

AMELIA ISLAND

F L O R I D A

Come Make Memories



**TDC Board Packet
February 23, 2011**

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, January 26, 2011
3:00 p.m.
Fernandina Beach City Hall

Present: David Caples, Arlene Filkoff, Jack Healan, Danny Leeper, Jan Smith
Absent: Holly Germano, Katharine Monahan, Tim Poynter, John Price
Staff: Gil Langley, Beth Belcher, Melanie Crawford, Katharina Lane

I. Call to Order

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

II. Introduction of New AITDC Appointee Jan Smith

Commissioner Leeper welcomed new TDC board member, Jan Smith.

III. Approval of Minutes – December 22, 2010 TDC Board Meeting

Jack Healan moved to approve the minutes, David Caples seconded.
Motion carried unanimously.

IV. Open Government Briefing

Emily Murphy, Nassau County Assistant Attorney, addressed the board on Florida Sunshine and Open Meetings laws .

V. Amelia Island Chamber Music Festival Presentation

Dr. Neal Coleman, chairman of the Amelia Island Chamber Music Festival presented their report from the 2010 event and plans for 2011. Highlights include 23 concerts including five free events. This is the 10th season celebration, and the goal is to increase audiences by offering more diverse concerts and expanded programming.

Marketing efforts for 2011 include an upgraded ticket brochure mailed to 3,300 targeted ticket buyers, BRAVO! Newsletters in March, April and May, email list server, and Facebook as well as a Valentine's concert postcard. Also being promoted in 2011 is a 50% ticket discount for all visitors with a confirmed Amelia Island hotel room reservation. Mr. Langley noted that in the past the TDC has dedicated part of the marketing budget for Atlanta, Savannah, and Orlando. The event supports our brand and now has an added value with the ticket discount.

VI. Finance Committee Report

Jack Healan reported on the Finance Committee meeting held on January 25, 2011. He reviewed December bed tax collections. Also reviewed budget and recommend approval of a \$339,723 increase in the budget from FY2010 cash carry-forward. Mr. Langley stated that in November the TDC requested that the Board of County Commissioners carry forward funds to help offset the soft months of 2011. This has been approved by the Board of County Commissioners and the finance committee asks that the TDC board increase the budget by like amount. There are no current plans to use the increased funding until the first quarter bed tax numbers are received. Motion by Jack Healan to increase the AITDC budget by \$339,723. Second by Arlene Filkoff. Motion carried unanimously.

Mr. Langley discussed the sales tax highlights for FY2010 and noted that 36% of sales tax comes from hospitality related businesses in Nassau County.

VII. Amelia Island Tourism Development Council Update

Research

Mr. Langley reported on the research performed the last six months of calendar year 2010. Highlights include 214,000 overnight guests, \$119.5 million in direct expenditures, and \$156.3 million in economic impact,\. There was \$1,665.71 in average spending per party, a 97%+ customer satisfaction with Amelia island as a destination, and the majority - 42.5% of guests - came for the beach.

STR Report

Mr. Langley presented the Smith Travel Research report for December 2010. Highlights include 8.2% increase in occupancy, 12.2% increase in Rev PAR, 7.5% increase in demand and 11.5% increase in revenue over the previous year. We outperformed our competitive set in ADR and Rev PAR. Mr. Langley also reminded the Board that there were 125 rooms per night out of service at The Ritz-Carlton, Amelia Island.

Activity Report

Beth Belcher reported on administration and tourism. Highlights include Restaurant Week with 23 participating restaurants and six sponsors. Also noted was a new off-island participant, Picante Grill, and the fact that venues that are not physically located on Amelia Island but provide an enhancement to our guest experience are being included in our programs.

January publications include an all-new visitor guide, which is the first visitor guide produced by the CVB. 75,000 copies were printed. Distribution includes local accommodations, Florida welcome centers and our mail fulfillment house. The visitor guide is also available on ameliaisland.com, is mobile compatible and is downloadable via iTunes. Mr. Langley also commended the Chamber of Commerce on their new visitor guide.

The island-wide dining guide has been updated and 15,000 are being printed. Distribution will include all local accommodations and the visitor center. Promotions include the Harris Teeter sweepstakes where we are working with Summer Beach Resort on an Amelia Island getaway sweepstakes. For our Valentine's Day promotion – we have partnered with WEJZ 96.1, a Jacksonville-based radio station, on a contest called the “cutest couple” contest where couples are encouraged to upload a photo of themselves to the station's website and be entered to win a trip to Amelia Island including a two-night stay at the Omni, golf at the Golf Club of Amelia with lunch. The promotion runs January 20 through February 10.

Public Relations report by Katharina Lane included more about the Harris Teeter partnership and the additional aspect of special deals at Amelia Island businesses for VIC shoppers that will begin in April. Ms. Lane has worked with PARADE magazine to coordinate a Valentine's Day promotion in print and online, coordinated a promotion with Visit Florida and four Tampa radio stations, and coordinated promotions with WEJZ in Jacksonville, WIRK in West Palm Beach, and WDUV in Tampa. Ms. Lane also coordinated quarterly Facebook promotions for 2011. Writers hosted include Orange Appeal Magazine, Kingston This Week and PBG Lifestyle Magazine.

Mr. Langley noted that the TDC is receiving six ADRIAN awards this week.

VIII. Old Business

Commissioner Leeper asked if the Gator Bowl ads were beneficial. Gil Langley said that two 30-second ads were purchased for \$20,000. The result was national coverage on ESPN in the first half and at the end of the third quarter of the Gator Bowl game.

IX. New Business

SAISSA Beach Monitoring Fee

Gil Langley stated that the TDC has been approached by SAISSA to fund the beach monitoring program. Jack Healan moved to fund \$35,000 to the SAISSA beach monitoring program. Jan Smith seconded. Motion carried unanimously.

X. Public Input

Tony McAdoo of the Amelia Island Film Festival presented their plans for the 2011 event and asked the TDC to increase their investment for this year's event. Jack Healan indicated the marketing funds for 2011 are allocated and this could be considered for 2012 when the budgeting process begins.

XI. The meeting adjourned at 4:05 pm.

FINANCIALS

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 1
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FOR 2011 99

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
37000000 AI TOURIST DEVELOP FUND								
37000000 312120	TOURIST DEVELOPMENT TAX							
	-2,852,463.00	-2,852,463.00	-488,993.87	-125,450.56	0.00	-2,363,469.13	17.1%	
37000000 361101	INTEREST-BANK							
	0.00	0.00	-8.89	0.00	0.00	8.89	100.0%	
37000000 361101	EVRB INTEREST-BANK							
	0.00	0.00	-694.36	0.00	0.00	694.36	100.0%	
37000000 361101	FFSB1 INTEREST-BANK							
	0.00	0.00	-27.86	0.00	0.00	27.86	100.0%	
37000000 361101	FNB3 INTEREST-BANK							
	0.00	0.00	-578.46	0.00	0.00	578.46	100.0%	
37000000 361161	EVRB3 CD INTEREST							
	0.00	0.00	-259.83	0.00	0.00	259.83	100.0%	
37000000 361161	EVRB5 CD INTEREST							
	0.00	0.00	-2,398.27	0.00	0.00	2,398.27	100.0%	
37000000 399951	CASH FWD-RESEARCH/ADMIN							
	-35,000.00	-37,809.00	0.00	0.00	0.00	-37,809.00	.0%	
37000000 399952	CASH FWD-MARKETING							
	-800,000.00	-876,852.00	0.00	0.00	0.00	-876,852.00	.0%	
37000000 399953	CASH FWD-TRADE							
	-350,000.00	-302,798.00	0.00	0.00	0.00	-302,798.00	.0%	
37000000 399954	CASH FWD-BEACH IMPROVEMENTS							
	-350,000.00	-399,497.00	0.00	0.00	0.00	-399,497.00	.0%	
TOTAL AI TOURIST DEVELOP FUND								
	-4,387,463.00	-4,469,419.00	-492,961.54	-125,450.56	0.00	-3,976,457.46	11.0%	
37521582 TDC ADMIN FEES-TRANS OUT								
37521582 591910	CLERK ADMINISTRATIVE FEE-CLERK							
	42,787.00	42,787.00	7,334.91	1,881.76	0.00	35,452.09	17.1%	
37521582 591910	TAXCO ADMIN FEE-TAX COLLECTOR							
	42,787.00	42,787.00	7,334.91	1,881.76	0.00	35,452.09	17.1%	
TOTAL TDC ADMIN FEES-TRANS OUT								
	85,574.00	85,574.00	14,669.82	3,763.52	0.00	70,904.18	17.1%	
37522552 TDC RESEARCH/ADMIN								
37522552 531041	MANAGEMENT FEE-CVB							
	415,033.00	415,033.00	87,863.58	48,003.33	0.00	327,169.42	21.2%	



MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 2
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FOR 2011 99

