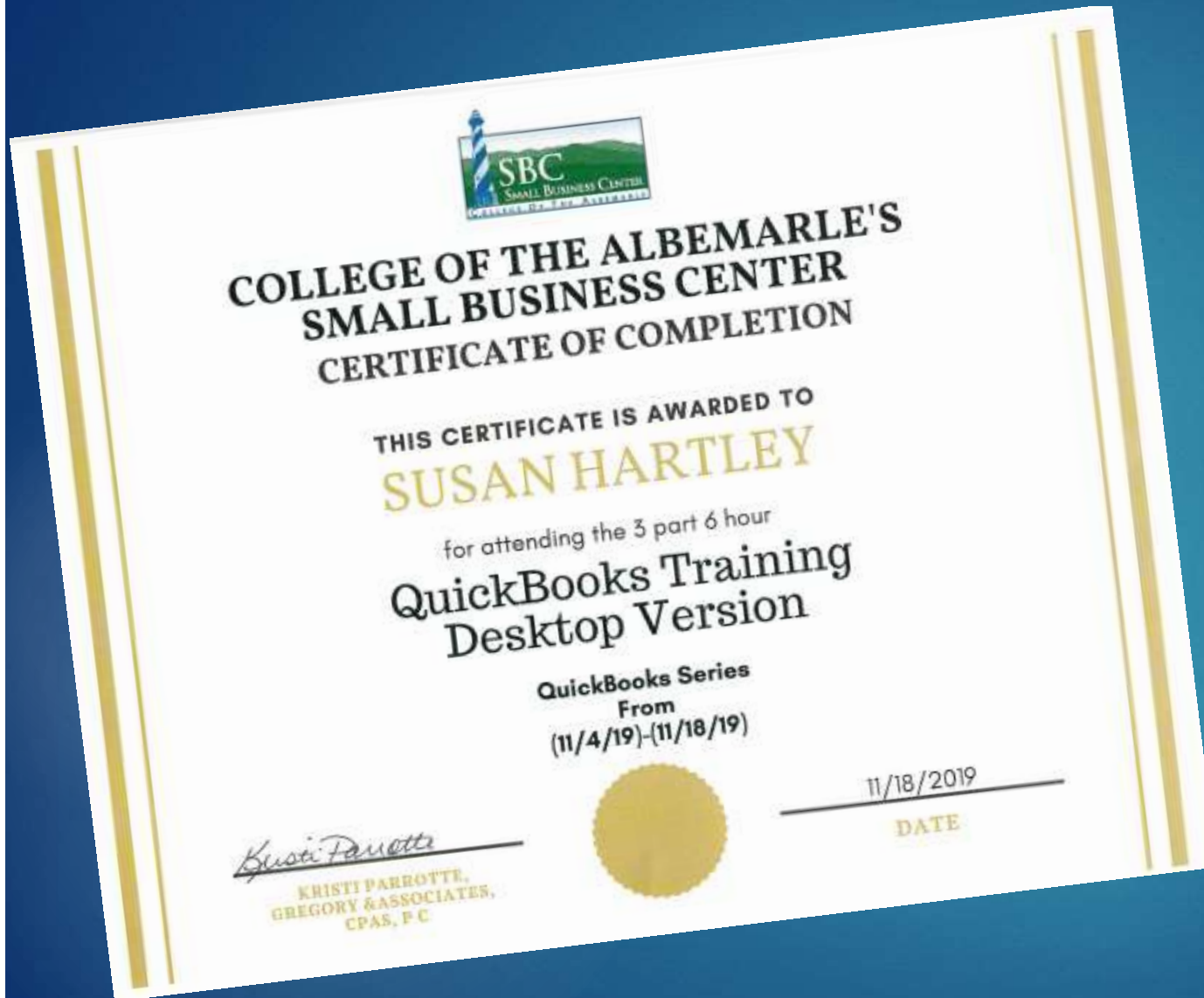




Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JANUARY 23, 2020



2020 Albemarle Leadership Class



Executive Director's Meetings and Activities November 30, 2019 – January 17, 2020

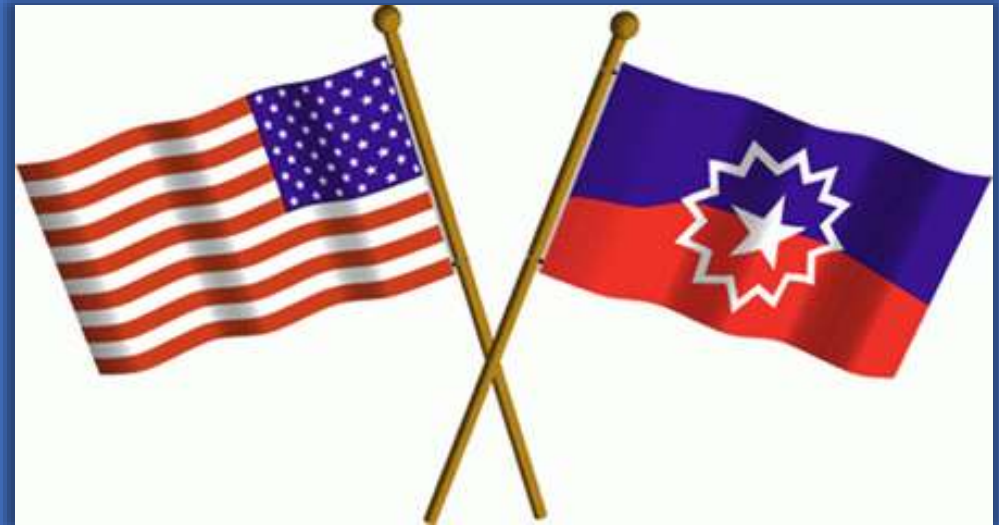


- December 2 – Hosted EC-PC Shared Use Path Meeting
- December 2 – Met with Gwen Sanders
- December 5 – Attended TDA Meeting
- December 6 – Attended IBX Regional Marketing Meeting
- December 6 – Escorted VisitNC photographer
- December 7 – Escorted VisitNC photographer
- December 9 – Met with Nita Coleman (Green Saves Green)
- December 9 – Attended Rotary
- December 10 – Conference call with Deborah Claiborne (USCG)
- December 10 – Attended Wayfinding Sign meeting
- December 10 – Met with Nita Coleman (Green Saves Green)
- December 11 – Hosted CG Half Marathon Meeting
- December 12 – Attended Committee of 100 board meeting
- December 12 – Held Marketing Committee meeting
- December 12 – Met with Sheri Small
- December 12 – Attended Marketing webinar
- December 19 – Conference call with CG Half Marathon Race Producer
- December 19 – Attended MoA/Welcome Center Christmas Luncheon
- December 20 – Met with Michelle Ball (ECSU)
- December 20 – Lunch meeting with Emmet Murphy (Rotary)
- January 6 – Conference call with Lure Creative (new visitor guide design)
- January 6 – Conference call with Buzz Bizzell (Wayfinding Signs)
- January 8 – Met with Jesse Stallings (telephone system)
- January 8 – Conference call with TwoSix Digital
- January 8 – Met with Gwen Williams (Juneteenth)
- January 9 – Call with Rich Olson
- January 9 – Held Marketing Committee Meeting
- January 9 – Attended River City CDC 30th Anniversary Committee Meeting
- January 13 – Attended Rotary Meeting
- January 14 – Attended DBPA Meeting
- January 15 – Attended EC-PC ECD Meeting
- January 15 – Hosted CG Half Marathon Meeting
- January 15 – Attended Committee of 100 Luncheon
- January 15 – Attended Wayfinding Sign Meeting
- January 16 – Attended ECDI Board Meeting
- January 16 – Held Finance Committee Meeting
- January 16 – Held Visitor Experience Committee Meeting
- January 16 – Attended Sentara President Welcome Reception
- January 17 – Met with Gwen Sanders
- January 17 – Attended MoA Exhibit Opening

SAVE THE DATE!



