

**OUTER BANKS LIGHTHOUSE SOCIETY  
(OBLHS) BOARD  
Sixteenth Annual Meeting**

**Saturday, May 21, 2011**

**Dare County Public Library  
Manteo, North Carolina**

**Board members who were present:**

Diana Chappell, Audrey Conner, Nicole DaVia, Robert DaVia, Virginia Howell, Judy Moon, Jim O'Donnell, Mabry O'Donnell, Bett Padgett, Bill Padgett, Bruce Roberts, Cheryl Shelton-Roberts

**Board members who were absent:**

Richard Meissner

There were no ex-officio or honorary Board members in attendance.

After greetings were shared among the group, President Bett Padgett called the meeting to order and welcomed The Board at 9:45 a.m. The Roberts received expressions of appreciation for procuring the Dare County Public Library for our meeting.

Thanks were given to Bruce and Cheryl Roberts and other Board members at the beginning of the meeting and all through the day for the snacks, soft drinks, and water. Sustenance is needed when people meet for six hours to plan strategies for the preservation of lighthouses.

The O'Donnells were congratulated on their retirement from college teaching which will give them more opportunities to aid in the efforts for preserving our lighthouses.

The minutes of the 2010 Board meeting were approved.

- Membership report from Robert (Bob) DaVia:

Active Members:

2009---470

2010---354

2011---449

Lifetime Members: 8

We will acknowledge our Lifetime Members in the fall newsletter.  
OBLHS lifetime membership is available for only \$500.00.

50% of our members answered the call late last year to update their contact information.

Student Membership fees are only \$10.00 per year. At the present time we have 5 student members. We want to reach out to all groups, and therefore, we wish to keep the fee at \$10.00. This fee, however, does not cover printing and mailing of the newsletters. The solution that The Board adopted states: all student members will receive the newsletters via email. Our webmaster will make the change in the website.

- Treasurer's report from Diana Chappell:

The Treasurer procured Certificates of Deposit (\$10,000 for one year, \$10,000 for two years, and \$10,000 for three years) after the vote at last year's Board meeting.

Balance as of April 30, 2011

General Fund	\$17,738.70
Bodie Island Fund	\$ 8,425.99
CD's	\$30,000.00
BOLD Fund	<u>\$ 4,852.12</u>
	\$61,016.81

Transferred \$5,000 to the Bodie Island Homecoming Keepers' Weekend.

(A complete OBLHS Treasurer's report is available upon request.)

Donations:

Thanks to Diana Chappell, McKesson Corporation donated \$750.00 this year.

- Fundraising report from Bruce Roberts:

We hope to obtain sponsorships for the Bodie Island Lighthouse Keepers' Descendants Homecoming weekend that will coincide with the opening of the tower. The total expenses for the event will be approximately \$50,000. After the \$30,000 in CD's were purchased from East Carolina Bank, the bank was asked to sponsor the BILKDH weekend. Although they were unable to sponsor at the \$10,000 level, they did agree to a \$5,000 donation.

We need to gather our resources and apply for grants.

Perhaps Duplin Winery will sponsor a project for us if we create and craft the project for them.

The Blue Water Company will print water bottle labels for the organization. We could use these bottles as part of the package for the descendants.

The Webmaster will add the donation button to the website.

- Newsletter report from Cheryl Shelton-Roberts:

Cheryl Shelton-Roberts, editor of the *OBLHS Newsletter*, continues her dogged research and intelligent writing for which The Board and all readers voice appreciation. There were two issues published this year with 1,000 copies printed of each issue.

The theme of one *Newsletter* in 2011-2012 will be related to the 150<sup>th</sup> anniversary of the Civil War. The Editor asked that we print 1,000 extra copies of this issue with 500 going to The Graveyard of the Atlantic Museum and 500 for distribution to the Cape Hatteras Lighthouse.

The Board voted unanimously to increase from \$4,000 to \$5,000 the funds available for the costs related to publishing (printing and mailing) the two newsletters and updates as well as a small remuneration for The Editor.

Newsletters will be available on our members' site for those who wish to receive the newsletter on line.

The block on the left-hand side of the masthead will list all Board members.

- Marketing and Tourism report from Bett Padgett :

After several years of anticipation by The Board, Ralph Burroughs made a \$675.87 donation on December 29, based on the receipts from his Lighthouse travel DVD.

Wendy Brewer will donate for the auction 5 signed copies of her book, *Keep Your Glow On*. She will also donate \$100.00 to the Bodie fund.

Donations come through PayPal. With the new donation button on the website, these donations should increase.

There were 17,400 (up from 13,050 last year) brochures delivered to North Carolina Welcome Centers this year. At a shipping cost of \$17.00 per box, our total postage is \$600.00.

- Keepers' Store report from Judy Moon
  - a. Updated The Board about items remaining in the Keepers' Store.
  - b. The Board discussed new items and the purchasing issues related to each.
  - c. Price of Cape Lookout 180<sup>th</sup> Anniversary sweatshirts will be reduced (see website).
  - d. Judy Moon donated some shipping costs.
  - e. North Carolina requires that tax be paid even on shipping and handling charges.
  
