

The Outer Banks®

OF NORTH CAROLINA
outerbanks.org

A Travel Industry Publication from the Outer Banks Visitors Bureau

Winter 2013

2014 Official Travel Guide Breaks New Ground

The 2014 Outer Banks Official Travel Guide is illustrated exclusively in smart phone photography, employing a style and technology that we at the Outer Banks Visitors Bureau hope visitors find both familiar and compelling. With cellular phone camera technology advancing to the point where image quality is now fit for high quality print publication, together with the widespread adoption by travelers as the default social media snapshot device, it just made sense to



take the leap and bring the two worlds of print and digital together.

Peruse the pages of the guide and you'll discover photos that introduce new places on the Outer Banks, perhaps, and new perspectives and vantage points for enjoying some of our timeless icons. Taken over the course of a year by staff, these photos

2014 OB Travel Guide continues on Page 5

Designing the Outer Banks Event Site

The Dare County Tourism Board is considering a phased plan for developing the Outer Banks Event Site. Earlier this year, the Board dedicated the Nags Head property's use to serve as an Events Site for at least the next 10 years. This decision struck a balance between the requests for an open green space, and the Board's mandate to promote tourism in the less-than-peak months.

The Tourism Board hired design firm Vanasse Hangen Brustlin, Inc., who



This is a view of the current proposed design plan for the Outer Banks Event Site as seen from the southwest over the Roanoke Sound. A phased plan for developing the site would occur over several years, and includes a pavilion, power outlets, paved parking and wide pathways to be used by event attendees with vehicular access in mind for event set-ups, etc.

Event Site continues on Page 12

WHAT'S IN THIS ISSUE

2014 Official Travel Guide • A Letter from the Tourism Board Chair • Executive Director's Report
Occupancy And Meals Numbers • Tourism Dollars Flow Chart • Community Events and Grants

VISION STATEMENT

The Board envisions a premier travel destination and year-round tourism economy that enhances the quality of life for visitors and residents while celebrating and sustaining the Outer Banks' vibrant natural, historic, and cultural offerings.

ABOUT THE BUREAU

The Outer Banks Visitors Bureau is the lead marketing and promotional agency for the destination and is funded by 1% of the occupancy tax and 1% of the prepared meals tax collected in Dare County.

2013 DARE COUNTY TOURISM BOARD

Anna Sadler
Chairwoman/Town of Nags Head

Monica Thibodeau
Vice Chairwoman/Town of Duck

Gary Perry
Treasurer/Town of Kitty Hawk

Tim Cafferty
Asst. Treasurer/OB Association of REALTORS

Jodi Hess
Secretary/Town of Southern Shores

Jamie Daniels
Personnel/Town of Manteo

Natalie Kavanagh
At-Large, Hatteras Island

Sheila Davies
Town of Kill Devil Hills

Dorie Fuller
OB Chamber of Commerce/Village Realty

Ernie Foster
At-Large

Donny King
Outer Banks Restaurant Association

Jack Shea
Dare County Commissioners

Brent Sorensen
OB Hotel/Motel Association

OUTER BANKS VISITORS BUREAU STAFF

Lee Nettles, Executive Director

Diane Bognich, Director of Administration

Aaron Tuell, Public Relations Manager

Lorrie Love, Tourism Sales and Events Manager

Amy Wood, Administrative Specialist/Board Clerk

Cheryl Hannant, Welcome Center Manager

Ginny Heinrich, Aycock Brown Supervisor

Robin Gard, Telephone Services Supervisor

Faye Lewis, Telephone Services Supervisor

Allison Wyant, Web Master

Matt Dubec, IT Manager and Graphic Designer

Curt DeYoung, Facilities Manager

Dana Grimstead, Events and Marketing Assistant

The Business of Tourism is published by the Outer Banks Visitors Bureau, written and edited by Aaron Tuell. We welcome information pertaining to Dare County's tourism industry. Please send news or changes of address to:

One Visitors Center Circle
Manteo, NC 27954
phone: 252-473-2138
fax: 252-473-5777
e-mail: tuell@outerbanks.org

Letter from the Board Chair



*Anna Sadler, Chairwoman
Dare County Tourism Board*

Dear tourism partners,

We have had quite a year to reflect upon as we enjoy the holiday season and begin to look around the corner at 2014. I'd like to take the opportunity to first thank my fellow Dare County Tourism Board Members for their attendance and attention to the issues that face our beloved Outer Banks. I am proud to say we have tried to make the best decisions possible for the good of the communities here on the OBX, as we grow an economy dependent upon people visiting and returning to our area. To that end, I think 2013 will be viewed as a success when you consider the big picture numbers and positive feedback from customers.

