Amelia Island TDC

Board Book Wednesday June 28, 2017



Date: Wednesday, June 28, 2017

Location: Fernandina Beach City Hall, 3 P.M.

<u>Agenda</u>

	<u>Agenda</u>	
I.	Call to Order	Danny Leeper
II.	Approval of April 26, 2017 Meeting Minutes	Danny Leeper
III.	Public Input (items not on the agenda)	3-minute limit
IV.	Financial:	Gil Langley
V.	Amelia Island Tourist Development Council Update	Staff
	 a. Marketing b. Digital Strategy c. International and Social Media d. Strategic Initiatives e. Public Relations 	Amy Boek Ktimene Axtell Kate Harris Leigh Palmer Kaitlin Harris
VI.	Old Business	
	a. Internship	

a. Internship

VII. New Business

a. Amelia Wellness Festival

VIII. Adjourn

MINUTES



Board Meeting Wednesday, April 26, 2017 3:00 p.m.

Fernandina Beach City Hall Commission Chambers 204 Ash Street, Fernandina Beach, FL 32034

Present: David Caples, Barbara Halverstadt, Robin Lentz, Tim Poynter, George

Sheffield, Donald Stamets

Absent: Bob Hartman, Danny Leeper, Jim McManemon, Jack Healan, Amy Lacroix Staff: Gil Langley, Kate Harris, Ktimene Axetell, Melanie Crawford, Leigh Palmer,

Deb Nordstrom, Kaitlin Harris

I. Call to Order

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

II. Approval of Minutes – April 22, 2016 TDC Meeting

A motion was made by Tim Poynter to approve minutes of last meeting, seconded by Robin Lentz. All approved.

III. Public Input: Items not on the agenda: (this was requested to be moved to this order)

George Stewart, owner of Sliders Grille was present and commented that this has been the best first quarter ever. He indicated that business is up by over 50% from this time last year. He went on to express his sincere thanks to the TDC board and the staff for all efforts in promoting tourism on Amelia Island.

IV. Financial:

- a) Bed Tax Revenue came in .18% over last year. The slight decline experienced due to Hurricane Mathew last year has all been made up.
- b) Several lodging partners have reported that February and March were great months!
- c) Confirmed that at least \$200,000 will be spent annually on beach clean-up.
- d) OCC is at 73.5, ADR is at \$216, and Rev Par came in at \$159. Amelia Island continues to outperform in our comp set.

VI. AITDC Update from staff:

a. Marketing:

Amy Lacroix, Director of Marketing: was absent today. Continuing measurements of the Amelia Island current campaign revealed that Conde' Nast Traveler has ranked the Amelia Island unit #1 for key metrics. The evolvement of a new campaign is still being worked on and will be finalized soon. The staff will welcome intern, Rachel Richardson who will be working close with Ktimene Axetell, the Welcome Center staff, and various other projects for 10 weeks through the summer.

b. Digital:

Ktimene Axetell, Director of Digital Strategy briefly described the number of guests to Amelia Island has reached record levels. The luxury aspect has been the focus recently through our digital marketing efforts using history through Facebook. The vacation rental market is being targeted heavily as an incremental market. The A1A Ocean Islands Trail will be used in some of storytelling for Amelia Island.

Social and International:

Kate Harris, Director of Interactive Marketing & Social Media reported that the international travel market is up 28% with the Germans leading the way and the UK up by 23%. During her time at ITB she discovered that the Germans are not price sensitive, and they compare the World to the World. There were 10,000 visitors from 184 countries that attended the travel show. The Visit Florida London takeover was a success for the 2nd year of our participation. On the social media side, we have several co-ops in the works with a waiting list. The Katie Ride for Life event was shared receiving 68,000 views.

c. Special Projects:

Leigh Palmer, Director of Strategic Initiatives has been working on the Seaside Sculptures Project that will include a kick off unveiling as well as installations just prior to Memorial Day weekend. This project is meant to complement the Leave no Trace ordinance. During this project, she discovered that there is was over 9000 lbs. of debris collected from Amelia Island beaches in 2016. She continues to work on building partnerships for possible sponsorships of upcoming events as well as the Foundation for Sustainable Tourism.

d. Hayworth Public Relations:

Kaitlin Harris reported on the first calendar quarter including media coverage, promotions, and press visits. Highlights included 360 West, Southern Living, and South Magazine. Lunkerville show and Harris Teeter promos were also recognized as well as the individual press visits. Much happening on this front.

VII. Old Business:

The Ever So Slightly campaign continues to evolve with a cost estimate of \$400,000. Tim Poynter made a motion to accept the estimate, seconded by Barbara Halverstadt and all approved.

Visit Florida issue is ongoing. No report on funding changes at this time.

VIII. New Business:

 FY 2018 Budget Proposal will rebuild reserves first with a 4% increase in bed tax collections to \$5 million. Tim Poynter made a motion to accept this proposal and Robin Lentz seconded, all approved. This will be submitted to the county for further approval.

IX.	Public Input:	
	No public input	
Х.	Adjourned at 4:08 pm	
	Approved, 2017 Tourist Development Council of Amelia Is	land, Florida
	By:	By:
	Danny Leeper, Chair	Attest: Gil Langley, Managing Director

approval.

The Hayworth Public Relations contract is up for a one year renewal. Tim

Poynter made a motion to extend the renewal for a year and Donald Stamets seconded with all approved. This will be submitted to the county for further

BUDGET REPORT



06/23/2017 16:13 6235mpot BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2017 09

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
37521582 TDC ADMIN FEES-TRANS OUT							
37521582 591910 CLERK ADMINISTRATIV 37521582 591910 TAXCO ADMIN FEE-TAX	71,938 71,938	0	71,938 71,938	48,323.45 48,323.45	.00	23,614.55 23,614.55	67.2% 67.2%
TOTAL TDC ADMIN FEES-TRANS OUT	143,876	0	143,876	96,646.90	.00	47,229.10	67.2%
TOTAL EXPENSES	143,876	0	143,876	96,646.90	.00	47,229.10	
37522552 TDC RESEARCH/ADMIN							
37522552 531041 MANAGEMENT FEE-CVB	697,800	0	697,800	468,737.41	.00	229,062.59	67.2%
TOTAL TDC RESEARCH/ADMIN	697,800	0	697,800	468,737.41	.00	229,062.59	67.2%
TOTAL EXPENSES	697,800	0	697,800	468,737.41	.00	229,062.59	
37523552 TDC MARKETING							
37523552 548110 ADV CONT-AD PRODUC 37523552 548120 ADV CONT-MAG PLACE 37523552 548200 ADV CONT-AGENCY EX 37523552 548240 ADV CONT-WEBSITE 37523552 548250 ADV CONT-FOCUS GRO 37523552 548330 ADV IN HOUSE-MISC 37523552 548350 ADV IN HOUSE-GOLF 37523552 548520 SPECIAL EVENTS 37523552 548530 GRANT - MUSEUM STI 37523552 548640 EQUIPMENT 37523552 548710 PR - AGENCY FEES 37523552 548740 PR FUNCTIONS-ON I 37523552 548770 PR - MISC/AIR FAR	275,000 2,921,000 0 275,000 72,000 30,000 60,000 400,000 17,500 1,299 78,000 25,000 5,000	750,000 0 0 0 0 0 150,000 0 0 0	275,000 3,671,000 0 275,000 72,000 30,000 60,000 17,500 17,500 17,299 78,000 25,000 5,000	142,065.49 1,704,365.75	.00 .00 .00 .00 .00 .00 .00 .00	132,934.51 1,966,634.25 -1,250.00 166,796.62 7,510.00 4,811.97 .00 218,029.16 .00 749.00 29,600.00 35,563.16 23,297.30 5,000.00	51.7% 46.4% 100.0%* 39.3% 89.6% 84.0% 100.0% 60.4% 100.0% 42.3% 62.1% 21.0% 6.8%
TOTAL TDC MARKETING	4,204,799	900,000	5,104,799	2,515,123.03	.00	2,589,675.97	49.3%
TOTAL EXPENSES	4,204,799	900,000	5,104,799	2,515,123.03	.00	2,589,675.97	
37523581 TRANS OUT-GENERAL-EQUIPMENT							
37523581 591016 TRANS OUT-GENERAL-	1,000	0	1,000	942.92	.00	57.08	94.3%



