

DARE COUNTY TOURISM BOARD MEETING
THURSDAY, SEPTEMBER 16, 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
- V. Public Comments
- VI. Budget & Finance Report-Budget & Finance Committee Chair
- VII. Grants & Local Public Relations-Grants Chair
 - 1. Event Grant Award Recommendations
- VIII. Outer Banks Visitors Bureau Updates
- IX. Old Business
- X. New Business
- XI. Board Member Comments
- XII. Set Date, Time, and Place of Next Meeting
- XIII. Adjournment

**RECORD OF MINUTES
DARE COUNTY TOURISM BOARD
THURSDAY, AUGUST 19, 2021
9:00 A.M.
OUTER BANKS VISITORS BUREAU ADMINISTRATIVE OFFICES
MANTEO, NC 27954**

ATTENDING:

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

Via GoToMeeting: Jamie Chisholm.

EXCUSED ABSENCE: Tim Cafferty, Vice-Chair; 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
Matt Dubec, IT and Graphic Design

OTHERS ATTENDING:

In Person: Dave Hallac, Superintendent, Outer Banks Group, 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.

Yes: Ervin Bateman, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

APPROVAL OF MINUTES: Ms. Thibodeau moved to approve the meeting minutes from June 17, 2021 and the July 15, 2021, meetings. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

PUBLIC COMMENTS: Superintendent Hallac reviewed visitation at the area NPS sites, and progress on the fishing pier on the southern terminus of the Bonner Bridge, Oregon Inlet Fishing Center improvements, and a kayak launch at Oregon Inlet.

BUDGET AND FINANCE REPORT: Mr. Bateman reviewed the meals and occupancy receipts received. Receipts for fiscal year 2020-2021 are up 28.14% compared to 2019-2020 actual receipts.

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

- Event Center Plans. Lee Nettles went before the Dare County Commissioners and received their support (via a resolution) for an Event Center.
- Partnership with OBX Forever to film an excavation of a sea turtle nest.
- New ad campaign that will begin after Labor Day.

Lorrie Love reported on the Group and Meeting markets, which are slowly returning; upcoming events; and the 2022 Travel Guide.

On behalf of Aaron Tuell, Lee Nettles noted media efforts.

OLD BUSINESS: Lee Nettles reviewed the discussion and recommendation from the Steering Committee to withdraw the application for modification of the Town of Nags Head Special Use Permit for the event site. Mr. Charalambous moved to withdraw the special use permit application. Second by Mr. Holland. There was no discussion.

Yes: Ervin Bateman, Bambos Charalambous, Jamie Chisholm, Webb Fuller, Leo Holland, Ivy Ingram, Karen Loopman-Davis, Bobby Owens, Jeff Pruitt, and Monica Thibodeau.

No: None. The motion passed unanimously (10-0).

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

BOARD MEMBER COMMENTS: Board Members noted and commented on the recent sustainable tourism presentation held at Jennette's Pier. Limited workforce, affordable housing, and traffic issues were highlighted, and members noted that these were issues they were all facing. Lee Nettles noted that most tourism destinations consistently face the same issues, especially during a global pandemic.

SET DATE, TIME, AND PLACE OF NEXT MEETING: The next meeting is scheduled for Thursday, September 16, 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 10:19 a.m.

ATTESTED:

Clerk, Dare County Tourism Board

Soundside Event Site

Improvement Options for Sound Access

Dare County Tourism Board Meeting 9/16/2021

Very Limited Public Sound Access In Area

- Most locals and visitors are here for the water.
- Many days the ocean front is too harsh or cold and the sound is preferable.
- Jockey's Ridge sound access has had a remarkable surge in popularity which has led to traffic and congestion issues on Sound Side Road.
- Harvey Sound access is popular but also has parking challenges and a narrow access slot to the water.

SoundsideEvent Site has it all, nearly

- A) Abundant parking
- B) Safe/easy access from Bypass
- C) Wide open lawns
- D) Access to the water is a problem



Sound Access Options

- 1) Along the Northerly Edge where there had been a concession and walkway years ago.
- 2) Straight through the Center Slot
- 3) Across the rough to Harvey Site
- 4) Connector to Harvey Site Parking Lot



Option 1 – Northerly Edge

Part of the old walkway is visible in picture. The remainder of the trail is wet and overgrown.

Some people still use this route but it is difficult.



Option 2 – Center Slot

Directly through the middle of the marsh is a 10' wide trampled zone of knee deep muck. It has been reluctantly created by kiteboarders who like to rig and launch kites in the safe grassy area.



Option 3 – Across the Rough

Creating a path across the rough zone between the Event Site grass and Harvey Site would allow water access from the Harvey Site.



Option 4 – Connector to Parking Lot

As with Option 3 the water access would be via the small Harvey site slot. Remove posts and landscaping to allow easy access from grass to parking lot to the east of structure.



Pros

Cons

Option 1

Partially Established.
Terminates on Higher Patch.
Independent of Harvey Site.

Narrow.
Overgrown, Wet.
CAMA?

Option 2

Wide and Direct.
Independent of Harvey Site.
Well Established – in bad way?

Muck. Nasty Muck.
Would need walkway built.
CAMA?

Option 3

Easy to cut through.
Avoids Parking Zone.
Gets close to Harvey Site Yard.

Dependent on Harvey Site.
CAMA concern possible but
less so than options 1 or 2.

Option 4

Easy to cut though.
Minor construction task.
No CAMA concern.

Dependent on Harvey Site.
Contribute to parking area
congestion.

Walkway and high patch at Northerly end (Option 1)



Trampled muck path and edge of Option 2. Worse in summer.



Harvey Access (as of Feb 2021).



Rough zone for Option 3 path.



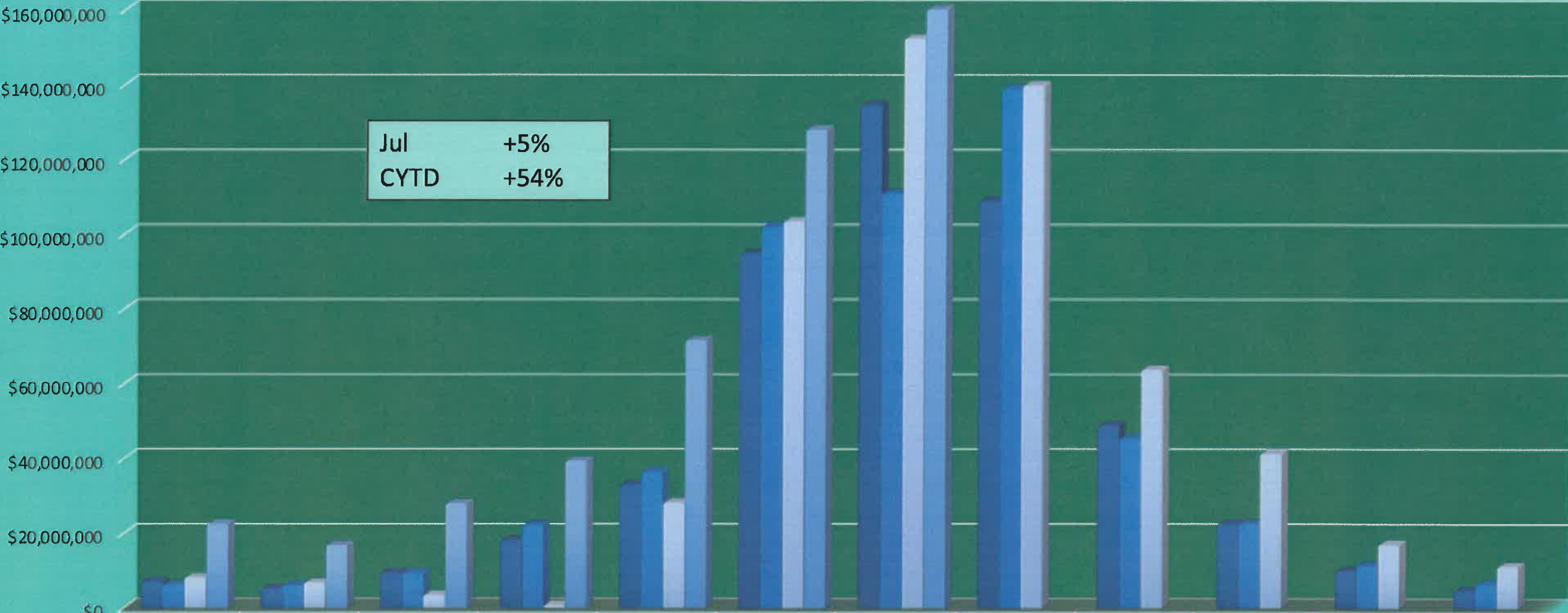
Option 4 Connector point.



Dare County Tourism Board

- Soundside Event Site has great water around it, but limited public access
- Event site is ideal to be used as a multi-use site, a marketable destination for tourism
- Propose expanded recreational water access for
 - Kite Boarding/Windsurfing
 - Sailing
 - Kayaking/SUP
 - Photography/walking/fitness
- Site can be used as a draw for events
 - Sailing, kiting, windsurfing- class racing, mixed events
 - Recreational access for Kayaking, SUP, nature photographers and general public
 - Spectators
- Increase use/draw would generate additional tax revenue
 - Sales tax
 - Occupancy tax
 - Prepared Meals tax

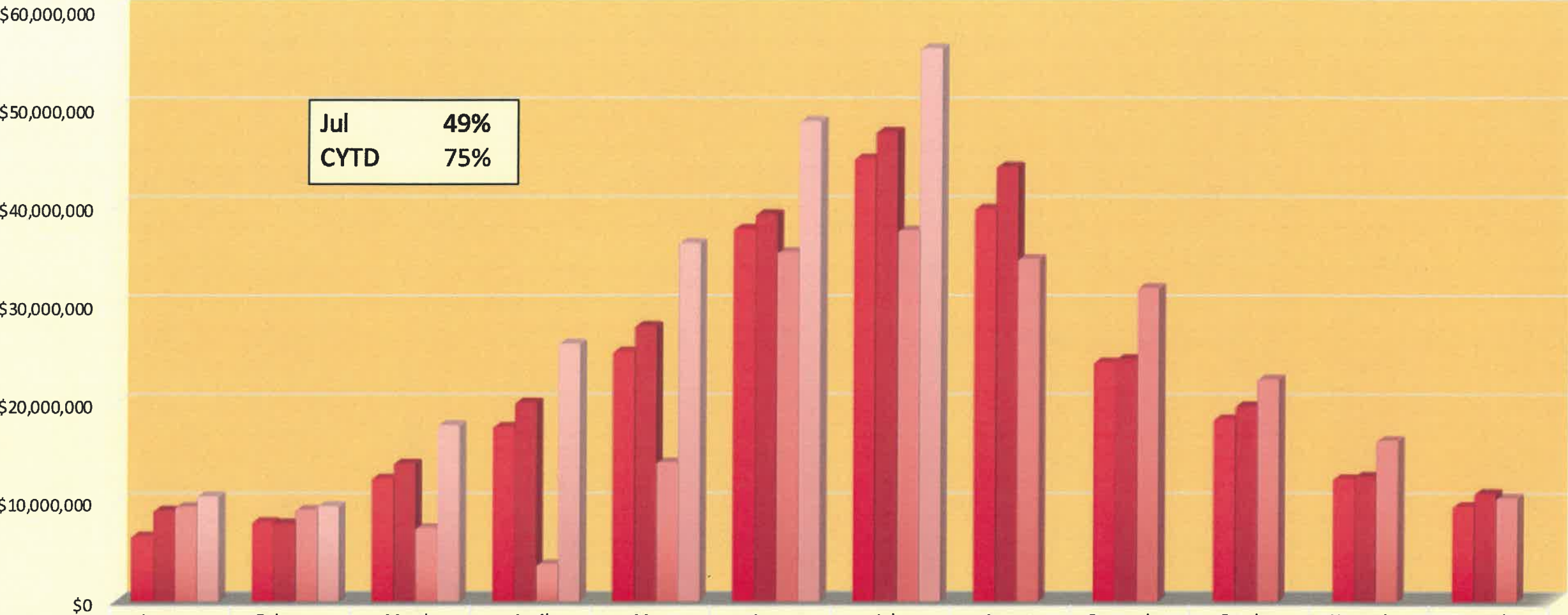
Occupancy Collections



Jul +5%
CYTD +54%

	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					

Meals Collections



	January	February	March	April	May	June	July	August	September	October	November	December
2018	6,630,060	8,081,163	12,472,869	17,693,017	25,305,198	37,728,467	44,840,505	39,760,919	24,228,769	18,452,784	12,448,598	9,670,246
2019	9,232,116	7,938,346	13,993,067	20,152,467	27,895,551	39,212,117	47,545,995	44,023,260	24,552,170	19,796,005	12,708,341	10,994,527
2020	9,567,693	9,280,396	7,466,202	3,749,728	14,079,809	35,377,812	37,531,226	34,686,508	31,758,793	22,495,453	16,322,421	10,519,542
2021	10,669,210	9,647,064	17,851,725	26,101,925	36,273,162	48,603,545	55,983,285					