We all play host together, and few things show off our hospitality like the numerous popular events that the Outer Banks Visitors Bureau has cultivated with many local partners and organizers. In just three years, our Board has doubled the number of events we've assisted through our grant program for a total of 22 this year alone. The Visitors Bureau's OBXmasWeekends.com initiative continues to grow and give our visitors and residents even more reason to get out in the community and get to know each other over holiday cheer, whether at the Hatteras Christmas Parade or Manteo's Tree Lighting Ceremony or enjoying any of the Outer Banks' festivities.

The 2nd Annual Outer Banks Seafood Festival comes to mind as we move forward in the planning the development of the Outer Banks Event Site. The Dare County Tourism Board, together with the Town of Nags Head, has committed to the Event Site use for at least the next 10 years, keeping the site as an outdoor venue, but with some enhancements to make the experience not only more enjoyable, but capable of supporting more than one event at a time. Public input sessions and stakeholder meetings were held to consider and refine conceptual master plan designs prepared by firm Vanasse Hangen Brustlin, Inc. Ultimately, the Board selected one that we felt made best use of the 10 acre upland space for logistics, and showcased the beauty of the remaining acres of wetlands. We look forward to keeping you informed as progress continues.

Another commitment the Board and the Visitors Bureau are proud to have been a part of during the last year are the linking of Rodanthe, Waves, Salvo and Avon through a series of walking path/biking trails that opened this summer. Kudos to local organizer Mary Helen Goodloe-

Board Chair continues on Page 4

The Executive Director's Report

Outer Banks tourism is a living thing, with good days and a few not-so-good days and a rhythm that flows with the seasons. Just as in life, the plans that we make for the year are often heavily influenced by the "surprises" along the way. Through it all, though, we remain hopeful and grateful.

The tourism year has offered several reasons for hope and gratitude. Despite a rainy spring, an "early" Easter and sluggish beginning to summer, we see year-to-date gains in both the occupancy and meals collections. Through October, occupancy collections are up almost 3% and meals show growth of 2.5%. Visitors Bureau marketing activities have led to consistent growth on the outerbanks.org website, and the popularity of our email and social media channels (Facebook, Twitter, Instagram and Pinterest) has been nothing short of sensational.

As shared previously, the Visitors Bureau is going heavier into video content, with interactive video ad units running online and new television commercials that will air for the first time this spring. These videos will also be shared through the website, email and social media outlets. Our investments in video are complemented with on-going print marketing in publications like *Our State*, *Good Housekeeping* and *Woman's Day*, to mention a few. Online, the Visitors Bureau is optimizing its buys through a group of ad networks, search engine sites and lead-generation programs.

Meanwhile, we look for opportunities to innovate. Following research among current Outer Banks Travel Guide recipients, we gained an important understanding of how people use the Guide in their travel planning. While many are quick to say that "print is dead," we found that not only are our Travel Guide recipients demanding of a printed version, they are also smart phone owners. In fact, Outer Banks Travel Guide recipients are much more technically adept than the country as a whole, with 70% of recipients owning a smart phone versus a national average of around 50%. Online isn't replacing print, it's just another way in which our visitors are connecting with us.

Events are another area of activity and certainly have life

of their own. Whether it's the Event Site's development, the Visitors Bureau's enhancement of the grant programs, or our work on events ranging from storytelling to seafood, foot races to flying kegs, the Visitors Bureau and Tourism Board are moving forward on several fronts to turn these opportunities into year-round tourism.



*Lee Nettles, Executive Director
Outer Banks Visitors Bureau*

But as I mentioned, a plan only gets you just so far. Though the Outer Banks managed to avoid serious storm activity this year, we faced significant manmade challenges with the government shutdown and the temporary closing of the Bonner Bridge. The Visitors Bureau responded to these challenges quickly, calming concerns and helping visitors get the most out of their trips. These are not the last challenges we'll run across, but such is life. And, you know, it's a pretty good one.

Thank you for the trust that you place in the Visitors Bureau. We are grateful for your support and will work hard to continue to bring visitors to the area and across your doorsteps.

Sincerely,
Lee Nettles

Murphy for bringing all the players to the game that made this project possible. This tourism enhancing project, and the multitude of others throughout our community, illustrates the importance of partnership and working together. To this end, I thank you, our travel partners, and also the County Commissioners and Chairman Judge for continuing to support the Tourism Board's efforts to promote year-round visitation to Dare County.

An old adage came to me while writing this. "Time nor tide waits for no man." It seems like I was just greeting you all as a newly appointed Chair of the Dare County Tourism Board, and now I'm saying "thank you" for the trust you put in me, as I end the year of service in this capacity. It is my hope that our actions helped contribute to a year that will be remembered as good for each of you.

