

# AMELIA ISLAND



## TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, December 16, 2015  
Location: City Hall

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### Agenda

- |       |  |                 |
|-------|--|-----------------|
| I.    | Call to Order                                    | Danny Leeper    |
| II.   | Approval of October 28, 2015 Meeting Minutes     | Danny Leeper    |
| III.  | New Hotel Presentation                           | John Cotner     |
| IV.   | Homes Tour Recap/Cookie Tour                     | Phyllis Davis   |
| V.    | Main Street Introduction                         | Jeff Kurtz      |
| VI.   | Financial Report                                 | Gil Langley     |
| VII.  | Amelia Island Tourism Development Council Update | Staff           |
|       | a. Marketing & Promotions                        | Amy Lacroix     |
|       | b. Interactive/Digital                           | Ktimene Axetell |
| VIII. | Old Business                                     |                 |
|       | a. Beach Renourishment                           |                 |
|       | b. Board Nominations                             |                 |
| IX.   | New Business                                     |                 |
|       | a. Budget Enhancements                           |                 |
|       | b. Adrian Awards                                 |                 |
| X.    | Public Input                                     |                 |

# MINUTES



Meeting Minutes of the Amelia Island Tourist Development Council

Wednesday, October 28, 2015

3:00 p.m.

Fernandina Beach City Hall Commission Chambers

204 Ash Street, Fernandina Beach, FL 32034

Present: David Caples, Bob Hartman, Danny Leeper, Jim McManemon, George Sheffield, Donald Stamets, Tim Poynter, Jack Healan  
Absent: Pat Gass, Holly Germano  
Staff: Gil Langley, Kate Harris, 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 – August 26, 2015 TDC Meeting**

Motion was made by Jim McManemon to approve minutes of last meeting and seconded by Bob Hartman, all approved.

**III. 2015 APA Florida Great Places Award – Northeast Florida Regional Council**

Fernandina Beach/Amelia Island was awarded the 2<sup>nd</sup> annual “Florida Great Places Award.” Adrienne Burke accepted on behalf of all represented. TDC board welcomed and thanked her for coming. Pictures followed. There were 8 nominees and close to 4,000 people voted. She commented on the historic district and what a great place we live in and promote. Danny Leeper added that this award was certainly a team effort and the community should be proud.

**V. Financial Report - Gil Langley**

Kicked this off with the movie from the CVB annual Industry Meeting that introduced the 2016 Marketing Plan. Mr. Langley gave the bed tax revenue update with August tax numbers coming in at \$10.9 million which is \$1.15 million over last August. September came in at \$9.3 million up \$1.7 million over last year. This is a 12.2 percent increase overall.

September occupancy came in at 67.3%, a 3% increase over 2014. RevPar came in at \$132.99 vs. 114.40 in 2014 up 15.2%.

Overall for the year record performances exceeded our goals with occupancy for the year totaling 70.7%, a 5.1% increase; Average Daily Rate at \$213.41 vs. our goal of \$211.83 and up from last year of \$202.03, an increase of 5.6%; Rev Par was 11% higher than last year. FY 2015 budget review came in under budget. Motion was made by Donald Stamets, 2<sup>nd</sup> by Jim McManemon to approve new FY 2016 budget with all in favor.

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

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

Summer research resulted in the following:

**Beach users were:**

- 42% Amelia Island residents
- 32% day trippers
- 28% overnight visitors

**Day trippers:**

- 54% Florida residents
- 38% Southeast visitors
- 25% Nassau County (non-AI)
- 17% Duval

**Overnight visitors:**

- 55% Southeast visitors

Print and co-op advertising continues with over 10 media partners. The Southern Elegance Christmas campaign continues to evolve with various promotions upcoming, lighting installation set and Dickens on Centre planning steadily progressing. Upcoming events on the horizon include TaxSlayer Bowl, Chamber Music, Restaurant Week and Concours.

### **b. Digital and International – Kate Harris**

- Won W3 Award (Silver) from Academy of Interactive and Visual Arts. Honors creative excellence on the web. Sanctioned and judged by the Academy of Interactive and Visual Arts, an invitation-only body consisting of top professionals including executives from Conde Nast, Disney, The Ellen Degeneres Show, Microsoft, MTV Networks, Polo Ralph Lauren, Sotheby's Institute of Art, Wired, Yahoo! and many others.
- Presented content strategy: inbound, 'magnetic marketing' vs. traditional outbound 'megaphone' marketing. Examples of authentic content that people want to see such as sea turtle excavation video; we know what is popular and what gets shared through data.
- Unveiled new video made for TripAdvisor UK: "Amelia Island in 60 seconds"
- Devised and managed shoots for PBS show – Family Travel with Coleen Kelly which focus on educational, nature, culinary and arts, sea turtles, and museums.
- Kate is to attend WTM in London and is preparing for new international program Visit Florida's London Takeover.

### **c. Digital Media Performance – Ktimene Axetell**

Strategic partner updates:

- Trip Advisor has 29 pieces of original content that should increase web page visitation up to 70%.
- Jack Rabbit/Meta Direct is a \$30K investment
- Adara which is running paid advertising with excellent response rate.

We will constantly be always testing and evaluating the data we collect to optimize and evolve our reach. Website continues to evolve.

Content roadmap review:

- Travel guides are biggest focus
- Broken out into 4 quarters with planning and structure to bring all together.

### **d. Public Relations – Hope Sarzier (Gil Langley)**

Several promotions continue to happen including Harris Teeter, FL/GA, Jacksonville Magazine and more. Hope along with staff member Amy Lacroix attended the Canada/Toronto Media Mission introducing at least 16 media contacts to Amelia Island.

2016 Public Relations plan includes the following:

- Proactively pitch national, regional and local media to generate coverage of Amelia Island
- Increase digital presence via relationships with digital influencers
- Invite writers and visitors to discover and rediscover the destination and experience accommodations, attractions, nature and more
- Connect promotional partners with the destination for national and regional exposure through contests, sweepstakes, special events and similar programs
- Expand participation in on-island events through increased media coverage with additional support for CVB-led events

## **VIII. Old Business**

a. Beach Renourishment: ongoing meetings to finalize an ordinance to help fund required Renourishment. Staff from both city and county are collaborating to devise a solution.

b. Leave No Trace: new committee with Gil Langley as chairman to address main issue of debris left on beach. The committee is working on an ordinance easy to understand and which is communicative, enforceable and that will work. All options are being considered.

## **IX. New Business**

- a. Board nominations
- b. Marketing Plan – Tim Poynter made a motion to accept 2016 Marketing Plan with Donald Stamets second. All approved.
- c. 16 Ways to Use the Force handout

**X. Public Input**

Donald Stamets asked if TaxSlayer Bowl was all set to run once we know two teams. This is all in place.

George Sheffield asked if there is research in place for local merchants to measure business/tourism related. Answer was looking toward Main Street program to run with it.

Comment made that Dickens on Centre seems to be positive with all the merchants.

Adjourned at 4:42 pm by Danny Leeper.

Approved \_\_\_\_\_, 2015

Tourist Development Council of Amelia Island, Florida

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

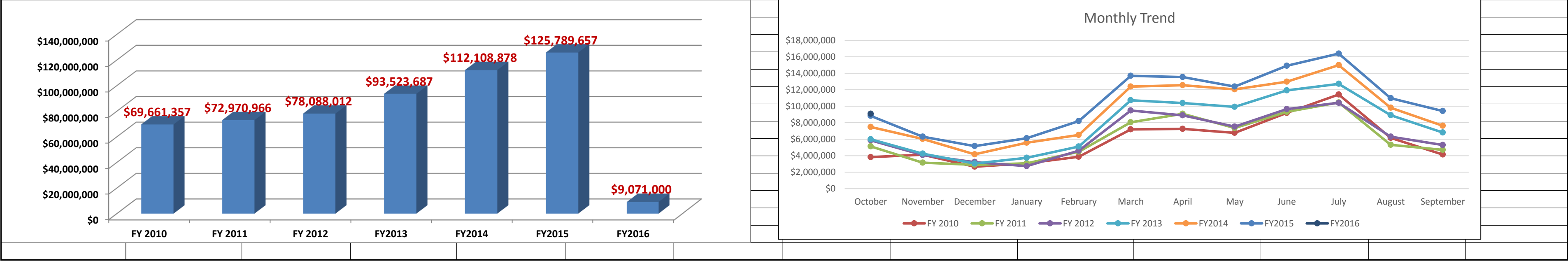
By: \_\_\_\_\_  
Attest: Gil Langley, Managing Director

# FINANCIAL

Amelia Island Tourism Development Council  
Monthly Taxable Collections



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,687
FY2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$125,911,979
FY2016	\$9,071,000												
% Change	2.78%	4.33%	23.88%	9.91%	25.84%	10.60%	7.95%	2.81%	15.04%	9.35%	11.80%	23.67%	12.31%
FY2016 Projected	\$7,875,000	\$7,875,000	\$5,906,250	\$5,906,250	\$6,562,500	\$6,562,500	\$13,781,250	\$12,468,750	\$12,468,750	\$13,125,000	\$14,437,500	\$7,218,750	\$114,187,500
FY2016 Actual	\$9,071,000												\$9,071,000
% Change	15.19%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-92.06%
YTD													
FY2015	\$8,825,683	\$14,860,214	\$19,026,622	\$24,591,992	\$31,107,361	\$43,481,644	\$56,031,865	\$68,071,633	\$81,035,523	\$96,021,533	\$105,835,583	\$113,458,724	\$113,458,724
FY2016	\$9,071,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
% Change	2.78%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	
Bed Tax													
FY2015	\$352,086	\$251,087	\$205,817	\$244,021	\$326,955	\$546,387	\$540,770	\$493,936	\$595,403	\$655,510	\$437,764	\$376,375	\$5,026,111
FY2016 Projected	\$315,000	\$315,000	\$236,250	\$236,250	\$262,500	\$262,500	\$551,250	\$498,750	\$498,750	\$525,000	\$577,500	\$288,750	\$4,567,500
FY2016 Actual	\$362,255												\$362,255
	15.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-100.0%	-92.1%
FY 2010	\$69,661,357												
FY 2011	\$72,970,966												
FY 2012	\$78,088,012												
FY2013	\$93,523,687												
FY2014	\$112,108,878												
FY2015	\$125,789,657												
FY2016	\$9,071,000												