ACCOUNTS FOR: 137 AI TOURIST DEVELOP FUND
ORIGINAL APPROP REVISED BUDGET

			YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
TOTAL TDC RESEARCH/ADMIN	415,033.00	415,033.00	87,863.58	48,003.33	0.00	327,169.42	21.2%
<u>37523552 TDC MARKETING</u>							
37523552 548110 ADV CONT-AD PRODUCTIONS	75,000.00	175,901.00	8,471.12	2,971.25	24,621.36	142,808.52	18.8%
37523552 548120 ADV CONT-MAG PLACEMENT	950,000.00	1,036,721.00	170,439.63	21,338.03	552,993.40	313,287.97	69.8%
37523552 548200 ADV CONT-AGENCY EXPENSES	77,500.00	86,575.00	16,558.42	4,705.88	6,488.58	63,528.00	26.6%
37523552 548240 ADV CONT-WEBSITE	200,000.00	226,687.00	38,113.94	8,276.27	0.00	188,573.06	16.8%
37523552 548250 ADV CONT-FOCUS GROUP RESERVE	40,000.00	55,190.00	10,270.36	123.07	19,500.00	25,419.64	53.9%
37523552 548330 ADV IN HOUSE-MISC	60,000.00	60,000.00	16,218.78	12,230.38	0.00	43,781.22	27.0%
37523552 548340 ADV IH-NEWSLETTER/TOLL PH	0.00	2,285.00	0.00	0.00	0.00	2,285.00	.0%
37523552 548350 ADV IN HOUSE-GOLF GETAWAY	47,500.00	47,500.00	47,500.00	0.00	0.00	0.00	100.0%
37523552 548520 SPECIAL EVENTS	200,000.00	199,757.00	36,865.49	653.90	0.00	162,891.51	18.5%
37523552 548530 GRANT - MUSEUM STIPEND	0.00	15,000.00	15,000.00	0.00	0.00	0.00	100.0%
37523552 548640 EQUIPMENT	7,500.00	8,001.00	681.59	0.00	0.00	7,319.41	8.5%
37523552 548710 P R - AGENCY FEES	72,000.00	78,094.00	24,000.00	6,000.00	48,000.00	6,094.00	92.2%
37523552 548720 P R - AGENCY EXPENSES	55,000.00	55,683.00	17,902.90	2,209.06	0.00	37,780.10	32.2%
37523552 548740 P R FUNCTIONS-ON ISLAND	10,000.00	17,832.00	422.54	157.04	0.00	17,409.46	2.4%
37523552 548770 P R - MISC/AIR FARES	3,978.00	7,433.00	36.00	0.00	0.00	7,397.00	.5%
TOTAL TDC MARKETING	1,798,478.00	2,072,659.00	402,480.77	58,664.88	651,603.34	1,018,574.89	50.9%
<u>37524552 TDC TRADE SHOWS/TRAVEL TR</u>							
37524552 548015 INFORMATION SERVICES	10,000.00	15,899.00	2,400.00	0.00	0.00	13,499.00	15.1%



MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2011 99

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
37524552 548018	TRAVEL TRADE PUBLICATIONS							
	25,000.00	60,322.00	0.00	0.00	4,500.00	55,822.00	7.5%	
37524552 548019	HOSPITALITY SERVICES							
	75,000.00	76,503.00	22,299.90	12,436.99	0.00	54,203.10	29.1%	
37524552 548111	DUES/SUBSCRIPT/TRAINING							
	27,500.00	31,411.00	4,161.00	990.00	0.00	27,250.00	13.2%	
37524552 548121	PRINTING-BROCHURES							
	50,000.00	50,614.00	14,866.97	8,370.91	33,409.08	2,337.95	95.4%	
37524552 548131	FREIGHT/FEDERAL							
	4,189.00	9,188.00	0.00	0.00	0.00	9,188.00	.0%	
37524552 548141	REGIST-REG-TRADE SHOWS							
	15,000.00	18,033.00	9,459.68	214.68	0.00	8,573.32	52.5%	
37524552 548151	OTHER TRAVEL EXPENSE							
	25,000.00	30,333.00	4,649.69	2,746.37	0.00	25,683.31	15.3%	
37524552 548161	ON ISLAND - FAMS							
	20,000.00	23,670.00	0.00	0.00	0.00	23,670.00	.0%	
37524552 548180	PROMOTIONAL SUPPLIES							
	25,000.00	26,258.00	2,460.03	832.53	0.00	23,797.97	9.4%	
TOTAL TDC TRADE SHOWS/TRAVEL TR								
	276,689.00	342,231.00	60,297.27	25,591.48	37,909.08	244,024.65	28.7%	
37525539 TDC BEACH IMPROVMENTS								
<hr/>								
37525539 534102	CONTRACT SERVICE-BEACH CLEAN							
	263,689.00	191,689.00	16,524.99	5,508.33	63,824.97	111,339.04	41.9%	
37525539 549005	LANDFILL TIPPING FEES							
	8,000.00	8,000.00	0.00	0.00	0.00	8,000.00	.0%	
37525539 554000	DUES & SUBSCRIPTIONS							
	0.00	5,000.00	2,500.00	0.00	0.00	2,500.00	50.0%	
37525539 563726	BEACH RENOURISHMENT							
	5,000.00	0.00	0.00	0.00	0.00	0.00	.0%	
37525539 581202	BRSP AID-CITY OF FERNANDINA BCH							
	0.00	36,000.00	0.00	0.00	0.00	36,000.00	.0%	
TOTAL TDC BEACH IMPROVMENTS								
	276,689.00	240,689.00	19,024.99	5,508.33	63,824.97	157,839.04	34.4%	
37525581 BEACH-TRANSFER OUT-OTHER FUNDS								
<hr/>								
37525581 591430	TRANSFER OUT-SAISS							
	0.00	36,000.00	0.00	0.00	0.00	36,000.00	.0%	





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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2011 99

ACCOUNTS FOR: 137	AI TOURIST DEVELOP FUND							
ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED		
TOTAL BEACH-TRANSFER OUT-OTHER FU								
0.00	36,000.00	0.00	0.00	0.00	36,000.00	.0%		
37999599 RESERVES								
37999599 599052 RESERVES RESEARCH/ADMINISTRATI								
35,000.00	37,809.00	0.00	0.00	0.00	37,809.00	.0%		
37999599 599053 RESERVES MARKETING								
800,000.00	602,671.00	0.00	0.00	0.00	602,671.00	.0%		
37999599 599054 RESERVES TRADE								
350,000.00	237,256.00	0.00	0.00	0.00	237,256.00	.0%		
37999599 599055 RESERVES BEACH								
350,000.00	399,497.00	0.00	0.00	0.00	399,497.00	.0%		
TOTAL RESERVES								
1,535,000.00	1,277,233.00	0.00	0.00	0.00	1,277,233.00	.0%		
TOTAL AI TOURIST DEVELOP FUND								
0.00	0.00	91,374.89	16,080.98	753,337.39	-844,712.28	100.0%		
TOTAL REVENUES								
-4,387,463.00	-4,469,419.00	-492,961.54	-125,450.56	0.00	-3,976,457.46			
TOTAL EXPENSES								
4,387,463.00	4,469,419.00	584,336.43	141,531.54	753,337.39	3,131,745.18			



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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2011 99

ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
GRAND TOTAL 0.00	0.00	91,374.89	16,080.98	753,337.39	-844,712.28	100.0%

** END OF REPORT - Generated by Gil Langley **

RESEARCH



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Amelia Island Tourist Development Council

For the Month of January 2011

Date Created: Feb 16, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: January 2011

	Current Month - January 2011 vs January 2010												Year to Date - January 2011 vs January 2010												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	59.0	57.4	111.30	111.61	65.65	64.05	2.8	-0.3	2.5	3.0	0.5	3.3	3585	1921	411790	291175
Jacksonville, FL	52.0	47.9	75.45	75.50	39.22	36.18	8.5	-0.1	8.4	9.2	0.7	9.3	52.0	47.9	75.45	75.50	39.22	36.18	8.5	-0.1	8.4	9.2	0.7	9.3	269	186	26995	21841
Jacksonville Beaches	43.3	41.9	102.54	99.53	44.43	41.75	3.3	3.0	6.4	7.4	0.9	4.2	43.3	41.9	102.54	99.53	44.43	41.75	3.3	3.0	6.4	7.4	0.9	4.2	98	56	7600	5761
Savannah, GA	47.4	44.9	75.82	77.28	35.96	34.71	5.6	-1.9	3.6	4.7	1.1	6.8	47.4	44.9	75.82	77.28	35.96	34.71	5.6	-1.9	3.6	4.7	1.1	6.8	164	123	14893	12381
Brunswick/Kingsland, GA	37.0	38.0	67.95	68.88	25.16	26.15	-2.5	-1.4	-3.8	-4.3	-0.6	-3.0	37.0	38.0	67.95	68.88	25.16	26.15	-2.5	-1.4	-3.8	-4.3	-0.6	-3.0	91	57	7499	4696
Daytona Beach, FL	42.0	39.4	83.44	82.34	35.08	32.42	6.8	1.3	8.2	5.8	-2.2	4.4	42.0	39.4	83.44	82.34	35.08	32.42	6.8	1.3	8.2	5.8	-2.2	4.4	178	64	13588	7694
Charleston, SC	47.4	45.4	87.70	86.65	41.54	39.35	4.3	1.2	5.6	5.7	0.1	4.4	47.4	45.4	87.70	86.65	41.54	39.35	4.3	1.2	5.6	5.7	0.1	4.4	164	115	17566	13904
Nassau County, FL	35.1	36.8	123.55	103.81	43.32	38.22	-4.8	19.0	13.3	12.8	-0.5	-5.2	35.1	36.8	123.55	103.81	43.32	38.22	-4.8	19.0	13.3	12.8	-0.5	-5.2	24	14	2111	1870
St Johns County, FL	45.3	42.5	90.36	91.67	40.90	38.97	6.5	-1.4	4.9	6.3	1.3	7.9	45.3	42.5	90.36	91.67	40.90	38.97	6.5	-1.4	4.9	6.3	1.3	7.9	80	42	5765	3910
Hilton Head/Beaufort	28.7	28.3	83.73	80.90	24.07	22.89	1.6	3.5	5.1	8.0	2.7	4.3	28.7	28.3	83.73	80.90	24.07	22.89	1.6	3.5	5.1	8.0	2.7	4.3	49	33	6639	4374
Fort Walton Beach, FL	28.9	30.2	72.53	71.93	20.93	21.72	-4.4	0.8	-3.6	-4.0	-0.4	-4.8	28.9	30.2	72.53	71.93	20.93	21.72	-4.4	0.8	-3.6	-4.0	-0.4	-4.8	80	45	9705	6378

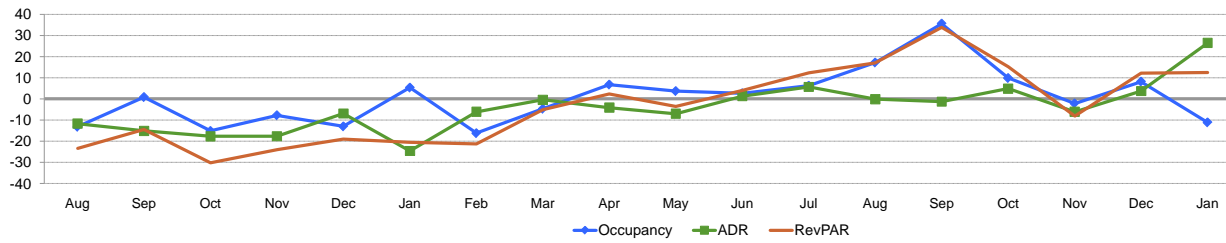
A blank row indicates insufficient data.