**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	\$0.00	\$0.00	0.00%
SEPT RECEIVED	MEALS	<u>\$347,875.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,533,375.00	\$0.00	\$0.00	0.00%
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	\$2,310,090.00	\$2,869,570.92	\$559,480.92	24.22%
TO-DATE	MEALS	<u>\$682,345.00</u>	<u>\$1,041,125.21</u>	<u>\$358,780.21</u>	<u>52.58%</u>
		\$2,992,435.00	\$3,910,696.13	\$918,261.13	30.69%
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		
<i>DECEMBER EARNED</i>					
<u>JAN RECEIVED</u>	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%
<i>JANUARY EARNED</i>					
<u>FEB RECEIVED</u>	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%
<i>FEBRUARY EARNED</i>					
<u>MARCH RECEIVED</u>	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%
<i>MARCH EARNED</i>					
<u>APRIL RECEIVED</u>	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%
<i>APRIL EARNED</i>					
<u>MAY RECEIVED</u>	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%
<i>MAY EARNED</i>					
<u>JUNE RECEIVED</u>	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%
<i>JUNE EARNED</i>					
<u>JULY RECEIVED</u>	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%
<i>JULY EARNED</i>					
<u>AUGUST RECEIVED</u>	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%
<i>AUGUST EARNED</i>					
<u>SEPT RECEIVED</u>	OCCUPANCY	\$1,386,698.87	\$0.00	\$0.00	0.00%
	MEALS	<u>\$342,807.39</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,729,506.26	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>					
<u>OCT RECEIVED</u>	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%
<i>OCTOBER EARNED</i>					
<u>NOV RECEIVED</u>	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%
<i>NOVEMBER EARNED</i>					
<u>DEC RECEIVED</u>	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	\$3,093,223.36	\$4,740,117.85	\$1,646,894.49	53.24%
	Meals	<u>\$1,261,810.86</u>	<u>\$2,156,783.32</u>	<u>\$894,972.46</u>	<u>70.93%</u>
		\$4,355,034.22	\$6,896,901.17	\$2,541,866.95	58.37%
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	+/- \$	+/- %
<i>JUNE EARNED</i>	OCCUPANCY	\$1,031,085.56	\$1,276,821.42	\$245,735.86	23.83%
<u>JULY RECEIVED</u>	MEALS	<u>\$343,466.82</u>	<u>\$484,564.78</u>	<u>\$141,097.96</u>	<u>41.08%</u>
		\$1,374,552.38	\$1,761,386.20	\$386,833.82	28.14%
<i>JULY EARNED</i>	OCCUPANCY	\$1,522,968.88	\$1,592,749.50	\$69,780.62	4.58%
<u>AUGUST RECEIVED</u>	MEALS	<u>\$378,907.71</u>	<u>\$556,560.43</u>	<u>\$177,652.72</u>	<u>46.89%</u>
		\$1,901,876.59	\$2,149,309.93	\$247,433.34	13.01%
<i>AUGUST EARNED</i>	OCCUPANCY	\$1,386,698.87	\$0.00	\$0.00	0.00%
<u>SEPT RECEIVED</u>	MEALS	<u>\$342,807.39</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$1,729,506.26	\$0.00	\$0.00	0.00%
<i>SEPTEMBER EARNED</i>	OCCUPANCY	\$646,711.02	\$0.00	\$0.00	0.00%
<u>OCT RECEIVED</u>	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%
<i>OCTOBER EARNED</i>	OCCUPANCY	\$411,520.36	\$0.00	\$0.00	0.00%
<u>NOV RECEIVED</u>	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%
<i>NOVEMBER EARNED</i>	OCCUPANCY	\$149,613.81	\$0.00	\$0.00	0.00%
<u>DEC RECEIVED</u>	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%
<i>DECEMBER EARNED</i>	OCCUPANCY	\$99,622.05	\$0.00	\$0.00	0.00%
<u>JAN RECEIVED</u>	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%
<i>JANUARY EARNED</i>	OCCUPANCY	\$221,256.93	\$0.00	\$0.00	0.00%
<u>FEB RECEIVED</u>	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%
<i>FEBRUARY EARNED</i>	OCCUPANCY	\$167,212.81	\$0.00	\$0.00	0.00%
<u>MARCH RECEIVED</u>	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%
<i>MARCH EARNED</i>	OCCUPANCY	\$277,701.44	\$0.00	\$0.00	0.00%
<u>APRIL RECEIVED</u>	MEALS	<u>\$179,713.69</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$457,415.13	\$0.00	\$0.00	0.00%
<i>APRIL EARNED</i>	OCCUPANCY	\$395,352.18	\$0.00	\$0.00	0.00%
<u>MAY RECEIVED</u>	MEALS	<u>\$259,174.72</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>0.00%</u>
		\$654,526.90	\$0.00	\$0.00	0.00%
<i>MAY EARNED</i>	OCCUPANCY	\$709,401.52	\$0.00	\$0.00	0.00%
<u>JUNE RECEIVED</u>	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	\$2,554,054.44	\$2,869,570.92	\$315,516.48	12.35%
	MEALS	<u>\$722,374.53</u>	<u>\$1,041,125.21</u>	<u>\$318,750.68</u>	<u>44.13%</u>
		\$3,276,428.97	\$3,910,696.13	\$634,267.16	19.36%
TOTAL	OCCUPANCY	\$7,019,145.43			
ACTUAL	MEALS	<u>\$2,847,305.98</u>			
2020-2021		\$9,866,451.41			

Dare County Gross Collections on Retail Sales

	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		12,370,251	11,321,288	10,815,908	10,038,975	9,085,195		0.00%
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	38,142,039	22,090,753	26,240,956	24,521,146	23,957,076	20,571,823	16,051,286	72.66%
TOTAL	38,142,039	81,791,823	78,441,352	74,397,237	73,291,414	67,276,223		
YTD % Change	72.66%	-15.82%	7.01%	2.35%	16.46%	50.25%		
Total % Change	72.66%	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		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	466,396,165	303,182,931	293,153,386	301,731,767	290,526,604	265,959,080	246,647,204	240,201,490	232,948,871	232,501,258	217,546,533	203,035,528	187,264,268	199,359,220
Total	466,396,165	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	53.83%	3.42%	-2.84%	3.86%	9.24%	7.83%	2.68%	3.11%	0.19%	6.87%	7.15%	8.42%	-6.07%	-0.16%
Total % Change	53.83%	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	5.08%	37.30%	-17.49%	-4.16%	7.23%	18.33%	2.06%	-2.15%	-0.39%	0.80%	8.28%	16.49%	-5.35%	-5.40%
Increase(Decrease)/Qtr														
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)	12.60%	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 Hermine struck on September 3, 2016. Hurricane Matthew struck on October 8, 2016 which was Columbus Day weekend.														
Mandatory evacuation for Hatteras Island on July 28, 2017 due to cut electric lines. Lifted August 4, 2017														
Tropical Storm Irma September 11, 2017, no evacuation orders. Mandatory evacuation for Hatteras Island Hurricane Maria September 26-28, 2017														
Hurricane Florence mandatory evacuation September 11-September 15, 2018. Tropical storm Michael on October 12, 2018, no evacuations ordered, but flooding occurred.														
For September 2018, a business reported duplicate filings in the amount of \$337,882 and was issued a refund.														
For April 2019, a business reported back filings in Manteo B&B of approximately \$670,000														
For August 2019, approximately \$19.3 million is attributable to July. About \$18 million is real estate and \$926,000 hotel/motel. If added to July, July is a decrease of about 3% and August an increase of about 10%														
Hurricane Dorian mandatory evacuations September 3-September 12, 2019.														
Dare County State of Emergency closed to visitors 3/17/20 and NRPOs 3/20/20 due to COVID-19. Reopen May 16, 2020														
For July 2021, there is \$12,000,000 in gross receipts that were received late and will be posted in August 2021. Adding the additional revenue is a monthly increase of 13%.														

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		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	205,129,916	117,052,666	165,969,659	152,751,279	150,820,981	140,824,016	136,657,572	128,870,204	123,625,613	124,130,732	115,539,050	109,485,837	107,148,881	108,997,012
Total	205,129,916	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	75.25%	-29.47%	8.65%	1.28%	7.10%	3.05%	6.04%	4.24%	-0.41%	7.44%	5.53%	2.18%	-1.70%	0.04%
Total % Change	75.25%	-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)	49.16%	-21.06%	6.03%	3.85%	0.75%	3.90%	7.11%	3.44%	0.85%	1.26%	3.28%	7.98%	-1.44%	1.66%
Month Increase/(Decrease)/Qtr														
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)	43.45%	-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		890,569	1,232,064	1,510,242	1,588,143		1,415,838	1,296,981	872,728	902,896	
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>1,114,632</i>	<i>1,247,633</i>	<i>2,154,923</i>	<i>891,521</i>	<i>1,819,299</i>	<i>4,331,693</i>	<i>4,908,718</i>	<i>5,855,078</i>	<i>6,486,324</i>	<i>10,160,623</i>	<i>3,754,114</i>	<i>4,026,592</i>	<i>4,089,856</i>	<i>2,324,264</i>	<i>3,316,110</i>
Total	1,763,298	1,924,526	3,085,512	1,871,993	1,819,299	6,309,555	7,444,545	8,384,023	10,849,867	10,160,623	6,564,117	6,614,236	5,907,648	4,549,771	3,316,110
Month Increase	-57.09%	24.86%	-25.27%	21.27%	22.65%	-26.43%	20.78%	21.87%	36.55%	14.99%	-12.87%	7.44%	1.35%	-33.26%	1.46%
<i>YTD Increase</i>	17.07%	11.93%	72.72%	-58.63%	104.07%	1.96%	13.32%	19.28%	10.78%	56.65%	-2.76%	7.26%	1.57%	-43.17%	42.67%
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		422,935	266,881	244,691		88,138,009	93,023,812	121,424,486	122,944,015		24,094,200	14,432,996	
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	45,912,192	43,559,039	43,015,576	35,418,315	66,335,002	1,260,370	869,315	1,244,665	6,576,575	233,734,803	246,090,578	235,968,091	256,440,213	382,127,695	0	45,607,894	87,879,142
Total	73,982,932	69,277,514	71,940,550	67,864,420	66,335,002	1,968,514	1,396,206	2,134,793	6,576,575	387,872,011	408,119,850	425,415,218	487,929,729	382,127,695	45,529,420	77,941,438	87,879,142
Month Increase	3.67%	-11.32%	-1.36%	23.67%	34.74%		-42.52%	3.69%	670.86%	8.89%	-3.77%	-20.23%	40.61%	1.16%		44.89%	29.68%
YTD Increase	7.84%	-5.13%	-1.25%	-17.66%	87.29%		-31.03%	43.18%	428.38%	9.89%	5.29%	-4.11%	8.68%	49.01%			92.68%
Total Year Increase	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		102,930,101	108,717,337	138,805,084	139,737,864	0
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>1,679,170</i>	<i>1,899,207</i>	<i>2,069,862</i>	<i>1,622,294</i>	<i>2,637,436</i>	<i>290,526,604</i>	<i>301,731,767</i>	<i>293,153,386</i>	<i>303,182,931</i>	<i>466,396,165</i>
Total	2,828,140	3,035,842	3,277,165	3,314,894	2,637,436	479,320,053	496,416,513	518,010,116	576,380,674	466,396,165
Month Increase	34.98%	0.50%	10.08%	19.53%	-2.06%	7.23%	-4.16%	-17.49%	37.30%	5.08%
<i>YTD Increase</i>	93.60%	13.10%	8.99%	-21.62%	62.57%	9.24%	3.86%	-2.84%	3.42%	53.83%
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
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	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%	26,173,940	5.6%
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%	10,421,833	2.2%
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%	1,125,761	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%	8,807,884	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%	16,317,477	3.5%
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%	87,036,059	18.7%
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%	31,595,043	6.8%
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%	7,796,950	1.7%
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%	115,174,208	24.7%
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%	17,485,631	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%	16,525,664	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%	21,395,053	4.6%
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%	23,660,136	5.1%
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%	67,908,362	14.6%
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%	8,523,986	1.8%
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%	6,448,178	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%	466,396,165	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
	JANUARY	TOTAL	FEBRUARY	TOTAL	MARCH	TOTAL	APRIL	TOTAL	MAY	TOTAL	JUNE	TOTAL	JULY	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%	9,603,433	4.7%
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%	7,322,315	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%	2,038,416	1.0%
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%	1,822,403	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%	4,311,054	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%	52,049,552	25.4%
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%	27,846,413	13.6%
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%	13,018,089	6.3%
RIM (ROANOKE ISL. N	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%	2,571,442	1.3%
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%	48,429,374	23.6%
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%	2,373,480	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%	134,346	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%	3,216,110	1.6%
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%	6,866,932	3.3%
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%	23,526,557	11.5%
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%	205,129,916	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. MAINLAND)	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 KDHI, 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	YTD 2021	YTD 2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(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%	17,485,631	11,505,115	51.98%
WAVES	2,289,789	875,701	161.48%	3,503,419	2,374,280	47.56%	11,844,255	5,101,837	132.16%	21,395,053	8,734,232	144.96%
SALVO	2,557,960	588,373	334.75%	3,906,170	1,986,086	96.68%	4,839,814	7,793,423	-37.90%	16,525,664	10,746,818	53.77%
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%	26,173,940	21,186,353	23.54%
BUXTON	1,877,712	847,665	121.52%	2,850,695	2,319,946	22.88%	2,951,851	3,396,670	-13.10%	10,421,833	7,089,960	46.99%
FRISCO	1,675,224	754,299	122.09%	2,624,849	2,146,129	22.31%	2,624,715	3,153,413	-16.77%	8,807,884	6,302,856	39.74%
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%	16,317,477	11,656,921	39.98%
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%	117,127,482	77,222,255	51.68%
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%	67,908,362	49,092,696	38.33%
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%	23,660,136	17,084,385	38.49%
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%	31,595,043	19,078,238	65.61%
COLINGTON	146,882	24,407	501.80%	322,491	216,365	49.05%	474,087	364,283	30.14%	1,125,761	625,307	80.03%
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%	87,036,059	52,529,864	65.69%
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%	115,174,208	79,262,629	45.31%
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%	326,499,569	217,673,119	50.00%
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%	7,796,950	4,004,540	94.70%
RIM (ROANOKE ISL. MAINLAND)	1,335,436	663,286	101.34%	1,482,593	986,934	50.22%	1,611,958	973,034	65.66%	8,523,986	3,101,119	174.87%
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%	16,320,936	7,105,659	129.69%
OTC UNATTRIBUTED	1,201,894	185,743	547.07%	1,653,574	674,244	145.25%	2,244,007	252,061	790.26%	6,448,178	1,181,898	445.58%
*Part of OTC transactions are reported												
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%	466,396,165	303,182,931	53.83%

