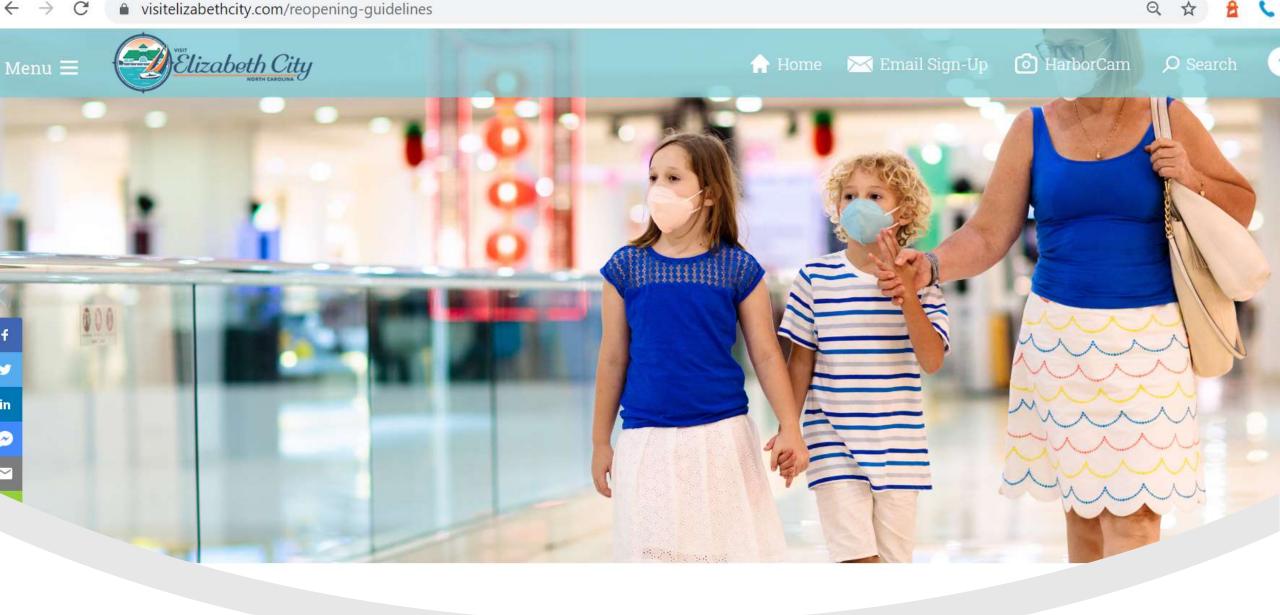


## Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | MAY 28, 2020



**Partner Communication** 

https://visitelizabethcity.com/reopening-guidelines

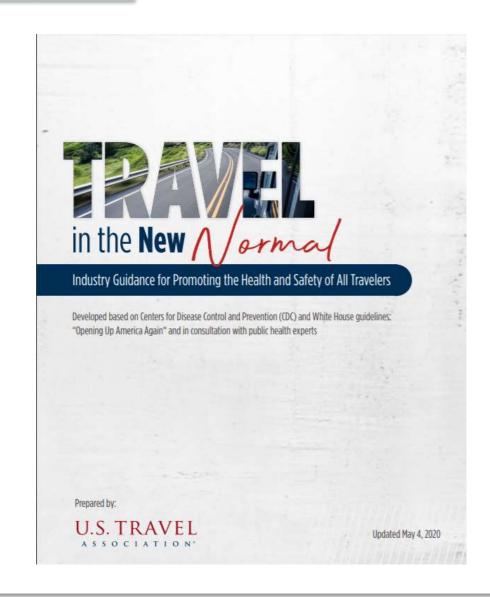
#### **Partner Communication**

Recommended industry guidelines to help bring more travelers and locals to your business safely. View this email in your browser



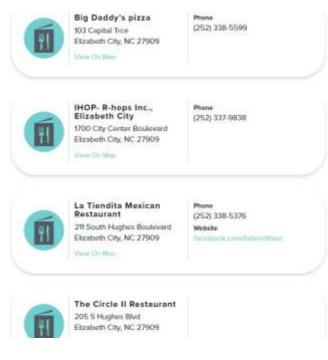
The number one concern for American consumers right now is SAFETY. Research clearly indicates that while locals and travelers *want* to go out, shop, dine, etc. they won't <u>until they feel safe</u>. The U.S. Travel Association, in collaboration with public health experts and industry feedback, has put together "Travel in the New Normal: Industry Guidance for Promoting the Health and Safety of Travelers". While the document features the travel industry it very much applies to almost all businesses. The guidance aims to provide consistency in the approach to safety employed by travel brands and destinations throughout the customer experience. By implementing new practices and actively communicating them with consumers, Elizabeth City and Pasquotank County area businesses will help revive our local economy.

