

Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | OCTOBER 24, 2019



Executive Director's Meetings and Activities September 21, 2019 - October 19, 2019

- September 23 Held Marketing Committee meeting
- September 23 Conference call with Debbie Melanfant regarding Christmas decorations
- September 24 Attended Men of Excellence Breakfast
- September 24 Lunch meeting with Rhonda Twiddy
- September 24 Met with City and ECDI regarding Christmas decorations
- September 24 Met with Beth Cross of MACU
- September 25 Conference call with Jim Rudny
- September 26 Attended TDA meeting
- September 26 Conference call with Sara Sanford, East Coast Greenway
- September 27 Conference call with Sara Hintze, Our State Magazine
- September 28 Attended the FOMOA Annual Meeting
- September 30 Presented Visitor Research at joint City/County meeting
- October 1 Met with Andy Montero
- October 1 Hosted Wayfinding Plan committee meeting
- October 2 Hosted Sports Tourism brainstorming meeting
- October 4 Attended DMO Google staff training
- October 4 Attended First Friday Artwalk

- October 7 Attended EIC collaboration meeting at ECSU
- October 7 Presented Sports Tourism EIC to County Commissioners
- October 7 Attended ECHNA Wimpy Lassiter ceremony
- October 9 Attended Committee of 100 luncheon
- October 10 Met with Mayor Parker
- October 14 Attended City Council meeting
- October 15 Attended Chamber board meeting
- October 15 Hosted East Coast Greenway kick-off meeting
- October 16 Attended EC-PC EDC board meeting
- October 15 Conference call with Lure Creative
- October 17 Attended ECDI board meeting
- October 17 Held Finance Committee meeting
- October 17 Held Visitor Experience Committee meeting
- October 17 Attended DI webinar, Boards That Make a Difference
- October 18 Hosted Wayfinding Sign meeting
- October 18 Met with Rich Olson
- October 19 Attended ECSU Homecoming Parade and took surveys



2019 Smith Travel Research Report Measures

	EC Region Actuals	EC Region YOY Comparison	Golds- boro Actuals	Golds- boro YOY Comparison	Beaufort County Actuals	Beaufort County YOY Comparison	New Bern Actuals	New Bern YOY Comparison	Middle OBX Actuals	Middle OBX YOY Comparison	Suffolk, VA Actuals	Suffolk, VA YOY Comparison	NC — Entire State YOY Comparison	NC – Northeast Region YOY Comparison
	<u>Month To Date – <mark>September</mark> 2019</u>													
Occupancy	65.9%	+19.1% from Sept '18	60.4%	-18.6%	56.2%	-20.1%	76.1% **Rooms Avail: -19.6%	+27.2% **Rooms Sold: +2.3%	62.3%	+27.4%	65.2%	+9.7%		
ADR	\$92.86	+2.5%	\$89.22	-1.4%	\$83.59	-4.8%	\$120.63	+9.7%	\$154.35	-8.7%	\$89.02	-0.2%		
RevPAR	\$61.17	+22.1%	\$53.86	-19.7%	\$47.00	-23.9%	\$91.79	+39.5%	\$96.15	+16.3%	\$58.07	+9.6%		
<u>Year to Date – January to <mark>September</mark> 2019</u>														
Occupancy	64.2%	+9.0% from 2018	64.0%	+4.4%	54.5%	+1.2%	80.1%	+17.2% **Rooms Sold: -5.8%	62.8%	+0.3%	64.3%	-6.0%		
ADR	\$92.67	+0.5%	\$87.88	+6.9%	\$81.34	+2.0%	\$113.89	+12.2%	\$175.47	+0.9%	\$94.23	+4.5%		
RevPAR	\$59.52	+9.6%	\$56.22	+11.6%	\$44.36	+3.2%	\$91.24	+31.5%	\$110.19	+1.2%	\$60.63	-1.7%		

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

 $\underline{\text{Goldsboro includes}}\text{: 10 out of 15 properties; total rooms: 915/1127}$

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: 10/12 properties; total rooms: 934/990

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

*Hurricane Dorian, Coastal NC, Sept 5-6, 2019



SOUTH PARK SPORTS COMPLEX

MARCH-JULY 2019
TOURISM ECONOMIC IMPACT ANALYSIS





What is Economic Impact Analysis?

