



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | APRIL 25, 2019



## Executive Director's Meetings and Activities March 22, 2019 – April 19, 2019

- March 22 – Held Staff Meeting
- March 25 – Conference call with Brian Matson (Two Six Digital)
- March 26 – Held Marketing Committee meeting
- March 26 – Conference call with Russ Haddad
- March 27 – Conference call with Brian London (DMAP)
- March 28 – Attended TDA Meeting
- March 29 – Attended City-County legislative meeting
- March 31 – April 2 Attended NC 365 Annual Conference
- April 3 – Empty Bowls Luncheon
- April 3 – Conference call with H2R re research RFP
- April 3 – Conference call with SIR re research RFP
- April 4 – Potato Festival Meeting with Debbie & Cindy
- April 4 – Held Marketing Committee Meeting
- April 4 – Met with Caitlyn Davis, EWEC
- April 5 – Attended Innovate EC meeting
- April 8 – Office moved!
- April 9 – Attended Civic Engagement session - ECSU
- April 9 – Met with Debbie, Christian & Holly
- April 9 – Met with Dean Schaan, Seven Sounds
- April 10 – Held Staff Meeting
- April 10 – Conference call with Trip Advisor
- April 11 – Held Finance DMAP meeting
- April 11 – Interview with Livability writer
- April 12 – Held Personnel DMAP meeting
- April 12 – Volunteered at Tarwheel Cycling Event Packet Pick-Up
- April 13 – Volunteered at Tarwheel Cycling Event
- April 14 – April 18 – Attended Destinations International CEO Summit



# VISIT 365 NC CONFERENCE

## Sessions:

- Keynote by Ingrid Fetell Lee – the Aesthetics of Joy
- Keynote by Dustin Garis – Human Innovation
- Media Pitch Session
- Visit NC Partner programs news
- Festinomics
- Visit NC Going forward





## **Summit Theme – “Creative Change”**

As innovation and disruption is accelerating in the marketplace, it can be difficult to keep up with the pace. Creativity is not only acknowledged as essential to innovation, it's become the most critical skill requirement for today's leaders.



## **Keynotes by:**

- Sheryl Connelly, Futurist, Ford Motor Company
- Dr Michelle Rozen, Psychologist and expert on leadership through change

## **Sessions on:**

- New & emerging destination issues
- National Travel & Tourism Office Report
- Workforce Development
- Google insights
- Finance & Funding
- Diversity & Inclusion

## 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%	+8.8%	+5.4%
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%	+6.8%	+4.9%
<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%	+8.9%	+7.8%
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%	+4.1%	+5.1%

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

## 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 – March 2019</i>														
Occupancy	61.5%	+14.90% from March '18			59.1%	+18.9%	80.6%	+6.9%	50.6%	-6.9%	62.6%	-15.0%		
Ave daily rate/ room (ADR)	\$82.92	-1.0% from March '18			\$80.20	+1.2%	\$111.94	+15.1%	\$103.20	-.6%	\$87.06	+3.3%		
<i>Year to Date – January to March 2019</i>														
Occupancy	56.9%	+13.6% from 2018			49.0%	+18.4%	77.9%	+23.6%	39.3%	-5.7%	54.5%	-12.7%		
Ave daily rate/ room (ADR)	\$81.72	+0.4% from 2018			\$78.53	+1.0%	\$104.45	+9.6%	\$97.64	+1.3%	\$84.42	+4.5%		

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

Middle OBX includes: 5 out of 12 properties; total rooms: 608/892; (Kitty Hawk, Duck, Nags Head)