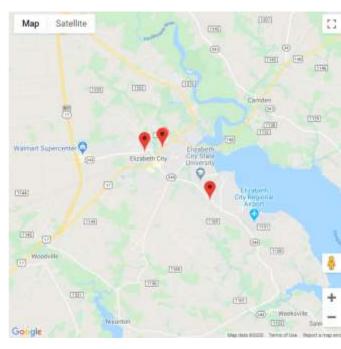
The key points of the guidelines are summarized below, and the full document can be found on our "Reopening Guidelines" webpage.



#### **Partner Communication**







CountOnMeNC.org













# BE A TOURIST IN YOUR HOMETOWN

VISIT Elizabeth City NORTH CAROLINA





Coming Soon!

#### Be a Tourist in Your Hometown!

Have you ever explored Elizabeth City from the eyes of a visitor? Often times, even those who were born and raised in the area haven't seen or experienced everything Elizabeth City has to offer. There's no better time than now to get out and explore our beautiful hometown!

- > Take selfies
- > Post on Social Media
- ➤ Win Prizes!

https://visitelizabethcity.com/Be-A-Tourist-In-Your-Hometown

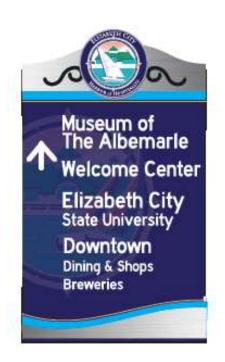
## BE A T@URIST IN YOUR HOMETOWN



### Wayfinding – Downtown Sample Signs











## Wayfinding – Downtown Map for signs & kiosk

#### Preliminary Downtown Sign Locations.

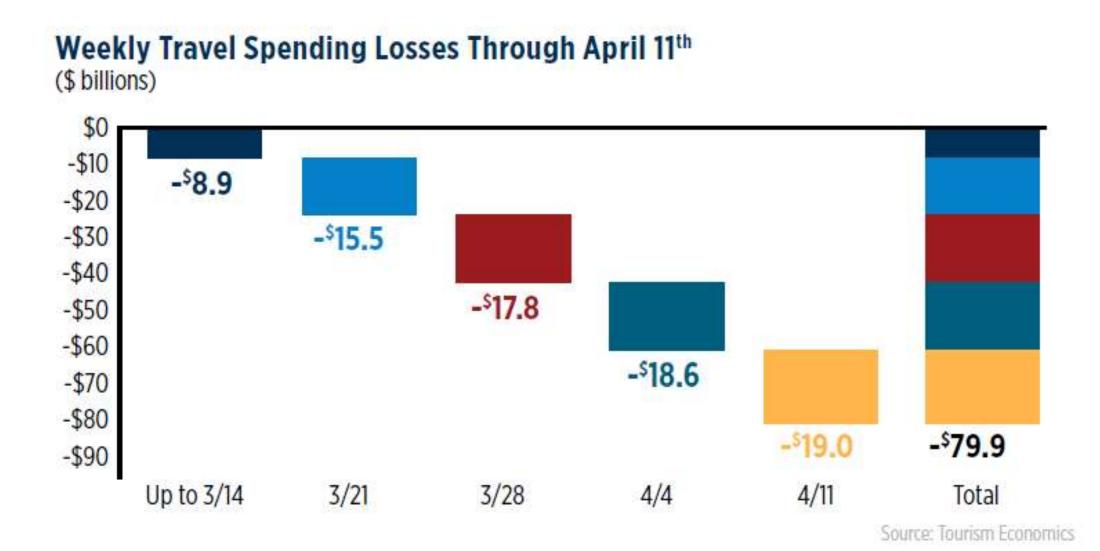






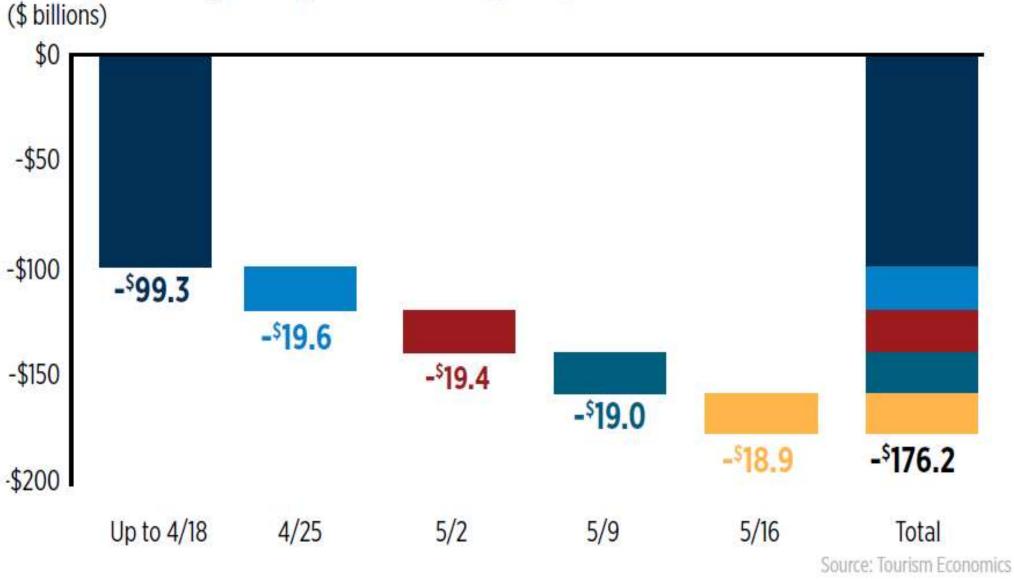
## COVID-19 & the State of the Travel Industry

Since the beginning of March, the COVID-19 pandemic has resulted in \$80 billion in losses for the U.S. travel economy.



