

Summary

With over 110 miles of scenic shoreline and beaches, Dare County (otherwise known as the Outer Banks) attracts over 300,000 visitors each week during the prime summer season. Beaches are the economic engine for tourism in Dare County. Yet constant erosion from coastal storms and shifting sands has resulted in dunes washing away, roads undermined, private property lost, and frequent flooding events. Beach nourishment has become the tune up to keep our motor running and mitigate such negative impacts. Beach nourishment is the process of widening beaches by pumping sand onto the shoreline. It increases defense from coastal storms and beach erosion protecting property, communities and infrastructure. When four municipalities (Duck, Kitty Hawk, Kill Devil Hills, & Southern Shores) and Dare County joined forces to fund much needed beach nourishment projects in the summer of 2017, the need for consistent public information messaging and communication to stakeholders was apparent. Especially when the project contractors determined construction would be completed during the busy summer tourist season. Looking ahead we realized a community relations campaign was needed to proactively inform and engage residents about the projects. In order to facilitate a successful program, we needed the “front lines” (those who interact with vacationers on a daily basis i.e. property management staff, hotel staff, restaurant staff, etc.) to be equipped with accurate timely details regarding the project and to be knowledgeable about where they could point others for more information.

Research

The Town of Nags Head (a municipality within Dare County) conducted a beach nourishment project in the summer of 2011. We interviewed staff from the municipality, thoroughly reviewed their social media and conducted extensive searches on travel review websites to find out what information was shared by vacationers who experienced inconveniences from the project during their vacations - the overwhelmingly results of which were negative. Most negative reviews indicated vacationers were not informed of the project before their arrival and accommodations providers had little to no information about how the project would affect their visit to the Outer Banks. These results preempted the need for transparency and the creation of an engaging community relations campaign to make that information accessible and even unavoidable if you lived in or travelled to the area. We extensively interviewed property managers and accommodations providers on their past experiences, gathering detailed information on frequently asked questions and visitor grievances. It became apparent municipality staff and accommodations providers who knew little about project details or schedule, were overwhelmed with phone calls from visitors and property owners. Instead of relying on social media to provide project updates, there was a need for an online information portal allowing users to research the beach nourishment projects at their leisure. An internal media analysis of coverage from the previous project was also conducted and identified strategic communication opportunities for the campaign. We also researched beach nourishment projects and related communication strategies in other jurisdictions including Holden Beach, NC; Gold Coast, Australia; and Broward County, FL.

Planning

In an effort to educate residents, visitors, business owners, nonresident employees of local businesses, and nonresident property owners on the impacts of the beach nourishment projects, a coordinated community relations campaign was created titled, *More Beach to Love*. The strategic campaign included print brochures, online advertising, FAQ'S, radio PSA's, a dedicated url and website portal, interactive project maps, weekly video updates, email news subscriptions, but most importantly a series of public information meetings. Public information meetings were scheduled in each municipality. We also reached out to local civic groups and scheduled a series of presentations for their constituents. The goals of the campaign included;

- To increase awareness of *More Beach to Love* and campaign resources to local residents, business owners, nonresident employees, and accommodation providers through a series of public information sessions/presentations resulting in the use of campaign materials by at least 25 local businesses by July 2017.
- To increase awareness of the MoreBeachtoLove.com information portal among local residents prior to the start of the busy summer season by acquiring at least 5,000 unique pageviews in the

first 60 days of project construction as a result of a coordinated campaign launch with public information meetings, print, radio and social media marketing.

- To alleviate phone calls to local accommodations providers regarding information on current beach closures and construction locations by acquiring at least 10,000 views of each interactive construction map through the duration of the project.

