

10:40 AM
10/25/17

**Amelia Island Convention & Visitors Bureau (TDC)
Check Detail**

August 23 through September 30, 2017

Num	Date	Paid Amount	Source Name	Memo	Original Amount
db	08/31/2017		American Express		-29,573.06
		-29,573.06	American Express		29,573.06
TOTAL		-29,573.06			29,573.06
7208	08/23/2017		Digital Edge		-48,775.00
1784	08/23/2017	-10,000.00	Digital Edge	37523552 548120 Digital Edge for Native Content ad	10,000.00
1805	08/23/2017	-6,800.00	Digital Edge	37523552 548240 Digital Edge website hosting for 3rd quarter for Wellness web...	6,800.00
1749	08/23/2017	-300.00	Digital Edge	37523552 548240 Digital Edge website hosting for Restaurant week	300.00
1771	08/23/2017	-15,000.00	Digital Edge	37523552 548120 Digital Edge facebook campaign for July	15,000.00
1750	08/23/2017	-12,501.00	Digital Edge	37523552 548120 Digital Edge Facebook ads for June	12,501.00
1808	08/23/2017	-4,174.00	Digital Edge	37523552 548240 Digital Edge monthly maintenance fee	4,174.00
TOTAL		-48,775.00			48,775.00
7219	08/30/2017		Digital Edge		-20,000.00
1809	08/30/2017	-20,000.00	Digital Edge	37523552 548120 Digital edge AI Wellness display and facebook ads	20,000.00
TOTAL		-20,000.00			20,000.00
7225	08/30/2017		Philadelphia Magazine		-10,000.00
PH79...	08/30/2017	-10,000.00	Philadelphia Magazine	37523552 548120 Philadelphia Magazine ad in September issue	10,000.00
TOTAL		-10,000.00			10,000.00
7232	09/01/2017		Amelia Island CVB		-91,121.15
June ...	09/01/2017	-91,121.15	Amelia Island CVB	Amelia Island CVB: to reimburse June fee paid to TDC	91,121.15
TOTAL		-91,121.15			91,121.15
7233	09/07/2017		3d Digital Solutions Inc		-15,000.00
3429	09/06/2017	-7,500.00	3d Digital Solutions Inc	37523552 548110 3d Digital services for July	7,500.00
3430	09/06/2017	-7,500.00	3d Digital Solutions Inc	37523552 548110 3d Digital services for August	7,500.00
TOTAL		-15,000.00			15,000.00
7247	09/07/2017		Washingtonian Magazine		-19,500.00
44017-r	09/06/2017	-3,250.00	Washingtonian Magazine	37523552 548120 Washingtonian full page ad for September issue	3,250.00
		-3,250.00	Washingtonian Magazine	Ritz Carlton Washingtonian full page ad for September	3,250.00
44003-r	09/06/2017	-3,250.00	Washingtonian Magazine	37523552 548120 Washingtonian full page ad for September issue	3,250.00
		-3,250.00	Washingtonian Magazine	Omni AIP Washingtonian full page ad for September	3,250.00
44014-r	09/06/2017	-1,625.00	Washingtonian Magazine	37523552 548120 Washingtonian Magazine 1/2 page ad for september issue	1,625.00
		-1,625.00	Washingtonian Magazine	Residence Inn Washingtonian Mag 1/2 pg ad for September	1,625.00
412-m	09/06/2017	-1,625.00	Washingtonian Magazine	37523552 548120 Washingtonian Mag 1/2 page ad for September	1,625.00
		-1,625.00	Washingtonian Magazine	Amelia Island B&B Washingtonian Mag 1/2 pg ad for September	1,625.00
TOTAL		-19,500.00			19,500.00
7250	09/07/2017		Floridian Design Custom Cabinetry...		-18,000.00
1814	09/07/2017	-18,000.00	Floridian Design Custom Cabinetry, I...	37524552 548019 Floridian Design reception desk and installation	18,000.00
TOTAL		-18,000.00			18,000.00
7252	09/13/2017		Boston Magazine		-14,430.00
BO79...	09/13/2017	-2,405.00	Boston Magazine	37523552 548120 Boston Magazine ad for September issue	2,405.00
		-2,405.00	Boston Magazine	AI Bed & Breakfast Boston Magazine ad for September issue	2,405.00
BO79...	09/13/2017	-9,620.00	Boston Magazine	37523552 548120 Boston Magazine ad for september issu	9,620.00
TOTAL		-14,430.00			14,430.00
7253	09/13/2017		Hayworth Creative, Inc.		-15,631.34
0901...	09/13/2017	-6,000.00	Hayworth Creative, Inc.	37523552 548710 Hayworth September retainer	6,000.00
		-300.00	Hayworth Creative, Inc.	37523552 548710 Hayworth graphic design (man-fam evite)	300.00
		-3,500.00	Hayworth Creative, Inc.	37523552 548250 Hayworth visitor profile research	3,500.00
		-5,831.34	Hayworth Creative, Inc.	37523552 548720 Hayworth expenses media monitor service promotions writer tra...	5,831.34
TOTAL		-15,631.34			15,631.34
7264	09/28/2017		Chicago Tribune Media Group	003367300	-16,000.00
0033...	09/28/2017	-8,050.00	Chicago Tribune Media Group	37523552 548120 Chicago Tribune full page ad	8,050.00
		-3,412.50	Chicago Tribune Media Group	Ritz Carlton Chicago Tribune full page ad	3,412.50
		-3,412.50	Chicago Tribune Media Group	Omni Chicago Tribune full page ad	3,412.50

