

The Outer Banks®

OF NORTH CAROLINA
outerbanks.org

A Travel & Tourism Industry Publication From The Outer Banks Visitors Bureau

Fall 2012

Tourism Dollars Add To Quality Of Life For Dare Residents *Funds Provide For Community Development And Activities*

By the numbers, tourism is Dare County's chief economic driver, meaning visitors create a demand that most of us who live on the OBX help to fulfill on some level. Whether you mate a charter boat, service hotel rooms, cashier at a surf shop or write mortgages for second home owners, you have a vested stake in Dare County tourism remaining vibrant. A lot is made about tourism figures and the health of the industry, from the web pages and broadcast reports of various media outlets to the water cooler

discussions of small businesses and local associations. For a lot of us, though, it's easy to see the numbers in the newspaper without necessarily feeling the connection

to our daily lives. Our hope is to share with you over the next few pages some of the ways in which tourism enhances quality of life.

Tourism means jobs and paychecks, and because of the taxes paid by visitors while they're here, we even enjoy significant tax relief. But in a more real sense, how many of the restaurants, stores and activities that we take part in could survive without visitors coming to the area? Visitors place a higher demand on our

Dare County By The Numbers

In 2011, Visitor Spending Supported:

- ✓ **\$877 Million Into Local Economy**
- ✓ **11,260 Jobs**
- ✓ **\$175.74 Million Payroll**
- ✓ **#4 Rank Out Of 100 NC Counties**
- ✓ **\$2,472 Tax Savings Per Dare Resident**

source: 2011 NC County-by-County Economic Impact Study.
www.nccommerce.com

Residents cont'd page 3

How Tourism Helps Local Taxpayers

Without tourism, the revenue Dare County & the towns receive from the Occupancy Tax would have to be derived from other sources. The likely alternative would be an increase in our property taxes or a decrease in services. The chart below shows how much of an increase would be needed to replace the millions of dollars tourism brings us through occupancy tax alone.

This is Your Town	This Your Town's Occupancy Tax Money 10/11	This Is Your Town's Property Tax Increase without Tourism Revenue
Duck	\$1,004,468.00	4.3¢
Southern Shores	\$697,630.00	4.1¢
Kitty Hawk	\$1,056,475.00	7.5¢
Kill Devil Hills	\$2,208,047.00	8.4¢
Nags Head	\$1,852,917.00	6.0¢
Manteo	\$609,962.00	9.5¢
Dare County	\$3,496,235.00	2.0¢

DARE COUNTY TOURISM BOARD

The Dare County Tourism Board does business as the Outer Banks Visitors Bureau (OBVB). Thirteen Dare County residents are appointed by the Dare County Commissioners to serve two-year terms on the Tourism Board, with no member serving more than two consecutive terms. The Tourism Board conducts its public meetings on the third Thursday of the month.

To contact the Tourism Board Chair, or any other members, call 252-473-2138 or email clerk@outerbanks.org

2012 DARE COUNTY TOURISM BOARD

Ralph Buxton

Chairman/Outer Banks Chamber of Commerce

Anna Sadler

Vice Chairwoman/Town of Nags Head

Monica Thibodeau

Treasurer/Town of Duck

Gary Perry

Asst. Treasurer/Town of Kitty Hawk

Jodi Hess

Secretary/Town of Southern Shores

Sterling Webster

Personnel/Outer Banks Hotel/Motel Assoc.

Allen Burrus

At-Large, Hatteras Island

Tim Cafferty

Outer Banks Assoc. of REALTORS

Jamie Daniels

Town of Manteo

Ernie Foster

Member At-Large

Donny King

Outer Banks Restaurant Assoc.

Jack Shea

Dare County Commissioners

Bob Woodard

Town of Kill Devil Hills

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

To contact the Dare County Tourism Board or Outer Banks Visitors Bureau Staff:

One Visitors Center Circle

Manteo, NC 27954

toll free: 877-629-4386

phone: 252-473-2138

fax: 252-473-5777

Dare County Tourism Board

The Vision

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

The Dare County Tourism Board strives to increase overnight visitation of leisure, business and other group travelers to Dare County's Outer Banks with particular attention given to less-than-peak months through a series of efforts: annual advertising and promotional activities; fulfilling visitor inquiries for information; providing services for leisure, meeting and group travelers during their stays; stimulating local event development through consultation, promotional support and financial assistance; strengthening our local tourism industry with programs to educate, inform and cooperatively market Dare County's Outer Banks; informing local citizens of the value and importance of tourism; by reinvesting in the community with projects that lessen the impact of tourism and enhance the visitor's experience.