<sup>&</sup>quot;Weekly Coronavirus Impact on Travel Expenditures in the US". US Travel Association. April 16, 2020.

## Weekly Travel Spending Losses Through May 16th



Since the beginning of March, the COVID-19 pandemic has resulted in over **\$176 billion** in losses for the **U.S.** travel economy.

	YEAR-OVER-YEAR % CHANGE IN WEEKLY TRAVEL SPENDING										
WEEK ENDING	NG 2/22 2/29 3/7 3/14 3/21 3/28 4/4 4/11										
North Carolina	-1%	-2%	-4%	-26%	-63%	-75%	-81%	-83%			

YEAR	YEAR-OVER-YEAR NET CHANGE IN WEEKLY TRAVEL SPENDING (\$ MILLIONS)										
WEEK ENDING	WEEK ENDING 2/22 2/29 3/7 3/14 3/21 3/28 4/4 4/11										
North Carolina	-7	-8	-21	-136	-332	-390	-430	-437			

YEAR	YEAR-OVER-YEAR NET CHANGE IN LOCAL TOTAL TAX REVENUE (\$ MILLIONS)											
WEEK ENDING	2/22	2/29	3/7	3/14	3/21	3/28	4/4	4/11				
		i	,	ı.	,		Ι					
North Carolina	0	0	0	-3	-7	-8	-9	-9				

<sup>&</sup>quot;Weekly Coronavirus Impact on Travel Expenditures in the US". US Travel Association. April 16, 2020.

	YEAR-OVER-YEAR % CHANGE IN WEEKLY TRAVEL SPENDING										
WEEK ENDING	TEEK ENDING 3/28 4/4 4/11 4/18 4/25 5/2 5/9 5/16										
North Carolina	-75%	-81%	-83%	-85%	-86%	-85%	-84%	-83%			

YEAR	YEAR-OVER-YEAR NET CHANGE IN WEEKLY TRAVEL SPENDING (\$ MILLIONS)										
WEEK ENDING	3/28	4/4	4/11	4/18	4/25	5/2	5/9	5/16			
North Carolina	-390	-430	-437	-449	-455	-447	-446	-436			

YEAR	YEAR-OVER-YEAR NET CHANGE IN LOCAL TOTAL TAX REVENUE (\$ MILLIONS)										
WEEK ENDING	K ENDING 3/28 4/4 4/11 4/18 4/25 5/2 5/9 5/16										
North Carolina	-8	-9	-9	-9	-9	-9	-9	-9			

#### Leisure Travel Expectations (Trips Taken)

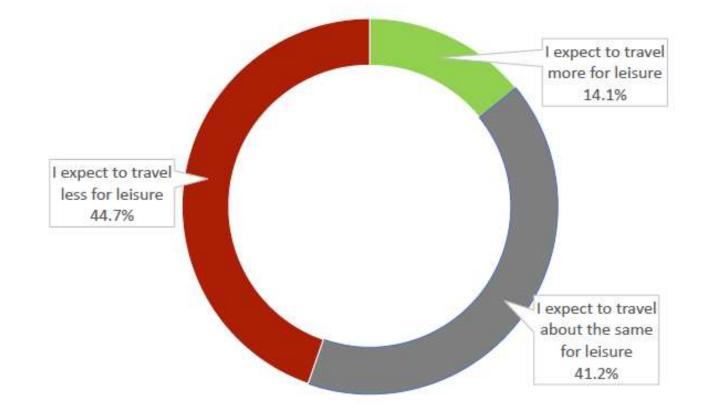
The proportion of leisure travelers who report that they will decrease the number of trips they will take, compared to the past 12

months, has skyrocketed in the past 4 months. Now, nearly half (44.7%) say they will travel less this year. In January, this figure stood at

8.7 percent.

