



*Executive
Director's
Report*

June 23, 2022

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Marketing & Project Updates

CREATIVE BY NATURE. **INSPIRED BY TRAVEL.**



Resilience & Relevance

Protecting PR's Place at the Table

Our Speakers

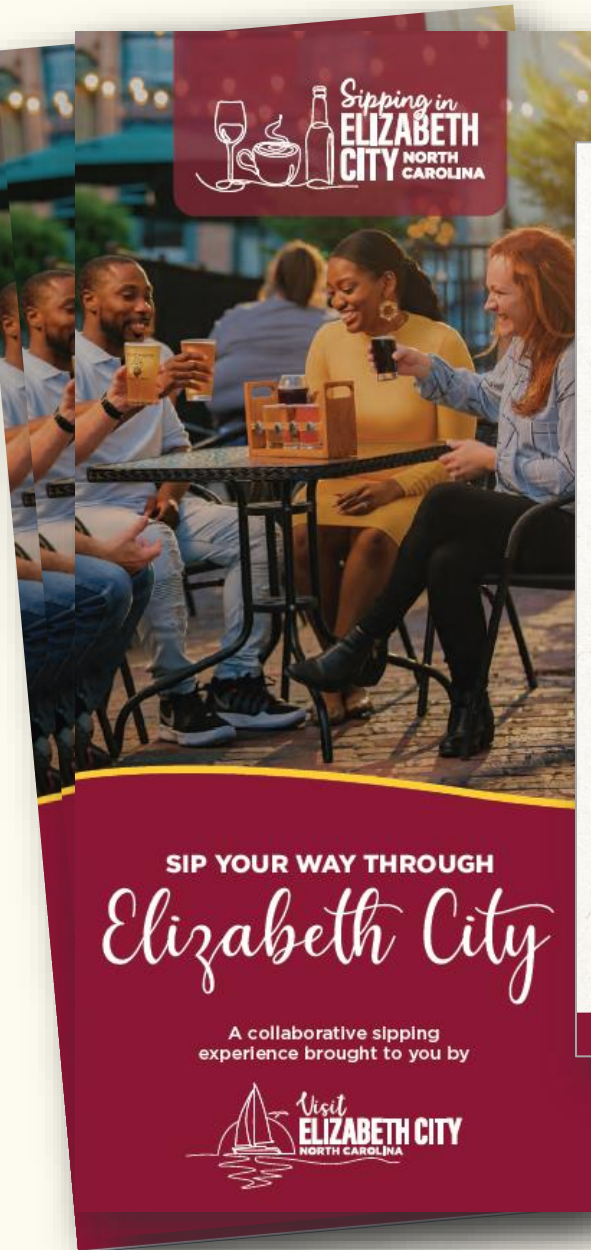


- **Julie Freeman**
EVP & Managing Director
MMGY NJF
- **Angie Pappas**
Director of Public Relations
Visit California
- **Corrina Ruffieux**
Executive Director
Visit Elizabeth City
- **Mackenzie Comerer**
Sr. Media Relations Manager
Visit St. Pete/Clearwater




SippingElizabethCity.com

Collect 8 stamps
— win a cool
“Sipping” cup!




2 SOULS WINE BAR
512 East Main St

2 Souls is the passion project of two friends who dreamt of bringing people together over a premium wine selection paired with artisanal charcuterie boards. Get lost in the moment when you come in to enjoy a glass of fine wine and even better conversations.




ELECTRIC GARDEN
608 East Fearing St

True to its name, this drinkery is electrifying the healthy dining scene in Elizabeth City by providing premium juices, smoothies and shakes made with organic fruits and vegetables. Join the movement and revitalize your health when you try out one of their delicious beverages.




SEVEN SOUNDS BREWING COMPANY
112 North Water St

Seven Sounds offers a diverse lineup of fabulous-tasting brews with frequent live music and plenty of space to spread out. Enjoy the laid-back atmosphere and breathtaking rooftop views of the Pasquotank River and the beer garden!




AVDET BREWING COMPANY
407 McArthur St

At the veteran-owned and operated AVDET Brewing Company, servicemen and civilians alike can enjoy a cold pint in a 3.5-barrel microbrewery that pays homage to the proud history of Coast Guard Aviation. Come for the unique brews, stay for the excellent service and warm atmosphere.




GHOST HARBOR BREWING COMPANY
602 East Colonial Ave

As Elizabeth City's first microbrewery, Ghost Harbor is passionate about brewing craft beer and being the go-to hangout for families and friends. Located in Historic Pailin's Alley in Downtown Elizabeth City, this brewery has quickly become an important part of our community's culture.




THE SWEETEASY
112 North Polndexter St

The SweetEasy is a local favorite that serves everything from coffees and bubble teas to French macarons and seasonal scones. The SweetEasy team takes a creative approach to curating their menu, whipping up innovative and mouthwatering treats.




COASTERS DOWNTOWN
216 North Polndexter St

Sip on something new at this small-town bar with an impressive number of regional craft beers on tap. Visit Coasters today to grab a pizza to go along with a pint of your favorite beer or cocktail from their full-service bar. Annual membership required. Only \$1 per year!



MUDDY WATERS COFFEEHOUSE
100 West Main St

With the aroma of freshly-brewed coffee wafting through the air and comfortable seating made for long chats with friends new and old, you won't want to miss out on Muddy Waters Coffeehouse as you make your way through the city. A city staple for over 22 years, all their coffee is roasted on-site for the best flavor and quality.



Find more information about our sipping establishments, unique drinks to try along the trail, and upcoming events at: SippingElizabethCity.com

Important Details:

- Must be age 21 or older to participate
- No purchase is necessary, but please support our local craft beverage spots!
- Venue hours vary, please check in advance to make sure your next stop is open.
- One passport per person.
- Must collect all eight stamps.
- Prizes are while supplies last and are subject to change.
- Prizes must be redeemed by January 7, 2023
- Please sip responsibly. Never, ever drink and drive.

