

AMELIA  ISLAND
TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, October 22, 2014
Location: City Hall

Agenda

- | | | |
|-------|--|--------------|
| I. | Call to Order | Danny Leeper |
| II. | Approval of August 27, 2014 Meeting Minutes Reminder – <u><i>December Meeting is Wednesday, 12/17</i></u> | Danny Leeper |
| III. | Depot Update | Gil Langley |
| IV. | Discussion of AITDC Candidates | Danny Leeper |
| V. | Financial Report | Gil Langley |
| VI. | Amelia Island Tourism Development Council Update | Staff |
| | a. Research | Gil Langley |
| | b. Marketing | Amy Lacroix |
| | c. Interactive | Kate Harris |
| | d. Promotions & Special Events | Susan Hurley |
| VII. | Old Business | |
| VIII. | New Business | |
| IX. | Public Comment | |

MINUTES



Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, August 27, 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, Sara Pelican, Jack Healan
Absent: John Price, Donald Stamets
Staff: Gil Langley, Melanie Crawford, Kate Harris, Amy Lacroix, Susan Hurley,
Katharina Lane, Beth Belcher

I. Call to Order

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

II. Approval of Minutes – June 25, 2014 TDC Meeting

Jim McManemon moved to approve the minutes. Bob Hartman seconded.
Motion carried unanimously.

III. Port Authority (OHPA Master Plan Discussion) – Kelly Gibson:

This agenda item was moved forward so that the speaker could leave early due to previous commitment. Ms. Gibson introduced the topic and was prepared to discuss the purpose of her attendance, which was to solicit input from the AITDC on the OHPA Master Plan. The website explaining the port plan is www.fbfl.us/compplan which the board members were asked to review. Feedback from the TDC is requested by the FB Planning Commission. Mr. Langley explained that the Master Plan contents are mandated by state law, and that any comments might be reserved until the OHPA decides to implement the plan. There were no comments at this time.

IV. Island Art Association – Tony McAdoo:

Mr. McAdoo introduced some of the various members that participate in the association. Many thanks to these individuals were made noting their contributions to the community. Those in attendance paraded with art examples of the art they create. A packet of collateral was distributed that detailed the history, members, and events that happen throughout the year, including the Artrageous Artwalk piece that is produced by the TDC. Mr. McAdoo expressed they would like to expand their working relationship with the AITDC.

V. Amelia Island Museum – Phyllis Davis:

Museum director began by thanking the TDC for their generous support. All of the numbers she reported showed an increase for the museum of over 30% for the first 6 months of the year. Throughout this time she noted there were various events sponsored by the Museum that generated significant room nights. She introduced the Smithsonian program “The Way we Worked” via a short movie. This is on track for Fernandina Beach in late 2015.

VI. Financial Report: (Budget Adjustment) – Gil Langley

Budget numbers reported to all be in line with our projections. July collections came in a record high. Mr. Langley then presented a plan to revise budget for FY2015 explaining the proposed areas for increased allocation, as well as the impact on reserves. The total recommendation of \$4.9 million is based on a projected 10% increase in revenue and \$637,500 in existing marketing reserves. Staff is proposing an increase in advertising and expanding our direct sales effort to the international market. Sarah Pelican made a motion to approve the budget amendment, seconded by Jim McManemon and all approved.

Research for 2nd quarter of calendar year was reviewed with a few key points noted showing overnight visitation up 10.8% and visitor expenditures up by 19%. All other metrics showed excellent results.

July STR showed Occupancy at 83.3%, ADR at \$226 (up 3.5%) and total revenue exceeding last year’s figures by 18%. AI continues to exceed the performance of all those in its competitive set.

a. Marketing/Advertising - Amy Lacroix

The photo contest is complete with winners selected. It was a successful promotion and two winners were present and recognized. Upcoming promotions include video production to promote meetings, updating of all TDC collateral, and brainstorming of future events. Restaurant Week is 2015 in planning stages. Cool Amelia promotion results were reviewed and GA/FL promotion is in full swing. Upcoming media co-ops are moving through for September and October.

b. Interactive – Kate Harris

Ms. Harris started off by reviewing booking referral numbers. All are above the marks from last year. Our social media is expanding rapidly. Social channel videos were tested and successful, so there are more of these planned for future use. Sea Turtle text messaging campaign has proven to be very popular. We are in process of expanding our email co-op options with our lodging partners.

c. Special Events – Susan Hurley

Extensive review of the Great Southern Tailgate Cook-off event held August 22 and 23rd. Many thanks expressed to all who participated and attended. Feedback was requested to assist with planning of next year's event. Ms. Hurley gave an overview of the many groups she is currently working with that might be coming to this area in the near future.

d. Public Relations – Katharina Lane

Ms. Lane gave an overview of what she has been working on throughout the last two months which included various press visits, promotions, and media coverage. Included in the promotions was Atlanta Gator Club sweepstakes as well as an article in Parents/Family Fun. A few of the highlighted media coverages featured AI nature tours in AAA Living. WJXT did a live broadcast on Centre Street called First Day of Summer. There were also 14 travel writers hosted during this time.

VII. Old Business

a. FY 2015 Marketing Plan Review

Amy Lacroix explained where the advertising budget will be allocated by percentages. She provided preliminary information on the co-op program and the expansion into the international market.

Kate Harris focused on the goals she has set from start to finish for the upcoming year. She explained what tools she has planned to use, including social media, and how it will all ultimately come together resulting in accomplishing our overall goal of bringing visitors here for overnight stays.

Susan Hurley went over her plan to develop ideas and possible new events in 2015. There are many concepts under consideration and lots of research needed to decide if any would be successful. Travel/trade shows are being scheduled for the upcoming year and she is keeping an expanded focus on groups possibly coming this way.

Katharina Lane's objectives primarily include partnering with targeted air/drive destinations to increase exposure, expanding international opportunities through Visit Florida and direct media contacts, developing personal media relationships, and leveraging Amelia Island's unique qualities to increase interest.

b. Gator Bowl Agreement

Handout was distributed to board members for review. The commitments from Gator Bowl Sports were outlined, and in return the sponsorship for advertising and membership annually would be \$50,000. Jim McManemon made a motion to approve and Charlie Corbett seconded. All were in favor.

c. Brand USA

The board was presented with another handout to review this program primarily for the international marketing campaign. Sarah Pelican made a motion to accept and Jim McManemon seconded. All were in favor.

VIII. New Business

a. OHPA Master Plan Discussion (moved to beginning of meeting)

b. Nassau County Sign Ordinance

County is renewing this ordinance. Several comments were offered making suggestions to review this issue and present to the County’s planning committee were made.

IX. Public Input

Mr. Langley confirmed that Jan Smith had resigned her position recently as TDC board member and that we welcomed Donald Stamets.

Mr. McAdoo commented that for future members the TDC might consider a person from the cultural/arts community?

