

Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | DECEMBER 05, 2019



Executive Director's Meetings and Activities October 20, 2019 - November 29, 2019

- October 21 Met with Gwen Sanders
- October 21 Attended Advocacy Committee meeting (on-line)
- October 22 Attended County Finance Meeting
- October 23 Attended River City CDC 30th Anniversary Meeting
- October 24 Attended TDA Meeting
- October 24 Held Sports Tourism Meeting
- October 26 Attended Rhythm & Brews
- October 28 Conference call with Angela Welsh (Albemarle RPO)
- October 28 Attend Rotary luncheon
- October 29 Conference call with Gwen Sanders
- October 29 Met with Nita Coleman (Green Saves Green)
- October 31 Participated in ECSU Change by Design
- November 5 Conference call with TwoSix Digital
- November 6 Attended River City CDC 30th Anniversary Meeting
- November 7 Met with Mayor Parker and City Manager
- November 7 Met with Our State Magazine
- November 8 Attended IBX Harbor Town marketing meeting
- November 8 Conference call with Christ McLaughlin (NC School of Government)
- November 8 Conference call with Gwen Sanders and Phil Mays
- November 11 Met with Gwen Williams from River City CDC

- November 14 Met with Sparty Hammett
- November 14 Held Marketing Committee meeting
- November 18 Attended FOMOA Board meetings
- November 19 Attended Chamber of Commerce Board meeting
- November 19 Attended HAT meeting
- November 19 Held Sports Tourism meeting
- November 19 Volunteered to help with Christmas lights
- November 20 Conference call with Lure Design
- November 20 Conference call with TwoSix Digital
- November 20 Met with EMA Design
- November 20 Conference call with VisitNC
- November 20 Attended webinar State of the American Traveler
- November 21 Attended ECDI Board meeting
- November 21 Held Visitor Experience Committee meeting
- November 21 Conference call with George Bright
- November 22 Held Staff meeting
- November 25 Attended Rotary meeting
- November 25 Attended River City CDC 30th Anniversary meeting
- November 26 Attended ECDC Board meeting
- November 26 Held Regional Collaborative Marketing meeting
- November 29 Attended Holiday Celebration & Grand Illumination



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 T</u>	o Date – <mark>Sep</mark>	<mark>tember</mark> 2019	<u>9</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%	-3.8%	-5.1%
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%	-1.0%	-1.8%
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%	-4.8%	-6.9%
					• •	Year to Date	– January to	<u>September</u>	<u> 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%	+3.5%	+2.5%
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%	+2.4%	+2.7%
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%	+6.0%	+5.2%

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



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>October</mark> 2019</u>														
Occupancy	59.2%	+9.1% from Oct '18	57.8%	-23.8%	54.5%	-30.6%	75.4%	-5.8%	59.2%	-0.4%	69.0%	+2.6%		
ADR	\$93.88	-2.6%	\$90.09	-0.5%	\$81.12	-10.1%	\$113.32	-5.7%	\$129.78	-0.1%	\$87.55	+0.2%		
RevPAR	\$55.59	+6.3%	\$52.10	-24.1%	\$44.19	-37.6%	\$85.50	-11.1%	\$76.83	-0.2%	\$60.41	+2.8%		
<u>Year to Date – January to <mark>October</mark> 2019</u>														
Occupancy	63.7%	+9.0% from 2018	63.3%	+0.9%	54.5%	-3.3%	79.6%	+14.9% **Rooms Sold: -5.8%	62.3%	+0.1%	64.8%	-5.1%		
ADR	\$92.78	+0.2%	\$88.12	+5.9%	\$81.32	+0.1%	\$113.83	+10.2%	\$170.75	+0.8%	\$93.50	+4.0%		
RevPAR	\$59.12	+9.2%	\$55.79	+6.8%	\$44.35	-3.2%	\$90.66	+26.6%	\$106.44	+1.0%	\$60.61	-1.3%		