30th Anniversary in Elizabeth City



Juneteenth Celebration
Friday, June 19, 2020
Museum Lawn, Portico & Waterfront Park



2019 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Golds- boro <i>Actuals</i>	Golds- boro 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>
<i>Month To Date – December 2019</i>														
Occupancy	47.6%	+16.1% from Dec '18	47.0%	-13.4%	36.3%	-19.9%	57.4%	-13.9%	29.7%	-7.5%	45.7%	0.0%		
ADR	\$82.23	+0.2%	\$83.26	+1.4%	\$78.40	+1.3%	\$99.19	-5.0%	\$91.90	-6.8%	\$81.62	+0.9%		
RevPAR	\$39.17	+16.4%	\$39.13	-12.2%	\$28.49	-18.8%	\$56.93	-18.1%	\$27.30	-13.8%	\$37.27	+0.9%		
<i>Year to Date – January to December 2019</i>														
Occupancy	61.6%	+9.3% from 2018	61.1%	-1.9%	52.9%	-4.7%	76.9%	+9.6% **Rooms Sold: -7.4%	57.9%	-0.7%	62.6%	-5.1%		
ADR	\$91.52	+0.3%	\$87.92	+5.5%	\$80.81	-0.3%	\$112.35	+8.0%	\$164.11	+0.7%	\$92.14	+3.7%		
RevPAR	\$56.39	+9.6%	\$53.72	+3.5%	\$42.76	-5.1%	\$86.35	+18.3%	\$95.01	0.0%	\$57.70	-1.5%		

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



Visit Elizabeth City

Visitors Survey Follow Up Presentation & Workshop

January 31, 2020 | 10:00am-12:00pm

Montero's (light refreshments will be served)



Matching Marketing Grants Update

- Program pushed out to community 1.07.2020
- Application Deadline 2.14.2020
- Visitor Experience Committee will review applications
- Board will discuss committee recommendations, make final award allocations 2.27.2020

New Visitor Guide



ART, MUSIC & CULTURE

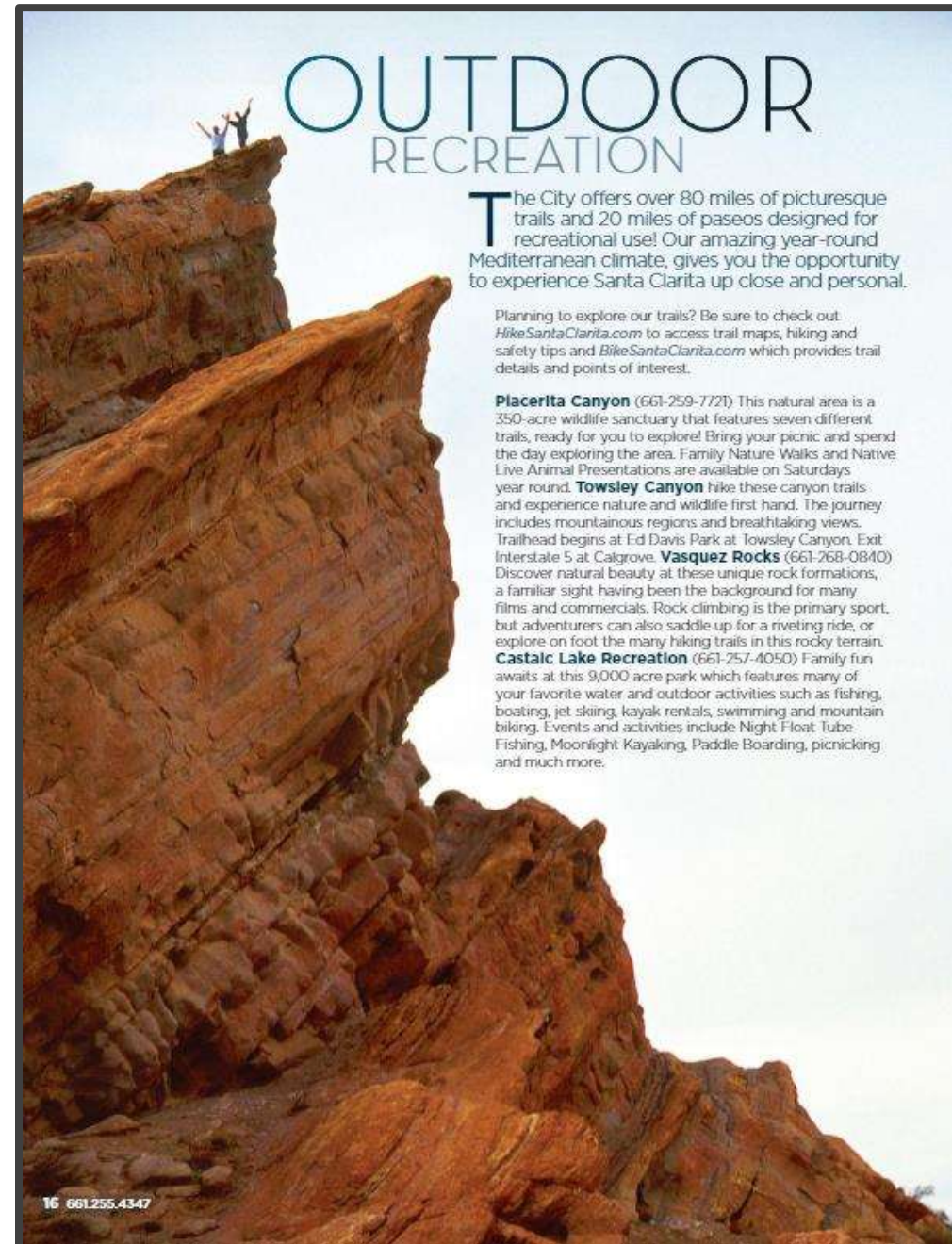
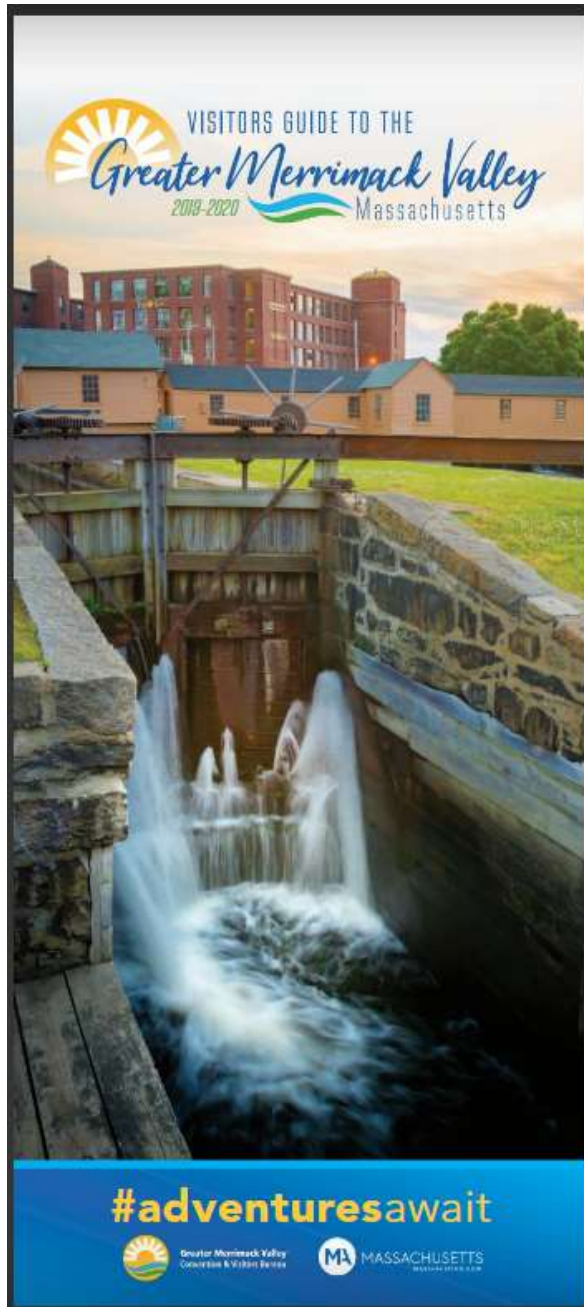
MUSIC IN THE AIR
Conroe is fast becoming a destination for great live music. The historic downtown offers unique venues like the Red Brick Tavern and The Corner Pub that provide crowd-pleasing local, regional and national favorites year-round. Montgomery County is proud to be home to the annual Young Texas Artists Music Competition where ambitious young musicians have proven their dedication and determination to excel in their highly sought after fields. Free Concerts happen at Heritage Place! Invite your friends and family to the first Thursdays of the month from April through September for hours of music. Bring your chairs or your favorite blanket for a lawn seat at this family-friendly activity.

