-88,419.00	34.3%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	753,517.00	2,190,113.00	-1,436,596.00	34.4%
Total Expense	772,957.00	6,059,952.00	-5,286,995.00	12.8%
Net Ordinary Income	728,842.46	-4,196,002.00	4,924,844.46	-17.4%
Other Income/Expense				
Other Income				
9930 · Appropriated Fund Balance	0.00	4,196,002.00	-4,196,002.00	0.0%
Total Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Other Income	0.00	4,196,002.00	-4,196,002.00	0.0%
Net Income	728,842.46	0.00	728,842.46	100.0%

**Outer Banks Visitors Bureau
Restricted Fund Summary
2019-2021**

<u>Short-term Projects</u>	<u>Balance 7/1/2020</u>	<u>Allocation 2020-2021</u>	<u>Allocation Paid</u>	<u>Allocation Transferred</u>	<u>Balance 7/1/2021</u>	<u>Allocation 2020-2021</u>	<u>Allocation Paid</u>	<u>Allocation Transferred</u>	<u>Estimated Balance FY20-21</u>
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				40,000
TIG - OB Gun Club - Range Improvements	0	12,000	(12,000)		0				0
Fireworks	55,000	0	(12,831)	37,500	79,669		(46,250)	55,000	88,419
Audit	0		(2,625)	2,625	0			3,750	3,750
Highway 158/Highway 12 Intersection		25,000	(5,040)		19,960		(4,200)		15,760
Unappropriated Funds	188,782	738,480		(639,764)	287,498	664,136		(58,750)	892,883
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	664,136	(753,517)	0	1,568,619
<u>Long Term Projects</u>									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,447,161			3,336,834
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				461,170
L-T Unappropriated Funds	500,000	100,000	-70000	(200,000)	330,000	100,000	(19,440)		410,560
TOTAL LONG TERM COMMITMENTS UNPAID	1,224,214	1,726,629	(70,000)	(200,000)	2,680,843	1,547,161	(19,440)	0	4,208,564
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	2,211,297	(772,957)	0	5,777,183
Cash on Hand 9/30/21							#	Checking	1,944,503
Total Cash on Hand								Savings	3,195,513
									5,140,016
25% of Occupancy & Meals Income per Budget									
October									178,376
November									102,460
December									54,116
January									35,531
February									35,063
March									33,584
April									50,368
May									89,784
June									130,216
									709,498
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,210,230	*		
Short-term Interest						663,069			
						1,087			
						664,136			
70% Long-term								1,547,161	
Long-term Interest								0	
								1,547,161	*

*Estimate Based on Actual through August and Budgeted Figures
Agrees to Financial Statements

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

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3200 · Site Rental Income				
3205 · Reservation fee	200.00	1,000.00	-800.00	20.0%
3200 · Site Rental Income - Other	1,200.00	12,800.00	-11,600.00	9.4%
Total 3200 · Site Rental Income	1,400.00	13,800.00	-12,400.00	10.1%
3210 · Interest Income	96.49	200.00	-103.51	48.2%
3250 · Lease Income	14,907.00	45,600.00	-30,693.00	32.7%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	16,403.49	124,600.00	-108,196.51	13.2%
Expense				
5160 · Event Development & Marketing	0.00	50,000.00	-50,000.00	0.0%
5170 · Other Professional Services	18,610.00	55,000.00	-36,390.00	33.8%
6440 · Insurance	8,554.50	8,550.00	4.50	100.1%
6580 · Utilities	7,539.72	56,375.00	-48,835.28	13.4%
6610 · Repairs & Maintenance	37,692.49	220,085.00	-182,392.51	17.1%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	72,396.71	410,280.00	-337,883.29	17.6%
Net Ordinary Income	-55,993.22	-285,680.00	229,686.78	19.6%
Other Income/Expense				
Other Income				
3220 · Other Income	0.00	200.00	-200.00	0.0%
9910 · Transfer from General Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Income	0.00	285,680.00	-285,680.00	0.0%
Net Other Income	0.00	285,680.00	-285,680.00	0.0%
Net Income	-55,993.22	0.00	-55,993.22	100.0%

DARE COUNTY TOURISM BOARD

30-Sep-21

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	TOTAL
GENERAL FUND	2,217,314	1,957,048	753,907	1,506,667	2,343,738	750,000	1,016,035	2,008,119	12,552,829
RESTRICTED FUND	1,194,451	927,476			750,052	1,000,851	767,186	500,000	5,140,016
TRAVEL GUIDE	54,377								54,377
MERCHANDISE SALES	161,091								161,091
EVENT SITE FUND	268,405								268,405
TOTAL	3,895,639	2,884,524	753,907	1,506,667	3,093,790	1,750,851	1,783,221	2,508,119	18,176,718
TOTAL % EACH BANK	39.35%	15.87%	4.15%		17.02%		9.81%	13.80%	100.00%
INTEREST RATES	0.15%	0.01%	0.01%	0.15%	0.19%	0.21%	.25% & .20%	.17% on 2	
TOTAL CHECKING & CD'S	18,176,718								
60% ALLOWED IN ANY BANK	10,906,031								
25% ALLOWED IN ANY ONE INV	4,544,180								

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

100% Restricted Fund Balance Restricted by House Bill 225 \$5,140,016



OUTER BANKS VISITORS BUREAU
One Visitors Center Circle, Manteo, NC 27954
[P] 252.473.2138 [F] 252.473.5106
[Toll-Free] 877.OBX.4FUN www.outerbanks.org

Date: October 13, 2021

To: Jeff Pruitt, Chair
Dare County Tourism Board

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

Re: Budget Amendment FY 2021-2022

The Budget & Finance Committee met on October 12, 2021 to review the attached budget amendment. The Committee recommends funding the budget amendment, which primarily provides an increase to the hiring rate of part time staff and offers slight increases to all part-time staff. The part-time staff has had a hiring rate of \$10.50 for about 5 years. The current climate is making it more difficult to find employees to work in the open positions that we have. We have also included a part-time supervisor for the Aycock Brown welcome center. This center is large and will be more efficiently managed by someone on site a few days a week.

This amendment also includes adjustments for a few new security procedures with our servers, increases for masks and other cleaning supplies, an adjustment to Merchandise for the sale of our remaining inventory and to Travel Guide to adjust closer to actual sales and printing costs.

GENERAL FUND:

Revenue Increases:

Occupancy Tax: \$47,873 - 75% of \$63,830.

Merchandise Sales: \$3,000

Travel Guide Ad Sales: (\$10,000)

Expenses Increases:

Payroll Expenses: \$31,230- increase part time hiring rate to \$12/hour and increase current part time staff accordingly, add a part time supervisor position at Aycock Brown. Includes related taxes and retirement adjustments.