Tab 3 - Trend Amelia Island Sel Zip

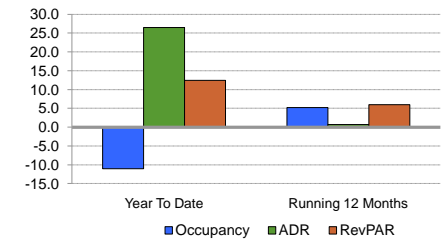
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of January 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	47.0	42.0	47.9	40.8	31.6	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9	52.6	40.0	34.2	34.6
Last Year	54.2	41.6	56.4	44.2	36.4	36.9	53.1	59.5	63.4	56.1	68.5	68.4	47.0	42.0	47.9	40.8	31.6	38.9
Percent Change	-13.2	0.9	-15.1	-7.7	-13.0	5.3	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	35.5	9.8	-2.1	8.2	-11.1

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
36.9	38.9	34.6	56.8	51.0	53.7
47.8	36.9	38.9	61.3	56.8	51.0
-22.8	5.3	-11.1	-7.5	-10.2	5.2

ADR	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	157.24	137.49	148.88	143.73	135.75	112.57	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.73	156.09	134.96	140.76	142.35
Last Year	178.07	161.96	180.89	174.49	145.77	149.25	158.05	186.46	182.16	192.75	180.67	177.06	157.24	137.49	148.88	143.73	135.75	112.57
Percent Change	-11.7	-15.1	-17.7	-17.6	-6.9	-24.6	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.8	-6.1	3.7	26.5

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
149.25	112.57	142.35	192.55	163.15	164.26
162.44	149.25	112.57	193.07	192.55	163.15
-8.1	-24.6	26.5	-0.3	-15.3	0.7

RevPAR	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	73.98	57.73	71.26	58.68	42.95	43.77	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.23	82.05	53.93	48.17	49.22
Last Year	96.47	67.43	101.98	77.21	52.99	55.10	83.91	110.87	115.40	108.19	123.77	121.18	73.98	57.73	71.26	58.68	42.95	43.77
Percent Change	-23.3	-14.4	-30.1	-24.0	-19.0	-20.6	-21.3	-5.1	2.4	-3.6	4.0	12.3	17.0	33.8	15.2	-8.1	12.2	12.4

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
55.10	43.77	49.22	109.32	83.18	88.13
77.71	55.10	43.77	118.45	109.32	83.18
-29.1	-20.6	12.4	-7.7	-23.9	5.9

Supply	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	52,483	50,790	52,483	50,790	52,483	52,483	47,404	52,483	50,790	52,483	50,790	52,204	52,204	50,520	52,173	50,490	52,173	52,173
Last Year	48,360	46,800	48,360	46,800	48,360	48,360	43,680	48,360	46,800	48,360	46,800	48,360	52,483	50,790	52,483	50,790	52,483	52,483
Percent Change	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	8.5	7.9	-0.5	-0.5	-0.6	-0.6	-0.6	-0.6

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
48,360	52,483	52,173	566,627	593,872	615,887
46,903	48,360	52,483	552,245	566,627	593,872
3.1	8.5	-0.6	2.6	4.8	3.7

Demand	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	24,692	21,325	25,118	20,737	16,604	20,409	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,745	27,425	20,176	17,853	18,039
Last Year	26,201	19,484	27,265	20,707	17,581	17,853	23,191	28,756	29,649	27,144	32,061	33,096	24,692	21,325	25,118	20,737	16,604	20,409
Percent Change	-5.8	9.4	-7.9	0.1	-5.6	14.3	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	34.8	9.2	-2.7	7.5	-11.6

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
17,853	20,409	18,039	321,709	302,782	330,432
22,438	17,853	20,409	338,801	321,709	302,782
-20.4	14.3	-11.6	-5.0	-5.9	9.1

Revenue	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378	3,132,123	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,901,641	4,280,829	2,722,908	2,512,950	2,567,832
Last Year	4,665,494	3,155,644	4,931,915	3,613,261	2,562,826	2,664,485	3,665,324	5,361,838	5,400,848	5,232,003	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378
Percent Change	-16.8	-7.1	-24.2	-17.5	-12.1	-13.8	-14.5	3.0	11.1	4.7	12.9	21.2	16.4	33.1	14.5	-8.6	11.5	11.8

Year To Date			Running 12 Months		
2009	2010	2011	2009	2010	2011
2,664,485	2,297,378	2,567,832	61,944,663	49,398,494	54,276,663
3,644,848	2,664,485	2,297,378	65,413,011	61,944,663	49,398,494
-26.9	-13.8	11.8	-5.3	-20.3	9.9

Census %	2009					2010												2011
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683
% Rooms Participants	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	96.9	81.5	96.9	96.9	96.9	94.1

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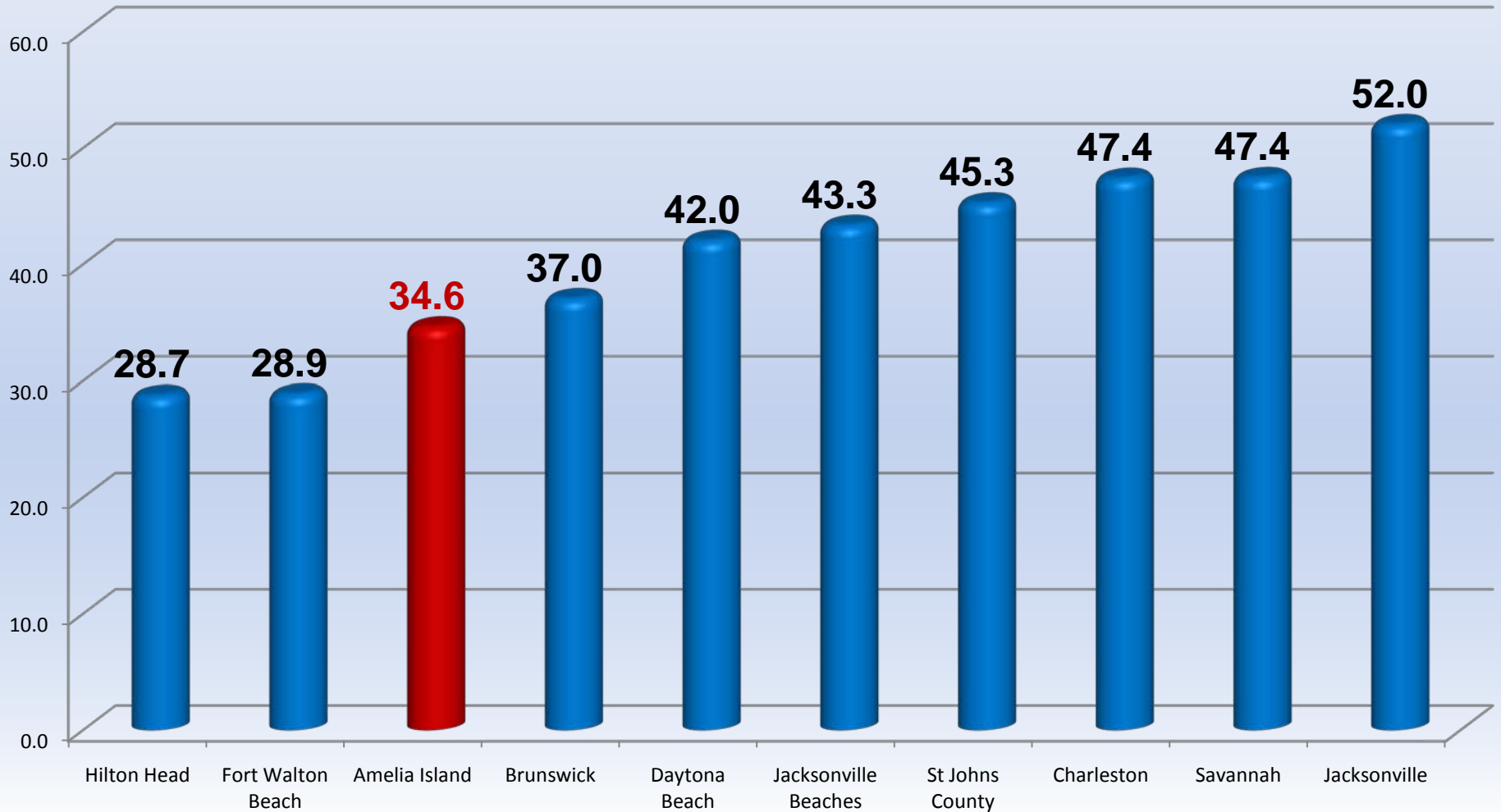
Source 2011 SMITH TRAVEL RESEARCH, Inc.

