

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, December 22, 2010
Location: Fernandina Beach City Hall

Agenda

- | | | |
|--------------|---|-------------|
| I. | Call to Order | Jack Healan |
| II. | Approval of October 27th, 2010 minutes | Jack Healan |
| III. | Election of Officers | Jack Healan |
| IV. | Financial Report | Jack Healan |
| V. | Amelia Island Tourism Development Council Update | |
| | A. STR Report | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| VI. | Old Business | |
| | A. .COM Marketing | Gil Langley |
| VII. | New Business | |
| | A. City of Fernandina Beach Monitoring Fee | Tim Poynter |
| | B. AITDC Board Vacancies | Gil Langley |
| VIII. | Public Input | |
| IX. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, October 27, 2010
3:00 p.m.
The Golf Club of Amelia Island, Fireplace Room

Present: Mike Boyle, David Caples, Harry Krix, Katharine Monahan, John Price,
Holly Wohlfarth,
Absent: Arlene Filkoff, Jack Healan, Tim Poynter
Staff: Gil Langley, Bretta Walker, Melanie Crawford, Beth Belcher

I. Call to Order

Meeting was called to order by Mike Boyle at 3:00 pm.

II. Approval of Minutes – October 8, 2010 Special Board Meeting

David Caples moved to approve the minutes, Harry Krix seconded.
Motion carried unanimously.

III. Presentations

Summer 2010 Visitor Profile – Walter Klages

Mr. Klages explained the methodology summary of obtaining this research data. 472 surveys were taken at various locations from June thru August. The core information gathered was explained in detail. Compared to other destinations, Amelia Island brought in very high numbers which he thought was extraordinary. He continued his overview of statistics and visitor origins.

Some discussion followed about feeder markets. The Occupancy Comp Set showed that Amelia Island had increased 39% this past summer. Vacations ranked at the top in purpose of trip category and our destination remained very high in the rankings for visitor perceptions. David Caples asked how evenly spread out the property demographics were of the research done. Mr. Klages' responded that it was very evenly spread out. Mr. Krix asked about origin of first time visitor's percentages and how much was influenced by the oil spill? He also asked what impact it would have on repeat visitation next year. The response was that the oil spill residual impact has not completely gone away, but is diminishing. The percentage of return visits could be as high as 50% of first time visitors even after oil spill residual subside.

Amelia Island Jazz Festival – Loren Lum

Mr. Lum reported that the festival this year was very successful. They estimated over 2,000 participants which included visitors. Many of the events were sold out and they will return next year. Ticket sales were down 20%, however sponsorships were up. Mr. Lum explained that the board's intentions are to focus on headliners for next year with the bottom line targeting the promotion of overnight visitors to Amelia Island. Holly Wohlfarth asked if the ticket sales were down due to the fact that there were more tickets to sell. Mr. Lum explained that this was a possibility and that next year there would be packages offered to enhance the ticket sales overall and not just one event more than another. He closed by thanking the TDC tremendously for all of their support in this event.

IV. Financial Report

This was the final fiscal year-end financial report. Total revenue YTD was \$2,373,469 which was \$142,169 above budget projections. September bed tax numbers were not in yet, with anticipation that these numbers will be strong. Mr. Langley will send this out once the numbers are in.

V. Amelia Island Tourism Development Council Update

STR Report

For September, occupancy numbers were up from last year 41%; RevPAR was up almost 42%; Demand was up 40.7%. This was a stellar September with year-to-date numbers up as well. In our comp sets the only two locations that out performed us were Savannah and Charleston. All average numbers remain ahead and Amelia Island leads in our competitive set.

Activity Report

Bretta Walker reported on administration and tourism. Website numbers were great and more enhancements are to come. The Nature Guide and 2011 Visitor Guide are both in production. The Empowermint database has been launched for meeting planner use. This is being offered to accommodators on the island at no charge.

Special events on the horizon are Petanque, B&B Cookie Tour and Men's Futures Tennis Tournament. Ms. Walker attended the Florida Governor's Conference which was great for networking and very educational. She also attended the Florida Motorcoach Annual Meeting and The Jack Daniel's Invitational BBQ Contest. David Caples asked how many up coming special events were in the works and the answer was around 35. Harry Krix asked was there an approximation of cook-off costs. Gil Langley informed the board that the cook-off costs approximately \$75,000 with revenues of around \$35,000 for a net loss of \$40,000.

VI. Old Business

2011 Marketing Plan

Gil Langley asked the board to look at the marketing plan copy they were given. He introduced the summary page and explained that the plan is to continue on the same path as this past year. He then showed a presentation that gave an overview of plans for the upcoming year. Board members noted this was a very informative as well as interesting summary of the marketing plan for the upcoming year.

VII. New Business

St. Augustine has begun a process to create a National Heritage Area for the nation's first port. There is a desire to extend the area to include Nassau County's coastal area. This could make us eligible for funding opportunities and there are benefits associated with the National Park Service. A motion was made by David Caples for Gil Langley to sign and send the recommendation letter supporting the process to create a National Heritage Area for the nation's first port. Motion was seconded by Holly Wohlfarth. Motion carried unanimously.

Gil Langley attended the BOCC and presented the TDC recommendation to reject all responses to RFQs for advertising with the intent that TDC and CVB to have greater flexibility to use a variety of firms in the execution of the marketing plan.

VIII. No Public Input

Mike Boyle expressed his appreciation for the honor of serving on the Board of Directors for the Tourist Development Council. He named numerous similar positions he has held and commented that TDC was the most fun. He commended Gil Langley for his leadership and success and was pleased that he was leaving on a very high note. He explained it was a privilege to be part of the tourism industry on Amelia Island. He enjoyed it immensely.

David Caples then presented Mr. Boyle with an appreciation award.