In kind regards,
Anna Sadler



2014 School Schedules

District	Spring Break	End of Year
Alexandria, VA	Apr 14 - Apr 18	June 20
Arlington, VA	Apr 14 - Apr 18	June 20
Baltimore, MD	Apr 14 - Apr 18	June 9
Chesapeake, VA	Apr 14 - Apr 18	June 12
Chevy Chase, MD	Apr 14 - Apr 18	June 12
Columbus, MD	Apr 14 - Apr 18	May 29
Durham, NC	Apr 14 - Apr 18	June 10
Fairfax, VA	Apr 14 - Apr 18	June 20
Hampton, VA	Apr 7 - Apr 11	June 11
Newark, NJ	Mar 24 - Mar 28	June 3
Norfolk, VA	Apr 18 - Apr 25	June 18
Philadelphia, PA	Mar 31 - Apr 4	May 29
Pittsburgh, PA	Apr 11 - Apr 18	June 9
Portsmouth, VA	Apr 14 - Apr 18	June 13
Raleigh, NC	Mar 31 - Apr 4	June 10
Richmond, VA	Apr 18 - Apr 25	June 13
Trenton, NJ	Apr 18 - Apr 25	June 24
VA Beach, VA	Apr 14 - Apr 18	June 13
Washington, DC	Apr 1 - Apr 18	June 19

Social Media Growth 2013

Month	Facebook	Instagram	Pinterest
Jan	185,081	108	4,185
Feb	191,694	238	4,470
Mar	204,939	396	4,969
Apr	222,474	547	5,249
May	240,889	767	5,951
Jun	252,625	804	6,995
Jul	252,452	1,350	8,724
Aug	259,352	1,560	9,147
Sep	268,561	1,885	9,645
Oct	266,723	2,114	10,040
Nov	259,309	2,233	10,267
Dec			

The above are running tallies of each social media community at the end of the month. We also have vibrant Twitter and eBlast consumer communities. Our Nov 2013 eBlast list had 259,309 members and Twitter has 15,841 followers as of Nov 2013.

were inspired by the very real world of our online social media communities, capturing moments and sharing with others.

From cover to cover, with the exception of the sponsored ads and merchandise, every picture was produced by a smart phone camera, edited and enhanced by various popular apps. To our knowledge, the 2014 Official Outer Banks Travel Guide is the first in the country to take this approach. While we think that's pretty cool, the real goal is simply to be there for our visitors, however and whenever they're interested in connecting with us.

Whether you're coming to the Outer Banks of North Carolina for your ultimate family vacation, outdoor adventure fix or dream destination wedding, the 2014 Outer Banks Official Travel Guide is your first ticket to exploring all the area has to offer.

To request your free guide, contact the Outer Banks Visitors Bureau toll-free at 877.629.4386 or email information@outerbanks.org. For media queries, contact Aaron Tuell, Public Relations Manager at tuell@outerbanks.org



outerbanks.org Internet Activity

Inquiry Fulfillment		Unique Visitors (Absolute)			Visits (User Sessions)			Page Views				
MONTH	13/14	12/13	11/12	13/14	12/13	11/12	13/14	12/13	11/12	13/14	12/13	11/12
July	19,892	16,602	18,794	307,323	284,587	275,413	406,628	372,907	355,681	1,597,795	1,459,121	1,748,978
August	21,804	22,331	15,170	237,740	226,865	270,772	312,143	295,402	361,053	1,161,623	1,102,670	1,659,596
September	18,491	17,898	19,822	152,115	152,310	129,637	197,187	193,547	172,573	679,491	636,980	664,951
October	15,621	13,198	31,990	133,358	109,098	100,058	165,559	137,103	128,230	472,575	421,186	489,522
November		14,235	30,746		85,450	81,530		103,992	102,040		312,871	351,630
December		16,915	13,329		103,534	78,458		123,639	98,287		340,257	368,850
January		27,169	17,225		169,425	133,256		216,013	170,694		776,099	651,221
February		20,260	28,919		169,481	137,965		214,111	172,558		758,601	638,470
March		47,596	39,558		233,202	165,699		294,614	212,236		1,053,524	760,107
April		42,775	44,573		224,184	176,197		284,161	228,928		1,027,311	819,646
May		39,638	54,320		231,750	241,332		303,181	311,940		1,168,889	1,201,926
June		35,110	38,072		298,017	275,536		393,123	359,260		1,549,124	1,404,280
Year to Date	75,808	70,029	85,307	830,586	772,860	775,880	1,081,157	998,959	1,017,537	3,911,484	3,619,957	4,563,047
Total	75,808	313,727	357,349	830,586	2,287,903	2,065,853	1,081,157	2,931,793	2,673,480	3,911,484	10,606,633	10,759,177

