

# AMELIA ISLAND TDC

BOARD BOOK

WEDNESDAY, FEBRUARY 24<sup>TH</sup>, 2016

# AMELIA ISLAND



## TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, February 24, 2016  
Location: City Hall

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### Agenda

- |       |   |                 |
|-------|---|-----------------|
| I.    | Call to Order – Welcome New Members               | Danny Leeper    |
| II.   | Approval of December 16, 2015 Meeting Minutes     | Danny Leeper    |
| III.  | City Manager Introduction                         | Danny Leeper    |
| IV.   | Florida's First Coast of Golf                     | Dave Reese      |
| V.    | Budget Report                                     | Gil Langley     |
| VI.   | Amelia Island Tourism Development Council Update  | Staff           |
|       | a. Marketing & Promotions                         | Amy Lacroix     |
|       | b. Digital Marketing                              | Ktimene Axetell |
|       | c. Interactive/Social                             | Kate Harris     |
|       | d. Public Relations                               | Hope Sarzier    |
| VII.  | Old Business                                      |                 |
|       | a. Beach Issues – Leave No Trace Ordinance        | Mike Mullin     |
|       | b. Beach Renourishment Status -                   | Gil Langley     |
| VIII. | New Business                                      |                 |
|       | a. Changes to SB 125.0104 Bed Tax Allowable Usage |                 |
| IX.   | Public Input                                      |                 |
| X.    | Adjourn   |                 |

# MINUTES



Meeting Minutes of the Amelia Island Tourist Development Council

Wednesday, December 16, 2015

3:00 p.m.

Fernandina Beach City Hall Commission Chambers

204 Ash Street, Fernandina Beach, FL 32034

Present: Bob Hartman, Danny Leeper, George Sheffield, Donald Stamets, Tim Poynter, Jack Healan  
Absent: David Caples, Pat Gass, Holly Germano, Jim McManemon  
Staff: Gil Langley, Amy Lacroix, Ktimene Axetell, Melanie Crawford, Deb Nordstrom

**I. Call to Order**

Meeting was called to order by Danny Leeper at 3:00 p.m.

**II. Approval of Minutes – October 28, 2015 TDC Meeting**

Motion was made by Donald Stamets to approve minutes of last meeting and seconded by Tim Poynter, all approved.

**III. New Hotel Presentation and New Business:**

Architect John Cotner gave a brief presentation with drawings describing the proposed new hotel located between Front and 2<sup>nd</sup> Street. Several questions with brief discussion followed.

To accommodate Mr. Cotner's schedule, discussion of the Depot platform Memorandum of Understanding was addressed. Upon approval of the agreement plans add a 60' x 20' platform will move ahead. The plan is to maintain the historical character to the existing train depot that was recently restored. This is another joint venture between the City of Fernandina Beach, AICVB/TDC, and the A.I. Fernandina Restoration Foundation. The TDC portion of the project is \$25,000. Post construction, the platform maintenance and programming will be the responsibility of the City of FB. A motion was made by Tim Poynter and seconded by Donald Stamets to approve this venture and forward payment to the designated escrow agent Jacobs & Associates. Motion carried.

**V. Holiday Home Tour/A. I. B & B Association Cookie Tour Recap**

The Amelia Island Historic Museum director, Phyllis Davis gave a recap of the recent Holiday Home Tour that took place December 4-5, 2015. The event required ticket purchases to tour several houses decorated for the holiday season. The year's event grossed upwards of \$62,000 vs. \$42,500 in 2014 - an 80% increase in sales. Most of the homes this year were located ocean side along South Fletcher Avenue. The tour was a huge success. The HHT will revert back to the historic district for the next two years.

The annual Cookie Tour hosted by the Amelia Island Bed & Breakfast Association was also reviewed and was up 3.8%, a success as well. Both of the events were designed to coincide with the Dickens on Centre event and promoted under the Amelia Island Christmas umbrella marketing campaign.

## **VI. Main Street Introduction – Jeff Kurtz**

Jeff Kurtz recently appointed as the new Main Street Director was introduced and expressed his enthusiasm for this new venture. He is eager to get started and is appreciative of the opportunity!

## **VII. Financial Report - Gil Langley**

Taxable revenue for FY 2015 well exceeded FY 2014. Currently expenses are significantly under budget. Mr. Langley reviewed 3 months budget reports and responded to questions.

October occupancy was at 66.2%, down 7.7%, primarily due to a large group cancellation. RevPar came in at \$133.67, down 1.8%.

Occupancy for the year to date is 73.6%; Average Daily Rate is \$221.05; and Rev Par is a record at \$162.63.

Mr. Langley took a moment to recognize the OMNI-AIP for hosting the Florida Encounter & Leadership Summit this year with Visit Florida. It was a great time and huge success for all involved.

## **VIII. Amelia Island TDC Update – Staff**

### **a. Marketing and Promotions – Amy Lacroix**

- YO YO Ma coming up in January via Amelia Island Chamber Music Festival
- Co-op opportunities have been distributed
- Value Card revision is underway
- Artreageous Artwalk is slated to grow in 2016, primarily through the use of social media.
- Amelia Island Restaurant Week slated for January 22-31
  - 26 participating restaurants
  - Kick off dinner @ RCAI
  - Local Palate sponsorship, Salt & Savor
  - Finale dinner @ Omni AIP
- Concours Week: March 10-20, all advertising in place
- Re-cap of Southern Elegance Christmas
  - \$145K budget for lighting with a 25% decrease each year
  - 100% participation
  - Great reviews
  - Economic Impact exceeded \$1,290,000
  - Videos and pictures followed for review and discussion

**b. Interactive/Digital – Ktimene Axetell**

- Showed interview video of downtown merchants and their feedback from the Dickens on Centre event. Most were very positive in their responses. She explained there was constant creation of ongoing content to reach the target market, to listen, and answer questions.
- The window decorating contest was successful in luring participation digitally throughout the event.
- Amelia Island was one of two destinations selected to be involved in a Trip Advisor refresh. This was an honor to participate in and our content can be seen by visiting the website.
- Restaurant Week website has launched.
- More digital content strategy revealed. Still working with Jack Rabbit/Meta Direct and Adara.
- We will constantly be testing our approach, and evaluating the data we collect to optimize and evolve our reach using the interactive and social media channels. The website continues to evolve.

**VIII. Old Business**

- a. Beach Renourishment: ongoing meetings to finalize the MSTU ordinance.
- b. Leave No Trace: discussions continue with stakeholders.
- c. Board nominations: Robin Lentz and Tim Poynter from City Commission. Olivia Hoblitt and Barbara Halverstadt both were present and considered for open seat. Both introduced themselves giving brief overview of backgrounds. Tim Poynter moved to appoint Barbara Halverstadt, Donald Stamets seconded, all approved. Final approval to be made by BOCC at next meeting.

**IX. New Business**

- a. Budget enhancements from reserves: \$750K to Marketing & Advertising line item. \$225K to Travel Trade line item. Donald Stamets made a motion to approve, George Sheffield seconded to transfer reserve funds, all approved.
- b. Amelia Island nominated for 2 Gold Adrian awards, and 1 Silver. The HSMAI Adrian's are worldwide for best in travel awards.

**X. Public Input**

Adjourned at 4:15 pm by Danny Leeper.

Approved \_\_\_\_\_, 2016

Tourist Development Council of Amelia Island, Florida

By: \_\_\_\_\_  
Danny Leeper, Chair

By: \_\_\_\_\_  
Attest: Gil Langley, Managing Director

# BUDGET REPORT

Amelia Island TDC  
January 2016 Financial



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	2016 Budget	Budget Avl.
INCOME													
312120	Bed Tax Collection	\$255,071	\$236,250	\$18,821	\$205,817	\$49,254	\$1,281,998	\$1,102,500	\$179,498	\$1,113,218	\$168,780	\$4,567,500	\$3,285,502
	Other Income - Reserves	\$62,500	\$62,500	\$0		\$62,500	\$250,000	\$62,500	\$187,500	\$1,362,500	(\$1,112,500)	\$1,725,000	\$1,475,000
	TOTAL INCOME	\$317,571	\$298,750	\$18,821	\$205,817	\$111,754	\$1,531,998	\$1,165,000	\$366,998	\$2,475,718	(\$943,720)	\$6,292,500	\$4,760,502
37521552	Cost of Collections												
549021	Clerk Fee 1.5%	\$3,826	\$3,544	\$282	\$3,087	\$739	\$19,230	\$16,538	\$2,692	\$16,698	\$2,532	\$68,513	\$49,283
549051	Tax Collector Fee 1.5%	\$3,826	\$3,544	\$282	\$3,087	\$739	\$19,230	\$16,538	\$2,692	\$16,698	\$2,532	\$68,513	\$49,283
	Total	\$7,652	\$7,088	\$565	\$6,175	\$1,478	\$38,460	\$33,075	\$5,385	\$33,397	\$5,063	\$137,025	\$98,565
NET	Tourist Development Funds	\$309,919	\$291,663	\$18,256	\$199,642	\$110,276	\$1,493,538	\$1,131,925	\$174,113	\$1,079,822	\$413,716	\$6,155,475	\$4,661,937
37522552	TDC Research/Admin. 15%												
531041	Management Fee CVB	\$37,113	\$34,374	\$2,738	\$29,946	\$7,166	\$186,531	\$160,414	\$26,117	\$161,973	\$24,557	\$664,571	\$478,041
37523552	Marketing - 65%												
548110	Ad Production	\$42,009	\$30,000	\$12,009	\$67,430	(\$25,421)	\$74,108	\$120,000	(\$45,892)	\$159,673	(\$85,565)	\$235,000	\$160,892
548120	Magazine Placement	\$274,097	\$847,531	(\$573,434)	\$210,158	\$63,939	\$522,929	\$1,181,035	(\$658,106)	\$496,870	\$26,059	\$2,939,429	\$2,416,500
548240	Website	\$93,496	\$25,784	\$67,712	\$27,441	\$66,055	\$155,744	\$129,671	\$26,073	\$162,585	(\$6,842)	\$250,000	\$94,256
	Sub-Total	\$409,602	\$903,315	(\$493,713)	\$305,029	\$104,573	\$752,781	\$1,430,706	(\$677,925)	\$819,128	(\$66,347)	\$3,424,429	\$2,671,648
In House Advertising													
548250	Research	\$7,650	\$5,000	\$2,650	\$3,675	\$3,975	\$18,150	\$35,000	(\$16,850)	\$21,365	(\$3,215)	\$75,000	\$56,850
548330	Newsletter/Telephone	\$7,025	\$2,571	\$4,454	\$4,095	\$2,930	\$8,307	\$10,284	(\$1,977)	\$11,091	(\$2,784)	\$30,000	\$21,693
548350	Golf Getaway		\$0	\$222	\$0	\$0	\$57,330	\$57,330	\$0	\$54,600	\$2,730	\$57,330	\$0
	Sub-Total	\$14,675	\$7,571	\$7,326	\$7,770	\$6,905	\$83,787	\$102,614	(\$18,827)	\$87,056	(\$3,269)	\$162,330	\$78,543
Grants & Special Events													
548520	Special Events	\$167,923	\$150,000	\$17,923	\$18,450	\$149,473	\$314,413	\$348,000	(\$33,587)	\$50,238	\$264,175	\$348,000	\$33,587
548530	Museum Stipend	\$17,500	\$0	\$17,500	\$0	\$17,500	\$17,500	\$17,500	\$0	\$15,000	\$2,500	\$17,500	\$0
548640	Equipment		\$625	(\$625)	\$0	\$0	\$67	\$2,500	(\$2,433)	\$0	\$67	\$9,500	\$9,433
	Sub-Total	\$185,423	\$150,625	\$34,798	\$18,450	\$166,973	\$331,980	\$368,000	(\$36,020)	\$65,238	\$266,742	\$375,000	\$43,020
Public Relations													
548710	Agency Fees	\$14,250	\$6,500	\$7,750	\$12,000	\$2,250	\$33,900	\$26,100	\$7,800	\$30,000	\$3,900	\$78,050	\$44,150
548720	Agency Expenses	\$1,234	\$5,000	(\$3,766)	\$11,897	(\$10,663)	\$8,759	\$20,000	(\$11,241)	\$16,708	(\$7,950)	\$60,000	\$51,241
548740	PR Functions On Island	\$240	\$2,000	(\$1,760)	\$0	\$240	\$240	\$8,000	(\$7,760)	\$0	\$240	\$25,000	\$24,760
548770	Miscellaneous		\$410	(\$410)	\$0	\$0	\$0	\$1,722	(\$1,722)	\$0	\$0	\$5,000	\$5,000
	Sub-Total	\$15,724	\$13,910	\$1,814	\$23,897	(\$8,173)	\$42,899	\$55,822	(\$12,923)	\$46,708	(\$3,809)	\$168,050	\$125,151
	Marketing Total	\$625,424	\$1,075,421	(\$449,775)	\$355,146	\$270,278	\$1,211,447	\$1,957,142	(\$745,695)	\$1,018,131	\$193,316	\$4,129,809	\$2,918,362



