



*Executive
Director's Report*

January 26, 2023

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Marketing & Project Updates



Public Relations Recap

January – December 2022



2022 Media Coverage Results

46

MEDIA PLACEMENTS

66,070,516

MEDIA IMPRESSIONS

\$1,367,878

ADVERTISING EQUIVALENCY

2022

MEDIA COVERAGE HIGHLIGHTS

Our State

local's
guide

Elizabeth City

This waterfront community has always welcomed visiting boaters with a smile. And thanks to the efforts of local business owners, visitors have plenty to smile about, too.

written by CHLOE KLINGSTEDT

The boardwalk at Waterfront Park winds along the Pasquotank River, offering a view of the water on one side and easy access to Elizabeth City's restaurants and shops on the other.



COUNTY: Pasquotank POPULATION: 19,000 HISTORIC FIRSTS: First Black-owned bank in the Southeast

OURSTATE.COM 27

A RALEIGH LIFESTYLE MIDTOWN

Elizabeth City, North Carolina

Just west of the Outer Banks, nestled on the Pasquotank River and Intracoastal Waterway, Elizabeth City offers the charm of a small town combined with the bustling activity of a waterfront destination. For the perfect weekend getaway, stay at the Blue Bully at Grace-Fearing House Bed & Breakfast, which offers cozy accommodations just steps from downtown. Enjoy the most charming and hospitable stay imaginable and—bonus—you can bring the entire family, including your dog!

Start your day shopping at Bijoux Vibes and Cozy Carolina Boutique, which offer locally inspired fashions. If bookworms are your shopping "happy place," be sure to check out Page After Page Bookstore. You'll pop in for a moment and get lost for an hour perusing the eclectic collection of toys, books and bookstore's merchandise.

Next, take a few hours to enjoy some cultural enrichment at the Museum of the Albemarle and the Arts of the Albemarle gallery, where you may not be able to walk away without purchasing some of the amazing art there—whether in the form of jewelry or paintings. The selection is incredible.

When you're ready for a beverage break, Elizabeth City has you covered from stem to stern, literally. The city's second microbrewery, Seven Sounds Brewing Company, is situated right on the water with a convenient section in which boaters can dock to enjoy a local brew. "You can get

a beer at Seven Sounds, get on your boat and get to the Outer Banks in 35 minutes," says Megan Wallace, owner of Pine & Porch, a home décor store that opened in Elizabeth City in May 2021 with a bar in the back. The native Raleighite moved to her co-owner-husband's hometown to open her dream store with a unique concept: "The more you browse, the more you buy," she says.

Next, walk a block over to Pailin's Alley, where you'll find some great eateries including Hoppin' John's and The Mills Downtown Bistro. At the heart of Pailin's Alley, experience Ghost Harbor Brewing Company, a taproom and brewery so popular it expanded in 2021.

If wine is more your style, the very enchanting 2 Souls Wine Bar is just around the corner. Offering the most relaxed and welcoming vibe ever, this bar boasts an unbelievable selection of wines from all over the world.

Your last can't-miss tip for experiencing Elizabeth City comes from Andy Montero, a local legend and co-owner of Montero's Restaurant & Bar, where you must pop in for some scallop risotto and maple-glazed salmon. Just past the Coast Guard base on Wickville Road, you'll find the only remaining steel ship hanger from World War II. If you're lucky, you may spot a recently completed hump anchored on nearby posts.

Learn more about Elizabeth City at visitelizabethcity.com.



LEFT TO RIGHT

Elizabeth City's Pailin's Alley is home to popular eateries and Ghost Harbor Brewing Company. Just past the Coast Guard base, you'll find the only remaining steel ship hanger from World War II. Photo courtesy of Visit Elizabeth City.