Gross Occupancy by Class									
MONTH	Vacation Rental Homes			Hotel/Motel			Cottage Courts		
	2013	2012	2011	2013	2012	2011	2013	2012	2011
January	3,980,546	3,024,434	3,474,206	921,382	1,131,377	1,006,701	66,436	76,078	68,657
February	1,830,830	1,910,908	1,588,185	982,956	1,131,307	1,130,152	71,376	73,574	63,916
March	3,696,150	2,826,596	1,968,641	2,109,403	2,247,260	1,703,998	161,047	171,375	122,208
April	6,842,114	8,703,332	7,683,428	3,351,015	4,334,738	3,989,460	240,900	288,356	293,817
May	15,679,076	16,630,269	15,533,680	6,004,479	5,823,106	6,182,404	535,847	515,312	485,843
June	62,120,730	59,324,183	49,741,594	9,409,980	9,185,928	8,293,465	1,151,854	1,066,304	932,815
July	95,332,506	95,883,352	94,563,458	11,946,295	11,845,553	11,967,859	1,528,338	1,527,797	1,580,909
August	85,227,031	75,396,648	78,909,645	11,580,026	9,884,242	8,944,456	1,330,505	1,288,837	1,107,528
September	29,837,002	31,422,894	29,888,400	6,749,257	6,878,120	5,483,326	567,754	616,445	438,948
October	10,828,618	11,657,939	12,605,453	3,863,027	3,687,069	3,720,593	390,053	331,938	368,809
November		4,536,251	4,655,384		1,282,951	1,789,977		152,646	189,901
December		1,932,497	1,737,073		988,027	1,029,752		77,430	66,011
Year to Date	315,374,603	306,780,555	295,956,690	56,917,820	56,148,700	52,422,414	6,044,110	5,956,016	5,463,450
Totals	315,374,603	313,249,303	302,349,147	56,917,820	58,419,678	55,242,143	6,044,110	6,186,092	5,719,362

Bonner Bridge: A Story Still Being Written

The December 3rd closing of the Herbert C. Bonner Bridge for almost two weeks serves to remind us how important each of our communities on the Outer Banks are to each other, and how the eyes of the media, and our visitors, are on our infrastructure and NCI2 highway. During times of crisis, it's easy for the conversation to divert people's attention from the fact that this road and bridge generate millions of dollars for our economy, and take vacationers to their favorite place on Earth. You can find a copy of the Hatteras Island Economic Impact Assessment on our website www.outerbanks.org/outerbanks-strategic-planning/



Outer Banks Visitors Bureau Gross Meals Summary

	2013	2012	2011	2010	2009	2008
January	5,737,827	5,908,401	5,149,079	4,946,077	5,553,193	5,315,203
February	5,873,076	6,001,197	5,600,305	5,306,714	5,878,828	5,901,277
March	10,153,689	9,324,697	8,342,477	7,944,634	7,371,099	9,906,602
April	13,161,426	15,272,146	13,937,220	12,643,388	12,570,914	10,696,837
May	20,503,341	20,033,102	17,884,885	17,420,030	17,237,550	17,902,993
June	30,968,797	30,676,562	28,170,717	25,929,735	25,850,095	26,110,903
July	37,227,457	36,914,627	36,454,367	35,295,259	32,687,202	33,163,197
August	36,725,099	33,521,889	27,024,599	31,515,361	31,285,408	32,095,228
September	23,168,505	22,057,864	19,239,630	18,678,839	19,444,780	17,335,174
October	14,278,541	13,282,164	13,084,800	13,295,890	12,630,255	12,192,193
November		8,637,935	8,587,922	8,822,724	8,298,475	8,044,142
December		7,025,072	7,391,106	5,983,306	6,123,554	6,457,727
Year to Date	197,797,758	192,992,649	174,888,079	172,975,927	170,509,324	170,619,607
Total	197,797,758	208,655,656	190,867,107	187,781,957	184,931,353	185,121,476

Gross Occupancy by Class

MO	Bed and Breakfasts			Campgrounds			Time Shares			Totals		
	2013	2012	2011	2013	2012	2011	2013	2012	2011	2013	2012	2011
Jan	25,775	25,893	21,014	31,394	22,069	55,780	11,879	9,383	2,407	5,037,412	4,289,234	4,628,765
Feb	33,008	55,881	30,638	29,264	29,432	60,029	20,675	12,721	5,197	2,968,109	3,213,823	2,878,117
Mar	194,229	76,104	156,535	125,483	106,917	125,528	52,255	22,429	13,246	6,338,567	5,450,681	4,090,156
Apr	154,437	203,144	209,481	196,626	212,212	282,296	73,599	51,725	30,639	10,858,691	13,793,507	12,489,121
May	253,771	263,884	286,926	513,893	475,510	486,979	64,766	40,888	35,183	23,051,832	23,748,969	23,011,015
June	308,318	324,477	320,837	918,892	903,870	871,358	123,822	109,216	81,561	74,033,596	70,913,978	60,241,630
July	391,328	400,639	413,944	1,255,506	1,251,002	1,493,221	206,691	182,723	188,338	110,660,664	111,091,066	110,207,729
Aug	373,478	390,578	244,708	1,607,144	864,730	693,221	177,322	128,858	143,828	99,775,506	87,953,893	90,043,386
Sept	256,363	194,298	174,824	383,297	395,134	<13,383>	78,934	61,302	51,113	37,881,607	39,568,193	36,023,228
Oct	160,581	148,653	171,544	282,945	211,070	41,776	48,227	25,885	26,733	15,573,451	16,062,554	16,934,908
Nov		36,066	79,856		8,086	61,416		22,976	18,720		6,038,976	6,795,253
Dec		39,742	91,818		10,561	9,927		9,465	12,079		3,057,722	2,946,610
YTD	2,160,288	2,083,551	2,030,451	4,804,444	4,471,946	4,096,805	858,170	645,130	578,245	386,159,435	376,085,898	360,548,055
Totals	2,160,288	2,159,359	2,202,125	4,804,444	4,490,593	4,168,147	858,170	677,571	608,994	386,159,435	385,182,596	370,289,918

