



# Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | MARCH 25, 2021



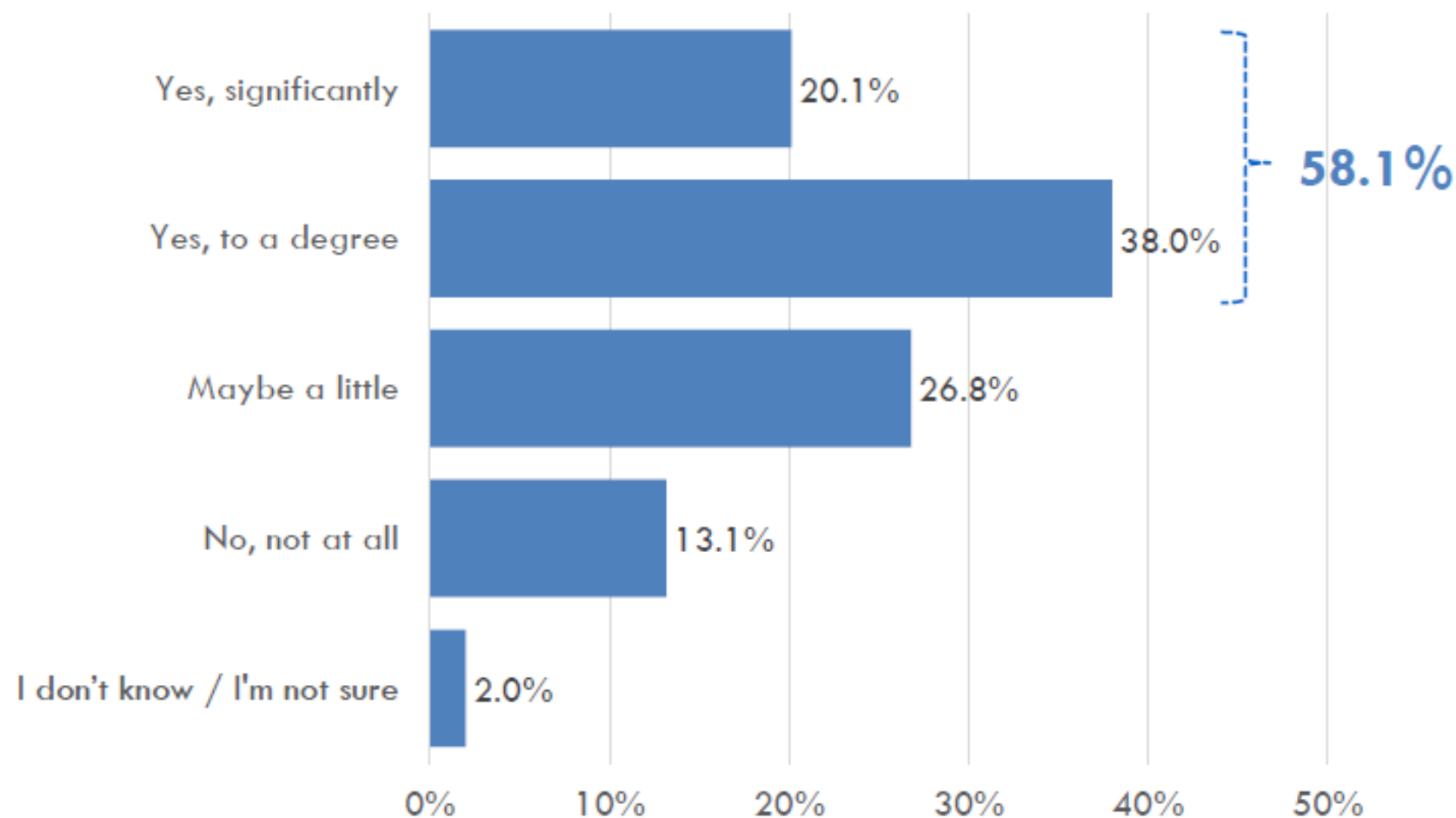
# *COVID-19 & the State of the Travel Industry*

