AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, June 25, 2014
Location: City Hall

Agenda

I.	Call to Order	Danny Leeper
II.	Approval of April 23, 2014 Meeting Minutes	Danny Leeper
III.	TaxSlayer Bowl - Jax Sports	Rick Catlett
IV.	Big Break Recap	Dave Reese
V.	Amelia Island Research	Walter Klages
VI.	Financial Report	Gil Langley
VII.	Amelia Island Tourism Development Council Update	Staff
VIII.	Old Business	
	a. Crisis Plan	Gil Langley
IX.	New Business	
X.	Public Input	
XI.	Adjournment	

MINUTES

Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, April 23, 2014
3:00 p.m.
Fernandina Beach City Hall Commission Chambers
204 Ash Street, Fernandina Beach, FL 32034

Present:	David Caples, Charlie Corbett, Holly Germano, Bob Hartman, Danny Leeper, Jim McManemon, John Price, Jan Smith
Absent:	Sara Pelican, Jack Healan (Ex-Officio)
Staff:	Gil Langley, Susan Hurley, Melanie Crawford, Kate Harris, Katharina Lane

I. Call to Order

Meeting was called to order by Danny Leeper at 3:00 p.m. The Chair recognized the newest TDC member Bob Hartman.

II. Approval of Minutes – February 26, 2014 TDC Meeting

David Caples moved to approve the minutes. Jim McManemon seconded.
Motion carried unanimously.

III. Isle of Eight Flags Shrimp Festival Report:

Mr. Mark Deaton, chairman of the festival gave a status report and presentation of the upcoming event. The Committee is expecting 300 plus art exhibitors, as well as 75 antique booths along with the traditional, local non-profit sponsored food booths. The parade will serve as the kickoff on Thursday at 6 p.m. with 93 entries so far. The Grand Marshall is shrimper Teddy Cook. The T-shirt design was shown. Edgar Hanson from TV show "Deadliest Catch" is a special celebrity guest. The Food Network is sending a film crew to chronicle the festival for a show. Mr. Deaton finished up his presentation with the Entertainment line-up.

IV. Cumberland Island Presentation:

Mr. Kevin McCarthy, who owns Amelia River Cruises, is requesting access from Amelia Island to Cumberland Island with his current riverboat tours. He would like support from the AITDC. He believes there is enough demand to support 2 gateways. Questions arose about the East Coast Greenway bike trail and having transport to allow bikes to continue from here to St. Mary's linking the communities by water. Mr. McCarthy explained that he use to offer ferry service, had to shut down in 2011 due to lack of demand. Chairman Leeper suggested the AITDC mirror what the City and County have submitted. Jim McManemon made a motion for the TDC to put together a letter with Charlie Corbett second. Motion passed.

V. Financial Report:

Revenue is strong, however March bed tax numbers were not in. Revenues are $371,000 ahead of budget through February. Expenditures are all in line so far this year. David Caples mentioned that the "average daily rate" was so good it was commendable.

The 2015 Budget Proposal is due to the County by May 1. Based on performance in FY2014, staff feels comfortable projecting a 7% increase in revenue for FY2015 resulting in bed tax collections of $4.2 million. Jan Smith asked what the projected revenue looked like for the remainder of this year. Based on performance of the first six months, and looking at advanced bookings, Mr. Langley estimates revenues will increase 15%. Motion was made by John Price to accept 2015 Budget Proposal, seconded by David Caples. All approved.

There was a brief discussion about Air B&B and if its business model presents a threat to Amelia Island. It has been around for about 4 years, and has been engaged in lawsuits with major cities over bed taxes not being collected. Auditing individual rentals is a tedious endeavor and the responsibility of the County Clerk. Staff will explore the subject with Mr. Crawford. Staff will also continue to monitor the national trends and report back if necessary.

VI. Amelia Island Tourism Development Council Update:

a. Research

Smith Travel Research report showed ADR in March at $241.78, up 11.7%. Rev Par was $179.23 up 12.6% over last year.

b. Advertising

Co-op programs continue to be embraced. The placement budget dedicates 41% to print, 39% to TV, 16% to Interactive and 4% to radio. Television consists of mostly Southeast cities including Atlanta, Charlotte, and Nashville. Discussion of lead generation and special promotions ensued.

c. Special Events and Promotions

Concours D' Elegance was extremely successful this year, as was the Festival of Speed. Katy Ride for Life and the Garden Show both did well. Upcoming events include the Isle of Eight Flags Shrimp Festival, Wild Amelia, Sounds on Centre and the Chamber Music Festival. The Great Southern Tailgate Cookoff will commence the end of August as usual.

Trade Shows recently attended were reviewed including the New York Times Travel Show. Collateral pieces recently updated and produced include the new Amelia Island Fact Sheet and the Wedding Fact Sheet. The Sargassum Seaweed piece was also reprinted.

Ms. Hurley reviewed groups that have visited and the "return on investment" scenario. Jim McManemon expressed excitement about Texas Roadhouse arrival and the tremendous return to our community the meeting will generate.

Chairman Leeper noted he had been approached about the soccer field lighting. He suggested that this could be added as a request for the groups coming in that give back to the community. A separate meeting was recommended to discuss.

d. Interactive

Website performance has been consistent with 2013. Moving forward, the plan is to optimize all social media opportunities. Facebook content is being updated daily and we've added a new "Book Now" app. On Facebook, over 7,000 people are reached daily.

The Amelia Island Photo Contest is up and running. Process and rules were discussed along with a handout for viewing. Atlanta Magazine is going to partner, as well as Islander Magazine. For all photos entered, we will have rights of use.

e. Public Relations

Katharina Lane reviewed press visits for the month which included: Nashville Lifestyles, Fairways, Healthy Travel, and Fit & Well. She also reported on other writers we are currently working with, as well as numerous radio station promos. The Harris Teeter promotion brought in 90,000 E-vic sign ups this spring. Just completed the new Amelia Island Travel Journals to use in promotions, which was customized with logo, photos and info. She also handed out the completed Crisis Response Plan and reviewed with board members. This will be on June agenda for approval.

VII. Old Business

a. Wanderlust 2014

Mr. McManemon reported that the date options are now being considered and progressing with further talks.

b. Big Break

All the marketing program responses have all been positive.

VIII. New Business

a. Local Meetings Effort

For Phase 1, 2,500 brochures were printed to entice local resident and businesses to promote Amelia Island as a meetings destination. Among the organizations working with the AITDC are the AIFBY Chamber and NCEDB.

b. Reference Manual draft was handed out for review. This is not to be given out to Public but for businesses referencing only.

c. Gift for Flora Swanson was displayed as recognition for her years of service.

IX. Public Input

Tony McAdoo inquired if a grants process that was in place 7 years ago could be considered for re-instatement? He handed out information for board to review.

X. Adjournment

Meeting adjourned at 4:38 pm by Danny Leeper.

