

AMELIA ISLAND TDC

BOARD BOOK

Wednesday, October 26th , 2016

AMELIA ISLAND



TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, October 26, 2016
Location: Fernandina Beach City Hall, 3 P.M.

Agenda

- I. Call to Order Danny Leeper
- II. Approval of August 24, 2016 Meeting Minutes Danny Leeper
- III. Budget & Performance Report Gil Langley
 - a. August/September Taxable Revenue
 - b. August/September Financials
 - c. STR Report
 - d. FY2016 Visitor Profile
- IV. Amelia Island Tourist Development Council Update Staff
 - a. Public Relations Kaitlin Harris
 - b. Interactive Ktimene Axtell
 - c. Digital and International Kate Harris
 - d. Strategic Initiatives Leigh Palmer
- V. Old Business
 - a. Leave No Trace Ordinance
 - b. Marketing Plan FY2017
- VI. New Business
 - a. Hurricane Matthew Cleanup
 - b. Public Art Project
 - c. FB Special Events Policy
 - d. Joint Planning BOCC/FBCC
- VII. Public Input
- VIII. Adjourn

MINUTES

urist Development Council
Wednesday, August 24, 2016
3:00 p.m.
Fernandina Beach City Hall Commission Chambers
204 Ash Street, Fernandina Beach, FL 32034

Present: David Caples, Barbara Halverstadt, Bob Hartman, Jim McManemon, George Sheffield, Donald Stamets
Absent: Danny Leeper, Robin Lentz, Tim Poynter, Jack Healan
Staff: Gil Langley, Amy Lacroix, Deb Nordstrom, Kate Harris, Ktimene Axetell

I. Call to Order

Meeting was called to order by David Caples at 3:00 p.m.

II. Approval of Minutes – June 29, 2016 TDC Meeting

A motion was made by Jim McManemon to approve minutes of last meeting and seconded by Bob Hartman. All approved.

III. Budget & Performance Report

- a) **June Taxable Revenue:** Up 1.9% over last year. July numbers had not come in at time of this meeting.
- b) **July/August Financials:** Budget in line through August excluding revenue for July. Revenues are exceeding budget by \$476,758 through June. Major expenses are all under budget.
- c) **Budget 2016/17 discussion:** Proposing a 1.2 carry forward and increase of 5% increase in projected bed tax collections.
- d) **STR Report & Second Quarter:** July showed incremental growth with occupancy increasing 1.9% and RevPar up 3.2%. YTD occupancy is 76.3%, ADR is up 3.4%.

IV. Amelia Island TDC Update:

- a) **Public Relations:** Kevin Hayworth gave the report from Hayworth Public Relations' activity for the past 2 months. A visual slide presentation assisted describing the various press and writer visits that occurred. Amongst several he highlighted the following: U.S. News, Tennessean, and AJC. Other areas of interest included promotions with the OMNI AI's Wheel of Fortune, FL GA weekend, our own Pokemon Break, and a SE Toyota dealer's promo. They also attended the OMNI CNN in Atlanta's Media luncheon then emphasized other media coverages as well as concluding with a report on ZIKA.
- b) **Interactive:** Using mitigation tactics Ktimene Axetell introduced the strategy of using the environmental forces surrounding Florida and coming up with positive campaigns to offset these. Will be launching Seize the Summer campaign soon. She gave a preview of 2017 and how email and search engines will be used.
- c) **Marketing & Promotions:** Amy Lacroix gave her report on Christmas in July focusing on her trip to Atlanta with Santa where they visited the zoo and aquarium. This promo was intended to drive people to our website towards the upcoming Dickens on Centre event. Flowing into her use of Time Inc., and Conde Nast along with a review of current advertising efforts. She finalized with her 2017 forecast and strategies planned as well as a review of our target markets.

- d) **Digital and International:** Kate Harris gave her performance of “how to fuel the other campaigns” by telling a story about Amelia Island via the website focusing on content expansion, use of videos, and expanding on user generated content (posts from others that we are allowed to use). The international numbers are measured from visitors so far this year by quarter. We will continue to work with Visit Florida, and attend international shows like IPW, WTM, and ITB.

V. Old Business

Visit Florida’s Governor’s Conference on Tourism

- This is coming up September 6-10, 2016.

VI. New Business

- Annual Industry Meeting is coming up October 19, 2016.
- Jim McManemon recently visited NYC and gave brief remarks that he would like to see this market captured.
- Jim McManemon asked if there were any further ways to assist the annual Concours De’ Elegance event with any marketing. Gil Langley explained that the TDC currently pays an annual sponsorship of \$15,000 as well as over \$25,000 in marketing help. Mr. McManemon asked if the sponsorship amount could increase. Discussions followed, Bob Hartman asked if this could include a multiyear contract to continue Amelia Island as the venue. Mr. Sheffield asked for clarification of any known problems concluding that space, parking, operation cost increases, staff lodging costs, and production increases from vendors are a few.
 - Donald Stamets made a motion to add a 3 to 5-year clause in the sponsorship agreement between TDC and Concours. Dave Caples seconded this motion and all approved.
 - Jim McManemon then moved to increase the sponsorship from the TDC to Concours De’ Elegance to \$45,000. George Sheffield seconded this and all approved.

VII. Public Input

- No public input

VIII. Meeting adjourned at 4:47 pm

Approved _____, 2016
Tourist Development Council of Amelia Island, Florida

By: _____
Danny Leeper, Chair

By: _____
Attest: Gil Langley, Managing Director

BUDGET REPORT

10/22/2016 11:30
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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2016 12

ACCOUNTS FOR: 137 ORIGINAL APPROP	AI TOURIST DEVELOP FUND REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
37000000 AI TOURIST DEVELOP FUND						
137 .000.312120.		TOURIST DEVELOPMENT TAX				
-4,567,500.00	-5,401,643.00	-5,296,555.96	-419,912.60	0.00	-105,087.04	98.1%*
137 .000.361101.		INTEREST-BANK				
0.00	0.00	-1,006.39	0.00	0.00	1,006.39	100.0%
137 .000.361101.BUN01		INTEREST-BANK				
0.00	0.00	-908.61	0.00	0.00	908.61	100.0%
137 .000.361101.CBC1		INTEREST-BANK				
0.00	0.00	-104.57	0.00	0.00	104.57	100.0%
137 .000.361101.EVRB		INTEREST-BANK				
0.00	0.00	-16,942.67	0.00	0.00	16,942.67	100.0%
137 .000.361161.EVRB5		CD INTEREST				
0.00	0.00	-7,733.51	0.00	0.00	7,733.51	100.0%
137 .000.361161.EVRB6		CD INTEREST				
0.00	0.00	-897.51	0.00	0.00	897.51	100.0%
137 .000.399951.		CASH FWD-RESEARCH/ADMIN				
-50,452.00	-49,680.00	0.00	0.00	0.00	-49,680.00	.0%*
137 .000.399952.		CASH FWD-MARKETING				
-1,901,070.00	-2,213,162.00	0.00	0.00	0.00	-2,213,162.00	.0%*
137 .000.399953.		CASH FWD-TRADE				
-748,609.00	-648,697.00	0.00	0.00	0.00	-648,697.00	.0%*
137 .000.399954.		CASH FWD-BEACH IMPROVEMENTS				
-1,705,622.00	-1,700,557.00	0.00	0.00	0.00	-1,700,557.00	.0%*
TOTAL AI TOURIST DEVELOP FUND						
-8,973,253.00	-10,013,739.00	-5,324,149.22	-419,912.60	0.00	-4,689,589.78	53.2%
37521582 TDC ADMIN FEES-TRANS OUT						
137 .521.582.58.591910.CLERK		ADMINISTRATIVE FEE-CLERK				
68,512.00	81,024.00	79,448.34	6,298.68	0.00	1,575.66	98.1%
137 .521.582.58.591910.TAXCO		ADMIN FEE-TAX COLLECTOR				
68,512.00	81,024.00	79,448.34	6,298.68	0.00	1,575.66	98.1%
TOTAL TDC ADMIN FEES-TRANS OUT						
137,024.00	162,048.00	158,896.68	12,597.36	0.00	3,151.32	98.1%
37522552 TDC RESEARCH/ADMIN						
137 .522.552.55.531041.		MANAGEMENT FEE-CVB				
664,571.00	785,939.00	770,648.91	162,748.48	0.00	15,290.09	98.1%