# PANDEMIC'S EFFECT ON LIFE OUTLOOK

**Question:** Please think for a moment about how (if at all) the pandemic has changed you.

**Has the pandemic changed your outlook on life? (Select one)**

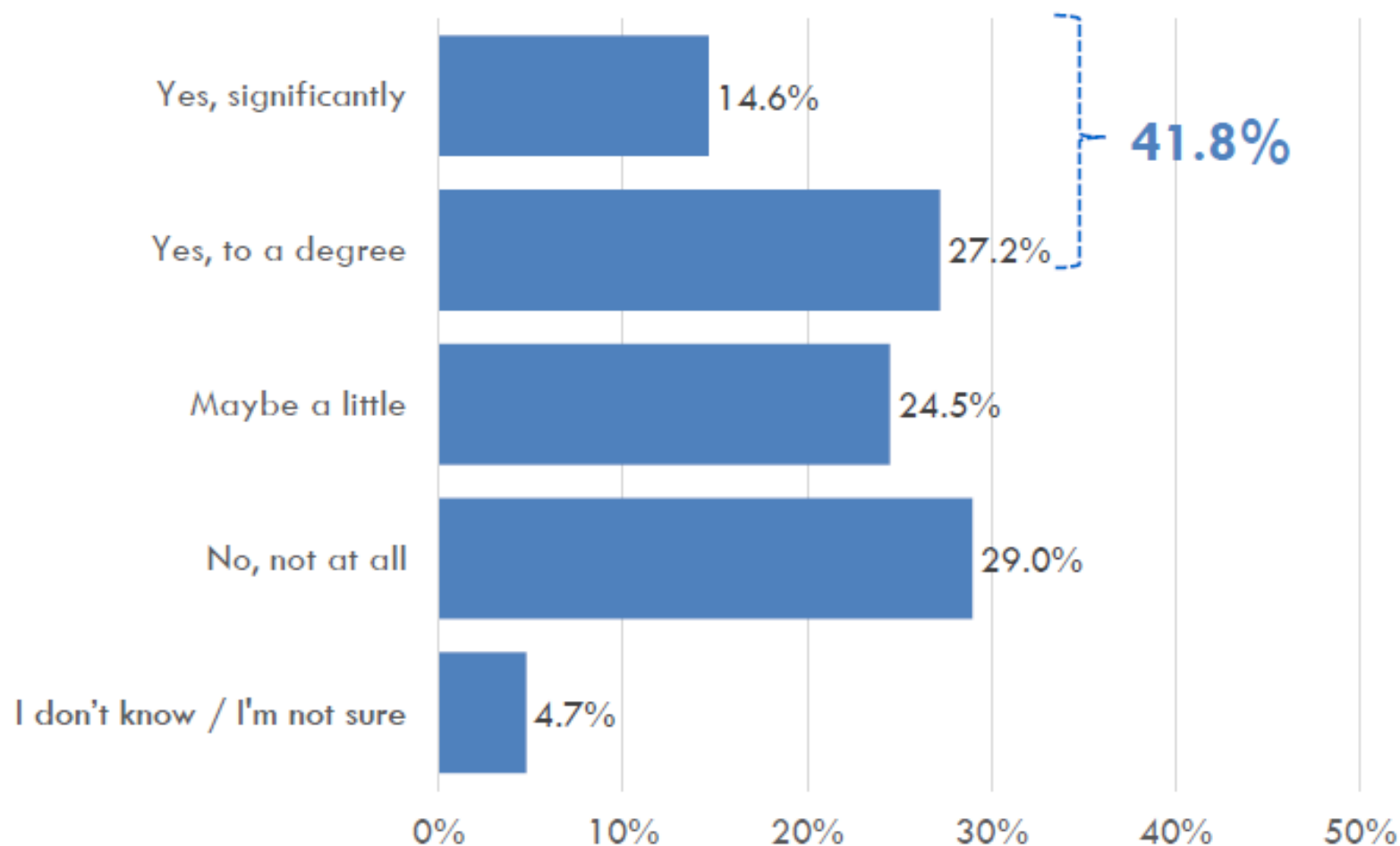
*(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)*



# PANDEMIC'S EFFECT ON TRAVEL OUTLOOK

**Question:** Has the pandemic changed your opinions about the types of leisure destinations you want to visit in the future? (Select one)

(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)