56 | midtownmag.com



ELIZABETH CITY, NORTH CAROLINA

Midtown Magazine

Total Audience: 25,000

Our State
Total Audience: 366,294

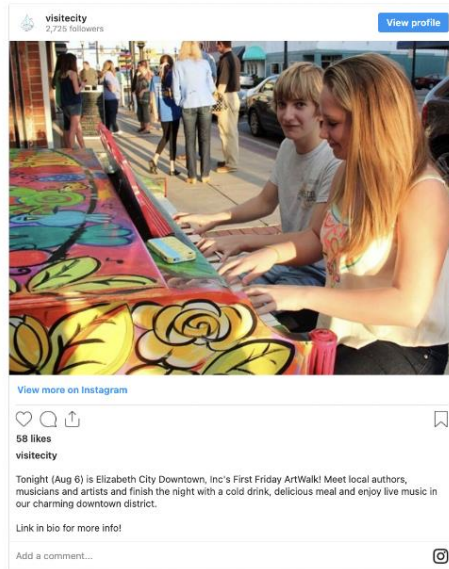
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GY NJF

BRIT+CO

Lifestyle ▶ Travel

Art Fairs Across The Country You Should Visit In 2022

Chloe Williams · Apr 26, 2022



First Friday Artwalk

May 6, 2022

Experience live music and artwork all summer long with Elizabeth City, NC's First Fridays. For May's event, you can visit the bookstore to meet a local author and watch a painter do a live painting, but each month will feature new things.

Brit + Co

Total Audience: 1,985,331

UPROXX

LIFE

Craft Beer Experts Shout Out The Most Underrated 'Easy Drinking' Beers

UPROXX CHRISTOPHER OSBURN

APRIL 29, 2022



OSKAR BLUES CREATURE COMFORT MILLER BOMMA STOCK UPROXX

Josh Lancaster, brewer at **Seven Sounds Brewing Company** in Elizabeth City, North Carolina

ABV: 4.2%

Average Price: Limited Availability

Why This Beer?

Young Veterans Brewing Life Finds A Way Lager is a supremely crisp helles lager with a touch of sweetness and a light body that makes for perfect crushable quality. Tom Wilde, owner and brewer, contributes a fun aesthetic to the brewery atmosphere and labels that somehow make what is already quality beer even more exciting and approachable.

UPROXX

Total Audience: 1,985,331

*One of seven quoted inclusions for Elizabeth City brewers

CARDINAL & PINE

CULTURE

15 Dog-Friendly Breweries to Take Your Four-Legged Friend To in North Carolina

Vanessa Infanzon

Originally Published: October 6, 2022 4:11 pm EDT



Resident Culture Brewing (Serlea Patton Photography)

[Seven Sounds Brewing Company](#)
Elizabeth City

Pups are welcome inside the brewery and outside on the grassy riverfront Biergarten with panoramic views of the Pasquotank River. 112 N. Water St., Elizabeth City

Cardinal & Pine

Total Audience: 20,585

*One of three Elizabeth City inclusions in Cardinal & Pine in 2022



WAVY

Total Audience: 1,309,900

Aug 5, 2022 · 2 min read

The Coast Guard Marathon Registration Opened August 4th.

Tie up your sneakers; the Coast Guard Marathon is open for registration! The event is scheduled for March 2-4, 2023, in Elizabeth City, North Carolina.

Coast Guard Marathon Press Release - "ELIZABETH CITY, NC (Aug. 1, 2022) – Registration for the 2023 Coast Guard Marathon, Half Marathon, 5K and virtual events will open on Aug. 4 at midnight in celebration of Coast Guard Day.

The official road race of the United States Coast Guard, the events will take place March 2 - 4, 2023 in Elizabeth City, N.C. Interested runners may sign up to take advantage of early bird pricing at CoastGuardMarathon.com. Races are open to both military and non-military participants.

Military Living

UVM: 2,919

COAST GUARD

Registration for 2023 Coast Guard Marathon opens Thursday

STARS AND STRIPES • August 2, 2022

The inaugural tri-person Coast Guard Marathon held in March 2022 saw nearly 1,500 runners from 45 states and three U.S. territories, with participants from as far away as Alaska and Hawaii. (Coast Guard Marathon)

Stars and Stripes

UVM: 1,150,258

Coast Guard Marathon Registration Opens August 4th

AUGUST 3, 2022 – Registration for the 2023 Coast Guard Marathon, Half Marathon, 5K and virtual events will open on Aug. 4 at midnight in celebration of Coast Guard Day.

