



Elizabeth City - Pasquotank County Tourism Development Authority Board Meeting

EXECUTIVE DIRECTOR'S REPORT | JUNE 24, 2021



Marketing & Project Updates



2021 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>
<i>Month To Date – May 2021</i>														
Occupancy	72.1%	+73.3% from May '20	57.3%	+44.3%	57.2%	+120.9%	77.9%	+65.4%	72.6%	+150.6%	70.8%	+65.8%		
ADR	\$102.59	+30.4%	\$86.17	+12.5%	\$78.06	+17.2%	\$109.41	+25.8%	\$221.05	+76.2%	\$96.31	+31.6%		
RevPAR	\$73.99	+126.0%	\$49.35	+62.3%	\$44.63	+158.9%	\$85.21	+108.1%	\$160.43	+341.5%	\$68.14	+118.2%		
<i>Year to Date – May 2021</i>														
Occupancy	62.8%	+50.1%	55.6%	+24.2%	44.5%	+51.3%	66.1%	+19.0%	53.4%	+95.2%	63.0%	+48.8%		
ADR	\$89.71	+12.3%	\$83.36	+2.2%	\$74.03	+3.9%	\$97.41	+1.5%	\$167.04	+66.2%	\$84.65	+8.8%		
RevPAR	\$56.33	+68.6%	\$46.38	+26.9%	\$32.95	+57.3%	\$64.37	+20.7%	\$89.14	+224.3%	\$53.33	+61.9%		

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 10 properties; total rooms: 735/821

Middle OBX includes: 6 out of 13 properties; total rooms: 687/946; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room