X. Adjournment

Meeting adjourned at 4:35 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 TDC FY2014 Consolidated Budget Report



| Description | FY 2014 Budget | YTD Actual | YTD Budget | Budget Variance | FY2014 Budget Available |
|---------------------|----------------|--------------------|-------------|--------------------|-------------------------|
| NET INCOME | \$4,632,870 | \$5,576,590 | \$4,632,870 | \$943,720 | -\$943,720 |
| EXPENSES | | | | | |
| TDC Admin. 15% | \$505,758 | \$647,316 | \$505,758 | \$141,558 | -\$141,558 |
| Marketing - 65% | \$3,157,018 | \$2,354,522 | \$3,157,018 | (\$802,496) | \$802,496 |
| Travel Trade - 10% | \$632,922 | \$260,308 | \$632,922 | (\$372,614) | \$372,614 |
| Beach Improv. 10%** | \$337,172 | \$89,982 | \$337,172 | (\$247,190) | \$247,190 |
| EXP. TOTAL | \$4,632,870 | \$3,352,128 | \$4,632,870 | (\$1,280,742) | \$1,280,742 |
| NET | \$0 | \$2,224,462 | \$0 | \$2,224,462 | \$2,224,462 |

**Convention & Visitors
Check Detail
August 27 through September 30, 2014**

| <u>Num</u> | <u>Date</u> | <u>Paid Amount</u> | <u>Name</u> | <u>Original Amount</u> |
|-------------|-------------------|--------------------|--------------------------------|------------------------|
| eft | 08/28/2014 | | American Express | -12,679.57 |
| | | -12,679.57 | | 12,679.57 |
| TOTAL | | -12,679.57 | | 12,679.57 |
| 5066 | 08/28/2014 | | BeachView Tent Rentals | -11,140.73 |
| 30528 | 08/28/2014 | -11,140.73 | Nassau County BOCC | 11,140.73 |
| TOTAL | | -11,140.73 | | 11,140.73 |
| 5119 | 09/05/2014 | | IMG College LLC | -21,089.00 |
| 4378... | 09/05/2014 | -21,089.00 | Nassau County BOCC | 21,089.00 |
| TOTAL | | -21,089.00 | | 21,089.00 |
| 5138 | 09/11/2014 | | Hayworth Creative, Inc. | -13,487.22 |
| 0901... | 09/11/2014 | -6,150.00 | Nassau County BOCC | 6,150.00 |
| | | -3,837.22 | Nassau County BOCC | 3,837.22 |
| | | -3,500.00 | Nassau County BOCC | 3,500.00 |
| TOTAL | | -13,487.22 | | 13,487.22 |
| 5142 | 09/11/2014 | | Southern Living | -15,000.00 |
| 1456... | 09/11/2014 | -15,000.00 | Nassau County BOCC | 15,000.00 |
| TOTAL | | -15,000.00 | | 15,000.00 |
| 5159 | 09/18/2014 | | Gator Bowl Sports | -25,000.00 |
| 3311... | 09/18/2014 | -25,000.00 | Nassau County BOCC | 25,000.00 |
| TOTAL | | -25,000.00 | | 25,000.00 |
| 5189 | 09/30/2014 | | Visit Florida | -29,500.00 |
| 0000... | 10/01/2014 | -29,500.00 | Nassau County BOCC | 29,500.00 |
| TOTAL | | -29,500.00 | | 29,500.00 |
| 5208 | 09/30/2014 | | Atlanta Magazine | -23,077.50 |
| 154669 | 09/30/2014 | -12,940.00 | Nassau County BOCC | 12,940.00 |

Convention & Visitors
Check Detail
August 27 through September 30, 2014

| <u>Num</u> | <u>Date</u> | <u>Paid Amount</u> | <u>Name</u> | <u>Original Amount</u> |
|-------------|-------------------|--------------------|--|------------------------|
| | | -2,927.50 | The Omni-Amelia Island Plantat... | 2,927.50 |
| | | -2,927.50 | Ritz Carlton Amelia Island | 2,927.50 |
| | | -1,401.25 | Amelia Island Bed & Breakfast ... | 1,401.25 |
| | | -1,401.25 | Seaside Amelia | 1,401.25 |
| | | -740.00 | Hampton Inn & Suites | 740.00 |
| | | -740.00 | Hampton Inn at the Beach | 740.00 |
| TOTAL | | -23,077.50 | | 23,077.50 |
| 5216 | 09/30/2014 | | Silver Tech Inc | -10,387.50 |
| 21137 | 09/30/2014 | -10,387.50 | Nassau County BOCC | 10,387.50 |
| TOTAL | | -10,387.50 | | 10,387.50 |
| 5224 | 09/30/2014 | | Paradise Advertising & Marke... | -42,475.87 |
| INV-3... | 09/30/2014 | -688.50 | Nassau County BOCC | 688.50 |
| INV-3... | 09/30/2014 | -8,565.00 | Nassau County BOCC | 8,565.00 |
| INV-3... | 09/30/2014 | -50.00 | Nassau County BOCC | 50.00 |
| INV-3... | 09/30/2014 | -255.00 | Nassau County BOCC | 255.00 |
| INV-3... | 09/30/2014 | -255.00 | Nassau County BOCC | 255.00 |
| INV-3... | 09/30/2014 | -2,925.00 | Nassau County BOCC | 2,925.00 |
| INV-3... | 09/30/2014 | -6,150.00 | Nassau County BOCC | 6,150.00 |
| INV-3... | 09/30/2014 | -10,494.45 | Nassau County BOCC | 10,494.45 |
| | | -436.17 | Nassau County BOCC | 436.17 |
| INV-3... | 09/30/2014 | -484.50 | Nassau County BOCC | 484.50 |
| INV-3... | 09/30/2014 | -7,997.25 | Nassau County BOCC | 7,997.25 |
| INV-3... | 09/30/2014 | -2,497.00 | Nassau County BOCC | 2,497.00 |
| INV-3... | 09/30/2014 | -250.00 | Nassau County BOCC | 250.00 |
| INV-3... | 09/30/2014 | -675.75 | Nassau County BOCC | 675.75 |
| INV-3... | 09/30/2014 | -752.25 | Nassau County BOCC | 752.25 |
| TOTAL | | -42,475.87 | | 42,475.87 |

TRACKING



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Fax: +44 (0)20 7922 1931
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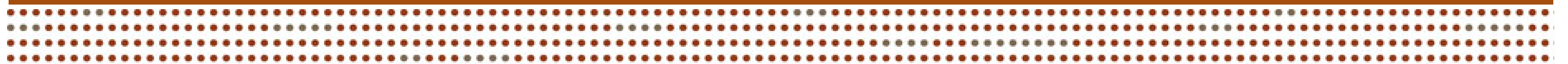
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Amelia Island Tourist Development Council