Amelia Island TDC  
January 2016 Financial



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	2016 Budget	Budget Avl.
37523552	Travel Trade - 10%												
548015	Information Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications	\$955	(\$955)	\$0	\$0	\$0	\$0	\$3,820	(\$3,820)	\$0	\$0	\$15,000	\$15,000
548019	Hospitality Services	\$6,924	\$11,250	(\$4,326)	\$7,633	(\$709)	\$39,797	\$45,000	(\$5,203)	\$53,317	(\$13,520)	\$135,000	\$95,203
548111	Dues/Subscript/Training	\$1,970	\$3,008	(\$1,038)	\$0	\$1,970	\$1,970	\$12,032	(\$10,062)	\$1,125	\$845	\$25,000	\$23,030
548121	Printing-Brochures	\$2,307	\$130,909	(\$128,602)	\$70,447	(\$68,140)	\$15,753	\$274,088	(\$258,335)	\$73,795	(\$58,043)	\$335,000	\$319,247
548131	Freight Federal	\$242	(\$242)	\$0	\$0	\$0	\$0	\$967	(\$967)	\$0	\$0	\$5,000	\$5,000
548141	Registration Trade Shows	\$855	\$2,500	(\$1,645)	\$145	\$710	\$16,060	\$10,000	\$6,060	\$28,097	(\$12,037)	\$25,000	\$8,940
548151	Other Travel Expenses	\$2,153	\$1,816	\$337	\$1,738	\$415	\$4,949	\$7,264	(\$2,315)	\$5,919	(\$970)	\$35,000	\$30,051
548161	On Island FAMS	\$11,320	\$0	\$11,320	\$352	\$10,968	\$52,654	\$32,667	\$19,987	\$2,255	\$50,399	\$315,000	\$262,346
548180	Promotional Supplies	\$473	(\$473)	\$4,948	(\$4,948)	\$8,764	\$15,945	(\$7,181)	\$6,037	\$2,727	\$23,548	\$14,784	
	Travel Trade 10%	\$25,529	\$151,153	(\$125,624)	\$85,263	(\$59,734)	\$139,946	\$401,783	(\$261,837)	\$170,545	(\$30,599)	\$918,048	\$778,102
37525539	Beach Improvements 10%												
534102	Beach Cleaning	\$15,000	(\$15,000)	\$5,500	(\$5,500)	\$0	\$70,000	(\$70,000)	\$5,500	(\$5,500)		\$433,048	\$433,048
554000	Dues and Subscriptions	\$2,000	(\$2,000)	\$0	\$0	\$3,000	\$8,000	(\$5,000)	\$0	\$3,000		\$10,000	\$7,000
563726	BRSP Reimbursement	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		\$0	\$0
581202	FB Monitoring	\$0	\$0	\$78,757	(\$78,757)	\$0	\$0	\$0	\$95,481	(\$95,481)		\$0	\$0
	Total	\$0	\$17,000	\$84,257	(\$84,257)	\$3,000	\$78,000	(\$75,000)	\$100,981	(\$97,981)		\$443,048	\$440,048
	EXPENSE TOTAL	\$688,066	\$1,277,948	(\$589,883)	\$554,612	\$133,453	\$1,540,924	\$2,597,339	(\$1,056,415)	\$1,451,630	\$89,294	\$6,155,476	\$4,614,553
	NET	(\$378,147)	(\$986,286)	\$608,139	(\$354,970)	(\$23,177)	(\$47,385)	(\$1,465,414)	\$1,230,528	(\$371,808)	\$324,423	(\$1)	\$47,384

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BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

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FOR 2016 99

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND						
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	
<hr/>							
37000000 AI TOURIST DEVELOP FUND							
<hr/>							
<a href="#">137 .000.312120.</a>		TOURIST DEVELOPMENT TAX					
-4,567,500.00	-4,567,500.00	-1,281,998.79	-288,296.74	0.00	-3,285,501.21	28.1%	
<a href="#">137 .000.361101.</a>		INTEREST-BANK					
0.00	0.00	-33.90	0.00	0.00	33.90	100.0%	
<a href="#">137 .000.361101.BUN01</a>		INTEREST-BANK					
0.00	0.00	-529.33	0.00	0.00	529.33	100.0%	
<a href="#">137 .000.361101.EVRB</a>		INTEREST-BANK					
0.00	0.00	-4,752.34	0.00	0.00	4,752.34	100.0%	
<a href="#">137 .000.361161.EVRB5</a>		CD INTEREST					
0.00	0.00	-2,138.29	0.00	0.00	2,138.29	100.0%	
<a href="#">137 .000.399951.</a>		CASH FWD-RESEARCH/ADMIN					
-50,452.00	-49,680.00	0.00	0.00	0.00	-49,680.00	.0%	
<a href="#">137 .000.399952.</a>		CASH FWD-MARKETING					
-1,901,070.00	-2,006,819.00	0.00	0.00	0.00	-2,006,819.00	.0%	
<a href="#">137 .000.399953.</a>		CASH FWD-TRADE					
-748,609.00	-648,697.00	0.00	0.00	0.00	-648,697.00	.0%	
<a href="#">137 .000.399954.</a>		CASH FWD-BEACH IMPROVEMENTS					
-1,705,622.00	-1,700,557.00	0.00	0.00	0.00	-1,700,557.00	.0%	
TOTAL AI TOURIST DEVELOP FUND							
-8,973,253.00	-8,973,253.00	-1,289,452.65	-288,296.74	0.00	-7,683,800.35	14.4%	
<hr/>							
37521582 TDC ADMIN FEES-TRANS OUT							
<hr/>							
<a href="#">137 .521.582.58.591910.CLERK</a>		ADMINISTRATIVE FEE-CLERK					
68,512.00	68,512.00	19,229.97	4,324.45	0.00	49,282.03	28.1%	
<a href="#">137 .521.582.58.591910.TAXCO</a>		ADMIN FEE-TAX COLLECTOR					
68,512.00	68,512.00	19,229.97	4,324.45	0.00	49,282.03	28.1%	
TOTAL TDC ADMIN FEES-TRANS OUT							
137,024.00	137,024.00	38,459.94	8,648.90	0.00	98,564.06	28.1%	
<hr/>							
37522552 TDC RESEARCH/ADMIN							
<hr/>							
<a href="#">137 .522.552.55.531041.</a>		MANAGEMENT FEE-CVB					
664,571.00	664,571.00	186,530.83	41,947.18	0.00	478,040.17	28.1%	

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BOARD OF COMMISSIONERS  
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FOR 2016 99

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND						
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	
<hr/>							
TOTAL TDC RESEARCH/ADMIN							
664,571.00	664,571.00	186,530.83	41,947.18	0.00	478,040.17	28.1%	
<hr/>							
37523552 TDC MARKETING							
<hr/>							
<a href="#">137 .523.552.55.548110.</a>		ADV CONT-AD PRODUCTIONS					
235,000.00	235,000.00	75,353.73	15,209.40	0.00	159,646.27	32.1%	
<a href="#">137 .523.552.55.548120.</a>		ADV CONT-MAG PLACEMENT					
2,342,159.00	2,939,429.00	493,991.10	134,716.92	0.00	2,445,437.90	16.8%	
<a href="#">137 .523.552.55.548240.</a>		ADV CONT-WEBSITE					
250,000.00	250,000.00	115,747.48	29,667.21	0.00	134,252.52	46.3%	
<a href="#">137 .523.552.55.548250.</a>		ADV CONT-FOCUS GROUP RESERVE					
75,000.00	75,000.00	25,150.00	14,000.00	0.00	49,850.00	33.5%	
<a href="#">137 .523.552.55.548330.</a>		ADV IN HOUSE-MISC					
30,000.00	30,000.00	8,307.51	1,499.05	0.00	21,692.49	27.7%	
<a href="#">137 .523.552.55.548350.</a>		ADV IN HOUSE-GOLF GETAWAY					
54,600.00	57,330.00	57,330.00	0.00	0.00	0.00	100.0%	
<a href="#">137 .523.552.55.548520.</a>		SPECIAL EVENTS					
198,000.00	348,000.00	310,179.38	132,895.76	0.00	37,820.62	89.1%	
<a href="#">137 .523.552.55.548530.</a>		GRANT - MUSEUM STIPEND					
17,500.00	17,500.00	17,500.00	17,500.00	0.00	0.00	100.0%	
<a href="#">137 .523.552.55.548640.</a>		EQUIPMENT					
7,500.00	7,500.00	66.58	0.00	0.00	7,433.42	.9%	
<a href="#">137 .523.552.55.548710.</a>		P R - AGENCY FEES					
78,050.00	78,050.00	30,400.00	12,400.00	0.00	47,650.00	38.9%	
<a href="#">137 .523.552.55.548720.</a>		P R - AGENCY EXPENSES					
60,000.00	60,000.00	5,131.34	3,054.56	0.00	54,868.66	8.6%	
<a href="#">137 .523.552.55.548740.</a>		P R FUNCTIONS-ON ISLAND					
25,000.00	25,000.00	368.66	128.56	0.00	24,631.34	1.5%	
<a href="#">137 .523.552.55.548770.</a>		P R - MISC/AIR FARES					
5,000.00	5,000.00	0.00	0.00	0.00	5,000.00	.0%	
TOTAL TDC MARKETING							
3,377,809.00	4,127,809.00	1,139,525.78	361,071.46	0.00	2,988,283.22	27.6%	
<hr/>							
37523581 TRANS OUT-GENERAL-EQUIPMENT							
<hr/>							
<a href="#">137 .523.581.58.591016.</a>		TRANS OUT-GENERAL-EQUIPMENT					
2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	.0%	

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FOR 2016 99

ACCOUNTS FOR: 137 AI TOURIST DEVELOP FUND  
ORIGINAL APPROP REVISED BUDGET

YTD ACTUAL MTD ACTUAL ENCUMBRANCE/REQ AVAILABLE BUDGET % USED

TOTAL TRANS OUT-GENERAL-EQUIPMENT						
2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	.0%

37524552 TDC TRADE SHOWS/TRAVEL TR

<a href="#">137 .524.552.55.548015.</a>			INFORMATION SERVICES			
4,500.00	4,500.00	0.00	0.00	0.00	4,500.00	.0%
<a href="#">137 .524.552.55.548018.</a>			TRAVEL TRADE PUBLICATIONS			
15,000.00	15,000.00	0.00	0.00	0.00	15,000.00	.0%
<a href="#">137 .524.552.55.548019.</a>			HOSPITALITY SERVICES			
135,000.00	135,000.00	67,418.79	750.15	0.00	67,581.21	49.9%
<a href="#">137 .524.552.55.548111.</a>			DUES/SUBSCRIPT/TRAINING			
25,000.00	25,000.00	1,335.00	60.00	0.00	23,665.00	5.3%
<a href="#">137 .524.552.55.548121.</a>			PRINTING-BROCHURES			
400,000.00	335,000.00	15,753.51	13,724.66	0.00	319,246.49	4.7%
<a href="#">137 .524.552.55.548131.</a>			FREIGHT/FEDERAL			
5,000.00	5,000.00	0.00	0.00	0.00	5,000.00	.0%
<a href="#">137 .524.552.55.548141.</a>			REGIST-REG-TRADE SHOWS			
25,000.00	25,000.00	16,695.00	0.00	0.00	8,305.00	66.8%
<a href="#">137 .524.552.55.548151.</a>			OTHER TRAVEL EXPENSE			
35,000.00	35,000.00	4,905.17	2,109.21	0.00	30,094.83	14.0%
<a href="#">137 .524.552.55.548161.</a>			ON ISLAND - FAMS			
40,000.00	315,000.00	52,699.21	41,252.11	0.00	262,300.79	16.7%
<a href="#">137 .524.552.55.548180.</a>			PROMOTIONAL SUPPLIES			
8,548.00	23,548.00	16,211.21	15,372.71	0.00	7,336.79	68.8%
TOTAL TDC TRADE SHOWS/TRAVEL TR						
693,048.00	918,048.00	175,017.89	73,268.84	0.00	743,030.11	19.1%

37525539 TDC BEACH IMPROVMENTS

<a href="#">137 .525.539.53.534102.</a>			CONTRACT SERVICE-BEACH CLEAN			
433,048.00	433,048.00	23,824.80	11,912.40	63,058.26	346,164.94	20.1%
<a href="#">137 .525.539.53.554000.</a>			DUES & SUBSCRIPTIONS			
10,000.00	10,000.00	6,000.00	3,000.00	0.00	4,000.00	60.0%
TOTAL TDC BEACH IMPROVMENTS						
443,048.00	443,048.00	29,824.80	14,912.40	63,058.26	350,164.94	21.0%

37999599 RESERVES

<a href="#">137 .999.599.59.599052.</a>	RESERVES RESEARCH/ADMINISTRATI
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BOARD OF COMMISSIONERS  
YEAR-TO-DATE BUDGET REPORT

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glytdbud

FOR 2016 99

ACCOUNTS FOR: 137	AI	TOURIST DEVELOP FUND						
ORIGINAL	APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	
	50,452.00	49,680.00	0.00	0.00	0.00	49,680.00	.0%	
<a href="#">137 .999.599.59.599053.</a>			RESERVES	MARKETING				
	1,401,070.00	756,819.00	0.00	0.00	0.00	756,819.00	.0%	
<a href="#">137 .999.599.59.599054.</a>			RESERVES	TRADE				
	498,609.00	173,697.00	0.00	0.00	0.00	173,697.00	.0%	
<a href="#">137 .999.599.59.599055.</a>			RESERVES	BEACH				
	1,705,622.00	1,700,557.00	0.00	0.00	0.00	1,700,557.00	.0%	
TOTAL RESERVES								
	3,655,753.00	2,680,753.00	0.00	0.00	0.00	2,680,753.00	.0%	
TOTAL AI TOURIST DEVELOP FUND								
	0.00	0.00	279,906.59	211,552.04	63,058.26	-342,964.85	100.0%	
TOTAL REVENUES								
	-8,973,253.00	-8,973,253.00	-1,289,452.65	-288,296.74	0.00	-7,683,800.35		
TOTAL EXPENSES								
	8,973,253.00	8,973,253.00	1,569,359.24	499,848.78	63,058.26	7,340,835.50		

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BOARD OF COMMISSIONERS  
 YEAR-TO-DATE BUDGET REPORT

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FOR 2016 99

ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
GRAND TOTAL 0.00	0.00	279,906.59	211,552.04	63,058.26	-342,964.85	100.0%
** END OF REPORT - Generated by Gil Langley **						

# RESEARCH



# **Amelia Island**

## **Calendar Year 2015 Visitor Profile**

*(January – December)*

***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)**

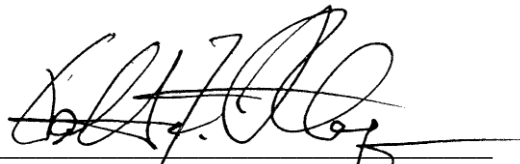
February 2016



## ***Certification***

**RESEARCH DATA SERVICES, INC.** hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. The underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D., President