IX. The meeting adjourned at 4:10 pm.



NASSAU COUNTY
BOARD OF COUNTY COMMISSIONERS
96135 Nassau Place, Suite 1
Yulee, Florida 32097

Daniel B. Leeper
Stephen W. Kelley
Stacy T. Johnson
Barry V. Holloway
Walter J. Boatright

Dist. No. 1 Fernandina Beach
Dist. No. 2 Amelia Island
Dist. No. 3 Yulee
Dist. No. 4 Bryceville/Hilliard
Dist. No. 5 Callahan

JOHN A. CRAWFORD
Ex-Officio Clerk

DAVID A. HALLMAN
County Attorney

TED SELBY
County Manager

December 16, 2010

Gil Langley, President
Amelia Island Tourist Development Council
402B Centre Street
Amelia Island, FL 32034

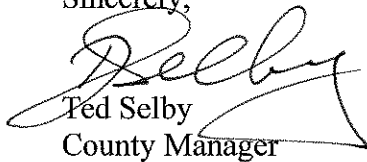
Dear Mr. Langley,

Please be advised that at the regular meeting held on December 8, 2010, the Board of County Commissioners appointed Danny Leeper to serve as the Board representative on the Amelia Island Tourist Development Council.

We wish Commissioner Leeper and the rest of the Council continued success.

If I can be of any further assistance, please do not hesitate to contact me.

Sincerely,


Ted Selby
County Manager

TS/sr

(904) 491-7380 or (866)-474-1446

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UPDATE:

: JbUvU'FYdcfh
STR Report
Activity Report:

FINANCIAL

Amelia Island TDC FY2011 Consolidated Budget Report



Account	Description	FY 2010 Actual	FY 2010 Budget	YTD Actual	Available Budget
NET INCOME	Tourist Dev. Funds	\$2,391,116	\$2,766,889	\$352,637	\$2,414,252
EXPENSES					
37522552	TDC Admin. 15%	\$358,667	\$415,033	\$52,896	\$362,138
37523552	Marketing - 65%	\$1,478,384	\$1,798,478	\$966,037	\$832,441
37523552	Travel Trade - 10%	\$273,570	\$276,689	\$62,210	\$214,479
37525539	Beach Improv. 10%**	\$157,350	\$276,689	\$82,850	\$193,839
EXP. TOTAL		\$2,267,972	\$2,766,889	\$1,163,992	\$1,602,897
NET		\$123,144	\$0	-\$811,355	\$811,355

Amelia Island TDC November Financial



Account	Description	FY 2010 Actual	FY 2011 Budget	November Actual	YTD Actual	Available Budget
INCOME						
312120	<i>Bed Tax Collection</i>	\$2,465,068.10	\$2,852,463	\$204,469	\$363,543	\$2,488,920
	<i>Other Income - Reserves</i>			\$0	\$0	\$0
	TOTAL INCOME	\$2,465,068.10	\$2,852,463	\$204,469	\$363,543	\$2,488,920
37521552 Cost of Collections						
549021	Clerk Fee 1.5%	\$36,976.00	\$42,787	\$3,067	\$5,453	\$37,334
549051	Tax Collector Fee 1.5%	\$36,976.00	\$42,787	\$3,067	\$5,453	\$37,334
	Total	\$73,952.00	\$85,574	\$6,134	\$10,906	\$74,668
NET	Tourist Development Funds	\$2,391,116.10	\$2,766,889	\$198,335	\$352,637	\$2,414,252
37522552 TDC Research/Admin. 15%						
531041	Management Fee Chamber	\$358,667.42	\$415,033	\$29,750	\$52,896	\$362,138
37523552 Marketing - 65%						
	<i>Bed Tax</i>	\$1,554,225.47	\$1,798,478	\$128,918	\$229,214	\$1,569,264
	<i>Carry Forward</i>					
	Total Available	\$1,554,225.47	\$1,798,478	\$128,918	\$229,214	\$1,569,264
548110	Ad Production	\$65,242.43	\$75,000	\$610	\$23,812	\$51,188
548120	Magazine Placement	\$807,428.76	\$950,000	\$637,497	\$758,668	\$191,332
548200	Agency Expenses	\$89,508.90	\$77,500	\$23,047	\$23,047	\$54,453
548240	Website	\$136,183.27	\$200,000	-\$5,731	\$29,363	\$170,637
	Sub-Total	\$1,098,363.36	\$1,302,500	\$655,423	\$834,890	\$467,610
In House Advertising 10%						
548250	Research	\$24,810.35	\$40,000	\$3,500	\$3,500	\$36,500
548330	Newsletter/Telephone	\$27,705.85	\$60,000	\$3,853	\$3,988	\$56,012
548350	Golf Getaway	\$47,509.00	\$47,500	\$0	\$47,500	\$0
	Sub-Total	\$100,025.20	\$147,500	\$7,353	\$54,988	\$92,512
Grants & Special Events 10%						
548520	Special Events	\$135,242.47	\$185,000	\$18,712	\$36,212	\$148,788
548530	Museum Stipend	\$15,000.00	\$15,000	\$0	\$15,000	\$0
548640	Equipment	\$7,862.39	\$7,500	\$682	\$682	\$6,818
	Sub-Total	\$158,104.86	\$207,500	\$19,393	\$51,893	\$155,607
Public Relations 15%						
548710	Agency Fees	\$65,906.25	\$72,000	\$12,000	\$12,000	\$60,000
548720	Agency Expenses	\$54,317.00	\$55,000	\$4,464	\$11,964	\$43,036
548740	PR Functions On Island	\$1,667.77	\$10,000	\$266	\$266	\$9,735
548770	Miscellaneous		\$3,978	\$36	\$36	\$3,942
	Sub-Total	\$121,891.02	\$140,978	\$16,766	\$24,266	\$116,712
	Marketing Total	\$1,478,384.44	\$1,798,478	\$698,935	\$966,037	\$832,441
37523552 Travel Trade - 10%						
	<i>Bed Tax</i>	\$239,111.61	\$276,689	\$19,834	\$35,264	\$241,425
	<i>Carry Forward</i>					
	Total Available	\$239,111.61	\$276,689	\$19,834	\$35,264	\$241,425
548015	Information Services	\$4,100.55	\$10,000	\$2,400	\$2,400	\$7,600
548018	Trade Publications	\$63,912.53	\$25,000	\$0	\$4,500	\$20,500
548190	Hospitality Services	\$69,437.88	\$75,000	\$9,863	\$9,863	\$65,137
548111	Dues/Subscript/Training	\$18,588.99	\$27,500	\$3,171	\$3,171	\$24,329
548121	Printing-Brochures	\$50,773.82	\$50,000	\$6,937	\$29,500	\$20,500
548131	Freight Federal	\$49.88	\$4,189	\$0	\$0	\$4,189
548141	Registration Trade Shows	\$21,967.05	\$15,000	\$9,245	\$9,245	\$5,755
548151	Other Travel Expenses	\$14,667.54	\$25,000	\$1,903	\$1,903	\$23,097
548161	On Island FAMS	\$16,330.21	\$20,000	\$0	\$0	\$20,000
548180	Promotional Supplies	\$13,741.54	\$25,000	\$1,628	\$1,628	\$23,373
	Travel Trade 10%	\$273,569.99	\$276,689	\$35,147	\$62,210	\$214,479
37525539 Beach Improvements 10%**						
	<i>Bed Tax</i>	\$239,111.61	\$276,689	\$19,834	\$35,264	\$241,425
	<i>Carry Forward</i>					
	Total Available	\$239,111.61	\$276,689	\$19,834	\$35,264	\$241,425
534102	Beach Cleaning	\$80,349.96	\$191,689	\$0	\$80,350	\$111,339
549005	Landfill Tipping Fees	\$0.00	\$8,000	\$0	\$0	\$8,000
554000	Dues and Subscriptions	\$5,000.00	\$5,000	\$2,500	\$2,500	\$2,500
581202	BRSP Aid	\$36,000.00	\$36,000	\$0	\$0	\$36,000
591430	SAISS	\$36,000.00	\$36,000	\$0	\$0	\$36,000
	Total	\$121,349.96	\$240,689	\$2,500	\$82,850	\$193,839
EXPENSE TOTAL		\$2,305,923.81	\$2,730,889		\$1,163,992	\$1,602,897
NET		\$159,144.29	\$36,000	\$198,335	-\$811,355	\$811,355