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

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



Visit Elizabeth City Visitors Survey Follow Up Presentation

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

Montero's (light refreshments will be served)

Collaborative Wayfinding Project

- Wayfinding Master Plan Contract has been signed
- Bizzell Design coming to Elizabeth City for a kick-off meeting in mid-December
- Future community input session to be scheduled















Harbor Town Project

Background

- Bring a ferry to the Albemarle Sound
- Initial "Inner Banks" Coastal Towns included are Elizabeth City, Hertford, Edenton, Columbia and Plymouth
- Originally proposed in 1993, revised in 2018

Current Proposal

- The Harbor Town team continues to lobby for investment from the State to fund a 14+ milliondollar ferry
- Several trials have been proposed, but weather and other unforeseen circumstances have deterred implementation
- Note: The County & City have both adopted a resolution withholding support for the proposed fast ferry until a comprehensive, third party research study is facilitated

Harbor Town Project: NEW UPDATES

Proposed Regional Marketing Efforts



Belle of Washington













- Posters
- ❖Albemarle Life Magazine
- Christmas on the Coast Magazine



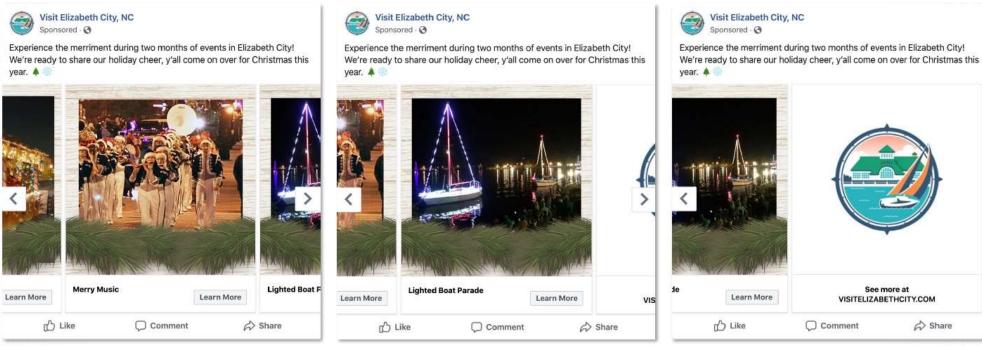


Christmas in Elizabeth City: November-December

Experience the merriment during two months of events. Enjoy our annual Christmas parade; Christmas Tinsel: Tour, Taste & Tradition; and Christmas at Whoseumville on December 7. We're ready to share our holiday cheer; y'all come on over for Christmas this year!



