



Elizabeth City Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | FEBRUARY 28, 2019

Agenda



Update on Activities & Meetings



DMAP Accreditation Process



Marketing Update



Research Review



Special Projects Request

COMMUNITY
OUTREACH &
ACTIVITIES UPDATE





Executive Director's Meetings and Activities January 21 – February 22, 2019

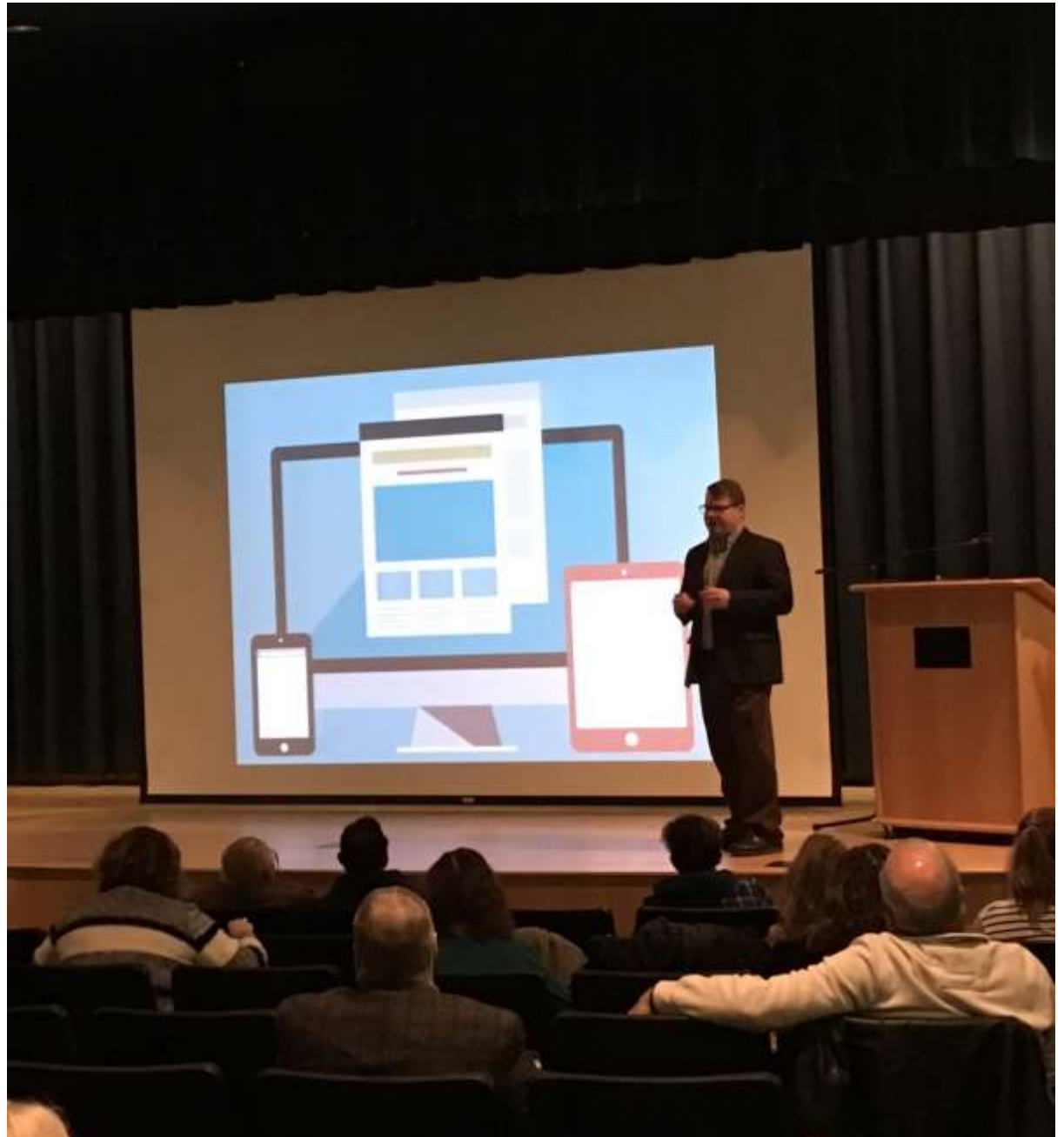
January 23 – Met with MoA staff regarding lease
January 23 – Tour Pelican Marina, meet owners
January 24 – TDA board meeting
January 25 – Marketing call with Our State
January 25 – Staff meeting
January 29 – Historic Albemarle Tour meeting
January 30 – Destinations International onboarding webinar
January 30 – meet with Rich Olsen & Sparty Hammett
January 31 – call with Chris Cavanaugh, Magellan Consulting
January 31 – meet with Brian Matson, TwoSix Digital
February 1 – Hosted Website & Marketing Seminars
February 5 – Held DMAP – Finance Meeting
February 5 – Attended CoA Boardwalk Presentation
February 6 – Held DMAP Telehpone Conference with Brian London

