

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

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

Agenda

- | | | |
|--------------|---|------------------|
| I. | Call to Order | Danny Leeper |
| II. | Introduction of New AITDC Appointee Jan Smith | Danny Leeper |
| III. | Approval of December 22, 2010 minutes | Danny Leeper |
| IV. | Open Government Briefing | Emily Murphy |
| V. | AI Chamber Music Presentation | Dr. Neal Coleman |
| VI. | Finance Committee Report | Jack Healan |
| VII. | Amelia Island Tourism Development Council Update | |
| | A. STR Report | Gil Langley |
| | B. Activity Report – Tracking, PR, Special Events | Staff |
| VIII. | Old Business | |
| IX. | New Business | |
| | A. SAISSA Beach Monitoring Fee | Gil Langley |
| X. | Public Input | |
| XI. | Adjournment | |

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, December 22, 2010
3:00 p.m.
Fernandina Beach City Hall

Present: David Caples, Arlene Filkoff, Holly Germano, Danny Leeper, Tim Poynter
Absent: Jack Healan, Harry Krix, Katharine Monahan, John Price
Staff: Gil Langley, Bretta Walker, Beth Belcher

I. Call to Order

Meeting was called to order by David Caples at 3:00 pm.

Mr. Caples noted Tim Digby of Omni Amelia Island Plantation was in attendance. Mr. Digby reported first quarter bookings are up and group pace is improving. For the year as a whole, group pace is ahead of forecast and they are receiving some good leads from their global sales organizations. Expansion plans include meeting space and guest rooms.

Mr. Caples introduced new TDC board member, Nassau County Commissioner Danny Leeper.

II. Approval of Minutes – October 27, 2010 TDC Board Meeting

Tim Poynter moved to approve the minutes, Holly Germano seconded. Motion carried unanimously.

III. Election of Officers

Gil Langley stated that the positions of chairman and vice chairman for the AITDC are open and need to be filled. The BOCC has the option of appointing these positions or allowing the AITDC to elect. They have opted for the later. Tim Poynter moved to appoint Danny Leeper as chairman, and David Caples as vice chairman. Holly Germano seconded. Motion carried unanimously.

Danny Leeper thanked the AITDC board members and also noted the service by immediate-past chairman, Mike Boyle.

IV. Financial Report

Gil Langley cited the quick start with the Omni team and reported the first co-op that will bring MILO (Meeting Industry Ladies Organization) group to the Omni in May with over 80 meeting planners. There will be opportunities for other stakeholders to interact with this group.

YTD actual expenditures are higher than they would have been at this time last year. This is due to numerous purchase orders being issued to encumber funds for major programs. Bed tax revenue is higher than projected for October and November and ahead of budget (These are actual collections from September and October). Tim Poynter moved to approve the financials. Danny Leeper seconded. Motion carried unanimously.

V. Amelia Island Tourism Development Council Update

STR Report

November occupancy was up 5.9% with ADR down 3.5%. Gil Langley noted that the properties are still seeing difficulties trying to raising their rate. YTD revenue is up 8.4%. The Ritz-Carlton renovations are impacting numbers with an estimated 4,000 room nights out of order for the month, which is 10% of the island's inventory. Amelia Island leads its competitive set in ADR and RevPar. Mr. Langley stated that demand was down for the first time in eight months, but YTD Amelia Island has the highest demand in the competitive set. Mr. Langley noted that overall, the numbers were good despite numerous challenges faced this year.

Activity Report

Gil Langley reported on focus group research conducted in Tampa and Atlanta on the new proposed advertising campaign. Based on feedback, the decision was made to maintain the current "Come Make Memories" campaign with the same approach as implemented in 2010.

Bretta Walker reported on administration and tourism. Gator Bowl promotional campaigns launched December 1, 2010 and hotels are seeing pick-up. With regard to Gator Bowl, Gil asked the board for guidance on a 30-second national television ad opportunity with ESPN at a greatly reduced rate. Amelia Island already has television spots produced so there would be no additional creative costs. With no obvious downsides, the board agreed that Mr. Langley should proceed with negotiations for two to three spots.

Sweet Tea campaign is launching January 2, 2011 in our major markets. Travelocity campaign launches January 1, 2011 with a personalized landing page. Restaurant Week is January 23-30, 2011 with a record 23 participating restaurants. January publications include: island-wide dining guide, new visitor guide, Audubon partnership on amelianature.com, reprinting of nature guide and Artrageous Artwalk brochure. Memorable Offers program is continuing in 2011. Our new Harris Teeter promotion starts January 1, 2011.

Event recaps included the Men's Futures Tennis Tournament where the USTA has already confirmed for 2011. The hotels saw significant pickup from this event. The Petanque America Open was a success and is growing for 2011. The B&B Cookie Tour saw a decrease in ticket sales but overall the event was a success. The Museum's Holiday Homes Tour saw a significant increase in ticket sales.

Ms. Walker reported that she attended the National Tour Association event in Montreal where she met with 39 tour operators and has secured three day trips and one tentative overnight trip to Amelia Island. Ms. Walker also attended Florida Encounter and received great leads.

VI. Old Business

.COM Marketing

Gil Langley reported that the issue with .COM Marketing has been resolved and the settlement was approved by the Board of County Commissioners. Unused encumbered funds have been released for further promotional programs.

VII. New Business

City of Fernandina Beach Monitoring Fee

Tim Poynter reported City Manager Michael Czymbor sent a letter to the TDC requesting reimbursement for beach monitoring fees in the amount of \$35,000. Gil Langley noted that the TDC has budgeted this amount under the beach improvement program. Tim Poynter moved to approve the requested amount of \$35,000 toward beach monitoring. Holly Germano seconded. Motion carried unanimously.

