

***A Stewardship Report  
&  
2005-2006 Restricted Fund  
Projects***



*The Outer Banks*  
OF NORTH CAROLINA

WHERE DREAMS STILL TAKE FLIGHT.

# The Dare County Tourism Board

- Existing since 1950
- Current Board Created in 92 House Bill 225
- Independent Public Authority
- Funded by a dedicated tax –  
1% occupancy & 1% prepared meals
- 13 board members
- 25% of revenues for projects impact of tourism
- 75% of revenues for promotion & services

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# Mission Statement

Market Dare County's Outer Banks as a premier travel destination. Emphasis is placed on growing visitation to the area during less than peak times, September through May, while sustaining our tourism related economic base during peak visitation months...

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**And...**

The Tourism Board's focus is driven by balancing the necessity of tourism revenue with preservation and protection of our natural, cultural and historic resources.

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# Outer Banks Tourism Industry 2004

- \$600 million revenue
- \$61 million State/local Taxes
- \$150 million payroll
- 15,000 jobs
- 5 million visitors
- 45.9% growth since 1998

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# Challenges...Threats...

- Traffic congestion
- Weekly rentals
- Beach nourishment
- Ntl. Brands - restaurants
- Employee Housing
- Tax Increases
- Hotel decline
- Meeting space
- Green space
- Infrastructure
- Hurricanes
- Booking window
- Saltwater fishing

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# Challenges...Threats...

- Global Warming – Climate Action Plan
- Off-Shore Drilling
- ORV pending changes
- NPS Closures
- Inlet Dredging
- Weather dependent
- Transportation
- Affordable Housing
- Global Competition for Tourist \$\$

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# Opportunities...

- Over 100 miles of beaches
- Best off-shore fishing on east coast
- Birth place of America - 1587
- National Seashore
- Wright Brothers First Flight
- Maritime History
- Lighthouses
- Performing & Visual Arts Mecca
- Unparalleled natural beauty
- Outdoor Adventures
- Safe & secure environment

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# Collective Efforts *symbiotic relationship*

We are working with all governmental jurisdictions and non governmental agencies to ensure our quality of life and the visitors quality of experience works with our environment

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# Special Project Grants & Programs

- \$285,000 last 4 years
- Past & Recent projects
  - Elizabethan Gardens 50<sup>th</sup>
  - Freedman's Colony Brochure
  - Chicamacomico Life saving Station Brochure
  - OBX Pathways International
  - Polar Plunge
  - Celebrity Night @ Lost Colony

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# NC Symphony June 2, 2005

## 4<sup>th</sup> annual



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# Tourism Assistance Grants off season events

- 15 events over last 4 years
- Over 100k in financial support
- 2005 Events
  - 102<sup>nd</sup> anniversary of flight
  - Carolista Music Festival – Hotline
  - Land of the Beginnings - RIHA

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# Special Project Grant & Tourism Assistance Grant

2005-2006 budget proposes a 100%  
increase in grant funding  
\$160,000 available

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# Visitor Services

- Operate 3 Welcome Centers
- Aycock Brown
- Roanoke Island
- Whalebone Junction
  - 36 active senior employees
  - 550,000 visitors to centers this fiscal year
  - Renovated Aycock Brown 2005

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# **Marketing the Destination**

## **Global competition for tourism dollar**

- **Our campaign is Multi-media**
  - **Television**
  - **Newspaper inserts & brochure directory**
  - **60 magazines**
  - **Internet**
  - **Host over 60 Travel Journalists annually**

