



*Executive  
Director's  
Report*

*May 19, 2022*

Elizabeth City - Pasquotank  
County Tourism Development  
Authority Board Meeting



*Marketing & Project Updates*

**NNTW**  
NATIONAL TRAVEL & TOURISM WEEK  
MAY 1-7, 2022  
Powered by U.S. Travel Association

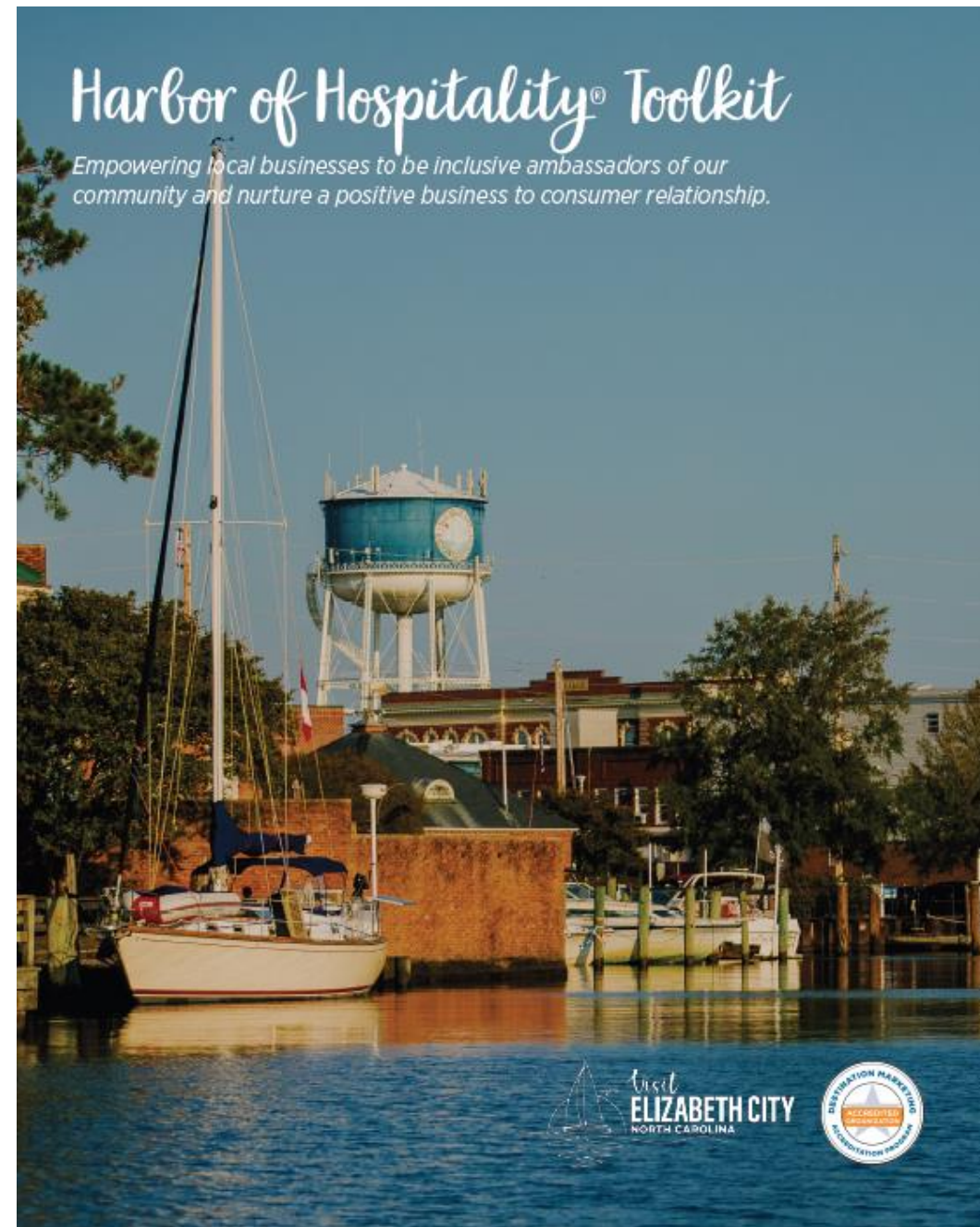


  
**Melissa Majors**  
CONSULTING



ALL are welcome  
in Elizabeth City!

*#FutureofTravel*



<https://visitelizabethcity.com/About/Hospitality-Toolkit>



# SippingElizabethCity.com

## Phase One

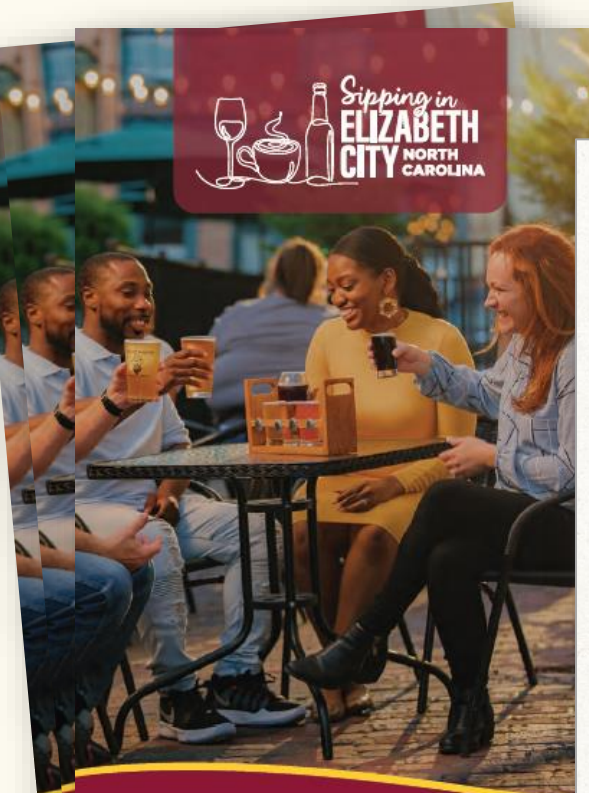
April 7, 2022

Launch of microsite

## Phase Two

Coming May 27, 2022

Trail launch including posters, brochures, and prize cups



SIP YOUR WAY THROUGH  
*Elizabeth City*

A collaborative sipping  
experience brought to you by



### 2 SOULS WINE BAR

512 East Main St

2 Souls is the passion project of two friends who dream of bringing people together over a premium wine selection paired with artisanal charcuterie boards. Get lost in the moment when you come in to enjoy a glass of fine wine and even better conversations.