ADVENTURE AWAITS YOU
conroe.tx

AN ART-CENTRIC DOWNTOWN
Visitors are inspired by the talent of Craig Campobella, Conroe's Flag Park visionary and bronze sculptor known for such works as the busts of Dr. Charles B. Stewart, designer of the Lone Star Flag, and the likeness of renowned trauma surgeon Dr. James "Red" Duke. Step inside Campobella's Bronze Sculpture on N. Main. Education is a top priority for the Conroe Art League and it's over 250 talented members that call the Gallery at the Madeley Building home. The 100-year old building provides a pleasant artist/gallery setting for a bounty of artists' works, ongoing art shows, classes and workshops. And on your search for all-things-art, don't forget a stop at the Conroe Legends Mural Wall on Metcalf St. at N. Main.

TAKE ME TO THE THEATRE
A theatre ticket can get you even closer to your favorite musician or a chance to listen to words of your favored playwright. The Crichton Theatre, the "Crown Jewel of Montgomery County" has been a delight for music lovers, theatergoers and historians for over 80 years. Every seat is a perfect seat in Conroe's intimate Owen Theatre, home to The Players Theatre Company. Renovations to the once 1946 car dealership now accommodate sold-out theatrical performances.

A collage of three photographs: the top one shows the Crichton Theatre with people walking in front; the bottom left shows a band performing on stage; the bottom right shows two men playing accordions outdoors.



- A 24 page, 4x9 booklet style guide
- Printing 30,000 guides for distribution out-of-market
- For the first time, we are selling ad space in the guide (max 20% ads, 80% editorial)

365 VISIT NC CONFERENCE

March 22-24, 2020

Breakout Session Presentation:
Best uses in ROI Case Studies



Collaborative Wayfinding Project

The Wayfinding Committee:

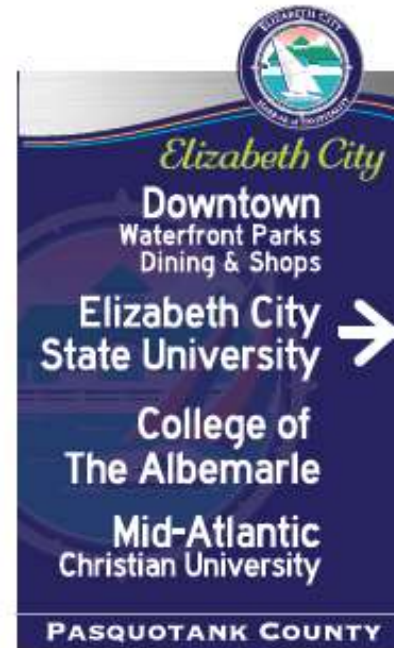
- Visit Elizabeth City; Corrina Ferguson
- Elizabeth City Downtown, Inc.; Deborah Malenfant
- EC-PC Economic Development Commission; Christian Lockamy
- Elizabeth City Chamber of Commerce; Holly Staples
- City of Elizabeth City; Rich Olson
- Pasquotank County; Sparty Hammett



Preliminary Designs



Boulevard Wayfinding



Downtown Entry
Focuses on Parking



Downtown Wayfinding

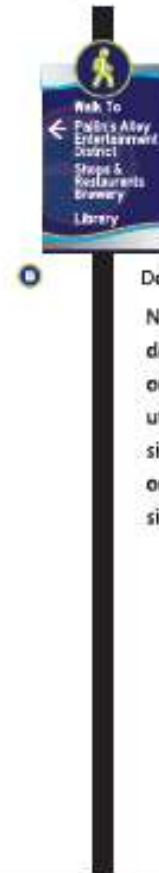


Parking Sign



Preliminary Designs

Pedestrian Oriented Wayfinding



Double Sided

Note: because many of the downtown streets are one-way. It is necessary to utilize smaller pedestrian signs that can be mounted on light poles and street sign posts.

Downtown Area Destinations

Museum of the Albemarle
EZR-Visitors Center
Arts of the Albemarle
Mariners' Ward
Moth Boat Park
Port Discovery Science Center
Veterans Park
Pamphlet County Library
County Courthouse
Federal Court
B&B Lodging
Shops, Restaurants & Breweries
Water Street
Downtown Waterfront Market
Waterfront Events Venue

City Wide Destinations

South Park Sports Complex
Elizabeth City State University
Mid-Atlantic Christian University
College of the Albemarle
US Coast Guard
Airport
Historic US Navy Ship Factory
Amazon Wind Farm

Highlighted intersections
represent key wayfinding strategy



VISIT *Elizabeth City*
NORTH CAROLINA

• 6.75 miles to Waterstreet

* Aviation Research Fund

Chlorine, L.H. News

Left Arrow



Elizabeth City – Pasquotank County Tourism Development Authority



VISIT

Elizabeth City
NORTH CAROLINA

2019 ANNUAL REPORT

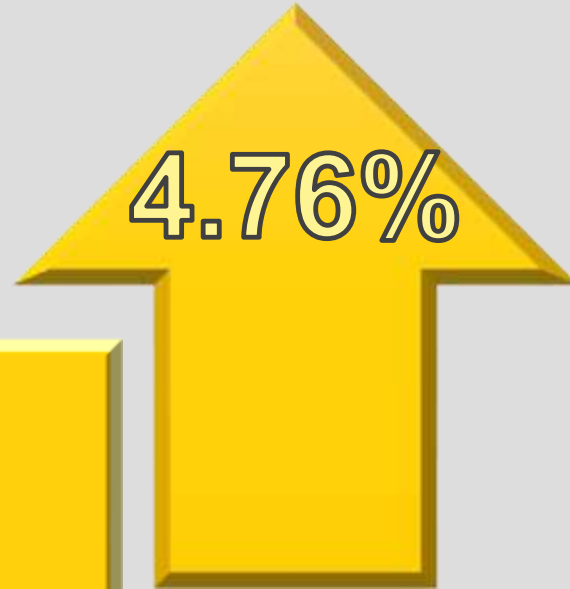


Tourism put more than
500 local people to work

Visitors spent over **65 million dollars** at our **local businesses**

The City and the County
collected over **1.5 million dollars in taxes** from visitors