10:40 AM
10/25/17

**Amelia Island Convention & Visitors Bureau (TDC)
Check Detail**

August 23 through September 30, 2017

Num	Date	Paid Amount	Source Name	Memo	Original Amount
		-1,125.00	Chicago Tribune Media Group	Residene Inn Chicago Trbune 1/4 page ad	1,125.00
TOTAL		-16,000.00			16,000.00
7284	09/30/2017		Digital Edge		-15,000.00
1816	09/30/2017	-250.00	Digital Edge	37523552 548240 Digital Edge banner ads for AI Wellness Festival	250.00
1807	09/30/2017	-750.00	Digital Edge	37523552 548240 Digital Edge emails for AI wellness	750.00
1820	09/30/2017	-5,000.00	Digital Edge	37523552 548120 Digital Edge September pd serach	5,000.00
1815	09/30/2017	-9,000.00	Digital Edge	37523552 548240 Digital Edge for events Restaruant week Concours brand camp...	9,000.00
TOTAL		-15,000.00			15,000.00
7287	09/30/2017		Morris Vistor Publications LLC		-16,500.00
XQ71...	09/30/2017	-1,410.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor full page ad Charlotte mag sept issue	1,410.00
		-1,410.00	Morris Vistor Publications LLC	Villas of AIP Morris Visitor full page ad Charlotte Mag Sept issue	1,410.00
XQ71...	09/30/2017	-1,410.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor full page ad Charlotte mag sept issue	1,410.00
		-1,410.00	Morris Vistor Publications LLC	Ritz Carlton Morris Visitor full page ad Charlotte mag Sept issue	1,410.00
XQ71...	09/30/2017	-900.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor 1/2 page ad Charlotte mag sept issue	900.00
		-900.00	Morris Vistor Publications LLC	AI B&B Association MorrisVisitor 1/2 page ad Charlotte Mag Sept issue	900.00
XQ71...	09/30/2017	-660.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor 1/3 page ad Charlotte mag sept issue	660.00
		-660.00	Morris Vistor Publications LLC	Amelia Hotel Morris Visitor 1/3 page ad Charlotte Mag Sept issue	660.00
XQ71...	09/30/2017	-900.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor 1/2 page ad Charlotte mag sept issue	900.00
		-900.00	Morris Vistor Publications LLC	Elizabeth Pointe Lodge 1/2 page ad Charlotte mag Sept issue	900.00
XQ71...	09/30/2017	-900.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor 1/2 page ad Charlotte mag sept issue	900.00
		-900.00	Morris Vistor Publications LLC	Residence Inn Morris Visitor 1/2 page ad Charlotte mag Sept issue	900.00
XQ71...	09/30/2017	-660.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor 1/3 page ad Charlotte mag sept issue	660.00
		-660.00	Morris Vistor Publications LLC	Hampton Inn Beach Morris Visitor 1/3 page ad Charlotte Mag Sept issue	660.00
XQ71...	09/30/2017	-2,820.00	Morris Vistor Publications LLC	37523552 548120 Morris Visitor full page ad Charlotte mag sept issue	2,820.00
TOTAL		-16,500.00			16,500.00
7289	09/30/2017		New York Media		-14,500.00
82242	09/30/2017	-14,500.00	New York Media	37523552 548120 New York Media 1/2 pg ad for Oct issue	14,500.00
TOTAL		-14,500.00			14,500.00
7291	09/30/2017		Sojern Inc		-14,979.46
1000...	09/30/2017	-4,313.14	Sojern Inc	37523552 548120 Sojern digital ads for september	4,313.14
1000...	09/30/2017	-10,666.32	Sojern Inc	37523552 548120 Sojern digital ads for september	10,666.32
TOTAL		-14,979.46			14,979.46
7293	09/30/2017		Tripadvisor		-21,406.17
6978...	09/28/2017	-6,587.48	Tripadvisor	37523552 548120 Tripadvisor digital display ad	6,587.48
6978...	09/28/2017	-6,332.28	Tripadvisor	37523552 548120 Tripadvisor digital display ad	6,332.28
		-500.00	Tripadvisor	Ritz Carlton: Trip Advisor for digital display ad July 2017	500.00
6978...	09/28/2017	-6,986.41	Tripadvisor	37523552 548120 Tripadvisor digital display ad	6,986.41
		-500.00	Tripadvisor	Ritz Carlton: Trip Advisor digital display ad Aug 2017	500.00
		-500.00	Tripadvisor	Residence Inn: Trip Advisor digital display ad Aug 2017	500.00
TOTAL		-21,406.17			21,406.17
7309	09/30/2017		Amelia Island CVB		-109,317.97
TDC f...	09/30/2017	-109,317.97	Amelia Island CVB	Amelia Island CVB: to reimburse TDC fee from July paid to TDC	109,317.97
TOTAL		-109,317.97			109,317.97
7318	09/30/2017		Travel Spike		-16,179.41
232606	09/30/2017	-3,782.80	Travel Spike	37523552 548120 Travel Spike digital ad for July 2017	3,782.80
232671	09/30/2017	-12,396.61	Travel Spike	37523552 548120 Travelspike digital ads for August 2017	12,396.61
TOTAL		-16,179.41			16,179.41
7328	09/30/2017		Amelia Island CVB		-21,798.22
11475	09/30/2017	-21,798.22	Amelia Island CVB	37524552-548019 Amelia Island CVB: Welcome Center staff quarterly payroll	21,798.22
TOTAL		-21,798.22			21,798.22
7346	09/30/2017		New York Media		-50,000.00
1003...	09/30/2017	-50,000.00	New York Media	37523552-548120 New York Media: Digital Banner Ad and Video for Internet ad	50,000.00
TOTAL		-50,000.00			50,000.00
7352	09/30/2017		Tripadvisor		-11,971.63

