



*Executive  
Director's Report*

*February 24, 2022*

Elizabeth City - Pasquotank  
County Tourism Development  
Authority Board Meeting



*Marketing & Project Updates*



## 2022 Smith Travel Research Report Measures

	EC Region <i>Actuals</i>	EC Region YOY <i>Comparison</i>	Golds- boro <i>Actuals</i>	Golds- boro 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>
<u>Month To Date – January 2022</u>														
Occupancy	46.3%	-7.8% from Jan '21	44.3%	+7.9%	35.1%	+9.3%	54.3%	+23.3%	22.4%	-15.0%	50.3%	+2.3%		
ADR	\$93.62	+23.1%	\$82.52	+4.4%	\$78.53	+12.7%	\$104.17	+16.4%	\$115.96	+14.2%	\$88.20	+17.8%		
RevPAR	\$43.34	+13.4%	\$36.58	+12.7%	\$27.59	+23.2%	\$56.58	+43.5%	\$26.00	-3.0%	\$44.37	+20.5%		
<u>Year to Date –</u>														
Occupancy														
ADR														
RevPAR														

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

Goldsboro includes: 12 out of 16 properties; total rooms: 1042/1176

Beaufort County includes: 7 out of 9 properties; total rooms: 471/548

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: 8 out of 9 properties; total rooms: 735/800

Middle OBX includes: 6 out of 9 properties; total rooms: 687/786; (Kitty Hawk, Duck, Nags Head)

Suffolk, VA includes: 10/13 properties; total rooms: 934/1029

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room





Wayfinding





# Race Weekend: March 3-5, 2022

[CoastGuardMarathon.com](https://CoastGuardMarathon.com)

*First ever sanctioned road  
race for the USCG*



Marathon | Half Marathon | 5K





## ***2022 Participants (02.22.2022)***

2834 registered runners

1364 in-person

1470 virtual

## ***In-person per event registration***

Marathon: 369

Half Marathon: 577

5K: 662

## ***Registration By Day:***

662 in-person on Friday

946 in-person on Saturday

# PARKING

<https://coastguardmarathon.com/race-weekend/parking/>



# Community Support



Elizabeth City

## PRE-MARATHON DOWNTOWN LITTER CLEANUP

9-10AM SATURDAY, FEB. 26  
(RAIN DATE-2PM SUN, FEB 27)

Meet at Waterfront Park

All are welcome!  
We will have some litter cleanup supplies to  
loan out. Please bring your own if you can.

Green Saves Green, EC Chamber of Commerce,  
EC Downtown Inc., EC Historical Neighborhood Association,  
Pasquotank County, & Visit EC

Questions: [greensavesgreennc@gmail.com](mailto:greensavesgreennc@gmail.com)





MUSEUM OF THE ALBEMARLE

*History Happens Here*



ECPPS

ELIZABETH CITY-PASQUOTANK PUBLIC SCHOOLS

PREPARING GLOBALLY COMPETITIVE CITIZENS





# Race Weekend: March 3-5, 2022

[CoastGuardMarathon.com](https://CoastGuardMarathon.com)

**COUNTDOWN TO RACE WEEKEND**

007 : 16 : 02 : 25

DAY(S)

HOUR(S)

MINUTE(S)

SECOND(S)

# RACE WEEKEND EXPO

## Health & Fitness Expo: March 3-4, 2022

**Get ready for the first in-person Coast Guard Marathon!**

### When?

Thursday 4 pm-8 pm, Friday 10 am-7 pm.

### Where?

K.E. White Graduate Center

Elizabeth City State University

1862 Edgewood, Elizabeth City, NC 27909

**Participants must attend the Coast Guard Marathon Health & Fitness Expo prior to their first event to pick up their race bib and swag bag!**

<https://coastguardmarathon.com/race-weekend-expo/>





# RACE WEEKEND EXPO

<https://coastguardmarathon.com/race-weekend-expo/>



## Live Presentation

AND BOOK SIGNING

**FRIDAY MARCH 4TH at 2 PM at THE EXPO**

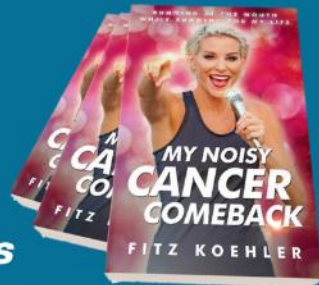


### RUNNING AT THE MOUTH, WHILE RUNNING FOR MY LIFE

Experience the hilarious collision  
of race announcing,  
the running community,  
and cancer care.