Every local resident saved \$128 in taxes because of visitors



Year-over-year
growth in total
expenditures by
visitors



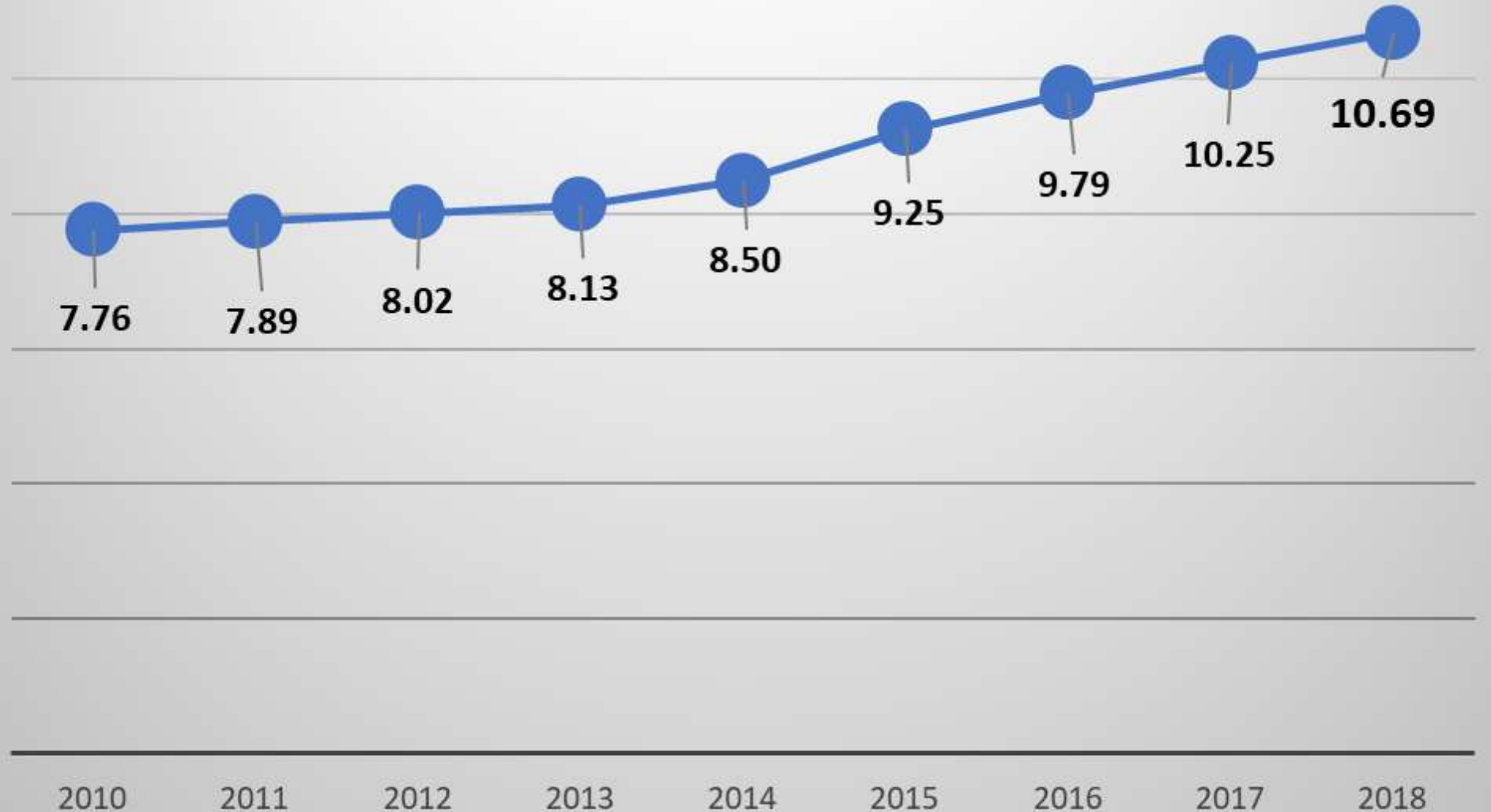
Year-over-year
growth tax savings
– per resident

U.S. TRAVEL
ASSOCIATION®

2018

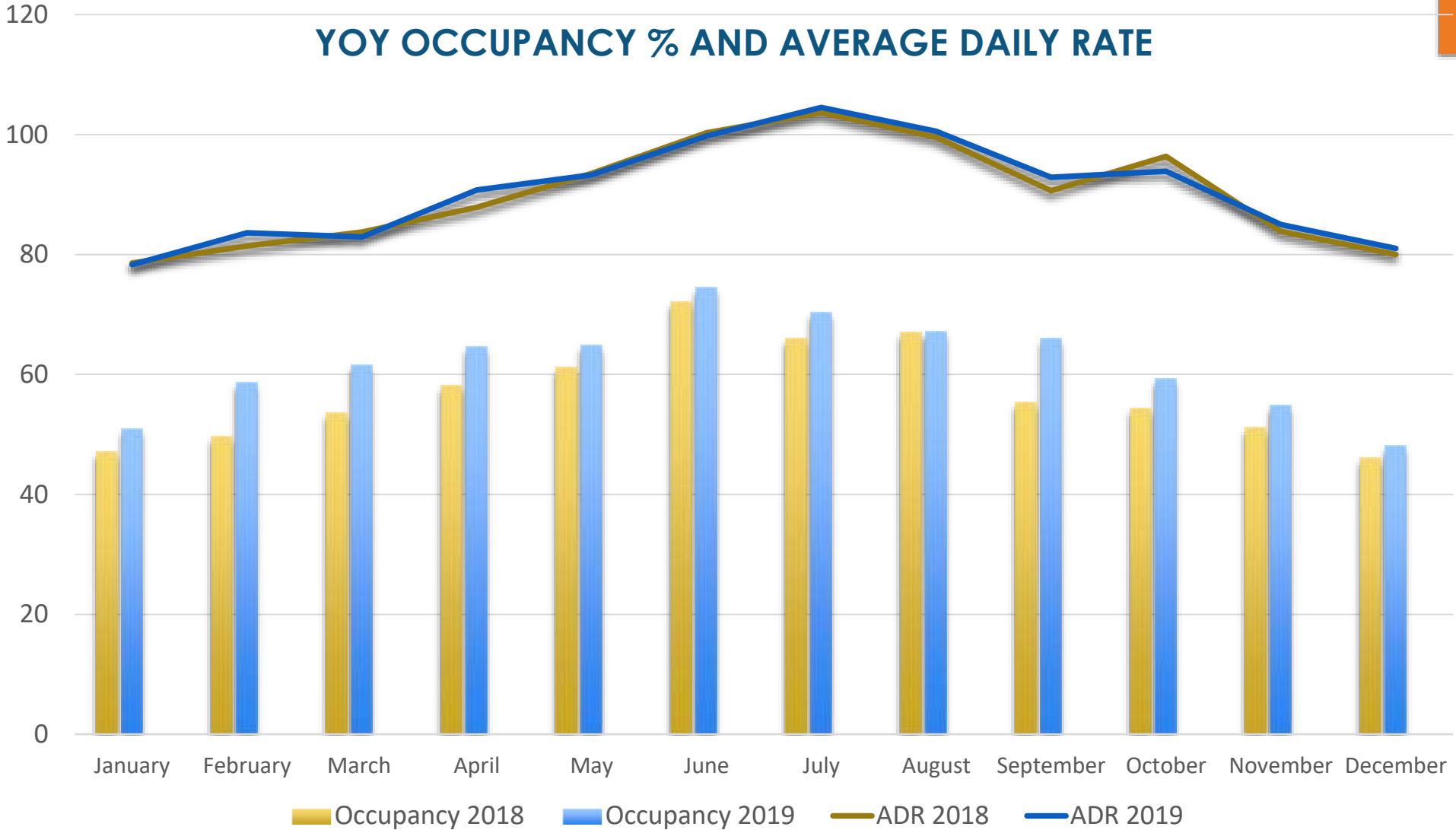
NC
NORTH CAROLINA

Local Payroll (millions of dollars)