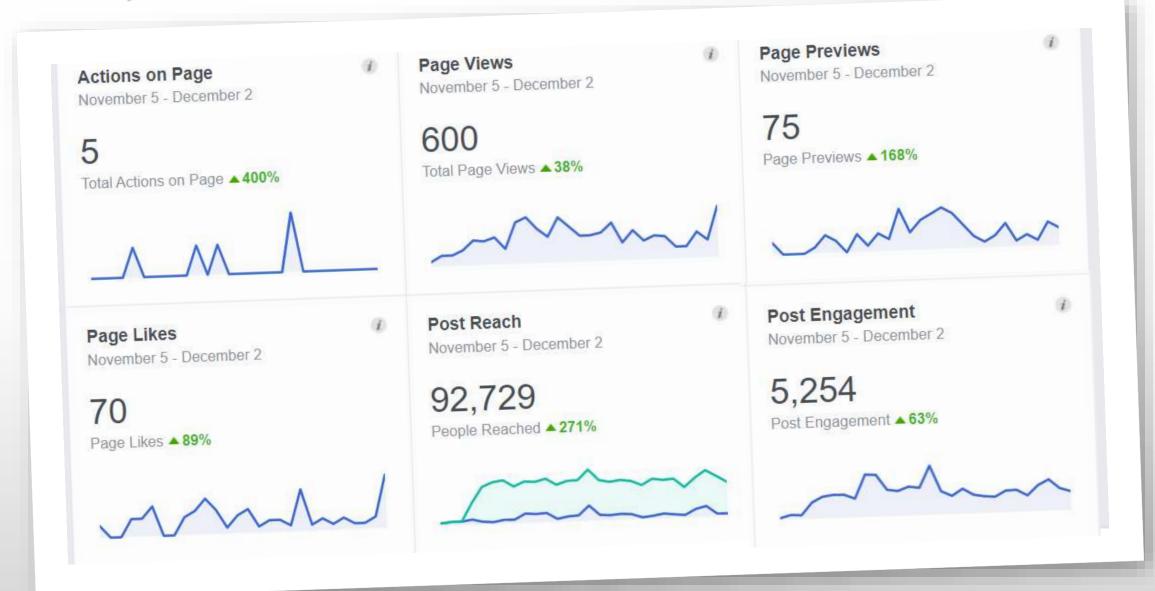




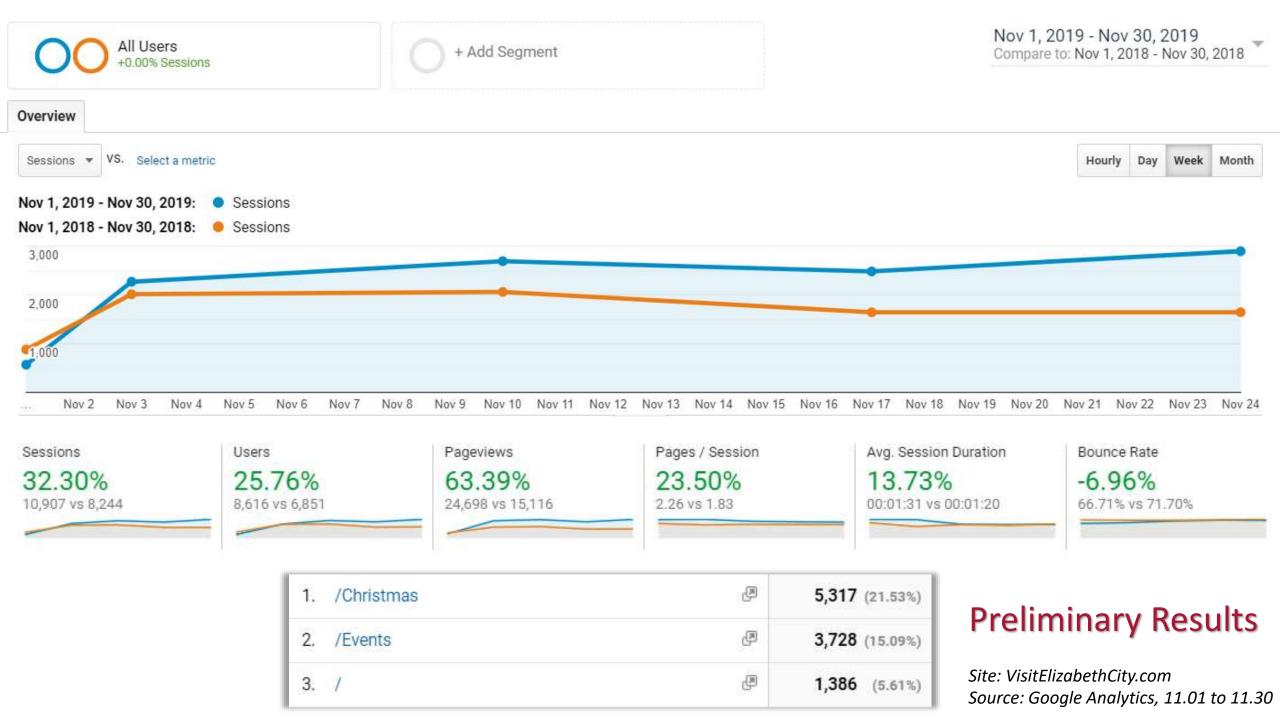
See more at

Share

Preliminary Results



Page: Facebook.com/VisitECity
Source: Facebook Insights, 11.05 to 12.02





ELIZABETH CITY STATE UNIVERSITY 2019 HOMECOMING

OCTOBER 17-20, 2019
TOURISM 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



