



# Currituck County TOURISM ADVISORY BOARD AGENDA

Monday, November 25, 2024, 5:00 PM  
Historic Currituck Courthouse Conference Room  
153 Courthouse Road  
Room 205  
Currituck, North Carolina 27929

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	Pages
<u>Call to Order - 5:00 PM</u>	
<u>Approval of Agenda</u>	
<u>Approval of September 9, 2024 Meeting Minutes</u>	2
<u>County Manager Report</u>	
<u>Old Business</u>	
1. Rebranding – Alex Perry	6
2. 2025 Marketing Initiatives – Alex Perry	
3. America 250 NC Projects Progress – Tameron Kugler	
<u>New Business</u>	
1. Review changes to Event Grant	
2. Make change recommendations of Event Grant to the Tourism Development Authority	
<u>Director's Report</u>	
1. Occupancy Tax Report	13
2. New Team Members	
3. Upcoming Events (Christmas Craft Village, Polar Express)	
<u>Board Members' Report</u>	
<u>Other Business</u>	
<u>Adjourn</u>	



**CURRITUCK COUNTY  
NORTH CAROLINA**

**Minutes - Regular Meeting of the Tourism Advisory Board**

September 9, 2024, 5:00 p.m.

Present:	Daryl Harlow Benjamin Beasely Janice Farr Sharon Price	Chair Vice Chair Board Member Board Member
Absent:	Damian Dondero Tracy Krizmanich Kenneth Lankford	Board Member Board Member Board Member
Staff Present:	Rebecca Gay Tameron Kugler	Interim County Manager Ex-Officio
Staff Absent:	Paul M. Beaumont	Ex-Officio

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**1. Call to Order - 5:00 PM**

1. Meeting called to order at 5:06 PM

**2. Approval of Agenda**

**MOVER:** Janice Farr

**SECONDER:** Sharon Price

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**3. Approval of May 13, 2024 & November 13, 2023 Meeting Minutes**

**MOVER:** Sharon Price

**SECONDER:** Benjamin Beasely

Approval of November, 13, 2023, minutes.

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**MOVER:** Benjamin Beasely

**SECONDER:** Janice Farr

Approval of September 9, 2024, minutes

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

**4. County Manager Report**

Rebecca reported that she did not have anything to report and thanked all in attendance for coming.

**5. Old Business**

**1. Discussion of Revisions to the Event Grant Guidelines**

- Tameron went over the intent of the event grant for– to bring new events to attract tourists to Currituck, and that the intent is to help them build up an event, not to prop them up – it is in the application that they should be striving for self-support.
- Discussed the possibly of a tier system at an earlier meeting.
- A profit or nonprofit is eligible for full funding of \$20,000 if all requirements met on application - after 3 years only eligible for 50% of full-funding if all requirements are met on application.

**2. America 250 North Carolina Grant**

- Received \$30,000 grant for John Jasper White statue – artist has started on design with Computer Aided Design (CAD) drawings.
- Needs to be approved by America 250 North Carolina.
- Statue is bronze but the fabric of the boat and arch will be corten steel.

- Structural engineer will work with artist and this will determine the depth and width of the concrete base.

## **6. New Business**

### **1. Rebranding – New Name**

- Tameron showed the video by Chandlerthinks.
- Uniform Resource Locators (URL) have been acquired and marketing has started with new name.
- The name was based on a lot of data of visitors, residents, regional areas, etc..
- Some businesses are already using the Northern Outer Banks – Northern Outer Banks Brewery, for example.
- Messaging for Mainland, part of The Northern Outer Banks, talks about a different visitor experience apart from the beach.

### **2. Christmas Event at the Outer Banks Center for Wildlife Education December 13, 14**

- Two showing of Polar Express each day at 3:00 and 6:30 p.m..
- Extension is letting us use their ticketing system as only 60 tickets will be allowed per showing in auditorium (240 in total).

## **7. Director's Report**

### **1. Occupancy Tax Report**

Occupancy Tax – no report this meeting as budget hasn't been rolled over yet.

### **2. New Team Members**

New Team Members – Taylor Mullins – Wildlife Resource Center and Emily O'Neal - Promo Events

### **3. Upcoming Events**

Upcoming events – Bulls & BBQ November 9, 2024 (Possibility it could be cancelled as the Master's is the weekend before and many of the competitors don't want to turn around and travel for the next weekend).

## **8. Board Members' Report**

- Board members mentioned that residents complaining about tax bill.
- BJs busy – Benjamin joined the Currituck Chamber Board.
- Built to Last, busy summer – material and labor costs have been up.

- Always in Bloom doing well.
- Sun Realty – good summer but glad it is on the wind down.

**9. Other Business**

No other business.

**10. Adjourn**

Adjourned at 6:30 p.m..