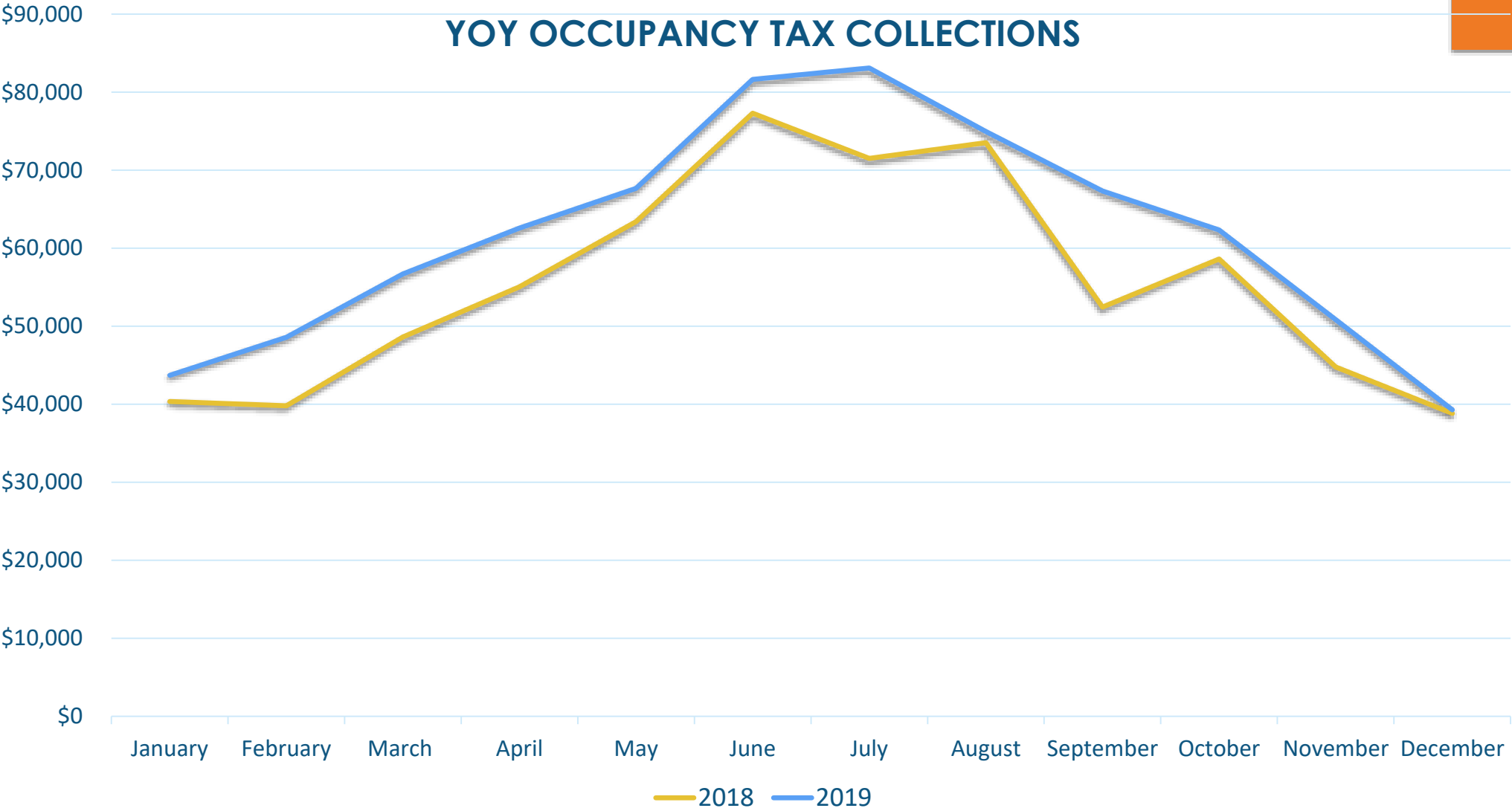
Source: Visit NC -
U.S. Travel Association, 2019

EC-PC TDA 2019 Annual Report



EC-PC TDA 2019 Annual Report

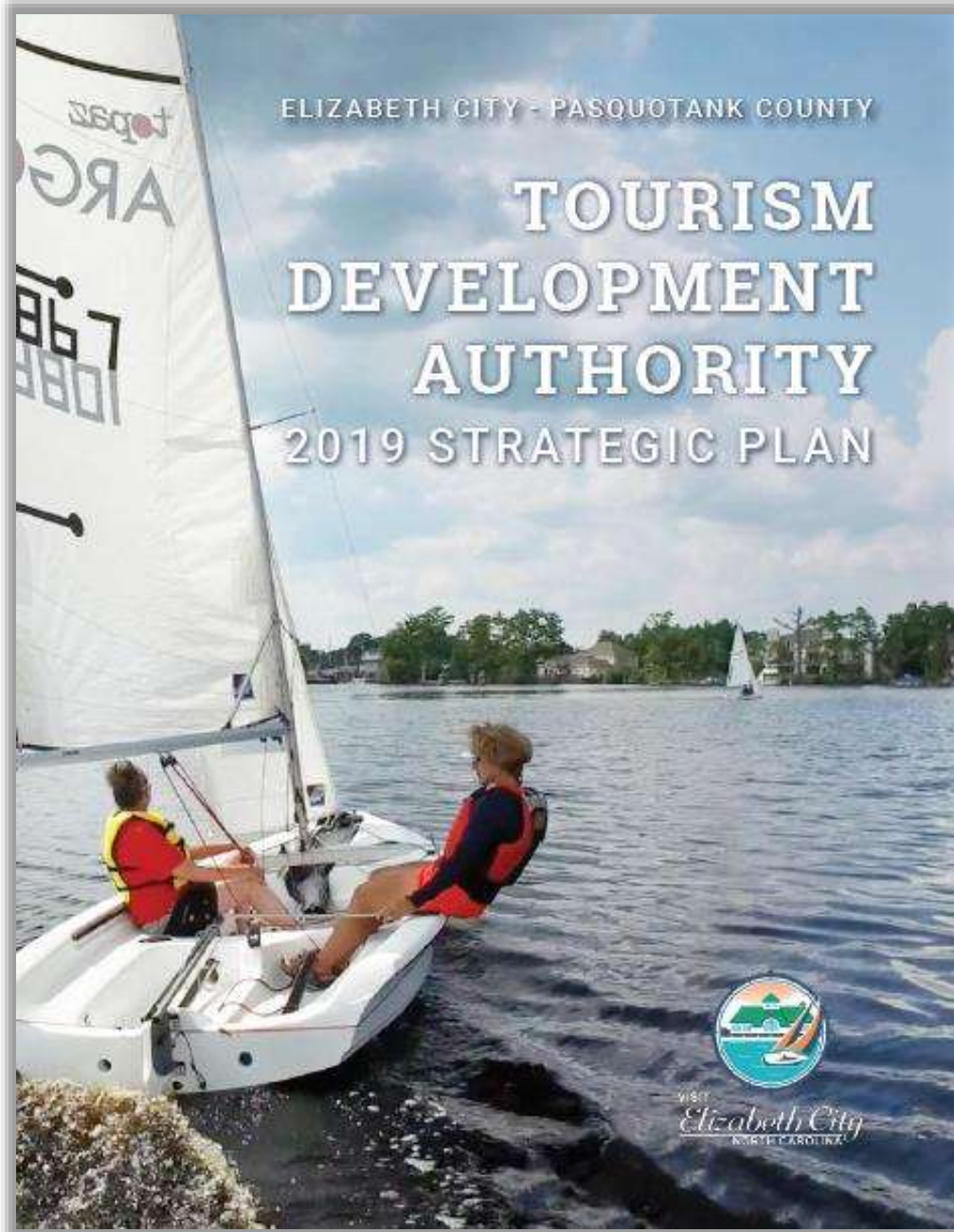
YOY OCCUPANCY TAX COLLECTIONS



Major Achievements



- ✓ Initiate Official Accreditation Process
- ✓ Collaborate with the City & County to leverage EIC tool
- ✓ It's all in a name! Streamline and align our legal name with our brand.