### ELECTRIC GARDEN

608 East Fearing St

True to its name, this drinkery is electrifying the healthy dining scene in Elizabeth City by providing premium juices, smoothies and shakes made with organic fruits and vegetables. Join the movement and revitalize your health when you try out one of their delicious beverages.



### SEVEN SOUNDS BREWING COMPANY

112 North Water St

Seven Sounds offers a diverse lineup of fabulous-tasting brews with frequent live music and plenty of space to spread out. Enjoy the laid-back atmosphere and breathtaking rooftop views of the Pasquotank River and the beer garden!



### AVDET BREWING COMPANY

407 McArthur St

At the veteran-owned and operated AVDET Brewing Company, servicemen and civilians alike can enjoy a cold pint in a 3.5-barrel microbrewery that pays homage to the proud history of Coast Guard Aviation. Come for the unique brews, stay for the excellent service and warm atmosphere.



### GHOST HARBOR BREWING COMPANY

602 East Colonial Ave

As Elizabeth City's first microbrewery, Ghost Harbor is passionate about brewing craft beer and being the go-to hangout for families and friends. Located in Historic Pailin's Alley in Downtown Elizabeth City, this brewery has quickly become an important part of our community's culture.



### THE SWEETEASY

112 North Polndexter St

The SweetEasy is a local favorite that serves everything from coffees and bubble teas to French macarons and seasonal scones. The SweetEasy team takes a creative approach to curating their menu, whipping up innovative and mouthwatering treats.



### COASTERS DOWNTOWN

216 North Polndexter St

Sip on something new at this small-town bar with an impressive number of regional craft beers on tap. Visit Coasters today to grab a pizza to go along with a pint of your favorite beer or cocktail from their full-service bar. Annual membership required. Only \$1 per year!



### MUDDY WATERS COFFEEHOUSE

100 West Main St

With the aroma of freshly-brewed coffee wafting through the air and comfortable seating made for long chats with friends new and old, you won't want to miss out on Muddy Waters Coffeehouse as you make your way through the city. A city staple for over 22 years, all their coffee is roasted on-site for the best flavor and quality.



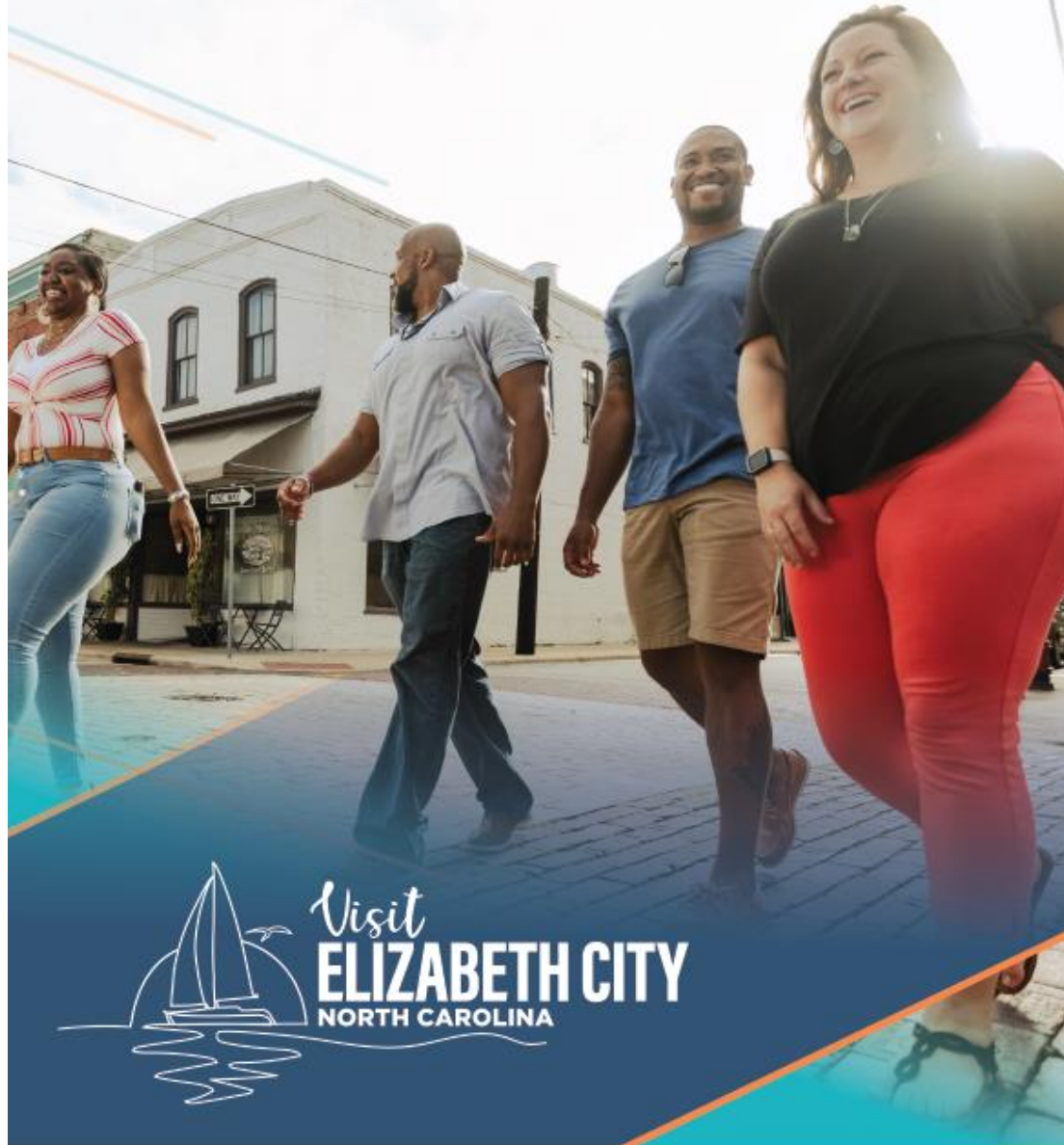
Find more information about our sipping establishments, unique drinks to try along the trail, and upcoming events at: [SippingElizabethCity.com](https://SippingElizabethCity.com)