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	YTD 2021	YTD 2020	% Increase
	MAY	MAY	(Decrease)	JUNE	JUNE	(Decrease)	JULY	JULY	(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%	2,373,480	1,163,000	104.08%
WAVES - 19	646,402	219,190	194.90%	890,242	677,632	31.38%	1,034,310	494,010	109.37%	3,216,110	1,527,405	110.56%
SALVO - 18	26,126	5,010	421.48%	49,767	40,793	22.00%	58,224	53,343	9.15%	134,346	99,146	35.50%
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%	9,603,433	5,409,855	77.52%
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%	7,322,315	3,631,759	101.62%
FRISCO - 5	357,830	147,558	142.50%	462,776	264,210	75.15%	527,971	323,934	62.99%	1,822,403	1,076,042	69.36%
HATTERAS - 6	816,477	224,957	262.95%	1,157,752	828,595	39.72%	1,162,184	811,540	43.21%	4,311,054	1,975,711	118.20%
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%	28,783,141	14,882,918	93.40%
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%	23,526,557	11,486,180	104.82%
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%	6,866,932	4,022,260	70.72%
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%	27,846,413	16,599,607	67.75%
COLINGTON - 3	395,247	110,255	258.48%	523,633	323,053	62.09%	569,541	283,287	101.05%	2,038,416	998,194	104.21%
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%	52,049,552	31,523,672	65.11%
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%	48,429,374	27,959,326	73.21%
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%	160,757,244	92,589,239	73.62%
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%	13,018,089	7,886,381	65.07%
MANTEO-OUTSIDE - 11	418,473	267,796	56.27%	487,559	349,795	39.38%	570,376	368,803	54.66%	2,571,442	1,694,128	51.79%
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%	15,589,531	9,580,509	62.72%
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%	205,129,916	117,052,666	75.25%

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 8/31/21

	Jul - Aug 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax - 75%	2,184,810.51	3,776,018.00	-1,591,207.49	57.9%
3040 · Meals Tax - 75%	780,843.91	1,746,832.00	-965,988.09	44.7%
3050 · Website Advertising	21,352.00	100,000.00	-78,648.00	21.4%
3210 · Interest Income	2,526.16	50,150.00	-47,623.84	5.0%
3220 · Other	0.00	1,000.00	-1,000.00	0.0%
Total Income	2,989,532.58	5,674,000.00	-2,684,467.42	52.7%
Gross Profit	2,989,532.58	5,674,000.00	-2,684,467.42	52.7%
Expense				
5000 · Director Compensation	2,750.00	17,100.00	-14,350.00	16.1%
5001 · Professional Services	0.00	1,000.00	-1,000.00	0.0%
5002 · Director Travel/Meeting/Meals	19.83	7,000.00	-6,980.17	0.3%
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	138,871.20	737,750.00	-598,878.80	18.8%
5020 · Salaries (Part Time) Promotion	16,881.62	126,000.00	-109,118.38	13.4%
5025 · Salaries (Part Time) Welcome AB	14,474.02	79,200.00	-64,725.98	18.3%
5026 · Salaries (Part Time) Welcome RI	24,198.30	134,100.00	-109,901.70	18.0%
5030 · Payroll Taxes	14,688.93	89,285.00	-74,596.07	16.5%
5040 · Employee Insurance	38,951.88	154,200.00	-115,248.12	25.3%
5050 · Retirement	16,143.62	89,930.00	-73,786.38	18.0%
5055 · 401(k) Match	1,274.90	7,380.00	-6,105.10	17.3%
5060 · Workmens Compensation	2,010.63	2,155.00	-144.37	93.3%
5080 · Employee Relations	35.00	2,805.00	-2,770.00	1.2%
5090 · Training	80.44	11,250.00	-11,169.56	0.7%
5110 · Contracted Service	4,210.25	26,650.00	-22,439.75	15.8%
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	1,000.00	20,500.00	-19,500.00	4.9%
5185 · Research	30,000.00	263,400.00	-233,400.00	11.4%
5190 · Administrative Advertising	80.00	1,500.00	-1,420.00	5.3%
5500 · Advertising-Printed	142,939.92	1,382,065.00	-1,239,125.08	10.3%
5502 · Advertising - Production Fee	70,867.00	130,000.00	-59,133.00	54.5%
5510 · Advertising - Event Dev & Mktg	2,250.00	73,100.00	-70,850.00	3.1%
5515 · Advertising - Online	382,394.24	2,519,455.00	-2,137,060.76	15.2%
5525 · Community Relations	4,004.17	30,000.00	-25,995.83	13.3%
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	11,028.12	110,000.00	-98,971.88	10.0%
6101 · Group sales	3,500.00	12,000.00	-8,500.00	29.2%
6130 · Uniforms	29.00	1,840.00	-1,811.00	1.6%
6150 · Event Grant	37,916.81	750,000.00	-712,083.19	5.1%
6170 · Tourism Summit	0.00	20,500.00	-20,500.00	0.0%
6200 · Postage and Delivery	2,413.46	195,200.00	-192,786.54	1.2%
6300 · Travel	3,734.47	40,400.00	-36,665.53	9.2%
6305 · Vehicle Maintenance	114.75	3,500.00	-3,385.25	3.3%
6320 · Registrations	4,895.00	49,500.00	-44,605.00	9.9%
6340 · Travel Show Exhibit	0.00	3,500.00	-3,500.00	0.0%
6420 · Dues and Subscriptions	4,850.70	47,600.00	-42,749.30	10.2%
6440 · Insurance	27,354.75	27,820.00	-465.25	98.3%
6460 · Telephone	4,406.44	42,815.00	-38,408.56	10.3%
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	1,740.90	18,360.00	-16,619.10	9.5%
6600 · Cleaning/maintenance supplies	208.83	2,550.00	-2,341.17	8.2%
6610 · Building Maintenance	65.00	25,460.00	-25,395.00	0.3%
6620 · Equipment Service Contracts	0.00	3,500.00	-3,500.00	0.0%
6640 · Equipment Rent	1,268.98	34,000.00	-32,731.02	3.7%
6660 · Equipment Repairs	0.00	4,250.00	-4,250.00	0.0%
6700 · Office Supplies	1,217.64	22,925.00	-21,707.36	5.3%
6800 · Bank Service Charges	145.00	1,920.00	-1,775.00	7.6%
6810 · Web Site/Internet	3,821.61	40,000.00	-36,178.39	9.6%
Total Expense	1,022,825.22	7,524,518.00	-6,501,692.78	13.6%
Net Ordinary Income	1,966,707.36	-1,850,518.00	3,817,225.36	-106.3%

August is 16.7% of the FY Budget

OUTER BANKS VISITORS BUREAU
Statement of Revenues and Expenditures - Actual and Budget
General Fund - YTD thru 8/31/21

	<u>Jul - Aug 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Other Income/Expense				
Other Income				
9910 · Transfer from Merchandise Sales				
3100 · Sale of Merchandise				
3110 · Sales - Roanoke Island	3,062.30	3,000.00	62.30	102.1%
Total 3100 · Sale of Merchandise	<u>3,062.30</u>	<u>3,000.00</u>	<u>62.30</u>	<u>102.1%</u>
Total 9910 · Transfer from Merchandise Sales	<u>3,062.30</u>	<u>3,000.00</u>	<u>62.30</u>	<u>102.1%</u>
9920 · Transfer from Travel Guide Fund				
3209 · Sale of Advertising	0.00	35,000.00	-35,000.00	0.0%
Total 9920 · Transfer from Travel Guide Fund	<u>0.00</u>	<u>35,000.00</u>	<u>-35,000.00</u>	<u>0.0%</u>
9990 · Unappropriated Fund Balance	0.00	2,172,398.00	-2,172,398.00	0.0%
Total Other Income	<u>3,062.30</u>	<u>2,210,398.00</u>	<u>-2,207,335.70</u>	<u>0.1%</u>
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	<u>0.00</u>	<u>72,000.00</u>	<u>-72,000.00</u>	<u>0.0%</u>
9930 · Transfer to Merchandise				
67101 · Merchandise Purchases	1,659.71	1,950.00	-290.29	85.1%
68001 · Credit Card Charges	189.23	450.00	-260.77	42.1%
Total 9930 · Transfer to Merchandise	<u>1,848.94</u>	<u>2,400.00</u>	<u>-551.06</u>	<u>77.0%</u>
9950 · Transfer to Event Site Fund	0.00	285,480.00	-285,480.00	0.0%
Total Other Expense	<u>1,848.94</u>	<u>359,880.00</u>	<u>-358,031.06</u>	<u>0.5%</u>
Net Other Income	<u>1,213.36</u>	<u>1,850,518.00</u>	<u>-1,849,304.64</u>	<u>0.1%</u>
Net Income	<u>1,967,920.72</u>	<u>0.00</u>	<u>1,967,920.72</u>	<u>100.0%</u>

August is 16.7% of the FY Budget

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

	Jul - Aug 21	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
3030 · Occupancy Tax	728,270.19	1,258,672.00	-530,401.81	57.9%
3040 · Meals Tax	260,281.30	582,278.00	-321,996.70	44.7%
3210 · Interest	703.78	23,000.00	-22,296.22	3.1%
Total Income	989,255.27	1,863,950.00	-874,694.73	53.1%
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	0.00	47,592.00	-47,592.00	0.0%
4648 · TIG - DCAC - Courtyard	0.00	90,950.00	-90,950.00	0.0%
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	0.00	342,640.00	-342,640.00	0.0%
4655 · TIG - KDH - Meekins Field	0.00	200,000.00	-200,000.00	0.0%
4657 · TIG - NH - Skate Park	0.00	30,000.00	-30,000.00	0.0%
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	30,000.00	134,669.00	-104,669.00	22.3%
5170 · Traffic Control - Hwy 12 & 158	4,200.00	19,960.00	-15,760.00	21.0%
Total 4100 · Short-Term Projects	256,085.00	2,190,113.00	-1,934,028.00	11.7%
Total Expense	275,525.00	6,059,952.00	-5,784,427.00	4.5%
Net Ordinary Income	713,730.27	-4,196,002.00	4,909,732.27	-17.0%
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	713,730.27	0.00	713,730.27	100.0%