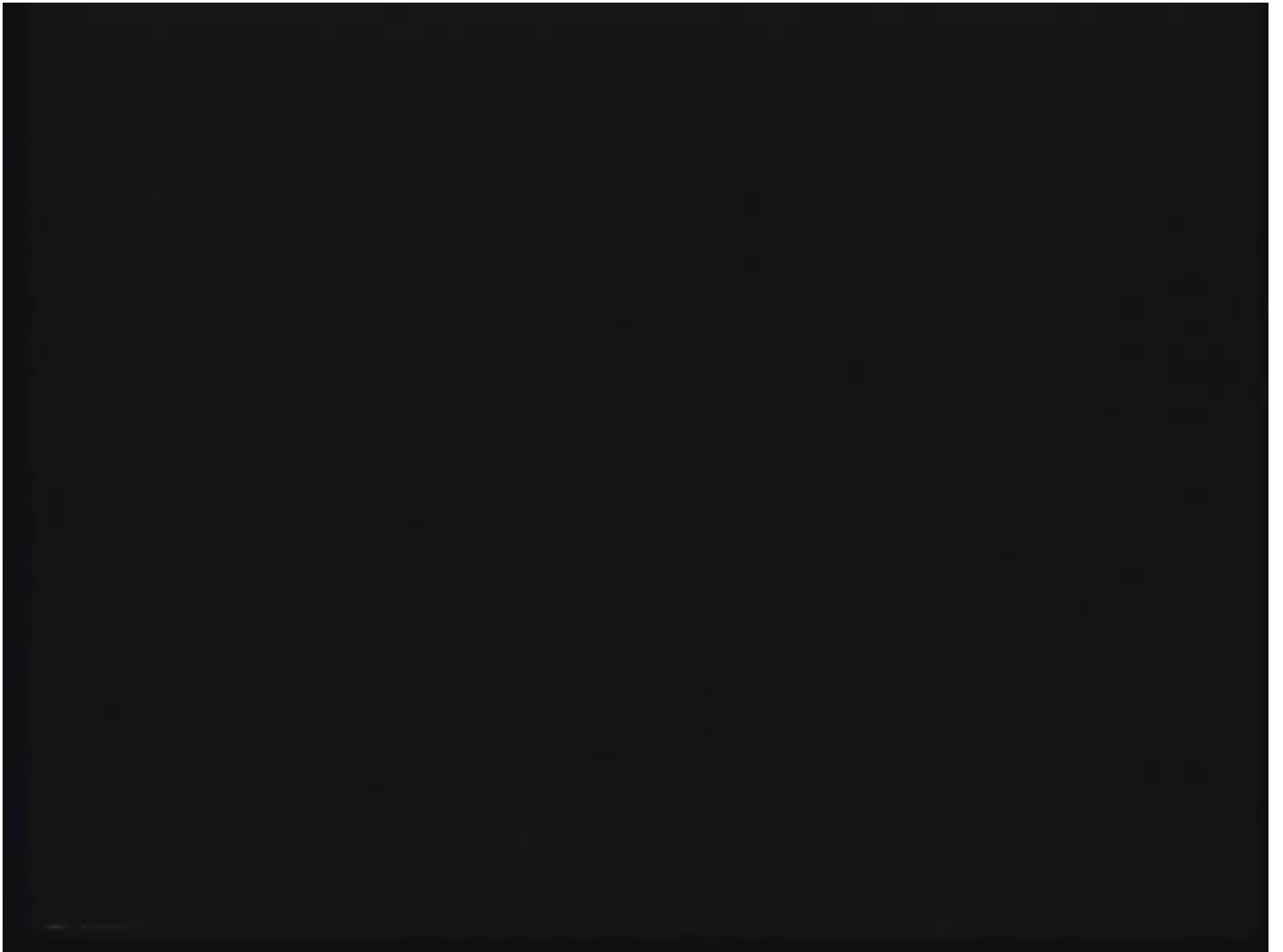
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Campaign supports natural, cultural and historic integrity of destination and re-enforces our positive attributes while encouraging tourism related visitation and a call to action

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BLUE SKY. ENDLESS SAND.  
AND THAT'S BEFORE YOU  
EVEN GET TO THE BEACH.



For your free Outer Banks Travel Guide  
and Getaway Card call 1-877-OBX-4FUN or visit  
[outerbanks.org](http://outerbanks.org)

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Duck • Southern Shores • Kitty Hawk • Kill Devil Hills  
Nags Head • Roanoke Island • Hatteras Island

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SHOW YOUR KIDS HOW  
MUCH FUN IT IS TO  
EXPLORE SOMETHING  
OTHER THAN THE INTERNET.



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WE'RE FAMOUS FOR OUR  
ANNUAL EVENTS, THE MOST POPULAR  
BEING THE FAMILY VACATION.



Steve Wiley  
Dustin Lewis

Discover a place where you'll make memories that last a lifetime. A place sculpted by the sea-inspiring hand of Mother Nature. A place where you don't just come to visit - you come to life. From the site of the Wright Brothers' first flight, to endless stretches of pristine shoreline, there's no place on earth quite like The Outer Banks of North Carolina. For your free Outer Banks Travel Guide and Getaway Card, call 1-877-OBX-4FUN, or visit [outerbanks.org](http://outerbanks.org).

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EVEN ON VACATION  
SOME FOLKS STILL END UP  
FIGHTING WITH THEIR KIDS.



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SOMETIMES, THE  
BEST SEATS IN THE  
HOUSE AREN'T IN  
THE HOUSE AT ALL.

Discover a place where memories that last a lifetime are made. A place sculpted by the awe-inspiring hand of nature over four centuries. A place where you don't just come to visit – you come to life. From the site of the first flight, to endless stretches of pristine shoreline, there's no place on earth quite like The Outer Banks of North Carolina. For your free Outer Banks Travel Guide and Getaway Card, call 1-877-OBX-4FUN, or visit [outerbanks.org](http://outerbanks.org).

*The Outer Banks*  
OF BEACH GLASSWATER  
WHERE MEMORIES STILL TAKE ROOT.  
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Duck - Southern Shores - Kitty Hawk - Kill Devil Hills  
Nags Head - Roanoke Island - Hatteras Island

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WHERE DREAMS STILL TAKE FLIGHT.

JUST THINK, YOU CAN  
SHOW YOUR KIDS THAT  
TUNA REALLY DOESN'T  
COME FROM A CAN.