MilitarySpot.com

UVM: 50,430

Military News

Registration for the Second Ever Coast Guard Marathon Opens Thursday

f t p e +

Finish line for the inaugural Coast Guard Marathon, Half Marathon, and 5m, which were held in Elizabeth City, NC, March 4-5, 2022. (DHS Photo by M. T. Harmon)

Military.com

UVM: 4,754,000



The Virginian-Pilot

Elizabeth City, NC hosts hot cocoa crawl

By Rekaya Gibson
Staff Writer

ELIZABETH CITY — The weather outside is frightful but a cup of hot chocolate makes it delightful.

Head to Elizabeth City for its annual Hot Cocoa Crawl from Friday through Jan. 15. This charming town is pulling out the holiday decorations and treats to transform the community into the "Hot Chocolate Capital of the World" for visitors to sip, shop and stay. More than 30 businesses will feature hot cocoa beverages and desserts, and hot cocoa-themed events, décor and gifts.

Start a self-guided trail with some of these hot cocoa drinks and eats:

"The Dirty Snowman" is hot chocolate à la mode — hot cocoa, Bailey's Irish cream, whipped cream vodka, chocolate shavings and ice cream. Available at **The Mills Downtown Bistro**, 200 N Poindexter St., 252-621-1471, millsbistro.com

The "House of the Maker," a mocha and vanilla latte stout, and the "Dawn of Beginning," a vanilla latte stout with flavors of hot cocoa and coffee, are available at the **Ghost Harbor Brewing Company**, 602 E. Colonial Ave., 252-599-1030, ghostharborbrewing.com

The "Cocoa Bombe Dessert" with vanilla and chocolate gelatos, almonds and a cherry, is encased in a chocolate shell. It's available at the **Elizabeth City Pizza Company**, 507 E. Main St., 252-787-4992, ecpizzaco.com

Stocking stuffers will be available around town such as the handmade candles featuring the scents of cake batter cream and chocolate in a glass mug by **Sultry Scent Company**, 606 E. Main St., 252-436-8390, sultryscentco.com; and hot cocoa and marshmallow shaped and scented, plant-based soaps by **Copper Canyon Soap Company**, 507 E. Main St., 252-621-1472, coppercanyonsoapco.com.

The **Philemon House Bed and Breakfast** will showcase a farmhouse breakfast, chocolate tea service and a chocoholic



Foreman House Bed and Breakfast's hot cocoa bar during the Hot Cocoa Crawl through Jan 15. VISIT ELIZABETHCITYPHOTOS



Get the Sultry Scent Company's Hot Cocoa Crawl candle featuring cake batter cream and chocolate during the crawl.