**DOWNTOWN
ELIZABETH CITY
MAP**

VisitElizabethCity.com

Elizabeth Street HWY 158

Public Library

Sheriff's Office

City Office

County Courthouse

US District Court

Police/Fire Department

Weatherly Historic Landmark

Veterans Park

North Boat Park

Mariners' Wharf

Waterfront Park

Museum of the Albemarle & Welcome Center

Christ Episcopal Church Cemetery

Charles Creek Park

Pasquotank River

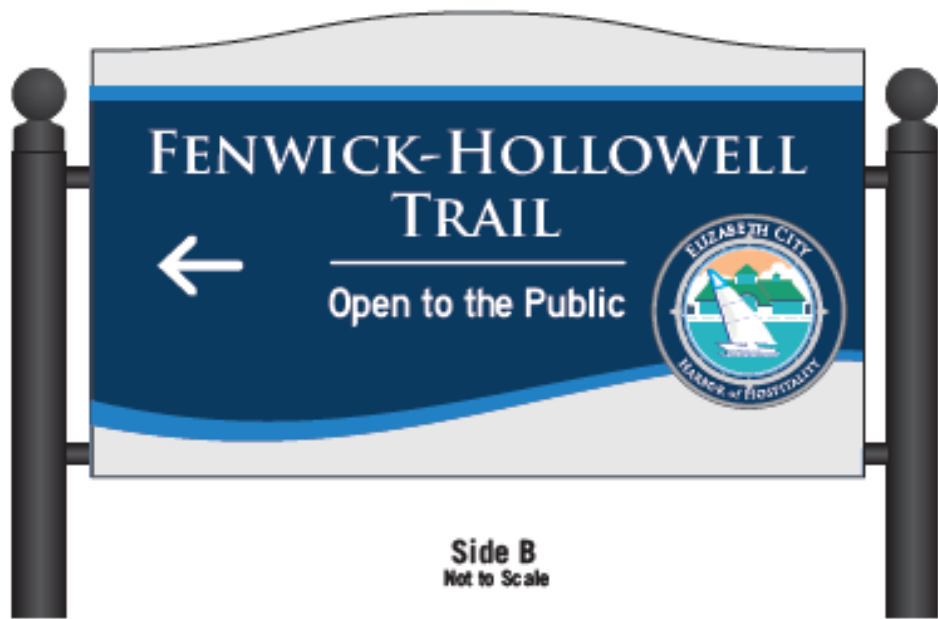
Visit ELIZABETH CITY NORTH CAROLINA

PUBLIC PARKING RESTROOMS

DOWNTOWN ELIZABETH CITY MAP

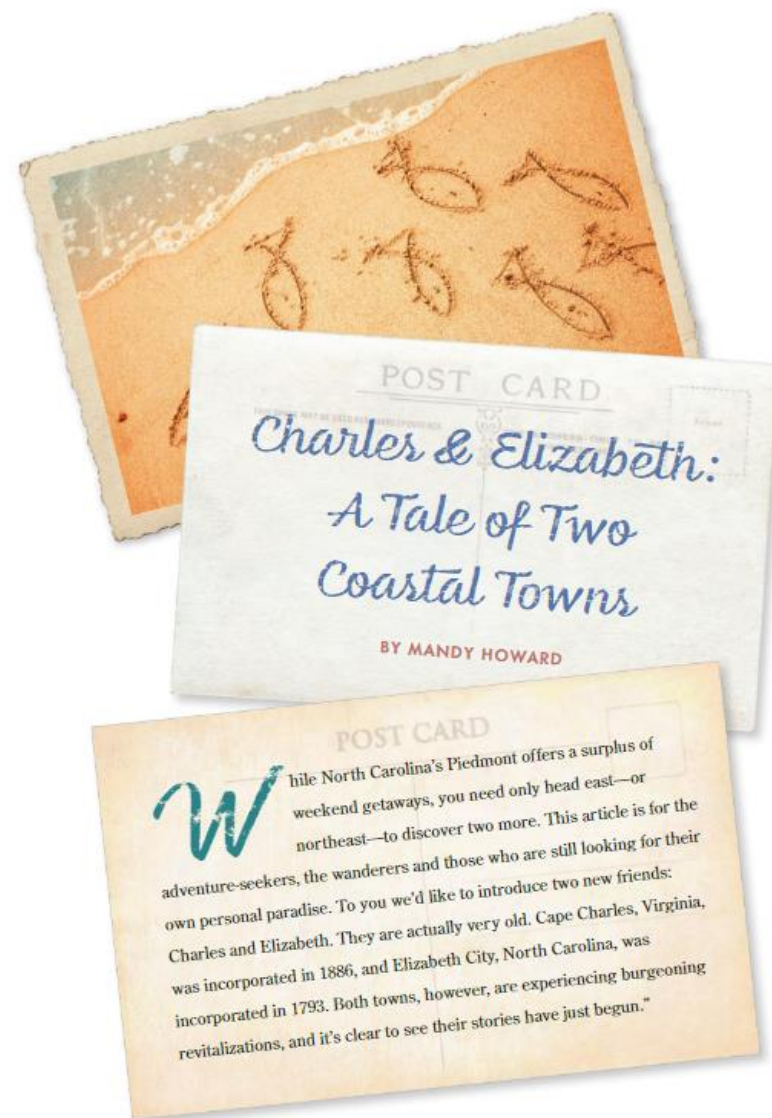
DOWNTOWN ELIZABETH CITY MAP

Another Batch of Wayfinding Signs





CAPE CHARLES, VIRGINIA



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 Ruby at Grice-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 bookstores 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 booklover’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 booze, the more you buy,” she says.

Next, walk a block over to Pailin’s Alley, where you’ll find some great eateries including Hoppin’ Johnz 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.

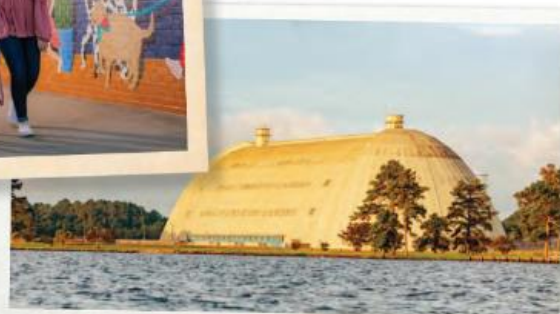
If vino is more your style, the very enchanting 2 Souls Wine Bar is just around the corner. Offering the most relaxed and welcoming vibe ever, this bar boasts an unbelievable selection of wines from all over the world.

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 Weeksville Road, type ‘blimp’ into Google Maps to get directions to the only remaining steel blimp hangar from World War II. If you’re lucky, you may spot a recently completed blimp anchored on nearby posts.

Learn more about Elizabeth City at visitelizabethcity.com.



