

**RECORD OF MINUTES**  
DARE COUNTY TOURISM BOARD MEETING  
THURSDAY, JANUARY 16, 2014  
9:00 A.M.  
OUTER BANK WELCOME CENTER  
MANTEO, NC

**ATTENDING:** Ervin Bateman, Tim Cafferty, Sheila Davies, Jodi Hess, Brent Sorensen, Monica Thibodeau, Virginia Tillett, Susie Walters, and Jay Wheless, Legal Counsel

**EXCUSED ABSENCE:** Jamie Daniels, Ernie Foster, Dorie Fuller, Natalie Kavanagh, and Donny King

**STAFF:**

Lee Nettles, Executive Director  
Diane Bognich, Director of Administration  
Aaron Tuell, Public Relations Manager  
Amy Wood, Clerk to the Board/Administrative Specialist

**OTHERS:** Lynda Wood and Dennis DiRaimondo, Outer Banks Sporting Events; Audrey Webster, Outer Banks Restaurant Association/Taste of the Beach; Philip Ruckle, *The Coastland Times*.

The meeting was called to order at 9:08 a.m. The Board then recited the pledge of allegiance, followed by a moment of silence.

**OPENING:** Mr. Wheless asked the following Dare County Tourism Board Appointees to step forward to be sworn in:

Ervin Bateman, Town of Kitty Hawk  
Tim Cafferty, Outer Banks Association of REALTORS®  
Sheila Davies, Town of Kill Devil Hills  
Virginia Tillett, Dare County Board of Commissioners  
Susie Walters, Town of Nags Head

Mr. Wheless presented the Nominating Committee's proposed slate of candidates:

- Chair: Monica Thibodeau. Mr. Wheless called for nominations from the floor. Hearing none, Ms. Walters moved to close nomination and approve Monica Thibodeau as Chair. Ms. Hess seconded. There was no discussion and the motion passed unanimously.
- Vice-Chair: Tim Cafferty. Mr. Wheless called for nominations from the floor. Hearing none, Ms. Walters moved to close nomination and approve Tim Cafferty as Vice-Chair. Mr. Bateman seconded. There was no discussion and the motion passed unanimously.
- Secretary: Jodi Hess. Mr. Wheless called for nominations from the floor. Hearing none, Ms. Tillett moved to close nomination and approve Jodi Hess as Secretary. Ms. Thibodeau seconded. There was no discussion and the motion passed unanimously.
- Treasurer: Dorie Fuller. Mr. Wheless called for nominations from the floor. Hearing none, Mr. Bateman moved to close nomination and approve Dorie Fuller as Treasurer. Ms. Walters seconded. There was no discussion and the motion passed unanimously.

- Assistant Treasurer: Ervin Bateman. Mr. Wheless called for nominations from the floor. Hearing none, Ms. Tillett moved to close nomination and approve Ervin Bateman as Assistant Treasurer. Ms. Thibodeau seconded. There was no discussion and the motion passed unanimously.

Mr. Wheless turned the floor over to Chair Monica Thibodeau.

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

**APPROVAL OF MINUTES:** Ms. Walters moved to approve the minutes from the December 19, 2013 meeting as amended. Ms. Davies seconded. There was no discussion and the motion passed unanimously.

Lynda Wood and Dennis DiRaimondo reviewed Outer Banks Sporting Events races (on file). Audrey Webster reviewed the 2013 Taste of the Beach and upcoming events for 2014 (on file).

The Board took a short break. The meeting resumed at 10:45 a.m.

**CHAIRMAN'S REPORT:** Board members introduced themselves. The Chair asked Board members to fill out their committee selection sheet.

**BUDGET AND FINANCE REPORT:** Diane Bognich reviewed the meals and occupancy receipts received. Receipts for fiscal year 2013-2014 to date are up 3.93% from the same time period in fiscal year 2012-2013.

Lee Nettles reviewed the Budget Amendment to increase the amount of the research line item (5185) to \$115,250. He explained that there were two proposals for a year-long visitor profile research study and staff was researching and speaking with references from the two firms and that while a decision on a firm had not been made, having the funds in the line item would enable the project to begin once a firm was hired. The Board discussed the costs associated with the new study versus the old study. After discussion, Ms. Davies moved to approve the budget amendment as presented. Ms. Tillett seconded. There was no discussion and the motion passed unanimously.

