



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | FEBRUARY 27, 2020



# Welcome Breanna!

Breanna (Bre) Brower  
Marketing & Communications Specialist  
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## Executive Director's Meetings and Activities January 18, 2020 – February 21, 2020

- January 21 – Attended Chamber Board meeting
- January 21 – Attended HAT meeting
- January 21 – Participated in Rotary special projects planning
- January 21 – Met with Sparty Hammett
- January 23 – Attended TDA Board meeting
- January 24 – Met with Emmett Murphy – Rotary Club
- January 24 – Met with Gwen Williams – River City CDC
- January 27 – Attended Rotary
- January 27 – Met with Christian Lockamy
- January 28 – Attended NC Sports Association Mtg. - Durham
- January 29 – Held Telephone Interviews for Marketing position
- January 30 – Toured E-City downtown with Debbie Malenfant and Roger Brooks (downtown & tourism consultant and expert)
- January 30 – Attended Harbor Town meeting with Roger Brooks
- January 30 – Attended Chamber of Commerce Annual Dinner
- January 31 – Held SIR Research Presentation for tourism industry
- January 31 – Call with VisitNC and Visit Asheville re upcoming presentation
- February 3 – Held Telephone Interviews for Marketing position
- February 3 – Attended River City CDC meeting
- February 4 – Conference call with Deborah Claiborne (USCG)
- February 4 – Met with Barry Keyes (Project Art Downtown)
- February 5 – Conference call with Jim Rudney (web developer)
- February 5 – Lunch meeting with Catherine Edmonds
- February 5 – Met with Ron Payne (CG Half Marathon)
- February 6 – Held CG Half Marathon sponsorship meeting
- February 7 – Held in-person interviews for Marketing position
- February 7 – Attended First Friday Art Walk
- February 10 – Attended Rotary
- February 11 – Attended DBPA Meeting
- February 11 – Met with Debbie (Wayfinding Project)
- February 12 – Met with Capt. Jeff and Cassie (Fishing & Kayaking)
- February 12 – Lunch meeting with Morris & Norma King
- February 12 – Met with Mike Cox re CGHM MOA
- February 13 – Held Marketing Committee meeting
- February 13 – Presented to Edenton Rotary Club
- February 14 – Conference call with USCG Band
- February 14 – Met with Ron Payne (CG Half Marathon)
- February 14 – Met with Debbie (Wayfinding Project)
- February 17 – Held new Board Member Orientation Meeting
- February 17 – Attended FOMOA Board Meeting & Luncheon
- February 17 – Presented Annual Report to Pasquotank Commissioners
- February 18 – Attended Chamber board meeting
- February 18 – Held CG Half Marathon Committee meeting
- February 19 – Met with Andrew Schmidt, CEO Visit Greenville
- February 19 – Attended VisitNC Travel Guide Road Show
- February 20 – Attended ECDI board meeting
- February 20 – Held Visitor Experience Committee meeting
- February 21 – Conference call with Gwen & Phil



## 2020 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 – January 2020</u>														
Occupancy	44.0%	-13.4% from Jan '19	48.8%	-13.0%	37.0%	-11.6%	67.3%	-10.3%	26.8%	-10.2%	44.1%	-7.4%		
ADR	\$80.02	+2.2%	\$83.44	+0.1%	\$77.37	0.0%	\$101.01	+2.3%	\$87.56	-2.8%	\$82.51	+1.7%		
RevPAR	\$35.17	-11.5%	\$40.68	-12.9%	\$28.59	-11.6%	\$68.02	-8.2%	\$23.51	-12.7%	\$36.4	-5.8%		
<u>Year to Date –</u>														
Occupancy														
ADR														
RevPAR														