LEFT TO RIGHT
Elizabeth City’s Pailin Alley is home to popular eateries and Ghost Harbor Brewing Company. Just past the Coast Guard base, you’ll find the only remaining steel blimp hangar from World War II. Photos courtesy of Visit Elizabeth City



ELIZABETH CITY, NORTH CAROLINA



ELIZABETH CITY, NC
Elizabeth City's Seven Sounds Brewing Company is located right on the water. George M. Wood Memorial Park boasts a boardwalk elevated above the wetlands that extends out above the Pasquotank River. Photos courtesy of Visit Elizabeth City

GREAT TIMES TO VISIT CAPE CHARLES

- Memorial Day and Labor Day weekends: All the amenities, less crowds.
- Holiday season: Festive Fridays take place from Thanksgiving through Christmas.
- New Year's Eve: Forget the ball drop and check out the Crab Pot drop!
- Any weekend: The perfect place to go when you want to feel immediately at home with some of the greatest people in our neighboring state.

GREAT TIMES TO VISIT ELIZABETH CITY

- First Friday Art Walks: The first Friday of every month.
- Halloween Ghost Walks: Look for the brand-new Nell Cropsey Murder Mystery Walk this November.
- Coast Guard Marathon: This Boston Marathon qualifier features the sea and a blimp hangar as part of the scenery. The inaugural event took place March 3-5, 2022.
- Any weekend: The perfect place to go when you want to feel immediately at home with some of the greatest people in our home state.

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Cape Charles is a Victorian-era planned community with an intriguing history.

Photo courtesy of Bay Creek

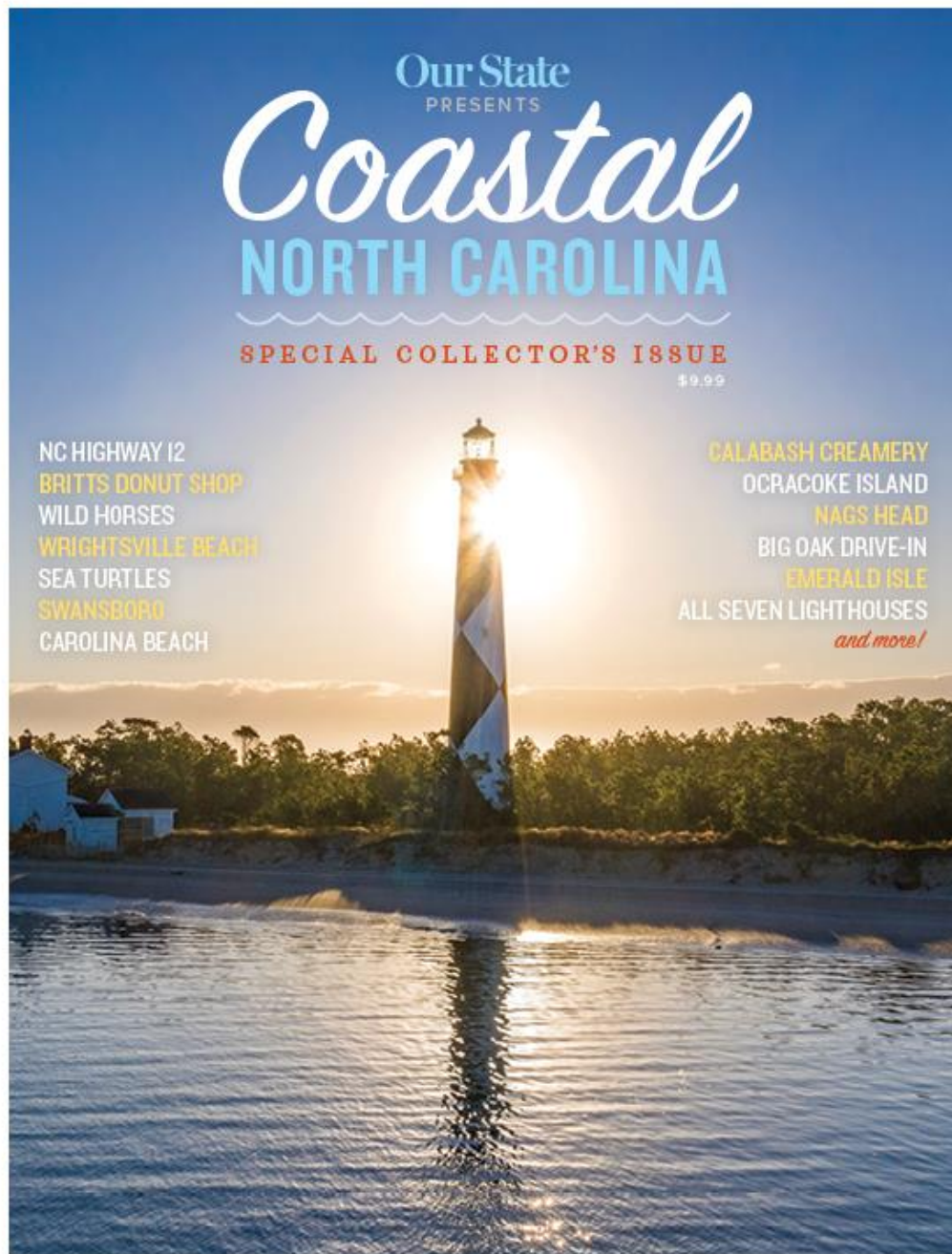
Postmarks: Image by mysandnubal/ Getty Images

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Beach photo by malaregael/ Getty Images

Postcard: Images by soomstudio/ Getty Images, photos: Getty Images, and dailifoto/ Getty Images

A RALEIGH LIFESTYLE MIDTOWN MAGAZINE



Ghost Harbor Brewing



Cypress Creek Grill



The Mills Downtown Bistro

don't miss

Ghost Harbor Brewing.

This brewery is housed in an early 1900s horse stable. Test out the offerings with a craft beer flight, then sit and sip with a pint of your favorite against a backdrop of bricks in Pollin's Alley, a historic alley connecting the brewery and adjacent restaurants.

Cypress Creek Grill.

Look out over the Pasquotank River as you dine on delicious seafood fare like "creek-style" crab cakes, bacon-wrapped scallops, and grilled jumbo shrimp.

The Mills Downtown Bistro.

This tapas restaurant has a vintage vibe and modern twists on classic cuisine. Try the shrimp and grits, which features a fried, cheesy grits patty the size of a crab cake, topped with grilled shrimp and a tomato-bacon sauce.



Elizabeth City's beautiful waterfront is known as the "Harbor of Hospitality."

PHOTOGRAPH BY ANNA ROUTH-WARDEN, CHERISHAWANT

ELIZABETH CITY

TUCKED AWAY ON A BEND OF THE Pasquotank River, Elizabeth City was once a hotbed of commerce, with thriving lumbering, shipbuilding, and fish and oyster processing industries. Today, this former port town still draws in boaters — albeit of a more recreational sort. Routed along the Intracoastal Waterway, Elizabeth City has gained a following in national boating communities for its free 48-hour docking policy. Once on land, from May to October, Saturday mornings are reserved for shopping local at the Downtown Waterfront Market. Or, if you're just looking to relax, head to the Mariner's Wharf to watch what locals affectionately refer to as "sweet tea" or "root beer" water — more brown than blue due to the juniper and tannic acid of the water — lap against the docks.

