



Elizabeth City Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | MARCH 28, 2019



Office Space Lease



STATE LEASE

Lease Space:

Two storage areas on the first floor
Two offices on the fourth floor

Term:

April 1, 2019-March 31, 2020

Renewal:

Option to renew for two additional one year terms

Rent:

\$900/ month
Plus 2% upon each renewal

Staff Recommendation:

Approve & ratify lease

ADDENDUM

Collaboration:

The MoA and Visit EC will work together to equally share front desk coverage

Training:

MoA staff and Visit EC staff will cross-train on a regular basis

Additional Benefit:

MoA will provide use of event space to Visit EC

Staff Recommendation:

Approve & ratify addendum

Governance Update –
TDA Board action needed:



ORGANIZATIONAL NAME.

The name of this authority shall be Elizabeth City-Pasquotank County Tourism Development Authority, DBA Visit Elizabeth City.

Governance Update – TDA Board action needed:



ATTENDANCE. Members are expected to attend all regularly scheduled and special called meetings of the Authority.

An excused absence may be granted by the Chair of the Authority. The request may be made in writing, by electronic messaging or by telephone. Excused absences may include such things as work-related circumstances, personal illness, illness of family members or a death in the family.

Telephonic attendance may be constituted as attendance upon prior approval of the Chair. Members may not have two consecutive telephonic attendance or three annually.

If any member misses three consecutive meetings or misses five meetings within a 12-month period, the Chair shall call an Executive Committee meeting to review the attendance records of the member. If, upon review, the Executive Committee determines there is insufficient circumstance to justify the absences of the member it may recommend removal and replacement of the member to the full Board of Directors. Upon majority vote of a quorum of the Board such a recommendation will be sent to the County Commission / City Council for consideration and appropriate action.

Community Engagement Update



U.S. TRAVEL
ASSOCIATION®

NATIONAL 
TRAVEL &
TOURISM
WEEK MAY 5-11, 2019

Visit EC Travel Rally Day

Tuesday May 7
8:30-9:00am
MoA Portico

“Toast to Tourism”

Visitor Profile Research RFP

Updated Timeline

Task	Completion Date
RFP published	March 1, 2019
Proposals Due	March 21, 2019
Marketing Committee meeting	April 4, 2019
Negotiation with finalists (if needed)	Mid-April
Recommendation to Board	April 24
Finalize contract	April 25-30
Kick off research project	Early May





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>
<i>Month To Date – February 2019</i>														
Occupancy	58.6%	+18.0% from Feb '18			45.8%	+9.6%	78.1%	+29.5%	35.8%	-11.3%	53.0%	-22.4%		
Ave daily rate/ room (ADR)	\$83.61	+2.7% from Feb '18			\$77.23	+6%	\$101.96	+8.0%	\$94.83	+3.2%	\$84.21	+5.7%		
<i>Year to Date – January to February 2019</i>														
Occupancy	54.5%	+12.9% from 2018			43.7%	+18.0%	76.5%	+35.2%	32.8%	-3.4%	50.2%	-11.2%		
Ave daily rate/ room (ADR)	\$81.01	+1.3% from 2018			\$77.34	+9%	\$100.30	+6.8%	\$92.64	+4.0%	\$82.70	+5.4%		

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 10 properties; total rooms: 608/829; (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



Executive Director's Meetings and Activities February 25 - March 22, 2019

February 25 – Attend Harbor Town Project Meeting
February 26 – Internal Website meeting
February 26 – Met with Rhonda
February 27 – Held DMAP Community Engagement mtg
February 27 – 1:1 Debbie Malenfant
February 28 – Attended TDA Meeting
February 28 – Destination Master Plan webinar
March 1 – Held staff meeting
March 1 – Conference Call with TwoSix Digital
March 1 – Attended 1st Friday Art Walk
March 4 – Conference call with Chris Cavanaugh
March 5 – Met with Christian, Debbie and Holly
March 6 – Met with Jennette Brothers; Debbie, Holly
March 7 – TDA Retreat
March 8 – Held staff meeting
March 11 – Conference call with Jim Rudny
March 11 – DI Advocacy Committee
March 12 – Conference call with Cycle NC

March 13 – Conference call with Brian London
March 14 – Albemarle Leadership Day 2 – Ahoskie, NC
March 15 – Held staff meeting
March 15 – Met with Bonnye Hart
March 18 – Attended Harbor Town meeting
March 18 – Met with Rich Olsen & Sparty Hammett
March 18 – Met with Charlotte, Don and Wayne re joint staff training
March 19 – Attended Chamber board meeting
March 19 – Held DMAP Community Engagement mtg
March 19 – Held Front Desk Guidelines meeting
March 20 – Attended EC-PC EDC meeting
March 20 – Tourism & Downtown webinar
March 20 – Met with Laurie Edwards re AoA
March 21 – Attended ECDI board meeting
March 21 – Held DMAP Government Standards mtg
March 21 – Met with rep from Livability
March 22 – Held staff meeting



MEETING BRIEFINGS

- Albemarle Leadership Program
- Harbor Town Meeting
- Tomorrow:
City-County
Legislative Forum
10:00am, Council Chambers



UPCOMING EVENTS



2019 CEO SUMMIT
APR 15, 2019 - APR 18, 2019



VISIT
Elizabeth City
NORTH CAROLINA



Partnerships

harbor of opportunity
Elizabeth City
NORTHEAST NC
ELIZABETH CITY | PASQUOTANK COUNTY
**ECONOMIC DEVELOPMENT
COMMISSION**

100+ YEARS OF SERVICE
EC
THE CHAMBER
ELIZABETH CITY · PASQUOTANK · CAMDEN

harbor of opportunity
Elizabeth City
NORTHEAST NC
DOWNTOWN
A REVITALIZATION CORPORATION



TARWHEEL CYCLING EVENT

Elizabeth City, NC
2019



#VisitECity
TarWheel.com

EVENT **↑** IMPACT EVENT CALCULATOR





Thank you!