**MOVER:** Benjamin Beasely

**SECONDER:** Daryl Harlow

AYES (4): Daryl Harlow, Benjamin Beasely, Janice Farr, and Sharon Price

ABSENT (3): Damian Dondero, Tracy Krizmanich, and Kenneth Lankford

**RESULT: Approved (4 to 0)**

# WHERE IN THE OBX

WILL YOU MAKE THE BIGGEST  
SPLASH IN THEIR SUMMER?

Only in The Northern Outer Banks



Only in The Northern Outer Banks will memories be filled with Corolla Wild Horses roaming free on pristine beaches, historic maritime attractions, luxurious accommodations and abundant laidback family fun.

[TheNorthernOuterBanks.com](http://TheNorthernOuterBanks.com)

# WHERE IN THE OBX

Only in The Northern Outer Banks



[TheNorthernOuterBanks.com](http://TheNorthernOuterBanks.com)

# WHERE IN THE OBX



NORTHERN  
OUTER BANKS

[Explore Now](#)



# WHERE IN THE OBX

CAN YOU SEE WILD HORSES  
AND DOLPHINS IN THE SAME PLACE?

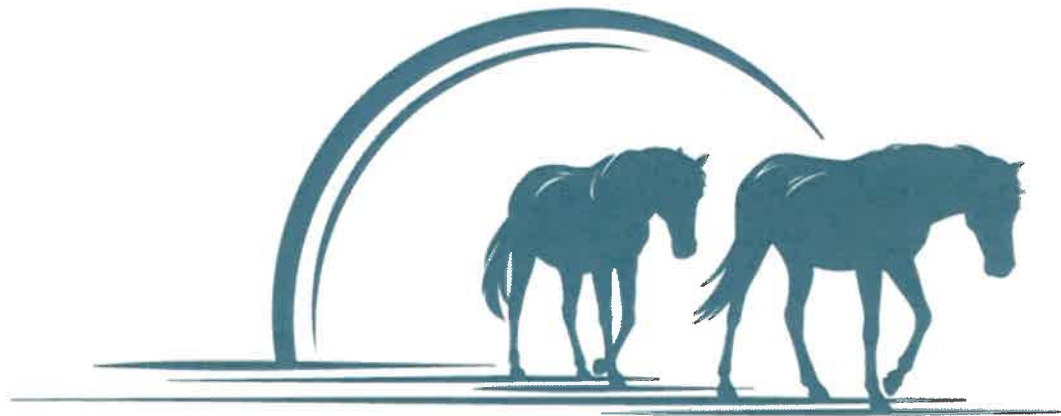
Only in The Northern Outer Banks



  
NORTHERN  
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# NORTHERN OUTER BANKS

# WHERE IN THE OBX

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# WHERE IN THE OBX



	6/30/2025	6/30/2024	6/30/2019	6/30/2025	6/30/2024	6/30/2019
	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>			
July	4,428,284	3,610,598	2,577,657	71.79%	40.07%	22.55%
August	5,131,714	6,510,007	3,864,996	32.77%	68.44%	-6.25%
September	4,736,459	4,303,181	3,076,153	53.97%	39.89%	2.45%
October	1,749,216	1,889,674	1,235,391	41.59%	52.96%	3.71%
November	648,612	688,133	331,896	95.43%	107.33%	-4.66%
December	0	263,175	158,968	-100.00%	65.55%	2.32%
January	0	177,759	55,551	-100.00%	219.99%	0.90%
February	0	248,404	72,062	-100.00%	244.71%	10.55%
March	0	205,193	47,027	-100.00%	336.33%	47.99%
April	0	311,502	83,532	-100.00%	272.92%	7.03%
May	0	518,177	291,567	-100.00%	77.72%	14.67%
June	0	993,036	638,475	-100.00%	55.53%	5.76%
	<b>Cummulative</b>	<b>Cummulative</b>	<b>Cummulative</b>			
July	4,428,284	3,610,598	2,577,657	71.79%	40.07%	22.55%
August	9,559,998	10,120,605	6,442,654	48.39%	57.09%	3.48%
September	14,296,457	14,423,786	9,518,807	50.19%	51.53%	3.14%
October	16,045,673	16,313,460	10,754,198	49.20%	51.69%	3.21%
November	16,694,285	17,001,593	11,086,094	50.59%	53.36%	2.95%
December	16,694,285	17,264,768	11,245,063	48.46%	53.53%	2.94%
January	16,694,285	17,442,527	11,300,614	47.73%	54.35%	2.93%
February	16,694,285	17,690,931	11,372,676	46.79%	55.56%	2.98%
March	16,694,285	17,896,124	11,419,703	46.19%	56.71%	3.11%
April	16,694,285	18,207,626	11,503,235	45.13%	58.28%	3.13%
May	16,694,285	18,725,803	11,794,802	41.54%	58.76%	3.39%
June	16,694,285	19,718,839	12,433,277	34.27%	58.60%	3.51%
BUDGET	(10,500,000)	(10,500,000)	(10,500,000)			