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period? (Select one)

(Base: Wave 11. 1,223 completed surveys. Data collected May 22-24, 2020)

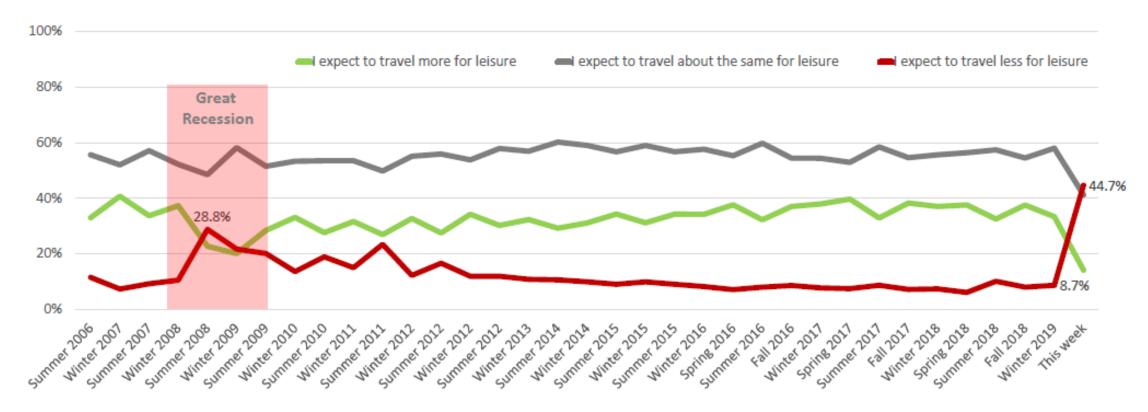




#### Historical Perspective: Leisure Travel Expectations (Trips Taken)

Prior to this week, the highest recorded percentage of American travelers to say they would be taking LESS leisure trips in the coming year compared to the previous year was in July 2008, as the Great Recession loomed.

Question: In the next 12 months, do you expect to travel more or less for leisure than you did in the most recent 12-month period?





#### IMPACT ON TRAVEL PLANS

## First Trip Travelers Will Take in the Next Six Weeks (Memorial Day Weekend to July 4th Weekend)







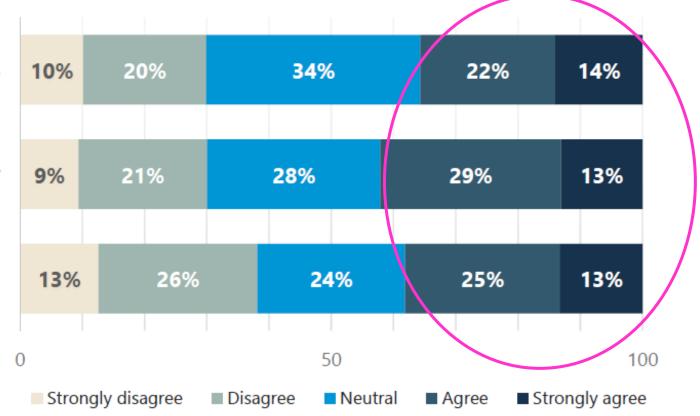
#### TRAVEL PERCEPTIONS

#### **Perceptions of Safety and Travel**

I support opening up my community to visitors

I feel safe traveling outside my community

I would feel safe dining in local restaurants and shopping in retail stores in my community

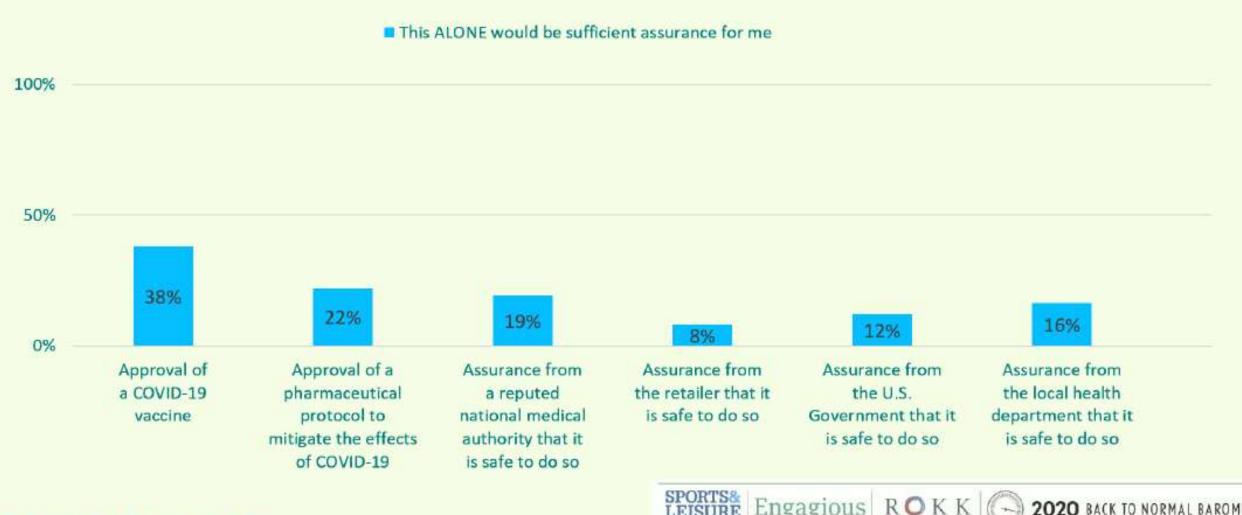






#### SOME ASSURANCES MATTER A LOT

Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable visiting a retail store, without hesitation?