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

- Update on the new grant program (Event Grant) and a future budget amendment for this program.
- His service on the Seafood Festival Committee [he serves as the Tourism Board representative and was appointed to the Committee by the Board] and will be Vice Chair for 2014.
- 500,000 Facebook fans promotional campaign and contest. One lucky winner will get a week's stay on the Outer Banks.
- The North Carolina Governor's Conference in Charlotte, March 2-4. He asked any member who would like to attend to let him or the Clerk know.
- Proposed meeting dates for a planning session for the Outer Banks Event Site. The proposed dates are January 29<sup>th</sup> or January 31<sup>st</sup>. A final date will be set at a later time. The Chair also asked about moving the February meeting to February 21<sup>st</sup> instead of the 20<sup>th</sup>. No decision was made at this time.

**OUTER BANKS VISITORS BUREAU UPDATES (Continued):**

- Inquiry and Fulfillment numbers. Mr. Cafferty and Lee Nettles discussed changes in Google Analytics tracking.
- Tourism Sales and Public Relations efforts.

**OLD BUSINESS:** Mr. Cafferty asked about work on the roof in the Welcome Center. Lee Nettles noted that work had just begun.

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

**BOARD MEMBER COMMENTS:** There were no Board Member comments made at this meeting.

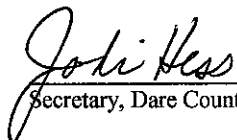
**PUBLIC COMMENTS:** There were no public comments made at this meeting.

**SET TIME, DATE AND PLACE OF NEXT MEETING:** TBA (A proposed date was February 21, 2014 at 9:00 a.m. was announced).

Mr. Sorensen asked if the Board meetings will move to different locations. The Chair noted she would like to hold a meeting on Hatteras Island and up in the northern beaches area at the least. She asked members to consider hosting a meeting.

Ms. Davies moved to adjourn. Ms. Hess seconded. There was no discussion and the motion passed unanimously. The meeting adjourned at 11:38 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-2013-26%
- Job Creation
- Spending \$\$ Locally-\$100,000+ annually



## Featured Events

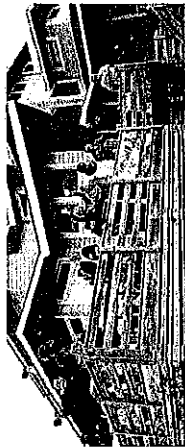


- Flying Pirate Half Marathon and First Flight 5K  
May 2-4, 2014
- Storm the Beach  
June 14-15, 2014
- Outer Banks Triathlon Series  
Sept. 12-14, 2014
- Outer Banks Marathon, Half, 10K, 5K and Fun Run  
Nov. 7-9, 2014



2013 Outer Banks  
Marathon Weekend  
5834 Actual Participants  
\$2,400,000

- 10 Countries Represented
- 48 States
- 7506 Room nights x \$145 = \$1,100,000  
Accommodations Impact
- 5834 +2 Guests = 17,502 Visitors x \$75 per day =  
\$1,300,000 + \$1,100,000 =
- \$2,400,000 Total Economic Impact



**2013 Total Economic Impact**

**\$6,200,000**

Based on 9700 estimated total OBSE event participants and their guests - a total of 30,000 visitors in 2013



**OUTER BANKS  
SPORTING EVENTS**

**Estimated 2013 Dare County Economic Impact**

**From OBSE's Annual Events**

Registration data indicated **9700** Finishers:  
Average # of Nights participants stayed - **2** nights  
Average # of guests brought with them - **2** guests  
Total number of Hotel rooms booked **4273**  
Total number of Rental Houses booked **1565**



**OUTER BANKS  
SPORTING EVENTS**

**Estimated 2013 Economic Impact from**

**Accommodations :**

**\$1,700,000**

Per Night Room Rates: \$145

Rental Houses = 1565 x 2 = 3130

Hotel Room Nights = 4273 x 2 = 8546

Total Room Nights = 11,676 x \$145 =

**2013 Total Room Income: \$1,700,000**





**OUTER BANKS  
SPORTING EVENTS**

**Total 2013 Estimated Economic Impact**

**for Dare County**

**9700** Participants + **2** guests each =  
**30,000** Visitors @ **\$75** a day x **2** days=  
\$4,500,000 Per Diem Total  
+ \$1,700,000 Accommodations  
**\$6,200,000 Total Economic Impact**

**\$38 Million in Local Economic Impact**  
 generated over the past 8 years by the  
 Gateway Bank Outer Banks Marathon and  
 OBSE events.


