



*Executive  
Director's Report*

*October 28, 2021*

Elizabeth City - Pasquotank  
County Tourism Development  
Authority Board Meeting



*Marketing & Project Updates*



## 2021 Smith Travel Research Report Measures

	EC Region Actuals 2021	EC Region 21-20 YOY Comparison	EC Region Actuals 2019	EC Region 21-19 YOY Comparison	Golds- boro Actuals	Golds- boro YOY Comparison	Beaufort County Actuals	Beaufort County YOY Comparison	New Bern Actuals	New Bern YOY Comparison	Middle OBX Actuals	Middle OBX YOY Comparison	Suffolk, VA Actuals	Suffolk, VA YOY Comparison
<u>Month To Date – August 2021</u>														
Occupancy	69.7%	+12.7% from Aug '20	67.1%	+4.0% from Aug '19	61.8%	-1.0%	58.6%	+26.0%	74.4%	+5.3%	73.9%	+3.6%	75.7%	+25.4%
ADR	\$119.70	+31.3%	\$100.53	+19.1%	\$86.70	+3.2%	\$83.98	+13.3%	\$124.49	+23.7%	\$328.59	+32.3%	\$109.95	+27.6%
RevPAR	\$83.43	+48.0%	\$67.47	+67.47%	\$53.58	+2.1%	\$49.17	+42.8%	\$92.58	+30.3%	\$242.99	+37.0%	\$83.25	+60.0%
<u>Year to Date – August 2021</u>														
Occupancy	67.8%	+37.0% from Jan- Aug '20	64.0%	+6.0% from Jan- Aug '19	58.2%	+16.4%	51.3%	+55.4%	71.4%	+21.2%	64.6%	+32.9%	68.0%	+40.0%
ADR	\$103.09	+20.6%	\$92.64	+11.3%	\$84.81	+3.4%	\$77.55	+6.5%	\$109.52	+12.5%	\$245.15	+24.0%	\$95.41	+18.2%
RevPAR	\$69.89	+65.3%	\$59.32	+17.8%	\$49.35	+20.3%	\$39.79	+65.4%	\$78.23	+36.4%	\$158.42	+64.8%	\$64.89	+65.4%

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

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

Beaufort County includes: 7 out of 9 properties; total rooms: 471/548

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: 8 out of 10 properties; total rooms: 735/821

Middle OBX includes: 6 out of 13 properties; total rooms: 687/946; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



## 2021 Smith Travel Research Report Measures

	EC Region Actuals 2021	EC Region 21-20 YOY Comparison	EC Region Actuals 2019	EC Region 21-19 YOY Comparison	Goldsboro Actuals	Goldsboro YOY Comparison	Beaufort County Actuals	Beaufort County YOY Comparison	New Bern Actuals	New Bern YOY Comparison	Middle OBX Actuals	Middle OBX YOY Comparison	Suffolk, VA Actuals	Suffolk, VA YOY Comparison
<u>Month To Date – September 2021</u>														
Occupancy	59.6%	+4.1% from Sept '20	65.9%	-9.4% from Sept '19	60.0%	+1.6%	51.3%	+55.1%	69.2%	+16.9%	70.0%	+0.1%	68.2%	+6.0%
ADR	\$110.53	+25.8%	\$92.86	+19.0%	\$85.47	+0.2%	\$87.44	+17.1%	\$120.95	+25.7%	\$243.80	+25.2%	\$98.81	+23.3%
RevPAR	\$65.93	+30.9%	\$61.17	+8.1%	\$51.24	+1.8%	\$44.85	+81.6%	\$83.72	+47.0%	\$170.61	+25.3%	\$67.38	+30.7%
<u>Year to Date – September 2021</u>														
Occupancy	66.9%	+32.9% from Jan- Sept '20	64.2%	+4.2% from Jan- Sept '19	58.4%	+14.5%	51.3%	+55.3%	71.2%	+20.7%	65.2%	+27.1%	68.0%	+35.2%
ADR	\$103.82	+21.1%	\$92.63	+12.1%	\$84.88	+3.0%	\$78.64	+7.7%	\$110.74	+13.9%	\$245.03	+24.3%	\$95.78	+18.7%
RevPAR	\$69.46	+60.9%	\$59.50	+16.7%	\$49.56	+17.9%	\$40.34	+67.3%	\$78.84	+37.5%	\$159.87	+57.9%	\$65.16	+60.6%