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

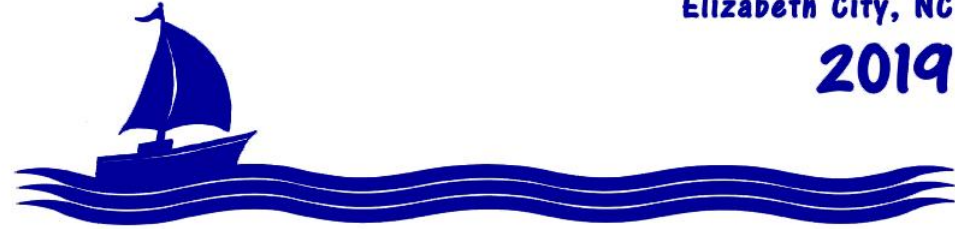
Northeast Region includes: Beaufort, Bertie, Camden, Chowan, Currituck, Dare, Edgecombe, Gates, Halifax, Hertford, Hyde, Martin, Nash, Northampton, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wilson

EVENT **IMPACT**  
CALCULATOR

# TARWHEEL CYCLING EVENT

Elizabeth City, NC

2019



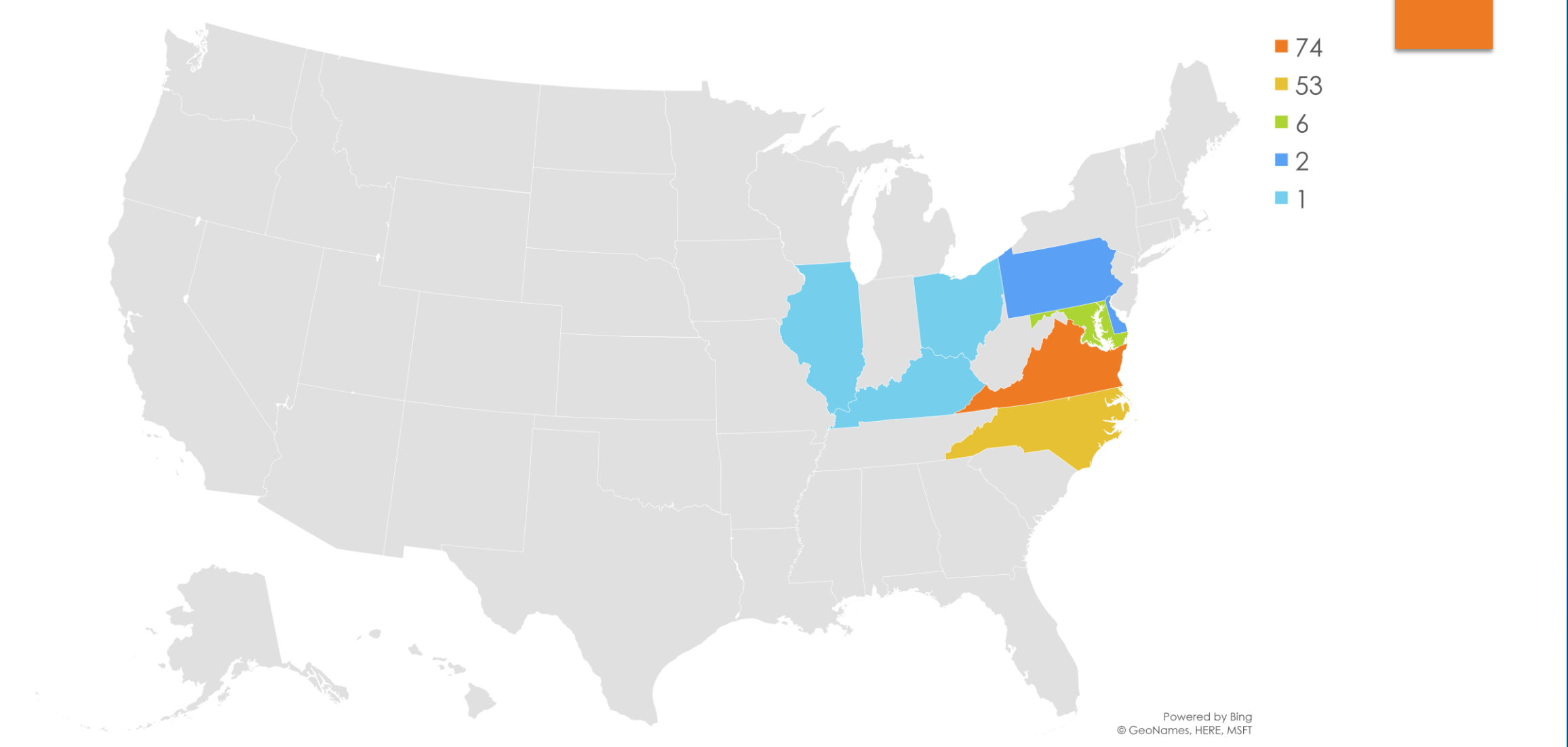
#VisitECity  
TarWheel.com

## TarWheel Riders – by distance

	Registered	ACTUAL
<b>Overnight:</b> over 150 miles away	76	66
<b>Daytrip:</b> between 150-40 miles	73	54
<b>Local:</b> under 40 miles	21	20
TOTAL	170	140



# TarWheel Riders – by place of origin



# TarWheel Cycling Event – Inputs

<b>Sports Visitor Calculation Method</b>		
	Direct Entry	?