Approved _____, 2014

Tourist Development Council of Amelia Island, Florida

By: _____
Danny Leeper, Chairman

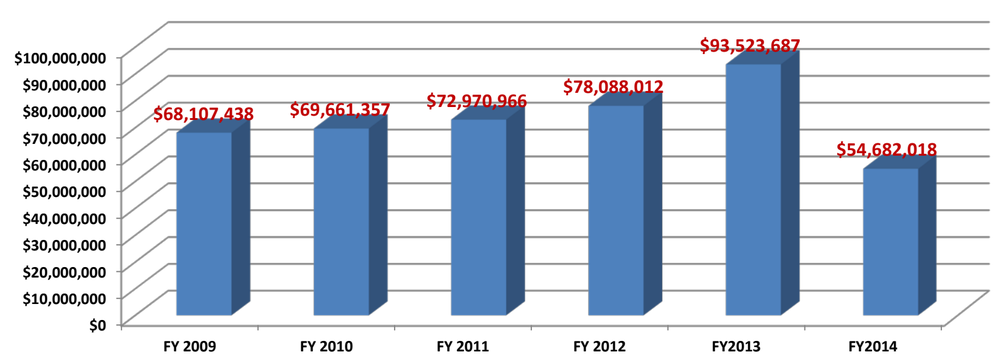
By: _____
Attest: Gil Langley, Managing Director

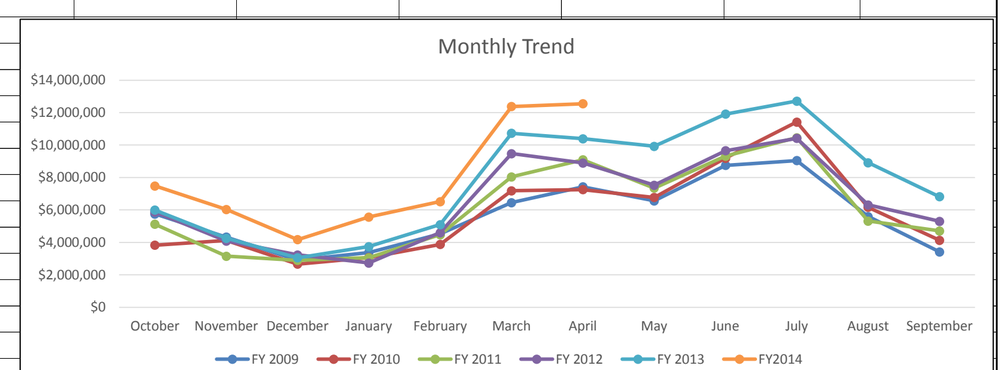
FINANCIAL

Amelia Island Tourism Development Council
Monthly Taxable Collections

AMELIA ISLAND
TOURIST DEVELOPMENT COUNCIL

Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total
FY 2008	$6,484,315	$4,583,719	$4,003,810	$2,551,234	$8,445,453	$9,296,468	$9,112,868	$8,394,584	$10,673,223	$10,664,371	$6,403,035	$3,940,464	**$84,553,545**
FY 2009	$5,748,475	$4,327,282	$2,897,218	$3,377,021	$4,519,319	$6,449,718	$7,425,048	$6,559,247	$8,750,888	$9,041,744	$5,598,662	$3,412,816	**$68,107,438**
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						**$54,682,018**
% Change	**24.72%**	**41.91%**	**36.69%**	**48.62%**	**27.79%**	**15.38%**	**20.81%**	**-100.00%**	**-100.00%**	**-100.00%**	**-100.00%**	**-100.00%**	**-41.53%**
FY2014 Projected	$6,231,475	$3,770,875	$3,453,125	$3,231,125	$5,072,400	$9,654,025	$10,795,200	$8,721,775	$11,043,475	$12,433,050	$7,235,975	$5,257,500	**$86,900,000**
FY2014 Actual	$7,475,837	$6,034,530	$4,166,409	$5,565,369	$6,515,370	$12,374,283	$12,550,221	$0	$0	$0	$0	$0	**$54,682,018**
% Change	19.97%	60.03%	20.66%	72.24%	28.45%	28.18%	16.26%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	**-37.07%**
YTD													
FY2013	$5,993,912	$10,246,332	$13,294,510	$17,039,281	$22,137,841	$32,862,255	$43,250,747	$53,175,991	$65,087,544	$77,798,198	$86,706,504	$93,523,687	
FY2014	$7,475,837	$13,510,367	$17,676,776	$23,242,145	$29,757,515	$42,131,797	$54,682,018						
% Change	**24.72%**	**31.86%**	**32.96%**	**36.40%**	**34.42%**	**28.21%**	**26.43%**	**-100.00%**	**-100.00%**	**-100.00%**	**-100.00%**	**-100.00%**	
Bed Tax													
FY2013	$239,205	$169,586	$121,247	$149,095	$207,065	$427,831	$414,560	$396,090	$476,114	$507,372	$355,547	$271,890	**$3,735,602**
FY2014 Projected	$249,259	$150,835	$138,125	$129,245	$202,896	$386,161	$431,808	$348,871	$441,739	$497,322	$289,439	$210,300	**$3,476,000**
FY2014 Actual	$298,291	$240,587	$166,094	$222,025	$265,136	$493,877	$501,825						**$2,187,835**
	19.7%	59.5%	20.2%	71.8%	30.7%	27.9%	16.2%						
FY 2009	$68,107,438												
FY 2010	$69,661,357												
FY 2011	$72,970,966												
FY 2012	$78,088,012												
FY2013	$93,523,687												
FY2014	$54,682,018												





Amelia Island TDC
FY2014 Consolidated Budget Report

Description	FY 2014 Budget	YTD Actual	YTD Budget	Budget Variance	FY2014 Budget Available
NET INCOME	$4,632,870	$3,645,078	$3,487,025	$158,053	$987,792
EXPENSES					
TDC Admin. 15%	$505,758	$357,557	$333,882	$23,675	$148,201
Marketing - 65%	$3,157,018	$1,644,636	$2,723,741	($1,079,105)	$1,512,382
Travel Trade - 10%	$632,922	$188,966	$550,400	($361,434)	$443,956
Beach Improv. 10%**	$337,172	$80,349	$222,968	($142,619)	$256,823
EXP. TOTAL	$4,632,870	$2,271,508	$3,830,991	($1,559,483)	$2,361,362
NET	$0	$1,373,570	-$343,966	$1,717,536	

TRACKING

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Amelia Island Tourist Development Council

For the Month of May 2014

Date Created: Jun 16, 2014

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: May 2014

	Current Month - May 2014 vs May 2013												Year to Date - May 2014 vs May 2013												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2013						Occ %		ADR		RevPAR		Percent Change from YTD 2013						Properties		Rooms	
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	69.5	65.2	119.99	113.29	83.42	73.86	6.6	5.9	12.9	13.6	0.5	7.2	74.1	71.3	138.12	130.28	102.40	92.92	3.9	6.0	10.2	10.6	0.4	4.3	3580	1984	412753	290224
Jacksonville, FL	71.5	64.3	101.90	95.13	72.82	61.21	11.1	7.1	19.0	19.7	0.6	11.8	68.8	65.8	94.69	89.71	65.18	59.02	4.6	5.6	10.4	12.0	1.4	6.1	263	185	26781	21896
Jacksonville Beaches, FL	74.9	67.0	167.60	154.65	125.55	103.57	11.9	8.4	21.2	19.7	-1.3	10.4	70.5	67.3	149.02	138.60	105.09	93.31	4.8	7.5	12.6	13.8	1.1	5.9	95	56	7508	5885
Savannah, GA	75.9	69.9	109.14	100.44	82.84	70.16	8.7	8.7	18.1	19.3	1.1	9.8	70.9	67.9	102.86	97.41	72.90	66.12	4.4	5.6	10.3	9.7	-0.5	3.9	169	123	14958	12351
Brunswick/Kingsland, GA	59.8	53.3	120.47	117.30	72.10	62.53	12.3	2.7	15.3	18.7	3.0	15.6	56.4	52.8	105.47	102.60	59.45	54.16	6.8	2.8	9.8	12.2	2.2	9.1	90	59	6918	4716
Daytona Beach, FL	57.5	51.3	91.02	84.20	52.35	43.23	12.0	8.1	21.1	21.0	-0.1	11.9	60.0	58.3	105.90	101.33	63.53	59.07	2.9	4.5	7.5	9.2	1.6	4.5	179	78	13447	9111
Charleston, SC	80.5	76.0	142.82	132.80	115.03	100.87	6.0	7.5	14.0	14.8	0.7	6.8	74.0	68.8	126.39	121.64	93.48	83.71	7.5	3.9	11.7	11.7	-0.0	7.5	171	117	18219	14129
Nassau County, FL	77.0	66.7	209.43	193.75	161.28	129.26	15.4	8.1	24.8	24.7	-0.0	15.4	69.1	65.9	191.23	176.87	132.23	116.52	5.0	8.1	13.5	23.4	8.8	14.1	23	12	2172	1909
St Johns County, FL	67.6	61.5	135.29	126.30	91.40	77.66	9.9	7.1	17.7	15.7	-1.7	8.0	67.6	64.7	121.49	115.25	82.16	74.57	4.5	5.4	10.2	8.8	-1.3	3.2	77	44	5542	3943
Hilton Head/Beaufort, SC	70.3	64.5	156.95	145.67	110.31	93.98	8.9	7.7	17.4	17.5	0.1	9.0	55.6	53.6	131.96	120.43	73.34	64.52	3.7	9.6	13.7	17.8	3.6	7.5	46	32	6041	4271
Fort Walton Beach, FL	71.7	68.9	151.83	146.02	108.84	100.59	4.1	4.0	8.2	12.4	3.9	8.1	54.2	55.1	124.95	120.73	67.77	66.46	-1.5	3.5	2.0	4.6	2.5	1.0	84	42	9625	5676