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

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

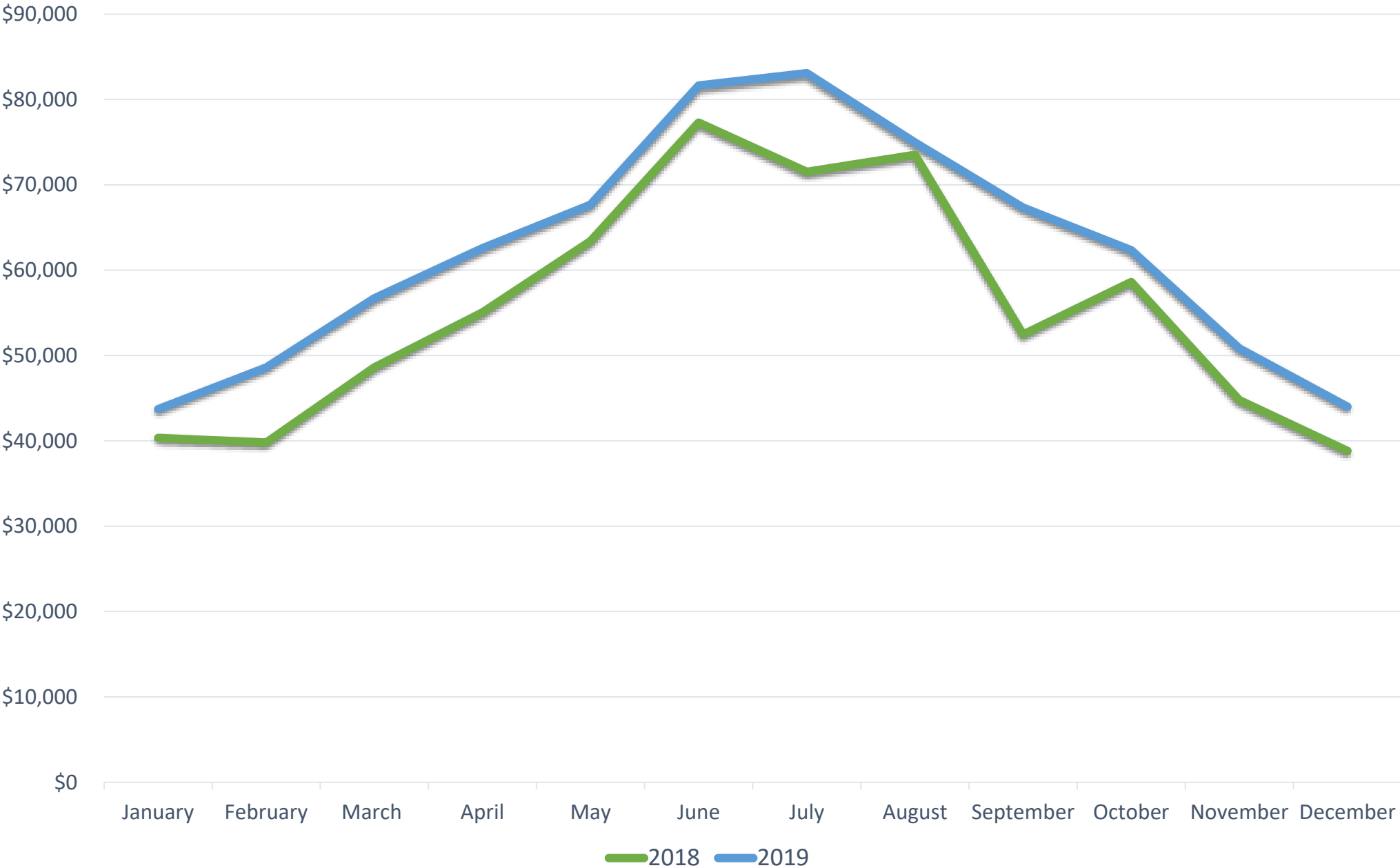
Middle OBX includes: 5 out of 17 properties; total rooms: 611/1095; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