AITDC Board Vacancies

Gil Langley noted that the terms of Harry Krix and John Price expire at the end of the month. Mr. Price has indicated a desire to continue serving on the board. Mr. Krix has taken a new position out of state and is ineligible to serve.

Mr. Langley read FL Statute 125 related to the appointment of AITDC members. Letters of interest to serve on the TDC board received in the last two years were provided for review. Arlene Filkoff moved to re-appoint John Price and to appoint Jan Smith to the AITDC board. Tim Poynter seconded. Motion carried unanimously.

Gil Langley reminded the Board that the appointing body is the Board of County Commissioners and that he will forward the AITDC recommendations so they may take action.

VIII. No Public Input

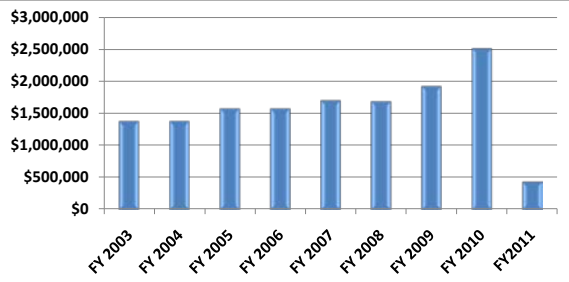
IX. The meeting adjourned at 3:55 pm.

FINANCIAL

Amelia Island Tourism Development Tax Monthly Collections



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total	% Change
FY 2003	\$109,336	\$85,605	\$47,732	\$58,844	\$90,804	\$139,068	\$167,713	\$143,201	\$174,973	\$181,948	\$121,651	\$61,452	\$1,382,327	4.63%
FY 2004	\$100,645	\$70,916	\$44,192	\$77,030	\$86,617	\$153,685	\$170,854	\$157,314	\$156,197	\$188,660	\$109,107	\$67,213	\$1,382,430	0.01%
FY 2005	\$117,549	\$86,194	\$63,252	\$69,679	\$148,538	\$163,800	\$179,477	\$157,081	\$132,026	\$259,316	\$118,756	\$85,516	\$1,581,185	14.38%
FY 2006	\$117,494	\$96,414	\$54,471	\$86,220	\$101,817	\$170,142	\$188,472	\$151,887	\$197,573	\$196,593	\$119,475	\$98,934	\$1,579,492	-0.11%
FY 2007	\$111,564	\$91,570	\$63,904	\$93,105	\$104,652	\$199,152	\$188,917	\$164,364	\$211,842	\$237,445	\$139,506	\$98,800	\$1,704,820	7.93%
FY 2008	\$130,002	\$91,328	\$80,897	\$88,690	\$130,347	\$185,199	\$182,371	\$167,219	\$212,867	\$212,168	\$131,107	\$78,412	\$1,690,606	-0.83%
FY 2009	\$114,995	\$86,222	\$83,281	\$103,468	\$134,956	\$192,886	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,929,663	14.14%
FY 2010	\$135,629	\$101,854	\$79,525	\$91,224	\$116,056	\$211,637	\$288,964	\$270,032	\$366,764	\$454,982	\$243,066	\$159,802	\$2,519,533	30.57%
FY2011	\$204,469	\$125,451	\$104,717										\$434,637	
% Change	50.76%	23.17%	31.68%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-82.75%
2% Eqv.	\$102,235	\$62,725	\$52,358	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$217,318	
% Change - 2008	-21.36%	-31.32%	-35.28%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-87.15%
3% Eqv.	\$153,352	\$94,088	\$78,537	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$325,977	
% Change - 2010	13.07%	-7.62%	-1.24%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-87.06%
Projected														
FY2011	\$200,731	\$150,744	\$117,697	\$135,012	\$171,764	\$313,222	\$328,575	\$284,462	\$382,185	\$367,527	\$249,625	\$164,596	\$2,866,140	
FY2011 Rev	\$204,469	\$125,451	\$104,717	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
% Change	1.86%	-16.78%	-11.03%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	
YTD														
FY2010	\$135,629	\$237,483	\$317,007	\$408,231	\$524,288	\$735,924	\$1,024,888	\$1,294,920	\$1,661,684	\$2,116,665	\$2,359,731	\$2,519,533		
FY2011	\$204,469	\$329,920	\$434,637											
% Change	50.76%	38.92%	37.11%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%		



Amelia Island TDC FY2011 Consolidated Budget Report



Account	Description	FY 2010 Actual	FY 2011 Budget	YTD Actual	Available Budget
NET INCOME	Tourist Dev. Funds	\$2,391,116	\$3,106,612	\$576,606	\$2,530,006
EXPENSES					
37522552	TDC Admin. 15%	\$358,667	\$415,033	\$86,491	\$328,542
37523552	Marketing - 65%	\$1,478,384	\$2,072,659	\$1,060,342	\$1,012,317
37523552	Travel Trade - 10%	\$273,570	\$342,231	\$71,446	\$270,785
37525539	Beach Improv. 10%**	\$157,350	\$276,689	\$82,850	\$193,839
EXP. TOTAL		\$2,267,972	\$3,106,612	\$1,301,129	\$1,805,483
NET		\$123,144	\$0	-\$724,523	\$724,523