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Source 2014 SMITH TRAVEL RESEARCH, Inc.

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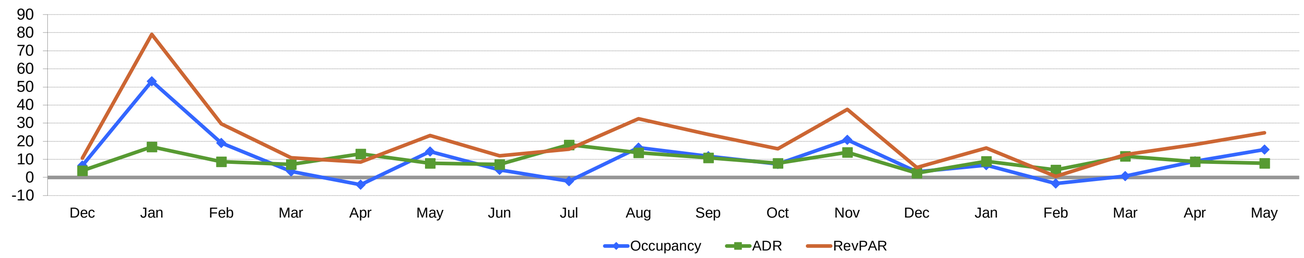
Tab 3 - Trend Amellia Island+

Amelia Island Tourist Development Council

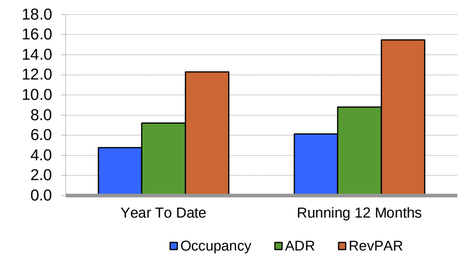
For the Month of May 2014

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	40.5	51.3	66.0	73.6	72.0	68.8	74.3	73.1	66.9	61.0	62.7	55.2	41.8	54.8	63.7	74.1	78.4	79.4	59.0	67.0	70.2	56.6	61.7	65.4
Last Year	38.0	33.5	55.3	71.2	75.0	60.2	71.2	74.7	57.4	54.6	58.4	45.7	40.5	51.3	66.0	73.6	72.0	68.8	58.7	59.0	67.0	55.7	56.6	61.7
Percent Change	6.6	53.2	19.2	3.2	-4.0	14.3	4.3	-2.1	16.5	11.7	7.4	20.8	3.1	6.7	-3.4	0.8	8.9	15.4	0.6	13.5	4.7	1.6	9.0	6.1

ADR	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	146.86	140.37	155.27	216.47	219.02	211.90	209.39	218.83	189.44	175.79	181.64	175.48	150.40	152.86	161.73	241.78	237.92	228.66	178.90	196.01	210.14	171.22	182.43	198.51
Last Year	141.57	120.10	142.76	201.75	193.79	196.55	195.15	185.28	166.66	158.60	168.48	153.96	146.86	140.37	155.27	216.47	219.02	211.90	175.65	178.90	196.01	168.18	171.22	182.43
Percent Change	3.7	16.9	8.8	7.3	13.0	7.8	7.3	18.1	13.7	10.8	7.8	14.0	2.4	8.9	4.2	11.7	8.6	7.9	1.8	9.6	7.2	1.8	6.5	8.8

RevPAR	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	59.50	72.05	102.40	159.22	157.73	145.74	155.53	160.07	126.66	107.27	113.87	96.87	62.81	83.75	102.99	179.23	186.60	181.56	105.60	131.28	147.43	96.85	112.50	129.91
Last Year	53.82	40.24	79.00	143.73	145.39	118.26	139.02	138.45	95.66	86.62	98.35	70.35	59.50	72.05	102.40	159.22	157.73	145.74	103.05	105.60	131.28	93.67	96.85	112.50
Percent Change	10.6	79.1	29.6	10.8	8.5	23.2	11.9	15.6	32.4	23.8	15.8	37.7	5.6	16.2	0.6	12.6	18.3	24.6	2.5	24.3	12.3	3.4	16.2	15.5

Supply	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	45,012	45,012	40,656	54,932	55,680	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	256,733	253,816	280,225	620,319	610,111	677,409
Last Year	52,669	52,669	47,572	52,731	51,030	52,731	51,030	52,731	52,731	51,030	52,731	51,030	45,012	45,012	40,656	54,932	55,680	57,536	256,549	256,733	253,816	620,527	620,319	610,111
Percent Change	-14.5	-14.5	-14.5	4.2	9.1	9.1	9.1	9.1	9.1	9.1	9.1	9.1	27.8	27.8	27.8	4.7	0.0	-0.1	0.1	-1.1	10.4	0.0	-1.6	11.0

Demand	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	18,237	23,104	26,814	40,404	40,100	39,573	41,358	42,086	38,468	33,976	36,068	30,738	24,028	31,523	33,095	42,650	43,670	45,659	151,551	169,995	196,597	350,888	376,225	443,319
Last Year	20,023	17,647	26,326	37,566	38,284	31,728	36,354	39,403	30,265	27,871	30,782	23,318	18,237	23,104	26,814	40,404	40,100	39,573	150,514	151,551	169,995	345,593	350,888	376,225
Percent Change	-8.9	30.9	1.9	7.6	4.7	24.7	13.8	6.8	27.1	21.9	17.2	31.8	31.8	36.4	23.4	5.6	8.9	15.4	0.7	12.2	15.6	1.5	7.2	17.8

Revenue	2012	2013												2014					Year To Date			Running 12 Months		
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2012	2013	2014	2012	2013	2014
This Year	2,678,304	3,243,218	4,163,305	8,746,294	8,782,598	8,385,502	8,660,079	9,209,606	7,287,559	5,972,582	6,551,550	5,393,954	3,613,739	4,818,590	5,352,338	10,311,989	10,390,004	10,440,381	27,111,838	33,320,917	41,313,302	60,079,920	68,635,144	88,002,371
Last Year	2,834,610	2,119,436	3,758,335	7,578,870	7,419,131	6,236,066	7,094,388	7,300,708	5,043,993	4,420,472	5,186,215	3,590,147	2,678,304	3,243,218	4,163,305	8,746,294	8,782,598	8,385,502	26,438,021	27,111,838	33,320,917	58,123,220	60,079,920	68,635,144
Percent Change	-5.5	53.0	10.8	15.4	18.4	34.5	22.1	26.1	44.5	35.1	26.3	50.2	34.9	48.6	28.6	17.9	18.3	24.5	2.5	22.9	24.0	3.4	14.2	28.2

Census %	2012	2013												2014				
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	14	14	14	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
Census Rooms	1452	1452	1452	1772	1856	1856	1856	1856	1856	1856	1856	1856	1856	1856	1856	1856	1856	1855
% Rooms Participants	95.2	95.2	95.2	96.1	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	96.3	94.9	94.9	94.9	94.9	92.5

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Source 2014 SMITH TRAVEL RESEARCH, Inc.

