

**RECORD OF MINUTES**  
**DARE COUNTY TOURISM BOARD MEETING**  
**THURSDAY, FEBRUARY 26, 2015**  
**10:00 A.M.**  
**OUTER BANK WELCOME CENTER**  
**MANTEO, NC**

**ATTENDING:** Tim Cafferty, Chair; Susie Walters, Vice-Chair; Nancy Caviness, Secretary; Dorie Fuller, Treasurer; Ervin Bateman, Assistant Treasurer; Tonia Cohen, Shelia Davies, Ernie Foster, Leo Holland, Natalie Kavanagh, Wally Overman, Martha Wickre, and Dwight Wheless, Legal Counsel.

**EXCUSED ABSENCE:** Donny King

**STAFF:**

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

**OTHERS:** Mark Dowdle, National Park Service, Outer Banks Group; Philip Ruckle, *The Coastland Times*; Lynda Wood, Outer Banks Sporting Events; and Audrey Webster, Outer Banks Restaurant Association/Taste of the Beach.

The meeting was called to order at 10:00 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**APPROVAL OF AGENDA:** Ms. Davies moved to approve the agenda. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.

**APPROVAL OF MINUTES:** Ms. Davies moved to approve the minutes from the January 15, 2015 meeting. Mr. Holland seconded. There was no discussion and the motion passed unanimously.

**PUBLIC COMMENTS:** Mark Dowdle greeted the Board.

**ESTABLISHED EVENT DEVELOPER GRANT RECIPIENT REPORTS:**

- Outer Banks Sporting Events reviewed the 2014 Flying Pirate Half Marathon, Storm the Beach, the Triathlon and the Outer Banks Half and Full Marathons (presentation on file).
- Taste of the Beach reviewed the 2014 Taste of the Beach events (presentation on file) and the upcoming 2015 events.

**CHAIRMAN'S REPORT:** The Chair reviewed the following Natural, Historic and Cultural line item grant recommendations:

**CHAIRMAN'S REPORT (continued):**

- Outer Banks Conservationists, \$30,000 for the repair and restoration of the Windmill (Phase I). Mr. Holland asked if there were other organizations supplying funds for this project. Lee Nettles noted that total project would cost \$60,000 and Outer Banks Conservationists were supplying the other \$30,000. Ms. Davies moved to approve \$30,000. Mr. Holland seconded. There was no discussion and the motion passed unanimously.
- Roanoke Island Historical Association, \$57,000 for additional renovations to the Sound Stage Theater. Mr. Cafferty reviewed the discussion had by the Steering Committee and how they arrived at the recommended amount as the grant request was for \$87,000. Mr. Bateman moved to award \$57,000. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

The Chair provided an update on Army Corp of Engineers funding for Oregon Inlet dredging and reported on a Bureau of Ocean Energy Management Public Scope on Offshore Gas and Oil to be held in Dare County.

Lee Nettles reviewed information compiled comparing the economic impact of tourism in coastal North Carolina counties to oil and gas estimates.

Mr. Holland moved that staff and the Chair draft a letter to the Bureau of Ocean Energy Management stating the Board's stance in regards to offshore drilling. Mr. Bateman seconded. There was no discussion and the motion passed unanimously. Staff will share the final letter with the Board and Towns.

The Chair asked staff to draft a letter to Walter Jones thanking him for his efforts in finding funding for Oregon Inlet dredging and securing a public hearing on offshore drilling in Dare Co.

The Chair discussed upcoming meeting dates and locations.

**BUDGET AND FINANCE REPORT:** Dorie Fuller reviewed the meals and occupancy receipts received. Receipts for fiscal year 2014-2015 to date are up 3.64% from the same time period in fiscal year 2013-2014.

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

- webpage at outerbanks.org dedicated providing additional routes to the Outer Bank, and other tips, to help ease traffic during summer Saturdays.
- new commercials airing on television in the upcoming weeks
- meeting candidates for redesigning the website. He will be visiting the candidates to see how they operate before making a decision.
- Event Site update and plans for the May 7 event.
- Events and Marketing Assistant Dana Grimstead leaving the Bureau.
- Inquiry, Fulfillment and Visitation numbers.

Lorrie Love reviewed the upcoming trade shows and more details for the Tourism Summit in May.

Aaron Tuell reviewed recent media efforts and upcoming press trips.