The Outer Banks Visitors Bureau (OBVB) is the lead tourism marketing agency for Dare County and its municipalities and is funded by 1% of the Prepared Food and 1% of the Occupancy taxes collected in Dare County. While the largest portion of the Visitors Bureau annual budget goes to marketing the destination to visitors, the Bureau also invests in capital improvement grant programs locally which help to improve the quality of life for Dare County residents. One such grant program, the Short Term Restricted Fund, is designed to lessen the impact of tourism by providing matching funds to Dare County, its towns and villages, and nonprofit organizations, for projects such as multi-use/bike paths, beach and sound accesses, and parks. Since its inception, the Dare County Tourism Board has awarded more than \$6.2 million for these community-enhancing projects. The Board/Bureau also provides funds to help preserve the natural, historic and cultural resources of Dare County.

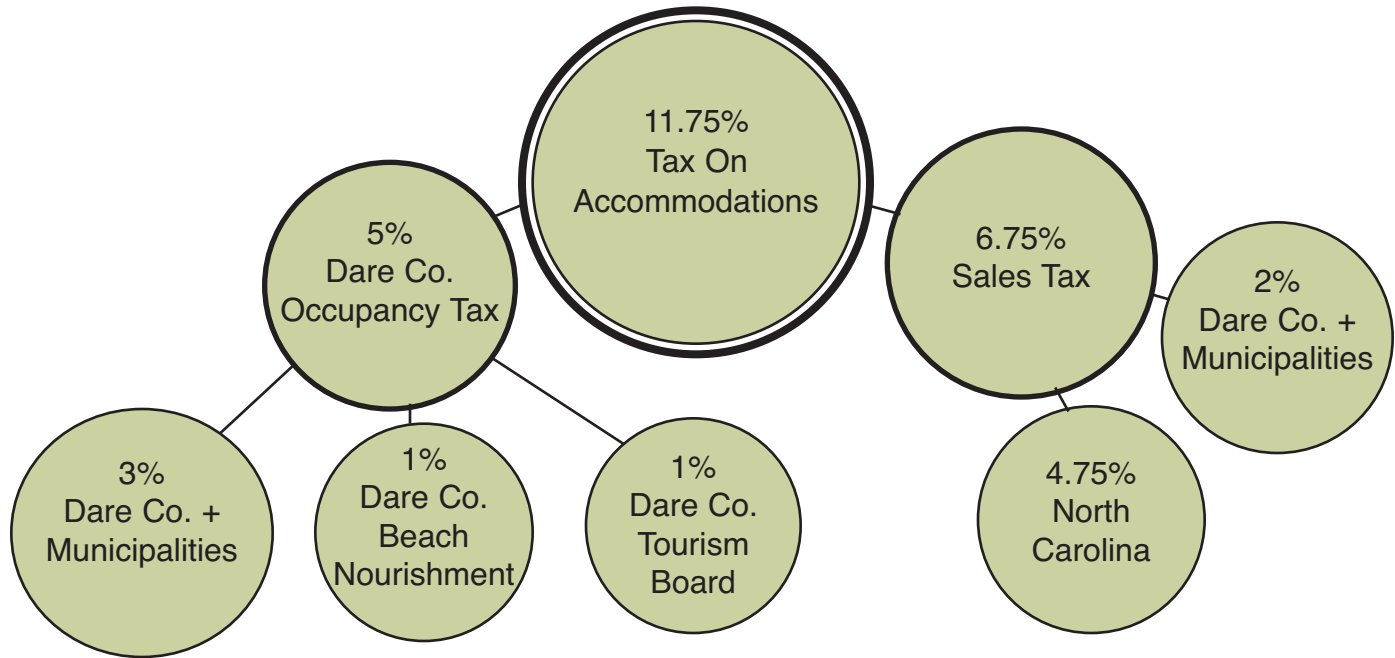
In addition, the Board/Bureau administers three grant programs to assist with the development of events: Special Project Grants; Tourism Assistance Grants; and Established Event Developer Grants. Over the years, more than \$1.6 million has been awarded, enabling local nonprofit organizations to develop events for the benefit of residents and visitors. Some of the Short Term Restricted and event grant awards are shown later in this brochure. For more information on the grant programs, please visit <http://www.outerbanks.org/outerbanks-grants/> or contact Diane Bognich, Grants Administrator at 252-473-2138.

infrastructure, but that's why a portion of the visitor occupancy tax goes directly to the County and municipalities to help with the cost of services like waste collection, police and emergency services, services that we as residents also utilize.