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First Quarter 2014 Visitor Profile *(January – March)*
Amelia Island Tourist Development Council

Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Research Data Services, Inc.
Research@KlagesGroup.com

June 2014

*H/M/C/C Visitor Statistics **	CY Annual 2012	CY Annual 2013	% Δ '12/'13	Q1 2013	Q1 2014	% Δ '13/'14
Visitors (#)	461,400	519,400	**+12.6**	122,200	137,300	**+12.4**
Direct Expenditures ($)	$278,078,500	$334,634,900	**+20.3**	$74,055,600	$90,339,300	**+22.0**
Total Economic Impact ($)	$365,868,052	$440,279,200	*k: 1.3157*	$97,435,000	$118,859,400	*k: 1.3157*

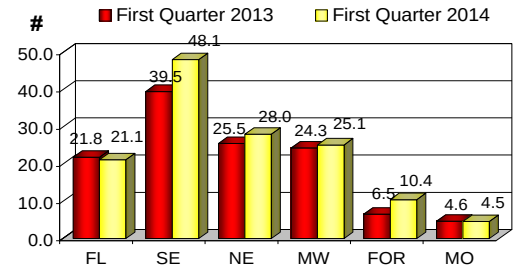
** H/M/C/C: Visitors staying in a commercial lodging (hotel, motel, condo, or campground).*

Visitor Origin	CY Annual 2012	CY Annual 2013	% Δ '12/'13	Q1 2013	Q1 2014	% Δ '13/'14
Florida	92,175	107,267	+16.4	21,752	21,144	-2.8
Southeast	194,389	213,508	+9.8	39,471	48,055	+21.7
Northeast	66,887	76,568	+14.5	25,540	28,009	+9.7
Midwest	68,968	78,597	+14.0	24,318	25,126	+3.3
Foreign	16,674	19,500	+16.9	6,476	10,435	+61.1
Markets of Opportunity	22,307	23,960	+7.4	4,643	4,531	-2.4
Total	**461,400**	**519,400**	**+12.6**	**122,200**	**137,300**	**+12.4**

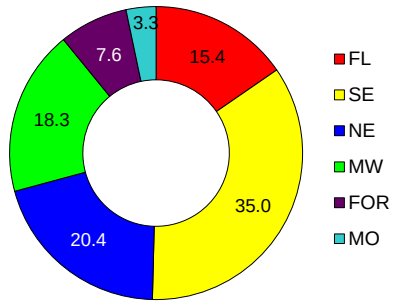
*Occupancy and ADR ***	January	February	March
Occupancy 2014	54.8%	63.7%	74.1%
Occupancy 2013 †	51.3	66.0	73.6
Δ % Occ. ('13/'14)	**+6.7%**	**-3.4%**	**+0.8%**
ADR 2014	$152.86	$161.73	$241.78
ADR 2013 †	140.37	155.27	216.47
Δ % ADR ('13/'14)	**+8.9%**	**+4.2%**	**+11.7%**
RevPAR 2014	$83.75	$102.99	$179.23
RevPAR 2013 †	72.05	102.40	159.22
Δ % RevPAR ('13/'14)	**+16.2%**	**+0.6%**	**+12.6%**

*** Source: Smith Travel Research*
† 2013 Update

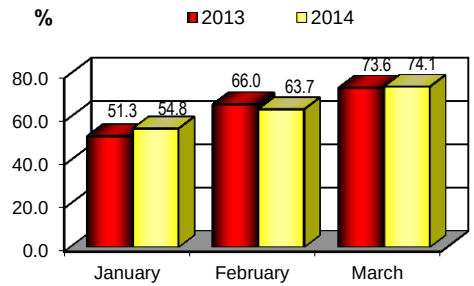
Visitor Origins (in Thousands)



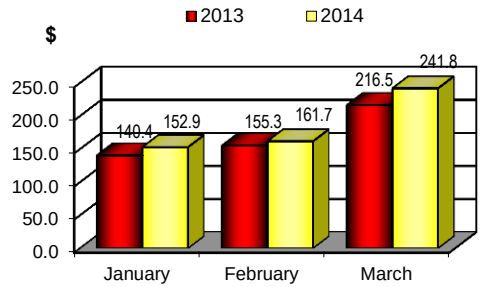
First Quarter 2014 Visitor Origin Distribution (%)



Occupancy



Room Rates



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Amelia Calendar Year Summary

Visitor Statistics	**Quarter 1** *(Jan. - Mar.)*	**Quarter 2** *(Apr. - Jun.)*	**Quarter 3** *(Jul. - Sep.)*	**Quarter 4** *(Oct. - Dec.)*	**Calendar Year 2012**	**Calendar Year 2013**	**% Δ 2012/2013**
H/M/C/C Visitors (#)	122,200	138,500	143,500	115,200	**461,400**	**519,400**	**+12.6%**
Direct Expenditures ($)	$74,055,600	$93,738,200	$92,378,100	$74,463,000	**$278,078,500**	**$334,634,900**	**+20.3%**
Total Economic Impact	$97,435,000	$123,331,300	$121,541,900	$97,971,000	**$365,868,052**	**$440,279,200**	**+20.3%**

H/M/C/C Visitor Origins	**Quarter 1** *(Jan. - Mar.)*		**Quarter 2** *(Apr. - Jun.)*		**Quarter 3** *(Jul. - Sep.)*		**Quarter 4** *(Oct. - Dec.)*		**Calendar Year 2012**	**Calendar Year 2013**	**% Δ 2012/2013**
	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	Rel %	# of Vis.	**# of Visitors**	**# of Visitors**	
Florida	17.8	21,752	23.8	32,963	18.8	26,978	22.2	25,574	**92,175**	**107,267**	**+16.4%**
Southeast	32.3	39,471	41.1	56,924	49.5	71,033	40.0	46,080	**194,389**	**213,508**	**+9.8%**
Northeast	20.9	25,540	14.2	19,667	11.9	17,076	12.4	14,285	**66,887**	**76,568**	**+14.5%**
Midwest	19.9	24,318	11.5	15,927	13.4	19,229	16.6	19,123	**68,968**	**78,597**	**+14.0%**
Foreign	5.3	6,476	3.8	5,263	3.0	4,305	3.0	3,456	**16,674**	**19,500**	**+16.9%**
Markets of Opp.	3.8	4,643	5.6	7,756	3.4	4,879	5.8	6,682	**22,307**	**23,960**	**+7.4%**
Total	**100.0**	**122,200**	**100.0**	**138,500**	**100.0**	**143,500**	**100.0**	**115,200**	**461,400**	**519,400**	**+12.6%**

FIRST QUARTER TOP ORIGINS (2013-2014)

States of Origin

	2013 Rank	2014 Rank
Georgia	2	**1**
Florida	1	**2**
North Carolina	6	**3**
New York/New Jersey	4	**4**
South Carolina	9	**5**
Ohio	5	**6**
Illinois	7	**7**
Pennsylvania	3	**8**
Massachusetts	--	**9**
Maryland	10	**10**