06/23/2017 16:13 6235mpot BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2017 09

37523581 TRANS OUT-GENERAL-EQUIPMENT	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD EXPENDED	ENC/REQ	AVAILABLE BUDGET	PCT USED
TOTAL TRANS OUT-GENERAL-EQUIPMENT	1,000	0	1,000	942.92	.00	57.08	94.3%
TOTAL EXPENSES	1,000	0	1,000	942.92	.00	57.08	
37524552 TDC TRADE SHOWS/TRAVEL TR							
37524552 548015 INFORMATION SERVIC 37524552 548018 TRAVEL TRADE PUBLI 37524552 548019 HOSPITALITY SERVIC 37524552 548111 DUES/SUBSCRIPT/TRA 37524552 548121 PRINTING-BROCHURES 37524552 548131 FREIGHT/FEDERAL 37524552 548141 REGIST-REG-TRADE S 37524552 548151 OTHER TRAVEL EXPEN 37524552 548161 ON ISLAND - FAMS 37524552 548180 PROMOTIONAL SUPPLI	4,500 10,000 130,000 25,000 225,000 5,000 45,000 25,000 25,000 28,700	50,000 0 0 0 0 300,000 0	4,500 60,000 130,000 25,000 225,000 5,000 335,000 45,000 25,000 28,700	.00 12,411.91 56,069.85 2,598.00 25,693.98 .00 23,589.93 16,760.89 7,625.80 12,473.72	.00 .00 .00 .00 .00 .00 .00	4,500.00 47,588.09 73,930.15 22,402.00 199,306.02 5,000.00 311,410.07 28,239.11 17,374.20 16,226.28	.0% 20.7% 43.1% 10.4% 11.4% .0% 7.0% 37.2% 30.5% 43.5%
TOTAL TDC TRADE SHOWS/TRAVEL TR	533,200	350,000	883,200	157,224.08	.00	725,975.92	17.8%
TOTAL EXPENSES	533,200	350,000	883,200	157,224.08	.00	725,975.92	
37525539 TDC BEACH IMPROVMENTS							
37525539 534102 CONTRACT SERVICE-B 37525539 534102 HMATT CONTRACT SERV 37525539 554000 DUES & SUBSCRIPTIO	455,200 0 10,000	1,000,000	455,200 1,000,000 10,000	84,959.48 408,155.45 6,500.00	45,537.00 .00 .00	324,703.52 591,844.55 3,500.00	28.7% 40.8% 65.0%
TOTAL TDC BEACH IMPROVMENTS	465,200	1,000,000	1,465,200	499,614.93	45,537.00	920,048.07	37.2%
TOTAL EXPENSES	465,200	1,000,000	1,465,200	499,614.93	45,537.00	920,048.07	
37999599 RESERVES							
37999599 599052 RESERVES RESEARCH/ 37999599 599053 RESERVES MARKETING 37999599 599054 RESERVES TRADE 37999599 599055 RESERVES BEACH	50,119 1,256,399 528,657 2,105,046	4,189 -650,226 -251,380 -1,009,739	54,308 606,173 277,277 1,095,307	.00 .00 .00	.00 .00 .00	54,308.00 606,173.00 277,277.00 1,095,307.00	.0% .0% .0%
TOTAL RESERVES	3,940,221	-1,907,156	2,033,065	.00	.00	2,033,065.00	.0%
TOTAL EXPENSES	3,940,221	-1,907,156	2,033,065	.00	.00	2,033,065.00	
GRAND TOTAL	9,986,096	342,844	10,328,940	3,738,289.27	45,537.00	6,545,113.73	36.6%
GRAND TOTAL	9,986,096	342,844	10,328,940	3,738,289.27	45,537.00	6,545,113.73	36.6%

^{**} END OF REPORT - Generated by Mary Potochnik **

Amelia Island Convention & Visitors Bureau (TDC) Check Detail

April 23 through June 21, 2017

Num	Date	Paid Amount	Source Name	Memo	Original Amount
db	05/08/2017		American Express		-15,295.74
		-15,295.74	American Express		15,295.74
TOTAL		-15,295,74			15,295.74
6986	04/27/2017		Paradise Advertising & Marketing,		-107,783.70
Inv-8		-48,330.00 -11,814.23 -14,117.64 -4,186.53 -17,000.00 -1,672.94 -255.00 -2,184.50 -1,729.55 -1,846.25 -4,647.06	Paradise Advertising & Marketing, Inc. Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising tv ads for Destination Dysfunction campaign 37523552 548120 Paradise Advertising facebook ads for Feb. 37523552 548120 Paradise Advertising ads for AJC.com 37523552 548120 Paradise Advertising ad for Choozie 37523552 548120 Paradise Advertising ad for Destination Dysfunction for MaxPoint 37523552 548110 Paradise Advertising production for Detination Dysfunction email 37523552 548110 Paradise Advertising work on ad for Texas Monthly 37523552 548110 Paradise Advertising work on Artrageous Art Brochure 37523552 548110 Paradise Advertising work for USATody.com ad 37523552 548110 Paradise Advertising work on Company of the State	48,330.00 11,814.23 14,117.64 4,186.53 17,000.00 1,672.94 255.00 2,184.50 1,729.55 1,846.25 4,647.06
TOTAL		-107,700.70			
6994	05/04/2017		Digital Edge		-20,300.00
1671 1672 1694 1646	05/04/2017 05/04/2017 05/04/2017 05/04/2017	-300.00 -7,500.00 -5,000.00 -7,400.00 -100.00	Digital Edge Digital Edge Digital Edge Digital Edge Digital Edge	37523552 548240 Digital Edge restaurant week web hosting 37523552 548120 Digital Edge march pd search 37523552 548120 Digital Edge facebook ad campalgn 37523552 548120 Digital Edge pad search marketing campaign Digital Edge - Days Inn - Dedicated Deals for Feb 2017	300.00 7,500.00 5,000.00 7,400.00 100.00
TOTAL		-20,300.00			20,300.00
6996	05/04/2017		Hayworth Creative, Inc.		-10,812.19
0501	05/04/2017	-6,000.00 -899.39 -3,500.00 -412.80	Hayworth Creative, Inc. Hayworth Creative, Inc. Hayworth Creative, Inc. Hayworth Creative, Inc.	37523552 548710 Hayworth May retainer 37523552 548720 Hayworth expenses for Media Monitoring Journaist travel and 37523552 548250 Hayworth visitor profile research for May 37523552 548740 Hayworth industry meeting	6,000.00 899.39 3,500.00 412.80
TOTAL		-10,812.19			10,812.19
7015	05/18/2017		Arrivalist		-10,000.00
AL392	05/10/2017	-10,000.00	Arrivalist	37523552 548120 Arrivalist digital ad	10,000.00
TOTAL		-10,000.00			10,000.00
7017	05/18/2017		Conde' Nast		-27,693.00
4084	05/11/2017	-27,693.00	Conde' Nast	37523552 548120 Conde Nast 1 1/2 page ad for may issue	27,693.00
TOTAL		-27,693.00			27,693.00
7019	05/18/2017		Silver Tech Inc		-18,000.00
iNV-3 INV-3	05/10/2017 05/10/2017	-9,000,00 -9,000.00	Silver Tech inc Silver Tech Inc	37523552 548240 Silver Tech web support retainer for Feb 37523552 548240 Silver Tech ongoing support for January	9,000.00 9,000.00
TOTAL		-18,000.00			18,000.00
7021	05/18/2017		Tripadvisor		-16,372.45
CINV	05/10/2017	-14,972.45 -500.00 -500.00 -400.00	Tripadvisor Tripadvisor Tripadvisor Tripadvisor	37523552 548120 Tripadvisor digital ad Ritz Carlton Tripadvisor digital ad for Mar 2017 Elizabeth Point Lodge Tripadvisor digital ad for April 2017 Days Inn Tripadvisor dgital ad for April 2017	14,972.45 500.00 500.00 400.00
TOTAL		-16,372,45			16,372.45
7022	05/18/2017		Washingtonian Magazine		-13,000.00
41680-r	05/10/2017	-3,250.00	Washingtonian Magazine	37523552 548120 Washingtonian full page ad for may issue	3,250.00
41543-г	05/10/2017	-3,250.00 -1,625.00	Washingtonian Magazine Washingtonian Magazine	Ritz Carlton Washingtonian full page ad for May issu 37523552 548120 Washingtonian Magazine 1/2 page ad for May issue	3,250.00 1,625.00
4167	05/10/2017	-1,625.00 -1,625.00 -1,625.00	Washingtonian Magazine Washingtonian Magazine Washingtonian Magazine	Al Bed & Breakfast Washingtonan Magazine 1/2 page ad for May issue 37523552 548120 Washingtonian 1/2 page ad for May issue Residence Inn Washingtonian 1/2 page ad for May issue	1,625.00 1,625.00 1,625.00
TOTAL		-13,000.00			13,000.00
7030	05/18/2017		The Hartley Press		-52,520.00