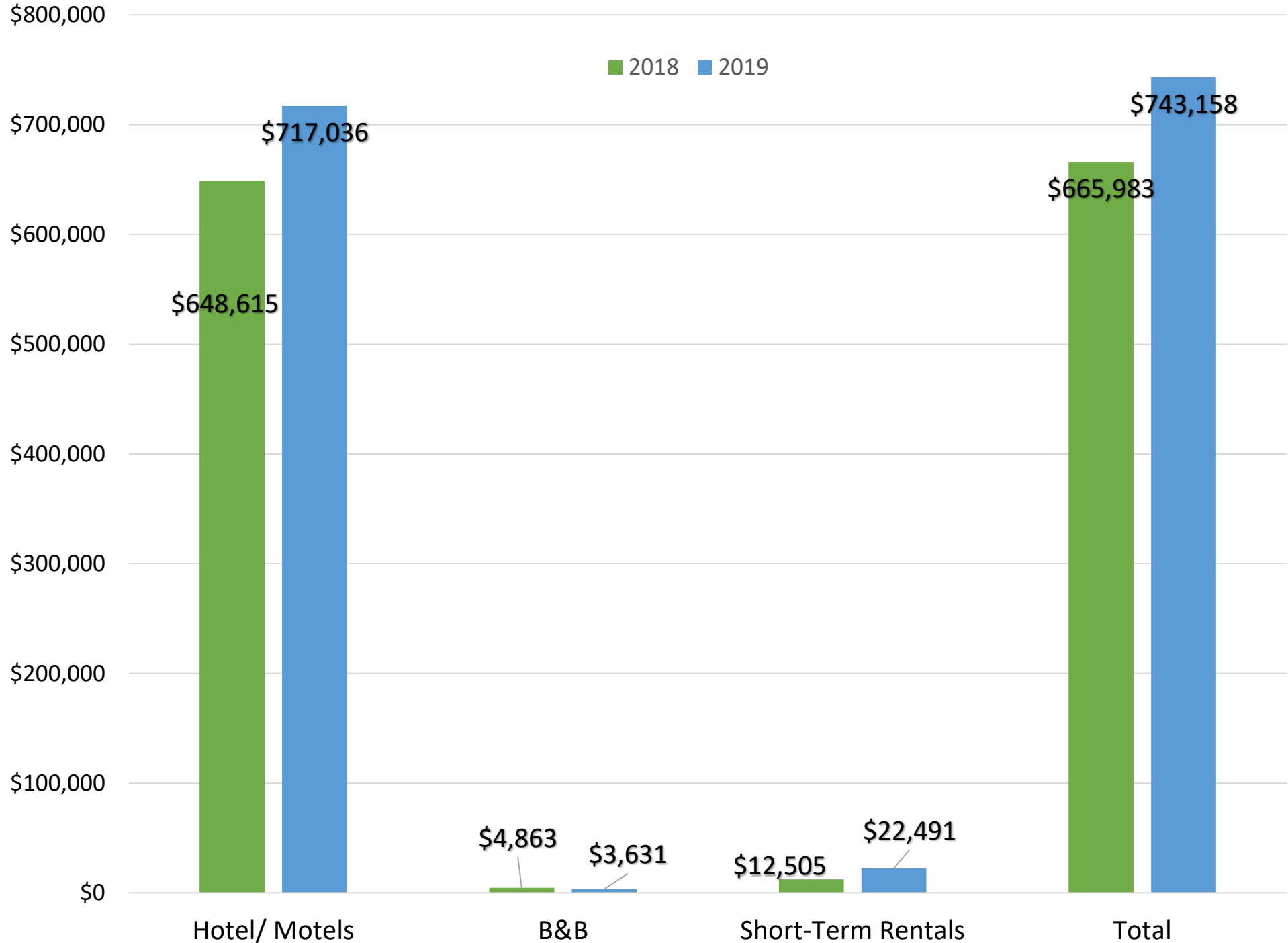
RevPAR= Revenue Per Available Room

# EC-PC TDA 2019 Annual Report



**YOY  
OCCUPANCY  
TAX  
COLLECTIONS  
BY MONTH**





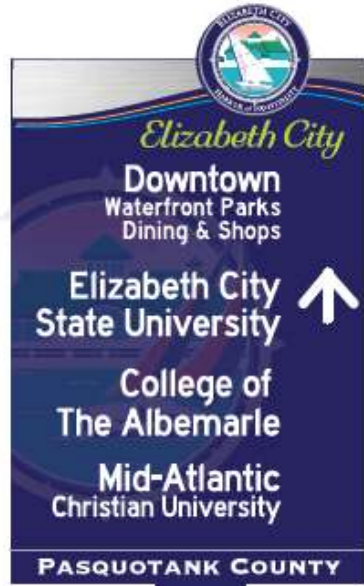
**YOY  
OCCUPANCY  
TAX  
COLLECTIONS  
BY LODGING  
TYPE**



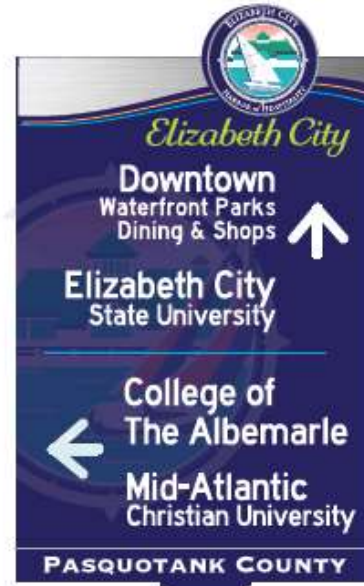
# Collaborative Wayfinding Project



1 & 1A Left Arrow



2



3



4

## Sampling of latest signs



5



6



7



8



**Coast Guard Half Marathon  
& Guardians of the Atlantic 5k**

**September 19, 2020**



**Our State**  
CELEBRATING NORTH CAROLINA