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2016 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND						
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED	
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TOTAL TDC RESEARCH/ADMIN							
664,571.00	785,939.00	770,648.91	162,748.48	0.00	15,290.09	98.1%	
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37523552 TDC MARKETING							
<hr/>							
137 .523.552.55.548110.		ADV CONT-AD PRODUCTIONS					
235,000.00	235,000.00	131,060.56	25,062.25	0.00	103,939.44	55.8%	
137 .523.552.55.548120.		ADV CONT-MAG PLACEMENT					
2,342,159.00	2,764,429.00	1,582,727.96	388,105.00	0.00	1,181,701.04	57.3%	
137 .523.552.55.548240.		ADV CONT-WEBSITE					
250,000.00	280,000.00	241,509.75	32,738.77	0.00	38,490.25	86.3%	
137 .523.552.55.548250.		ADV CONT-FOCUS GROUP RESERVE					
75,000.00	75,000.00	65,543.74	13,474.99	0.00	9,456.26	87.4%	
137 .523.552.55.548330.		ADV IN HOUSE-MISC					
30,000.00	45,000.00	39,046.42	9,907.34	0.00	5,953.58	86.8%	
137 .523.552.55.548350.		ADV IN HOUSE-GOLF GETAWAY					
54,600.00	57,330.00	57,330.00	0.00	0.00	0.00	100.0%	
137 .523.552.55.548520.		SPECIAL EVENTS					
198,000.00	478,000.00	464,584.75	119,949.87	0.00	13,415.25	97.2%	
137 .523.552.55.548530.		GRANT - MUSEUM STIPEND					
17,500.00	17,500.00	17,500.00	0.00	0.00	0.00	100.0%	
137 .523.552.55.548640.		EQUIPMENT					
7,500.00	7,500.00	66.58	0.00	0.00	7,433.42	.9%	
137 .523.552.55.548710.		P R - AGENCY FEES					
78,050.00	78,050.00	72,400.00	18,000.00	0.00	5,650.00	92.8%	
137 .523.552.55.548720.		P R - AGENCY EXPENSES					
60,000.00	60,000.00	37,922.73	19,569.72	0.00	22,077.27	63.2%	
137 .523.552.55.548740.		P R FUNCTIONS-ON ISLAND					
25,000.00	25,000.00	525.67	0.00	0.00	24,474.33	2.1%	
137 .523.552.55.548770.		P R - MISC/AIR FARES					
5,000.00	5,000.00	0.00	0.00	0.00	5,000.00	.0%	
TOTAL TDC MARKETING							
3,377,809.00	4,127,809.00	2,710,218.16	626,807.94	0.00	1,417,590.84	65.7%	
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37523581 TRANS OUT-GENERAL-EQUIPMENT							
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137 .523.581.58.591016.		TRANS OUT-GENERAL-EQUIPMENT					
2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	.0%	

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2016 12

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
TOTAL TRANS OUT-GENERAL-EQUIPMENT								
2,000.00	2,000.00	0.00	0.00	0.00	2,000.00	.0%		
37524552 TDC TRADE SHOWS/TRAVEL TR								
137 .524.552.55.548015.		INFORMATION SERVICES						
4,500.00	4,500.00	0.00	0.00	0.00	4,500.00	.0%		
137 .524.552.55.548018.		TRAVEL TRADE PUBLICATIONS						
15,000.00	115,000.00	0.00	0.00	0.00	115,000.00	.0%		
137 .524.552.55.548019.		HOSPITALITY SERVICES						
135,000.00	135,000.00	124,814.26	7,274.55	0.00	10,185.74	92.5%		
137 .524.552.55.548111.		DUES/SUBSCRIPT/TRAINING						
25,000.00	25,000.00	11,112.44	695.00	0.00	13,887.56	44.4%		
137 .524.552.55.548121.		PRINTING-BROCHURES						
400,000.00	215,000.00	112,543.81	8,228.17	0.00	102,456.19	52.3%		
137 .524.552.55.548131.		FREIGHT/FEDERAL						
5,000.00	5,000.00	219.89	0.00	0.00	4,780.11	4.4%		
137 .524.552.55.548141.		REGIST-REG-TRADE SHOWS						
25,000.00	125,000.00	25,612.15	5,206.15	0.00	99,387.85	20.5%		
137 .524.552.55.548151.		OTHER TRAVEL EXPENSE						
35,000.00	35,000.00	19,992.74	3,040.32	0.00	15,007.26	57.1%		
137 .524.552.55.548161.		ON ISLAND - FAMS						
40,000.00	215,000.00	64,203.04	2,880.91	0.00	150,796.96	29.9%		
137 .524.552.55.548180.		PROMOTIONAL SUPPLIES						
8,548.00	43,548.00	36,315.70	3,876.76	0.00	7,232.30	83.4%		
TOTAL TDC TRADE SHOWS/TRAVEL TR								
693,048.00	918,048.00	394,814.03	31,201.86	0.00	523,233.97	43.0%		
37525539 TDC BEACH IMPROVMENTS								
137 .525.539.53.534102.		CONTRACT SERVICE-BEACH CLEAN						
433,048.00	433,048.00	116,051.02	27,893.19	0.00	316,996.98	26.8%		
137 .525.539.53.554000.		DUES & SUBSCRIPTIONS						
10,000.00	10,000.00	6,000.00	0.00	0.00	4,000.00	60.0%		
TOTAL TDC BEACH IMPROVMENTS								
443,048.00	443,048.00	122,051.02	27,893.19	0.00	320,996.98	27.5%		
37999599 RESERVES								
137 .999.599.59.599052.		RESERVES RESEARCH/ADMINISTRATI						

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2016 12

ACCOUNTS FOR: 137	AI	TOURIST DEVELOP FUND						
ORIGINAL	APPROP	REVISED	BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
	50,452.00	49,680.00		0.00	0.00	0.00	49,680.00	.0%
137 .999.599.59.599053.				RESERVES MARKETING	0.00	0.00	1,489,089.00	.0%
	1,401,070.00	1,489,089.00		0.00	0.00	0.00	254,609.00	.0%
137 .999.599.59.599054.				RESERVES TRADE	0.00	0.00	1,781,469.00	.0%
	498,609.00	254,609.00		0.00	0.00	0.00	3,574,847.00	.0%
137 .999.599.59.599055.				RESERVES BEACH	0.00	0.00		
	1,705,622.00	1,781,469.00		0.00	0.00	0.00		
TOTAL RESERVES								
	3,655,753.00	3,574,847.00		0.00	0.00	0.00	3,574,847.00	.0%
TOTAL AI TOURIST DEVELOP FUND								
	0.00	0.00		-1,167,520.42	441,336.23	0.00	1,167,520.42	100.0%
TOTAL REVENUES								
-8,973,253.00		-10,013,739.00		-5,324,149.22	-419,912.60	0.00	-4,689,589.78	
TOTAL EXPENSES								
8,973,253.00		10,013,739.00		4,156,628.80	861,248.83	0.00	5,857,110.20	

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BOARD OF COMMISSIONERS
 YEAR-TO-DATE BUDGET REPORT

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FOR 2016 12

ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
GRAND TOTAL 0.00	0.00	-1,167,520.42	441,336.23	0.00	1,167,520.42	100.0%
** END OF REPORT - Generated by Gil Langley **						

Amelia Island TDC
September 2016 Financial



Account		Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
			Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2016 Budget	Budget Avl.
INCOME														
312120	Bed Tax Collection Other Income - Reserves TOTAL INCOME		\$419,913	\$288,750	\$131,163	\$437,764	(\$17,851)	\$5,297,417	\$4,567,500	\$729,917	\$4,953,964	\$343,453	\$5,401,643	\$104,226
				\$143,750	(\$143,750)	\$0	\$0	\$0	\$1,725,000	(\$1,725,000)	\$1,362,500	(\$1,362,500)	\$1,725,000	\$1,725,000
			\$419,913	\$432,500	(\$12,587)	\$437,764	(\$17,851)	\$5,297,417	\$6,292,500	(\$995,083)	\$6,316,464	(\$1,019,047)	\$7,126,643	\$1,829,226
37521552		Cost of Collections												
	549021	Clerk Fee 1.5%	\$6,299	\$4,331	\$1,967	\$6,566	(\$268)	\$79,461	\$68,513	\$10,949	\$74,309	\$5,152	\$81,025	\$1,563
	549051	Tax Collector Fee 1.5%	\$6,299	\$4,331	\$1,967	\$6,566	(\$268)	\$79,461	\$68,513	\$10,949	\$74,309	\$5,152	\$81,025	\$1,563
	Total		\$12,597	\$8,663	\$3,935	\$13,133	(\$536)	\$158,923	\$137,025	\$21,898	\$148,619	\$10,304	\$162,049	\$3,127
	NET	Tourist Development Funds	\$407,316	\$423,838	(\$16,522)	\$424,631	(\$17,315)	\$5,138,494	\$6,155,475	\$708,019	\$6,167,845	(\$1,029,351)	\$6,964,594	\$1,826,099
37522552		TDC Research/Admin. 15%												
	531041	Management Fee CVB	\$61,097	\$42,013	\$19,084	\$63,695	(\$2,597)	\$770,774	\$664,571	\$106,203	\$720,802	\$49,972	\$785,939	\$15,165
37523552		Marketing - 65%												
	548110	Ad Production	\$52,162	\$15,000	\$37,162	\$4,588	\$47,574	\$177,834	\$235,000	(\$57,166)	\$224,648	(\$46,815)	\$235,000	\$57,166
	548120	Magazine Placement	\$314,447	\$98,995	\$215,452	\$52,072	\$262,375	\$1,724,646	\$2,939,429	(\$1,214,783)	\$1,803,872	(\$79,226)	\$2,764,429	\$1,039,783
	548240	Website	\$16,928	\$13,514	\$3,414	\$9,383	\$7,545	\$237,267	\$250,000	(\$12,733)	\$377,131	(\$139,865)	\$280,000	\$42,733
	Sub-Total		\$383,537	\$127,509	\$256,028	\$66,043	\$317,494	\$2,139,746	\$3,424,429	(\$1,284,683)	\$2,405,652	(\$265,905)	\$3,279,429	\$1,139,683
	In House Advertising													
	548250	Research	\$5,636	\$5,000	\$636	\$2,285	\$3,351	\$59,954	\$75,000	(\$15,046)	\$57,338	\$2,615	\$75,000	\$15,046
	548330	Newsletter/Telephone	\$2,547	\$2,143	\$404	\$2,431	\$116	\$41,106	\$30,000	\$11,106	\$49,105	(\$7,999)	\$45,000	\$3,894
	548350	Golf Getaway		\$0	\$222	\$0	\$0	\$57,330	\$57,330	\$0	\$54,600	\$2,730	\$57,330	\$0
	Sub-Total		\$8,183	\$7,143	\$1,262	\$4,716	\$3,467	\$158,390	\$162,330	(\$3,940)	\$161,043	(\$2,653)	\$177,330	\$18,940
	Grants & Special Events													
	548520	Special Events	\$97,027	\$0	\$97,027	\$96,129	\$898	\$471,760	\$348,000	\$123,760	\$217,336	\$254,424	\$478,000	\$6,240
	548530	Museum Stipend		\$0	\$0	\$0	\$0	\$17,500	\$17,500	\$0	\$17,500	\$0	\$17,500	\$0
	548640	Equipment		\$625	(\$625)	\$54,900	(\$54,900)	\$67	\$7,500	(\$7,433)	\$83,411	(\$83,344)	\$7,500	\$7,433
	Sub-Total		\$97,027	\$625	\$96,402	\$151,029	(\$54,002)	\$489,327	\$373,000	\$116,327	\$318,247	\$171,080	\$503,000	\$13,673
	Public Relations													
	548710	Agency Fees	\$6,000	\$6,500	(\$500)	(\$500)	\$6,500	\$75,900	\$78,050	(\$2,150)	\$72,000	\$3,900	\$78,050	\$2,150
	548720	Agency Expenses	\$7,706	\$5,000	\$2,706	\$0	\$7,706	\$31,676	\$60,000	(\$28,324)	\$24,826	\$6,850	\$60,000	\$28,324
	548740	PR Functions On Island		\$2,000	(\$2,000)	\$0	\$0	\$5,309	\$25,000	(\$19,691)	\$3,729	\$1,580	\$25,000	\$19,691
	548770	Miscellaneous	\$1,374	\$410	\$964	\$0	\$1,374	\$4,963	\$5,000	(\$37)	\$0	\$4,963	\$5,000	\$37
	Sub-Total		\$15,080	\$13,910	\$1,170	(\$500)	\$15,580	\$117,848	\$168,050	(\$50,202)	\$100,555	\$17,292	\$168,050	\$50,202
	Marketing Total		\$503,827	\$149,187	\$354,862	\$221,288	\$282,539	\$2,905,311	\$4,127,809	(\$1,222,498)	\$2,985,497	(\$80,186)	\$4,127,809	\$1,222,498

