

Ocracoke Tax Meeting – Bill Rich



Ocracoke Occupancy Tax FY 11-12 to Current

MONTH	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017
JUNE as of 7/31	75,417.30	82,052.75	84,829.24	87,680.90	87,769.56	73,767.48
JULY as of 8/31	119,889.62	107,129.14	101,166.84	96,218.32	100,257.96	125,799.29
AUGUST as of 9/30	70,021.38	74,087.41	89,740.04	95,106.39	93,700.60	95,851.39
SEPTEMBER as of 10/31	32,054.37	46,893.80	41,141.75	44,482.56	46,564.43	47,158.08
OCTOBER as of 11/30	25,968.97	27,221.20	26,768.03	29,410.53	34,567.45	33,624.24
NOVEMBER as of 12/31	9,038.99	8,739.05	9,368.20	16,315.12	10,859.07	15,726.31
DECEMBER as of 1/31	4,968.15	3,138.59	6,670.04	4,032.79	7,895.03	3,353.19
JANUARY as of 2/28	1,952.36	1,617.17	1,861.02	2,183.19	2,470.03	3,864.64
FEBRUARY as of 3/31	1,712.43	1,592.78	1,017.79	1,440.02	1,728.83	3,965.18
MARCH as of 4/30	7,738.77	8,605.48	4,295.17	6,547.68	7,979.43	6,889.48
APRIL as of 5/31	22,804.03	14,892.28	20,856.63	21,645.36	20,359.94	
MAY as of 6/30	43,780.50	39,265.75	45,103.26	48,716.86	40,382.96	
TOTAL	415,346.87	415,235.40	432,818.01	453,779.72	454,535.29	409,999.28

Hyde County Sales Tax FY 11-12 to Current

MONTH	FY 2011-2012	FY 2012-2013	FY 2013-2014	FY 2014-2015	FY 2015-2016	FY 2016-2017
FOR JULY RECEIVED IN SEPT	\$126,534.84	\$136,265.02	\$108,156.05	\$135,018.35	\$146,665.56	\$135,360.98
FOR AUG RECEIVED IN OCT	\$144,725.11	\$141,000.94	\$138,995.30	\$138,995.30	\$158,163.34	\$145,916.53
FOR SEPT RECEIVED IN NOV	\$96,260.84	\$117,544.20	\$127,144.99	\$135,117.23	\$137,099.19	\$136,202.71
FOR OCT RECEIVED IN DEC	\$72,140.41	\$94,524.68	\$96,109.43	\$96,526.00	\$96,903.70	\$107,420.55
FOR NOV RECEIVED IN JAN	\$72,630.36	\$148,806.53	\$78,829.91	\$82,142.29	\$77,265.79	\$0.00
FOR DEC RECEIVED IN FEB	\$56,817.26	\$50,491.48	\$59,308.41	\$59,956.78	\$63,591.27	\$0.00
FOR JAN RECEIVED IN MAR	\$40,653.91	\$51,560.86	\$53,069.84	\$66,281.87	\$62,101.99	\$0.00
FOR FEB RECEIVED IN APR	\$48,316.10	\$37,896.11	\$48,649.05	\$54,002.93	\$60,562.23	\$0.00
FOR MAR RECEIVED IN MAY	\$48,237.31	\$55,662.18	\$40,167.96	\$49,907.42	\$50,875.77	\$0.00
FOR APR RECEIVED IN JUNE	\$57,948.09	\$60,120.67	\$55,971.66	\$54,555.81	\$73,243.77	\$0.00
FOR MAY RECEIVED IN JUL	\$74,026.10	\$66,937.62	\$67,723.31	\$69,942.77	\$80,454.71	\$0.00
FOR JUNE RECEIVED IN AUG	\$97,533.68	\$91,630.14	\$99,622.29	\$111,360.80	\$103,119.32	\$0.00
SUBTOTAL	\$935,824.01	\$1,052,440.43	\$973,748.20	\$1,053,807.55	\$1,110,046.64	\$524,900.77
PAID TO BOARD OF EDUCATION	\$219,018.02	\$237,713.04	\$231,182.52	\$278,480.16	\$326,757.91	\$143,410.09
TOTAL	\$716,805.99	\$814,727.39	\$742,565.68	\$775,327.39	\$783,288.73	\$381,490.68

Current Occupancy Tax Rate



- We have approximately \$16 million in room sales per year.
 - At the current 3% tax rate \$480,000 would be collected.
 - 10% of that total \$48,000 goes to the county for administration costs per legislation.
 - Leaving \$432,000 to be spent on any “legal public purposes” for the island.
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Proposed Additional Occupancy Tax Rate



- Adding 2% to the tax rate would create an additional \$320,000.
 - \$9,600 would go to the county for administrative costs per legislation.
 - This leaves \$310,400 for the promotion and marketing of tourism.
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Occupancy Tax Board 2017 Appropriations



- Ocracoke Friends of the Library - \$3,040
- Ocracoke Childcare - \$500
- Ocracoke Arts Week - \$6,000
- Ocracoke Health Center - \$10,000
- Ocracoke Youth Center – \$48,000
- Ocracoke School - \$16,277
- Hyde County Tram - \$35,000
- Ocracoke Community Center - \$28,900
- Ocracoke Volunteer Fire Department - \$80,000
- Ocracoke Foundation - \$34,500*
- Ocracoke Alive - \$12,000*
- Ocracoke Preservation Society - \$11,000*
- Ocracoke Civic Business Association - \$100,000*
- **Total Appropriations - \$385,217**

*These tourism related items could have been funded with the proposed additional 2%. Freeing up an additional \$157,500 to be used in the community.



Marketing Structures

County	Form of Promotion	Percentage	Membership
Carteret	TDA	6.00%	Chamber, Hotel Assoc., Board of Realtors, Commissioner, Mayor, At Large
Currituck	TDA	6.00%	5 Commissioners and designated travel and tourism representative (ex-officio non voting)
Dare	TDA	6.00%	N/A
New Hanover	TDA	6.00%	Hotel, B&B, Rental, Restaurant and Attraction Owners, Chamber of Commerce.
Onslow	Chamber	6.00%	Chamber of Commerce
Brunswick	TDA	6.00%	(In most of the County) Commissioner Appointees and Chamber Appointees

Ocracoke EMS Calls 2015-2016



- 2015
 - 207 Total Calls
 - 171 of these calls occurred between April and October (82.6%)
- 2016
 - 229 Total Calls
 - 184 of these calls occurred between April and October (80.4%)



Ocracoke Sheriff Calls 2016



- 426 Totals Calls in 2016
- 210 of these calls occurred between May 30 and Sept. 5



Ocracoke Solid Waste Pickups - 2016

- April had 13 pulls for a total cost of \$6,569.86
- May had 20 pulls for a total cost of \$10,107.00
- June had 21 pulls for a total cost of \$10,612.35
- July had 24 pulls for a total cost of \$12,128.40
- August had 30 pulls for a total cost of \$14,745.90
- September had 28 pulls for a total cost of \$13,376.94
- 1,134.80 TONS of solid waste pulled for \$67,540.45

Assumptions

- 100% of TDA funds directed to heads in beds.
- All OCBA funding come from TDA.
- OCBA should have a strong presence on TDA Board.
- TDA and OOTB should meet on occasion jointly to discuss total funding.
- This new funding mechanism (2%) allows OCBA to be the tourism development vehicle for Ocracoke Island and also creates it's funding.