#### Important Details:

- Must be age 21 or older to participate
- No purchase is necessary, but please support our local craft beverage spots!
- Venue hours vary, please check in advance to make sure your next stop is open.
- One passport per person.
- Must collect all eight stamps.
- Prizes are while supplies last and are subject to change.
- Prizes must be redeemed by January 7, 2023
- Please sip responsibly. Never, ever drink and drive.

# VISIT ELIZABETH CITY

## 2022-2023 MARKETING PLAN



## INTRODUCTION

The 2022-2023 Marketing and Communications Plan is designed to create awareness about Elizabeth City and Pasquotank County as a sought-after and unique destination for individual and group travelers through:

- Positive publicity
- Innovative advertising
- Outstanding marketing collateral
- Robust digital and social media campaigns

The adopted plan serves to direct the initiatives and spending for Visit Elizabeth City and inform and educate the Board of Directors, community stakeholders, City and County elected officials and tourism partners. This plan is funded solely by occupancy tax collections.



## STRATEGIES

- I. Leverage an “always-on” digital media, cross-platform strategy
- II. Build on the success of effective niche marketing campaigns in areas such as Weddings, Culinary and Christmas
- III. Target earned media efforts to share positive stories about our community
- IV. Increase engagement with potential visitors on social media
- V. Produce significantly more content (photos, social, blogs) with an intentional focus on Diversity, Equity and Inclusion
- VI. Generate increased awareness among residents, elected officials, stakeholders and community partners about the importance of tourism in Pasquotank County



## TACTICS

- Streaming Radio
- Sponsored Content/Native Ads
- Google Ads
- Paid Social
- Print Advertising
- Paid Placement in Third-Party Emails

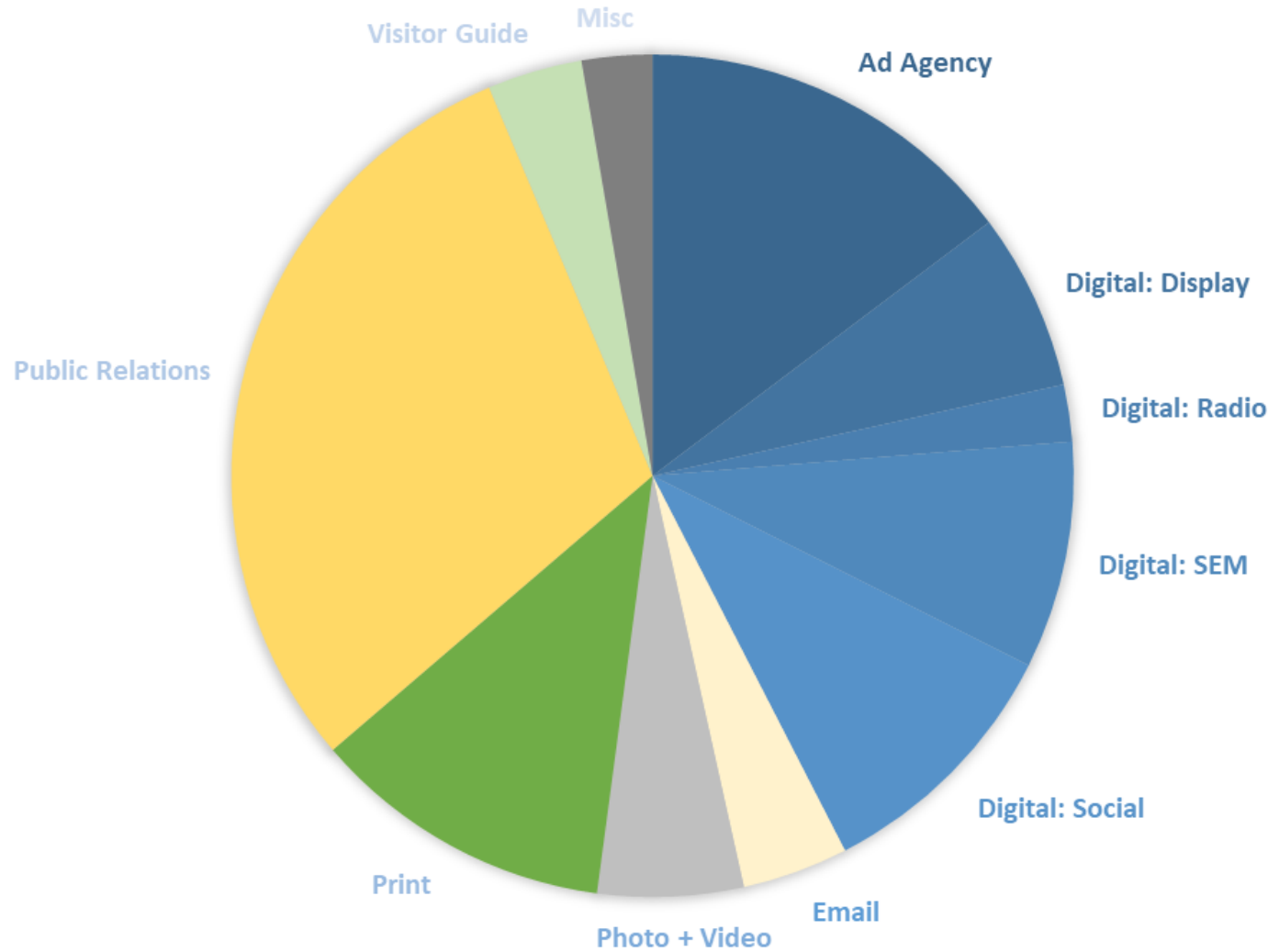
**Our State**  
CELEBRATING NORTH CAROLINA