Amelia Island TDC
September 2016 Financial



Account	Description	CURRENT PERIOD			PRIOR YEAR PERIOD		YEAR -TO-DATE			PRIOR YEAR YTD		ANNUAL BUDGET	
		Actual	Budget	Variance	Actual	Variance	Actual	Budget	Variance	Actual	Variance	2016 Budget	Budget Avl.
37523552	Travel Trade - 10%												
548015	Information Services		\$563	(\$563)	\$0	\$0	\$0	\$4,502	(\$4,502)	\$0	\$0	\$4,500	\$4,500
548018	Trade Publications	\$31,027	\$545	\$30,482	\$0	\$31,027	\$31,027	\$14,999	\$16,028	\$0	\$31,027	\$115,000	\$83,973
548019	Hospitality Services		\$11,250	(\$11,250)	\$83,951	(\$83,951)	\$108,634	\$135,000	(\$26,366)	\$200,635	(\$92,001)	\$135,000	\$26,366
548111	Dues/Subscript/Training		\$1,953	(\$1,953)	\$2,530	(\$2,530)	\$11,747	\$25,000	(\$13,253)	\$19,372	(\$7,625)	\$25,000	\$13,253
548121	Printing-Brochures	\$8,896	\$0	\$8,896	\$8,193	\$703	\$118,708	\$335,000	(\$216,292)	\$97,491	\$21,217	\$215,000	\$96,292
548131	Freight Federal		\$484	(\$484)	\$3,457	(\$3,457)	\$219	\$5,000	(\$4,781)	\$7,576	(\$7,357)	\$5,000	\$4,781
548141	Registration Trade Shows	\$707	\$5,000	(\$4,293)	\$1,038	(\$331)	\$25,375	\$25,000	\$375	\$50,006	(\$24,631)	\$125,000	\$99,625
548151	Other Travel Expenses	\$3,642	\$2,625	\$1,017	\$4,109	(\$467)	\$20,693	\$35,000	(\$14,307)	\$30,784	(\$10,091)	\$35,000	\$14,307
548161	On Island FAMS	\$6,175	\$5,333	\$842	\$5,646	\$529	\$68,211	\$314,999	(\$246,788)	\$14,545	\$53,666	\$215,000	\$146,789
548180	Promotional Supplies		\$850	(\$850)	(\$8,658)	\$8,658	\$30,775	\$23,547	\$7,228	\$21,485	\$9,290	\$43,548	\$12,773
	Travel Trade 10%	\$50,447	\$28,603	\$21,844	\$100,266	(\$49,819)	\$415,389	\$918,047	(\$502,658)	\$441,894	(\$26,505)	\$918,048	\$502,659
37525539	Beach Improvements 10%												
534102	Beach Cleaning		\$24,950	(\$24,950)	\$0	\$0	\$107,539	\$433,070	(\$325,531)	\$89,981	\$17,558	\$433,048	\$325,509
554000	Dues and Subscriptions		\$0	\$0	\$0	\$0	\$6,000	\$10,000	(\$4,000)	\$5,500	\$500	\$10,000	\$4,000
563726	BRSP Reimbursement		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
581202	FB Monitoring		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	Total	\$0	\$24,950		\$0	\$0	\$113,539	\$443,070	(\$329,531)	\$95,481	\$18,058	\$443,048	\$329,509
	EXPENSE TOTAL	\$615,371	\$244,753	\$370,618	\$385,248	\$230,123	\$4,205,014	\$6,153,497	(\$1,948,484)	\$4,243,674	(\$38,661)	\$6,274,844	\$2,069,831
	NET	(\$208,056)	\$179,085	(\$387,140)	\$39,383	(\$247,438)	\$933,481	\$1,978	\$2,656,503	\$1,924,171	(\$990,690)	\$689,750	(\$243,731)

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

August 20 through October 22, 2016

Num	Date	Source Name	Memo	Original Amount
	10/20/2016	Core Outdoor Design LLC		-38,449.00
7003...	10/20/2016	Core Outdoor Design LLC	37523552 548520 Core Outdoor holiday lighting	38,449.00
TOTAL				38,449.00
	10/20/2016	Smith & Surrency, LLC		-50,200.00
1576	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency additional FL/GA facebook advertising	2,500.00
1577	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency additional facebook ad for Open for Business	2,500.00
1565	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency Arrivalist Ad serving fee	5,000.00
1566	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency facebook first quarter campaign	10,000.00
1563	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency First quarter Pre-Roll Video campaign	10,000.00
1561	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency paid search marketing	10,000.00
1562	10/20/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency first quarter display and retargeting campaign	10,000.00
1567	10/20/2016	Smith & Surrency, LLC	37523552 548240 Smith & Surrency Restaurant week microsite campaign	200.00
TOTAL				50,200.00
eft	09/07/2016	American Express		-11,466.95
		American Express		11,466.95
TOTAL				11,466.95
6460	08/25/2016	Jacksonville Sports Council		-50,000.00
8798...	08/25/2016	Jacksonville Sports Council	37523552 548520 Jacksonville Sports council Jaxsports/Taxslayer Bowl sponsorship	25,000.00
		Jacksonville Sports Council	37523552 548520 Jacksonville Sports council National tv advertising	25,000.00
TOTAL				50,000.00
6468	09/01/2016	Paradise Advertising & Marketing, Inc.		-122,258.33
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Boston Market	48,100.00
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Charlotte	7,688.00
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Boston	18,364.00
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Atlanta	13,355.00
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Boston	4,915.42
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Charlotte	24,940.00
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Charlotte	4,011.91
INV-7...	09/01/2016	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise media buys for Atlanta	884.00
TOTAL				122,258.33