**Amelia Island TDC**  
**October 2015 Financial**

Account INCOME	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.
<b>312120</b>	<b>Bed Tax Collection</b>	\$376,375	\$315,000	\$61,375	\$304,228	\$72,147		\$376,375	\$315,000	\$61,375	\$304,228	\$72,147	\$4,567,500	\$4,191,125
	<b>Other Income - Reserves</b>	\$62,500	\$62,500	\$0	\$637,500	(\$575,000)		\$62,500	\$62,500	\$0	\$637,500	(\$575,000)	\$750,000	\$687,500
	<b>TOTAL INCOME</b>	<b>\$438,875</b>	<b>\$377,500</b>	<b>\$61,375</b>	<b>\$941,728</b>	<b>(\$502,853)</b>		<b>\$438,875</b>	<b>\$377,500</b>	<b>\$61,375</b>	<b>\$941,728</b>	<b>(\$502,853)</b>	<b>\$5,317,500</b>	<b>\$4,878,625</b>
<b>37521552</b>	<b>Cost of Collections</b>													
549021	Clerk Fee 1.5%	\$5,646	\$4,725	\$921	\$4,563	\$1,082		\$5,646	\$4,725	\$921	\$4,563	\$1,082	\$68,513	\$62,867
549051	Tax Collector Fee 1.5%	\$5,646	\$4,725	\$921	\$4,563	\$1,082		\$5,646	\$4,725	\$921	\$4,563	\$1,082	\$68,513	\$62,867
	<b>Total</b>	<b>\$11,291</b>	<b>\$9,450</b>	<b>\$1,841</b>	<b>\$9,127</b>	<b>\$2,164</b>		<b>\$11,291</b>	<b>\$9,450</b>	<b>\$1,841</b>	<b>\$9,127</b>	<b>\$2,164</b>	<b>\$137,025</b>	<b>\$125,734</b>
<b>NET</b>	<b>Tourist Development Funds</b>	<b>\$427,584</b>	<b>\$368,050</b>	<b>\$59,534</b>	<b>\$932,601</b>	<b>(\$505,017)</b>		<b>\$427,584</b>	<b>\$368,050</b>	<b>\$59,534</b>	<b>\$295,101</b>	<b>\$132,483</b>	<b>\$5,180,475</b>	<b>\$4,752,891</b>
<b>37522552</b>	<b>TDC Research/Admin. 15%</b>													
531041	Management Fee CVB	\$54,763	\$45,833	\$8,930	\$44,265	\$10,497		\$54,763	\$45,833	\$8,930	\$44,265	\$10,497	\$664,571	\$609,809
<b>37523552</b>	<b>Marketing - 65%</b>													
548110	Ad Production	\$12,103	\$30,000	(\$17,897)	\$768	\$11,335		\$12,103	\$30,000	(\$17,897)	\$768	\$11,335	\$235,000	\$222,897
548120	Magazine Placement	\$110,703	\$173,812	(\$63,110)	\$140,335	(\$29,633)		\$110,703	\$173,812	(\$63,110)	\$140,335	(\$29,633)	\$2,339,429	\$2,228,727
548240	Website	\$31,104	\$10,135	\$20,969	\$19,146	\$11,958		\$31,104	\$10,135	\$20,969	\$19,146	\$11,958	\$250,000	\$218,896
	<b>Sub-Total</b>	<b>\$153,910</b>	<b>\$213,947</b>	<b>(\$60,037)</b>	<b>\$160,249</b>	<b>(\$6,340)</b>		<b>\$153,910</b>	<b>\$213,947</b>	<b>(\$60,037)</b>	<b>\$160,249</b>	<b>(\$6,340)</b>	<b>\$2,824,429</b>	<b>\$2,670,519</b>
	<b>In House Advertising</b>													
548250	Research	\$249	\$10,000	(\$9,751)	\$0	\$0		\$0	\$10,000	(\$9,751)	\$0	\$0	\$75,000	\$75,000
548330	Newsletter/Telephone	\$249	\$2,571	(\$2,322)	\$670	(\$421)		\$249	\$2,571	(\$2,322)	\$670	(\$421)	\$30,000	\$29,751
548350	Golf Getaway	\$57,330	\$54,600	\$2,730	\$0	\$57,330		\$57,330	\$54,600	\$2,730	\$0	\$57,330	\$57,330	\$0
	<b>Sub-Total</b>	<b>\$57,579</b>	<b>\$67,171</b>	<b>(\$9,592)</b>	<b>\$670</b>	<b>\$56,909</b>		<b>\$57,579</b>	<b>\$67,171</b>	<b>(\$9,592)</b>	<b>\$670</b>	<b>\$56,909</b>	<b>\$162,330</b>	<b>\$104,751</b>
	<b>Grants &amp; Special Events</b>													
548520	Special Events	\$3,111	\$20,000	(\$16,889)	\$636	\$2,475		\$3,111	\$20,000	(\$16,889)	\$636	\$2,475	\$198,000	\$194,889
548530	Museum Stipend		\$17,500	(\$17,500)	\$0	\$0		\$0	\$17,500	(\$17,500)	\$0	\$0	\$17,500	\$17,500
548640	Equipment	\$790	\$790	\$0	\$0	\$0		\$0	\$790	(\$790)	\$0	\$0	\$9,500	\$9,500
	<b>Sub-Total</b>	<b>\$3,111</b>	<b>\$38,290</b>	<b>(\$35,179)</b>	<b>\$636</b>	<b>\$3,475</b>		<b>\$3,111</b>	<b>\$38,290</b>	<b>(\$35,179)</b>	<b>\$636</b>	<b>\$3,475</b>	<b>\$225,000</b>	<b>\$221,889</b>
	<b>Public Relations</b>													
548710	Agency Fees	\$6,550	\$6,550	\$0	\$6,000	\$550		\$6,550	\$6,550	\$0	\$6,000	\$550	\$78,050	\$71,500
548720	Agency Expenses	\$2,950	\$5,000	(\$2,050)	\$0	\$2,950		\$2,950	\$5,000	(\$2,050)	\$0	\$2,950	\$60,000	\$57,050
548740	PR Functions On Island		\$2,500	(\$2,500)	\$0	\$0		\$0	\$2,500	(\$2,500)	\$0	\$0	\$25,000	\$25,000
548770	Miscellaneous	\$492	\$492	\$0	\$0	\$0		\$492	\$492	\$0	\$0	\$0	\$5,000	\$5,000
	<b>Sub-Total</b>	<b>\$9,500</b>	<b>\$14,542</b>	<b>(\$5,042)</b>	<b>\$6,000</b>	<b>\$3,500</b>		<b>\$9,500</b>	<b>\$14,542</b>	<b>(\$5,042)</b>	<b>\$6,000</b>	<b>\$3,500</b>	<b>\$168,050</b>	<b>\$158,550</b>
	<b>Marketing Total</b>	<b>\$224,100</b>	<b>\$333,950</b>	<b>(\$112,358)</b>	<b>\$167,555</b>	<b>\$56,545</b>		<b>\$224,100</b>	<b>\$333,950</b>	<b>(\$109,850)</b>	<b>\$167,555</b>	<b>\$56,545</b>	<b>\$3,379,809</b>	<b>\$3,155,709</b>

**Amelia Island TDC**  
**October 2015 Financial**

Account	Description	CURRENT PERIOD		PRIOR YEAR PERIOD		YEAR - TO-DATE		PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Variance	Actual	Variance	Actual	Budget	Actual	Variance	2016 Budget	Budget Avl.
<b>37533552</b>	<b>Travel Trade - 10%</b>										
548015	Information Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications	\$955	(\$955)	\$0	\$0	\$955	\$955	\$0	\$0	\$15,000	\$15,000
548019	Hospitality Services	\$11,250	(\$9,037)	\$2,584	(\$371)	\$11,250	\$11,250	\$2,584	(\$371)	\$135,000	\$132,787
548111	Dues/Subscript/Training	\$3,008	(\$3,008)	\$0	\$0	\$3,008	\$3,008	\$0	\$0	\$25,000	\$25,000
548121	Printing-Brochures	\$6,136	(\$6,136)	\$269	(\$269)	\$6,136	\$6,136	\$269	(\$269)	\$400,000	\$400,000
548131	Freight Federal	\$242	(\$242)	\$0	\$0	\$242	\$242	\$0	\$0	\$5,000	\$5,000
548141	Registration Trade Shows	\$2,500	(\$2,500)	\$17,926	(\$17,926)	\$2,500	\$2,500	\$17,926	(\$17,926)	\$25,000	\$25,000
548151	Other Travel Expenses	\$1,816	\$980	\$743	\$2,053	\$1,816	\$1,816	\$743	\$2,053	\$35,000	\$32,204
548161	On Island FAMS	\$0	\$255	\$432	(\$177)	\$0	\$0	\$432	(\$177)	\$40,000	\$39,745
548180	Promotional Supplies	\$4,379	\$4,379	\$2,119	\$2,260	\$4,379	\$0	\$2,119	\$2,260	\$8,548	\$4,169
	<b>Travel Trade 10%</b>	<b>\$9,643</b>	<b>\$25,907</b>	<b>\$24,073</b>	<b>(\$14,430)</b>	<b>\$9,643</b>	<b>\$25,907</b>	<b>\$24,073</b>	<b>(\$14,430)</b>	<b>\$693,048</b>	<b>\$683,405</b>
<b>37525339</b>	<b>Beach Improvements 10%</b>										
534102	Beach Cleaning	\$20,000	(\$20,000)	\$11,216	(\$11,216)	\$0	\$20,000	\$11,216	(\$11,216)	\$433,048	\$433,048
554000	Dues and Subscriptions	\$3,000	\$1,000	\$2,750	\$250	\$3,000	\$2,000	\$2,750	\$250	\$10,000	\$7,000
563726	BRSP Reimbursement	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
581202	FB Monitoring	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>Total</b>	<b>\$3,000</b>	<b>\$22,000</b>	<b>\$13,966</b>	<b>(\$10,966)</b>	<b>\$3,000</b>	<b>\$22,000</b>	<b>\$13,966</b>	<b>(\$10,966)</b>	<b>\$443,048</b>	<b>\$440,048</b>
	<b>EXPENSE TOTAL</b>	<b>\$291,505</b>	<b>\$427,690</b>	<b>\$249,859</b>	<b>\$41,646</b>	<b>\$291,505</b>	<b>\$427,690</b>	<b>\$249,859</b>	<b>\$41,646</b>	<b>\$5,180,476</b>	<b>\$4,888,971</b>
<b>NET</b>		<b>\$136,078</b>	<b>(\$59,640)</b>	<b>\$682,742</b>	<b>(\$546,664)</b>	<b>\$136,078</b>	<b>(\$59,640)</b>	<b>\$45,242</b>	<b>\$90,836</b>	<b>(\$1)</b>	<b>(\$136,080)</b>

**Amelia Island TDC**  
**November 2015 Financial**

Account INCOME	Description	CURRENT PERIOD		PRIOR YEAR PERIOD		YEAR -TO-DATE		PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Actual	Variance	Actual	Budget	Actual	Variance	2016 Budget	Budget Avl.
312120	Bed Tax Collection	\$362,255	\$315,000	\$352,086	\$10,169	\$738,630	\$630,000	\$656,314	\$82,316	\$4,567,500	\$3,828,870
	Other Income - Reserves	\$62,500	\$62,500	\$62,500	\$0	\$125,000	\$62,500	\$637,500	(\$512,500)	\$750,000	\$625,000
	<b>TOTAL INCOME</b>	<b>\$424,755</b>	<b>\$377,500</b>	<b>\$414,586</b>	<b>\$7,255</b>	<b>\$863,630</b>	<b>\$692,500</b>	<b>\$1,293,814</b>	<b>(\$430,184)</b>	<b>\$5,317,500</b>	<b>\$4,453,870</b>
37521552	Cost of Collections										
	540021 Clerk Fee 1.5%	\$5,434	\$4,725	\$5,281	\$153	\$11,079	\$9,450	\$9,845	\$1,235	\$68,513	\$57,433
	540051 Tax Collector Fee 1.5%	\$5,434	\$4,725	\$5,281	\$153	\$11,079	\$9,450	\$9,845	\$1,235	\$68,513	\$57,433
	<b>Total</b>	<b>\$10,868</b>	<b>\$9,450</b>	<b>\$10,563</b>	<b>\$305</b>	<b>\$22,159</b>	<b>\$18,900</b>	<b>\$19,689</b>	<b>\$2,469</b>	<b>\$137,025</b>	<b>\$114,866</b>
	NET Tourist Development Funds	\$413,887	\$368,050	\$414,524	\$72,364	\$841,471	\$673,600	\$636,625	\$204,846	\$5,180,475	\$4,339,004
37522552	TDC Research/Admin. 15%										
	531041 Management Fee CVB	\$52,708	\$45,833	\$51,229	\$1,480	\$107,471	\$91,665	\$95,494	\$11,977	\$664,571	\$557,101
37523552	Marketing - 65%										
	548110 Ad Production	\$13,746	\$30,000	\$9,195	\$4,551	\$25,850	\$60,000	\$9,963	\$15,887	\$235,000	\$209,150
	548120 Magazine Placement	\$59,792	\$85,875	\$104,336	(\$44,544)	\$170,495	\$259,687	\$244,671	(\$74,176)	\$2,339,429	\$2,168,934
	548240 Website	\$19,969	\$20,676	\$70,125	(\$50,156)	\$51,073	\$30,811	\$89,271	(\$38,199)	\$250,000	\$198,927
	<b>Sub-Total</b>	<b>\$93,507</b>	<b>\$136,551</b>	<b>\$183,656</b>	<b>(\$90,149)</b>	<b>\$247,417</b>	<b>\$350,498</b>	<b>\$343,905</b>	<b>(\$96,488)</b>	<b>\$2,824,429</b>	<b>\$2,577,012</b>
	In House Advertising										
	548250 Research	\$3,500	\$10,000	\$13,190	(\$9,690)	\$3,500	\$20,000	\$13,190	(\$9,690)	\$75,000	\$71,500
	548330 Newsletter/Telephone	\$253	\$2,571	\$5,863	(\$5,610)	\$502	\$5,142	\$6,533	(\$6,031)	\$30,000	\$29,498
	548350 Golf Getaway	\$3,753	\$12,571	\$73,653	(\$69,901)	\$61,332	\$79,742	\$74,323	(\$12,991)	\$162,330	\$100,998
	<b>Sub-Total</b>	<b>\$78,623</b>	<b>\$25,142</b>	<b>\$92,646</b>	<b>(\$67,414)</b>	<b>\$68,334</b>	<b>\$104,884</b>	<b>\$94,045</b>	<b>(\$36,550)</b>	<b>\$197,330</b>	<b>\$101,996</b>
	Grants & Special Events										
	548520 Special Events	\$78,623	\$0	\$31,152	\$47,471	\$81,733	\$20,000	\$31,788	\$49,945	\$198,000	\$116,267
	548530 Museum Shpend	\$0	\$0	\$15,000	(\$15,000)	\$0	\$17,500	\$15,000	(\$15,000)	\$17,500	\$17,500
	548640 Equipment	\$0	\$790	\$0	\$0	\$0	\$1,580	\$0	\$0	\$9,500	\$9,500
	<b>Sub-Total</b>	<b>\$78,623</b>	<b>\$790</b>	<b>\$46,152</b>	<b>\$32,471</b>	<b>\$81,733</b>	<b>\$39,080</b>	<b>\$46,788</b>	<b>\$34,945</b>	<b>\$225,000</b>	<b>\$143,267</b>
	Public Relations										
	548710 Agency Fees	\$6,550	\$6,550	\$6,000	\$550	\$13,100	\$13,100	\$12,000	\$1,100	\$78,050	\$64,950
	548720 Agency Expenses	\$811	\$5,000	\$4,649	(\$3,839)	\$3,761	\$10,000	\$4,649	(\$889)	\$60,000	\$56,239
	548740 PR Functions On Island	\$0	\$2,000	\$0	\$0	\$0	\$4,500	\$0	\$0	\$25,000	\$25,000
	548770 Miscellaneous	\$0	\$410	\$0	\$0	\$0	\$902	\$0	\$0	\$5,000	\$5,000
	<b>Sub-Total</b>	<b>\$7,361</b>	<b>\$13,960</b>	<b>\$10,649</b>	<b>(\$3,289)</b>	<b>\$16,861</b>	<b>\$28,502</b>	<b>\$16,649</b>	<b>\$211</b>	<b>\$168,050</b>	<b>\$151,189</b>
	<b>Marketing Total</b>	<b>\$183,243</b>	<b>\$163,872</b>	<b>\$314,111</b>	<b>(\$130,867)</b>	<b>\$407,343</b>	<b>\$497,822</b>	<b>\$481,666</b>	<b>(\$74,322)</b>	<b>\$3,379,809</b>	<b>\$2,972,466</b>