DATA OVERVIEW

Total Homecoming	
Attendance (net)	6000
Intercept Surveys	275
Margin of Error	6 points

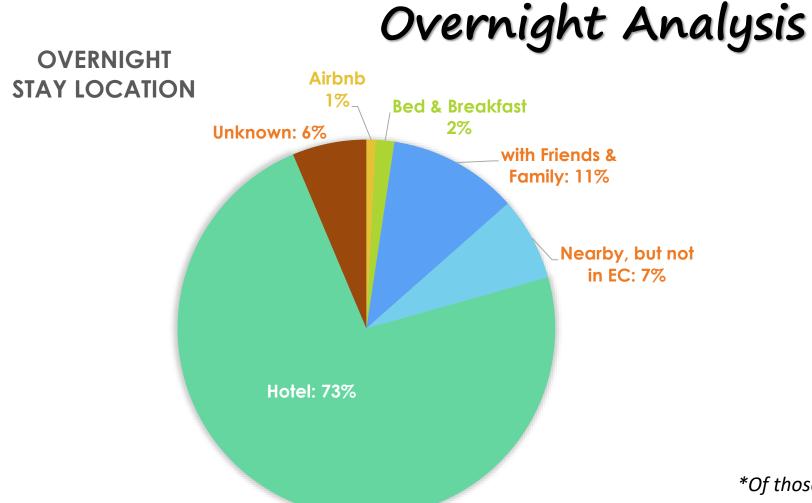






Impact Category	Attendees
Overnight:	
over 150 miles away	36%
Daytrip:	
between 150-40 miles	15%
Local: under 40 miles	49%



