



*Executive  
Director's  
Report*

*March 24, 2022*

Elizabeth City - Pasquotank  
County Tourism Development  
Authority Board Meeting



# Race Weekend: March 3-5, 2022

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



Marathon | Half Marathon | 5K

*First ever sanctioned road  
race for the USCG*





# Volunteers

252 volunteers registered

- Water stops
- Medical tents
- Course monitors
- Finisher medals
- Food/water stops



# Sponsors

AdeNation

Sentara

Water Street Real Estate Group

College of The Albemarle

Lockheed Martin

Navy Federal

Southern Bank

TCOM

Biggs

Vector CSP

Seven Sounds Brewing Company

Currituck BBQ





# Partners

- An Athlete's Edge
- Bird Coaching App
- Craft
- Elizabeth City Chamber of Commerce
- Elizabeth City Downtown, Inc.
- Elizabeth City Pasquotank Public Schools
- Elizabeth City State University
- Food Lion
- Green Saves Green
- Highway 55
- Local E-City Downtown Businesses
- MarathonFoto
- Museum of the Albemarle
- Pasquotank-Camden EMS
- Pasquotank County
- Sysco
- The City of Elizabeth City
- US Foods
- USCG Base Elizabeth City
- USO

# Community Support





# Base Elizabeth City & Greater Coast Guard



# Runners

1,433 in-town, in-person runners



**5K:** 767 registered, 661 checked in, 600 finishers  
**13.1:** 581 registered, 481 checked in, 471 finishers  
**26.2:** 371 registered, 291 checked in, 288 finishers



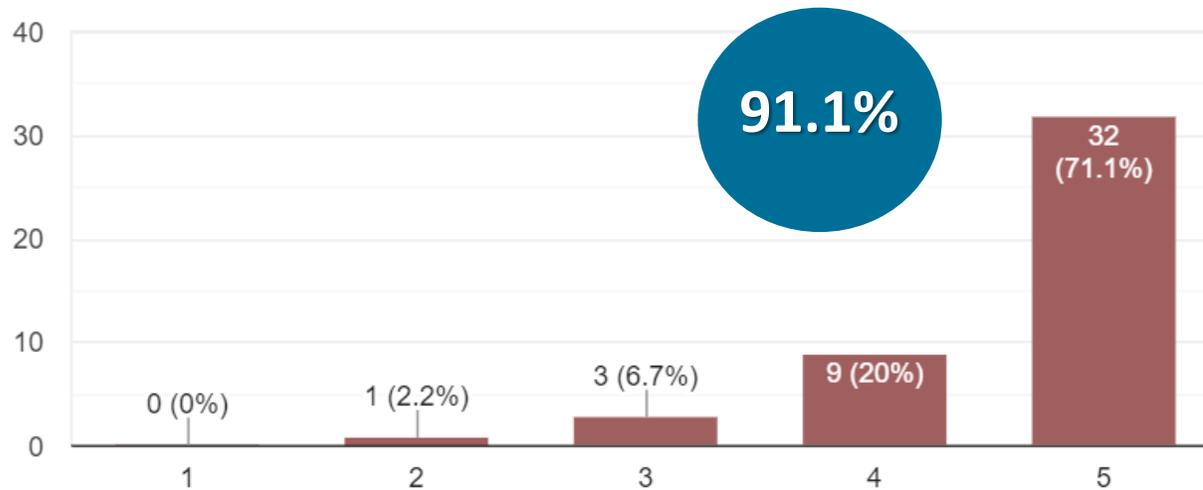
# Volunteer Survey

45 Responses

How would you rate your overall experience?