**Amelia Island TDC**  
**November 2015 Financial**

Account	Description	CURRENT PERIOD		PRIOR YEAR PERIOD		YEAR-TO-DATE		PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Variance	Actual	Variance	Actual	Budget	Actual	Variance	2016 Budget	Budget Avl.
<b>37523552</b>	<b>Travel Trade - 10%</b>										
548015	Information Services	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications	\$955	(\$955)	\$0	\$0	\$0	\$1,910	\$0	\$0	\$15,000	\$15,000
548019	Hospitality Services	\$4,884	(\$6,366)	\$15,644	(\$10,760)	\$7,098	\$22,500	\$18,228	(\$11,130)	\$135,000	\$127,902
548111	Dues/Subscription/Training	\$3,008	(\$3,008)	\$425	(\$425)	\$0	\$6,016	\$425	(\$425)	\$25,000	\$25,000
548121	Printing-Brochures	\$6,136	(\$2,640)	\$945	\$2,551	\$3,496	\$12,272	\$1,214	\$2,281	\$400,000	\$396,504
548131	Freight Federal	\$242	(\$242)	\$0	\$0	\$0	\$484	\$0	\$0	\$5,000	\$5,000
548141	Registration Trade Shows	\$15,205	\$12,705	\$0	\$15,205	\$15,205	\$5,000	\$17,926	(\$2,721)	\$25,000	\$9,795
548151	Other Travel Expenses	\$1,816	(\$1,816)	(\$743)	\$743	\$2,796	\$3,632	\$0	\$2,796	\$35,000	\$32,204
548161	On Island FAMS	\$0	\$40,659	\$0	\$40,659	\$40,914	\$0	\$432	\$40,482	\$40,000	(\$914)
548180	Promotional Supplies	\$1,700	\$1,700	(\$1,030)	\$2,730	\$6,079	\$0	\$1,089	\$4,989	\$8,548	\$2,469
	<b>Travel Trade 10%</b>	<b>\$65,944</b>	<b>\$25,907</b>	<b>\$15,241</b>	<b>\$50,703</b>	<b>\$75,587</b>	<b>\$51,814</b>	<b>\$39,314</b>	<b>\$36,273</b>	<b>\$693,048</b>	<b>\$617,462</b>
<b>37525539</b>	<b>Beach Improvements 10%</b>										
534102	Beach Cleaning	\$20,000	(\$20,000)	\$0	\$0	\$0	\$40,000	\$11,216	(\$11,216)	\$433,048	\$433,048
554000	Dues and Subscriptions	\$2,000	(\$2,000)	\$0	\$0	\$3,000	\$4,000	\$0	\$3,000	\$10,000	\$7,000
563726	BRSP Reimbursement	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
581202	FB Monitoring	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>Total</b>	<b>\$0</b>	<b>\$22,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$3,000</b>	<b>\$44,000</b>	<b>\$11,216</b>	<b>(\$8,216)</b>	<b>\$443,048</b>	<b>\$440,048</b>
<b>EXPENSE TOTAL</b>		<b>\$301,895</b>	<b>\$257,612</b>	<b>\$380,580</b>	<b>(\$78,685)</b>	<b>\$593,400</b>	<b>\$685,301</b>	<b>\$627,689</b>	<b>(\$34,289)</b>	<b>\$5,180,476</b>	<b>\$4,587,076</b>
<b>NET</b>		<b>\$111,992</b>	<b>\$110,439</b>	<b>(\$39,056)</b>	<b>\$151,049</b>	<b>\$248,071</b>	<b>(\$11,701)</b>	<b>\$8,936</b>	<b>\$239,135</b>	<b>(\$1)</b>	<b>(\$248,072)</b>



**Amelia Island TDC**  
**December 2015 Financial**

Account INCOME	Description	CURRENT PERIOD		PRIOR YEAR PERIOD		YEAR -TO-DATE		PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Variance	Actual	2016 Budget	Budget Avl.
312120	Bed Tax Collection		\$236,250	(\$236,250)	\$251,087	(\$251,087)	\$738,630	(\$127,620)	\$907,401	\$4,567,500	\$3,828,870
	Other Income - Reserves	\$62,500	\$62,500	\$0	\$62,500	\$62,500	\$187,500	\$125,000	\$637,500	\$750,000	\$562,500
	<b>TOTAL INCOME</b>	<b>\$62,500</b>	<b>\$298,750</b>	<b>(\$236,250)</b>	<b>\$251,087</b>	<b>(\$188,587)</b>	<b>\$926,130</b>	<b>(\$2,620)</b>	<b>\$1,544,901</b>	<b>\$5,317,500</b>	<b>\$4,391,370</b>
37521552	Cost of Collections										
	549021 Clerk Fee 1.5%	\$0	\$3,544	(\$3,544)	\$3,766	(\$3,766)	\$11,079	(\$1,914)	\$13,611	\$68,513	\$57,433
	549051 Tax Collector Fee 1.5%	\$0	\$3,544	(\$3,544)	\$3,766	(\$3,766)	\$11,079	(\$1,914)	\$13,611	\$68,513	\$57,433
	<b>Total</b>	<b>\$0</b>	<b>\$7,088</b>	<b>(\$7,088)</b>	<b>\$7,533</b>	<b>(\$7,533)</b>	<b>\$22,159</b>	<b>(\$3,829)</b>	<b>\$27,222</b>	<b>\$137,025</b>	<b>\$114,866</b>
	<b>NET Tourist Development Funds</b>	<b>\$62,500</b>	<b>\$291,663</b>	<b>(\$229,163)</b>	<b>\$243,554</b>	<b>(\$181,054)</b>	<b>\$903,971</b>	<b>(\$123,791)</b>	<b>\$880,179</b>	<b>\$5,180,475</b>	<b>\$4,276,504</b>
37522552	TDC Research/Admin. 15%										
	531041 Management Fee CVB	\$0	\$34,374	(\$34,374)	\$36,533	(\$36,533)	\$107,471	(\$18,569)	\$132,027	\$664,571	\$557,101
37523552	Marketing - 65%										
	548110 Ad Production	\$6,250	\$30,000	(\$23,750)	\$82,280	(\$76,030)	\$32,100	\$90,000	\$92,243	\$235,000	\$202,900
	548120 Magazine Placement	\$78,337	\$73,817	\$4,520	\$42,041	\$36,296	\$248,832	\$333,504	\$286,712	\$2,339,429	\$2,090,597
	548240 Website	\$11,175	\$73,076	(\$61,901)	\$45,873	(\$34,698)	\$62,248	\$103,887	\$135,144	\$250,000	\$187,752
	<b>Sub-Total</b>	<b>\$95,762</b>	<b>\$176,893</b>	<b>(\$81,131)</b>	<b>\$170,194</b>	<b>(\$74,432)</b>	<b>\$343,179</b>	<b>\$527,391</b>	<b>\$514,099</b>	<b>\$2,824,429</b>	<b>\$2,481,250</b>
	<b>In House Advertising</b>										
	548250 Research	\$780	\$10,000	(\$9,220)	\$4,500	(\$4,500)	\$3,500	\$30,000	\$17,690	\$75,000	\$71,500
	548330 Newsletter/Telephone		\$2,571	(\$2,571)	\$463	\$317	\$1,282	\$7,713	\$6,996	\$30,000	\$28,718
	548350 Golf Getaway		\$0	\$222	\$0	\$0	\$57,330	\$54,600	\$54,600	\$2,730	\$0
	<b>Sub-Total</b>	<b>\$780</b>	<b>\$12,571</b>	<b>(\$11,569)</b>	<b>\$4,963</b>	<b>(\$4,183)</b>	<b>\$62,112</b>	<b>\$92,313</b>	<b>\$79,286</b>	<b>\$162,330</b>	<b>\$100,218</b>
	<b>Grants &amp; Special Events</b>										
	548520 Special Events	\$64,757	\$178,000	(\$113,243)	\$0	\$64,757	\$146,490	\$198,000	\$31,788	\$198,000	\$51,510
	548530 Museum Stipend		\$0	\$0	\$0	\$0	\$0	\$17,500	\$15,000	\$17,500	\$17,500
	548640 Equipment	\$67	\$790	(\$723)	\$0	\$67	\$67	\$2,370	\$0	\$9,500	\$9,433
	<b>Sub-Total</b>	<b>\$64,824</b>	<b>\$178,790</b>	<b>(\$113,966)</b>	<b>\$0</b>	<b>\$64,824</b>	<b>\$146,557</b>	<b>\$217,870</b>	<b>\$46,788</b>	<b>\$225,000</b>	<b>\$78,443</b>
	<b>Public Relations</b>										
	548710 Agency Fees	\$6,550	\$6,550	\$0	\$6,000	\$550	\$19,650	\$19,650	\$18,000	\$78,050	\$58,400
	548720 Agency Expenses	\$3,764	\$5,000	(\$1,236)	\$162	\$3,602	\$7,525	\$15,000	\$4,811	\$60,000	\$52,475
	548740 PR Functions On Island		\$2,000	(\$2,000)	\$0	\$0	\$0	\$6,500	\$0	\$25,000	\$25,000
	548770 Miscellaneous		\$410	(\$410)	\$0	\$0	\$0	\$1,312	\$0	\$5,000	\$5,000
	<b>Sub-Total</b>	<b>\$10,314</b>	<b>\$13,960</b>	<b>(\$3,646)</b>	<b>\$6,162</b>	<b>\$4,152</b>	<b>\$27,175</b>	<b>\$42,462</b>	<b>\$22,811</b>	<b>\$168,050</b>	<b>\$140,875</b>
	<b>Marketing Total</b>	<b>\$171,680</b>	<b>\$382,214</b>	<b>(\$210,534)</b>	<b>\$181,319</b>	<b>(\$9,639)</b>	<b>\$579,023</b>	<b>\$880,036</b>	<b>\$662,985</b>	<b>\$3,379,809</b>	<b>\$2,800,786</b>

**Amelia Island TDC**  
**December 2015 Financial**

Account	Description	CURRENT PERIOD		PRIOR YEAR PERIOD		YEAR -TO-DATE		PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Variance	Actual	2016 Budget	Budget Avl.
<b>37523552</b>	<b>Travel Trade - 10%</b>										
548015	Information Services		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications		\$955	(\$955)	\$0	\$0	\$0	\$0	\$0	\$15,000	\$15,000
548019	Hospitality Services		\$11,250	(\$10,475)	\$27,456	(\$26,681)	\$7,873	(\$25,877)	\$45,684	\$135,000	\$127,127
548111	Dues/Subscrip/Training	\$775	\$3,008	(\$3,008)	\$700	(\$700)	\$0	(\$9,024)	\$1,125	\$25,000	\$25,000
548121	Printing-Brochures	\$9,950	\$130,909	(\$120,959)	\$2,134	\$7,816	\$13,446	(\$129,735)	\$3,348	\$400,000	\$386,554
548131	Freight Federal		\$242	(\$242)	\$0	\$0	\$0	(\$726)	\$0	\$3,000	\$5,000
548141	Registration Trade Shows		\$2,500	(\$2,500)	\$10,026	(\$10,026)	\$15,205	\$7,500	\$27,952	\$25,000	\$9,795
548151	Other Travel Expenses		\$1,816	(\$1,816)	\$4,181	(\$4,181)	\$2,796	\$5,448	\$4,181	\$35,000	\$32,204
548161	On Island FAMS	\$420	\$0	\$420	\$1,471	(\$1,051)	\$41,334	\$0	\$1,903	\$40,000	(\$1,334)
548180	Promotional Supplies	\$2,686	\$473	\$2,213	\$0	\$2,686	\$8,764	\$473	\$1,089	\$8,548	(\$216)
	<b>Travel Trade 10%</b>	<b>\$13,831</b>	<b>\$151,153</b>	<b>(\$137,322)</b>	<b>\$45,968</b>	<b>(\$32,137)</b>	<b>\$89,417</b>	<b>\$202,967</b>	<b>\$85,282</b>	<b>\$693,048</b>	<b>\$603,631</b>
<b>37525539</b>	<b>Beach Improvements 10%</b>										
534102	Beach Cleaning		\$15,000	(\$15,000)	\$5,508	(\$5,508)	\$0	\$55,000	\$16,724	\$433,048	\$433,048
554000	Dues and Subscriptions		\$2,000	(\$2,000)	\$2,750	(\$2,750)	\$3,000	\$6,000	\$2,750	\$10,000	\$7,000
563726	BRSP Reimbursement		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
581202	FB Monitoring		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	<b>Total</b>	<b>\$0</b>	<b>\$17,000</b>		<b>\$8,258</b>	<b>(\$8,258)</b>	<b>\$3,000</b>	<b>\$61,000</b>	<b>\$19,474</b>	<b>\$443,048</b>	<b>\$440,048</b>
	<b>EXPENSE TOTAL</b>	<b>\$185,510</b>	<b>\$584,741</b>	<b>(\$399,231)</b>	<b>\$272,078</b>	<b>(\$86,568)</b>	<b>\$778,911</b>	<b>\$1,270,042</b>	<b>\$899,767</b>	<b>\$5,180,476</b>	<b>\$4,401,566</b>
<b>NET</b>		<b>(\$123,010)</b>	<b>(\$293,079)</b>	<b>\$170,069</b>	<b>(\$28,524)</b>	<b>(\$94,486)</b>	<b>\$125,060</b>	<b>(\$367,280)</b>	<b>(\$19,588)</b>	<b>(\$1)</b>	<b>(\$125,062)</b>

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## Amelia Island Convention &amp; Visitors Bureau (TDC)