An Economic Impact Analysis traces changes in economic activity resulting from some action.







- Tourism & Destination Organizations
 - Analyzing the nuances of different types of events
- Modeled specifically for each region it is used in







NC Little League District 4 Championships Tournament July 1-July 7, 2019 South Park Sports Complex



DATA OVERVIEW

7 team, double-elimination tournament over 7 days

Total Players (ages 10-12) 87

Total Coaches 21





Rocky Mount 2-Jul-19 5:30 PM Newport (H) Game 4 Loser to E 1-Jul-19 5:30 PM Game 1 Loser to C ElCiPaca (V) 4-Jul-19 12:00 PM Kinston-Lenoir (H) Game 9 **NC Little League** Loser to F 1-Jul-19 5:30 PM District 4 Game 2 Loser to A Championships North State (V) 2-Jul-19 6-Jul-19 7:30 PM 5:30 PM **Tournament** Tar Heel (V) Game 5 Game 12 Loser to D Loser to H 1-Jul-19 (if 1st loss) 7:30 PM Game 3 Loser to B Havelock (H) 3-Jul-19 5:30 PM Game 7 5-Jul-19 5:30 PM Game 11 4-Jul-19 2:00 PM Game 10 2-Jul-19 5:30 PM Game 6 3-Jul-19 5:30 PM Game 8

WINNER

or

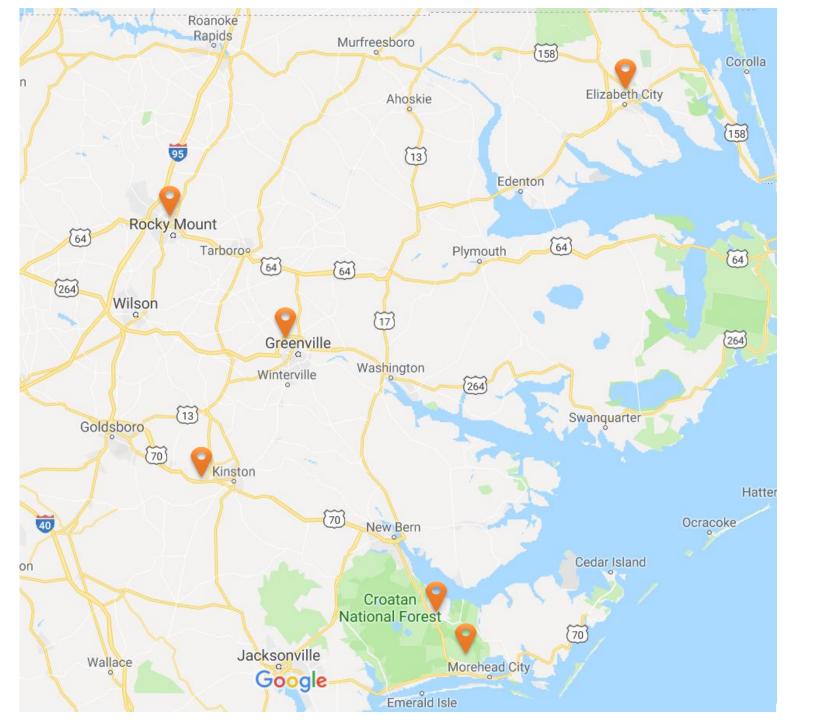
7-Jul-19

5:30 PM

Game 13

Champion





SEVEN TEAMS FROM EASTERN NORTH CAROLINA REGION*

*Two teams from Greenville area



	Players*
Overnight: over 150 miles away	42%
Daytrip: between 150-40 miles	44%
Local: under 40 miles	14%
TOTAL	87*