Contract Services - \$1,200 for renegotiated cleaning rates.

Cleaning and office supplies: \$400 - Covid related supplies



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Website/internet: \$3,553 – new antivirus software and accounting software storage

Merchandise Expenses: \$2,590 – inventory sold and bank service charges

Travel Guide Printing: \$1,900 – to adjust to contract price

SPECIAL REVENUE (RESTRICTED) FUND:

Revenue Increases:

Occupancy Tax: \$15,957 – 25% of \$63,830

Expenses Increases:

Short-term Unappropriated: \$4,787 – 30% of revenue increase

Event Site: \$11,170 – remaining of 70% of revenue increase

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget Amendment**

FUND: GENERAL FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	3,776,018.00	47,873.00		3,823,891.00	75% of Income Adjustment
3040	Meals Tax				0.00	
3100	Sale of Merchandise	0.00	3,000.00		3,000.00	Sale of remaining items in inventory
3209	Travel Guide/Insertion Income	0.00	(10,000.00)		(10,000.00)	Sale of ads on insertion promotional piece
	Total		40,873.00	0.00		

EXPENDITURES Promotions

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5020	Salaries - PT	126,000.00	5,100.00		131,100.00	Increase PT wage based on increased hiring rate
5030	Payroll Taxes	69,425.00	440.00		69,865.00	Additional FICA taxes for increased payroll
5055	401(k) Match	89,930.00	205.00		90,135.00	Additional 1% match on increased payroll
6810	Website/Internet	40,000.00	3,553.00		43,553.00	Computer security, QB online
	Total		9,298.00			

EXPENDITURES Aycock Brown

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5025	Salaries - PT	78,200.00	14,055.00		92,255.00	Increase starting wage, addition of PT supervisor
5030	Payroll Taxes	6,765.00	1,215.00		7,980.00	Additional FICA taxes for increased payroll
5110	Retirement	0.00	2,280.00		2,280.00	Retirement for Permanent PT supervisor
6600	Contracted Services	8,220.00	1,200.00		9,420.00	Increase per cleaner contract
6700	Cleaning / maintenance	600.00	100.00		700.00	Additional for COVID supplies - masks
	Total		18,850.00			

as of 10/13/2021

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget Amendment**

EXPENDITURES Roanoke Island

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5026	Salaries - PT	134,100.00	7,300.00		141,400.00	Increase for COLA and Performance at 3%
5030	Payroll Taxes	11,615.00	635.00		12,250.00	Additional FICA taxes for increased payroll
6600	Cleaning / maintenance	400.00	200.00		600.00	Additional for COVID cleaning supplies
6700	Office Supplies	500.00	100.00		600.00	Additional for COVID supplies - masks
	Total		8,235.00			

EXPENDITURES Merchandise

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
6710	Merchandise Purchases	1,950.00	2,250.00		4,200.00	Funds for sales of inventory
6800	Bank Fees	450.00	340.00		790.00	Credit card fees
	Total		2,590.00			

EXPENDITURES Travel Guide

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
5560	Printing	72,000.00	1,900.00		73,900.00	Increase for actual based on proposals
	Total		1,900.00			

Total Expenditures	40,873.00
Total Revenue	40,873.00
Difference	0.00

**Fiscal Year 2021-2022
Dare County Tourism Board
Proposed Budget Amendment**

FUND: RESTRICTED FUND

INCOME

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
3030	Occupancy Tax	1,258,672.00	15,957.00		1,274,629.00	25% of Income Adjustment
3040	Meals Tax					
	Total		15,957.00	0.00		

EXPENDITURES

Account #	Account Name	Original Amount	Increase	Decrease	Proposed Amendment	Justification
4999	Short-term Unappropriated	760,861.00	4,787.00		765,648.00	30% Allocation (\$15957 * .30)
4525	Event Site	2,978,669.00	11,170.00		2,989,839.00	Remaining 100% of the 70% (\$15957*.70) Allocation
	Total		15,957.00			

Marketing Dashboard

thru SEPTEMBER 2021

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	11,618	9,408	2,210	23%
Completed Video Views	3,702,610	1,298,570	2,404,040	185%
Total Visits to Website	1,374,890	1,001,764	373,126	37%
Online Communities				
Email Subscribers	316,266	264,947	51,319	19%
Facebook	712,106	719,180	-7,074	-1%
Twitter	41,500	41,200	300	1%
Instagram	122,119	104,000	18,119	17%
Pinterest	<u>22,000</u>	<u>20,753</u>	<u>1,247</u>	<u>6%</u>
Online Communities Subtotal	1,213,991	1,150,080	63,911	6%

Devices September 2021

Mobile	64%
Desktop	32%
Tablet	4%



HOFFMAN YORK

CAMPAIGN SUMMARY

The Outer Banks[®]
VISITORS BUREAU

CONSIDERATIONS

- OBVB's strong start to the FY21-22 fiscal year continued this month - September 2021 metrics including paid impressions and website traffic and conversions continued to exceed many of the benchmarks set from the previous fiscal year.
- Active media for September includes: OTA continuity efforts, native article promotions and remarketing. Fall efforts including CTV, digital audio and programmatic video, display and native, search efforts across Google and Bing, email marketing, and social media (managed by Ignite Social).
- Increased organic website traffic from the launch of season two of Netflix's "The Outer Banks" slowed in September however, overall website traffic continues to exceed fiscal year benchmarks.

Overview of below sections:

- September 2021 Overview reviews YOY change (v. September 2020) while Fiscal Year Overview reviews YOY change from FY20-21 (July - September 2020).
- Charts below are either "Month Of" (September data) or "Trending" (variable timeframe)

SEPTEMBER 2021 OVERVIEW

- Paid media activity significantly increased in September with the launch of FY21-22 Fall CTV, programmatic video, digital audio, programmatic display and native efforts - Continuity OTA, SEM, newsletter email, workflow email and native remarketing efforts have continued since their launch at the start of the fiscal year.
- Website traffic, engagement and conversions increased YOY as high interest in the Outer Banks continues as we move into the shoulder season.
- Email sends are up YOY as additional users are added to the consumer marketing email list and workflows continue to be swapped for the FY21-22 refresh.

Note: All comparisons shown are to September 2020.

