



*Executive
Director's Report*

October 27, 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> | Goldsboro <i>Actuals</i> | Goldsboro 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 – September 2022</i> | | | | | | | | | | | | | | |
| Occupancy | 66.6% | +11.9% from Sept. '21 | 63.6% | +6.2% | 57.6% | +17.8% | 74.0% | +7.2% | 72.5% | +3.8% | 69.8% | +2.5% | | |
| ADR | \$110.45 | -.03% | \$90.41 | +5.7% | \$98.10 | +12.7% | \$135.32 | +11.6% | \$234.05 | -4.1% | \$114.05 | +15.2% | | |
| RevPAR | \$73.55 | +11.6% | \$57.52 | +12.2% | \$56.49 | +32.8% | \$100.20 | +19.6% | \$169.69 | -0.5% | \$79.57 | +18.1% | | |
| <i>Year to Date – September 2022</i> | | | | | | | | | | | | | | |
| Occupancy | 61.4% | -8.3% from 2021 | 60.2% | +3.2% | 50.5% | -1.1% | 71.1% | +0.6% | 62.9% | -4.0% | 68.6% | +0.8% | | |
| ADR | \$113.49 | +9.3% | \$88.09 | +3.7% | \$89.75 | +13.2% | \$126.04 | +13.5% | \$252.13 | +2.2% | \$109.86 | +14.6% | | |
| RevPAR | \$69.63 | +0.2% | \$53.05 | +7.0% | \$45.35 | +11.9% | \$89.56 | +14.1% | \$158.59 | -1.9% | \$75.31 | +15.6% | | |

EC Region includes: 6 out of 7 properties; total rooms: 476/541

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

Beaufort County includes: 6 out of 10 properties; total rooms: 401/559

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: 9 out of 12 properties; total rooms: 743/838

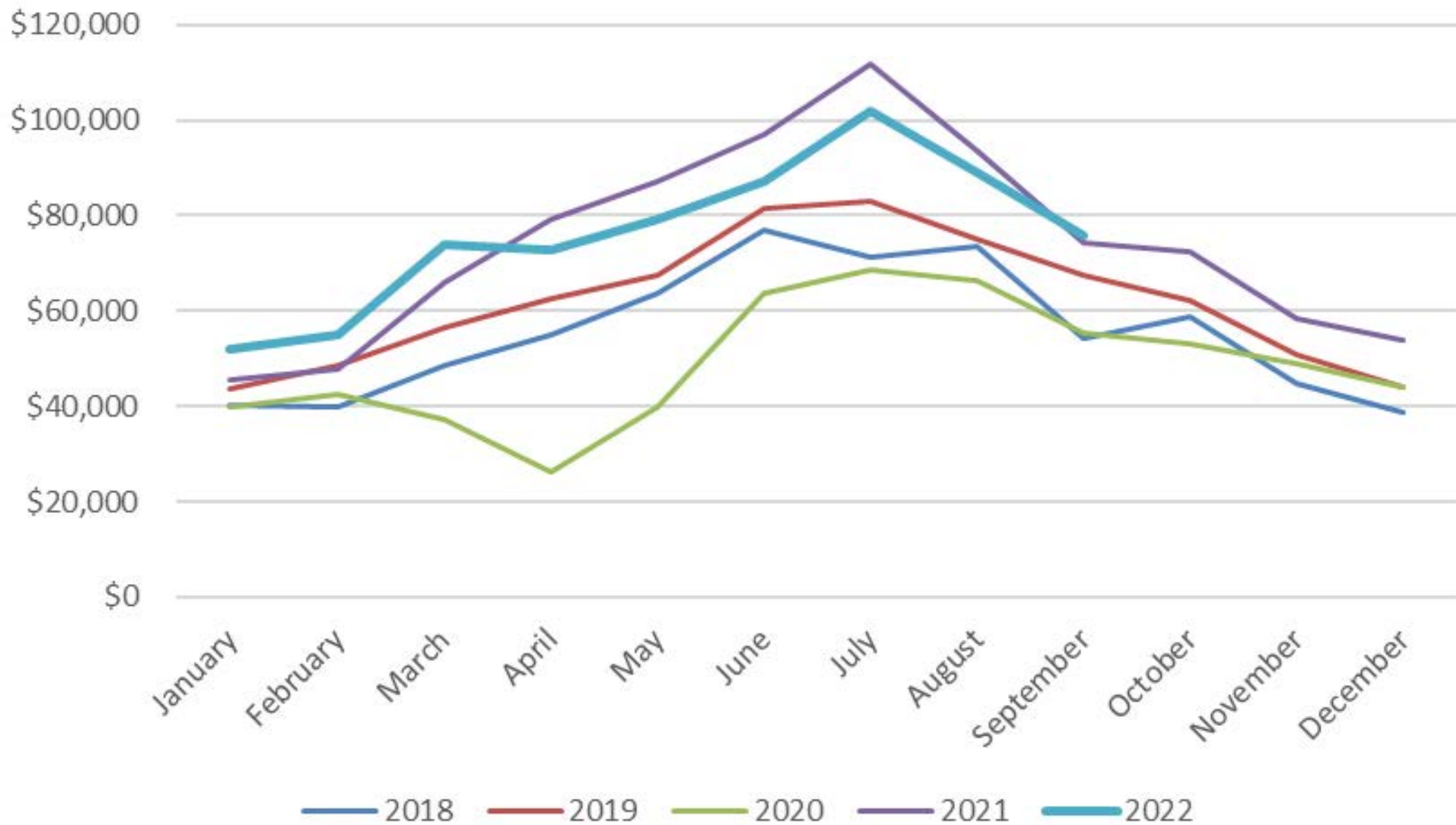
Middle OBX includes: 6 out of 10 properties; total rooms: 687/832; (Kitty Hawk, Duck, Nags Head)