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



01/25/2011 16:35
cwood

BOARD OF COMMISSIONERS
OPEN PURCHASE ORDERS BY ACCOUNT
GROUPED BY ACCOUNT

PG 1
poreport

DATE RANGE: 10/01/2007 TO 01/25/2011 CURRENT YEAR POS

PO #	LN	Vendor	Vendor Name	PO Date	Ordered Amount	Open Amount	Line Description
DETAILS FOR ACCOUNT: 137 .523.552.55.548110. ADV CONT-AD PRODUCTIONS							
11000017	001	011575	PARADISE ADVERTISING & MARKET	10/26/10	2,577.70	75.70	VISIT FLORIDA WEDDINGS CREATIVE F
11000071	001	011575	PARADISE ADVERTISING & MARKET	10/26/10	18,253.00	18,253.00	DEIGN OF FY2011 VISITOR GUIDE
					20,830.70	18,328.70	
DETAILS FOR ACCOUNT: 137 .523.552.55.548120. ADV CONT-MAG PLACEMENT							
11000115	001	013142	SOUTHERN LIVING QUEBECORWORLD	11/02/10	24,150.00	24,150.00	SOUTHERN LIVING MAG INSERTS 2011
11000116	001	013141	ATLANTA MAGAZINE	11/02/10	19,277.00	16,588.00	7 ADVERTISING INSERTIONS
11000117	001	011514	COLLINSON AND COMPANY, INC.	11/02/10	21,700.00	21,700.00	AUDUBON NOV 2010 & MAR 2011
11000156	001	011575	PARADISE ADVERTISING & MARKET	11/22/10	40,000.00	40,000.00	PHOTOGRAPHY
11000168	001	012871	TRAVELOCITY.COM LP	11/30/10	30,005.00	30,005.00	MAGAZINE PLACEMENT
11000180	001	011514	COLLINSON AND COMPANY, INC.	12/06/10	21,000.00	21,000.00	VF 2011 INSERTS
11000181	001	011575	PARADISE ADVERTISING & MARKET	12/06/10	450,000.00	444,322.00	FLORIDA LEISURE MARKET CAMPAIGN M
11000197	001	013179	WATAUGA GROUP	12/07/10	5,000.00	5,000.00	GATOR BOWL MEDIA CAMPAIGN
11000198	001	013179	WATAUGA GROUP	12/07/10	45,000.00	45,000.00	WINTER INTEGRATED MARKETING CAMPA
					656,132.00	647,765.00	
DETAILS FOR ACCOUNT: 137 .523.552.55.548200. ADV CONT-AGENCY EXPENSES							
11000169	001	011575	PARADISE ADVERTISING & MARKET	11/30/10	23,047.00	18,341.12	CREATIVE DIRECTION RESEARCH
					23,047.00	18,341.12	
DETAILS FOR ACCOUNT: 137 .523.552.55.548250. ADV CONT-FOCUS GROUP RESERVE							
11000233	001	011574	HAYWORTH CREATIVE, INC.	01/10/11	30,000.00	30,000.00	VISITOR PROFILE RESEARCH
					30,000.00	30,000.00	
DETAILS FOR ACCOUNT: 137 .523.552.55.548710. P R - AGENCY FEES							
11000234	001	011574	HAYWORTH CREATIVE, INC.	01/10/11	60,000.00	60,000.00	MONTHLY RETAINER DEC10-SEP11
					60,000.00	60,000.00	
DETAILS FOR ACCOUNT: 137 .523.552.55.548720. P R - AGENCY EXPENSES							
11000072	001	012393	LYNN SELDON INC	10/26/10	7,500.00	7,500.00	COPY WRITING OF FY2011 VISITOR GU
					7,500.00	7,500.00	
DETAILS FOR ACCOUNT: 137 .524.552.55.548018. TRAVEL TRADE PUBLICATIONS							
11000083	001	011514	COLLINSON AND COMPANY, INC.	11/01/10	4,500.00	4,500.00	COLLABORATE MKTPLACE SHOW HOUSTON
					4,500.00	4,500.00	
DETAILS FOR ACCOUNT: 137 .524.552.55.548121. PRINTING-BROCHURES							
11000070	001	012883	CREATIVE PRINTING INC	10/26/10	22,562.58	22,562.58	PRINTING OF FY2011 VISITOR GUIDE
					22,562.58	22,562.58	
DETAILS FOR ACCOUNT: 137 .525.539.53.534102. CONTRACT SERVICE-BEACH CLEAN							
11000093	001	011750	ROLLINS SNELLING BEACH SERVIC	11/01/10	80,349.96	69,333.30	BEACH CLEANING OCT10-SEP11
					80,349.96	69,333.30	
Grand Totals:					904,922.24	878,330.70	

** END OF REPORT - Generated by Cindy C Wood **

TRACKING

Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

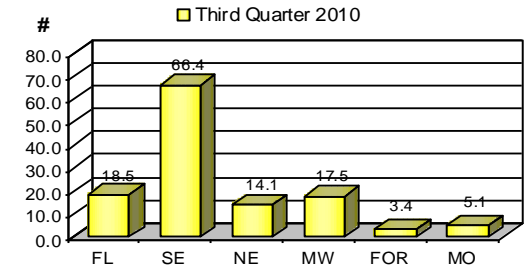
Visitor Statistics	Third Quarter 2010
Visitors (#)	125,000
Direct Expenditures (\$)	\$69,405,000
Total Economic Impact (\$)	\$91,316,200

Visitor Origin	Third Quarter 2010	
	Relative %	# of Visitors
Florida	14.8%	18,500
Southeast	53.1	66,375
Northeast	11.3	14,125
Midwest	14.0	17,500
Foreign	2.7	3,375
Markets of Opportunity	4.1	5,125
Total	100.0	125,000