## Check Detail

October 2015 through September 2016

Num	Date	Paid Amount	Name	Memo
<b>5918</b>	<b>11/02/2015</b>		<b>Core Outdoor Design</b>	
201521	11/05/2015	-75,000.00	Nassau County BOCC	37523552 548520 Core Outdoor Design lighting for Dickens on Centre
TOTAL		-75,000.00		
<b>5903</b>	<b>10/29/2015</b>		<b>Florida's First Coast of Golf, Inc.</b>	
1778	10/01/2015	-57,330.00	Nassau County BOCC	37523552 548350 Floridas First Coast of Golf regional Golf Marketing plan ...
TOTAL		-57,330.00		
<b>5856</b>	<b>10/01/2015</b>		<b>Brand USA</b>	
11832	10/01/2015	-42,300.00	Nassau County BOCC	37523552-548120 Brand USA
TOTAL		-42,300.00		
<b>5957</b>	<b>11/30/2015</b>		<b>OMNI Amelia Island, LLC</b>	
1130...	11/30/2015	-30,000.00	Nassau County BOCC	37524552 548161 Omni Hotel Visit Florida Joint sponsorship
TOTAL		-30,000.00		
<b>5960</b>	<b>12/02/2015</b>		<b>Core Outdoor Design</b>	
201521	12/02/2015	-30,000.00	Nassau County BOCC	37523552 548520 Core Outdoor Design completion of installation of lights f...
TOTAL		-30,000.00		
<b>6007</b>	<b>12/10/2015</b>		<b>Travel &amp; Leisure</b>	
1534...	12/10/2015	-28,500.00	Nassau County BOCC	37523552 5484120 Travel & Leisure 4 page ad
TOTAL		-28,500.00		
<b>5978</b>	<b>12/02/2015</b>		<b>IMG College LLC</b>	
4408...	10/29/2015	-13,250.00	Nassau County BOCC	37523552 548120 IMG College Marketing/advertising/sponsorship agreeme...
4408...	10/29/2015	-13,250.00	Nassau County BOCC	37523552 548120 IMG College marketing/advertising/sponsorship agreeme...
TOTAL		-26,500.00		
<b>5933</b>	<b>11/12/2015</b>		<b>Conde' Nast</b>	
4059...	11/12/2015	-26,437.45	Nassau County BOCC	37523552 548120 Conde Nast ad for November

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# Amelia Island Convention & Visitors Bureau (TDC)

## Check Detail

October 2015 through September 2016

Num	Date	Paid Amount	Name	Memo
TOTAL		-26,437.45		
<b>5967</b>	<b>12/03/2015</b>		<b>PRI Productions</b>	
1520...	12/03/2015	-25,000.00	Nassau County BOCC	37523552 548520 PRI Productions Dickens on Centre production
TOTAL		-25,000.00		
<b>5880</b>	<b>10/15/2015</b>		<b>Atlanta Journal-Constitution</b>	
6674...	09/30/2015	-19,000.00	Nassau County BOCC	37523552 548120 Atlanta Journal Constituion on line campaign
TOTAL		-19,000.00		
<b>5889</b>	<b>10/21/2015</b>		<b>Chute Corporation</b>	
1215	10/01/2015	-18,000.00	Nassau County BOCC	37523552 548240 Chute Corporation software license
TOTAL		-18,000.00		
<b>5881</b>	<b>10/15/2015</b>		<b>Atlanta Magazine</b>	
156437	10/01/2015	-7,871.25	Nassau County BOCC	37523552 548120 Atlanta Magazine ad for Atlanta magazine
		-1,401.25	Amelia Island Bed & Breakfast Assoc.	Amelia Island Bed & Breakfast Atlanta magazine ad
		-2,927.50	The Omni-Amelia Island Plantation	Omni/Villas AP Atlanta Magazine ad
		-1,401.25	Seaside Amelia	Seasid Amelia Atlanta Magazine Ad
		-740.00	Hampton Inn at the Beach	Hampton Inn at the Beach Atlanta Magazine Ad
		-1,401.25	Biggest Loser Resort	Biggest Loser Atlanta Magazine Ad
TOTAL		-15,742.50		
<b>5927</b>	<b>11/02/2015</b>		<b>Visit Florida</b>	
333397	11/05/2015	-15,205.00	Nassau County BOCC	37524552 548141 VisitFlorida registration/booth for ITB Berlin 2016
TOTAL		-15,205.00		
<b>5970</b>	<b>12/03/2015</b>		<b>The Local Palate</b>	
2085	12/03/2015	-12,500.00	Nassau County BOCC	37523552 548120 The Local Palate 3 page ad for Restaurant Week Dec/Ja...
TOTAL		-12,500.00		
<b>eft</b>	<b>12/07/2015</b>		<b>American Express</b>	
		-11,441.13		



12:30 PM

12/14/15

## Amelia Island Convention &amp; Visitors Bureau (TDC)

## Check Detail

October 2015 through September 2016

Num	Date	Paid Amount	Name	Memo
TOTAL		-11,441.13		
<b>5937</b>	<b>11/12/2015</b>		<b>Silver Tech Inc</b>	
23635	11/12/2015	-1,875.00	Nassau County BOCC	37523552 548240 Silver Tech Oct "change order" phase 2
23634	11/12/2015	-9,000.00	Nassau County BOCC	37523552 548240 Silver Tech monthly support charge for October
TOTAL		-10,875.00		
<b>6002</b>	<b>12/10/2015</b>		<b>Silver Tech Inc</b>	
23778	12/10/2015	-1,875.00	Nassau County BOCC	37523552 548240 Silver Tech November "Change Order" phase 2
23777	12/10/2015	-9,000.00	Nassau County BOCC	37523552 548240 Silver Tech November ongoing support
TOTAL		-10,875.00		
<b>5934</b>	<b>11/12/2015</b>		<b>Hayworth Creative, Inc.</b>	
1101...	11/12/2015	-6,000.00	Nassau County BOCC	37523552 548710 Hayworth PR November retainer fee
		-3,500.00	Nassau County BOCC	37523552 548250 Hayworth PR visitor profile research for November
		-1,120.70	Nassau County BOCC	37523552 548720 Hayworth PR expenses for postage media monitoring pro...
		-240.10	Nassau County BOCC	37523552 548740 Hayworth Pr expenses for industry meeting
TOTAL		-10,860.80		
<b>5900</b>	<b>10/21/2015</b>		<b>Travel Film Productions</b>	
1118	10/01/2015	-10,500.00	Nassau County BOCC	37523552 548110 Travel Film Productions promotion and marketing progra...
TOTAL		-10,500.00		
<b>5941</b>	<b>11/13/2015</b>		<b>OMNI Amelia Island, LLC</b>	
Folio ...	11/13/2015	-10,001.53	Nassau County BOCC	37524552-548161 OMNI: Florida Association of Coutnries Reception
TOTAL		-10,001.53		
<b>5966</b>	<b>12/03/2015</b>		<b>Madden Media</b>	
2015...	12/03/2015	-10,000.00	Nassau County BOCC	37523552 548120 Madden Media AI site retargeting & prospecting campaig...
TOTAL		-10,000.00		

12:30 PM

12/14/15

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

**Check Detail**

October 2015 through September 2016

**Original Amount**

---

**-75,000.00**

75,000.00

---

75,000.00

**-57,330.00**

57,330.00

---

57,330.00

**-42,300.00**

42,300.00

---

42,300.00

**-30,000.00**

30,000.00

---

30,000.00

**-30,000.00**

30,000.00

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30,000.00

**-28,500.00**

28,500.00

---

28,500.00

**-26,500.00**

13,250.00

13,250.00

---

26,500.00

**-26,437.45**

26,437.45

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12:30 PM

12/14/15

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

October 2015 through September 2016

Original Amount

26,437.45

**-25,000.00**

25,000.00

25,000.00

**-19,000.00**

19,000.00

19,000.00

**-18,000.00**

18,000.00

18,000.00

**-15,742.50**

7,871.25

1,401.25

2,927.50

1,401.25

740.00

1,401.25

15,742.50

**-15,205.00**

15,205.00

15,205.00

**-12,500.00**

12,500.00

12,500.00

**-11,441.13**

11,441.13

12:30 PM

12/14/15

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

October 2015 through September 2016

Original Amount
11,441.13
<b>-10,875.00</b>
1,875.00
9,000.00
10,875.00
<b>-10,875.00</b>
1,875.00
9,000.00
10,875.00
<b>-10,860.80</b>
6,000.00
3,500.00
1,120.70
240.10
10,860.80
<b>-10,500.00</b>
10,500.00
10,500.00
<b>-10,001.53</b>
10,001.53
10,001.53
<b>-10,000.00</b>
10,000.00
10,000.00

# TRACKING

**RESEARCH DATA SERVICES, INC.**

777 SOUTH HARBOUR ISLAND BOULEVARD • SUITE 260  
TAMPA, FLORIDA 33602  
TEL (813) 254-2975 • FAX (813) 223-2986

**Fiscal Year 2015 (Oct.-Sep.) Visitor Profile Dashboard  
Amelia Island Tourist Development Council**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

**[Research@ResearchDataLLC.com](mailto:Research@ResearchDataLLC.com)**

November 2015

# Amelia Island Visitor Profile | Fiscal Year 2014 - 2015 (Oct-Sep)

H/M/C/C Visitor Statistics *	Fiscal Year 2014	Fiscal Year 2015	% Δ '14/'15	FY Q4 2014	FY Q4 2015	% Δ '14/'15
Visitors (#)	566,600	608,700	+7.4	160,700	173,100	+7.7
Direct Expenditures (\$)	\$383,577,600	\$425,786,600	+11.0	\$107,100,100	\$119,612,100	+11.7
Total Economic Impact (\$)	\$504,673,000	\$560,207,400	k: 1.3157	\$140,911,600	\$157,373,600	k: 1.3157

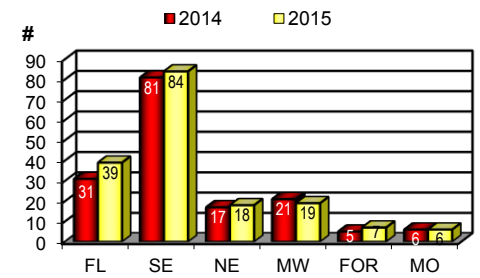
\* H/M/C/C: Visitors staying in a commercial lodging (hotel, motel, condo, or campground).

Visitor Origin	Fiscal Year 2014	Fiscal Year 2015	% Δ '14/'15	FY Q4 2014	FY Q4 2015	% Δ '14/'15
Florida	112,577	128,142	+13.8	31,497	38,774	+23.1
Southeast	240,621	247,920	+3.0	80,831	83,781	+3.6
Northeast	84,194	91,184	+8.3	17,356	17,829	+2.7
Midwest	81,094	86,967	+7.2	20,891	19,387	-7.2
Foreign	23,913	28,427	+18.9	4,500	6,924	+53.9
Markets of Opportunity	24,201	26,060	+7.7	5,625	6,405	+13.9
Total	566,600	608,700	+7.4	160,700	173,100	+7.7

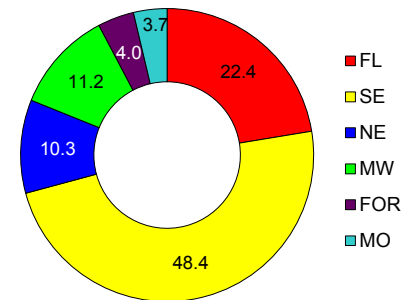
Occupancy and ADR **	July	August	September
Occupancy 2015	86.2%	72.3%	67.2%
Occupancy 2014 †	83.2	70.0	65.3
Δ % Occ. ('14/'15)	+3.6%	+3.4%	+3.0%
ADR 2015	\$242.17	\$203.62	\$197.86
ADR 2014 †	226.58	198.08	176.86
Δ % ADR ('14/'15)	+6.9%	+2.8%	+11.9%
RevPAR 2015	\$208.82	\$147.23	\$132.99
RevPAR 2014 †	188.62	138.56	115.40
Δ % RevPAR ('14/'15)	+10.7%	+6.3%	+15.2%

\*\* Source: Smith Travel Research; † 2014 Update

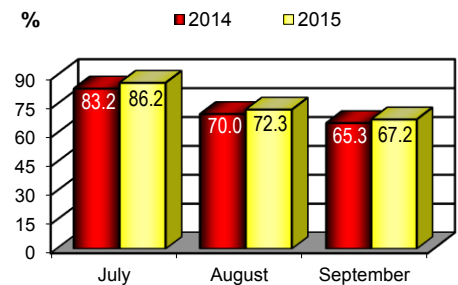
Visitor Origins (in Thousands)



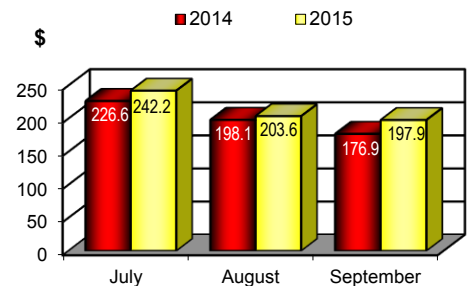
Fourth Quarter 2015 Visitor Origin Distribution (%)



Occupancy



Room Rates



### Amelia Fiscal Year Summary

<b>Visitor Statistics</b>	<b>FY Quarter 1 (Oct - Dec '14)</b>	<b>FY Quarter 2 (Jan - Mar '15)</b>	<b>FY Quarter 3 (Apr - Jun '15)</b>	<b>FY Quarter 4 (Jul - Sep '15)</b>	<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ FY 2014-2015</b>
H/M/C/C Visitors (#)	123,000	150,100	162,500	173,100	566,600	608,700	+7.4%
Direct Expenditures (\$)	\$82,272,200	\$103,977,300	\$119,925,000	\$119,612,100	\$383,577,600	\$425,786,600	+11.0%
Total Economic Impact	\$108,245,500	\$136,802,900	\$157,785,300	\$157,373,600	\$504,673,000	\$560,207,300	+11.0%

<b>H/M/C/C Visitor Origins</b>	<b>FY Quarter 1 (Oct - Dec '14)</b>		<b>FY Quarter 2 (Jan - Mar '15)</b>		<b>FY Quarter 3 (Apr - Jun '15)</b>		<b>FY Quarter 4 (Jul - Sep '15)</b>		<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ FY 2014-2015</b>
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	# of Visitors	# of Visitors	
Florida	23.6	29,028	15.3	22,965	23.0	37,375	22.4	38,774	112,577	128,142	+13.8%
Southeast	37.8	46,494	31.5	47,282	43.3	70,363	48.4	83,781	240,621	247,920	+3.0%
Northeast	13.3	16,359	21.3	31,971	15.4	25,025	10.3	17,829	84,194	91,184	+8.3%
Midwest	15.8	19,434	20.6	30,921	10.6	17,225	11.2	19,387	81,094	86,967	+7.2%
Foreign	4.0	4,920	7.8	11,708	3.0	4,875	4.0	6,924	23,913	28,427	+18.9%
Markets of Opp.	5.5	6,765	3.5	5,253	4.7	7,637	3.7	6,405	24,201	26,060	+7.7%
<b>Total</b>	<b>100.0</b>	<b>123,000</b>	<b>100.0</b>	<b>150,100</b>	<b>100.0</b>	<b>162,500</b>	<b>100.0</b>	<b>173,100</b>	<b>566,600</b>	<b>608,700</b>	<b>+7.4%</b>



**RESEARCH DATA SERVICES, INC.**

777 SOUTH HARBOUR ISLAND BOULEVARD • SUITE 260  
TAMPA, FLORIDA 33602  
TEL (813) 254-2975 • FAX (813) 223-2986

**Third Quarter 2015 Visitor Profile (*July-September*)  
Amelia Island Tourist Development Council**



***Prepared for:***

Amelia Island Tourist Development Council

***Prepared by:***

Research Data Services, Inc.