10:40 AM
10/25/17

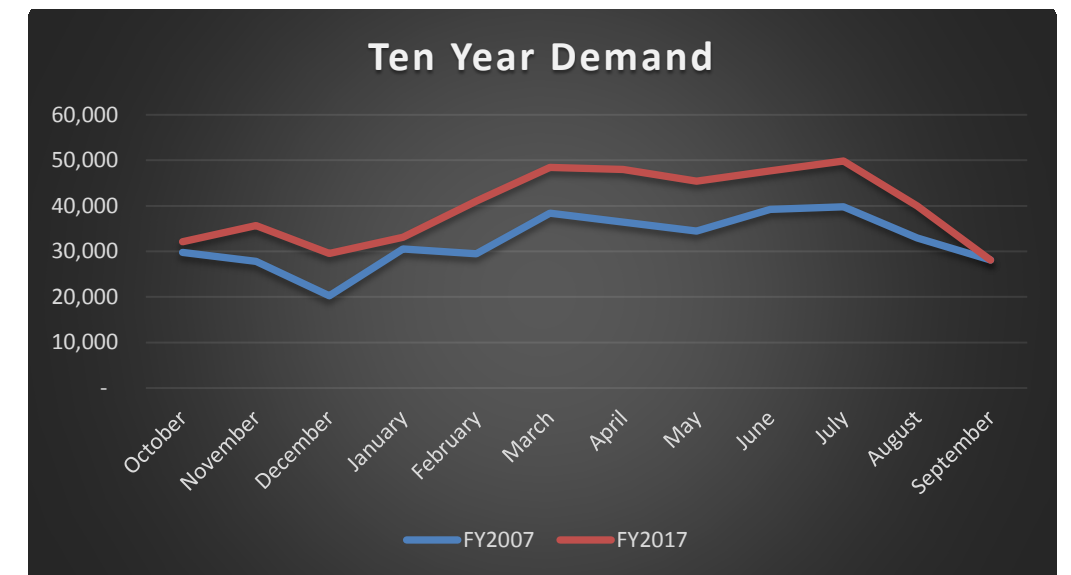
Amelia Island Convention & Visitors Bureau (TDC)
Check Detail