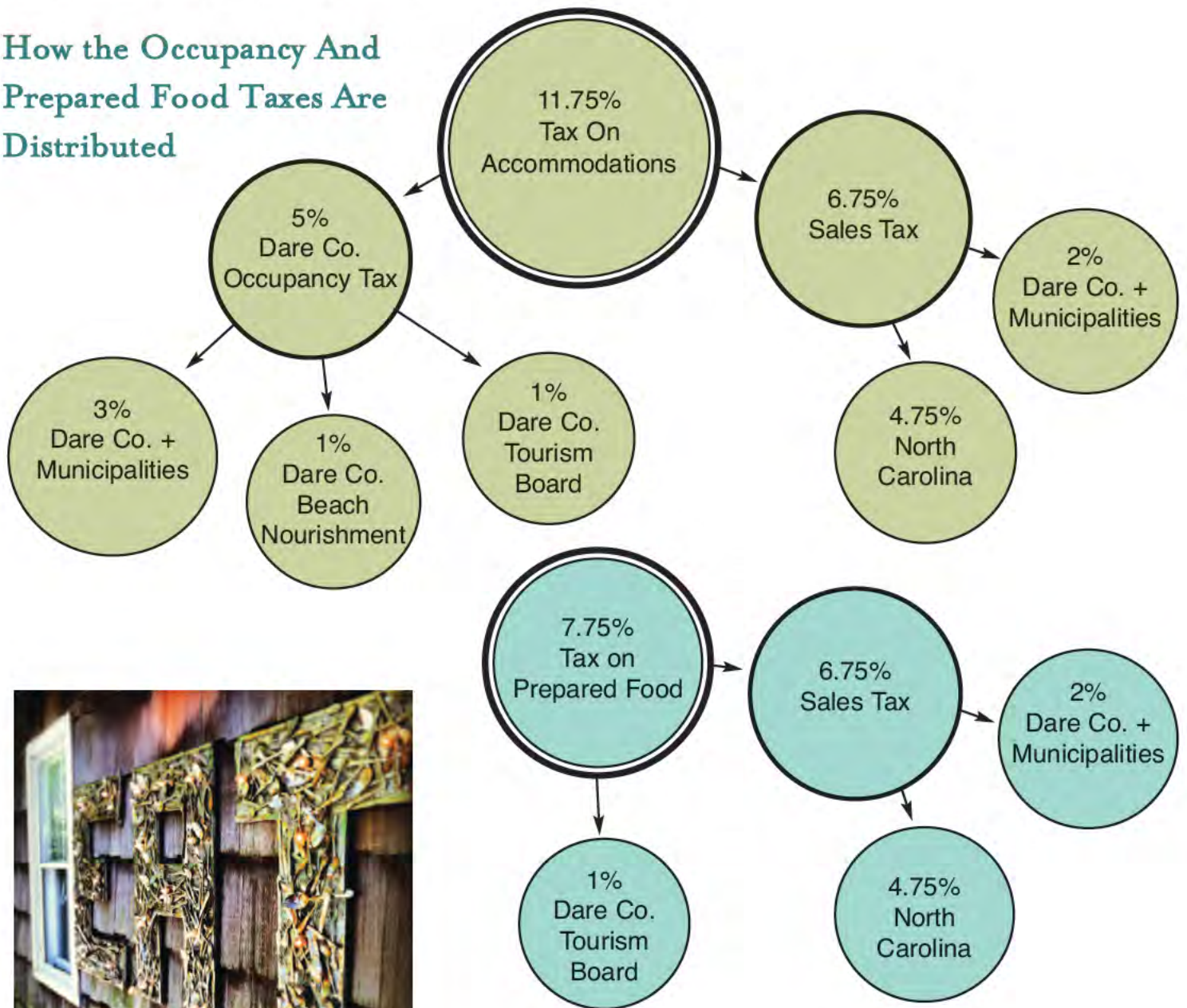
Dare County *By The Numbers*

Dare County continues to be one of the top tourism destinations in North Carolina, sharing the driver's seat of an industry that has grown to be one of the state's top revenue sources. Visitors are a benefit for us closer to home, as leisure and business spending help employ families and offset household costs should there be comparable community services without these "tourism" taxes. Funds from the part of the distribution chain outlined below also fund grant projects by the Dare County Tourism Board for things that enrich the quality of life for local residents as you'll see elsewhere in the pages of this newsletter.