Outer Banks Visitors Bureau
Restricted Fund Summary
2019-2021

Short-term Projects	Balance 7/1/2020	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Balance 7/1/2021	Allocation 2020-2021	Allocation Paid	Allocation Transferred	Estimated Balance FY20-21
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
TIG - Chicamacomico - Cisterns	48,000		(32,999)	(15,001)	0				0
TIG - Dare Co Arts Council - Courtyard	90,950				90,950				90,950
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
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		(30,000)	55,000	104,669
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	625,122		(58,750)	853,869
TOTAL SHORT TERM COMMITMENTS	1,395,815	1,578,120	(701,295)	(614,640)	1,658,000	625,122	(256,085)	0	2,027,036
Long Term Projects									
Multi-Use Center (100%)	263,044	1,626,629	0	0	1,889,673	1,356,975			3,246,648
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	-70,000	(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	1,456,975	(19,440)	0	4,118,378
Total	2,620,029	3,304,749	(771,295)	(814,640)	4,338,843	2,082,097	(275,525)	0	6,145,415
Cash on Hand 8/31/21								#	
								Checking	1,441,577
								Savings	3,683,327
Total Cash on Hand									5,124,904
25% of Occupancy & Meals Income per Budget									
September									383,344
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
									1,092,841
Unappropriated Balances									72,330
Transfer from General Fund									
30% Short-term						2,081,393	*		
Short-term Interest						624,418			
						704			
						625,122			
70% Long-term								1,456,975	
Long-term interest								0	
								1,456,975	*

*Estimate Based on Actual through July and Budgeted Figures

Agrees to Financial Statements

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

	Jul - Aug 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	0.00	12,800.00	-12,800.00	0.0%
Total 3200 · Site Rental Income	200.00	13,800.00	-13,600.00	1.4%
3210 · Interest Income	69.98	200.00	-130.02	35.0%
3250 · Lease Income	5,338.00	45,600.00	-40,262.00	11.7%
9999 · Unappropriated Funds	0.00	65,000.00	-65,000.00	0.0%
Total Income	5,607.98	124,600.00	-118,992.02	4.5%
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	7,085.57	56,375.00	-49,289.43	12.6%
6610 · Repairs & Maintenance	27,558.49	220,085.00	-192,526.51	12.5%
6700 · Office Supplies	0.00	270.00	-270.00	0.0%
9990 · Unappropriated Other Expenses	0.00	20,000.00	-20,000.00	0.0%
Total Expense	61,808.56	410,280.00	-348,471.44	15.1%
Net Ordinary Income	-56,200.58	-285,680.00	229,479.42	19.7%
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	-56,200.58	0.00	-56,200.58	100.0%

DARE COUNTY TOURISM BOARD

31-Aug-21

TYPE OF ACCOUNT	CHECKING	NC CAPITAL	M MARKET	M MARKET	M MARKET	CD'S	CD'S	CD'S	
<u>BANK</u>	<u>SOUTHERN</u>	<u>MGMT TRUST</u>	<u>PNC</u>	<u>SOUTHERN</u>	<u>FIRST NATIONAL</u>	<u>SOUTHERN</u>	<u>FIRST BANK</u>	<u>TOWNE BANK</u>	<u>TOTAL</u>
GENERAL FUND	1,673,279	2,420,495	553,927	1,506,523	2,343,391	750,000	1,016,035	1,008,119	11,271,769
RESTRICTED FUND	1,441,577	915,290			0	1,000,851	1,267,186	500,000	5,124,904
TRAVEL GUIDE	49,372								49,372
MERCHANDISE SALES	160,254								160,254
EVENT SITE FUND	267,698								267,698
TOTAL	3,592,180	3,335,785	553,927	1,506,523	2,343,391	1,750,851	2,283,221	1,508,119	16,873,996
TOTAL % EACH BANK	40.59%	19.77%	3.28%		13.89%		13.53%	8.94%	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	16,873,996								
60% ALLOWED IN ANY BANK	10,124,398								
25% ALLOWED IN ANY ONE INV	4,218,499								

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

100% Restricted Fund Balance Restricted by House Bill 225 \$5,124,904

Event Grant Requests

Fiscal Year 2021/2022

<i>Organization & Project</i>	<i>Requested Amount</i>	<i>Recommended Amount</i>	<i>Description</i>	<i>Previously Awarded</i>
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 7,500.00	Entertainment, Marketing	FY19/20:\$7000
<i>Artrageous Kids Art Festival 2022</i>				FY18/19:\$5000
<i>May 7, 2022</i>				FY17/18:\$6000
<i>Dare County Arts Council</i>	\$ 7,500.00	\$ 7,500.00	Entertainment, Marketing	FY19/20:\$1500
<i>Rock the Cape 2022</i>				FY17/18:\$8500
<i>May 26-June 11, 2022</i>				part of EED
<i>Dare County Restaurant Association</i>	\$ 30,000.00	\$ 25,000.00	Marketing, Rentals of Infrastructure	FY20/21:\$20000
<i>OBX Taste of the Beach</i>				FY19/20:\$30000
<i>Late March/Early April</i>				FY18/19:\$30000
<i>Eastern Surfing Association OBNC District</i>	\$ 20,000.00	\$ 12,500.00	Entertainment, Infrastructure, T-Shirts, Marketing	FY19/20:\$10000
<i>ESA 2022 Mid-Atlantic Regional Surfing Championship</i>				FY18/19:\$19000
<i>May 6-8, 2022</i>				FY17/18:\$15000
<i>Elizabethan Gardens</i>	\$ 50,000.00	\$ 25,000.00	Entertainment, Lighting, Marketing, Decorations	FY20/21:\$20000
<i>2021 WinterLights</i>				FY18/19:\$25000
<i>December 1-30, 2021</i>				FY17/18:\$20000
<i>Garage Band Charities</i>	\$ 15,000.00	\$ 15,000.00	Marketing, Infrastructure, Entertainment, T-Shirts	FY19/20:\$15000
<i>OBX Rod & Custom Festival</i>				FY20/21:\$15000
<i>May 6-7, 2022</i>				
<i>Hatteras Village Civic Association</i>	\$ 5,000.00	\$ 5,000.00	Marketing, Infrastructure, T-Shirts, Entertainment	FY19/20:\$32000
<i>Hatteras Village Offshore Open</i>	Max eligible			FY18/19:\$15000
<i>May 10-14, 2022</i>	(\$16,040 req)			FY17/18:\$12000
<i>Outer Banks Giving Tree</i>	\$ 2,475.00	\$ 1,000.00	Marketing, T-Shirts	FY20/21: \$1000
<i>Outer Banks Jingle Jog & Little Elf Run</i>				FY19/20: \$1000
<i>December 18, 2021</i>				
<i>Town of Manteo</i>	\$ 30,000.00	\$ 25,000.00	Marketing, Entertainment, Fireworks	FY19/20:\$20000
<i>2021 New Year's Eve Event</i>	Max eligible			FY17/18:\$17500
<i>December 31, 2021</i>	(\$46,500 req)			FY16/17:\$15000
<i>Town of Nags Head</i>	\$ 2,930.00	\$ 1,680.00	Infrastructure: Canopy Tents & Lighting	New Event
<i>Dowdy Park Holiday Markets</i>				
<i>December 2-11, 2021</i>				

Total Amount Requested \$ 170,405.00 \$ 125,180.00

PENDING BOARD APPROVAL

Beginning Balance \$ 350,000.00
Amount Recommended \$ 125,180.00
Remaining Funds \$ 224,820.00

Marketing Dashboard

thru AUGUST 2021

	<u>FY 21/22</u>	<u>FY 20/21</u>	<u>Diff</u>	<u>% Change</u>
Trackable Guide (Print - Virtual)	8,787	7,151	1,636	23%
Completed Video Views	0	0	0	#DIV/0!
Total Visits to Website	1,030,421	738,104	292,317	40%
Online Communities				
Email Subscribers	312,604	262,389	50,215	19%
Facebook	717,159	719,302	-2,143	0%
Twitter	41,300	41,100	200	0%
Instagram	121,000	102,000	19,000	19%
Pinterest	<u>21,800</u>	<u>20,694</u>	<u>1,106</u>	<u>5%</u>
Online Communities Subtotal	1,213,863	1,145,485	68,378	6%

Devices AUGUST 2021

Mobile	73%
Desktop	25%
Tablet	2%



CAMPAIGN SUMMARY

The Outer Banks®
VISITORS BUREAU

CONSIDERATIONS

- OBVB's strong start to the new fiscal year continued this month - August 2021 metrics continued to exceed many of the benchmarks set from the previous fiscal year.
- Active media for August includes: OTA continuity efforts, native article promotions and remarketing, 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" continued into August – the show's popularity resulted in website interest and visitation from non-traditional feeder markets (i.e. California, Texas, Colorado).

Overview of below sections:

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

AUGUST 2021 OVERVIEW

- Paid media activity increased in August with the launch of Continuity OTA efforts - SEM, Newsletter Email, Workflow Email and Native Remarketing efforts have continued since their launch at the start of the fiscal year.
- High interest in the Outer Banks continued into August as website traffic, engagement and conversions increased YOY.
- Email deliveries are down YOY due to the launch of a co-op email series in FY20-21.

Note: All comparisons shown are to August 2020.

Paid Impressions

1,257,706

(Custom Range: 795,184)

▲ 58.17% (462,522)

Website Sessions

575,773

(Custom Range: 336,954)

▲ 70.88% (238,819)

Email Sends

296,864

(Custom Range: 452,236)

▼ -34.36% (-155,372)

Engaged Website Sessions

246,482

(Custom Range: 167,704)

▲ 46.97% (78,778)

Website Conversions (All)

63,000

(Custom Range: 43,371)

▲ 45.26% (19,629)

Lodging & Restaurant Listings Con...

36,928

(Custom Range: 26,983)

▲ 36.86% (9,945)

FISCAL YEAR OVERVIEW

- Paid impressions, website sessions and conversions are pacing ahead of benchmarks from FY21-22 year.
- Email sends are down YOY due to launch of co-op email blasts in July and August of the previous year - total email activity for standard consumer marketing continues to grow YOY.

Note: All comparisons shown are to the previous fiscal year (August 2020)

Paid Impressions

2,398,287

(Custom Range: 1,641,273)

▲ 46.12% (757,014)

Website Sessions

1,030,420

(Custom Range: 737,515)

▲ 39.72% (292,905)

Email Sends

593,633

(Custom Range: 900,168)

▼ -34.05% (-306,535)

Organic Search Sessions

670,523

(Custom Range: 431,899)

▲ 55.25% (238,624)

Website Conversions (All)

131,684

(Custom Range: 96,454)

▲ 36.53% (35,230)

Lodging & Restaurant Listings Con...