Implementation

More Beach to Love kicked off in February 2017 when residents, property owners, business owners and their employees were invited to a series of public information meetings in each town to introduce the campaign. We strategically held the meetings in the off season to maximize attendance. A media kit and brochure were distributed at the meeting and made available for download for local businesses and accommodations providers. Following the meeting, we reached out to each attendee with a request to use the provided branding when talking about the project and to proactively share videos/social media messaging and link to the interactive construction maps from their website. We also held public information presentations at regularly scheduled meetings of the following organizations; Outer Banks Association of Realtors, the Outer Banks Hotel & Motel Association, the Outer Banks Restaurant Association, the Duck Merchants Association and the Outer Banks Chamber of Commerce. Over 10,000 brochures were distributed to businesses with ties to tourism including watersport rentals, restaurants, spas, and historical attractions. Harnessing the power of social media we sponsored ads for the weekly video updates (produced in-house) and posted daily project updates across a wide variety of social media accounts. Each video referenced the project maps and pointed viewers to MoreBeachtoLove.com for more information. Throughout the duration of the campaign, a series of 60 second radio ads were produced and aired numerous times a day on all local radio stations. In an effort to keep stakeholders engaged with the campaign, a series of email opt-ins were created for the website and users had the ability to opt-in to receive email updates from individual towns regarding the status of project construction in their area. Updates were sent as needed; included links to project maps and always directed users back to MoreBeachtoLove.com for more information. A series of print ads was placed in high distribution publications. With limited budgets, our entities combined finances to fund the campaign approximately \$14,370. The budget was used for the logo development, print brochures, radio, print and social media advertising. To save money we used the County's existing website and redirected the MoreBeachtoLove.com url.

Evaluation

More Beach to Love became the slogan of the summer in 2017. When the first grain of sand was pumped onto the beach in Duck in April 2017 until the last grain of sand was placed in Buxton in February 2018, the local community embraced and promoted the project and the fact that there would indeed be *More Beach to Love*. The public information meetings were heavily attended and standing room only. Numerous businesses highlighted *More Beach to Love* on their sign marquee. Over 40 local businesses utilized More Beach to Love campaign materials (brochures, video updates, f.a.q.'s, rack cards, logo, etc.). It was noted in a follow up email at the end of the summer by the Outer Banks Association of Realtors that "the *More Beach to Love* campaign had a significantly positive impact on property managers." Surpassing our original objective, during the first 60 days of project construction, the MoreBeachtoLove.com portal received 15,208 unique pageviews and users spent an average of 3 minutes 6 seconds on the website. The interactive beach nourishment construction maps were viewed over 331,011 times. The weekly video updates were viewed a total of 61,662 times and was a tactic used to increase visibility of MoreBeachtoLove.com. Across social media and digital platforms, links to important information were shared amongst stakeholders as they encountered online queries and local stakeholders became advocates for the projects. While locals prepared for a barrage of negativity on social media, in actuality, there were few such interactions. The effective marketing of the *More Beach to Love* provided a sense of transparency to stakeholders; who became community advocates for beach nourishment. In the future, we plan to create a standalone website for the project, separate from the Dare County website. Using a URL redirect seemed to be a bit confusing to stakeholders. If they copied and pasted a link from the information portal, the link didn't match MoreBeachtoLove.com since they were technically being forwarded to the Dare County website. When the next nourishment project is conducted in 2019, an opportunity to increase email subscribers for beach nourishment updates was also apparent.



Megan MacLeod Looks fabulous! Here's hoping it lasts for quite a while 🍷 (When does this start in Southern Shores?)

Like · Reply · 1y



Town of Duck ✓ Southern Shores information would be available at www.morebeachtolove.com and the Southern Shores website



DARENC.COM

Dare County, NC : Beach Nourishment

Like · Reply · 1y



Mary Cooper Johnson Thank you to everyone who has kept us up to date on the progress of the project. Can't wait to see it this weekend!

Like · Reply · 1y



Pat Scarlett Thank you Town of Duck. Can't say enough, thank you too GLDD for the wonderful job they did. Your staff was great, fully involved, answered questions about the job. I enjoyed watching at night with the lights and seeing the sand bubble up to be pushed. Again great job. Pack a lunch, it's a long walk to the ocean 👍👍👍



Like · Reply · 1y



Margaret Morris Richardson All of the dark looking sand is the new beach. ...