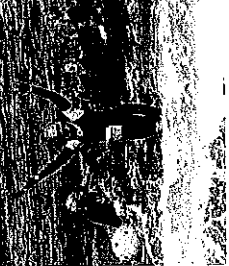


**More Local Impact**

100% of net proceeds split 50/50

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



**2013**

- June 15-16, 2013
- Location- Kill Devil Hills
- 622 Registrants vs. 325 in 2012 = 95% total increase
- Challenge 5 Miler, Adventure 3 Miller Family Team Fun Run
- Team oriented, family friendly with a variety of challenges
- Meets the market demand for new, diverse activities

*celebrating four days of*

*on the Outer Banks*

outer banks  
restaurant association's

# Taste of the Beach 2014

**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.



# History & Evolution

2007 - Final year of the one-evening format. OBRA contacts Capps Webster marketing & design about expanding to 4-days.

2008 - First year that Taste of The Beach went to its current 4-day platform. About 20 events were offered and total ticket sales for all events were 529 and grossed just under \$20,000.

2009 - Number of events offered increases to over 30 and attendance doubles and ticket sales grossed over \$45,000 and 1,199 total tickets sold.

2010 - Attendance nearly doubles again and tickets sales grossed over \$73,000 and nearly 50 events offered.

2011 - Attendance increases, with gross ticket sales at just over \$101,000.

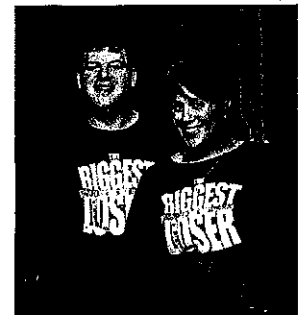
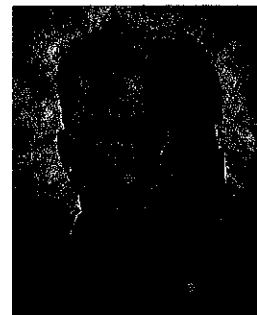
2012 - Finishing up at over \$115,000 in gross ticket sales with 48 unique events offered.

Website and online events and ticketing developed.

OBRA applies and receives their first grant from OBVB to help provide advertising monies for the expanded weekend.

Awards at Grand Tasting officially named the TOBy awards (like the Grammys, Emmys, Tonys)

OBTOB invites celebrity judges and guests to participate. Joe Flanagan, WVEC news anchor in 2009, then Heba Salama & Ed Brantley, of TV's Biggest Loser program in 2010.



Coastal Living Magazine names TOB one of the top Seafood & Wine Festivals in the country.

Event date moved and officially promoted as a St. Patrick's Day Weekend event to build on the existing parade and other events.

# History & Evolution

2013 – Finishing up at \$143,731.04 in gross ticket sales with and incredible 73 events hosted by 37 different restaurants and food businesses, and another 25 vendors participating in the Grand Tasting event. The number of event tickets sold was 4,235 out of a possible 7,158.

OBRA adds a new cornerstone event, the Outer Banks BBQ Showdown.



Utilization of mailing list and development of a direct mail piece puts sales at a record 39% above prior year for the month of January.



The Wells Fargo Outer Banks BBQ Showdown was attended by nearly 350 people and received rave reviews as a new and much desired showcase event highlighting North Carolina's long tradition of great BBQ and Bluegrass music from the nationally known Molasses Creek band. The event grossed \$5,365 in its first year and attracted a prestigious Title Sponsor in Wells Fargo and big product support from Pepsi Bottling Ventures.



## event overview

The 2013 weekend-long food festival, featured a record-setting 73 unique events (up from 49 in 2012) and offered 129 event opportunities. First expanded to this long weekend format in 2008, the original "Expo" event reached its capacity, and without a larger venue as an option, it was felt that the best plan would be to expand the reach by offering multiple culinary adventures in multiple locations over a 4-day weekend. Promoted by the OBRA through a website featuring online ticketing technology, the expansion of Taste Of The Beach was inspired by the Association's desire to promote The Outer Banks as a destination known for its fine eateries. Clearly, the idea was a good one and growth has big and steady each year.