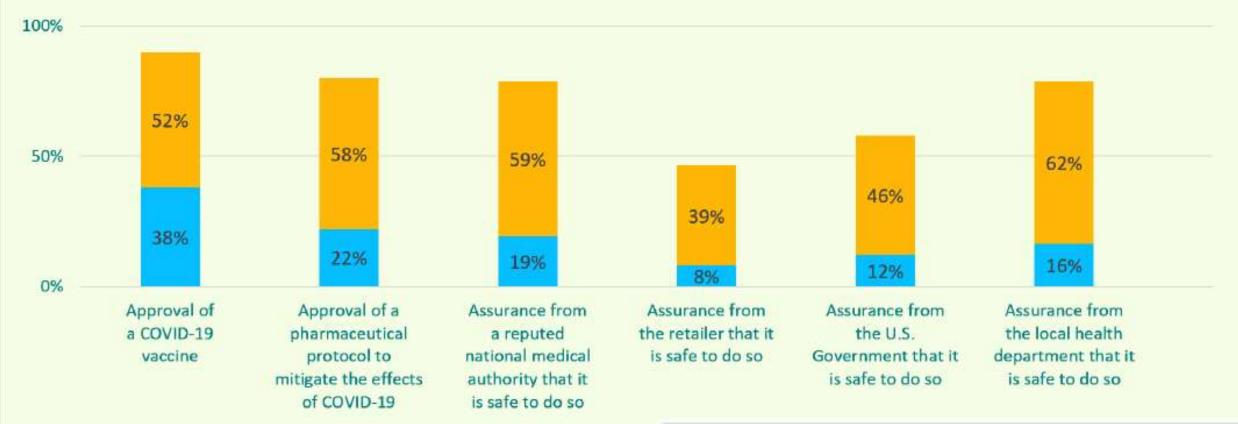


#### MORE THAN ONE ASSURANCE IS VITAL

Which of these singular occurrences (alone or in conjunction with something else) would make you comfortable visiting a retail store, without hesitation?



I would need this occurrence/condition PLUS at least one other item on this list





#### 2020 Smith Travel Research Report Measures

	EC Region Actuals	EC Region 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	NC — Entire State YOY Comparison	NC – Northeast Region YOY Comparison
						<u>Month</u>	1 To Date – <mark>N</mark>	<mark>1arch</mark> 2020						
Occupancy	41.0%	-33.4% from March '19	48.1%	-29.1%	31.2%	-45.8%	56.7%	-29.7%	25.0%	-51.8%	40.5%	-35.3%	-38.1%	-31.7%
ADR	\$80.55	-2.7%	\$84.03	-1.2%	\$75.04	-2.0%	\$102.35	-8.4%	\$94.39	-9.7%	\$81.33	-6.4%	-12.4%	-8.2%
RevPAR	\$33.00	-35.2%	\$40.40	-29.9%	\$23.43	-46.9%	\$57.99	-35.6%	\$23.55	-56.5%	\$32.96	-39.4%	-45.8%	-37.3%
						<u>Year t</u>	to Date – Ma	arch, 2020						
Occupancy	46.1%	-19.0%	49.7%	-19.6%	33.9%	-30.1%	65.9%	-14.9%	28.8%	-26.4%	45.7%	-16.1%	-17.4%	-15.2%
ADR	\$81.08	-0.7%	\$84.46	0.0%	\$74.87	-2.7%	\$100.89	-4.7%	\$95.54	-4.7%	\$82.77	-1.8%	-3.5%	-2.7%
RevPAR	\$37.39	-19.5%	\$41.99	-19.6%	\$25.39	-32.0%	\$66.50	-18.9%	\$27.54	-29.8%	\$37.80	-17.6%	-20.3	-17.5%

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

<u>Goldsboro includes</u>: 10 out of 15 properties; total rooms: 915/1127 <u>Beaufort County includes</u>: 6 out of 9 properties; total rooms: 413/548

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

New Bern includes: 7 out of 8 properties; total rooms: 636/701

Middle OBX includes: 5 out of 17 properties; total rooms: 611/1095; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 9/12 properties; total rooms: 835/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



#### 2020 Smith Travel Research Report Measures

	EC Region Actuals	EC Region 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	NC — Entire State YOY Comparison	NC – Northeast Region YOY Comparison
						<u>Mont</u>	h To Date –	<mark>April</mark> 2020						
Occupancy	29.2%	-54.8% from April '19	32.4%	-53.4%	21.1%	-56.8%	34.5%	-57.2%	0%		28.0%	-58.0%		
ADR	\$76.15	-16.2%	\$75.93	-15.6%	\$66.53	-15.6%	\$87.70	-21.4%	\$0		\$73.63	-24.2%		
RevPAR	\$22.21	-62.0%	\$24.60	-60.7%	\$14.06	-63.5%	\$30.25	-66.3%	\$0		\$20.64	-68.2%		
						<u>Year</u>	to Date – Ap	oril, 2020						
Occupancy	41.9%	-28.8%	45.4%	-28.9%	30.7%	-36.8%	58.1%	-25.8%			41.3%	-28.3%		
ADR	\$80.22	-4.7%	\$82.97	3.5%	\$73.43	-5.1%	\$98.93	-7.8%			\$81.22	-7.7%		
RevPAR	\$33.59	-32.1%	\$37.64	-31.3%	\$22.56	-40.0%	\$57.44	-31.6%			\$33.51	-33.8%		