For the Month of September 2014

Date Created: Oct 16, 2014

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: September 2014

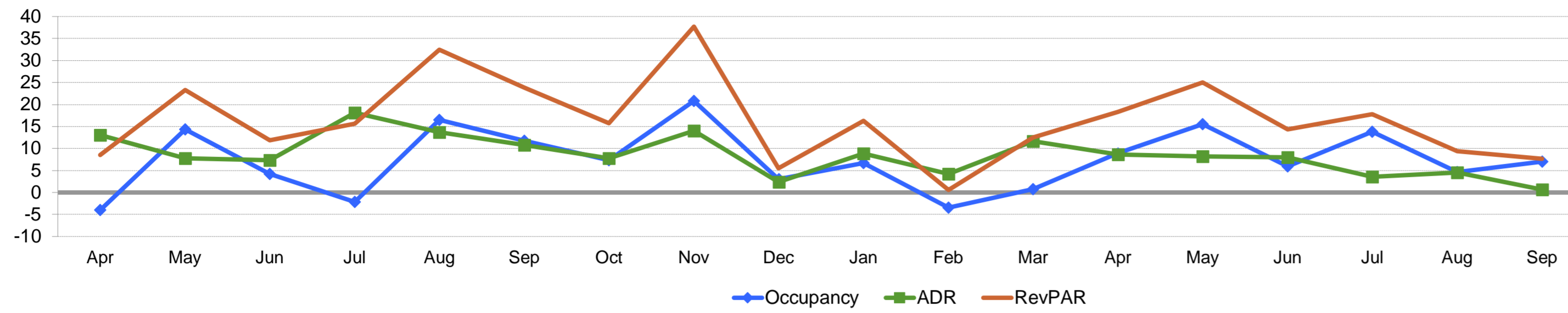
| | Current Month - September 2014 vs September 2013 | | | | | | | | | | | | Year to Date - September 2014 vs September 2013 | | | | | | | | | | | | Participation | | | |
|--------------------------|--|------|--------|--------|--------|-------|------------------------------------|------|--------|----------|------------|-----------|---|------|--------|--------|--------|--------|------------------------------|-----|--------|----------|------------|-----------|---------------|--------|--------|--------|
| | Occ % | | ADR | | RevPAR | | Percent Change from September 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 | 57.4 | 54.2 | 101.03 | 95.81 | 57.99 | 51.97 | 5.8 | 5.4 | 11.6 | 13.2 | 1.4 | 7.3 | 70.8 | 68.0 | 126.18 | 119.51 | 89.39 | 81.31 | 4.1 | 5.6 | 9.9 | 10.7 | 0.7 | 4.9 | 3593 | 1998 | 414276 | 293537 |
| Jacksonville, FL | 59.2 | 55.5 | 88.51 | 85.48 | 52.42 | 47.45 | 6.7 | 3.5 | 10.5 | 10.5 | 0.1 | 6.8 | 67.5 | 63.7 | 94.20 | 89.39 | 63.60 | 56.97 | 5.9 | 5.4 | 11.6 | 12.7 | 0.9 | 6.9 | 264 | 183 | 26862 | 21222 |
| Jacksonville Beaches, FL | 61.2 | 57.9 | 130.28 | 130.16 | 79.76 | 75.33 | 5.8 | 0.1 | 5.9 | 4.5 | -1.3 | 4.4 | 70.5 | 66.3 | 147.87 | 139.35 | 104.32 | 92.34 | 6.5 | 6.1 | 13.0 | 13.0 | 0.0 | 6.5 | 95 | 56 | 7509 | 5421 |
| Savannah, GA | 64.3 | 64.0 | 98.81 | 93.41 | 63.54 | 59.78 | 0.5 | 5.8 | 6.3 | 8.6 | 2.1 | 2.6 | 70.9 | 68.1 | 101.71 | 95.68 | 72.12 | 65.17 | 4.1 | 6.3 | 10.7 | 11.1 | 0.3 | 4.5 | 169 | 124 | 14950 | 12407 |
| Brunswick/Kingsland, GA | 49.9 | 47.0 | 109.45 | 107.86 | 54.67 | 50.68 | 6.3 | 1.5 | 7.9 | 7.6 | -0.2 | 6.0 | 57.3 | 53.3 | 112.43 | 110.51 | 64.40 | 58.87 | 7.5 | 1.7 | 9.4 | 8.9 | -0.4 | 7.0 | 89 | 59 | 6741 | 4788 |
| Daytona Beach, FL | 38.9 | 41.3 | 77.25 | 76.30 | 30.05 | 31.54 | -5.9 | 1.2 | -4.7 | -5.4 | -0.7 | -6.6 | 58.5 | 56.5 | 102.16 | 97.62 | 59.74 | 55.13 | 3.5 | 4.7 | 8.4 | 8.6 | 0.2 | 3.8 | 178 | 78 | 13391 | 9058 |
| Charleston, SC | 70.9 | 70.9 | 127.32 | 117.33 | 90.30 | 83.22 | 0.0 | 8.5 | 8.5 | 9.3 | 0.8 | 0.8 | 75.2 | 71.8 | 128.11 | 120.52 | 96.35 | 86.47 | 4.8 | 6.3 | 11.4 | 11.8 | 0.3 | 5.2 | 171 | 120 | 18228 | 14455 |
| Nassau County, FL | 62.5 | 58.5 | 159.84 | 158.16 | 99.96 | 92.55 | 6.9 | 1.1 | 8.0 | 8.0 | -0.0 | 6.8 | 70.0 | 65.7 | 187.07 | 175.43 | 130.88 | 115.33 | 6.4 | 6.6 | 13.5 | 18.5 | 4.4 | 11.1 | 24 | 13 | 2266 | 1955 |
| St Johns County, FL | 52.0 | 52.3 | 105.66 | 108.35 | 54.95 | 56.66 | -0.6 | -2.5 | -3.0 | -4.6 | -1.7 | -2.2 | 65.4 | 62.0 | 118.47 | 113.34 | 77.44 | 70.27 | 5.4 | 4.5 | 10.2 | 8.6 | -1.4 | 3.9 | 77 | 43 | 5543 | 3433 |
| Hilton Head/Beaufort, SC | 60.3 | 58.3 | 134.76 | 132.10 | 81.20 | 77.03 | 3.3 | 2.0 | 5.4 | 5.4 | -0.0 | 3.3 | 63.1 | 61.2 | 149.25 | 137.27 | 94.22 | 83.95 | 3.2 | 8.7 | 12.2 | 14.4 | 2.0 | 5.3 | 46 | 33 | 6041 | 4398 |
| Fort Walton Beach, FL | 50.6 | 51.1 | 122.74 | 116.93 | 62.08 | 59.78 | -1.1 | 5.0 | 3.8 | 9.1 | 5.1 | 4.0 | 61.7 | 61.2 | 150.90 | 143.16 | 93.12 | 87.57 | 0.9 | 5.4 | 6.3 | 10.0 | 3.4 | 4.3 | 85 | 45 | 9737 | 6140 |

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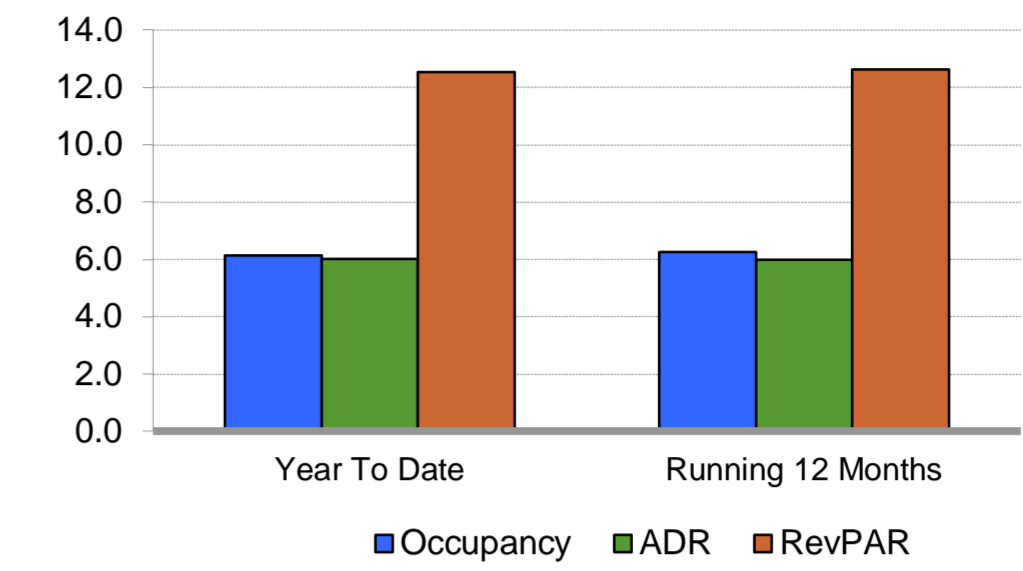
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Monthly Percent Change