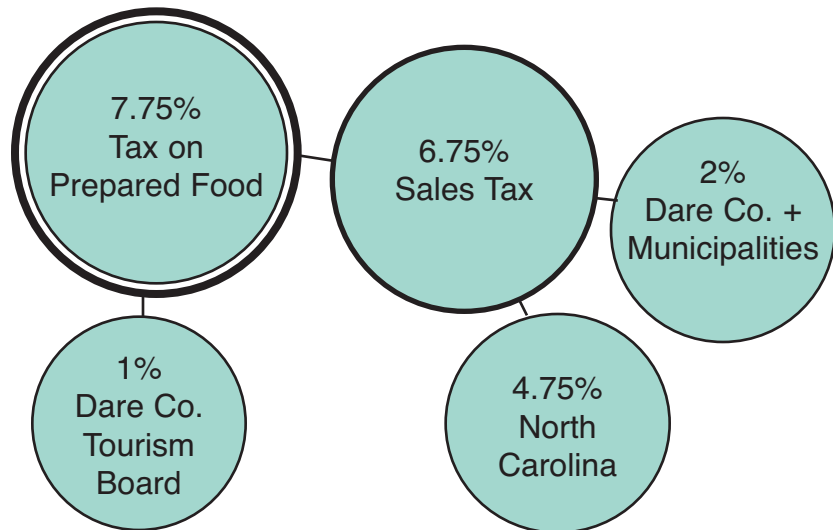
The Outer Banks Visitors Bureau is

funded from part of the tax dollars spent on lodging and dining, and while our mission is to market the destination and draw overnight visitation, a significant portion is reinvested in the community through grant programs, event development support and capital projects, such as, multi-use

walkways and beach accesses. As you'll see, these grants stretch from Duck in the north to Hatteras Village in the south and all points in between. We look forward to sharing this information with you and thank you for your help in making the Outer Banks a place like no other.



How the Occupancy And Prepared Food Taxes Are Distributed



HOW IT WORKS Currently, visitors pay 11.75 % in taxes when they stay in a hotel, rental home, campground, cottage court or bed & breakfast. For example, a visitor renting a cottage for \$8,000 a week will pay \$940 in taxes, for a total of \$8,940. Of the 11.75% collected, 6.75% is a sales tax and 5% is an occupancy tax, which gets distributed to Dare County, the Towns and Outer Banks Visitors Bureau. In addition, to the occupancy tax, consumers are also taxed 7.75% on prepared foods.

SINCE 1993, THE DARE COUNTY TOURISM BOARD THROUGH ITS GRANT PROGRAMS HAS AWARDED **\$9,079,439 DOLLARS** IN COMMUNITY ENHANCEMENT INITIATIVES.

Restricted Fund Grants 2002-2012

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
		TOTAL	\$552,517.00
SOUTHERN SHORES			
2002/2003	Town of Southern Shores	Juniper Trail Multi-Use Path	\$35,000.00
2004/2005	Town of Southern Shores	Spindrift Multi-Use Path	\$50,000.00
2005/2006	Town of Southern Shores	S. Dogwood Trail Multi-Use Path	\$50,000.00
		TOTAL	\$135,000.00
KITTY HAWK			
2004/2005	Town of Kitty Hawk	Wright Memorial Bike Path	\$100,000.00
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	406,890.00
KILL DEVIL HILLS			
2003/2004	Town of Kill Devil Hills	Centennial Bike Path	\$150,000.00
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
		TOTAL	\$400,090.88
NAGS HEAD			
2002/2003	Town of Nags Head	Hollowell St. Trail & Beach Access	\$15,000.00
2004/2005	Town of Nags Head	Curlew St. Beach Access	\$33,958.00
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
		TOTAL	\$542,983.00
US Department of Interior (NPS)			
2002/2003	Wright Experience	Permanent Exhibit at Wright Brothers	\$65,000.00
2003/2004	First Flight Centennial	Centennial Transportation	\$42,000.00
		TOTAL	\$107,000.00

RESTRICTED FUND GRANTS are typically infrastructure-type projects, designed to enhance the quality of life for Dare County communities and offset the impact of tourism. Restricted fund grants are matching grants.

Restricted Fund Grants 2002-2012

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
		TOTAL	\$115,825.00
HATTERAS ISLAND			
2004/2005	Rodanthe-Waves-Salvo Civic Assoc.	Salvo Bath House	\$50,000.00
2004/2005	Dare County	Hatteras Island Multi-Use	\$100,000.00
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
		TOTAL	\$662,500.00
NON PROFIT ORGANIZATIONS			
2002/2003	Icarus International	Monument to a Century of Flight	\$88,000.00
2003/2004	Graveyard of the Atlantic Museum	Museum Gift Shop & Galleries	\$220,000.00
2003/2004	Graveyard of the Atlantic Museum	Museum	\$250,000.00
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	\$802,816.50
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
		TOTAL	\$487,500.00

SPECIAL PROJECT GRANTS Think of them as non-advertising support for Dare County-based events and activities that could draw overnight visitation. Only Dare County non-profits are eligible.