Paid Impressions

17,522,708

(Custom Range: 13,538,607)
→ 29.43% (3,984,101)

Website Sessions

344,482

(Custom Range: 236,660)
→ 45.56% (107,822)

Email Sends

302,093

(Custom Range: 226,452)
→ 33.40% (75,641)

Paid Video Views

3,702,610

(Custom Range: 1,956,114)
→ 89.28% (1,746,496)

Website Conversions (All)

37,197

(Custom Range: 31,223)
→ 19.13% (5,974)

Lodging & Restaurant Listings Conversions

19,640

(Custom Range: 17,241)
→ 13.91% (2,399)

FISCAL YEAR OVERVIEW

- Paid impressions, website sessions and conversions to date are pacing ahead YOY compared to benchmarks from FY20-21.
- July-September email sends are down YOY due to the launch of co-op email blasts in July and August of the previous year - total email activity for standard consumer marketing and workflows continue to grow YOY.

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

Paid Impressions

19,922,660

(Custom Range: 15,179,880)
↗ 31.24% (4,742,780)

Website Sessions

1,374,902

(Custom Range: 974,175)
↗ 41.14% (400,727)

Email Sends

895,726

(Custom Range: 1,126,620)
↘ -20.49% (-230,894)

Paid Video Views

3,702,610

(Custom Range: 1,956,114)
↗ 89.28% (1,746,496)

Website Conversions (All)

168,881

(Custom Range: 127,677)
↗ 32.27% (41,204)

Lodging & Restaurant Listings Conversions

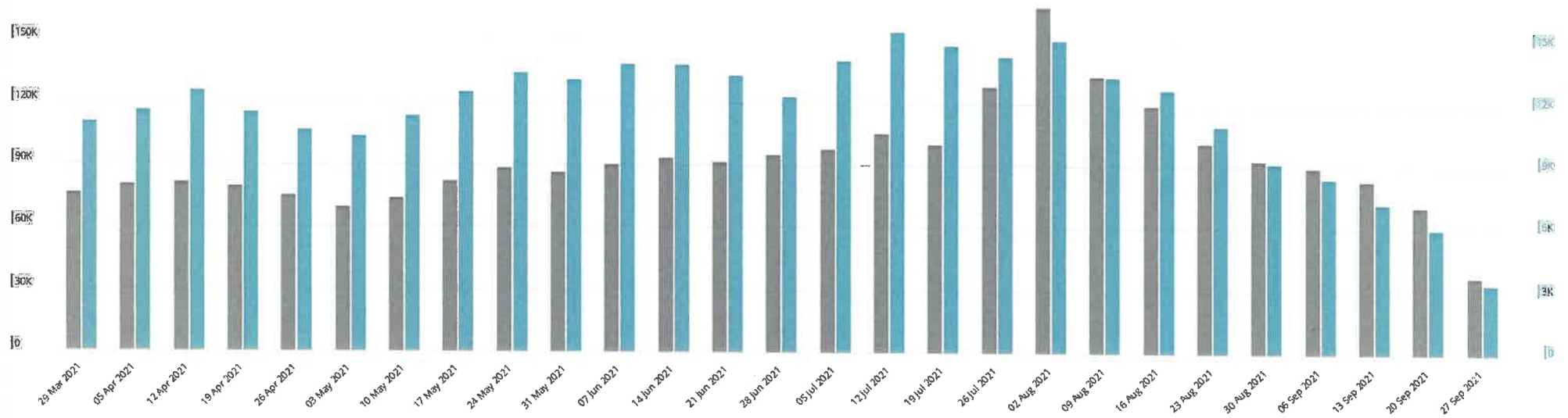
95,706

(Custom Range: 79,006)
↗ 21.14% (16,700)

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

344,469

(Previous Month: 575,774)
▼ -40.17% (-231,305)

New Users - Month Of

249,987

(Previous Month: 427,123)
▼ -41.47% (-177,136)

Bounce Rate

56 %

(Previous Month: 57 %)
▼ -3% (-2 %)

Organic Search Sessions

183,605

(Previous Month: 377,018)
▼ -51.30% (-193,413)

Paid Media Sessions

70,007

(Previous Month: 67,286)
▲ 4.04% (2,721)

Time on Site (Seconds)

115

(Previous Month: 108)
▲ 6.08% (7)

Lodging Partner Referral Conversions

15,145

(Previous Month: 28,133)
▼ -46.17% (-12,988)

eNews Sign Up Conversions

1,715

(Previous Month: 2,410)
▼ -28.84% (-695)

Travel Guide Conversions

2,747

(Previous Month: 3,521)
▼ -21.98% (-774)

7

EMAIL MARKETING INSIGHTS

- 255K emails from our Consumer Marketing and Advanced Auto Parts contact lists received the September Newsletter.
- Of the two email lists that received the consumer email, the Advance Auto Parts contact lists delivered the stronger open rate - the contest partnership has provided quality contacts for future newsletter messaging. Both emails delivered a similar CTR performance in September.
- All workflows continued in September including Foodie, Active Vacationer, Art, History & Culture, Family, Fishing and Camping/RV emails. All workflows have been swapped for the FY21-22 refresh as of this month.
- Nearly 250K workflow emails sent to date – sends continue to increase over the past three months as workflows continue to be refreshed.
- Foodie, Family and Fishing workflows delivered the strongest open and click through rate performance in September.

Email Messages Sent - Performance by Message - Month Of

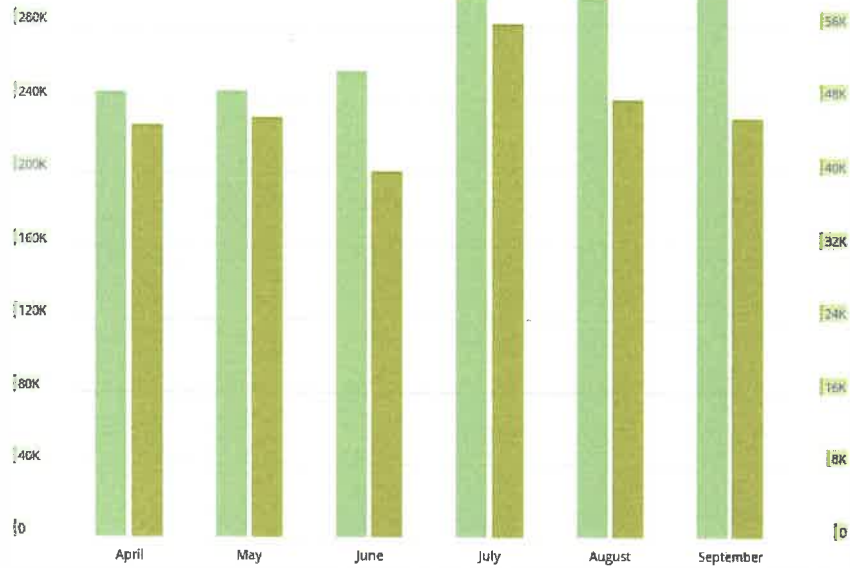
Message Send Name	# Sends ↓	# Opens	# Open Rate	# Clicks	# Bounces	# CTR (Opens)
september 2021 obx email (general)	246,037	34,664	14.11 %	3,643	--	10.51 %
art, history and culture workflow 2.0	27,681	5,433	19.67 %	846	--	15.57 %
active vacationer workflow 2.0	15,751	2,844	18.09 %	405	--	14.24 %
september 2021 obx email (aap)	9,096	1,873	20.61 %	205	--	10.95 %
foodie workflow 2.0	1,370	437	32.01 %	195	--	44.62 %
family workflow 2.0	1,104	312	28.31 %	111	--	35.58 %
fishing workflow 2.0	621	165	26.74 %	63	--	38.18 %
camping/rv workflow 2.0	433	106	23.93 %	35	--	33.02 %
Total	302,093	45,834	15.20 %	5,503	--	12.01 %