Turn to Cocoa, Page 6

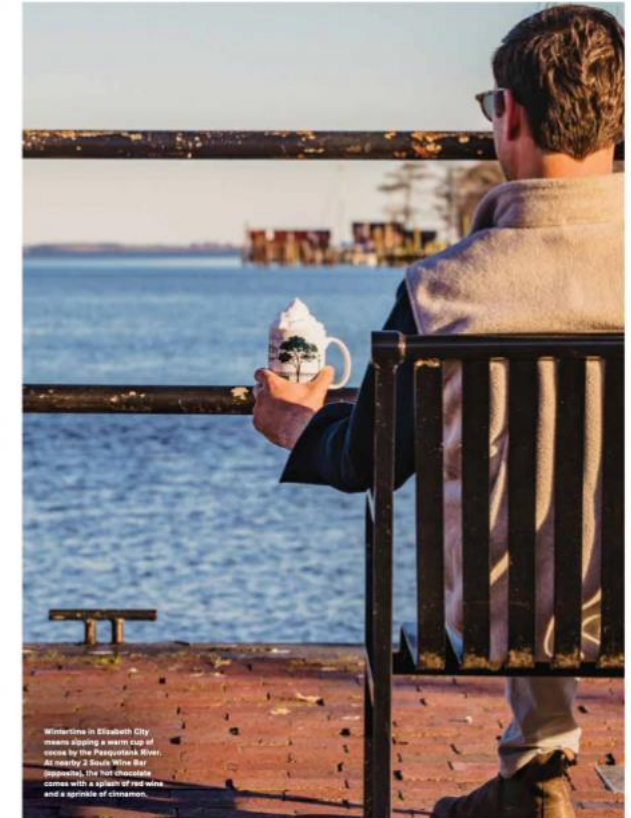
The Virginian-Pilot

Total Audience: 778,038

Our State



110 OUR STATE | JANUARY 2023



Wintertime in Elizabeth City means sipping a warm cup of cocoa by the Portsmouth River. At nearby 2 Souls Wine Bar & Restaurant, the hot chocolate comes with a splash of red wine and a sprinkle of cinnamon.

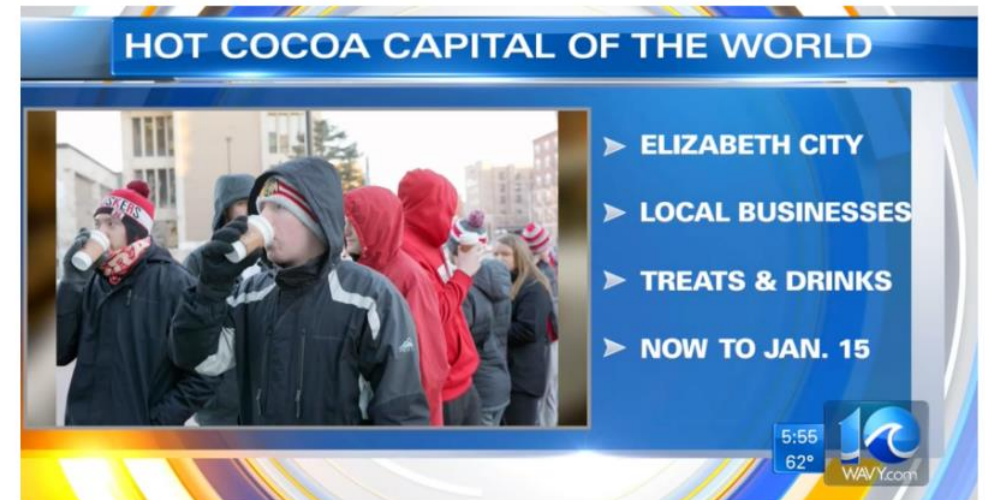
OURSTATE.COM 111

Our State

Total Audience: 380,068



13 News Now
Total Audience: 997,584



WAVY
Total Audience: 1,327,065



The 15 Best Christmas Towns in the US

By BRITTANY ANAS | Published on 11/14/22

14 Elizabeth City, North Carolina



Courtesy of Elizabeth City

To live up to its nickname as the “[Hot Cocoa Capital of the World](#),” Elizabeth City has a wintertime “Hot Cocoa Crawl.” The 30 stops include coffee shops, restaurants, and bars that sell gourmet hot chocolates and decadent cocoa desserts, but there are also boutiques with gourmet marshmallows and mini knit sweaters for mugs. Stores also compete in a holiday storefront decorating contest. Other holiday-centric events include a [Lighted Boat Parade](#), where skiffs, sailboats, and pontoons with twinkling lights circle the waterfront to the soundtrack of Christmas carols. Elizabeth City also holds a “Christmas Around the World” parade.