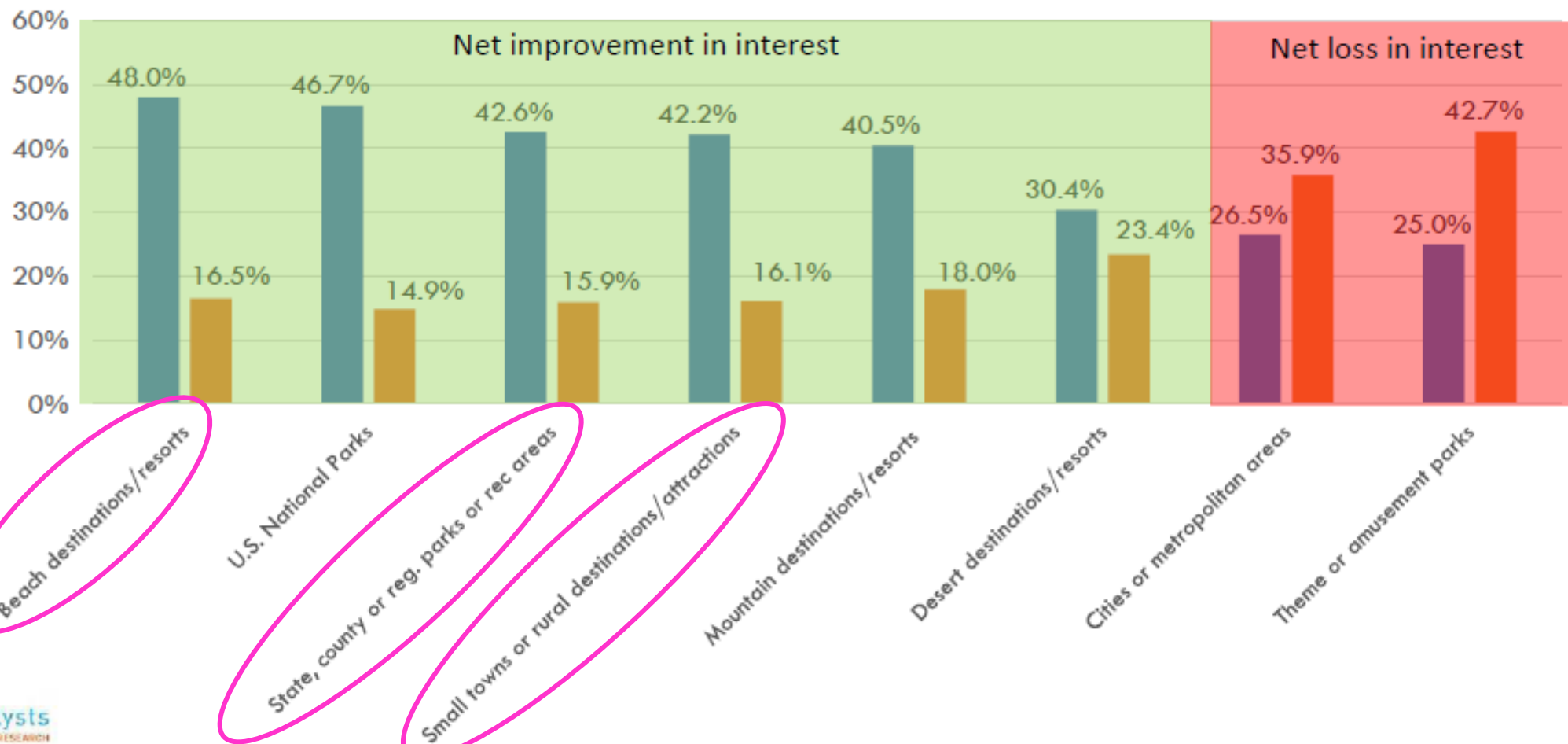


# LASTING CHANGES TO DESTINATION PREFERENCE

**Question:** The pandemic has left me \_\_\_\_\_ in visiting this type of destination during the next three years.

■ More or Much more interested

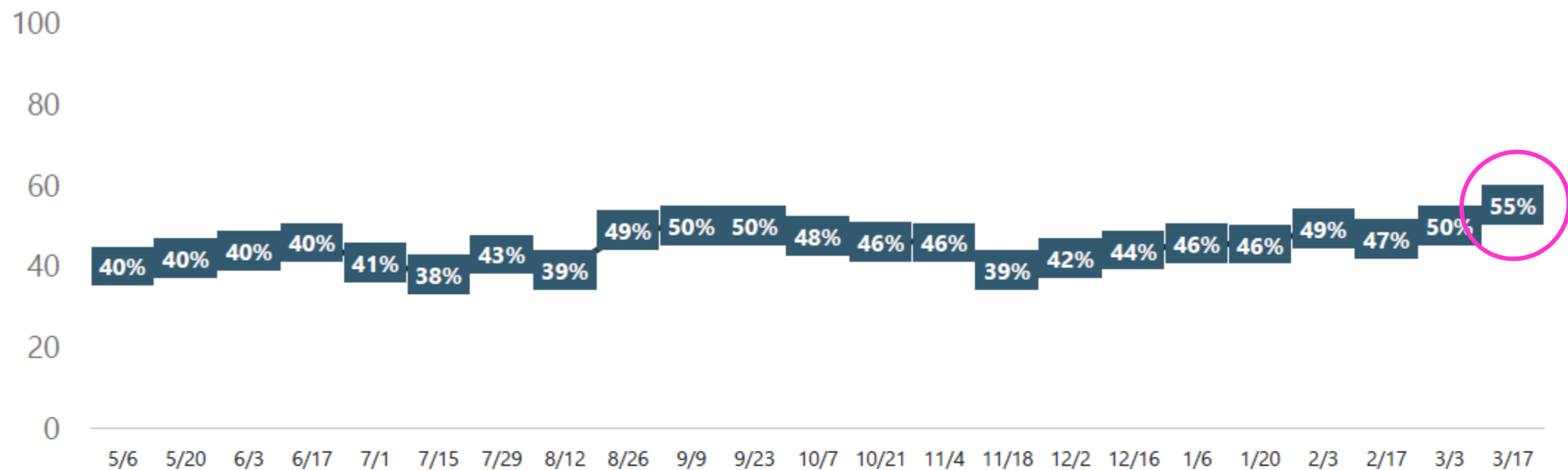
■ Less or Much less interested



## TRAVEL PERCEPTIONS

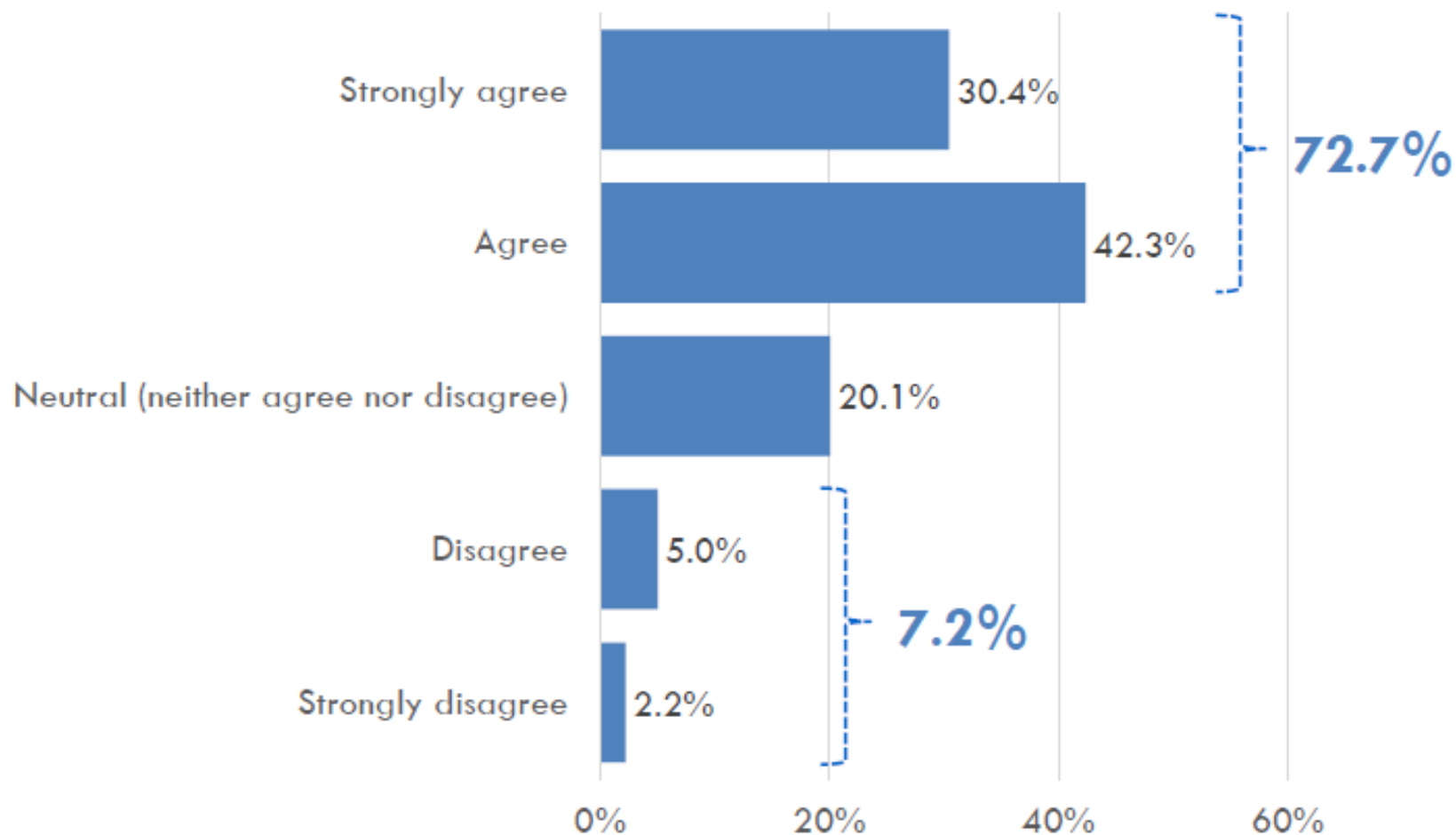
Base: Travelers

### I Feel Safe Traveling Outside My Community Comparison of Travelers Who Strongly Agree or Agree



# PANDEMIC'S IMPACT ON SAFETY-CONCIOUSNESS