August 23 through September 30, 2017

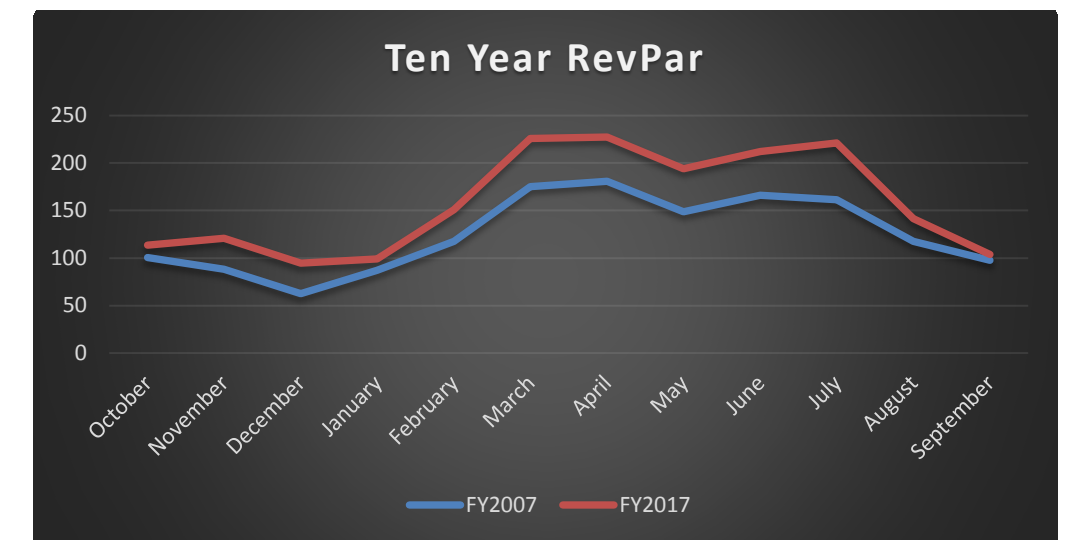
Num	Date	Paid Amount	Source Name	Memo	Original Amount
6978...	09/30/2017	-3,966.07	Tripadvisor	37523552-548120 TripADvisor September 2017 Graphical Ads	3,966.07
		-500.00	Tripadvisor	Ritz Carlton: TripAdvisor co-op for September 2017	500.00
		-500.00	Tripadvisor	Elizabeth Pointe Lodge: Trip Advisor co-op for Sept 2017	500.00
		-500.00	Tripadvisor	Residence Inn: Trip Advisor co-op for Sept 2017	500.00
1783...	09/30/2017	-488.27	Tripadvisor	37523552-548120 Trip Advisor: CPM Graphical ads in June 2017	488.27
1783...	09/30/2017	-3,754.06	Tripadvisor	37523552-548120 Trip Advisor: CPM Graphical Ads for July 2017	3,754.06
1783...	09/30/2017	-2,263.23	Tripadvisor	37523552-548120 Trip Advisor; CPM Graphical ads for August 2017	2,263.23
TOTAL		-11,971.63			11,971.63

2007-2017 TREND ANALYSIS

Demand Comparisons - 2007 - 2016											
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
October	29,800	29,291	28,211	25,118	27,425	29,919	30,786	36,055	39,056	35,972	32,154
November	27,841	25,979	21,792	20,737	20,176	25,016	23,316	30,727	32,683	34,829	35,678
December	20,257	18,112	17,922	16,604	17,853	20,023	18,237	24,028	27,654	32,362	29,566
January	30,563	24,431	17,853	20,409	17,699	17,647	23,104	31,523	33,427	33,427	33,113
February	29,511	30,115	23,143	21,076	24,230	26,326	26,824	33,095	39,651	36,620	41,029
March	38,428	34,761	28,729	29,754	36,566	37,566	40,406	42,650	45,502	47,099	48,466
April	36,439	36,434	29,632	34,370	39,116	38,284	40,101	43,670	43,347	43,840	48,022
May	34,440	34,643	27,128	30,527	32,903	31,728	39,565	45,684	43,433	43,023	45,440
June	39,201	37,834	32,055	35,723	35,135	36,354	41,358	43,781	46,120	45,619	47,665
July	39,801	37,222	33,096	37,953	36,762	39,403	42,086	47,870	49,551	50,501	49,854
August	32,980	28,518	24,692	28,774	26,013	30,265	38,468	40,221	41,546	42,283	39,949
September	28,107	20,632	21,325	28,745	24,469	27,871	33,976	36,331	37,356	40,608	28,098
Total	387,368	357,972	305,578	329,790	338,347	360,402	398,227	455,635	479,326	486,183	479,034
Average	32,281	29,831	25,465	27,483	28,196	30,034	33,186	37,970	39,944	40,515	39,920



