



*Executive
Director's
Report*

August 26, 2021

Elizabeth City - Pasquotank
County Tourism Development
Authority Board Meeting



Welcome
Tiffany!

Tiffany Ly, Event Specialist



DESTINATIONS
INTERNATIONAL

PDM

PROFESSIONAL
in Destination
Management

Certificate of Completion

This is to certify that

Breanna Brower

has successfully completed the
Professional in Destination Management
Certificate Program

Don Welsh, President & CEO
Destinations International

August 23, 2021

Date of Completion



Marketing & Project Updates



2021 Smith Travel Research Report Measures

	EC Region <i>Actuals 2021</i>	EC Region 21-20 YOY <i>Comparison</i>	EC Region <i>Actuals 2019</i>	EC Region 21-19 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>
<u>Month To Date – July 2021</u>														
Occupancy	79.0%	+24.1% from July '20	70.3%	+12.4% from July '19	64.5%	+6.40%	65.9%	+64.2%	82.0%	+28.4%	85.4%	+6.2%	77.2%	+20.0%
ADR	\$132.69	+40.6%	\$104.52	+27.0%	\$87.68	+5.2%	\$83.32	+8.5%	\$132.46	+30.7%	\$350.70	+33.9%	\$115.99	+34.1%
RevPAR	\$94.35	+74.5%	\$73.46	+42.7%	\$56.51	+11.9%	\$54.93	+78.1%	\$108.59	+67.8%	\$299.33	+42.2%	\$89.52	+60.9%
<u>Year to Date – July 2021</u>														
Occupancy	67.5%	+41.7% from Jan- July '20	63.6%	+6.2% from Jan- July '19	57.7%	+19.7%	50.2%	+61.8%	71.0%	+24.0%	63.1%	+41.8%	66.9%	+42.8%
ADR	\$100.59	+19.2%	\$91.42	+10.0%	\$84.51	+3.5%	\$76.46	+5.4%	\$107.23	+10.9%	\$229.34	+25.2%	\$93.00	+16.6%
RevPAR	\$67.91	+68.9%	\$58.12	+17.0%	\$48.73	+23.9%	\$38.42	+70.5%	\$76.13	+37.5%	\$144.79	+77.5%	\$62.21	+66.5%

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)

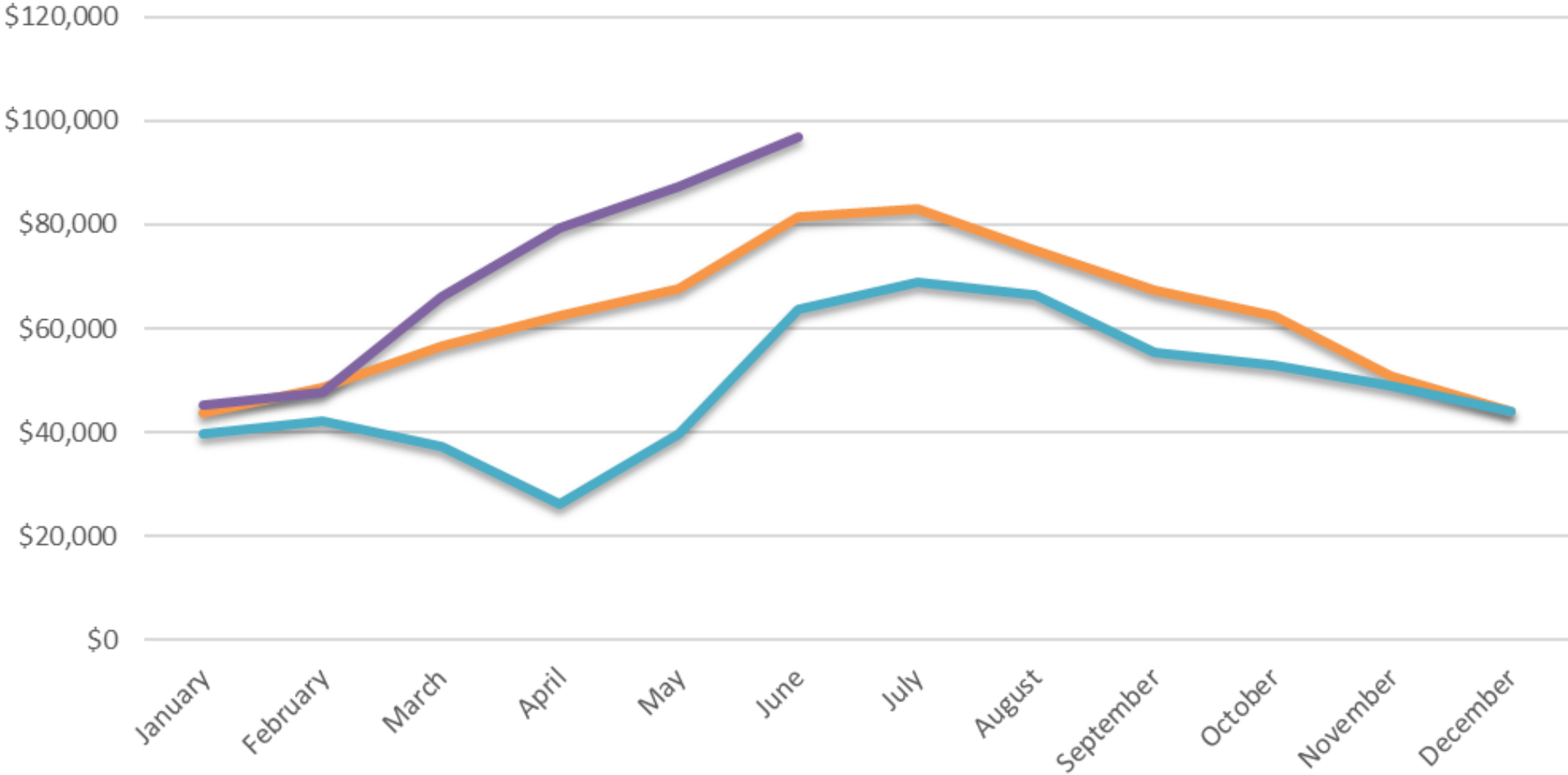
Suffolk, VA includes: 10/13 properties; total rooms: 934/1029

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

Monthly Occupancy Tax Collections

2019 2020 2021



Elizabeth City

OFFICIAL VISITORS GUIDE

Explore our
quaint & inviting
coastal town.