76,066

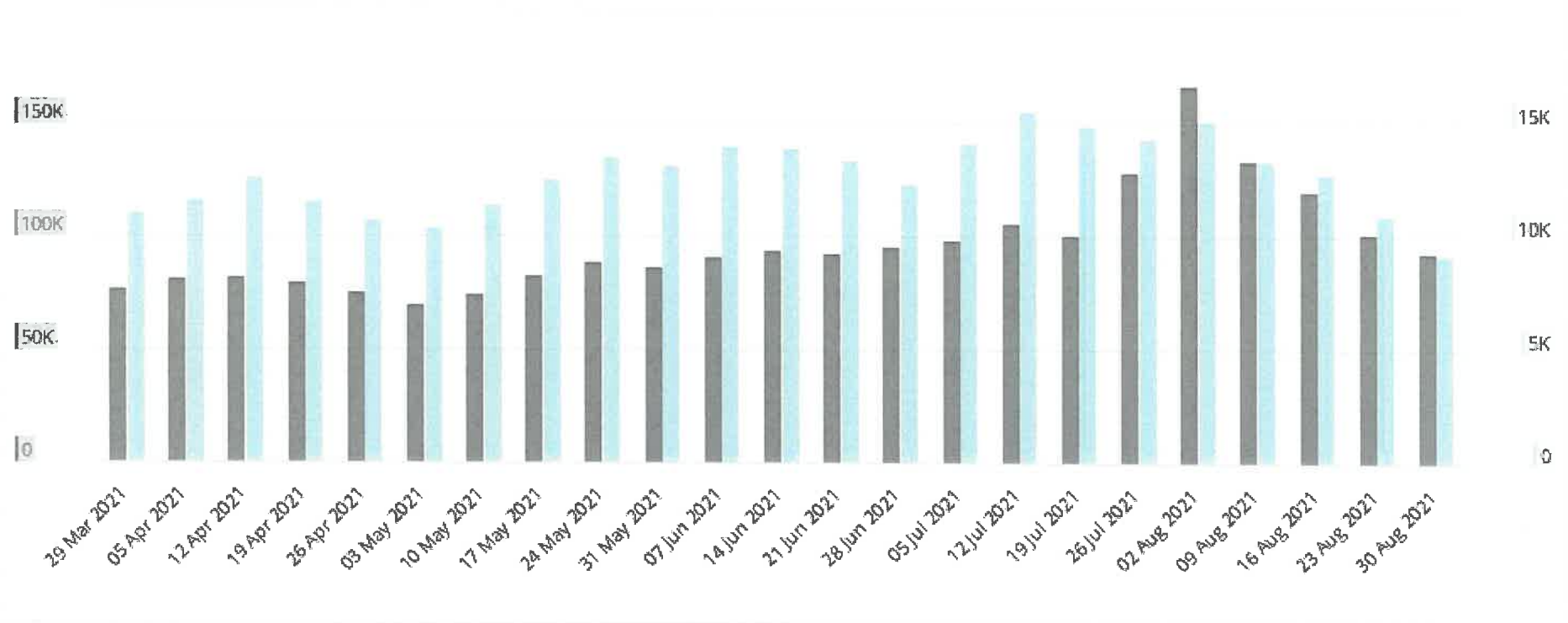
(Custom Range: 61,765)

▲ 23.15% (14,301)

OUTERBANKS.ORG OVERVIEW

Site Sessions by Channel - Trending

Sessions Goal Completions



Total Sessions - Month Of

575,773

(Previous Month: 454,647)
▲ 26.64% (121,126)

New Users - Month Of

427,123

(Previous Month: 328,285)
▲ 30.11% (98,838)

Bounce Rate

57 %

(Previous Month: 51 %)
▲ 12% (6 %)

Organic Search Sessions

377,018

(Previous Month: 293,505)
▲ 28.45% (83,513)

Paid Media Sessions

67,285

(Previous Month: 66,788)
▲ 0.74% (497)

Time on Site (Seconds)

108

(Previous Month: 135)
▼ -19.96% (-27)

Lodging Partner Referral Conversions

28,133

(Previous Month: 30,292)
▼ -7.13% (-2,159)

eNews Sign Up Conversions

2,410

(Previous Month: 1,345)
▲ 79.18% (1,065)

Travel Guide Conversions

3,521

(Previous Month: 3,377)
▲ 4.26% (144)

Top Pages Visited - Month Of

Web Analytics Page ...	Page Views: Previous Month	Page Views ↓	Diff	Visitor Bounce Rate
/	121,662	193,990	▲ 59% (72,328)	61.61 %
/blog/post/	64,379	75,382	▲ 17% (11,003)	57.70 %
/plan-your-trip/towns-a...	59,147	50,651	▼ -14% (-8,496)	51.28 %
/things-to-do/	55,888	43,547	▼ -22% (-12,341)	45.36 %
/plan-your-trip/getting-...	40,952	30,442	▼ -26% (-10,510)	58.78 %
/places-to-stay/	32,174	28,845	▼ -10% (-3,329)	52.65 %
Total	752,972	751,139	▼ 0% (-1,833)	56.94 %






<< < 1 2 > >> 1 - 50 of 100 items

↔ →

EMAIL MARKETING INSIGHTS

- 253K emails from our Consumer Marketing and Advanced Auto Parts contact lists received the August Newsletter.
- The Advance Auto Parts contact lists delivered the strongest open rate and CTR performance for the second month in a row - the contest partnership has provided quality contacts for future newsletter messaging.
- All workflows continued in August including Foodie, Active Vacationer, Art, History & Culture, Family, Fishing and Camping/RV emails. Foodie and Camping workflows were swapped in August for the FY21-22 refresh – final two workflows to be swapped in September.
- 204K workflow emails sent to date – large increase in sends occurred over the past two months as workflows continue to be refreshed.
- Active Vacationer, Family and Art, History & Culture delivered the strongest open and click through rate performance in August across all workflows.

Email Messages Sent - Performance by Message - Month Of

 Message S...	# Sends ↓	 Opens	 Open Rate	# Clicks	 Bounces	 CTR (Opens)
august 2021 ...	244,018	36,242	15.04 %	3,609	3,024	9.96 %
foodie workfl...	29,944	6,359	21.26 %	1,564	30	24.60 %
august 2021 ...	9,211	2,090	22.72 %	200	12	9.57 %
camping/rv w...	9,087	1,778	19.59 %	--	12	0.00 %
family workfl...	1,589	511	32.34 %	187	9	36.59 %
art, history an...	1,253	434	34.86 %	175	8	40.32 %
fishing workfl...	1,006	274	27.43 %	78	7	28.47 %
Total	296,864	47,949	16.32 %	5,921	3,112	12.35 %

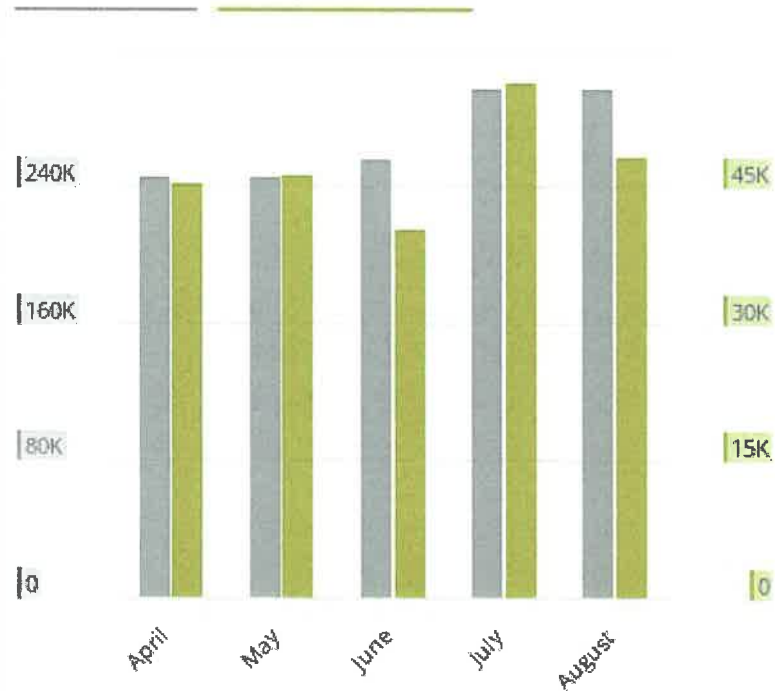
1 - 8 of 8 items



Email Sends v. Opens - Trending

Message Sends

Message Total Opens



Top Pages Visited - Month Of

Web Analytics Pa...

Page Views

Visits ↓

/blog/post/	3,256	1,859
/places-to-stay/	2,579	1,706
/restaurants/	1,281	796
/plan-your-trip/travel...	1,322	540
/	597	415
/event/obx-jeep-inva...	453	394
/plan-your-trip/	615	375
/bucketlist/	640	370
/plan-your-trip/webc...	424	337
/things-to-do/attracti...	470	265
/restaurants/seafood/	525	257
Total	15,564	8,391

1 - 25 of 25 items

↔ →

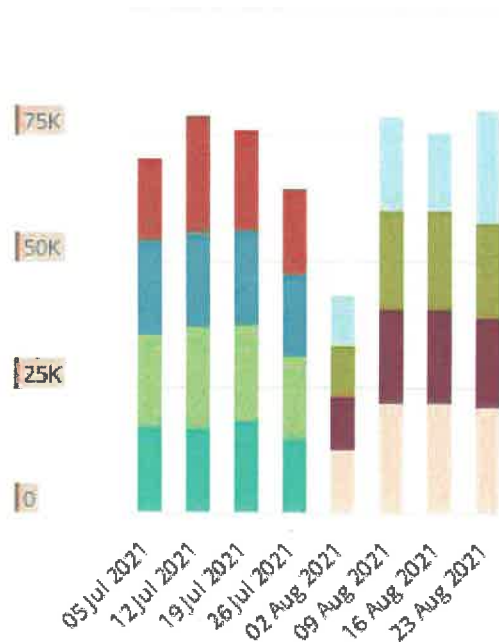
PAID PERFORMANCE

- Native Remarketing efforts continued in August and supported driving the beach and fishing content such as pier fishing, inshore and offshore fishing, types of fishing in the OBX - Native remarketing efforts will continue into September.
- Driving the Beach, Pier Fishing and Types of Fishing in the OBX placements delivered the strongest CTR performance in August - All efforts delivered 300K impressions and 340 clicks.
- Low-funnel OTA continuity efforts launched this month across TripAdvisor and VRBO delivering 158K impressions and 460 clicks in August – FY21-22 Fall efforts to launched in September and will be included in next months dashboard.

Native Article Promotions - Weekly ...

Impressions

driving-the-beach embrace-summer-kay...



Native Article Promotion - Media Performance - Month Of

creative	# Impressions ↓	Clicks	# CTR
driving-the-beach	83,164	110	0.13 %
pier-fishing	73,953	86	0.12 %
types-of-fishing-o...	72,658	81	0.11 %
offshore-inshore-	70,563	63	0.09 %
Total	300,338	340	0.11 %

1 - 4 of 4 items



Native Article Promotion Performance - Website Analytics - Month Of

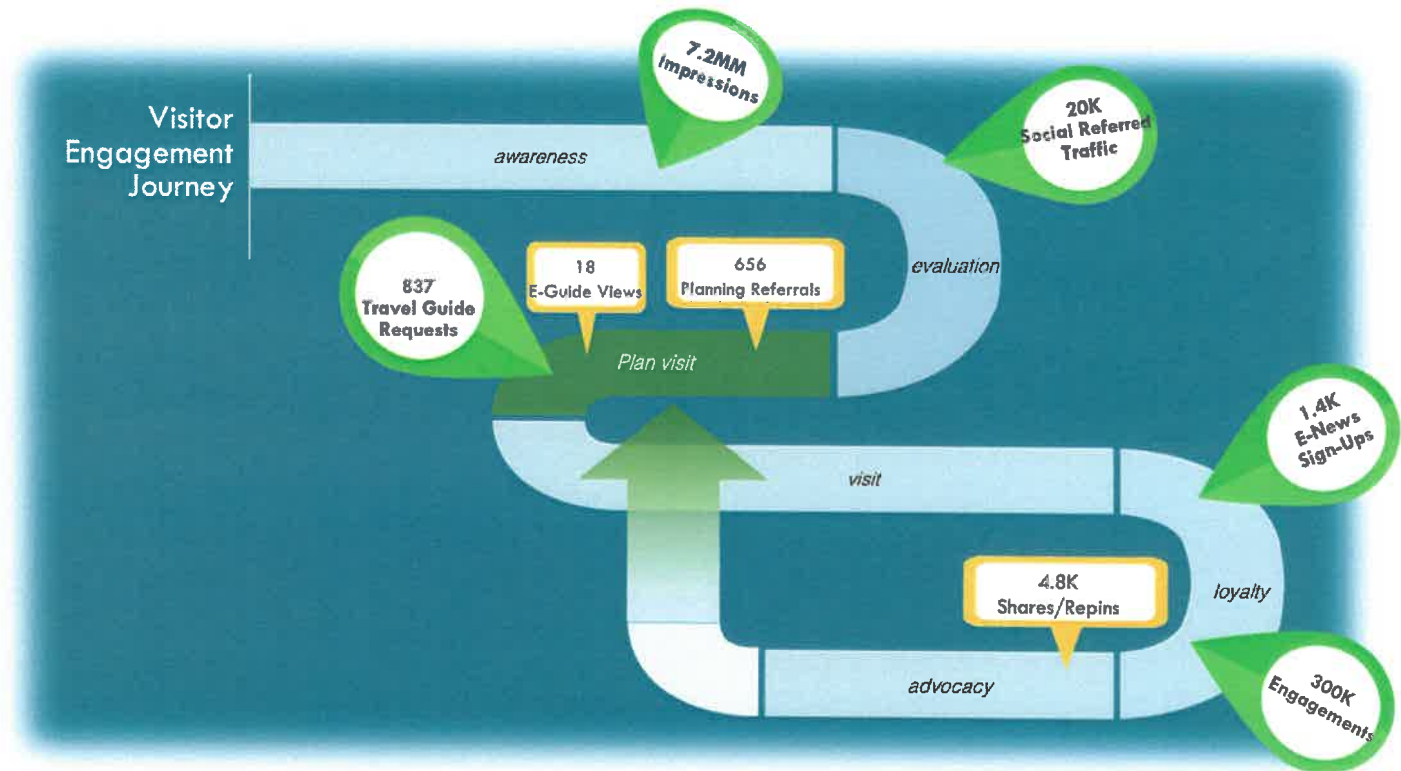
Web Analytics ...	# Visits ↓	# Visitor Bounce...	# Time On Site ...
/things-to-do/wat...	135	85.93 %	22
/plan-your-trip/b...	77	75.32 %	52
Total	212	82.08 %	33