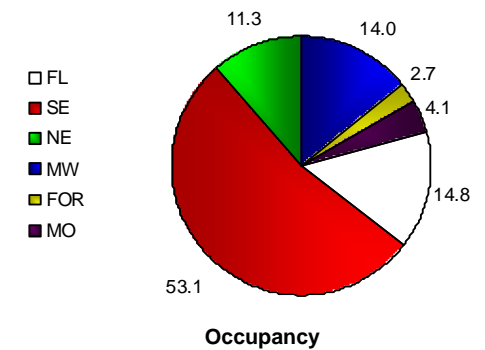
Occupancy and ADR**	July	August	September
Occupancy 2010	72.2%	54.3%	56.9%
Occupancy 2009	68.0	46.4	42.0
Δ % ('09/'10)	+6.2%	+17.0%	+35.5%
ADR 2010	\$189.39	\$160.75	\$135.73
ADR 2009	181.69	161.72	137.49
Δ % ('09/'10)	+4.2%	-0.6%	-1.3%
RevPAR 2010	\$136.65	\$87.31	\$77.23
RevPAR 2009	123.47	75.05	57.73
Δ % ('09/'10)	+10.7%	+16.3%	+33.8%

** Source: Smith Travel Research

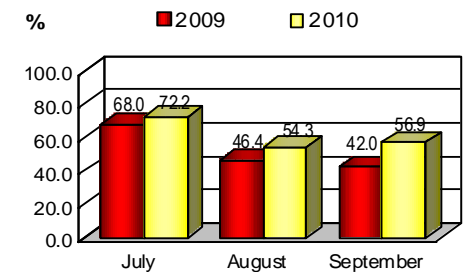
Visitor Origins (in Thousands)



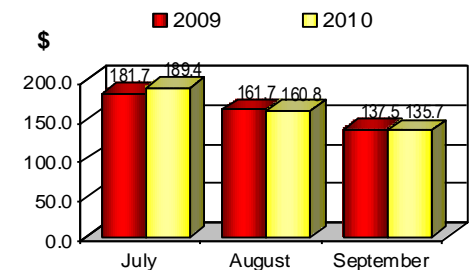
Third Quarter 2010 Visitor Origins (%)



Occupancy



Room Rates



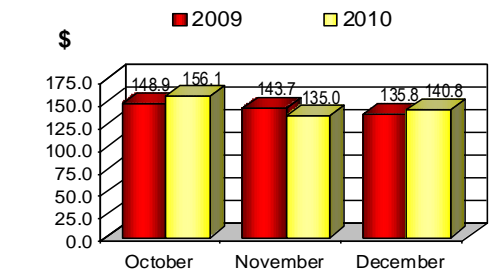
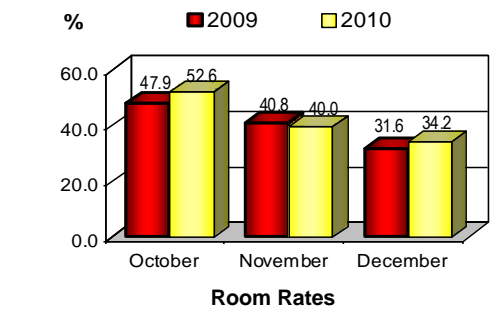
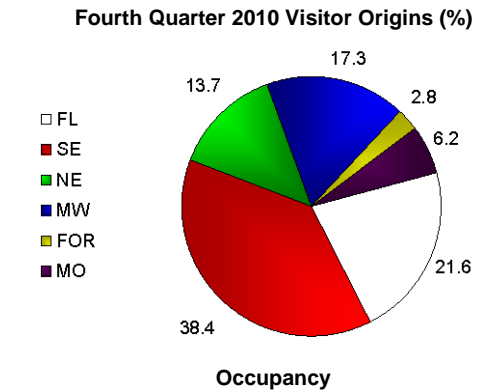
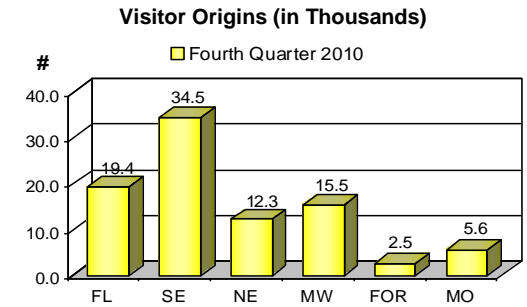
Amelia Island Visitor Profile: Fourth Quarter 2010 (October - December)

Visitor Statistics	Fourth Quarter 2010
Visitors (#)	89,800
Direct Expenditures (\$)	\$50,124,600
Total Economic Impact (\$)	\$65,949,000

Visitor Origin	Fourth Quarter 2010	
	Relative %	# of Visitors
Florida	21.6%	19,397
Southeast	38.4	34,483
Northeast	13.7	12,303
Midwest	17.3	15,535
Foreign	2.8	2,514
Markets of Opportunity	6.2	5,568
Total	100.0	89,800

Occupancy and ADR**	October	November	December
Occupancy 2010	52.6%	40.0%	34.2%
Occupancy 2009	47.9	40.8	31.6
Δ % ('09/'10)	+9.8%	-2.0%	+8.2%
ADR 2010	\$156.09	\$134.96	\$140.76
ADR 2009	148.88	143.73	135.75
Δ % ('09/'10)	+4.8%	-6.1%	+3.7%
RevPAR 2010	\$82.05	\$53.93	\$48.17
RevPAR 2009	71.26	58.68	42.95
Δ % ('09/'10)	+15.1%	-8.1%	+12.2%

** Source: Smith Travel Research





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Amelia Island Tourist Development Council