Overnight Visitors	66	?
Day Visits (optional)	74	?
Local share of day visitors	27	% ?

Room Block (optional)	0	?
Room Rate (\$)	89.00	?
Persons Per Room	1.90	?
Include Aviation Impacts	<input type="checkbox"/>	
Overnight attendees arriving by air (%)	2.00	%

# TarWheel Cycling Event – Economic Impact

## Event Impact Summary

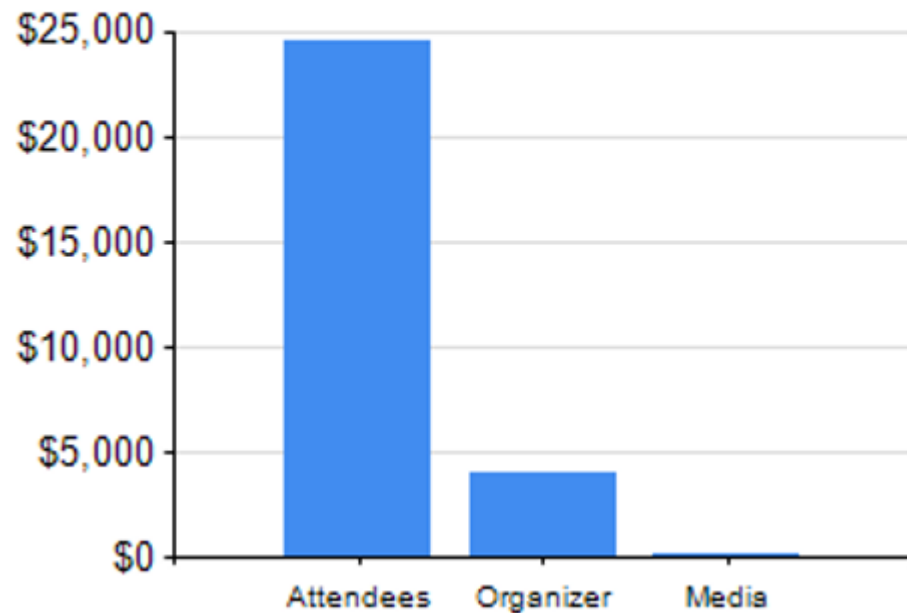
Destination: Visit Elizabeth City

Event Parameters		Key Results	
Event Name:	<u>TarWheel Cycling Event</u>	Business Sales (Direct):	\$28,510
Organization:		Business Sales (Total):	\$40,951
Event Type:	Adult Amateur	Jobs Supported (Direct):	17
Start Date:	4/12/2019	Jobs Supported (Total):	19
End Date:	4/14/2019	Local Taxes (Total):	\$1,171
Overnight Attendees:	66	Net Direct Tax ROI:	\$1,066
Day Attendees:	74	Estimated Room Demand:	84