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Amelia Island Convention & Visitors Bureau (TDC) Check Detail

April 23 through June 21, 2017

Num	Date	Paid Amount	Source Name	Memo	Original Amount
7057	05/18/2017	-52,520.00	The Hartley Press	37524552 548121 Hartley Press printing of Visitor guide	52,520.00
TOTAL		-52,520.00			52,520.00
7036	05/18/2017		Time Inc Affluent Media Group		-20,476.50
6001	05/18/2017	-20,476,50	Time Inc Affluent Media Group	37523552 548120 Time Affluent digital ad for campaign from March 1- May 31	20,476.50
TOTAL		-20,476.50			20,476.50
7037	05/18/2017		Travel & Leisure		-29,070.00
1622	05/18/2017	-29,070.00	Travel & Leisure	37523552 548120 Travel & Leisure ad for May issue	29,070.00
TOTAL		-29,070.00		·	29,070.00
7042	05/25/2017		Paradise Advertising & Marketing,		-115,625.17
INV-8	05/18/2017	-49,078.00	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising Media buys for Atlanta	49,078.00
INV-8		-9,238.23	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising facebook ads for March 2017	9,238.23
iNV-8 INv-8	05/18/2017	-255.00 -39,989.32	Paradise Advertising & Marketing, Inc. Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Advertising for First Coast Magazine staycation ad 37523552 548120 Paradise Advertising digital ad buys	255.00 39,989.32
iNv-8	05/18/2017	-4,288.65	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising digital media buys	4,288.65
INV-8 INV-8		-8,238.00 -116.47	Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising media buys for Atlanta	8,238.00
INV-8		-4,025.00	Paradise Advertising & Marketing, Inc. Paradise Advertising & Marketing, Inc.	37523552 548120 Paradise Advertising Choozle subscription fee 37523552 548110 Paradise Advertising for Ever so Slightly campaign	116.47 4,025.00
INV-8	05/18/2017	-204.00	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Advertising for DD campaign	204.00
INV-8	05/18/2017	-192.50	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Advertising for Garden and Gun ad	192.50
TOTAL		-115,625.17			115,625.17
7057	06/01/2017		Garden & Gun		-30,682.00
7673	05/31/2017	-30,682.00	Garden & Gun	37523552 548120 Garden & Gun full page ad for June/july issue	30,682.00
TOTAL		-30,682.00			30,682.00
7059	06/01/2017		Miles Partnership		-35,000.00
1843	05/24/2017	-35,000.00	Miles Partnership	37523552 548110 Miles Partnership video production for Never seen the ocean b	35,000.00
TOTAL		-35,000.00			35,000.00
7082	06/12/2017		Paradise Advertising & Marketing,		-179,916.27
INV-8	06/12/2017	-179,916.27	Paradise Advertising & Marketing, Inc.	37523552 548110 Paradise Advertising for Ever so slightly campaing shoot	179,916.27
TOTAL		-179,916.27			1 7 9,916.27
7084	06/14/2017		Adara US		-11,024.15
invu	06/14/2017	-11,024.15	Adara US	37523552 548120 Adara digital ad	11,024.15
TOTAL		-11,024,15			11,024.15
7085	06/14/2017		Atianta Magazine		-20,117.50
160399	06/14/2017	-10,058.75	Atlanta Magazine	37523552 548120 Atlanta Magazine ad for Atlanta Magazine for May issue	10,058.75
		-2,927.50	Atlanta Magazine	Ritz Carlton Atlanta Magazine ad in May issue for Atlanta Magazine Villas of AIP Magazine ad in May issue for Atlanta Magazine	2,927.50
		-2,927.50 -1,401.25	Atlanta Magazine Atlanta Magazine	Elizabeth Point Lodge Magazine ad in May issue for Atlanta Magazine	2,927.50 1,401.25
		-1,401.25	Atlanta Magazine	Residence Inn Magazine ad in May issue for Atlanta Magazine	1,401.25
		-1,401,25	Atlanta Magazine	Amelia Island B&B Association Magazine ad in May issue for Atlanta Magazine	1,401.25
TOTAL		-20,117,50			20,117.50
7090	06/14/2017		Digital Edge		-18,326.00
1700	06/14/2017	-18,326.00	Digital Edge	37523552 548120 Digital Edge digital ad	18,326.00
TOTAL		-18,326.00			18,326.00
7095	06/14/2017		Hayworth Creative, Inc.		-19,899.48
0601	06/14/2017	-6,000.00 -3,500.00	Hayworth Creative, Inc. Hayworth Creative, Inc.	37523552 548710 Hayworth June Retainer 37523552 548250 Hayworth visitor profile research for June 37523552 548720 Hayworth expenses for media monitoring. Charlotte derby day	6,000.00 3,500.00
TOTAL		-10,399.48 -19,899.48	Hayworth Creative, Inc.	37523552 548720 Hayworth expenses for media monitoring , Charlotte derby day	19,899.48
7099	06/14/2017		Tripadvisor		-18,080.95
		4 050 40		27522552 549120 Tringdviror dialital ad	
CINV	06/14/2017	-1,852.40	Tripadvisor	37523552 548120 Tripadvisor digital ad	1,852.40