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

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

**BOARD MEMBER COMMENTS:** Ms. Walters asked that the Offshore Drilling letter be shared with Towns and industry partners. Staff will share the letter upon completion. Ms. Walters also suggested a calendar be created that could be accessed by Board members, keeping them updated on Board member opportunities and meeting dates.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** March 26, 2015 at 9:00 a.m. at the Cape Hatteras Lighthouse, Primary Keepers Quarters, Buxton.

Hearing no further business before the Board, Leo Holland moved to adjourn. Mr. Bateman seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 11:45 a.m.

Attested:



Secretary, Dare County Tourism Board



## **OBSE Mission**

The mission of the OBSE is to organize and promote sporting events and competition, healthy living lifestyles, provide financial resources for needed relief and support for education while contributing to the economic impact for the Outer Banks of North Carolina.

~OBSE is a non-profit organization.~



## **Economic Impact**

- Shoulder Season Events
- Large numbers of participants
- Expose new visitors to the Outer Banks-2014- 23%;  
2013-26%
- Job Creation
- Spending \$\$ Locally-\$100,000+ annually



## Featured Events



▪ Flying Pirate Half Marathon and First Flight 5K

April 17-19, 2015



▪ Storm the Beach- Nags Head

June 13-14, 2015



▪ Outer Banks Triathlon Series

Sept. 11-13, 2015



▪ Outer Banks Marathon, Half, 8K, 5K and Fun Run

Nov. 6-8, 2015



## 2014 Outer Banks Marathon Weekend 5346 Actual Participants \$6.3 Million

- 12 Countries Represented
  - 50 States
  - 1122 Cottages x \$350 x 3 = \$1,180,000
  - 5700 Room nights x \$145 = \$826,000
- Total Accommodations Impact: **\$2,000,000**
- 5346 + 3 Guests = 19,000 Visitors x \$75 per day x 3 = **\$4,300,000** + \$2,000,000 =
  - **\$6,300,000 Total Average Economic Impact**



**2014 Total Economic Impact**  
**\$ 8.9 Million**

**\*Up from 6.7 last year\***

**Based on 9900 total Finishers and their guests – a total of 34,000 visitors in 2014**



**Estimated 2014 Dare County Economic Impact From OBSE's Annual Events**  
**9900 Total Finishers**

Registration data indicates :

Average # of Nights participants stayed - 2.5 nights  
 Average # of guests brought with them - 2.8 guests  
 Total number of Hotel rooms booked 3200  
 Total number of Rental Houses booked 1606



**Estimated 2014  
Economic Impact from  
Accommodations :  
\$ 2.5 million**

**Hotel Room Nights = 3200 x 2.5 = 8000**

**Per Night Room Rates: \$145**

**Total Room Nights = 8000 x \$145 = \$1,160,000**

**Rental Houses = 1606 x \$350 x 2.5 = \$1,405,000**

**Total Income: \$1,160,000 + \$1,405,000 =  
\$2,565,000**



**Total 2014 Estimated  
Economic Impact for Dare County  
\$8.9 Million**

**9900 Participants x 2.8 guests each =  
34,000 Visitors @ \$75 a day x 2.5 days =**

**\$6,400,000 Per Diem Total**

**+ \$2,500,000 Accommodations**

**\$8,900,000 Total Economic Impact**





**\$47.5 Million in Local Economic Impact**  
generated over the past 9 years by the  
TowneBank Outer Banks Marathon and  
OBSE events.



**More Local Impact**

100% of net proceeds split 50/50

- The Dare Education Foundation
- The Outer Banks Relief Foundation
- Healthy Kids Initiative









## 2014

- June 15, 2014
- Location- Jennette's Pier- Nags Head
- Registrants- **2014-#753; 2013-#622; 2012-#325 = 132% increase**
- Challenge 5 Miler, Adventure 3 Miler
- Family Team Fun Run
- Team oriented, family friendly events with a variety of challenges
- Meets the market demand for diverse, team building activities



## Trends and Challenges for 2015

### TRENDS

- Predominately Female except for Triathlon
- Triathlon continues to grow and sell out
- Shorter events continue to grow and sell out
- Marathon has grown; Half Marathons have slightly decreased
- STB continued to show strong growth in 2014

### CHALLENGES

- Site limitations- EXPO-parking; STB-parking; Tri-course numbers, esp. on bridge
- Competition!- Rock & Roll- Raleigh-April 2014; Triathlons
- HR- As we grow- Volunteers and Staff