Overall Percent Change



| Occupancy (%) | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 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 | 78.7 | 83.2 | 69.9 | 65.3 |
| Last Year | 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 | 209.40 | 218.86 | 189.47 | 175.79 |
| Percent Change | -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 | 15.5 | 5.9 | 13.8 | 4.6 | 7.0 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|------|------|------|------|------|------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 61.5 | 67.9 | 72.0 | 58.1 | 63.3 | 67.3 |
| ADR | 59.3 | 61.5 | 67.9 | 55.0 | 58.1 | 63.3 |
| RevPAR | 3.7 | 10.4 | 6.1 | 5.6 | 9.0 | 6.3 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|--------|--------|--------|--------|--------|--------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 178.57 | 197.78 | 209.67 | 173.09 | 190.62 | 202.02 |
| ADR | 174.60 | 178.57 | 197.78 | 169.37 | 173.09 | 190.62 |
| RevPAR | 2.3 | 10.8 | 6.0 | 2.2 | 10.1 | 6.0 |

| ADR | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 219.02 | 211.90 | 209.40 | 218.86 | 189.47 | 175.79 | 181.64 | 175.48 | 150.40 | 152.86 | 161.73 | 241.78 | 237.92 | 229.29 | 226.15 | 226.60 | 198.11 | 176.96 |
| Last Year | 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 | 209.40 | 218.86 | 189.47 | 175.79 |
| Percent Change | 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 | 8.2 | 8.0 | 3.5 | 4.6 | 0.7 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|--------|--------|--------|--------|--------|--------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 178.57 | 197.78 | 209.67 | 173.09 | 190.62 | 202.02 |
| ADR | 174.60 | 178.57 | 197.78 | 169.37 | 173.09 | 190.62 |
| RevPAR | 2.3 | 10.8 | 6.0 | 2.2 | 10.1 | 6.0 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|--------|--------|--------|--------|--------|--------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 178.57 | 197.78 | 209.67 | 173.09 | 190.62 | 202.02 |
| ADR | 174.60 | 178.57 | 197.78 | 169.37 | 173.09 | 190.62 |
| RevPAR | 2.3 | 10.8 | 6.0 | 2.2 | 10.1 | 6.0 |

| RevPAR | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 157.73 | 145.74 | 155.53 | 160.06 | 126.67 | 107.26 | 113.87 | 96.87 | 62.81 | 83.75 | 102.99 | 179.23 | 186.60 | 182.16 | 177.92 | 188.63 | 138.57 | 115.53 |
| Last Year | 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 | 155.53 | 160.06 | 126.67 | 107.26 |
| Percent Change | 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 | 25.0 | 14.4 | 17.8 | 9.4 | 7.7 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|--------|--------|--------|--------|--------|--------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 109.79 | 134.20 | 151.01 | 100.52 | 120.67 | 135.91 |
| ADR | 103.48 | 109.79 | 134.20 | 93.16 | 100.52 | 120.67 |
| RevPAR | 6.1 | 22.2 | 12.5 | 7.9 | 20.0 | 12.6 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|--------|--------|--------|--------|--------|--------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 100.52 | 120.67 | 135.91 | 100.52 | 120.67 | 135.91 |
| ADR | 93.16 | 100.52 | 120.67 | 93.16 | 100.52 | 120.67 |
| RevPAR | 7.9 | 20.0 | 12.6 | 7.9 | 20.0 | 12.6 |

| Supply | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 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 | 55,650 | 57,505 | 57,505 | 55,650 |
| Last Year | 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 | 55,680 | 57,536 | 57,536 | 55,680 |
| Percent Change | 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 | -0.1 | -0.1 | -0.1 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|---------|---------|---------|---------|---------|---------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 464,255 | 480,248 | 506,535 | 620,563 | 629,021 | 677,287 |
| ADR | 463,827 | 464,255 | 480,248 | 620,135 | 620,563 | 629,021 |
| RevPAR | 0.1 | 3.4 | 5.5 | 0.1 | 1.4 | 7.7 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|---------|---------|---------|---------|---------|---------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 285,444 | 325,873 | 364,825 | 360,402 | 398,210 | 455,659 |
| ADR | 274,893 | 285,444 | 325,873 | 341,110 | 360,402 | 398,210 |
| RevPAR | 3.8 | 14.2 | 12.0 | 5.7 | 10.5 | 14.4 |

| Demand | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 40,100 | 39,573 | 41,358 | 42,079 | 38,467 | 33,974 | 36,068 | 30,738 | 24,028 | 31,523 | 33,095 | 42,650 | 43,670 | 45,684 | 43,781 | 47,870 | 40,221 | 36,331 |
| Last Year | 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 | 41,358 | 42,079 | 38,467 | 33,974 |
| Percent Change | 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 | 5.9 | 13.8 | 4.6 | 6.9 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|---------|---------|---------|---------|---------|---------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 285,444 | 325,873 | 364,825 | 360,402 | 398,210 | 455,659 |
| ADR | 274,893 | 285,444 | 325,873 | 341,110 | 360,402 | 398,210 |
| RevPAR | 3.8 | 14.2 | 12.0 | 5.7 | 10.5 | 14.4 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|------------|------------|------------|------------|------------|------------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 50,971,399 | 64,451,124 | 76,493,257 | 62,381,803 | 75,905,790 | 92,052,500 |
| ADR | 47,995,699 | 50,971,399 | 64,451,124 | 57,774,661 | 62,381,803 | 75,905,790 |
| RevPAR | 6.2 | 26.4 | 18.7 | 8.0 | 21.7 | 21.3 |

| Revenue | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------|-----------|-----------|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep |
| This Year | 8,782,598 | 8,385,502 | 8,660,159 | 9,209,435 | 7,288,249 | 5,972,364 | 6,551,550 | 5,393,954 | 3,613,739 | 4,818,590 | 5,352,338 | 10,311,989 | 10,390,004 | 10,474,868 | 9,901,026 | 10,847,118 | 7,968,277 | 6,429,047 |
| Last Year | 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 | 8,660,159 | 9,209,435 | 7,288,249 | 5,972,364 |
| Percent Change | 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 | 24.9 | 14.3 | 17.8 | 9.3 | 7.6 |

| Year To Date | 2013 | | | 2014 | | |
|--------------|------------|------------|------------|------------|------------|------------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 50,971,399 | 64,451,124 | 76,493,257 | 62,381,803 | 75,905,790 | 92,052,500 |
| ADR | 47,995,699 | 50,971,399 | 64,451,124 | 57,774,661 | 62,381,803 | 75,905,790 |
| RevPAR | 6.2 | 26.4 | 18.7 | 8.0 | 21.7 | 21.3 |

| Running 12 Months | 2013 | | | 2014 | | |
|-------------------|------------|------------|------------|------------|------------|------------|
| | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy | 62,381,803 | 75,905,790 | 92,052,500 | 62,381,803 | 75,905,790 | 92,052,500 |
| ADR | 57,774,661 | 62,381,803 | 75,905,790 | 57,774,661 | 62,381,803 | 75,905,790 |
| RevPAR | 8.0 | 21.7 | 21.3 | 8.0 | 21.7 | 21.3 |

| Census % | 2013 | | | | | | | | | | 2014 | | | | | | | |
|----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| | 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 | 15 |
| Census Rooms | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 1856 | 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 | 94.9 | 94.9 | 94.9 | 94.9 | 94.9 | 94.9 | 94.9 | 94.9 | 94.9 |

A blank row indicates insufficient data.