— K McKay



PHOTOGRAPHY BY ANNA SOUTHARDEN



Opposite: The 1927 Virginia Dare Hotel, the first and only Albemarle "skyscraper," towers over the river port. This page: Set aglow under string lights, the bricks of Pullin's Alley serve as a historic backdrop for a meal at Hopper's Johnz restaurant.

Southern Living®

SOUTHERN LIVING • TRAVEL

15 Affordable Small Towns We Love

By Perri Ormont Blumberg | Updated June 09, 2022

7 of 15

Elizabeth City, North Carolina

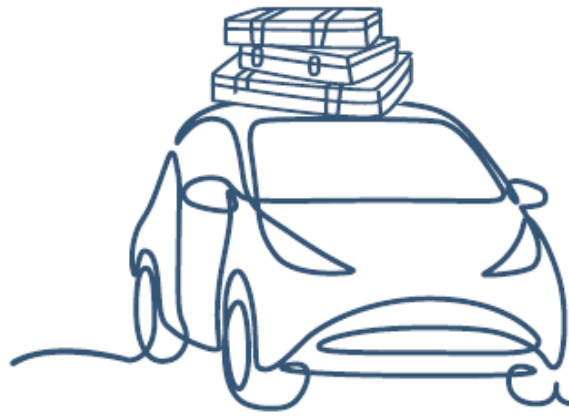
Elizabeth City, which is located in North Carolina where the Pasquotank River meets the Albemarle Sound, is an ideal spot for a small-town getaway. It has outdoor adventure aplenty, and you'll have the opportunity to explore at Mariners' Wharf Park, which has lots of free activities and seasonal events.

According to [Visit Elizabeth City](#),

"Visitors can take advantage of the nature-rich region's free parks, athletic fields and tennis courts, or by getting out and about to kayak or enjoy scenic walks along the Fenwick-Hollowell Wetlands Trail, a raised boardwalk that takes walkers through a wetland area with uprooted trees, thick vegetation and local flora and fauna." For dinner, stop by [Montero's](#), a family-owned and family-friendly spot serving up dishes and drinks to please a crowd. Don't miss live music on the waterfront or the views and brews from the waterside [Seven Sounds Brewing Co.](#)



CREDIT: VISIT ELIZABETH CITY



All Roads Lead to
ELIZABETH CITY

NORTH CAROLINA

[VisitElizabethCity.com/Road-Trip](https://www.VisitElizabethCity.com/Road-Trip)