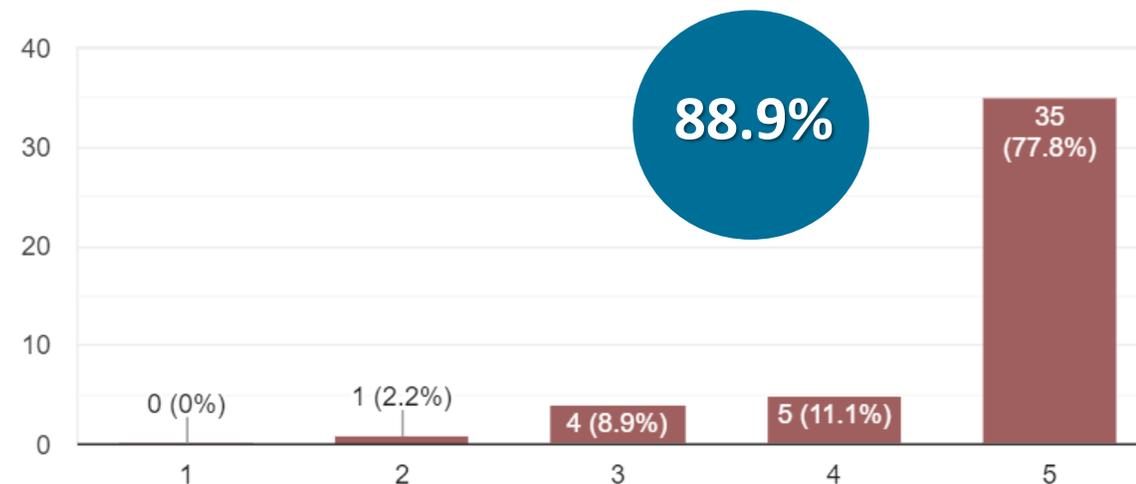
45 responses



How likely are you to volunteer or recommend a friend to volunteer next year?



45 responses



Just wanted to reach out to congratulate and thank you for such an awesome event weekend. We had SO many compliments from runners & families about how much they loved their experience, how organized the entire event/weekend was, they can't wait to come back, etc.



We appreciate all your hard work, as well as the communication/reminders/etc. I can't imagine how many hours you spent putting everything together. Great job!

After years of planning, prepping and hard work, your vision of a Coast Guard Marathon happened this weekend. It was a tremendous success in all aspects and everyone knows it will only be bigger and better next year. Hats off to you and your core team for making it happen.



**Heather Sawyer**

March 6 at 1:42 PM · 🌐

Just a little shout out to our local tourism organization, [Visit Elizabeth City](#), and every single person who worked HARD at bringing the Coast Guard marathon to Elizabeth City.

What you may not know is that it's much more than a weekend race. The result is thousands of people traveling to our tiny corner of the world and experiencing the Harbor of Hospitality. All while also investing in lodging, food, shopping, etc. and the potential to visit us again.



Again, I just want to say:  
Job well done! Congrats!!

Mayor Bettie Parker

# Community Feedback

GREGORY F. MURPHY, M.D.  
MEMBER OF CONGRESS



3RD DISTRICT  
NORTH CAROLINA

HOUSE OF REPRESENTATIVES  
WASHINGTON, D.C. 20515

March 8, 2022

Ms. Corrina Ruffieux  
501 South Water Street  
Elizabeth City, N.C 27909

Dear Corrina,

I want to thank you for all of your outstanding efforts in organizing my participation in the inaugural U.S. Coast Guard Full Marathon/Half Marathon. I greatly appreciate all of your hard work and it sure paid off! I was also delighted to participate in the 5K race. My Team had a great deal of fun running in it as well.

I wish you all the best as you continue to fine tune next year's running events. Please let me or my staff know how we can be helpful to you.

Sincerely,

A handwritten signature in black ink that reads "Gregory F. Murphy". The signature is written in a cursive, flowing style.

