











2022 BEACH NOURISHMENT

LOOKING BACK:

BEACH NOURISHMENT



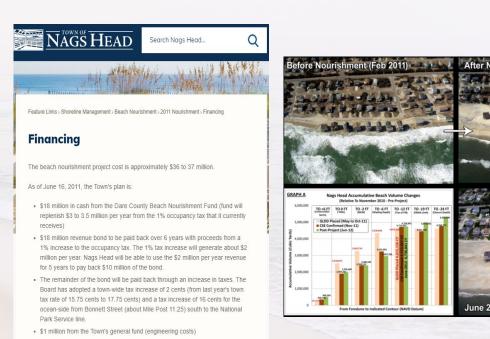
- Federal project was proposed in the late 1980's/early 1990's
- 10 miles long
- 70/20/10 cost share (Federal/state/local)
- Created an occupancy tax dedicated to beach nourishment to pay the local cost share.
- No federal or state money was available.

2011 NAGS HEAD

BEACH NOURISHMENT

Nags Head created a service district and taxed residents to cover approximately 50% of the project.

Nags Head Beach Nourishment:
Before Nourishment (2011)
After Nourishment (2011)
After Hurricane Irene (2012)



DARE COUNTY'S

BEACH NOURISHMENT
FUND



- Funds come from the Dare County occupancy tax (2% designated for Beach Nourishment Fund)
- Occupancy tax generated over
 \$14 million during the last fiscal year
 and is projected to generate close to
 \$14 million again this fiscal year.
- Generally, the occupancy tax generates around \$10 million for the fund each fiscal year.

2017 BEACH NOURISHMENT

DUCK
SOUTHERN SHORES
KITTY HAWK
KILL DEVIL HILLS
BUXTON

Each town created special service districts, taxed property owners to help pay their share of the project and the projects were successful.

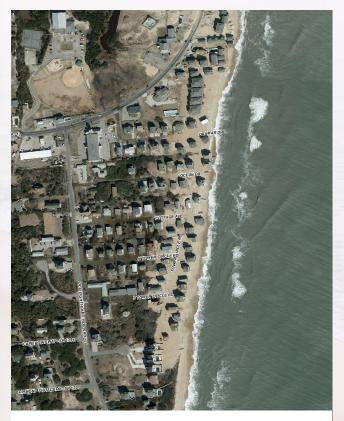




2017 BEACH NOURISHMENT

DUCK
SOUTHERN SHORES
KITTY HAWK
KILL DEVIL HILLS
BUXTON

Buxton Beach Nourishment Goal: Prevent the loss of Highway 12



BUXTON 2016



BUXTON 2018

DARE COUNTY'S

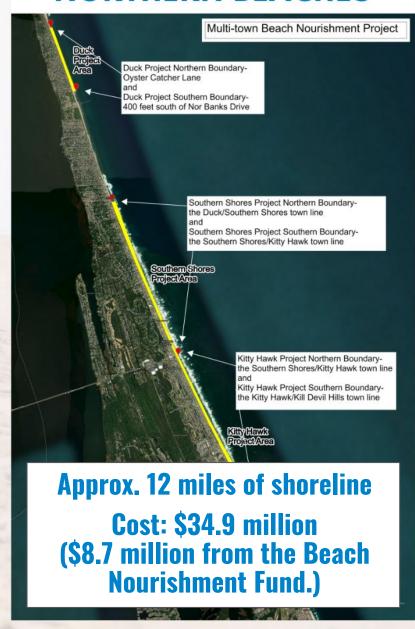
BEACH NOURISHMENT GOALS

- Put sand on beaches when needed, where needed
- Project future costs
- Project future revenues
- Hold money for future maintenance
- Maintain one year's debt service



We created a financial model for projecting funds available for future projects.

NORTHERN BEACHES



NAGS HEAD



HATTERAS ISLAND



ALL PROJECTS ARE SCHEDULED TO TAKE PLACE BETWEEN MAY AND DECEMBER 2022.