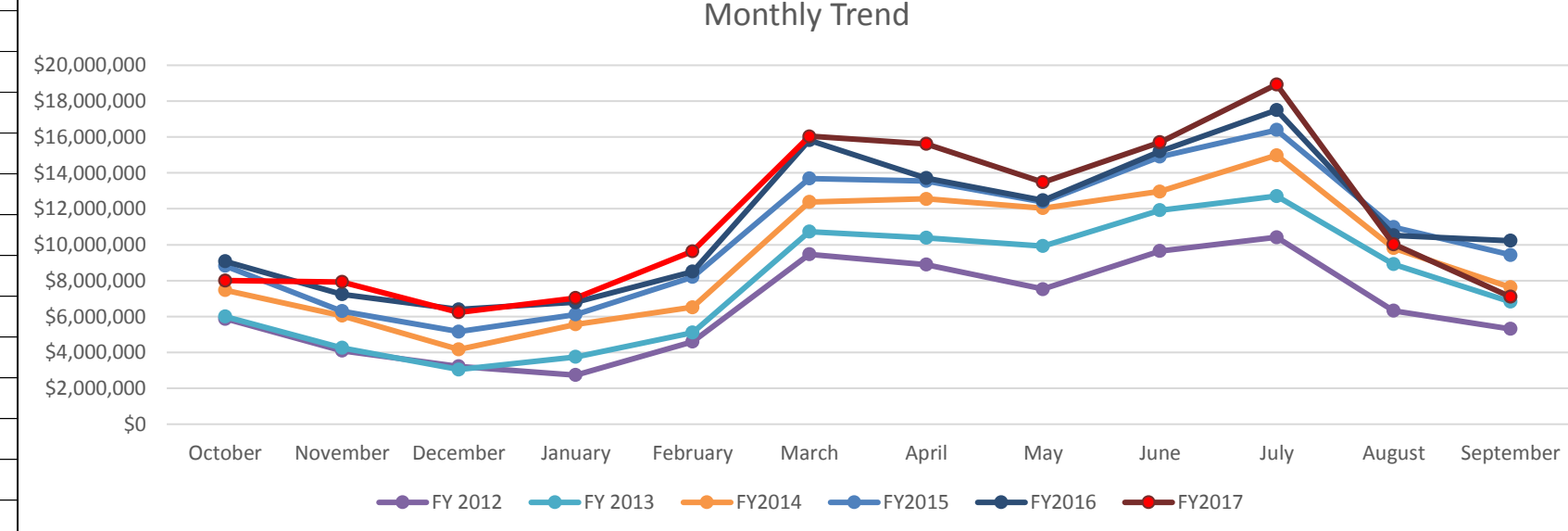
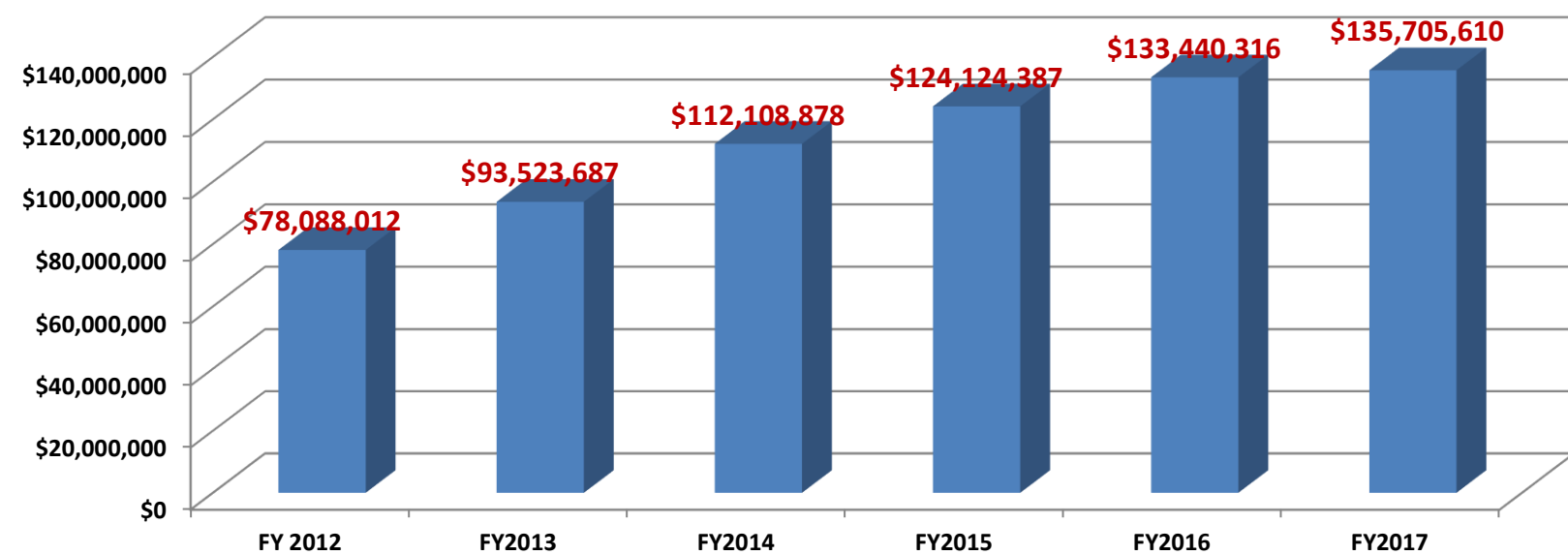
RevPar Comparisons - 2007 - 2016											
	FY2007	FY2008	FY2009	FY2010	FY2011	FY2012	FY2013	FY2014	FY2015	FY2016	FY2017
October	100.51	\$ 110.97	\$ 103.62	\$ 71.26	\$ 82.05	\$ 94.31	\$ 98.35	\$ 114.76	\$ 136.07	\$ 133.57	\$ 113.71
November	88.12	\$ 95.47	\$ 77.26	\$ 58.68	\$ 53.93	\$ 70.79	\$ 70.35	\$ 95.92	\$ 102.57	\$ 114.64	\$ 120.85
December	62.53	\$ 57.26	\$ 52.87	\$ 42.95	\$ 48.17	\$ 53.82	\$ 59.51	\$ 62.81	\$ 79.01	\$ 93.98	\$ 94.66
January	\$ 87.30	\$ 83.39	\$ 55.10	\$ 43.77	\$ 49.06	\$ 40.24	\$ 72.05	\$ 83.75	\$ 93.97	\$ 97.78	\$ 99.11
February	\$ 117.41	\$ 136.51	\$ 83.80	\$ 66.02	\$ 77.21	\$ 79.00	\$ 102.44	\$ 102.99	\$ 129.09	\$ 129.74	\$ 150.96
March	\$ 175.03	\$ 166.97	\$ 110.82	\$ 105.23	\$ 127.66	\$ 143.73	\$ 159.22	\$ 179.23	\$ 199.51	\$ 223.64	\$ 226.05
April	\$ 180.84	\$ 181.41	\$ 115.36	\$ 118.18	\$ 143.66	\$ 145.39	\$ 157.73	\$ 186.80	\$ 201.34	\$ 203.59	\$ 227.38
May	\$ 148.89	\$ 166.69	\$ 108.14	\$ 104.31	\$ 116.48	\$ 118.26	\$ 145.71	\$ 182.16	\$ 179.33	\$ 178.58	\$ 194.05
June	\$ 166.10	\$ 178.27	\$ 123.73	\$ 128.76	\$ 131.22	\$ 138.96	\$ 155.53	\$ 177.92	\$ 198.60	\$ 200.73	\$ 212.02
July	\$ 161.40	\$ 147.15	\$ 121.18	\$ 136.03	\$ 129.29	\$ 138.45	\$ 160.07	\$ 188.63	\$ 208.82	\$ 214.02	\$ 221.06
August	\$ 117.45	\$ 100.47	\$ 73.98	\$ 86.54	\$ 77.34	\$ 95.64	\$ 126.66	\$ 138.57	\$ 147.23	\$ 144.50	\$ 141.60
September	\$ 97.56	\$ 69.36	\$ 57.73	\$ 77.23	\$ 78.22	\$ 86.62	\$ 107.28	\$ 115.53	\$ 132.99	\$ 149.43	\$ 103.73
Average	\$ 125.26	\$ 124.49	\$ 90.30	\$ 86.58	\$ 92.86	\$ 100.43	\$ 117.91	\$ 135.76	\$ 150.71	\$ 157.02	\$ 158.77