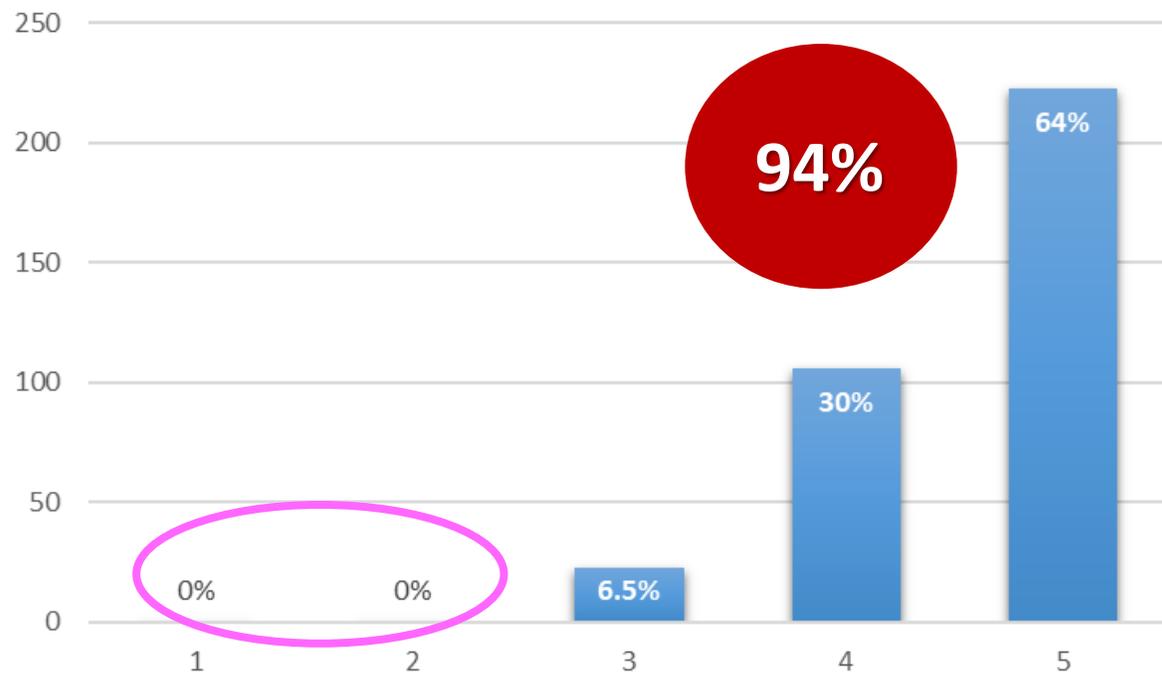
Gregory F. Murphy, M. D.  
Member of Congress  
North Carolina's Third District