DATA INPUTS



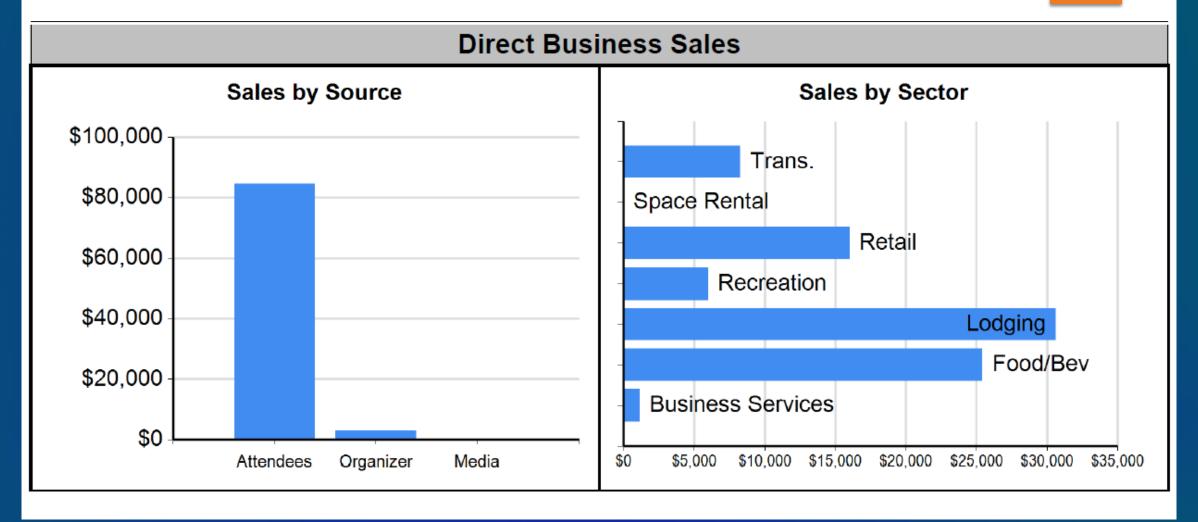


Event Impact Summary

Destination: Visit Elizabeth City

Event Parameters		Key Results	
Event Name:	NC District 4 Little League Tournament	Business Sales (Direct):	\$87,518
Organization:		Business Sales (Total):	\$128,008
Event Type:	Youth Amateur	Jobs Supported (Direct):	25
Start Date:	7/1/2019	Jobs Supported (Total):	27
End Date:	7/7/2019	Local Taxes (Total):	\$4,237
Overnight Attendees:	121	Net Direct Tax ROI:	\$3,896
Day Attendees:	166	Estimated Room Demand:	206