February 7 – Attend VisitNC TRAC – Edenton
February 7 – Attended EIC Introduction Webinar
February 7 – Attended Historic Preservation Committee (City of Elizabeth City)
February 7 – Attended City of EC Finance Committee mtg
February 8 – Held Staff Meeting
February 8 – Attended lunch meeting with Amy Alcocer of CoA
February 8 – Met with Elizabeth City Airport Manager Gordon Rowell
February 11 – Met with Debbie, Holly & Christian
February 11 – Met with Rhonda
February 11 – Met with MoA staff regarding lease
February 13 – Met with Christian & Peter Thompson re: Retire In EC
February 13 – Held DMAP Personnel Meeting
February 13 – Held conference call with Rhonda and Chris Cavanaugh
February 14 – Attend TarWheel Century Meeting
February 14 – Attend IEI Workshop at ECSU

February 15 – Conference call with Our State
February 15 – Held Staff Meeting
February 15 – DMAP / NC tourism call with Durham CEO
February 18 – Held DMAP Governance Standards meeting
February 18 – Attended African American Heritage Resource Team Meeting
February 18 – Attended County Finance Meeting
February 19 – Attended Chamber Board Meeting
February 19 – Held Marketing Committee and DMAP Marketing Committee Meeting
February 20 – Attended EDC Board Meeting
February 20 – Conference Call with TwoSix Digital
February 21 – Attended ECDI Board Meeting
February 21 – Participated in DI Finance best practices webinar
February 22 – Attended Chamber Leadership Program – Harvey Point

Marketing Presentations

February 1, 2019



50+ attendees at each session



February 7
Tourism Resource Assistance
Center Event with VisitNC



A scenic view of a river with several kayakers. In the foreground, a man in a red kayak is paddling. Behind him, a woman in a blue kayak and another person in a green kayak are visible. The background features a large, multi-story brick building with white window frames and a balcony. The water is calm, reflecting the sky and the buildings.

MEETING BRIEFINGS

- MoA Lease
- Albemarle Leadership Program
- InnovatEC Workshop
- Harbor Town Meeting



Interested in our Community's Economic Development Efforts?

The Elizabeth City/Pasquotank County Economic Development Commission is seeking new direction through a strategic planning effort. Come join us for a community input meeting to voice your opinion.

Where: Pasquotank County Public Safety Building
Community Service Room (2nd Floor)
200 E. Colonial Ave
Elizabeth City, NC 27909

When: Thursday, March 14, 2019
5:00 PM to 6:30 PM

Call [252-338-0169](tel:252-338-0169) for more information.

UPCOMING EVENTS



InnovatEC / InnovateNC
March 28
2:30-3:30
KE White, Room 124

Committee Updates

- ▶ Marketing
- ▶ Community Engagement & Advocacy
- ▶ Finance
- ▶ Personnel
- ▶ Governance
- ▶ Full BOD



DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM



Strategic Planning Update

- ▶ Thursday, March 7
- ▶ 8:00am – 12:00pm
- ▶ MoA Board Room
- ▶ Chris Cavanaugh,
Magellan Strategy
Group
- ▶ Board Input
- ▶ Community Input



DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM



Action Items

- ❑ Complete survey
- ❑ Prepare for discussion on 3/7
(yes, more homework)
- ❑ Vote to accept Code of Ethics



DMAP

DESTINATION MARKETING
ACCREDITATION PROGRAM



MARKETING UPDATE



Our State
CELEBRATING NORTH CAROLINA

StackAdapt



 ARRIVALIST


TwoSix DIGITAL

A group of five cyclists are riding on a paved road. They are wearing matching patriotic-themed cycling jerseys with stars and stripes, and the text "TEAM Portsmouth" is visible on the front. The cyclist in the foreground is smiling and wearing sunglasses. The background shows a clear sky and some trees. An orange rectangular graphic is in the top right corner.