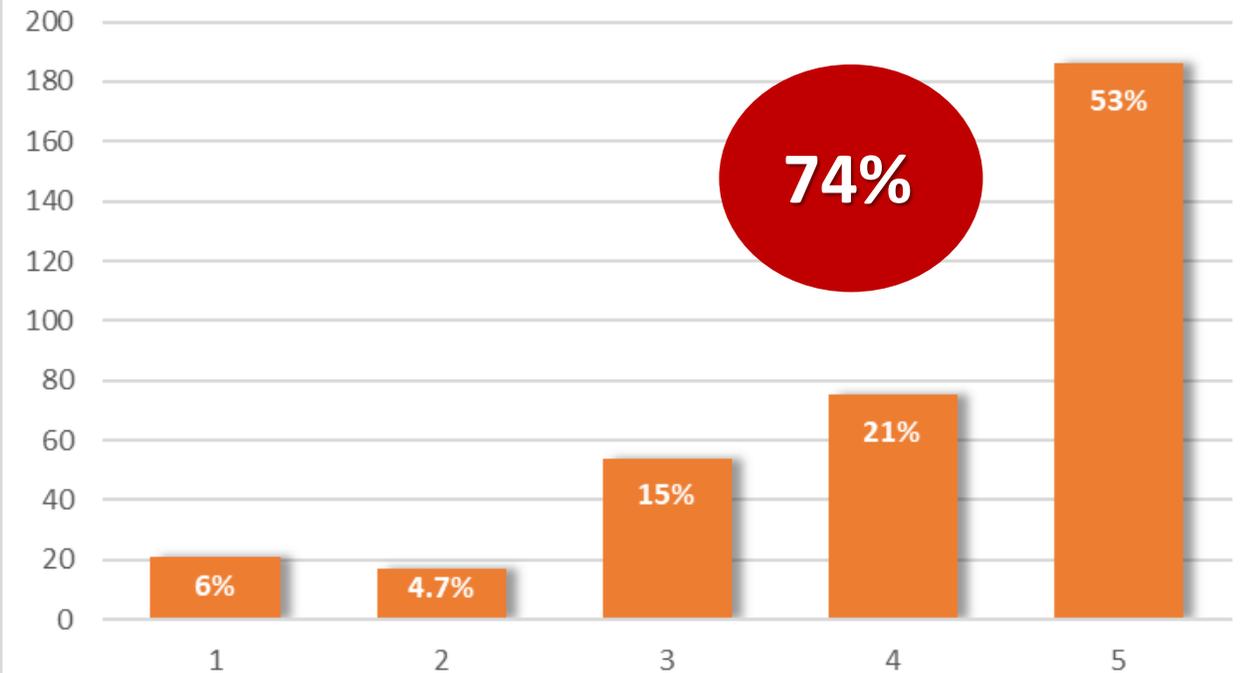
# Runner Survey

**353 Responses**

### How Satisfied Were You With The Event?



### How Likely Are You To Return Next Year?



☰
🔍

## Coast Guard Marathon

Elizabeth City, NC  
Mar 4-5, 2022 (2023 TBD)

**Overall Rating**

**4.8**  
(43 Ratings) 🏆

Marathon, Half Marathon, 5K

Road (Paved)

Official race website

DIFFICULTY		2.1
SCENERY		4.3
PRODUCTION		4.5
SWAG		4.4

### This marathon is flat and fast!

Mar 19, 2022  
Half Marathon



If you like water views, pretty houses, military history, excellent barbeque, everything 5 minutes away and craft beer that is delicious.....you just cannot beat it. Fabulous little chef eateries, bars and cafes all along the waterfront. Nice support from the Historic Black College and I really love the Coast Guard folks. This course was flat AND a Boston qualifier. NO waiting in any lines. I am recovering from an injury and got a third place age group. So pleased. A hidden gem as this year was inaugural!

DIFFICULTY		PRODUCTION	
SCENERY		SWAG	

### Can't wait for next year!

Mar 17, 2022  
Half Marathon



Perfectly organized race! For a first time event, I was pleasantly surprised. The course was super flat and fast. Can't say enough good things about the staff, volunteers, community involvement, and of course, the awesome Coasties! I absolutely loved running through the base, and realized later I would have PR'd if I hadn't stopped for so many pictures lol. The highlight was receiving my gorgeous medal from a Coastie at the finish line, that was very special for me. Seriously can't wait to run it again next year! Sign up, you won't regret it!

DIFFICULTY		PRODUCTION	
SCENERY		SWAG	

<https://raceraves.com/races/coast-guard-marathon/>



### Absolute best race I have ever run ! So

Mar 17, 2022 | Marathon



This was my 5th marathon. But by far my favorite ! It was super organized and course was so fun ! Running through the coast guard base was an absolute blast ! I already cannot wait for next year !