For the Month of December 2010

Date Created: Jan 18, 2011

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: December 2010

	Current Month - December 2010 vs December 2009												Year to Date - December 2010 vs December 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from December 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	55.1	51.7	105.07	102.92	57.91	53.21	6.6	2.1	8.8	9.6	0.8	7.4	59.1	55.6	104.06	105.74	61.53	58.83	6.3	-1.6	4.6	6.8	2.2	8.6	3579	1917	411175	291282
Jacksonville, FL	48.1	45.3	74.32	74.36	35.78	33.72	6.2	-0.1	6.1	6.7	0.6	6.8	56.2	51.9	80.18	84.33	45.03	43.76	8.2	-4.9	2.9	4.7	1.8	10.2	268	185	26858	21972
Jacksonville Beaches	43.9	40.7	103.91	101.44	45.59	41.30	7.8	2.4	10.4	11.4	0.9	8.7	57.0	53.5	115.23	118.83	65.63	63.53	6.5	-3.0	3.3	6.5	3.1	9.9	98	56	7600	5774
Savannah, GA	48.0	42.7	75.29	74.32	36.16	31.76	12.4	1.3	13.8	14.7	0.7	13.2	59.8	57.1	85.34	86.27	51.00	49.28	4.6	-1.1	3.5	6.5	2.9	7.6	164	122	14893	12220
Brunswick/Kingsland, GA	37.7	38.2	69.47	72.04	26.18	27.55	-1.5	-3.6	-5.0	-3.2	1.9	0.4	44.5	49.3	78.52	91.92	34.92	45.32	-9.8	-14.6	-22.9	-20.7	2.9	-7.2	91	54	7543	4416
Daytona Beach, FL	29.2	28.2	69.79	70.83	20.35	19.94	3.6	-1.5	2.0	-0.4	-2.4	1.1	47.9	46.1	94.56	94.90	45.26	43.76	3.8	-0.4	3.4	1.2	-2.2	1.5	178	61	13588	7406
Charleston, SC	46.3	42.8	91.64	89.79	42.44	38.40	8.3	2.1	10.5	11.3	0.7	9.1	64.3	60.0	106.20	104.27	68.28	62.55	7.2	1.9	9.2	11.3	1.9	9.2	165	114	17692	13747
Nassau County, FL	34.4	31.2	122.71	121.10	42.24	37.74	10.5	1.3	11.9	11.4	-0.5	9.9	50.5	46.8	146.80	150.84	74.14	70.61	7.9	-2.7	5.0	8.7	3.5	11.7	24	15	2111	1917
St Johns County, FL	46.0	43.7	91.24	88.31	42.01	38.63	5.3	3.3	8.8	10.2	1.3	6.7	55.4	52.5	96.64	100.92	53.52	53.02	5.4	-4.2	0.9	3.4	2.4	7.9	80	41	5765	3876
Hilton Head/Beaufort	28.3	28.9	85.43	85.43	24.17	24.65	-1.9	-0.0	-2.0	0.7	2.7	0.7	53.2	52.5	120.54	121.98	64.15	64.07	1.3	-1.2	0.1	0.0	-0.1	1.2	49	32	6639	4324
Fort Walton Beach, FL	27.4	25.4	71.99	73.86	19.74	18.78	7.8	-2.5	5.1	4.6	-0.4	7.3	45.9	46.1	112.55	121.63	51.64	56.12	-0.6	-7.5	-8.0	-8.2	-0.3	-0.8	79	45	9517	6410

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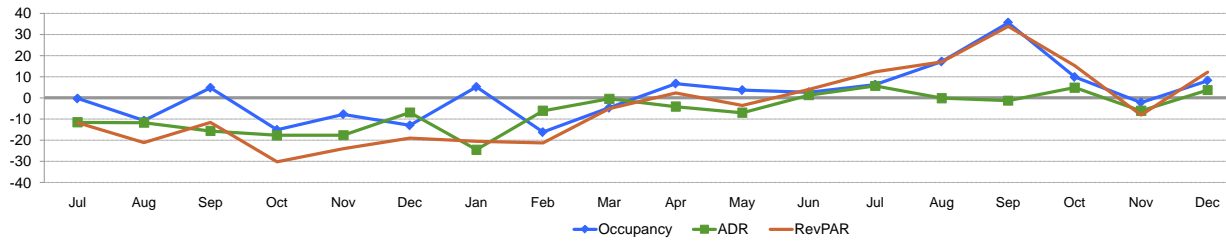
Source 2011 SMITH TRAVEL RESEARCH, Inc.

Tab 3 - Trend Amelia Island Sel Zip

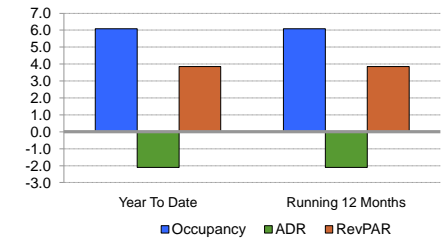
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of December 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	68.4	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
Last Year	68.6	52.7	40.1	56.4	44.2	36.4	37.0	53.1	59.5	63.4	56.1	68.5	68.4	47.0	42.0	47.9	40.8	31.6
Percent Change	-0.3	-10.7	4.8	-15.1	-7.7	-13.0	5.2	-16.2	-4.7	6.8	3.7	2.7	6.2	17.2	35.5	9.8	-2.1	8.2

ADR	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	177.06	157.24	137.49	148.88	143.73	135.75	112.63	148.46	185.63	174.66	179.30	183.09	187.11	157.00	135.73	156.09	134.96	140.76
Last Year	200.13	178.05	162.92	180.89	174.49	145.77	149.11	158.05	186.46	182.16	192.75	180.67	177.06	157.24	137.49	148.88	143.73	135.75
Percent Change	-11.5	-11.7	-15.6	-17.7	-17.6	-6.9	-24.5	-6.1	-0.4	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.8	-6.1	3.7

RevPAR	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	121.18	73.98	57.73	71.26	58.68	42.95	43.86	66.07	105.24	118.13	104.34	128.77	136.03	86.54	77.23	82.05	53.93	48.17
Last Year	137.37	93.85	65.27	101.98	77.21	52.99	55.22	83.91	110.87	115.40	108.19	123.77	121.18	73.98	57.73	71.26	58.68	42.95
Percent Change	-11.8	-21.2	-11.6	-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

Supply	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	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	52,173
Last Year	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	52,483
Percent Change	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	-0.6

