



## Tourism Dollars Add To Quality Of Life For Dare Residents

### Funds Provide For Community Development And Activities

By the numbers, tourism is Dare County's chief economic driver, meaning visitors create a demand that most of us who live on the OBX help to fulfill on some level. Whether you're a mate on a charter boat, service hotel rooms, cashier at a surf shop or write mortgages for second home owners, you have a vested stake in Dare County tourism remaining vibrant. A lot is made about tourism figures and the health of the industry, from the web pages and broadcast reports of various media outlets to the water cooler discussions of small businesses and local associations. For a lot of us, though, it's easy to see the numbers in the newspaper without necessarily feeling the connection to our daily

lives. Our hope is to share with you over the next few pages some of the ways in which tourism enhances quality of life.

Tourism means jobs and paychecks, and because of the taxes paid by

visitors while they're here, we even enjoy significant tax relief. But in a more real sense, how many of the restaurants, stores and activities that we take part in could survive without visitors coming to the area? Visitors place a higher demand on our infrastructure, but that's why a portion of the visitor occupancy tax goes directly to the County and municipalities to help with the cost of services like waste collection, police and emergency services, that we as residents also utilize.

The Outer Banks Visitors Bureau is funded from part of the tax dollars spent on lodging and dining, and while our primary mission is

### Dare County By The Numbers

**In 2014, Visitor Spending Supported:**

- ✓ \$1.019 Billion Into Local Economy
- ✓ 12,300 Jobs
- ✓ \$207.24 Million Payroll
- ✓ #4 Rank Out Of 100 NC Counties
- ✓ \$2,606 Tax Savings Per Dare Resident

Source: 2014 NC County-by-County Economic Impact Study. ncommerce.com

Residents cont'd page 5

## How Tourism Helps Local Taxpayers

Without tourism, the revenue Dare County & the towns receive from the Occupancy Tax would have to be derived from other sources. The likely alternative would be an increase in our property taxes or a decrease in services. The chart below shows how much of an increase would be needed to replace the millions of dollars tourism brings us through occupancy tax alone.

This is Your Town	This Your Town's Occupancy Tax Money in Fiscal Year 2013/2014	This Is Your Town's Property Tax Increase without Tourism Revenue
Duck	\$917,251.00	5.97¢
Southern Shores	\$985,073.00	5.66¢
Kitty Hawk	\$984,246.00	10.05¢
Kill Devil Hills	\$2,144,664.00	10.34¢
Nags Head	\$2,492,045.00	10.74¢
Manteo	\$597,992.00	9.16¢
Dare County	\$3,892,224.00	3.13¢

## 2015 DARE COUNTY TOURISM BOARD

Tim Cafferty, Chair  
OB Association of REALTORS®

Susie Walters, Vice Chair  
Town of Nags Head

Dorie Fuller, Treasurer  
OB Chamber of Commerce

Ervin Bateman, Asst. Treasurer  
Town of Kitty Hawk

Nancy Caviness, Secretary  
Town of Duck

Sheila Davies, Personnel Chair,  
Town of Kill Devil Hills

Martha Wickre, Town of Manteo

Leo Holland, Town of Southern Shores

Ernie Foster, Member At-Large

Natalie Kavanagh, Member At-Large, Hatteras  
Island

Donny King, Outer Banks Restaurant  
Association

Tonia Cohen, Outer Banks Hotel/Motel  
Association

Wally Overman, Dare County Commissioners

### OUTER BANKS VISITORS BUREAU STAFF

Lee Nettles, Executive Director

Diane Bognich, Director of Administration

Aaron Tuell, Public Relations Manager

Lorrie Love, Tourism Sales and Events  
Manager

Amy Wood, Administrative Specialist/Board Clerk

Cheryl Hannant, Welcome Center Manager

Ginny Heinrich, Aycock Brown Supervisor

Robin Gard, Telephone Services Supervisor

Faye Lewis, Telephone Services Supervisor

Allison Wyant, Web Master

Matt Dubec, IT Manager & Graphic Designer

Curt DeYoung, Facilities Manager

Amanda Druide, Events & Marketing Assistant

Stephanie Hall, Social Media Assistant

The Business of Tourism is published by the Outer Banks Visitors Bureau, written and edited by Amy Wood. We welcome information pertaining to Dare County's tourism industry. Please send news or changes of address to:

One Visitors Center Circle

Manteo, NC 27954

phone: 252-473-2138

fax: 252-473-5777

e-mail: [information@outerbanks.org](mailto:information@outerbanks.org)

# Dare County Tourism Board

## *The Vision*

*"The Board envisions a premier travel destination and year round tourism economy enhancing the quality of life for visitors and residents while celebrating and sustaining the Outer Banks' vibrant natural, historic and cultural offerings."*

The Dare County Tourism Board strives to increase overnight visitation of leisure, business and other group travelers to Dare County's Outer Banks with particular attention given to less-than-peak months through a series of efforts: annual advertising and promotional activities; fulfilling visitor inquiries for information; providing services for leisure, meeting and group travelers during their stays; stimulating local event development through consultation, promotional support and financial assistance; strengthening our local tourism industry with programs to educate, inform and cooperatively market Dare County's Outer Banks; informing local citizens of the value and importance of tourism; by reinvesting in the community with projects needed due to the impact of tourism.