 **THE COASTLAND TIMES**





## MARKETING BUDGET BY CATEGORY



Category	Amount
Ad Agency	\$40,496
Digital: Display	\$18,685
Digital: Radio	\$6,000
Digital: SEM	\$24,000
Digital: Social	\$27,555
Email	\$11,185
Photo + Video	\$15,384
Print	\$31,936
Public Relations	\$82,320
Visitor Guide	\$10,000
Misc	\$7,439
<b>Total</b>	<b>\$275,000</b>

# Coast Guard Marathon 2022 Budget Reconciliation

## REVENUES

Sponsorships	\$ 43,350
In-person registrations	\$ 130,888
Virtual registrations	\$ 122,303
Product Sales	\$ 21,637
Other	\$ 1,981

**Total Revenues \$ 320,159**

## EXPENSES

Expo	\$ 1,920
Race Operations	\$ 111,975
Runner Amenities	\$ 98,914
Volunteers	\$ 1,320
Marketing	\$ 69,538
Virtual Expenses	\$ 23,921
Product Sales	\$ 15,038
Miscellaneous/ Contingency	\$ 12,742

**Total Expenses \$ 335,368**

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TOTAL EXPENSES	\$ 335,368
TOTAL REVENUES	\$ 320,159

**2022 Profit/Loss \$ (15,208)**

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2021 Remaining Funds	\$ 48,989
Begin 2023	\$ 33,780

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# Coast Guard Marathon 2022 Review & Economic Impact







# Race Weekend: March 3-5, 2022

[CoastGuardMarathon.com](https://CoastGuardMarathon.com)

- *First ever sanctioned road race for the USCG.*
- *First ever marathon & half marathon hosted in Elizabeth City*



**Marathon | Half Marathon | 5K**





2022 Swag





# Overall Event Timeline



**Thursday, March 3, 2022**

CGM Health & Fitness Expo & Packet Pickup Day 1



**Friday, March 4, 2022**

CGM Health & Fitness Expo & Packet Pickup Day 2  
Coast Guard 5K



**Saturday, March 5, 2022**

Coast Guard Half Marathon  
Coast Guard Full Marathon  
Post-Race Celebration







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## Expo Attendance

Thursday 893

Friday 1637

**Total Expo 2530**

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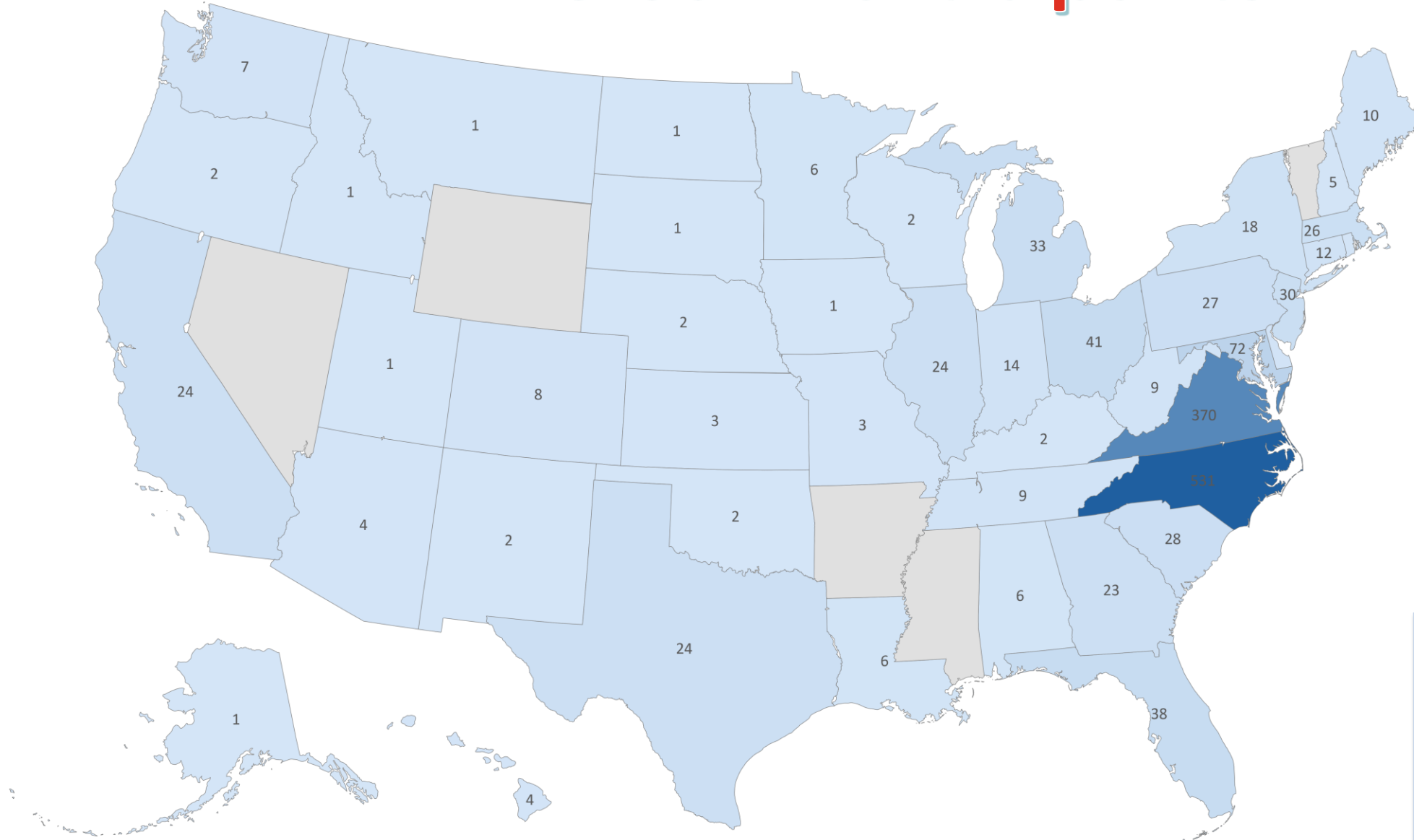