4-month  
lead time



NORTH CAROLINA

1-month lead time

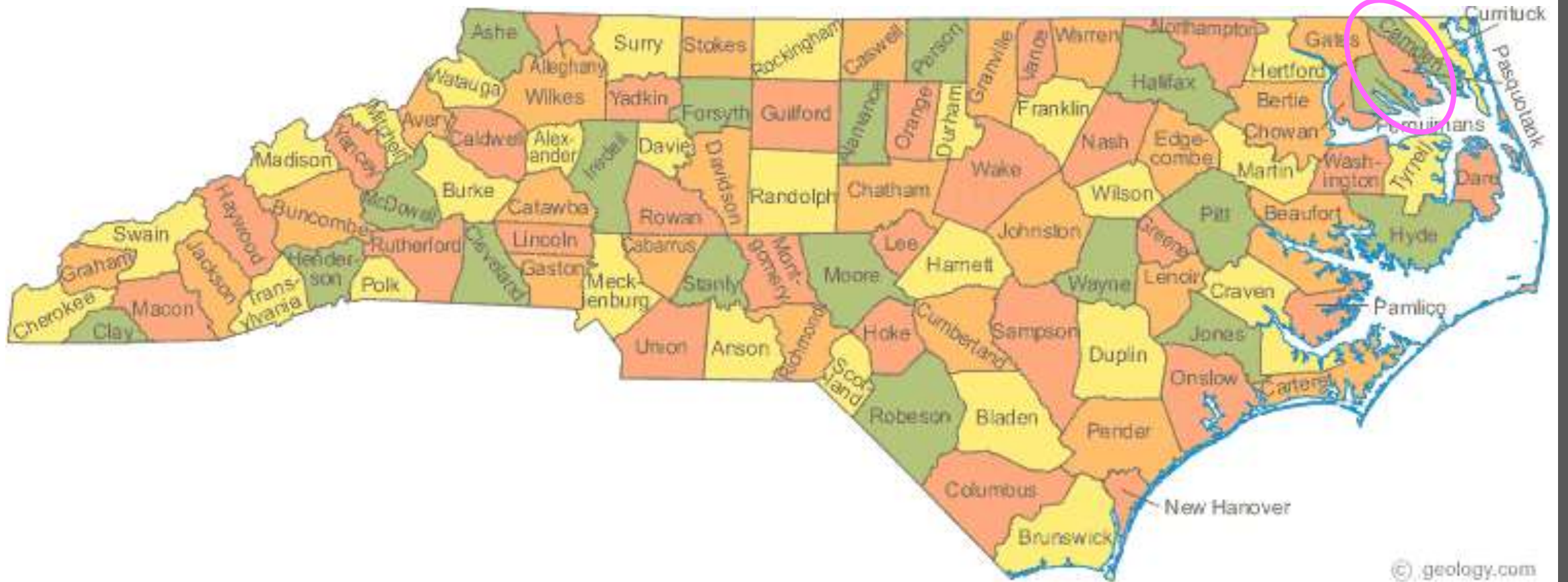
4-month  
lead time



Visit E-City  
Promoting  
Regional Events




An Elizabeth  
City  
Renaissance



© geology.com





Over \$90 million in investment in the destination in recent years – just downtown!

Downtown: 47 new or expanded businesses since 2017



Pailin's Alley event space & outdoor dining.  
The Virginia Dare Arcade renovations.

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New Short-term Rentals, A new B&B – all downtown