The Outer Banks Visitors Bureau (OBVB) is the lead tourism marketing agency for Dare County and its municipalities and is funded by 1% of the Prepared Food and 1% of the Occupancy taxes collected in Dare County. While the largest portion of the Visitors Bureau annual budget goes to marketing the destination to visitors, the Bureau also invests in capital improvement grant programs locally which are needed due to the impact of tourism but also often help to improve the quality of life for Dare County residents. One such grant program, the Short Term Restricted Fund, is designed to lessen the impact of tourism by providing matching funds to Dare County, its towns and villages, and nonprofit organizations, for projects such as multi-use/bike paths, beach and sound accesses, and parks. Since its inception, the Dare County Tourism Board has awarded more than \$6.2 million for these community-enhancing projects. The Board/Bureau also provides funds to help preserve the natural, historic and cultural resources of Dare County.

In addition, the Board/Bureau administers two grant programs to assist with the development of events: Event Grants and Established Event Developer Grants. Over the years, more than \$1.6 million has been awarded, enabling local non-profit organizations to develop events for the benefit of residents and visitors. Some of the Short Term Restricted and event grant awards are shown later in this brochure. For more information on the grant programs, please visit [outerbanks.org/outerbanks-grants](http://outerbanks.org/outerbanks-grants) or contact Diane Bognich, Grants Administrator at 252-473-2138.



Tim Cafferty, Chairman  
Dare County Tourism Board

# Letter from the Chairman

Greetings!

One of the things I've had the pleasure of participating in this year has been the stewardship reports that Lee Nettles and I have delivered around Dare County, or as someone dubbed it early on "The Tim and Lee Show." Executive Director Lee Nettles and I have made presentations to each of the six town boards in Dare County, the County Commissioners, the Hatteras Island Business Association, The Outer Banks Chamber of

Commerce, The Outer Banks Association of REALTORS, the stakeholders of our industry at our annual tourism summit, and this fall we will round out our tour with presentations to the Restaurant Association, and Hotel/Motel Association.

The purpose of our presentations has been to ensure all in the county have an opportunity to better understand the history of the organization (for instance I am the 25th Chairman of the board), the purpose of the enabling legislation that established the board, the collection and distribution of occupancy and meals tax that is collected, all of the marketing efforts undertaken by the Visitors Bureau and the many, many successes this board has enjoyed through partnerships with the towns and county which have improved the quality of life in Dare county.

In our presentation there are some eye popping numbers. For instance, in 2014 our visitors spent in excess of \$625 million in Dare County on lodging and prepared meals. That is an increase of more than 75% over the last 15 years. Likewise another eye popping number is that Dare County ranks number four (among 100 counties) in North Carolina in terms of tourism. As a result of the contribution of our valued visitors, our quality of life is impacted tremendously. If, for instance, our towns and county were to provide the same level of services that they currently provide without the benefit of tourism we would all pay an additional \$2,600 in taxes to support our infrastructure. Finally, in terms of impact to our economy, our presentation shows that 1 of every 3 residents in Dare County (men, women and children all totaled) have a job directly related to tourism.

It is hard to avoid the importance of our visitors to our economy. Dare County and tourism go hand in hand, and I understand the weighty place our visitors hold in the everyday lives of our residents. I am proud to be the chairman of the board that is tasked with continuing that strong tradition.

All the best!

Tim Cafferty, Chairman,  
Dare County Tourism Board



Lee Nettles  
Executive Director

# The Executive Director's Report

## The Business of Vacations

The travel industry is alive and well in Dare County, cresting one billion dollars in total tourism expenditures in 2014 for the first time ever. Despite the challenges each year seems to bring, local travel and tourism continues to post positive numbers. Occupancy collections have grown in 12 of the last 13 years and have doubled since 2000. Meals collections have seen 67% growth during that same span of time. Of course, the cost of running a business has increased during that time, too, so tourism industry "growth" percentages don't tell the full story of what individual businesses have experienced.