***Research@ResearchDataLLC.com***

November 2015

## Amelia Island Visitor Profile Third Quarter 2015 (Jul.-Sep.)

<b>H/M/C/C Visitor Statistics *</b>	<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ '14/'15</b>	<b>Q3 2014</b>	<b>Q3 2015</b>	<b>% Δ '14/'15</b>
Visitors (#)	566,600	608,700	<b>+7.4</b>	160,700	173,100	<b>+7.7</b>
Direct Expenditures (\$)	\$383,577,600	\$425,786,600	<b>+11.0</b>	\$107,100,100	\$119,612,100	<b>+11.7</b>
Total Economic Impact (\$)	\$504,673,000	\$560,207,400	<i>k: 1.3157</i>	\$140,911,600	\$157,373,600	<i>k: 1.3157</i>

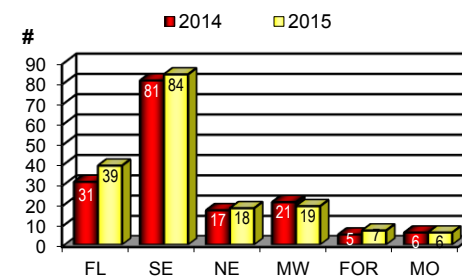
\* H/M/C/C: Visitors staying in a commercial lodging (hotel, motel, condo, or campground).

<b>Visitor Origin</b>	<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ '14/'15</b>	<b>Q3 2014</b>	<b>Q3 2015</b>	<b>% Δ '14/'15</b>
Florida	112,577	128,142	+13.8	31,497	38,774	+23.1
Southeast	240,621	247,920	+3.0	80,831	83,781	+3.6
Northeast	84,194	91,184	+8.3	17,356	17,829	+2.7
Midwest	81,094	86,967	+7.2	20,891	19,387	-7.2
Foreign	23,913	28,427	+18.9	4,500	6,924	+53.9
Markets of Opportunity	24,201	26,060	+7.7	5,625	6,405	+13.9
<b>Total</b>	<b>566,600</b>	<b>608,700</b>	<b>+7.4</b>	<b>160,700</b>	<b>173,100</b>	<b>+7.7</b>

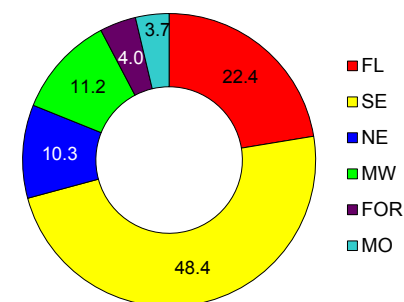
<b>Occupancy and ADR **</b>	<b>July</b>	<b>August</b>	<b>September</b>
Occupancy 2015	86.2%	72.3%	67.2%
Occupancy 2014 †	83.2	70.0	65.3
<b>Δ % Occ. ('14/'15)</b>	<b>+3.6%</b>	<b>+3.4%</b>	<b>+3.0%</b>
ADR 2015	\$242.17	\$203.62	\$197.86
ADR 2014 †	226.58	198.08	176.86
<b>Δ % ADR ('14/'15)</b>	<b>+6.9%</b>	<b>+2.8%</b>	<b>+11.9%</b>
RevPAR 2015	\$208.82	\$147.23	\$132.99
RevPAR 2014 †	188.62	138.56	115.40
<b>Δ % RevPAR ('14/'15)</b>	<b>+10.7%</b>	<b>+6.3%</b>	<b>+15.2%</b>

\*\* Source: Smith Travel Research; † 2014 Update

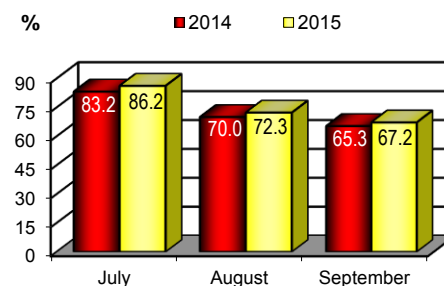
**Visitor Origins (in Thousands)**



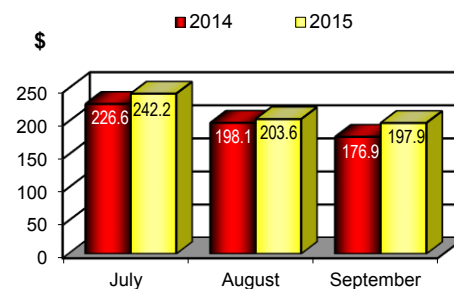
**Third Quarter 2015 Visitor Origin Distribution (%)**



**Occupancy**



**Room Rates**



### Amelia Fiscal Year Summary

<b>Visitor Statistics</b>	<b>FY Quarter 1 (Oct - Dec '14)</b>	<b>FY Quarter 2 (Jan - Mar '15)</b>	<b>FY Quarter 3 (Apr - Jun '15)</b>	<b>FY Quarter 4 (Jul - Sep '15)</b>	<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ FY 2014-2015</b>
H/M/C/C Visitors (#)	123,000	150,100	162,500	173,100	566,600	608,700	+7.4%
Direct Expenditures (\$)	\$82,272,200	\$103,977,300	\$119,925,000	\$119,612,100	\$383,577,600	\$425,786,600	+11.0%
Total Economic Impact	\$108,245,500	\$136,802,900	\$157,785,300	\$157,373,600	\$504,673,000	\$560,207,300	+11.0%

<b>H/M/C/C Visitor Origins</b>	<b>FY Quarter 1 (Oct - Dec '14)</b>		<b>FY Quarter 2 (Jan - Mar '15)</b>		<b>FY Quarter 3 (Apr - Jun '15)</b>		<b>FY Quarter 4 (Jul - Sep '15)</b>		<b>Fiscal Year 2014</b>	<b>Fiscal Year 2015</b>	<b>% Δ FY 2014-2015</b>
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	# of Visitors	# of Visitors	
Florida	23.6	29,028	15.3	22,965	23.0	37,375	22.4	38,774	112,577	128,142	+13.8%
Southeast	37.8	46,494	31.5	47,282	43.3	70,363	48.4	83,781	240,621	247,920	+3.0%
Northeast	13.3	16,359	21.3	31,971	15.4	25,025	10.3	17,829	84,194	91,184	+8.3%
Midwest	15.8	19,434	20.6	30,921	10.6	17,225	11.2	19,387	81,094	86,967	+7.2%
Foreign	4.0	4,920	7.8	11,708	3.0	4,875	4.0	6,924	23,913	28,427	+18.9%
Markets of Opp.	5.5	6,765	3.5	5,253	4.7	7,637	3.7	6,405	24,201	26,060	+7.7%
<b>Total</b>	<b>100.0</b>	<b>123,000</b>	<b>100.0</b>	<b>150,100</b>	<b>100.0</b>	<b>162,500</b>	<b>100.0</b>	<b>173,100</b>	<b>566,600</b>	<b>608,700</b>	<b>+7.4%</b>

### THIRD QUARTER TOP DMA'S (2014-2015)

<u>States of Origin</u>			<u>DMA's</u>		
	<u>2014</u>	<u>2015</u>		<u>2014</u>	<u>2015</u>
1. Georgia	27.9%	<b>25.9%</b>	1. Atlanta	17.1%	<b>16.8%</b>
2. Florida	19.6	<b>22.4</b>	2. Greater Orlando Area	5.2	<b>5.8</b>
3. South Carolina	5.3	<b>5.1</b>	3. Jacksonville	5.5	<b>5.7</b>
4. North Carolina	4.4	<b>4.6</b>	4. Tampa/St. Petersburg	3.5	<b>3.8</b>
5. New York/New Jersey	3.8	<b>4.3</b>	5. New York/New Jersey	2.4	<b>3.1</b>
6. Ohio	3.1	<b>3.6</b>	6. Savannah	2.6	<b>3.0</b>
7. Virginia	2.9	<b>3.2</b>	7. Charlotte	2.9	<b>2.6</b>
8. Pennsylvania	3.2	<b>2.8</b>	8. Philadelphia	2.2	<b>2.3</b>
9. Tennessee	4.0	<b>2.6</b>	9. West Palm Beach	--	<b>2.3</b>
10. Illinois	2.1	<b>2.0</b>	10. Greenville/Spartanburg	3.6	<b>2.3</b>

### Third Quarter 2014

n = 570

### Third Quarter 2015

n = 609

#### Length of Stay (Days)

In Amelia Island

4.5 days

4.3 days

#### Party Size (# of People)

2.8 people

2.9 people

#### Travel Party (Multiple Response)

Couple

45.5%

45.9%

Family

37.9

38.3

Extended Family

4.0

6.1

Single

7.5

5.8

Group of Friends

8.1

5.3

#### Have Children or Young Adults in Immediate Travel Party (% Yes)

36.1%

32.8%

#### Transportation Mode

(Multiple Response)

Personal Car/RV

78.0%

79.3%

Plane

20.0

19.4

Rental Car

15.2

17.2

#### Airport Deplaned (Base: Flew)

Jacksonville International

87.9%

82.6%

Orlando International/Sanford

5.5

8.7

#### Purpose of Trip (Multiple Response)

Vacation

62.1%

63.0%

A Getaway

19.9

22.3

Business/Conference/Meeting

18.5

15.4

Visit with Friends and Relatives

6.4

7.5

Special Event/Festival

4.3

7.3

Wedding/Honeymoon

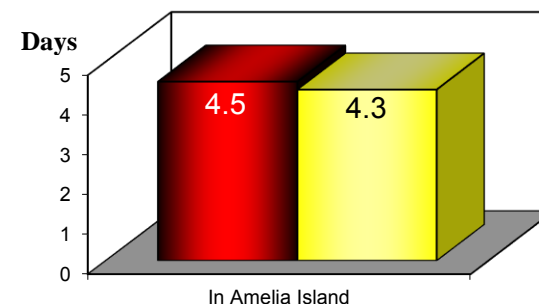
5.1

5.6

#### Length of Stay (Days)

Third Quarter 2014

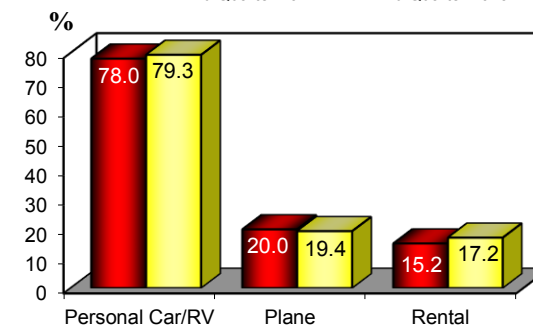
Third Quarter 2015



#### Transportation

Third Quarter 2014

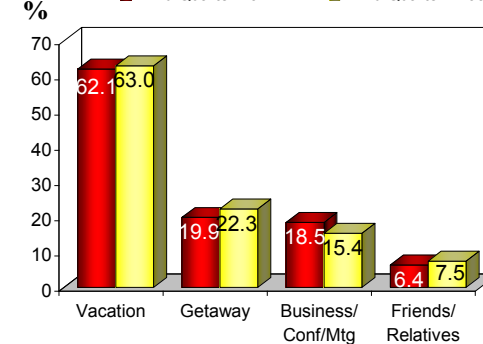
Third Quarter 2015



#### Purpose of Trip (Top Four)

Third Quarter 2014

Third Quarter 2015



### Third Quarter 2014

n = 570

### Third Quarter 2015

n = 609

#### First Visit to (% Yes)

Amelia Island	47.7%	48.5%
Florida	5.2	6.7

#### Other Southeast Areas Considered for this Trip

(Multiple Response)

Considered Only Amelia Island	51.1%	46.9%
St. Augustine/Ponte Vedra	19.4	23.0
Savannah	14.0	13.7
Orlando	7.0	12.9
Jekyll Island	11.6	12.8
Hilton Head	13.8	12.4
Jacksonville Area	10.5	11.8
Myrtle Beach	6.4	6.2

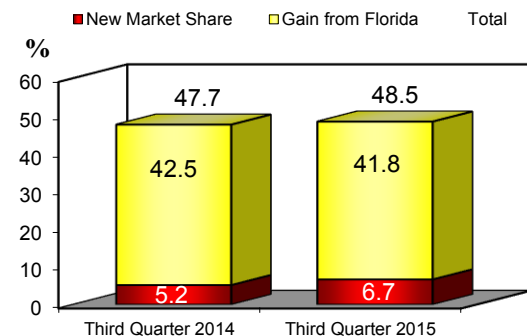
#### Why Chose Amelia Island (Multiple Response)