All Roads Lead to Bold Flavor

All Roads Lead to Family Fun

All Roads Lead to the Great Outdoors

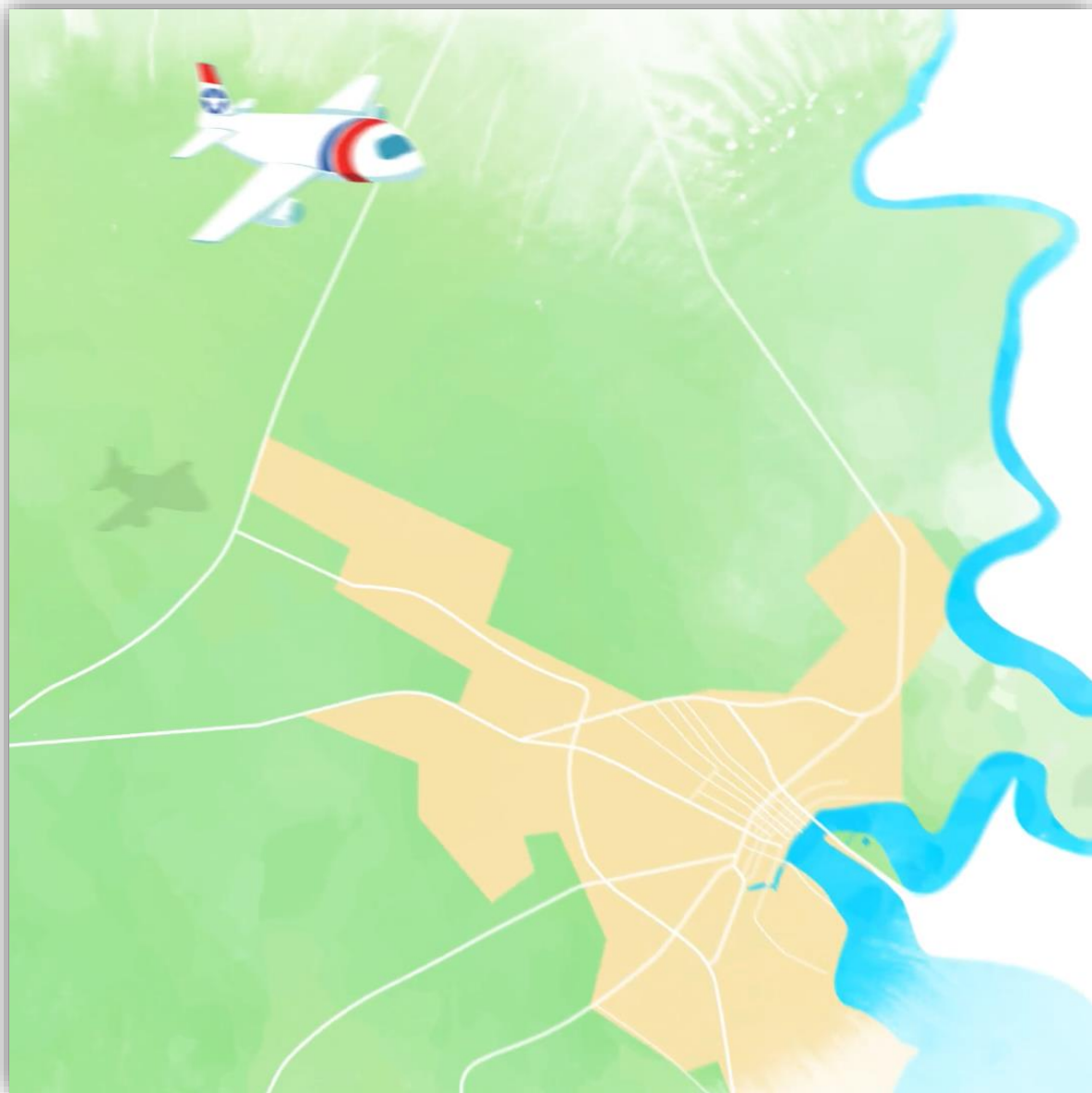
All Roads Lead to Historic Charm

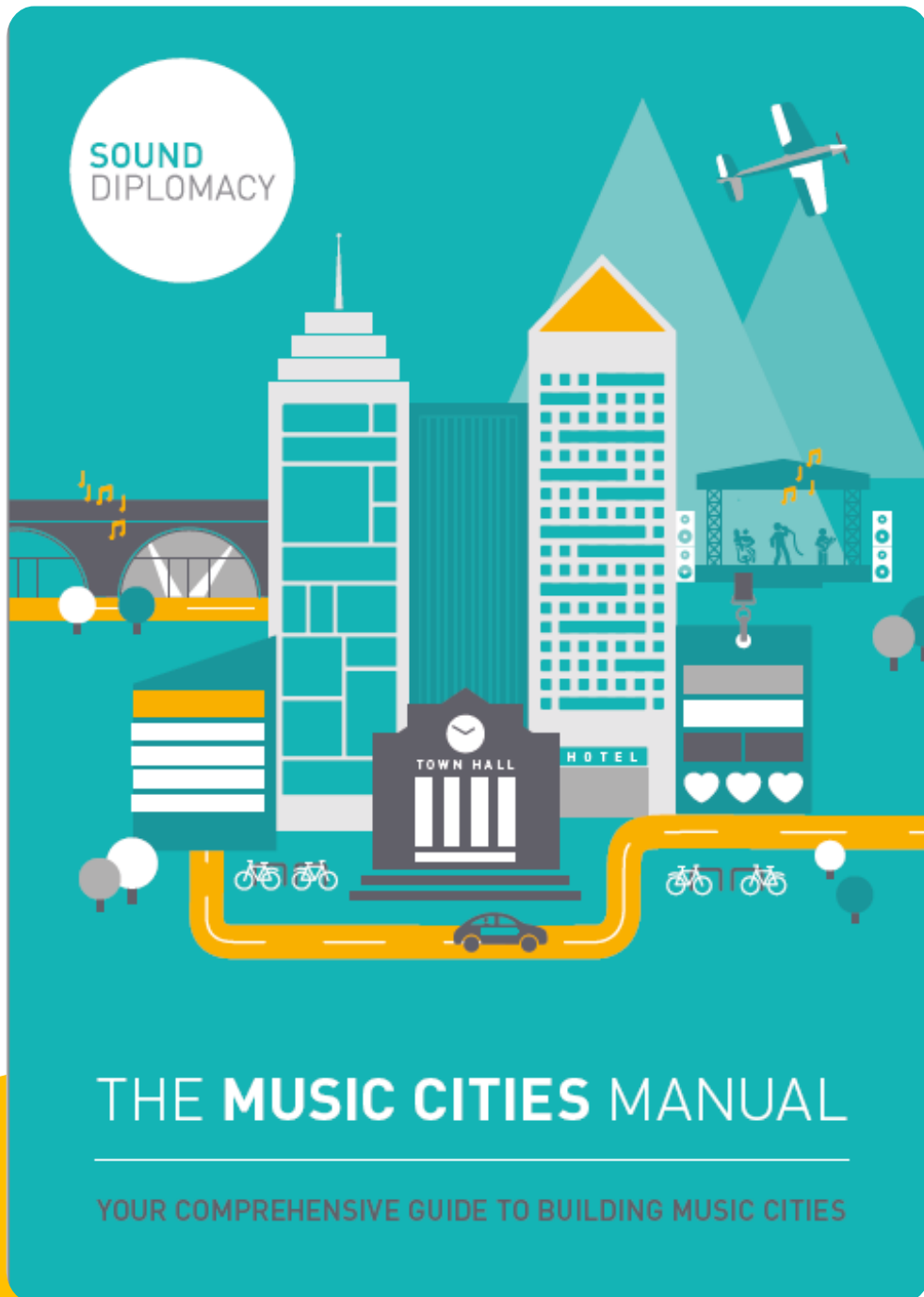
All Roads Lead to Good Cheer





**Get your
family fun itinerary ►**





- New Pilot Program initiated by State of North Carolina via the Hometown Strong Program
- Elizabeth City preliminarily selected as one of three NC towns to participate
- Estimated program of work – one year
- End result – a certified North Carolina Music City!

COAST GUARD MARATHON



Visit Elizabeth City NC
March 3-5, 2022



ZARTICO



2022 Charity Partner is the Coast Guard Foundation



OBJECTIVE

To understand the impact of the Coast Guard Marathon in Elizabeth City, NC by looking at attendee movement and visitor & spend lift.

US Coast Guard Half Marathon, Waterfront Park & ECSU Graduate Center, March 3-5, 2022

KEY INSIGHTS

Elizabeth City saw an average 25% lift in visitation during the Coast Guard Marathon week compared to the previous year.