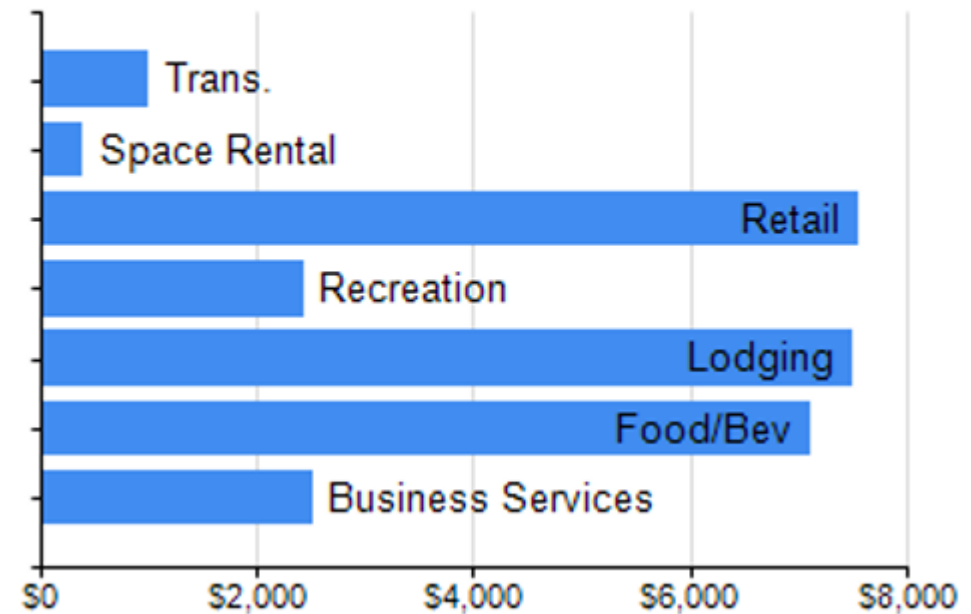
# TarWheel Cycling Event – Economic Impact

## Direct Business Sales

Sales by Source



Sales by Sector





# Old Business

**DMAP**

DESTINATION MARKETING  
ACCREDITATION PROGRAM



**NATIONAL**   
**TRAVEL &**  
**TOURISM**  
**WEEK** MAY 5-11, 2019

# Finance Update –



## Insurance Review.

All business policies and coverage were reviewed in person with Larry Glasscock of Weatherly Insurance. Per his recommendation the Finance Committee determined the addition of a “Cyber Policy” i.e. Data Compromise Coverage at an annual cost of \$120 made sense. All other policies are sufficient.

## Finance Policy & Procedures.

Overall direction discussed. Further research in process.

# Personnel Update –



## **Personnel Policy.**

Review of current policy and modernization in process.

## **Job Descriptions.**

Drafts written and discussed, edits in progress.

# Entire Board Update – TDA Action needed



## Strategic Plan Draft.

Review & discussion.



## 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.



## 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

# Visitor Profile Research RFP



## Staff & Marketing Committee Recommendation:

Authorize Executive Director to engage with SIR and sign a contract of \$36,000

## *Process & Recommendation*

- Received 5 complete proposals.
- Companies from North Carolina, Indianapolis, Virginia, Missouri & California
- Prices ranged from \$12,500 to \$104,600

### **Recommendation:**

- ✓ Southeastern Institute of Research (SIR)
- ✓ Richmond Virginia
- ✓ \$36,000

### **Why?**

- Very thorough, thoughtful and personalized proposal
- A local company that will be able to work with us in person
- A reasonable price for everything that is included
- A grasp of the need to raise awareness of tourism in the community and to include stakeholders and partners as part of the research process

# *Visit Elizabeth City*

invites you to our

## **Travel & Tourism Rally**

**May 7, 2019**

from 8:30 am to 9:00 am

Join us in the portico at Museum of the Albemarle for muffins & mimosas as we celebrate the local, state & national economic impact of tourism.