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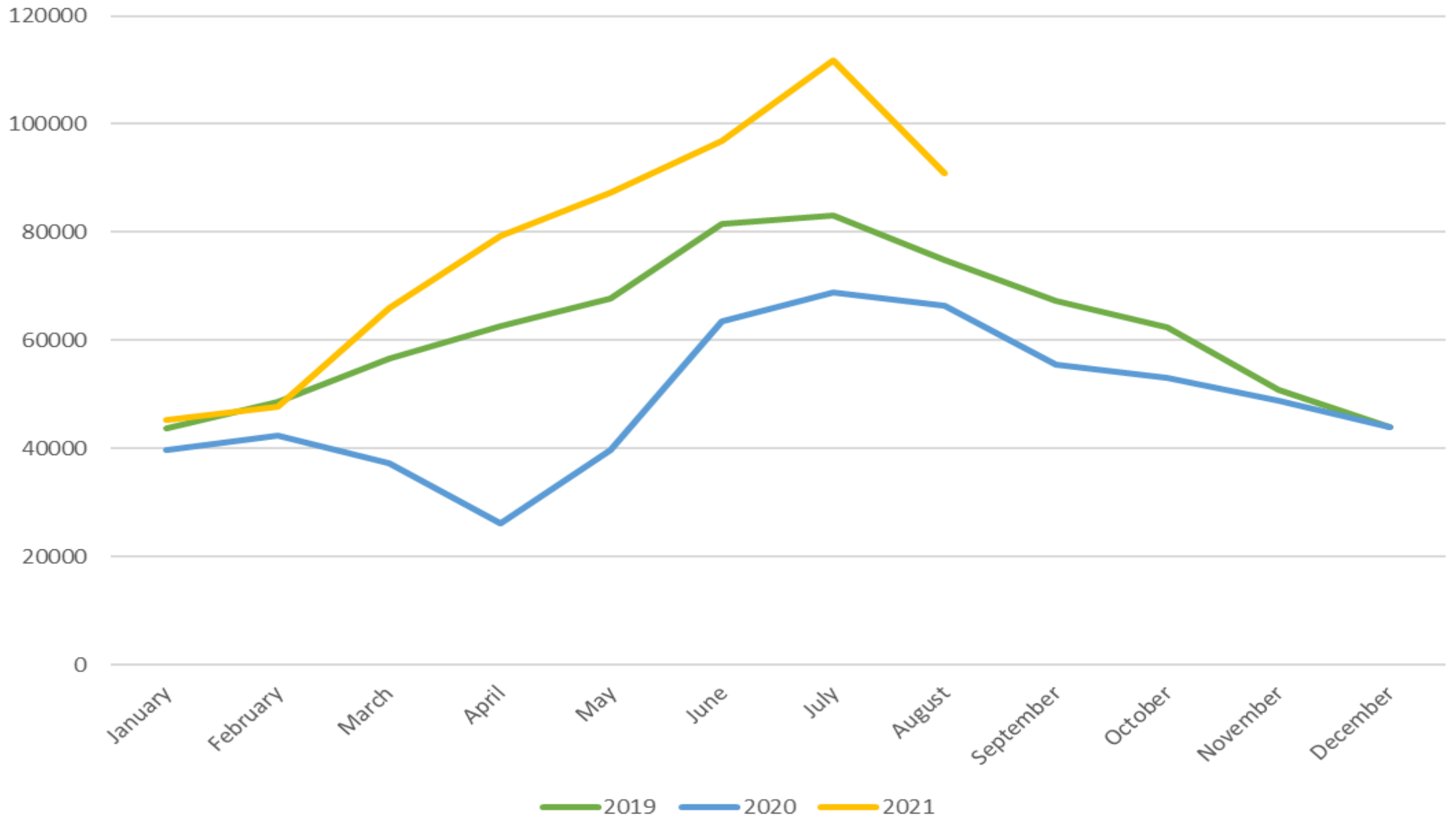
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# Occupancy Tax Collections



# 2022 Visitor Guide

40,000 color copies  
ETA: Mid-late November





## 8 Venues

Google Form link:

<https://forms.gle/AfkU6GJ99k1jAW1N8>

## 14 Vendors

Google Form link:

<https://forms.gle/D5PYaLVhb75VPKHEA>

*Microsite is live!*  
*Ads launching November 8*

Menu Home Email Sign-Up HarborCam Search

Weddings in ELIZABETH CITY

MUSEUM OF HISTORY AND ART

Say "I do" in Elizabeth City, NC

### Weddings in Elizabeth City

Plan The Perfect Day!