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Amelia Island Convention & Visitors Bureau (TDC) Check Detail

April 23 through June 21, 2017

Num	Date	Paid Amount	Source Name	Memo	Original Amount
CINV CINV	06/14/2017 06/14/2017	-4,001.00 -11,727.55 -500.00	Tripadvisor Tripadvisor Tripadvisor	37523552 548120 Tripadvisor digital ad 37523552 548120 Trip advisor digital ads Ritz Carlton Tripadivsor digital ads for May	4,001.00 11,727.55 500.00
TOTAL		-18,080.95			18,080.95

RESEARCH



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Amelia Island Tourist Development Council

For the Month of May 2017		Date Created: Jun 16, 20 ⁻
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Amelia Island Tourist Development Council

For the month of: May 2017

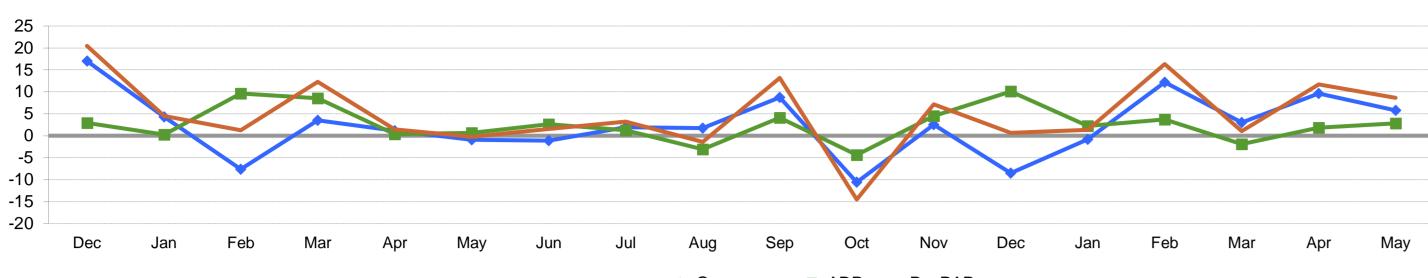
				Cı	ırrent Mo	nth - Ma	y 2017 vs	May 20	16					Year to Date - May 2017 vs May 2016														
	Occ	: %	Αſ	OR .	Revl	PAR		Percent	t Change	from Ma	y 2016		Осс	%	ΑC)R	Revi	PAR		Percent	Change f	rom YTI	D 2016		Prope	erties	Roo	ms
										Room	Room	Room							_			Room	Room	Room				
	2017	2016	2017	2016	2017	2016	Осс	ADR	RevPAR	Rev	Avail	Sold	2017	2016	2017	2016	2017	2016	Осс	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample
Florida	72.4	70.8	130.83	127.82	94.68	90.48	2.2	2.4	4.6	6.4	1.7	3.9	77.0	75.8	152.27	150.40	117.21	114.07	1.5	1.2	2.8	4.3	1.5	3.0	3688	2133	428852	319389
																	-											
Jacksonville, FL	72.8	72.9	119.50	113.67	86.98	82.91	-0.2	5.1	4.9	5.4	0.5	0.3	74.4	73.5	112.48	107.04	83.63	78.64	1.2	5.1	6.4	6.8	0.4	1.6	271	193	27510	22859
Jacksonville Beaches, FL	74.2	72.8	188.18	181.36	139.65	132.01	2.0	3.8	5.8	7.5	1.6	3.6	75.9	74.7	169.08	164.33	128.30	122.69	1.6	2.9	4.6	7.2	2.5	4.2	100	60	8040	6489
Savannah, GA	73.6	71.5	120.69	117.45	88.85	83.96	3.0	2.8	5.8	7.3	1.4	4.4	72.7	70.8	120.25	116.86	87.38	82.72	2.7	2.9	5.6	7.9	2.1	4.9	173	134	15431	13446
Brunswick/Kingsland, GA	67.4	66.1	135.04	130.55	90.95	86.34	1.8	3.4	5.3	6.9	1.5	3.4	65.5	64.5	119.94	113.94	78.60	73.49	1.6	5.3	6.9	9.2	2.1	3.7	91	61	7137	5174
Daytona Beach, FL	61.6	61.5	111.15	105.35	68.49	64.75	0.3	5.5	5.8	5.9	0.1	0.3	65.9	66.3	126.38	117.71	83.32	78.01	-0.5	7.4	6.8	5.3	-1.4	-1.9	179	70	13456	8249
Charleston, SC	83.5	80.0	158.69	152.83	132.52	122.30	4.4	3.8	8.4	12.7	4.1	8.6	77.2	75.1	144.66	139.41	111.69	104.73	2.8	3.8	6.6	10.8	3.9	6.8	183	131	19544	15598
Nassau County, FL	78.0	73.5	217.77	211.79	169.91	155.72	6.1	2.8	9.1	9.0	-0.1	6.0	76.3	72.5	206.97	202.61	157.98	146.88	5.3	2.2	7.6	7.5	-0.1	5.2	24	14	2264	1978
St Johns County, FL	67.1	66.7	156.75	150.96	105.11	100.63	0.6	3.8	4.5	6.8	2.2	2.8	71.5	71.2	141.11	136.91	100.88	97.44	0.4	3.1	3.5	7.1	3.4	3.9	82	46	6068	4470
Hilton Head/Beaufort, SC	67.5	69.0	181.50	171.91	122.46	118.61	-2.2	5.6	3.2	4.5	1.2	-1.0	63.3	60.5	152.89	142.78	96.71	86.35	4.6	7.1	12.0	15.0	2.7	7.4	46	34	6162	4624
Fort Walton Beach, FL	69.9	70.6	168.39	163.25	117.70	115.26	-1.0	3.2	2.1	8.6	6.4	5.3	58.3	56.3	136.77	132.30	79.74	74.42	3.7	3.4	7.2	11.9	4.4	8.2	92	53	10545	7045

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Amelia Island Tourist Development Council
For the Month of May 2017

Monthly Percent Change



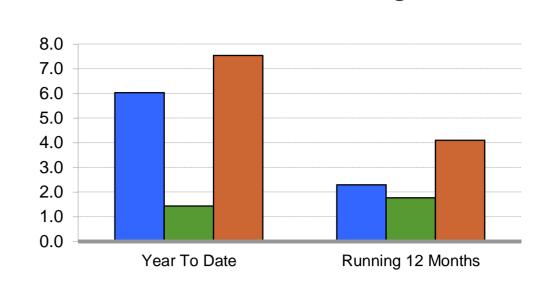
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Overall Percent Change