*February 16, 2016*

Date

# Amelia Island: Calendar Year 2015 Visitor Profile

## Estimated Visitor Metrics

Visitor Statistics	Quarter 1 (Jan. - Mar. '15)	Quarter 2 (Apr. - Jun. '15)	Quarter 3 (Jul. - Sep. '15)	Quarter 4 (Oct. - Dec. '15)	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
H/M/C/C Visitors (#)	150,100	162,500	173,100	132,500	574,400	618,200	+7.6%
Direct Expenditures (\$)	\$103,977,300	\$119,925,000	\$119,612,100	\$89,628,300	\$391,386,800	\$433,142,700	+10.7%
Total Economic Impact	\$136,802,900	\$157,785,300	\$157,373,600	\$117,924,000	\$514,947,500	\$569,885,800	+10.7%

## Estimated Visitor Origins: Number of Visitors by Region

H/M/C/C Visitor Origins	Quarter 1 (Jan. - Mar. '15)	Quarter 2 (Apr. - Jun. '15)	Quarter 3 (Jul. - Sep. '15)	Quarter 4 (Oct. - Dec. '15)	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
Florida	22,965	37,375	38,774	32,860	116,031	131,974	+13.7%
Southeast	47,282	70,363	83,781	50,748	241,035	252,174	+4.6%
Northeast	31,971	25,025	17,829	17,225	86,268	92,050	+6.7%
Midwest	30,921	17,225	19,387	18,020	81,405	85,553	+5.1%
Foreign	11,708	4,875	6,924	6,095	25,377	29,602	+16.6%
Markets of Opp.	5,253	7,637	6,405	7,552	24,284	26,847	+10.6%
<b>Total</b>	<b>150,100</b>	<b>162,500</b>	<b>173,100</b>	<b>132,500</b>	<b>574,400</b>	<b>618,200</b>	<b>+7.6%</b>

# Amelia Island: Calendar Year 2015 Visitor Profile

## Occupancy and ADR Data

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			Calendar Year 2015	% Δ '14-'15
	Jan. '15	Feb. '15	Mar. '15	Apr. '15	May '15	Jun. '15	Jul. '15	Aug. '15	Sep. '15	Oct. '15	Nov. '15	Dec. '15		
Occ. (%)	56.0	76.4	79.1	77.8	75.5	82.9	86.2	72.3	67.2	62.6	62.7	56.4	71.2	+3.9%
ADR	\$167.80	\$168.94	\$252.09	\$258.63	\$237.46	\$239.50	\$242.17	\$203.62	\$197.86	\$213.31	\$182.69	\$165.54	\$214.53	+5.3%
RevPAR	\$93.97	\$129.09	\$199.51	\$201.34	\$179.33	\$198.60	\$208.82	\$147.23	\$132.99	\$133.57	\$114.64	\$93.38	\$152.80	+9.4%

# Amelia Island: Calendar Year 2015 Visitor Profile

## Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Length of Stay (Days)</b>					
In Amelia Island	4.0	4.7	4.3	3.9	4.2
<b>Party Size</b>					
Number of People	2.6	3.0	2.9	2.4	2.7
<b>Party Composition (Multiple Response)</b>					
Family	24.7	34.6	38.3	21.9	29.9
Couple	60.1	49.4	45.9	62.2	54.4
Single	7.3	4.3	5.8	8.9	6.6
Extended Family	8.6	11.9	6.1	6.9	8.4
Group of Friends	4.0	7.0	5.3	6.4	5.7
<b>Have Children or Young Adults in Immediate Travel Party</b>					
% Yes	19.1	30.1	32.8	17.1	24.8
<b>Transportation</b> <i>(Percentaged to the Base of All Resp.)</i>					
Personal Car/RV	74.2	67.9	79.3	69.3	72.7
Plane	25.5	28.6	19.4	29.2	25.7
Rental Car	20.5	22.4	17.2	27.0	21.8
<b>Airport Deplaned (Base: Flew)</b>					
Jacksonville Int'l	81.7	84.5	82.6	86.9	83.9
Orlando Int'l/Sanford	9.1	8.7	8.7	7.1	8.4
<b>Purpose of Trip (Multiple Response)</b>					
Vacation	57.1	68.7	63.0	48.3	59.3
A Getaway	29.9	17.3	22.3	29.9	24.9
Business/Meeting/Conference	12.5	8.8	15.4	16.0	13.2
Friends/Relatives	10.6	12.7	7.5	11.3	10.5
Wedding/Honeymoon	4.7	5.7	5.6	6.8	5.7
Special Event/Festival	7.5	8.4	7.3	9.4	8.2

# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>First Visit to</b> (% yes)					
Amelia Island	62.9	54.3	48.5	55.1	55.2
Florida	5.0	6.1	6.7	5.8	5.9
<b>Other Areas in FL Considered for Trip</b> (Open Ended Multiple Response)					
None, Only Amelia Island	51.3	48.6	46.9	56.4	50.8
St. Augustine/Ponte Vedra	15.0	19.6	23.0	21.6	19.8
Savannah	11.3	13.4	13.7	12.9	12.8
Orlando	11.9	7.8	12.9	7.0	9.9
Hilton Head	10.2	7.6	12.4	8.8	9.8
Jacksonville	12.0	9.4	11.8	10.0	10.8
Jekyll Island	7.6	9.9	12.8	9.4	9.9
<b>Why Chose Amelia Island</b> (Multiple Response)					
Beach	37.9	53.9	54.1	48.8	48.7
Previous Experience	14.4	12.3	18.1	16.1	15.2
Love/Like the Area	23.6	20.6	20.9	15.5	20.2
Never Been/Try Something New	29.6	32.5	27.0	30.9	30.0
Hotel/Accommodations	15.4	27.1	26.5	25.1	23.5
Recommendation	21.7	28.5	17.6	21.1	22.2
Convenient Location	22.0	18.6	13.8	15.2	17.4
Appealing Brochures/Websites	30.3	21.4	25.3	28.0	26.3
Nature/Environment	17.4	24.2	20.3	20.4	20.6
Family Oriented Area	11.4	17.1	24.9	11.5	16.2
Business/Meeting	14.9	9.2	9.7	15.8	12.4
Visiting with Friends/Family	8.8	13.4	8.5	14.6	11.3
History	19.7	19.9	15.3	10.9	16.5
Weather	21.2	22.1	14.6	21.0	19.7
Event	N/A	10.0	8.7	9.9	9.5
Attractions	15.9	16.4	10.7	9.5	13.1
<b>Travel Planning Window</b> (Days)					
How Far in Advance Start Planning Trip	48.5	56.0	50.7	47.0	50.6
How Far in Advance Book Reservations	34.4	38.0	34.4	29.8	34.2

# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Information Most Helpful to Visit</b> <i>(Open Ended Multiple Response)</i>					
Internet	77.6	86.0	78.3	72.8	<b>78.7</b>
Previous Visit	29.4	33.9	27.1	28.0	<b>29.6</b>
Recommendation	26.5	37.0	31.4	23.4	<b>29.6</b>
Family	9.5	9.2	16.3	14.5	<b>12.4</b>
Hotel/Accommodations	25.2	24.7	28.2	23.0	<b>25.3</b>
Print Media	21.0	20.2	11.7	18.9	<b>18.0</b>
Business/Conference/Meeting	13.6	7.0	7.9	15.8	<b>11.1</b>
Maps	8.4	8.5	17.0	8.9	<b>10.7</b>
Special Event	6.9	10.8	8.5	7.6	<b>8.5</b>
<b>Satisfaction with Amelia Island</b>					
Very Satisfied	81.1	81.8	84.7	86.1	<b>83.4</b>
Satisfied	17.7	15.3	13.2	11.6	<b>14.5</b>
<b>Satisfaction Level</b> <i>(Very Satisfied + Satisfied)</i>	<b>98.8</b>	<b>97.1</b>	<b>97.9</b>	<b>97.7</b>	<b>97.9</b>
<b>Recommend Amelia Island to Friends/Relatives</b>					
% Yes	95.1	97.6	96.0	96.7	<b>96.4</b>
<b>Plan to Return</b> <i>(% yes)</i>					
To Local Area	85.4	84.4	91.3	88.2	<b>87.3</b>
<b>Demographics</b>					
Average Age Head of HH (yrs)	52.0	49.3	48.0	52.6	<b>50.5</b>
Median Annual HH Income	\$127,543	\$124,128	\$137,819	\$126,438	<b>\$128,982</b>
<b>Seen/Read/Heard Amelia Island Message</b>					
% Yes	42.0	41.3	46.6	46.4	<b>44.1</b>
<b>Influenced by Amelia Island Message</b> <i>(Base: Seen/Read/Heard Area Message)</i>					
% Yes	48.2	54.1	50.2	57.3	<b>52.5</b>

# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Avg. Party Budget Breakdown</b>					
Accommodations	\$718	\$998	\$922	\$740	<b>\$845</b>
Restaurant Food/Beverage	\$429	\$476	\$453	\$373	<b>\$433</b>
Grocery Store	\$73	\$72	\$80	\$50	<b>\$69</b>
Admissions to Attractions	\$73	\$67	\$55	\$63	<b>\$65</b>
Other Entertainment	\$74	\$90	\$116	\$102	<b>\$95</b>
Retail Purchases	\$172	\$231	\$211	\$149	<b>\$191</b>
Miscellaneous	\$262	\$281	\$166	\$146	<b>\$214</b>
<b>Average Party Budget Breakdown</b>					
Total	\$1,801	\$2,215	\$2,003	\$1,623	<b>\$1,911</b>
Per Person/Trip	\$693	\$738	\$691	\$676	<b>\$700</b>
Per Person/Day	\$173	\$157	\$161	\$173	<b>\$166</b>
<b>Use Internet to Obtain Travel Information</b>					
% Yes	92.2	92.6	93.3	92.0	<b>92.5</b>
<b>Book Travel Reservations For Trip Online</b>					
(Base: Resp. who Obtain Travel Info. Online)					
% Yes	65.1	65.8	66.4	62.1	<b>64.9</b>

# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Activities Enjoyed in Area</b>					
<i>(Open Ended Multiple Response)</i>					
Beach	66.3	83.1	83.7	72.4	<b>76.4</b>
Dining Out	85.5	82.7	78.1	78.4	<b>81.2</b>
Historic Downtown	80.1	88.3	64.3	76.2	<b>77.2</b>
Walking on the Beach	57.6	67.7	67.0	54.2	<b>61.6</b>
Relaxing	57.4	68.7	70.8	59.6	<b>64.1</b>
Shopping	56.0	58.7	63.5	60.5	<b>59.7</b>
Sight-Seeing	39.0	46.9	39.3	36.4	<b>40.4</b>
Pool	19.8	41.7	40.1	23.3	<b>31.2</b>
Shelling	29.1	35.1	37.8	25.7	<b>31.9</b>
Reading	30.8	32.4	31.2	31.1	<b>31.4</b>
Swimming	11.6	37.2	29.0	19.0	<b>24.2</b>
State Parks	40.1	36.8	31.6	22.7	<b>32.8</b>
Wildlife/Environment	28.2	25.6	22.5	18.4	<b>23.7</b>
Visiting with Friends/Relatives	16.2	10.7	12.3	16.1	<b>13.8</b>
Bars/Nightlife	13.0	18.5	19.6	14.8	<b>16.5</b>
Art Galleries	19.1	14.8	13.5	15.2	<b>15.7</b>
Antiquing	19.7	20.5	18.0	15.5	<b>18.4</b>
Exercising	16.0	15.5	13.8	10.0	<b>13.8</b>
Golfing	8.2	8.5	10.7	6.7	<b>8.5</b>
Water Cruise	11.7	13.9	11.1	12.7	<b>12.4</b>
Fishing	6.6	6.6	9.0	7.4	<b>7.4</b>
Farmers Market	13.7	8.9	10.1	10.4	<b>10.8</b>



# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Amelia Island Attributes</b>					
Clean Environment	71.8	72.6	85.7	89.2	<b>79.8</b>
Beautiful Beaches	75.8	80.0	84.2	75.0	<b>78.8</b>
Safe Destination	76.5	68.4	82.9	80.8	<b>77.2</b>
Family Friendly	53.6	62.4	81.2	56.9	<b>63.5</b>
Complete Relaxation	52.3	61.4	71.0	65.1	<b>62.5</b>
Good Food & Restaurants	75.7	71.3	75.7	81.4	<b>76.0</b>
Historic Downtown	77.0	75.4	65.7	71.7	<b>72.5</b>
Upscale Accommodations	62.3	51.7	71.8	60.4	<b>61.6</b>
Good Value for the Money	39.4	45.5	57.4	46.8	<b>47.3</b>
A Romantic Place	51.9	50.3	55.2	60.3	<b>54.4</b>
Activities for All Ages	20.1	22.8	52.4	26.4	<b>30.4</b>
State Parks	40.9	36.4	36.7	33.8	<b>37.0</b>
Good Golfing	10.0	9.2	17.7	10.4	<b>11.8</b>
Good Water Sports	6.2	13.3	8.8	7.7	<b>9.0</b>
Good Fishing	8.6	9.5	9.6	10.1	<b>9.5</b>
Art Galleries	6.8	10.7	15.8	16.1	<b>12.4</b>



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## Amelia Island Tourist Development Council