Partly through the viral nature of internet marketing, the idea of a long weekend of exciting and innovative dining events has caught the attention of food enthusiasts in a big way. Being named as one of the Top 10 Seafood and Wine Festivals in the nation by *Coastal Living* magazine, really helped thrust the event onto the national stage. The event has drawn visitors from across the US and Canada, and we anticipate and plan that the event will continue to grow. 2014 will see some exciting additions to the programming as well.

The 2013 OBX Taste of The Beach Weekend grew even more and reached just over \$145,000 in gross ticket sales. When The Outer Banks Restaurant Association went to a four day format for Taste of The Beach back in 2008, we were excited that we had nearly \$20,000 in sales that year. In six years we have grown revenue for the event by a mind-blowing 725%.

The OBRA received it another gracious grant (Established Events) from the Outer Banks Visitors Bureau in 2013 to help promote the event. Through this new grant process, we are pre-qualified for the same grant amount for 2014 and 2015. These funds help us to secure our advertising and plan each year. Our partnership and support from the OBVB gives us great security in being able to plan and publicize the event properly.

Each year, along with the expansion of the event, comes additional expenses, but also exciting outlets for individual advertising. This is where you come in.

The Association is extremely excited about the improvements we have come up with for our seventh year of an extraordinary weekend-long annual program that is the highlight of the Outer Banks calendar every year.

## New ops in 2014

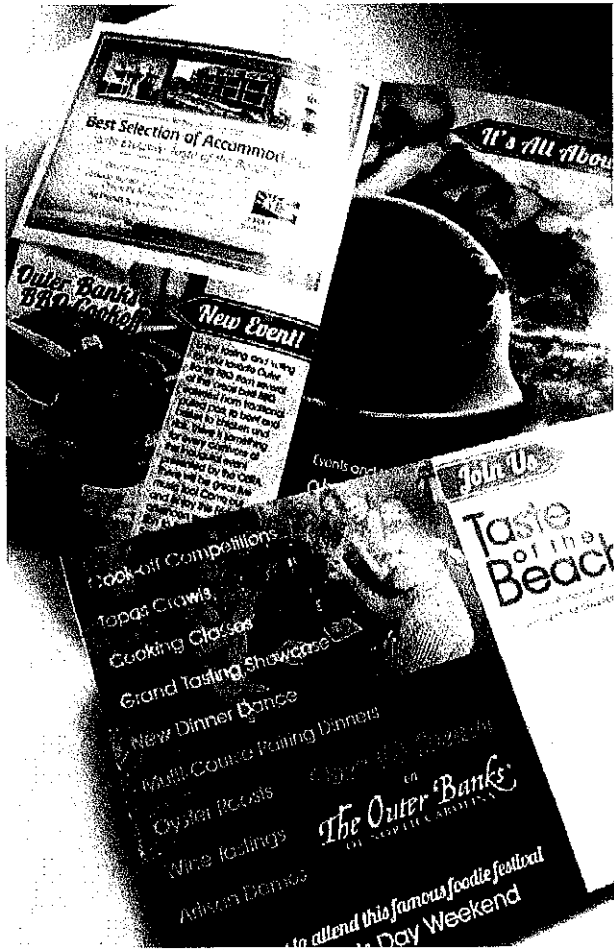
Here's a quick overview of what is being developed for 2014.

The Outer Banks Visitor's Bureau continues to see satisfaction of their investment and continued potential on the Taste of the Beach event. The OBRA has been pre-approved for the second year of an Established Events Grant and the award of this grant will help anchor us and allow us to explore expansion and new event generation. Our areas of emphasis in 2014 are:

1. To add new programming and retire old events with new innovative ideas from our inventive Chefs.
2. To invite and add national experts in culinary specialties to come and be a part of TOB14 by adding to programming, assisting with the prestige of an event and adding an element of newness to existing events.
3. To increase attendance of the event overall by making more tickets/events available over the four-day period, both by increasing to capacity the allowable tickets, and adding new events in new geographic areas such as Corolla and Hatteras Island.