12:36 PM

10/22/16

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

August 20 through October 22, 2016

Num	Date	Source Name	Memo	Original Amount
6475	09/08/2016	Core Outdoor Design LLC		-38,449.00
201617	09/08/2016	Core Outdoor Design LLC	37523552 548520 Core Outdoor Design	38,449.00
TOTAL				38,449.00
6480	09/08/2016	Hayworth Creative, Inc.		-17,205.44
0901...	09/08/2016	Hayworth Creative, Inc.	37523552 548710 Hayworth September public relations fee retainer	6,000.00
		Hayworth Creative, Inc.	37523552 548250 Hayworth visitor profile research for September	3,500.00
		Hayworth Creative, Inc.	37523552 548720 Hayworth agency expenses	7,705.44
TOTAL				17,205.44
6486	09/15/2016	Adara US		-17,011.56
INVU...	09/15/2016	Adara US	37523552 548120 Adara monthly billing for July	8,719.84
INVU...	09/15/2016	Adara US	37523552 548120 Adara August monthly fee	8,291.72
TOTAL				17,011.56
6499	09/15/2016	Smith & Surrency, LLC		-20,300.00
1545	09/15/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency paid search marketing program	8,000.00
1543	09/15/2016	Smith & Surrency, LLC	37523552 548240 Smith & Surrency hosting fee for Restaurant week website for Se...	300.00
1547	09/15/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency golf campaign	2,000.00
1544	09/15/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency 2nd half of marketing program	7,500.00
1548	09/15/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency Secret Season Campaign	2,500.00
TOTAL				20,300.00
6502	09/15/2016	Washingtonian Magazine		-13,000.00
3712...	09/15/2016	Washingtonian Magazine	37523552 548120 Washingtonian full page ad	3,250.00
		Washingtonian Magazine	Ritz Carlton Washingtonian magazine full page ad	3,250.00
37122-r	09/15/2016	Washingtonian Magazine	37523552 54810 Washingtonian magazine 1/2 page ad	3,250.00
3722...	09/15/2016	Washingtonian Magazine	37523552 548120 Washingtonian Magazine 1/2 page ad for september issue	1,625.00
		Washingtonian Magazine	Seaside Inn Washingtonian Magazine 1/2 page ad	1,625.00
TOTAL				13,000.00
6505	09/15/2016	Chicago Tribune Media Group		-13,650.00
2866...	09/15/2016	Chicago Tribune Media Group	37523552 548120 Chicago Tribune magazine ad	6,825.00

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

August 20 through October 22, 2016

Num	Date	Source Name	Memo	Original Amount
		Chicago Tribune Media Group	Amelia Island B&B assoc Chicago Tribune ad	1,706.25
		Chicago Tribune Media Group	Seaside Inn Chicago Tribune ad	1,706.25
		Chicago Tribune Media Group	Ritz Carlton Chicgao Tribune ad	3,412.50
TOTAL				13,650.00
6507	09/29/2016	Arriva list		-31,027.00
AL294	09/29/2016	Arrivalist	37524552 548018 Arrivlist monitoring for Clients media programr	31,027.00
TOTAL				31,027.00
6513	09/29/2016	Jacksonvil le Sports Coun cil		-20,000.00
89931	09/29/2016	Jacksonville Sports Council	37523552 548120 Jacksonville Sports Council Navy Notre Dame partnership	20,000.00
TOTAL				20,000.00
6534	10/13/2016	Morris V istor P ubli cations LLC		-12,900.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publications full page in Charlotte Magazine	2,820.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publication full page ad in Charlotte Magazine	1,410.00
		Morris Vistor Publications LLC	Ritz Carlton Morris Visitor Publication full page ad Charlotte magazine	1,410.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publications 1/2 page ad in Charlotte Magazine Se...	900.00
		Morris Vistor Publications LLC	Residence Inn Morris Visitor Publications 1/2 page ad in Charlotte Magazine septe...	900.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publications 1/2 page ad in Charlotte Magaizine Se...	900.00
		Morris Vistor Publications LLC	AI B&B Associatin Morris Visitor Publications 1/2 page ad Charlotte Magaizne Sept...	900.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publications 1/6 page ad in Charlotte Magazine Se...	420.00
		Morris Vistor Publications LLC	Amelia Hotel Morris Visitor Publications 1/6 page ad in Charlotte Magazine Septem...	420.00
XQ65...	09/30/2016	Morris Vistor Publications LLC	37523552 548120 Morris Visitor Publications full page ad in Charlotte Magazine for ...	1,410.00
		Morris Vistor Publications LLC	TRG Morris Visitor Publication full page ad in Charolotte Magazine September issu	1,410.00
TOTAL				12,900.00
6536	10/13/2016	Paradise Advertisi ng & Marketing, I...		-35,635.86
INV6...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548440 Paradise for Boston OOH	3,162.00
INV-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise for Conde Nast Traveler	223.75
iNV-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Advertising Interfuse Canadian winter insert	255.00
INV-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548240 Paradise domain renewals of AmeliaMemory.com and YourAmeli...	28.18
Inv-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Southbound fall/winter spread ad	255.00
Inv-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Brand exercise-Creative Exploration	411.93
INV-7...	09/30/2016	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Destination Dysfunction parody TV spot	31,300.00
TOTAL				35,635.86

Amelia Island Convention & Visitors Bureau (TDC)

Check Detail

August 20 through October 22, 2016

Num	Date	Source Name	Memo	Original Amount
6537	10/13/2016	Smith & Surrency, LLC		-15,000.00
1481	09/30/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency campaigns for Family June Facebook, Geo-fen...	7,500.00
1513	09/30/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency 3rd quarter content market program	7,500.00
TOTAL				15,000.00
6542	09/30/2016	Amelia Island CVB	Fee for August 2016	-61,097.29
		Amelia Island CVB	Fee for August 2016	61,097.29
TOTAL				61,097.29
6545	09/30/2016	Smith & Surrency, LLC		-12,000.00
1564	09/30/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency All day Amelia campaign	10,000.00
1546	09/30/2016	Smith & Surrency, LLC	37523552 548120 Smith & Surrency email automation build out	2,000.00
TOTAL				12,000.00
6546	10/20/2016	Atlanta Magazine		-32,677.50
158664	10/20/2016	Atlanta Magazine	37523552 548120 Atlanta magazine 2page ad in Southbound	4,250.00
158719	10/20/2016	Atlanta Magazine	37523552 548120 Atlanta Magazine full page ad	2,927.50
		Atlanta Magazine	Omni Atlanta Magazine full page ad	2,927.50
		Atlanta Magazine	37523552 548120 Atlanta Magazine 1/4 page ad	740.00
		Atlanta Magazine	Hampton at the Beach Atlanta magazine 1/4 page ad	740.00
		Atlanta Magazine	37523552 548120 Atlanta Magazine 1/2 page ad	1,401.25
		Atlanta Magazine	Residence Inn Atlanta Magazine 1/2 pg ad	1,401.25
		Atlanta Magazine	37523552 548120 Atlanta Magazine 1/2 page ad	1,401.25
		Atlanta Magazine	Seaside Amelia Atlanta Magazine 1/2 page ad	1,401.25
		Atlanta Magazine	37523552 548120 Atlanta Magazine 1/4 page ad	740.00
		Atlanta Magazine	Hampton Inn and Suites Atlanta Magazine 1/4 page ad	740.00
		Atlanta Magazine	37523552 548120 Atlanta Magazine full page ad	2,927.50
		Atlanta Magazine	Ritz Carlton Atlanta Magazine full page ad	2,927.50
		Atlanta Magazine	37523552 548120 Atlanta Magazine 1/2 page ad	1,401.25
		Atlanta Magazine	Ritz Carlton Atlanta Magazine full page ad	1,401.25
		Atlanta Magazine	37523552 548120 Atlanta Magazine full page ad	5,350.00
TOTAL				32,677.50
6549	10/20/2016	Florida's First Coast of Golf, Inc.		-60,000.00
1944	10/20/2016	Florida's First Coast of Golf, Inc.	37523552 548350 FI First Coast of golf for 2016-2017	60,000.00

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Amelia Island Tourist Development Council