DMA's

	2013 Rank	2014 Rank
Atlanta	3	**1**
Jacksonville	1	**2**
Greater Orlando Area	4	**3**
New York/New Jersey	2	**4**
Boston	--	**5**
Chicago	7	**6**
Philadelphia	8	**7**
Tampa/St. Petersburg	6	**8**
Raleigh/Durham	--	**9**
Charlotte	--	**10**
Savannah	--	**11**

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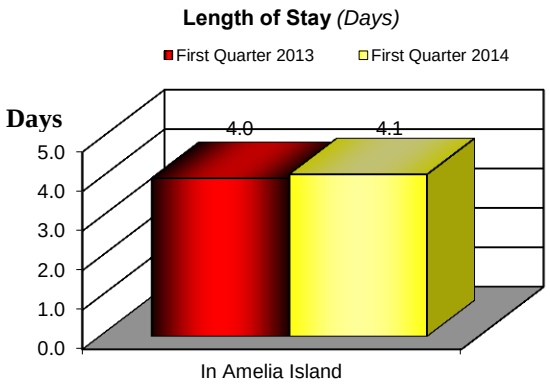
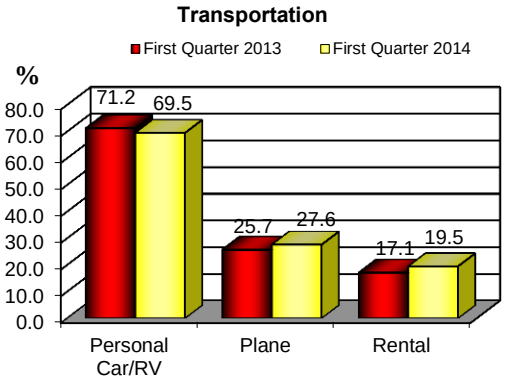
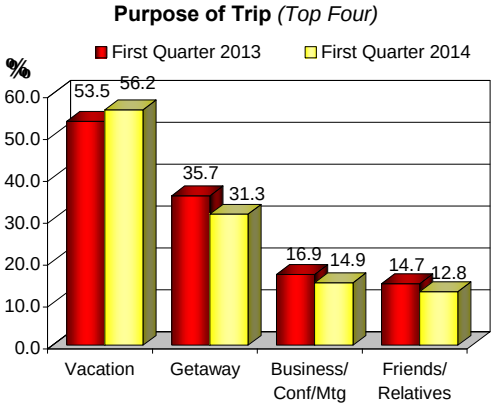
	First Quarter 2013	First Quarter 2014
	n = 681	*n = 730*
Length of Stay *(Days)*		
In Amelia Island	4.0 *days*	4.1 *days*
Party Size *(# of People)*	2.6 *people*	*2.7 people*
Travel Party *(Multiple Response)*		
Couple	58.5%	57.5%
Family	24.6	26.7
Extended Family	4.7	7.4
Single	5.9	7.0
Group of Friends	6.5	5.4
Have Children or Young Adults in Immediate Travel Party *(% Yes)*	20.3%	22.8%
Transportation Mode *(Multiple Response)*		
Personal Car/RV	71.2%	69.5%
Plane	25.7	27.6
Rental Car	17.1	19.5
Airport Deplaned *(Base: Flew)*		
Jacksonville International	83.0%	84.5%
Orlando International/Sanford	8.1	6.5
Purpose of Trip *(Multiple Response)*		
Vacation	53.5%	56.2%
A Getaway	35.7	31.3
Business/Conference/Meeting	16.9	14.9
Visit with Friends and Relatives	14.7	12.8
Special Event/Festival	7.7	8.4
Wedding/Honeymoon	5.3	5.0







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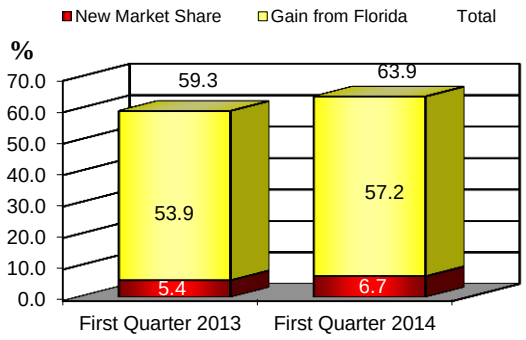
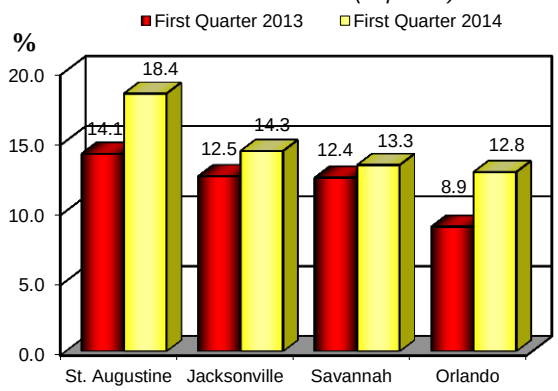
	First Quarter 2013	First Quarter 2014
	n = 681	*n = 730*
First Visit to *(% Yes)*		
Amelia Island	59.3%	63.9%
Florida	5.4	6.7
Other Southeast Areas Considered for this Trip *(Multiple Response)*		
Considered Only Amelia Island	50.3%	45.7%
St. Augustine/Ponte Vedra	14.1	18.4
Jacksonville Area	12.5	14.3
Savannah	12.4	13.3
Orlando	8.9	12.8
Jekyll Island	7.4	10.7
Hilton Head	6.0	9.9
Florida Keys	7.3	5.7
Miami	2.3	4.1
Daytona	4.2	2.9
Why Chose Amelia Island *(Multiple Response)*		
Beach	43.2%	36.7%
Appealing Brochures/Websites	26.0	29.4
Never Been/Try Something New	21.3	26.9
Convenient Location	19.7	23.5
Weather	24.3	22.0
Love/Like the Area	22.6	21.6
History	18.0	20.0
Recommendation	18.1	18.5
Nature/Environment	15.8	16.0
Previous Experience	16.0	15.8
Family Oriented Area	11.5	15.7
Business/Meeting	16.3	15.2
Attractions	12.2	15.2
On the Way/Enroute	14.4	14.2
Hotel/Accommodations	11.4	13.7
Golfing	--	13.3
Visiting with Friends/Family	14.0	13.1
Fishing	9.3	8.3
Travel Planning Window *(2014)*		
How Far in Advance Start Planning Trip	--	54.9 *days*
How Far in Advance Book Reservations for Trip	--	35.4 *days*