Say "I do" in our picturesque harbor town and enjoy all the southern charm and scenic beauty Elizabeth City has to offer. You'll find hospitable **restaurants**, **accommodations**, and **venues** featuring scenic views from rehearsal to reception for ceremonies ranging from intimate waterfront elopements to classic historic churches. Elizabeth City is a perfect place for brides to plan and prep for their celebration while out-of-town guests enjoy sightseeing and shopping while they await your grand entrance.

Whether you envision an intimate and charming gathering or are looking for something more extravagant, Elizabeth City has friendly local businesses and venues ready to help you make your special day come to life.

Weddings in Elizabeth City

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

Christmas in  
**ELIZABETH CITY**  
**NORTH CAROLINA**



# Hot Cocoa Crawl

November 20 – January 2

<https://visitelizabethcity.com/Christmas/Hot-Cocoa-Crawl>

- Paradiso Roma Ristorante
- The Mills
- Big Boss Burritos
- The SweetEasy
- Ghost Harbor
- Muddy Waters Coffeehouse
- 2 Souls Wine Bar
- Montero's Restaurant
- Page After Page Bookstore
- Water's Edge Boutique
- Pepperberry Inn
- Richardson Pool Glover House
- Blue Ruby at Grice-Fearing House







# AFRICAN AMERICAN EXPERIENCE

OF NORTHEAST NORTH CAROLINA

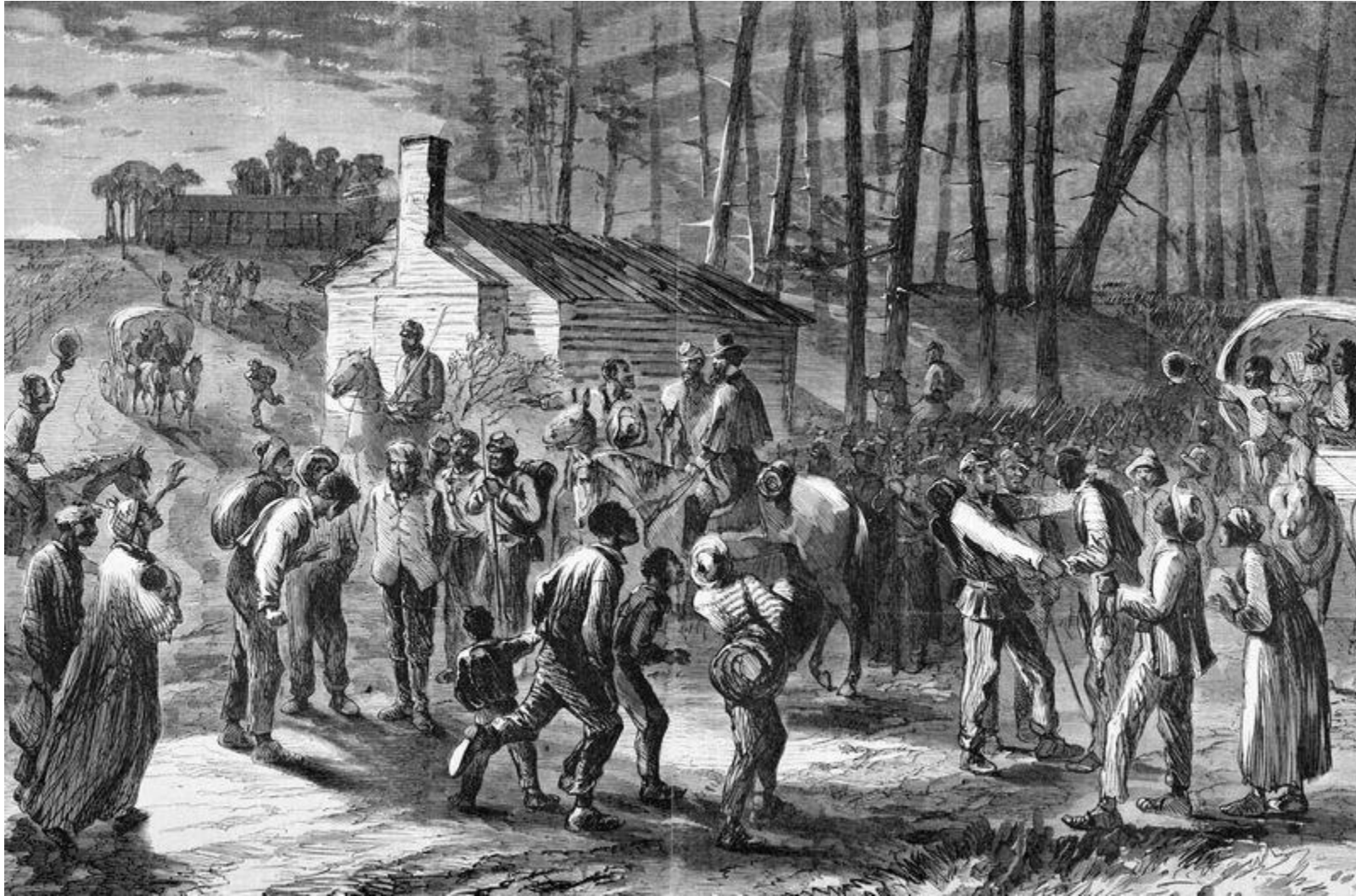
<https://ncblackheritagetour.com/>

## September 22 Planning Meeting

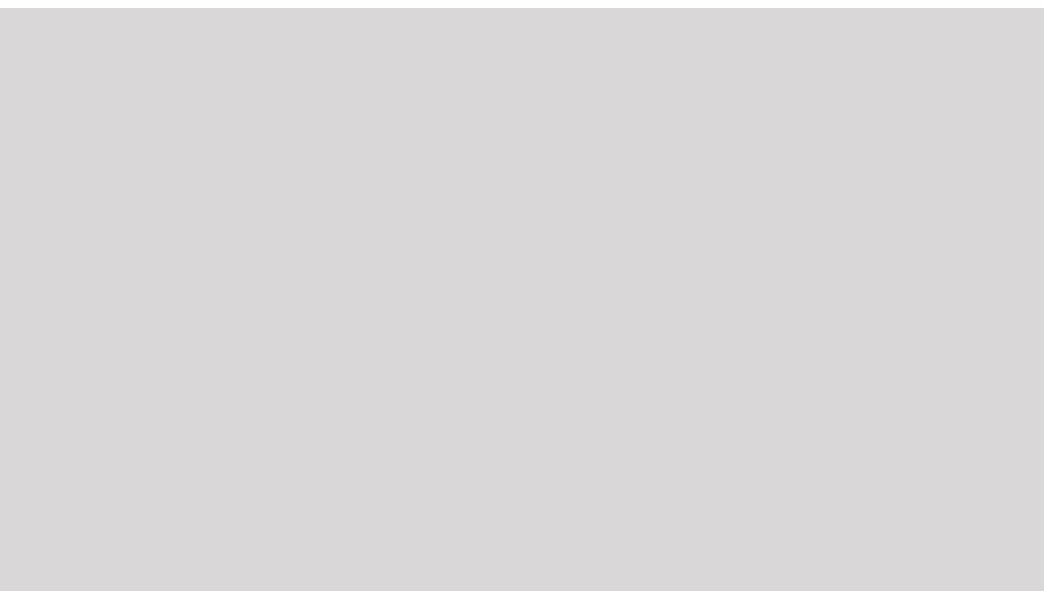
Attendance: Johnnie, Corrina, Bre  
Representatives from all 6 participating counties  
Successful brainstorming session  
Strategic plan coming soon!



## Commemoration: Saturday, October 30 at 2pm; Mariners' Wharf Park



*In 1863 a historic event led by General Edward A. Wild began right here in Elizabeth City. "Wild's Raid" resulted in over 2,500 men, women and children being freed from slavery.*



You're Invited

# REGIONAL ECONOMIC SUMMIT

**ECONOMIC OPPORTUNITIES:  
NOW AND INTO THE FUTURE**

Keynote Speaker:  
**SECRETARY MACHELLE B. SANDERS**  
NC Department of Commerce

**Thursday, October 14, 2021**  
**9am-4pm**

**K.E. WHITE GRADUATE CENTER**  
Elizabeth City, North Carolina

**CLICK HERE TO REGISTER**  
[www.ecsu.edu/econsummit](http://www.ecsu.edu/econsummit)  
Register by **October 4th**. Space is limited.