# 3206 Total Participants



In-Person	
Event	Participants
Marathon	277
Half Marathon	429
5K	520
Semper Paratus Challenge 26.2	94
Semper Paratus Challenge 13.1	152
<b>Total In-Person</b>	<b>1472</b>

# In-Person Participants



International	
Guam	3
Puerto Rico	2
Virgin Islands	1
Canada	2
Great Britain	1



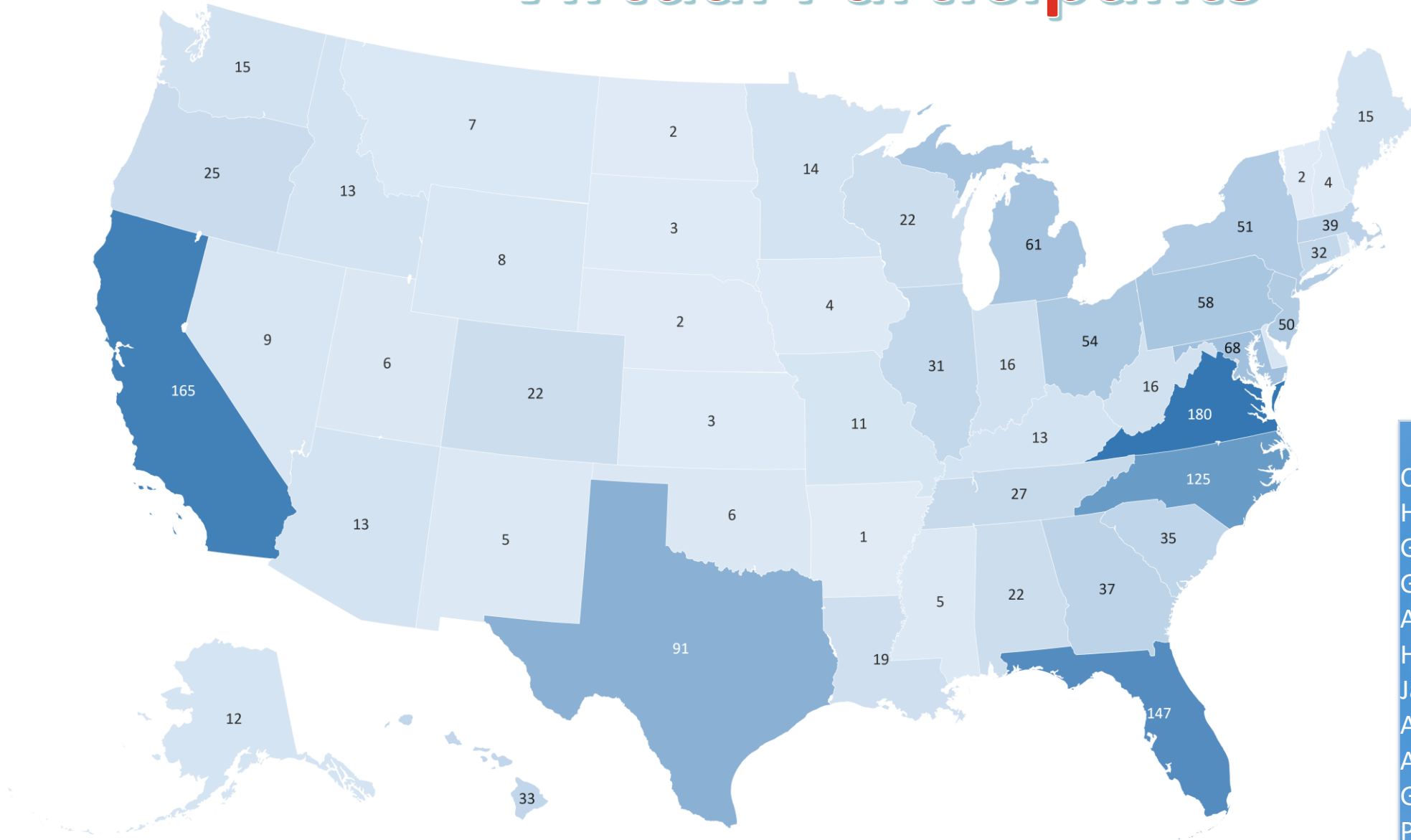
# 3206 Total Participants

## Virtual

Event	Participants
Marathon	196
Half Marathon	462
5K	878
SP Challenge 26.2	87
SP Challenge 13.1	147
<b>Total Virtual</b>	<b>1734</b>