AFRICAN AMERICAN EXPERIENCE

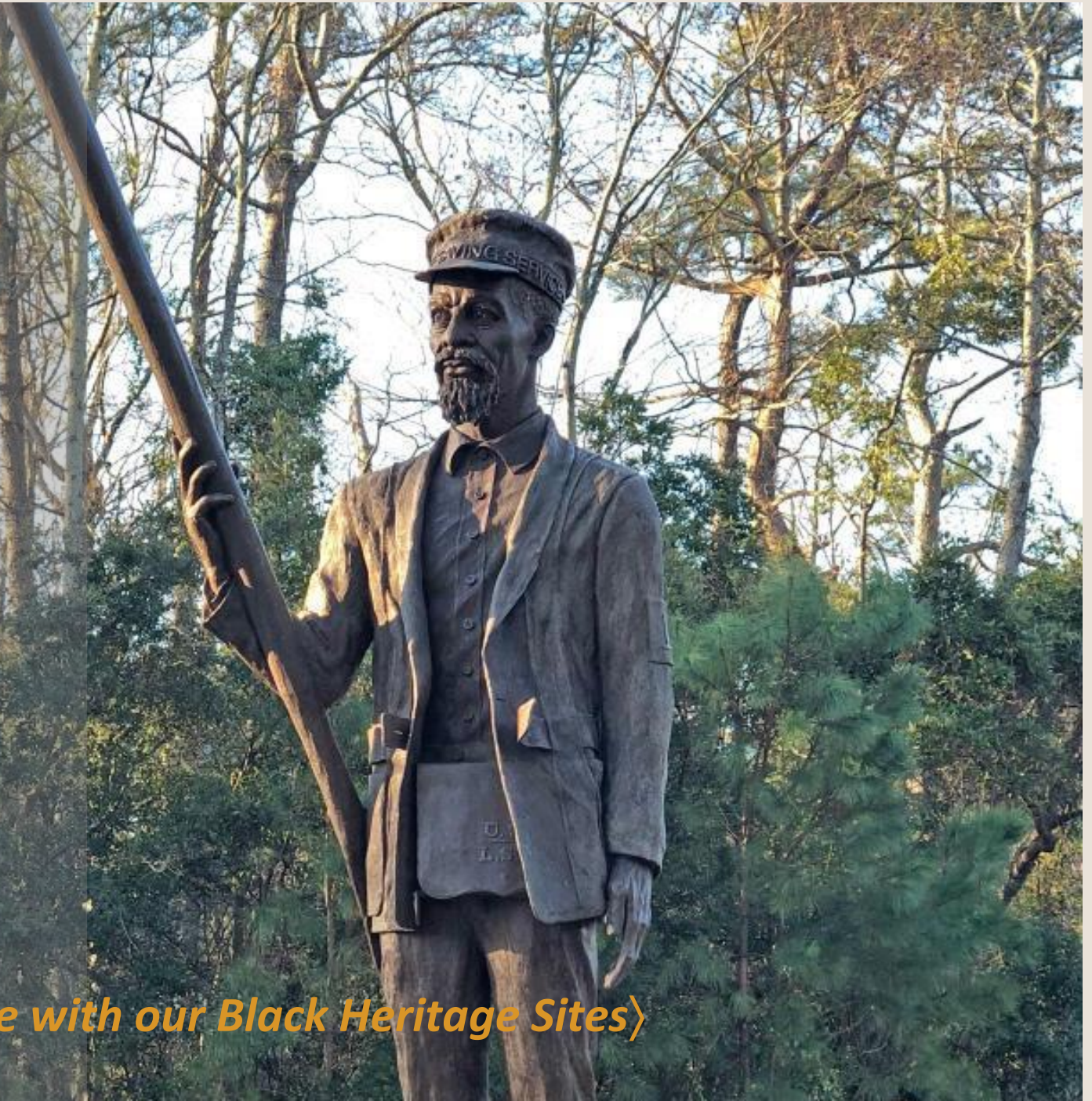
OF NORTHEAST NORTH CAROLINA

⟨Connecting People with our Black Heritage Sites⟩

NCBlackHeritageTour.com

The African American Experience of Northeast North Carolina is a digital African American Heritage & History Trail

〈Connecting People with our Black Heritage Sites〉





OBJECTIVES

Our Mission

To inspire exploration and appreciation for the African American Experience of NENC and ultimately drive cultural tourism and economic impact.

Our Vision

The African American Experience of NENC celebrates the contributions of African Americans and encourages a deeper understanding of the significance of the region's cultural heritage in order to build more inclusive communities.



The Outer Banks®
OF NORTH CAROLINA
outerbanks.org



6-County Initiative

- Tourism Initiated
- Tourism Funded
- Tourism Facilitated



The African American Experience of Northeast North Carolina, or AAENENC, is a collaborative project between 6 NC counties that include:

6-County Initiative

- Camden
- Chowan
- Currituck
- Dare
- Pasquotank
- Perquimans



Each of the six counties have significant sites important to the African American community and to the history of the counties.



Currituck County

Historic Jarvisburg Colored School

- One of the oldest African American Schools in North Carolina, founded in 1867.
- Listed on the National Register of Historic Places, standing out as a rare example of a pre-Rosenwald African American school.

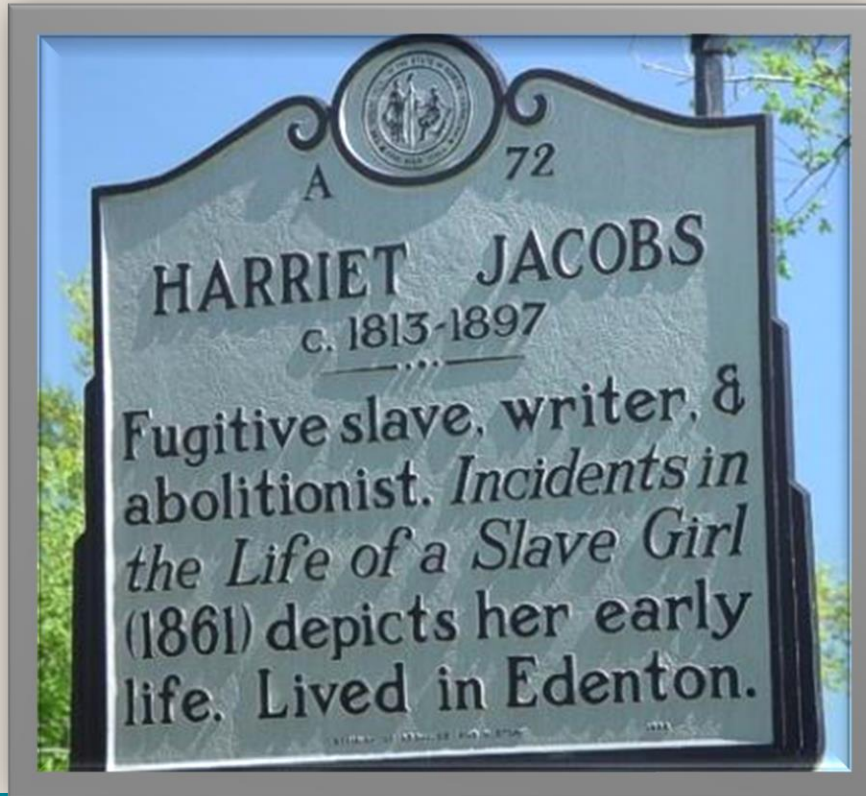
Perquimans County Colored Union Soldiers Monument

- Local monument honors and recognizes the military service of Colored Union Soldiers from Perquimans County from 1861-1865.
- Located on Academy Green, this area was also home to the county's first black school, library and church.



Dare County Pea Island Cookhouse

- America's only lifesaving station in the US to have been manned by an all-Black crew.
- Keeper Richard Etheridge and his crew were recognized and honored with Gold Lifesaving Medals posthumously for valiance protecting mariners in peril along our coast in the late 1800s.



Chowan County Colonial Waterfront Park

- Designated as a National Underground Railroad Network to Freedom site.
- Harriet Jacobs' "Incidents in the Life of a Slave Girl" is one of the few written accounts of the Maritime Underground Railroad Network in NE NC.