Caveats and disclaimers aside, the travel industry has sustained our community well; it celebrates the people, places and things that make us special. All indicators suggest it will continue to thrive. Fuel prices are low and advantageous for drive-in travel. Consumer confidence is high and surveys of travel intention have risen steadily and now once again compare to the high-water marks the country enjoyed prior to the recession.

Travelers are still sensitive to price, but interestingly, a new national trend is emerging with people willing to pay premium prices for what they perceive as new and unique experiences. "Value," in this case, is less about being inexpensive and more about being worth it. Our destination, with its chain of barrier islands and variety of first-time experiences, is perfectly suited for this trend. But then yet another trend cites the increasing reluctance of Americans to take vacations. According to the US Travel Association, American workers failed to use 429 million vacation days in 2014!

That's where we come in. The Visitors Bureau is actively promoting visitation to Dare County's Outer Banks on all fronts, with a fall television campaign in key feeder markets; online, print and outdoor advertising; and increased support for what have proven to be highly successful social media and email database marketing efforts. While our marketing outreach is significant, it's important to note that we are outspent by several of our competitors; Myrtle Beach, for instance, outspends us 10-to-1. Social media and the Bureau's work with public relations allow us to level that playing field some. Ongoing interactions with event developers and group travel planners help to round out the less than peak months.

Looking forward, we're particularly excited about the redesign of [outerbanks.org](http://outerbanks.org), moving us to a more mobile-friendly responsive design. Mobile devices are quickly displacing desktop computers as the most heavily used tool for travel planning. The redesign will take several months to complete, but once launched, it will include many new promotional opportunities for our local travel partners.

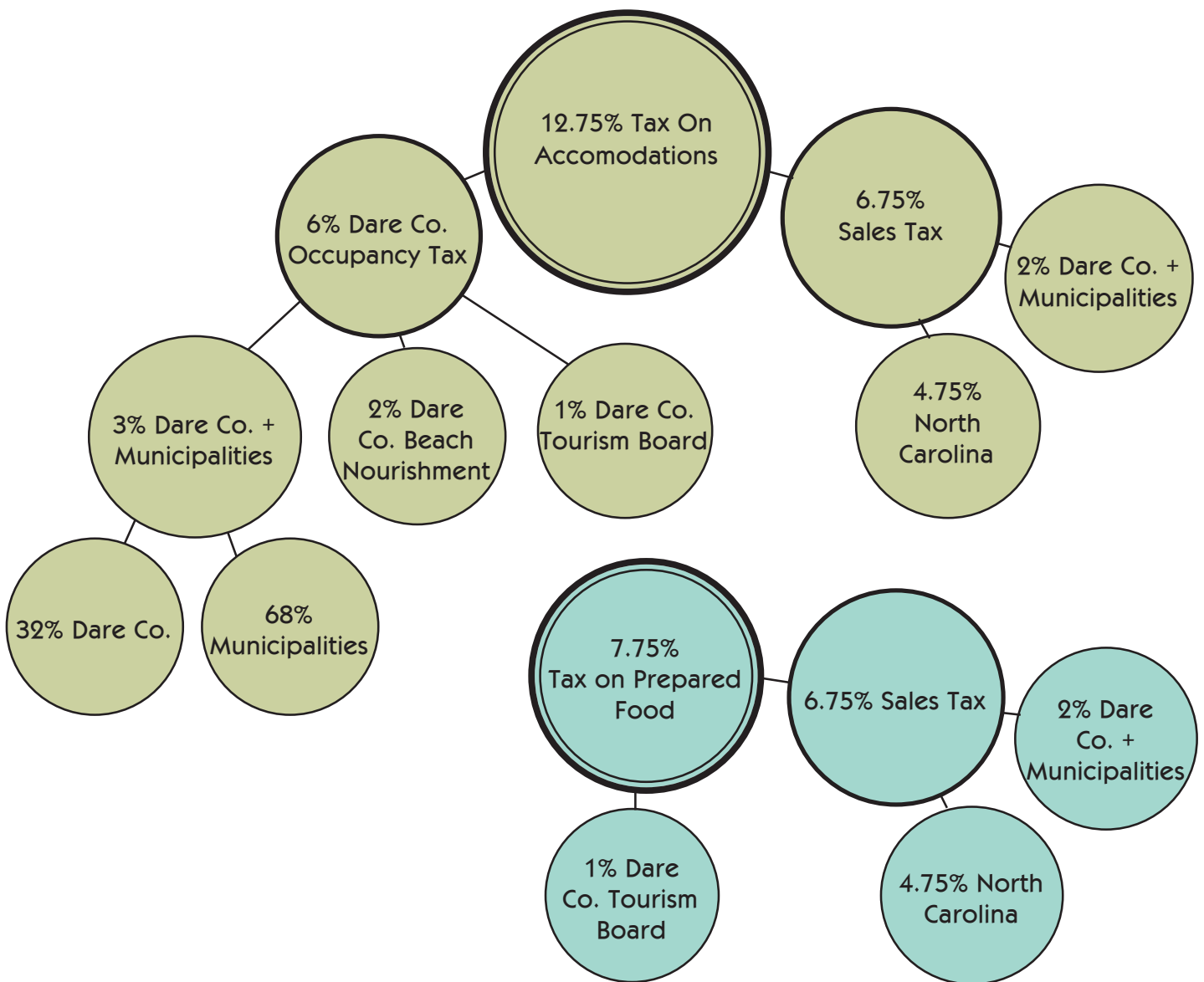
Thank you for being a part of the Outer Banks tourism community!