EC Region includes: 7 out of 7 properties; total rooms: 541/541
Goldsboro includes: 10 out of 15 properties; total rooms: 915/1127

Beaufort County includes: 6 out of 9 properties; total rooms: 413/548

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

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ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

## Pasquotank County Occupancy Tax Collections

Actual
Occupancy Tax
Collected |
Year-over-year
comparison

18-19	19-20	\$ Change from Previous Year	from Previous Year
\$71,520.28	\$83,092.81	\$11,572.53	16.2%
\$73,520.99	\$74,952.45	\$1,431.46	1.9%
\$52,455.16	\$67,339.40	\$14,884.24	28.4%
\$58,622.95	\$62,339.79	\$3,716.84	6.3%
\$44,769.04	\$50,819.73	\$6,050.69	13.5%
\$38,830.70	\$43,986.60	\$5,155.90	13.3%
\$43,697.42	\$39,833.66	(\$3,863.76)	-8.8%
\$48,587.47	\$42,318.68	(\$6,268.79)	-12.9%
\$56,692.12	\$37,179.42	(\$19,512.70)	-34.4%
\$62,575.30	\$23,432.53	(\$39,142.77)	-62.6%
\$67,663.55			
\$81,627.36			
\$700,562.34	\$525,295.07	(\$25,976.36)	-4.71%

% of Change

#### Revenue Projections

2019-2020 Budget
2019-2020 Actual/Projected

2020-2021 Projected

July	August	September	October	November	December	January	February	March	April	May	June	TOTAL
\$79,000	\$71,000	\$71,000	\$57,000	\$57,000	\$44,000	\$40,000	\$43,000	\$47,000	\$55,000	\$60,000	\$66,000	\$690,000
\$83,093	\$74,952	\$67,339	\$62,340	\$50,820	\$40,952	\$39,834	\$42,319	\$33,475	\$20,900	\$24,000	\$26,400	\$566,424
								-29%	-62%	-60%	-60%	
\$24,928	\$24,734	\$28,283	\$28,676	\$26,426	\$24,981	\$27,485	\$31,739	\$37,600	\$44,000	\$48,600	\$53,460	\$400,913
-70%	-67%	-58%	-54%	-48%	-39%	-31%	-25%	-20%	-20%	-19%	-19%	

This chart was updated on 05.19.2020 using both the STR revenue loss projections and adjustments based on actual data for our specific region. It shows current projections for Elizabeth City/ Pasquotank County occupancy tax collections.

EC-PC TDA FY 2019-2020 APPROVED BUDGET	APPROVED 2019-2020 Budget	New Projections due to COVID-19	New Projections due to COVID-19	
		04.13.2020	05.19.2020	
REVENUES	-			-
Occupancy Tax Revenue	\$690,000	\$511,639	\$566,424	Currently projecting lost reve
TDA Interest	\$4,000	\$3,500	\$3,500	of <b>\$123,576</b>
City of EC Interest	\$1,400	\$1,600	\$1,600	
Pasquotank Interest	\$400	\$590	\$590	
Tourism Co-op Marketing Plan	\$0	\$0	\$0	
Fund Balance Appropriation	\$56,000	\$80,600	\$80,600	
Total Revenues	\$751,800	\$597,929	\$652,714	_

If the current projections and calculations are accurate, we are looking at a loss in budgeted revenue for FY 2019-2020 of \$123,576.

We have mitigated that revenue loss by minimizing all expenses possible, and mostly by stopping all paid advertising.