- Website information provided by Virginia Howell
  - a. Technology remains a driving force in the organization, and therefore, a division of labor is needed. The Board decided that for the future the Web Administrator will be Virginia Howell and the Media Manager will be Bob DaVia.
    - 1) Web Administrator: Develops, manages, and maintains the Web sites and overall Internet presence of the Outer Banks Lighthouse Society; checks for any references to the Outer Banks Lighthouse Society on other websites twice a year for appropriate usage of our logo and links used only with OBLHS's approval; checks to assure that information posted by the organization on NC lighthouses is up-to-date within six months; pursues any inappropriate uses of OBLHS sites and corrects any misuses; creates backups of files and determines that at least one other person has copies of these files and is capable of posting should the position be left for any reason.
    - 2) Media Manager: Develops, manages, and maintains OBLHS's presence on social networks to offer postings on special events and trivia challenges; answers specific queries with the goal of increasing visits to the social network page by lighthouse enthusiasts through sites such as Facebook. The Media Manager will check social network pages no less than once a week.
  - b. The Board agreed unanimously to purchase 3 Adobe Light Room licenses plus DVD for pictures to be used by Bob DaVia, Virginia Howell, and Cheryl Roberts. Cost: \$360.42
  
- The Society has been represented at many occasions including:
  1. Bodie Island Lighthouse restoration display at the History Center in Manteo
  2. Engineers report about Bodie
  3. Pirates are Coming to Bald Head
  4. Chicamacomico LSS Heroes' Day
  5. Included in the film, *My Heart Will Always Be in Carolina* (Mann visited The Board Meeting in 2010 to take video pictures of the group.)

6. Pre-tour of Cape Lookout
  7. Bett Padgett made two presentations
    - a. REI-Sporting Goods
    - b. Wake County Public Librarians
  8. Meetings of Friends of Cape Lookout
- President Padgett shares articulate information about our lighthouses four times a year through the *Lighthouse Update*. These appear in the two regular newsletters and two separate issues during the year. The Board appreciates the work that goes into these publications.
  - The lack of continued progress on Bodie Island Lighthouse not only affects all of those who wish to appreciate the significance, history, and beauty of the light, but it also has a negative economic impact on the surrounding areas. Bill Padgett's findings are appended to these minutes, will be placed on our website, and will be referred to when we speak with and write to our North Carolina representatives. We hope that all of our members will use this information freely when lobbying for Bodie Island and its preservation.
  - Cheryl and Bruce Roberts have distributed to teachers much information including suggested activities, maps, and booklets.
    - Virginia Howell will post all of this material to our website.
    - We can have a Teachers' Page on the website, which would be readily available for all who need it.
    - On the Students' Page there will be information for students to submit their lighthouse pictures.
    - Children can submit pictures taken at 3 lighthouses and their names will be published on our Kid's Corner; they can also earn an appointment as an honorary North Carolina Lighthouse Keeper.
    - The Outer Banks Lighthouse Society will continue to sponsor three grants of up to \$1,000 each for assisting public school groups with transportation, climbing fees, and other expenses. **The Educational Lighthouse Visitation application deadline is October 15, 2011. Send all applications to Dr. Mabry O'Donnell at [odonnelm@marietta.edu](mailto:odonnelm@marietta.edu).** The application should include name and address of school, grade for children, names and signatures from teacher and principal, lighthouse to be visited, date of visit, and waiver of liability for OBLHS. There must be a statement explaining the educational preparation that the students will accomplish prior to the visit, how the visit will benefit the students, the support of lighthouse preservation, and the community. Copies of publicity as well as notes of thanks or essays from all students should be received following the trip. Members will

communicate the application information to their local coastal school representatives.

- The Nominating Committee (Richard Meissner, Jim O'Donnell, and Mabry O'Donnell) recommended the discussion of Rick Ward and Gayle Keresey for membership on The Board. They were elected unanimously, and their names will be presented to the entire membership in October at the Keepers' Dinner.
- Nominated and unanimously elected by The Board to continue to serve The Society are the following:
  - Secretary(ies) Jim and Mabry O'Donnell (1 year)
  - Treasurer Diana Chappell (1 year)
  - Fundraising Chair Bruce Roberts (1 year) (He will mentor Gayle Keresey for the position.)
  - Membership Chair Robert DaVia (1 year)
  - Special Events Chair Bett Padgett  
with assistance from Diana Chappell and Virginia Howell  
We will enlist the help of the members.
- With regret, but understanding, The Board accepted the resignation of Audrey Conner from The Board.
- The Board unanimously chose two Honorary Members of The Board:  
Audrey Conner and Betty Parrish.
- Doug Stover, Historian and Cultural Resource Manager for the National Park Service, Outer Banks Group, Cape Hatteras National Seashore, spoke with The Board. Stover updated ongoing Bodie Island Lighthouse repairs and said that BILH is in *The Green Book*, Presidential Budget for 2012, with work still progressing on a \$2,964,000 contract. The goal remains to restore the lighthouse for public access.
- Discussion of projects:
  - Bodie Island Homecoming is on hold until the restoration is completed.
  - Perhaps we can publish "The Best of *The Lighthouse News*" if we get a grant. Grouping the issues remains a challenge.
  - Still hope to develop passport for children and lighthouse enthusiasts as we discussed at The Board meeting in May 2010. (Notation from 2010 Board minutes: "Diana Chappell, Bob DaVia, Virginia Howell, and Bill Padgett were appointed to develop a certificate for people who visit and or climb (some elderly people or those with disabilities may visit, but not be able to climb) the lighthouses. Richard Meissner will word the certificate to be presented. The committee will decide the details of certificate verification and website access.")