SMITH TRAVEL HIGHLIGHTS

- ⊗ **January Occupancy Down 11.1%**
- ⊗ **January ADR Up 26.5%**
- ⊗ **January RevPar Up 12.4%**
- ⊗ **January Revenue Up 11.6%**

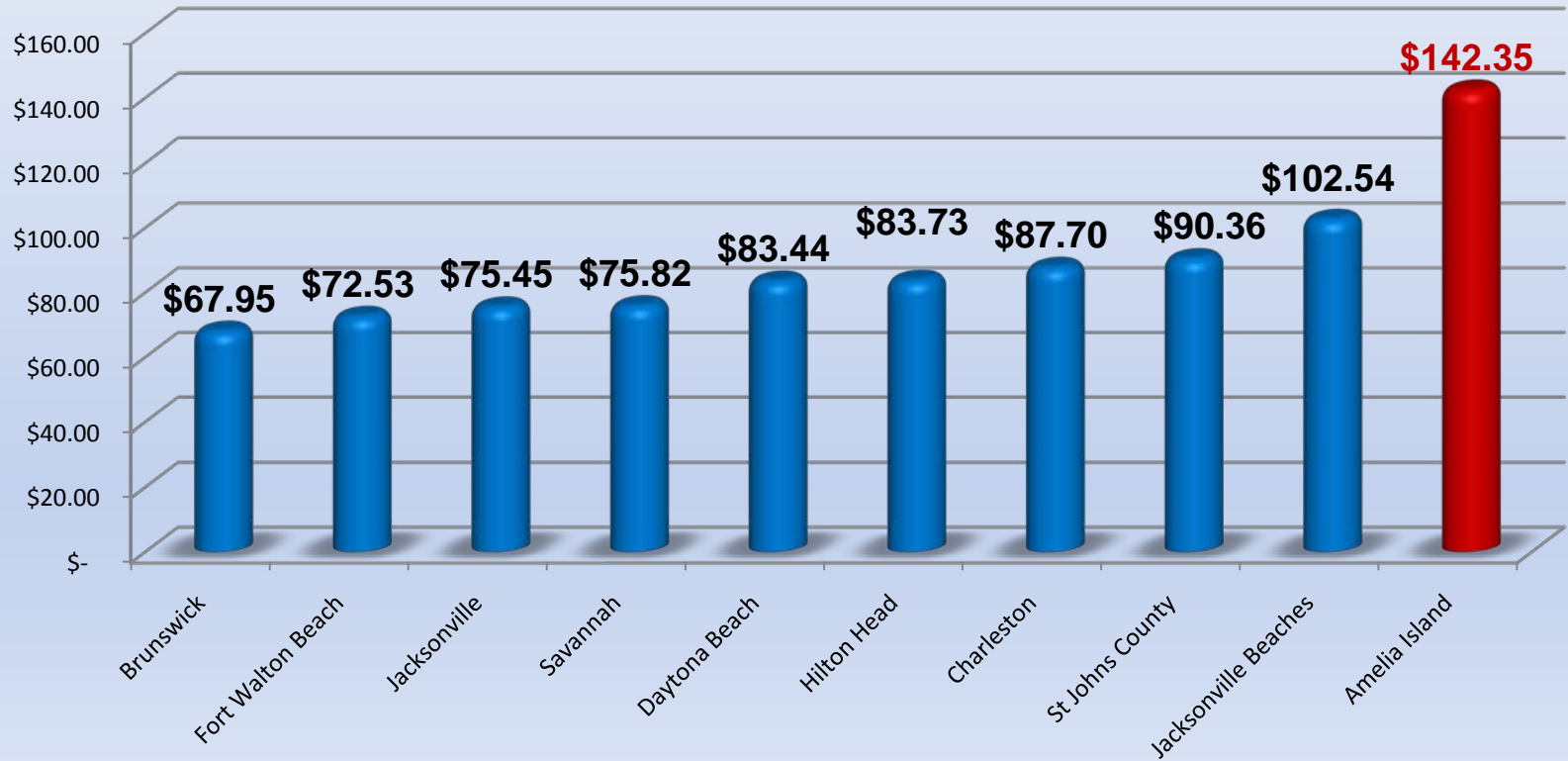
*Figures Represent Amelia
Island, not Nassau County*

JANUARY OCCUPANCY



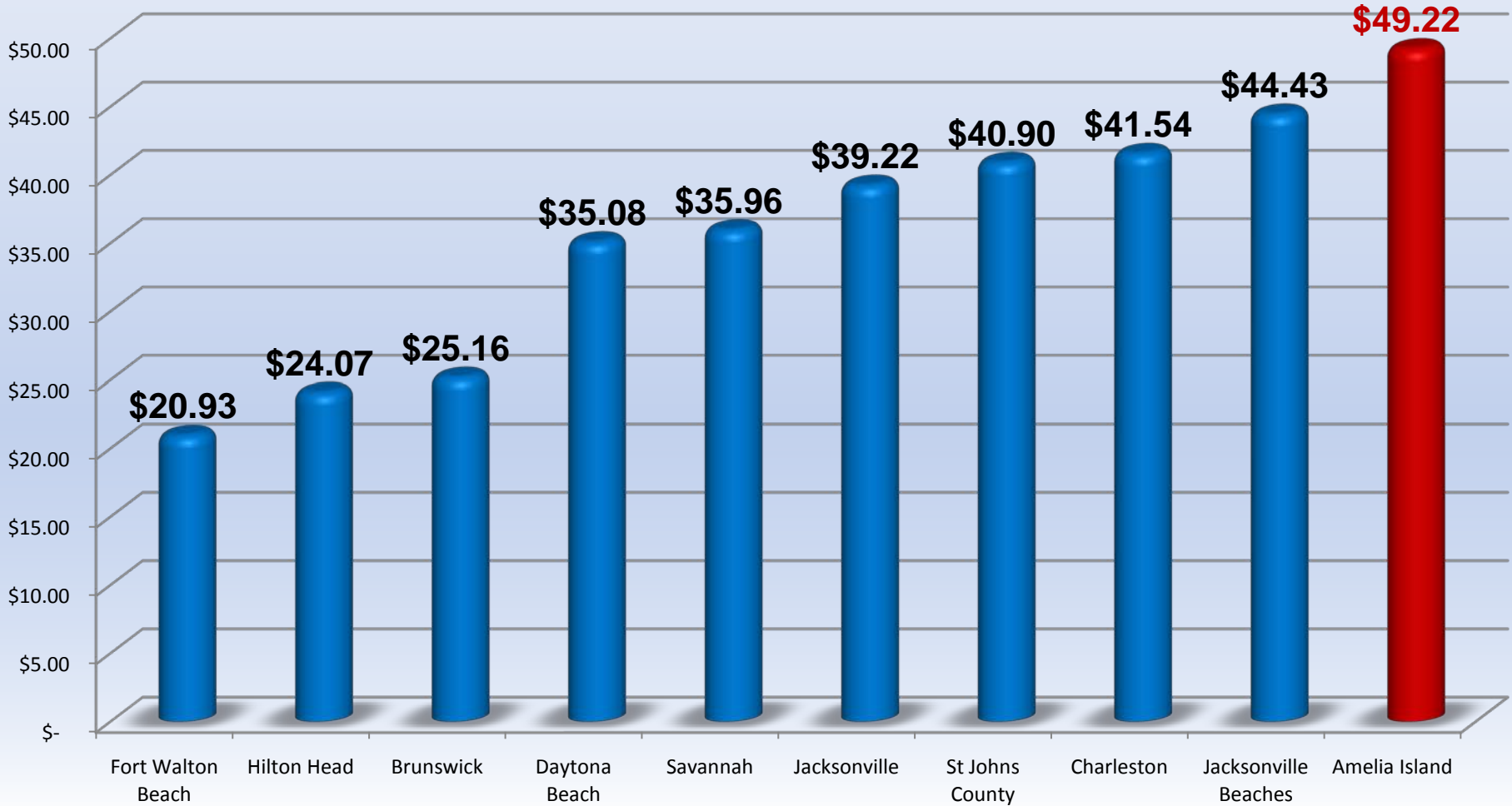
Figures Represent Amelia Island, not Nassau County

JANUARY ADR



Figures Represent Amelia Island, not Nassau County

JANUARY REVPAR



Figures Represent Amelia Island, not Nassau County

JANUARY COMP SET

	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Florida	2.8	-0.3	2.5	3.0	0.5	3.3
Brunswick	-2.5	-1.4	-3.8	-4.3	-0.6	-3.0
Fort Walton Beach	-4.4	0.8	-3.6	-4.0	-0.4	-4.8
Savannah	5.6	-1.9	3.6	4.7	1.1	6.8
St Johns County	6.5	-1.4	4.9	6.3	1.3	7.9
Hilton Head	1.6	3.5	5.1	8.0	2.7	4.3
Charleston	4.3	1.2	5.6	5.7	0.1	4.4
Jacksonville Beaches	3.3	3.0	6.4	7.4	0.9	4.2
Daytona Beach	6.8	1.3	8.2	5.8	-2.2	4.4
Jacksonville	8.5	-0.1	8.4	9.2	0.7	9.3
Amelia Island	-11.1	26.5	12.4	11.8	-0.6	-11.6