	6/30/2025	6/30/2024	6/30/2023	6/30/2022	6/30/2021	6/30/2020	6/30/2019	6/30/2025	6/30/2024	6/30/2023	6/30/2022	6/30/2021	6/30/2020	6/30/2019
	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>	<b>Monthly</b>										
July	4,428,284	3,610,598	3,416,551	4,192,243	2,948,521	2,840,160	2,577,657	22.65%	5.68%	-18.50%	42.18%	3.82%	10.18%	22.55%
August	5,131,714	6,510,007	6,294,618	4,042,114	4,020,578	3,474,775	3,864,996	-21.17%	3.42%	55.73%	0.54%	15.71%	-10.10%	-6.25%
September	4,736,459	4,303,181	4,103,166	3,944,598	4,035,315	3,454,013	3,076,153	10.07%	4.87%	4.02%	-2.25%	16.83%	12.28%	2.45%
October	1,749,216	1,889,674	1,798,805	1,666,589	1,494,297	1,066,892	1,235,391	-7.43%	5.05%	7.93%	11.53%	40.06%	-13.64%	3.71%
November	648,612	688,133	835,732	830,194	865,476	353,694	331,896	-5.74%	-17.66%	0.67%	-4.08%	144.70%	6.57%	-4.66%
December	0	263,175	310,240	338,301	337,975	136,699	158,968	-100.00%	-15.17%	-8.29%	0.10%	147.24%	-14.01%	2.32%
January	0	177,759	137,309	142,071	393,241	242,105	55,551	-100.00%	29.46%	-3.35%	-63.87%	62.43%	335.82%	0.90%
February	0	248,404	271,366	297,298	242,098	113,670	72,062	-100.00%	-8.46%	-8.72%	22.80%	112.98%	57.74%	10.55%
March	0	205,193	166,705	146,184	169,426	63,666	47,027	-100.00%	23.09%	14.04%	-13.72%	166.12%	35.38%	47.99%
April	0	311,502	232,512	206,244	319,163	43,824	83,532	-100.00%	33.97%	12.74%	-35.38%	628.28%	-47.54%	7.03%
May	0	518,177	599,724	773,856	618,295	17,730	291,567	-100.00%	-13.60%	-22.50%	25.16%	3387.28%	-93.92%	14.67%
June	0	993,036	1,157,258	1,383,590	1,491,620	661,393	638,475	-100.00%	-14.19%	-16.36%	-7.24%	125.53%	3.59%	5.76%
	<b>Cummulative</b>	<b>Cummulative</b>	<b>Cummulative</b>	<b>Cummulative</b>										
July	4,428,284	3,610,598	3,416,551	4,192,243	2,948,521	2,840,160	2,577,657	22.65%	5.68%	-18.50%	42.18%	3.82%	10.18%	22.55%
August	9,559,998	10,120,605	9,711,169	8,234,357	6,969,099	6,314,935	6,442,654	-5.54%	4.22%	17.93%	18.16%	10.36%	-1.98%	3.48%
September	14,296,457	14,423,786	13,814,335	12,178,955	11,004,414	9,768,948	9,518,807	-0.88%	4.41%	13.43%	10.67%	12.65%	2.63%	3.14%
October	16,045,673	16,313,460	15,613,140	13,845,544	12,498,711	10,835,840	10,754,198	-1.64%	4.49%	12.77%	10.78%	15.35%	0.76%	3.21%
November	16,694,285	17,001,593	16,448,872	14,675,738	13,364,187	11,189,534	11,086,094	-1.81%	3.36%	12.08%	9.81%	19.43%	0.93%	2.95%
December	16,694,285	17,264,768	16,759,112	15,014,039	13,702,162	11,326,233	11,245,063	-3.30%	3.02%	11.62%	9.57%	20.98%	0.72%	2.94%
January	16,694,285	17,442,527	16,896,421	15,156,110	14,095,403	11,568,338	11,300,614	-4.29%	3.23%	11.48%	7.53%	21.84%	2.37%	2.93%
February	16,694,285	17,690,931	17,167,787	15,453,408	14,337,501	11,682,008	11,372,676	-5.63%	3.05%	11.09%	7.78%	22.73%	2.72%	2.98%
March	16,694,285	17,896,124	17,334,492	15,599,592	14,506,927	11,745,674	11,419,703	-6.72%	3.24%	11.12%	7.53%	23.51%	2.85%	3.11%
April	16,694,285	18,207,626	17,567,004	15,805,836	14,826,090	11,789,498	11,503,235	-8.31%	3.65%	11.14%	6.61%	25.76%	2.49%	3.13%
May	16,694,285	18,725,803	18,166,728	16,579,692	15,444,385	11,807,228	11,794,802	-10.85%	3.08%	9.57%	7.35%	30.80%	0.11%	3.39%
June	16,694,285	19,718,839	19,323,986	17,963,282	16,936,005	12,468,621	12,433,277	-15.34%	2.04%	7.57%	6.07%	35.83%	0.28%	3.51%
BUDGET	(10,500,000)	(10,500,000)	(10,500,000)	(10,500,000)	(10,500,000)	(10,500,000)	(10,500,000)							