1 - 8 of 8 items

← → ↶ ↷

Email Sends v. Opens - Trending

Message Sends Message Total Opens



Top Pages Visited - Month Of

Web Analytics Page Path	Page Views	# Visits ↓
/blog/post/	2,441	1,358
/event/outer-banks-seafood-festival/	1,353	1,128
/things-to-do/museums-and-historic-sites/	1,195	967
/fireupforfall/	946	707
/	674	487
/plan-your-trip/travel-guide/	1,121	437
/bucketlist/	743	434
/places-to-stay/	955	359
/plan-your-trip/	577	358
/event/bluegrass-island-festival/	470	346
/plan-your-trip/webcams/	337	267
/things-to-do/attractions/	551	249
/plan-your-trip/trip-ideas/	466	230
/places-to-stay/campgrounds-and-rv-parks/	422	228
/things-to-do/top-10-things-to-do/	316	135
/restaurants/	376	129
/restaurants/seafood/	263	121
/plan-your-trip/getting-here-and-around/	381	115
/plan-your-trip/outer-banks-history/	156	90
Total	14,841	8,435

1 - 25 of 25 items

← → ↺ ↻

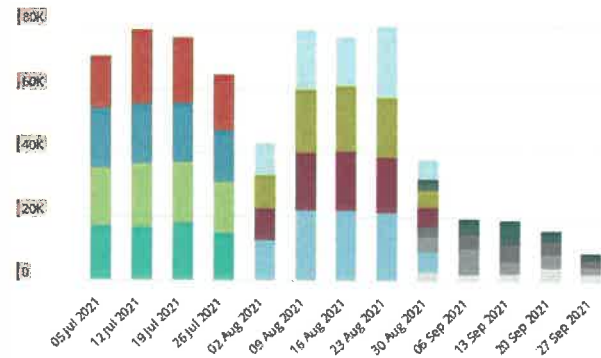
PAID PERFORMANCE

- FY21-22 Fall efforts launched in September including CTV, Programmatic Video, Digital Audio, Programmatic Display and Programmatic Native.
- Fall efforts delivered 15.4 million impressions and drove 24.7K clicks to the website in September.
- Native Remarketing efforts continued in September and supported shoulder season content including fantastic fall events, seafood festival, fired up for fall and camping in the outer banks - Native remarketing efforts will continue into October.
- All Native Remarketing efforts delivered an above average CTR in September.
- Continuity efforts targeting low-funnel users across TripAdvisor and VRBO delivered 686K impressions and 1,279 clicks in September.
- Sojern and Atlas Obscura had geo discrepancies and placement issues occur in September - makegoods have been negotiated and will be served throughout the remainder of the Fall campaign.

Native Article Promotions - Weekly Trending

Impressions

camping-in-the-outer-... driving-the-beach embrace-summer-kay... embrace-sur



Native Article Promotion - Media Performance - Month Of

creative	Impressions ↓	Clicks	CTR
fantastic-fall-events	22,892	135	0.59 %
seafood-festival	22,351	129	0.58 %
fired-up-for-fall	18,635	84	0.45 %
camping-in-the-outer-banks	13,064	109	0.83 %
Total	76,942	457	0.59 %

1 - 4 of 4 items

← →

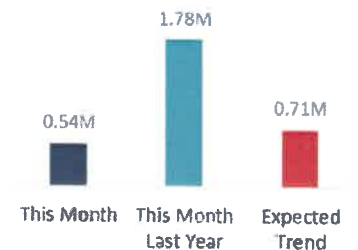
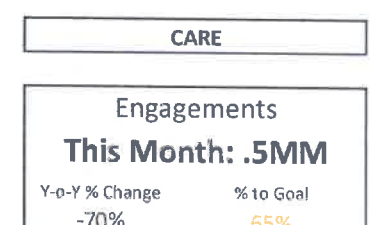
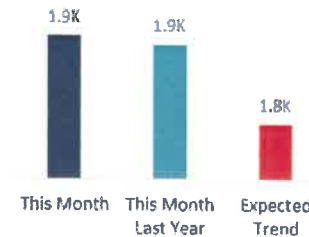
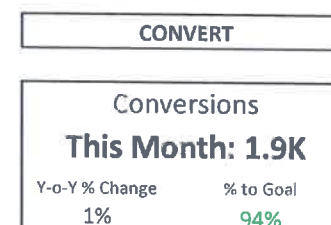
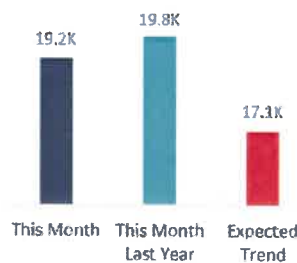
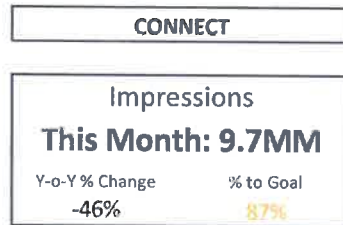
Native Article Promotion Performance - Website Analytics - Month Of

Web Analytics Page Path	Visits ↓	Visitor Bounce Rate	Time On Site Avg.
/	2,600	90.92 %	30
/plan-your-trip/	475	88.42 %	25
Total	3,075	90.54 %	29