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

ADR= Average Daily Rate

RevPAR= Revenue Per Available Room

Occupancy Tax Collections By Month





NORTH CAROLINA

MUSIC FRIENDLY COMMUNITIES

PILOT PROGRAM

**SOUND
DIPLOMACY**

INTRODUCTION

MUSIC FRIENDLY COMMUNITIES

Music Friendly Communities is a pilot program that **promotes and supports the creation of environments where music is celebrated** and where sustainable measures are taken in order to **support the continued growth of dynamic music ecosystems.**

In doing so, Music Friendly Communities **nurture the many agents and categories that impact and are impacted by the success of a healthy music ecosystem** all the way from the artist that makes music to their audience.

This program follows in the path of similar initiatives like UNESCO Cities of Music, the Music Cities Network, and Texas Music Friendly Communities in recognizing music's contributions to the broader cultural economy.



PILOT AIMS AND OBJECTIVES... SO FAR

AIMS

Establish a community committee to steer the program work

Complete a community music asset inventory

Compile recommendations and community enhancements

Provide economic incentives

Develop a Music Friendly Communities Toolkit

OBJECTIVES

Sustained interest in enhancing music related programming and opportunities

Sustained economic growth from music related industries and local partners

PROCESS

WHAT E-CITY WILL DO

Complete a music asset inventory

Plan and convene stakeholder roundtables and interviews

Analyze data provided in regulatory assessment

Compile the results of the music inventory, stakeholder roundtables, and regulatory assessment into a comprehensive SWOT analysis

WHAT SOUND DIPLOMACY WILL DO

Provide meeting support, programmatic guidelines, and templates for work products to be completed

Assist in the asset inventory

Provide best-practice case studies

Lead a regulatory assessment

Synthesize data

Develop the Music Friendly Communities Toolkit

WHAT NORTH CAROLINA WILL DO

Identify project goals and timeline

Provide support to the coordinator and committee

Participate in meetings and programming when requested

Certify the city as a Music Friendly Community and provide recognition of the success