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Amelia Island Tourist Development Council

For the Month of November 2010

Date Created: Dec 16, 2010

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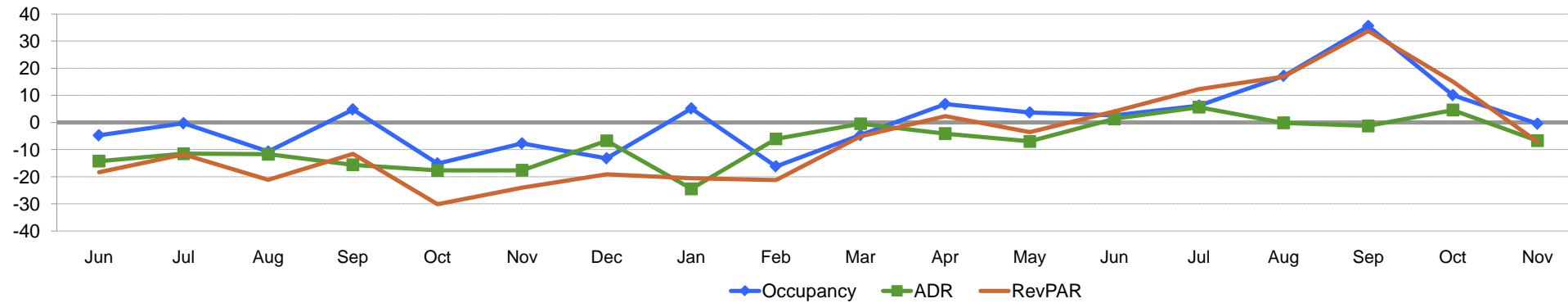
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the Month of November 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	68.5	68.4	47.0	42.0	47.9	40.8	31.7	38.9	44.5	56.7	67.6	58.2	70.3	72.7	55.1	56.9	52.7	40.6
Last Year	71.9	68.6	52.7	40.1	56.4	44.2	36.5	37.0	53.1	59.5	63.4	56.1	68.5	68.4	47.0	42.0	47.9	40.8
Percent Change	-4.7	-0.3	-10.7	4.8	-15.1	-7.7	-13.2	5.2	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	35.5	10.1	-0.5

Year To Date		
2008	2009	2010
58.7	52.8	55.9
64.1	58.7	52.8
-8.3	-10.1	5.9

Running 12 Months		
2008	2009	2010
56.9	51.5	53.9
61.8	56.9	51.5
-7.9	-9.6	4.7

ADR	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	180.67	177.06	157.24	137.49	148.88	143.73	135.77	112.63	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.73	155.74	134.06
Last Year	210.69	200.13	178.05	162.92	180.89	174.49	145.57	149.11	158.05	186.46	182.16	192.75	180.67	177.06	157.24	137.49	148.88	143.73
Percent Change	-14.3	-11.5	-11.7	-15.6	-17.7	-17.6	-6.7	-24.5	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.6	-6.7

Year To Date		
2008	2009	2010
195.71	167.51	163.38
194.24	195.71	167.51
0.8	-14.4	-2.5

Running 12 Months		
2008	2009	2010
193.27	166.22	161.99
192.30	193.27	166.22
0.5	-14.0	-2.5

RevPAR	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	123.77	121.18	73.98	57.73	71.26	58.68	42.98	43.86	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.23	82.05	54.48
Last Year	151.52	137.37	93.85	65.27	101.98	77.21	53.12	55.22	83.91	110.87	115.40	108.19	123.77	121.18	73.98	57.73	71.26	58.68
Percent Change	-18.3	-11.8	-21.2	-11.6	-30.1	-24.0	-19.1	-20.6	-21.3	-5.1	2.4	-3.6	4.0	12.3	17.0	33.8	15.1	-7.2