1 - 2 of 2 items

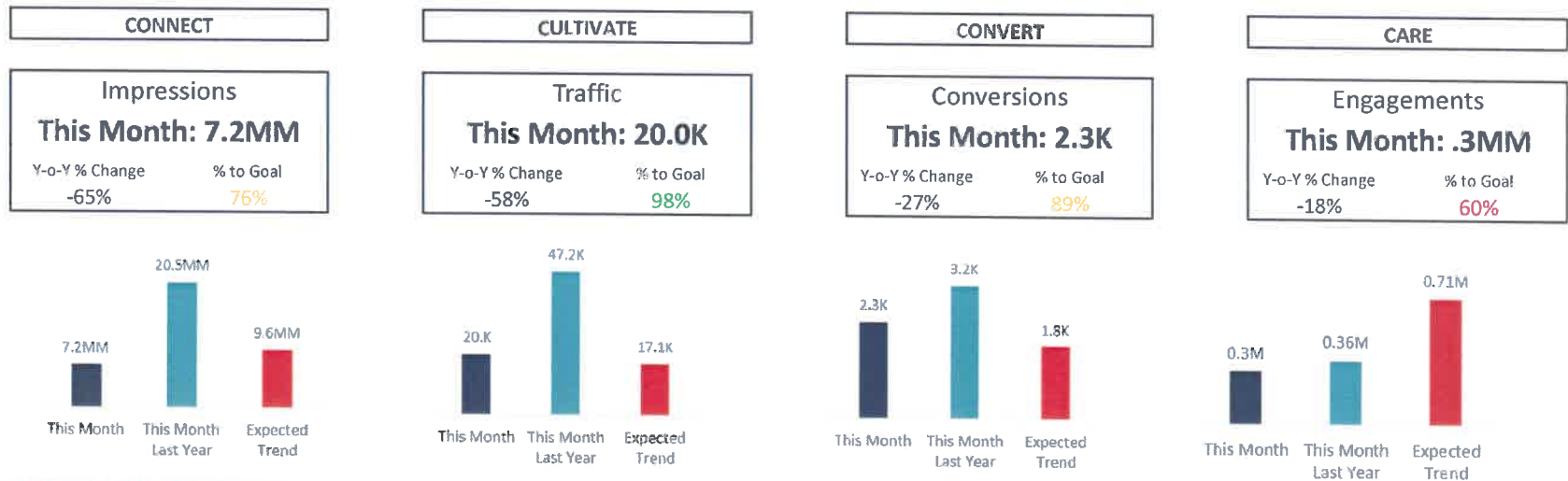


Visitor Journey

The Outer Banks®
OF NORTH CAROLINA



Executive Summary



Monthly Highlights:

- Following optimization adjustments conversions increased from 45% to goal last month to 89% to goal trend and website traffic performance to goal increased from 79% last month to 98% in August.
- The Sea Turtle Facebook Live was a successful community builder with over 250 users watching live at the same time.
- The two-month Snapchat test started in August and generated over 230 eNews sign-ups.
- Engagements remain lower than projected as efforts this month were focused on driving conversion efficiency.
- Compared to August last fiscal year, KPIs are down as expected as August 2020 utilized carryover spend from the previous fiscal year.

Recommendations/Next Steps:

- Continue testing dynamic creative implementation on conversion ads.
- Adjust allocation to increase paid support behind video content to increase engagements.

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	
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	241,642	252,392	239,169	13,804	254,452
TOTAL	306,376	303,354	290,863	57,832	254,452

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	
October	1,326	1,251	2,264	closed / C19	
November	closed	closed	closed	closed	
December	closed	closed	closed	closed	
YTD	21,024	20,400	22,058	0	14,785
TOTAL	26,804	25,115	27,966	0	14,785

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	
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	1,738,090	1,923,209	1,971,874	1,781,521	2,272,007
TOTAL	2,433,703	2,590,388	2,607,632	2,645,377	2,272,007

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	
YTD	<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	
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	
YTD	328,264	295,562	313,577	135,810	317,253
TOTAL	446,814	387,712	411,249	142,502	317,253

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	
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	
YTD	217,016	214,939	197,763	93,080	227,707
TOTAL	274,981	260,999	248,139	153,519	227,707

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	
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	
YTD	167,938	173,279	174,185	117,270	183,406
TOTAL	234,102	224,441	180,562	185,434	183,406

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	
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	
YTD	428,979	388,053	439,044	266,144	439,442
TOTAL	576,675	496,762	450,016	416,707	439,442

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	
YTD			27,722	6,382	15,602
TOTAL			28,099	7,359	15,602

Visitation Figures at Key Sites

2017-2021

Jennette's Pier	2017	2018	2019	2020	2021
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	
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	135,601	133,993	138,748	69,621	125,809
TOTAL	179,329	172,023	178,912	112,682	125,809

Jockey's Ridge	2017	2018	2019	2020	2021
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	
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	1,169,439	1,199,567	1,411,644	1,311,779	1,402,947
TOTAL	1,560,254	1,491,108	1,750,238	1,933,976	1,402,947

R.I. Festival Park	2017	2018	2019	2020	2021
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	
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	63,762	68,614	65,942	16,901	52,503
TOTAL	92,124	89,469	83,278	32,147	52,503

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	
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	319,300	287,149	314,165	162,854	359,044
TOTAL	413,387	360,133	400,135	277,963	359,044

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	
October	15	8	26	2	
November	6	5	4	0	
December	2	0	0	0	
YTD	191	208	283	10	18
TOTAL	229	229	326	12	18

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	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
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	
October	3,933	2,946	3,015	4,023	
November	1,822	1,211	1,506	2,207	
December	707	748	824	1,580	
<i>YTD</i>	<i>33,253</i>	<i>31,041</i>	<i>29,543</i>	<i>14,310</i>	<i>26,510</i>
TOTAL	44,312	38,948	38,367	26,944	26,510

Sarah Owens	<u>2017</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
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	
October	2,126	1,711	2,123	1,909	
November	982	958	1,072	712	
December	669	650	504	342	
<i>YTD</i>	<i>20,133</i>	<i>17,727</i>	<i>19,571</i>	<i>6,545</i>	<i>15,203</i>
TOTAL	26,520	23,112	25,064	11,165	15,203

Hatteras Island Weather Station W.C.	<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	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	
October	434	350	346	180	
November	160	149	130	102	
December	closed	closed	closed	closed	
<i>YTD</i>	<i>2,695</i>	<i>2,836</i>	<i>2,898</i>	<i>398</i>	<i>1,150</i>
TOTAL	3,678	3,602	3,635	793	1,150

TOURISM SALES & EVENTS ACTIVITY – SEPTEMBER 2021

2022 Outer Banks Official Travel Guide:

The Outer Banks Visitors Bureau has officially launched advertising sales for the Official 2022 Outer Banks Travel Guide. Our travel guide is the primary consumer fulfillment publication for Dare County's Outer Banks in our regional and national marketing efforts to promote the OBX as a premier travel destination. The format for the 2022 Guide will keep the larger dimensions, like last year's inspiration guide, but expands the page count to 44 pages. Additionally, and new to this year's marketing, OBVB will promote the Guide distribution through a special custom content effort with Meredith Publishing, the publisher of Southern Living, Coastal Living and Real Simple. This means more exposure for our local partners who are advertising with us.

See attached for a complete advertising kit.

The Soundside Event Site:

Staff has been working diligently with the four events that schedule for the Fall at the Soundside Event Site to make sure all items and details are completed for their application approval.

Attached is the updated 2021/2022 schedule for your review.

Future Trade Show Dates and Locations:

Staff is currently scheduled for the following trade shows:

- October 11 – 14 2021: **SPORTS Relationship Conference, Colorado Springs, CO**
- November 11 – 14, 2021: **National Tour Association Travel Exchange, Cleveland, OH**
- January 7 – 11, 2022: **American Bus Association's Marketplace, Grapevine, TX**
- February 13 – 15, 2022: **Southeast Tourism Society's Domestic Showcase, VA Beach, VA**

2021 Soundside Event Site Schedule		
Name of Event	Date of Event	Site Reserved
Sumospeed Beach Bash	Saturday, September 18, 2021	Saturday, September 18, 2021
Outer Banks Jeep Invasion	Friday, September 24 - Saturday, September 25, 2021	Friday, September 24 - Saturday, September 25, 2021
Outer Banks Seafood Festival	Saturday, October 16, 2021	Tuesday, October 12 - Tuesday, October 19, 2021
OBX Brewtag Canceled	Saturday, October 23, 2021	Wednesday, October 20 - Monday, October 25, 2021
OBSE 1/2 Marathon	Sunday, November 7, 2021	Saturday, November 6 - Sunday, November 7, 2021
Outer Banks Food Truck Showdown	Sunday, November 21, 2021	Thursday, November 18 - Tuesday, November 23, 2021

2022 Soundside Event Site Schedule		
Name of Event	Date of Event	Site Reserved
OBX Rod and Custom Festival	Friday, May 6 and Saturday, May 7, 2022	Thursday, May 5 - Sunday, May 8, 2022
Dare2Care OBX Shred Fest	Saturday, May 21, 2022	Friday, May 20 - Monday, May 23, 2022
Soundside Fun Fair	Thursday, June 9 - Sunday, June 12, 2022	Tuesday, June 7 - Monday, June 13 2022
Outer Banks Brewtag	Saturday, October 22, 2022	Wednesday, October 19 - Tuesday, October 25, 2022

The Outer Banks Travel Guide

The 2022 Official Publication of the Outer Banks Visitor Bureau

Exclusive Advertising Opportunity

Program Overview:

The Outer Banks Visitors Bureau is excited to begin the ad sales for the popular Official Outer Banks Travel Guide. Travelers to our area contact the Visitors Bureau every year demanding this trusted travel planning tool. The format for the 2022 Guide maintains the larger dimensions from last year's Inspiration Guide (10.5" h x 7.875" w), but expands the page count to 44 pages of travel planning goodness!

Ad spaces will be limited and once they're gone, they're gone.

Let the Visitors Bureau Do the Heavy Lifting for You!

The Outer Banks Visitors Bureau's multi-million-dollar advertising and social media campaigns generate highly qualified Travel Guide requests throughout the year.

Unlike competitors' guides, the Outer Banks Visitors Bureau Travel Guide is mailed extensively out of market to top feeder markets like the District of Colombia, Maryland, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Virginia, West Virginia, and Canada. Reach these people as they are planning their trips!

Our Reach:

The print circulation is 150,000 copies, plus bonus online coverage. People who call, email, or write for travel information about the Outer Banks receive a copy of THE OUTER BANKS OFFICIAL TRAVEL GUIDE. The guide is also distributed throughout the year to the state's welcome centers, regional visitors' centers, AAA offices, travel agencies, and other tourism authorities in the US and Canada.

Added Value:

The value of your ad placement goes far beyond the printed Guide. We also direct potential travelers to the virtual version of the Guide housed on outerbanks.org. There, viewers can flip through the online pages to access the same details as the printed book and click on your online advertisement to go straight to your website.

Additionally, and new to this year's marketing, the Outer Banks Visitors Bureau will promote Guide distribution through a special custom content effort with Meredith Publishing (publisher of Southern Living, Coastal Living and Real Simple, to mention a few). This means more added-value exposure for your Outer Banks Travel Guide advertisement!