# Questions?



Lynda Wood  
2234 S. Lark Ave,  
Nags Head N.C. 27948  
252-255-6273

CONTACT OBSE IF YOU  
HAVE ANY QUESTIONS

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

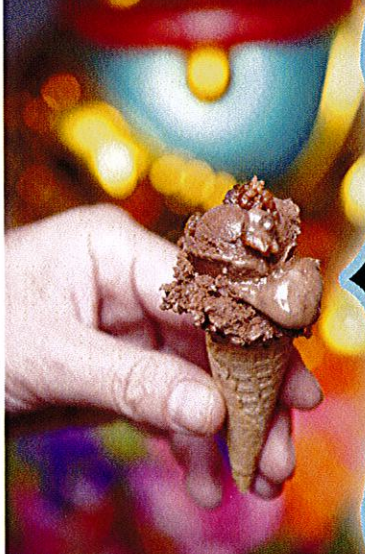




celebrating four days of

# food drink fun


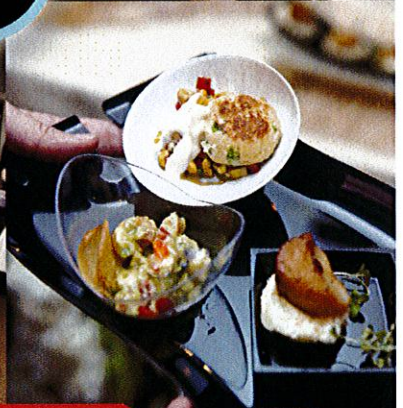
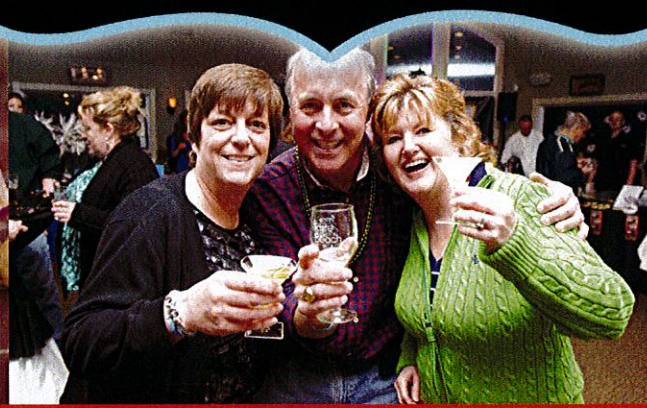
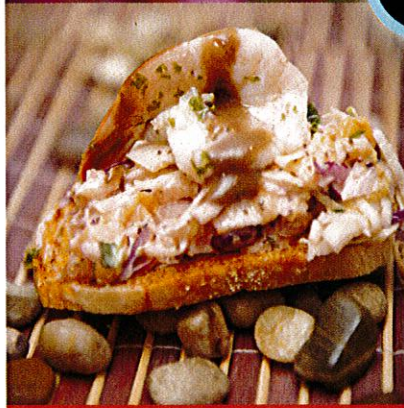
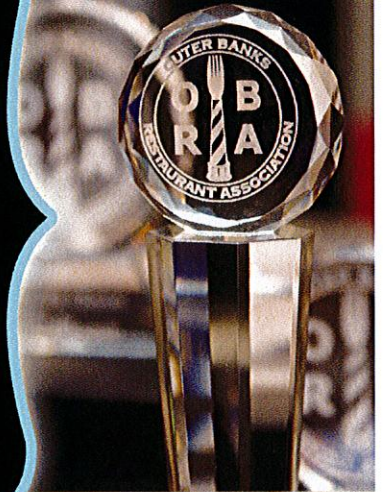
on the Outer Banks



outer banks  
restaurant association's

# Taste of the Beach

2014

The logo for the Outer Banks Restaurant Association (OBRA) is circular, featuring a fork and a knife crossed in the center, with the letters "OBRA" and "OUTER BANKS RESTAURANT ASSOCIATION" around the perimeter.

OBVB Board Report

# History & Evolution

of the Outer Banks

## Taste *of the* Beach

The Association's main purpose is to promote The Outer Banks as a destination known for its fine eateries, and we can see steady progress everywhere we look.



### What is Taste of the Beach?



By best accounts the Taste of the Beach began somewhere around 1983 as a local's opportunity to come out of winter hibernation and enjoy the camaraderie of friends and the great food being made by local restaurants.

Some of you may remember the Taste of the Beach being held at venues like the Ramada, George's Junction, and even vacant SeaMark Foods space at the Outer Banks Mall. Tickets were usually \$15 or \$20 and attendance was about 200-300.