DIFFICULTY		PRODUCTION		5
SCENERY		SWAG		5

memj89  
REPEAT  
RUNNER '22  
FOLLOW



### One of the most fun races ever!

Mar 17, 2022 | Half Marathon



What a welcoming town and so supportive of runners! Great course through the CG base, the university, neighborhoods and along the water. Fantastic volunteers, no shortages of anything! Challenge coin for running the 5k and half was wonderful! Professional race announcing was great & kept everyone engaged. Police, fire & CG volunteers also were great! Definitely a return trip next year 🥰

DIFFICULTY		PRODUCTION		5
SCENERY		SWAG		5

flagrunner...  
FIRST-TIMER '22  
FOLLOW



*Marketing & Project Updates*

# 365 VISIT NC CONFERENCE

March 20-22, 2022

Keynote by Shane Snow  
*Smartcuts for Accelerating Innovation & Thinking Differently*



## Sessions including:

- Outdoor NC
- TikTok
- NC visitation patterns
- 2022 Economic Forecast
- Apple & Google data privacy changes
- Visit NC's 2022-'23 partner co-op marketing program
- Executive Leadership track



## 2022 Smith Travel Research Report Measures

	EC Region Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Goldsboro Goldsboro <i>Actuals</i>	Goldsboro YOY <i>Comparison</i>	Beaufort County Beaufort County <i>Actuals</i>	Beaufort County YOY <i>Comparison</i>	New Bern New Bern <i>Actuals</i>	New Bern YOY <i>Comparison</i>	Middle OBX Middle OBX <i>Actuals</i>	Middle OBX YOY <i>Comparison</i>	Suffolk, VA Suffolk, VA <i>Actuals</i>	Suffolk, VA YOY <i>Comparison</i>	NC – Entire State Entire State <i>YOY Comparison</i>	NC – Northeast Region Northeast Region <i>YOY Comparison</i>
<i>Month To Date – February 2022</i>														
Occupancy	53.3%	-2.8% from Feb '21	53.7%	+12.0%	45.3%	+31.9%	70.0%	+24.8%	37.3%	+16.5%	60.4%	+11.6%		
ADR	\$97.07	+18.2%	\$83.87	+4.6%	\$77.48	+9.1%	\$109.38	+24.2%	\$122.72	+12.7%	\$90.91	+19.6%		
RevPAR	\$51.74	+14.9%	\$45.04	+17.1%	\$35.07	+43.9%	\$76.53	+55.0%	\$45.72	+31.3%	\$54.93	+33.4%		
<i>Year to Date – February 2022</i>														
Occupancy	49.6%	-5.3% from 2021	48.8%	+10.0%	39.9%	+20.3%	61.7%	+24.1%	29.7%	+1.9%	55.1%	+6.9%		
ADR	\$95.38	+20.6%	\$83.26	+4.6%	\$78.02	+10.9%	\$106.97	+20.6%	\$120.11	+13.9%	\$89.61	+18.8%		
RevPAR	\$47.33	+14.2%	\$40.61	+15.0%	\$31.14	+33.4%	\$66.05	+49.6%	\$35.64	+16.0%	\$49.38	+27.0%		

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: 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



# HARBOR TOWN PROJECT

PROFESSOR NICHOLAS DIDOW KENAN-FLAGLER BUSINESS SCHOOL UNIVERSITY OF NORTH CAROLINA CHAPEL HILL, NC

Bunny Sanders, Peter Thomson, Phil McMullan

The harbor town project has consistently identified three major initiatives that must be properly coordinated to increase tourism, maximize economic impact, create jobs and careers, and be sustainable across the Albemarle sound IBX region.

- Themed Renewal of 5 Harbor Town Communities
- Regional Water Transportation System
- Upgrades for Existing Regional Eco and Historic Tourism Sites



Thanks to effective leadership by Rep. Ed Goodwin, the NC state budget includes a \$5M grant to establish and operate a limited sustainable water transportation system in the Albemarle sound – not a complete deployment.