Projected 2022 Beach Nourishment Schedules*

	Start Date	End Date	Duration
Duck	TBD	TBD	TBD
Southern Shores	TBD	TBD	TBD
Kitty Hawk	TBD	TBD	TBD
Kill Devil Hills	TBD	TBD	TBD
Nags Head	TBD	TBD	TBD
Avon	TBD	TBD	TBD
Buxton	TBD	TBD	TBD

*All projects are scheduled to take place between May and December 2022. As contractors provide tentative construction schedules, this table will be updated. Please check back for more information and sign up for area-specific email updates using the links listed below.

The table on MoreBeachToLove.com will be updated as contractors provide tentative construction schedules.

MORE BEACH TO **OUTER BANKS** SHORELINE MANAGEMENT

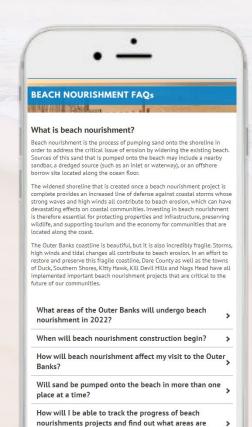


MORE **BEACH TO**



Improvements today for a better beach tomorrow.







RESOURCES ON

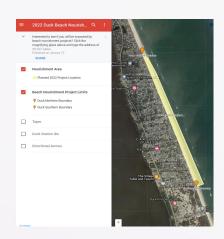
MOREBEACHTOLOVE.COM

- Project Google Maps for each town
- Links to sign up for email updates for each project area
- Links to access more information from each town
- Frequently asked questions
- Contacts for each project





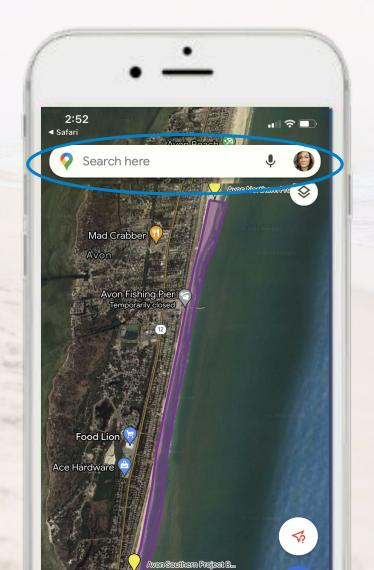


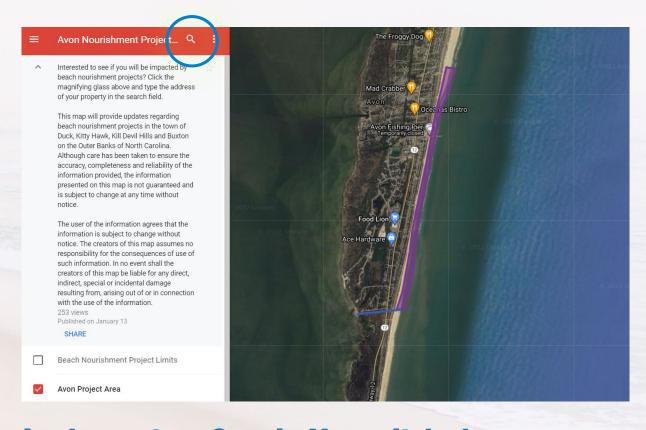






HOW CAN I USE THE MAPS TO SEE IF MY PROPERTY IS AFFECTED?

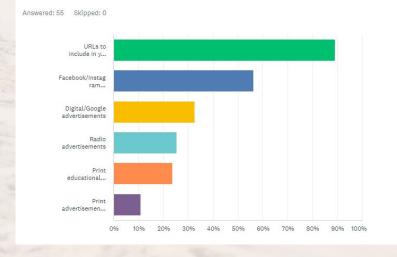




In the project Google Map, click the magnifying glass or use the "Search here" box to enter your address in the search field.



Which of the following advertising platforms do you feel would be most effective for reaching vacationers and homeowners regarding 2022 beach nourishment?



ADVERTISING & PROMOTION

Dare County advertising plan based on OBAR Property Managers Survey feedback:

- MoreBeachToLove.com
- Social Media Kit
 To be made available to property managers and business owners.
- Digital and Radio Ad Placements
- Educational Rackcards
 For lifeguards, beach nourishment site managers and National Parks Service rangers to distribute.

MORE BEACH TO **OUTER BANKS** SHORELINE MANAGEMENT