	→Occupancy →ADR —RevPAR													■Occupancy ■ADR ■RevPAR										
(0/)	2015						20	016								2017				Year To Date			Running 12 Month	
Occupancy (%)	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	56.3	58.1	70.5	81.9	78.8	74.8	82.0	87.8	73.5	73.0	55.9	64.2	51.5	57.6	79.1	84.4	86.4	79.1	72.8	72.8	77.2	69.6	71.2	72.8
Last Year	48.1	55.8	76.3	79.1	77.9	75.5	82.9	86.2	72.2	67.1	62.6	62.6	56.3	58.1	70.5	81.9	78.8	74.8	70.1	72.8	72.8	65.4	69.6	71.2
Percent Change	17.0	4.3	-7.6	3.5	1.1	-0.9	-1.1	1.9	1.8	8.7	-10.6	2.5	-8.5	-0.8	12.2	3.0	9.7	5.7	3.9	0.0	6.0	6.4	2.2	2.3
4.50	2015						20	016								2017				Year To Date			Running 12 Month	 hs
ADR	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year		168.22	184.01	273.05	258.44	238.69	244.86	243.72	196.53	204.78	203.37	188.30	183.91	171.92	190.90	267.92	263.22	245.30	220.34	229.50	232.78	207.32	217.69	221.52
Last Year	162.29	167.85	167.91	251.60	257.57	237.07	238.55	240.80	202.89	196.74	212.69	180.26	167.07	168.22	184.01	273.05	258.44	238.69	208.46	220.34	229.50	196.47	207.32	217.69
Percent Change		0.2	9.6	8.5	0.3	0.7	2.6	1.2	-3.1	4.1	-4.4	4.5	10.1	2.2	3.7	-1.9	1.8	2.8	5.7	4.2	1.4	5.5	5.0	1.8
T Grown Growings		0.2	0.0	0.0	0.0	<u> </u>			<u> </u>						<u> </u>				<u> </u>			0.0		
	2015						20	016								2017				Year To Date			Running 12 Month	 hs
RevPAR	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year	94.02	97.78	129.74	223.64	203.59	178.58	200.72	214.09	144.50	149.43	113.71	120.85	94.66	99.11	150.96	226.05	227.38	194.05	160.47	167.15	179.76	144.34	154.89	161.23
Last Year	78.04	93.59	128.18	199.09	200.62	179.05	197.70	207.52	146.58	132.06	133.05	112.82	94.02	97.78	129.74	223.64	203.59	178.58	146.18	160.47	167.15	128.52	144.34	154.89
Percent Change	20.5	4.5	1.2	12.3	1.5	-0.3	1.5	3.2	-1.4	13.2	-14.5	7.1	0.7	1.4	16.4	1.1	11.7	8.7	9.8	4.2	7.5	12.3	7.3	4.1
1 ordent enange	20.0	1.0	1.2	12.0	1.0	0.0	1.0	0.2	11	10.2	14.0	7	0.7	11.4	10.4		11.7	0.7	0.0	7.2	7.0	12.0	7.0	
	2015						20	016								2017				Year To Date			Running 12 Month	
Supply	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year		57,505	51,940	57,505	55,650	57,505	55,650	57,505	57,505	55,650	57,505	55,590	57,443	57,443	51,884	57,443	55,590	57,443	280,105	280,105	279,803	677,075	677,075	676,651
Last Year	57,505	57,505	51,940	57,505	55,650	57,505	55,650	57,505	57,505	55,650	57,505	55,650	57,505	57,505	51,940	57,505	55,650	57,505	280,225	280,105	280,105	677,409	677,075	677,075
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	-0.1	0.0	0.0	-0.1	0.0	0.0	-0.1
r ordent origings	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0		
	2015						20	016								2017				Year To Date			Running 12 Month	hs
Demand	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year		33,427	36,620	47,099	43,840	43,023	45,619	50,513	42,283	40,608	32,154	35,678	29,566	33,113	41,029	48,466	48,022	45,440	203,997	204,009	216,070	471,372	481,751	492,491
Last Year	,	32,064	39,651	45,502	43,347	43,433	46,121	49,556	41,546	37,356	35,972	34,829	32,362	33,427	36,620	47,099	43,840	43,023	196,507	203,997	204,009	443,109	471,372	481,751
Percent Change		4.3	-7.6	3.5	1.1	-0.9	-1.1	1.9	1.8	8.7	-10.6	2.4	-8.6	-0.9	12.0	2.9	9.5	5.6	3.8	0.0	5.9	6.4	2.2	2.2
r orderit orialige	17.0	1.0	7.0	0.0		0.0		1.0	1.0	0.7	10.0		0.0	0.0	12.0	2.0	0.0	0.0	0.0	0.0	0.0	0.1		
	2015						21	D16								2017				Year To Date		1	Running 12 Month	
Revenue	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	2015	2016	2017	2015	2016	2017
This Year		5,623,063	6,738,604	12,860,239	11,329,994	10,269,044	11,170,089	12,311,253	8,309,691	8,315,776	6,539,164	6,718,045	5,437,406	5,692,925	7,832,534	12,985,076	12,640,159	11,146,631	44,949,322	46,820,944	50,297,325	97,726,420	104,870,829	109,098,749
Last Year		5,381,944	6,657,778	11,448,421	11,164,699	10,296,480	11,002,185	11,933,191	8,429,296	7,349,288	7,650,803	6,278,347	5,406,775	5,623,063	6,738,604	12,860,239	11,329,994	10,269,044	40,964,684	44,949,322	46,820,944	87,059,013	97,726,420	104,870,829
Percent Change		4.5	1.2	12.3	1.5	-0.3	1.5	3.2	-1.4	13.2	-14.5	7.0	0.6	1.2	16.2	1.0	11.6	8.5	9.7	4.2	7.4	12.3	7.3	4.0
1 Stoom Change	23.0	1.0	1.2	.2.0		3.0	1.0	5.2	17	.0.2	17.0		0.0	1.2	10.2	1.0	. 1.0	5.0	0.7	r. L	,,,,	12.0		0
	2015						21	 016								2017								
Census %	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May						
Census Props	15	15	15	15	15	15	15	15	15	<u>Зер</u> 15	15	15	15	15	15	15	15	15						
Census Rooms	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1855	1853	1853	1853	1853	1853	1853	1853						
Consus Rooms	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000						

A blank row indicates insufficient data.

% Rooms Participants 96.3

Source 2017 STR, Inc.

96.3

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ACTIVITY

Amelia Island Tourist Development Council

Activity Report

April & May 2017

Mission Statement

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

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

The key focus areas of Amelia Island TDC are:

Events & Promotions:

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

Marketing:

- Collateral
- Strategy
- Digital
- Advertising

Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

OFFICE: 2398 SADLER ROAD, AMELIA ISLAND, FL 32034 PHONE FAX

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

904-277-4369

904-432-8417

www.ameliaisland.com

Events & Promotions

Visitor Services

- Amelia Island Welcome Center continues to be in the "top 10" things to do on Trip Advisor welcoming 5,005 in April and 3848 visitors in May
- Inventory management of fulfillment collateral and promotional items
- Monthly STR report updating
- Monthly FL Sales Tax updating
- Monthly tracking of research information
- Visitor Guide and travel information fulfillment through website
- Provided collateral for 11 groups and 8 motor coach visitors for a total of 823 people in April and May

Conferences/Meetings

- Ongoing work with Cvent on RFP's
- Attended the monthly Bike Trails Meeting
- Attended monthly HFBA meeting
- Attended monthly NFHLA meeting
- Attended monthly FFCG meeting
- Attended Main Street board and organization meetings
- Attended JaxSports monthly meeting
- Attended Visit Florida Board Meeting
- Attended FADMO Board Meeting

Travel/Trade Shows

None

Events/Holidays

- Artrageous Artwalk
- Chamber Music Festival
- Easter
- Grand Opening of Egan's Creek Park
- Katie Ride for Life
- Isle of Eight Flags Shrimp Festival