For the Month of January 2016

Date Created: Feb 17, 2016

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Tab 2 - Multi-Segment

Amelia Island Tourist Development Council

For the month of: January 2016

Currency: USD - US Dollar

	Current Month - January 2016 vs January 2015												Year to Date - January 2016 vs January 2015												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2015						Occ %		ADR		RevPAR		Percent Change from YTD 2015						Properties		Rooms	
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room	Room	Room	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room	Room	Room	Census	Sample	Census	Sample
										Rev	Avail	Sold										Rev	Avail	Sold				
Florida	71.5	71.7	146.99	140.69	105.06	100.91	-0.3	4.5	4.1	5.6	1.4	1.1	71.5	71.7	146.99	140.69	105.06	100.91	-0.3	4.5	4.1	5.6	1.4	1.1	3626	2046	420366	306425
Jacksonville, FL	65.4	64.7	93.57	89.04	61.17	57.57	1.1	5.1	6.3	6.6	0.3	1.5	65.4	64.7	93.57	89.04	61.17	57.57	1.1	5.1	6.3	6.6	0.3	1.5	267	187	27176	22395
Jacksonville Beaches, FL	64.8	62.5	131.51	126.52	85.26	79.11	3.7	3.9	7.8	7.9	0.1	3.8	64.8	62.5	131.51	126.52	85.26	79.11	3.7	3.9	7.8	7.9	0.1	3.8	97	55	7705	6004
Savannah, GA	57.9	59.8	96.96	90.74	56.10	54.24	-3.2	6.8	3.4	3.6	0.2	-3.0	57.9	59.8	96.96	90.74	56.10	54.24	-3.2	6.8	3.4	3.6	0.2	-3.0	171	128	15009	12677
Brunswick/Kingsland, GA	48.9	47.9	88.09	81.84	43.07	39.24	2.0	7.6	9.8	15.1	4.9	7.0	48.9	47.9	88.09	81.84	43.07	39.24	2.0	7.6	9.8	15.1	4.9	7.0	90	57	6967	4904
Daytona Beach, FL	57.7	55.0	99.18	92.51	57.21	50.84	4.9	7.2	12.5	14.2	1.5	6.5	57.7	55.0	99.18	92.51	57.21	50.84	4.9	7.2	12.5	14.2	1.5	6.5	180	72	13712	8540
Charleston, SC	59.0	56.5	107.47	102.94	63.36	58.13	4.4	4.4	9.0	12.2	2.9	7.4	59.0	56.5	107.47	102.94	63.36	58.13	4.4	4.4	9.0	12.2	2.9	7.4	179	128	18979	15063
Nassau County, FL	58.9	56.4	148.09	146.99	87.17	82.96	4.3	0.7	5.1	5.1	0.0	4.3	58.9	56.4	148.09	146.99	87.17	82.96	4.3	0.7	5.1	5.1	0.0	4.3	24	13	2266	1955
St Johns County, FL	64.1	61.9	116.93	109.78	74.96	67.98	3.5	6.5	10.3	10.3	0.0	3.5	64.1	61.9	116.93	109.78	74.96	67.98	3.5	6.5	10.3	10.3	0.0	3.5	79	41	5731	3968
Hilton Head/Beaufort, SC	38.1	38.1	96.24	94.19	36.70	35.86	0.2	2.2	2.3	3.6	1.3	1.4	38.1	38.1	96.24	94.19	36.70	35.86	0.2	2.2	2.3	3.6	1.3	1.4	48	34	6174	4480
Fort Walton Beach, FL	37.2	35.6	85.81	84.04	31.91	29.92	4.4	2.1	6.6	7.3	0.6	5.1	37.2	35.6	85.81	84.04	31.91	29.92	4.4	2.1	6.6	7.3	0.6	5.1	87	49	9915	6515

A blank row indicates insufficient data.

Source 2016 STR, Inc.

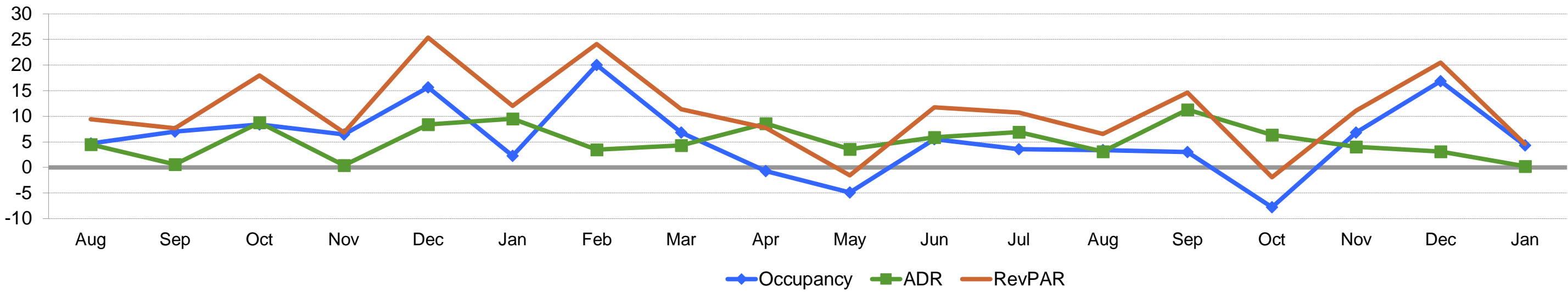
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Tab 3 - Trend Amellia Island+

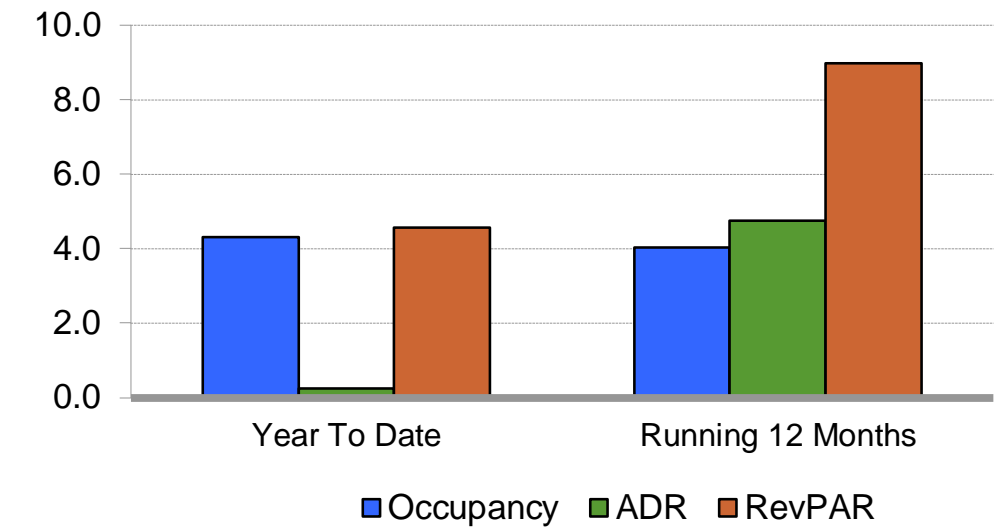
Amelia Island Tourist Development Council  
For the Month of January 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	70.0	65.3	67.9	58.7	48.3	56.0	76.4	79.1	77.8	75.5	82.9	86.2	72.3	67.2	62.6	62.7	56.4
	Last Year	66.8	61.0	62.6	55.2	41.7	54.7	63.7	74.1	78.4	79.4	78.6	83.2	70.0	65.3	67.9	58.7	48.3
	Percent Change	4.7	7.0	8.4	6.4	15.7	2.3	20.0	6.8	-0.7	-4.9	5.5	3.6	3.4	3.0	-7.8	6.8	16.8

Year To Date		
2014	2015	2016
54.7	56.0	58.4
51.3	54.7	56.0
6.8	2.3	4.3

Running 12 Months		
2014	2015	2016
64.0	68.7	71.4
60.0	64.0	68.7
6.7	7.2	4.0

ADR	2014					2015													2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
This Year	195.15	174.62	197.85	172.05	160.62	166.28	166.11	249.67	255.68	235.14	236.66	239.12	201.12	194.35	210.43	178.92	165.58	166.68	
Last Year	186.73	173.61	181.84	171.39	148.17	151.86	160.60	239.45	235.49	227.02	223.43	223.70	195.15	174.62	197.85	172.05	160.62	166.28	
Percent Change	4.5	0.6	8.8	0.4	8.4	9.5	3.4	4.3	8.6	3.6	5.9	6.9	3.1	11.3	6.4	4.0	3.1	0.2	

Year To Date		
2014	2015	2016
151.86	166.28	166.68
140.44	151.86	166.28
8.1	9.5	0.2

Running 12 Months		
2014	2015	2016
189.95	202.21	211.84
174.97	189.95	202.21
8.6	6.5	4.8

RevPAR	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	136.51	113.94	134.34	101.04	77.52	93.10	126.93	197.59	199.05	177.58	196.25	206.19	145.42	130.63	131.77	112.27	93.37	97.34
Last Year	124.78	105.88	113.92	94.59	61.83	83.13	102.24	177.48	184.67	180.32	175.66	186.22	136.51	113.94	134.34	101.04	77.52	93.10
Percent Change	9.4	7.6	17.9	6.8	25.4	12.0	24.1	11.3	7.8	-1.5	11.7	10.7	6.5	14.7	-1.9	11.1	20.4	4.6

Year To Date		
2014	2015	2016
83.13	93.10	97.34
72.00	83.13	93.10
15.5	12.0	4.6

Running 12 Months		
2014	2015	2016
121.62	138.83	151.31
104.96	121.62	138.83
15.9	14.2	9.0

Supply	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	57,505	55,650	57,505	55,650	57,505	57,505	51,940	57,505	55,650	57,505	55,650	57,505	57,505	55,650	57,505	55,650	57,505	57,505
Last Year	57,536	55,680	57,536	55,680	57,536	57,536	51,968	57,536	55,680	57,505	55,650	57,505	57,505	55,650	57,505	55,650	57,505	57,505
Percent Change	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2014	2015	2016
57,536	57,505	57,505
45,012	57,536	57,505
27.8	-0.1	0.0

Running 12 Months		
2014	2015	2016
663,524	677,164	677,075
605,371	663,524	677,164
9.6	2.1	0.0

Demand	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	40,225	36,312	39,046	32,683	27,753	32,195	39,688	45,511	43,323	43,427	46,148	49,585	41,580	37,405	36,009	34,919	32,427	33,584
Last Year	38,449	33,957	36,046	30,728	24,010	31,495	33,085	42,645	43,664	45,676	43,751	47,872	40,225	36,312	39,046	32,683	27,753	32,195
Percent Change	4.6	6.9	8.3	6.4	15.6	2.2	20.0	6.7	-0.8	-4.9	5.5	3.6	3.4	3.0	-7.8	6.8	16.8	4.3

Year To Date		
2014	2015	2016
31,495	32,195	33,584
23,075	31,495	32,195
36.5	2.2	4.3

Running 12 Months		
2014	2015	2016
424,823	464,907	483,606
363,153	424,823	464,907
17.0	9.4	4.0

Revenue	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	7,849,842	6,340,734	7,725,441	5,623,127	4,457,742	5,353,435	6,592,564	11,362,671	11,076,974	10,211,485	10,921,400	11,856,995	8,362,362	7,269,728	7,577,519	6,247,791	5,369,278
	Last Year	7,179,452	5,895,418	6,554,452	5,266,566	3,557,589	4,782,887	5,313,358	10,211,336	10,282,389	10,369,580	9,775,407	10,708,731	7,849,842	6,340,734	7,725,441	5,623,127	4,457,742
	Percent Change	9.3	7.6	17.9	6.8	25.3	11.9	24.1	11.3	7.7	-1.5	11.7	10.7	6.5	14.7	-1.9	11.1	20.4

Year To Date		
2014	2015	2016
4,782,887	5,353,435	5,597,641
3,240,724	4,782,887	5,353,435
47.6	11.9	4.6

Running 12 Months		
2014	2015	2016
80,697,110	94,011,122	102,446,408
63,542,047	80,697,110	94,011,122
27.0	16.5	9.0

Census %	2014					2015												2016
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Census Rooms	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855
% Rooms Participants	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9	94.9

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Source 2016 STR, Inc.

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Tab 4 - Response Amelia Island+

Amelia Island Tourist Development Council  
For the Month of January 2016

								2014												2015												2016																
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D					
44497	Amelia Hotel At The Beach	Fernandina Beach, FL	32034	May 2002	May 2002	86		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○																
47061	Beachside Motel	Fernandina Beach, FL	32034	Jun 1977	Jun 1977	20																																										
48799	Closed Bailey House	Fernandina Beach, FL	32034	Jun 2003	Dec 1993	0	Y																																									
24037	Closed Ocean View Motel	Fernandina Beach, FL	32034	Jun 2004		0	Y																																									
19824	Closed The 1735 House	Amelia Island, FL	32034	Jan 1997	Jun 1925	0	Y																																									
53702	Comfort Suites Oceanview Amelia Island Fernandina Beach	Fernandina Beach, FL	32034	Aug 2006	Aug 2006	50		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
20111	Days Inn Fernandina Beach	Fernandina Beach, FL	32034	Nov 2008	Dec 1986	134		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
30447	Elizabeth Pointe Lodge	Amelia Island, FL	32034	Jun 1991	Jun 1991	25																																										
43254	Florida House Inn	Amelia Island, FL	32034	Jun 1990	Jun 1990	18																																										
42360	Greyfield Inn	Fernandina Beach, FL	32034	Jun 1962	Jun 1962	16																																										
40136	Hampton Inn & Suites Amelia Island Historic Harbor Front	Fernandina Beach, FL	32034	Jun 2000	Jun 2000	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
34247	Hampton Inn Amelia Island @ Fernandina Beach	Fernandina Beach, FL	32034	Dec 1997	Dec 1997	81	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
10514	Omni Amelia Island Plantation Resort	Amelia Island, FL	32034	Mar 2013	Jun 1972	404	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
57260	Omni Villas Of Amelia Island	Amelia Island, FL	32034	Sep 2010	Jan 1999	259		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
59777	Residence Inn Amelia Island	Fernandina Beach, FL	32034	Aug 2009	Aug 2009	133		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
19971	Ritz-Carlton Amelia Island	Amelia Island, FL	32034	Jun 1991	Jun 1991	446	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
59000	Seaside Amelia Inn	Fernandina Beach, FL	32034	Apr 2008	Apr 2008	46	Y	○	○	○	●	●	●	●	●	●	●	●	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
48469	The Addison On Amelia Island	Fernandina Beach, FL	32034	May 1997	May 1997	15																																										
			Total Properties:		18	1855	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																									

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## 5 YEAR STR - 2011 - 2015 COMPARISONS

YEAR	2011	2012	2013	2014	2015	5 Year Growth
Occupancy	56.4	58.4	64.0	68.6	71.2	26.2%
Last Year	53.5	56.4	58.4	64	68.6	
% Change	5.5	3.5	9.6	7.2	3.9	
ADR	169.80	174.48	192.09	203.68	214.53	26.3%
Last Year	163.30	169.60	174.49	192.09	203.68	
% Change	4.0	2.8	10.1	6.0	5.3	
RevPar	95.80	101.83	122.87	139.63	152.90	59.6%
Last Year	87.35	95.80	101.83	122.87	139.63	
% Change	9.7	6.3	20.7	13.6	9.4	
Supply	620,135	613,028	651,000	677,195	677,075	9.2%
Last Year	622,037	620,135	613,028	651,000	677,195	
% Change	-0.3	-1.1	6.2	4.0	0.0	
Demand	349,851	357,725	416,403	464,225	482,237	37.8%
Last Year	322,729	349,851	357,725	416,403	464,225	
% Change	5.1	2.3	16.4	11.5	3.9	
Revenue	59,406,103	62,420,759	79,986,365	94,555,475	103,456,398	74.2%
Last Year	54,333,485	59,406,103	62,420,759	79,986,365	94,555,475	
% Change	8.5	5.1	28.1	18.2	9.4	



# **Amelia Island**

## **Calendar Year 2015 Visitor Profile**

*(January – December)*

***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[www.ResearchDataLLC.com](http://www.ResearchDataLLC.com)**

February 2016

## ***Certification***

**RESEARCH DATA SERVICES, INC.** hereby certifies that, except as otherwise noted in this report:

1. We have no present or contemplated future interest in the project that is the subject of this study.
2. We have no personal interest or bias with respect to the subject matter of this report or the parties involved.
3. To the best of our knowledge and belief, the statements of fact contained in this report, upon which analyses, opinions, and conclusions expressed herein are based, are true and correct.
4. This report sets forth all of the limiting conditions (imposed by the terms of our assignment or by the undersigned) affecting the analyses, opinions, and conclusions contained in this report.
5. The underlying assumptions are based on present circumstances and information currently available.
6. Because circumstances may change and unanticipated events may occur subsequent to the date of this report, the reader must evaluate the assumptions and rationale of this report in light of the circumstances then prevailing. The terms of this engagement are such that we have no obligation to revise this report or the included projections to reflect events or conditions which occur subsequent to the completion of our fieldwork.