Amelia Island Tourism Development Council Monthly Taxable Collections



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,687
FY2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$124,124,387
FY2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,706,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,100,000	\$135,705,610
% Change	-11.75%	9.58%	-2.60%	3.52%	13.23%	1.38%	13.90%	8.16%	3.21%	8.18%	-4.71%	-30.55%	1.70%
FY2017 Projected	\$7,875,000	\$8,125,000	\$6,875,000	\$6,375,000	\$6,875,000	\$8,750,000	\$13,750,000	\$12,500,000	\$15,000,000	\$13,750,000	\$12,843,750	\$7,178,125	\$119,896,875
FY2017 Actual	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,100,000	\$135,705,610
% Change	1.65%	-2.52%	-9.41%	10.25%	40.14%	83.32%	13.54%	7.83%	4.66%	37.69%	-21.92%	-1.09%	13.19%
YTD													
FY2016	\$9,071,000	\$16,299,216	\$22,693,782	\$29,483,400	\$37,992,248	\$53,814,380	\$67,521,268	\$79,983,059	\$95,192,843	\$112,693,862	\$123,216,851	\$133,440,316	\$133,440,316
FY2017	\$8,004,857	\$15,925,196	\$22,153,401	\$29,181,804	\$38,816,239	\$54,856,876	\$70,468,553	\$83,946,916	\$99,645,302	\$118,577,847	\$128,605,610	\$135,705,610	\$135,705,610
% Change	-11.75%	-2.29%	-2.38%	-1.02%	2.17%	1.94%	4.36%	4.96%	4.68%	5.22%	4.37%	1.70%	1.70%
Bed Tax													
FY2016	\$362,255	\$288,297	\$255,071	\$271,094	\$339,490	\$629,533	\$547,131	\$500,976	\$607,785	\$698,634	\$419,913	\$408,548	\$5,328,728
FY2017 Projected	\$315,000	\$325,000	\$275,000	\$255,000	\$275,000	\$350,000	\$550,000	\$500,000	\$600,000	\$550,000	\$513,750	\$287,125	\$4,795,875
FY2017 Actual	\$319,302	\$316,190	\$248,545	\$280,387	\$384,248	\$640,664	\$623,677	\$538,298	\$626,262	\$751,326	\$400,213	\$285,000	\$5,414,112
	1.4%	-2.7%	-9.6%	10.0%	39.7%	83.0%	13.4%	7.7%	4.4%	36.6%	-22.1%	-0.7%	12.9%
FY 2010	\$69,661,357												
FY 2011	\$72,970,966												
FY 2012	\$78,088,012												
FY2013	\$93,523,687												
FY2014	\$112,108,878												
FY2015	\$124,124,387												
FY2016	\$133,440,316												
FY2017	\$135,705,610												



