



*Executive
Director's Report*

September 22, 2022

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Marketing & Project Updates



2022 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Goldsboro <i>Actuals</i>	Goldsboro YOY <i>Comparison</i>	Beaufort County <i>Actuals</i>	Beaufort County YOY <i>Comparison</i>	New Bern <i>Actuals</i>	New Bern YOY <i>Comparison</i>	Middle OBX <i>Actuals</i>	Middle OBX YOY <i>Comparison</i>	Suffolk, VA <i>Actuals</i>	Suffolk, VA YOY <i>Comparison</i>	NC – Entire State YOY <i>Comparison</i>	NC – Northeast Region YOY <i>Comparison</i>
<u>Month To Date – August 2022</u>														
Occupancy	68.3%	-2.0% from Aug. '21	63.3%	+2.5%	51.6%	-13.3%	70.4%	-5.0%	76.2%	+2.3%	74.4%	-1.5%		
ADR	\$120.90	+1.0%	\$88.47	+2.0%	\$90.93	+8.4%	\$130.97	+5.0%	\$314.22	-4.7%	\$121.54	+10.2%		
RevPAR	\$82.53	-1.1%	\$55.99	+4.5%	\$46.92	-6.0%	\$92.15	-.02%	\$239.35	-2.5%	\$90.43	+8.6%		
<u>Year to Date – August 2022</u>														
Occupancy	60.7%	-10.5% from 2021	59.8%	+2.8%	49.6%	-3.5%	70.7%	-0.2%	61.6%	-5.2%	68.4%	+0.6%		
ADR	\$113.92	+10.5%	\$87.79	+3.5%	\$88.60	+13.0%	\$124.84	+13.7%	\$254.99	+3.2%	\$109.33	+14.5%		
RevPAR	\$69.12	-1.1%	\$52.50	+6.4%	\$43.93	+9.1%	\$88.25	+13.4%	\$157.09	-2.1%	\$74.79	+15.2%		

EC Region includes: 6 out of 7 properties; total rooms: 476/541

Goldsboro includes: 12 out of 16 properties; total rooms: 1042/1176

Beaufort County includes: 6 out of 10 properties; total rooms: 401/559

Northeast Region includes: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson

New Bern includes: 9 out of 11 properties; total rooms: 743/829

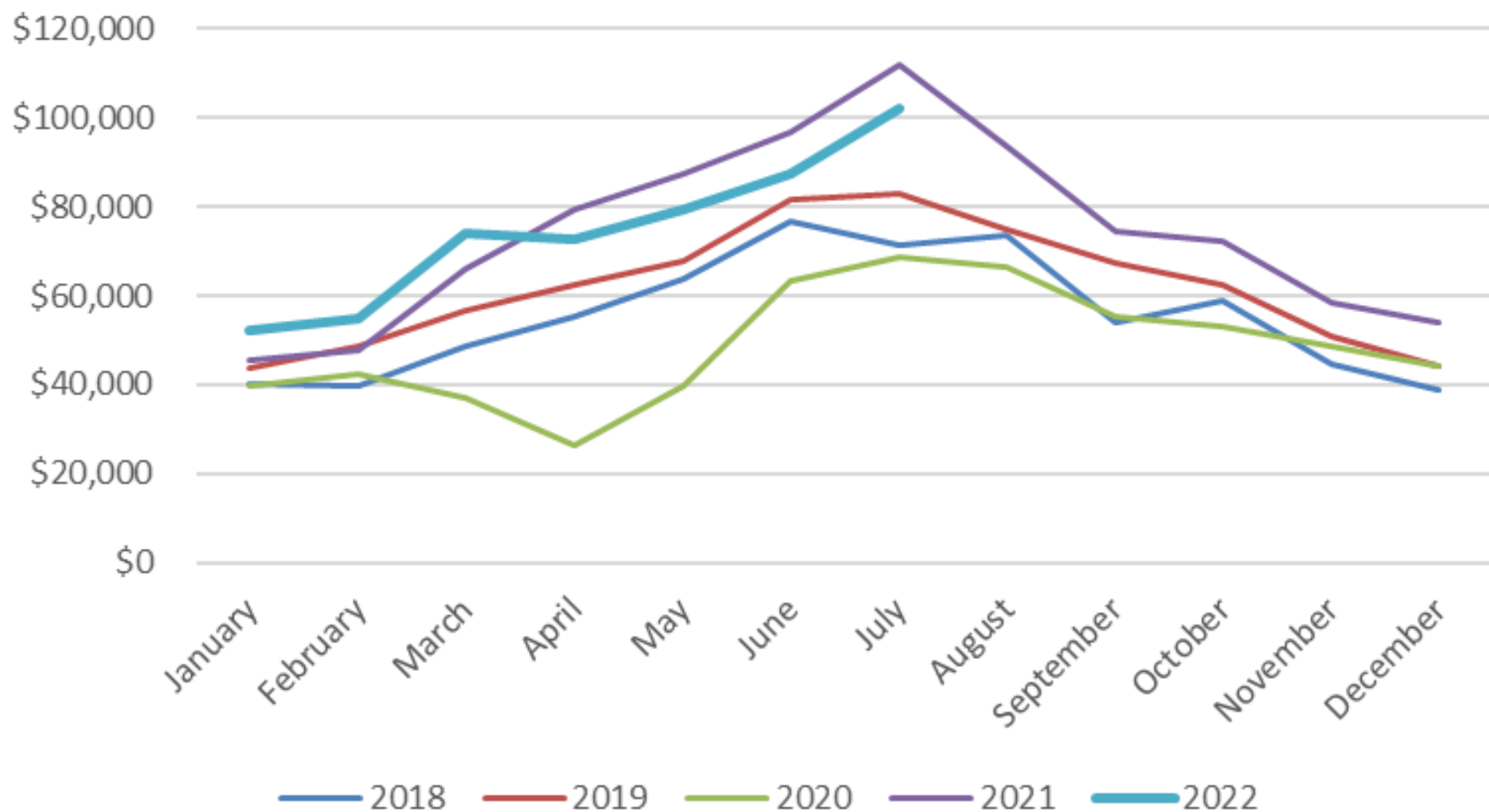
Middle OBX includes: 6 out of 10 properties; total rooms: 687/832; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 10/13 properties; total rooms: 934/1029