Figures Represent Amelia Island, not Nassau County

TRACKING

TRACKING JANUARY 2010

Lead Origin	Jan-11	Jan-10	Difference	% change
Phone Calls	66	94	-28	-29.79%
Magazine Labels	6,078	1455	4,623	317.73%
VG Requests	658	75	583	777.33%
Web Visits	54,203	60,950	-6,747	-11.07%
Welcome Center	877	895	-18	-2.01%
TOTAL	61,882	62,574	-692	-1.11%

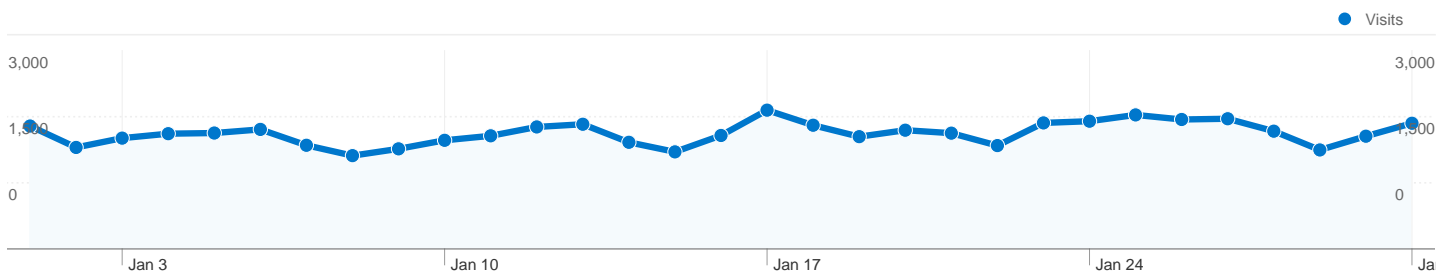
FISCAL YEAR TO DATE

Lead Origin	FY 2011	FY2010	Difference	% change
Phone Calls	105	266	-161	-60.53%
Magazine Labels	12,277	1,715	10,562	615.86%
VG Requests	1,520	582	938	161.17%
Web Visits	143,782	165,474	-21,692	-13.11%
Welcome Center	4,228	4,170	58	1.39%
TOTAL	161,912	168,037	-6,125	-3.65%

WEBSITE JANUARY 2011



	Visits	Pageviews	Pages/Visit	Bounce Rate	Avg. Time
2010	60,950	236,256	3.88	45.54%	3:10
2011	54,203	279,088	5.15	30.62%	4:37
	(11%)	18%	33%	(33%)	46%



Site Usage

54,203 Visits

30.62% Bounce Rate

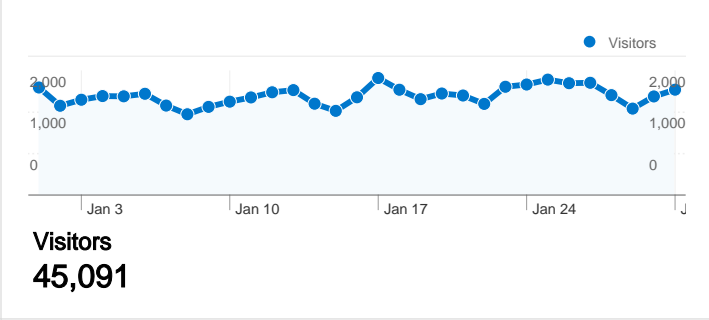
279,088 Pageviews

00:04:37 Avg. Time on Site

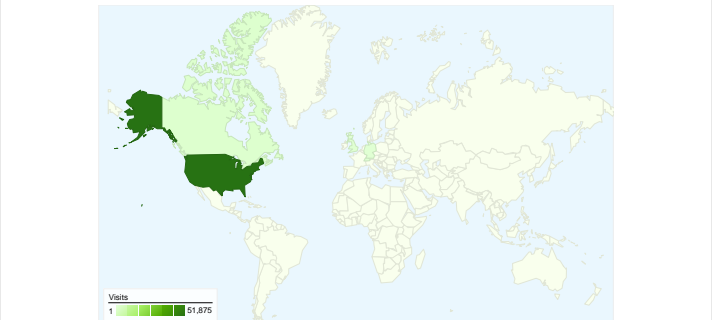
5.15 Pages/Visit

78.29% % New Visits

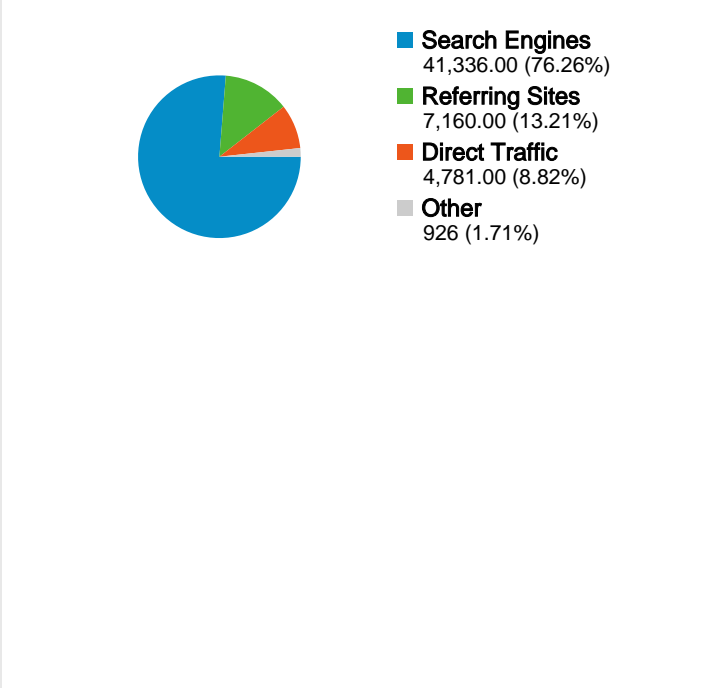
Visitors Overview



Map Overlay

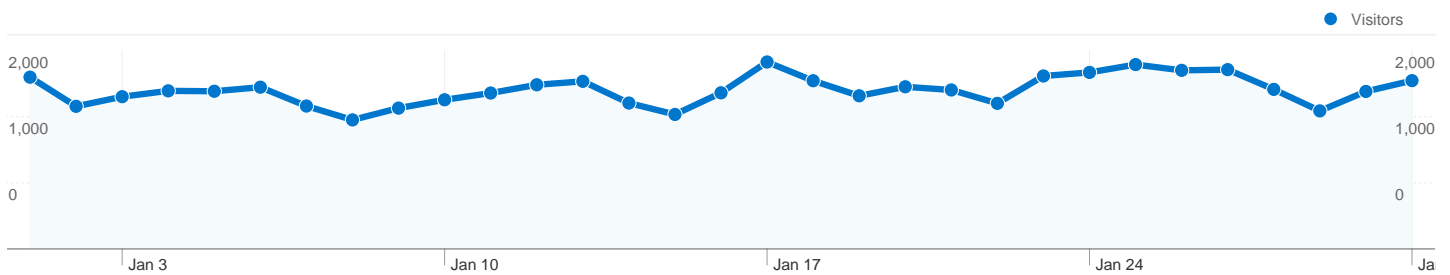


Traffic Sources Overview



Content Overview

Pages	Pageviews	% Pageviews
/	44,409	15.91%
/area-	19,347	6.93%
/area-	12,533	4.49%
/area-	11,160	4.00%
/media-gallery/	8,574	3.07%



45,091 people visited this site

54,203 Visits

45,091 Absolute Unique Visitors

279,088 Pageviews

5.15 Average Pageviews

00:04:37 Time on Site

30.62% Bounce Rate

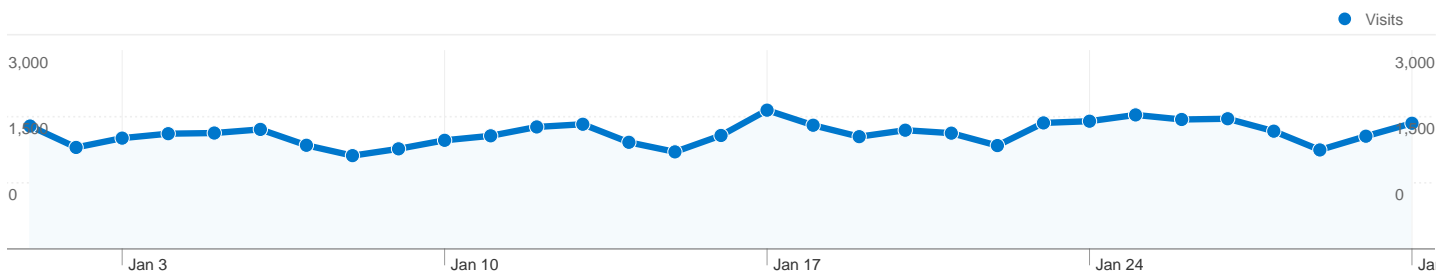
78.29% New Visits

Technical Profile




Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	33,983	62.70%	Cable	26,130	48.21%
Safari	8,595	15.86%	DSL	11,655	21.50%
Firefox	8,347	15.40%	Unknown	8,524	15.73%
Chrome	2,819	5.20%	T1	6,767	12.48%
Mozilla Compatible Agent	128	0.24%	Dialup	994	1.83%