Beach	52.1%	54.1%
Never Been/Try Something New	25.6	27.0
Hotel/Accommodations	27.0	26.5
Appealing Brochures/Websites	22.6	25.3
Family Oriented Area	20.3	24.9
Love/Like the Area	21.3	20.9
Nature/Environment	19.2	20.3
Previous Experience	24.2	18.1
Recommendation	21.6	17.6
History	12.1	15.3
Weather	16.8	14.6
Convenient Location	14.6	13.8
Attractions	9.8	10.7
Business/Meeting	12.8	9.7
Event	7.4	8.7
Visiting with Friends/Family	11.5	8.5

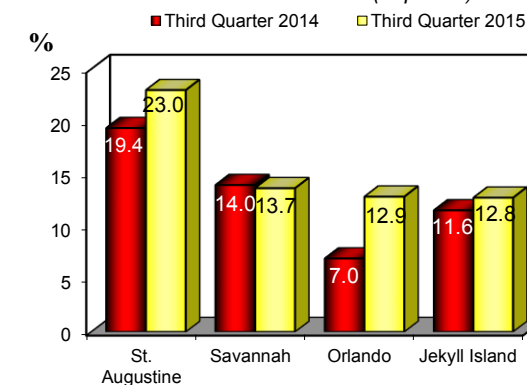
#### Travel Planning Window

How Far in Advance Start Planning Trip	54.3 days	50.7 days
How Far in Advance Book Reservations for Trip	36.6 days	34.4 days

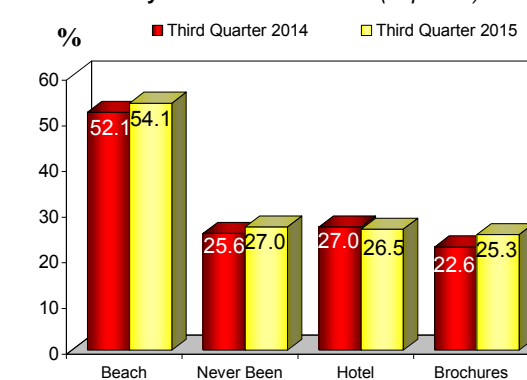
#### First Visit to Amelia Island



#### Other Areas Considered (Top Four)

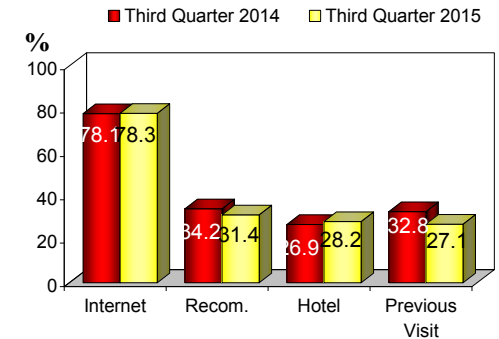


#### Why Chose Amelia Island (Top Four)

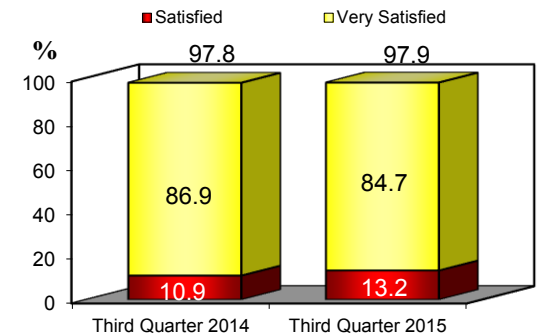


	Third Quarter 2014 <i>n</i> = 570	Third Quarter 2015 <i>n</i> = 609
<b>Information Most Helpful to Visit</b> ( <i>Multiple Response</i> )		
Internet	78.1%	78.3%
Recommendation	34.2	31.4
Hotel/Accommodations	26.9	28.2
Previous Visit	32.8	27.1
Maps	15.1	17.0
Family	17.4	16.3
Print Media	10.7	11.7
Special Event	6.9	8.5
Business/Conference/Meeting	11.4	7.9
<b>Satisfaction with Amelia Island</b>		
Very Satisfied	86.9%	84.7%
Satisfied	10.9	13.2
<b>Satisfaction Level</b> ( <i>Very Satisfied + Satisfied</i> )	<b>97.8%</b>	<b>97.9%</b>
<b>Recommend Amelia Island to Friends/Relatives</b>		
Yes	97.4%	96.0%
<b>Plan to Return</b> (% Yes)		
To Local Area	93.4%	91.3%
<b>Demographics</b>		
Average Age Head of Household ( <i>Years</i> )	48.8	48.0
Median Annual Household Income	\$132,143	\$137,819
<b>Seen/Read/Heard Amelia Island Information</b> (% Yes)	44.7%	46.6%
<b>Influenced by Amelia Island Information</b>		
( <i>Base: Respondents Reporting Seen/Read/Heard Information</i> )	47.6%	50.2%
<b>Avg. Party Budget Breakdown</b>		
Accommodations	\$838	\$922
Restaurant Food/Beverage	456	453
Grocery Store	82	80
Admissions to Attractions	59	55
Other Entertainment	90	116
Retail Purchases	198	211
Miscellaneous	143	166
<b>Amelia Island Base Budget</b>		
Total	\$1,866	\$2,003
Per Person/Trip	666	691
Per Person/Day	148	161

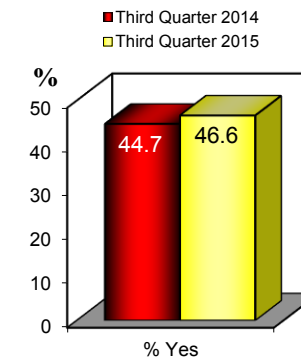
**Information Helpful to Visit (Top Four)**



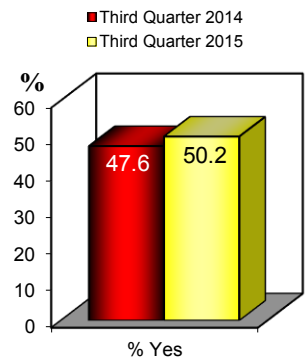
**Satisfaction with Amelia Island**



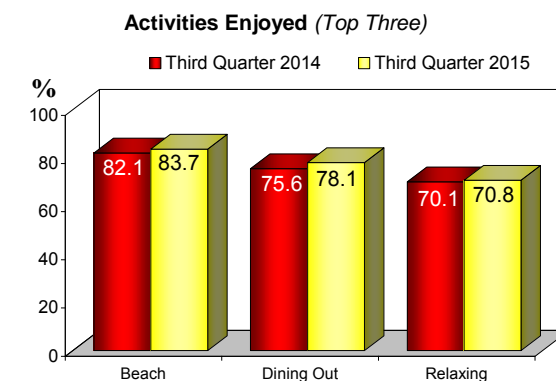
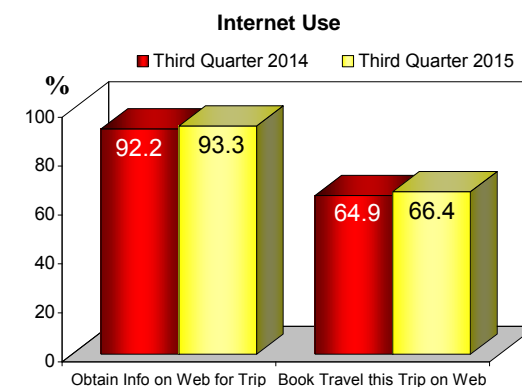
**Seen/Read/Heard Information**



**Information Influenced**



	Third Quarter 2014 <i>n</i> = 570	Third Quarter 2015 <i>n</i> = 609
<b>Used Internet to Get Travel Information for this Trip (% Yes)</b>	92.2%	93.3%
<b>Booked Travel for this Trip on the Internet (% Yes)</b>	64.9%	66.4%
<b>Activities Enjoyed in Area (Multiple Response)</b>		
Beach	82.1%	83.7%
Dining Out	75.6	78.1
Relaxing	70.1	70.8
Walking on the Beach	64.5	67.0
Historic Downtown	61.1	64.3
Shopping	61.2	63.5
Pool	36.4	40.1
Sight-Seeing	35.8	39.3
Shelling	34.2	37.8
State Parks	28.7	31.6
Reading	29.5	31.2
Swimming	28.3	29.0
Wildlife/Environment	21.8	22.5
Bars/Nightlife	18.4	19.6
Antiquing	19.7	18.0
Exercising	12.3	13.8
Art Galleries	13.4	13.5
Visiting with Friends/Relatives	15.0	12.3
Bird Watching	8.5	11.4
Water Cruise	9.2	11.1
Golfing	9.3	10.7
Farmers Market	11.0	10.1
Fishing	7.4	9.0

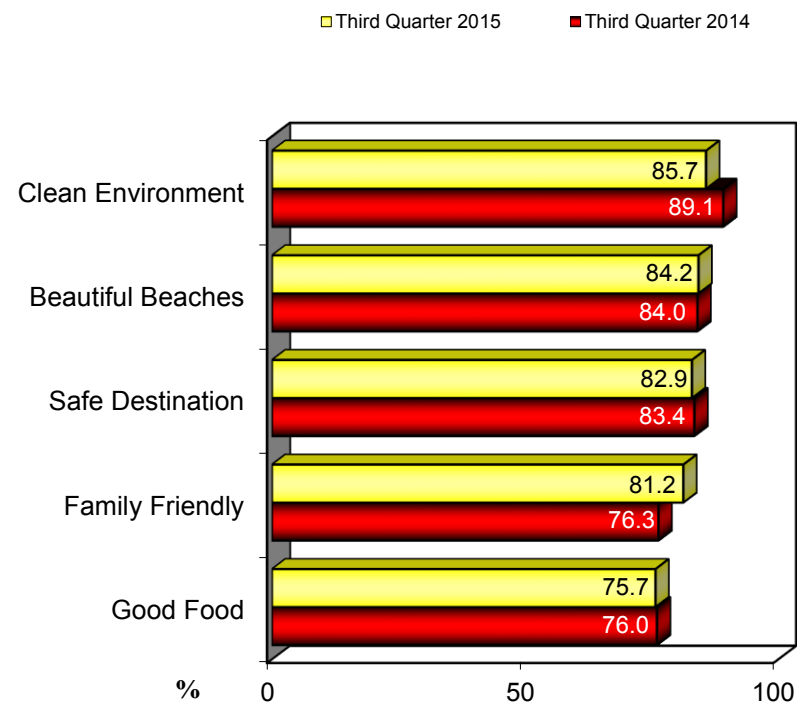




## Attributes that Describe Amelia Island Well

	<u>Third Quarter 2014</u>	<u>Third Quarter 2015</u>
	<i>n = 570</i>	<i>n = 609</i>
Clean Environment	89.1%	85.7%
Beautiful Beaches	84.0	84.2
Safe Destination	83.4	82.9
Family Friendly	76.3	81.2
Good Food & Restaurants	76.0	75.7
Upscale Accommodations	75.1	71.8
Complete Relaxation	75.0	71.0
Historic Downtown	67.8	65.7
Good Value for the Money	61.3	57.4
A Romantic Place	58.0	55.2
Activities for All Ages	49.2	52.4
State Parks	35.8	36.7
Good Golfing	16.0	17.7
Art Galleries	14.1	15.8
Good Fishing	9.8	9.6
Good Water Sports	8.7	8.8

Attributes that Describe Amelia Island (Top Five)





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## Amelia Island Tourist Development Council

For the Month of October 2015

Date Created: Nov 16, 2015

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Tab 2 - Multi-Segment

Amelia Island Tourist Development Council

For the month of: October 2015

Currency: USD - US Dollar

	Current Month - October 2015 vs October 2014												Year to Date - October 2015 vs October 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2014						Occ %		ADR		RevPAR		Percent Change from YTD 2014						Properties		Rooms	
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	68.4	66.7	119.35	114.74	81.69	76.49	2.7	4.0	6.8	8.3	1.4	4.1	72.8	70.5	131.66	124.23	95.88	87.53	3.4	6.0	9.5	10.9	1.2	4.6	3615	2022	418925	298811
Jacksonville, FL	66.2	66.9	100.51	94.23	66.58	63.02	-0.9	6.7	5.6	6.4	0.7	-0.2	69.5	67.3	100.95	94.02	70.21	63.31	3.3	7.4	10.9	11.3	0.3	3.6	267	188	27190	22265
Jacksonville Beaches, FL	68.0	67.1	150.82	143.43	102.61	96.23	1.4	5.2	6.6	6.7	0.1	1.5	72.8	69.3	157.12	148.71	114.34	103.02	5.1	5.7	11.0	12.3	1.2	6.3	97	55	7706	5821
Savannah, GA	72.8	76.5	116.60	106.50	84.93	81.46	-4.8	9.5	4.3	3.0	-1.2	-5.9	74.0	71.6	110.36	101.55	81.72	72.73	3.4	8.7	12.4	12.7	0.3	3.7	170	125	14849	12417
Brunswick/Kingsland, GA	56.7	56.7	116.28	112.17	65.92	63.64	-0.1	3.7	3.6	8.7	4.9	4.8	60.0	56.6	116.39	111.08	69.88	62.88	6.0	4.8	11.1	14.7	3.2	9.5	90	59	6967	5034
Daytona Beach, FL	51.7	47.0	96.02	93.21	49.67	43.81	10.1	3.0	13.4	15.9	2.2	12.5	62.0	57.1	105.68	101.49	65.47	57.95	8.5	4.1	13.0	13.6	0.5	9.1	180	72	13713	8533
Charleston, SC	72.8	77.8	138.57	138.18	100.88	107.45	-6.4	0.3	-6.1	-3.4	2.9	-3.7	75.8	75.8	134.69	127.57	102.10	96.72	-0.0	5.6	5.6	8.2	2.5	2.5	178	126	18970	15245
Nassau County, FL	61.8	65.7	188.12	179.04	116.35	117.70	-5.9	5.1	-1.1	-1.1	0.0	-5.9	71.9	69.5	196.56	186.32	141.27	129.50	3.4	5.5	9.1	9.1	-0.0	3.4	24	13	2266	1955
St Johns County, FL	64.4	60.6	124.20	117.35	79.98	71.09	6.3	5.8	12.5	12.5	0.0	6.3	67.4	63.7	127.72	120.32	86.11	76.65	5.8	6.1	12.3	14.1	1.5	7.5	79	42	5732	3825
Hilton Head/Beaufort, SC	59.3	61.5	131.81	126.78	78.12	78.00	-3.7	4.0	0.2	0.2	0.0	-3.7	64.9	62.9	151.04	145.22	98.08	91.28	3.3	4.0	7.4	7.3	-0.2	3.2	47	33	6097	4403
Fort Walton Beach, FL	52.9	54.9	117.37	120.96	62.11	66.45	-3.7	-3.0	-6.5	-6.8	-0.2	-3.9	62.0	61.3	152.52	146.64	94.50	89.86	1.1	4.0	5.2	7.6	2.3	3.5	86	45	9830	6231