Best regards,

Lee Nettles, Executive Director  
Outer Banks Visitors Bureau

to market the destination and draw overnight visitation, a significant portion is reinvested in the community through grant programs, event development support and capital projects, such as, multi-use walkways and beach accesses. As you'll see, these grants stretch from Duck in the north to Hatteras Village in the south and all points in between. We look forward to sharing this information with you and thank you for your help in making the Outer Banks a place like no other.

## How the Occupancy And Prepared Food Taxes Are Distributed



**HOW IT WORKS:** Currently, visitors pay 12.75 % in taxes when they stay in a hotel, rental home, campground, cottage court or bed & breakfast. For example, a visitor renting a cottage for \$8,000 a week will pay \$1,020 in taxes, for a total of \$9,020. Of the 12.75% collected, 6.75% is a sales tax and 6% is an occupancy tax, which gets distributed to Dare County, the Towns and Outer Banks Visitors Bureau. In addition, to the occupancy tax, consumers are also taxed 7.75% on prepared foods.



# Restricted Fund Grants

SINCE 1993, THE DARE COUNTY TOURISM BOARD, THROUGH ITS RESTRICTED FUND GRANT PROGRAMS, HAS AWARDED MORE THAN NINE (9) MILLION DOLLARS IN COMMUNITY ENHANCEMENT INITIATIVES. A FULL LIST OF AWARDS, BEGINNING IN 1993, CAN BE FOUND AT [OUTERBANKS.ORG/OUTERBANKS-GRANTS](http://OUTERBANKS.ORG/OUTERBANKS-GRANTS)

0.0325 in	ORGANIZATION	PROJECT	AMOUNT AWARDED
<b>DARE COUNTY/UNINCORPORATED DARE</b>			
2008/2009	Dare County	Glass Crusher for Recycling	\$95,000.00
2009/2010	Dare County	Purple Martin Sound Access & Pier	\$125,000.00
2012/2013	Dare County	Roanoke Island Wellness Trail	\$101,407.50
2013/2014	Dare County	Rodanthe Beach Access	\$350,000.00
		TOTAL	\$671,407.50
<b>DUCK</b>			
2006/2007	Town of Duck	Town Park Property	\$225,000.00
2008/2009	Town of Duck	Town Park Amphitheater	\$125,000.00
2010/2011	Town of Duck	Soundside Boardwalk	\$202,517.00
2013/2014	Town of Duck	Soundside Boardwalk	\$137,500.00
		TOTAL	\$690,017.00
<b>SOUTHERN SHORES</b>			
2005/2006	Town of Southern Shores	S. Dogwood Trail Multi-Use Path	\$50,000.00
		TOTAL	\$50,000.00
<b>KITTY HAWK</b>			
2006/2007	Town of Kitty Hawk	Kitty Hawk Village Multi-Use Path	\$162,000.00
2011/2012	Town of Kitty Hawk	Sandy Run Park Phase II	\$144,890.00
2015/2016	Town of Kitty Hawk	Lillian St Beach Access Parking Expansion	\$17,647.00
		TOTAL	\$324,537.00
<b>KILL DEVIL HILLS</b>			
2006/2007	Town of Kill Devil Hills	East 5th St. Sidewalk System	\$9,750.00
2008/2009	Town of Kill Devil Hills	Bay Drive Bicycle Path	\$62,840.88
2009/2010	Town of Kill Devil Hills	West First Street Multi-Use Path	\$100,000.00
2013/2014	Town of Kill Devil Hills	Frog Pond Electrical	\$7,590.00
2013/2014	Town of Kill Devil Hills	Bay Drive Multi-Use Path	\$148,303.00
2013/2014	Town of Kill Devil Hills	4th of July Fireworks	\$7,937.25
2014/2015	Town of Kill Devil Hills	4th of July Fireworks	\$10,000.00
2015/2016	Town of Kill Devil Hills	Sidewalk along the west side of US 158	\$80,250.00
		TOTAL	\$426,670.00
<b>NAGS HEAD</b>			
2006/2007	Town of Nags Head	Baltic St. Beach Access	\$60,000.00
2007/2008	Town of Nags Head	E. Bittern St. Beach Access	\$11,675.00
2007/2008	Town of Nags Head	Indigo St. Beach Access	\$16,550.00
2007/2008	Town of Nags Head	June Street Beach Access	\$18,300.00
2009/2010	Town of Nags Head	West Side of 158 Multi-Use Path, Phase 111	\$175,000.00
2010/2011	Town of Nags Head	4th of July Fireworks	\$12,500.00
2011/2012	Town of Nags Head	4th of July Fireworks	\$10,000.00
2012/2013	Town of Nags Head	Whalebone Park	\$150,000.00
2012/2013	Town of Nags Head	4th of July Fireworks	\$10,000.00
2013/2014	Town of Nags Head	Multi-Use Path, Westside of US158 (Phase V)	\$92,088.00
2013/2014	Town of Nags Head	4th of July Fireworks	\$8,731.25
2014/2015	Town of Nags Head	Multi-Use Path, Westside of US158 (Phase VI)	\$124,880.00
2014/2015	Town of Nags Head	4th of July Fireworks	\$10,000.00
2015/2016	Town of Nags Head	Multi-Use Path, Westside of US158 (Phase VII)	\$120,000.00
		TOTAL	\$819,724.00