<https://forms.gle/CnPqHVtPoVCEggV89>

Initial Advisory Committee Members

Elizabeth City



Corrina Ruffieux, Visit EC, Co-Chair

Deborah Malenfant, ECDI, Co-Chair

Seoun Som, AoA

Lauren Luther, AoA

Chris Palestrant, ECSU

Walter Swan, ECSU

Jeff Whelan, ECSU

Douglas Jackson, COA

Mariah Schierer, COA

Sandra Kruger, COA

Christ Whitehurst, Educator & Musician

Tabitha Reese, Ghost Harbor, venue

Sara Boyer, Ghost Harbor, venue & scheduler

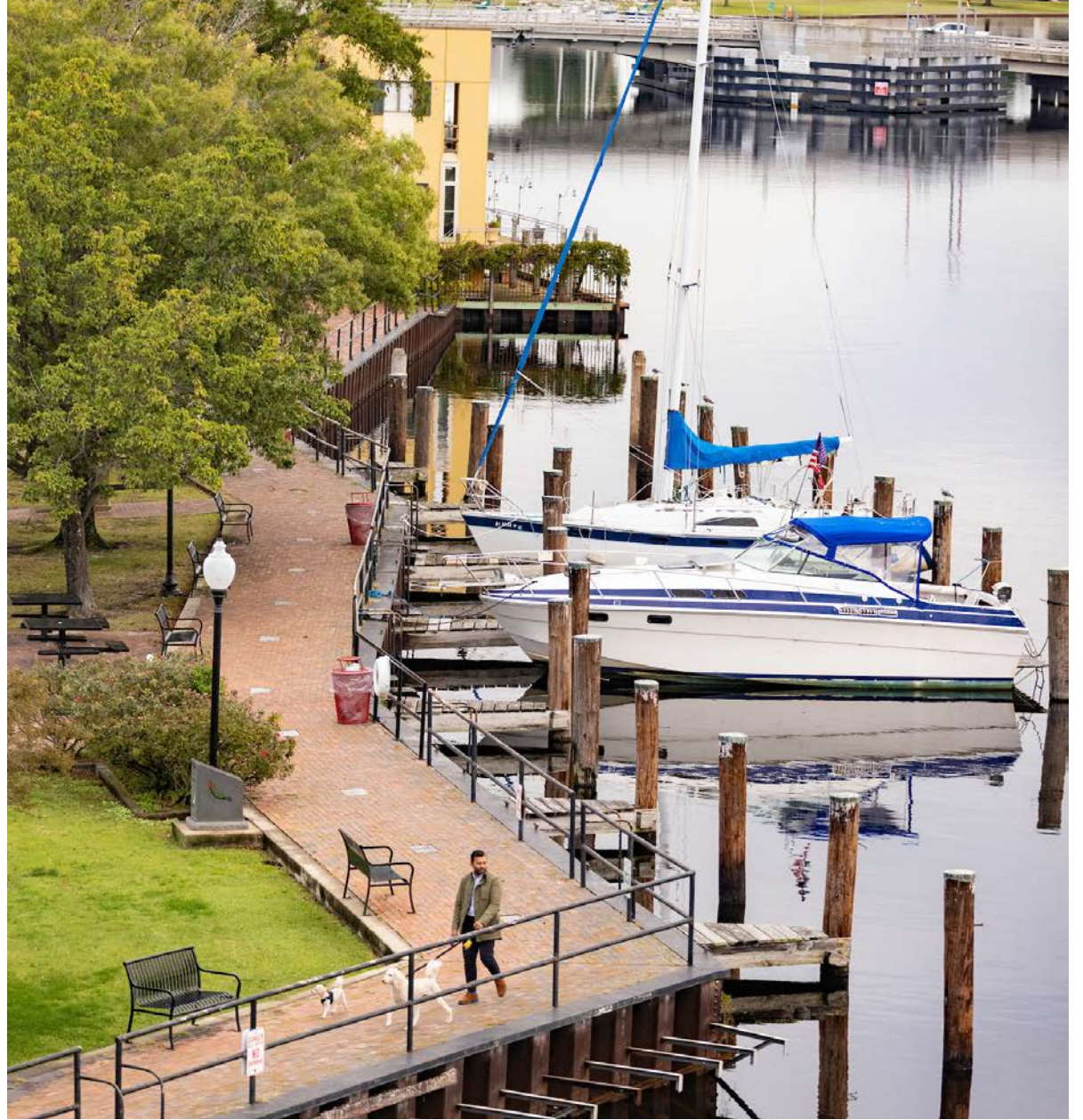
Jeff Mitchell, Community Member, Musician