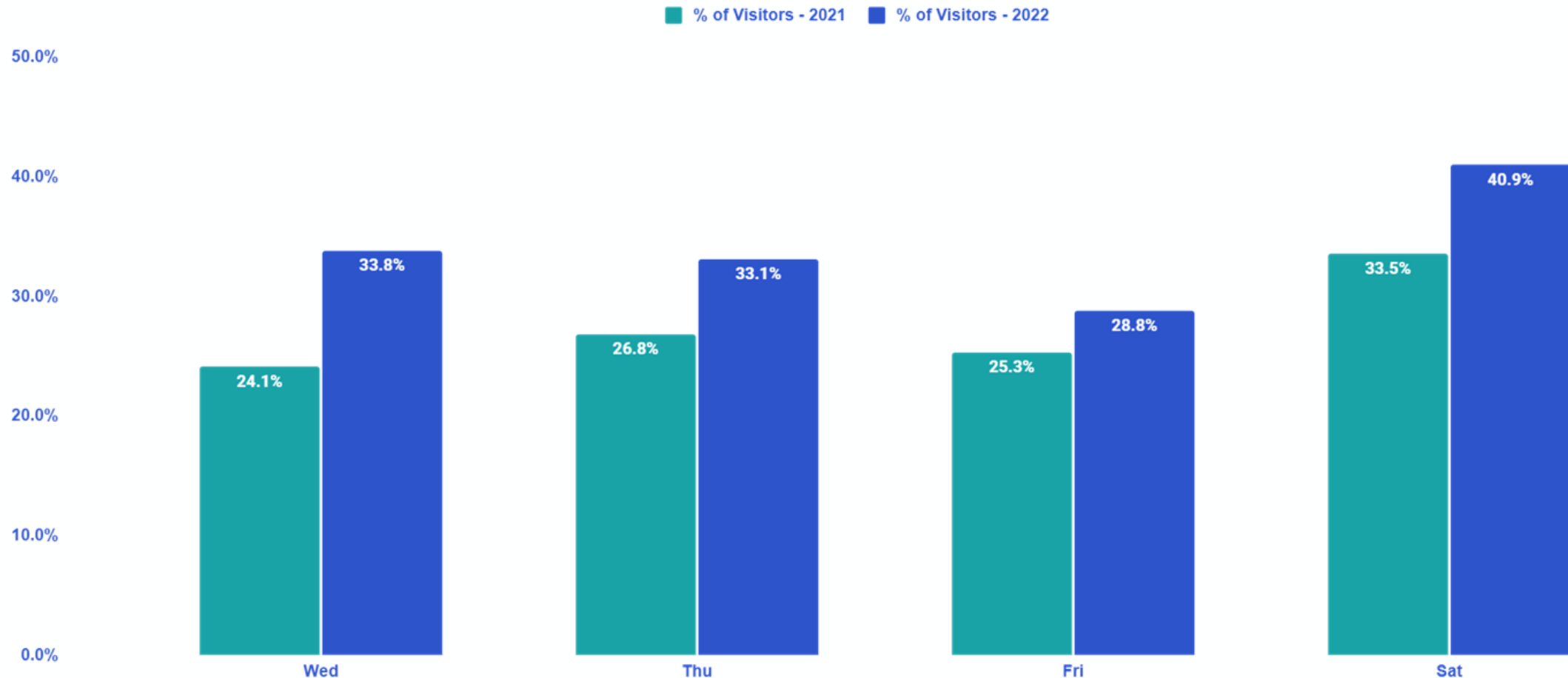
The **out-of-state and in-state mix of visitors** observed at both the Health Expo and Waterfront Park were relatively similar.

Waterfront Park saw a higher amount of visitation during the event weekend compared to the Health Expo. Furthermore, the trip types observed by the visitors were relatively similar.

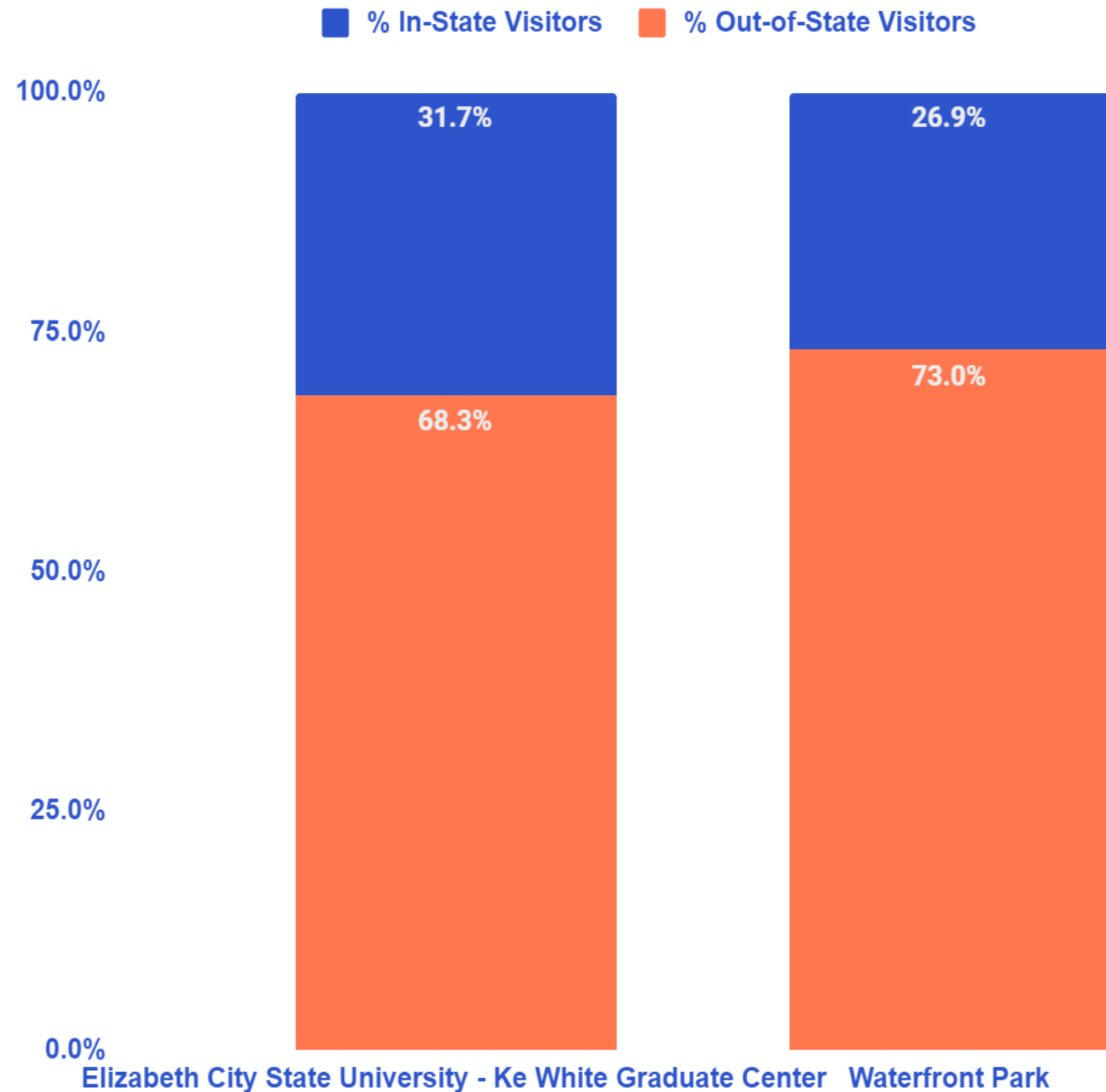
22% of visitors to the event were from Norfolk-Portsmouth-Newport News, VA DMA (local) and 5 of the top 10 origin markets were out-of-state.

There was a 90% lift in accommodation visitor spending during the Coast Guard Marathon weekend compared to the previous year.