# Restricted Fund Grants

RESTRICTED FUND GRANTS ARE FOR PROGRAMS OR SERVICES NEEDED DUE TO THE IMPACT OF TOURISM. RESTRICTED FUND GRANTS ARE MATCHING GRANTS.

FISCAL YEAR	ORGANIZATION	PROJECT	AMOUNT AWARDED
<b>MANTEO</b>			
2007/2008	Town of Manteo	Wayfinding Kiosks	\$25,200.00
2008/2009	Town of Manteo	Pea Island Cookhouse Restoration	\$7,500.00
2010/2011	Town of Manteo	4th of July Fireworks	\$9,250.00
2011/2012	Town of Manteo	Boat Shed @ Collins Park	\$15,000.00
2011/2012	Town of Manteo	4th of July Fireworks	\$9,250.00
2012/2013	Town of Manteo	4th of July Fireworks	\$9,250.00
2013/2014	Town of Manteo	4th of July Fireworks	\$7,937.25
2014/2015	Town of Manteo	4th of July Fireworks	\$10,000.00
		<b>TOTAL</b>	<b>\$93,387.25</b>
<b>HATTERAS ISLAND</b>			
2006/2007	Dare County	Hatteras Island Mutli-Use Path	\$100,000.00
2007/2008	Hatteras Village Civic Assoc.	Dune Walkover @MP 69.5	\$5,000.00
2007/2008	Dare County	Hatteras Island Multi-Use Path	\$100,000.00
2008/2009	Dare County	Hatteras Island Multi-Use Path	\$100,000.00
2010/2011	Hatteras Village Civic Assoc.	Eagle Pass Nature Trail/Boardwalk	\$75,000.00
2011/2012	Avon Property Owners Assoc.	4th of July Fireworks	\$7,500.00
2012/2013	Dare Co. OB Scenic Byways	Wayfinding & Orientation Kiosks	\$25,000.00
		<b>TOTAL</b>	<b>\$412,500.00</b>
<b>NON PROFIT ORGANIZATIONS</b>			
2006/2007	Elizabethan Gardens	Signage, Lights, Walkways, Roof work	\$21,098.50
2006/2007	Dare Co. Master Gardeners	Teaching Garden	\$4,700.00
2010/2011	Nature Conservancy-NH Woods	Accessible Multi-Use Trail	\$84,318.00
2011/2012	Avon Property Owners Assoc.	4th of July Fireworks	\$7,500.00
2011/2012	Dare County Arts Council	Restoration of Courthouse	\$100,000.00
2011/2012	Chicamacomico Rescue Service	Lifeguard Support	\$25,000.00
2012/2013	Avon Property Owners Assoc.	4th of July Fireworks	\$9,000.00
2013/2014	Avon Property Owners Assoc.	4th of July Fireworks	\$7,144.25
2013/2014	Dare Co. Outer Banks Scenic Byway Cmt	Interpretive Plan for Byway	\$26,500.00
2014/2015	Avon Property Owners Assoc.	4th of July Fireworks	\$9,712.50
		<b>TOTAL</b>	<b>\$294,973.25</b>
<b>GRANTS FROM NATURAL, HISTORIC AND CULTURAL LINE ITEM WITHIN RESTRICTED FUND GRANTS</b>			
2006/2007	Graveyard of the Atlantic Museum	Complete Loan to Join NC Museum System	\$70,000.00
2007/2008	Chicamacomico Historical Assoc.	Repairs to Roof After Lightening Strike.	\$10,000.00
2007/2008	Roanoke Island Historical Assoc.	Lost Colony Costumes Replaced after fire	\$250,000.00
2009/2010	Outer Banks Conservationists	Move windmill to Manteo	\$16,000.00
2009/2010	Friends of Graveyard Atlantic Museum	Hotel D'Afrique/Minnesota Monument	\$8,000.00
2010/2011	First Flight Foundation	Soaring 100 Exhibits	\$10,000.00
2010/2011	Roanoke Island Historical Assoc.	Lost Colony Gazebo Renovations	\$95,000.00
2011/2012	Chicamacomico Historical Assoc.	Repairs to Midgett House	\$27,000.00
2011/2012	Coastal Wildlife Refuge Society	Canoe/Kayak Dock at Alligator River	\$1,500.00
2012/2013	Town of Manteo	Net Shed	\$54,600.51
2013/2014	Manteo Preservation Trust	Belfry Tower	\$19,250.00
2014/2015	NC Aquarium Society	Aquarium Exhibits	\$25,000.00
2014/2015	Dare County	Oregon Inlet Emergency Dredging	\$300,000.00
2014/2015	Roanoke Island Historical Assoc.	Soundstage Renovations, Phase 2	\$57,000.00
2014/2015	Chicamacomico Historical Assoc.	Restoration at LifeSaving Station	\$65,412.00
2015/2016	Dare County	Dredging for Dare County Inlets	\$1,000,000.00
		<b>TOTAL</b>	<b>\$2,008,762.51</b>