Amelia Island TDC September FY2017 Financial Report

Account	Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2017 Budget	Budget Avl.
INCOME													
312120	Bed Tax Collection	\$400,213	\$423,761	(\$23,548)	\$419,913	(\$19,700)	\$5,537,662	\$4,795,875	\$741,787	\$5,296,556	\$241,107	\$4,795,875	(\$741,787)
	Other Income - Reserves	\$0	\$0	\$0	\$0	\$0	\$3,500,000	\$3,500,000	\$0	\$0	\$3,500,000	\$3,500,000	\$0
	TOTAL INCOME	\$400,213	\$423,761	(\$23,548)	\$419,913	(\$19,700)	\$9,037,662	\$8,295,875	\$741,787	\$5,296,556	\$3,741,107	\$8,295,875	(\$741,787)
37521552	Cost of Collections												
549021	Clerk Fee 1.5%	\$6,003	\$6,356	(\$353)	\$6,299	(\$296)	\$83,064	\$71,938	\$11,126	\$79,448	\$3,616	\$71,938	(\$11,126)
549051	Tax Collector Fee 1.5%	\$6,003	\$6,356	(\$353)	\$6,299	(\$296)	\$83,064	\$71,935	\$11,129	\$79,448	\$3,616	\$71,938	(\$11,126)
	Total	\$12,006	\$12,713	(\$706)	\$12,597	(\$591)	\$166,128	\$143,873	\$22,255	\$158,897	\$7,231	\$143,876	(\$22,252)
NET	Tourist Development Funds	\$388,207	\$411,048	(\$22,842)	\$407,316	(\$19,109)	\$8,871,534	\$8,152,002	\$719,532	\$5,137,659	\$3,733,875	\$8,151,999	(\$719,535)
37522552	TDC Research/Admin. 15%												
531041	Management Fee CVB	\$58,231	\$61,657	(\$3,426)	\$61,097	(\$2,866)	\$805,729	\$697,800	\$107,929	\$770,649	\$35,080	\$697,800	(\$107,929)
37523552	Marketing - 65%												
548110	Ad Production	\$21,792	\$15,000	\$6,792	\$53,809	(\$32,017)	\$399,492	\$576,250	(\$176,758)	\$179,480	\$220,012	\$576,250	\$176,758
548120	Magazine Placement	\$280,923	\$80,566	\$200,357	\$284,331	(\$3,408)	\$2,210,175	\$3,371,000	(\$1,160,825)	\$1,694,531	\$515,644	\$3,371,000	\$1,160,825
548240	Website	\$90,103	\$13,514	\$76,589	\$25,028	\$65,075	\$239,635	\$275,000	(\$35,365)	\$245,366	(\$5,732)	\$275,000	\$35,365
	Sub-Total	\$392,818	\$109,080	\$283,738	\$363,168	\$29,650	\$2,849,302	\$4,222,250	(\$1,372,948)	\$2,119,377	\$729,925	\$4,222,250	\$1,372,948
	In House Advertising												
548250	Research	\$12,875	\$5,000	\$7,875	\$12,635	\$240	\$84,365	\$92,000	(\$7,635)	\$66,953	\$17,412	\$92,000	\$7,635
548330	Newsletter/Telephone	\$6,244	\$2,143	\$4,101	\$2,499	\$3,745	\$42,738	\$45,000	(\$2,262)	\$41,058	\$1,680	\$45,000	\$2,262
548350	Golf Getaway			\$222	\$0	\$0	\$60,000	\$60,000	\$0	\$57,330	\$2,670	\$60,000	\$0
	Sub-Total	\$19,119	\$7,143	\$12,198	\$15,134	\$3,985	\$187,103	\$197,000	(\$9,897)	\$165,341	\$21,762	\$197,000	\$9,897
	Grants & Special Events												
548520	Special Events	\$151,543	\$0	\$151,543	\$95,337	\$56,206	\$502,898	\$515,000	(\$12,102)	\$470,070	\$32,828	\$515,000	\$12,102
548530	Museum Stipend			\$0	\$0	\$0	\$17,500	\$17,500	\$0	\$17,500	\$0	\$17,500	\$0
548640	Equipment		\$190	(\$190)	\$1,383	(\$1,383)	\$550	\$1,299	(\$749)	\$1,383	(\$833)	\$1,299	\$749
	Sub-Total	\$151,543	\$190	\$151,353	\$96,720	\$54,823	\$520,948	\$533,799	(\$12,851)	\$488,953	\$31,995	\$533,799	\$12,851
	Public Relations												
548710	Agency Fees	\$18,000	\$6,500	\$11,500	\$2,500	\$15,500	\$72,700	\$78,000	(\$5,300)	\$72,400	\$300	\$78,000	\$5,300
548720	Agency Expenses	\$16,816	\$5,000	\$11,816	\$13,952	\$2,864	\$34,204	\$43,750	(\$9,546)	\$37,922	(\$3,718)	\$43,750	\$9,546
548740	PR Functions On Island	\$107	\$2,000	(\$1,893)	(\$4,783)	\$4,890	\$2,746	\$25,000	(\$22,254)	\$526	\$2,221	\$25,000	\$22,254
548770	Miscellaneous		\$410	(\$410)	\$0	\$0	\$2,402	\$5,000	(\$2,598)	\$0	\$2,402	\$5,000	\$2,598
	Sub-Total	\$34,923	\$13,910	\$21,013	\$11,669	\$23,254	\$112,052	\$151,750	(\$39,698)	\$110,848	\$1,205	\$151,750	\$39,698
	Marketing Total	\$598,403	\$130,323	\$468,302	\$486,690	\$111,713	\$3,669,405	\$5,104,799	(\$1,435,394)	\$2,884,520	\$784,886	\$5,104,799	\$1,435,394