SOUTH PARK SPORTS COMPLEX

MARCH-JULY 2019
TOURISM ECONOMIC IMPACT ANALYSIS





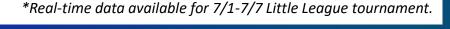
CONSERVATIVE DATA ESTIMATES

Team home address used to categorize as local, daytrip or overnight

Youth participants estimated at 11 per baseball or softball team*

College participants estimated at 17 per softball team

Hotel rate calculated using the monthly ADR from STR*





By the #Numbers#





32

Tournament Days





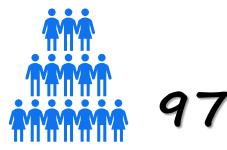


By the #Numbers#



805

Overnight Attendees



Day-visit Attendees

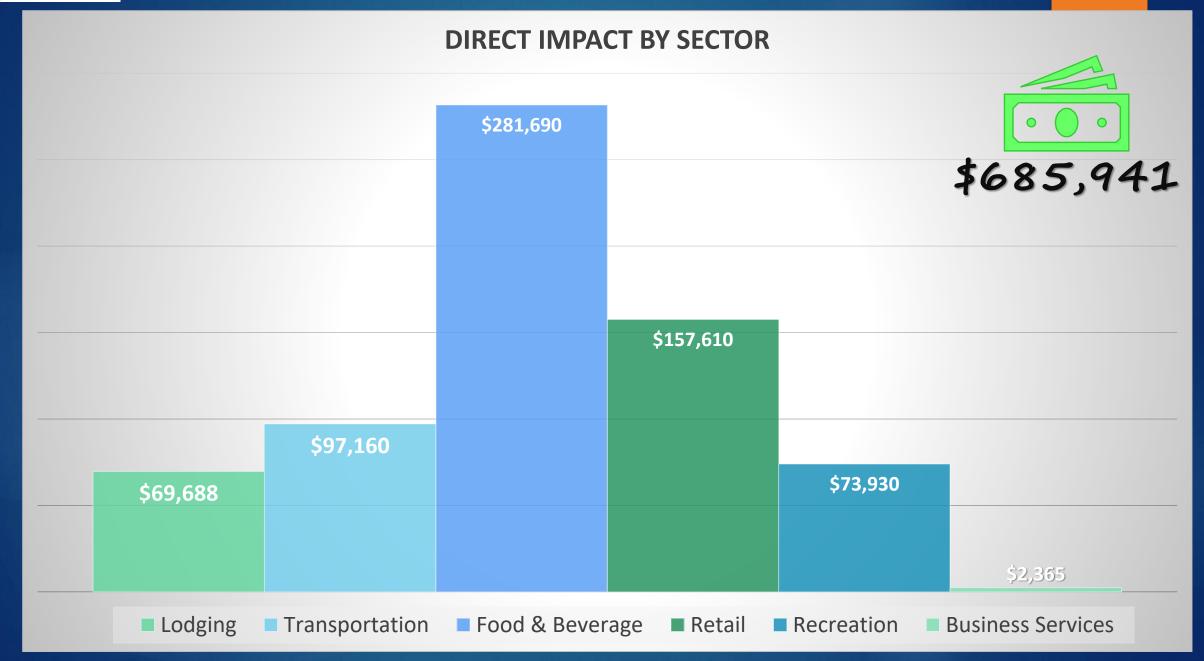


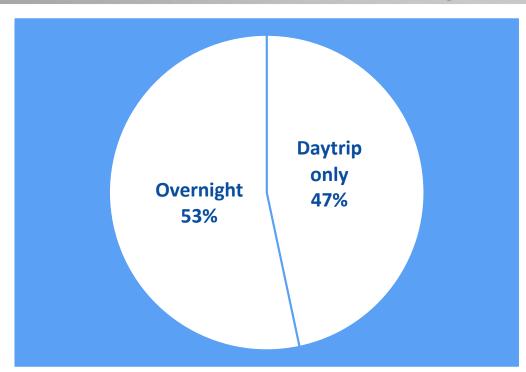
Direct Impact



Total Impact

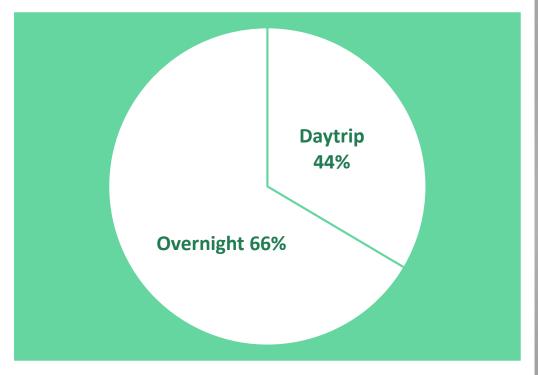






TOURNAMENT
BREAKDOWN BY IMPACT
CATEGORY

TOURNAMENT
BREAKDOWN BY IMPACT
CATEGORY REVENUE





AVERAGE Impact per Team



Daytrip-only

tournaments

tournaments

Overnight

TEAMS

132

159

\$3,088

Daytrip Only

Overnight

\$4,831

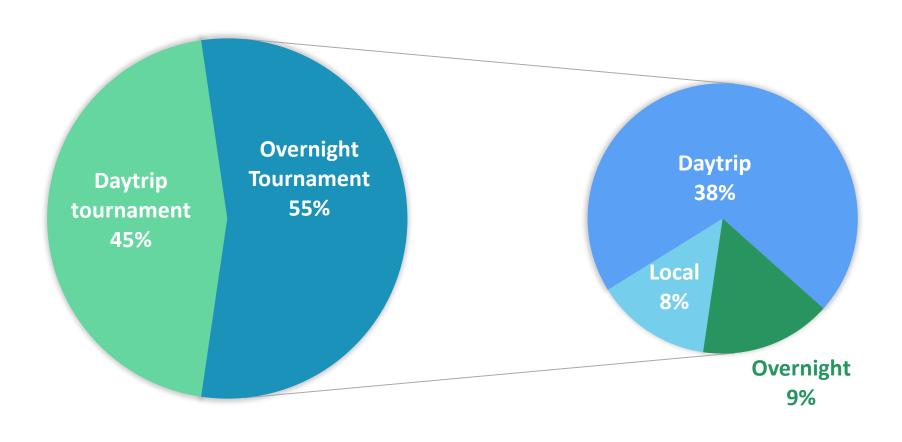
\$345,867 \$661,947

TOTAL

IMPACT



TEAM LOCATION BY IMPACT CATEGORY





DETAILED COMPARISON – 2 JUNE SOFTBALL TOURNAMENTS

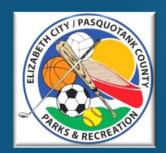
Event	Event	Total #	Overnight	Total