We are:

- A. Reaching out to restaurants with new and creative themed events that reflect National food trends. For example, 2014 will see the first "bacon-themed" event at The Good Life Gourmet Eatery. Inventive themes and food trends will be a focus of other events as well.
- B. We have a commitment from a James Beard Award-winning Chef. Chef Michael Smith of Kansas City, has graciously agreed to travel out to the Outer Banks and will be featured as co-chef for select events. Still in development, we are diligently designing opportunities to showcase his talent and pair him with OBX Chef's of notable caliber to develop events that will amaze guests and take the TOB experience to another level.
- C. Bringing back and building upon the very popular '13 premiere event, The Outer Banks BBQ Showdown, featuring taste samplings, and prize competition from the areas best on North Carolina bar-b-que, along with live music. This event will be held at an outside venue that will be able to accommodate 400 or more people and will surely be as popular as our beloved Chowder cook-off in Kitty Hawk, which received attendance of nearly 500 last year. There is an opportunity for sponsorship of this event, supplementing cash prizes to the top place BBQ'ers, promoting revenues through custom T-shirt sales, and more.



## New ops in 2014

In 2013, we developed a Direct Mail piece that proved to be a huge boost for early ticket purchasing as well as provided a substantial opportunity for accommodations providers to capture the visiting guest needing accommodations.

2013 saw a substantial increase in the number of attendees requiring paid accommodations from 19.6% in 2012 to 29.3% in 2013.

In early January, we are doing our ticket launch direct mail piece to our mailing list of 6,500. This list consists of all past attendees (from out of town only) as well as Our State magazine sweepstakes entries from 2011, 2012, and 2013. OBRA sends out e-blasts to these folks throughout the year and our opt-out rate is extremely low, therefore we conclude that this list is a viable and valuable means of capturing their attention through a direct mail piece. This piece is planned to be a small format booklet with highlights of some favorite and cornerstone events, that will go out to print in mid-December, and land in mailboxes at the very beginning of January. This piece holds great potential for businesses looking to put their product in the hands of interested people well before the event. Accommodations are a particularly good fit for sponsorship of this piece and we have built in this benefit to much of our Accommodations Sponsor offers.

2013 marked the first pre-sales direct mail piece utilizing over 5,000 addresses on file from previous attendees and sweepstakes entries through Our State Magazine. This piece, which hit mailboxes in early January 2013 proved to be a huge ticket pre-sales boost. For the month of January we were 36% above ticket sales of 2012 at the same time. We continued to stay in the 30% above range for the months of February and March, with our total increase settling at 24.18% revenue increase from 2012. This direct mail piece proved to be a large incentive to ticket sales, early attendee commitment and accommodations inquiries and bookings.

# What's coming in 2014?

2014 has 73 events featured at 133 event time offerings with a total ticket pool of over 8,000 tickets.

Celebrity Co-Chef event at the Outer Banks Brewing Station planned. Possible ticket sales can be as many as 400.

Celebrity Author appearances at 2 events.

New After Hours dance party planned at the Kitty Hawk Pierhouse.

2 events planned for Hatteras Island.

Brand new Wordpress based website, with easier searchable features.

Expected increase in gross sales by 10-15%

National publicity from Chef Michael Smith's appearance.

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

Reaching out to multiple demographics with creation of trend events.

Overall refinement and increased guest satisfaction.

**NEW WEBSITE**

fully searchable

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



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

# Celebrity Co-Chef Tapas Dinner

New in 2014

AT OUTER BANKS BREWING STATION

What can happen when James Beard award-winning and nationally renowned Kansas City Chef Michael Smith teams up with our outstanding Chef Pok and Chef Tony in the Brewing Station's kitchen? Creative and innovative TAPAS!!

Chef Michael Smith, bringing his extraordinary tapas ideas and skills straight from his highly successful tapas restaurant Extra Virgin in Kansas City, and in collaboration with our beer-centric Chefs, have created a one-night only menu of small plates designed to delight and amaze you.

This kind of collaboration is a Taste of the Beach first. You're in the culinary hands of an amazing pairing of talents and are sure to be blown away by the dishes offered.



## Expert Appearances

AT COASTAL PROVISIONS OYSTER BAR &  
WINE CAFE

A truly special foodie experience. Enjoy a variety of oysters in a variety of preparations, each paired with select wines in this six-course wine dinner. The dining experience will also feature special guest, James Beard award-winning

author and oyster connoisseur, **Rowan Jacobsen**. Rowan's book, *A Geography of Oysters* is just one of his several books that have garnered him accolades as one of the top food writers today. Guests will be sure to leave with a greater appreciation and knowledge of oysters as a culinary delight, but also as a crucial part of the ecosystem of our waters.



**New!**

With featured All-You-Can-Eat Bacon Brunch Event, or Divine Swine Dinner all-bacon buffet-style event with live entertainment. For the bacon lover! Check website for dates & times.