**FITZ KOEHLER**  
**RACE ANNOUNCER**  
**AUTHOR**

**@Fitzness**



## Expo Happenings

- Official Coast Guard Marathon Merchandise
- Stroll through the Expo and check out our Vendors and Sponsors.
- Photo Opp! Capture some memorable moments with fun USCG props and Coast Guard Marathon Backdrop
- Music by the United States Coast Guard Band (FRI, 11am-2pm)
- Join our race announcer Fitz Koehler as she tells her incredible cancer + running tale, followed by a book signing (FRI - 2 pm)

# 5K

FRI, March 4

<https://coastguardmarathon.com/coast-guard-marathon-5k/>

## 5K Details

- Race Start: 4:45pm
- Race Finish: 5:45pm
- Course Limit: 1 hour (16 minutes/mile)
- Start Area: 501 S. Water Street, Elizabeth City, NC





# COAST GUARD 5K

Elizabeth City, NC



Presenting Sponsor

**AdeNation**

Hydration for every body, every day™



Visit  
**ELIZABETH CITY**  
NORTH CAROLINA

# HALF MARATHON

<https://coastguardmarathon.com/coast-guard-half-marathon-half/>

## Half Marathon Details

- Race Day: March 5, 2022
- Race Start: 7:30am
- Race Finish: 11:00am
- Course Limit: 3.5 hours (16 minutes/mile)
- Start Area: 501 S. Water Street, Elizabeth City, NC

## Water & Aid Stations

- 8 aid stations approximately every 2 miles along route offering water and replacement drink provided by Presenting Sponsor, [AdeNation](#)
- Restrooms will be at each of the 8 aid stations
- 2 medical tents located along the race route
- 1 food stop at approximately 8-10 mile point



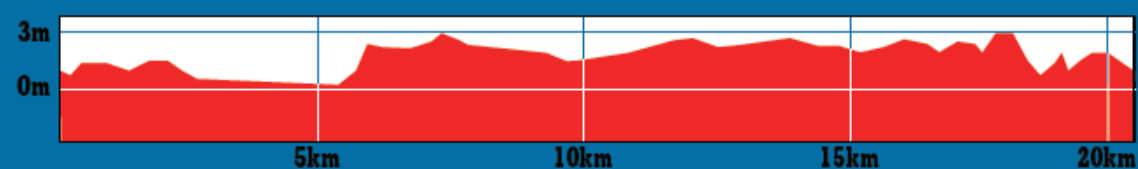


# COAST GUARD HALF MARATHON

Elizabeth City, NC



## ELEVATION PROFILE



Presenting Sponsor

**AdeNation**

Hydration for every body, every day™



# FULL MARATHON

<https://coastguardmarathon.com/coast-guard-marathon/>

## Full Marathon Details

- Race Day: March 5, 2022
- Race Start: 7:30am
- Race Finish: 2:30pm
- Course Limit: 7 hours (16 minutes/mile)
- Start Area: 501 S. Water Street,  
Elizabeth City, NC