**Statement:** As a result of the pandemic, I'll be more safety-conscious while traveling over the next few years.



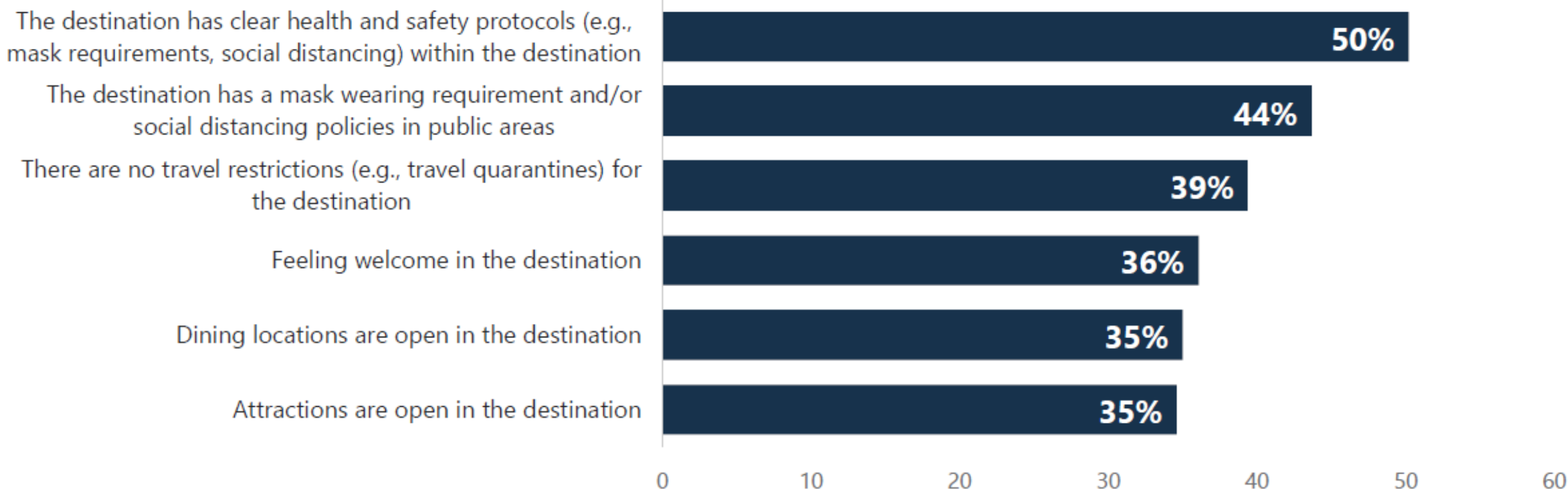
(Base: Waves 54 data. All respondents, 1,208 completed surveys. Data collected March 19-21, 2021)



## IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

### Which of the following factors are important when deciding which destination(s) to visit in the next six months?

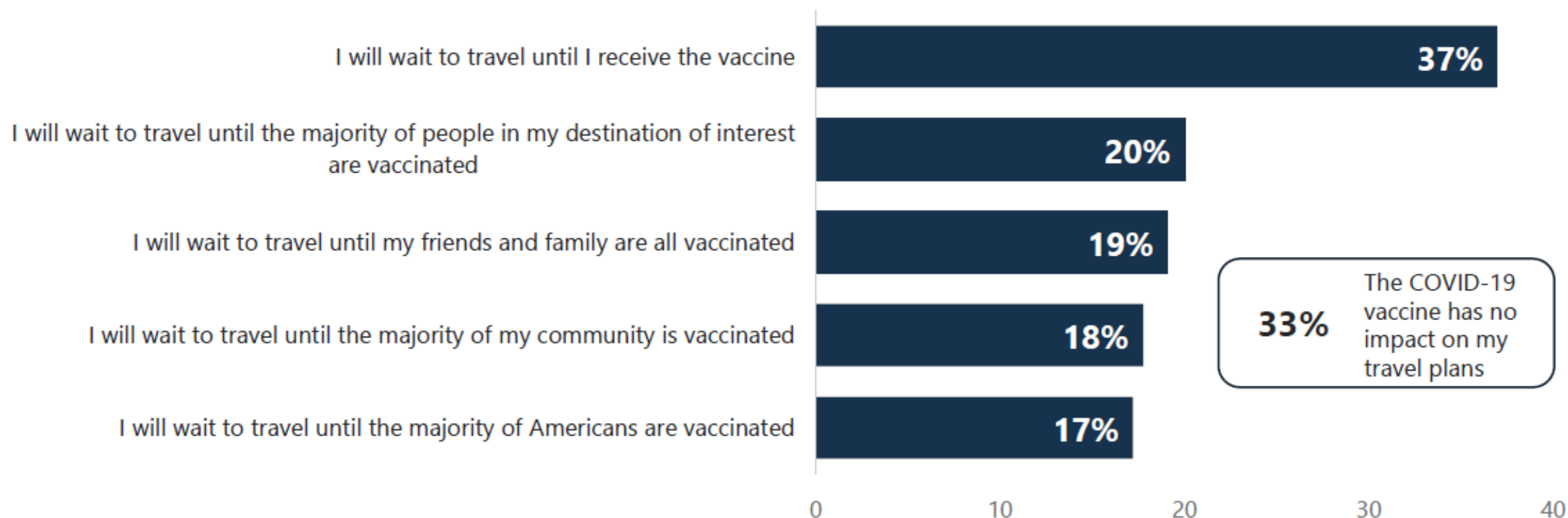




## IMPACT ON TRAVEL PLANS

Base: Travelers (n=749)