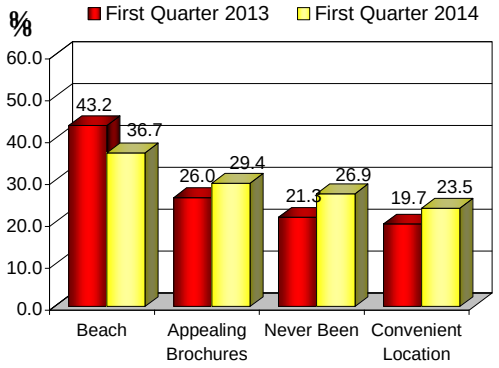
First Visit to Amelia Island



Other Areas Considered *(Top Four)*



Why Chose Amelia Island *(Top Four)*



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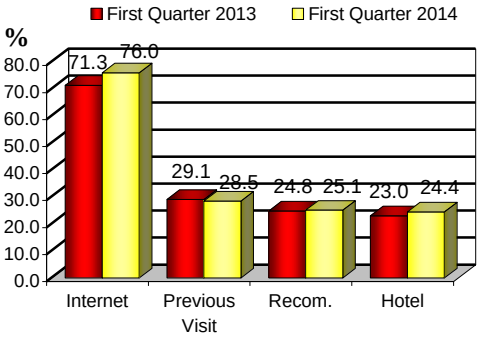
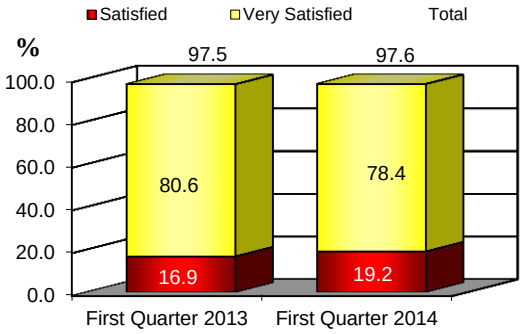
	First Quarter 2013	First Quarter 2014
	n = 681	*n = 730*
Information Most Helpful to Visit *(Multiple Response)*		
Internet	71.3%	76.0%
Previous Visit	29.1	28.5
Recommendation	24.8	25.1
Hotel/Accommodations	23.0	24.4
Print Media	19.6	22.1
Business/Conference/Meeting	15.9	13.8
Maps	10.1	12.1
Family	14.5	10.2
Special Event	8.2	8.9
Satisfaction with Amelia Island		
Very Satisfied	80.6%	78.4%
Satisfied	16.9	19.2
Satisfaction Level *(Very Satisfied + Satisfied)*	**97.5%**	**97.6%**
Recommend Amelia Island to Friends/Relatives		
Yes	96.4%	94.5%
Plan to Return *(% Yes)*		
To Local Area	86.1%	85.2%
Demographics		
Average Age Head of Household *(Years)*	51.5	50.3
Median Annual Household Income	$122,636	$122,910
Seen/Read/Heard Amelia Island Information *(% Yes)*	40.3%	42.9%
Influenced by Amelia Island Information		
(Base: Respondents Reporting Seen/Read/Heard Information)	44.8%	46.0%
Avg. Party Budget Breakdown		
Accommodations	--	$694.62
Restaurant Food/Beverage	--	422.81
Grocery Store	--	76.39
Admissions to Attractions	--	69.28
Other Entertainment	--	72.84
Retail Purchases	--	165.22
Miscellaneous	--	275.36
Amelia Island Base Budget		
Total	$1,575.66	$1,776.52
Per Person/Trip	606.02	657.97
Per Person/Day	151.51	160.48

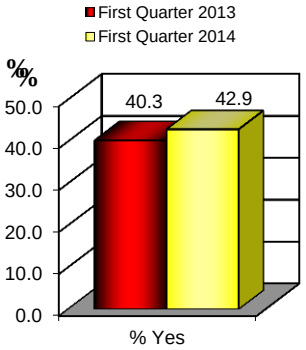
Information Helpful to Visit *(Top Four)*



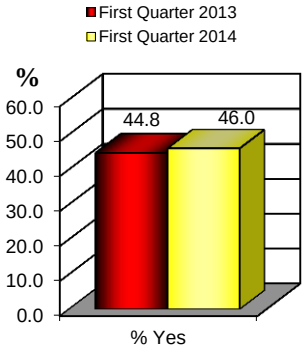
Satisfaction with Amelia Island



Seen/Read/Heard Information



Information Influenced



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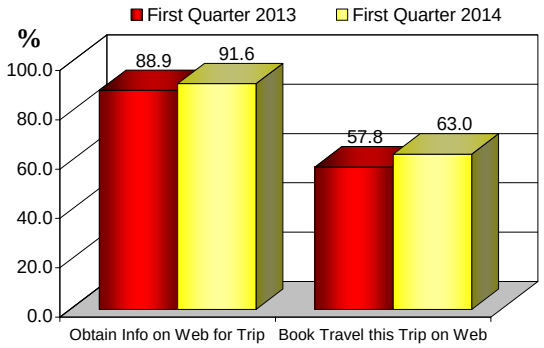
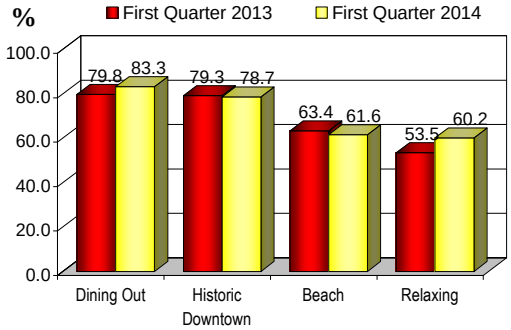
	First Quarter 2013	First Quarter 2014
	n = 681	*n = 730*
Used Internet to Get Travel Information for this Trip *(% Yes)*	88.9%	91.6%
Booked Travel for this Trip on the Internet *(% Yes)*	57.8%	63.0%
Activities Enjoyed in Area *(Multiple Response)*		
Dining Out	79.8%	83.3%
Historic Downtown	79.3	78.7
Beach	63.4	61.6
Relaxing	53.5	60.2
Walking on the Beach	59.1	55.9
Shopping	54.3	53.3
State Parks	36.9	41.7
Sight-Seeing	38.4	36.6
Reading	28.2	30.4
Wildlife/Environment	20.0	24.6
Shelling	27.4	24.3
Visiting with Friends/Relatives	18.0	20.0
Art Galleries	19.6	17.9
Antiquing	19.4	17.3
Exercising	15.1	17.1
Pool	16.5	16.3
Attractions	14.7	16.3
Bars/Nightlife	13.5	15.0
Farmers Market	12.5	14.5
Swimming	13.9	13.3
Water Cruise	9.0	11.8
Golfing	10.5	11.6
Photography	13.2	11.4
Bird Watching	11.4	10.5
Fishing	6.0	7.0

Internet Use



Activities Enjoyed *(Top Four)*



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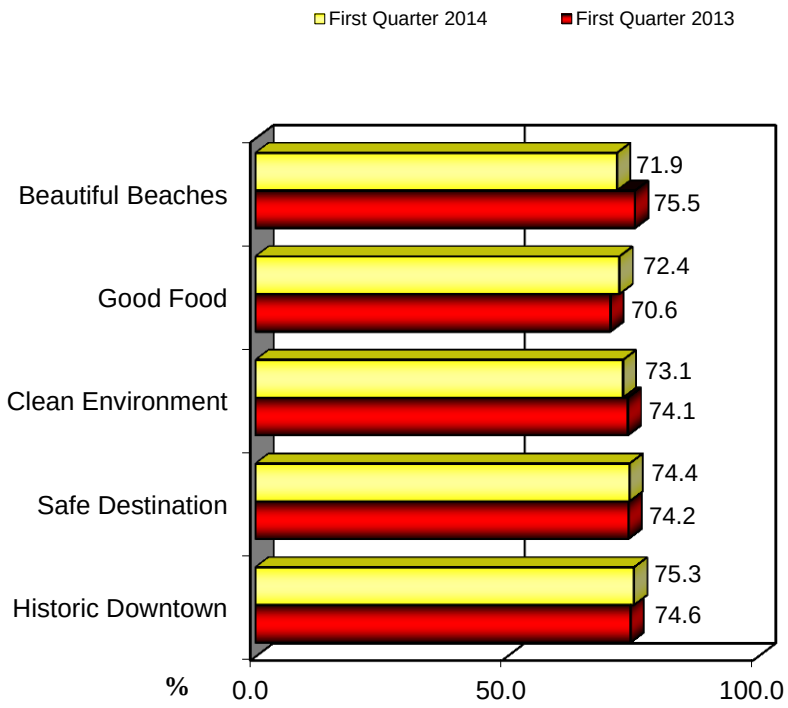
Attributes that Describe Amelia Island Well