Demand	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	33,096	24,692	21,325	25,118	20,737	16,604	20,437	21,097	29,755	34,351	30,542	35,722	37,953	28,774	28,745	27,425	20,176	17,853
Last Year	33,196	25,490	18,750	27,265	20,707	17,581	17,908	23,191	28,756	29,649	27,144	32,061	33,096	24,692	21,325	25,118	20,737	16,604
Percent Change	-0.3	-3.1	13.7	-7.9	0.1	-5.6	14.1	-9.0	3.5	15.9	12.5	11.4	14.7	16.5	34.8	9.2	-2.7	7.5

Revenue	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	5,860,049	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	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	4,280,829	2,722,908	2,512,950
Last Year	6,643,360	4,538,471	3,054,677	4,931,915	3,613,261	2,562,826	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	2,253,950
Percent Change	-11.8	-14.5	-4.0	-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

Census %	2009						2010											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1560	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683
% Rooms Participants	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	96.9	81.5	96.9	96.9	96.9

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Source 2011 SMITH TRAVEL RESEARCH, Inc.

scheduled to run in August 2011. Offered to provide him with a travel stipend to cover a portion of his travel, however, informed him we could not cover all expenses.

Gifford decided to cancel his trip but will still write the article about Amelia Island and include the property who had offered to host him.

- ⊗ Worked with PBG Lifestyle Magazine (12,000 circulation) about a possible press trip. Awaiting possible dates.

Media Releases

- ⊗ Distributed Gator Bowl press release. Release was distributed to 346 media outlets including local, Florida dailies, Michigan publications, Mississippi publications, and online publications.
- ⊗ Revised Gator Bowl release for SEO distribution. Release was sent via Marketwire.
- ⊗ Sent a note to the industry requesting Valentine's Day packages. Wrote a draft release announcing packages. Release will be distributed in early January.
- ⊗ Wrote and distributed Restaurant Week press release. Release was distributed to 951 media contacts including the local, Florida, Georgia and Southeast dailies and magazines; national dailies, trade publications, online, food freelancers, food blogs and travel blogs. Optimized version of the release will go out in early January.

Promotions

- ⊗ Sent Points North winner the certificate.
- ⊗ Revised rules for the 2011 Harris Teeter promotion and suggested revisions to the artwork.
- ⊗ Worked with Harris Teeter to finalize details regarding tax documentation filing for the 2010 winner. Hayworth Creative will handle the filing.
- ⊗ Provided Harris Teeter with logos, links, etc for the promotional giveaway.
- ⊗ Sent a client list to 101.5 LITE FM (WLYF-FM, #1 Miami station, AC) for consideration for promos in 2011.
- ⊗ Coordinated a promotion 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). The promotion is a partnership with VISIT FLORIDA and offers \$50,500 in media exposure on all four stations from Jan. 3 – 31, 2011.
- ⊗ Coordinated a promotion with WEJZ-FM (#1 ranked, adult contemporary station) in Jacksonville. Promotion offers \$12,500 in media exposure from Feb. 21 - March 6.
- ⊗ Worked with PARADE magazine to coordinate a Valentine's Day promotion from Jan. 21 – Feb. 18. Began working to coordinate the prize.
- ⊗ Worked with WIRK-FM (Country, #1 station in West Palm Beach) to coordinate a possible promotion. Provided proposal to industry partner. Awaiting response.
- ⊗ Coordinated four Facebook promotions for the Amelia Island CVB Facebook page. Promotions will take place in February, May, August and November.

Miscellaneous

- ⦿ Set up and presented at the CVB Industry Update on December 1.
- ⦿ Researched and wrote copy for the January Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in January.
- ⦿ Obtained quotes for Amelia Island folders.
- ⦿ Reviewed Amelia Island Visitor Guide.
- ⦿ Assisted with copy for the Gator Bowl announcement.
- ⦿ Created Activity and Publicity Reports.

**INTERACTIVE
DIGITAL SURGEONS**

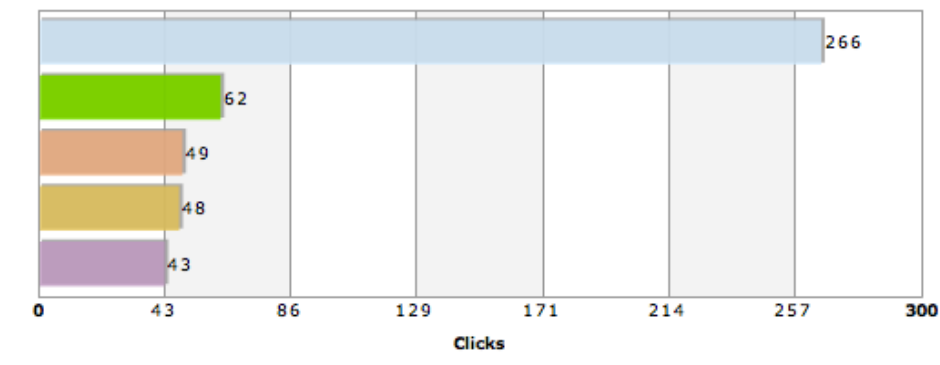
DECEMBER NEWSLETTER ANALYSIS

Delivered: December 7, 2010

There were **2,603 Unique Viewers**. The number of **Unique Clickers** was **433**.