1 - 2 of 2 items

← →

Executive Summary



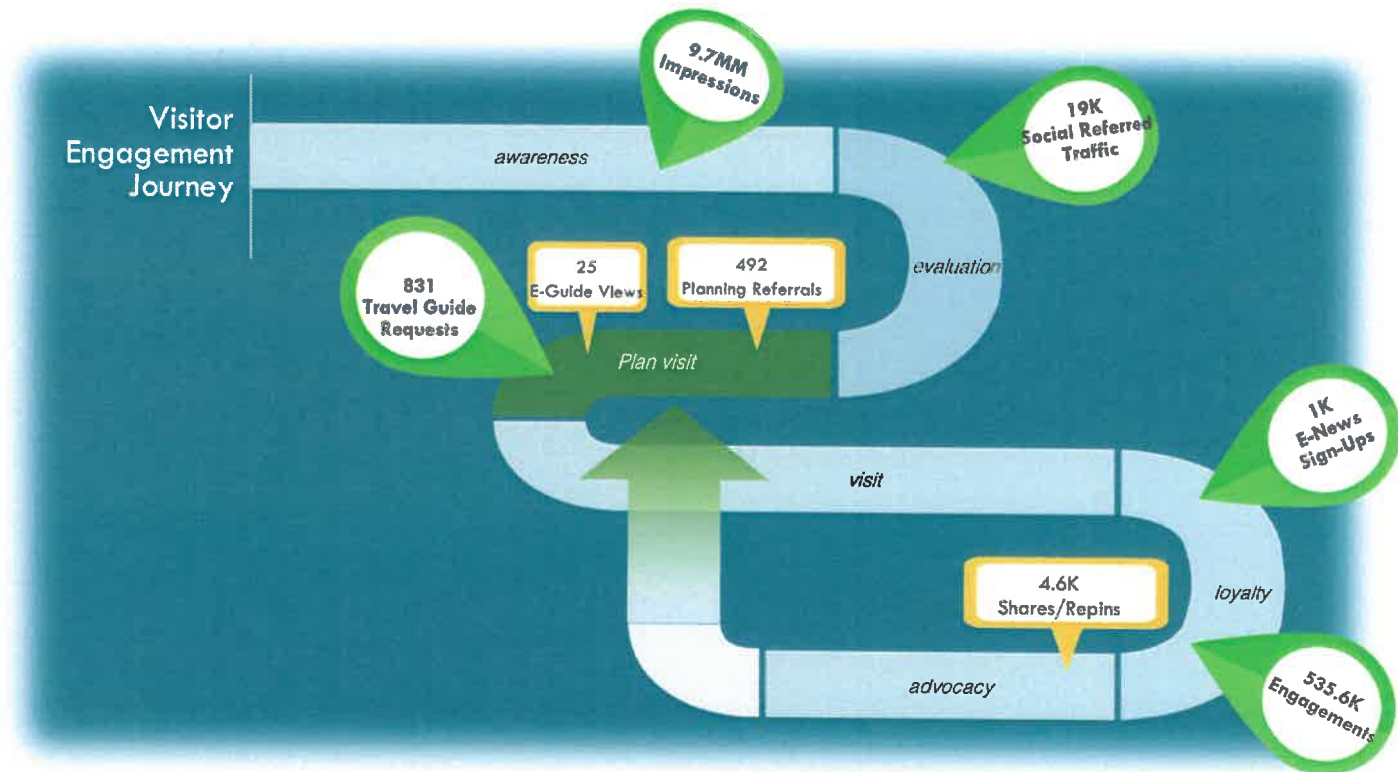
Monthly Highlights:

- Promotion of the fall event calendar was highly successful at generating event referrals on the website; generating 139 referrals (nearly as many as were generated in the past 12 months; 161).
- Traffic performance this month reached the performance to goal trend and is tracking ahead by 3%.
- Impressions and engagements remain below last year's monthly performance due to increased ad spend from July 2020 – September 2020. Y-o-Y performance is expected to normalize next month.

Recommendations/Next Steps:

- Continue to leverage dynamic creative when driving to conversions.
- Following the success of the Fall event calendar post, publish a winter events post to further encourage off-season visitation.
- Test POV imagery and copy that places fans in #OBXnow.
- When available, identify unique imagery that isn't typically featured on the platform (e.g. moonrise imagery) and ask users unique questions to stand out from the usual creative themes and focus on one-of-a-kind parts of the OBX to showcase.

Visitor Journey



Visitation Figures at Key Sites

2017-2021

Aquarium	2017	2018	2019	2020	2021
January	7,701	6,211	5,449	6,630	7,125
February	5,726	5,503	6,341	7,174	6,971
March	14,187	16,156	14,677	closed	14,701
April	29,604	27,082	30,661	closed / C19	27,548
May	31,766	30,798	28,105	closed / C19	37,345
June	49,553	51,932	47,393	closed / C19	57,052
July	53,524	64,701	54,351	closed / C19	55,417
August	49,581	50,009	52,192	closed / C19	48,293
September	29,501	19,469	19,788	14,619	31,026
October	16,456	15,057	16,088	15,465	
November	10,286	9,824	9,110	7,586	
December	8,491	6,612	6,708	6,358	
YTD	271,143	271,861	258,957	28,423	285,478
TOTAL	306,376	303,354	290,863	57,832	285,478

Bodie Island Lighthouse Climbers	2017	2018	2019	2020	2021
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	1,133	1,617	2,035	closed / C19	0
May	4,570	2,959	5,009	closed / C19	2,799
June	5,287	5,006	5,355	closed / C19	4,330
July	5,009	5,428	4,458	closed / C19	3,854
August	5,025	5,390	5,201	closed / C19	3,802
September	4,454	3,464	3,644	closed / C19	3,799
October	1,326	1,251	2,264	closed / C19	
November	closed	closed	closed	closed	
December	closed	closed	closed	closed	
YTD	25,478	23,864	25,702	0	18,584
TOTAL	26,804	25,115	27,966	0	18,584

Cape Hatteras N.S.	2017	2018	2019	2020	2021
January	60,060	60,934	72,767	81,816	86,991
February	56,203	76,818	72,796	76,105	78,269
March	121,172	179,199	135,597	109,749	169,278
April	196,460	175,377	205,590	66,422	254,366
May	218,542	248,423	263,356	208,837	316,898
June	359,142	389,722	384,260	399,364	447,760
July	390,609	405,038	438,846	451,849	491,061
August	335,902	387,698	398,662	387,379	427,384
September	277,372	250,105	243,139	345,249	390,994
October	199,300	201,269	188,710	259,618	
November	140,625	135,634	122,516	167,925	
December	78,316	80,171	81,393	91,064	
YTD	2,015,462	2,173,314	2,215,013	2,126,770	2,663,001
TOTAL	2,433,703	2,590,388	2,607,632	2,645,377	2,663,001