## Water & Aid Stations

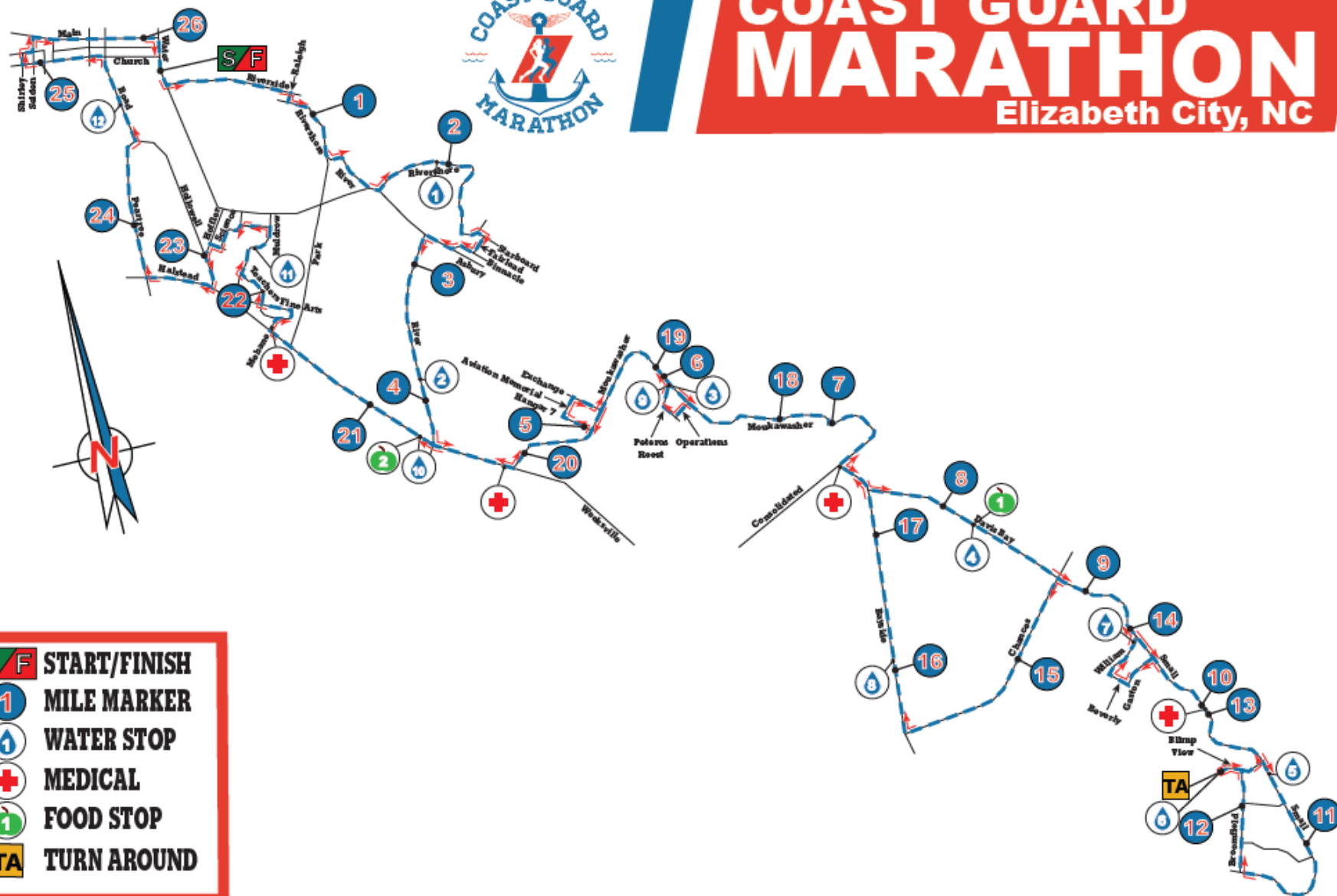
- 12 aid stations approximately every 2 miles along route offering water and replacement drink provided by Presenting Sponsor, AdeNation
- Restrooms will be at each of the 12 aid stations
- 4 medical tents located along the race route
- 2 food stops at approximately 8-10 mile point and the 20 mile point