In 2012, Visitor Spending Supported:

- ✓ **\$926 Million Into Local Economy**
- ✓ **11,590 Jobs**
- ✓ **\$184 Million Payroll**
- ✓ **#4 Rank Out Of 100 NC Counties**
- ✓ **\$2,435 Tax Savings Per Dare Resident**

How the Occupancy And Prepared Food Taxes Are Distributed



A History of Community Support

Your Dare County Tourism Board, acting through the Outer Banks Visitors Bureau, has a deep commitment and long standing history of funding community enhancement programs, projects and local events, that benefit local residents as well as visitors to our area. **In fact, in just the past three years, the Board has doubled the amount of event-related financial support to local non-profits and government entities.** For a full list, please contact Grants Administrator Diane Bognich at 252.473.2138 or email bognich@outerbanks.org

Restricted Fund Grants 2005-2014

FISCAL YEAR	ORGANIZATION	PROJECT	AMOUNT AWARDED
DARE COUNTY/UNINCORPORATED DARE			
2008/2009	Dare County	Glass Crusher for Recycling	\$95,000.00
2009/2010	Dare County	Purple Martin Sound Access & Pier	\$125,000.00
2012/2013	Dare County	Roanoke Island Wellness Trail	\$101,407.50
		TOTAL	\$321,407.50
DUCK			
2006/2007	Town of Duck	Town Park Property	\$225,000.00
2008/2009	Town of Duck	Town Park Amphitheater	\$125,000.00
2010/2011	Town of Duck	Soundside Boardwalk	\$202,517.00
2013/2014	Town of Duck	Soundside Boardwalk	\$137,500.00
		TOTAL	\$690,017.00
SOUTHERN SHORES			
2005/2006	Town of Southern Shores	S. Dogwood Trail Multi-Use Path	\$50,000.00
		TOTAL	\$50,000
KITTY HAWK			
2006/2007	Town of Kitty Hawk	Kitty Hawk Village Multi-Use Path	\$162,000.00
2001/2012	Town of Kitty Hawk	Sandy Run Park Phase II	\$144,890.00
		TOTAL	\$306,890.00
KILL DEVIL HILLS			
2005/2006	Town of Kill Devil Hills	Raleigh Ave Beach Access	\$77,500.00
2006/2007	Town of Kill Devil Hills	East 5th St. Sidewalk System	\$9,750.00
2008/2009	Town of Kill Devil Hills	Bay Drive Bicycle Path	\$62,840.88
2009/2010	Town of Kill Devil Hills	West First Street Multi-Use Path	\$100,000.00
2013/2014	Town of Kill Devil Hills	Frog Pond Electric	\$7,590.00
2013/2014	Town of Kill Devil Hills	Bay Drive Path	\$148,303.00
		TOTAL	\$405,983.88
NAGS HEAD			
2005/2006	Town of Nags Head	Harvey Estuarine Access & Pavilion	\$40,000.00
2006/2007	Town of Nags Head	Baltic St. Beach Access	\$60,000.00
2007/2008	Town of Nags Head	E. Bittern St. Beach Access	\$11,675.00
2007/2008	Town of Nags Head	Indigo St. Beach Access	\$16,550.00
2007/2008	Town of Nags Head	June Street Beach Access	\$18,300.00
2009/2010	Town of Nags Head	West Side of 158 Multi-Use Path, Phase III	\$175,000.00
2010/2011	Town of Nags Head	4th of July Fireworks	\$12,500.00
2011/2012	Town of Nags Head	4th of July Fireworks	\$10,000.00
2012/2013	Town of Nags Head	Whalebone Park	\$150,000.00
2012/2013	Town of Nags Head	4th of July Fireworks	\$10,000.00
2013/2014	Town of Nags Head	W. Bypass Path Phase V	\$92,088.00
2013/2014	Town of Nags Head	W. Bypass Path Phase VI	\$124,880.80
		TOTAL	\$720,993.80