Total Viewers: 3,924

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
37,300	28,925	97/8,278	9%	2	963	107

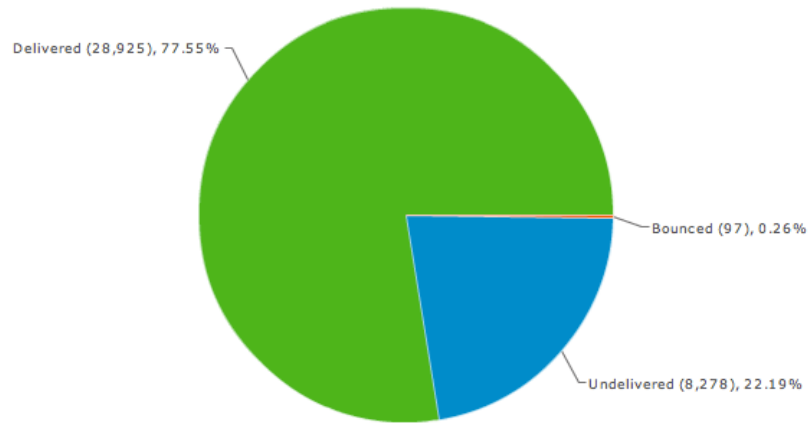


Clicks:

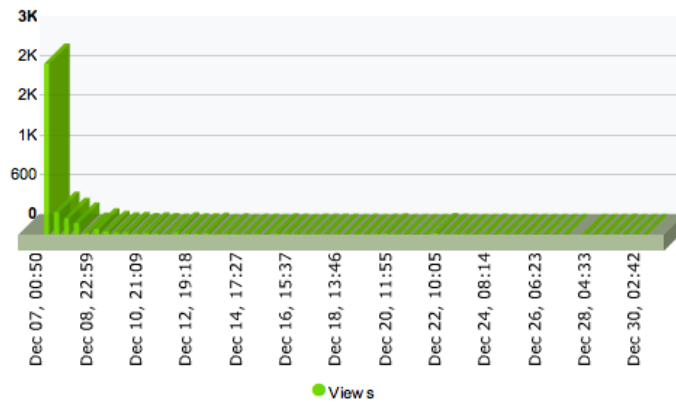
There were a total of **41 links** throughout the newsletter. The 5 most popular links were:

- http://www.ameliaisland.com/uploadedFiles/Attractions/Dining/Holiday_Dining_Guide.pdf (**266 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D91398065> (**62 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D89742507> (**49 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D91398389> (**48 clicks**)
- <http://www.gatorbowlsweepstakes.com> (**43 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 3,924 (all instances of recipients who viewed this email)
Unique Viewers: 2,603 (9.0% of delivered)

New Business

SAISSA

**South Amelia Island Shore Stabilization Association, Inc.
P.O. Box 3000, Amelia Island, Florida 32035-1307
904.277.5122 Fax: 904.277.5921**

Via e-mail and USPS

December 29, 2010

Mr. Gil Langley
Administrator
Amelia Island Tourist Development Council
102 Centre Street
Fernandina Beach, FL 32034

RE: TDC Beach Monitoring Contribution

Dear Gil:

The SAISSA Trustees respectfully request \$36,000 from the Amelia Island Tourist Development Council to support the Beach Program of the South Amelia Island Shore Stabilization – MSBU for 2010-11. We have scheduled a Beach Renourishment Project to start in May, 2011 but we will have significant monitoring responsibilities for this project prior to the start of the construction, during construction, and following the completion of the project. However, we do not anticipate being able to present an invoice for reimbursement until May, 2011.

Thanks for your continued support for the protection and maintenance of Nassau County's beaches.

Sincerely,



William R. Moore, AICP
SAISSA Coordinator

WRM/maw

Cc: Jack Healan
Ted Selby
Mary Brannen
Conny Allen

Miscellaneous

RESEARCH DATA SERVICES, INC.

3825 HENDERSON BOULEVARD • SUITE 300
TAMPA, FLORIDA 33629
TEL (813) 254-2975 • FAX (813) 254-2986

Third Quarter 2010 Visitor Profile *(July – September)* Amelia Island Tourist Development Council



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

Research@KlagesGroup.com

January 26, 2011

THIRD QUARTER 2010 TOP U.S. FEEDER MARKETS

<u>States of Origin</u>		<u>Feeder Markets</u>	
1. Georgia	31.7%	1. Atlanta	21.4%
2. Florida	14.8	2. Greater Orlando Area	5.8
3. Tennessee	4.7	3. Jacksonville	4.3
4. North Carolina	4.5	4. Savannah	3.4
5. Ohio	4.3	5. Tampa/St. Petersburg	3.1
6. Pennsylvania	4.0	6. Chicago	2.9
7. South Carolina	3.9	7. Macon	2.6
8. Kentucky	3.0	8. Chattanooga	2.4
9. Illinois	2.6	9. Philadelphia	2.3
10. Alabama	2.0	10. Washington, D.C.	2.2
		11. Miami/Fort Lauderdale	2.2

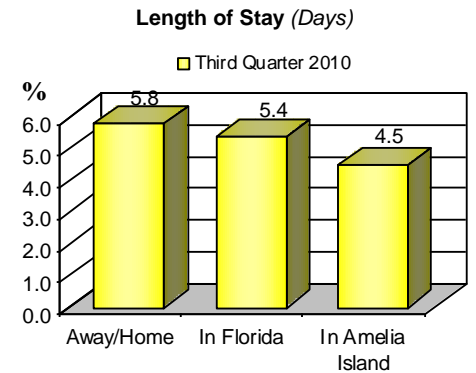
Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

Third Quarter 2010

n = 542

Length of Stay (Days)

Away from Home	5.8 days
Florida	5.4 days
In Amelia Island	4.5 days

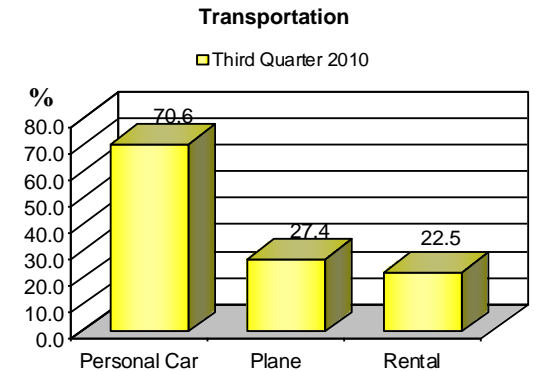


Party Size (# of People)