- In-person interviews hosted September 27-30
- Survey Launched October 21
  - 470 responses to date
  - Survey deadline- November 6
  - [Take the survey!](#)
- Survey results and Ideation session November 19



# Race Weekend: March 3-5, 2022

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



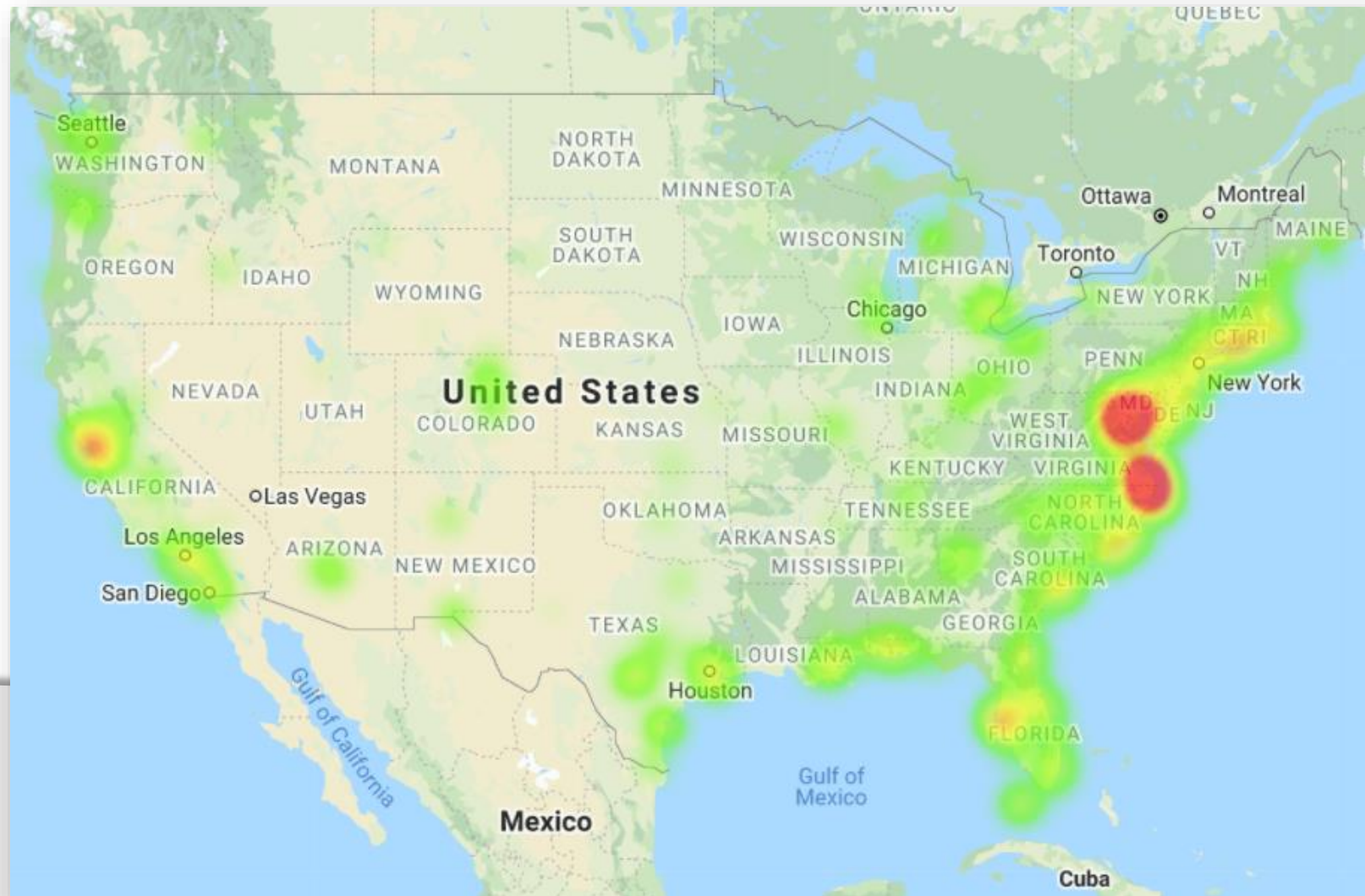
Marathon | Half Marathon | 5K

*First ever sanctioned road  
race for the USCG*

## FAST FACTS

- Registration opened 9/15
- Volunteers & additional sponsors needed
- 743+ registered runners so far.  
367 in-person; 376 virtual
- In-person sign ups:  
34 states  
US Armed Forces Europe  
US Virgin Islands  
Guam & Canada