VisitElizabethCity.com

2022 VISITORS GUIDE


40,000 full-color copies

Digital version as well

Distributed to approximately 130 locations
in NC and beyond

Full & Half page ads; ad rates: \$900 - \$2,000

ETA mid-late November

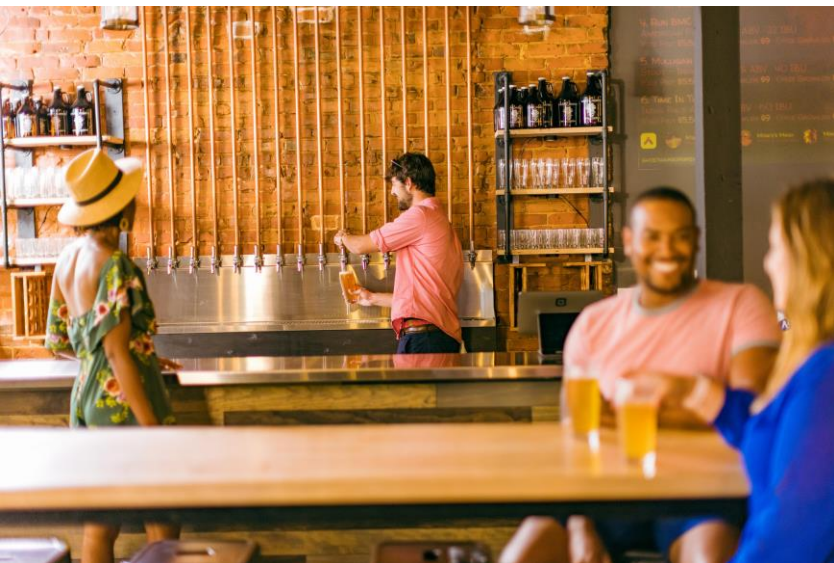


Hot Cocoa Crawl

November 20 – January 2

- The SweetEasy
- Muddy Waters Coffehouse
- 2 Souls Wine Bar
- Pine & Porch
- Montero's Restaurant
- Paradiso Roma Ristorante
- Page After Page Bookstore





PHOTOSHOOT





Behind the scenes



Behind the scenes





ELIZABETH CITY, NC





Old Business



MEMORANDUM OF AGREEMENT BETWEEN UNITED STATES COAST GUARD AND VISIT ELIZABETH CITY, NORTH CAROLINA

PURPOSE: The purpose of this Agreement is to set forth terms by which USCG-TL will allow Visit E-City to use the name “Coast Guard” for the specific purpose of an annual road race.

Request a motion to ratify the agreement between USCG – Trademark & Licensing and Visit Elizabeth City, authorizing the Executive Director and Chair to sign the agreement.



RFP for Diversity, Equity and Inclusion Community Assessment; Stakeholder Engagement and Strategy Services

- We published the RFP on June 21
- We received 8 responses on July 19
- Linea, Abel, Andy & I reviewed the responses and narrowed it down to 3 finalists
- We virtually met and interviewed the 3 finalists July 26-30
- We are pleased to share with you that we are recommending **Melissa Majors Consulting** to work with us.
- Estimated Contract Amount: \$30,975 + \$8784 travel

Request a motion to ratify the agreement between Melissa Majors Consulting and Visit Elizabeth City, authorizing the Executive Director to sign the contract.



New Business

Proposed Finance Policy Revisions

SECTION 3. PURCHASING POLICY

- K. Restrictions and guidelines under this Purchasing Policy do not apply to approved Special Project Sub-Budgets with the exception of item “I” which still applies.
- L. Special Project Sub-Budgets will be created to accommodate projects outside the typical scope of the TDA annual budget. When created, the sub-budget must be presented to and approved by the TDA Board. Formal bids are not required for purchases under \$90,000 but are required for purchases over \$90,000 within the sub-budget. It is preferable to obtain a minimum of three written quotes for purchases over \$10,000 and required for purchases over \$90,000, except in the case that minimal qualified providers are available, with all aforementioned information documented. The Executive Director or Chair can approve any contract or quote up to \$25,000 in the approved sub-budget. Contracts or quotes over \$25,000 included in the approved sub-budget shall be approved by any two of the following: Executive Director, Chair, Vice-Chair and Treasurer. Items not included in the approved sub-budget shall be ratified by the TDA Board.

Vist Elizabeth City
BUDGET AMENDMENT REQUESTS
Thursday, August 26, 2021

Revenue		
Increase	Coast Guard Marathon	\$525,675.00
		\$525,675.00

Expenses		
Increase	Coast Guard Marathon	\$525,675.00

\$525,675.00

To increase projected budget forecast for Coast Guard Marathon
to align with the detailed event sub-budget

2021-2022 Committee Meeting Schedule

REVISED Finance Committee Dates

Friday:

September 17, 2021

October 15, 2021

November 19, 2021

December 17, 2021

January 21, 2022

February 18, 2022

March 18, 2022

April 15, 2022

May 20, 2022

June 17, 2022

*Thank
you!*



VISIT
Elizabeth City
NORTH CAROLINA