Walter J. Klages, Ph.D., President

*February 16, 2016*

Date



# Amelia Island: Calendar Year 2015 Visitor Profile

## Estimated Visitor Metrics

Visitor Statistics	Quarter 1 (Jan. - Mar. '15)	Quarter 2 (Apr. - Jun. '15)	Quarter 3 (Jul. - Sep. '15)	Quarter 4 (Oct. - Dec. '15)	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
H/M/C/C Visitors (#)	150,100	162,500	173,100	132,500	574,400	618,200	+7.6%
Direct Expenditures (\$)	\$103,977,300	\$119,925,000	\$119,612,100	\$89,628,300	\$391,386,800	\$433,142,700	+10.7%
Total Economic Impact	\$136,802,900	\$157,785,300	\$157,373,600	\$117,924,000	\$514,947,500	\$569,885,800	+10.7%

## Estimated Visitor Origins: Number of Visitors by Region

H/M/C/C Visitor Origins	Quarter 1 (Jan. - Mar. '15)	Quarter 2 (Apr. - Jun. '15)	Quarter 3 (Jul. - Sep. '15)	Quarter 4 (Oct. - Dec. '15)	Calendar Year 2014	Calendar Year 2015	% Δ 2014-2015
Florida	22,965	37,375	38,774	32,860	116,031	131,974	+13.7%
Southeast	47,282	70,363	83,781	50,748	241,035	252,174	+4.6%
Northeast	31,971	25,025	17,829	17,225	86,268	92,050	+6.7%
Midwest	30,921	17,225	19,387	18,020	81,405	85,553	+5.1%
Foreign	11,708	4,875	6,924	6,095	25,377	29,602	+16.6%
Markets of Opp.	5,253	7,637	6,405	7,552	24,284	26,847	+10.6%
<b>Total</b>	<b>150,100</b>	<b>162,500</b>	<b>173,100</b>	<b>132,500</b>	<b>574,400</b>	<b>618,200</b>	<b>+7.6%</b>

# Amelia Island: Calendar Year 2015 Visitor Profile

## Occupancy and ADR Data

	Quarter 1			Quarter 2			Quarter 3			Quarter 4			Calendar Year 2015	% Δ '14-'15
	Jan. '15	Feb. '15	Mar. '15	Apr. '15	May '15	Jun. '15	Jul. '15	Aug. '15	Sep. '15	Oct. '15	Nov. '15	Dec. '15		
Occ. (%)	56.0	76.4	79.1	77.8	75.5	82.9	86.2	72.3	67.2	62.6	62.7	56.4	71.2	+3.9%
ADR	\$167.80	\$168.94	\$252.09	\$258.63	\$237.46	\$239.50	\$242.17	\$203.62	\$197.86	\$213.31	\$182.69	\$165.54	\$214.53	+5.3%
RevPAR	\$93.97	\$129.09	\$199.51	\$201.34	\$179.33	\$198.60	\$208.82	\$147.23	\$132.99	\$133.57	\$114.64	\$93.38	\$152.80	+9.4%

# Amelia Island: Calendar Year 2015 Visitor Profile

## Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Length of Stay (Days)</b>					
In Amelia Island	4.0	4.7	4.3	3.9	4.2
<b>Party Size</b>					
Number of People	2.6	3.0	2.9	2.4	2.7
<b>Party Composition (Multiple Response)</b>					
Family	24.7	34.6	38.3	21.9	29.9
Couple	60.1	49.4	45.9	62.2	54.4
Single	7.3	4.3	5.8	8.9	6.6
Extended Family	8.6	11.9	6.1	6.9	8.4
Group of Friends	4.0	7.0	5.3	6.4	5.7
<b>Have Children or Young Adults in Immediate Travel Party</b>					
% Yes	19.1	30.1	32.8	17.1	24.8
<b>Transportation</b> <i>(Percentaged to the Base of All Resp.)</i>					
Personal Car/RV	74.2	67.9	79.3	69.3	72.7
Plane	25.5	28.6	19.4	29.2	25.7
Rental Car	20.5	22.4	17.2	27.0	21.8
<b>Airport Deplaned (Base: Flew)</b>					
Jacksonville Int'l	81.7	84.5	82.6	86.9	83.9
Orlando Int'l/Sanford	9.1	8.7	8.7	7.1	8.4
<b>Purpose of Trip (Multiple Response)</b>					
Vacation	57.1	68.7	63.0	48.3	59.3
A Getaway	29.9	17.3	22.3	29.9	24.9
Business/Meeting/Conference	12.5	8.8	15.4	16.0	13.2
Friends/Relatives	10.6	12.7	7.5	11.3	10.5
Wedding/Honeymoon	4.7	5.7	5.6	6.8	5.7
Special Event/Festival	7.5	8.4	7.3	9.4	8.2

# Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>First Visit to</b> (% yes)					
Amelia Island	62.9	54.3	48.5	55.1	55.2
Florida	5.0	6.1	6.7	5.8	5.9
<b>Other Areas in FL Considered for Trip</b> (Open Ended Multiple Response)					
None, Only Amelia Island	51.3	48.6	46.9	56.4	50.8
St. Augustine/Ponte Vedra	15.0	19.6	23.0	21.6	19.8
Savannah	11.3	13.4	13.7	12.9	12.8
Orlando	11.9	7.8	12.9	7.0	9.9
Hilton Head	10.2	7.6	12.4	8.8	9.8
Jacksonville	12.0	9.4	11.8	10.0	10.8
Jekyll Island	7.6	9.9	12.8	9.4	9.9
<b>Why Chose Amelia Island</b> (Multiple Response)					
Beach	37.9	53.9	54.1	48.8	48.7
Previous Experience	14.4	12.3	18.1	16.1	15.2
Love/Like the Area	23.6	20.6	20.9	15.5	20.2
Never Been/Try Something New	29.6	32.5	27.0	30.9	30.0
Hotel/Accommodations	15.4	27.1	26.5	25.1	23.5
Recommendation	21.7	28.5	17.6	21.1	22.2
Convenient Location	22.0	18.6	13.8	15.2	17.4
Appealing Brochures/Websites	30.3	21.4	25.3	28.0	26.3
Nature/Environment	17.4	24.2	20.3	20.4	20.6
Family Oriented Area	11.4	17.1	24.9	11.5	16.2
Business/Meeting	14.9	9.2	9.7	15.8	12.4
Visiting with Friends/Family	8.8	13.4	8.5	14.6	11.3
History	19.7	19.9	15.3	10.9	16.5
Weather	21.2	22.1	14.6	21.0	19.7
Event	N/A	10.0	8.7	9.9	9.5
Attractions	15.9	16.4	10.7	9.5	13.1
<b>Travel Planning Window</b> (Days)					
How Far in Advance Start Planning Trip	48.5	56.0	50.7	47.0	50.6
How Far in Advance Book Reservations	34.4	38.0	34.4	29.8	34.2

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<b>Information Most Helpful to Visit</b> <i>(Open Ended Multiple Response)</i>					
Internet	77.6	86.0	78.3	72.8	78.7
Previous Visit	29.4	33.9	27.1	28.0	29.6
Recommendation	26.5	37.0	31.4	23.4	29.6
Family	9.5	9.2	16.3	14.5	12.4
Hotel/Accommodations	25.2	24.7	28.2	23.0	25.3
Print Media	21.0	20.2	11.7	18.9	18.0
Business/Conference/Meeting	13.6	7.0	7.9	15.8	11.1
Maps	8.4	8.5	17.0	8.9	10.7
Special Event	6.9	10.8	8.5	7.6	8.5
<b>Satisfaction with Amelia Island</b>					
Very Satisfied	81.1	81.8	84.7	86.1	83.4
Satisfied	17.7	15.3	13.2	11.6	14.5
<b>Satisfaction Level</b> <i>(Very Satisfied + Satisfied)</i>	<b>98.8</b>	<b>97.1</b>	<b>97.9</b>	<b>97.7</b>	<b>97.9</b>
<b>Recommend Amelia Island to Friends/Relatives</b>					
% Yes	95.1	97.6	96.0	96.7	96.4
<b>Plan to Return</b> <i>(% yes)</i>					
To Local Area	85.4	84.4	91.3	88.2	87.3
<b>Demographics</b>					
Average Age Head of HH (yrs)	52.0	49.3	48.0	52.6	50.5
Median Annual HH Income	\$127,543	\$124,128	\$137,819	\$126,438	\$128,982
<b>Seen/Read/Heard Amelia Island Message</b>					
% Yes	42.0	41.3	46.6	46.4	44.1
<b>Influenced by Amelia Island Message</b> <i>(Base: Seen/Read/Heard Area Message)</i>					
% Yes	48.2	54.1	50.2	57.3	52.5

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<b>Avg. Party Budget Breakdown</b>					
Accommodations	\$718	\$998	\$922	\$740	<b>\$845</b>
Restaurant Food/Beverage	\$429	\$476	\$453	\$373	<b>\$433</b>
Grocery Store	\$73	\$72	\$80	\$50	<b>\$69</b>
Admissions to Attractions	\$73	\$67	\$55	\$63	<b>\$65</b>
Other Entertainment	\$74	\$90	\$116	\$102	<b>\$95</b>
Retail Purchases	\$172	\$231	\$211	\$149	<b>\$191</b>
Miscellaneous	\$262	\$281	\$166	\$146	<b>\$214</b>
<b>Average Party Budget Breakdown</b>					
Total	\$1,801	\$2,215	\$2,003	\$1,623	<b>\$1,911</b>
Per Person/Trip	\$693	\$738	\$691	\$676	<b>\$700</b>
Per Person/Day	\$173	\$157	\$161	\$173	<b>\$166</b>
<b>Use Internet to Obtain Travel Information</b>					
% Yes	92.2	92.6	93.3	92.0	<b>92.5</b>
<b>Book Travel Reservations For Trip Online</b>					
(Base: Resp. who Obtain Travel Info. Online)					
% Yes	65.1	65.8	66.4	62.1	<b>64.9</b>

# Amelia Island: Calendar Year 2015 Visitor Profile

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<b>Activities Enjoyed in Area</b>					
<i>(Open Ended Multiple Response)</i>					
Beach	66.3	83.1	83.7	72.4	<b>76.4</b>
Dining Out	85.5	82.7	78.1	78.4	<b>81.2</b>
Historic Downtown	80.1	88.3	64.3	76.2	<b>77.2</b>
Walking on the Beach	57.6	67.7	67.0	54.2	<b>61.6</b>
Relaxing	57.4	68.7	70.8	59.6	<b>64.1</b>
Shopping	56.0	58.7	63.5	60.5	<b>59.7</b>
Sight-Seeing	39.0	46.9	39.3	36.4	<b>40.4</b>
Pool	19.8	41.7	40.1	23.3	<b>31.2</b>
Shelling	29.1	35.1	37.8	25.7	<b>31.9</b>
Reading	30.8	32.4	31.2	31.1	<b>31.4</b>
Swimming	11.6	37.2	29.0	19.0	<b>24.2</b>
State Parks	40.1	36.8	31.6	22.7	<b>32.8</b>
Wildlife/Environment	28.2	25.6	22.5	18.4	<b>23.7</b>
Visiting with Friends/Relatives	16.2	10.7	12.3	16.1	<b>13.8</b>
Bars/Nightlife	13.0	18.5	19.6	14.8	<b>16.5</b>
Art Galleries	19.1	14.8	13.5	15.2	<b>15.7</b>
Antiquing	19.7	20.5	18.0	15.5	<b>18.4</b>
Exercising	16.0	15.5	13.8	10.0	<b>13.8</b>
Golfing	8.2	8.5	10.7	6.7	<b>8.5</b>
Water Cruise	11.7	13.9	11.1	12.7	<b>12.4</b>
Fishing	6.6	6.6	9.0	7.4	<b>7.4</b>
Farmers Market	13.7	8.9	10.1	10.4	<b>10.8</b>