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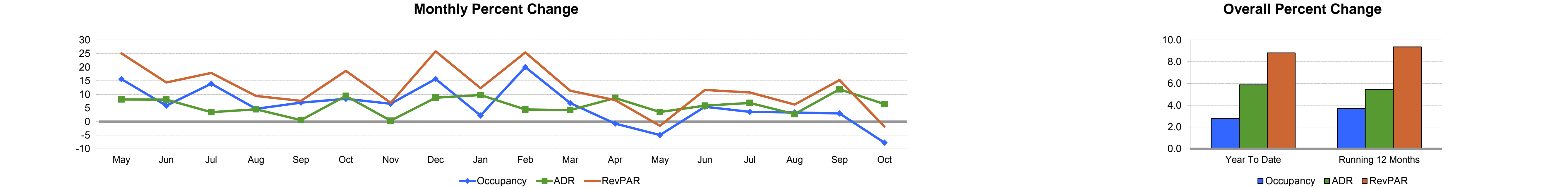
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Tab 3 - Trend Amellia Island+

Amelia Island Tourist Development Council  
For the Month of October 2015

Currency: USD - US Dollar



Occupancy (%)	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	79.4	78.6	83.2	70.0	65.3	67.9	58.8	48.3		56.0	76.4	79.1	77.8	75.5	82.9	86.2	72.3	67.2	62.6	67.3	71.6	73.6	63.6	67.7	70.2
	Last Year	68.7	74.3	73.1	66.8	61.0	62.6	55.2	41.8		54.8	63.7	74.1	78.4	79.4	78.6	83.2	70.0	65.3	67.9	61.2	67.3	71.6	58.2	63.6	67.7
Percent Change	15.6	5.8	13.9	4.7	7.0	8.4	6.6	15.7		2.2	20.0	6.8	-0.7	-4.9	5.5	3.6	3.4	3.0	-7.7	9.9	6.5	2.8	9.3	6.4	3.7	
ADR	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	229.32	226.27	226.58	198.08	176.86	200.50	174.42	163.60		167.80	168.94	252.09	258.63	237.46	239.50	242.17	203.62	197.86	213.38	196.40	208.79	221.05	191.72	203.39	214.48
	Last Year	212.04	209.40	218.94	189.51	175.84	183.20	173.82	150.41		152.82	161.70	241.80	237.95	229.32	226.27	226.58	198.08	176.86	200.50	177.59	196.40	208.79	173.28	191.72	203.39
Percent Change	8.2	8.1	3.5	4.5	0.6	9.4	0.3	8.8		9.8	4.5	4.3	8.7	3.5	5.8	6.9	2.8	11.9	6.4	10.6	6.3	5.9	10.6	6.1	5.5	
RevPAR	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	182.15	177.89	188.62	138.56	115.40	136.14	102.57	79.01		93.97	129.09	199.51	201.34	179.33	198.60	208.82	147.23	132.99	133.67	132.08	149.47	162.63	121.95	137.70	150.60
	Last Year	145.67	155.53	160.02	126.64	107.24	114.77	95.92	62.80		83.70	102.94	179.22	186.60	182.15	177.89	188.62	138.56	115.40	136.14	108.63	132.08	149.47	100.87	121.95	137.70
Percent Change	25.0	14.4	17.9	9.4	7.6	18.6	6.9	25.8		12.3	25.4	11.3	7.9	-1.6	11.6	10.7	6.3	15.2	-1.8	21.6	13.2	8.8	20.9	12.9	9.4	
Supply	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	57,505	55,650	57,505	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	537,784	564,040	563,920	633,826	677,256	677,075
	Last Year	57,536	55,680	57,536	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	516,986	537,784	564,040	620,625	633,826	677,256
Percent Change	-0.1	-0.1	-0.1	-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	4.0	4.9	0.0	2.1	6.9	0.0	
Demand	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	45,676	43,751	47,872	40,225	36,312	39,046	32,725	27,773		32,203	39,688	45,511	43,323	43,427	46,148	49,585	41,580	37,405	36,024	361,665	403,789	414,894	403,164	458,538	475,392
	Last Year	39,528	41,358	42,054	38,449	33,957	36,046	30,727	24,022		31,513	33,085	42,645	43,664	45,676	43,751	47,872	40,225	36,312	39,046	316,226	361,665	403,789	361,265	403,164	458,538
Percent Change	15.6	5.8	13.8	4.6	6.9	8.3	6.5	15.6		2.2	20.0	6.7	-0.8	-4.9	5.5	3.6	3.4	3.0	-7.7	14.4	11.6	2.8	11.6	13.7	3.7	
Revenue	2014									2015									Year To Date			Running 12 Months				
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	2013	2014	2015	2013	2014	2015	
	This Year	10,474,537	9,899,473	10,846,875	7,967,686	6,421,967	7,828,652	5,707,781	4,543,705		5,403,555	6,704,764	11,473,020	11,204,611	10,312,141	11,052,256	12,008,202	8,466,427	7,400,955	7,686,942	71,030,368	84,306,370	91,712,873	77,293,513	93,260,462	101,964,359
	Last Year	8,381,361	8,660,159	9,207,095	7,286,617	5,971,005	6,603,612	5,340,904	3,613,188		4,815,911	5,349,825	10,311,761	10,389,683	10,474,537	9,899,473	10,846,875	7,967,686	6,421,967	7,828,652	56,157,614	71,030,368	84,306,370	62,600,645	77,293,513	93,260,462
Percent Change	25.0	14.3	17.8	9.3	7.6	18.6	6.9	25.8		12.2	25.3	11.3	7.8	-1.6	11.6	10.7	6.3	15.2	-1.8	26.5	18.7	8.8	23.5	20.7	9.3	
Census %	2014									2015																
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct							
	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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Tab 4 - Response Amelia Island+

Amelia Island Tourist Development Council  
For the Month of October 2015

							2013												2014												2015																						
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 Beac	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																																													

A blank row indicates insufficient data.

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Source 2015 STR, Inc.

## Tab 5 - Help

All data is processed by STR using both the current and historical sampling of hotels.  
For further questions about the methodology used to produce our reports, please email [destin@str.com](mailto:destin@str.com).

**Average Daily Rate (ADR)**

Room revenue divided by rooms sold, displayed as the average rental rate for a single room.

**Census (properties and rooms)**

The number of properties and rooms that exist in our database for the area(s) or segment(s) shown on the report.

**Country**

A geographic area that has internationally recognized boundaries, an organized economy, and a sovereign government with external recognition.  
It is typically recognized by the International Organization for Standardization (ISO).

**Custom Segments**

Defined by a + at the end of the segment name. If a custom segment is based on a selected group of properties, new properties that come into the area will NOT automatically be added to this segment.  
The new property can be added alone as long as it has no more than five months of data. Once the property has six or more months of data it is considered an established property, requiring a two property change (add one/drop one or add two).

**Demand (Rooms Sold)**

The number of rooms sold or rented (excludes complimentary rooms).

**Exchange Rate**

The factor used to convert revenue from U.S. Dollars to the local currency. The exchange rate data is obtained from Oanda.com.  
Any aggregated number in the report (YTD, Running 3 month, Running 12 month) uses the exchange rate of each relative month when calculating the data.

**Index**

Index (Occupancy, ADR, RevPar) - Property performance divided by competitive set performance multiplied by 100.  
Internationally, indexes are also referred to as MPI – Market Penetration Index (Occupancy Index), ARI – Average Rate Index (ADR Index), and RGI – Revenue/RevPAR Generation Index (RevPAR Index).

**Market**

A geographic area within a country. Markets are defined by STR and STR Global.

**Occupancy (Occ)**

Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.

**Percent Change**

Amount of growth - up, flat, or down - this period versus same period last year (month or year-to-date). Calculated as ((TY - LY) / LY) \* 100.

**Revenue (Room Revenue)**

Total room revenue generated from the sale or rental of rooms.

**RevPAR (Revenue Per Available Room)**

Room revenue divided by rooms available.

**Sample or % Room Participants**

The percent of rooms from which STR receives data. Calculated as (Sample Rooms/Census Rooms)\* "100"

**Sub-Market**

A geographic sub-area within a Market. Sub-markets are defined by STR and STR Global.

**Supply (Rooms Available)**

The number of rooms times the number of days in the period.

**Twelve Month Moving Average**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values of the given month and of the preceding eleven months.

**WD (Weekday)**

Average of Sunday through Thursday

**WE (Weekend)**

Average of Friday and Saturday

**Year-to-date**

Measures (Occ, ADR, RevPAR, Supply, Demand, Revenue) are calculated using the sum of the values from January 1 of the given year.

# ACTIVITY

# Amelia Island Tourist Development Council

## Activity Report

OCTOBER 2015

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# Tourism

## Administration

### 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

# Tourism

## Monthly Recap

Sounds on Centre wrapped up the final performance of the summer during the first Friday of the month. The inaugural Pirate Festival took place and we also welcomed multiple venue performances from Amelia Island Jazz Festival. Fall is in the air as pumpkins come alive on Amelia Island and Halloween festivities were abundant. During the month, 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
- 🐼 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 7 tour bus and over 3927 Visitors to the Welcome Center

### 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 meeting
- 🐼 Attended JaxSports monthly meeting
- 🐼 AICVB Annual Industry Meeting

### Travel/Trade Shows

- 🐼 No travel trade shows attended in October 2015

### Events

- 🐼 Inaugural Pirate Festival
- 🐼 Sounds on Centre
- 🐼 Amelia Island Jazz Festival

# 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
- 🐼 Finalizing advertising plans for FY2016
- 🐼 Coordinating Visitor Guide update process with project scheduling, content and partner call-to-actions for submissions
- 🐼 Finalized holiday lighting program
- 🐼 Coordinating Dickens on Centre event planning with PRI Productions including entertainment, vendors, logistics, promotion, community support, etc.
- 🐼 Organizing Restaurant Week 2016 including media placements, restaurant registrations, creative development, special events and sponsorships
- 🐼 Finalized annual industry meeting and FY marketing plans with team
- 🐼 Manage meeting RFPs, photo shoot requests and third party events

# Tourism

## Digital/International

- Website shows strong traffic and growth from opportunity markets including Germany, Canada, and UK
- Led nomination and online voting for 2015 APA Great Places in Florida Award, Historic Downtown Fernandina Beach took first place by a healthy margin.
- In-house content studio produced thirty-second sea turtle excavation video for use on TripAdvisor UK, piece can be leveraged across social channels.
- PBS Family Travel with Colleen Kelly filmed on Amelia Island. It airs on over 90% of PBS Stations, of which there are over 350 in the US, reaching 99% of all US TV households. Locations included Fort Clinch, Shrimping on Ye Olde Pirate, Petanque Lesson at Central Park, Pirate Playground, Sea turtles on American Beach, the American Beach Museum, Amelia Culinary Academy, and the Amelia Island Museum of History.
- Worked with First Coast partners on preparing for World Travel Market in London, created video in German as well as dozens of new press kits available on flash drive
- Launched page with special lodging packages that include Yo-Yo Ma ticketing.
- Produced video for Amelia Concours Week to be considered for a New York Times advertising placement.
- Prepared collateral for digital co-ops.
- Launched FY2016 Q1 digital media.
- Managed ongoing updates of holiday events and accommodations packages at [AmeliasIslandChristmas.com](http://AmeliasIslandChristmas.com).
- Negotiated JackRabbit MetaDirect makegood.
- Selected technology partner for Dickens on Centre Window Dressing Contest.
- Finalized travel guide functional specifications and template.

# Tourism

## **Advertising (Paradise)**

- 🐼 Agency continued to receive and review media placement opportunities for 2015.
- 🐼 Agency provided design files for the Amelia Concours Week logo.
- 🐼 Agency renewed two website domain names.
- 🐼 Agency provided estimate for the 2016 Visitor Guide design.
- 🐼 Agency coordinated and submitted reader response form for the Visit Florida Annual Magazine.
- 🐼 Agency participated in conference calls with Client, Visit Florida and Black Diamond to discuss the 2016 London bus shelter takeover.