Outer Banks Marathon



WinterLights



Duck Town Boardwalk





Nags Head July 4th Fireworks



Storm the Beach



Windmill Art Fair



Chicamacomico LSS



Day at the Docks



# Event Grants

EVENT GRANTS ARE FOR THE PRIMARY PURPOSE OF ASSISTING DARE COUNTY BASED GROUPS TO CREATE AND HOLD EVENTS THAT DRIVE OVERNIGHT VISITATION TO DARE COUNTY'S OUTER BANKS DURING LESS THAN PEAK MONTHS .

0.0325 in	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2013/2014	Cape Hatteras Anglers Club	Invitational Surf Fish Tournament	\$5,000.00
	Chicamacomico Banks Fire Dept	Chicamacomico Banks Annual Chili Cook-Off	\$1,425.00
	Children at Play	Manx on the Banks	\$4,000.00
	Community Care Clinic of Dare	Ride 4 Life	\$1,000.00
	Dare County Arts Council	Rock the Cape 2014	\$4,750.00
	Dare County Arts Council	Outer Banks Veterans Week	\$4,650.00
	Dare County Parks & Recreation	Annual Combined Tennis Tournament	\$5,478.00
	Eastern Surfing Association	ESA Easterns	\$5,600.00
	Elizabethan Gardens	WinterLights	\$11,482.00
	First Flight Society	National Aviation Day	\$2,000.00
	First Flight Society	December 17th Flyover	\$13,480.00
	Hatteras Village Civic Assoc.	Day at the Docks	\$13,480.00
	Hatteras Village Civic Assoc.	Storytelling Festival	\$11,250.00
	Manteo Preservation Trust	Roanoke Island Christmas Weekend	\$5,141.00
	NC VIP Fishing Tournament	NC Lions Visually Impaired Person Fishing Tournament	\$6,340.00
	OB Chamber of Commerce	Summeritaville	\$1,500.00
	OB Seafood Festival	2014 OB Seafood Festival	\$39,480.00
	OB Wedding Association	Wedding Weekend & Expo	5,000.00
	Roanoke Isl. Historical Assoc.	Haunted History	\$2,000.00
	Roanoke Isl. Historical Assoc.	PsychoPath	\$7,500.00
	Rogallo Foundation	Outer Banks Brewtag	\$8,000.00
	Town of Duck	2014 Duck Jazz Festival	\$5,390.00
	Town of Manteo	Cycle NC	\$4,000.00
		TOTAL	\$160,216.00
2014/2015	Beach Food Pantry	Holiday Chef's Challenge	\$5,500.00
	Dare County Arts Council	2015 Rock the Cape	\$5,500.00
	Dare County Arts Council	OBX Brewfest	\$8,000.00
	Eastern Surfing Association	Mid-Atlantic Regional Championships	\$10,000.00
	Elizabethan Gardens	Daffodilly Fest: Big Bugs & Blooms	\$10,000.00
	Hatteras Island Youth Education Fund	Shore Break 5K & Tide Pool Run	\$6,500.00
	OBX Storm	SND Soccer Tournament	\$8,000.00
	Roanoke Isl. Historical Assoc.	Haunted History	\$5,500.00
	SAIL NC	A-Class & Catamaran Championships	\$17,000.00
	Advice 5K	20th Annual Advice 5k Turkey Trot	\$5,500.00
	Cape Hatteras Anglers Club	Invitational Surf Fishing Tournament	\$5,000.00
	Dare County Arts Council	DASH Symposium/Surfalorus Film Festival	\$6,000.00
	Dare County Arts Council	2015 Outer Banks Veterans Week	\$3,000.00
	Don & Catharine Bryan Cultural Series	Pirates of Penzance	\$3,500.00
	Friends of Jockey's Ridge	Carolista Baum's Birthday	\$1,500.00
	Manteo Rotary Club	Inshore Slam Fishing Tournament	\$9,000.00
	Roanoke Island Historical Assoc.	PsychoPath	\$10,000.00
	Sudan Shrine Temple	Sudan Shrine Ceremonial	\$12,500.00
		TOTAL	\$132,000.00