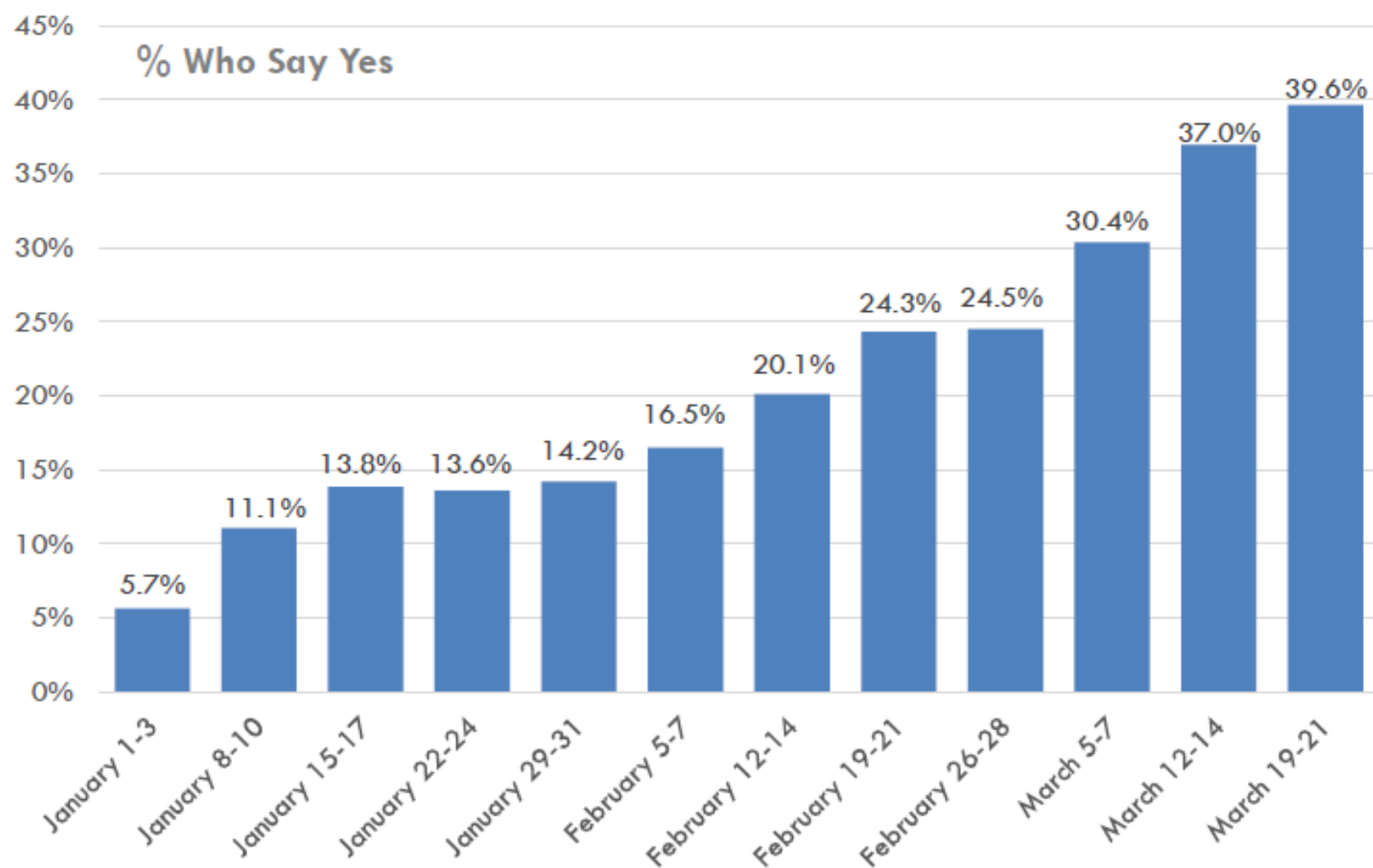
### Impact of COVID-19 Vaccine on Travel Plans