## Dine & Dance



At the historic *Whalhead Club* in Corolla!!

**New!**

Roll with your friends to the Hilton's Kitty Hawk Pierhouse where you will be delighted with white décor, special white whiskey cocktails, champagne, white wine, light hors d'oeuvres all with the "white" theme. Glow in your most stylish white dress for dramatic effect and dance to the club mix DJ at this first ever Taste of the Beach after hours event.



## Mr. Knight's Wild Night **Back**

*by popular demand!*

Make Saturday the highlight of your Taste of the Beach weekend and immerse yourself in a unique celebration of North Carolina heritage - Outer Banks style! Enjoy NC wines paired with an interpretation of barrier island recipes! Indulge in innovative recipes from Red Sky Café's Chef Wes Stepp, featuring native NC wild game such as venison, quail, duck, and boar as well as coastal favorites of oysters, shrimp, rockfish, and sea scallops. Complete the night out on the dance floor under the stars!

## After-Hours Party



Brunch Events  
 Demo Dinners  
 BBQ Pro Class  
 Author Appearances  
 Celebrity Co-Chef  
 Hatteras Island Events  
 Product Demo Events  
 Outdoor Oyster & Cue  
 Wine Tastings ...and more!!

## What's New in 2014

mary basnight photography



### **OBX Only** *New!* **Sushi & Sake** **Dinner**

On Saturday night, Haoles Sushi in Avon is hosting their first ever Taste of the Beach event featuring "OBX Only" sushi highlighting local fish. Enjoy a fun atmosphere, sake pairing and ocean views from the Avon Pier.



mary basnight photography

## Distillery Dinners

*New!*

Join Muddy River Rum Distillery from Belmont, NC at Chilli Peppers for their Muddy River Coastal Speakeasy event. Come dressed in your favorite 20's garb and enjoy a multi-course dinner paired with rum libations.

at Chilli Peppers  
 Coastal Grill and  
 Cafe Pamlico

Cafe Pamlico, at the Inn on Pamlico Sound in Buxton, presents an evening with Troy & Sons Whiskey of Asheville Distilling Co, of Asheville, NC. Chef Forrest Paddock will be cooking with, and pairing their smooth whiskies in a fine dining multi-course dinner, Thursday, Friday and Saturday nights. See website for full menu.

# TOB Favorites

Gotta Love 'Em!



## OBX CHOWDER COOKOFF

Join us at the 7<sup>th</sup> Chowder Cookoff hosted at Coastal Provisions. Guests will enjoy chowders from several OBX and Tidewater area restaurants to see who's chowder reigns supreme! The event will also feature special guest, James Beard award-winning author and oyster connoisseur Rowan Jacobsen.

## THE JOE LAMB, Jr. OUTER BANKS BBQ SHOWDOWN

Enjoy tasting and voting for your favorite Outer Banks BBQ from several of the areas best BBQ eateries! From traditional pulled pork to beef and brisket to chicken and ribs. There is something for every carnivore at this second annual event presented by the OBRA and sponsored by Joe Lamb, Jr. & Associates. There will be great live music too! Come out and enjoy this Friday afternoon event at the Sea Ranch Resort in the heart of Kill Devil Hills. See website for more details.



## TAPAS CRAWLS

2014 welcomes back three of our most popular annual events... Thursday's 'A Taste of Duck', the ever-popular *Duck Friday Tapas Crawl*, and the *Down-town Manteo Throwdown*, featuring a brand new restaurant, the Avenue Grille along with Ortega and the Full Moon Cafe & Brewery.

# Taste *of the* Beach

# 2013 Taste of the Beach

## event statistics

Total gross ticket sales:	\$143,731.04
Total amount of sponsorship monies, grants and ad sales:	\$36,060.00
Total event expenses:	\$64,050.01
Total revenues back to hosts:	\$88,206.17

\*\*\*\*\*

2013 marked a significant increase in restaurant participation of 27.5% (from 29 to 37 hosts). We successfully executed a staggering 48% in available unique event opportunities (from 48 to 71) and a 41% increase in available event session times (from 94 to 133). We also added a key and new cornerstone event, the Outer Banks BBQ Showdown. We met our goal of attendance (goal between 300-400 tickets) with a turnout of 357 ticketed attendees. This new event also added another level of involvement by effectively signing up 4 new Association members and activated 2 others that normally do not participate in any events during Taste of the Beach.