*Participant Heat Map*

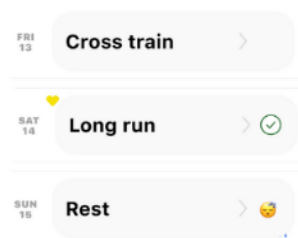


# Meet Bird – a Fitness Coaching App

# Bird

**FREE Full and Half Marathon Training with Coastie and Ultramarathoner, Coach Shane**

**What's included: accountability, motivation and support.**



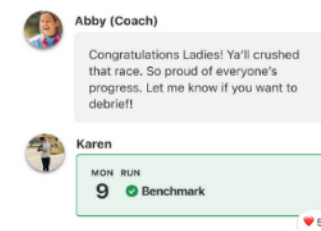
## Customizable training

No more generic training plans! Edit your schedule, track Strava workouts and modify training in the Bird app.



## One on one coaching

Weekly text advice from your coach plus on call support for questions during training.



## Team motivation

Chat with your team in the app for questions, cheers, and high fives.

# MARATHONFOTO

MarathonFoto is the Official Race Photographer for:

- *Boston Marathon*
- *Marine Corps Marathon*
- *Army Ten Miler*
- *And More!*

## WIN-WIN Partnership

- Approximately 20-30 photographers onsite
- Coast Guard Marathon receives access to all images
- Revenue share partnership based on sale of images to participants







**The Coast Guard Marathon supporting the community by cheering on ECSU during the Homecoming Game! #VikingPride**



WATERFRONT  
PARK



Walk To  
Pailin's Alley  
Entertainment  
District  
Dining & Shops  
Library  
← Breweries →

N WATER ST  
DO NOT  
ENTER



Proposed New  
Harbor of Hospitality Sign

Current  
Harbor of Hospitality Sign



**Elizabeth City & Pasquotank County Region - Updated Pricing As of 10/27/2021**

**Wayfinding Sign Fabrication and Installation**

<b>Bid Pricing Amount</b>	\$221,738.00
<b>Original Taxes</b>	\$15,521.66
<b>Total Bid Pricing</b>	<b>\$237,259.66</b>

**Reductions**

Remove 2 boulevard signs not approved by DOT (with taxes) -10,523.00

**Change Orders/Additions**

Holophane Price Increase w/tax	1		\$6,420.00
Rebar Addition w/tax (37 Total Sign Footers)	37	\$247.98	\$9,175.26
Post Additions w/tax (Locations O, Q, S, T)	4	\$304.69	\$1,218.76
Repair Existing Mariners' Wharf Park Info Sign	1		\$535.00
Update Graphics on Mariners' Wharf sign	1		\$934.00
Design Harbor of Hospitality Sign	1		\$1,440.00

**Pricing w/ Changes \$246,459.68**

**Previously Approved Sign Budget**

Visit Elizabeth City	\$ 75,000.00
City of Elizabeth City	\$ 75,000.00
Pasquotank County	\$ 75,000.00
Elizabeth City Downtown, Inc	\$ 20,000.00
Committee of 100	\$ 5,000.00

**Total Budget \$ 250,000.00**

<b>Budget</b>	<b>\$ 250,000.00</b>
<b>Less total spent to date</b>	<b>\$246,459.68</b>
<b>CONTINGENCY</b>	<b>\$ 3,540.32</b>



*Old Business*

**Vist Elizabeth City**  
**BUDGET AMENDMENT REQUEST**  
*Thursday, October 28, 2021*

	<b>Revenue</b>	
Increase	Coronavirus PPP Income	41,415.00
		<b>41,415.00</b>

	<b>Revenue</b>	
Decrease	Fund Balance Appropriation	41,415.00
		<b>41,415.00</b>

To appropriately account for release of  
Federal PPP funds into revenue



*New Business*

*Thank  
you!*



**VISIT**  
*Elizabeth City*  
**NORTH CAROLINA**