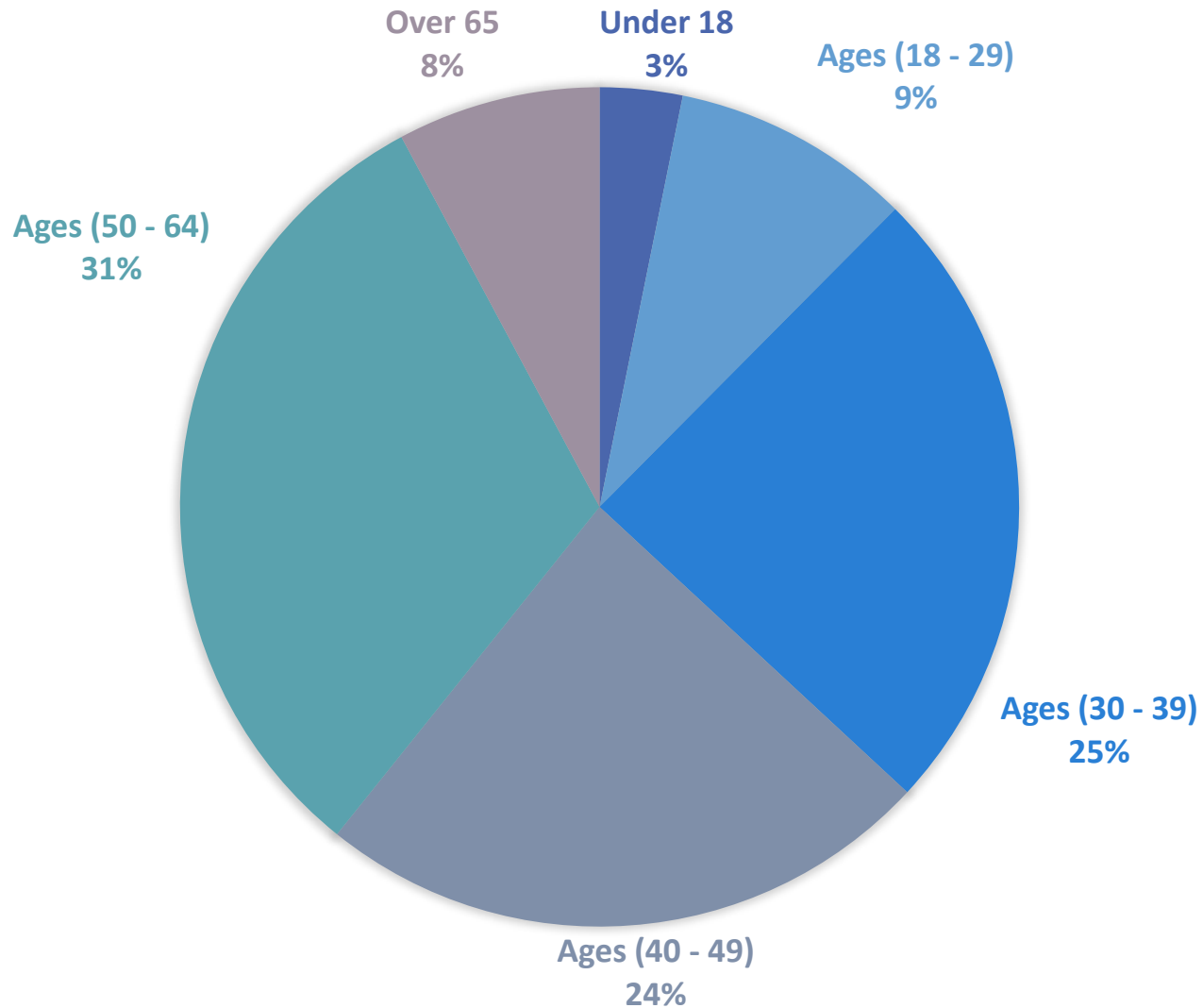
# Virtual Participants



International	
Canada	4
Honduras	1
Germany	1
Great Britain	1
Armed Forces Europe	11
Hong Kong	2
Japan	1
Armed Forces Pacific	10
Australia	4
Guam	9
Puerto Rico	2