# COAST GUARD MARATHON

Elizabeth City, NC



- S/F** START/FINISH
- 1** MILE MARKER
- W** WATER STOP
- +** MEDICAL
- F** FOOD STOP
- TA** TURN AROUND

## ELEVATION PROFILE



Presenting Sponsor

**AdeNation**

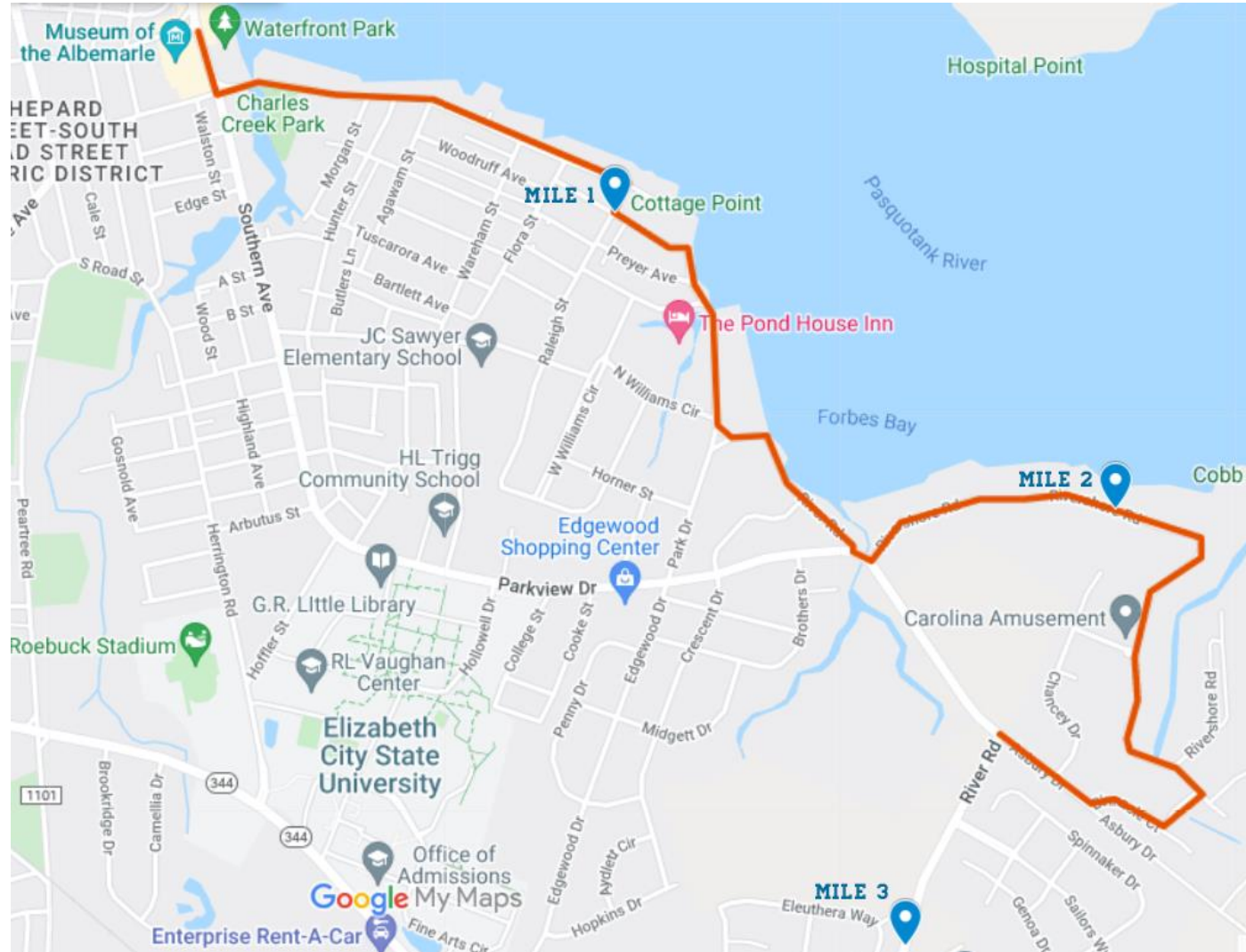
Hydration for every body, every day™





# ROAD CLOSURES

<https://coastguardmarathon.com/road-closures/>



# THE BIG DAY

## Half/Full Marathon Morning Details

6:00am Event Space Opens to Runners

7:00am Runners start lining up

7:15am Pre-race ceremony

7:26am National Anthem

7:28am Fly over

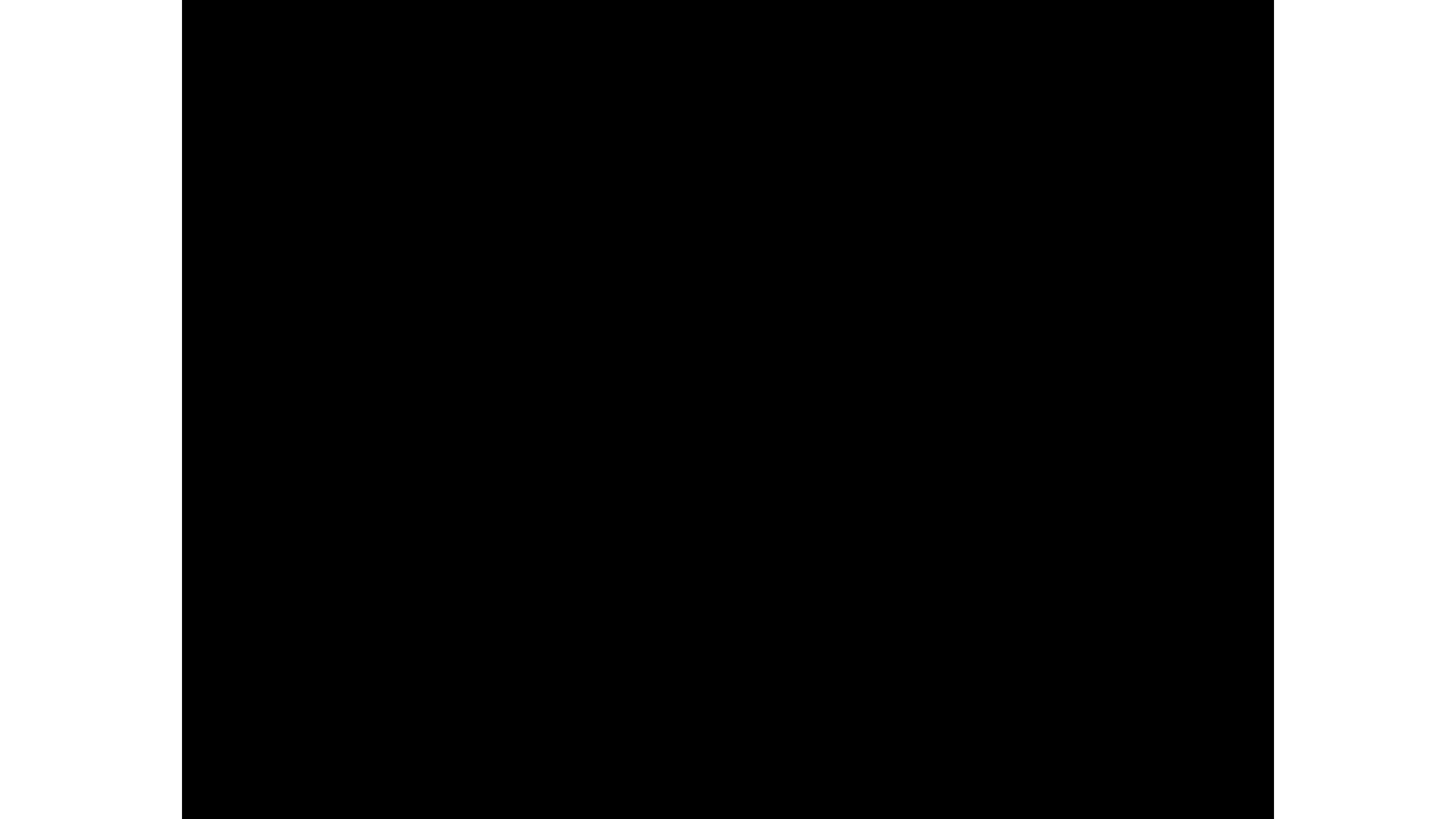
7:29am Wheelchair Racers

7:30am All Runners

## HC-130J Hercules Fly Over

As one of the largest Air Stations in the USCG, Base Elizabeth City is home to the C-130s and all current operational aircrafts at the Air Station in Elizabeth City, North Carolina. This marvelous aircraft is the featured asset on our 2022 finisher medal...so of course we had to have a pre-race fly over!







# POST-RACE

9am-5pm

<https://coastguardmarathon.com/race-weekend/celebration/>

Let's party! The Post-Race Celebration at the finish line will be a celebration of all participants – and our U.S. Coast Guard men and women. Cheer on runners as they return to the finish line at Elizabeth City's downtown waterfront. The post-race celebration is open to the public so bring the whole family to celebrate with food, music, and more!

## Michael Clark Band

R&B, Blues, Soul, Rock, Jazz, Funk. These are the musical styles tastefully blended by The Michael Clark Band featuring Tracy Clark — sometimes in the same song! Powerful vocals and tight musical arrangements are trademarks of every performance. This is music you can dance to as well as listen to!



## Search and Rescue Demonstration

Members of Base Elizabeth City will demonstrate the bravery and skill it takes to carry out a Search and Rescue Mission right on the riverfront at Waterfront Park. Kids and adults alike can marvel at the helo overhead and getting a glimpse of a Coasties day at work.





# VOLUNTEERS NEEDED

## 1. Volunteers

<https://runsignup.com/CoastGuardMarathon/volunteer>

## 2. Cheering

There cannot possibly be enough people along the race route cheering!



