

The new 2% (approximately \$320,000.00) must be used on Ocracoke to promote travel and tourism. The existing 3% (\$480,000.00) must also be used on Ocracoke but for any legal purpose. This is where we help fund the ball field, firehouse, day care and in the past the Ocracoke Medical Center. Also from the existing 3% we fund 4 groups a total of \$157,500.00 that actually do promote tourism and travel. My proposal would be to fund the 157,500.00 from the new 2% which still leaves 150k plus for additional (shoulder season) marketing.

I am asking for \$100k from the 3% to go in the general fund to help fund EMS on the Island. We supply 24/7 emergency care with two staffed ambulances on weekends during the season and Holidays. Almost 80% of our total annual cost for EMS on Ocracoke is from May through September and almost totally involve visitors and lodging guests. Total annual expense is 750k. This still would leave (after admin fees) \$332,000.00 to continue funding all the wonderful causes we have always funded with this money plus some.

I believe if done right the new 2% will promote the shoulder seasons and grow our gross lodging receipts on the Island by 20%. For Ocracoke lodging alone this is 3.2 million not to mention the exponential increase to the Island and county from food, employment and additional sales tax.