EC-PC TDA 2019 Annual Report

Major Achievements

Develop and Adopt our first

- ✓ Strategic Plan
- ✓ Mission Statement
- ✓ Vision Statement

Vision Statement

Become a nationally-recognized, model historic riverfront destination that drives significant economic impact for Elizabeth City and Pasquotank County and welcomes visitors with world class hospitality and experiences.

Mission Statement

Promote overnight visitation that drives economic impact through destination marketing and enhancement of the visitor experience in Elizabeth City and Pasquotank County.

Major Achievements

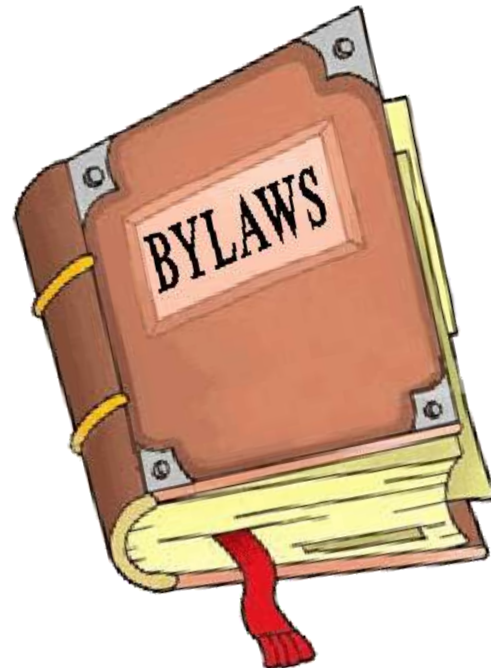


Research, write and adopt

- ✓ By-Laws
- ✓ Financial Policies & Procedures
- ✓ Code of Conduct
- ✓ Code of Ethics

EC-PC TDA 2019 Annual Report

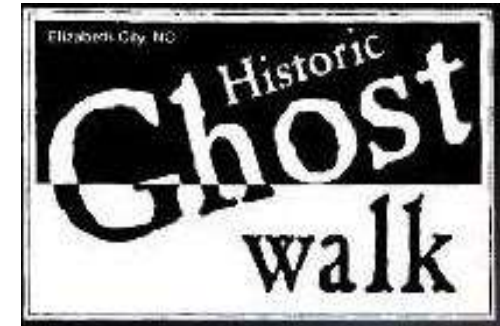
CODE OF
CONDUCT





- ✓ Launched new, comprehensive matching marketing grant program for tourism partners

Major Achievements



- ✓ Won a 12-state award for a top Elizabeth City event.



- ✓ Hosted Elizabeth City's inaugural Travel & Tourism Rally Day in May – toasting to the 65+ million-dollar economic impact of tourism

Collaborative Wayfinding Project

- ✓ Tourism partnered with the City, County, Economic Development Commission, Chamber and Elizabeth City Downtown to seek out and engage a wayfinding expert for a regional wayfinding project that is in process.



BIZZELLDESIGN
WAYFINDING
BRAND / IDENTITY
URBAN IDEAS



PAST VISITORS



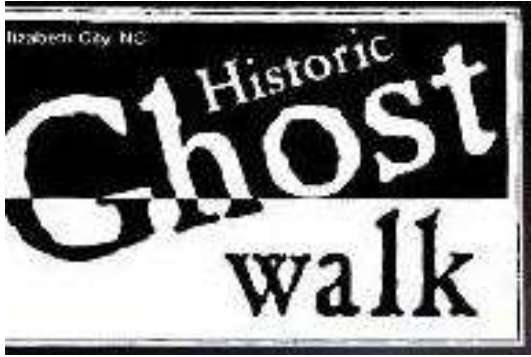
Top three words to describe Elizabeth City



Major Achievements

EC-PC TDA 2019 Annual Report

- ✓ Launched and completed a comprehensive visitor profile research study



ElizabethCityGhostWalk.com

- ✓ Launched a series of new partner-oriented websites to help facilitate more impactful marketing of events

Major Achievements



www.DismalSwamp9Ball.com



www.TarWheel.com



www.LoveYourRiverNC.org



- ✓ Launched first-ever Christmas In Elizabeth City campaign, a new destination-wide effort that ended up as the top 3 traffic-driving page on our website
- ✓ Collaborated with City, County & ECDI to share the cost of significant new Christmas lights investment, enhancing our Christmas events all season long





✓ Cultivated a significantly increased partnership with VisitNC including hosting them in Elizabeth City, leveraging marketing co-ops, free research, affordable professional photographers and more.



82

8 Comments 46 Shares

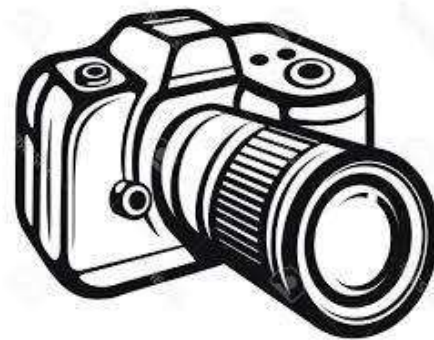


Your perfect weekend getaway is waiting in Visit Elizabeth City, NC:

- ☕ Sipping a latté at [Muddy Waters Coffeehouse](#)
- 🚤 Learning about the region's history at [Museum of the Albemarle](#)
- 🍽️ Eating a light lunch at [The Mills Downtown Bistro](#)
- 🖼️ Perusing art at [Arts of the Albemarle](#)
- 🚣 Kayaking with rentals from [Pelican Marina](#)
- 🍕 Enjoying a slice from [Elizabeth City Pizza Co](#)
- 🍺 Having a cold one at [Ghost Harbor Brewing Company](#)
- 🛏️ Getting a good night's sleep at [Foreman House Bed & Breakfast](#)