## Event Grants

EVENT GRANTS ARE FOR THE PRIMARY PURPOSE OF ASSISTING DARE COUNTY BASED GROUPS TO CREATE AND HOLD EVENTS THAT DRIVE OVERNIGHT VISITATION TO DARE COUNTY'S OUTER BANKS DURING LESS THAN PEAK MONTHS .

FISCAL YEAR	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2015/2016	Beach Food Pantry	Holiday Chefs Challenge	\$4,500.00
	Brews for the Brave, Inc	Americana Beer Fest	\$5,000.00
	Dare County Arts Council	Rock the Cape	\$5,500.00
	Hatteras Island Youth Education Fund	Surfin' Turkey 5K & Puppy Drum Run	\$5,000.00
	Manteo Preservation Trust	Holiday Tour of Homes	\$2,500.00
	OBX Storm	SND Soccer Tournament	\$7,500.00
	Outer Banks Volunteer Network	Outer Banks Craft Beer Week	\$20,000.00
	Outer Banks Wedding Association	Outer Banks Wedding Weekend	\$3,000.00
	Roanoke Island Historical Association	Ghosts of the Lost Colony	\$7,500.00
		<b>TOTAL</b>	<b>\$60,500.00</b>

## Established Event Developer Grants

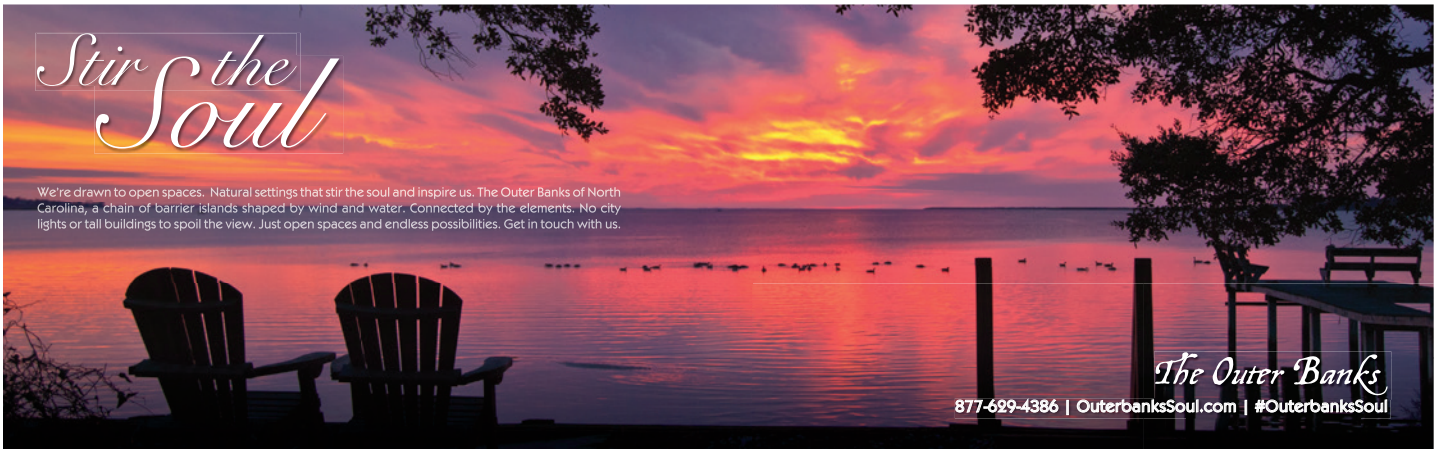
ESTABLISHED EVENT DEVELOPER GRANT'S (EED GRANT) PRIMARY PURPOSE IS TO PROVIDE A SET OF GUIDELINES FOR ORGANIZERS WHO HAVE DEVELOPED EVENTS THAT HAVE RECEIVED THREE (3) YEARS OF SUPPORT FROM THE OUTER BANKS VISITORS BUREAU AND TO ASSIST IN LONG-TERM FUNDING OF EVENTS THAT ARE PROVEN TO BRING VISITORS TO DARE COUNTY'S OUTER BANKS BETWEEN AUGUST 15TH AND JUNE 15TH.