[TripSavvy](#)

Total Audience: 4,697,864

TRIPS to DISCOVER

NORTH CAROLINA | LAST UPDATED DECEMBER 8, 2022

10 Most Amazing Christmas Towns in North Carolina

BY JENN BAXTER & K.C. DERMODY | 112.1K+



Credit: Visit Elizabeth City

Elizabeth City

[BEST PLACES TO STAY →](#)

Celebrate the holidays this year in the “Hot Cocoa Capital of the World,” Elizabeth City. A cup of piping hot cocoa embodies the warm and cozy feeling we all associate with the season. One of the best places for this is the charming town of Elizabeth City, which hosts its annual Hot Cocoa Crawl (from November 25th – January 15, 2022). Restaurants, shops, craft breweries, wine bars, and cocktail lounges feature unique hot cocoa beverages and desserts, while other small businesses, including boutiques, bed and breakfasts, and attractions offer hot cocoa-themed events, decor, and gift items. You won’t find unique cocoa-inspired experiences anywhere else in the world, from “The Dirty Snowman” made with Baileys and ice cream at The Mills Downtown Bistro to hot cocoa socials at [Hampton Inn Elizabeth City](#). If you miss the cocoa celebration, the old-fashioned Holiday Celebration & Grand Illumination takes place on November 25th, while the Lighted Boat Parade is an annual tradition of brightly-lit skiffs, sailboats, and pontoon boats circling the harbor on December 2nd.

[Trips to Discover](#)

Total Audience: 1,511,865



ACTIVITIES AND INTERESTS | SEASONAL TRAVEL | [HALLMARK CHRISTMAS MOVIES](#)

11 Adorable North Carolina Towns That Feel Like A Hallmark Christmas Movie



PENNY ZIBULA

UPDATED: DEC.16.2022



Montero's hot cocoa
PHOTO CREDIT: VISIT [ELIZABETH CITY](#)

2. Elizabeth City

Known as the Harbor of Hospitality, [Elizabeth City](#) is a delightful coastal town worth visiting any time of year. But during the holidays, it transforms itself into the quintessential Hallmark Christmas town.

[TravelAwaits](#)

Total Audience: 4,697,864



StyleBlueprint

FOR A LIFE OF STYLE + SUBSTANCE delivered daily



VACATION IDEAS

Why You Need to Drink Hot Cocoa in Elizabeth City, NC

Not only is Elizabeth City, NC, a historic waterfront town, but it also happens to be the Hot Cocoa Capital of the World. All season long, they'll be hosting an official Hot Cocoa Crawl. Here's where to stay, sip, and shop during your visit.

by AMY BETH WRIGHT
November 18, 2022

Located just inland from the Outer Banks on North Carolina's Pasquotank River is Elizabeth City, the Hot Cocoa Capital of the World! Dating back to 1793, the tranquil waterfront town has six historic districts on the National Register of Historic Places, and downtown boutiques, art galleries, bookstores, and jewelry shops center on creativity, ingenuity, and collaboration. Along with a diverse array of dining options, a two-month-long celebration of one of the most decadent and cozy winter traditions — hot cocoa — makes this port city a charming spot for a "sweet escape."

From November 25 through January 15, a lineup of 30 local businesses will participate in the second annual Hot Cocoa Crawl, offering up selections sweet, spiked, or a little of both. Craft breweries, wine bars, and cocktail lounges have all put their own spin on cocoa-inspired drinks and treats. Plus, there will be endless holiday gift opportunities, thanks to hot cocoa everything — from soaps to sweets. Corrina Ruffieux, Executive Director of Visit Elizabeth City, says, "Our local businesses owners' imaginations ran wild to create a trail of the yummiest hot cocoa treats and cocoa-inspired experiences you'll find anywhere."

StyleBlueprint

Total Audience: 226,541



LOCAL

Estos son los festivales que no puedes perderte en Carolina del Norte durante invierno 2023

El invierno inició de forma oficial y ahora que solo se vislumbra un descenso en las temperaturas en los meses por venir, la temporada también es una gran oportunidad para salir en Carolina del Norte y disfrutar de festivales y eventos propios de la época y que traerán diversión a muchos, incluso luego de que pasen las fiestas de fin de año. Aquí te contamos de algunos de los que no querrás perderte.