The Taste of the Beach 2013 resulted in a total revenue of \$88,206.17 paid out to 37 participating event hosts. (That is an average of \$2,450 each). As this project was designed to be a revenue boost for restaurants for what would otherwise be an average off season weekend, we consider this amount to be a huge success to that effect.

Based on a survey that was sent out to 1138 email addresses, 248 responded. 26.2% of the respondents were residents that live here full time. Of the respondents (less approximately 26%) 4.8% spent at least one night on the Outer Banks and 67.6% spent two or more nights on the Outer Banks. Specifically, 35% said they spent 4 or more nights here.

## Insightful statistical observations from TOB 2013

When asked what type of accommodations they stayed in, the respondents reported: 17.3% stayed in a hotel/motel/B&B, 12% said they rented a house (both these numbers increased from 2012), 11.6% said they stayed with friends, and 30.6% said they stayed in their own second home here, 26.2% reported they live here full time.

When asked what most appealed to them about the event overall and motivated them to attend, 21.3% responded and said "it was on the Outer Banks and we love it there"; 19.7% said "we are big into food and enjoy travelling for these types of events"; 7.6% said "We are always looking for weekend getaways"; 9.2% said "We were already planning on coming here and looked for/found this was going on"; 30.2% said "We look forward to this event every year"; and 4.4% said "We were looking for something to do for St. Patrick's Day". 89% said they would likely return for this event next year.

Over 67% of the survey respondents indicated that they also attended the Kelly's St. Patrick's Day Parade, over 18% indicated they attended the First Flight Cruisers car show, while 7.2% attended the Kelly's 8k Leprechaun Run. It is our intent to further cross promote these other charitable events to our guests for 2014 and continue to increase, for others, the amount of revenue and interest brought to these other great causes from our attendees. It should be noted that we provided weblinks to these events on our webpage gratis.

Total gross ticket sales:	\$115,742.05
Total amount of sponsorship monies and program ad sales:	\$24,180.59
Total event expenses:	\$50,098.18
Total revenues back to hosts:	\$64,162.00

\*\*\*\*\*

Based on a survey that was sent out to 565 email addresses, 217 responded. 24% of the respondents were residents that live here full time. Of the respondents (less approximately 24%) 3.6% spent at least one night on the Outer Banks and 71.7% spent two or more nights on the Outer Banks. Specifically, 37.3% said they spent 4 or more nights here.

When asked what type of accommodations they stayed in, the respondents reported, 14.7% stayed in a hotel/motel/B&B, 7.4% said they rented a house, 13.8% said they stayed with friends, and 40% said they stayed in their own second home here. 21.6% reported they live here full time.

Interestingly, this year, 53% of the survey respondents were first time visitors to the Taste of the Beach, although this is not typical of the ticket sales overall. It does provide interesting insight. 4.6% of the survey respondents reported this was their first time to the Outer Banks, 7.3% noted they come every few years, 9.6% said they come about once a year, 19.3% indicated they visit several times a year, 21.1% reported they live here year round, and 37.7% indicated they own a second home here and come down several times per year.

When asked what most appealed to them about the event overall and motivated them to attend, 20.7% responded and said "it was on the Outer Banks and we love it there". 18.4% said "we are big into food and enjoy travelling for these types of events". 7.8% said "we are always looking for weekend getaways". 14.2% said "we were already planning on coming here and looked for/round this was going on". 31.8% said "we look forward to this event every year", and 4.1% said "we were looking for something to do for St. Patrick's Day".

Lastly, and most important, the Taste of the Beach 2012 resulted in a total revenue of \$64,162.04 paid out to 31 participating event hosts (that is an average of \$2069.74 each). As this project was designed to be a revenue boost for restaurants for what would otherwise be an average off season weekend, we consider this amount to be a huge success to that effect.

Over 40% of the survey respondents indicated that they also attended the Kelly's St. Patrick's Day Parade, nearly 11% indicated they attended the First Flight Cruisers car show, while 3.6% attended the Kelly's 8K Leprechaun Run and 1.5% attended the Corolla Wild Horse Fund Auction. It is our intent to further cross promote these other charitable events to our guests for 2013 and continue to increase, for others, the amount of revenue and interest brought to these other great causes from our attendees. It should be noted that we provided weblinks to these events on our webpage gratis.