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ACTIVITY

AUGUST 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 100 guests from motor coaches to the historic district.
- ⊗ Attended monthly HFBA meeting.
- ⊗ Depot is currently under restoration.

Administration/Advertising

- ⊗ Weekly Team/Staff Meetings.
- ⊗ On-going advertising spreadsheet updates.
- ⊗ Prepared monthly STR report update.
- ⊗ Prepared monthly FL Sales Tax update.
- ⊗ Approved magazine ad creative for Paradise Advertising.
- ⊗ Approved and processed advertising invoices.
- ⊗ Uploaded magazine reader leads to E-Quest for Visitor Guide fulfillment.
- ⊗ Amelia Island print ads during month of August: Local Palate.
- ⊗ Amelia Island Co-op Advertising during month of August: Charlotte Weddings; Orlando Weddings; Modern Luxury DC.
- ⊗ Radio month of August: WJCT (Jacksonville), WMUV (Savannah), WMFE (Orlando), WSOS (Jacksonville) – GSTC BBQ ads.
- ⊗ Meetings/calls with:
 - ◆ Angi Zok, Brand USA/Miles Media
 - ◆ Drew, Lonely Planet
 - ◆ Dian Turner, Brand USA
 - ◆ Adam Zappia, Atlanta Journal Constitution
 - ◆ Melissa Surrane, Trip Advisor
 - ◆ Chris Smith, Visit Florida
 - ◆ Tammi Slattery, First Coast News
 - ◆ Becky, Google
 - ◆ Alayna Oram/Chris Walling, Omni AIP – restaurant week
 - ◆ SilverTech
 - ◆ Sapient Nitro, VF
 - ◆ Dave Reese, FFCG
 - ◆ Melissa Hille, My Agency
- ⊗ Photo Contest – completed.

- ⊗ Completing the planning and programming of the cooperative advertising program.
- ⊗ Continue advertising planning with media spreadsheet; research and review advertising opportunities; place advertising insertions; revise budgets.
- ⊗ Continue written marketing plan draft.
- ⊗ Research and plan group sales event, postponed to January.
- ⊗ Reviewing collateral and creative campaign evolution with Paradise.
- ⊗ GA/FL marketing plan activated.
- ⊗ Planning Canadian in-language video shoot with Brand USA.
- ⊗ Reviewing scripts and videos with Paradise.
- ⊗ Launching Restaurant Week plans, sponsorships, creative.
- ⊗ Chicago train takeover creative in progress.
- ⊗ New vacation home creative with My Agency in progress.
- ⊗ Paradise status calls and projects.
- ⊗ Reserving space for World Travel Market and ITB.
- ⊗ Review media FAM plans and releases with Hayworth.
- ⊗ Reviewing and placing fall campaign in Canada with Paradise; Residence Inn co-op.

Interactive

- ⊗ Finalized agreement with Silvertch for web platform redesign
- ⊗ Website redesign progressing, strategy phase completed
- ⊗ Supported Cool Amelia Promotion with targeted email blasts and Facebook posts
- ⊗ Conducted further stakeholder interviews about website functionality and strategy
- ⊗ Replaced monthly newsletter with weekly emails, incorporating partner offers
- ⊗ Designed content and landing page (floridageorgiaweekend.com) for Georgia-Florida promotion
- ⊗ Filmed first of “Shrimp and Grits” series at OAIP
- ⊗ Added content to new Amelia Island Blog (blog.ameliaisland.com.)
- ⊗ Steady increase in Facebook reach and continued success with ad testing
- ⊗ Coordinated photography and shot video at Great Southern Tailgate Cook-off
- ⊗ Reviewed scripts for destination, meetings, and nature videos
- ⊗ Continuously respond to inquiries generated on Facebook page
- ⊗ Activated Google + page to show posts from YouTube and selected Facebook posts
- ⊗ Promoted Amelia Island’s appearances in “Eating America” and “Florida on a Tankful” TV shows
- ⊗ Created Facebook gallery of photo contest winners and indexed photos for use in future social media posts
- ⊗ Visited new and relocated downtown businesses to take photos and garner content for promotional posts
- ⊗ Reviewed and approved press releases from Hayworth Creative
- ⊗ Ongoing analysis of email campaigns and websites

Special Events/Promotions

- Continue to work on FAM's coming to the Island.
- Attended the A1A Oceans Trail Meeting.
- Making Amendments to the 2015 Marketing Plan.
- Daily review of Trumba.
- Continuously working with Cvent on the RFP's.
- Attended Stake Holder Meetings to discuss TDC in 2015.
- Attended a Shrimp Festival Meeting.
- Continuously working on web-cam for waterfront area.
- Ordered supply of Bike Trail Brochures.
- Met with First Coast Mag on RW.
- Followed up with John Drew on Mardi Gras Event.
- Followed up with Rotary Group.
- Followed up with Florida Blue Group.
- Followed up with ISC Group.
- Followed up with Jason Mudd – Group coming in for a 2015 conference.
- Followed up with National Audubon Society.
- Followed up with Beach Bargain Hunters Reality Show Producers.
- Followed up with Ron Starner with Janus Forum Group.
- Brainstorming meeting with staff on future event ideas.
- Met with Keith Lozott on a Redfish Rally Tournament Show.
- Met with Joe Springer.
- Attended a Collateral Meeting with Staff.
- Great Southern Tailgate Cookoff Event - met with and worked on the following:
 - Weekly Conference Calls with Carl Butler.
 - Worked on budget
 - Finalized remainder of the advertising
 - Continue to communicate and enter BBQ Teams and Vendors.
 - Finalized Insurance
 - Met with Putt Putt (Multiple times)
 - Met with Mr. Wooten
 - Contacted hotels to make aware of free entry with room key
 - Continued to work on signage
 - Secured Fire and Police
 - Meeting with CSC
 - Created a Thank you Banner for our sponsors
 - Arranged and paid for rooms for BBQ
 - Arranged Celebrity Judges for event
 - Set Beach Clean Up Group
 - Reviewed press releases
 - Followed up with Vendors
 - Followed up with City
 - Meeting with Randy Maxwell – Electrical Needs
 - Delivered Banners
 - Created the “Flyer” for the entry gate
 - Created “Free Passes” for entry of VIP's
 - Order Supplies
 - Followed up with Teams
 - Followed up with Judges