- Mother's Day
- Seaside Sculptors Unveiling
- National Travel & Tourism Week
- Memorial Day

Marketing

Advertising & Marketing

- Reviewed and approved creative placements with Paradise Advertising, Digital Edge and My Agency ongoing
- Coordinated with Hayworth on press releases, advertorial, promotions, media visits, media kit, and PR programs ongoing
- Manage meeting RFPs, photo shoot requests and third party events ongoing
- Worked with partners on Global Meetings day program
- Trip to Washington, DC to scout for upcoming IPW event; continuing to prepare for IPW reception in partnership with St. Augustine VCB and Air Canada. Invitations created and distributed, follow up emails, event details, etc.
- Reviewed partnership opportunity with Pantone
- Finalized recruiting for Dickens on Centre vendors for 2017; Ongoing planning for Dickens on Center coordinating with various 3rd parties to develop new events such as Run Like the Dickens, bed races, plays, etc; researching new costume vendors; meeting with Fanvergence Creative Group about creating interactive stories; etc.
- Ongoing development for new Ever So Slightly Special brand campaign
- Ongoing coordinating with Hayworth on development of Never Seen the Ocean PR event activation planning; Charlotte Derby Days, Pantone partnership exploration, etc.
- Finalized 360 video
- Ongoing management of potential Fat Bike Beach Championship event permit application for City of Fernandina with SetupEvents, applying for DEP special event permit, etc.
- Finalized Concours Week research
- Finalized Dickens vendor postcard for distribution at Shrimp Fest
- Confirmed Travel & Tourism week proclamation by BOCC
- Two-day photo/video shoot scout with Paradise for upcoming Ever So Slightly Special campaign; Coordinating future shoot details with partners
- Communicating wildfire information with partners
- Calls/meetings with NY Magazine, Intersection, AJC, Wander Media, Indigenous, Conde Nast, Mary/City of Fernandina, AFAR media,
- Sponsorship/partnership discussion with Foy, News Leader for Dickens on Centre
- Attended Main Street design meeting to discuss year-round lighting options
- Ongoing development with Hayworth on summer beach program in Ohio (Never seen the ocean)
- Submit Flagler award application
- Drafted outdoor dining blog content
- Photograph Spartina449 promo items
- Finalized IPW reception details, created registration card, invitations/follow up, media appointments
- Reviewing analytics and reports in preparation for strategic planning for FY2018
- Drafting FY2018 paid media RFP

March 2017

- Partner meetings with Ritz-Carlton and ERA
- 🗽 Starting creative material development for Holiday home tour, cookie tour
- Working with partners on summer pace reports
- Finalized 11 confirmed vendors for DOC with early bird promo
- Continuing work on Fat Bike Beach Championship development
- Evaluating 2017 media spends by market, VF dollars
- Starting creation of healthy lifestyle/wellness month promotion for October

March 2017

Digital Strategy

- Launched campaign with Departures Magazine (Time, Inc.) that incorporates a native article, personalization and marketing automation, the latter two showcasing Amelia Island's luxury offering.
- Identified significant incremental growth opportunity within vacation rentals and created campaign tactics for that lodging type. Collected content from vacation rental agencies on their "superlative" properties. This was an iterative process with limited response, which reflects how fragmented the offerings are a real challenge but will continue with ways to reach this market.
 - o Paid tactics for vacation rentals were planned on Sojern, Adara, and TripAdvisor.
 - One tactic deployed played into tax season and encouraged views to spend their tax refunds creatively on having an Amelia Island experience/making memories.
 - The other campaign tactic included a "Live like an Amelia Islander" blog post with owned channel promotion.
- Worked with Nassau County Health Department to craft updated Zika talking points. This is significant, as Zika is a reality that will re-emerge in our region, and because travelers are risk-averse, yet do not understand the subtleties of disease terminology. Nassau County is expected to be SAFE (no local transmission) for the foreseeable future, so we have provided simple points that put matters in perspective. These are designed to reduce the number of parties (groups and transient) canceling reservations, thus mitigating economic impact.
- Paused and scrutinized our Google Display Network campaign. Following in the footsteps of larger brands who have pulled out of GDN, we pruned the list of websites on which we can appear. Retargeting (serving ads to someone who has visited Amelialsland.com) is a key media tactic, so we essentially "follow" a user on their internet adventures with certain filters for content with which we don't want to be associated. In our forensics, we found we had not paid a penny for any impressions on sites that were not up to standards. Still, we have chosen to dramatically restrict our ads to site-direct buys; networks that are travel-endemic; cooking and limited lifestyle publications. We also paused YouTube pre-roll.
- Began pre-screening potential new media partners to be considered for a July RFP for fiscal year 2018. We take these calls so that we can 1) see best-in-class executions from other DMOs and other verticals, staying up to date and inspired and 2) understand how they can help us cut through the clutter and drive economic growth in our destination. We ask tough questions and try to glean as much "free" consultation as possible. We encourage vendors to look at our creative, website, paid campaigns and videos to see how they would approach each and use each to the fullest.
- Carefully manage paid digital campaigns. Each paid digital campaign is unique, with distinct audiences, products, specifications, and reports. Because digital campaigns are so dynamic, they lend themselves to continual optimization. This means coordinating with media partners and looking under the hood at how traffic is performing on our website and moving to our destination.
- Joined the A1A Ocean Islands Trail Scenic Highway corridor management board, launched a Facebook page for them, promoted their designation ceremony amongst local stakeholders, and gave a speech driving home the economic importance of tourism amongst an audience with key decision makers from throughout the region, including government policy-makers.
- Developed a brand identity for Petanque Amelia Island Open and prepared for a May 1 registration opening taking the registration process digital – increasing the professionalism of the event while streamlining the process for

Walch 2017

registrants around the world. We expect about \$35K in revenue for the event, all fulfilled and tracked via EventBrite.

- Led planning sessions for Flagler Awards, identifying top campaigns for each submission category, and started gathering content in advance of the deadline. This effort is key, since Florida is the world's top travel destination, and the Visit Florida Flagler Awards recognize the best in creativity from the state, with Amelia Island leading in its peer group.
- Put a search engine optimization task list in place with Silvertech. To date, we have struggled with connecting the dots between using a free assessment tool, laying out a to-do list, selecting a cost-efficient vendor, and making the updates. We have decided to jump into the SEO process, and to offset agencies costs, we are splitting the work 50/50 with Silvertech.
- Brought on intern Rachel Richardson to assist with work in the office. She is studying consumer economics with an emphasis on quantitative analysis, so she will be focused on 1) increasing data collection at visitor center and 2) analyzing content created by AICVB, going on to create content that results in high engagement levels.
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Content Studio

- Partnered with Amelia Island Boules Club, Amelia Island Trolleys, Hampton Inn and Suites Downtown and local families to shoot a video re-creating the iconic French film "Fanny" for use with the Pétanque Amelia Island Open including international promotions with top French luxury brand and Olympic committee
- Filmed Katie Ride co-op video in advance of April event, video was top performer for Ride's social channels
- Produced beach riding video with top UK and Ireland journalists for #LoveAmelia series as well as #LoveAmelia on shark tooth hunting
- Prepared special photo of illuminated courthouse for presentation to Board of County Commissioners and Judges, presented at BOCC meeting after Tourism Week proclamation
- Met with First Coast of Golf to advise on social video production
- Evaluating options for screening 360 video in 'Amelia Dome'
- Prepared submissions for 2017 Flagler Awards on content pieces including the "Yulee: The Man Behind the Depot" stakeholder video, the video reels developed for the Amelia Island Marketplace at the airport, and Facebook Live and other social media responses to the aftermath of Hurricane Matthew

March 2017

Social Media

- Worked with Sisson Sisters, Canadian Instagrammers on weekend-long Instagrram takeover of the Amelia Island Instagram that resulted in high engagement and cross-promotion on their popular platforms
- British influencers
- Daily postings on Facebook/instagram/twitter highlights

Website

- NYC continues to be top market for web traffic
- Refreshed imagery on key pages and added new content to pages to be used for building out 'niche' opportunities including weddings and meetings.
- User-generated content (curated and approved photos from visitors to Amelia Island) are now visible across the Travel Guides and segmented to match content.