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

Occupancy Tax Collections by Month





**AFRICAN
AMERICAN
EXPERIENCE**

OF NORTHEAST NORTH CAROLINA

The African-American Experience of NENC won the 2022 Southeast Tourism Shining Example Award for Cooperative Tourism Work.

Southeast Tourism Society is a membership association dedicated to the development of travel & tourism in 14 southeast states.



CULTURE

You Love It, North Carolina. But Did You Know Pimento Cheese Comes from New York?

[Montero's Restaurant & Bar](#)

Elizabeth City

A homemade scoop of pimento cheese served with sweet and spicy pickles with jalapeños and warm pita rounds was developed by former employee, Jeff Burns. He's since brought it to his own place, Belcrosse Biscuit Company. Burns takes pimento cheese back to its New York roots by adding cream cheese to the recipe. 414 N. McArthur St., Elizabeth City



Courtesy of Monteros

The pimento cheese plate at Montero's in Elizabeth City (image via Montero's)



<https://cardinalpine.com/story/you-love-it-north-carolina-but-did-you-know-pimento-cheese-comes-from-new-york/>

A Guide to Downtown Elizabeth City

Our State
CELEBRATING NORTH CAROLINA

This waterfront community has always welcomed visiting boaters with a smile. And thanks to the efforts of local business owners, visitors have plenty to smile about, too.

by Chloe Klingstedt



travellikeaprin

Message



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Jennifer ~ freelance writer

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muckrack.com/jennlynnprin

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Travel



Featured



US Travel



Partners



Style



Qtime Travel



Food + Dri...

POSTS

REELS

TAGGED



Freelance Journalist Jennifer Prince hosted 9/15-9/18

- Foreman House B&B
- Arts of the Albemarle
- Museum of the Albemarle
- NC Symphony at ECSU
- Ghost Harbor Brewing
- Muddy Waters Coffee
- The Market
- Paradiso
- The Sweet Easy
- Kraken
- Avdet Brewing
- Hoppin Johnz
- Mariners' Wharf Park
- Pailin's Alley
- 2 Souls Wine Bar