**GET YOUR BUSINESS' INFORMATION IN THE HANDS OF PEOPLE
ACTIVELY PLANNING THEIR OUTER BANKS TRIP!**

The Outer Banks®
VISITORS BUREAU
outerbanks.org

2022 TRAVEL GUIDE CONTRACT & ARTWORK AGREEMENT

Email or Fax
completed form to:

Outer Banks Visitors Bureau
ATTN: Lorrie Love
Email: love@outerbanks.org
252-473-2138 (p) 252-473-5777 (fax)

Business Name: _____

Contact Person: _____

Billing Address: _____ City/State/Zip _____

Phone/Fax: _____ Email: _____

Size of Ad Space Requested: (**Commitment Deadline: September 24, 2021**)

☐ Back Cover | \$6,000 (advertiser supplied ad)

☐ Full Page | \$4,000 (advertiser supplied ad)

☐ Inside Front Cover | \$5,000 **SOLD OUT**

☐ Half Page | \$2,250 (formatted ad)

☐ Inside Back Cover | \$5,000 (advertiser supplied ad)

☐ Quarter Page | \$1,250 (formatted ad)

[Click here to view Ad Specs](#)

AD SPACES ARE LIMITED. ONCE SOLD OUT, NO ADDITIONAL ADS WILL BE ACCEPTED!

Total Contract Amount: \$ _____

Make check payable to the Outer Banks Visitors Bureau

*It is the advertiser's responsibility to ensure that they or the designated ad agency provide the Outer Banks Visitors Bureau the advertising artwork that meet the specifications no later than **October 22, 2021**. The production schedule for the insert requires that this deadline be met. If artwork is not received by this deadline, your ad may not be included in the guide. All ads must be accompanied by a color proof. Please send your completed artwork to Lorrie Love, love@outerbanks.org.*

Agency or Company producing your Ad: _____

Contact Person or Ad Agency: _____

Phone: _____ Email: _____

SIGNATURE OF OWNER, MANAGER, OR AUTHORIZED PERSON

PUBLIC RELATIONS REPORT: September 2021

BEST LISTS

Travel + Leisure | “25 Last Minute Beach Trips to Extend Your Summer.” Sanderling Resort on North Carolina's Outer Banks is set on 13 acres between the Atlantic and Currituck Sound. <https://bit.ly/3kYLDeU>

EARNED MEDIA – PUBLISHED

Rachel Ray Magazine | Summer Issue 2021 – “The Great American Road Trip” Aaron met writer Kit Bernardi at IMM and was able to work with her on a nationwide roadtrip roundup of the birthplaces of American culture and history. see .pdf

Charlotte Magazine | Sep 2021 – “Travel: Off the Road Again- Charlotte to Outer Banks Itinerary” The PR team contributed to this rundown of fun stops between North Carolina’s largest city and its largest beach destination. <https://bit.ly/3DxAI4a>

Carolina Traveler: Day Trips | Summer Issue 2021 – “Thrill Seekers 2021: Take Flight- Outer Banks Hang Gliding”

EARNED MEDIA – IN DEVELOPMENT

Good Morning America | Aug 20, 2021 – The PR team helped producers orient and connect with tourism experiences on the OBX. GMA is visiting all 50 states for a “Rise and Shine” series depicting the best iconic places in each one. Hostess Kaylee Hartung is going hang gliding and the OBVB is providing video footage to supplement their national story.

French TV | TBD 2021 – Aaron and the team helped a Washington, DC-based news team connect with travel businesses and national park staff for a French facing travel review of the Outer Banks and what makes it so special as a beach community.

EARNED MEDIA – IN MARKET VISITS

Getting on Travel | Aug 2021 – North Carolina’s resident romance writers are working on a content piece for OuterBanks.org that’ll help active adult travelers find settings and activities on the OBX that help partners connect on a deeper level. They also wrote of their impressions about Duck on a Boomer focused travelsite TravelAwaits.com <https://bit.ly/384szpB>

The Black Southern Belle | Aug 9-12, 2021 – The Outer Banks Visitors Bureau PR team is working with Michiel Perry, a social media influencer with a substantial audience and portfolio of publications she contributes to, to explore the Outer Banks through a cultural exploration and travel lens.

THE OUTER BANKS PROJECT

CONTENT PARTNERSHIPS

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:

Honest Cooking | Oct 2021 (Four articles of different foodie themes due mid-month)

Additional PR Team Supported Articles:

OuterBanks.org 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. Big thanks to Stephanie Hall, Sr. Content Coordinator for her blog editor and site integration expertise.

Here's just some of the new partnered content expected to be published to our site in Sep 2021:

More than Just Beach Supplies: The Outer Banks Fashion Trail - Megan Wilson

How to Spend a Girls' Weekend on the OBX - Megan Wilson

Why Your Second Trip to the Outer Banks is Better than Your First - Jane Anderson

Premium Experiences on the Outer Banks for the Full Service Traveler - Jane Anderson

Staff 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. Peruse them all at **OuterBanks.org/Blog**

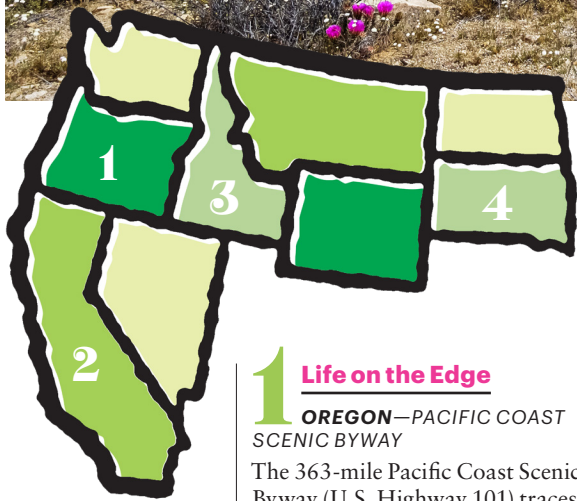
Beach Towns | Sep 2021 The Outer Banks Visitors Bureau has hired acclaimed guidebook author Jason Frye to capture the culture, history and vibe of each of our Northern Beach towns for a refresh of OuterBanks.org landing pages to help visitors better navigate which communities would best suit their party's needs to find vacation accommodations.

Best of Manteo and Roanoke Island | Sep 2021 Jason Frye will also compile a mini-guide of the best of Roanoke Island experiences for a new blog post at OuterBanks.org.

GET LOST

THE GREAT AMERICAN ROAD TRIP

Our country is full of national treasures—wild places, diverse communities with deep histories, birthplaces of culture and the arts. And they’re all just a drive away! We’ve chosen a handful of our favorite routes to inspire your next journey. Pick a trip or trace your own path. Just remember to look, listen, and go slowly. **BY KIT BERNARDI**



Spiky cacti dot wild, wind-sculpted Joshua Tree National Park in California.

1 **Life on the Edge**
OREGON—PACIFIC COAST SCENIC BYWAY

The 363-mile Pacific Coast Scenic Byway (U.S. Highway 101) traces the ebb and flow of life along Oregon’s western edge. Your drive begins in Astoria, where the powerful Columbia River and Pacific Ocean converge. Witness their tumultuous union from Fort Stevens State Park, site of the rusty, skeletal wreck of the Peter Iredale.

Learn about the region’s fur-trading and seafaring history at the Columbia River Maritime Museum before heading 17 miles south to the town of Seaside through vast, open land where elk graze and eagles soar. Families love Seaside’s 1920s-era boardwalk and beach, and the Necanicum Estuary for paddling, clamming, and birding. Hikes through the mossy, temperate coastal rain forest on the craggy cliffs of Tillamook Head in Ecola State Park offer sweeping ocean views. Next up: Cannon Beach’s art galleries, boutiques, and sprawling beach. The restaurant at Stephanie Inn’s pours local pinot noir and offers gorgeous views of monolith Haystack Rock jutting 235 feet up from crashing waves.

Continuing south, the cliff-hugging byway climbs and descends through bayside estuaries, tiny beach towns, and coastal state parks all worthy of a stop. Fishing village Depoe Bay is a whale-watching center, as is Yaquina Bay, landmarked by an 1871 wooden lighthouse. The 205-foot Heceta Head Lighthouse stands sentry over 800-foot Cape Perpetua as it gets pounded by the crashing Pacific waves. traveloregon.com

2 **Counting Stars**
CALIFORNIA—PALM SPRINGS AND JOSHUA TREE NATIONAL PARK SCENIC DRIVE

Palm Springs is a posh starting point for exploring the Greater Palm Springs region and Coachella

Valley. But the true beauty of the region is Joshua Tree National Park, 800,000 acres blending parts of the Mojave and Colorado Deserts in a wind-sculpted, wild landscape of monolithic boulders, curious-looking cacti, and bizarrely twisted, spiky Joshua trees. Getting there can be as much of an adventure as the park itself: There are two scenic routes from Palm Springs, and art photographer Lance Gerber, who lives in the valley, prefers the hour-long drive from low to high desert on Box Canyon Road through the Mecca Hills Wilderness Area. The two-lane road threads through a narrow canyon’s rock walls for 16 miles, then connects to Cottonwood Springs Road, leading to the park’s south entrance. Take the drive in the late afternoon, when the sun bathes rocky terrain in ever-changing light. “The untouched desert inspires and restores me. It never gets old,” Lance says. For a more direct route through the Yucca Valley, ride California State Route 62 for 34 miles to the park’s less trafficked north entrance. On the way, visit vintage shops, outsider art galleries, and funky roadside attractions like the Crochet Museum, the Beauty Bubble Salon, and Pioneertown, a semi-working Western movie set streetscape with live music—burger joint Pappy & Harriett’s. visitgreaterpalmsprings.com

3 **Into the Wild**
IDAHO—PONDEROSA PINE SCENIC BYWAY AND SALMON RIVER SCENIC BYWAY

Bear, lynx, bighorn sheep, eagles, and maybe even Bigfoot thrive in Idaho’s 33 million acres of federal public lands incorporating seven national forests. A river-rafting guide for outfitter OARS since 1996, Nick Grimes has seen his share of wildlife while running whitewater-rafting trips on Idaho’s Salmon River. “Spending time in Idaho’s public lands helps you appreciate the beauty and fragility of our wilderness and inspires protection of it,” he says. Road-tripping the Ponderosa Pine Scenic Byway takes you 131 twisting miles from Boise northeast to Stanley, past preserved mining

town Idaho City and curving along the edge of road-less, rugged Frank Church—River of No Return Wilderness. Continue into the jagged Sawtooth Mountains and the Central Idaho Dark Sky Reserve (with no artificial light, stars are super-clear), spanning 1,416 square miles. Rafting trips depart from Stanley, as does the guardrail-less 162-mile Salmon River Scenic Byway. Follow it to Challis’s hot springs and relax before winding north through Sacajawea’s homeland to the town of Salmon. Don’t leave without eating a delicious almond-cream bear claw or two from Odd Fellows’ Bakery. visitidaho.org

4 **Living Landscapes**
SOUTH DAKOTA—BADLANDS LOOP STATE SCENIC BYWAY, CUSTER STATE PARK WILDLIFE LOOP, AND PETER NORBECK NATIONAL SCENIC BYWAY

On the 39-mile Badlands Loop State Scenic Byway, pastel rock formations erupt from flat grasslands just like they do in museum-quality paintings at famed Wall Drug Store. Opened in 1931 at the intersection of I-90 and Highway 240, it still attracts road-trippers (up to 20,000 a day) for Western clothing and kitsch, homemade doughnuts,

“**THE UNTOUCHED DESERT INSPIRES AND RESTORES ME. IT NEVER GETS OLD.**”
—ARTIST LANCE GERBER

and buffalo burgers, all served in a café decorated with 300 works of art by Western artists (N.C. Wyeth, Harvey Dunn, Andrew Standing Soldier). Sarah Hustead, fourth-generation owner, is proud of the collection. “It depicts realities of life in the region from the late 1800s to the 1940s, priming visitors for what’s down the road,” she says. And what might that be? Wild animal encounters, the Minuteman Missile National Historic Site, historic Western towns, and the National Park Service’s labyrinthine Wind Cave and Jewel Cave. Thirty miles southwest of Rapid City is 71,000-acre Custer State Park. Its 18-mile Wildlife Loop travels through rolling prairie, pine forests, and canyons, where you may spot elk, bighorn sheep, pronghorn, coyotes, wild turkeys, prairie dogs, and bison. ▶

Deadwood, South Dakota, takes its gold rush history seriously.





Find peak Outer Banks beauty at Cape Hatteras National Seashore in Nags Head, North Carolina.