501 S. Water St.,  
Elizabeth City NC  
RSVP 252.335.5330



# New Business





## FYI – Sign improvements needed





# Budget Discussion - Introduction



**Longwoods**  
INTERNATIONAL



## HALO MAGIC

Creating a Singular  
Place Brand  
for Destination Marketing &  
Economic Development

Bill Siegel & George Zimmermann

October, 2015

## Budget Discussion – Longwoods Research

### “Halo Magic”

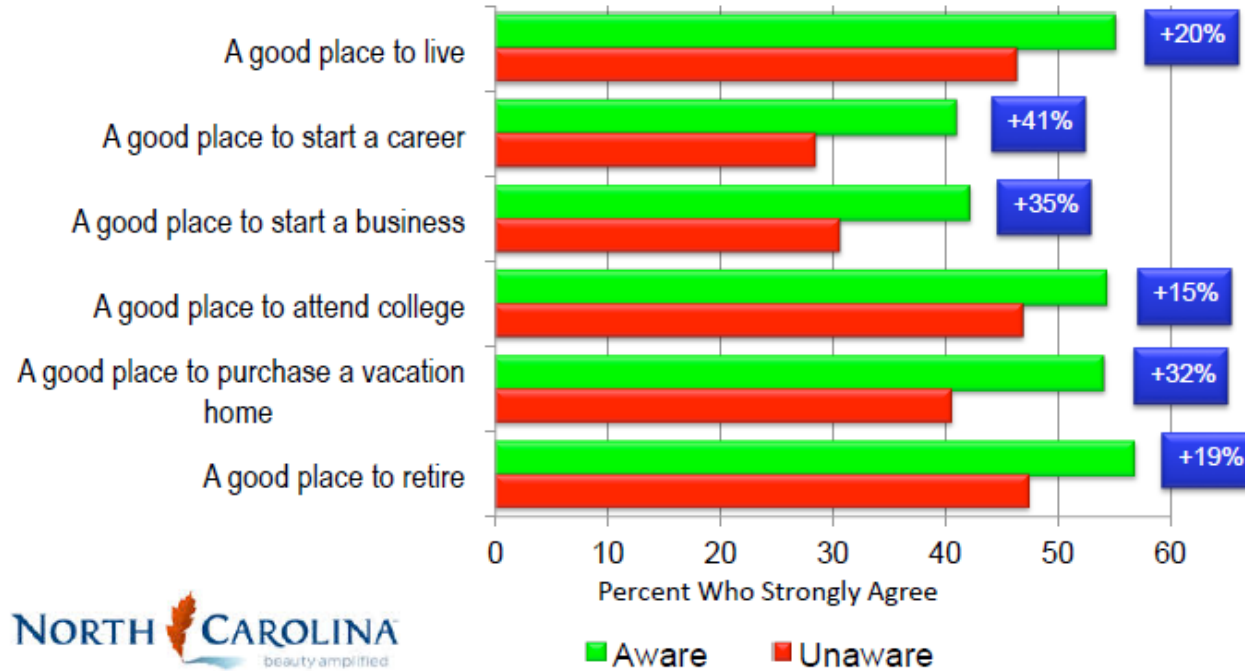
Research demonstrates  
strong lift from destination  
promotion on both tourism  
**AND** economic development  
image.