- Keepers' Weekend: October 7-9, 2011
    - a. Friday will include a visit to Bodie Island Lighthouse with restoration information presented by Doug Stover and a visit to the Outer Banks History Center (Roanoke Island Festival Park) to learn more about the restoration. In the afternoon we will we will tour the Etheridge farmstead and visit Pea Island Life-Saving Station Museum and Cookhouse.
    - b. Saturday 's special events will include information and touring at Currituck Beach Lighthouse and library, lunch at the Keepers' Quarters, and tours of the Whalehead Club.
    - c. Auction Ideas: We will ask members by e-mail what they have for auction. Ideas: artifacts, trips, windows from Bodie, fence from Ocracoke, Bodie pendants with chains.
    - d. Ideas for Raffle: Pelican tours, stays at a cottage, the White Doe Inn
    - e. Holiday decorating of lighthouses and keepers' quarters was discussed. An enthusiastic discussion ensued, with the calm realization that we will check with all of the agencies involved and then publish the information in the newsletter. The primary need, however, may be to help the Park Service with OBXMAS. Helpers may be able to stay in Park Service housing during this time.
    - f. August 7, National Lighthouse Day  
Bett will contact the Edenton group and offer our support. We will have a table, if they wish.
- Society Awards: *Note*--Awards will be given only when appropriate. The awards are expensive, but they are an excellent means for showing appreciation to those who have upheld the values of The Society.

**President's Awards:**

Betty Parrish	1997
Bill Parrish	1998
Betty Shelton	1998
John Gaskill	1998
Tom Yocum	1998
Connie Jones, Bodie Island	1999
Tim Harrison	2000
Bett Padgett	2000
LERC (maker of Coastal Cubs)	2000
Sandy Clunies	2000
Rick Polad	2001
Henry and Chris Gonzales	2001

Roy's Folks (Roy Ackland & David Weatherly)	2001
John Howard	2001
Bank of America	2001
Lynn Jennette	2001
Charlie Votaw	2002
Shirley Votaw	2002
Bruce Roberts	2002
Jack McCombs	2002
Sandy Semans	2003
Richard Meissner	2003
Ralph Burroughs	2003
Judy Castleberry	2004
Nancy D'Andrade	2004
Nick Johnston	2004
Brent Westwood	2004
Diana Chappell	2005
Lana Beth Deese	2005
Virginia Chadwick Howell	2005
Ross Tracy	2005
Larry Belli (former Superintendent of the Cape Hatteras National Seashore)	2006
The Dare County Tourist Board	2006
Julia Hollenbeck	2006
Cheryl Shelton-Roberts	2006
Bill Schneider	2006
Robert DaVia	2007
Ed and Judy Rosson	2007
Doward Jones	2007
James Charlet and Linda Molloy	2007
Doug Stover	2007
Rick and Teresa Ward	2007
Ann Mills	2008
Washington County Waterways Commission	2008
Courtney Whisler	2008
Nicole DaVia	2009
Judy Moon	2009
Gary and Judy Studer	2009
Janice Thomas	2009
Kelly Waller	2009
Marjorie and Dallas Spruill	2010
Judy Basnett	2011
Laddie Crisp, Jr.	2011

**Founders Award:**

Senator Marc Basnight	1997
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Bill Younger	1998
Bill and Betty Parrish	1999
Governor James Hunt	2000
Tim Harrison	2001
Outer Banks Conservationists, Inc.	2002
Jim and Mabry O'Donnell	2003
Kim Younger Andrews	2004
Bruce and Cheryl Shelton-Roberts	2005
Ralph Burroughs	2006
Bett Padgett	2007
Rick Hardesty	2008
Diana Chappell	2009
Rick and Theresa Ward	2010

**Cape Hatteras Award:**

Russell Berry	1997
Dr. Ellis Cowling	1998
National Park Service Cape Hatteras Seashore, Outer Banks Group	1999
Joe Jakubik of International Chimney	2000
Charlie and Shirley Votaw	2001
Glenn Eure	2002
Bett Padgett	2003
Kevin Duffus	2004
Graveyard of the Atlantic Museum	2005
Lynn and Windsor Jacques	2006
None	2007
None	2008
Jinx Caylor	2010
Audrey Conner	2010

**Bodie Island Award:**

Cullen Chambers	1997
John McPherson	1998
RAI Associates	1999
Lloyd Childers	2000
Patty Lockamy	2001
John Gaskill	2002
Doris and Dave Reed	2003
Paula and Lauren Liebrecht	2004
Nick Johnston	2005
Representative David Price	2006
Sandy Semans	2007
Lighthouse Lampists	2010
Bill Padgett	2011