<https://www.instagram.com/travellikeaprin/>



2nd Annual Hot Cocoa Crawl

November 25, 2022 – January 15, 2023



www.HotCocoaCapital.com



21 Confirmed Participants

2 Souls Wine Bar, LLP

Bijoux Vibes

Coastal Purl

Cypress Creek Grill

Eclectic Jewelry Designs

Elizabeth City Pizza Company

Ghost Harbor Brewing Company

Hannah Cabana

Hampton Inn by Hilton

Montero's Restaurant

Muddy Waters Coffee house

Recycled Reader

Richardson Pool Glover house

Sagos by the River

Small Town Trendz

Studio 511

Sultry Scents

The Blue Ruby

The Culpepper Inn

The Market on Water Street

The Mills Downtown Bistro



Possible Participants

Avdet Brewing Company

Big Boss Burritos

Christ Episcopal Church

College of the Albemarle

Copper Canyon Bath Company

Fitness Warehouse

Foreman House

Hoppin Johnz

Juniper

Kenyon And Bailey Shopping Center

Lazy Frog

Mid Atlantic Christian University

Page After Page

Paradiso

Philemon House B&B

Pizza Hut

Pine & Porch

Port Discover

Richardson Pool Glover house

Seven Sounds

The SweetEasy

Yard Card Queen-Elizabeth City



Destination Photo Shoot October 6 & 7



Behind the scenes



Behind the scenes

Strategic Plan 2023

- Stakeholder & Community Survey, launch week of 10/3
- Board Strategic Plan Retreat 11/9; 8:30-1:00 pm

**Please thoroughly review the 2019 strategic plan prior to this date.*



Second Annual Coast Guard Marathon Weekend *March 2-4, 2023*



ELIZABETH CITY, NC

CoastGuardMarathon.com

Registration for the Second Ever Coast Guard Marathon Opens Thursday



<https://www.military.com/daily-news/2022/08/03/registration-second-ever-coast-guard-marathon-opens-thursday.html>

Syndicated to Yahoo

yahoo/news

Military.com

Registration for the Second Ever Coast Guard Marathon Opens Thursday

This week, the Coast Guard announced registration for its now annual March marathon -- the service's second ever in-person race -- marking the military's continued return to post-COVID normalcy.

Registration for the event, which also has a virtual option, opens Thursday, Aug. 4, also known as Coast Guard Day, the anniversary of the service's establishment in 1790. Racers will be able to participate in events ranging from a 5k to a full 26.2-mile marathon at Base Elizabeth City, a Coast Guard post nestled into the coast of North Carolina along the Pasquotank River.

"Elizabeth City is proud to be the home of the Coast Guard Marathon, and we look forward to welcoming participants from around the United States and beyond to take part in the second annual in-person race, which honors and celebrates the Coastie spirit," Coast Guard Marathon Director Corrina Ruffieux said in a press release.



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2022
SportsTravel
AWARDS

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2022 *SportsTravel* Awards!

To vote, visit SportsTravelAwards.com by September 9, 2022

**National Nomination:
Best New Sports
Event
One of Six events
nominated**



2023 Coast Guard Marathon Sponsors



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SENTARA®



COLLEGE OF THE
ALBEMARLE



2023 Registrations

Registration Opened on 8/4/22

As of 9/20/22

544 registrations

55% in-person

42 states total so far;
30 states in-person!







AIR FORCE MARATHON





Old Business



New Business

Budget Amendment

Vist Elizabeth City
BUDGET AMENDMENT REQUEST
Thursday, September 22, 2022

Revenue		
Increase	Fund Balance Appropriation	12,000.00
		12,000.00
Expenses		
Increase	Wages & Benefits - Salaries	10,000.00
Increase	Wages & Benefits - Payroll Taxes	2,000.00
		12,000.00

To adjust budget to reflect approved grant writer salary



Finance Policies Update

Section 7. Capitol Policy

The Authority's Capitalization Policy is \$1000 per unit purchased. This means if an item costs \$999.99 it will not appear on the fixed asset inventory listing.

Purchased or constructed capital assets are reported at cost or estimated historical cost. Donated capital assets are recorded at their estimated fair value at the date of donation. The cost of normal maintenance and repairs that do not add to the value of the asset or materially extend assets' lives are not capitalized.

The fixed asset inventory will be reviewed by the Executive Director and Administrative Assistant at least once per year.

Capital assets and the related accumulated depreciation are reported for the Authority using the straight-line method below:

	<u>Useful Life</u>
Furniture and Equipment	5 years
Computers	3 years
Website Development	3 years
Wayfinding Signs	10 years, in accordance with the warranty

Useful life will be determined on a case-by-case basis for any assets not listed above.



Other Business

*Thank
you!*