## Impact of North Carolina 2014 Tourism Campaign on State's Economic Development Image



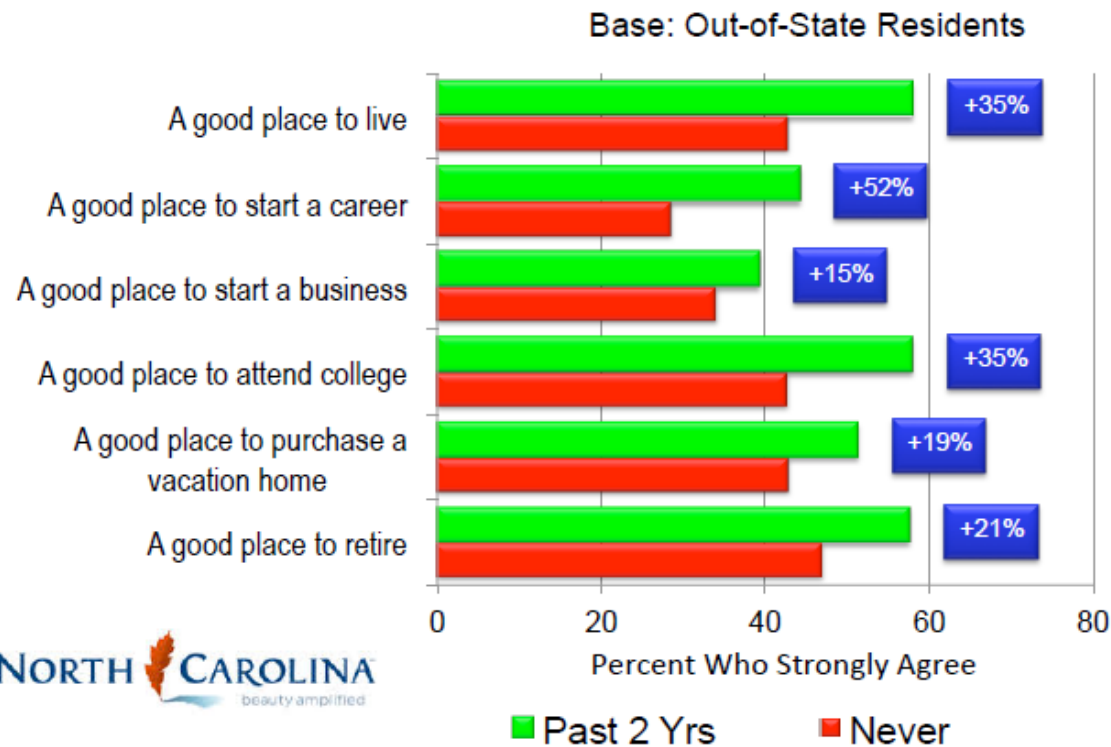
Base: Out-of-State Residents



# Budget Discussion – Longwoods Research