### CURRENT PLANNING MODEL -- SUBJECT TO CHANGE

The water transportation system will be owned and managed by a new regional private nonprofit 501/c/3 organization called “Harbor Towns Inc”

- Harbor Towns Inc will be a private regional nonprofit organization with the ability to establish public-private partnerships to foster and implement regional tourism-based economic development strategies to benefit the IBX including, but not limited to, a regional water transportation system
- Not an extension of NCDOT Ferry Division
- Public ownership of dock and waterfront infrastructure at each of the five Harbor Towns – Elizabeth City, Hertford, Edenton, Plymouth, Columbia – and private ownership and operation of the boats
- Will contract with private businesses and individuals to operate boats, and for maintenance and repair services
- State budget funding allocation is flexible so can provide ridership guarantees or other subsidies to private operators in initial years if needed
- Portion of state grant can also be used for advertising and promotion, regional tourism branding

We will probably start with a dinner/ excursion boat in summer 2022 and with two catamaran and hydrofoil small fast ferry/ excursion boats added in 2023.

1

50-100 guest dinner/ excursion boat for dinner cruises, water excursions, charters, events, festivals, weddings,

...



2

30+ passenger small fast ferry boats for routes between towns, events, festivals, charters, and river excursions



Harbor Towns will need additional waterfront and dock infrastructure, Streetscape, Broadband, and other elements to welcome and engage tourists and vacationers including:



- Welcome facility and ticketing office pavilion at docks on waterfront with clean bathrooms
- Must be ready to connect and engage with historic town attractions and activities, and with nearby historic and eco sites and provide up to date local and regional information for tourists and vacationers
- Fuel storage and pump out facilities
- GOVERNING THOUGHT: each participating harbor town needs to plan and implement how it can be more engaging and welcoming, with more attractions, activities, and experiences, to bring the town alive.



## Next Steps & Questions

### Harbor Town Project briefing and lunch celebration

Wednesday March 30, 12:00-2:30pm

Eastern 4-H Center, 100 N Clover Way, Columbia, NC 27925

RSVP to [nick.didow@unc.edu](mailto:nick.didow@unc.edu)





[Submit a unique drink](#)

[Rules for inclusion](#)

This new microsite site will feature:

- Drinking venues
- Only in EC drink creations
- Beverage-focused events

Marketing campaign will include:

- ✓ Email
- ✓ Social media
- ✓ Print & other paid advertising
- ✓ Media outreach

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



## SAVE THE DATE

### Small Business Workshop

Two FREE workshops with actionable items to help small businesses be even more successful.