Amelia Island TDC September FY2017 Financial Report

Account	Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2017 Budget	Budget Avl.
37523552	Travel Trade - 10%												
548015	Information Services		\$585	(\$585)	\$0	\$0	\$0	\$4,500	(\$4,500)	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications		\$725	(\$725)	\$31,027	(\$31,027)	\$64,142	\$85,000	(\$20,858)	\$31,027	\$33,115	\$85,000	\$20,858
548019	Hospitality Services	\$17,386	\$10,700	\$6,686	\$47,390	(\$30,004)	\$131,529	\$130,000	\$1,529	\$156,024	(\$24,495)	\$130,000	(\$1,529)
548111	Dues/Subscript/Training		\$2,031	(\$2,031)	(\$635)	\$635	\$5,178	\$25,000	(\$19,822)	\$11,112	(\$5,934)	\$25,000	\$19,822
548121	Printing-Brochures	\$503	\$18,750	(\$18,247)	\$8,896	(\$8,393)	\$88,011	\$200,000	(\$111,989)	\$118,708	(\$30,697)	\$200,000	\$111,989
548131	Freight Federal		\$424	(\$424)	\$0	\$0		\$5,000	(\$5,000)	\$219	(\$219)	\$5,000	\$5,000
548141	Registration Trade Shows		\$5,200	(\$5,200)	\$1,579	(\$1,579)	\$37,190	\$335,000	(\$297,810)	\$26,247	\$10,943	\$335,000	\$297,810
548151	Other Travel Expenses		\$3,750	(\$3,750)	\$5,656	(\$5,656)	\$32,569	\$45,000	(\$12,431)	\$22,707	\$9,862	\$45,000	\$12,431
548161	On Island FAMS	\$2,150	\$2,025	\$125	\$4,833	(\$2,683)	\$17,892	\$25,000	(\$7,108)	\$66,869	(\$48,977)	\$25,000	\$7,108
548180	Promotional Supplies		\$884	(\$884)	\$6,580	(\$6,580)	\$18,588	\$28,700	(\$10,112)	\$37,355	(\$18,767)	\$28,700	\$10,112
	Travel Trade 10%	\$20,039	\$45,074	(\$25,035)	\$105,326	(\$85,287)	\$395,099	\$883,200	(\$488,101)	\$470,268	(\$75,170)	\$883,200	\$488,101
37525539	Beach Improvements 10%												
534102	Beach Cleaning		\$24,950	(\$24,950)	\$8,562	(\$8,562)	\$161,709	\$153,700	\$8,009	\$116,101	\$45,608	\$153,700	(\$8,009)
554000	Dues and Subscriptions		\$0	\$0	\$0	\$0	\$6,500	\$7,500	(\$1,000)	\$6,000	\$500	\$7,500	\$1,000
563726	Contract Services - Matthew		\$0	\$0	\$0	\$0	\$426,828	\$439,500	(\$12,672)	\$0	\$426,828	\$439,500	\$12,672
581202	Local Share		\$0	\$0	\$0	\$0	\$856,960	\$864,500	(\$7,540)	\$0	\$856,960	\$864,500	\$7,540
	Total	\$0	\$24,950	(\$24,950)	\$8,562	(\$8,562)	\$1,451,997	\$1,465,200	(\$13,203)	\$122,101	\$1,329,896	\$1,465,200	\$13,203
EXPENSE TOTAL		\$676,673	\$262,004	\$414,669	\$661,676	\$14,997	\$6,322,230	\$8,152,002	\$1,829,772	\$4,247,538	(\$2,074,692)	\$8,151,999	\$1,829,769
NET		(\$288,466)	\$149,044	(\$437,510)	(\$254,360)	(\$34,106)	\$2,549,304	\$0	\$2,549,304	\$890,121	\$1,659,183	\$0	(\$2,549,304)