TarWheel Cycling Event

April 12-14, 2019

“

Tourism research: Understanding the characteristics, preferences, attitudes and opinions of visitors. ”





2018 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Martin County <i>Actuals</i>	Martin County 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 2018</i>														
Occupancy	41.0%	-22.4% from Dec '17	42.4%	+32.4%	45.4%	+27.7%	66.6%	+31.6%	32.5%	+1.3%	45.7%	+0.9%	+6.2%	+4.3%
Ave daily rate/ room (ADR)	\$82.08	+11.7% from Dec '17	\$74.60	+6.0%	\$77.39	+5.8%	\$104.38	+15.6%	\$100.14	+10.1%	\$80.91	+8.6%	+1.9%	+3.9%
<i>Year to Date – January to December 2018</i>														
Occupancy	56.4%	+3.1% from 2017	49.5%	+5.0%	55.6%	+17.6%	70.1%	+5.4%	58.7%	+0.4%	66.0%	+8.4%	+2.4%	+3.5%
Ave daily rate/ room (ADR)	\$91.29	+3.2% from 2017	\$78.63	+6.2%	\$81.05	+5.3%	\$104.05	+4.7%	\$163.52	+0.1%	\$88.81	+1.6%	+2.4%	+1.2%

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

Martin County includes: 4 out of 7 properties; total rooms: 283/441

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

New Bern includes: 6 out of 8 properties; total rooms: 538/701

Middle OBX includes: 5 out of 11 properties; total rooms: 608/855; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 10/12 properties; total rooms: 934/990

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

Per Visit NC: Occupancy rates for Q4 across several regions were up significantly due to Hurricane Florence (increases from 12% to 33%)



2019 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Martin County <i>Actuals</i>	Martin County 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 2019</u>														
Occupancy	50.8%	+7.9% from Jan '18	39.2%	+23.6%	41.9%	+27.9%	75.0%	+41.1%	29.9%	+7.6%	47.7%	+3.8%	+8.9%	+10.5%
Ave daily rate/ room (ADR)	\$78.30	-0.4% from Jan '18	\$74.18	+2.3%	\$77.27	+1.0%	\$98.74	+5.7%	\$90.14	+5.9%	\$81.18	+5.8%	+1.1%	+5.2%
<u>Year to Date – January to January 2019</u>														
Occupancy	50.8%	+7.9% from Jan '18	39.2%	+23.6%	41.9%	+27.9%	75.0%	+41.1%	29.9%	+7.6%	47.7%	+3.8%	+8.9%	+10.5%
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Visitor Profile Research RFP

Staff Recommendation:

Approve & publish RFP

Proposed Timeline

Task	Completion Date
RFP published	March 1, 2019
Proposals Due	March 21, 2019
Recommendation to TDA	March 28, 2019
Notification of finalist	March 28, 2019
Finalize contract	March 29-April 4
Kick off research project	Early April

EVENT **IMPACT** CALCULATOR



CREDIBLE

With minimal user inputs, CVBs can produce impact analysis based on the latest survey and economic data available.

LOCALIZED

Each CVB receives access to a model that is uniquely developed for their destination.

COMPREHENSIVE

The calculator measures the direct impacts of events on businesses, employment, income, and taxes.



TOURISM ECONOMICS

AN OXFORD ECONOMICS COMPANY



DESTINATIONS INTERNATIONAL

Staff Recommendation:

Leverage the EIC for an initial one year period at a cost of \$1533 per partner.

Funding approvals from the City & County have been received.



Thank you!