Special Project Grants 2007-2012

FISCAL YEAR	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2007/2008	Town of Nags Head	Kelly's St. Patrick's Day Parade	\$4,000.00
	Dare Education Foundation	Outer Banks Marathon	\$50,000.00
		TOTAL	\$54,000.00
2008/2009	Town of Nags Head	Kelly's St. Patrick's Day Parade	\$2,000.00
	Dare Education Foundation	Outer Banks Marathon	\$40,000.00
		TOTAL	42,000.00
2009/2010	Community Care Clinic	SHAG Festival	\$10,000.00
	Dare Education Foundation	Flying Pirate Half Marathon	\$10,000.00
		TOTAL	20,000.00
2010/2011	Dare Education Foundation	Outer Banks Triathlon (2010)	\$13,000.00
	Dare Education Foundation	Flying Pirate Half Marathon	\$17,000.00
	Manteo Rotary	Rockfish Rodeo	\$4,000.00
	NC Aquarium Society	Jennette's Pier Grand Opening	\$10,000.00
	Outer Banks Sporting Events	Outer Banks Triathlon (2011)	\$4,000.00
	Friends of the Graveyard Atlantic Museum	Flags Over Hatteras	\$10,000.00
		TOTAL	\$58,000.00
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	Seafood Festival	\$10,000.00
		TOTAL	\$101,000.00
	2012/2013	Town of Duck	6th Annual Jazz Fest
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
	TOTAL	\$69,255.00	

FOR A FULL LIST of Special Project and Tourism Assistance Grants, please contact Grants Administrator Diane Bognich at 252.473.2138 or email bognich@outerbanks.org

TOURISM ASSISTANCE GRANTS are generally awarded for the purpose of out-of-market advertising for Dare County-based events or activities that could potentially inspire overnight visitation.

Tourism Assistance Grants 2007-2012

FISCAL YEAR	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2007/2008	Dare Co. Restaurant Assoc.	Taste of the Beach	\$15,000.00
	Dare Education Foundation	Outer Banks Marathon	\$30,000.00
		TOTAL	\$45,000.00
2008/2009	Dare Co. Restaurant Assoc.	Taste of the Beach	\$15,000.00
	Dare Education Foundation	Outer Banks Marathon	\$35,000.00
		TOTAL	\$50,000.00
2009/2010	Dare Co. Restaurant Assoc.	Taste of the Beach	\$15,000.00
		TOTAL	\$15,000.00
2010/2011	Dare Co. Restaurant Assoc.	Taste of the Beach	\$15,000.00
	Dare Education Foundation	Flying Pirate Half Marathon	\$30,000.00
	NC Aquarium Society	Jennette's Pier Fishing Tournament	\$2,000.00
	Outer Banks Sporting Events	Outer Banks Triathlon	\$18,000.00
	First Flight Foundation	Soaring 100	\$4,000.00
	Dare County Arts Council	Spring Film Festival	\$6,000.00
		TOTAL	\$75,000.00
2011/2012	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	\$88,000.00
2012/2013	Hatteras Village Civic Assoc.	Hatteras Storytelling Festival	\$17,140.00
		TOTAL	\$17,140.00

Windmill Point- The Outer Banks Event Site

The Tourism Board and Visitors Bureau are constantly working to boost shoulder season and off-season visitation. That goal is what led the Board to partner with the Town of Nags Head to purchase the property commonly known as Windmill Point. Its prime location and size means the site can accommodate everything from tented events to, potentially, a meeting facility of some kind. The Board recently hired a consultant to evaluate the potential economic return of various development approaches. The Board will give this study careful consideration as it attempts to set a course for long-term development. In the meantime, much work has gone into preparing the site for event use. The Outer Banks Seafood Festival is a great example of how this approach can benefit shoulder-season tourism and the community as a whole. Give Visitors Bureau Events Manager Lorrie Love a call if you'd like to bring your visitor-related event to the site.



"OBX Marks The Spot" Campaign Underway



This ad ran in the July/August issue of AAA World

The Outer Banks Visitors Bureau has been integrating the concept of "OBX Marks The Spot" for a few months now in print publications and online. You may have seen some of these in Our State magazine, Woman's Day, and some of the AAA publications to name a few. The premise is that no matter where on the OBX you keep your heart, whether it's the food, family, the recreation or history, there's a spot for you...certain spots are bound to your imagination and sense of adventure. You may also have seen the "OBX Marks The

Spot" TV commercials in the Raleigh/Triangle market of North Carolina on WRAL-TV or WTKR in Hampton Roads.

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