Like · Reply · 1y



Town of Duck ✓ The sand bleached out in about a day

Like · Reply · 1y



Rainie Johnson Sadler Thank you Town of Duck for keeping everyone so well informed during the process!

Like · Reply · 1y



Paula Cutchins Bradin We've been here for the past 2 weeks and watching the progress has been amazing! The beach is enormous!

Like · Reply · 1y



Joe Hull So excited to visit next week for the holiday!

Like · Reply · 1y





Beverly Maring John C. Mills, is this really happening?

Like · Reply · 1y



John C. Mills I'll see what I can find out  1

Like · Reply · 1y



Town of Duck  www.morebeachtolove.com and the Town website have a great deal of information. We are happy to answer any questions you may have.



DARENC.COM

Dare County, NC : Beach Nourishment

Like · Reply · 1y



Frank Nowaczyk Yes. It's going well so far. Pretty cool to watch. Expanding the beaches north of the Field Research Facility pier.

Like · Reply · 1y



Write a reply...



Martha Howe Pittman



...

Like · Reply · 1y



Mike Nowak Will do

Like · Reply · 1y



Dave Gibbons Our beach will be awesome!

Like · Reply · 1y



Allison Leigh Howell Looking great so far!

Like · Reply · 1y



KDH: Keeping You Informed - A great way to stay up-to-date on the upcoming beach nourishment project is by regularly checking the KDH Beach Nourishment Web Page at <http://www.kdhnc.com/398/Beach-Nourishment> or by visiting www.morebeachtolove.com. There are helpful maps, project videos and lots of interesting information on the nourishment program.



Janice Becker Kailos Is the beach getting nourished from Helga street south to Avalon Pier? I was there last week and that section was not extended. I'm curious if it will be getting the beach extended through Helga to Avalon pier? Thanks!

Like · Reply · 1y



Town of Kill Devil Hills Yes, that area will be nourished.

Kill Devil Hills has an interactive beach nourishment map that is updated regularly. It shows the extent of the project and provides information regarding current construction zones and noting where nourishment has been completed. The map can be found here: <https://www.google.com/maps/d/viewer...>



GOOGLE.COM

Kill Devil Hills Beach Nourishment Project



1

Like · Reply · 1y

view 2 more comments



Heath Bradshaw A little inconvenience for long term improvement of the beach!



Jennifer Smith

April 29, 2017



Can someone explain how and/or if the beach nourishment will change our beach experience this year?



2

5 Comments · 1 Share



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Comment



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Angie Em Depends where you're going... I know in Buxton they were talking about adding 150 feet to the beach that's already there.

Like · Reply · 1y



Lee Manifold The schedule is only as good as the weather and other factors allow it to be.....they will be closing off about 1000ft. Of beach every few days.....mte be a little inconvenience since u may have to walk to an adjacent beach access instead of the one in front of your rental.....I don't think it's gonna be the nightmare some pundits are predicting.

Like · Reply · 1y



1



Bob Kissell Morebeachtolove.com is Dare County guide.



DARENC.COM

Dare County, NC : Beach Nourishment

Like · Reply · 1y



Town of Duck

June 14, 2017 · 🌐



Are you wondering about the latest update on the beach nourishment project? Watch this update presented today, June 14, 2017, by contractors for the project.. More information can be found on our website at www.townofduck.com and at www.morebeachtolove.com

<https://www.youtube.com/watch?v=KK72dpjA5ms>



June 9th (Day 9 - Ocean Bar)

YOUTUBE.COM

Beach Nourishment Update June 14, 2017

A public meeting was held in the Paul F. Keller Meeting Hall for an update on the Beach Nourishment project. Julien Devisse, engineer with Coastal...



👍👎 13

1 Comment 3 Shares



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Comment



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Write a comment...



Randy Morton Great presentation. 👍 1 ...

Like · Reply · 1y



Mary Morris Park How long is the beach closed in each particular area? We are in Duck on Widgeon as of June 17. Is the beach scheduled to be open by then?