	First Quarter 2013	First Quarter 2014
	n = 681	*n = 730*
Historic Downtown	74.6%	75.3%
Safe Destination	74.2	74.4
Clean Environment	74.1	73.1
Good Food & Restaurants	70.6	72.4
Beautiful Beaches	75.5	71.9
Upscale Accommodations	56.0	60.3
Family Friendly	53.8	56.7
Complete Relaxation	57.6	55.3
A Romantic Place	56.5	52.3
State Parks	40.1	43.3
Good Value for the Money	39.8	36.6
Activities for All Ages	24.3	20.3
Good Golfing	15.2	12.4
Good Fishing	11.0	10.8
Good Water Sports	5.7	7.6
Art Galleries	9.8	6.7

Attributes that Describe Amelia Island *(Top Five)*



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ACTIVITY

AMELIA ISLAND
TOURIST DEVELOPMENT COUNCIL

MAY 2014

TOURISM MARKETING

Tourism Sales Efforts

- Distributed brochures to island accommodations.
- Responded to Meeting, Wedding, Tour, and Receptive requests.
- Provided information bags for corporate, wedding, T/T groups.
- Welcomed over 300 guests from motor coaches to the historic district.
- Attended monthly HFBA meeting.
- Attended monthly board meeting of Florida's First Coast of Golf.
- Attended DMAI CEO Forum in Hilton Head.
- Depot is currently under restoration.
- Mailed 60 Meeting Planners Brochures.
- Attended Visit Florida Board of Directors Meeting in St. Petersburg, FL.
- Attended Amelia Island Bike Trail Group Meeting for promotional assistance.

Administration/Advertising

- Weekly Team/Staff Meetings
- On-going advertising spreadsheet updates.
- Prepared monthly STR report update.
- Prepared monthly FL Sales Tax update.
- Attended bed tax collection meeting in St. Augustine.
- Webinar on Hurricane Preparedness with Visit Florida.
- Approved May (deadline) magazine ad creative for Paradise Advertising.
- Approved and processed advertising invoices.
- Uploaded May magazine reader leads to EQuest
- Amelia Island print ads during month of May: Southern Living; Georgia Society Association Executives Connections Magazine; Florida Meetings Magazine;
- Amelia Island Co-op Advertising during month of May: Charlotte Weddings; Atlanta Magazine; Jacksonville Magazine; Orlando Weddings; Orlando Magazine; Modern Luxury
- Radio: Jacksonville – WJCT- Shrimp Festival;
- Television: Spot TV- Atlanta, Charlotte, Nashville; Cable TV – Atlanta, Nashville, Savannah, Charlotte; Interconnect – Jacksonville.

Interactive

- Prepared interactive and social media marketing plan for 2015
- Continue to post daily on Facebook, increasing reach to 50,000 people for the first time
- Continuously respond to inquiries generated on Facebook page

- Promoted voting for USA Top 10 US Islands contest through social media channels, Amelia Island named #5.
- Launched Amelia Island Photo Contest in line with National Tourism Week
- Completed "Be Nice" video series focusing on economic impact of tourism.
- Created new ad for AJC.com homepage takeover.
- Added page on keeping our beaches clean to website
- Added numerous new businesses to website listings
- Completed webinars for Visit Florida's new initiatives
- Continued website redesign process
- Joined Amelia Bike Trail meeting
- Participated in promotional barbeque bus tour with Texas Monthly Magazine and generated content for Great Southern Tailgate Cook-off Facebook page and website
- Loaded eNewsletter articles onto Ameliaisland.com
- Reviewed and approved press releases from Hayworth Creative
- Analysis on email campaigns and websites

Special Events/Promotions

- Continue to work on FAM's coming to the Island.
- Great Southern Tailgate Cookoff Event - met with and worked on the following:

a) Meeting with Carl Butler
b) Reviewed and designed Site Map
c) T-Shirt Prodcution-P5 productions
d) Great Cuts Sponsorship for Watermelon Contest
e) Insurance

- Ran the Headquarters and communications for Shrimp Festival Event.
- Set up and worked with Research Staff for Shrimp Festival.
- Attended Debrief Shrimp Festival Meetings.
- Attended the A1A Oceans Trail Meeting.
- Completed the revised Dining Guide. (printed and distributed)
- Worked on Pole Banner design and production.
- Continued working on S-Drive Clean-up.
- Started on the 2015 Marketing Plan.
- Met with Mac Graphics to review upcoming collateral for events.
- Met with Sue Mackey – Audubon Society.
- Met with Jazz Festival.
- Met with Rendezvous – Film Festival.
- Met with Petanque America.
- Daily review of Trumba.
- Weekly review with Leigh Cranford on collateral distribution.
- Continuously working with Cvent on the RFP's.
- Did presentation to Men's Newcomer's Club
- Attended *The Villages* Travel Expo

ADVERTISING & MARKETING

Advertising

- Agency continued to receive and review media placement opportunities.
- Agency began to monitor media for the Spring/Summer 2014 cable and spot TV campaign.
- Agency met with Client to discuss evolving the new brand direction and additional projects for 2014.
- Agency began to discuss additional media options for the Georgia vs. Florida campaign. Currently a promotion with 680 The Fan has been placed.
- Agency coordinated the prize package deliverables with the Omni Amelia Island Plantation for the Nashville WTVT added value promotion that ran May 16-19. Prize included a two-night trip to Amelia Island with dinner and one activity.
- Agency monitored media for the Great Summer Sale cable campaign that ran in the Jacksonville Market from May 1-10.
- Agency continued to coordinate the upcoming video shoot for the meetings/groups marketing video, leisure video and nature video. Shoot is scheduled for end of June.
- Agency continued to design CVB staff business cards.
- Agency refined the annual print ad creative placement plan for FY14 based on the client's print plan revisions. The preliminary plan for FY15 is subject to change.
- Agency finalized revisions to the 2014 Dining Guide and submitted to printer.
- Agency began to design the 2013 Tourism Economic Impact Fact Card.
- Agency developed and submitted multiple entries for the 2014 Flagler Awards.
- Agency provided logo files to CVB staff.
- Agency developed and submitted the Great Southern Tailgate Cook-off Ad for the July issue of *Atlanta Magazine.*
- Agency provided banner ad materials for the Visit Florida In-State Summer campaign.

Upcoming in June

- Agency to continue to review 2014 marketing and media opportunities.
- Agency to meet with Client to further discuss additional 2014 projects and campaigns.
- Agency to finalize production plans for the meetings/groups video shoot.
- Agency to finalize the 2013 Tourism Economic Fact Card.
- Agency to continue to refine concepts for a new Amelia Island brand/Southern Elegance campaign radio spot.
- Agency to continue to refine the 2014 creative print plan as needed based on the Client's plans.
- Agency to develop, submit or coordinate materials for the following insertions:
    - *Jacksonville Magazine* – July (BBQ Ad)
    - *Folio Weekly* - August 6th, 13th & 20th (BBQ Ads)
    - *Amelia Islander* – August (BBQ Ad)