International Market Development

- Negotiated placement tour catalogs
- All 88,000 subscribers of National Geographic Germany have now received the latest bundled issue of the collectible publication "Das Erbe Unserer Welt," where a global icon is profiled each month with a uniquely personal and intelligent approach. This issue, produced by London-based SquareRock, features Elvis (with an introduction by Priscilla Presley and many rare photos). This audience has a very high education and income level as well as a propensity to travel to 'undiscovered' places. We are also part of the issue page that is promoted on the National Geographic Germany Website all month. Additionally, our photo of the magazine's arrival was shared by SquareRock (who produce very high-end specialty publications and events) in Europe.
- Story appeared in Scotland's biggest daily newspaper, the Scottish Sun (circulation over 250,000).
- Lean enjoyed a candlelight tour of Fort Clinch, riding the beaches with Happy Trails Walking Horses, a sunrise photo and shark tooth hunt, and a stay at Seaside Amelia Inn. "The setting was quaint and unspoiled and I felt very blessed to be there to appreciate it. It was like a scene from the movie The Notebook you know, when Rachel McAdams dramatically runs across the beach into Ryan Gosling's arms and they go on to live happily ever after?"
- Met with Brand USA about upcoming year in light of shifting emphasis to German market and travel trade.
- Set up full schedule of appointments for upcoming IPW travel trade show in DC. Contacted key journalists and trade partners about attending joint Amelia Island St. Augustine reception.
- Virtually attended "Undiscovered Florida" press event in Berlin via Skype and with assistance from SO Network in Frankfurt.
- Proceeded with setup for the Pétanque Amelia Island Open, including hosting tour directors for a weekend to go over logistics, enhancements, and the options for bringing in VIPS from the sport as well as from French culture.

Advertising (Paradise)

- Agency continued to receive and review media placement opportunities for 2017.
- ♠ Agency continued to monitor and complete the Destination Dysfunction campaign, which ended April 23.
- Agency developed and submitted materials for the First Coast Magazine Staycation issue.
- Agency continued coordinating the Ever So Slightly video/photo shoot with the following:
 - o Developed production scheduled
 - o Confirmed photographer
 - o Finalized estimate
 - Coordinated scout locations with partners
 - Adjusted shoot dates into August
- Agency developed and submitted materials for the full-page ad in Philadelphia Magazine August issue.

Upcoming in June

- Agency to develop award entry for 2017 Flagler Awards
- ♠ Agency to discuss the Amelia Island anti-mosquito campaign and logo development.
- Agency to discuss the Downtown Fernandina Walking Tour Brochure project with client.
- Agency to develop the materials for the following publications:
 - Philadelphia Magazine September issue
 - Charlotte Magazine September issue
 - o Boston Magazine September issue
 - o Atlanta Magazine September issue

March 2017

Strategic Initiatives

Initiative: Collateral

- Visitor Guide unveiled with 100,000 printed copies being distributed
- Artrageous Artwalk revision is complete

Committee/Liaison

Fernandina Beach Main Street

Initiative: Seaside Sculptures

- Worked to coordinate project throughout April and welcomed artists that arrived in early May to bring this project to completion. Much work encompassed public outreach highlighting the AITDC's role in marketing the Leave No Trace ordinance, support of the Sea Turtle Watch, and providing an art exhibit as well as a tourist attraction to be enjoyed for one year.
- On Tuesday, May 23 the unveiling of the Seaside Sculptor project was held recognizing the artist and exhibit all in one location for public viewing. This had two purposes to include our eco-tourism partners: Amelia Island Kayak Adventures, Amelia Island Sea Turtle Watch, Wild Amelia, and Kayak Amelia, who were on-hand giving demonstrations on how to be good stewards of the environment. Many with touch tables and information about the local wildlife as well as an art component for children hosted by downtown gallery: Fern and Dina's. A local distillery, Marlin and Barrel, provided complimentary beverages with over 250 attendees. Overall positive comments from the community were the results. Pictures below



March 2017



On Thursday, May 25 the five sculptures were installed in their final locations, with rain delaying the adjacent signage until the following week. The AITDC received press coverage in both the Fernandina News Leader and Jacksonville's Folio Weekly.



Regina, Joni Younkins-Herzog, Main Beach



Kites II, Cat Chiu Phillips, Seaside Park



Dwindling Tide, Aisling Millar McDonald, Burney Park



Oarsman Before The Sun, Alan Milligan, Peters Point



Tree House Tower, Richard Herzog, Peter's Point

Public Relations

Hayworth Public Relations – April & May 2017

Media Development (April)

- Coordinated on-island video shoot with Scott Fais, host of Florida on a Tankful, to film a Shrimp Fest promo segment to air on Central Florida News 13 in Orlando as well as Bay News 9 in Tampa. The segment described the shrimping history of the area and the island's year-round fresh shrimp, and included Gray Edenfield from the Amelia Island Museum of History, The Crab Shack, and Timoti's Seafood Shak.
- Coordinated on-island video shoot with Scott Fais, host of Florida on a Tankful, to film a National Picnic Day promotional piece to air on Central Florida News 13 in Orlando as well as Bay News 9 in Tampa. The segment featured The Picnic Basket.
- Reached out to Gal Meets Glam blogger and influencer (1.1 million followers on Instagram) Julia Engel, upon seeing via social media that she was on-island. Offered recommendations on photo locations, activities, and restaurants. Alerted Elizabeth Pointe Lodge and Kate of her presence.
- Conducted media meetings with freelancer, Steve Pike; and Flamingo Magazine editor, Jaime Rich.
- Conducted Orlando media mission: Islands.com editors, Rebecca Kinnear and Darby Radcliff; freelancer, Ed Schmidt; Orlando Weekly, Watermark editor, Holly Kapherr Alejos; Orlando Signature editor, Patricia Letakis; Angela Schlesman, marketing & promotions director, CBS Radio Orlando; Laura Kam, promotions manager, iHeart media; Kelley Davis, director of strategic partnerships, Orlando My Way; Lauren Delgado, columnist, Orlando Sentinel; Megan Padilla, editor, Florida editor Travel Weekly e-newsletter; Hancel Deaton, managing editor, Orlando Magazine; Tasty Chomps editor, Ricky Ly.
- Reached out to editor from Portico Mountain Brook (lifestyle magazine for affluent area of Birmingham; print distribution of 35,000) for potential editorial coverage or media visit.
- Provided images to Rand McNally publications for inclusion in its special Summer travel magazine, entitled "America Travels Island Escapes."
- Created social media content to use in support of Global Meetings Industry Day.
- Provided ghost tour information to Andy Schrader, AAA Magazine.
- Scheduled meetings with editors in freelancers in Charlotte.