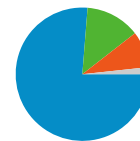
Traffic Sources Overview

Comparing to: Site



All traffic sources sent a total of 54,203 visits

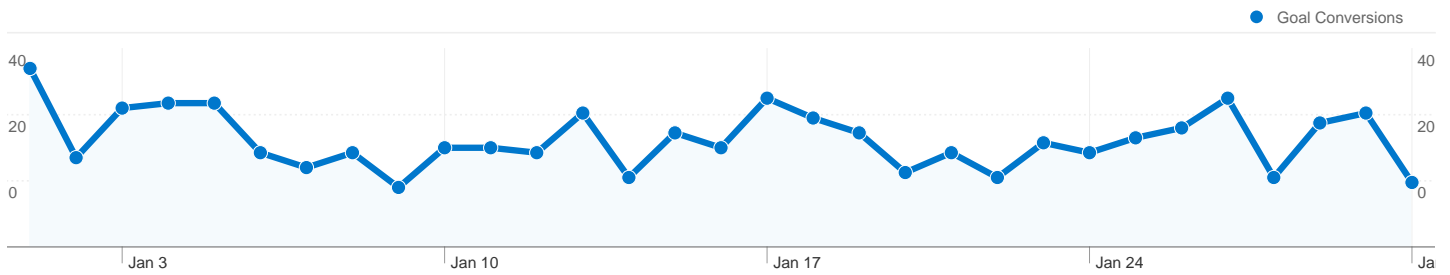
-  8.82% Direct Traffic
-  13.21% Referring Sites
-  76.26% Search Engines



- **Search Engines**
41,336.00 (76.26%)
- **Referring Sites**
7,160.00 (13.21%)
- **Direct Traffic**
4,781.00 (8.82%)
- **Other**
926 (1.71%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	32,573	60.09%	amelia island	22,385	54.15%
(direct) ((none))	4,781	8.82%	amelia island florida	2,388	5.78%
bing (organic)	3,760	6.94%	amelia island hotels	1,557	3.77%
yahoo (organic)	3,298	6.08%	amelia island plantation	817	1.98%
fbfl.us (referral)	1,888	3.48%	amelia island fl	789	1.91%



Visitors completed 671 goal conversions

120 conversions, Goal 1: Newsletter Sign Up

515 conversions, Goal 2: Request Brochure

2 conversions, Goal 3: Meeting RFP

5 conversions, Goal 4: Wedding RFP

29 conversions, Goal 5: Contact Us

Goal Performance

Goal Conversion Rate

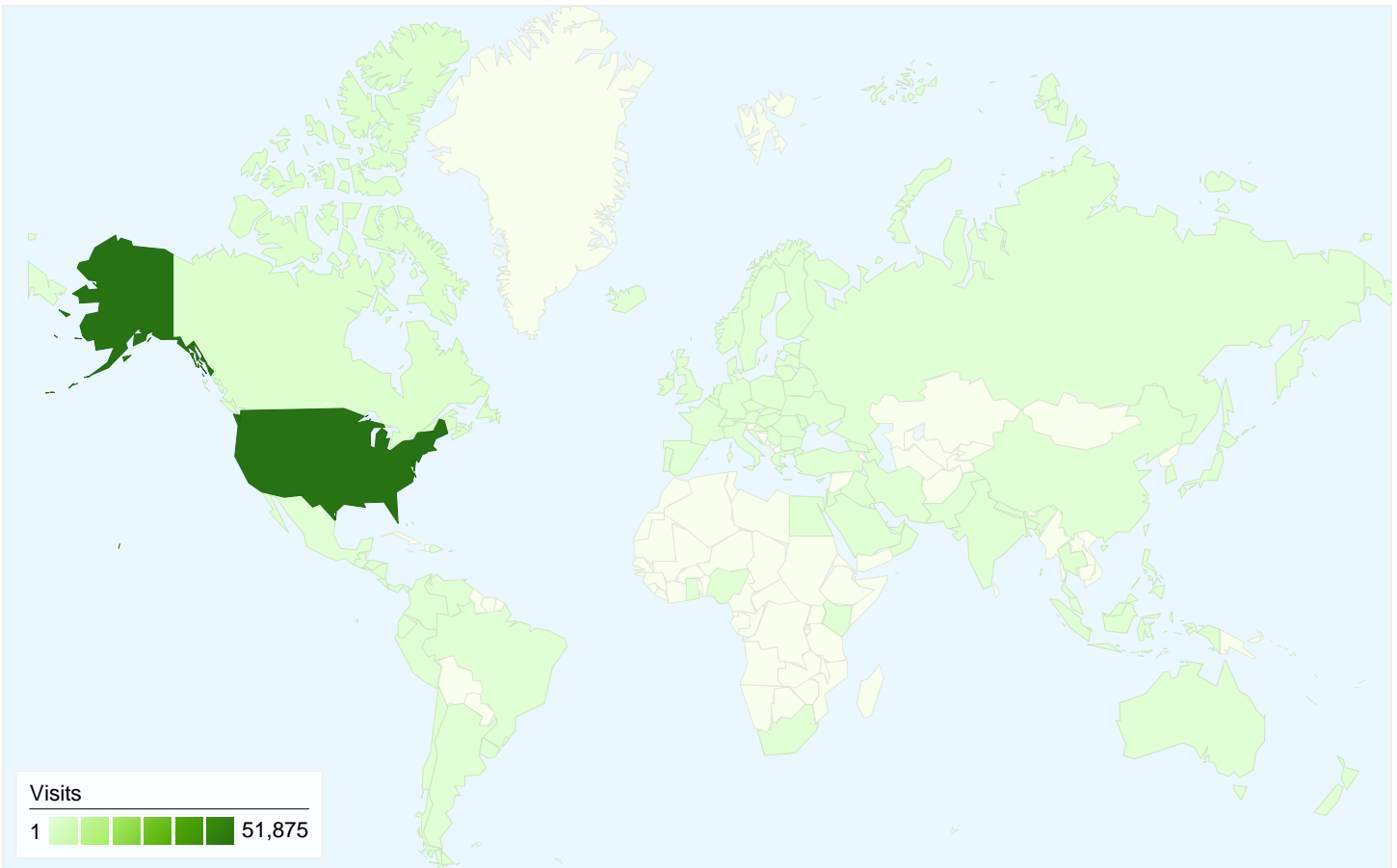


Goal Conversion Rate
1.24%

Total Goal Value



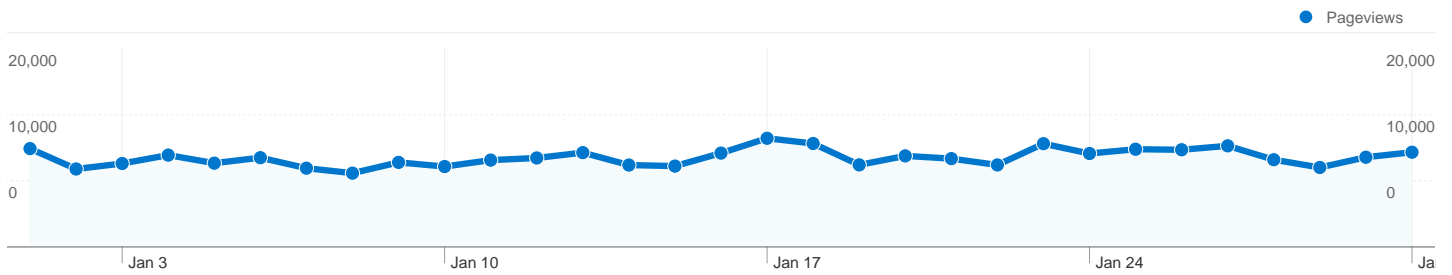
Total Goal Value
\$0.00



54,203 visits came from 98 countries/territories

Site Usage

Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 54,203 % of Site Total: 100.00%	Pages/Visit 5.15 Site Avg: 5.15 (0.00%)	Avg. Time on Site 00:04:37 Site Avg: 00:04:37 (0.00%)	% New Visits 78.33% Site Avg: 78.29% (0.05%)	Bounce Rate 30.62% Site Avg: 30.62% (0.00%)	
United States	51,875	5.19	00:04:39	78.09%	30.30%
Canada	938	4.74	00:04:17	81.66%	34.43%
United Kingdom	389	5.16	00:04:45	82.26%	29.56%
Germany	176	3.92	00:03:47	82.95%	35.80%
Switzerland	71	5.90	00:03:28	80.28%	42.25%
Netherlands	58	2.72	00:02:33	81.03%	41.38%
France	55	4.13	00:03:43	92.73%	52.73%
Brazil	39	3.62	00:02:42	82.05%	48.72%
Italy	34	3.82	00:05:01	94.12%	35.29%



Pages on this site were viewed a total of 279,088 times

279,088 Pageviews

210,523 Unique Views

30.69% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	44,409	15.91%
/area-services/accommodations/	19,347	6.93%
/area-services/accommodations/hotels-motels/	12,533	4.49%
/area-services/accommodations/resorts/	11,160	4.00%
/media-gallery/	8,574	3.07%

ACTIVITY

JANUARY 2010

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures on island accommodations
- ⊗ Participated in I-95 Winter Festival
- ⊗ Responded to Meeting requests, emailed to Island accommodations
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center
- ⊗ Provided 750 information bags for corporate and wedding groups
- ⊗ Welcomed 3 motor coaches to the historic district
- ⊗ Attended ABA and RSA Conventions, distributed leads to accommodations