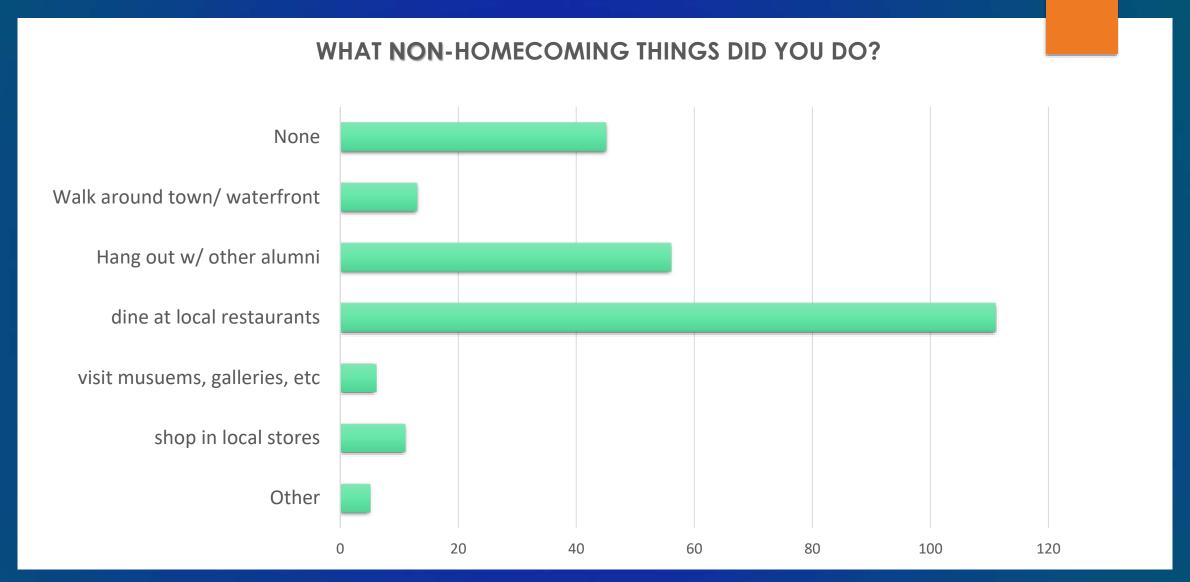


AVERAGE LENGTH OF STAY*

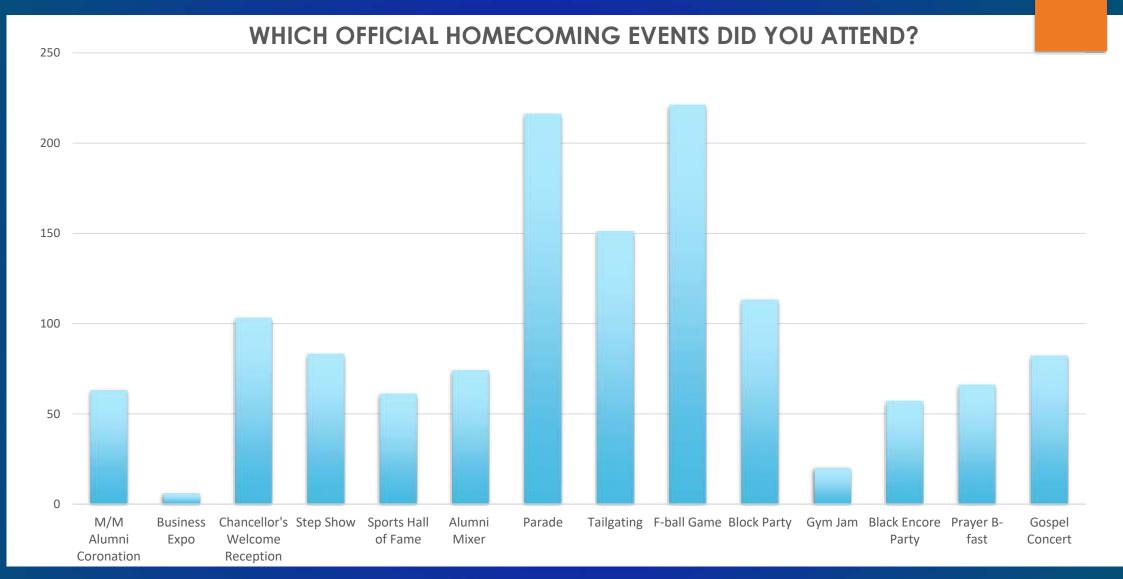
2.4 nights

*Of those who spent the night in PAID lodging



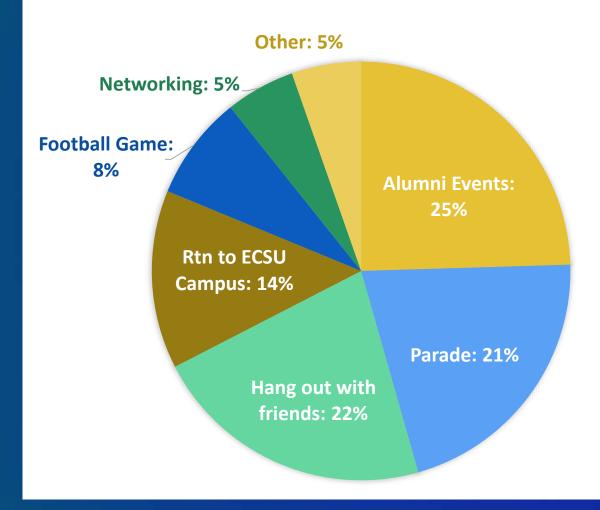








WHAT IS YOUR FAVORITE THING ABOUT HOMECOMING?