## Amelia Island: Calendar Year 2015 Visitor Profile

	Quarter 1 <i>Jan. - Mar. '15</i>	Quarter 2 <i>Apr. - Jun. '15</i>	Quarter 3 <i>Jul. - Sep. '15</i>	Quarter 4 <i>Oct. - Dec. '15</i>	Calendar Year 2015
<b>Amelia Island Attributes</b>					
Clean Environment	71.8	72.6	85.7	89.2	<b>79.8</b>
Beautiful Beaches	75.8	80.0	84.2	75.0	<b>78.8</b>
Safe Destination	76.5	68.4	82.9	80.8	<b>77.2</b>
Family Friendly	53.6	62.4	81.2	56.9	<b>63.5</b>
Complete Relaxation	52.3	61.4	71.0	65.1	<b>62.5</b>
Good Food & Restaurants	75.7	71.3	75.7	81.4	<b>76.0</b>
Historic Downtown	77.0	75.4	65.7	71.7	<b>72.5</b>
Upscale Accommodations	62.3	51.7	71.8	60.4	<b>61.6</b>
Good Value for the Money	39.4	45.5	57.4	46.8	<b>47.3</b>
A Romantic Place	51.9	50.3	55.2	60.3	<b>54.4</b>
Activities for All Ages	20.1	22.8	52.4	26.4	<b>30.4</b>
State Parks	40.9	36.4	36.7	33.8	<b>37.0</b>
Good Golfing	10.0	9.2	17.7	10.4	<b>11.8</b>
Good Water Sports	6.2	13.3	8.8	7.7	<b>9.0</b>
Good Fishing	8.6	9.5	9.6	10.1	<b>9.5</b>
Art Galleries	6.8	10.7	15.8	16.1	<b>12.4</b>



# ACTIVITY

# Activity Report

DECEMBER 2015

## Administration

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### Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

### The key focus areas of Amelia Island TDC are:

#### Events & Promotions:

- Visitor Services
- Conferences/Meetings
- Travel Trade Shows
- Events

#### Marketing:

- Collateral
- Strategy
- Digital
- Advertising

#### Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

## Monthly Recap

In December, visitors enjoyed a month long celebration of the holiday season featuring the Amelia Island Southern Elegance Christmas. On December 4<sup>th</sup> the streets were closed and transformed our Victorian fishing village into a Victorian Christmas depicting the era of the Charles Dickens novel: A Christmas Story. Centre Street was alive with characters, entertainment, and food that amused all ages! The same weekend, the Amelia Island Museum of History hosted the Holiday Home Tour which was a huge success inviting visitors and locals to tour the most magnificently decorated homes along the shore. Not to be outdone, the Amelia Island Bed and Breakfast Association hosted the annual Cookie Tour where visitors and locals could tour the B & B of choice and sample homemade cookies and beverages. This was a delightful experience here on Amelia Island as well as the enchantment of downtown being lit up to add to the ambience. The city hosted the inaugural New Year's Eve Shrimp Drop attracting a multitude of people to enjoy a family oriented version of bringing in the New Year.

The Amelia Musical Playhouse and Amelia Community Theatre continued to delight us with their talented crew of actors inviting locals and visitors alike. We also support the Historic Fernandina Beach Association as well as welcoming several Tour and Travel visitors that frequent the downtown area each month. Our staff participates in monthly team familiarizations to local activities and events while including a lodging partner visit to see first-hand what they have to offer and in turn convey this to our visitors. The Amelia Island Welcome Center staff continues to wow tourists from far and wide with vast amounts of information to share.



## **Events & Promotions**

### **Visitor Services**

- 🐼 Management of Concierge's providing up to date area information and seasonal events
- 🐼 Inventory management of fulfillment collateral
- 🐼 Monthly STR report updating
- 🐼 Monthly FL Sales Tax updating
- 🐼 Monthly tracking of research information
- 🐼 Visitor Guide and travel information fulfillment
- 🐼 Preparation of welcome material for groups and motor coach visitors
- 🐼 Welcomed 2 tour buses and over 3800 visitors

### **Conferences/Meetings**

- 🐼 Ongoing work with Cvent on RFP's
- 🐼 Attended the monthly Bike Trails Meeting
- 🐼 Attended monthly HFBA meeting
- 🐼 Attended monthly NFHLA meeting
- 🐼 Attended monthly FFCG meeting
- 🐼 Attended Main Street board meeting
- 🐼 Attended JaxSports monthly meeting
- 🐼 Attended Visit Florida Board Meeting
- 🐼 Visit Florida: Florida Encounter Marketing Retreat at the OMNI-AIP

### **Travel/Trade Shows**

- 🐼 No travel or trade shows during the month of December 2015

### **Events**

- 🐼 Dickens on Centre
- 🐼 Holiday Home Tour
- 🐼 Bed & Breakfast Cookie Tour
- 🐼 City New Year's Eve Shrimp Drop

## **Marketing**

### **Advertising**

- 🐼 Reviewed and approved creative placements with Paradise Advertising, Digital Edge and My Agency
- 🐼 Coordinated with Hayworth on press releases, advertorial, promotions, media visits and PR programs
- 🐼 Finalizing advertising plans for FY2016
- 🐼 Executed inaugural Dickens on Centre event weekends
  - RiverCity Live TV promotion
  - Estimated attendance 5,000 visitors over 2 weekends
  - 20 vendors & 14 artists
  - 35+ volunteers
  - 44 hours of programming
  - ~\$1,236,000 of economic impact from Out-of-County visitors plus Amelia Island residents spent ~\$54,700 at downtown merchants. Total economic impact - \$1,290,700
  - Conducted post event merchant survey
- 🐼 Finalized Restaurant Week 2016 plans including media placements, restaurant registrations, creative materials, special events and sponsorship events with the Local Palate. 27 total participating restaurants.
- 🐼 Manage meeting RFPs, photo shoot requests and third party events
- 🐼 Finalized Amelia Concours Week – placing ad buy, refreshing ad creative
- 🐼 Finalized 2016 co-op program for partners
- 🐼 Launched CTA for Valentine’s Day promotions
- 🐼 Coordinating with Slide Into Spring for event promotions
- 🐼 Managing execution for the 2016 Artrageous Artwalk brochure, new creative
- 🐼 Researching additional ad buys for TV, radio and out of home.

## **Digital/International**

- 🐼 Intensive promotion of Dickens on Centre event across social media platforms and on ameliaisland.com. Deployed new tactics including window dressing contest, mini-videos and event page as well as far-reaching posting of images and video from first weekend to drive traffic to following weekend. Sentiment overwhelmingly positive, and sharing of images and experiences ranged from Facebook to personal holiday cards
- 🐼 Interviewed downtown merchants and produced video on economic impact of Dickens on Centre
- 🐼 Broadcast live via Periscope at The Ritz-Carlton, Amelia Island, Omni Amelia Island Plantation, and Fairbanks House in special 'behind the scenes' holiday series
- 🐼 Twitter Chat participation led to Coastal Living including Amelia Island in 13 places to watch a 'drop on New Years' Eve, became online contest won by Fernandina Beach and brought attention and attendance to inaugural Shrimp Drop
- 🐼 Leveraging online survey, traveler responses on social media and user-generated content for next edition of the Amelia Island Visitor Guide
- 🐼 Ongoing Twitter, Facebook and Instagram ads and optimization
- 🐼 VISIT FLORIDA London Takeover preparation including creative assets for TripAdvisor Video Hub, Thomas Cook websites and travel agencies, Instagram, Tumblr, bus shelter on Oxford Street and pop-up nail salon.
- 🐼 MERIAN Magazine Florida Issue: received prominent placement for ad and several editorial mentions in leading magazine (founded in 1946) that travelers save and use as planning reference for extended periods.
- 🐼 Secured participation in upcoming Brand USA Mega FAM trip bringing top agents from Europe to the Southeast US and California during May. Amelia Island one of 4 destinations selected; participants will stay at Omni Amelia Island Plantation, dine at The Ritz-Carlton Amelia Island and downtown and also experience distillery/cocktail tour
- 🐼 Participated in International Committee meeting at Marketing Leadership Summit
- 🐼 Developed a custom article, "Discovering the Modern Southern Charm of Amelia Island", with Lonely Planet editorial staff.
- 🐼 Launched the Arts & Culture Travel Guide.
- 🐼 Launched a Valentine's Day/Romance micro-site.
- 🐼 Digital promotion of Restaurant Week website and addition of menus.
- 🐼 Administered and fulfilled TaxSlayer Bowl Sweepstakes.
- 🐼 Created and promoted a digital holiday gift guide.

### **Advertising (Paradise)**

- 🐼 Agency met with Clients at their office to discuss marketing initiatives for 2016 and the next steps for the brand creative direction. Agency currently waiting on Client to confirm next steps.
- 🐼 Agency continued to receive and review media placement opportunities for 2015.
- 🐼 Agency finalized design and submitted creative for the London bus shelter takeover.
- 🐼 Agency sent first draft of the 2016 Value Card brochure to Client.
- 🐼 Agency coordinated materials for the Amelia Island TaxSlayer Bowl sponsorship.
- 🐼 Agency developed and submitted materials for the February 2016 issue of Condé Nast Traveler.
- 🐼 Agency developed and submitted materials for the February 2016 issue of New York Magazine.
- 🐼 Agency developed and submitted materials for the February 2016 issue of Boston Magazine.
- 🐼 Agency developed and submitted materials for the March 2016 issue of Travel + Leisure.

### **Upcoming in January**

- 🐼 Agency/Client to further discuss the creative direction concepts that were presented to Client during the Creative Exploration phase.
- 🐼 Agency, contingent upon next steps for the brand creative direction, to begin the development of the Brand Guidelines, which is phase three of the Brand Evolution.
- 🐼 Agency to develop media plan recommendations for a Spring/Summer campaign in Nashville.
- 🐼 Agency to finalize to design the 2016 Value Card brochure and submit to printer.
- 🐼 Agency to begin design of the 2016 Artrageous Artwalk Brochure.
- 🐼 Agency to design and submit the following creative:
  - Visit Florida Travel Guide through BMI (2 ads: French & German) – Annual 2016
  - Google Digital Buy (Amelia Concours Week) - February
  - Food & Wine – May 2016
  - Condé Nast Traveler – May 2016



## **Public Relations**

### **Hayworth Creative**

#### **Media Development**

- Submitted 6 responses to leads from HARO, Media Kitty, SATW, etc. on behalf of Amelia Island.
- Provided image for “East Coast Cool” advertorial for January issue of Stylist magazine with VISIT FLORIDA and Hertz rental car.
- Submitted information on horses and riding on the beach on Amelia Island to Canadian writers Wendy and Rob Lindsay for story on Florida.
- Submitted romantic packages, offers and activities on Amelia Island to VISIT FLORIDA for February editorial theme for domestic and international markets.
- Submitted Amelia Island as a best beach town and resorts as best coastal family resorts for consideration on BabyCenter.com.
- Sent romantic packages and offers for Valentine’s Day to Gulfstream media group (Palm Beacher magazine, Boca Life magazine, Gold Coast magazine, etc.) for consideration for February issue.
- Sent information and photos of The Ritz-Carlton, Amelia Island’s gingerbread pirate ship for an article on USAToday.com about unusual holiday decorations.
- Sent photos from kayaking, Espana and general island images to writer Stacey Marcus at Northshore magazine for upcoming piece on Amelia Island.
- Prepared media kits for meeting trade media attending VISIT FLORIDA’s Encounter at Omni Amelia Island Plantation.
- Contacted Jacksonville radio and television stations to coordinate January chef demonstrations and opportunities for Restaurant Week.
- Provided contacts to Snyder Ranch Production company for Fort Clinch for January video shoot for Hallmark Channel’s digital channel.
- Secured opportunity for island partners to be featured on Podcast “Look Like a Local on Amelia Island” for 2016.
- Provided kayaking image to Family Traveller Magazine in the UK for upcoming piece. Met with writer during UK Media Mission in March.

#### **Press Trips**

- Created itinerary for Coastal Living Travel Editor Tracey Minkin to experience Amelia Island for New Year’s Eve and the shrimp drop downtown.
- Created itinerary for travel writer Sommer Collier with ASpicyPerspective.com visiting Amelia Island February 12-16 for a culinary-specific media trip.
- Created itinerary for Nancy Floyd from NFocus magazine out of Nashville for a luxury story visiting February 2-6.
- Started on itinerary for writer Liana Lozada visiting Amelia Island for a culinary, arts & culture and wellness experience January 21-23.

- 🐼 Created itinerary for travel writer Carrie McLaren and her family to experience Dickens on Centre December 4-6.
- 🐼 Hosted VISIT FLORIDA's Encounter media for downtown experience including a river cruise, shopping Centre street and dinner at David's Restaurant.

### **Press Releases**

- 🐼 Collected Valentine's Day special offers, packages, dining offers, activities, etc. for Valentine's Day press release and microsite.
- 🐼 Distributed media alert and pitch on New Year's Eve Shrimp Drop to local, regional, state and drive-market media outlets.
- 🐼 Created Dickens on Centre press release and distributed to local, regional, state and national media.
- 🐼 Created SEO Dickens on Centre press release and distributed on the newswire.
- 🐼 Created and distributed Taxslayer Bowl press release to local, state, regional and sports media.

### **Promotions**

- 🐼 Presented print promotion opportunity with New York Daily News with VISIT FLORIDA for January.
- 🐼 Presented radio promotion opportunity with WRRM-FM and VISIT FLORIDA in Cincinnati for January.
- 🐼 Secured winning certificates for November WOCL-FM promotion winner.
- 🐼 Presented radio opportunity with WBQT-FM in Boston for January.
- 🐼 Coordinated details for Omni Amelia Island Plantation to participate in January episode of Wheel of Fortune as prize package during Fit & Fun week.
- 🐼 Coordinating Amelia Island sweepstakes with PureWow for early 2016.

### **Miscellaneous**

- 🐼 Provided copy and images for March VISIT FLORIDA advertorial in Travel + Leisure and Food & Wine magazines.
- 🐼 Provided copy and images for February VISIT Florida advertorial in Chicago magazine.
- 🐼 Provided new images for Conde Nast Traveler's February advertorial upon request.
- 🐼 Provided suggested copy points for Boston magazine advertorial.
- 🐼 Provided suggested copy points for New York magazine.
- 🐼 Prepared slides for December TDC meeting.
- 🐼 Attended VISIT FLORIDA's Encounter at Omni Amelia Island Plantation Resort.