Name	Dates	Teams	Teams	Impact
Softball Nation Carolina State Championships	6/22-6/23/19	24	0	



Total Impact



\$1,007,814





*Focusing on overnight is key to maximizing impact.





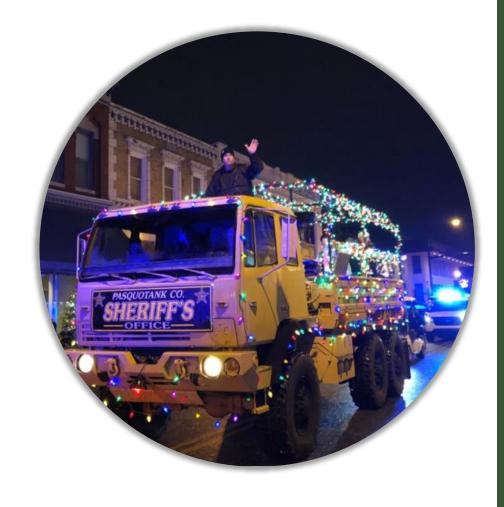
















The Joy of the Season Awaits You in Elizabeth City

Join us for a downhome Christmas in Elizabeth City, North Carolina! Get ready to light up Elizabeth City during the Holiday Celebration and Downtown Illumination. Shop locally owned, unique stores during Small Business Saturday. Gather in joyous song during our holiday musical productions. Enjoy seeing our beautiful river aglow during the Lighted Boat Parade. Take in a holiday theater performance or two. Line the streets, cheer, sing and be merry during our hometown Annual Christmas Parade.

We're ready to share our holiday cheer, y'all come over for Christmas this year!

Explore Our Enchanting Events

Frolic in Festive Fun



Merry Music

Sing along to your holiday favorites during Elizabeth City's musical productions and the Annual Christmas Parade!



Seasonal Shopping

Our locally owned boutiques and galleries are the perfect place to find unique gifts for everyone on your Christmas list.