Total Marketing & Sales	\$291,490	\$235,645	\$226,560	* items in yellow have been disbursed
Ghost Walk/ECHNA	\$1,000	\$1,000		Funding distributed Fall, 2019
Craftsmans Fair	\$1,000	\$1,000		Funding requested.
Coast Guard Sponsorship	\$1,250	\$1,250		Funding distributed Summer, 2019
Juneteenth Celebration	\$500	\$500		event canceled
Arts of the Albemarle	\$7,000	\$7,000		requesting money for Rhythm & Brew
Museum of the Albemarle	\$3,750	\$3,750		2020 campaign
Port Discover	\$2,125	\$2,125		for distribution out of the area MOA requesting funding for a Fall,
Potato Festival/ECDI	\$3,000	\$3,000		Film Festival & Music on the Green requesting funding to print rack cards
•	¢3.000	ć2.000		requesting \$1000 for Mariners' Wharf
Mid-Atlantic Christian University	\$640	\$640		no more events this fiscal year
ECSU	\$9,000	\$9,000		Funding distributed Summer, 2019
College of the Albemarle	\$1,275	\$1,275	\$0	no more events this fiscal year
Coast Guard Half Marathon	\$0	\$0	\$4,741	
Sports Tourism	\$0	\$0	\$0	
Rose Buddies	\$400	\$200	\$200	
Civil War Markers	\$1,200	\$1,200	\$1,200	
Product Development Funding	\$0	\$0	\$0	
Small Tourism Projects/Events	\$0	\$0	\$0	and daded to 2020 2021 Sudget
/isitor Experience	\$12,500	\$17,500	\$12,000	FYI - increase is from xmas lights; removed 3 approved grants (\$5500) and added to 2020-2021 budget
Community Relations	\$1,500	\$0	\$0	50 · · · · · · · · · · · · · · · · · · ·
Research	\$46,750	\$70,750		FYI - increase is from wayfinding plan
Oues & Subscriptions	\$2,750	\$4,855	\$4,855	
Collateral / Promotional Items	\$4,000	\$4,000	\$4,000	
Media Relations	\$2,250	\$0	\$0	
Neb technology	\$6,600	\$6,600	\$6,600	
Advertising & Marketing	\$183,000	\$100,000	\$100,500	Pausing paid advertising

FY 2019-2020 Projections

\*We have mitigated revenue loss by minimizing all expenses possible, and mostly by stopping all paid advertising.

EC-PC TDA FY 2019-2020 APPROVED BUDGET

APPROVED

**New Projections** 2019-2020 Budget due to COVID-19

**New Projections** due to COVID-19

04.13.2020

05.19.2020

\$751,800	\$597,929	\$652,714
\$170,074	\$130,100	\$143,796
\$216,384	\$205,449	\$204,102
\$69,352	\$56,182	\$56,475
\$4,500	\$3,265	\$4,465
\$291,490	\$235,645	\$226,560
\$751,800	\$630,641	\$635,398
\$751,800	\$597,929	\$652,714
\$0	(\$32,712)	\$17,316
	\$170,074 \$216,384 \$69,352 \$4,500 \$291,490 \$751,800 \$751,800	\$170,074 \$130,100 \$216,384 \$205,449 \$69,352 \$56,182 \$4,500 \$3,265 \$291,490 \$235,645 \$751,800 \$630,641 \$751,800 \$597,929

FY 2019-2020 Projections

RECAP



## Old Business



## FY 2020-2021 Proposed Revenues

APPROVED 2019-2020 Budget	New Projections due to COVID-19	Proposed Budget FY 2020-2021
	05.19.2020	05.26.2020
\$690,000	\$566,424	\$400,913
\$4,000	\$3,500	\$2,800
\$1,400	\$1,600	\$1,050
\$400	\$590	\$300
\$0	\$0	\$80,000
\$56,000	\$80,600	\$214,195
\$751,800	\$652,714	\$699,258
	\$690,000 \$4,000 \$1,400 \$400 \$0 \$56,000	\$690,000 \$566,424 \$4,000 \$1,600 \$1,400 \$590 \$0 \$0 \$56,000 \$80,600

#### TOURISM RELATED EXPENDITURES \$50,114 \$70,803 City of Elizabeth City \$84,137 \$1,050 City of Elizabeth City - Interest \$1,400 \$1,600 \$50,114 Pasquotank County \$84,137 \$70,803 \$300 Pasquotank County - Interest \$400 \$590 \$101,578 **Total Tourism Related Expenditures** \$143,796 \$170,074 WAGES & BENEFITS \$153,000 Salaries \$151,884 \$150,032 \$150 Unemployment Tax \$150 \$150 \$11,750 Payroll Taxes \$11,008 \$11,650 \$32,000 Health Insurance \$37,400 \$28,612 \$16,500 Retirement \$15,300 \$14,300 \$213,400 **Total Wages & Benefits** \$216,384 \$204,102

FY 2020-2021
Proposed
Expenses, page 1

Total Capital Outlay	\$4,500	\$4,465	\$1,000
Website Development	\$0	\$0	\$0
Sign	\$2,500	\$0	\$0
Office Furniture/Equipment Purchase	\$2,000	\$4,465	\$1,000
CAPITAL OUTLAY			
Total Administration & Operations	\$69,352	\$56,475	\$65,066
Contingency	\$4,400	\$0	\$5,000
Travel Expense	\$2,500	\$1,000	\$2,500
Staff Development & Education	\$3,000	\$600	\$2,000
Hospitality, Gifts & Meals	\$2,000	\$600	\$1,000
Telephone, Communications & Internet	\$7,500	\$6,000	\$7,500
Rent - Office	\$10,854	\$10,885	\$12,500
Professional Services (Accting, Legal, Audit	\$18,500	\$18,500	\$18,500
Postage	\$276	\$200	\$200
Office Supplies	\$4,000	\$2,900	\$3,000
Office Equipment - Maintenance	\$1,850	\$2,422	\$1,550
Insurance	\$4,770	\$4,770	\$5,000
Kiosk Maintenance	\$200	\$0	\$200
Bank Fees	\$102	\$102	\$102
Admin Fee (Pasq. Co.)	\$9,400	\$8,496	\$6,014