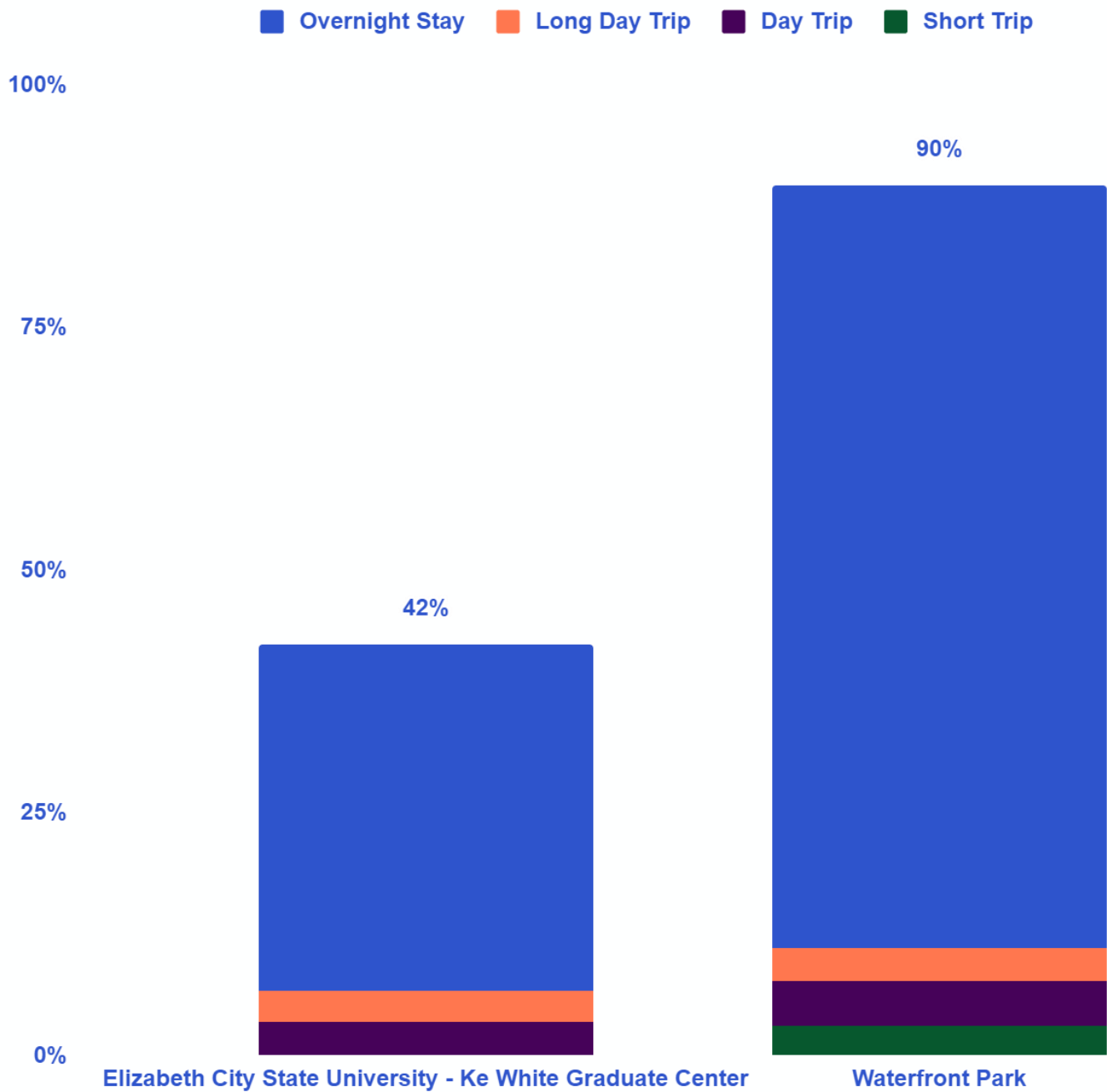
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Coast Guard Marathon Impact Summary