Year To Date		
2008	2009	2010
114.94	88.44	91.35
124.45	114.94	88.44
-7.6	-23.1	3.3

Running 12 Months		
2008	2009	2010
110.03	85.53	87.24
118.84	110.03	85.53
-7.4	-22.3	2.0

Supply	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	46,800	48,360	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
Last Year	46,800	48,360	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
Percent Change	0.0	0.0	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

Year To Date		
2008	2009	2010
516,810	537,266	564,024
505,342	516,810	537,266
2.3	4.0	5.0

Running 12 Months		
2008	2009	2010
563,713	585,626	616,507
555,469	563,713	585,626
1.5	3.9	5.3

Demand	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	32,061	33,096	24,692	21,325	25,118	20,737	16,615	20,437	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,745	27,485	20,517
Last Year	33,657	33,196	25,490	18,750	27,265	20,707	17,646	17,908	23,191	28,756	29,649	27,144	32,061	33,096	24,692	21,325	25,118	20,737
Percent Change	-4.7	-0.3	-3.1	13.7	-7.9	0.1	-5.8	14.1	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	34.8	9.4	-1.1

Year To Date		
2008	2009	2010
303,531	283,677	315,378
323,762	303,531	283,677
-6.2	-6.5	11.2

Running 12 Months		
2008	2009	2010
320,935	301,323	331,993
343,278	320,935	301,323
-6.5	-6.1	10.2

Revenue	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684	2,980,508	2,255,752	2,301,883	3,132,123	5,523,289	5,999,854	5,476,122	6,540,204	7,101,419	4,517,492	3,901,634	4,280,627	2,750,609
Last Year	7,091,237	6,643,360	4,538,471	3,054,677	4,931,915	3,613,261	2,568,732	2,670,263	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
Percent Change	-18.3	-11.8	-14.5	-4.0	-24.2	-17.5	-12.2	-13.8	-14.5	3.0	11.1	4.7	12.9	21.2	16.4	33.1	14.5	-7.7

Year To Date		
2008	2009	2010
59,403,369	47,517,429	51,525,256
62,888,115	59,403,369	47,517,429
-5.5	-20.0	8.4

Running 12 Months		
2008	2009	2010
62,027,354	50,086,161	53,781,008
66,014,010	62,027,354	50,086,161
-6.0	-19.3	7.4

Census %	2009							2010										
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	13	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1560	1560	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683
% Rooms Participants	96.6	96.6	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	94.1	92.6	

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: November 2010

	Current Month - November 2010 vs November 2009												Year to Date - November 2010 vs November 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from November 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	56.2	50.8	97.74	96.65	54.91	49.14	10.5	1.1	11.7	12.8	0.9	11.5	59.5	56.0	103.97	105.98	61.84	59.35	6.2	-1.9	4.2	6.6	2.3	8.7	3576	1918	411484	290983
Jacksonville, FL	52.7	47.5	75.65	75.88	39.90	36.08	10.9	-0.3	10.6	10.3	-0.3	10.6	56.9	52.5	80.64	85.14	45.89	44.70	8.4	-5.3	2.7	4.6	1.9	10.4	266	181	26637	21614
Jacksonville Beaches	49.7	45.2	104.18	106.98	51.82	48.33	10.1	-2.6	7.2	8.1	0.8	11.0	58.6	55.3	115.39	119.57	67.64	66.17	5.9	-3.5	2.2	6.4	4.1	10.3	102	58	8024	6126
Savannah, GA	55.9	49.5	80.39	80.29	44.90	39.71	12.9	0.1	13.1	14.8	1.6	14.7	60.9	58.5	86.07	87.10	52.38	50.95	4.0	-1.2	2.8	6.0	3.1	7.3	164	121	14894	12162
Brunswick/Kingsland, GA	41.1	36.1	71.46	90.81	29.36	32.81	13.7	-21.3	-10.5	-8.8	1.9	15.8	45.1	50.3	79.21	93.34	35.73	46.99	-10.4	-15.1	-24.0	-21.7	3.0	-7.7	91	53	7543	4371
Daytona Beach, FL	39.0	36.5	80.83	81.43	31.50	29.75	6.7	-0.7	5.9	2.6	-3.1	3.4	49.6	47.8	95.89	96.21	47.54	45.95	3.8	-0.3	3.5	1.2	-2.1	1.6	178	62	13590	7501
Charleston, SC	58.1	51.6	100.94	95.03	58.60	49.07	12.4	6.2	19.4	19.2	-0.2	12.2	66.0	61.6	107.15	105.22	70.69	64.83	7.1	1.8	9.0	11.3	2.0	9.3	164	114	17524	13745
Nassau County, FL	39.4	38.0	119.86	131.18	47.26	49.86	3.7	-8.6	-5.2	-5.7	-0.5	3.2	52.0	48.3	148.19	152.69	77.13	73.79	7.7	-2.9	4.5	8.6	3.9	11.9	24	13	2111	1845
St Johns County, FL	50.9	44.8	94.10	92.60	47.91	41.45	13.7	1.6	15.6	17.1	1.3	15.3	56.2	53.4	97.05	101.90	54.59	54.37	5.4	-4.8	0.4	2.9	2.5	8.0	80	40	5765	3768
Hilton Head/Beaufort	40.1	38.8	89.76	92.74	35.96	36.01	3.2	-3.2	-0.1	2.5	2.7	6.0	55.6	54.7	122.23	123.74	67.92	67.67	1.6	-1.2	0.4	0.0	-0.3	1.3	49	32	6639	4324
Fort Walton Beach, FL	31.6	30.8	76.37	78.28	24.13	24.08	2.7	-2.4	0.2	-0.2	-0.4	2.3	47.6	48.1	114.70	123.98	54.60	59.58	-0.9	-7.5	-8.4	-8.6	-0.3	-1.2	79	45	9517	6410