Administration

- ⊗ Worked with Mixed Media on updating design for Nature Guide, Dining Guide and Walking Tour.
- ⊗ Participated in Visit FL webinars
- ⊗ Coordinated Garden Show mailing with USA 800
- ⊗ Attended Café Karibo reception
- ⊗ Attended event meetings regarding Kite Festival and Kyle Petty Charity Ride
- ⊗ Met with Jeff Crumpton to discuss expanding fishing section of website
- ⊗ Conference call with Watauga to discuss meeting planner campaign
- ⊗ Conference call with Audubon/Green Mtn Media to discuss partnership and Audubon apps on Amelia Nature.com
- ⊗ Meeting(s) with myweb refresh to discuss micro sites
- ⊗ Conference calls with MMG to discuss refresh, interior page enhancements
- ⊗ Website updates for Amelia Island websites, event calendar
- ⊗ Participated in weekly conference calls with MMG
- ⊗ Worked with RENDA on Valentine’s Day campaign
- ⊗ Posted events and promotions on Facebook and Twitter
- ⊗ Proofed press releases for Hayworth.
- ⊗ Worked with Zgraph on monthly e-newsletter
- ⊗ Worked with Travelocity on personalized landing page
- ⊗ Event execution for 2011 Restaurant Week
- ⊗ Attended Visit Jacksonville partner meeting
- ⊗ Attended and reported at HFBA general meeting
- ⊗ Conference call with Starmark on social media refresh

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities including: Florida Monthly Magazine, Audubon Magazine, EcoTour Ad Network, and Jacksonville.com
- ⊗ Agency monitored Southern Living leads
- ⊗ Agency provided creative materials for full page ad in Orlando Magazine - the February issue
- ⊗ Agency provided creative materials for Southern Living Magazine – travel planner ad
- ⊗ Agency secured deeply discounted rate on GordonsGuide.com – this listing features a downloadable Visitor Guide as well as upcoming eNewsletters
- ⊗ Agency developed ad for Concours d’Elegance Program
- ⊗ Agency provided “The Beach Collection” brochure materials to Marianna McIntyre at the Amelia Hotel at the Beach for public relations purposes
- ⊗ Agency presented CVB with promotional opportunity with WESH-TV in Orlando
- ⊗ Agency developed initial marketing/advertising media plan for Spring/Summer campaign

Upcoming in February

- ⊗ Finalize Spring/Summer campaign media plan
- ⊗ Begin to place media for Spring/Summer campaign
- ⊗ Develop creative elements needed
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ⊗ Responded to 9 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Sent several reminders to partners about the Harris Teeter special deals. A total of 20 industry partners have signed up to participate.
- ⊗ Provided Florida International Magazine with information for their February romance issue.
- ⊗ Submitted events to DiscoverAmerica.com.
- ⊗ Submitted events for the April – June issue of Florida Monthly.
- ⊗ Provided information to Britt Reints, of www.miss-britt.com, about Amelia Island as a family destination.
- ⊗ Sent requested images to VISIT FLORIDA for consideration in their outdoor activities pitch.
- ⊗ Upon request, provided images of the Amelia Island Williams House to Florida International Magazine for their February issue.
- ⊗ Reviewed article for VISIT FLORIDA blog titled, “The Best Beaches to Say ‘I Do.’”
- ⊗ Sent Hilda Mitrani, VISIT FLORIDA blogger, information about upcoming events for consideration for an upcoming blog.
- ⊗ Finalized updated press kit for 2011. Revised on the CD and online press kits.
- ⊗ Provided information to Atlanta Magazine for their March issue.
- ⊗ Provided Florida Motorcoach Association information about spring events for "Marketplace," the Florida Magazine.
- ⊗ Updated local media list for CVB.
- ⊗ Sent Amelia Island Geocaching Challenge information for consideration to freelance writer for Travel + Leisure and Budget Travel.
- ⊗ Provided freelance writer Craig Distall information about Amelia Island for a story about honeymoon destinations in Elevate, a Charlotte, lifestyle publication for young adults.
- ⊗ Registered for the VISIT FLORIDA Toronto Media Reception, which will be held at the end of April.
- ⊗ Provided images to Soar magazine for an upcoming issue.
- ⊗ Sent images for Spring 2011 First Coast Where® Magazine.
- ⊗ Emailed events listings to Points North magazine for consideration in their Spring issue.
- ⊗ Provided Amelia Island information to Florida Trend for consideration in luxury resorts and spas in Florida story.
- ⊗ Supplied producer from Wealth TV with information about Amelia Island to pitch for an upcoming television segment.

Press Trips

- ⊗ Finalized Rob Mooy, from Kingston This Week (Canadian Community Paper), itinerary. He visited Amelia Island from January 4 – 7, 2011. The story will run in early fall 2011 with a family angle. Kingston This Week (weekly publication, 49,087 circulation) is a local newspaper published weekly for the residents of Kingston, Ontario. Sent a thank you note and follow up email to Rob following his visit.
- ⊗ Finalized itinerary for Christopher Hayes with PBG Lifestyle Magazine (12,000 circulation). He will be visiting Amelia Island February 18-20. A welcome kit will be created in February.
- ⊗ Worked with Jodie Jacobs, freelance writer on assignment for What's Happening, a Chicago community paper (100,000 circulation) about a possible Amelia Island visit. Awaiting dates from writer.

Media Releases

- ⊗ Distributed Optimized Restaurant Week release via Marketwire.
- ⊗ Followed up with select media regarding Restaurant Week coverage.
- ⊗ Finalized and distributed release announcing Valentine's Day packages. Release was distributed to 572 media outlets, including Florida and National dailies, Florida and Southeast magazines, Atlanta media, local, travel bloggers, romance-focused freelance writers, and online media.
- ⊗ Wrote and distributed a press release about the major events on Amelia Island in 2011. Release was distributed to 526 media, including local media, Florida and southeast dailies and magazines, online and bloggers.
- ⊗ Wrote a press release and provided, upon approval, to VISIT FLORIDA for the Florida Huddle thumb drives for media.
- ⊗ Wrote and distributed a press release announcing the Harris Teeter partnership for 2011. The release was distributed to 158 media contacts, including the local, dailies in select states (that offer Harris Teeter stores), travel and grocery trade publications.
- ⊗ Wrote and distributed a press release about the new Visitor Guide. The release was distributed to 196 media contacts, including local, travel trade, meeting trade and select Florida dailies and online outlets.
- ⊗ Sent request for winter round up ideas from industry partners. Release will be written in February.

Promotions

- ⊗ Provided a promotional opportunity with WOKV-FM to industry partners. Coordinated Concours d'Elegance tickets and accommodations. Could not obtain comp meal. Requested revised promo with WOKV-FM, awaiting response.
- ⊗ Finalized promotion with PARADE magazine. The Valentine's Day promotion will run from February 13 through March 13. Secured partners for the promotion. Sent copy points, logos and images (had to revise logo for one partner). The promotion is worth a media value of \$25,000 for the online portion alone and will include a minimum of three million consumer impressions.

- ☼ Sent the Amelia Island Geocaching Challenge winner the certificates from the promotion.
- ☼ Coordinated and sent prize for first Wheel of Fortune winner.
- ☼ Sent Jacksonville magazine the prize from the promotion.
- ☼ Continued working with WXGL-FM (Classic Hits #8 in Tampa), WWRM-FM (Adult Contemporary, # 11 in Tampa), WPOI-FM (80s Hits, #12 in Tampa), and WHPT-FM (Classic Rock, #5 in Tampa) on the promotion. The promotion is a partnership with VISIT FLORIDA and offers \$50,500 in media exposure on all four stations from Jan. 3 – 31, 2011. Obtained airchecks and copies of all materials.
- ☼ Coordinated a promotion with two stations in the Melbourne/Titusville market- WBVD-FM (#11 ranked, Contemporary hits) and WLRQ-FM (#9, Adult Contemporary). Promotion includes \$26,000 in media exposure. Provided logos, copy points and images for the promotion.
- ☼ Worked with Chicago Bride on a possible promotion. Sent them a request for additional information, awaiting additional information.
- ☼ Provided promotional opportunity with WDUV-FM (#1 Station in Tampa, AC format) in conjunction with their monthly SASSY events (targeting seniors). Two partners are participating – in July and October – offering a total of \$24,000 in media exposure.

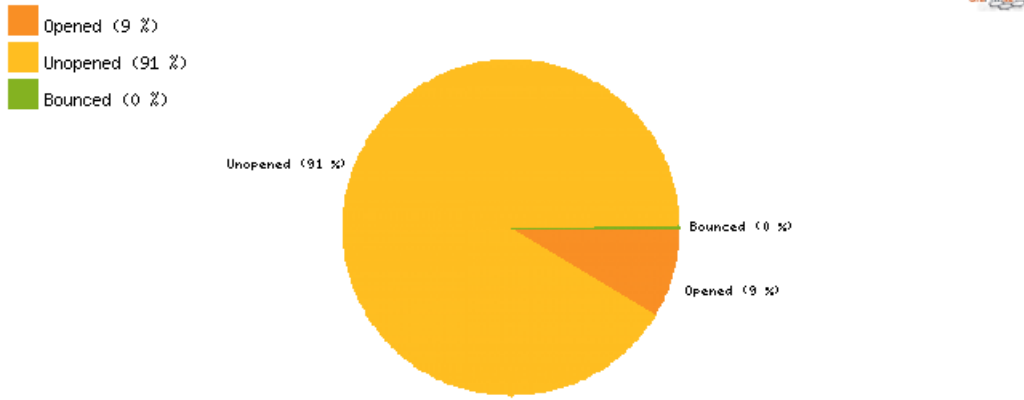
Miscellaneous

- ☼ Researched and wrote copy for the February Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in February.
- ☼ Attended conference call about E-Newsletter on January 20.
- ☼ Provided subject line ideas for the February Newsletter.
- ☼ Added images from Old Towne Carriage Company to image library on AmeliaIsland.com.
- ☼ Wrote copy for Amelia Island folders, currently in internal editing.
- ☼ Attended and presented at Amelia Island TDC meeting on January 26.
- ☼ Created Activity and Publicity Reports.