Save the Date – June 2-4, 2023

NC Year of the Trail will be a year-long opportunity to showcase, promote, and celebrate the diversity of trails across our state for all the benefits trails provide our communities, as we work together to build the brand for North Carolina as **The Great Trails State**.









Christmas in
ELIZABETH
CITY **NORTH**
CAROLINA



2nd Annual Hot Cocoa Crawl
November 25, 2022 – January 15, 2023

www.HotCocoaCapital.com



Elizabeth City

The Hot Cocoa Capital of the World

There's nothing like the holidays to transform the Harbor of Hospitality® into
"The Hot Cocoa Capital of the World!"

Join us from November 25 to January 15 for Elizabeth City's 2nd Annual Hot Cocoa Crawl!

To celebrate this timeless, holiday cup-of-joy, local businesses have united to create a trail of the yummiest hot chocolate treats and cocoa-inspired experiences for locals and visitors to sip and savor. From tradition-with-a-twist to chocolate-infused cocktails to handcrafted cocoa-themed gifts — our community-wide Hot Cocoa Crawl has something to satisfy everyone from Scrooge to Santa.

Along with the coziest mugs of chocolatey goodness, we've decked-out downtown and created a sleigh-full of local events — including our "Christmas Around the World" parade — to make the holidays in Elizabeth City extra special.

www.HotCocoaCapital.com



Hot Cocoa Treats & Eats

You'll want to wake up early and stay up late tasting each and every one of these cocoa infused treats!

Frolic in Festive Fun



Hot Cocoa Stocking Stuffers

Wrap up adorable hot chocolate inspired hand-crafted gifts and specialty selections only in #HotCocoaCapital stops and shops!



Hot Cocoa Stay & Play

It's the most wonderful time to make holiday memories at the extra special Hot Cocoa-themed experiences for local and visitors alike.

Second Annual Coast Guard Marathon Weekend

March 2-4, 2023



ELIZABETH CITY, NC

CoastGuardMarathon.com



At the September North Carolina Defense Summit we were recognized with a Citation of Excellence by the North Carolina Military Affairs Commission for "demonstrating excellence in host community - installation support through the creation of the Coast Guard Marathon, the services first premier road race."



INFORMATION ON NEXT SLIDE
EMBARGOED
UNTIL MID-NOVEMBER

Award for “Innovations in Sports Tourism”

*Special recognition to
Visit Elizabeth City for
showing creativity and
ingenuity in creating a
successful and enjoyable
sporting experience.*



sports
DESTINATION MANAGEMENT

Powered by **dueNorth**
media 

****Embargoed until mid-November****



2023 Coast Guard Marathon Sponsors

AdeNation[®]

Hydration for every body, every day[™]



Fairfield[®]
BY MARRIOTT



SENTARA[®]