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ACTIVITY

DECEMBER 2010 REPORT

TOURISM MARKETING

Tourism Sales Efforts in October 2010

- ⊗ Distributed brochures on island accommodations
- ⊗ Mailed brochures to Visit Florida Welcome Centers
- ⊗ Responded to Wedding and Meeting requests, emailed to Island accommodations
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center
- ⊗ Responded to media and collateral requests from meeting planners and hotels
- ⊗ Provided 153 information bags for corporate and wedding groups
- ⊗ Welcomed 11 motor coaches to the historic district
- ⊗ Site tour with group to find off-site venue and assisted with staffing, step-on guide service
- ⊗ Responded to individual requests for island information via websites, Visit Florida, and other travel sites

Administration in October 2010

- ⊗ Met with Book Festival to discuss 2011
- ⊗ Attended The Jack BBQ in Lynchburg TN
- ⊗ Participated in Empowermint webinars
- ⊗ Met with Amelia Island Bike Trail Group
- ⊗ Met with National Heritage Area group
- ⊗ Met with RENDA broadcasting to discuss winter co-op campaign
- ⊗ Conference call with Collinson Media to discuss Audubon partnership and email database management
- ⊗ Meeting with myweb refresh to discuss website updates
- ⊗ Meetings with Museum of History, Lynn Sheldon, and others, to work on visitor guide
- ⊗ Attended HFBA General meeting
- ⊗ Website updates for Amelia Island websites, event calendar
- ⊗ Attended Arts council meeting
- ⊗ Designed/produced Petanque Rack cards and posters
- ⊗ Posted upcoming events on Facebook and Twitter
- ⊗ Proofed press releases, brochures and e-newsletter
- ⊗ Conducted conference calls with MMG Worldwide regarding ongoing enhancements for ameliaisland.com and new ideas for future
- ⊗ Received and reviewed proposals for 2011 email marketing agency
- ⊗ Save the date for 2011 Restaurant Week (Jan 23-30, 2011)
- ⊗ Calls with area military bases and accommodators regarding Operation JINGLE

Tourism Sales Efforts in November 2010

- ⊗ Distributed brochures on island accommodations.
- ⊗ Responded to Meeting requests, emailed to Island accommodations.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Attended NTA Convention, met with 39 tour operators and group planners.

- ⊗ Exhibited at FL Encounter conference.
- ⊗ Provided 345 information bags for corporate and wedding groups.
- ⊗ Welcomed 2 motor coaches and 3 cruises to the historic district.
- ⊗ Responded to individual requests for island information via websites, Visit Florida, and other travel sites.
- ⊗ Provided off-site venues and activities information to meeting and tour planners.

Administration in November 2010

- ⊗ Participated in sponsorship, eco tourism, and marketing webinars.
- ⊗ Assisting accommodations in uploading their information into Empowermint
- ⊗ Attended Visit Jacksonville Annual Meeting
- ⊗ Met with Amelia Island Bike Trail Group
- ⊗ Met with National Heritage Area group
- ⊗ Met with RENDA broadcasting to discuss winter co-op campaign.
- ⊗ Conference call with Collinson Media/Audubon/Green Mtn Media
- ⊗ Meeting with MyWeb Refresh to discuss micro sites
- ⊗ Meeting with Watauga to discuss 1st Q meeting planner campaign
- ⊗ Attended Industry meeting to present 2011 marketing plan to stakeholders
- ⊗ Website updates for Amelia Island websites, event calendar
- ⊗ Worked on Gator Bowl media campaigns, advertising, sponsorship fulfillment, sweepstakes page.
- ⊗ Posted upcoming events on Face book and Twitter
- ⊗ Proofed press releases for Hayworth
- ⊗ Conducted conference calls with MMG Worldwide regarding ongoing enhancements for ameliaisland.com and usability study results
- ⊗ Selected Zgraph, Inc. for 2011 email marketing agency and working on new design for the 2011 email newsletter
- ⊗ Worked on collateral, websites, advertising for 2011 Restaurant Week
- ⊗ Participated in and provided information for the Florida Association of Counties meeting at Omni.

ADVERTISING & MARKETING

Advertising in October 2010

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency monitored *Southern Living* leads.
- ⊗ Agency provided all creative materials for co-op program with Florida's First Coast of Golf and VISIT FLORIDA.
- ⊗ Agency monitored FL vs. GA sweepstakes entries and provided weekly updates for the CVB.
- ⊗ Agency coordinated and developed creative materials for a media program from WCNN the FAN in Atlanta to promote FL vs. GA weekend. This included online ads, live radio reads and pre-produced commercials.
- ⊗ Agency worked with the CVB to start the development of the 2011 Amelia Island Visitors Guide. This guide is expected to be completed and printed by January 1st.
- ⊗ Agency updated the www.MeetOnAmelia.com website with new and updated information regarding the properties.
- ⊗ Agency worked with Atlanta Magazine on a program that included online and print components to promote FL vs. GA weekend.
- ⊗ Agency worked with the CVB to determine needs for photography and future uses. A photo shoot is planned for sometime in the near future – the direction and needs of photography will be determined by the results of upcoming Focus Groups in Atlanta and Tampa.
- ⊗ Agency secured the sponsorship (along with VISIT FLORIDA) for the Peter Miller Fishing show, which will shoot on-site and provide materials back to the CVB for future use. The show airs nation-wide and the package includes online and in-show commercials.
- ⊗ Agency worked with the CVB to develop the 2011 marketing plan and finalized document.
- ⊗ Agency worked with VISIT FLORIDA and Atlanta Magazine for an upcoming insertion at the VF partner discounted rate.

Upcoming in November

- ⊗ Agency to develop and coordinate upcoming Focus Group Research in Atlanta and Tampa.
- ⊗ Agency to continue to work on the Visitors Guide.
- ⊗ Agency to continue to work on the upcoming photo shoot.
- ⊗ Agency to work on upcoming Industry Update Meeting.

Advertising in November 2010

- ⊗ Agency continued to receive and review media placement opportunities
- ⊗ Agency monitored *Southern Living* leads
- ⊗ Agency continued to work with the CVB on the development of the 2011 Amelia Island Visitors Guide.
- ⊗ Agency worked with the CVB to determine needs for photography and future uses. A photo shoot is planned for sometime in the near future – the direction and photography needs will be determined by the results of upcoming Focus Groups in Atlanta and Tampa.