FY 2020-2021 Proposed Expenses, page 2

MARKETING & SALES		_	_
Advertising & Marketing	\$183,000	\$108,300	\$175,000
Web technology	\$6,600	\$6,600	\$8,400
Media Relations	\$2,250	\$0	\$2,500
Collateral / Promotional Items	\$4,000	\$4,000	\$3,000
Dues & Subscriptions	\$2,750	\$4,855	\$4,855
Research	\$46,750	\$70,750	\$3,500
Community Relations	\$1,500	\$0	\$1,000
Visitor Experience / Grants	\$12,500	\$12,000	\$30,500
Civil War Markers	\$1,200	\$1,200	\$1,200
Rose Buddies / Ambassadors	\$400	\$200	\$1,000
Coast Guard Half Marathon		\$4,741	\$87,259
College of the Albemarle	\$1,275	\$0	
ECSU	\$9,000	\$7,114	
Mid-Atlantic Christian University	\$640	\$0	
Potato Festival/ECDI	\$3,000	\$1,000	
Port Discover	\$2,125	\$750	
Museum of the Albemarle	\$3,750	\$0	
Arts of the Albemarle	\$7,000	\$1,800	
Juneteenth Celebration	\$500	\$0	
Coast Guard Sponsorship	\$1,250	\$1,250	
Craftsmans Fair	\$1,000	\$1,000	
Ghost Walk/ECHNA	\$1,000	\$1,000	
Total Marketing & Sales	\$291,490	\$226,560	\$318,214
			•

FY 2020-2021 Proposed Expenses, page 3

## FY 2020-2021 Proposed Budget Recap

EC-PC TDA FY 2020-2021 PROPOSED BUDGET	APPROVED 2019-2020 Budget	New Projections due to COVID-19	Proposed Budget FY 2020-2021
		05.19.2020	05.26.2020
REVENUES			
Total Revenues	\$751,800	\$652,714	\$699,258
Total Tourism Related Expenditures	\$170,074	\$143,796	\$101,578
Total Wages & Benefits	\$216,384	\$204,102	\$213,400
Total Administration & Operations	\$69,352	\$56,475	\$65,066
Total Capital Outlay	\$4,500	\$4,465	\$1,000
Total Marketing & Sales	\$291,490	\$226,560	\$318,214
TOTAL EXPENSES	\$751,800	\$635,398	\$699,258
Total Revenues	\$751,800	\$652,714	\$699,258



Call for a public hearing on the budget as proposed during our regularly scheduled June meeting, June 25, 2020

Note: the budget will be available for preview on our website. If someone has questions or cannot access the website, please call 252.335.5330.



## New Business

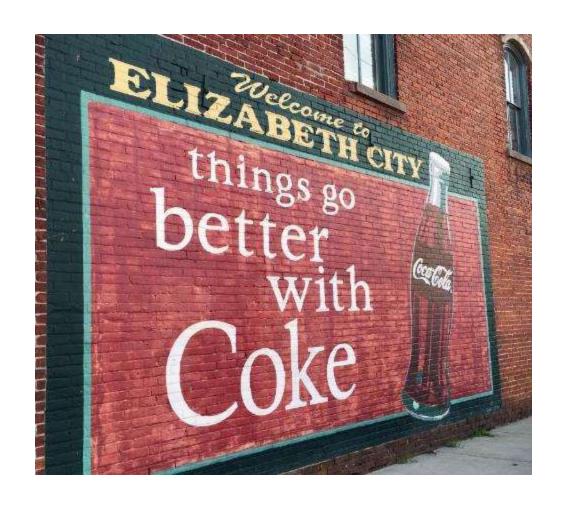
Term Limits

TDA Member	Term Limit
Maureen Donnelly	6/30/2020
Andy Montero	6/30/2020
Gwen Sanders	6/30/2020
Abel Sutton	6/30/2020
Rhonda Twiddy	6/30/2020
Jeff Dixon	6/30/2021
Phil Mays	6/30/2021
Arthur McPherson	6/30/2021
Johnnie Walton	6/30/2021

Board Position Notice There is an upcoming open position on the Visit Elizabeth City / Elizabeth City – Pasquotank County Tourism Development Authority's Board of Directors. Pursuant to State law, an interested party must live OR work in Pasquotank County AND must be affiliated with a business that is collecting occupancy tax in Pasquotank County.

If you fit the above criteria and would like to be part of a team dedicated to enhancing and driving tourism to the Elizabeth City area, we invite you to submit a Statement of Interest. For more information about the position, responsibilities entailed and how to apply please contact Susan Hartley.

Susan@VisitELizabethCity.com 252.335.5330





Thank you!