# TRAVELERS HAVING RECEIVED A VACCINE

**Question:** Have you personally received a COVID-19 vaccine?

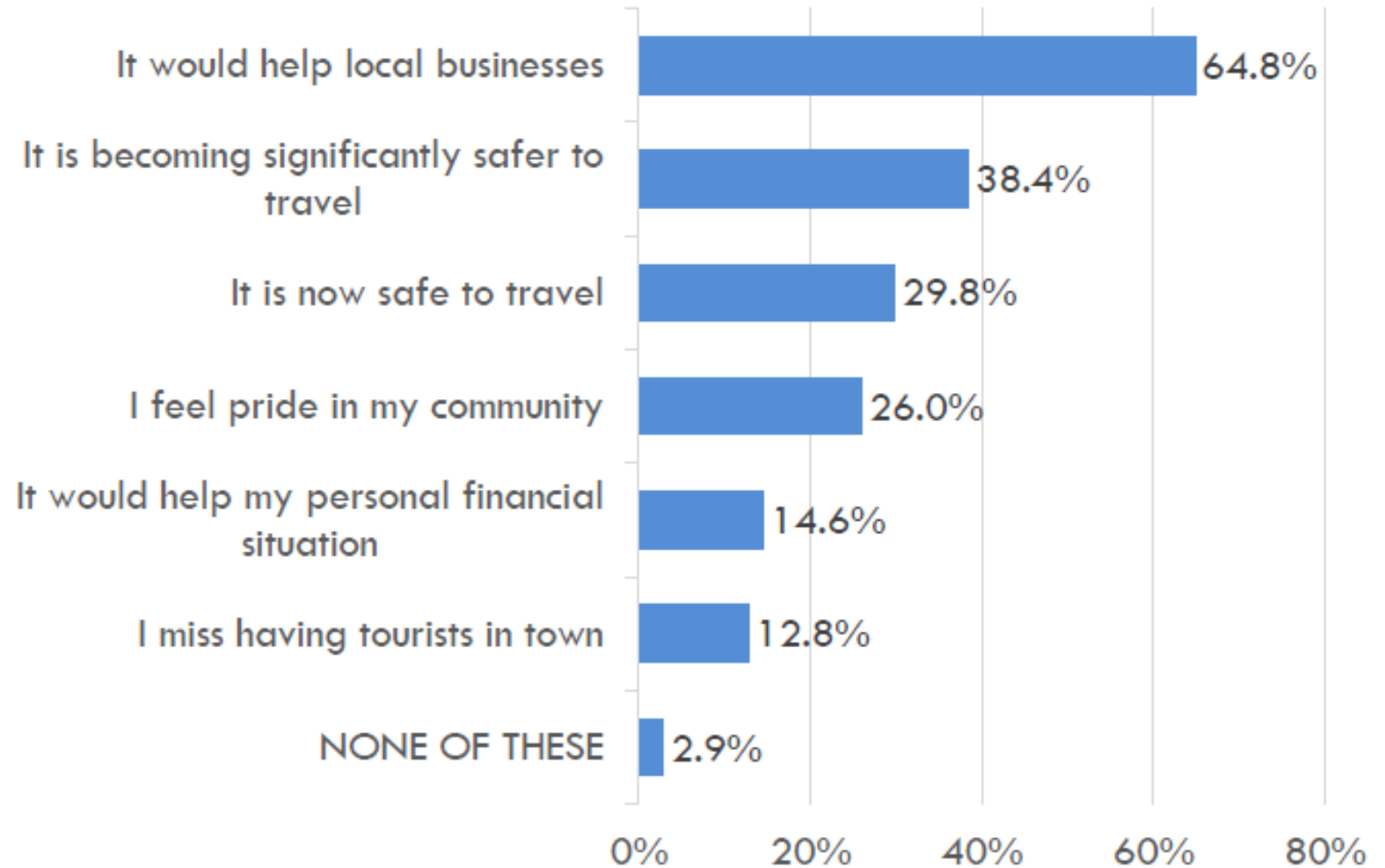
(Base: Waves 27, 30, 35-54 data. All respondents, 1,205, 1,203, 1,205, 1,206, 1,205, 1,205, 1,204, 1,206, 1,201, 1,207, 1,206, 1,225, 1,205, 1,206, 1,209, 1,209, 1,216, 1,210, 1,204, 1,209, 1,204 and 1,208 completed surveys.)



# REASONS FOR BEING “HAPPY” TO SEE ADS PROMOTING COMMUNITY

**Question:** Why would you be "happy" seeing an advertisement now promoting your community as a place for tourists to come visit when it is safe? (Select all that apply)

*(Base: Wave 54 data. Respondents who would be “happy” or “very happy” seeing an advertising promoting their community for tourists, 526 completed surveys.)*



# American Rescue Plan Act of 2021 (eff. 03.15.2021) Tourism-specific highlights

- [Coronavirus State & Local Fiscal Recovery Funds](#) – specifically CAN be used for tourism marketing
- [Restaurant Revitalization Fund](#) – SBA Grants to eligible food service businesses. Application portal not available yet, details TBD.
- [Shuttered Venue Operators Grants](#) – SBA Grants to eligible live entertainment venues, movie theaters, etc. Application portal will go live on April 8. \*SAM required.
- [Paycheck Protection Program](#) - SBA Payroll specific loan/grants. Revised applications as of 3/18. Strong bi-partisan effort to pass the PPP Extension Act, extending the program to May 31.

## 2021 Smith Travel Research Report Measures

	<b>EC Region <i>Actuals</i></b>	<b>EC Region YOY <i>Comparison</i></b>	<b>Golds- boro <i>Actuals</i></b>	<b>Golds- boro YOY <i>Comparison</i></b>	<b>Beaufort County <i>Actuals</i></b>	<b>Beaufort County YOY <i>Comparison</i></b>	<b>New Bern <i>Actuals</i></b>	<b>New Bern YOY <i>Comparison</i></b>	<b>Middle OBX <i>Actuals</i></b>	<b>Middle OBX YOY <i>Comparison</i></b>	<b>Suffolk, VA <i>Actuals</i></b>	<b>Suffolk, VA YOY <i>Comparison</i></b>	<b>NC – Entire State YOY <i>Comparison</i></b>	<b>NC – Northeast Region YOY <i>Comparison</i></b>
<u>Month To Date – February 2021</u>														
Occupancy	54.8%	+1.1% from Feb '20	48.1%	-10.7%	34.7%	+4.1%	56.7%	-24.0%	32.0%	-12.0%	54.2%	+0.9%		
ADR	\$82.15	-0.4%	\$79.89	-6.2%	\$70.07	-2.3%	\$88.73	-10.9%	\$108.67	+8.3%	\$75.97	-7.8%		
RevPAR	\$45.03	+7.7%	\$38.46	-16.3%	\$24.33	+1.7%	\$50.27	-32.3%	\$34.82	+4.7%	\$41.15	-6.9%		
<u>Year to Date – February 2021</u>														
Occupancy	52.4%	+7.4%	44.5%	-13.0%	33.5%	-3.0%	50.2%	-29.0%	29.1%	-6.4%	51.5%	+5.0%		
ADR	\$79.08	-2.7%	\$79.43	-5.9%	\$69.50	-4.4%	\$89.39	-10.9%	\$105.39	+9.4%	\$75.39	-7.4%		
RevPAR	\$41.44	+4.4%	\$35.34	-18.1%	\$23.31	-7.2%	\$44.91	-36.7%	\$30.72	+2.4%	\$38.86	-2.8%		