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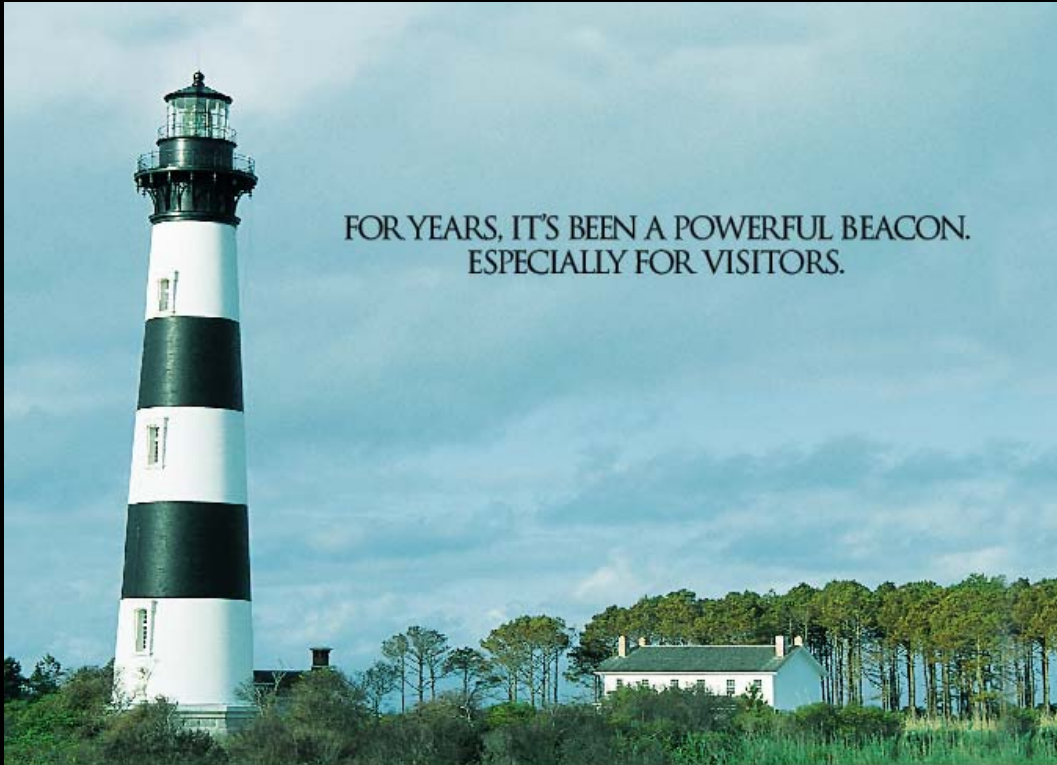
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FOR YEARS, IT'S BEEN A POWERFUL BEACON.  
ESPECIALLY FOR VISITORS.

Adventure awaits you and your family in a land blessed by natural beauty and steeped in history. For your free Outer Banks Travel Guide and Getaway Card call 1-877-OBX-4FUN or visit [outerbanks.org](http://outerbanks.org).

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**Restricted Fund**  
**Long Term 60%**  
**Short Term 40%**

**65 projects since 1993**  
**Over 6 million dollars put back into**  
**community to date**

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# Long Term Restricted Fund dedicated annual appropriations

- **Natural, Cultural, Historic Resources**
  - 25% \$114,810
- **Green Space – GOSPL**
  - Interest & 5% \$78,702
- **Civic Center/Multi Use Facility**
  - 50% \$287,025
- **Infrastructure**
  - 20% \$114,810

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**Short Term Restricted Fund  
Capital Projects  
proposed FY 05/06**

**\$276,825.00**

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# 2005 -2006 Short Term Projects

***Chicamacomico Historical Assoc.*** \$9,700.00

Restoration of doors, steps & handrails

***Town of Duck*** \$50,000

Duck trail multi-use path extension

***Town of Kill Devil Hills*** \$77,500

Raleigh Avenue beach access

***Town of Manteo*** \$49,625

Queen Elizabeth St. boat ramp upgrade

***Town of Nags Head*** \$40,000

Harvey Estuarine Access & pavilion

***Town of Southern Shores*** \$50,000

South Dogwood Trail multi-use path

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# Our Tourism Industry

- 5 million people visit this ecological paradise
- Spending 600 million in 2004
- 66% is generated in June-July-August
- 2<sup>nd</sup> season Sept, Oct, Nov -
- Compete on a national/global level
- 45.9% growth since 98
  - Facing a plateau

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# **Dare County Tourism Board dba. Outer Banks Visitors Bureau**

- **Sustaining our resources – dedicated revenues**
- **Focused on growing visitation less than peak**
- **Financial and administrative support for local programs and projects**
- **Leader in Enviro-Friendly Tourism initiatives**

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***A Stewardship Report  
to  
The Dare County Board of  
Commissioners***



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