**Currituck Award:**

Lloyd Childers	2002
Outer Banks Conservationists	2003
John Wilson	2004
Melody Leckie	2005
Meghan Agresto and Luis Garcia	2006
Pat Riley	2007
Connie Wirtz	2008
Ed Cox	2009
William Parker	2009
Bob Rahnes	2011

**Cape Lookout**

Bob Vogel	2004
Richard Meissner	2005
Margaret Gilliken	2006
None	2007
None	2008
Sandy Clunies	2009 (Received the honor although she declined the physical award.)
Kay Hagan	2011

**Old Baldy**

Jane Kerr Oakley	2004
Ann Mills	2005
None	2006
Marilyn Ridgeway	2007
Kim Gottshall	2008
Chris Webb	2009

**Oak Island**

Town of Caswell Beach	2005
Friends of Oak Island Lighthouse	2006
None	2007
None	2008
Tom Kitchings	2011

**Ocracoke**

Paula and Lauren Liebrecht	2006
Jane Morgan	2006
None	2007
None	2008

**Roanoke River Lighthouse**

Edenton Historical Commission	2011
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- The secretaries wish to thank Virginia Howell for the quotations of the day:  
“Bull Dog with Lockjaw”  
“I can read almost anything except your mind.”
- Next Meeting: Saturday, May 19, 2012, at 10:00 a.m., Dare County Public Library.
- As The Board reflects on its accomplishments since the first Board meeting on May 24, 1996, we remain ever cognizant of the dedication, friendship, and diligence displayed by The Board members. May the lights continue to shine, always guided by our captain (president), Bett Padgett, and our founders, Bruce and Cheryl Roberts.
- The meeting was adjourned at 3:54 p.m.

Respectfully submitted,

James H. O'Donnell, Ph.D.

Mabry M. O'Donnell, Ph.D.

Estimates of Economic Impact of Bodie Island Lighthouse  
Study by Bill Padgett

I am not an economist nor claim to be one. However one can interpret the data tourism/lighthouse studies and get an idea (extrapolate) of what the economic impact might be on a community for a lighthouse that the public has never been able to climb. There is data from lighthouse studies (like estimates of traffic impact generated by new construction from ITE manuals – note I am not a traffic engineer either but have done the traffic studies for my community) that indicate potential impacts. But I stand by analysis that had our Congress provided the monies to finish the restoration (they needed an additional \$1.6M), it would have generated from tourism a very conservative estimate of \$10M each year for perpetuity for NC.

That said, I have researched a lot of data from studies and reports on tourism data on NC Parks, National Parks and Lighthouse data. I have included them below.

Disclaimer & Background: My analytical and mathematical skills are solid, my credibility important and thus I strive to present a very conservative estimate of the impact that Bodie Lighthouse if opened for climbing could generate for NC. While I have advanced degrees/studies in Education, Electrical and Computer Engineering, Statistics and Physical Chemistry & 3 studied in other disciplines at the graduate level, I emphasize that am not certified as an economist. I actively trade in the stock market since retirement from NCSU in 2007 as Director of IT. I currently serve on the following Boards: President of Dix306; VP of North Carolina League of Conservation Voters, Trees Across Raleigh, Chair of the Wade CAC (former chair of the RCAC (all of Raleigh's CACs)), Board of the OBLHS among others.

I have tried to remain very conservative when assumptions or choice of data has to be made from parallel studies explained below.

Examples:

A 2006 study of average \$dollars spent by a tourist/day at the Outer Banks (\$61); tourism data and spending/day per tourist: \$109/tourist/day (2005/Wake County). Dix Park study for Raleigh 2007: \$119/tourist/day. I used \$61/day/tourist.

And the estimating the real impact of those dollars in the local economies where money spent stays local and 'churns' into other businesses: from Data on Economics of Tourism paper: NC's Return on the Investment in Land Conservation ... a report by the 'Trust for Public Land', 2011: For each \$1 invested → \$2.66 return; impact on the local economy based on the average national economic multiplier effect has a 1.58 multiplier effect for the local area (32% of this money spent stays local and 'churns' into other businesses): For each \$1 invested → \$1.58; or from a study we financed in Raleigh in preserving Dix Park the multiplier effect based on \$119/tourist/day in 2007 was \$3.19. I used the 1.58 multiplier effect.

Personally I believe that with the large number of lighthouse lovers (and many have hopes of one day climbing Bodie) the number of tourists visiting Bodie Lighthouse when it opens for climbing could easily double the number of tourists that visit the Hatteras Lighthouse. Think of it in terms of what would be the increase in tourism were one to open several special rooms in the White House or the Biltmore House never before viewed by the public. The professionals testified a decade ago that tourism would die during the year that Hatteras would be moved and that folks would not come in the future to visit if it were not at the edge of the sea. Of course during the year of the move, tourism exploded from folks that wanted to be a part of the historic moment and tourism still thrives. So now we have a Lighthouse, second largest in NC, where families could have the opportunity to be the first in 6 generations to climb the lighthouse, experience a 20 mile view void of development and see the original 1<sup>st</sup> Order Fresnel lens in place. No I didn't use a 200% increase in tourism in my calculations ;-).

That said ... here we go with my economic analysis:

Economic Summary ...