For the Month of September 2016

Date Created: Oct 17, 2016

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Tab 2 - Multi-Segment

Amelia Island Tourist Development Council

For the month of: September 2016

Currency: USD - US Dollar

	Current Month - September 2016 vs September 2015												Year to Date - September 2016 vs September 2015											Participation				
	Occ %		ADR		RevPAR		Percent Change from September 2015						Occ %		ADR		RevPAR		Percent Change from YTD 2015						Properties		Rooms	
	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2016	2015	2016	2015	2016	2015	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	63.5	61.1	109.54	105.36	69.58	64.40	3.9	4.0	8.0	9.7	1.5	5.5	73.0	73.3	136.38	132.84	99.61	97.34	-0.3	2.7	2.3	3.7	1.4	1.0	3651	2080	424460	312476
Jacksonville, FL	64.2	62.4	99.18	95.28	63.63	59.47	2.8	4.1	7.0	7.8	0.7	3.6	72.0	69.9	105.55	100.91	76.03	70.54	3.0	4.6	7.8	8.5	0.6	3.7	268	187	27382	22391
Jacksonville Beaches, FL	65.0	62.3	147.96	146.36	96.10	91.15	4.3	1.1	5.4	8.4	2.8	7.2	74.2	73.1	161.47	158.03	119.75	115.48	1.5	2.2	3.7	6.0	2.2	3.7	98	56	7911	6201
Savannah, GA	69.7	68.9	114.61	110.62	79.91	76.25	1.2	3.6	4.8	6.8	1.9	3.1	71.6	74.1	114.96	109.91	82.29	81.42	-3.4	4.6	1.1	2.6	1.6	-1.9	171	127	15133	12723
Brunswick/Kingsland, GA	57.6	52.9	117.71	119.23	67.79	63.11	8.8	-1.3	7.4	8.8	1.3	10.2	64.7	60.2	120.97	116.28	78.28	70.03	7.4	4.0	11.8	13.9	1.9	9.5	90	58	7057	5022
Daytona Beach, FL	50.2	48.1	91.56	87.69	45.95	42.17	4.4	4.4	9.0	7.4	-1.4	2.9	64.9	63.2	113.07	106.67	73.36	67.46	2.6	6.0	8.7	8.6	-0.1	2.5	179	71	13492	8268
Charleston, SC	75.6	73.4	139.51	132.90	105.46	97.58	3.0	5.0	8.1	8.3	0.2	3.1	77.0	76.0	139.20	134.13	107.21	101.97	1.3	3.8	5.1	6.4	1.2	2.5	180	130	19014	15264
Nassau County, FL	71.5	64.7	182.60	176.60	130.50	114.22	10.5	3.4	14.3	14.3	0.0	10.5	74.5	73.0	201.48	196.67	150.10	143.52	2.1	2.4	4.6	4.6	0.0	2.1	24	14	2266	1980
St Johns County, FL	56.9	53.9	118.84	121.18	67.57	65.37	5.4	-1.9	3.4	7.1	3.6	9.2	68.9	67.4	131.96	128.76	90.86	86.76	2.2	2.5	4.7	7.7	2.8	5.1	80	41	5937	4140
Hilton Head/Beaufort, SC	67.5	65.2	153.80	144.21	103.87	94.08	3.5	6.6	10.4	16.0	5.1	8.8	67.5	65.4	160.41	152.28	108.29	99.64	3.2	5.3	8.7	11.3	2.4	5.7	46	34	6164	4626
Fort Walton Beach, FL	60.0	59.5	133.93	129.15	80.34	76.84	0.8	3.7	4.6	5.5	0.9	1.7	64.0	63.0	158.44	155.85	101.33	98.17	1.5	1.7	3.2	4.1	0.8	2.4	87	48	9915	6415

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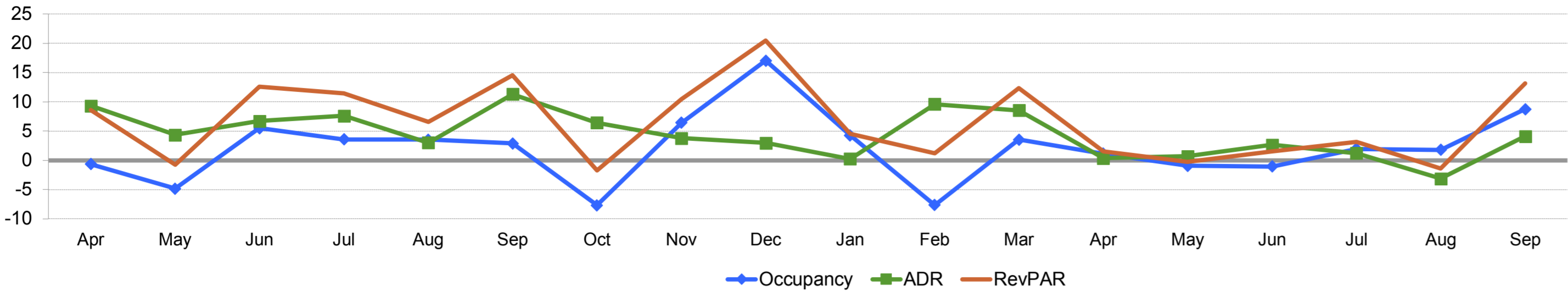
Source 2016 STR, Inc.

Tab 3 - Trend Amellia Island+

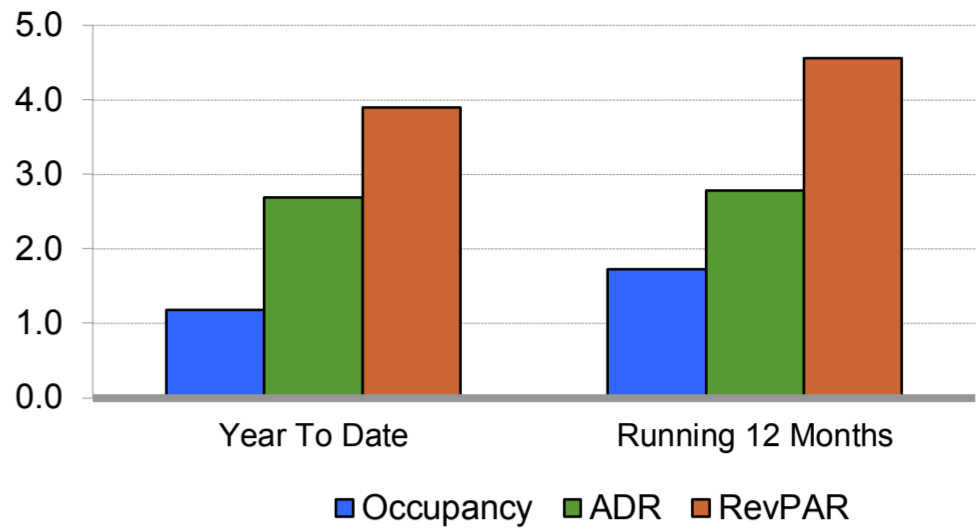
Amelia Island Tourist Development Council
For the Month of September 2016

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2015										2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	77.9	75.5	82.9	86.2	72.2	67.1	62.6	62.5	56.3	58.1	70.5	81.9	78.8	74.8	82.0	87.8	73.5	73.0
	Last Year	78.4	79.4	78.6	83.2	69.8	65.3	67.8	58.8	48.1	55.8	76.3	79.1	77.9	75.5	82.9	86.2	72.2	67.1
	Percent Change	-0.7	-4.9	5.5	3.6	3.5	2.9	-7.7	6.4	17.0	4.3	-7.6	3.5	1.1	-1.0	-1.1	1.9	1.8	8.7

Year To Date		
2014	2015	2016
72.0	74.8	75.6
67.8	72.0	74.8
6.1	3.9	1.2

Running 12 Months		
2014	2015	2016
67.2	70.6	71.8
63.3	67.2	70.6
6.3	5.0	1.7

ADR	2015									2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	257.55	237.05	238.55	240.80	202.89	196.74	212.63	180.44	167.06	168.21	184.00	273.01	258.42	238.68	244.86	243.72	196.53	204.78
Last Year	235.61	227.19	223.55	223.81	197.03	176.77	199.84	173.86	162.30	167.84	167.90	251.59	257.55	237.05	238.55	240.80	202.89	196.74
Percent Change	9.3	4.3	6.7	7.6	3.0	11.3	6.4	3.8	2.9	0.2	9.6	8.5	0.3	0.7	2.6	1.2	-3.1	4.1

Year To Date		
2014	2015	2016
207.87	220.99	226.94
195.86	207.87	220.99
6.1	6.3	2.7

Running 12 Months		
2014	2015	2016
200.20	212.64	218.56
189.06	200.20	212.64
5.9	6.2	2.8

RevPAR	2015									2016									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	200.61	179.04	197.70	207.52	146.58	132.06	133.03	112.86	94.02	97.78	129.73	223.61	203.58	178.56	200.72	214.09	144.50	149.43
	Last Year	184.74	180.38	175.69	186.25	137.53	115.35	135.43	102.19	78.05	93.59	128.18	199.07	200.61	179.04	197.70	207.52	146.58	132.06
	Percent Change	8.6	-0.7	12.5	11.4	6.6	14.5	-1.8	10.4	20.5	4.5	1.2	12.3	1.5	-0.3	1.5	3.2	-1.4	13.2

Year To Date		
2014	2015	2016
149.60	165.20	171.64
132.80	149.60	165.20
12.7	10.4	3.9

Running 12 Months		
2014	2015	2016
134.59	150.09	156.94
119.59	134.59	150.09
12.5	11.5	4.6

Supply	2015									2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	55,650	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
Last Year	55,680	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
Percent Change	-0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Year To Date		
2014	2015	2016
506,535	506,415	506,415
480,248	506,535	506,415
5.5	0.0	0.0

Running 12 Months		
2014	2015	2016
677,287	677,075	677,075
480,248	677,287	677,075
7.7	0.0	0.0

Demand	2015									2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	43,347	43,433	46,121	49,556	41,546	37,356	35,976	34,808	32,362	33,428	36,621	47,099	43,839	43,019	45,619	50,513	42,283	40,608
Last Year	43,657	45,658	43,734	47,854	40,140	36,314	38,970	32,710	27,654	32,065	39,652	45,502	43,347	43,433	46,121	49,556	41,546	37,356
Percent Change	-0.7	-4.9	5.5	3.6	3.5	2.9	-7.7	6.4	17.0	4.3	-7.6	3.5	1.1	-1.0	-1.1	1.9	1.8	8.7

Year To Date		
2014	2015	2016
364,549	378,578	383,029
325,619	364,549	378,578
12.0	3.8	1.2

Running 12 Months		
2014	2015	2016
455,333	477,912	486,175
397,900	455,333	477,912
14.4	5.0	1.7

Revenue	2015									2016									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	This Year	11,164,110	10,295,938	11,002,185	11,933,191	8,429,296	7,349,288	7,649,624	6,280,656	5,406,406	5,622,898	6,738,342	12,858,414	11,328,967	10,267,813	11,170,089	12,311,253	8,309,691	8,315,776
	Last Year	10,286,221	10,372,903	9,776,898	10,710,148	7,908,903	6,419,053	7,787,640	5,687,043	4,488,273	5,381,732	6,657,426	11,447,794	11,164,110	10,295,938	11,002,185	11,933,191	8,429,296	7,349,288
Percent Change	8.5	-0.7	12.5	11.4	6.6	14.5	-1.8	10.4	20.5	4.5	1.2	12.3	1.5	-0.3	1.5	3.2	-1.4	13.2	

Year To Date		
2014	2015	2016
75,779,686	83,660,960	86,923,243
63,776,340	75,779,686	83,660,960
18.8	10.4	3.9

Running 12 Months		
2014	2015	2016
91,158,293	101,623,916	106,259,929
75,225,700	91,158,293	101,623,916
21.2	11.5	4.6

Census %	2015										2016								
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
	Census Props	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	
% Rooms Participants	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	

A blank row indicates insufficient data.