## How did it all begin?

In May of 2007, the Outer Banks Restaurant Association approached me (Audrey Webster) and my colleague at the time, Quinn Capps, about how we could help them grow this one night event into a whole weekend full of foodie events, attracting more attendees and increasing gross receipts not only for OBRA but for all the participating restaurants, and building an annual festival that would bring recognition to the Outer Banks as a culinary epicenter of the Mid-Atlantic.

We immediately went to work brainstorming and researching other festivals of the kind and quickly settled on our now theme of

# *fooddrinkfun*

and decided that what would make this event special is the very fact that it takes place on the Outer Banks, an already unique and slightly quirky, place with an outstanding talent pool of food professionals. In the spirit of uniting visitors, locals, and part-timers with the common goal of enjoying the food drink and fun of their beloved Outer banks.

We quickly got down to business with member restaurants to develop and create new events that would appeal to guests and embody all three aspects of our FOOD DRINK FUN theme.



## How did we do in 2014?

2014 had 70 events featured at 133 event time offerings with a total ticket pool of over 8,000 tickets.

Celebrity Chef Michael Smith attended and was exposed to our little event, as well as performing a Co-Chef event with the Outer Banks Brewing Station.

Celebrity Author, Rowan Jacobsen, appearances at 2 events. Very well-received and was an excellent resource to promote his field of expertise, OYSTERS! (a perfect fit for us)

First (ever) Hatteras Island event at the Inn on Pamlico Sound. Multi-course dinner was well attended.

Brand new Wordpress based website, with easier searchable features was launched and well-received. Enhanced organic SEO allowed us to cut back on paid Google searches which in 2013 cost us nearly \$5,000.

We matched our revenue from 2013 but managed to increase out attendance in numbers of people and tickets sold.

National publicity from Chef Michael Smith's appearance.

Expert appearances to educate and share the scope and enjoyment of one of our local delicacies. Positioning the OBX as a premiere source.

Expanding scope of event geography will open up new membership and participation markets in the future.

Overall refinement and increased guest satisfaction.

**NEW WEBSITE**

*fully searchable*

*Built in SEO leaves limited use for expensive Google Ad words.*



*East to use features, searchable by town, venue, or by day. Use the quick Event Categories listings to narrow your searches to your specific interests.*

# How did we do in 2014?

# Just the STATS!

*What did people buy and how much?*

	A	B	C	D	E	F	
1	STAT	2014	2013	2012			
2							
3	Gross Revenue	\$ 140,337.00	\$ 143,780.81	\$ 114,167.05			
4	No. Tix Purch	3884	3482	2565			
5	OOT Rev	\$ 97,060.50	\$ 96,072.31	\$ 76,729.70			
6	OOT Tix	3125	2644	1951			
7	Local Rev	\$ 25,202.50	\$ 33,400.50	\$ 26,380.80			
8	Local Tix	755	838	614			
9	OOT Percentage Rev	69.16	66.82	67.20			
10	Local Percentage Rev	30.84	33.18	32.8			
11	Door Sales	\$ 18,074.00	\$ 14,308.00	\$ 11,056.55			
12	Avg Tix Price Spent	\$ 36.13	\$ 41.29				
13							
14	Chowder Rev	\$ 13,000.00	\$ 9,860.00	\$ 8,990.00			
15	Chowder Tix	680	501	455			
16							
17	BBQ Rev	\$ 4,970.00	\$ 5,365.00	n/a			
18	BBQ Tix (paid)	257	280	n/a			
19							
20	GT Rev	\$ 19,800.00	\$ 29,800.00	\$ 30,540.00			
21	GT Tix TOTAL (paid)	320	498	509			
22	GT Tix OOT (paid)	252	351	334			
23	GT Tix LOCAL (paid)	68	147	175			
24							
25	No Events offered	70	72	47			
26	Event Sessions Offered	133	132	90			
27	Avg Tix Price Offered	\$ 42.29	\$ 33.53	\$ 39.33			
28							
29							
30	SURVEY RESULTS	*results may be skewed by willingness to fill out survey from repeat attendees and loc					
31							
32	Will/Likely Return	91.20%	88%	88.40%			
33							
34	Will Recommend	94.00%	86.20%	89.30%			

*Where did they come from?*

36	All Attendees Geo Area	%	%	%
37	H Roads	10	17.7	11.80%
38	Richmond	10.6	12.9	8.40%
39	Western VA	2		
40	Philly/Eastern PA	5.5	3.2	6.40%
41	Mid PA	4		
42	Pittsburgh Area	2.6	1.2	2.20%
43	Charlotte	1.3	0.5	1.30%
44	Raleigh	9.3	5.6	5.00%
45	Western NC	2.6		
46	NoVA	6	8.9	14.20%
47	Baltimore	0.5	2	
48	Mid Low NJ	2.6		
49	No NJ/NYC	2	2.6	
50	LOCAL OBX	28	26.2	22.40%
51	Other	3.3	15.7	15.50%



## How did we do in 2014?

Our New Cornerstone event, the Outer Banks BBQ Showdown, added to programming in 2013, meeting our grant criteria of adding new and innovative programming.