Workshop 1:	10:00am-12:00pm
Lunch:	12:00-1:00pm
Workshop 2:	1:00-3:00pm

**APRIL**

**21**

# SAVE THE DATE- NTTW and DEI kickoff

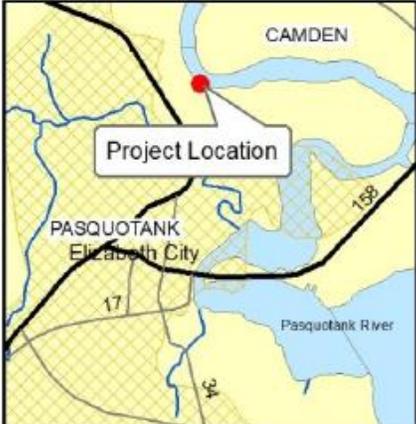
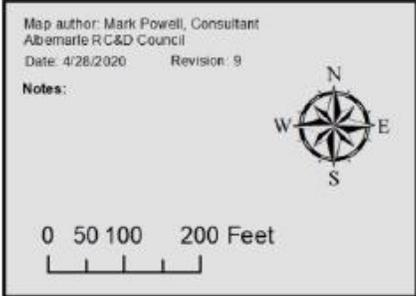
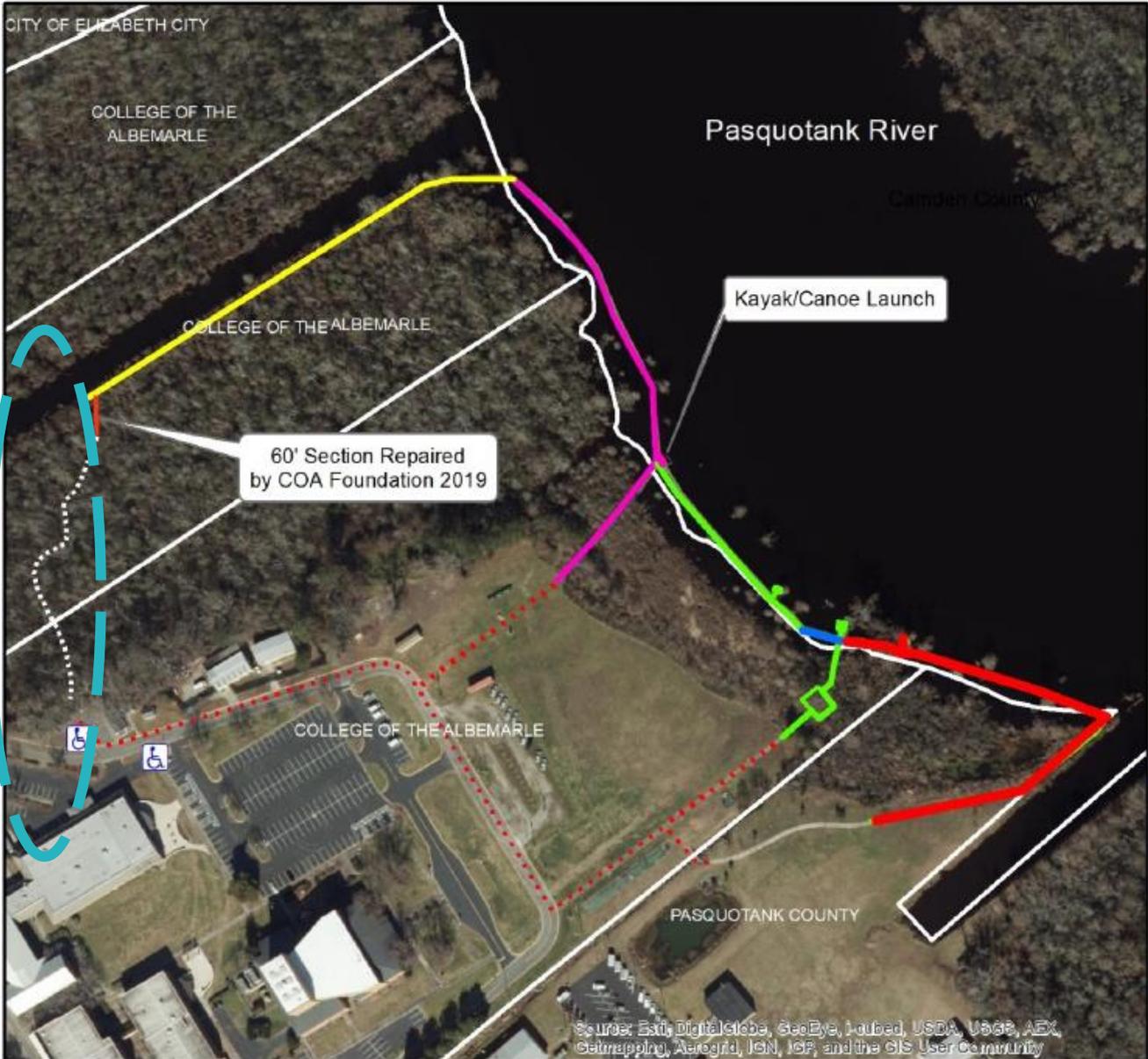
Ring in NTTW with the launch of our new Tourism & Hospitality Toolkits and All Are Welcome Here campaign.  
*Details to come.*





*Old Business*

# Pasquotank River Public Access Improvement Phases I, II, III, IV



**Request for City & County  
 Tourism Funding:**  
 Improvements to the  
 Fenwick-Hollowell  
 Nature Trail



Total Project \$65,000  
 \$15,000 - City  
 \$15,000 - County  
 \$35,000 - Other local  
 organizations



*New Business*

*Thank  
you!*