# Amelia Island Tourist Development Council

## Activity Report

JANUARY 2015

OFFICE: 2398 SADLER ROAD, AMELIA ISLAND, FL 32034

PHONE

FAX

WEB

VISITOR CENTER: 102 CENTRE STREET, AMELIA ISLAND, FL 32034

904-277-4369

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[www.ameliaisland.com](http://www.ameliaisland.com)

# Tourism

## Administration

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### Mission Statement

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- Collateral
- Strategy
- Digital
- Advertising

#### Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

# Tourism

## Monthly Recap

Happy New Year! The first annual Shrimp Drop was a huge success drawing a fabulous crowd to bring in 2016. Amelia Island Chamber Music Festival hosted headliner YoYo Ma in a sold out event on January 14th!! On the 18<sup>th</sup> Restaurant Week kicked off with more than 27 participating. The Ritz Carlton held an awesome delectable event to begin the event featuring one local chef per course. The OMNI closed down with a unique dinner featuring foods “outlawed” at one time or another!

The Amelia Musical Playhouse and Amelia Community Theatre continued to delight us with their talented crew of actors inviting locals and visitors alike. We also support the Historic Fernandina Beach Association as well as welcoming several Tour and Travel visitors that frequent the downtown area each month. Our staff participates in monthly team familiarizations to local activities and events while including a lodging partner visit to see first-hand what they have to offer and in turn convey this to our visitors. The Amelia Island Welcome Center staff continues to wow tourists from far and wide with vast amounts of information to share.



# Tourism

## Events & Promotions

### Visitor Services

- Management of Concierge's providing up to date area information and seasonal events
- Inventory management of fulfillment collateral
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- Monthly tracking of research information
- Visitor Guide and travel information fulfillment
- Preparation of welcome material for groups and motor coach visitors
- Welcomed 5 tour buses and over 2570 visitors

### Conferences/Meetings

- Ongoing work with Cvent on RFP's
- Attended the monthly Bike Trails Meeting
- Attended monthly HFBA meeting
- Attended monthly NFHLA meeting
- Attended monthly FFCG meeting
- Attended Main Street board meeting
- Attended JaxSports monthly meeting
- Visit Florida: Florida Tourism Day

### Travel/Trade Shows

- Visit Florida: Winterfest at I-95 on January 29th

### Events

- Chamber Music Festival (Yo Yo Ma)
- Restaurant Week

# Tourism

## Marketing

### Advertising

- 🐼 Reviewed and approved creative placements with Paradise Advertising, Digital Edge and My Agency
- 🐼 Coordinated with Hayworth on press releases, advertorial, promotions, media visits and PR programs
- 🐼 Finalized partner cooperative advertising plans for FY2016
- 🐼 Executed Restaurant Week
- 🐼 Manage meeting RFPs, photo shoot requests and third party events
- 🐼 Researching additional ad buys for TV, radio and out of home
- 🐼 Finalized hanging of 8<sup>th</sup> Street banners
- 🐼 Attended Main Street board, Chamber Music Festival marketing, Amelia Island Trails and Shrimp Festival committee meetings
- 🐼 Hosted post mortem meetings on Dickens on Centre, starting plans for 2016
- 🐼 Contribute to editorial calendar and PR planning for Q1
- 🐼 Kick-off DesiMetric condo research program with Visit Florida
- 🐼 Coordinating 2016 Artrageous Artwalk and Value Card brochures
- 🐼 Evaluation of current branding execution

# Tourism

## Digital and International

- Website analysis of 2015 complete. Highlights include 75% increase in total number of users and visits, strong organic search traffic, which is very valuable as these visitors spend more time on the site and are more likely to take action such as requesting more information or joining our email list. Seeing steady growth in traffic from opportunity markets and carefully tracking user actions from these geographies.
- Finished website roadmap of priorities and projects for next three quarters.
- Incorporated survey, social media and web feedback into revamped Amelia Island Visitor Guide, currently in production. Includes user-generated content, enhanced maps, and infographic showing Amelia Island 'by the numbers.'
- Create original content and ads for Twitter, Facebook and Instagram, continuously optimize.
- Reach on Facebook now regularly over 250,000 per week. Combination of organic and paid placement drawing travelers from target markets and aligning with ad campaigns on other platforms. Added more sophisticated targeting for life events, other places visited, and behaviors, adding focus to new flight markets.
- Active participant in VISIT FLORIDA Twitter Chats on Holiday/Winter in Florida, Wellness, and Romance, garnering impressions, followers, and awareness.
- Collaborate with JAX on launch and digital promotion ideas for new routes and with Main Street on web videos.
- Rolled out editorial content calendar to staff and partner agencies.
- Soft-launched 4 travel guides: Arts & Culture, Spa & Wellness, Nature, and Family
- Launched Valentine's Day landing page and promoted special events and packages through lifestyle targeting. Also distributed a special email with 4K new opt-ins interested in weddings and romance.
- Continued promotion of Restaurant Week, with excellent menu views and table bookings.
- Promoted Lonely Planet article, "Discovering the Modern Southern Charm of Amelia Island" to Facebook users with very positive sentiment and efficient engagement.
- Upgraded JackRabbit to Flex Template, which is mobile optimized.

### INTERNATIONAL

- Growth in international markets continues.
- VISIT FLORIDA's Love, Florida London takeover completed; highlight was pop-up nail salon activation in Westfield London. Ambassadors had 2,500+ conversations, over 72,000 footfall impressions, and there were 200 "pedicures delivered to happy Londoners. (In process of producing more of our signature color for similar promotions here and in other target markets.)
- TripAdvisor and Thomas Cook digital campaigns tied to London Takeover running in the UK through March.
- Arranged meetings with America First Coast Travel (receptive tour operator) with lodging partners; agreements underway.
- Two international FAM trips in the works; one for Brand USA European agents and one for VISIT FLORIDA for Germans seeking 'something different in Florida.'
- Preparation for ITB travel show in Berlin, March 9-12
- Worked with Petanque America to arrange video shoot and book signing with Chef Jacques Pepin.



# Tourism

## Advertising (Paradise)

- 🐼 Agency continued to receive and review media placement opportunities for 2016.
- 🐼 Agency developed media plan recommendations for a Spring/Summer campaign in Nashville, which was approved then placed.
- 🐼 Agency continued to design the 2016 Value Card brochure.
- 🐼 Agency began to design the 2016 Artrageous Artwalk brochure.
- 🐼 Agency developed and submitted the French & German versions of an ad for the 2016 Visit Florida Travel Guides (through BMI).
- 🐼 Agency developed and submitted materials for the Amelia Concours Week Google Digital Buy.
- 🐼 Agency developed and submitted materials for the March issue of Atlanta Magazine.
- 🐼 Agency developed and submitted materials for the April/May issue of Garden & Gun.

## Upcoming in February

- 🐼 Agency/Client to further discuss the creative direction concepts that were presented to Client during the Creative Exploration phase.
- 🐼 Agency, contingent upon next steps for the brand creative direction, to begin the development of the Brand Guidelines, which is phase three of the Brand Evolution.
- 🐼 Agency to develop and traffic the TV spot for the Spring/Summer campaign in Nashville.
- 🐼 Agency to finalize design of the 2016 Value Card brochure and submit to printer.
- 🐼 Agency to finalize design of the 2016 Artrageous Artwalk brochure.
- 🐼 Agency to design and submit the following creative:
  - National Geographic – April/May
  - Southbound – Spring/Summer
  - Food & Wine – May
  - Condé Nast Traveler – May

# Tourism

## Public Relations

### Hayworth Creative

#### Media Development

- 🐼 Submitted 5 responses to leads from HARO, Media Kitty, SATW, etc. on behalf of Amelia Island.
- 🐼 Fact checked copy for “1000 Places to See in the USA and Canada Before You Die” editor.
- 🐼 Worked with The Chat’s Amy West (previously hosted) to include Gilbert’s Underground Kitchen on segment featuring upscale Southern Dishes.
- 🐼 Requested information for Chicago Tribune Travel Section and Tribune papers for unusual learning vacation experiences available February – April for families, singles or couples.
- 🐼 Sent unique family-friendly activities to travel writer Tracey Teo for brainstorming with editor about Amelia Island assignment.
- 🐼 Sent text, images and captions on Florida Encounter, Leadership Summit and Dickens on Centre to be included in Florida Association of Destination Marketing Organizations’ newsletter.
- 🐼 Collected information from industry and send images and text to writer Kathy Hoskins (previously hosted) for a Honeymoon Travel feature in Macon Magazine’s February/March issue.
- 🐼 Collected and pitched fitness, spa and wellness packages from Amelia Island properties for Gulfstream Media Group’s March issue. Magazines include Boca Life, Jupiter Magazine, Gold Coast Magazine, etc.
- 🐼 Pitched the eco/active women of Amelia Island and women of the arts of Amelia Island for Chico’s (clothing brand) blog. Also pitched Omni Amelia Island Plantation Resort for an ideal eco, outdoor getaway for real women.
- 🐼 Sent opportunity for brides to be featured on television show ‘Say Yes to the Dress’ and connected interested bride from Omni Amelia Island Plantation Resort to producer for further interviews.
- 🐼 Pitched affordability and access of Amelia Island’s secret season to writer Lisa Roepe in researching stories for the July issue of Go Escape.
- 🐼 Provided broll and high-res images to production team at Snyder Ranch Production. Previously connected production team with Fort Clinch for Hallmark Channel’s digital network focused on the park and island.
- 🐼 Assisted photographer/videographer Patricia Marroquin with suggested photographic spots as well as a printed Visitor’s Guide for her January 28-February 2 trip to Amelia Island from California.
- 🐼 Resent images for writer Stacey Marcus (previously hosted) for Northshore Magazine and Southern Bride.
- 🐼 Connected with Redbook magazine’s Senior Editor regarding her February vacation to Amelia Island and some suggested activities, dining, etc. Will try to arrange some experiences during her stay February 12-15.
- 🐼 Provided broll for television show ‘Competition Ready’ on Velocity. Show will follow a car that will be at Concours, Also connected with Concours team for additional information.
- 🐼 Hayworth PR attended VISIT FLORIDA’s annual Florida Huddle tradeshow in Tampa as part of the media reception.
- 🐼 Provided suggested hotels and restaurants on Amelia Island for upcoming Town & Country magazine feature on Concours around the world. Provided photos of selected locations.
- 🐼 Reviewed opportunity to host auto writer from Pursuitist for Concour and provided costs for accommodations at Amelia Island Plantation Villas.

# Tourism

- Sent information on Katie Ride to media contacts at AAA as well as several outdoor and cycling publications. Followed up with editors and offered additional information.
- Hayworth PR conducted individual deskside appointments in St. Louis including Town & Style and St. Louis Post Dispatch.
- Presented idea for April 16 Stress Day NYC Media appointments and consumer activation.
- Coordinated Restaurant Week television coverage on WJXT's River City Live including interviews at Coast and at Lulu's at The Thompson House.
- Provided opportunity for radio interview for chef for Amelia Island Restaurant Week and in-studio demonstration on WJXT but chefs were unable to participate due to timing.
- Started outreach in new markets as a result of Allegiant flights to Memphis, New Orleans and Richmond for media visits, editorial and promotions.
- Hayworth PR conducted individual deskside appointments in NYC including Wine Spectator, Marie Claire, Vogue, Maxim, Daily Dish, Travel + Leisure and Uptown Magazine.

## Press Trips

- Assisted writer Kristen Manieri with Orlando Date Night Guide with dinner reservations and activities during her stay January 9-11 for Three Perfect Days in Amelia Island story.
- Finalized itinerary and prepared welcome kit for Nancy Floyd from NFocus magazine out of Nashville for a luxury story visiting February 2-6.
- Finalized itinerary and prepared welcome kit for writer Liana Lozada visiting Amelia Island for a culinary, arts & culture and wellness experience January 21-23.
- Provided suggested itinerary for NY-based freelancer Gary Stern visiting Amelia Island in March specifically interested in tennis, Typically writes about business, education, the arts and restaurants.
- Assisted Seaside Amelia Island in vetting media request for StadiumJourney.com requesting accommodations and trip assistance.
- Presented opportunity to host writer from J's Everyday Fashion blog (former VISIT FLORIDA Insider) for a March press trip and to digital team for additional paid content. Will confirm press trip and awaiting confirmation on additional content.
- Reviewed request from owner of Little Black Blog requesting press trip assistance for group of Chicago bloggers to Amelia Island. Determined the social reach and impressions was too small for cost associated with hosting group at this time.
- Arranged admission to Amelia Island Museum of History, Fort Clinch and Amelia Island River Cruise for travel blogger Megan Stetzel from Forks and Footprints visiting the island January 27. Writer connected the day before arrival for some suggested itinerary items.

# Tourism

- Reviewed opportunity with Omni Amelia Island Plantation Resort to host Healthy Living Magazine in March. Provided activities and dining that the CVB would arrange as part of her trip if confirmed and assist with transportation.
- Presented opportunity to host writer Tracey Teo and family on assignment for Tennessean with additional assignments likely. Seeking travel first week of April at family-friendly resorts. Working on details with resorts as party size is large and requires complimentary accommodations.
- Requested accommodations from industry partners to host writer Rosalind Cummings-Yeats in late March for eco-focused story.
- Continued working with Charlotte-based writer Sara Kendall of family travel story for Charlotte Observer as writer has had to change dates several times.
- Requested accommodations for writer from 360 West magazine for July 14-16 for a romantic getaway story. 360 West is written for the affluent Fort Worth, Texas market with a circulation of 47,715. Secured accommodations at Seaside Amelia Inn and will create writer itinerary.

## **Press Releases**

- Distributed Valentine's Day special offers, packages, dining offers, activities, etc. for Valentine's Day to local, regional, state and national media.
- Distributed Restaurant Week final schedule of events press release to local, regional, state and national media.
- Collected packages from industry for 'Extra Day, Extra Play' campaign to be released in February and replace the current 'Extra Night' campaign for the Leap Year.
- Created Amelia Concours Week press release including Amelia Island Concours d'Elegance and other events.

## **Promotions**

- Sent promotion recap for November/December WOCL-FM promotion in Orlando to Residence Inn.
- Finalized details for Omni Amelia Island Plantation to participate in January episode of Wheel of Fortune as prize package during Fit & Fun week.
- Finalized promotional opportunity for Amelia Island sweepstakes with PureWow for late January partnering with Hampton's Lane and Bootprints. Destination preferred to postpone promotion.
- Finalized promotional opportunity for Amelia Island sweepstakes with PureWow for February partnering with Poncho, Tasting Table, Gothamist and Oyster. Approved by CVB but industry not able to provide prize package.
- Participated in call with Lilly Pulitzer marketing team to discuss possible promotion in conjunction with Lilly Pulitzer's Amelia Island tunic.