Joe Lamb Jr. our Title sponsor was so happy with the outcome, they are sponsoring the event again in 2015.



17	BBQ Rev	\$ 4,970.00	\$ 5,365.00	n/a
18	BBQ Tix (paid)	257	280	n/a

This event continues to evolve and gain reputation. It is an OUTDOOR event so weather is a factor year to year. Overall, we did about the same, in spite of much higher advance sales. Weather is an “x” factor that affects us as the event draws closer and mostly for the Locals who attend, or choose not to attend because of that.

2015 plans have us adding “wings” to our programming and we are hoping that will increase the overall appeal of the event to a wider audience.

Until we have a location that can provide cover for a group of 400 attendees as well as nearly 100 staff and workers, we will continue to keep overhead as low as possible and plan for the best. But there is little doubt that this event is becoming a beloved and anticipated happening. The feedback has been excellent!



## How did we do in 2014?

### *Economic Impact*

Approximate Impact on Dare County's accommodations (hotel, cottage rentals, and campgrounds):

With a post-event survey conducted (10.0% responded) we are able to present the following event statistics regarding accommodations and attendees. 28% of the respondents were residents that live here full time. Of the respondents (less those that indicated they live here full time) 3.3% spent at least one night on the Outer Banks, 10% indicated they spent two nights here and 53.8% spent three or more nights on the Outer Banks. Specifically, 24.6% said they spent 5 or more nights here.

When asked what type of accommodations they stayed in, the respondents reported; 22.6% (up from 17.3 in 2013) stayed in a hotel/motel/B&B, 10.6% said they rented a house, 7.3% said they stayed with friends for free, and 30.0% said they stayed in their own second home here, 29.3% indicated they live here full time, which may be skewed a bit with 2<sup>nd</sup> homeowners claiming they are full time residents.

22.6% indicated they stayed in a Hotel = 337.4 attendees

10.6% indicated they stayed in a (paid) Rental Home = 158.3 attendees

33.2% of attendees utilized paid accommodations

Average number of nights stayed was surveyed at 3.9

Yielding a total of 1933 room nights purchased.

For calculating we used the figure of \$93.70 per person/per night to account for accommodations cost (based on double occupancy) and other incidental spending daily (fuel, other meals, supplies, etc.) {\$181,122}. When you add in the gross ticket revenue of {\$140,337.00} along with incidental spending for the two groups that visited but did not require paid housing estimated at \$25 daily {\$96,950} we calculate the total economic impact of this project at {\$418,409}.

# How did we do in 2014?

## *Economic Impact*

74	Accommodations	%	%	%
75	Hotel/Motel	22.6	17.3	13.7
76	Rental House	8	10	5.9
77	Stayed w/Friends for free	7.3	11.6	12.8
78	Rented from private	2.6	2	0
79	the Vacay Home we own	30	30.6	38.9
80	Live here full time	29.3	26.6	21.5
81	Other	0	1.6	5.9
82				
83	Nights Stayed Here for TOB	%	%	%
84	one	3.3	4.8	3.6
85	two	10	15.3	14.6
86	three	16.6	17.3	20.1
87	four	12.6	16.1	15.1
88	five	6.6	18.9	22
89	six or more	18	0	
90	n/a, I live here	32.6	26.2	23.8
91				
92	How many events attended	%	%	%
93	One	26.6	24.1	25.6
94	Two	22.6	25.8	27
95	Three	22	20.1	24.3
96	Four	10	12	10.5
97	Five	9.3	6.4	6.4
98	Six	6	3.6	3.2
99	More	3.3	7.2	2.7
100				
101	How many with your party	%	%	%
102	none, alone	1.3	2.4	1.3
103	Two	48	39.5	45.8
104	Three	13.3	8	12.8
105	Four	19.3	23.3	16
106	Five	6	6	5
107	Six	7.3	5.2	9.1
108	More	4.6	14.5	9.5
109				