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



# *Marketing & Project Updates*





U.S. Small Business  
Administration



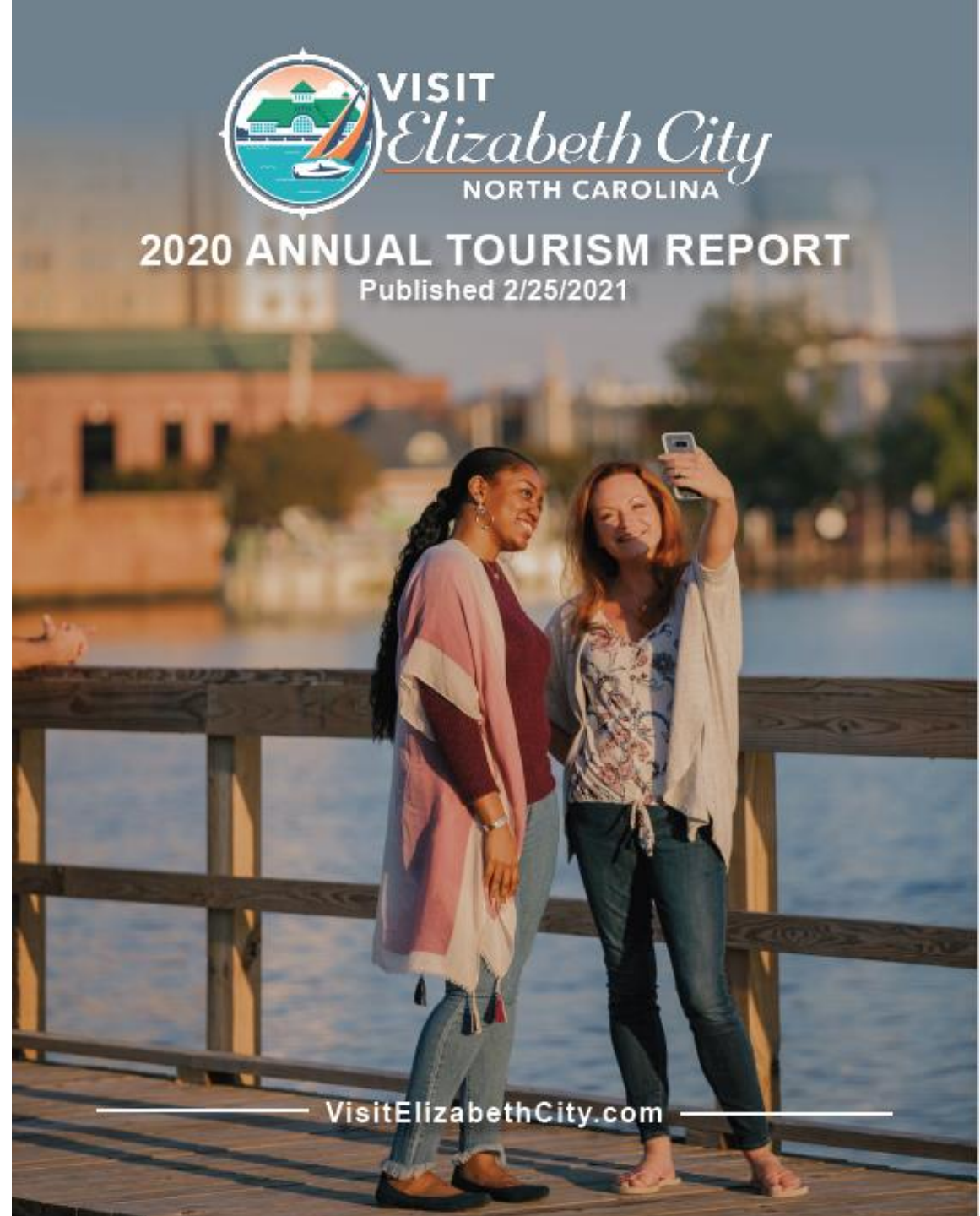
**\$41,415**



VISIT  
*Elizabeth City*  
NORTH CAROLINA

## 2020 ANNUAL TOURISM REPORT

Published 2/25/2021



[VisitElizabethCity.com](https://www.VisitElizabethCity.com)



# PLANNING FOR 2021-2022

## Publish 2 RFPs – one for Public Relations and one for Advertising

### UPDATED TIMELINE

- |                |  |
|----------------|--|
| • February 26  | RFPs published                                       |
| • March 31     | Proposals due  |
| • April 8      | Marketing Committee reviews proposals                |
| • April 26-28  | Marketing Committee interviews finalists             |
| • May 27       | Recommendation on agency(s) to hire made to full BOD |
| • July 1, 2021 | Contract begins                                      |



# *African-American Experience of NENC*



- Issued RFP for creative agency; will engage with BRANDilly, Raleigh NC
- Collecting universal information on currently accessible assets in all five counties
- Working through fiscal nuances
- Still on track for launch on Juneteenth, 2021



Brought to you by our Presenting Sponsor



**CoastGuardRun.com** – Launched 01/21/2021



# Notable Facebook Posts

## @CoastGuardRun



### Coast Guard Half Marathon & 5K

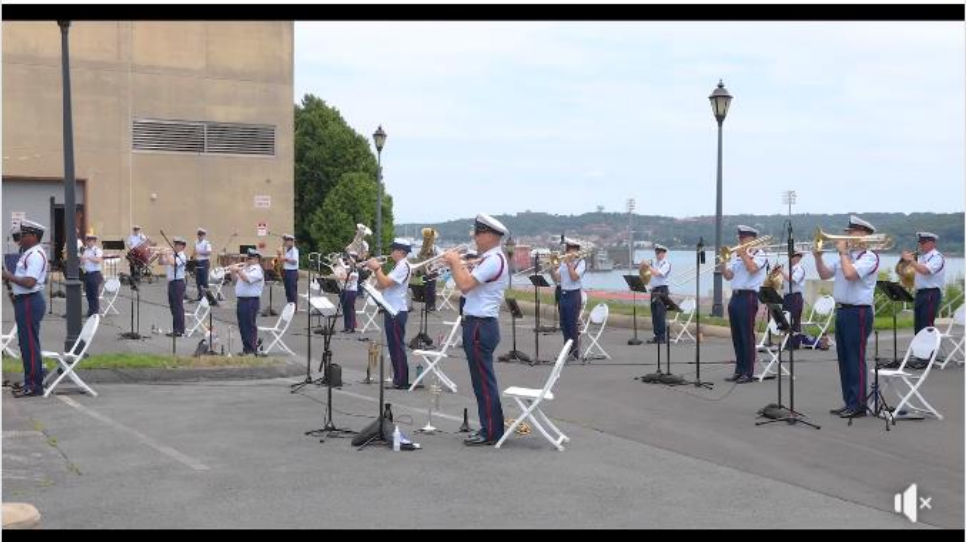
March 6 at 6:31 AM · 🌐

Ready, set, RACE! 🏃 Today marks the official start of the first ever Coast Guard Half Marathon and Guardians of the Atlantic 5K.