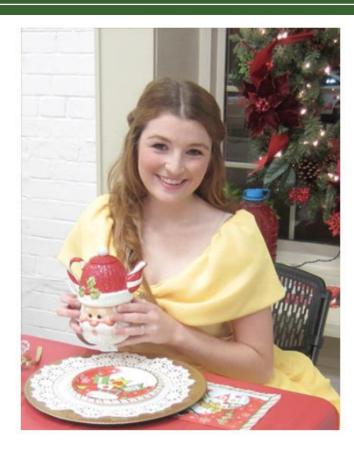
Delightful Dining

Our artistic chefs are ready to create a masterpiece that will tantalize your taste buds, almost too pretty to eat.





There are fabulous opportunities to meet the jolly old elf and give him your Christmas wish list. Make sure you get on the good list.



Christmas Crafts

Give a gift from the heart. Elizabeth City has talented crafters offering workshops so you can add your special touch to your gift.



Hometown Happenings

We've got parades, theater productions, stories with Mrs. Claus, musicals and friendly folks waiting to share holiday cheer.



Old Business

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















Collaborative Wayfinding Project: Committee Recommendation



BIZZELLDESIGN

WAYFINDING BRAND / IDENTITY URBAN IDEAS

From: Belmont, NC

Cost: \$27,500 (plus expenses)

An effective Wayfinding sign study requires focus in four areas of expertise.

Area knowledge from a visitors perspective.

We spend several days in your city just as a visitor. We visit the typical "on the list" destinations and survey the routes between them. We measure miles and time to make sure selected routes can hold the attention of a visitor. We learn your city routes from a drivers perspective as well and document photographically potential sign placement conditions.

Destinations that create interest in the community and enlighten visitors.

How and why destinations are presented on signage can enhance the visitor experience. We study locations and develop the best way to convey a directional message. If necessary, we create district names to enable visitor orientation.

Mapping that can become *destination* guides for future projects.

Great maps make the

concept of wayfinding
understandable and
effective.
We design and render
maps that are guidebook
ready for presentations
and for accurate
pin point
installation.

Design that reflects the vision and spirit of the community.

Making connections
visually, physically and
emotionally through design
requires **experience** in
graphic design,
architecture and visual
communication.



With a new streetscape in place, Statesville, NC continued building a strong brand by installing complete wayfinding signage program.

In addition, we hosted a series of workshops developed to help downtown merchants connect with the brand and create better storefront designs.



Sign Type A (13 Required)

Sign Type B (12 Required)

Sign Type B (3 Required) Enhanced with Mitchell Destinations

Sign Type C (11 Parking) 4 Info Box Kiosks



Our goal for Elizabeth City is to create a design strategy to produce immediate results now that will become a creative catalyst for future improvements.

Staff Recommendation:

Engage with Bizzell Design to develop a Wayfinding Master Plan for Pasquotank County and Elizabeth City with Visit Elizabeth City fully funding the contract and plan out of our reserves.



BIZZELLDESIGN

WAYFINDING
BRAND / IDENTITY
URBAN IDEAS

From: Belmont, NC

Cost: \$27,500 (plus expenses)



New Business

Staff Recommendation:

Provide the YMCA of Hampton Roads a one-time, \$5000 grant, contingent upon the City and County funding the requested \$25,000 each, to be used exclusively for marketing the YMCA at the Pines to potential travelers. Specific parameters include:

- Use 2019-2020 Visit Elizabeth City (Tourism Development Authority) Marketing Funds to fund the proposed, one-time \$5000 grant to the YMCA at the Pines
- Prior to the disbursement of the funds, require a written outline of how they plan to spend the dollars
- After the campaign, require a follow up report showing receipts for the expenditures and an analysis of visitation to the Pines during the promoted period
- At the YMCA at the Pines request, our marketing team and/or our expert digital agency can be made available to facilitate the marketing campaign. A lead time of 3 months is required for this option.
- In order to help drive increased overnight stays, the grant dollars shall only be spent on marketing and advertising the YMCA at the Pines to potential visitors at least 40 miles outside of our destination.
 - Additional advertising-specific requirements included.





Thank you!