- Created VIP bags
- Created Vendor bags
- Created Judges Bags
- Created Team Bags
- Created Volunteer Bags
- Ordered Ink Pads for re-entry
- Called 811 for staking of the tents
- Ordered trash containers
- Ordered Conference Flags
- VIP Packages to hotels with VIP Guests
- Reviewed Watermelon Contest with Great Clips
- Reviewed Craft Beer Tasting with NFS
- Reviewed entire event with NFS
- Followed up with Winn Dixie
- Followed up with Radios
- Followed up with Gators
- Followed up with Golf Carts
- Followed up with Sound and Stage
- Followed up with Tents, Tables Chairs
- Followed up with ATM
- Followed up with Toilets
- Followed up with Griffin Grease
- Followed up with Klages Research Team
- Followed up with Ice
- Meetings on water slide
- Followed up with P&B Lawn Service
- Created a timeline
- Created an Information Booklet
- Created a Stage Booklet
- Followed up with Health Inspector
- Set up an Account with FPU
- Reviewed all invoices and approved
- Went to City Electric to pay invoice
- Mailed plaques to sponsors
- Email knife winner names
- Set Debrief Meeting
- Picked up Banners

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency continued to monitor media for the Spring/Summer 2014 cable and spot TV campaign.
- ⊗ Agency placed additional media for the Georgia vs. Florida campaign and submitted creative materials.
- ⊗ Agency continued to discuss the co-op digital media plan for FY2015.
- ⊗ Agency placed the Canadian Weather Network media campaign, which starts September 5 and ends November 30. Agency designed, developed and submitted the first set of creative materials. Agency to begin designing second set of creative materials in September.
- ⊗ Agency placed media for the Visit Florida Annual Magazine.
- ⊗ Agency discussed the collateral materials needed for 2015 with Client.
- ⊗ Agency discussed the 2015 Visitor Guide development with Client. Client to inform Agency in September how to proceed.
- ⊗ Agency discussed the development of a new brand standards guide with the client.
- ⊗ Agency refined scripts and edited the meetings/groups marketing video. Video scheduled to be finalized in September.
- ⊗ Agency edited the nature video scripts per Client's request and began editing the rough cut. Video scheduled to be finalized in September.
- ⊗ Agency revised the leisure/destination script and followed up on the activities video script. Currently waiting on Client feedback. Videos scheduled to be finalized in September.
- ⊗ Agency designed, developed and submitted materials for the Chicago Train Takeover campaign.
- ⊗ Agency began to design and develop materials for the TripAdvisor Brand USA UK/Canada Co-op campaign.
- ⊗ Agency coordinated materials for the Amelia Island Bed & Breakfast Association's October insertion in *Atlanta Magazine*.

Upcoming in September

- ⊗ Agency to continue to review 2014 marketing and media opportunities.
- ⊗ Agency to finalize digital co-op plans and prepare for co-op presentation in October.
- ⊗ Agency to develop and present 2015 TV media campaign.
- ⊗ Agency to finalize productions of the marketing videos, which includes meetings/groups, nature, activities and leisure/destination.
- ⊗ Agency to present Southern Elegance campaign creative evolution concepts to Client and prepare to test in the October focus groups.
- ⊗ Agency to begin design/development of the 2015 Visitors Guide.
- ⊗ Agency to begin to

- ⦿ Agency to finalize design and development of materials for the TripAdvisor Brand USA UK/Canada Co-op campaign.
- ⦿ Agency to develop and submit materials for the Visit Florida AOL Email campaign.
- ⦿ Agency to develop and submit materials for the Visit Florida TripAdvisor.
- ⦿ Agency to begin designing second set of creative materials for the Canadian Weather Network campaign.
- ⦿ Agency to submit and or coordinate materials for the following print insertions:
 - Audubon – November/December
 - Visit Florida Annual Magazine 2015

PUBLIC RELATIONS
HAYWORTH CREATIVE

Media Development

- ⦿ Drafted copy and sent with image, upon approval from the CVB, to Atlanta magazine for the October issue.
- ⦿ Provided photos for FADMO's Regional Roundup which will include an interview with the AICVB President and CEO.
- ⦿ Submitted information about luxury, golf and tennis to VISIT FLORIDA for an upcoming US Open reception.
- ⦿ Coordinated interview between AICVB President & CEO and writer from Smart Meetings magazine.
- ⦿ Submitted information to Association News for consideration in their upcoming North Florida feature.
- ⦿ Provided information to Incentive for consideration in their Golf/Spa destinations feature.
- ⦿ Sent information to Successful Meetings for their Northern Florida feature.
- ⦿ Responded to a media lead for Florida Trend magazine.
- ⦿ Attempted to get writer for Yoga Journal to visit Amelia Island and experience Stand Up Paddleboard (SUP) yoga. Unfortunately, the writer was unable to attend. Hayworth provided information in the hopes of possible future coverage.

Press Trips

- ⦿ Confirmed press trip for Toronto Star freelancer, Jim Byers. The writer visited on August 25 through 27. An itinerary was coordinated, welcome kit sent and follow-up conducted.
- ⦿ Held a call with "Eat It and Like It with Jesse Blanco" to discuss possible Amelia Island feature. The show is one of Savannah/Hilton Head Island's highest rated local TV shows (not including newscasts). Awaiting potential dates for a visit.
- ⦿ Continued working on a visit for Mary Haban with Convention South. Found a property that could host her on September 22 through 24. Itinerary will be coordinated in September.
- ⦿ Created an invitation for the romance fam trip. Distributed the invitation to targeted writers, followed up and prepared the attendee list.
- ⦿ Continued coordinating and finalized the romance fam trip itinerary. Determined a transportation schedule, obtained appropriate invoices, and created itineraries for the attending writers.
- ⦿ Worked with Jacquelin Carnegie, from THE ARTSY VOYAGER, on a potential press trip. Awaiting confirmed dates from the writer.
- ⦿ Assisted in scheduling a photo shoot for Southern Living. The photographer will be on Amelia Island in early September.
- ⦿ Began working with writer from Where to Retire on a press trip, scheduled for September 22 through 24. Itinerary will be confirmed in September.
- ⦿ Coordinated press visit for Cami Webb from Bonnier Corporation, which publishes Islands, Florida Travel + Life and Destination Weddings & Honeymoons. Writer will visit September 26 through 28. Itinerary will be confirmed in September.

Media Releases

- ⊗ Revised Fall Value Release and sent to client for review. Upon approval in September, will distribute to appropriate media outlets.
- ⊗ Wrote and distributed press release announcing the Georgia vs. Florida game weekend packages and special offers. The press release was distributed to 293 media, including newspapers and magazines in Florida and Georgia as well as select national publications. Release was sent to travel editors as well as sports/football editors.
- ⊗ Revised the Georgia/Florida release for SEO distribution. The release was distributed via Marketwired.

Promotions

- ⊗ Coordinated promotion with Parents and FamilyFun magazines through Visit Florida. The promotion will take place April to December 2015 and includes in-book exposure as well as online, with an estimated reach of more than 38 million impressions and value of \$218,500.
- ⊗ Finalized details with the Atlanta Gator Club on partnership to promote Florida/Georgia Weekend. Created a special e-blast for the promotion and submitted it to the Atlanta Gator Club, also worked with them on a secondary e-blast promoting the ongoing deals and floridageorgiaweekend.com. Obtained copies of the e-blasts and worked to coordinate the prize for the winner.
- ⊗ Worked with Visit Florida to coordinate promotion with WBBM-FM and WUSN-FM in Chicago during the Chicago Train Takeover in early 2015. Additional details will be coordinated in September

Miscellaneous

- ⊗ Uploaded press releases and select images to the press room on Amelia Island.com.
- ⊗ Prepared presentation and attended TDC meeting on August 27.
- ⊗ Drafted executive summary for the marketing plan. Provided to the CVB for finalization.
- ⊗ Researched and wrote copy for the September Amelia Island e-newsletter. Following approval, Hayworth uploaded online. The newsletter will be distributed in September.
- ⊗ Prepared Activity and Publicity Reports.