- ⊗ Agency began to work with a third party research company to develop a focus group study which will test the potential new creative direction against the competitive set for Amelia Island. Groups will be conducted in Atlanta and Tampa at the end of November.
- ⊗ Agency worked with CVB to develop potential co-op programs that will be presented at the Industry Update meeting on Dec. 1st in Amelia Island. These programs will be a starting point for potential partners and further information will be requested from the potential partners which will be used to develop the best co-op program for each partner.
- ⊗ Agency continued to track the shipment of Rubik's cubes which should arrive in mid December.
- ⊗ Agency helped to start the coordination of the upcoming needs for the Peter Miller Billfish sponsorship.
- ⊗ Agency secured a co-op media placement in *People* magazine through VISIT FLORIDA. This insertion will be distributed throughout the states of Florida and Georgia.

Upcoming in December

- ⊗ Agency to attend and review results of Focus Group Research in Atlanta and Tampa
- ⊗ Agency to continue to work on the Visitors Guide
- ⊗ Agency to continue to work on the upcoming photo shoot
- ⊗ Agency to present co-op opportunities at upcoming Industry Update Meeting
- ⊗ Agency to receive feedback on co-op program and determine potential partners and the level at which they are interested. Once information is received a program will be developed.

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development in October 2010

- ⊗ Responded to 12 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Confirmed interview for December 6 on Military Radio Show for the Amelia Island CVB.
- ⊗ Provided images to *Recommend* for inclusion in the November issue.
- ⊗ Pitched sports writers in the Jacksonville area information about the Petanque American Open and Men's USTA Tennis Tournament. Emailed 24 journalists.
- ⊗ Sent information to Harvey Hagman for an upcoming article.
- ⊗ Sent information and images to Atlanta magazine for their December issue.
- ⊗ Revised WJCT script for the CVB.
- ⊗ Contacted the event host for the Great VISIT FLORIDA Beach Walk to determine ways to collaborate.
- ⊗ Sent information about the Inn on Fifth to Garden & Gun.
- ⊗ Provided Frommer's with information for their 2012 book.
- ⊗ Provided Florida International Magazine with information and images for their December issue.

Press Trips in October 2010

- ⊗ Finalized details for press trip for Hilda Mitrani (VISIT FLORIDA Off the Beaten Path expert) for October 3-5. Sent thank you note and follow up information after her trip.
- ⊗ Finalized itinerary for Charlotte Post (circulation 12,500) writer, Erica Singleton, who was scheduled to visit on October 16-20. Unfortunately, due to a stroke in the family, she was unable to visit. Will continue working to reschedule a trip.

Media Releases in October 2010

- ⊗ Distributed press release about the Holiday events on Amelia Island. Release was sent to Florida magazines, dailies, online media, bloggers and arts & entertainment writers.
- ⊗ Wrote and distributed press release for the Conde Nast Traveler ranking. Press release was distributed to select national and Florida dailies, magazines, travel trade, online and blog writers.
- ⊗ Wrote summer round up press release. Release is currently in internal editing and will be provided to the CVB in November.
- ⊗ Edited press release from VISIT FLORIDA regarding the Great Beach Walk. Will distribute in early November.
- ⊗ Wrote and distributed another FL/GA game release for Marketwire. Release was distributed in October.

- ⊗ Wrote draft Gator Bowl release. Currently, the release is being edited internally. Will be provided to the CVB in November.
- ⊗ Created an SEO release for Conde Nast Traveler ranking. Will be distributed in November.

Promotions in October 2010

- ⊗ Contacted the winner from Healthy Living promotion. Sent the prize.
- ⊗ Finalized visit for Harris Teeter winner.
- ⊗ Provided Jacksonville Magazine logos, links and images for the January promotion.
- ⊗ Met with promo director for ABC-TV (Tampa) to discuss possible promotions.

Miscellaneous in October 2010

- ⊗ Researched and wrote copy for the November Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in November.
- ⊗ Provided marketing plan slides to the CVB.
- ⊗ Edited GolfChannel.com copy.
- ⊗ Created initial 2011 Calendar of Events. Provided to the CVB to add to the online calendar.
- ⊗ Began coordinating the CVB Industry Update – scheduled for December 1.
- ⊗ Wrote introduction copy for the Visitor Guide.
- ⊗ Sent CVB a list of 10 accomplishments to celebrate from the following year.
- ⊗ Attended the TDC meeting on October 27.
- ⊗ Provided a list of possible locations for possible b-roll filming.
- ⊗ Met with Hoyt House and Ritz-Carlton, Amelia Island to discuss ways to work together.
- ⊗ Created Activity and Publicity Reports.

Media Development in November 2010

- ⊗ Responded to 21 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Talked to Smith Travel Research to determine if October numbers were highest in nation. For Occupancy and RevPar, Amelia Island came in 23rd compared to sufficient counties (1,264 counties). For RoomRev, Amelia Island came in 30th.
- ⊗ Worked with Harris Teeter to continue partnership for 2011. Amelia Island will offer a giveaway in January through March 2011, followed by special deals from April through December 2011.
- ⊗ Began Northeast US media mission via phone, due to several target publications inability to meet in-person. The media mission will continue into December. Report will be provided in December.
- ⊗ Finalized details for the December 6 interview on Military Radio Show for the Amelia Island CVB.
- ⊗ Contacted past visiting journalists about obtaining clips from Amelia Island.

- ⊗ Obtained editorial calendars for 2011 from target publications. Will continue research in December.
- ⊗ Made suggested revisions to Sweet Tea Getaways insert and provided to the Amelia Island CVB.