PUBLIC RELATIONS
HAYWORTH CREATIVE

Media Development

- Responded to 9 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- Sent photos to *National Club Golfer* (UK publication) for a golf article they are working on.
- Provided photos to *Golf Life* (Pakistan publication) upon request for an upcoming Amelia Island article.
- Sent additional information to freelance writer Sarah Sekula information about Amelia Island for consideration in her upcoming story on romance travel in Florida. Also sent additional photos, upon request.
- Provided b-roll footage to *Sweet Retreats* for an upcoming show, which ran on the Today Show.
- Followed up with several Canadian writers to determine interest in a possible visit in the future.
- Provided additional information about Wild Amelia to *First Coast Parent* for consideration online.
- Assisted *Family! Magazine* in obtaining individuals to interview for an upcoming article. Also provided images upon request.
- Provided opportunity for *Atlanta Eats!* Show inclusion to the CVB for consideration. Awaiting response.
- Submitted photos, press release and a barbeque recipe to *Folio Weekly* for the Great Southern Tailgate Cook-off.
- Sent *Travel + Leisure* online writer information about things to do on July 4 weekend.
- Provided cook-off and photo contest press release to *Atlanta Magazine* for added-value inclusion in their July issue.
- Sent TropixTraveler.com information for an upcoming post.
- Suggested things to do to WSOC-TV journalist who is planning to visit Amelia in August.
- Emailed *Today Show's* Natalie Morales an invitation to visit Amelia Island, following her mention of wanting to visit.
- Sent follow up to 86 writers and 21 bloggers regarding the Great Summer Sale press release.
- Sent info to *M&C* magazines for their August North Florida issue.
- Provided information to *Meeting Professional* magazines for their upcoming North Florida feature for the August issue.
- Coordinated an interview for Gil Langley and a writer for *Convention South* for an upcoming story. The interview took place on May 28. Also sent the writer photos and information for consideration.

Press Trips

- Finalized itinerary for for Warren Resen, freelance writer for *Observer News* (Tampa weekly, 45,000 circulation). He will be visiting June 1 through 3. Prepared and sent welcome kit to the host property.
- Began coordinating press visit for Hannah Glaser with *GEO Saison* (German Magazine, 127,600 circulation) for July 28 through August 1. Finalized itinerary and will send welcome kit closer to her visit.
- Finalized itinerary for *South Florida Parenting* (circulation 108,000) magazine press visit for August 8 through 10. The magazine is written for educated, upscale young parents living in Dade, Broward and Palm Beach counties. The publication features reviews of monthly calendar of events, local arts scene for children, family travel tips, and reviews of children's literature. The story for Amelia Island would focus on “Luxury with Kids” and a “Beyond the Beach” theme.
- Finalized itinerary for press visit for Sue Collins with *BuckHaven Lifestyle Magazine* (Atlanta Magazine, 15,000 circulation) and *Perimeter North Lifestyle Magazine* (Atlanta Magazine, 15,000 circulation) for June 12 through 15.
- Began discussing a possible press trip for writer from A Luxury Travel Blog. Sent possible dates to resorts for consideration. Waiting to hear back from resorts on availability.
- Worked with The Weather Channel to provide a media rate for a journalist visiting destination on a personal vacation.
- Continued coordination for the upcoming Romance FAM trip, which is scheduled for September. Started finalizing itinerary and transportation for the trip.
- Coordinated mailing of 29 Amelia Island travel journals to select media. The mailing included an invitation to visit the destination. Follow up will continue in June and another mailing will be distributed later in the summer.

Media Releases

- Distributed press release announcing the Amelia Island Photo Contest. The release was sent to 350 journalists, including local, tourism trades, Florida dailies and select online outlets.
- Distributed SEO version of the Great Summer Sale press release.
- Finalized and distributed summer events press release. The release was sent to 480 journalists, including local, writers with a calendar beat, Florida dailies and magazines, southeast dailies and magazines and select national dailies.
- Wrote and distributed the Great Southern Tailgate Cook-off entertainment lineup press release. The release was sent to 450 writers, including local, journalists focusing on events, Florida dailies, magazines, food writers and select writers at southeast and national publications.
- Revised the cook-off release and distributed it through Marketwire as an SEO enhanced press release.
- Wrote press release announcing the bridal/elopement packages available on Amelia Island. Release was approved by the CVB and will be distributed in early June.
- Began writing press release about the Corporate Social Responsibility (CSR) opportunities on Amelia Island. The press release will be finalized and distributed in June.

Promotions

- Continued working with Atlanta Gator Club to work out a partnership to promote Florida/Georgia Weekend. Held a call with the president of the club and prepared a proposal for him to take to his board of directors. Awaiting feedback from the Atlanta Gator Club board.
- Sent prize for WSTR-FM (contemporary hits radio, #15 in Atlanta, #3 in that genre) promotion.
- Finalized promotion with WDUV-FM (Soft adult contemporary radio, #1 in Tampa). The promotion includes an estimated media value of $12,500 for a two-night stay on Amelia Island and an activity. The promotion will take place May 25 through June 8. Sent photos, logos, links and copy points for the givewaway. Certificates were also provided and airchecks obtained.
- Reached out to 9 media in Vero Beach and surrounding areas to determine interest in an Amelia Island promotion, following the announcement of the Big Break Florida winner.
- Reached out to 17 media in the Chicago market (magazines, dailies, radio and tv) to determine interest in possible promotions. Awaiting responses.

Miscellaneous

- Uploaded press releases and select images to the press room on Amelia Island.com.
- Researched and wrote copy for the June Amelia Island e-newsletter. Following approval, Hayworth uploaded online. The newsletter will be distributed in June.
- Revised the crisis plan and provided to the CVB for final approval.
- Created a generic book sleeve for the CVB to use when distributing their travel journals. Sleeves will be printed and provided to the CVB in June.
- Provided PR information for the last six months, upon request.
- Prepared Activity and Publicity Reports.

New Business

Florida's First Coast Of Golf

TO: Gil Langley, Amelia Island CVB

FR: David W. Reese, Florida's First Coast of Golf, Inc.

RE: FY 2014-15 Amelia Island Tourist Development Council golf marketing budget allocation

DATE: June 20, 2014

The strategic partnership between the Amelia Island Tourist Development Council and Florida's First Coast of Golf has truly been beneficial to Amelia Island and the NE Florida region as we continue to lead the State of Florida in cooperatively marketing one of our regions strongest assets – GOLF.

In calendar year 2013, Amelia Island and the First Coast region grew by 4% and lead the State of Florida in growth YOY. Calendar year 2014 is off to a tremendous start despite the slow start in January. Amelia Island stands at +24% YTD through May, NE Florida region is flat YTD while other competitors are in negative territory on the year. The number of tourist rounds reported by the courses rose from 38% to 45% of total rounds played on the Island from 2013 to 2014 YTD. Tourist play on the Island continues to play an important role in filling rooms.

Our collaborative efforts are more important than ever in chasing more market share and higher yields. I hope you will agree that the increased marketing efforts established over the past several years between our organizations have produced strong initiatives with positive results.

RESULTS

- In 2013, there were 45,521 tourist rounds played on the Island equating to 19,346 room nights attributed to golf tourism on the Island
    - Combined investment of $93,500 yielded a $38.7 to $1 return based on room revenue (19,346 x 2013 ADR $191.99)
    - Amelia Island Golf Tourism has seen a 24% increase through May 2014 over 2013
    - Amelia Island and the NE Florida region led the State of Florida in 2013 over 2012 for the largest increase in % of golf rounds played (4%).
- $27.42 advertising/marketing/promo in-kind buying power to every $1 spent by Amelia Island CVB giving the island 27 more times the opportunity to capture the golf tourist

We are respectfully requesting $54,600 for FY 2014-15 as Amelia Island's allocation to the baseline FFCG budget. Additional cooperative marketing opportunities will be available for consideration in July 2014 allowing Amelia Island to increase its share of voice. Thank you very much for your consideration in Amelia Island Convention & Visitors Bureau's planning process.

Authorized Signature, Amelia Island Convention & Visitors Bureau

Authorized Signature, Florida's First Coast of Golf, Inc.