SEPTEMBER 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 150 guests from motor coaches to the historic district.
- ⊗ Attended monthly HFBA meeting.
- ⊗ Depot is currently under restoration.
- ⊗ Florida Governor's Conference on Tourism.

Administration/Advertising

- ⊗ Weekly Team/Staff Meetings.
- ⊗ On-going advertising spreadsheet updates.
- ⊗ Prepared monthly STR report update.
- ⊗ Prepared monthly FL Sales Tax update.
- ⊗ Approved magazine ad creative for Paradise Advertising.
- ⊗ Uploaded magazine reader leads to E-Quest for Visitor Guide fulfillment.
- ⊗ Amelia Island print ads during month of September: Local Palate, Nashville Lifestyles, Southern Living (weddings).
- ⊗ International advertising – TripAdvisor co-op with Brand USA in Canada and UK.
- ⊗ Amelia Island Co-op Advertising during month of September: Charlotte, Charlotte Weddings, First Coast, Jacksonville Bride, Orlando Weddings.
- ⊗ Radio month of September: WJCT Blues Festival, GA/FL spots.
- ⊗ Meetings/calls with:
 - ◆ Weekly Paradise status calls
 - ◆ Ashley Alderman, Local Palate
 - ◆ Stephanie Calugar, First Coast
 - ◆ Paul Martinez, designer
 - ◆ Visit Florida roadshow
 - ◆ Bill Pennington, Hampton downtown
 - ◆ Charles Lewis, Collinson
 - ◆ Danah Heye, Madden Media
 - ◆ American Express, re: restaurant week sponsorship
 - ◆ Adam Zappia, Atlanta Journal Constitution
 - ◆ Mya Surrency, Smith & Surrency
 - ◆ Melissa Surrane, TripAdvisor
- ⊗ Host Romance Media FAM.
- ⊗ Southern Living photo shoot.

- ⊗ Continue advertising planning with media spreadsheet; research and review advertising opportunities; place advertising insertions; revise budgets.
- ⊗ Continue written marketing plan draft.
- ⊗ Research and plan group sales event, postponed to January.
- ⊗ Reviewing collateral and creative campaign evolution with Paradise.
- ⊗ Monitor GA/FL marketing plan.
- ⊗ Proofing and finalized promotional videos with Paradise.
- ⊗ Coordinate My Agency vacation rental campaign.
- ⊗ Coordinate Florida First Coast of Golf assets for Golf channel promotion.
- ⊗ Launch Restaurant Week plans, sponsorships, creative, and participation.
- ⊗ Finalize print co-op advertising opportunities for new FY.
- ⊗ Start the Visitor Guide update – reviewing and editing copy, database for listings, content, etc.
- ⊗ Review creative from Paradise for media placements.
- ⊗ Coordinate with Hayworth on releases, advertorial and PR programs.

Interactive

- ⊗ Met with Destination by Design about development of Social Media Blueprint, a guide and workshop for stakeholders designed to lay out how to boost business using key social media channels, especially in need period.
- ⊗ Website redesign progressing, initial design phase completed. Set up visit and working session with Michele Lash from Silverttech.
- ⊗ Provided content, storylines and resources to Somewhere Unique, new European travel blog targeting upscale travelers, resulting in increased web traffic and follow-up stories on two lodging partners.
- ⊗ Attended Governor’s Conference and focused on connecting with Visit Florida content team, destinations attending ITB, Berlin Tourism Convention and social media colleagues.
- ⊗ Drove Georgia-Florida promotion with landing page targeted email blasts and Facebook. Campaign ran earlier than in previous years. Contest has generated increased number of entries.
- ⊗ Set up analytics for TripAdvisor and other targeted campaigns in the UK and Canadian markets.
- ⊗ Added content to new Amelia Island Blog (blog.ameliaisland.com) and made placement of booking and visitor guide requests more prominent.
- ⊗ Attended Shrimp and Grits festival in Jekyll Island and reported on event to team.
- ⊗ Met with Bill Pennington on social media and marketing needs.
- ⊗ Met with Mya Surrency of Smith and Surrency about digital marketing and advertising ideas for upcoming year.
- ⊗ Collaborated on photos and location scouting for possible film shoot and for vacation rental campaign.
- ⊗ Steady increase in Facebook reach and continued success with ad testing, expanding ad testing to include German language ads designed for opportunity market.
- ⊗ Covered opening of American Beach Museum and produced web video.
- ⊗ Researched and reached out to relevant tour operators, destinations, and writers to prepare for ITB in March.

- ☼ Reviewed scripts for destination, meetings, and nature videos.
- ☼ Continue content development for Marketing Plan including videos and visuals for presentation.
- ☼ Development of new digital co-op opportunities.
- ☼ Continuously respond to inquiries generated on Facebook page.
- ☼ Visited new and relocated downtown businesses to take photos and garner content for promotional posts.
- ☼ Reviewed and approved press releases from Hayworth Creative.
- ☼ Ongoing analysis of email campaigns and websites.

Special Events/Promotions

- ☼ Continue to work on FAM's coming to the Island.
- ☼ Attended the A1A Oceans Trail Meeting.
- ☼ Attended Bike/Trails Meeting in Jacksonville, Fl.
- ☼ Assisted with Blues Festival.
- ☼ Attended meeting to discuss RW.
- ☼ Attended Threat Hazard Identification Meeting and created overview for team.
- ☼ Attended a meeting with the Concours d Elegance Event producers.
- ☼ Set up Amelia Island Ambassadors for two groups.
- ☼ Making Amendments to the 2015 Marketing Plan.
- ☼ Began the process for the creation of the 2015 Artrageous Art Walk Event and Brochure.
- ☼ Daily review of Trumba.
- ☼ Continuously working with Cvent on the RFP's.
- ☼ Continue to communicate with Wanderlust about a Health and Wellness Event.
- ☼ Attended a Shrimp Festival meeting.
- ☼ Researched "Pet Friendly" accommodations and restaurants.
- ☼ Worked with team Visitor Guide and Value Card input forms, city wide business listing, updating data base.
- ☼ Continuously working on web-cam for waterfront area.
- ☼ Met with American Express on RW.
- ☼ Met with First Coast Magazine on RW.
- ☼ Met with Les DeMerle on the upcoming AI Jazz Festival.
- ☼ Met with staff to discuss the "Distribution of Collateral."
- ☼ Awaiting an appointment with John Drew on Mardi Gras Event.
- ☼ Great Southern Tailgate Cookoff Event - met with and worked on the following:
 - Worked on final budget.
 - Mailed plaques to sponsors.
 - Picked up Banners.
 - Approved payments of final bills.