## How did we do in 2014?

*Grant Monies - used for advertising  
(but we could use more!)*

62	Paid Advertising				
63	ad design, print and online		\$	864.00	actual
64	Google Ad Words	decr from 13		0	
65	Facebook ads		\$	1,207.41	final - paid cc
66	Indyweek.com			0	
67	styleweekly.com			0	
68	pilotonline.com			0	
69	localwineevents.com			0	
70	festivalsandevents.com	annual	\$	149.00	paid cc
71	Our State Magazine & Sweeps		\$	5,995.00	paid ck 5023
72	Our State mobile app inclusion			0	
73	Hampton Roads-Coastal VA Magazine		\$	4,756.00	fpg Jan, third FbMar, 3 eblast
74	OB This Week		\$	575.00	
75	Max radio Pre-buy		\$	2,200.00	pd
76	OBVoice		\$	1,000.00	pd 4 months
77	My OB Home (Fall)	1/2 pg ins cover	\$	1,495.00	paid
78	Va Pilot HR Growler Beer Pub	NEW	\$	1,000.00	half V ad, Jan-Feb pd cc 1/9/14
79	Charter TV (partial add buy)		\$	3,600.00	pd-added video pre-roll campaign
80	Milepost mag		\$	1,060.00	paid and trade 690
81	3 Dog Rest Guide		\$	1,335.00	paid
82	Visitors Guide			gratis	
83	Sunny Day			gratis	
84	3 Dog Rest Guide			gratis	
85			\$	25,236.41	

	Advertising	%	%	%
54	TOB emails	41.8	** 5.6	**3.2
55	Direct Mail piece	12.1	3.6	
56	Facebook	18.2	19.1	11.1
57	Friends/Family WOM	26.3	33.7	29.1
58	Our State	6.0	9.3	6.4
59	OBVB website	8.7	17	12
60	OB This Week	14.8		
61	Rental Co or Hotel contact	2.6	1.6	5
62	Coastal VA Mag	2.0		
63	Comcost VOD	0.0	0	
64	OBX Local Radio	8.1	14.6	12
65	OBX Local TV	4.7	4.8	9.2
66	OB Voice website	4.0		
67	Posters	8.1	7.7	6.9
68	News articles somewhere	6.7		
69	Internet Search	2.0	20.7	18.5
70	Past Attendees, looked	8.0	26.4	35.6
71	Other, non-qualified	11.0	13	12

# What's coming in 2015?

Over 70 events, with online ticket sales going well, right now.

We have moved our Kickoff party to Wednesday night and are billing the Blue Point's Bluegrass BBQ as our Thursday Cornerstone event, further leveraging their reputation.

We have limited the number of tickets to be sold for the Grand Tasting to just 220 per session in effort to assure people that crowding will not be an issue and bring folks back to enjoy this event.

We have added WINGS to our programming for the BBQ Showdown in effort to widen the scope of attendees.

Out of 71 events, 36 of them are NEW in theme/format. A fresh new approach and a reason to attend and try new events, which also encourages people to spend more money...selling them on the experience!

**There's plenty of time to Enjoy four days of**  
**fooddrinkfun**  
on The Outer Banks

*All event listings & tickets are online now!*  
[obxtasteofthebeach.com](http://obxtasteofthebeach.com)

Here are just a few!  
Go online to browse ALL our special events taking place from March 19th thru 22nd.

**Over 60 Events!**



<b>Thursday</b> March 19th	<b>Friday</b> March 20th	<b>Saturday</b> March 21st	<b>Sunday</b> March 22nd
<b>BLUE POINT</b> in Duck <b>Bluegrass Barbecue</b>	<b>Outer Banks BBQ &amp; WINGS Showdown</b>	<b>7th Annual chowder cookoff</b>	<b>Sysco Grand Tasting 2015</b>
Join your hosts at The Blue Point in Duck for this Southern Throwdown party. Enjoy BBQ, Oysters, craft beer, wine, specially drinks, much food, live Bluegrass Music, and fun! Under Tent overlooking the Sound waters and setting sun. Beautiful!	Join us for this very popular 3rd Annual event during Taste of the Beach. Now with WINGS!! Live music by Jonny Waters & Co.	Hosted by Coastal Provisions Oyster Bar & Wine Bar Cafe, this outdoor event serves up piping hot chowders for your taste and vote. Always one of the biggest and most popular events of the weekend, it's become an Outer Banks tradition!	Join us at Pamlico Jack's Restaurant for the weekend finale event. With over 20 local restaurants serving samplings of 50+ dishes and drinks. Much seafood & more!