This data is based on Tourism Stats for the Outer Banks in 2005/2006 and data for the Hatteras Lighthouse

If Bodie Lighthouse restoration is not completed, the \$3M already spent leaves a job not completed which could enhance the exposure for damage from the weather/elements and there would be no economic benefit for the National Parks, NC's National Seashore or NC.

\*First income from climbing (~\$1M/year) based on climbing revenue from the Hatteras Lighthouse in 2009. This estimate I believe to be very conservative since:

- ⇒ Bodie Lighthouse has never been open for climbing (134 years)\* so this is special
- ⇒ 75% of visitors to the OB visit lighthouses (report)
- ⇒ NC's second tallest lighthouse (fact)
- ⇒ 20 minute round trip to Bodie from Manteo vs. the roundtrip to Hatteras Lighthouse of ~2 hours \*\* (fact)
- ⇒ With lodging available and proximity to Manteo and major highways routes, Bodie Lighthouse becomes one of the most accessible
- ⇒ The Life-Saving-Station & US Coast Guard Station were moved onto the site in 2010 \*added attractions

Thus Bodie Lighthouse should see a much larger visitation than the current Hatteras numbers BUT I am basing our economic estimates on **EQUAL** visitation.

Hatteras Lighthouse (2009 was a poor economic year)

Facts: From April through October, 2009: 133,457 climbed Hatteras Lighthouse

- ⇒ From April through October, 2009: 446,890 visited the Hatteras Lighthouse Visitor Center
- ⇒ An average of 635 climbers/per day; @ \$7/climber → \$4445/day or → \$934,199/season
- ⇒ An average of 2128 Visitors/day to the visitor center

Based on Hatteras facts ... we can estimate\* that in the early years of Bodie opening:

- ⇒ From April through October, 2011: 133,457 visitors will climb Hatteras LightHouse
- ⇒ From April through October, 2011: 446,890 visitors to the Bodie Island Visitor Center
- ⇒ An average of 635 climbers/per day; @ \$7/climber → \$4445/day or → \$934,199/season  
(What would you pay to climb Bodie the first year it was opened?)
- ⇒ An average of 2128 Visitors/day to the Bodie visitor center

Based on tourism data and spending/day per tourist: \$61/visitor/day (2005/6 Outer Banks survey)

We believe it to be conservative to assume tourist cost (spending/day) to the OBX in 2011 is >= to 2005/6 cost of \$61/visitor/day

Here is where one gets into the 'prediction' part of the analysis ...

I am going to estimate that Bodie will generate a 20% increase in lighthouse tourism vs. Hatteras in the first years of being open to the public for climbing. I think climbing numbers and tourism will be much, much higher since it has never been open to the public. The Hatteras and Currituck lighthouse climbers and visitors data is public record and based on those numbers, that could mean an increase in the Bodie Island area by 89,378 visitor-days (20% of the 446,890 visitors will be 'new'). The increase in visitor-days means folks that have chosen to come to the area (for a week or a day, with or without families or friends, some specifically to climb for the first time) to experience Bodie Island Lighthouse as a new tourists' opportunity.

So an increase of 89,378 visitor-days (20% of the 446,890 visitors expected to visit Bodie Lighthouse) at \$61/visitor/day → \$5,452,058 to the area.

The ~\$5.5M yearly to the local economy with a 1.58 multiplier effect for the area (32% of this money spent stays local and 'churns' into other businesses and based on the average national economic multiplier effect would generate over \$8.7M of real income into the local economy). (Data on Economics of Tourism from paper: NC's Return on the Investment in Land Conservation ... a report by the 'Trust for Public Land' generates a 2.66 multiplier for each \$1 invested – see below).

This translates into jobs for the local economy and \$8.7M would add ~500 seasonal jobs (7 months) paying \$15/hr (or equivalent to \$30,000/year). Plus the ~\$1,000,000 generated from climbing Bodie Lighthouse would bring us up to ~\$10M. That would not be a bad investment for our congressional leaders who claim to be focused on job creation ... a onetime investment that would generate 500 seasonal jobs each year and plow millions into the local economy as well as provide a unique & wonderful experience for all tourists during their visit.

The OBLHS was founded in 1994 and in 2000, Bodie Lighthouse was transferred under the National Parks system and thus accessible had it been restored. One can only estimate

the lost jobs and tourist dollars (and the love of lighthouse enthusiast) during these past 11 years. Of course we might anticipate another 11 years of our government focused on re-election and not job creation – but another 11 years of IN-Action does translate to over \$110M lost of tourist dollars and ~5000 seasonal jobs for our economy. Spending \$2.964M today would generate \$100M over the next decade and thousands of jobs.

Regards, Bill

- Data is taken from the following tourism studies referenced below

... Bodie Lighthouse -- "Tourism" & "Visitors" economics ...