Restricted Fund Grants 2005-2014

FISCAL YEAR	ORGANIZATION	PROJECT	AMOUNT AWARDED
MANTEO			
2005/2006	Town of Manteo	Queen Elizabeth St. Boat Ramp	\$49,625.00
2007/2008	Town of Manteo	Wayfinding Kiosks	\$25,200.00
2008/2009	Town of Manteo	Pea Island Cookhouse Restoration	\$7,500.00
2010/2011	Town of Manteo	4th of July Fireworks	\$9,250.00
2011/2012	Town of Manteo	Boat Shed @ Collins Park	\$15,000.00
2011/2012	Town of Manteo	4th of July Fireworks	\$9,250.00
2012/2013	Town of Manteo	4th of July Fireworks	\$9,250.00
		TOTAL	\$125,075.00
HATTERAS ISLAND			
2005/2006	Dare County	Hatteras Island Multi-Use Path	\$100,000.00
2006/2007	Dare County	Hatteras Island Mutli-Use Path	\$100,000.00
2007/2008	Hatteras Village Civic Assoc.	Dune Walkover @MP 69.5	\$5,000.00
2007/2008	Dare County	Hatteras Island Multi-Use Path	\$100,000.00
2008/2009	Dare County	Hatteras Island Multi-Use Path	\$100,000.00
2010/2011	Hatteras Village Civic Assoc.	Eagle Pass Nature Trail/Boardwalk	\$75,000.00
2011/2012	Avon Property Owners Assoc.	4th of July Fireworks	\$7,500.00
2012/2013	Dare Co. OB Scenic Byways	Wayfinding & Orientation Kiosks	\$25,000.00
2013/2014	Dare County	Rodanthe Beach Access	\$350,000
2013/2014	Dare County	Interpretive Plan for OB Scenic Byway	\$26,500.00
2012/2013	Avon Property Owners Assoc.	4th of July Fireworks	\$9,500.00
		TOTAL	\$898,500.00
NON PROFIT ORGANIZATIONS			
2005/2006	Chicamacomico Historical Assoc.	Restoration at 1874 US Lifesaving Station	\$9,700.00
2006/2007	Elizabethan Gardens	Signage, Lights, Walkways, Roof work	\$21,098.50
2006/2007	Dare Co. Master Gardeners	Teaching Garden	\$4,700.00
2010/2011	Nature Conservancy-NH Woods	Accessible Multi-Use Trail	\$84,318.00
2011/2012	Dare County Arts Council	Restoration of Courthouse	\$100,000.00
2011/2012	Chicamacomico Rescue Service	Lifeguard Support	\$25,000.00
		TOTAL	\$244,816.50
GRANTS FROM NATURAL, HISTORIC AND CULTURAL LINE ITEM WITHIN RESTRICTED FUND GRANTS			
2006/2007	Graveyard of the Atlantic Museum	Complete Loan to Join NC Museum System	\$70,000.00
2007/2008	Chicamacomico Historical Assoc.	Repairs to Roof After Lightening Strike.	\$10,000.00
2007/2008	Roanoke Island Historical Assoc.	Lost Colony Costumes Replaced after fire	\$250,000.00
2009/2010	Outer Banks Conservationists	Move windmill to Manteo	\$16,000.00
2009/2010	Friends of Graveyard Atlantic Museum	Hotel D'Afrique/Minnesota Monument	\$8,000.00
2010/2011	First Flight Foundation	Soaring 100 Exhibits	\$10,000.00
2010/2011	Roanoke Island Historical Assoc.	Lost Colony Gazebo Renovations	\$95,000.00
2011/2012	Chicamacomico Historical Assoc.	Repairs to Midgett House	\$27,000.00
2011/2012	Coastal Wildlife Refuge Society	Canoe/Kayak Dock at Alligator River	\$1,500.00
2012/2013	Town of Manteo	Net Shed	\$54,600.51
		TOTAL	\$542,100.51