5 Singing the Blues

MISSISSIPPI—HIGHWAY 61 AND THE MISSISSIPPI BLUES TRAIL
Blues greets Robert Johnson, B.B. King, and Muddy Waters grew up in the Mississippi Delta along what locals call the Blues Highway—U.S. Highway 61. Download an app at msbluestrail.org/app and choose from 189 sites on roadsides, in towns, on farms, at museums, and at train depots. To historian Scott Barretta, who cowrote the trail markers, the drive is about so much more than music. “The blues was an expression of the African American community’s sentiments on love lost, betrayal, poverty, and oppression,” he says. A good base for day trips around the Delta is Clarksdale, where Robert Johnson supposedly met the devil in his song “Crossroads.” Check out the Delta Blues Museum, next to Morgan Freeman’s Ground Zero Blues Club. Record-book-gallery-souvenir shop Cat Head Delta Blues & Folk Art is a cultural treasure (its online Clarksdale

guide is a blues traveler’s bible, cathead.biz/clarksdale-guide). For a beer-swilling bluesy night out, juke joint Red’s Lounge delivers. From Clarksdale, head 42 miles south on U.S. 278/U.S. 61S to Cleveland’s Dockery Plantation, considered the wellspring of the blues. Legend Charley Patton lived here on and off over 30 years, influencing visiting blues pioneers Howlin’ Wolf, Tommy Johnson, Willie Brown, and Pops Staples. Grab lunch at nearby Airport Grocery, which dishes out hot tamales, barbecue, catfish, and burgers. msbluestrail.org

6 The Civil Rights Movement

ALABAMA—ALABAMA CIVIL RIGHTS TRAIL AND SELMA TO MONTGOMERY NATIONAL SCENIC BYWAY
Start your trip into America’s Civil Rights history in Birmingham, where 60 bombings targeting African Americans earned the city the nickname Bombingham in the 1950s. Downtown’s Birmingham Civil Rights Institute, an interactive museum, showcases

the inequalities in America from the late 1800s to the present. It anchors the 36-acre Birmingham Civil Rights National Monument, with landmarks throughout the city representing the civil rights struggle: the 16th Street Baptist Church, site of the tragic 1963 bombing that killed four young Black girls; Kelly Ingram Park, site of 1960s demonstrations and commemorative statues portraying the police violence peaceful protesters endured; the Gaston Motel, the 1963 headquarters for the impactful Project C civil rights campaign, which opened as a museum this year; and music mecca the Carver Theatre, where Duke Ellington, Dizzie Gillespie, Bessie Smith, and the Temptations performed. Visit the Alabama Jazz Hall of Fame, opening in summer 2021. From downtown, it’s a 10-minute drive northwest to the vibrant Smithfield neighborhood, which locals call Dynamite Hill because of the 50 bombings of resident activists’ homes and churches. Nearby in the Collegeville neighborhood, see Reverend Fred Shuttlesworth’s Bethel Baptist Church, meeting place for civil rights discussions (also bombed three times).

An hour east of Birmingham on I-20, visit the Anniston Freedom Riders National Monument, then head south to the Tuskegee Airmen airfield museum to understand two important chapters in desegregation. Drive U.S. Highway 80 along the 54-mile Selma to Montgomery National Scenic Byway, tracing the route 2,000 peaceful activists walked during the 1965 Voting Rights March, from the landmark Edmund Pettus Bridge to the Alabama State Capitol Building in Montgomery. Don’t miss Dr. Martin Luther King’s Parsonage Museum, the Rosa Parks Museum, and the heartrending National Memorial for Peace and Justice, documenting thousands of African American lynchings. If this all sounds heavy for a road trip, it doesn’t have to be, says Barry McNealy, a local high school history teacher who leads tours for the Birmingham Civil Rights Institute: “Visitors learn how ordinary people have the power to

affect their realities, inspire others to change, and transform the world.” civilrightstrail.com

7 Flight and Freedom

NORTH CAROLINA—OUTER BANKS NATIONAL SCENIC BYWAY
A two-lane, 138-mile road plus 25 miles of ferry crossings connect islands etched with stories of breaking barriers between earth and sky, slavery and freedom. Roanoke Island, the gateway to the Outer Banks, was first home to the Carolina Algonquian tribe, then Sir Walter Raleigh’s Lost Colony, the New World’s first English settlement, which mysteriously disappeared. On the same shores in 1863, America’s first Freedmen’s Colony, founded by runaway slaves, thrived until the Civil War ended. Fort Raleigh National Historic Site’s free exhibits and walking trails trace these human histories.

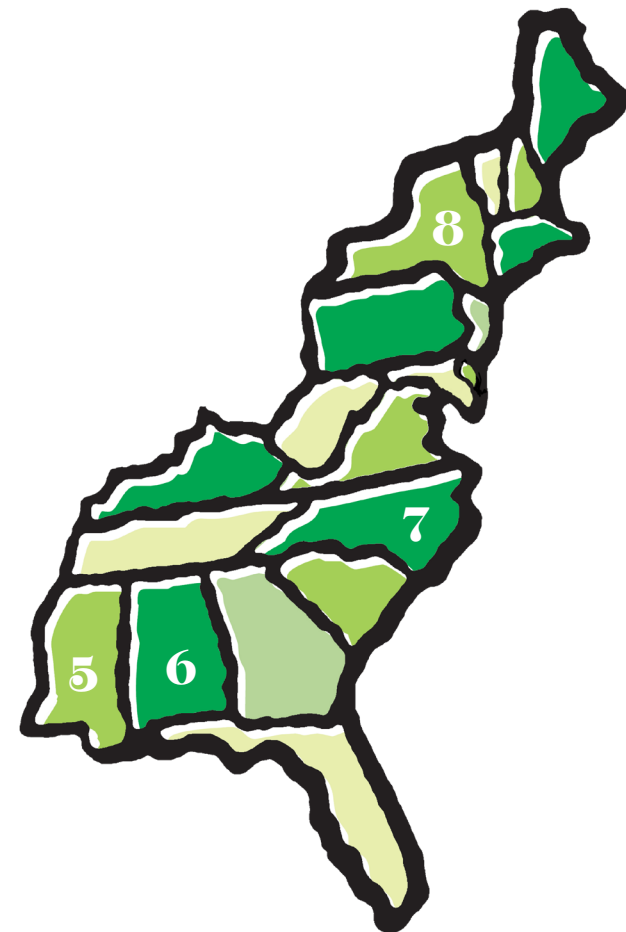
On the Outer Banks’s northern beaches, Orville and Wilbur Wright completed the world’s first successful airplane flight at Kitty Hawk in 1903. Darrell Collins, retired park ranger and aviation historian at the Wright Brothers National Memorial in Kill Devil Hills, says you should experience the area as the Wright Brothers did, at Jockey’s Ridge State Park in Nags Head, where “natural, 100-foot-tall sand dunes are alive and moving.” If you’re a thrill-seeker, book a hang-gliding tour

of the park; if you like your feet on the ground, hike the dunes in the morning for stunning ocean views.

Centuries of shipwrecks are strewn along Cape Hatteras National Seashore’s 70-mile coastline, hugged by North Carolina Highway 12. Pull off to walk the beach and you may see weathered pieces from the crumbling wrecks pulled from the depths by a storm. Sea turtles nest on pristine beaches as hawks, ospreys, and eagles coast overhead. Stop at roadside shacks run by generations of fishing families selling crab, oysters, and shrimp. Beachcomb on Ocracoke Island, Blackbeard’s one-time hideout, where locals called High Tiders speak in an Elizabethan English-like brogue. outerbanks.org

8 Fruits of Centuries

NEW YORK STATE—TACONIC STATE PARKWAY
The Hudson River Valley has fed Americans for centuries. Today, the national historic area’s 3,500 farms stock the kitchens of James Beard Award-winning restaurants in New York City and well beyond. Hop on Interstate 87, U.S. Route 9W, or U.S. Route 9—all adjacent to the river and weaving among charming cities in the valley—or the scenic 104-mile Taconic State Parkway. Then hop off and navigate secondary roads winding through the picturesque region. Along the way, stop at u-pick



farms and roadside markets full of seasonal fruits and vegetables and local hard cider, honey, and cheese. Farm-to-table restaurants flourish in art-loving cities Cold Spring, Beacon, Kingston, and Hudson. Full of NYC “expats,” they have much of the style of the city in smaller, quainter packages. The restaurants at Hyde Park’s Culinary Institute of America, off Route 9, showcase students before they take their places at top restaurants around the country. Walk off lunch at the Vanderbilt and Roosevelt mansions.

On N.Y. 208 in Gardiner, stop at Wright’s Farm for apples, cherries, peaches, pickled dilly beans, and scratch-baked pies. Enjoy live music and beer at Gardiner Brewing in the family’s 1905 dairy barn-turned-brew pub. Farm co-owner Tammy Wright Boylan sums up the ethos of the area: “Coexisting with farming makes you hopeful by nature. Every season is a new beginning, another chance to plant what sustains us all.” travelhudsonvalley.com ■

The charming AMVETS Bridge on the Taconic State Parkway will carry you on your way to New York’s gorgeous Hudson Valley.



ALL PHOTOGRAPHS AND ILLUSTRATIONS: GETTY IMAGES

Three '10 Minute
Neighborhoods' p. 16

A New Cevicheria in
the Old Penguin p. 41

Our Habitat
History p. 34

Charlotte[®] Home Styles

4

Designs

From Scandinavian
to Grandmillennial



SEPTEMBER 2021 charlottemagazine.com

\$5.99 US

09>



FALL TRAVEL

Great road trips (and
stops worth the exit)

THE GOOD LIFE

MAKING THE MOST OUT OF LIVING HERE

Bird-watching at Alligator River National Wildlife Refuge in Manteo, one of the Outer Banks' most prominent towns.



TRAVEL

Off the Road Again

Three drivable vacations with fun, family-friendly stops on the way

BY ANDY SMITH AND TAYLOR BOWLER

SOME OF US hit the road hoping for minimal stops—maybe a drive-thru burger or a rest area just off the interstate. That's not the only way to do it, though. Let's take a look at three popular destinations for Charlotteans and three stops for each that make the extended drive worth it. Forget rushing to make an arbitrary arrival time: This is your vacation, after all, and it starts now.

Continued on next page ➔

The Outer Banks contain many surprises—even for regulars. You may have to leave the beach to find them, though



ITINERARY:

Charlotte to the Outer Banks

N.C. IS THE WIDEST STATE east of the Mississippi. The trip from CLT to OBX covers 350 miles—or three-fifths—of it. Use the opportunity to eat a true Carolina lunch, take in some ancient wonders, and find a regional perk in Rocky Mount. —Andy Smith

STOP
1**Bar-B-Q Center**

900 N. Main St., Lexington

DISTANCE: 57 minutes

If you're traveling anywhere near Lexington at lunchtime, you have a moral obligation to stop for barbecue. This joint opened in 1955 as The Dairy Center, a business that primarily sold ice cream. Its owners built a small pit to offer something else during the slow winter months, and the barbecue caught on. It's a spot so friendly, it even gives away the secret to its light-brown sauce on the website: "ketchup, pepper, salt, water, and hot peppers. It's very tangy alone but calms down on the meat." First-timers should get a combo plate to conduct a proper survey: chopped pork, ¼ white or dark chicken, two sides, and a roll. (And yes, they still serve ice cream, even if the name eventually changed.)



Continued on page 24 ➔

Day Trip

CAROLINA TRAVELER

SUN

Thr Seeker

Adventures across the Ca

WATER
RA

GO
Myrt

PIC
THE

Carolina Trav



THRILL SEEKERS

TAKE FLIGHT

Outer Banks Hang Gliding

There's something magical about the thought of soaring with the birds, mastering the wind and the currents of air. You can indulge your flying dreams with hang gliding lessons in the Outer Banks. After ground school in which you learn the basics about your flying wing and more importantly getting off the ground, you'll be ready for your first flight.

The instructors are careful not to over-complicate beginner lessons and they hold on to the glider (and help it along a little) during your flights. If you can remember: run until you cannot touch, push to pull to go down, well then, you'll make an excellent hang gliding student!

Beginning students typically fly 5-10 feet off the ground for 10-25 yards. This is not a strenuous activity as the instructors carry the glider back up the dune after your flight. And when it's your turn to fly, the instructors will help hold up the glider.

Hang gliding lessons are offered year-round, while off peak season visitors enjoy smaller group sessions. The instructors will tell you the cool, dense winter air is ideal for flying.



Thrill O Meter

Ages: 4 and up

Where: Jockey's Ridge State Park, Nags Head, NC

When: Year-round

Cost: About \$129 per person for 5 flights

Guide: Kitty Hawk Kites

More info: CarolinaTraveler.com/thrill-seekers

Know Before You Go

You'll be out on the sand dunes, which are bright even on overcast days. So slop on some sunscreen and wear shades. Full length pants or leggings are recommended for comfort while wearing the harness. Take water and a snack as ground school sessions can last 3 hours.

Try dune sledding with a boogie board, or cardboard box.