Data on Economics of Tourism from paper: NC's Return on the Investment in Land Conservation ... a report by the 'Trust for Public Land'

P14 ... Studying 14 State Parks: 3.4M tourists; Overall economic impact - \$125M sales, \$46M local income, >2000 jobs

For each \$1 invested → \$2.66 return (Bodie would be a bigger attraction than a State Park)

Blue Ridge Park Way (most visited unit of the Nat. Park Service → 20M visitors; >\$2B/yr in local economies

Primary draw: VIEW (apples/oranges, Bodie will not generate the same number of visitors as BRP)

<http://www.nature.nps.gov/stats/viewReport.cfm?selectedReport=SystemYTDByState.cfm>

National Park Service Visitor Summary Report

Total Recreation Visits for December, 2010

Park	DEC 2009	DEC 2010	DIFF	YTD
2009	YTD 2010	DIFF		
North Carolina				
Blue Ridge PKWY	312,783	203,065	-109,718	
9,880,516	9,000,613	-879,903		
<b>Cape Hatteras NS</b>	<b>61,543</b>	<b>59,020</b>	<b>-2,523</b>	
<b>2,282,543</b>	<b>2,193,292</b>	<b>-89,251</b>		
Cape Lookout NS	24,815	19,693	-5,122	
601,954	530,181	-71,773		
Carl Sandburg Home NHS	2,899	2,395	-504	
83,550	86,740	3,190		
Fort Raleigh NHS	10,297	7,656	-2,641	
338,212	305,711	-32,501		
Great Smoky Mountains NP	230,899	150,705	-80,194	
4,176,232	4,163,957	-12,276		
Guilford Courthouse NMP	15,212	15,534	322	290,368
	-4,924			285,444

Moores Creek NB	2,206	2,605	399	68,864	51,326	-17,538
Wright Brothers NMEM	9,189		7,985		-1,204	
	476,291	476,200		-91		
North Carolina Total	669,843		468,658		-201,185	18,198,530
	17,093,464	-1,105,066				

2006 data Cape Hatteras NS	126,388	102,121	-24,267	2,260,628
	2,125,005	-135,623		

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**Cape Hatteras NS**  
**Report Date: December 2010**

	This Month	Same Month Last Year	% Change	This Year YTD	Last Year YTD	% Change YTD
Bodie Island Visitors	56,371	58,966	- 4.4	2,068,926	2,162,301	- 4.3
Aircraft Visitors	428	280	52.7	6,858	6,320	8.5
Ferry Visitors	1,899	2,052	- 7.5	112,170	108,885	3.0
Registered Hunters	307	229	34.1	811	544	49.1
Recreation O/N Stays (Boats)	16	16	0.0	4,528	4,492	0.8
<b>Recreation Visits</b>	<b>59,020</b>	<b>61,543</b>	<b>- 4.1</b>	<b>2,193,292</b>	<b>2,282,542</b>	<b>- 3.9</b>
<b>Miscellaneous Information</b>						
Whatlebone Junction Info Center	1,229	2,443	- 49.7	65,843	60,856	8.2
Bodie Island VC	1,514	3,352	- 54.8	158,678	241,134	- 34.2
<b>Hatteras Island VC</b>	<b>6,675</b>	<b>9,302</b>	<b>- 28.2</b>	<b>407,220</b>	<b>425,074</b>	<b>- 4.2</b>
Ocracoke Island VC	575	728	- 21.0	68,862	67,431	2.1
Total VC Visitors	9,993	15,825	- 36.9	700,603	794,495	- 11.8
Cape Hatteras Lighthouse	0	0	0	126,520	133,457	- 5.2
<b>Overnight Stays</b>						
Total Tents Campers	0	0	0	52,964	55,317	- 4.3
Total RV Campers	0	0	0	25,992	25,721	1.1
Group Campers	0	0	0	907	866	4.7
Non-recreation O/N Boaters	0	20	- 100.0	288	368	- 21.7

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**Cape Hatteras NS**  
**Report Date: December 2006**

	This Month	Same Month Last Year	% Change	This Year YTD	Last Year YTD	% Change YTD
Bodie Island Visitors	98,517	122,811	- 19.8	1,975,050	2,107,534	- 6.3
Aircraft Visitors	650	500	30.0	9,688	9,313	4.0
Ferry Visitors	2,652	2,710	- 2.1	134,109	138,165	- 2.9
Registered Hunters	278	327	- 15.0	1,007	992	1.5
Recreation O/N Stays (Boats)	24	40	- 40.0	5,148	4,624	11.3
<b>Recreation Visits</b>	<b>102,121</b>	<b>126,388</b>	<b>- 19.2</b>	<b>2,125,002</b>	<b>2,260,627</b>	<b>- 6.0</b>
<b>Miscellaneous Information</b>						
Whatlebone Junction Info Center	2,970	3,049	- 2.6	57,693	63,653	- 9.4



Bodie Island VC	4,573	2,841	61.0	163,487	154,537	5.8
<b>Hatteras Island VC</b>	<b>1,937</b>	<b>6,779</b>	<b>- 71.4</b>	<b>287,601</b>	<b>385,073</b>	<b>- 25.3</b>
Ocracoke Island VC	878	913	- 3.8	68,227	74,680	- 8.6
Total VC Visitors	10,358	13,582	- 23.7	577,008	677,943	- 14.9
Cape Hatteras Lighthouse	0	0	0	130,051	132,502	- 1.8
<b>Overnight Stays</b>						
Total Tents Campers	0	0	0	52,916	52,096	1.6
Total RV Campers	0	0	0	24,683	24,702	- 0.1
Group Campers	0	0	0	1,025	842	21.7
Non-recreation O/N Boaters	0	16	- 100.0	188	184	2.2