Source 2016 STR, Inc.

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Tab 4 - Response Amelia Island+

Amelia Island Tourist Development Council
For the Month of September 2016

							2014												2015												2016																				
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D								
44497	Amelia Hotel At The Beach	Fernandina Beach, FL	32034	May 2002	May 2002	86		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○						
47061	Beachside Motel	Fernandina Beach, FL	32034	Jun 1977	Jun 1977	20																																													
48799	Closed Bailey House	Fernandina Beach, FL	32034	Jun 2003	Dec 1993	0	Y																																												
24037	Closed Ocean View Motel	Fernandina Beach, FL	32034	Jun 2004		0	Y																																												
19824	Closed The 1735 House	Amelia Island, FL	32034	Jan 1997	Jun 1925	0	Y																																												
53702	Comfort Suites Oceanview Amelia Island Fernandina 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 2016 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.

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.

RESEARCH DATA SERVICES, INC.

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

Amelia Island Third Quarter 2016 (*July – Sept.*) Visitor Profile Dashboard



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Research Data Services, Inc.

Research@ResearchDataLLC.com

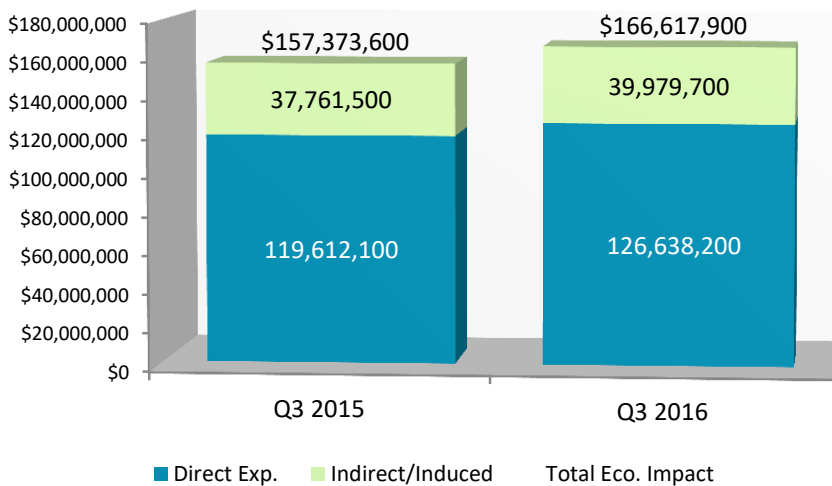
October 21, 2016



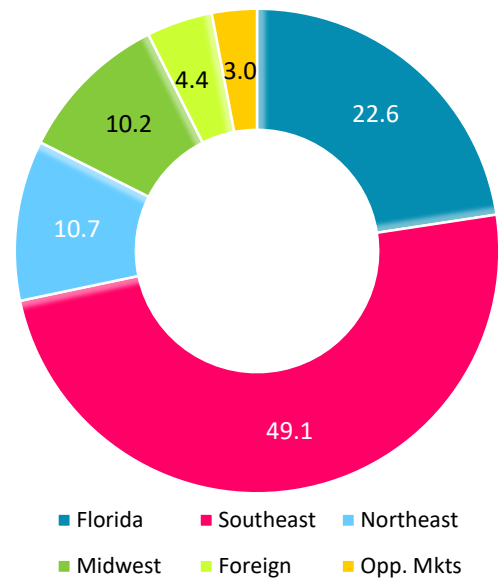
H/M/C/C *	Fiscal Year			Third Quarter (July – Sept.)		
	2015	2016	% Δ '15/'16	2015	2016	% Δ '15/'16
Visitors (#)	608,700	639,400	+5.0	173,100	183,800	+6.2
Direct Exp. (\$)	\$425,786,600	\$455,448,000	+7.0	\$119,612,100	\$126,638,200	+5.9
Total Eco. Impact (\$)	\$560,207,300	\$599,233,000	<i>(k: 1.3157)</i>	\$157,373,600	\$166,617,900	<i>(k: 1.3157)</i>

* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

Third Quarter Economic Impact



Q3 2016 Visitor Origin Distribution (%)



Fiscal Year

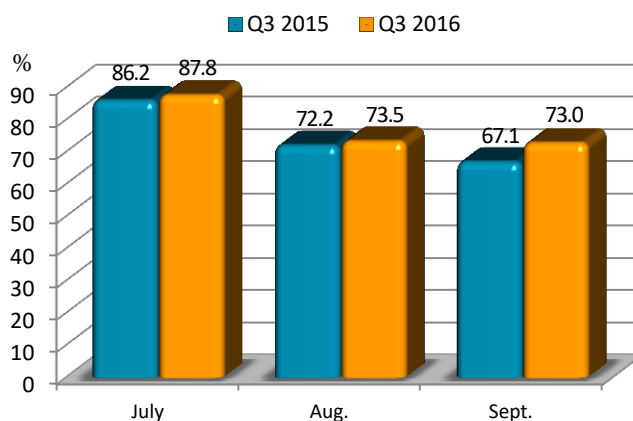
Third Quarter

Visitor Origins	Fiscal Year			Third Quarter		
	2015	2016	% Δ '14/'15	2015 # of Visitors	2016 # of Visitors	% Δ '15/'16
Florida	128,142	137,395	+7.2	38,774	41,539	+7.1
Southeast	247,920	262,747	+6.0	83,781	90,246	+7.7
Northeast	91,184	96,351	+5.7	17,829	19,667	+10.3
Midwest	86,967	85,381	-1.8	19,387	18,747	-3.3
Foreign	28,427	31,808	+11.9	6,924	8,087	+16.8
Opportunity Mkts	26,060	25,718	-1.3	6,405	5,514	-13.9
Total	608,700	639,400	+5.0	173,100	183,800	+6.2

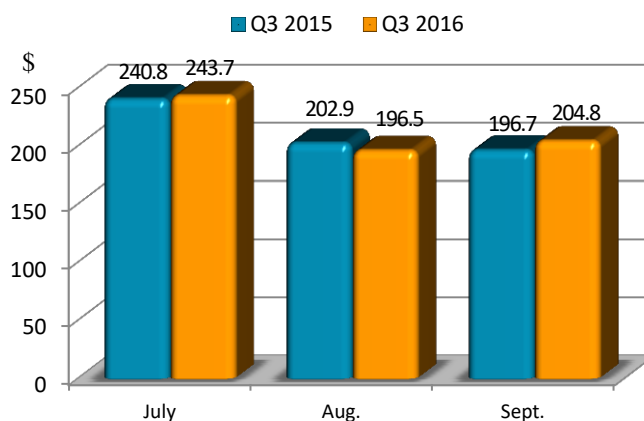
Occupancy and ADR **	July	August	September
Occupancy 2016	87.8%	73.5%	73.0%
Occupancy 2015 [†]	86.2	72.2	67.1
Δ % Occ. ('15/'16)	+1.9%	+1.8%	+8.7%
ADR 2016	\$243.72	\$196.53	\$204.78
ADR 2015 [†]	240.80	202.89	196.74
Δ % ADR ('15/'16)	+1.2%	-3.1%	+4.1%
RevPAR 2016	\$214.09	\$144.50	\$149.43
RevPAR 2015 [†]	207.52	146.58	132.06
Δ % RevPAR ('15/'16)	+3.2%	-1.4%	+13.2%

** Source: Smith Travel Research; [†] 2015 Update

Occupancy



Room Rates



ACTIVITY

Amelia Island Tourist Development Council

Activity Report

AUGUST 2016

OFFICE: 2398 SADLER ROAD, AMELIA ISLAND, FL 32034

PHONE

FAX

WEB

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

904-277-4369

904-432-8417

www.ameliaisland.com

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

With school starting up, we said goodbye to a few travelers this month although summer is still in full swing. Nothing but fun times here with as the beaches continued to welcome those who love the outdoors. Pokemon Go is in full swing so we decided to take a break and offer Poke Break weekend which was a big success from August 5-7. Sounds on Centre continues to fill the first Friday of the month with a live band and the streets pack with folks ready for great music. Artrageous Artwalk always thrills the art lover on every 2nd Saturday and The Amelia Musical Playhouse and Amelia Community Theatre always delight 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 our tourists with their smiles and knowledge of the island and visiting them is now considered one of the top 10 things to do on Amelia from Trip Advisor reviewers!