Major Achievements

EC-PC TDA 2019 Annual Report





Elizabeth City – Pasquotank County Tourism Development Authority



VISIT

Elizabeth City
NORTH CAROLINA

2019 ANNUAL REPORT – PART 2



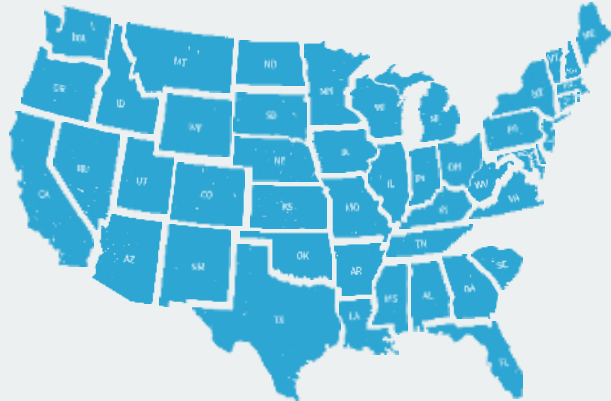
Arrivalist



Panoptic Visitation Intelligence for Elizabeth City

Visitation Dashboard | Trips to Pasquotank

Inter-state Trips



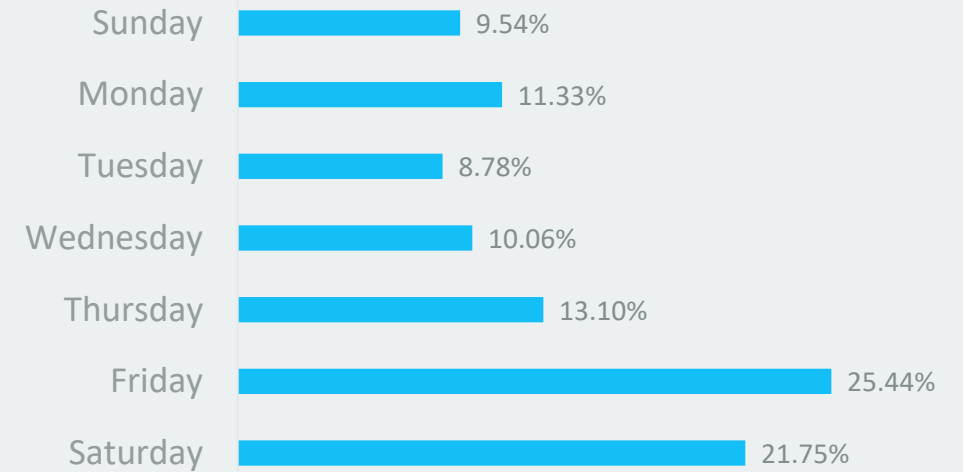
45.3%

Intra-state Trips



54.7%

Arrivals by Day of Week



215,046



40.9%



Day Trips

59.1%



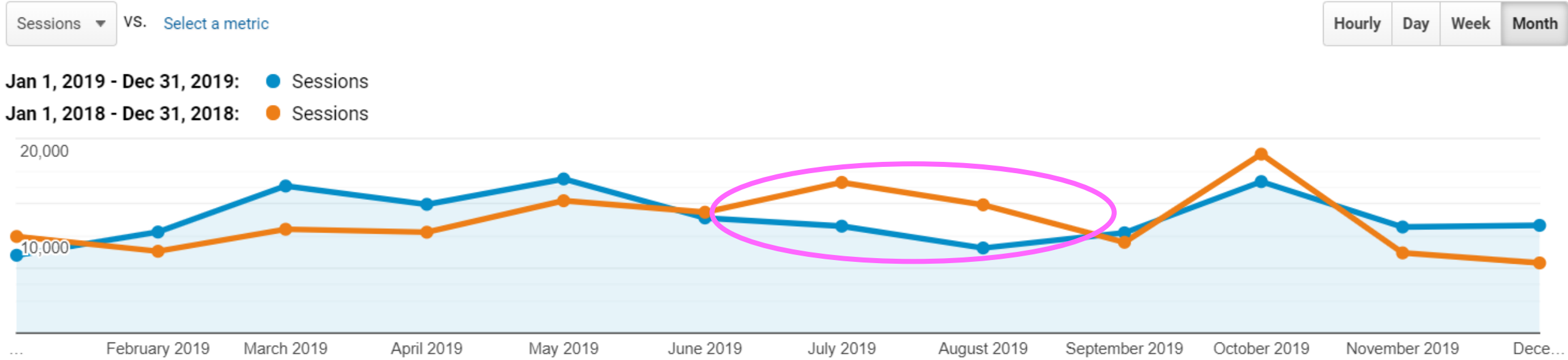
Overnight Trips

1 Day



Avg. Length of Stay

Overview of Web Traffic - VisitElizabethCity.com



Sessions

3.47%

142,040 vs 137,281



Users

2.24%

109,652 vs 107,251



Pageviews

15.73%

310,891 vs 268,645



Pages / Session

11.85%

2.19 vs 1.96



Avg. Session Duration

6.39%

00:01:31 vs 00:01:25



Bounce Rate

-6.19%

68.75% vs 73.29%



Site: VisitElizabethCity.com
Source: Google Analytics, 1.01 to 12.31.19

Device Usage when viewing VisitElizabethCity.com

1. mobile	
Jan 1, 2019 - Dec 31, 2019	88,612 (62.39%)
Jan 1, 2018 - Dec 31, 2018	81,775 (59.57%)
% Change	8.36%
2. desktop	
Jan 1, 2019 - Dec 31, 2019	39,144 (27.56%)
Jan 1, 2018 - Dec 31, 2018	42,636 (31.06%)
% Change	-8.19%
3. tablet	
Jan 1, 2019 - Dec 31, 2019	14,284 (10.06%)
Jan 1, 2018 - Dec 31, 2018	12,870 (9.37%)
% Change	10.99%

Traffic Source - VisitElizabethCity.com

1. google / organic	
Jan 1, 2019 - Dec 31, 2019	61,099 (43.02%)
Jan 1, 2018 - Dec 31, 2018	71,472 (52.06%)
% Change	-14.51%



Site: VisitElizabethCity.com

Source: Google Analytics, 1.01 to 12.31.19

EC-PC TDA 2019 Annual Report

christmas events in north carolina

events in nc this weekend

festivals in nc this weekend nc events

nc events calendar nc festivals 2019 nc festivals and events

things to do in elizabeth city nc underground railroad wright brothers

	Page
1	/Events
2	/Home
3	/Christmas
4	/Harbor-Cam
5	/Play

Top 5 Pages 2019
VisitElizabethCity.com



Site: VisitElizabethCity.com

Source: Google Analytics, 1.01 to 12.31.19

EC-PC TDA 2019 Annual Report

Looking Forward 2020



Marketing Specific

- ✓ Work on SEO & increase organic web traffic
- ✓ Build a content plan that consistently adds new content to the website all year long
- ✓ Events are key – must be sure we are serving the content our potential visitors are looking for
- ✓ Continue to optimize for mobile
- ✓ The Christmas campaign was super-successful for the entire destination. What is the next “Christmas”?

TDA and Destination Projects

- ✓ Complete accreditation
- ✓ Work towards construction & installation of wayfinding signs
- ✓ Continue to implement the strategic plan
- ✓ Produce a successful Coast Guard Half Marathon



Old Business

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



Inaugural Coast Guard Half Marathon | September 19, 2020



Critical Steps in process:

Complete memorandums of agreement with

- USCG Base Elizabeth City
- Elizabeth City State University
- USCG HQ Trademark & Licensing

Immediate Next Steps:

- Engage with race director / timing company
- Build a website
- Design the logos
- Confirm Sponsorship levels & commitments

Staff Recommendation:

- Ratify the MOA with USCG Base Elizabeth City affording us the ability to have a portion of the race route loop through the base.
- Provide up to \$12,000 in necessary seed money to get some initial required race elements moving forward.