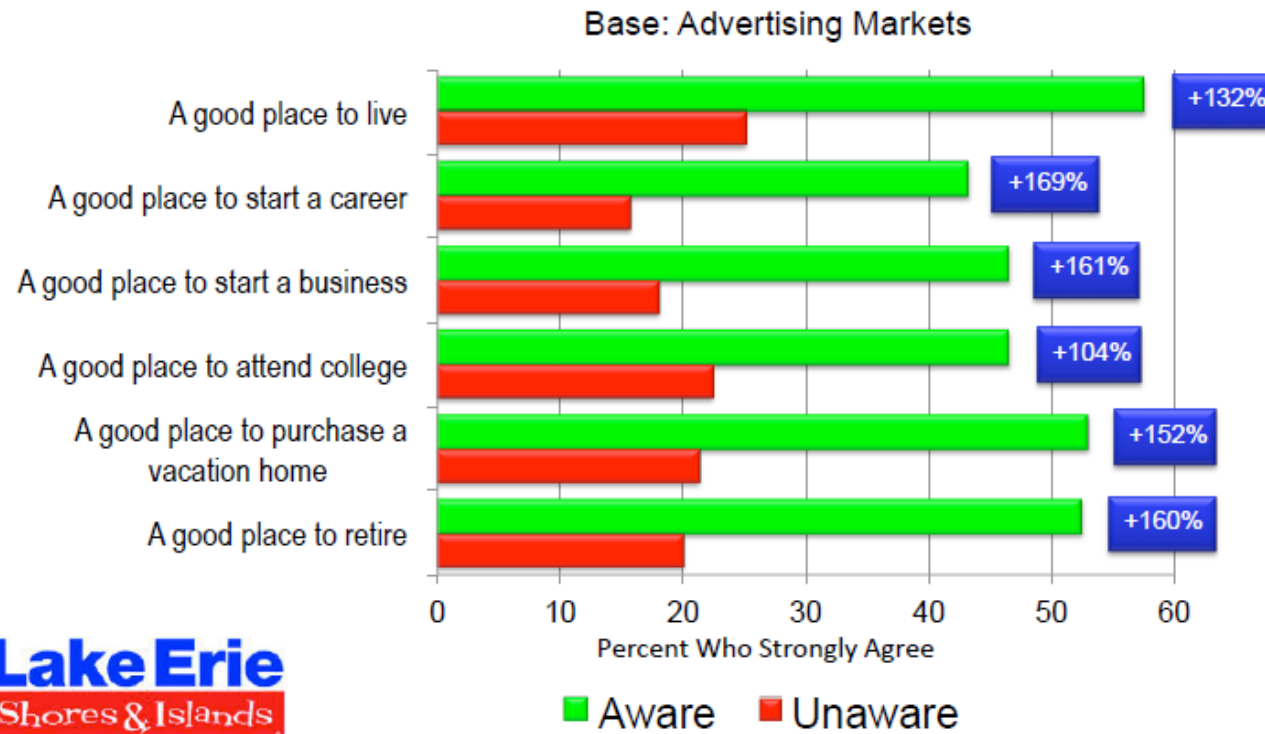


## Impact of *Visitation* on North Carolina Economic Development Image



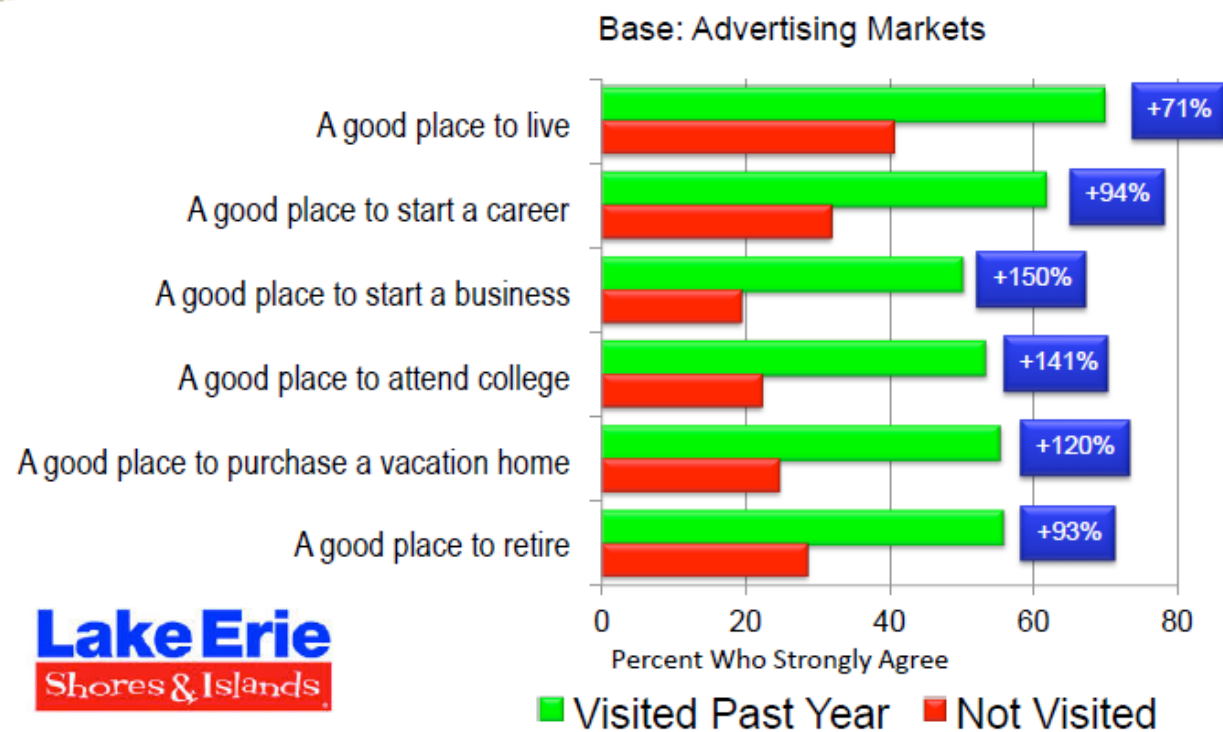
Budget  
Discussion –  
Longwoods  
Research