*Available at the Expo*



*Scan Me*



# PROMOTIONS

<https://coastguardmarathon.com/race-weekend/promotions/>



Many of our local businesses are offering extended hours and/or special offers and promotions throughout marathon weekend as a “welcome!” to Coast Guard Marathon runners! Shop, dine and explore these local businesses during your visit to Elizabeth City and take in all our Harbor of Hospitality® has to offer.

*\*Runners must present either your bib, t-shirt or finisher medal to redeem discounts and offers. Offers only valid during the March 2022 Coast Guard Marathon Weekend\**

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# HAPPENINGS

<https://coastguardmarathon.com/race-weekend/happenings/>

We're thrilled to welcome you to Elizabeth City for the first-ever Coast Guard Marathon! Our inviting town and friendly local businesses are excited to host these special events to help make your weekend unforgettable.

## CPOA Spaghetti Dinner & Fundraiser

***Friday March 4, 5:00pm – 8:00pm***

Carb up before the big race with a \$10 spaghetti dinner including salad, garlic bread & tea or water while supporting our local CPOA! Pick up or dine in.

[More Info](#)



## Whole Hog BBQ & Fish Fry

***Saturday March 5, 5:00pm – 9:00pm***

All-you-can-eat BBQ, catfish bites, shrimp, mac & cheese, coleslaw & more topped off with live music & drinks from our Post-Race Celebration Sponsor, Seven Sounds Brewing Company. Tickets include one beer/wine/drink, additional drinks available for purchase. Advanced ticket sales only. \$30 per person.





*Old Business*





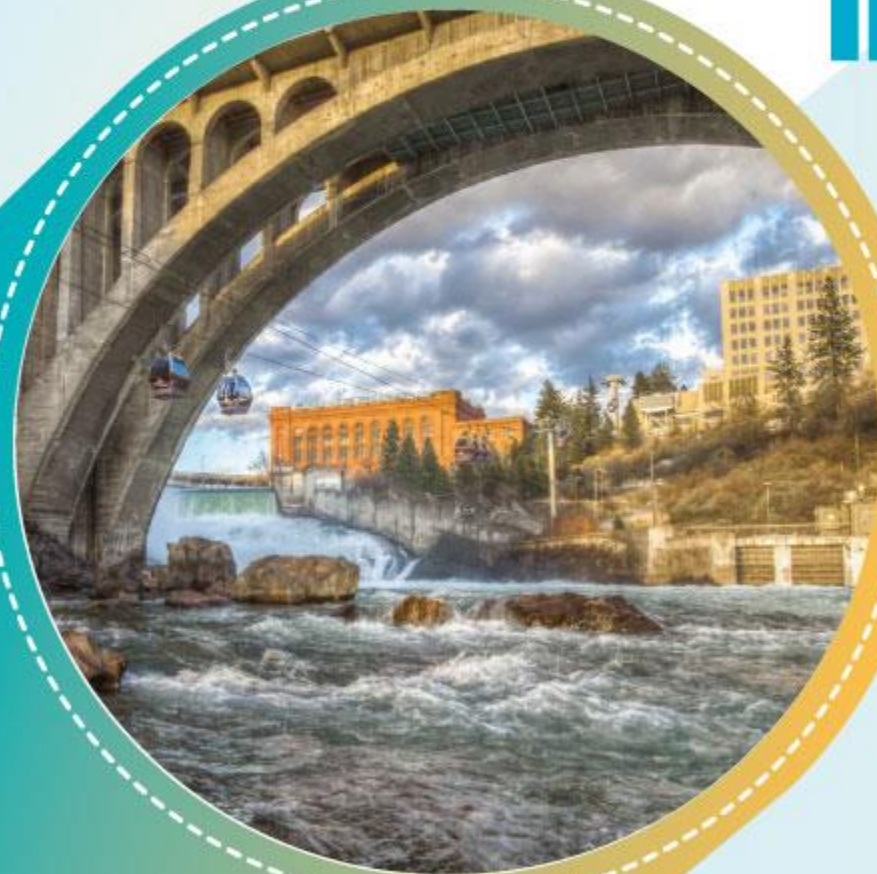
*New Business*



2022 PRSA TRAVEL AND TOURISM SECTION CONFERENCE

CREATIVE BY NATURE.

**INSPIRED BY TRAVEL.**



**May 22-25**



**Spokane, WA**

[prsa.org/conferences](https://prsa.org/conferences)

*Thank  
you!*