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 3 tour bus and over 3800 visitors
- 🐼 There was 1 wedding that requested packets for a total of 90
- 🐼 There was 1 family reunion that requested packets for a total of 250

Conferences/Meetings

- 🐼 Ongoing work with Cvent on RFP's
- 🐼 Attended the monthly Bike Trails Meeting
- 🐼 Attended monthly HFBA meeting
- 🐼 Attended monthly NFHLA meeting
- 🐼 Attended monthly FFCG meeting
- 🐼 Attended Main Street board and organization meetings
- 🐼 Attended JaxSports monthly meeting
- 🐼 Attended monthly Shrimp Festival meeting

Travel/Trade Shows

- 🐼 None attended in August

Events/Holidays

- 🐼 Sounds on Centre
- 🐼 Pokemon Break

Tourism

Marketing

Advertising

- 🐼 Reviewed and approved creative placements with Paradise Advertising, Digital Edge and My Agency - ongoing
- 🐼 Coordinated with Hayworth on press releases, advertorial, promotions, media visits and PR programs - ongoing
- 🐼 Manage meeting RFPs, photo shoot requests and third party events - ongoing
- 🐼 Discussions/meetings with variety of media publishers including Conde Nast Traveler, Wander, IEG Media, First Coast magazine, Time Inc, Intersection, Emmis, Orlando, Rob Stites, Garden & Gun, etc.;
- 🐼 Attended Visit Florida Global Communications committee
- 🐼 Actively planning for Dickens on Center events – city special events committee approved logistical plans; hosted downtown merchants’ information meeting; recruiting vendors and entertainment; finalizing details of logistics with PRI, JFDI Productions, city, electrical, etc.
- 🐼 Finalized Dickens on Centre collateral
- 🐼 Finalizing new Egans Creek brochure
- 🐼 Finalized FY2017 advertising opportunities for traditional media placements
- 🐼 Planned FY2017 partner print co-operative advertising opportunities
- 🐼 Finalizing downtown holiday lighting program; permission letter mailing to property owners completed
- 🐼 Working with OAIP and VF on TMS Family Travel Conference
- 🐼 Organizing October Industry Meeting
- 🐼 Created outline and drafting written FY17 Marketing Plan

Tourism

Digital and International

Website, Paid Media, Digital Content, and Social:

- 🐼 Negotiated and booked digital media buys for fiscal year 2017 across 22 publishers and partners.
- 🐼 Briefed digital agencies on creative development for upcoming campaigns.
- 🐼 Launched a Sojern test targeting Amelia Island travel intenders to compare results against Adara.
- 🐼 Entered into a contract with Arrivalist and pixelated website for tracking purposes.
- 🐼 Explored partnership possibilities with Adara Insights.
- 🐼 Managed “Seize the Summer” promotion across various channels.
- 🐼 Planned the launch of the “Secret Season” campaign in conjunction with the “Free Night, Any Night” promotion and the content to support it.
- 🐼 As a follow-up to the August board meeting, launched Facebook test campaigns in markets including New York City that communicate proximity of and airlift to Amelia Island as a getaway.
- 🐼 Produced #LoveAmelia “Bulldogs Love Amelia Video” with images for use in GA-FL game promotion.
- 🐼 Concepted “Escape the Noise” video series positioning Amelia Island as an escape from election season, daily stresses, and bad weather in advance of fall promotions.
- 🐼 Facebook, Instagram, and Twitter followings continue to grow and engagement numbers remain strong.
- 🐼 Completed SEO Update plan and began targeted updates to highest-traffic pages.
- 🐼 Facebook Live videos to promote the PokéBreak campaign .
- 🐼 Created photo and captions for use in upcoming Islands Magazine Instagram Takeover (this channel has 65K+ followers)
- 🐼 Participated in Hotels, Resorts, and Rentals in Florida Twitter Chat, spotlighting numerous partners and adding followers.
- 🐼 Worked with the Amelia Island Museum of History on grant for audio walking tour/storytelling app.

International:

- 🐼 Finalized plans for in-market sales missions with Visit St. Augustine and Florida’s First Coast of Golf
- 🐼 Pitched feature to BRIGITTE Magazine, Germany’s largest women’s magazine.
- 🐼 Secured participation in VISIT FLORIDA’s London program for January 2017

Tourism

Advertising (Paradise)

- 🐼 Agency continued to receive and review media placement opportunities for 2016.
- 🐼 Agency received approval to proceed with the brand creative exploration project.
- 🐼 Agency submitted materials for the Fall/Winter issue of Southbound Magazine.
- 🐼 Agency submitted materials for the Interfuse Canadian Winter insert.
- 🐼 Agency renewed AmeliaMemory.com and YourAmelia.com domains for one year.
- 🐼 Agency designed a new ad for the Fall 2016 Local Palate Insider Guide.

Upcoming in September

- 🐼 Agency to discuss how to proceed with the brand development project.
- 🐼 Agency to proceed with the brand creative exploration project.
- 🐼 Agency to continue discuss the Downtown Fernandina Walking Tour Brochure project.
- 🐼 Agency to begin design of creative assets for the Charlotte Douglas airport campaign.
- 🐼 Agency to discuss the Washintonian Bookmark initiative for the January issue.
- 🐼 Agency to design and submit the following creative:
 - Condé Nast Traveler - November
 - Travel + Leisure – December

Tourism

Public Relations

Hayworth Public Relations

Media Development

- Submitted information re: "Zika-free" Babymoon options/package information to Conde Nast Traveler writer for possible inclusion in story.
- Sent details for Smart Meetings magazine CVB Selfie contest for submission.
- Provided additional information and images to Atlanta magazine for cover co-op.
- Provided Allegiant Newsletter Advertorial Copy – for two separate themes (general and adult activity).
- Sent information to Dreamscapes on What's New in destination for upcoming North Florida update.
- Responded to Washington Post lead from Visit Florida re: Florida Distillery/Brew Trail.
- Provided fitness program at Omni Amelia Island Plantation for possible inclusion in inWESTON feature on Florida fitness options for travelers.
- Submitted information on Christmas in July activation to Tourism Marketing Today.
- Responded to HARO lead for Holiday Destinations with Dickens on Centre information and images.
- Responded to Visit Florida lead for festivals and food/drink events with information on Dickens on Centre, Restaurant Week and Shrimp Fest.
- Submitted information on FL/GA weekend specials to Atlanta Magazine.
- Submitted information on Amelia Island as a meetings destination to Smart Meetings.

Press Trips


- Coordinated accommodations at the Hampton Inn & Suites Amelia Island for My Classic Car TV program for the Amelia Cruizers 20th Annual 8-Flags Car show in October.
- Confirmed itinerary for travel writer Tracey Teo, on assignment for The Tennessean, for Aug. 22-27.
- Finalized itinerary for travel writer with U.S. News & World Report for Aug. 17-19 visit.
- Confirmed visit/itinerary for WHERE First Coast writer for Sept. 7-9.

Promotions


- Coordinating SE Toyota's Ultimate Rivalry Road Trip promotional giveaway campaign with Seaside Amelia Inn.
- Reached out to JetBlue contact re: possible promotional opportunities with upcoming ad buy. Awaiting feedback from airline.
- Secured and coordinated promotional opportunity with theSkimm daily newsletter with Omni, receiving 14,284 click throughs to the Omni website.
- Coordinating accommodations partner for South Bend's "Reel in a Trip to Amelia Island" Contest.
- Coordinating Wheel of Fortune promotion and providing updated assets for inclusion.

Tourism





Press Releases

-  Created release about CVB Flagler Awards and distributed to media.

Events

-  Provided suggested itinerary for Travel Media Showcase Fall Conference Post Media FAM (Nov. 12-14) to CVB and The Ritz-Carlton for approval.

Miscellaneous

-  Attended/Presented at Board Meeting.
-  Reached out to client re: updates/follow-up to Hurricane Hermine. Decided no Media Alerts necessary.
-  Provided updated suggested responses for media and guests for CVB as well as for hotels regarding Zika Virus.
-  Maintained contact with Florida Department of Health regarding the Zika Virus.

Amelia Island Tourist Development Council

Activity Report

September 2016

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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:

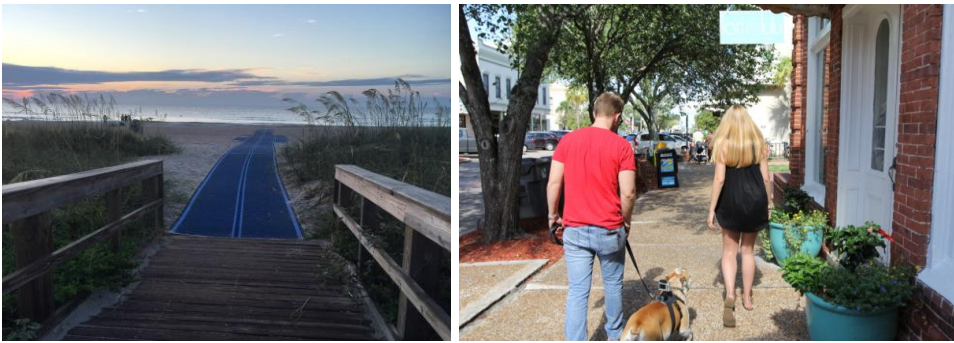
- Collateral
- Strategy
- Digital
- Advertising

Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

Tourism

Monthly Recap Football season is underway which helped as Hurricane Hermine dampened our island a bit cancelling some of our pre-scheduled activities such as Sounds on Centre that usually fills the streets on the first Friday of the month with a live band and folks ready for great music. We are actively promoting the island with our “Secret Season” campaign. Artrageous Artwalk always thrills the art lover on every 2nd Saturday and The Amelia Musical Playhouse and Amelia Community Theatre always delight 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 our tourists with their smiles and knowledge of the island and visiting them is now considered one of the top 10 things to do on Amelia from Trip Advisor reviewers!