Event Grants 2011-2013

FISCAL YEAR	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2011/2012	Town of Manteo	Cycle NC Fall Ride	\$4,190.00
	Town of Duck	Transportation-Jazz Fest	\$5,000.00
	Manteo Rotary	Rockfish Rodeo	\$1,000.00
	Elizabethan Gardens	WinterLights	\$25,000.00
	Town of Kill Devil Hills	First Flight Holiday Lights	\$13,360.00
	Outer Banks Wedding Assoc.	David Teutera/Wedding Show	\$5,000.00
	Town of Nags Head	Kelly's St. Patrick's Day Parade	\$5,000.00
	Dare Co. Restaurant Assoc.	Taste of the Beach	\$11,450.00
	Outer Banks Sporting Events	Flying Pirate Half Marathon	\$5,000.00
	Children at Play Museum	Friday Night Movies	\$1,800.00
	Dare County	OBX Catch tent-Seafood Festival	\$14,200.00
	OB Chamber of Commerce	Outer Banks Seafood Festival	\$10,000.00
	Outer Banks Sporting Events	Flying Pirate Half Marathon	\$20,000.00
	Outer Banks Sporting Events	Outer Banks Triathlon	\$20,000.00
	NC Aquarium Society	2nd Redfish Fishing Tournament	\$4,500.00
	OB Chamber of Commerce	Outer Banks Seafood Festival	\$35,500.00
	Dare County Arts Council	Southern Circuit Film Tour	\$3,000.00
	Outer Banks Wedding Assoc.	Outer Banks Wedding Expo Weekend	\$5,000.00
		TOTAL	\$189,000.00
2012/2013	Town of Duck	6th Annual Jazz Fest	\$10,000.00
	Dare County Shriners	Oregon Inlet Billfish Roundup	\$10,000.00
	Hatteras Village Civic Assoc.	Day at the Docks	\$16,255.00
	Outer Banks Sporting Events	Outer Banks Triathlon	\$5,000.00
	Elizabethan Gardens	WinterLights	\$20,000.00
	Go Far	Surfin' Turkey 5K + Drumstick Dash	\$8,000.00
	Town of Nags Head	St. Patrick's Day Parade	\$5,000.00
	Children at Play Museum	Friday Night Movies	\$2,000.00
	Dare County Parks and Rec	Tennis Tournaments	\$10,180.00
	Eastern Surfing Association	Surf Contests + Easterns	\$7,125.00
	Wright Flight of NC	Shamrock Car Show and Poker Run	\$7,000.00
	Dare County Arts Council	Rock the Cape	\$9,000.00
	Outer Banks Chamber of Commerce	Outer Banks Seafood Festival	\$45,500.00
	Hatteras Village Civic Assoc.	Hatteras Storytelling Festival	\$37,140.00
	NC Aquarium Society	Extreme Volleyball Professionals Tour	\$7,300.00
	Dare County Restaurant Assoc.	Taste of the Beach	\$17,500.00
	Outer Banks Sporting Events	Marathon, Flying Pirate, races etc.	\$75,000.00
	Coastal Wildlife Refuge	Wings Over Water	\$2,775.00
	Outer Banks Wedding Assoc.	Wedding Expo Weekend	\$9,000.00
		TOTAL	\$303,875.00
2013/2014	Town of Duck	Jazz Festival	\$5,000.00
July-Nov 2013	Cape Hatteras Anglers Club	Hatteras Invitational Fishing Tournament	\$7,500.00
only *	Hatteras Village Civic Assoc.	Day at the Docks	\$10,000.00
	Outer Banks Chamber of Commerce	Endless Summer	\$2,000.00
	Outer Banks Chamber of Commerce	Outer Banks Seafood Festival	\$13,000.00
	Elizabethan Gardens	WinterLights	\$10,000.00
	Outer Banks Lighthouse Society	Bodie Island Descendants Society	\$4,000.00
	Roanoke Island Historic Assoc.	Psychopath	\$4,000.00
	Rodanthe-Waves-Salvo Civic Assoc.	Christmas Lights	\$1,984.00
	Hatteras Village Civic Assoc.	Storytelling Festival	\$12,800.00
	NC Seafood Industrial Park	Sail NC	\$10,000.00
	Dare County Restaurant Assoc.	Taste of the Beach	\$17,500.00
	Outer Banks Sporting Events	Marathon, Flying Pirate, races etc.	\$75,000.00
		TOTAL * Fiscal Year to Date	\$172,784.00

established a process for stakeholder and public input. The final public meeting occurred on December 3rd. Different conceptual approaches were considered and refined through these discussions before a Master Plan was presented.

There has been considerable media interest in the Outer Banks Event Site project, which we believe reflects the passion our local community has for the soundside property. Most noticeable when you look at design illustrations are the “circular” areas, with the property sub-divided by sweeping orbital walkways. The idea is that you can have multiple smaller events going on, or command the whole space, with a site infrastructure that is able to respond to the needs of organizers. There’s also a longer term plan to have a boardwalk constructed, which would provide access to the

nearly five acres of wetland at the property’s edge and potentially connect with a broader boardwalk initiative being considered by the Town of Nags Head.

Adopting a “grow as you go” approach to developing and expanding the site, the Tourism Board is now considering VHB’s recommendations on how best to phase the project. Each project phase involves additional design, securing of permits, construction of some kind and associated costs. The Tourism Board will prioritize

the elements of each phase and carefully consider the dollars available before finalizing how best to move forward. No site construction will take place until after the 3rd Outer Banks Seafood Festival in mid-October.

In the meantime, if you have interest in reserving the Outer Banks Event Site for your event, please contact Lorrie Love, Tourism Sales and Events Manager 252.473.2138 or love@outerbanks.org.



2014 OBX Tourism Summit at Roanoke Island | May 7-8th

The Outer Banks Visitors Bureau staff is currently planning the 2nd OBX Tourism Summit, bringing Dare County’s tourism industry together for professional development and camaraderie. This year’s OBX Tourism Summit will be held on Roanoke Island. We’re taking your comments from the last year’s Hatteras Island summit and developing an itinerary to excite, educate and invigorate you and your company employees. We will showcase the latest trends and tools of the trade through breakout sessions and with invited industry speakers. Please mark your calendars. Stay tuned for further announcements regarding registration and location, etc.



Attendees to the 2nd OBX Tourism Summit, May 7-8, 2014 can expect great professional development, keynote speakers and networking opportunities that were so successful at this year’s event held in Avon, NC. The venue will be on Roanoke Island next year.