Press Trips in November 2010

- ⊗ Invited Wendy Lindsay, Canadian freelance writer, to visit Amelia Island in January when she is in Florida. Awaiting dates.
- ⊗ Worked with various media requests for press trips. Awaiting details from journalists regarding publications, etc.
- ⊗ Began working with Rob Mooy, from Kingston This Week (Canadian Community Paper). He would like to visit 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.
- ⊗ Invited 17 targeted media, primarily from Florida and the southeast US, to visit Amelia Island in 2011.
- ⊗ Began working to coordinate press trip for Christi Ashby of Orange Appeal for a December visit. Orange Appeal (18,000 circulation) is dedicated to women in Central Florida and features life lessons, news and information about food, fashion, health, money and career. Each issue showcases community programs and organizations that benefit women and girls.

Media Releases in November 2010

- ⊗ Provided CVB with draft Gator Bowl release. Made CVB changes. Release will be distributed in December, after teams are chosen.
- ⊗ Distributed press release about VISIT FLORIDA regarding the Great Beach Walk. Release was distributed to local media.
- ⊗ Wrote press release announcing the Amelia Island HSMIAI Adrian Awards. Distributed to 86 local media outlets.
- ⊗ Finalized and distributed copy about the summer round up press release. Release was distributed to 234 media, including local media, Georgia and Florida dailies, online, travel trade and travel blogs.
- ⊗ Wrote media alert announcing holiday dining pdf. Distributed to local media.
- ⊗ Wrote and distributed press release announcing winter packages. Press release was distributed to 530 media, including Georgia, Florida, national and southeast dailies, local, blogs, freelancers, online media outlets.

Promotions in November 2010

- ⊗ Began coordinating prize for the Harris Teeter promotional giveaway.

Miscellaneous in November 2010

- ⊗ Continued coordinating the CVB Industry Update – scheduled for December 1.
- ⊗ Created invitation for CVB Industry update and distributed to media.
- ⊗ Accepted RSVPs for CVB industry meeting.
- ⊗ Researched and wrote copy for the December Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in December.
- ⊗ Requested sample from PrintingBlue.com regarding folders.
- ⊗ Prepared nomination for Gil Langley for Northeast Florida Regional Council Award.
- ⊗ Prepared handouts for Industry meeting.
- ⊗ Created Activity and Publicity Reports.

**INTERACTIVE
DIGITAL SURGEONS**

WEBSITE MAINTENANCE FOR October

- Launched October Newsletter
- Managed subscriber list - adding and removal of subscribers

NEXT STEPS

- Launch November Newsletter
- Manage subscriber list – adding and removal of subscribers
- Send Residence Inn Amelia Island eBlast

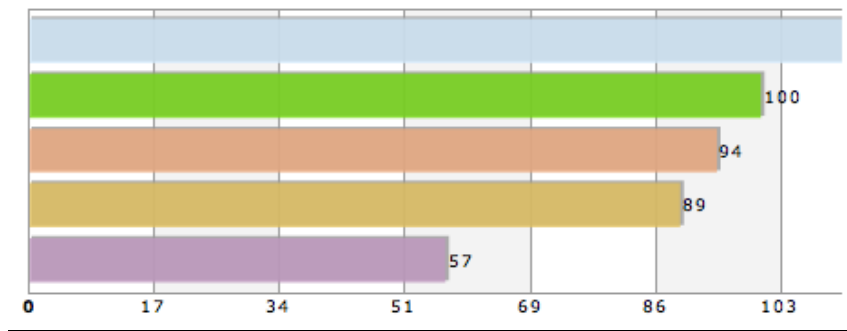
OCTOBER NEWSLETTER ANALYSIS

Delivered: October 5, 2010

There were **2,875 Unique Viewers**. The number of **Unique Clickers** was **527**.

Total Viewers: 4,624

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
34,152	33,226	209/717	8.7%	6	1,116	121

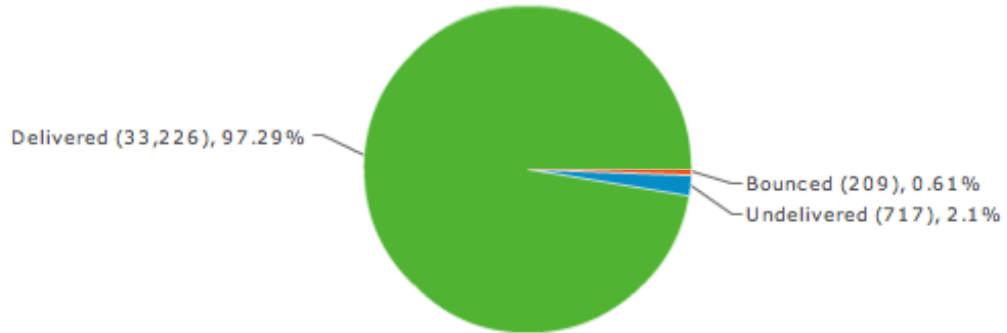


Clicks:

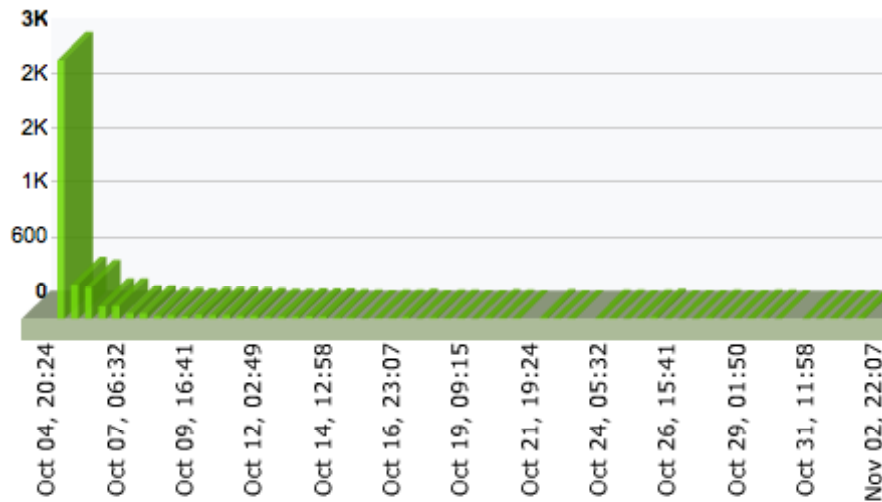
There were a total of **44 links** throughout the newsletter. The 5 most popular links were:

- <http://www.hoythouse.com> (**117 clicks**)
- <http://www.ameliaisland.com> (**100 clicks**)
- <http://www.omnihotels.com> (**94 clicks**)
- <http://www.gatorsbulldogs.com> (**89 clicks**)
- <http://www.ameliaisland.com> (**57 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 4,624 (all instances of recipients who viewed this email)
Unique Viewers: 2,875 (8.7% of delivered)

**INTERACTIVE
DIGITAL SURGEONS**

WEBSITE MAINTENANCE FOR NOVEMBER

- Launched November Newsletter
- Managed subscriber list - adding and removal of subscribers

NEXT STEPS

- Launch December Newsletter
- Manage subscriber list – adding and removal of subscribers

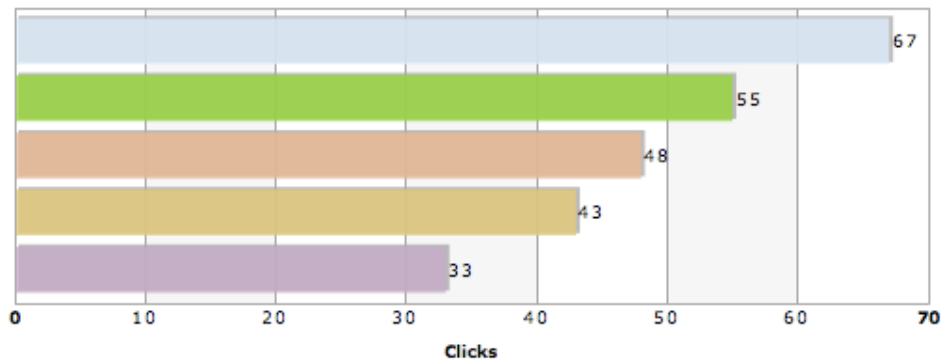
NOVEMBER NEWSLETTER ANALYSIS

Delivered: November 2, 2010

There were **2,926 Unique Viewers**. The number of **Unique Clickers** was **382**.

Total Viewers: 4,425

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
34,891	27,120	91/7,680	10.8%	6	628	101

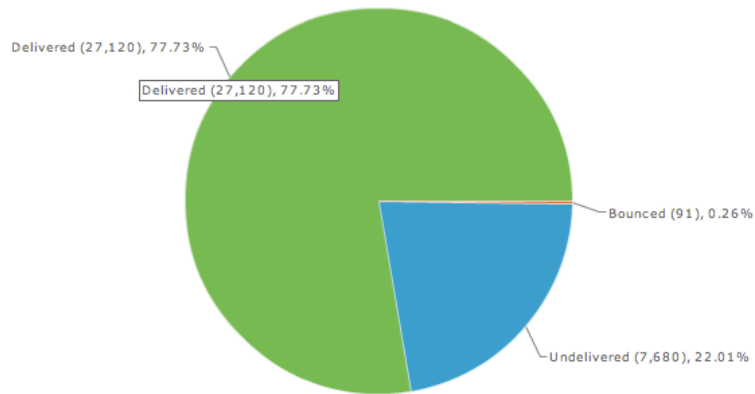


Clicks:

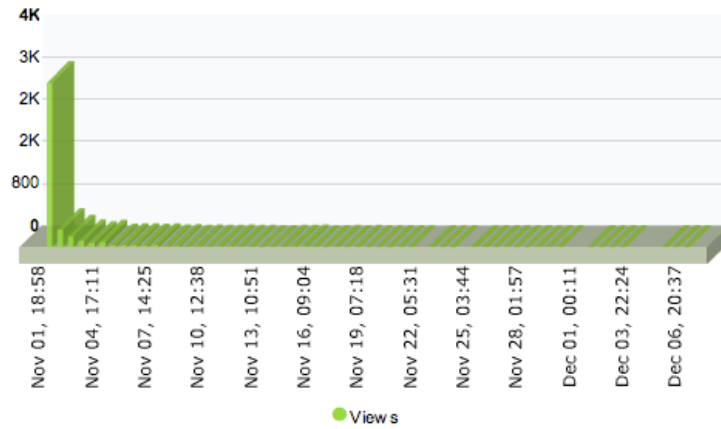
There were a total of **42 links** throughout the newsletter. The 5 most popular links were:

- <http://www.ameliaisland.com/freebags> (**67 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D91396840> (**55 clicks**)
- <http://www.beechstreetgrill.com> (**48 clicks**)
- <http://www.ameliaisland.com> (**43 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D91001637> (**33 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 4,425 (all instances of recipients who viewed this email)
Unique Viewers: 2,926 (10.8% of delivered)

New Business



City of Fernandina Beach
OFFICE OF THE CITY MANAGER

December 1, 2010

Mr. Gil Langley, Managing Director
Amelia Island Greater Convention Bureau
102 Centre Street
Fernandina Beach, Fla. 32034

Re: Beach Biological and Physical Monitoring for FY 10/11

Dear Gil,

On behalf of the City Commission I wanted to thank you and the Board of Directors for funding Nassau County's portion of the annual Beach Biological and Physical Monitoring cost for the 2009/2010 fiscal year to meet our joint obligations with the State of Florida and U.S. Government on the previously funded Beach Renourishment Project. The City truly appreciates our partnership with Nassau County and the State of Florida in preserving and protecting our beaches.

This letter will also serve as our official request for funding for the 2010/2011 fiscal year. The estimated cost to Nassau County for physical and biological monitoring is thirty five thousand dollars (\$35,000). Please present this request at your next available business meeting. If you need me to attend, please do not hesitate to contact me accordingly.

Sincerely,

Michael J. Czymbor
City Manager

c: Commissioners Tim Poynter and Arlene Filkoff