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 3640 visitors
- 🐼 There were 4 weddings that requested packets for a total of 185
- 🐼 There were 3 groups requested packets for a total of 165

Conferences/Meetings

- 🐼 Visit Florida's Governor's Conference on Tourism
- 🐼 FADMO Annual Meeting
- 🐼 Ongoing work with Cvent on RFP's
- 🐼 Attended the monthly Bike Trails Meeting
- 🐼 Attended monthly HFBA meeting
- 🐼 Attended monthly NFHLA meeting
- 🐼 Attended monthly FFCG meeting
- 🐼 Attended Main Street board and organization meetings
- 🐼 Attended JaxSports monthly meeting
- 🐼 Attended monthly Shrimp Festival meeting

Travel/Trade Shows

- 🐼 None attended

Events/Holidays

- 🐼 Sounds on Centre
- 🐼 Secret Season

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Marketing

Advertising

- 🐼 Reviewed and approved creative placements with Paradise Advertising, Digital Edge and My Agency - ongoing
- 🐼 Coordinated with Hayworth on press releases, advertorial, promotions, media visits and PR programs - ongoing
- 🐼 Manage meeting RFPs, photo shoot requests and third party events - ongoing
- 🐼 Discussions/meetings with variety of media publishers including Charlotte Magazine, Washingtonian, Garden & Gun
- 🐼 Planning shopping event activation with Garden & Gun at The Shoppes of Buckhead
- 🐼 Attended Visit Florida Governor's Conference on Tourism; Canadian market webinar; Communications committee call
- 🐼 Drafted award submissions for HSMAI Adrienne award
- 🐼 Preparing for presentation to Travel + Leisure's Travel Advisory Board for feedback on destination marketing
- 🐼 Actively planning for Dickens on Center— finalized plans for Lighted Christmas Parade float; working with 3rd parties for events – parade, Run Like the Dickens, Woman's Club; finalizing event logistics; reviewing potential of adding alcohol and VIP component; finalizing vendor applications;
- 🐼 Coordinating partner print co-operative advertising opportunities
- 🐼 Drafting written FY17 Marketing Plan
- 🐼 Created annual industry meeting invitation and presentation
- 🐼 Planning Restaurant Week 2017; Recruiting restaurants for participation; coordinating creation of RW collateral materials including save the date postcard, poster, menus, rack card, check stuffer; organizing 3rd party events; finalizing RW media and promotional plans
- 🐼 Finalized buy and creative for Charlotte Airport takeover program this fall
- 🐼 Starting 2017 Artrageous Artwalk program
- 🐼 Submitted content for Washingtonian Bookmark Unit in January

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Digital and International

Website, Paid Media, Digital Content, and Social:

- 🐼 Prepared landing page, updated video, and blog posts targeted to meeting planners
- 🐼 Modified website imagery and text to proactively address traveler concerns about the Zika virus and the algae bloom in South Florida.
- 🐼 Tagged all outgoing ads with Arrivalist pixels.
- 🐼 Delivered Dickens on Centre digital creative to Adara, Sojern, Visit Florida (via Madden), and Digital Edge for Google and Facebook campaigns.
- 🐼 Set up LiveRamp account to merge email lists with Arrivalist email data.
- 🐼 Partnership with Amelia Island Museum of History resulted in grant being awarded for walking tour/storytelling app
- 🐼 Launched campaign promoting Fernandina Beach's selection as one of Coastal Living's 10 Happiest Seaside towns across digital platforms.
- 🐼 Co-created and launched first-ever destination Instagram takeover with Islands Magazine, which has 35,000 Instagram followers and exclusively featured Amelia Island for one week.
- 🐼 Deployed the "Secret Season" campaign.
- 🐼 Filmed "Spirited Amelia" segment targeted to adults to release in October in advance of Halloween and Fall breaks.
- 🐼 Continued targeted Facebook advertising campaign in Allegiant's new flight markets.
- 🐼 As a follow-up to the August board meeting, managed and extended Facebook test campaigns in markets including New York City that communicate proximity of and airlift to Amelia Island as a getaway.
- 🐼 Produced #LoveAmelia "Bulldogs Love Amelia Video" with images for use in GA-FL game promotion.
- 🐼 Deployed "Escape the Noise" video on Facebook to tie into election season
- 🐼 Filmed tourism advocacy video on David Levy Yulee with partnership from the Amelia Island Museum of History.

International:

- 🐼 Completed updated German-language press kit.
- 🐼 Preparing for World Travel Market in London in November.
- 🐼 Landed feature in BRIGITTE Magazine, Germany's largest women's magazine.
- 🐼 Prepared for visit from the UK's top travel commentator, Simon Calder.
- 🐼 Planning trade missions for December.
- 🐼 Working with VISIT FLORIDA to select influencer bloggers for London takeover 2017.

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Public Relations

Hayworth Public Relations

Media Development

- 🐼 Provided what's new information to Association Conference & Facilities magazine for possible inclusion in their October issue re NE Florida.
- 🐼 Provided destination images to Coastal Living for upcoming feature/Happiest Seaside Towns recognition.
- 🐼 Sent destination info to writer preparing article on places to stay for NFL games.
- 🐼 Sent images to Atlantan magazine for possible cover shot inclusion.
- 🐼 Prepared materials to participate in VF's Toronto Media Mission (Oct. 18).
- 🐼 Provided information for Travel Guide to Florida 2017 (Canada).
- 🐼 Submitted Dickens on Centre information to Visit Florida lead for holiday attractions; Allegiant Sunseeker; and to Atlanta magazine for inclusion in Destinations section on November issue
- 🐼 Submitted American Beach and Fort Clinch to lead for unique beaches
- 🐼 Provided information regarding dining on Amelia Island to freelancer on assignment to highlight local flavor
- 🐼 Sent restaurant and family-friendly activities to freelancer working on family travel from Atlanta
- 🐼 Submitted destination information to Visit Florida lead for German women's travel

Press Trips

- 🐼 Followed up with travel writer Tracey Teo, who visited Aug. 22-27 (on assignment for The Tennessean).
- 🐼 Followed up with travel writer who visited Aug. 17-19 for U.S. News & World Report. Article ran Labor Day.
- 🐼 Followed up with writer who visited Sept. 7-9 visit for WHERE First Coast. Destination feature to appear in 2017 issue.
- 🐼 Followed up with writer who visited in July to provide images and additional information. Destination feature will appear in November issue of 360 West Jet magazine
- 🐼 Working to arrange an early fall press trip with At Home Memphis & Mid-South following new direct Allegiant flight. Working with airline on airfare for individual visit
- 🐼 Working to secure and arrange fall press trips with Outside Magazine and The Cottage Journal
- 🐼 Arranging media rate for November 20-22 for blogger, My Traveling Kids
- 🐼 Coordinating media visit for Lauren Douglass, Flourish Magazine

Promotions

- 🐼 Initiated discussion with jetBlue re possible airport activation for Nov/Dec ad buy.
- 🐼 Coordinated prize package on behalf of Omni Amelia Island Plantation for The Skimm promo

Tourism

- 🐼 Coordinated Wheel of Fortune promo, providing assets on behalf of Omni Amelia Island Plantation
- 🐼 Working on behalf of Seaside Amelia to facilitate SE Toyota Rivalry Weekend Roadtrip promo
- 🐼 Working with South Bend, Omni Amelia Island Plantation and Amelia Anglers contacts to coordinate accommodations and boats for episode of Lunkerville

Press Releases

- 🐼 Created release for Flagler Awards and distributed to media.
- 🐼 Created release for Gator Bowl and distributed to media.
- 🐼 Created Free Night/Any Night release and distributed to media.

Events

- 🐼 Moving forward to confirm details of itinerary for Travel Media Showcase Fall Conference Post Media FAM (Nov. 12-14) to CVB and The Ritz-Carlton for approval.
- 🐼 Confirmed participation at Media Roundtable during TMS.

Miscellaneous

- 🐼 Attended Florida's Annual Governor's Conference on Tourism.
- 🐼 Met with client to discuss marketing strategies/tactics for next FY.
- 🐼 Submitted Program of Work for 2017.
- 🐼 Participated on Department of Health conference call update regarding the Zika Virus.
- 🐼 Kaitlin visited Amelia Island to expand working knowledge of destination, and meet with industry partners
- 🐼 Submitted Flagler Awards information for the Tourism Marketing Today newsletter for FADMO
- 🐼 Created and submitted advertorial copy and images for November issue of Chicago magazine
- 🐼 Prepared and submitted entry for HSMAI Adrian Awards Competition under the category of Partnerships with Major Brands
- 🐼 Compiled information for Travel & Leisure advertorial copy

OLD BUSINESS

NEW BUSINESS