Events

- Reviewed proposals from event planners in the Cincinnati/Columbus market; hired Plan-It Now to plan and execute the Never Seen the Ocean events in both markets.
- Coordinated with marketing team at YAM Derby Days at the Mint Museum to hash out sponsorship benefits and details.
- Ordered promotional materials for YAM Derby Days event (photo booth props, Amelia Island themed decorated cookies) and ordered tent rental.

- Picked-up materials for YAM Derby Days event from the CVB step & repeat backdrop, 360-goggles and Samsung, branded linen, nail polish, extension cord, beach bag and goodies for trip winner.
- Secured trip giveaway accommodation partner, Summer Beach Resort, for YAM Derby Days event.

Press Trips

- Finalized itinerary and accommodations for Monica and Holly Sisson's visit in partnership with Visit Florida (providing airfare and a rental car) and the CVB's for Jacksonville, St. Augustine and Daytona Beach for two nights (April 8 and 9) as the last stop on their Northeast Florida social media influencer tour; followed up post-visit.
- Finalized itinerary and sent welcome goodies to Omni for freelancer Cortney Fries -- on assignment from Chicago Parent (publication with a monthly print circulation of 95,477 and 130,175 UVM online) and AAA Home & Away (71,629 UVM); followed up post-visit.
- Provided recommendations to Gina Vercesi, Islands Magazine, to enjoy while on island. Her story will focus on nature and history, and have a sustainability twist.
- Coordinated dinner for Andreas Coreth and Cristoph Payer, writers for ExtraGolf, traveling from Austria. ExtraGolf is the leading travel and lifestyle magazine distributed in the German speaking market - Austria, Germany & Switzerland/Mallorca. The quarterly distribution has a print circulation of 36,000 copies and 180,000 readers.
- Coordinating stay with Barbara Twardowski, on assignment for PeterGreenberg.com to write about Amelia Island's wheelchair accessible attractions, restaurants, and accommodations. In addition, they can write a hotel/resort review for Global Traveler magazine's electronic newsletter, eFlyer and AAA Southern Traveler magazine.
- Drafted itinerary for male-centric FAM and created invite list.

Promotions

- Received confirmation of winner from Harris Teeter contact; communicated next steps to redeem prize to winner.
- Hosted conference call with Spartina and finalized summer co-branded promotion and trip giveaway to capitalize on Amelia Island being included in their Sea Island Maps product line and provided logo and information for asset development.
- Coordinated shipping of Spartina449 products to Amelia Island for inclusion in Deremer Studios photoshoot for promotional assets.
- Mosted in-person meeting with Jeff Groden-Thomas, Amelia Island resident, dad, coach and performer, host for the Never Seen the Ocean campaign.

Communication

Sent requests to island partners for offers for Petanque Open.

Media Development (May)

- Reached out to contacts at Coastal Living and Southern Living to coordinate Amelia Island-sponsored soiree to kick off summer at Time Inc's Birmingham offices with manicures and sweet treats
- Conducted meetings with editors in freelancers in Charlotte: Kristy Tolley AAA Go and AAA Traveler; Sarah Crosland SouthPark, Carolina Bride, Charlotte5; John Bordsen USA Today, Chicago Tribune, Washington Post; PACE Communication In-Flights; Sara Kendall World Bride, Charlotte Epicurean, Charlotte Observer; Katie Coleman Lake Norman, SouthPark, Charlotte5; Michael Solender Charlotte Observer, HuffPost, SouthPark
- Created statement in response to smoke from wildfire in Georgia
- Provided island updates, information and images to Sandra Friend, who is working on the North Florida Explorer's Guide series for WW Norton
- Provided images and Florida resident rate information to Stephanie Patterson for OrlandoDateNightGuide.com article
- Provided information and recommendations to Ricky Ly, blogger at Tasty Chomps, who will be visiting Amelia Island for a wedding
- Pitched Amelia Island to Florida Trend for Tourism & Hospitality lead
- Submitted information about Amelia Island's offerings to Prevue for upcoming Florida article
- Coordinated interview between artist Aisling Millar McDonald and writer Matthew Shaw for a Folio Weekly article on the Seaside Sculptures project
- Provided information about Seaside Salute offer to HARO Lead seeking special offers for military personnel
- Submitted Amelia Island's record-breaking April numbers to FADMO's Tourism Marketing Today newsletter
- Provided images and information to Rand McNally publications for special Summer travel magazine, entitled "America Travels - Island Escapes"
- Submitted information about Amelia Island to Insurance & Financial Meetings magazine for upcoming Florida issue
- Pitched Amelia Island Men's Journal lead seeking U.S. Islands within a three-hour drive of major U.S. cities for weekend escapes

Events

- Transported materials for YAM Derby Days event to Charlotte— step & repeat backdrop, 360-goggles and Samsung, branded linen, nail polish, extension cord, beach bag and goodies for trip winner; branded custom cookies; photo booth props; purchased additional supplies frames, baskets, table décor; and Loaded 360-video on to Samsung device
- Set up sponsor booth, and attended YAM Derby Days at the Mint Museum; distributed nail polish and cookie favors, secured email sign-ups for trip giveaway, manned photo booth, and executed live trip giveaway at event
- Connected YAM Derby Days trip winner with Summer Beach Resort to schedule dates to redeem trip.
- Coordinated travel -- flights, van rental and hotels for Never Seen the Ocean events
- Sent out request for donated activities and meals for Never Seen the Ocean trip winners to all island partners

Created flyers/permission slips to promote Beach Day events and grant permission for filming/entering to win trip giveaway; provided printed versions to each Boys & Girls Club location for distribution

Press Releases

- Drafted and distributed calendar alert for Wild Amelia festival
- Drafted and distributed calendar alert for Seaside Sculptures unveiling event; placed calls to stations' news desks to confirm event was on calendar for possible coverage; sent reminder emails day-of
- Drafted and distributed press release announcing Amelia Island's record-breaking April numbers
- Drafted and distributed press release detailing the Seaside Sculptures project post-installation

Press Trips

- 🐛 Invited Amanda Saiontz Gluck, The Fashionable Hostess, to Amelia Island for a babymoon
- Reached out to Seaside to gauge interest in being host site for Man FAM trip
- Vetting opportunity to host Andi Perullo, blogger at My Beautiful Adventures
- Declined press trip request from Liz Amore, blogger at Happiest Travels, due to low numbers
- Declined press trip request from Casey Stone Phillbrick, Hunting for Rubies blogger, due to low numbers

Promotions

- Maintained communication with Spartina 449 regarding summer co-branded promotion and trip giveaway to capitalize on Amelia Island being included in their Sea Island Maps product line
- Presented opportunity for Sunny 105.9 Sunny Staycation trip giveaway promotion for the week of May 29th in exchange for a total minimum weekly promotional value of \$18,550
- Secured Elizabeth Pointe Lodge as a lodging partner for Spartina 449 promotion
- Provided copy and prize pack description for promotion's landing page to Spartina 449; provided promotion photos of product on Amelia Island beach to Spartina 449

Communication

- Created activity and monthly publicity reports
- Created and presented public relations slides for April's Board Meeting
- Shared relevant coverage with island partners

OLD BUSINESS

New Business