## Impact of Lake Erie Shores & Islands 2014 Tourism Campaign on Region's Economic Development Image



Budget  
Discussion –  
Longwoods  
Research

## Impact of *Visitation* on Lake Erie Shores & Islands Economic Development Image



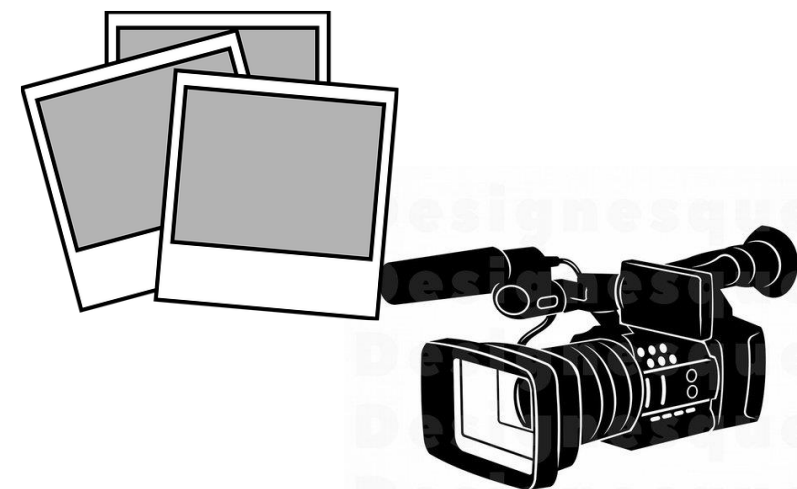
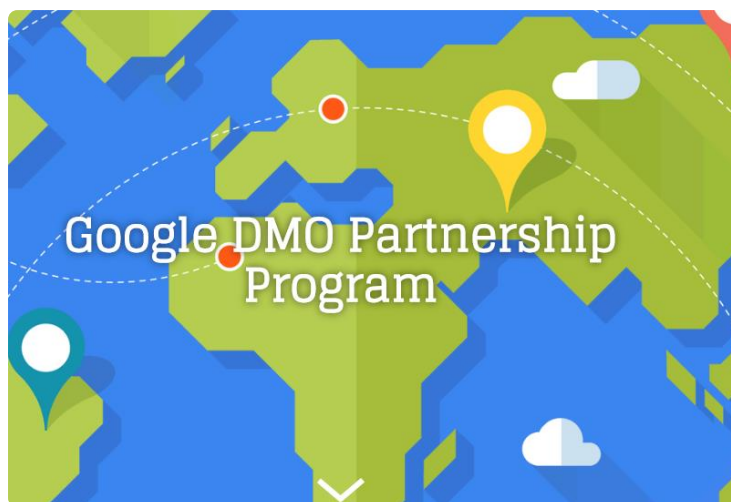
Budget  
Discussion –  
Longwoods  
Research

## In Conclusion



- ✓ Tourism marketing is destination branding for every purpose.
- ✓ Unite under tourism brand.
- ✓ Expand tourism marketing to promote growth.

Budget  
Discussion –  
Longwoods  
Research



# Budget Discussion - Opportunities





VISIT  
*Elizabeth City*  
NORTH CAROLINA

**Thank you!**