## **Upcoming in November**

- 🐼 Agency/Client to further discuss the creative direction concepts that were presented to Client during the Creative Exploration phase.
- 🐼 Agency to begin the development of the Brand Guidelines, which is phase three of the Brand Evolution initiative based on approval of the brand evolution.
- 🐼 Agency to provide estimate to design 2016 Value Card brochure design and proceed upon approval.
- 🐼 Agency to design and submit creative for the London bus shelter takeover.
- 🐼 Agency to design and submit the following creative:
  - Toronto Star – November 21
  - Travel + Leisure – January 2016
  - Visit Florida Travel Guide through BMI (3 ads) – Annual 2016
  - Condé Nast Traveler – February 2016
  - Travel + Leisure – March 2016
  - Food & Wine – May 2016
  - Condé Nast Traveler – May 2016

# Tourism

## **Public Relations**

### **Hayworth Creative**

#### **Media Development**

- Submitted 4 responses to leads from HARO, Media Kitty, SATW, etc. on behalf of Amelia Island.
- Provided images and captions to First Coast Relocation Guide for The Neighborhoods section of the 2016 guide for new Jacksonville residents.
- Sent information and statistics to Travel Press (Canada) writer for destination piece on Amelia Island.
- Met with 16 individual media outlets including print, online and freelance during agency appointments in NYC.
- Sent information on haunted Amelia Island to writer McLean Robbins for Halloween story on haunted luxury hotels.
- Fact checked story for 2016 Visit Florida Visitors Guide on Pippi Longstocking house.
- Followed up on Taste of Emeril's Florida media reception with information on restaurant week, shrimp festival, fish to fork as well as new restaurants, the farmer's market and sprouting project.
- Submitted information on golf courses and rates for season to VISIT FLORIDA for their Canadian golf media newsletter.
- Requested holiday spa treatments from Omni Amelia Island Plantation Resort and The Ritz-Carlton, Amelia Island for American Spa.
- Submitted destination fact sheet and nature release for World Travel Market newsroom.
- Coordinated interview with Athens Banner Herald regarding Florida v. Georgia weekend and events.
- Provided images and content for writer Cortney Fries upcoming story on MakeltBetter.com to feature the Omni Amelia Island Plantation, The Ritz-Carlton, Amelia Island and island dining and activities.
- Submitted information on shopping and Black Friday on Amelia Island for VISIT FLORIDA press release.
- Collected Cyber Monday deals from island hotels for media pitch.
- Presented opportunity to host Family Circle photo shoot at The Ritz-Carlton, Amelia Island but resort declined.
- Conducted follow up with Toronto media from September 30 media reception.

#### **Press Trips**

- Working with VISIT FLORIDA on media visits for Florida Encounter on Amelia Island (November 30-December 2). Media will experience river cruise and dining downtown on December 1.
- Finalized itinerary for travel writer Diane Macklin on story for Wedding 411 magazine. Writer is visiting in November and will submit the story for publication.
- Working on itinerary for NFocus Magazine visit for January 2016 at Omni Amelia Island Plantation and The Ritz-Carlton, Amelia Island.
- Finalized itinerary for writer Stacey Marcus on her upcoming visit November 7-11 for Southern Bride.
- Presented opportunity to host Travelgirl magazine publisher and family in December for Dickens on Centre. Industry declined as request was for too many nights.

# Tourism

- Created day itinerary for travel writer Toby Saltzman to experience destination while in Jacksonville.
- Secured travel writer Carrie McLauren and her family for December visit to experience Dickens on Centre. Started working on itinerary.

## **Press Releases**

- Collected hotel packages for Restaurant Week press release to be distributed in November.
- Wrote and distributed Top 10 US Islands Conde Nast Traveler press release to media.
- Wrote and distributed American Planning Association Great Places in Florida Award press release to media.

## **Promotions**

- Working with PureWow to coordinate promotion for January to be distributed to their subscribers.
- Contacted Lilly Pulitzer's marketing team regarding working together on promotion with the Amelia Island Tunic.
- Contacted Nordstrom at Phipps Plaza regarding working together on a promotion or PR stunt.
- Coordinating Restaurant Week promotions with Jacksonville Magazine and Edible Orlando.
- Started coordinating Harris Teeter promotion for 2016.
- Coordinated prize package for Omni Amelia Island Plantation to be featured on Jan. 4 Wheel of Fortune.
- Secured prize package for Jacksonville Magazine promotion to run in conjunction with the Amelia Island "Best" feature.
- Presented opportunity to participate in VISIT FLORIDA radio promotion with WQAL is Cleveland.

## **Miscellaneous**

- Identified and secured digital influencer and copy points for December Travel + Leisure advertorial.
- Coordinated invitation design, managed RSVP, created slideshow and presented at Amelia Island Industry Meeting.
- Requested images from industry and managed creating new photo library for editorial requests.
- Sent ConventionSouth nomination form for top meeting professionals to the CVB and resorts.
- Created copy and provided assets for February Conde Nast advertorial.
- Provided headline, copy, image and logo for Conde Nast Traveler November Postcard newsletter and Florida Escapes eblast.
- Provided copy and image for the December VISIT FLORIDA co-op in Atlanta magazine.
- Provided helicopter suggestions for Omni Amelia Island Plantation Resort's Valentine's Day package.
- Updated marketing plan PR objectives for 2015/2016.
- Prepared Activity and Publicity Reports.



# Amelia Island Tourist Development Council

## Activity Report

NOVEMBER 2015

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# Tourism

## Administration

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### Mission Statement

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### 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

# Tourism

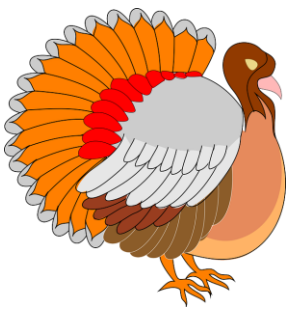
## Monthly Recap

Fort Clinch State Park hosted a weekend event to salute our Armed Forces on Saturday, November 14 and Sunday November 15. Visitors enjoyed two days filled with military history and displays from the Revolutionary War to present day while interacting with living historians from each major U.S. military conflict. Period music and firing demonstrations highlighted the experience.

Also the annual “International Petanque Tournament” was happening on November 14<sup>th</sup> and 15<sup>th</sup>. Petanque’s popularity keeps rising in our country. But players are scattered over the 50 states and do not have many opportunities to meet, mingle and play. Last year, 256 players came from 22 states plus 11 countries and had a marvelous time. Lots of new friendships were made. High fives and laughter went on from morning till night. It certainly helps that the Fernandina Harbor marina is a beautiful setting, with plenty restaurants and shopping within walking distance, and lots of breeze and sunshine.

Let’s don’t forget Thanksgiving as various select restaurants remained open to feed the thankful, Pajama Friday shopping, and the City of Fernandina Beach had their grand lighting of the city Christmas tree complete with Santa!

During the month, 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
- 🐼 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 6 tour bus and over 3400 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 meeting
- 🐼 Attended JaxSports monthly meeting
- 🐼 FAC Legislative Conference - sponsorship

### Travel/Trade Shows

- 🐼 World Travel Market: London

### Events

- 🐼 Petanque Tournament
- 🐼 Pajama Friday
- 🐼 City of Fernandina annual Tree Lighting

# 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
- 🐼 Finalizing advertising plans for FY2016
- 🐼 Coordinating Visitor Guide update process with project scheduling, content and partner call-to-actions for submissions
- 🐼 Finalized holiday lighting program
- 🐼 Coordinating Dickens on Centre event planning with PRI Productions including entertainment, vendors, logistics, promotion, community support, etc.
  - Finalized First Coast magazine photo shoot and story
  - Finalized holiday lighting program
  - Hosted Merchants DOC meeting
  - Finalized photographer for Santa
  - Coordinating with Cynthia Riegler for costumes
  - Finalize media partnership with Action News
  - Overseeing logistics with electrician, art fair, PRI Productions, vendors, event signage
  - Finalized sound scapes with JFDI Productions
- 🐼 Organizing Restaurant Week 2016 including media placements, restaurant registrations, creative development, special events and sponsorships
- 🐼 Manage meeting RFPs, photo shoot requests and third party events
- 🐼 Hosted Canadian journalist Toby McGuire from Canada media mission
- 🐼 Coordinating Amelia Concours Week – placing ad buy, refreshing ad creative, meetings with Bill Warner with Amelia Concours d’Elegance and new Vintage Gran Prix with Ralph Thomas
- 🐼 Meeting planner site visit with GameTime for January business at Omni
- 🐼 Hosted partner co-op fair with publishers
- 🐼 Attended Florida Association of County reception

# Tourism

## Digital/International

- 🐼 Website received Silver Adrian Award.
- 🐼 TripAdvisor:
  - Launched major content partnership. Amelia Island was one of two US destinations chosen.
  - Integrated user reviews into Restaurants and Activities sections of Ameliasland.com.
- 🐼 In-house content studio produced series of short videos for Instagram and Facebook and prepared for extensive coverage of upcoming Dickens on Centre event.
- 🐼 Web traffic from target markets continues to be strong, especially from NY Metro area.
- 🐼 Built out Ameliaslandchristmas.com and promoted Dickens on Centre across social channels.
- 🐼 Presented with First Coast World Travel Market in London working with Visit Florida and Jacksonville Airport on new initiatives.
- 🐼 Digital advertising
  - Developed creative for New York Times Visit FL co-op
  - Optimized performance of Madden and Adara media partners.
  - Negotiated Conde Nast ad buy with custom article
  - Briefed Digital Edge on Lonely Planet creative direction and briefed Lonely Planet on custom article
  - Co-produced co-op fair.
- 🐼 Refined and optimized Amelia Island's presence on new TripTuner feature created for German market.
- 🐼 Managed ongoing updates of holiday events and accommodations packages at AmeliaslandChristmas.com.
- 🐼 Developed an evaluation framework for Dickens on Centre.
- 🐼 Refreshed and relaunched the Restaurant Week Website.
- 🐼 Secured calendar Q1 blogger support (2 bloggers of 90 applicants).
- 🐼 Launched Website for Visit FL Thomas Cook partnership.
- 🐼 Weekly blog posts and emails (eco-tourism, holiday shopping guide, etc)

# Tourism

## **Public Relations**

### **Hayworth Creative**

#### **Media Development**

- 🐼 Submitted X responses to leads from HARO, Media Kitty, SATW, etc. on behalf of Amelia Island.
- 🐼 Provided information on Amelia Island to travel writer Nevin Martell
- 🐼 Provided images for Fodor's article titled "America's Most Beautiful Barrier Islands".
- 🐼 Sent opportunity from BizBash for corporate wellness retreats and hotels and resorts on Amelia Island offering related experiences for guests.
- 🐼 Sent photos to Amelia Now for upcoming issue to feature Amelia Island's most recent awards.
- 🐼 Sent information on Amelia Island holiday events including Dickens on Centre, Cookie Tour, Black Friday Pajama shopping, etc. for TravelMole's weekly newswire from VISIT FLORIDA.
- 🐼 Submitted health, wellness, spa, outdoor activities and healthy dining to VISIT FLORIDA for their January pitching efforts.
- 🐼 Arranged interview between Lisa Simundson and Gil Langley regarding the destination hosting VISIT FLORIDA's Florida Encounter.
- 🐼 Provided information for Meetings Today about Ritz-Carlton, Amelia Island's Honey Break for upcoming story on active experiences for meeting groups.
- 🐼 Provided access to image library for upcoming book "1000 Places to See Before You Die in the United States" by Patricia Schultz to feature Amelia Island.
- 🐼 Provided images of Omni Amelia Island Plantation for Jacksonville Magazine online story.
- 🐼 Pitched Dickens on Centre cooking demonstrations to local television stations for LuLu's at The Thompson House.
- 🐼 Sent information on Amelia Island accommodations, activities and dining to freelance writing Barbara Twardowski who is interested in an individual media trip.
- 🐼 Sent dining partners opportunity to provide hot toddy and warm cocktail recipes for Cool Material roundup with Thrillist.
- 🐼 Requested gingerbread-inspired cocktails and desserts from dining partners and resorts in response to media lead for the holidays.
- 🐼 Sent images of Dickens on Centre for Florida Budget Travel feature.
- 🐼 Provided images of Dickens on Centre for Mary Thurwachter for daily newspaper inclusion.
- 🐼 Sent information on what is new for 2016 in Florida for UK pitches by VISIT FLORIDA.
- 🐼 Sent photos of Dickens on Centre for inclusion on Observer Newspaper.
- 🐼 Submitted holiday packages and offers for Discover America Canada Canadian Traveller Column.
- 🐼 Participated in planning call with Edible Northeast Florida to discuss opportunities to work together on editorial and promotions including Restaurant Week. Also sent information on farmer's markets for upcoming story.
- 🐼 Represented Amelia Island as part of agency media mission to Atlanta and Birmingham.

# Tourism

## **Press Trips**

- Finalized media itinerary for meeting trade writers (10) during VISIT FLORIDA's Florida Encounter including a river cruise, trolley tour and dinner downtown.
- Finalized day trip activities for Canadian travel writer Toby Saltzman including Amelia Island River Cruise, lunch at Marsh's Edge and exploration on Centre Street.
- Working with Canadian golf writer Robert Thompson on visiting Amelia Island January 22-24 as part of a trip to Orlando. Outlets include CanadianGolfer.com, Global Golf Post and Global News.
- Secured accommodations and began working on itinerary for two international bloggers with VISIT FLORIDA for December 12 & 13, but VISIT FLORIDA postponed trip,
- Secured and created itinerary for travel writer Carrie McLaren focusing on family-friendly and Dickens on Centre for December 4-6.

## **Press Releases**

- Collected special Cyber Monday hotel offers and distributed through agency press release to local, state, regional and national media outlets.
- Created and distributed press release seeking vendors for Dickens on Centre to local media.
- Created and distributed press release announcing Dickens on Centre events to local, state, regional and national media outlets.
- Created and distributed press release announcing VISIT FLORIDA Encounter and Leadership Summit to local and state media.
- Created and distributed 2015 American Planning Association Florida's People's Choice Award press release to local and state media.

## **Promotions**

- Presented opportunity to participate in VISIT FLORIDA Cleveland radio promotion with WQAL-FM.
- Presented opportunity to participate in VISIT FLORIDA Sunny Staycation promotion with Orlando station WOCL-FM. Secured Residence Inn Amelia Island for participation.
- Confirmed Amelia Island prize package for 2016 Harris Teeter promotion.
- Presented opportunity to participate in VISIT FLORIDA radio promotion in the Toronto market with CIDC-FM.
- Presented opportunity to participate in VISIT FLORIDA radio promotion in Indianapolis with WTTS-FM.

## **Miscellaneous**

- Provided content and images for Conde Nast Traveler Florida February advertorial.
- Assisted Crescendo Amelia with uploading holiday events to the online calendar.