Weatherly LOFTS

Weatherly

Water Street \$9+ million-dollar transformation



One brewery expansion.  
Spring, 2020



**SEVEN  
SOUNDS**  
BREWING COMPANY  
ELIZABETH CITY  NORTH CAROLINA

One brand new brewery.  
*Coming late 2020*

# Project Art Downtown

*In progress*





Placemaking; Public Art;  
Creating a Mural Trail



# On the Waterfront

*Part 1 – Coming Spring 2020*





On the  
Waterfront  
*Part 2 – Coming  
Summer 2020*



Over town: SIX new  
restaurants in Q1 of 2020 ...  
and counting





*Constantly evolving:*

Shows

Live performances

Gallery exhibitions

Ever-expanding Events

ARTS *of the* ALBEMARLE

New Exhibit:  
NC Women  
Breaking Barriers  
*July 2020- July 2022*



MUSEUM OF THE ALBEMARLE

*History Happens Here*





A world-wide,  
top 12 Planetarium  
*Opened Fall 2019*

# 8-screen, state-of-the-art Multiplex Cinema



PREMIER SEATING LUXURY THEATRES

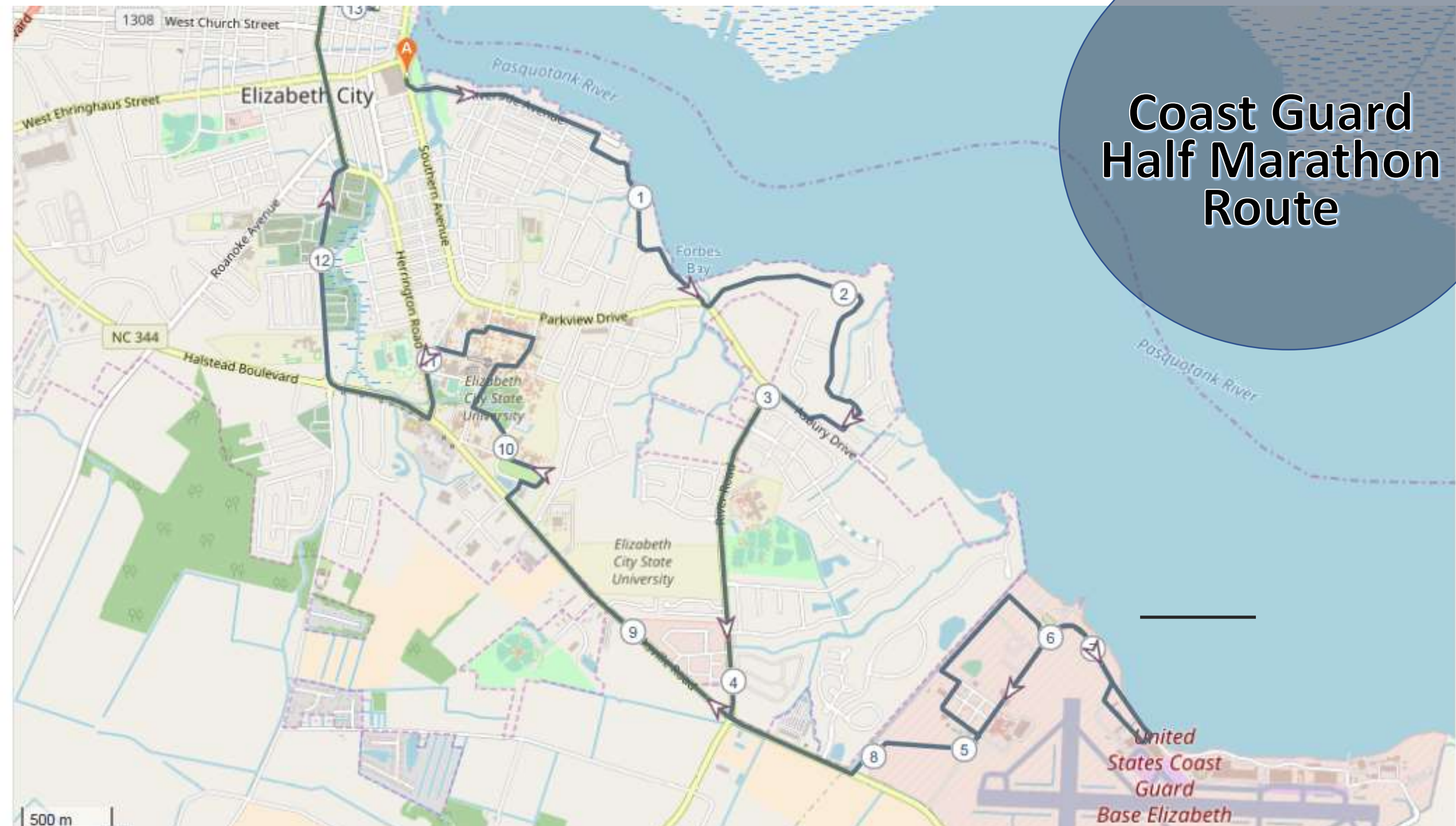
Opening June 2020



**Inaugural  
Coast Guard Half Marathon  
& Guardians of the Atlantic 5k  
September 19, 2020**



# Coast Guard Half Marathon Route



A small town  
with a BIG  
story.  
Thank you!

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Corrina Ferguson  
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# *Old Business*



## Matching Marketing Grants



*New Business*





## Spring Planning Retreat

Dates Proposed:

Thursday, April 2 OR  
Tuesday, April 7

Time:

10am – 2pm

Featured Discussion Items:

- Strategic Plan Review & Action Plan
- Accreditation Review & Action Plan



**Thank you!**