2/5

COMPARTIR



Hot Cocoa Crawl (Hasta el 15 de enero). Más de 30 empresas locales crean una ruta de las delicias de chocolate caliente más deliciosas y experiencias inspiradas en el cacao para que los lugareños y visitantes disfruten y saboreen. Los visitantes degustarán bebidas tradicionales con un toque hasta cócteles con infusión de chocolate y obsequios artesanales con temas de cacao. Crédito: Visit Elizabeth City, NC / Facebook

Univision North Carolina

UVM: 15,565,543

NEXTLUXURY

21 Best Christmas Towns in the USA

Next Luxury / Food and Travel

by — Devjot Bath

20. Elizabeth City, North Carolina



Visit Elizabeth City

Few cities know how to celebrate Christmas like Elizabeth City, North Carolina. Also known as the Hot Cocoa Capital of the World, the city's celebrations revolve around the sweet beverage. The holiday season features a Hot Cocoa Crawl with desserts and gourmet hot chocolate at 30 coffee shops, bars, and restaurants. Plus, boutiques offer mini sweaters for mugs and gourmet marshmallows.

The Lighted Boat Parade is another highlight where sailboats and other vessels with Christmas lights put on a show for the town. Additionally, the stores compete in a decorating contest to determine who has the superior Christmas decorations.

NextLuxury

Total Audience: 1,309,775

2022

PR PROGRAM HIGHLIGHTS

Media Hosting in Elizabeth City



Chloe Klingstedt, Our State Writer

Hosted writer Jan. 10 – 12. Coverage published in August, September and December.



Baxter Miller & Ryan Stancil, Our State Photographers

Hosted photographers Jan. 18–20. Coverage published in August, September and December.



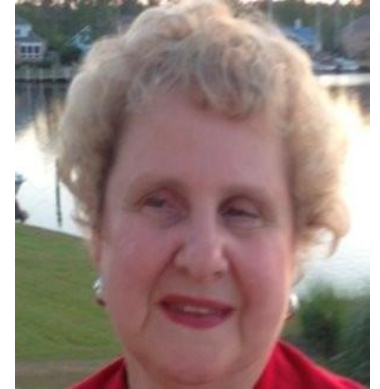
Mandy Howard, Midtown | Cary Living Magazine Contributor

Hosted writer Feb. 26–27. Coverage published in May print issue.



Jennifer Prince, Freelance Writer

Hosted writer Sept. 15–18. Blog coverage featuring a weekend in Elizabeth City published later the same month.



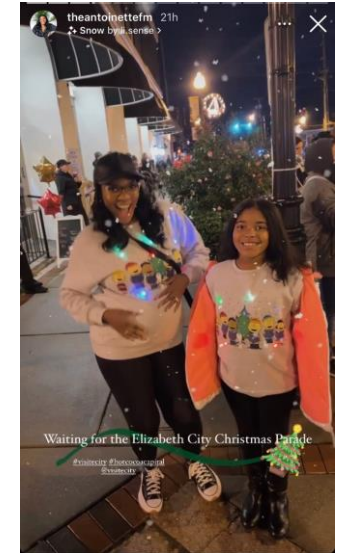
Penny Zibula, TravelAwaits Contributor

Hosted writer Nov. 5–8. Coverage published Dec. 16.

Antoinette Faltz-McQueen Influencer Partnership

Visit Elizabeth City hosted Virginia Beach-based content creator Antoinette Faltz-McQueen and her family from Dec. 2 - 4 to showcase the Hot Cocoa Crawl through a collaborative influencer partnership. During their trip, the family took part in community holiday festivities and visited multiple businesses participating in the Hot Cocoa Crawl, as well as other family-friendly attractions.

As a result of the partnership, Antoinette featured Elizabeth City on [her blog](#) and shared multiple posts and stories on her [Instagram channel](#), which has more than 25.6K followers. Elizabeth City also received images from the family's trip for future marketing purposes.



Agency Immersion Trip

MMGY NJF team members Megan Lagrone and Emmy Bost traveled to Elizabeth City Nov. 1-5 for a destination immersion trip, which included visits to top attractions, restaurants, breweries and cultural sites, as well as tours of TCOM and Coast Guard Base Elizabeth City. The account team also met with Visit Elizabeth City team members Corrina Ruffieux and Beth Remsburg and community members Edward Fearing, Rhonda Twiddy and Adam Swain.