Statistics Snapshot

Email Subject	Top 11 Things to See on Amelia Island - January 2011 News
Contact List	Web Site Contacts
Start Sending	January 6 2011, 1:31 pm
Finished Sending	January 13 2011, 9:08 am
Sending Time	163 hours, 37 minutes
Sent To	39,788 of 39,788
Sent By	Amelia Island Tourist Development Council
Opened	5,371 Total Opens / 3,465 Unique Opens
Open Rate:	8.71%
Click-through Rate:	2.25%
Bounced	2

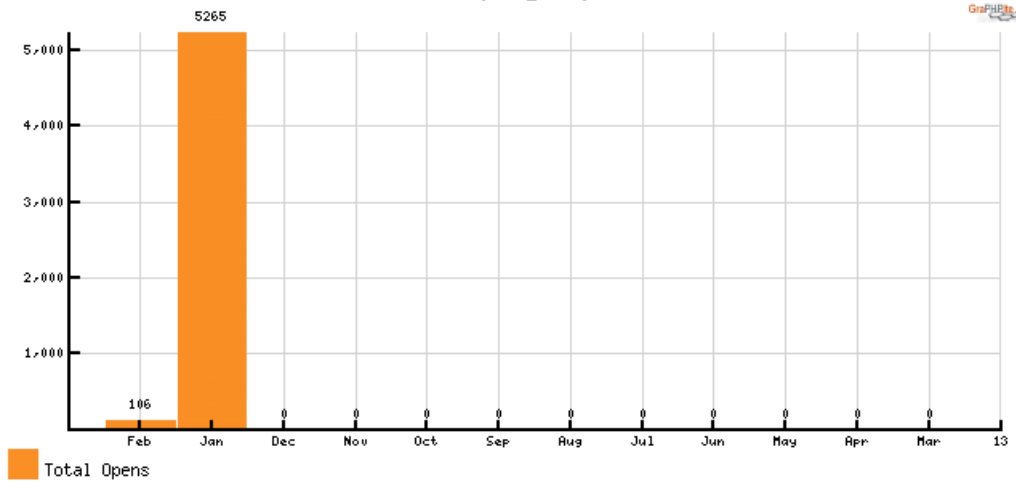
Email Campaign Summary Graph



Opens Summary

Total Emails: 39,788
Total Opens: 5,371
Most Opens (Date/Time): Jan 2011
Total Unique Opens: 3,465
Average Opens: 0.1
Open Rate: 8.71%

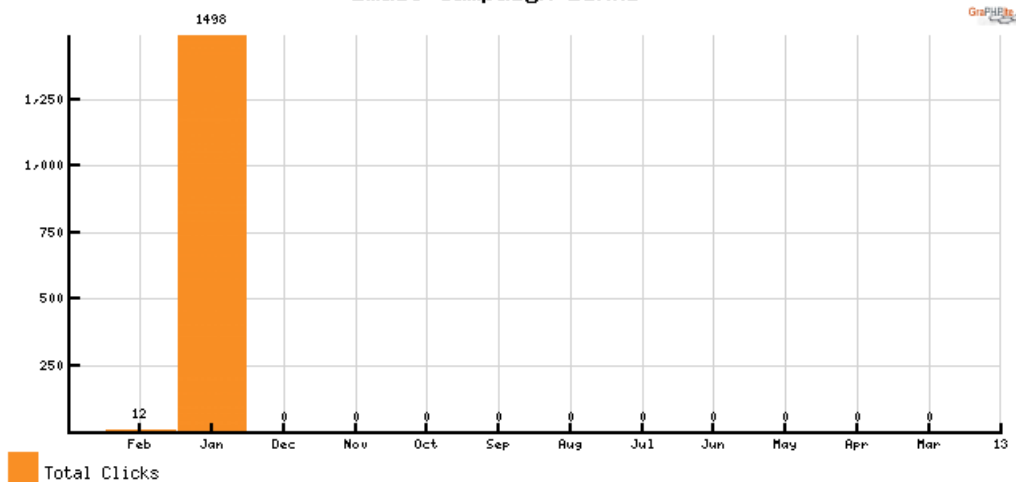
Email Campaign Opens



Link Clicks Summary

Total Clicks: 1,510
Individual links that have been clicked: 28
Most Popular: <http://www.ameliaisland.com/area-services/dining/>
Average Clicks (Per Email Open): 0.3
Click-through Rate: 2.25%

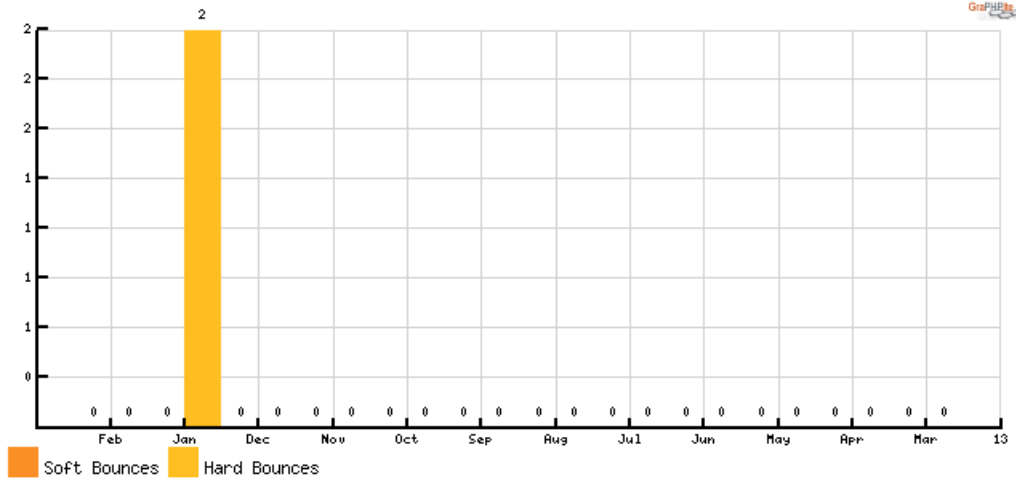
Email Campaign Links



Bounce Summary

Total Bounces: 2
Total Soft Bounces: 0
Total Hard Bounces: 2

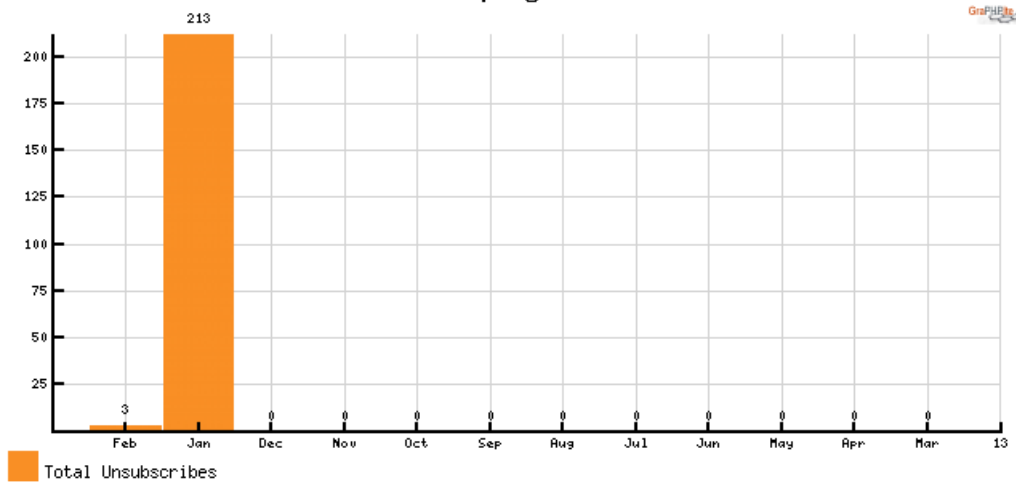
Email Campaign Bounces



Unsubscribe Summary

Total Unsubscribes: 216
Most Unsubscribes: Jan 2011

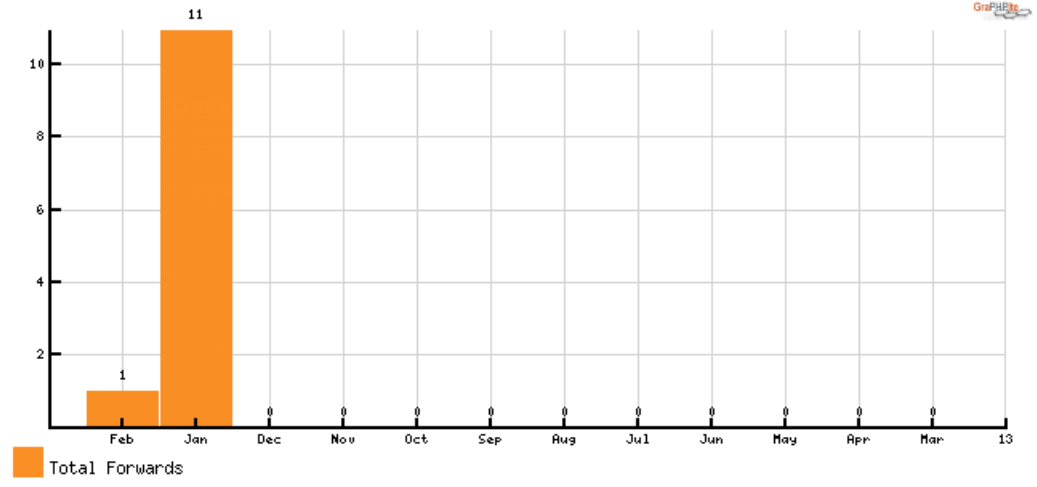
Email Campaign Unsubscribes



Forwards Summary

Total Forwards: 12
Total Signups: 0

Email Campaign Forwards



AMELIA ISLAND

F L O R I D A

Come Make Memories



**TDC Board Packet
February 23, 2011**