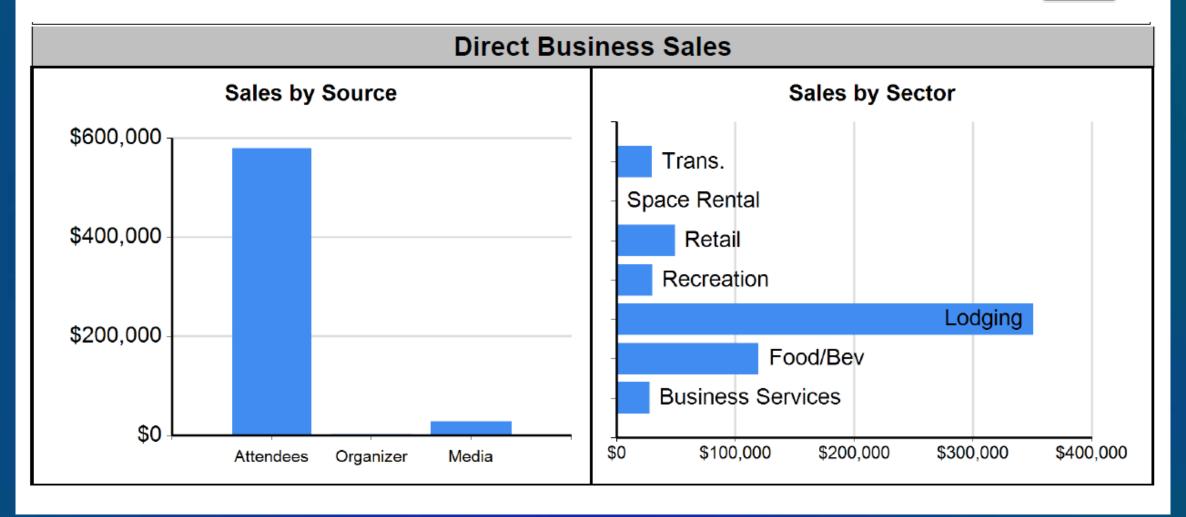
Event Impact Summary

Destination: Visit Elizabeth City

Event Parameters		Key Results			
Event Name:	ECSU Homecoming	Business Sales (Direct):	\$608,868		
Organization:		Business Sales (Total):	\$878,949		
Event Type:	Other cultural (commemorations, religious, heritage, special interests, parades)	Jobs Supported (Direct):	227		
Start Date:	10/17/2019	Jobs Supported (Total):	260		
End Date:	10/20/2019	Local Taxes (Total):	\$37,389		
Overnight Attendees:	2142	Net Direct Tax ROI:	\$35,116		
Day Attendees:	918	Estimated Room Demand:	2,392		



NC Little League District 4 Championships Tournament





Total Impact



\$878,949











New Business

Sports Tourism Collaboration

Melissa Russell	Dyncorp International
Debbie Malenfant	Elizabeth City Downtown, Inc
George Bright	Elizabeth City State University
Dexter Harris	ECPC Parks & Rec
Travis Nestlerode/ Dan Metzger	Nestlerode Orthopedic
Donnie Markham	No Limit Fitness
Duffy Danish, Executive Director	Port Discover
Carol Terryberry	Sail River City
Melissa Arles / Paul Spence	USCG Base Elizabeth City
Gretchen Jones	USCG Reserve
Corrina Ferguson	Visit Elizabeth City

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









Proposed: Coast Guard Half Marathon Route



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

Next Steps:

Confirm all approvals from partner agencies including:

- Coast Guard Base Elizabeth City
- Coast Guard Community Relations (DC)
- Elizabeth City State University
- City of Elizabeth City
- NC Department of Transportation

Staff Recommendation:

Be the organizational and legal entity point of contact to propel the proposed Coast Guard Half Marathon and Guardians of the Atlantic 5k forward.