**Cape Hatteras NS**  
**Report Date: December 2009**

	<b>This Month</b>	<b>Same Month Last Year</b>	<b>% Change</b>	<b>This Year YTD</b>	<b>Last Year YTD</b>	<b>% Change YTD</b>
Bodie Island Visitors	58,966	65,529	- 10.0	2,162,301	1,935,225	11.7
Aircraft Visitors	280	288	- 2.6	6,320	6,433	- 1.7
Ferry Visitors	2,052	2,419	- 15.2	108,885	199,468	- 45.4
Registered Hunters	229	173	32.4	544	683	- 20.4
Recreation O/N Stays (Boats)	16	32	- 50.0	4,492	4,584	- 2.0
<b>Recreation Visits</b>	<b>61,543</b>	<b>68,441</b>	<b>- 10.1</b>	<b>2,282,542</b>	<b>2,146,392</b>	<b>6.3</b>
<b>Miscellaneous Information</b>						
Whatlebone Junction Info Center	2,443	2,923	- 16.4	60,856	54,322	12.0
Bodie Island VC	3,352	2,281	47.0	241,134	215,013	12.1
<b>Hatteras Island VC</b>	<b>9,302</b>	<b>9,311</b>	<b>- 0.1</b>	<b>425,074</b>	<b>399,131</b>	<b>6.5</b>
Ocracoke Island VC	728	997	- 27.0	67,431	74,749	- 9.8
Total VC Visitors	15,825	15,512	2.0	794,495	743,215	6.9
<b>Cape Hatteras Lighthouse</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>133,457</b>	<b>116,307</b>	<b>14.7</b>
<b>Overnight Stays</b>						
Total Tents Campers	0	0	0	55,317	45,082	22.7
Total RV Campers	0	0	0	25,721	20,115	27.9
Group Campers	0	0	0	866	1,289	- 32.8
Non-recreation O/N Boaters	20	0	0	368	204	80.4

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**Summary ...**

After Beaches, the second most motivating reason to visit the OuterBanks was Interesting historic sites & landmarks  
 Most visitors are from out-of-state ... 85% of the visitors came from key market areas outside of NC  
 74.7% of visitors visit lighthouses while at the beach  
 57.1% visit national parks

This is complex but in summer folks bring lots of kids (which don't spend) but in off season, spending goes up to \$84/day  
 \$61 per person per night. But if you remove children, adults >16 spend \$82/day/adult  
 Lodging accounts for 52% of their trip, meals for 19% → attractions only 3%

## OuterBanks Survey on Tourism 2005/6

[http://www.outerbanks.org/pdf/2005\\_2006\\_Year\\_Long\\_Visitor\\_Profile.pdf](http://www.outerbanks.org/pdf/2005_2006_Year_Long_Visitor_Profile.pdf)

### Motivations for Visiting the Outer Banks

Visited for... Overall Summer Fall Winter Spring

Beautiful beaches 40.7% 49.0% 34.0% 22.1% 30.9%

Interesting historic sites & landmarks 14.2% 8.1% 19.3% 22.1% 24.5%

Scenic areas or scenic drives 11.5% 8.4% 13.3% 24.7% 12.8%

A clean and safe environment 9.8% 10.5% 9.1% 7.8% 9.6%

Good accommodations 10.2% 9.2% 11.0% 15.6% 8.5%

Wildlife viewing and bird-watching 1.9% 1.5% 1.4% 1.3% 7.4%

Family attractions 3.5% 4.4% 2.8% 1.3% 3.2%

Good restaurants 2.3% 2.3% 2.8% 1.3% 1.1%

A final trip specific is the money that visitors spent while visiting the Outer Banks. Overall, the "average" visitor spent a total of \$2,193 during their trip, with an average of \$61 per person per night. But if you remove children, adults >16 spend \$82/day/adult

Where are visitors coming from and which markets are generating the highest levels of visitation to the Outer Banks?

**? Overall, Washington, DC, Norfolk-Portsmouth-Newport News, VA, and Philadelphia, PA generated the highest percentage of visitors.**

### Additional Locations

#### Visited by Spring Visitors

##### Town %

Kitty Hawk 63%

Nags Head 51%

Kill Devil Island 48%

Hatteras Island 62%

Hatteras Village 43%

Manteo or Roanoke Island 53%

Duck 45%

### Activities during Trip

#### Activities Overall Summer Fall Winter Spring

Enjoy scenic beauty 89.3% 89.3% 88.7% 85.9% 94.7%

Visit the ocean or beaches 94.8% 96.6% 92.9% 92.3% 92.6%

Take scenic drives along the coast 75.5% 73.3% 75.8% 79.5% 86.3%

Eat at restaurants unique to the area 84.1% 84.3% 82.8% 89.7% 84.2%

Visit historic sites 79.6% 69.4% 78.6% 84.6% 84.2%  
 Visit lighthouses & other coastal relics 74.7% 73.1% 76.0% 78.2% 76.8%