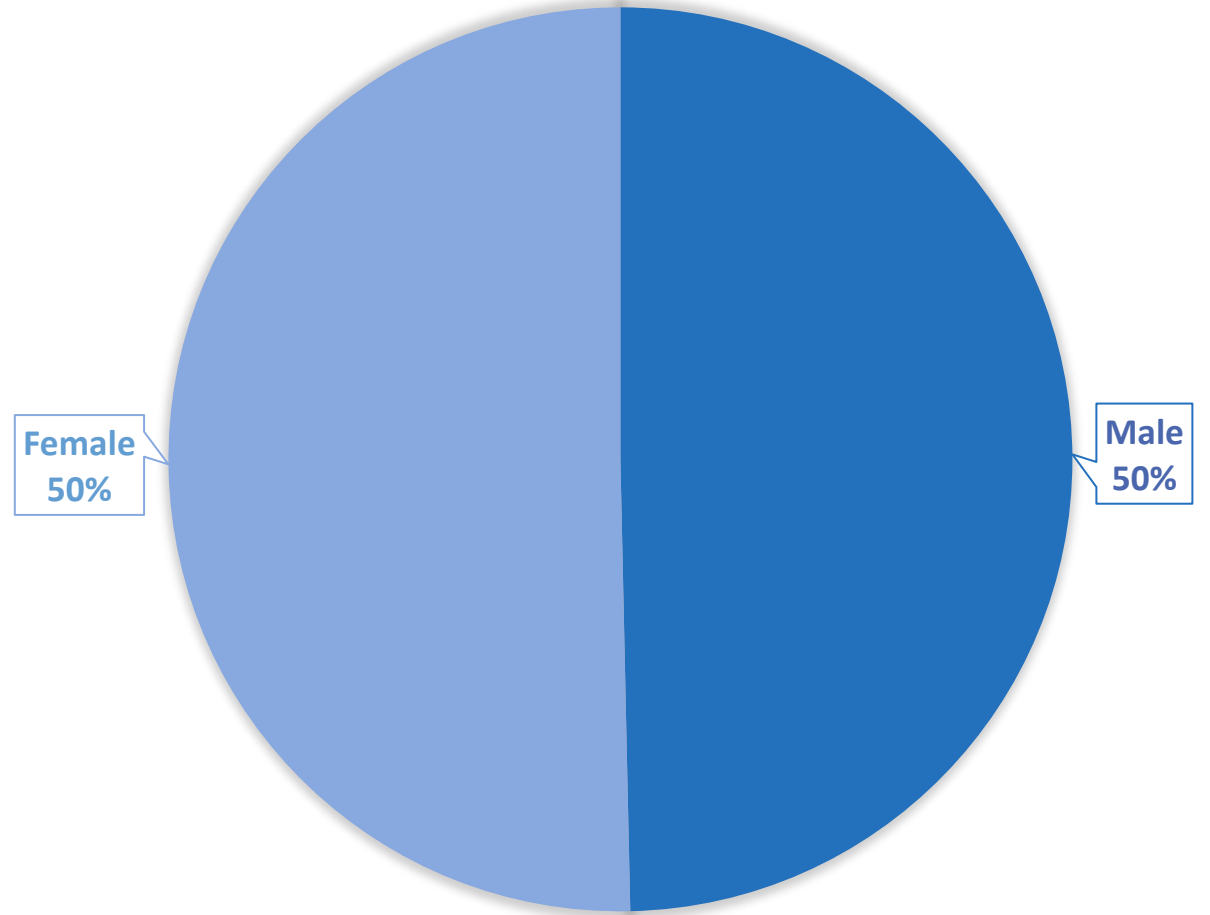


# Participant Demographics (all)





# Participant Demographics (all)

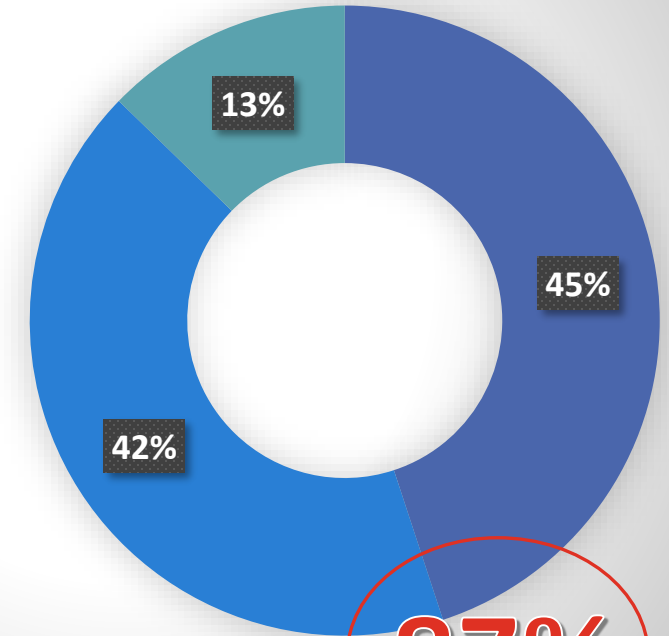


# Military Affiliation (all)



## Military vs Non-Military Affiliation

- participants in / retired from the military
- family member in/ retired from the military
- no military affiliation

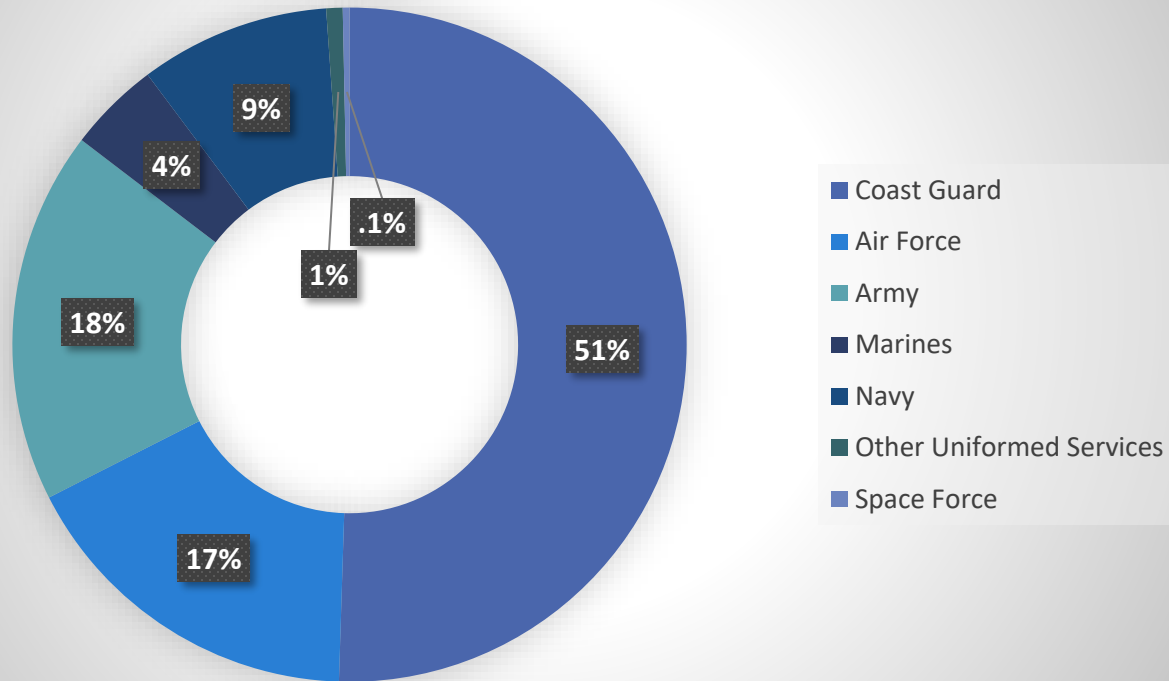


**87%**



# Military Affiliation (all)

Military Branch





# What is Economic Impact Analysis?

An Economic Impact Analysis traces changes in economic activity resulting from some action.