Like · Reply · 1y



Town of Duck We expect the beach at Widgeon to be open at that time. The subline and shore pipeline may still be in place, but sand ramps will be constructed for water access. Please see the project progress map for up to date constructions areas. <https://www.google.com/maps/d/u/0/edit...>



GOOGLE.COM

Town of Duck Beach Nourishment Project Map



Dawn-Michele Nelson Moros Great work renourishing the coast and protecting the barrier islands (and the properties within) from future storm damage! Minor and temporary inconvenience for the benefits provided.



Like · Reply · 1y



Cape Hatteras Motel

March 8, 2017 · 🌐



New post ("More Beach to Love" Restoration In Buxton) has been published on Cape Hatteras Motel



Kristy Stump See Thanks everyone, we got an email and some updated pics from Dare Co. today and they are moving right along, praying for good weather so they can continue to do so, I'm feeling cautiously optimistic! 😊

Like · Reply · 1y



CAPEHATTERASMOTEL.COM

"More Beach to Love" Restoration In Buxton

That's the catch phrase from Dare County for this summer's beach re-

119

11 Comments 17 Shares

Like Comment Share

Most Relevant ▾

Write a comment... 🗨️ 📷 📺 🗑️

Todd Nalley I would love to see them hit the area just south of the Avon Pier where the beach eroded back to the houses
Like · Reply · 1y 2

Patty Gleich Diamond Why didn't they do this in the winter months?



Cynthia Haynes

April 27, 2017



Does anyone know if the beach nourishment project started in Duck yet? I know the proposed schedule, but wanted to get a reality check.

2

1 Comment

Like Comment



Madalyn Dunn They have begun staging equipment but the project has not started. There will be updates on www.morebeachtolove.com with a live interactive map.



DARENC.COM

Dare County, NC : Beach Nourishment

Like · Reply · 1y



I've seen some articles about a beach nourishment project in Buxton around the motels and Oramar in 2017 and was wondering if there was any new info on that as far as start / end dates ? I'm getting ready to sign my lease for a late October rental oceanfront on Oramar Drive but I don't want to book there if sand's being pumped. I wouldn't think they would dredge that time of year but ya never know. I've checked the Dare Cnty. page and looked in the Island Free Press but can't find anything current. Also ask the realtors if they had heard anything definite and they were clueless as well. So any of you guys have some inside baseball on this project ?

[Lung Cancer Therapy - Treatment Option Info Here](#)
 Learn More About a Treatment Option for Lung Cancer Here. treatment-for-nsclc.com



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01-09-2017, 05:02 PM

#2

Jollymon
Registered User

Join Date:	May 2015
Location:	Newnan Ga.
Posts:	983

Hold off signing till your sure, I'm sure someone at Dare Cnty. would know you'll have to do some calling and not wait to find it on a website.

Moderate to Severe Acne? - Talk To Your Dermatologist Now
 Frustrated With Your Persistent Acne? Try This Easy-To-Use Powerful Treatment.



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01-18-2017, 05:37 PM

#3

aln
Registered User

Join Date:	May 2006
Location:	NC
Posts:	250

Just an FYI for anyone heading OBX this spring/summer/fall. There are beach nourishment projects for both the northern and southern OBX. For those interested here is the best link for info regarding the projects <http://morebeachtolove.com/> and according to a reservation specialist with Midgette Realty the Buxton project is scheduled to start in April and be completed by June but I can't find any confirmation for it yet.

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Morebeachtolove.com Beach Nourishment schedual



Posted By: [Tim-OBX - \(Send PM\)](#)
Member Since: 6/2/2004
Location: **Kitty Hawk**
Total Posts: 19266
Experience: ★★★★★★
Date Posted: 3/21/2016 12:25 PM

[QUOTE](#)
[FLAG](#)

The low awaited website is up. Let's see if this makes Chicken Little happy so she won't be accusing everyone of hiding the dates and keeping all the information secret.
morebeachtolove.com/

OBX Connection Sponsored Links

RE: Morebeachtolove.com Beach Nourishment schedual



Posted By: [Quack27949 - \(Send PM\)](#)
Member Since: 9/27/2011
Location: **Hampton, VA & Duck**
Total Posts: 1644
Experience: ★★
Date Posted: 3/21/2016 3:57 PM

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Exciting news. I look forward to getting it done.