FISCAL YEAR	ORGANIZATION	EVENT/PROJECT	AMOUNT AWARDED
2012/2013	Dare Co. Restaurant Assoc.	Taste of the Beach (Year 1)	\$17,500.00
	Outer Banks Sporting Events	Marathon/Flying Pirate/Storm the Beach/Tri (Year 1)	\$75,000.00
		<b>TOTAL</b>	<b>\$92,500.00</b>
2013/2014	Dare Co. Restaurant Assoc.	Taste of the Beach (Year 2)	\$17,500.00
	Outer Banks Sporting Events	Marathon/Flying Pirate/Storm the Beach/Tri (Year 2)	\$75,000.00
		<b>TOTAL</b>	<b>\$92,500.00</b>
2014/2015	Dare Co. Restaurant Assoc.	Taste of the Beach (Year 3)	\$17,500.00
	Outer Banks Sporting Events	Marathon/Flying Pirate/Storm the Beach/Tri (Year 3)	\$75,000.00
		<b>TOTAL</b>	<b>\$92,500.00</b>
2015/2016	Eastern Surfing Assoc.	ESA Easterns (Year 1)	\$10,000.00
	Elizabethan Gardens	WinterLights (Year 1)	\$15,000.00
	Hatteras Village Civic Assoc.	Christmas Parade/Storytelling Festival/Starry Nights Day at the Docks (Year 1)	\$25,000.00
	Outer Banks Seafood Festival	Outer Banks Seafood Festival	\$35,000.00
	Outer Banks Sporting Events	Marathon/Flying Pirate/Storm the Beach/Tri (Year 1)	\$75,000.00
	Town of Duck	Jazz Fest (Year 1)	\$6,000.00
		<b>TOTAL</b>	<b>\$166,000.00</b>

A list of past grant recipients can be found at [outerbanks.org/outerbanks-grants](http://outerbanks.org/outerbanks-grants). To inquire about the grant programs offered by the Tourism Board, contact Diane Bognich, Director of Administration, at 252-473-2138 or [bognich@outerbanks.org](mailto:bognich@outerbanks.org).



# “Stir the Soul” Campaign Underway



This ad appears in the September 2015 issue of Our State Magazine

The Outer Banks Visitors Bureau has been executing the “Stir the Soul” campaign for a few months now in print publications, television and online. You may have seen some of these in Our State magazine, National Geographic Traveler, Bridal Guide and Good Housekeeping to name a few. You may also have seen the “Stir the Soul” TV commercials in the Raleigh/Triangle market of North Carolina on WRAL-TV or WTKR in Hampton Roads.

## Phase I of The Soundside Event Site Completed

The Tourism Board is pleased to announce the completion of Phase 1 development for The Soundside event site in Nags Head. The Tourism Board is the majority owner of the property and responsible for site management and development. As such, the event venue offers the Board another tool in its efforts to drive overnight visitation, particularly during the less than peak seasons.

Visitors to The Soundside will immediately notice the site enhancements, which encompass much of the property’s 10 acres. The northern parcel features reinforced turf areas to help with set up/take down of tents or staging, paved parking, landscaping, irrigation, lighting and a tented welcome area.

“We are excited about The Soundside and can’t wait to share it with locals and visitors,” said Lee Nettles, Executive Director of the Outer Banks Visitors Bureau. “The site provides infrastructure for event developers, but makes the most of the Outer Banks natural setting, too.”



The full plan includes four eventual phases of development, but each phase has been designed to stand on its own. The site wasted no time getting into action. In fact, Outer Banks Brewfest and the Windmill Point Art Fair occurred while Phase I work was still taking place. The Soundside also recently hosted a stunt kite festival, a 9/11 commemoration, and will soon welcome guests to the Outer Banks Seafood Festival on October 17th and Brewtag on October 24th.

To rent the event site, please contact Lorrie Love, Tourism Sales and Event Manager, at [love@outerbanks.org](mailto:love@outerbanks.org).