In honor of race kick-off, we are thrilled to share this beautiful rendition of the National Anthem, courtesy of the incredible [United States Coast Guard Band](#).

Happy running to all our participants wherever you are!

[#CoastGuardRun](#) [#CoastGuardHalfMarathon](#) [#VisitECity](#)



👍❤️ 133

51 Comments 21 Shares



### Coast Guard Half Marathon & 5K is 🤔 feeling inspired at U. S. Coast Guard Base, Elizabeth City, N. C.

March 18 at 8:45 AM · Elizabeth City · 🌐

If you're looking for motivation or inspiration that you CAN actually finish a half marathon or 5k...here's a photo Rear Admiral Joseph E. Vorbach Ret. 83 years old working on his 5k! Thanks so much to his daughter, Fran, for sending this photo in. What an amazing feat and show of determination. Semper Paratus!!



"The Coast Guard made me aware of the rich heritage embodied in the ranks of its people. Glad to be a part of the first annual Coast Guard race and hope it continues for years to come. Semper Paratus! 💙💛" - Rear Admiral Joseph E. Vorbach




👍❤️🤔 578

24 Comments 30 Shares




# Notable Facebook Posts


*@CoastGuardRun*

 **Coast Guard Half Marathon & 5K** is with U. S. Coast Guard Base, Elizabeth City, N. C. March 12 at 1:35 PM · 🌐


Thanks [Admiral Charles Ray](#) for your support and participating in this legacy event for the U.S. Coast Guard!

The Vice Commandant is up for the challenge, are you? [#SemperParatus](#) [#CoastGuardRun](#) 🇺🇸



**Admiral Charles Ray**  March 12 at 12:38 PM · 🌐

I am excited to participate in the [Coast Guard Half Marathon & 5K](#)! This is the Coast Guard's first major road race and so far more than 7,200 participants from ... [See More](#)

  75 1 Comment 1 Share

 **Coast Guard Half Marathon & 5K** March 12 at 9:00 AM · 🌐

We got to meet [Congressman Greg Murphy, MD](#) and his team at [U. S. Coast Guard Base, Elizabeth City, N. C.](#) this week to share the exciting news about the Inaugural Coast Guard Half Marathon and 5K!



  136 7 Comments 5 Shares



## Coast Guard Half Marathon & 5K

March 9 at 9:00 AM · 🌐

Meet Grant! He's running the Coast Guard Half Marathon all the way in Gold Coast, Queensland, Australia! 🇦🇺

"Whilst living in the US and working at the [Australian Embassy - Washington DC](#) I worked very closely with the US Coast Guard in DC, [JIATF South](#) and [Joint Interagency Task Force West \(JIATF-W\)](#) due to my role as an Australian Federal Police Officer. I met many great people in the Coast Guard and still maintain many close relationships from the great work the USCG does. W... See More



54

2 Shares



**Cindy Moffat Allen** Did mine today in honor of my dad who passed away 2 years ago. He was in the Navy then more recently the Coast Guard Auxiliary. Had my best time of 43 mins



2

Love · Reply · 2w · Edited



**Coast Guard Half Marathon & 5K** Cindy Moffat Allen Thank you so much for running in honor of your dad. We are honored. Semper Paratus! 💙



1

Like · Reply · Commented on by Corrina Ruffieux [?] · 2w





**Stephanie Akins Bishop** My son rolled the 5k today with the help of a good friend. He loves racing and is super excited about this race's medal as he became a rescue swimmer in Kodiak in 2017 (through Make A Wish) and was promoted in E-City in 2019.



Like · Reply · 3d



**Coast Guard Half Marathon & 5K** This is so awesome! Thanks so much for sharing and we're so happy to hear your rescue swimmer had a great time racing. We hope we can welcome you to the in-person race that loops through Base Elizabeth City next year on March 5!

Like · Reply · Commented on by Breanna Brower [?] · 3d



**Stephanie Akins Bishop** Coast Guard Half Marathon & 5K we will try!

Like · Reply · 3d



**Coast Guard Half Marathon & 5K**

March 7 at 9:34 AM · 🌐

...

We have the best runners!! Congrats to all who have finished their race so far. We're overwhelmed with the support and participation this inaugural event has garnered this year and we aren't even close to finished! Drop your race pics below 🌟

If this year's virtual event is any indication of how our first in-person race will go...you'll just have to be there!



113 Comments · 3 Shares



# Celebration!



# Social Media

## Insights

[See All](#)

Last 28 days : Jan 27 - Feb 23 ▼

People Reached

**103,672**  
▲1177%

Post Engagements

**9,328**  
▲1405%

Page Likes

**544**  
▲455%

<https://www.facebook.com/CoastGuardRun>

## Insights

[See All](#)

Last 28 days : Feb 24 - Mar 23 ▼

People Reached

**214,002**  
▲106%

Post Engagements

**14,907**  
▲60%

Page Likes

**572**  
▲5%





**COAST  
GUARD**  
HALF MARATHON



**10,000  
Runners!**







## *Old Business*

## Wayfinding

- Ten Responses to our RFP
- Wayfinding Committee reviewed all; unanimously recommends **Signs Etc.**
- Price is slightly under budget
- Includes a ten-year warranty
- Estimated Completion date: end of August

*To be discussed – ongoing maintenance*







*New Business*



## *Board Member Term Expirations*

### **Term Expires 6/30/2021**

**Barry Overman**

**Johnnie Walton**

**Arthur McPherson**

**Linea Johnson**

### **Term Expires 6/30/2022**

**Gwen Sanders**

**Andy Montero**

**Abel Sutton**

**Rhonda Twiddy**

**Dean Schaan**

*Please email Susan your commitment to serve for another two-year term or to affirm continuing the balance of your term.*



**Thank you!**