Experiences during the destination immersion trip have enabled us to become better informed storytellers on behalf of Visit Elizabeth City.



A serene harbor scene at dusk. Several sailboats are docked at a wooden pier. The sky is a mix of soft blues and oranges from the setting sun. In the background, there are some buildings and trees along the waterfront. The overall mood is peaceful and calm.

THANK YOU



Second Annual Coast Guard Marathon Weekend *March 2-4, 2023*



2023 Registrations

Registration Opened on 8/4/22

As of 01/25/23

1850 registrations

61% in-person

50 states total so far;

46 states in-person!

Missing: Montana, Nebraska,
New Mexico & South Dakota





FREE Community Performance

Thursday, March 2 | 7:00 PM

COA Performing Arts Center

Tickets Required



<https://www.ticketsignup.io/TicketEvent/USCoastGuardGuardiansBigBand>



HOMETOWN SPONSORSHIP PACKAGES COAST GUARD MARATHON WEEKEND | MARCH 2-4, 2023

Are you looking for the perfect opportunity to get involved with one of the most recognized events in Elizabeth City? Become a Coast Guard Marathon Hometown sponsor! Runners from 45 states have already signed up for the In-Person weekend, which means they are coming to our beautiful Harbor of Hospitality® to visit, run, spend the night, and shop local!

Show your Hometown Pride by choosing a Hometown Sponsorship - or create your own!

The Guardian Sponsor \$2,000

The Coast Guard Marathon is thrilled to have the USCG Guardians Big Band joining us for race weekend! Sponsor the band's performance with this one-of-a-kind sponsorship opportunity!

- ⇒ Naming Rights with Company Recognized as the title sponsor of the USCG Guardians Big Band free community performance
- ⇒ Sponsor logo prominently displayed on program or signage near the USCG Guardians Big Band stage
- ⇒ Opportunity for company promotional items to be included in athlete race packets (product, coupon, or flier provided by sponsor; value \$200)
- ⇒ 2 posts on Coast Guard Marathon social media (Instagram, Facebook)
- ⇒ Company logo included in Digital Race Guide
- ⇒ Sponsor logo and link on sponsor page of CoastGuardMarathon.com

Olympic Flame Sponsor \$2,000

The Coast Guard Marathon is proud to present our newest feature: We are now an Olympic Trials Qualifying Race! This means athletes who run our race can use their certified marathon finish times to qualify for the 2024 United States Olympic Trials! That's right, our participants may be on the way to the Olympics!

- ⇒ Naming Rights with the Company Recognized as the Olympic Flame sponsor
- ⇒ Company logo as sole sponsor on Elite Pacers singlets
- ⇒ Sponsor logo and link prominently displayed on CoastGuardMarathon.com sponsor page
- ⇒ 3 branded social posts on Coast Guard Marathon's social media (Instagram, Facebook)
- ⇒ Opportunity to provide special welcome packets to 10 to 20 selected elite athletes
- ⇒ Company signage included at special, elite athlete water stops
- ⇒ Opportunity for company promotional items to be included in athlete race packets (product, coupon, or flier provided by the sponsor; value of \$200)
- ⇒ Company logo included in Digital Race Guide

Sponsors Still Needed

Volunteer Registration OPEN



<https://coastguardmarathon.com/volunteer/>

Seeking Business Info

**2023
THE COAST GUARD
MARATHON,
HALF MARATHON & 5K**

**MARK YOUR CALENDARS
FOR MARCH 2 - 4, 2023**

Promo / Marketing Deadline: February 1, 2023

Please submit all planned promotional events or special offers that you will be hosting during the Coast Guard Marathon Weekend by February 1. Both Visit Elizabeth City and Coast Guard Marathon email and social media will be promoting all events to runners and families about the fun things to do during Race Weekend.



Old Business

Visit Elizabeth City's Diversity & Inclusion Advisory Committee



<https://melissamajors264674.typeform.com/to/ei3qCKCN>



New Business



Other Business

*Thank
you!*