RE: Morebeachtolove.com Beach Nourishment schedual

Posted By: [nicki - \(Send PM\)](#)

[QUOTE](#)

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OBX200
Kitty Hawk, North...

 Destination Expert
for Outer Banks

Level **6** Contributor

 3,025 posts

 136 reviews

4. **Re: Beach Nourishment**

Feb 16, 2017, 9:17 AM

 Save Reply

They are starting in Duck and the project goes north of the pier, so I am not sure where your house is but they should be long gone by the time you get there. Enjoy the new WIDE beach they leave behind.

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orior
Texas

Level **3** Contributor

 65 posts

5. **Re: Beach Nourishment**

Mar 10, 2017, 2:32 PM

 Save Reply

Anyone looking for updates on the beach nourishment project, can check here. The interactive map will show the areas where work is currently being completed as the project starts.

darenc.com/departments/...beach-nourishment

and here

darenc.com/government/...project-map

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OBX200
Kitty Hawk, North...

 Destination Expert
for Outer Banks

Level **6** Contributor

 3,025 posts

 136 reviews

6. **Re: Beach Nourishment**

Mar 11, 2017, 8:38 AM

 Save Reply

This might be the place those other sites get this info from, but this is the main BN information site.

www.Morebeachtolove.com They have the most up to date news.

Edited: 8:38 am, March 11, 2017

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01-19-2017, 06:23 PM #13

bronzbck1 Registered User Join Date: Jun 2007 Location: South Posts: 1,225

I would like to see a map of what they are doing. Buxton doesn't have 2.9 miles of ocean front. They need to do the whole island. You can't fish but 2-3 hours tops ether side of low tide right now. Been that way since Mathew. I don't see winter storms helping the mater.

Reply With Quote

01-19-2017, 06:26 PM #14

aln Registered User Join Date: May 2006 Location: NC Posts: 250

Straight off the Dare County morebeachtolove website .. " The Buxton Beach Nourishment project will be constructed in 2017 to ensure safe reliable access to Hatteras Island via NC 12. The project includes approximately 2.9 miles of beach and will initially widen the beach by approximately 250 feet. The project cost is estimated at \$25 million, with the majority of the funding coming from the Beach Nourishment Fund. On June 6, 2016 the Dare County Commissioners voted to establish a service district for the Buxton Beach Nourishment Project that includes parcels of land at the north end of Buxton located between Highway 12 and Old Lighthouse Road, and the four parcels north of Highway 12. This Service District went into effect with the new budget year on July 1 and the tax rate included in the 2017 Budget is 25 cents per \$100 of valuation. This means that a property owner in the service district with a home assessed at \$300,000 pays \$750 in taxes. The tax rate is established each year by the Board of Commissioners as part of the annual budgeting process."

And there is a map of the service district available on the Dare cnty. site

Reply With Quote

01-19-2017, 06:29 PM #15

bronzbck1 Registered User Join Date: Jun 2007 Location: South Posts: 1,225

So they are going north of town into 38 & going around the horn to the jettys. That's 2.9

Reply With Quote

01-19-2017, 07:21 PM #16

poppop1 Registered User Join Date: Feb 2004 Location: Todd, Pa. Posts: 450

Aln, did the beach nourishment work at Carolina beach?? They did a big beach nourishment at the northern end of North Topsail beach around 2013, big dune, sea oats, snow fence, new ramps to the beach. it looked great, I don't think it lasted a year, the ocean slowly but surely just ate that sand away, now there are sand bags protecting the homes, it's a shame. I am not a Al Gore fan for sure, but something is going on along the coast, either the coast is sinking or the ocean is rising, or both. A lot smarter people out there than I, so I would love to hear some good answers, and I hope the Buxton beach nourishment works.

Reply With Quote

01-19-2017, 08:37 PM #17

Join Date: May 2006