## **Miscellaneous**

- Provided copy, images, logo and URL for April issue of Garden & Gun VISIT FLORIDA advertorial.
- Provided copy, images, logo, URL and event listing for VISIT FLORIDA Co-op in Atlanta magazine.
- Reviewed opportunity to participate in Southern Road Trip Series as part of the Atlanta Food & Wine Festival in June. Organized a call for early February to discuss opportunities, sponsorships, etc.

# Tourism

- 🐦 Provided information on weddings, honeymoons, and romantic getaways for Hayworth PR in VISIT FLORIDA February 9 Twitter Chat.
- 🐦 Provided some suggested digital asset management tools for review.

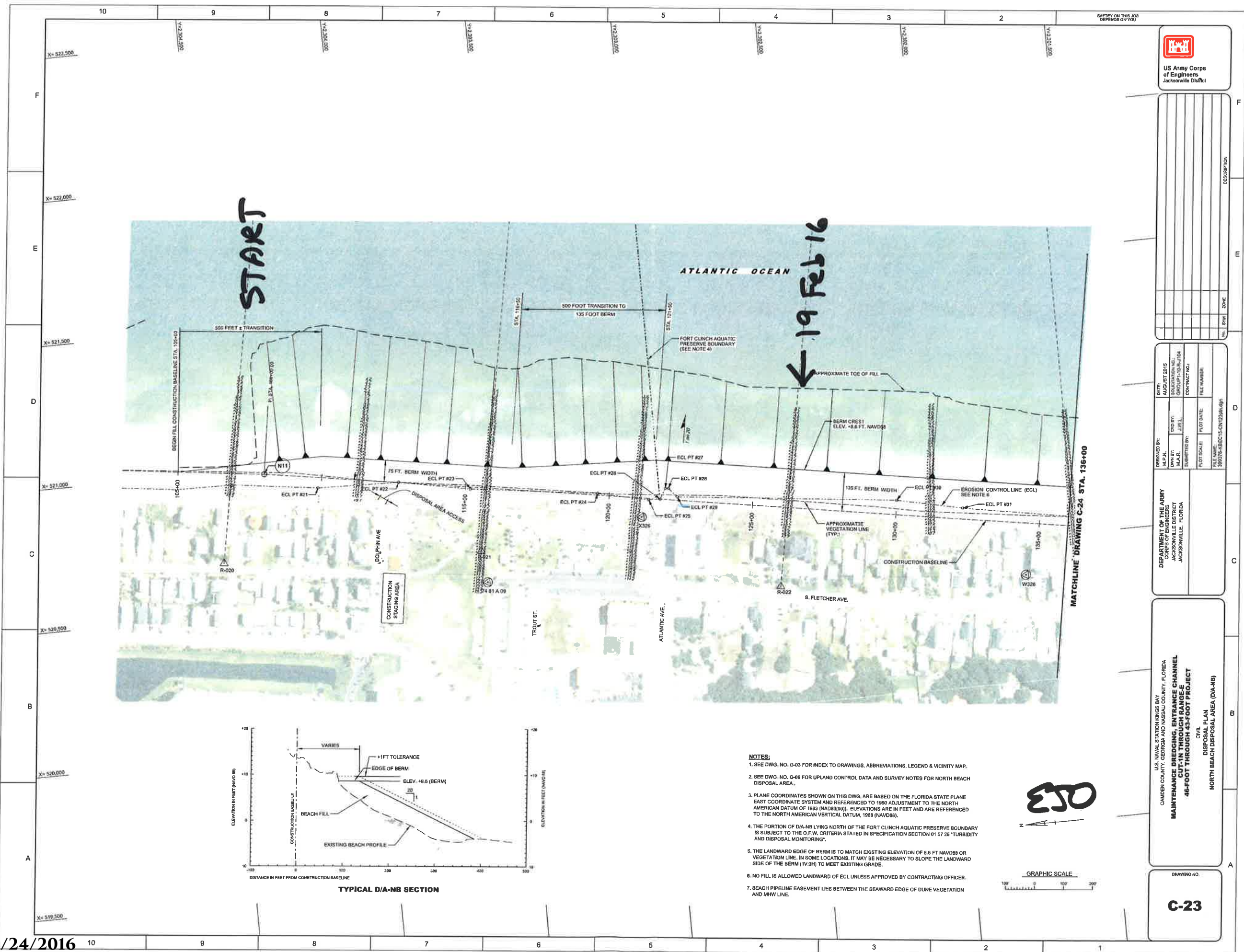
# OLD BUSINESS

Based upon the info shared with us by the COE today, Great Lakes Dredge and Dock Co believes that the completion of this First Phase-- 2016 disposal project may end about 5000 ft southward of their location today, or Baseline sta 175+00( See drawings—3 Sheets).

The estimated date of completion of beach disposal is the 2<sup>nd</sup> or 3<sup>rd</sup> week in March. I also believe that about two thirds of the way through this disposal project you will notice the placement of a finer grained material excavated from a location more farther westward of the current dredge cut.---Just in case someone notices and asks...As you witnessed today, the current sediment mix is very coarse, shelly and orange in color. As such it is ideal beach fill.

At this juncture I am very pleased with the prosecution of the work by the Contractor pursuant to the plans. That is to say, the sand is being placed as a “designed fill” in contrast to just a “disposal berm”.

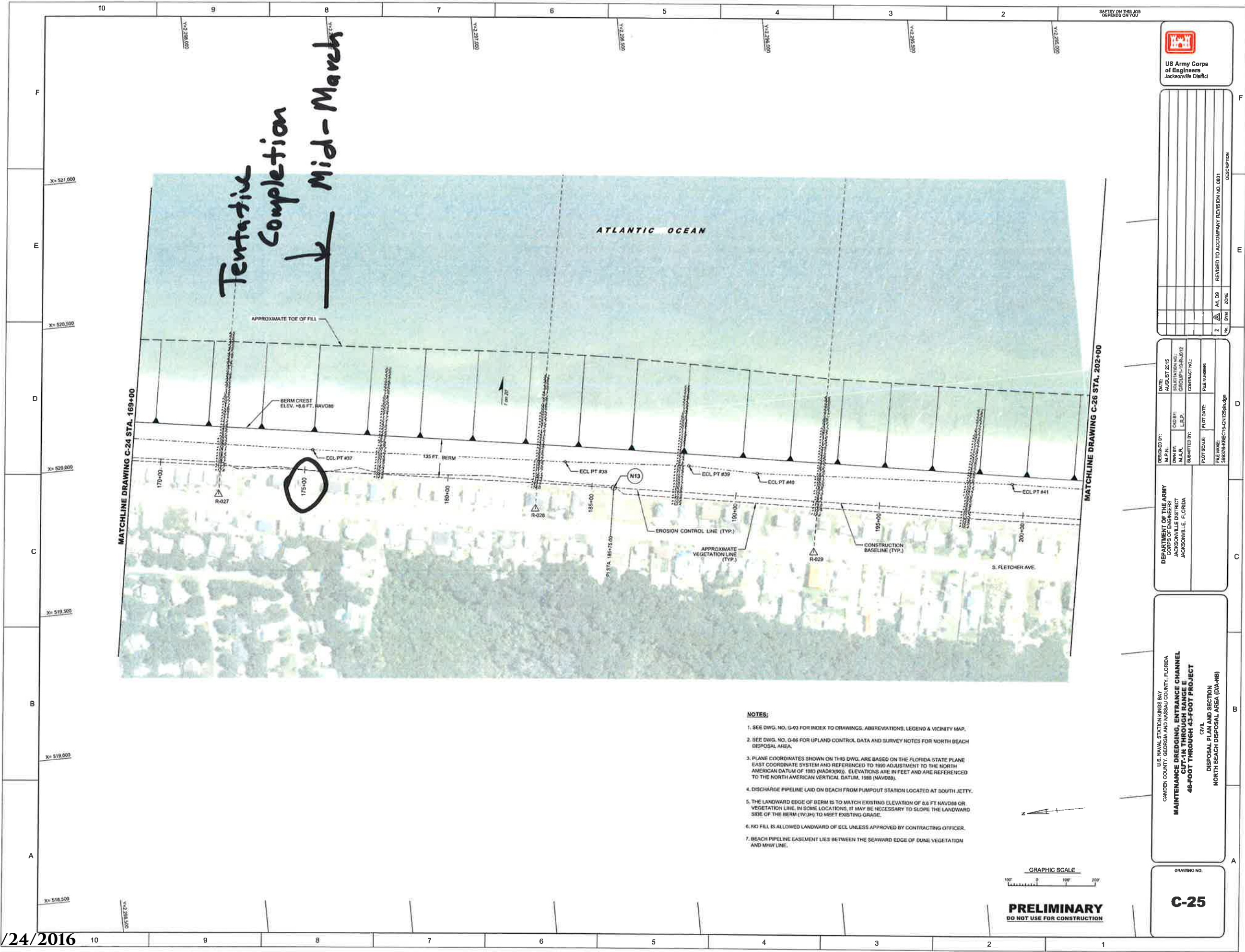












## MEMORANDUM

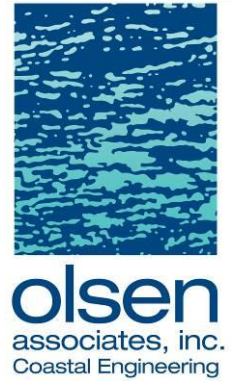
TO: Gil Langley, TDC

FROM: Erik J. Olsen, P.E. *EJO*

DATE: 19 February 2016

RE: Preliminary Proposal for Islandwide Annual Monitoring  
Amelia Island, Florida

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Pursuant to your recent request, I have the following estimate of the cost to perform an annual islandwide monitoring program. The survey data gathered would involve some 95 survey profile lines from the back beach or dune to a depth of about -30 ft, NGVD. Aerial coverage would include Nassau Sound and the entirety of the island shoreline including the Ft. Clinch State Park sandy shoreline. All photography would be digital, color and rectified for control. As such, it may fulfill a number of secondary uses for the City, County, SAISSA, TDC, Florida Park Service, etc.

All survey data would be added to the historical Nassau County data base at FDEP R-monuments which exist on approximately 1,000 ft intervals islandwide. Such data go back to the early 1970's. Accordingly, comparisons of change (distance, volume, elevation, etc.), over time can be accurately determined. Both surveys and aerials would be acquired in May or June of each year – prior to hurricane season. For that reason they can provide guidance for post-disaster planning and potential FEMA reimbursement(s) after a major storm event.

The cost of engineering analyses, data-base management, subcontractor liaison (aerial and survey), report preparation, work products (paper and DVD), etc. is estimated at \$105,000. The cost of aerials is \$16,500 and the cost of surveying is \$52,250. Hence, the total annual cost is presently estimated at \$173,750. If this is of interest, we can formulate a more detailed scope-of-work (SOW), in the form of a Proposal to the TDC.

It should be noted that this islandwide monitoring addresses the shoreline only. It does not address other special purpose surveys that may be required (by permit) to be performed for either SAISSA or the US Corps of Engineers related to borrow sites, the bathymetry of Nassau Sound, etc. The work would however seek to analyze the performance of both existing and any new beach disposal or beach restoration project constructed annually. As we discussed, it would likewise seek to determine the synergistic benefits of beach restoration in areas not directly nourished.

If you have any questions regarding this preliminary SOW and cost estimate, please do not hesitate to call.

Thank you.

# NEW BUSINESS





**NASSAU COUNTY**  
**BOARD OF COUNTY COMMISSIONERS**  
96135 Nassau Place, Suite 6  
Yulee, FL 32097

Daniel B. Leeper  
Stephen W. Kelley  
Pat Edwards  
George V. Spicer  
Walter J. Boatright

Dist. No. 1 Fernandina Beach  
Dist. No. 2 Amelia Island  
Dist. No. 3 Yulee  
Dist. No. 4 Bryceville/Hilliard  
Dist. No. 5 Callahan

JOHN A. CRAWFORD  
Ex-Officio Clerk

MICHAEL S. MULLIN  
County Attorney

TED SELBY  
County Manager

February 18, 2016

The Honorable Aaron Bean  
302 Senate Office Building  
404 South Monroe Street  
Tallahassee, FL 32399-1100

Dear Senator Bean:

The Board of County Commissioners of Nassau County, Florida, would like to express to you its opposition to the proposed TDC Bills (HB 1203 and SB 1520) as well as the Corporate Tax Reduction Package (HB 7099). HB 7099 does not reflect the adjusted, narrowed language as currently amended within HB 1203 and SB 1520.

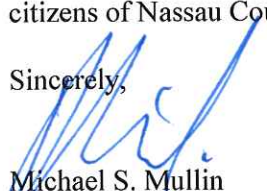
The problem, with the language in the tax bill regarding the TDC is:

1. The bill requires a return of investment analysis of any promotional contract expenditure over \$100,000. The required analysis is virtually impossible to accomplish and our TDC contract for promotional activities totals \$2.2 million. Based on the language of the bill, we would have to break down one contract into several due to the \$100,000 limit. This provision is extremely onerous and impossible to perform.
2. The bill provides for an administrative hearing pursuant to Chapter 120, Florida Statutes, if any payee of the TDC tax challenges an expenditure. That would hold up contracts for approximately six months to one year.

In summary, there has never been a problem with our TDC's expenditure of monies or value returned on the dollar, and we have followed the language that was on the ballot in 1991 when the TDC for Amelia Island was approved. The additional requirements can derail the good works of our Tourist Development Council regarding promotional activities and is unnecessary.

Your attention to this matter is greatly appreciated. As always, we appreciate your efforts on behalf of the citizens of Nassau County.

Sincerely,

  
Michael S. Mullin  
County Attorney

MSM:jb

CC: Ted Selby, County Manager  
Members, Board of County Commissioners

**County Attorney's Office (904) 530-6100 or (866) 474-1446**