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Wake County had 10.25 million visitors to Wake County in 2005

Thus a 1% increase (102,500) in visitors would generate \$390 million/10 years to Raleigh (Brent Lane)

or \$380/visitor (data from Brent Lane) {390M/10yr/102,500}

Raleigh data (current year) 58% day trip / 42% overnight

2005 Visitor Spending Figures: \$1.22 billion in Wake County, up 7.7% over '04

Average spent \$119 per visitor → Raleigh data {1.22B/10.25M}

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<http://stlouis.missouri.org/citygov/parks/forestpark/fpmasterplan.html>

Forest Park, established in 1876, is one of the largest urban parks in the United States. At **1,293 acres** it is approximately 500 acres larger than Central Park in New York. In 1904, the Louisiana Purchase Exposition, the greatest of the world's fairs, drew more than 19 million visitors from around the world to Forest Park.

Originally two miles outside the city limits, Forest Park today sits in the heart of St. Louis. It is the home to the region's major cultural institutions—the Zoo, Art Museum, History Museum, Science Center and the Muny Opera. Forest Park also serves as a sports center for golf, tennis, baseball, bicycling, boating, fishing, handball, ice skating, roller blading, jogging, cricket, rugby and more.

**Attracting 12 million visitors per year**, Forest Park is more than a scenic backdrop to an historic and expanding cityscape. It is an active participant and catalyst in the St. Louis community. Monuments, historic buildings, wildlife, waterways and landscapes combine to form a unique cultural institution that is vitally important to the entire St. Louis region. The park is recognized as an important gathering place where people of all ages, races and economic backgrounds can gather and mix in a positive way.

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### **Raleigh/Wake County Visitor Information**

Except as noted source Greater Raleigh Convention & Visitor Bureau

Bureau's sources listed below

2005 Visitor Volume: 10.25 million visitors (up 27.2% since 2000 and up 16.7% since 2002); 10% arrive by airport

2005 Visitor Breakdown: 60% leisure (+6.7%)/40% business (-2.8%)  
(6.14 million leisure/4.10 million business)  
58% day trip/42% overnight  
(5.90 million day trip/4.35 million overnight)

2005 Overnight Visitors: 60% leisure/40% business  
(2.63 million leisure/1.72 million business)

2005 Visitor Spending Figures: \$1.22 billion in Wake County, up 7.7% over '04

Average spent \$119 per visitor

2005 Online Visitor Profile: 2.56 Average Party Size

3.32 Average Nights Stayed (skews a bit high)

The lowest hotel occupancy months are in January, February, June, July, August and December.

Reasons for Visiting (online survey)

30% Visiting Family and Friends

26% General Leisure Trip or Getaway

25% Business, Meeting, Convention or Conference

19% Visited a Specific Attraction or Event

Reasons for Visiting (NC phone survey)

24% Visiting Family and Friends

15% Shopping

13% Culture

12% Close By/Convenient

8% Sports

**Activities for Residents When Entertaining Visiting Family/Friends**

49% Restaurants

36% Shopping

25% Universities

20% Museums

20% Outdoor Recreation

14% Sports Events

11% Theatre/Concert

Sources:

DK Shifflet & Associates Ltd

GRCVB Online Visitor Survey

GRCVB Phone Survey of NC Residents

GRCVB Online Visitor Spending Survey

Travel Industry Association of America

HVS International

**Business Visitors-**

**A daytripper spends \$90 per day.**

Food & Beverage \$34

Tours/Siteseeing 5

Admission to Museums, Theaters, Etc. 2

Recreation 2

Sporting Events 1

Retail Stores 25

Local Transportation (bus, taxi, limo) 3

Auto Rental (within event city) 7

Gasoline, Tolls, Parking (within event city) 5

Other\* 6

Total \$90

**An overnight visitor spends \$231 per day.**

Hotel Lodging \$114

Hotel Food & Beverage 33

Other Food & Beverage 29

Tours/Siteseeing 5

Admission to Museums, Theaters, Etc. 2

Recreation 2

Sporting Events 1

Retail Stores 25

Local Transportation (bus, taxi, limo) 3

Auto Rental (within event city) 7

Gasoline, Tolls, Parking (within event city) 5

Other\* 6

Total \$231

Source: Destination Marketing Association International/GRCVB

**New Raleigh Convention Center**

Total Events Total Attendance

1<sup>st</sup> Year 258 226,400

2<sup>nd</sup> Year 282 279,400

3<sup>rd</sup> Year 305 324,850

4<sup>th</sup> Year 329 355,625

5<sup>th</sup> Year 342 375,850

**Downtown Redevelopment** Dan Douglas, City of Raleigh

Economic Impact Including Convention Center - only measurement is new construction \$1.8 billion (\$600 million public sector). Visitor impact other than Convention Center was not measured. Job creation was not measured. In 18 months, leases of vacant property increased by 52%, \$1 million.

Current downtown visitors to museums and Performing Arts Center - 3 million

Current downtown visitors to special events, concerts & Artplasure – 1 million

Chris Larson, Downtown Alliance

Tax benefit on \$1.2 billion new private sector construction

Raleigh \$5 million a year

Wake \$ 7 million