Camden County Dismal Swamp State Park

- The Dismal Swamp Canal, hand dug by hired enslaved labor, is designated as a National Underground Railroad Network to Freedom site.
- A thriving refuge and destination for freedom seekers, the Great Dismal Swamp may have been home to the largest maroon colony in the US.

The AAENENC brings these sites together in an organized way to create a “trail” for those interested in experiencing this important regional heritage.



Pasquotank County Pasquotank River

- The first river in the country to receive a National Underground Railroad Network to Freedom designation.
- Freedom seekers used this important waterway throughout the 1800s, traveling north to free territories or south to the West Indies.

Working Together



Advisory Committee & Working Sub-Committees

There are up to 3 Advisory representatives from each County. Advisory Committee members should represent the Black community and/ or have significant historical or cultural knowledge of the AAENENC region.

Sub-Committees:

- Product
- Marketing
- Community Outreach
- Administrative



Getting the word out

Digital Advertising Campaign

Launch Date: June 19, 2021 *Juneteenth*



Facebook.com/NCBlackHeritageTour



Instagram.com/NCBlackHeritageTour

** On June 19, 1865, General Gordon Granger arrived in Galveston, Texas, to issue General Order No. 3, officially freeing America's final enslaved persons.*

NCBlackHeritageTour.com

Going Forward

Once launched, this trail will keep going as a living, breathing project with significant potential. Potential growth will depend on our ability to obtain funding, add more partners, possibly create a 501(c)3 and more.



How can you help?



- ☐ Go to the website
- ☐ Follow us on Social Media
- ☐ Visit the sites
- ☐ Share ideas to improve & grow the project
- ☐ Sign a letter / resolution of support
- ☐ Provide funding & other resources

QUESTIONS?



[Facebook.com/NCBlackHeritageTour](https://www.facebook.com/NCBlackHeritageTour)

[Instagram.com/NCBlackHeritageTour](https://www.instagram.com/NCBlackHeritageTour)

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



Elizabeth City - Pasquotank County Tourism Development Authority

FISCAL YEAR 2021-2022 PLAN OF WORK

May 26, 2021

Corrina Ruffieux, Executive Director
501 S Water St
Elizabeth City, North Carolina 27909-4863
United States

Dear Corrina:

On behalf of Destinations International and the Destination Marketing Accreditation Program (DMAP) Board of Directors, it is an honor to inform you that Visit Elizabeth City has met the rigorous standards of DMAP accreditation. We are thrilled to award you DMAP Accreditation in recognition of your organization's achievement.

The Destination Marketing Accreditation Program (DMAP) is an independent global accreditation body and a leader in defining quality and performance issues in destination management. Accreditation standards cover a wide variety of competencies including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research and market intelligence, innovation, stakeholder relationships and advocacy.

Achieving DMAP accreditation positions your organization as a valued and respected leader in your community and increases your credibility among stakeholders. It also communicates to the travel and tourism community that your organization has attained a significant measure of excellence.

Congratulations to you and your entire team on this exceptional accomplishment.

Sincerely,





Meet **Minneapolis**
City by Nature



Charlottesville
ALBEMARLE, VIRGINIA



the
diversity
movement



TOURISM
DIVERSITY
MATTERS

Visit Elizabeth City FY 2021-2022 Proposed Plan of Work

Public Relations Contract with award-winning PR firm MMGY NJF. June 1, 2021 – June 30, 2022



Seeking a Diversity, Equity & Inclusion (DEI) Consultant to facilitate a community DEI assessment and assist us in developing effective & diverse tourism programs



Plan to update and revise the tourism strategic plan with a particular emphasis on DEI



Presented



MACU
MID-ATLANTIC
CHRISTIAN UNIVERSITY



PASQUOTANK
COUNTY

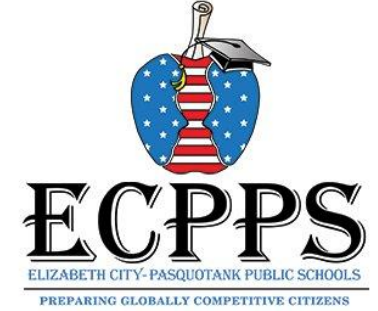


COLLEGE OF THE
ALBEMARLE



DOWNTOWN
A REVITALIZATION CORPORATION

Upcoming



Pasquotank County NAACP

VisitElizabethCity



Other Important Information

▶ Executive Director – Travel

- ▶ Vacation: June 25 to July 5
- ▶ Destinations International Conference: July 13-16

▶ Photo Shoot Postponed

▶ Event Specialist Update

▶ Diversity, Equity & Inclusion Consultant Update



Old Business



New Business



Proposed 2021-2022 Officers

Chair- Abel Sutton

Vice Chair- Andy Montero

Treasurer - Dean Schaan



Other Business



**Thank
you
Arthur!**



Thank you!