ADVERTISING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities for 2015.
- ⊗ Agency continued to discuss the co-op digital media plan for FY2015.
- ⊗ Agency began to monitor the Canadian Weather Network digital campaign, which started September 5 and ends November 30.
- ⊗ Agency designed, developed and submitted the second set of creative materials for the Canadian Weather Network campaign.
- ⊗ Agency discussed the development of a new digital brand book.
- ⊗ Agency finalized development of the meetings-themed marketing video.
- ⊗ Agency finalized development of the nature-themed marketing video.
- ⊗ Agency continued to develop the leisure and activities themed marketing videos. Videos scheduled to be finalized in October.
- ⊗ Agency began to prepare for the development of the 2015 Visitor Guide. Agency to begin design in October.
- ⊗ Agency developed and submitted materials for the TripAdvisor Brand USA UK/Canada Co-op campaign.
- ⊗ Agency developed and submitted materials for the Visit Florida TripAdvisor Home Page Takeover campaign in October and November.
- ⊗ Agency designed, developed and submitted creative materials for the Visit Florida Chicago Train Takeover co-op campaign.
- ⊗ Agency to developed and submitted materials for the Visit Florida AOL Email campaign.
- ⊗ Agency developed and submitted materials for the October issue of Atlanta Magazine.
- ⊗ Agency developed and submitted materials for the November and December issue of Audubon Magazine.
- ⊗ Agency began to design materials for the 2015 Visit Florida Annual Magazine.
- ⊗ Agency compiled native files for digital and print advertisements and submitted to Client.
- ⊗ Agency developed and submitted entries for the 2014 HSMAI Adrian Awards.

Upcoming in October

- ⊗ Agency to continue to review 2015 marketing and media opportunities.
- ⊗ Agency to continue to discuss the 2015 TV media campaign that was presented in September.
- ⊗ Agency to finalize digital co-op plan and prepare for co-op presentation in October.
- ⊗ Agency to finalize productions of the leisure and activities themed marketing videos.
- ⊗ Agency to begin production of the 30-second versions of the nature, leisure and activities marketing videos.
- ⊗ Agency to begin to concept and develop the digital brand book.
- ⊗ Agency to test Southern Elegance creative direction in focus groups in Atlanta, Georgia and Charlotte, North Carolina.
- ⊗ Agency to begin design/development of the 2015 Visitors Guide.

- Agency to begin design/development of the 2015 Artrageous Artwalk Brochure.
- Agency to submit and or coordinate materials for the following print insertions:
 - Visit Florida Annual Magazine 2015 - Annual
 - *2015 Travel Guide to Florida* – Annual
 - *Travel & Leisure* – December
 - *Atlanta Magazine* – December

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ☼ Sent images to the *Palm Beach Post* for an upcoming article.
- ☼ Researched information about local seafood for *Travel + Leisure* for an upcoming story.
- ☼ Sent information to freelancer Jay Clark for a story he is working on for a New York newspaper.
- ☼ Wrote and uploaded press release about Amelia Island for World Travel Market.
- ☼ Provided 50-words of generic Amelia Island copy to the CVB for various advertorial purposes.
- ☼ Put press kits in the media room at Governor's Conference.
- ☼ Sent 50 press kits to the CVB for World Travel Market.
- ☼ Submitted information and images about Amelia Island weddings and pet-friendly businesses to Kara Franker for her blog.
- ☼ Provided information and images to *Audubon* magazine for advertorial. Fact checked the article.
- ☼ Sent *Snowbirds Quebec* writer information for consideration for an upcoming Florida article.
- ☼ Secured advertorial opportunity in the "Southeast Girls Getaway" section in the February 2015 issues of *Good Housekeeping*, *Redbook* and *Woman's Day* Magazines. The advertorial will run in the Chicago market in February 2015.
- ☼ Wrote and submitted copy and images for *Chicago* magazine's November advertorial.
- ☼ Sent images to *Travel Weekly* for an upcoming issue.
- ☼ Provided information to *Atlanta* magazine for November advertorial. Also send images for consideration.
- ☼ Prepared and submitted STS Top 20 nomination for Shrimp Festival. Prepared the paperwork for Amelia Island Chamber Music Festival submission, but need information from the event to submit.
- ☼ Sent Amelia Island story to editor for *Communicator*, published by Canada Wide Media for Motion Industries (Canada). Provided images upon request as well.

Press Trips

- ☼ Confirmed dates for "Eat It and Like It with Jesse Blanco" to explore the destination for a possible Amelia Island feature. He will be writing a column in the Savannah Morning News following this trip, but will need to come back to film at a later date if he ends up doing a show on the island. He will be scouting for one night on October 7. Provided him with links to media kit, image library, restaurant options, etc. prior to his trip.
- ☼ Completed coordination of the group romance FAM trip. Attended the trip on September 5 and 6, addressing any transportation changes that arose. Followed up with all attending writers following the FAM and provided any requested information, images, etc.
- ☼ Finalized the *Southern Living* photo shoot details at Fort Clinch on Friday, September 5 at 9 a.m.

- ⊗ Coordinated itinerary for Mary Haban, freelance writer for *Convention South* (meeting trade magazine, 18,200 circulation). She visited on September 22 through 24. Provided writer with welcome letter and assisted with itinerary changes during her trip.
- ⊗ Continued working with Jacquelin Carnegie, from *THE ARTSY VOYAGER*, on a potential press trip. She is now looking for dates in December. Awaiting confirmation from the writer.
- ⊗ Finalized itinerary and interview opportunities for writer from *Where to Retire* (national magazine, 200,000 circulation). The writer visited on September 22 through 24. Provided a welcome kit and follow up to the writer.
- ⊗ Confirmed itinerary for Cami Webb from Bonnier Corporation, which publishes *Islands* (national magazine, circulation 204,989), *Florida Travel + Life* (online, 246,265 unique monthly visitors) and *Destination Weddings & Honeymoons* (national magazine, circulation 100,000). Provided welcome kit prior to her trip, assisted with changes to itinerary during her trip and sent follow up after visit.
- ⊗ Worked with Liz Zach, editor for NJ Family, on a possible press visit. Awaiting dates for a possible press visit.

Media Releases

- ⊗ Distributed Fall Value Release upon approval from the CVB. The press release was sent to 335 media outlets, including Florida dailies, Florida magazines, select national and regional media, writers who focus on packages and deals, and local media.
- ⊗ Wrote and distributed press release announcing Flagler Awards. The press release was sent to local media and travel trades.
- ⊗ Sent a media lead to industry partners regarding holiday events for an upcoming press release.

Promotions

- ⊗ Finalized prize package for the promotion with Parents and FamilyFun magazines through Visit Florida. The promotion will take place April to December 2015 and includes in-book exposure as well as online, with an estimated reach of more than 38 million impressions and value of \$218,500.
- ⊗ Obtained and sent prize to Atlanta Gator Club promotion winner, with the exception of the game tickets which are being handled by the CVB.
- ⊗ Secured partners for the WBBM-FM and WUSN-FM promotions in Chicago in conjunction with the Chicago Train Takeover in early 2015. WUSN-FM and WBBM-FM are both ranked in the top 10 radio stations in the Chicago market. WUSN-FM offers a contemporary hit radio format and offers a media value of \$192,975 for this promotion. WBBM-FM is a country format and offers \$118,125 media exposure value for the promotion. Both promotions will run for between January 12 and March 22, 2015.

Miscellaneous

- ⊗ Uploaded press releases to the press room on Amelia Island.com.
- ⊗ Researched and wrote three blog posts for October. Sent an editorial calendar for FY2015 for approval.
- ⊗ Prepared Activity and Publicity Reports.