Visitation Figures at Key Sites

2017-2021

Cape Hatteras Lighthouse Climbers	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	closed	closed	closed	closed	closed
April	4,416	5,249	7,052	closed / C19	<i>closed for renovations</i>
May	13,896	13,233	14,215	closed / C19	
June	22,064	22,133	21,203	closed / C19	
July	22,858	21,294	24,552	closed / C19	
August	16,903	22,901	20,615	closed / C19	
September	10,194	8,435	7,218	closed / C19	
October	3,740	2,887	3,838	closed / C19	
November	closed	closed	closed	closed	
December	closed	closed	133	closed	
<i>YTD</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>
TOTAL	94,071	96,132	98,826	0	0

Cape Hatteras VC	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	8,254	6,977	8,529	8,402	9,260
February	10,395	9,563	7,995	9,509	10,541
March	17,137	16,975	18,233	9,325	28,472
April	42,954	36,966	42,730	closed / C19	47,836
May	50,134	48,438	49,270	closed / C20	51,770
June	64,638	61,704	60,647	48,033	60,008
July	76,737	59,481	68,815	3,183	57,051
August	58,015	55,458	57,358	57,358	52,315
September	48,727	32,289	33,507	2,727	51,699
October	38,578	35,359	39,936	2,179	
November	21,090	17,890	16,802	1,130	
December	10,155	6,612	7,427	656	
<i>YTD</i>	<i>376,991</i>	<i>327,851</i>	<i>347,084</i>	<i>138,537</i>	<i>368,952</i>
TOTAL	446,814	387,712	411,249	142,502	368,952

Fort Raleigh	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	5,891	3,743	5,230	5,565	4,447
February	4,428	5,972	5,324	5,948	3,340
March	7,517	11,579	9,369	6,550	14,752
April	14,336	15,943	17,688	5,933	24,338
May	35,539	37,807	31,409	6,544	38,667
June	52,355	49,057	48,014	17,432	56,080
July	55,858	48,039	43,000	24,681	51,192
August	41,092	42,799	37,729	20,427	34,891
September	23,778	14,071	18,817	19,826	24,048
October	17,949	18,260	15,208	19,779	
November	9,950	9,044	9,860	11,524	
December	6,288	4,685	6,491	9,310	
<i>YTD</i>	<i>240,794</i>	<i>229,010</i>	<i>216,580</i>	<i>112,906</i>	<i>251,755</i>
TOTAL	274,981	260,999	248,139	153,519	251,755

Visitation Figures at Key Sites

2017-2021

Hatteras Ferry-Vec.	2017	2018	2019	2020	2021
January	5,955	4,127	6,080	7,223	9,240
February	6,594	6,260	5,873	6,643	6,886
March	10,239	8,989	9,895	6,844	13,487
April	22,138	19,012	20,157	3,107	26,365
May	29,308	28,631	29,121	10,954	29,562
June	28,582	34,490	32,773	26,046	33,664
July	36,312	36,433	37,277	31,315	33,370
August	28,810	35,337	33,009	25,138	30,832
September	23,214	12,471	normal	23,255	25,694
October	23,210	20,723	operations	24,150	
November	12,565	10,445	suspended	12,687	
December	7,175	7,523	6,377	8,072	
<i>YTD</i>	<i>191,152</i>	<i>185,750</i>	<i>174,185</i>	<i>140,525</i>	<i>209,100</i>
TOTAL	234,102	224,441	180,562	185,434	209,100

Hatteras Ferry-Passn.	2017	2018	2019	2020	2021
January	10,750	7,179	10,908	12,123	15,779
February	11,728	10,838	9,864	10,862	11,302
March	20,658	18,149	19,534	11,238	27,486
April	55,059	42,282	46,601	3,901	60,168
May	69,727	67,773	69,880	22,164	69,279
June	77,462	91,798	89,989	64,847	87,680
July	105,323	84,989	102,724	78,949	87,937
August	78,272	65,045	89,544	62,060	79,811
September	57,271	29,756	normal	54,567	60,598
October	50,449	46,085	operations	53,815	
November	26,228	20,695	suspended	26,716	
December	13,748	12,173	10,972	15,465	
<i>YTD</i>	<i>486,250</i>	<i>417,809</i>	<i>439,044</i>	<i>320,711</i>	<i>500,040</i>
TOTAL	576,675	496,762	450,016	416,707	500,040

PASSENGER FERRY		2019	2020	2021
May		2,487	closed / C19	not in service
June	Passenger Ferry Service	8,474	closed / C19	2,153
July	began May 20, 2019	10,023	3,865	7,380
August		6,738	2,517	6,069
September		377	977	986
<i>YTD</i>		<i>28,099</i>	<i>7,359</i>	<i>16,588</i>
TOTAL		28,099	7,359	16,588

Visitation Figures at Key Sites

2017-2021

Jennette's Pier	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	1,967	1,580	2,841	2,347	2,185
February	3,414	3,013	2,034	2,665	1,539
March	5,157	6,922	6,836	2,057	5,588
April	17,963	13,995	18,388	closed / C19	13,738
May	18,822	18,836	21,904	closed / C19	19,804
June	28,433	29,537	28,646	17,971	29,200
July	31,450	31,231	30,264	24,395	29,536
August	28,395	28,879	27,835	20,186	24,219
September	20,620	16,193	17,084	19,481	21,257
October	14,583	13,490	13,924	14,695	
November	6,203	5,311	6,107	6,044	
December	2,322	3,036	3,049	2,841	
YTD	156,221	150,186	155,832	89,102	147,066
TOTAL	179,329	172,023	178,912	112,682	147,066

Jockey's Ridge	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	26,570	25,715	43,643	46,599	63,060
February	41,357	45,675	41,002	41,353	48,592
March	65,276	97,124	91,709	77,429	143,487
April	150,576	160,319	185,915	36,610	219,486
May	131,816	173,037	207,310	142,408	239,429
June	207,263	237,981	278,919	310,144	263,639
July	294,779	259,985	301,325	370,796	223,241
August	251,802	199,731	261,821	286,440	202,013
September	170,669	116,082	116,675	246,985	184,791
October	105,023	85,864	106,212	181,676	
November	77,242	52,261	64,446	114,783	
December	37,881	37,334	51,261	78,753	
YTD	1,340,108	1,315,649	1,528,319	1,558,764	1,587,738
TOTAL	1,560,254	1,491,108	1,750,238	1,933,976	1,587,738

The Lost Colony	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
May	2,508	2,682	1,065		1,304
June	15,850	13,779	13,245	2020	14,380
July	14,097	13,186	13,721	Season	14,678
August	8,915	10,300	9,260	Cancelled	6,034
YTD	41,370	39,947	37,291		36,396
Total	41,370	39,947	37,291		36,396