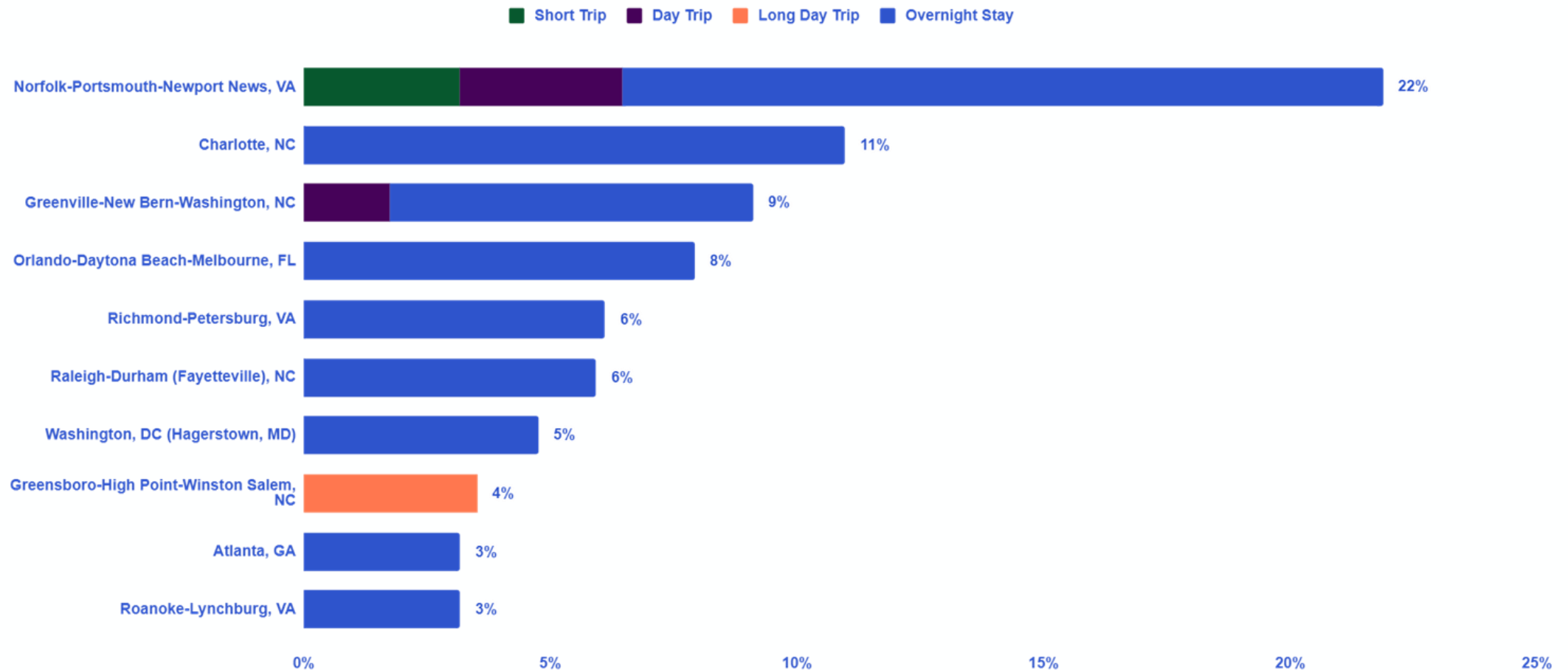
Event Dates: March 3, 4 & 5, 2022

Event Type: Adult Amateur



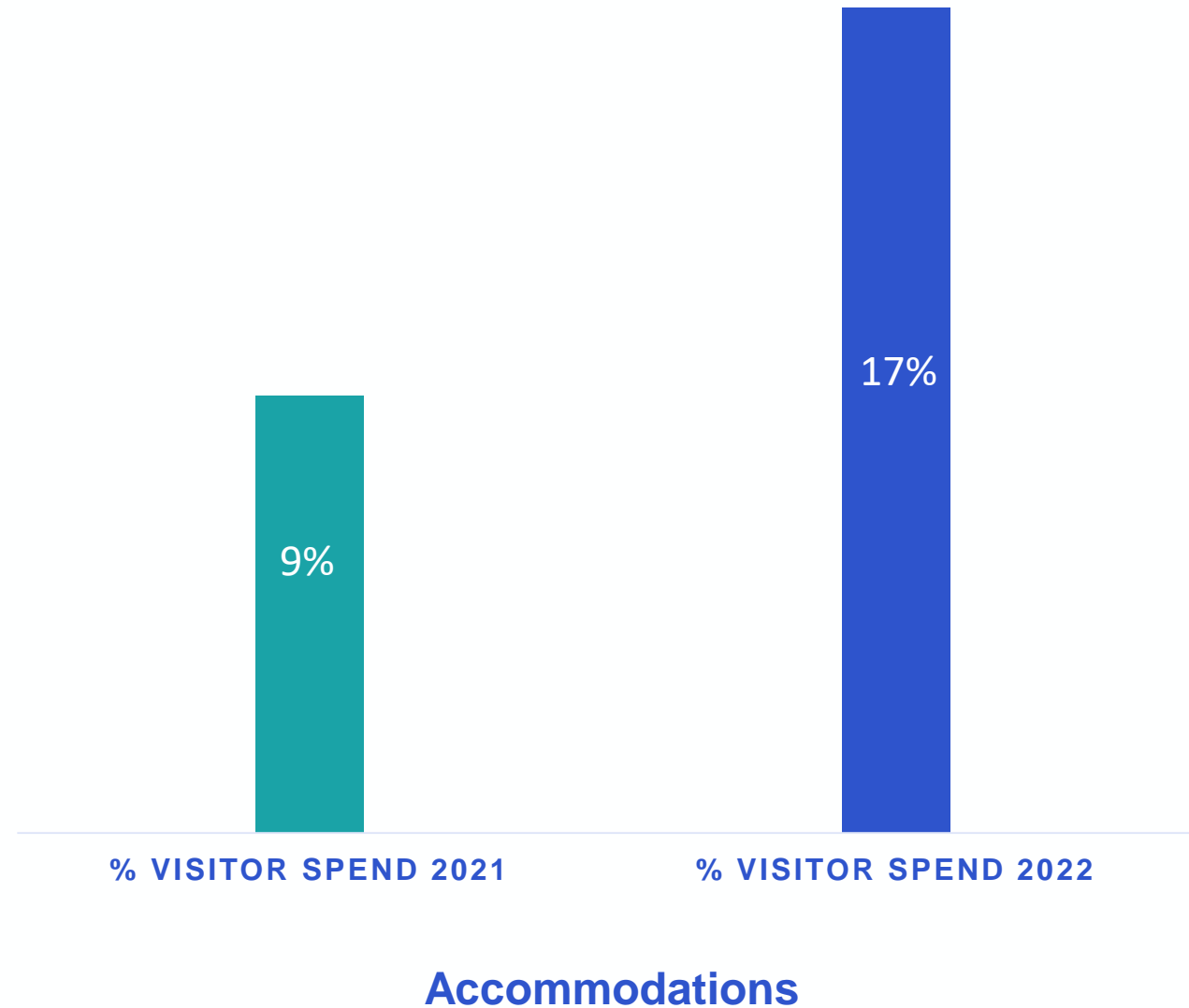
Impact Category	Attendees	
Overnight:		
over 150 miles away	61%	894
Daytrip:		
150-40 miles	16%	229
Local: under 40 miles	23%	349

22% of visitors to the event were from Norfolk-Portsmouth-Newport News, VA DMA and 5 of the top 10 origin markets were out-of-state.



Source: Near; Short Trip = 2-4 hours observed in your destination, Day Trip = 4-8 hours, Long Day Trip = +8 hour, Overnight Stay = +8 hours and observed the next day

There was a **90% lift** in **accommodation** visitor spending during the Coast Guard Marathon weekend compared to the previous year.



Health Expo Attendee Cross Visitation

Health Expo visitors were primarily observed cross visiting the downtown neighborhood POIs and the Tanglewood Shopping Center.

Dates analyzed - March 1-7, 2022



Waterfront Park Attendee Cross Visitation

Waterfront Park visitors were
observed cross visiting
multiple areas across the
destination.

*Dates analyzed – March 1-7,
2022*



TOP POINTS OF INTEREST CROSS-VISITED BY COAST GUARD MARATHON ATTENDEES

Top Accommodations POIs

1. Hampton Inn Elizabeth City
2. Quality Inn Elizabeth City
3. Days Inn By Wyndham Elizabeth City
4. Fairfield Inn & Suites By Marriott Elizabeth City
5. Culpepper Inn
6. The Loft Gardens
7. Foreman House Bed And Breakfast
8. Travelers Inn
9. River City Lodge
10. Foreman House B&B

Top Non-Accommodation POIs

1. Tanglewood/Walmart Shopping Center
2. Museum Of The Albemarle
3. Mariners' Wharf Park
4. Elizabeth City State University – KE White Graduate Center (Health Expo)
5. Grouper's Waterfront Restaurant
6. USCG Air Station Elizabeth City
7. Dog Corner Park
8. Pasquotank River
9. Charles Creek Park
10. Seven Sounds Brewing Company

THANK YOU



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



CoastGuardMarathon.com

2023 Coast Guard Marathon Sponsorship Packages: Now Available



2023 Sponsor Packages





Old Business



New Business

Proposed 2022-2023 Officers

Chair- Ashley Camaiore
Vice Chair- Barry Overman
Treasurer - Dean Schaan





Other Business



*Thank
you!*