COLLEGE OF THE
ALBEMARLE



NAVY FEDERAL[®]
Credit Union

LOCKHEED MARTIN

Elevated Awareness
TCOM



2023 Registrations

Registration Opened on 8/4/22

As of 10/25/22

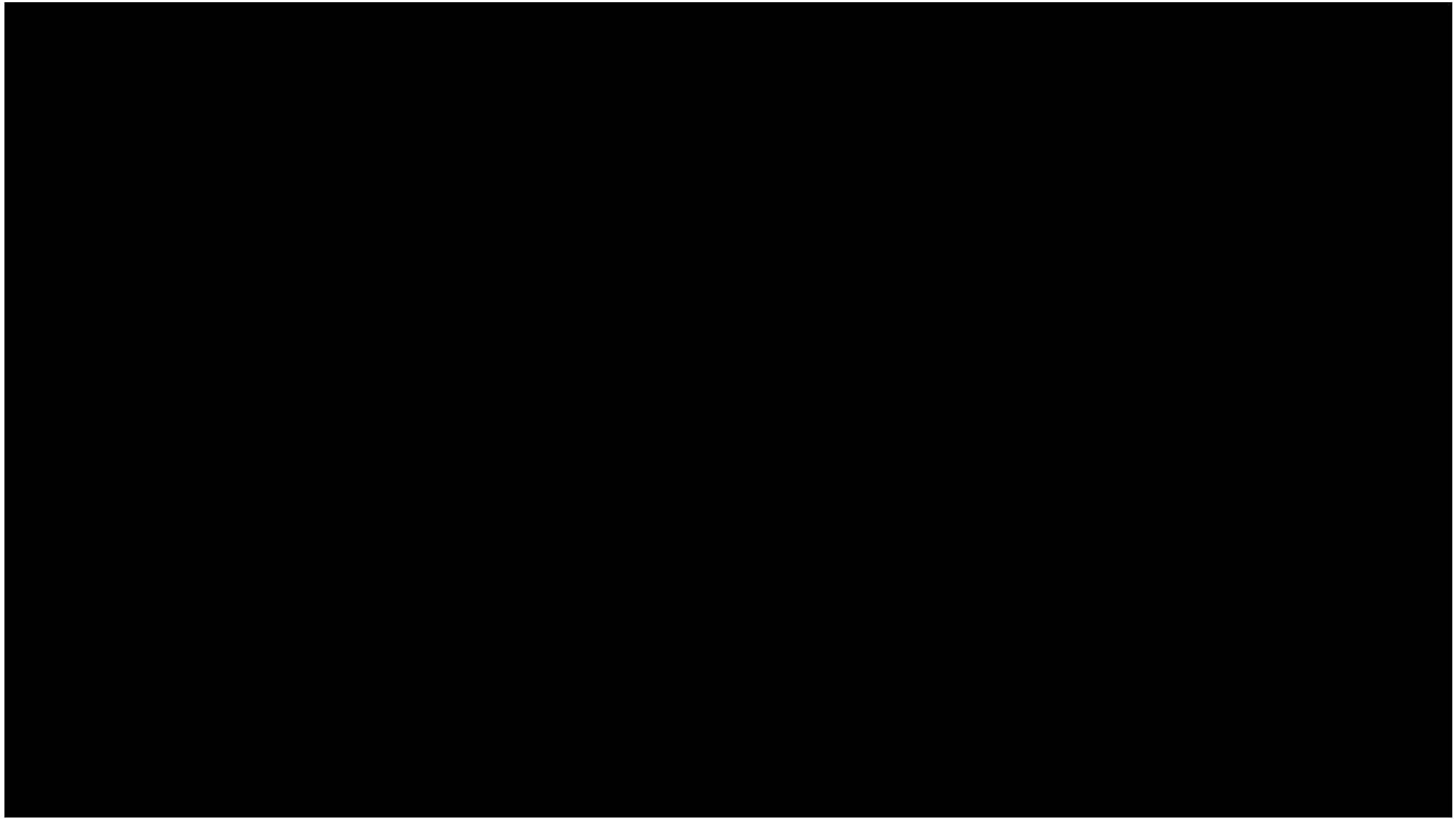
785 registrations

61% in-person

47 states total so far;

38 states in-person!





https://youtu.be/AdRYjvQP_HM



2023 Finishers Medals featuring the 45-foot Response Boat Medium



Old Business



New Business



Other Business

*Thank
you!*