R.I. Festival Park	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
January	closed	closed	closed	closed	562
February	closed	closed	291	1751	702
March	5,840	7,259	5,613	n/a	2,416
April	10,389	11,169	11,462	closed / C19	6,849
May	10,051	10,878	12,575	closed / C19	6,742
June	13,497	14,906	11,385	4,141	10,550
July	12,957	13,808	15,399	6,256	15,037
August	11,028	10,594	9,217	4,753	9,645
September	6,793	4,382	4,728	5,067	6,869
October	14,668	11,752	6,910	5,431	
November	3,152	2,539	3,642	2,946	
December	3,749	2,182	2,056	1,802	
YTD	70,555	72,996	70,670	21,968	59,372
TOTAL	92,124	89,469	83,278	32,147	59,372

Wright Bros. N.M.	2017	2018	2019	2020	2021
January	8,440	4,123	1,277	8,213	10,949
February	10,246	8,100	7,318	9,054	7,995
March	19,586	21,600	22,091	9,953	27,307
April	44,419	35,919	44,568	1,183	51,280
May	45,991	43,123	48,488	12,909	57,065
June	56,891	53,965	57,921	34,545	67,723
July	69,566	62,346	68,666	44,768	72,772
August	64,161	57,973	63,836	42,229	63,953
September	34,135	24,829	27,828	42,019	45,575
October	31,855	27,771	30,051	38,649	
November	17,585	16,587	16,697	20,608	
December	10,512	3,797	11,394	13,833	
YTD	353,435	311,978	341,993	204,873	404,619
TOTAL	413,387	360,133	400,135	277,963	404,619

Motorcoach Figures

Wright Bros. N.M.	2017	2018	2019	2020	2021
January	0	1	0	1	0
February	0	1	4	1	0
March	21	39	37	6	0
April	64	66	107	closed / C19	3
May	74	74	96	0	2
June	19	10	18	0	8
July	6	10	6	0	2
August	7	7	15	2	3
September	15	8	13	0	5
October	15	8	26	2	
November	6	5	4	0	
December	2	0	0	0	
YTD	206	216	296	10	23
TOTAL	229	229	326	12	23

May 2021, RI Festival Park open Tues-Sat.

Jan 2021, RI Festival Park closed but submitted number of visitors using the grounds.

Cape Hatteras Lighthouse Visitor Center has limited occupancy and no lighthouse climbs.

ORV and fishing permits are now handled online and else where, further reducing the count.

C19=COVID 19

Jennette's Pier re-opened June 8, 2020

The Visitor Center at Cape Hatteras Lighthouse opened June 12 & at Bodie Island June 25

As of June, Visitors Centers at Fort Raleigh and Wright Brothers National Memorial remain closed

2020 Season of The Lost Colony cancelled

Visitor access to Dare County prohibited March 17 -May 16, 2020

Cape Hatteras Lighthouse hosts a December climb.

Hatteras-Ocracoke Ferry normal operations suspended September 5-December 2, 2019

Hurricane Dorian, 2019 September 3 (evacuations) to 12 (all areas open)

Government Shutdown 12/22/17-18

Hurricane Florence/Evacuation, September 11-16, 2018

Jennette's Pier closed for a week in January 2018 due to weather

Virginia Dare Bridge repair work in Oct/Nov 17

Bluegrass Festival held in Oct 17 at RIFP

Tropical Storm Maria, September 2017

Hatteras Island Power Outage July 27-August 4

Hatteras-Ocracoke Ferry using longer ferry route.

NPS stats show recreational visits instead of total visits.

Jockey's Ridge State Park uses a car counter at park and pedestrian counter on US 158.

n/a not available

Aycock Brown	2017	2018	2019	2020	2021
January	821	531	693	834	1,201
February	1,318	998	825	851	1,045
March	1,994	2,167	1,785	n/a	1,586
April	4,923	3,489	3,447	closed / C19	3,537
May	4,992	4,276	4,532	537	4,397
June	6,153	6,567	6,049	4,127	5,364
July	7,137	6,857	6,051	3,604	5,535
August	5,915	6,156	6,161	4,357	3,845
September	4,597	3,002	3,479	4,824	3,847
October	3,933	2,946	3,015	4,023	
November	1,822	1,211	1,506	2,207	
December	707	748	824	1,580	
YTD	37,850	34,043	33,022	19,134	30,357
TOTAL	44,312	38,948	38,367	26,944	30,357

Sarah Owens	2017	2018	2019	2020	2021
January	569	330	607	592	366
February	831	697	696	698	310
March	1,483	1,431	1,661	581	1,059
April	2,965	2,289	2,737	closed / C19	2,282
May	3,121	2,911	3,260	507	2,570
June	3,866	3,673	3,919	1,562	3,121
July	4,398	3,903	3,749	1,554	3,447
August	2,900	2,493	2,942	1,051	2,048
September	2,610	2,066	1,794	1,657	1,975
October	2,126	1,711	2,123	1,909	
November	982	958	1,072	712	
December	669	650	504	342	
YTD	22,743	19,793	21,365	8,202	17,178
TOTAL	26,520	23,112	25,064	11,165	17,178

Hatteras Island Weather Station W.C.	2017	2018	2019	2020	2021
January	closed	closed	closed	closed	closed
February	closed	closed	closed	closed	closed
March	188	209	207	82	65
April	406	382	411	closed / C19	181
May	563	520	596	16	227
June	605	579	504	88	222
July	528	593	548	139	246
August	405	553	632	73	209
September	389	267	261	113	229
October	434	350	346	180	
November	160	149	130	102	
December	closed	closed	closed	closed	
YTD	3,084	3,103	3,159	511	1,379
TOTAL	3,678	3,602	3,635	793	1,379

Whalebone W.C.	2017	2018	2019	2020	2021
January	closed	closed	closed	closed	88
February	closed	closed	closed	closed	84
March	594	649	656	251	772
April	1,341	1,019	1,058	closed / C19	1,257
May	1,119	1,176	1,095	189	1,175
June	1,382	1,368	1,264	629	1,573
July	1,387	1,315	1,635	710	1,496
August	1,296	1,284	1,293	676	1,110
September	1,033	721	749	1,025	1,187
October	1,240	894	937	983	
November	715	561	329	519	
December	411	0	390	354	
<i>YTD</i>	<i>8,152</i>	<i>7,532</i>	<i>7,750</i>	<i>3,480</i>	<i>8,742</i>
TOTAL	10,518	8,987	9,406	5,336	8,742