## The EIC is specific for:

- Tourism & Destination Organizations
- Analyzing the nuances of different types of events
- Modeled specifically for each region it is used in

EVENT **IMPACT**  
CALCULATOR



TOURISM  
ECONOMICS

AN OXFORD ECONOMICS COMPANY



**DESTINATIONS**  
INTERNATIONAL

# Coast Guard Marathon Impact Summary

Event Dates: March 3, 4 & 5, 2022

Event Type: Adult Amateur



Impact Category	Attendees	
Overnight: over 150 miles away	61%	894
Daytrip: 150-40 miles	16%	229
Local: under 40 miles	23%	349

**256**

Jobs Supported

**DIRECT  
Impact**

**KEY  
RESULTS**

Business Sales  
**\$488,043**

Local Taxes  
**\$23,777**





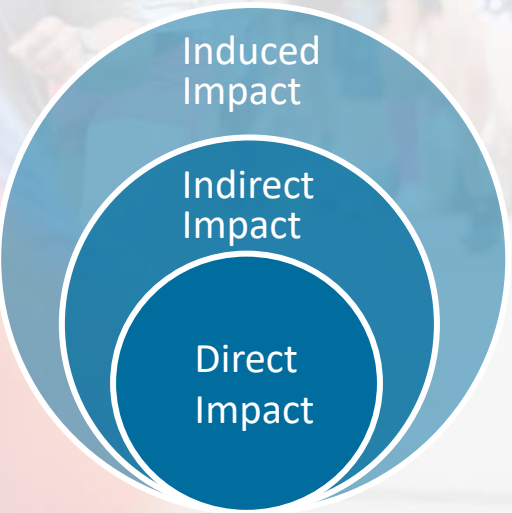
# TOTAL Impact



**294**  
Jobs Supported

Local Taxes  
**\$25,562**

Business Sales  
**\$700,222**





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



ELIZABETH CITY, NC

[CoastGuardMarathon.com](http://CoastGuardMarathon.com)



# Coast Guard Marathon 2023 Projected Budget

## REVENUES

Sponsorships	\$ 80,000
In-person registrations	\$ 250,000
Virtual registrations	\$ 125,000
Product Sales	\$ 33,000
Other	\$ 1,000

**Total Revenues \$ 489,000**

## EXPENSES

Expo	\$ 5,000
Race Operations	\$ 155,150
Runner Amenities	\$ 121,750
Volunteers	\$ 3,500
Marketing	\$ 110,000
Virtual Expenses	\$ 30,000
Product Sales	\$ 19,000
Miscellaneous/ Contingency	\$ 23,600

**Total Expenses \$ 468,000**

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TOTAL EXPENSES	\$ 468,000
TOTAL REVENUES	\$ 489,000

**2022 Profit/Loss \$ 21,000**

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2022 Remaining Funds	\$ 33,780
Begin 2024	\$ 54,780

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*Old Business*

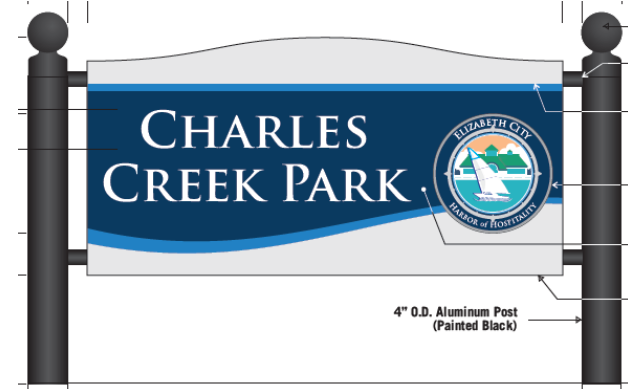


# 2022-2023 Proposed Budget

	Approved 2021-2022 Budget	PROPOSED 2022-2023 Budget
REVENUES	\$1,068,100	\$1,361,600
Tourism Related Expenditures	\$167,538	\$198,376
Wages & Benefits	\$252,864	\$297,150
Administration & Operations	\$72,398	\$70,374
Capital Outlay	\$1,000	\$1,000
Marketing & Sales	\$574,300	\$794,700
TOTAL EXPENSES	\$1,068,100	\$1,361,600
Total Revenues	\$1,068,100	\$1,361,600
Variance	\$0	\$0



# Pasquotank County Funding Request for additional Wayfinding Signs



Total Project \$8521.70  
\$2,750.00 - City  
\$2,750.00 - County  
\$3,021.70 - Parks & Rec



*New Business*

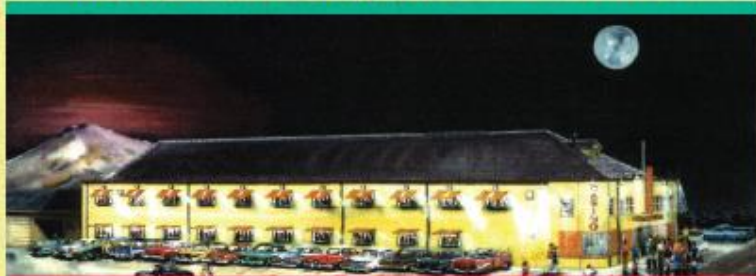




*Other Business*

# DANCE

RIGHT NAGS HEAD  
AT THE CASINO  
— JUNE 25 FROM 7-11 PM —



WIN AT SILENT AUCTION, AN ORIGINAL WILLIAM HOFFMAN WATERCOLOR PAINTING!

FEATURING

DJ MIKE  
THIGPEN



AND THE BAND

## CONNECTED

AT THE MUSEUM OF THE ALBEMARLE | 501 S. WATER ST., ELIZABETH CITY, NC 27909

FOMR MEMBERS \$25

NON-MEMBERS \$30

JOIN US FOR A TRIP  
DOWN MEMORY LANE  
TO THE ERA OF THE  
NAGS HEAD CASINO.  
ENJOYING GOOD  
MUSIC, DANCING, &  
BEING WITH FRIENDS.



ALL PROCEEDS BENEFIT THE MUSEUM OF THE ALBEMARLE.



MUSEUM OF THE ALBEMARLE  
Elizabeth City, NC



Friday, June 17

Business After Hours at Arts of the Albemarle, time TBD

Saturday, June 18

Celebration at Waterfront Park, 10am-6pm

- Ciasia Nicole Greene
- Dr. Melissa Stuckey
- Tara Roberts

Sunday, June 19

Prayer at Charles Creek Park, 10am-noon (tentative)



*Thank  
you!*