New Business



Proposed Marketing & Communications Specialist

Previous position

- Web content & Social Media Coordinator
- Full time benefits
- 30 hours/week
- Limited scope of work
- Annual pay = \$26,000*

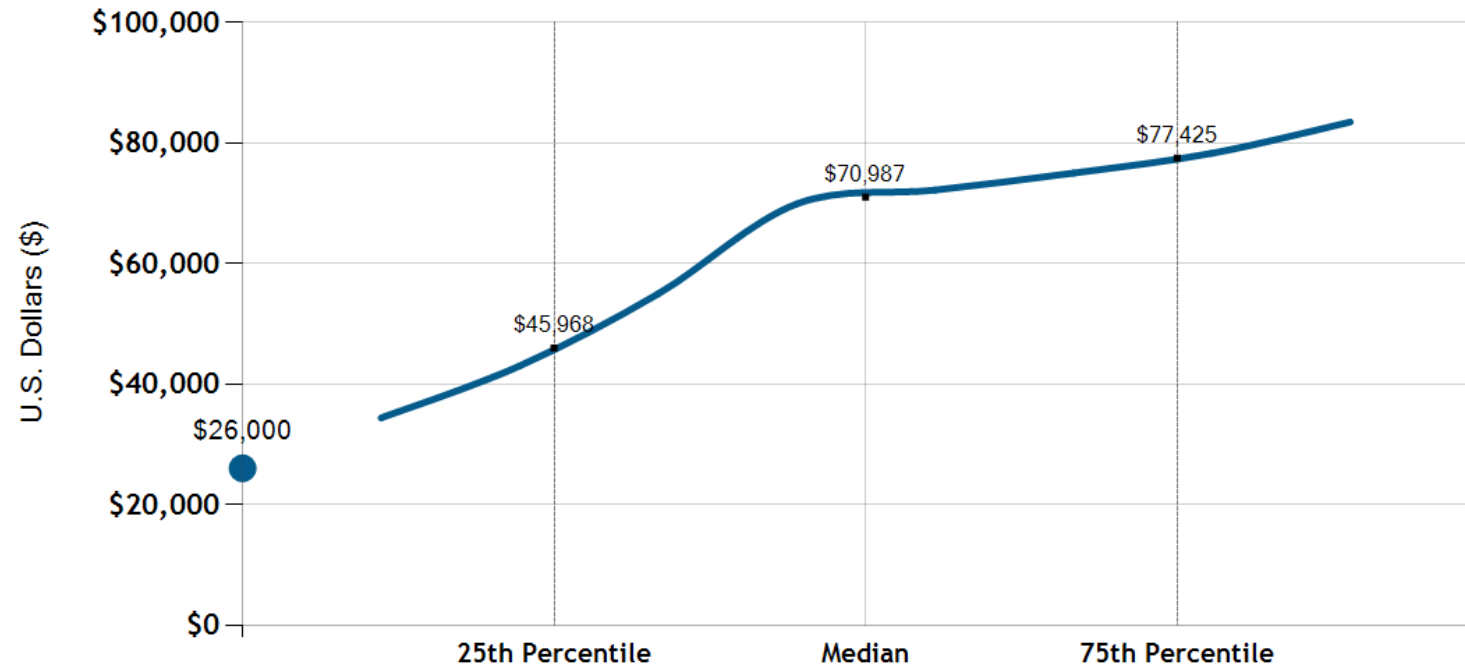
*(*If this position was paid for 40 hours/week, that translates to \$34,600 annually)*

Proposed revised position

- Full time benefits
- 40 hours/week
- Increased SOW and marketing, communications & digital experience
- Annual pay (commensurate with experience) = \$33,000 to \$40,000 to start

COMPENSATION AND BENEFITS STUDY

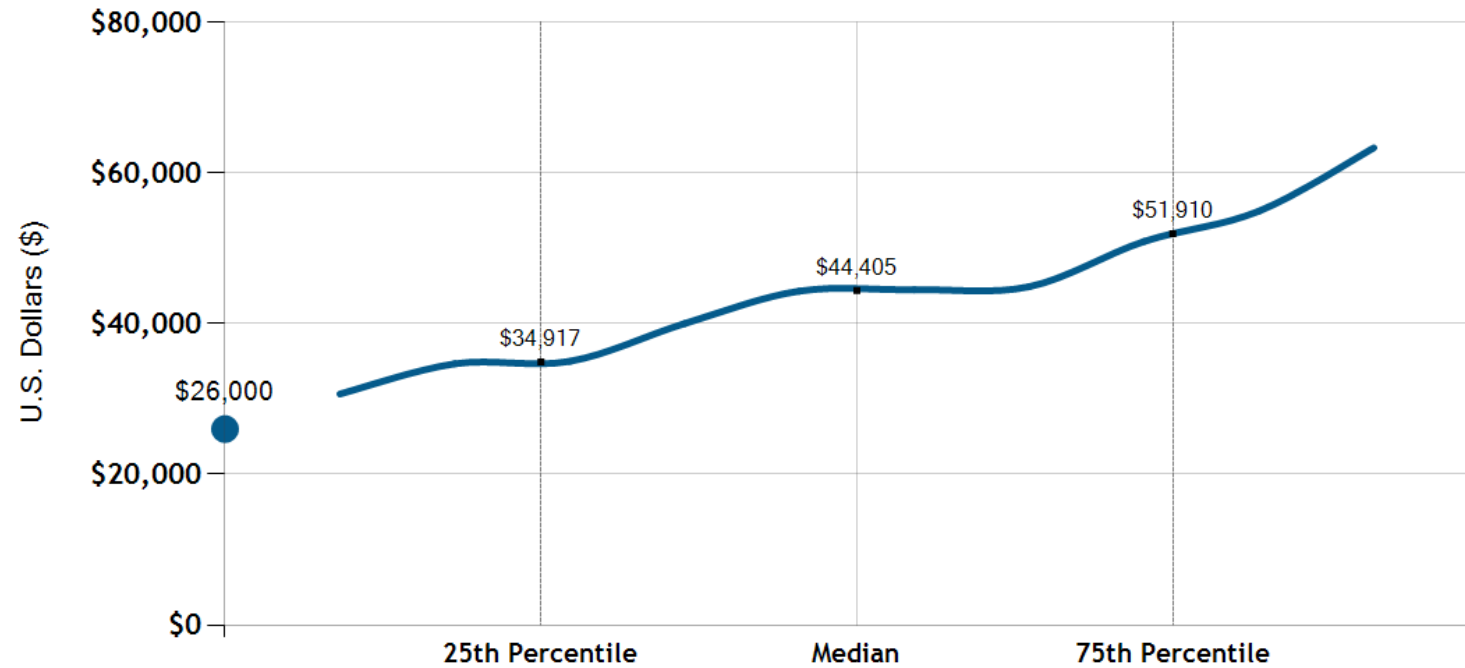
Sales & Marketing Positions: Average Fixed Salary per Position
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")



—●— My Destination (0th)

COMPENSATION AND BENEFITS STUDY

Sales & Marketing Positions: Average Fixed Salary per Position
("Maximum Fixed Salary budgeted for this position" / "Total number of positions selected")



Country: United States
Region: Any
Operating Budget (range): \$0 - \$1,000,000
DMOs in this data set: 17

—●— My Destination (0th)



Other Salary/Job Comparisons at peer organizations

Currituck Travel & Tourism

Marketing Director: \$45,900 starting salary

Washington TDA

Marketing Specialist: current salary \$38,000.00

Greenville-Pitt County CVB

Marketing & Communications Director: \$40 to \$50k, depending on experience level

Jackson County TDA

Sales & Marketing Manager: starting salary \$36,000 + sales incentives



Proposed Marketing & Communications Specialist

Staff Recommendation:

- Approve the job description for the Marketing & Communications Specialist position.
- Approve a starting salary range of \$33,000-\$40,000 and an overall salary range of \$33,000-\$45,000



Thank you!