Weather Station WC open Wednesday to Sunday in 2021

Aycock Brown WC closed 7 days in March 2021 for repaving

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

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

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

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

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

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

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

Welcome Center counts reflects number of people who were inside center

PUBLIC RELATIONS REPORT: October 2021

PRESS RELEASE

Outer Banks Tourism Numbers Reflect Resilience - New Study By Visit North Carolina Shows #4 Dare County Pivoted During Pandemic <https://conta.cc/3iJf2cJ>

BEST LISTS

Travel + Leisure | “Continental Islands: World’s Best 2021” #14 Outer Banks, NC
<https://bit.ly/2Zdo2Qh>

This year's World's Best Awards survey was open for voting January 11 through May 10, 2021, as destinations around the world were lifting COVID-19 restrictions. Survey rules have always allowed readers to reflect on their travel experiences over a three-year period. We hope that this year's honorees will inspire your own travels as you get back out into the world. - T+L

CONTENT PARTNERSHIPS

HONEST COOKING honestcooking.com

The Outer Banks PR and Content Development team worked with Honest Cooking online brand to create four culinary focused destination articles based on input from staff that live on OuterBanks.org and HonestCooking.com and will be promoted on both parties social media. So far in Q4, we have two of four published partnered content articles on our website. When completed, the project will have generated eight total articles with various culinary themes:

OuterBanks.org | Oct 2021 “The Best Eats of Manteo and Roanoke Island” <https://bit.ly/3DwF0lr>

Q2 articles - These live also on **HonestCooking.com** and have been shared on their social

OuterBanks.org | Aug 2021 “Healthy Eats on the Outer Banks” <https://bit.ly/3iXCZx7>

OuterBanks.org | July 2021 “10 Awesome Family Friendly Eats on the Outer Banks”
<https://bit.ly/3lyEZNY>

OuterBanks.org | July 2021 “Where to Eat on a Three Day Foodie Trip to the Outer Banks”
<https://bit.ly/3p0D4ns>

OuterBanks.org | July 2021 “The Best Family-Friendly Eats on the Outer Banks”
<https://bit.ly/3lyEZNY>

THE OUTER BANKS PROJECT

Additional PR Team Supported Articles:

OuterBanks.org BLOG articles The Outer Banks PR and Content Development team is working with influencers, bloggers and content creators to drive deeper discovery of our visitor experiences and supporting tourism businesses by publishing on the OBX's number one referral site.

Here's just some of the new partnered content published to our blog in Sep - Oct 2021 by media:

RVA to OBX | Richmond, VA Connections to Discover on the Outer Banks - Megan Wilson
<https://bit.ly/2YK7KOR>

Best of Roanoke Island and Dare Mainland - Jason Frye <https://bit.ly/30lf0Bv>

Why This New Yorker's Second Trip to the Outer Banks Was Even Better than the First - Jane Anderson
<https://bit.ly/2YEQdYc>

Best Places to Shop on the Outer Banks - Megan Wilson <https://bit.ly/3DAdlGx>

How to Spend a Girls' Weekend on the OBX - Megan Wilson <https://bit.ly/3AyJufO>

Best Things to Do While Vacationing on the Outer Banks during Pregnancy - Megan Nichols
<https://bit.ly/3BGknZK>

Blog editor and content coordinator Stephanie Hall continues to also publish original content that informs inbound and in-market guests and travel shoppers on the best ways to explore the Outer Banks for meaningful trips. Here are three articles published in October. Peruse them all at **OuterBanks.org/Blog**

OuterBanks.org | Gather Together for Thanksgiving on the Outer Banks <https://bit.ly/3FGnbsd>

OuterBanks.org | Haunted Spots on the Outer Banks <https://bit.ly/3BljrEb>

OuterBanks.org | Tips to Build a Beach Fire <https://bit.ly/3j18fuW>

JASON FRYE - OuterBanks.org PROJECT

Northern Beach Towns | Oct 2021 Staff has been reviewing draft versions of brand new content describing the current culture and acclaims of each of the northern beach towns submitted by guidebook author Jason Frye as part of a content partnership. OBVB worked with Frye earlier this year on similar project for Hatteras Island's villages and recreational opportunities for visitors. The content is being integrated into OuterBanks.org framework and has been honed with the idea of helping potential guests determine which OBX community might best serve the needs of their travel party for determining accommodations, etc.



Outer Banks Tourism Numbers Reflect Resilience

New Study By Visit North Carolina Shows #4 Dare County Pivoted During Pandemic

Manteo, NC (October 8, 2021) – The tourism impact of COVID was felt dramatically throughout the state in 2020 as reflected by a recent study measuring tourism in each of NC's 100 counties. In a year that saw a 31.7% drop in statewide tourism spending, the resourcefulness and resilience of Dare County businesses stemmed the tide, posting a modest 2.2% decline – an especially impressive feat considering the destination's closure to visitors during two months of spring.

The state tourism office, VisitNC, commissions the study annually. A new, more comprehensive methodology was introduced this year which calculated Dare's total tourism spending to be \$1.4 billion. This figure ranks Dare as the 4th largest tourism destination in North Carolina. The three destinations ranked ahead of Dare posted 2020 declines of 51.0%, 42.6% and 34.9%, respectively. "It was one of the most challenging years we've ever faced on the Outer Banks," explains Lee Nettles, Executive Director of the Outer Banks Visitors Bureau. "For our local tourism industry to accomplish what it did, despite the closure, state-mandated capacity limits and the operational changes forced by a global pandemic is nothing short of remarkable. It's a tribute to the popularity of the Outer Banks and a testament to the hard work and ingenuity of our local tourism partners."

The study also reported 11,803 tourism-related jobs in Dare, which is nearly a third of the county's population. Local tourism and visitor spending generated \$123 million in state and local tax revenue. If Dare residents were responsible for producing that amount of tax revenue, each local citizen would pay an additional \$3,244 in taxes. Dare far and away leads the state in this regard; for comparison, average tax savings per person statewide is \$171.

These statistics come from the "Economic Impact of Travel on North Carolina Counties 2020," which can be accessed at partners.visitnc.com/economic-impact-studies. The study was prepared by Tourism Economics in collaboration with the U.S. Travel Association. According to the report summary, state tourism spending in 2020 was \$19.96 billion. North Carolina is the nation's number 5 most visited state.

About The Outer Banks

The Outer Banks Visitors Bureau is the lead marketing and promotional agency for The Outer Banks of North Carolina, funded by one percent of the occupancy tax and one percent of the prepared meals tax collected in Dare County.

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