3.0 people

Travel Party (Multiple Response)

Couple	42.4%
Family	41.3
Group of Friends	8.3
Single	4.8
Extended Family	4.5



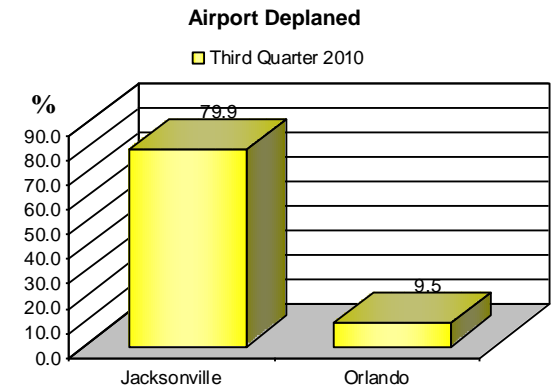
Have Children or Young Adults in Immediate Travel Party (% Yes)

38.4%

Transportation Mode

(Multiple Response)

Personal Car	70.6%
Plane	27.4
Rental Car	22.5



Airport Deplaned (Base: Flew)

Jacksonville International	79.9%
Orlando International/Sanford	9.5

Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

Third Quarter 2010

n = 542

Purpose of Trip (Multiple Response)

Vacation	62.0%
A Getaway	21.0
Business/Conference/Meeting	17.5
Visit with Friends and Relatives	6.9
Wedding	4.5

First Visit to (% Yes)

Amelia Island	41.8%
Florida	4.0

Average Number of Repeat Visits

to Amelia Island Over the Past Three Years (Base: Repeat Visitors) 3.6 trips

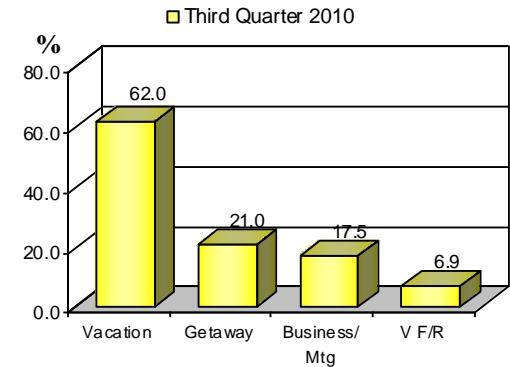
Other Southwest Areas Considered for this Trip (Multiple Response)

Considered Only Amelia Island	49.7%
St. Augustine/Ponte Vedra	14.8
Savannah	11.8
Orlando	10.0
Hilton Head	9.4
Panhandle	7.2
Jacksonville	6.9
Myrtle Beach	6.3

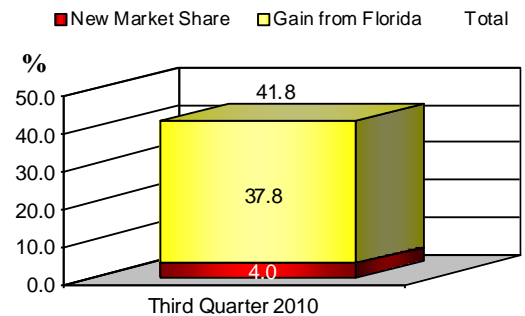
Why Chose Amelia Island (Multiple Response)

Beach	42.5%
Previous Experience	24.7
Love/Like the Area	20.5
Never Been/Try Something New	19.7
Hotel/Accommodations	19.1
Recommendation	18.9
Convenient Location	16.1
Appealing Brochures/Websites	14.6
Nature/Environment	13.8
Family Oriented Area	13.3
Business/Meeting	12.6
Visiting with Friends/Family	12.1
History	10.8
Weather	9.3
Attractions	8.7

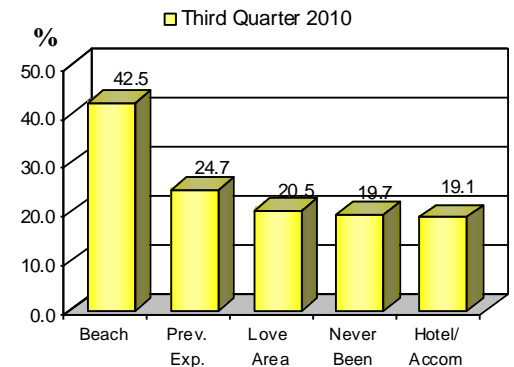
Purpose of Trip (Top Four)



First Visit to Amelia Island



Why Chose Amelia Island (Top Five)



Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

Third Quarter 2010

n = 542

Information Most Helpful to Visit (Multiple Response)

Internet	62.3%
Previous Visit	38.9
Recommendation	29.1
Family	13.1
Hotel/Accommodations	13.0
Print Media	8.1
Business	6.6
Convention/Conference/Meeting	6.1

Internet Information Consulted (Multiple Response)

(Base: Use Internet as Information Source)

www.ameliainland.com	34.9%
Accommodation Website	28.8
TripAdvisor	16.2
VRBO (Vacation Rentals by Owner)	8.3
Traveler Reviews/Blogs	7.9
Expedia	7.5
Travelocity	4.8
Hotels.com	4.1
Priceline	3.7

Attractions Visited (Multiple Response)

Historic Downtown	78.9%
Fort Clinch State Park	31.1
Amelia Island State Park	14.6
Cumberland Island/St. Mary's	10.7
Nature Center – Amelia Island Plantation	8.7
Amelia Island Museum of History	5.2
None	15.1

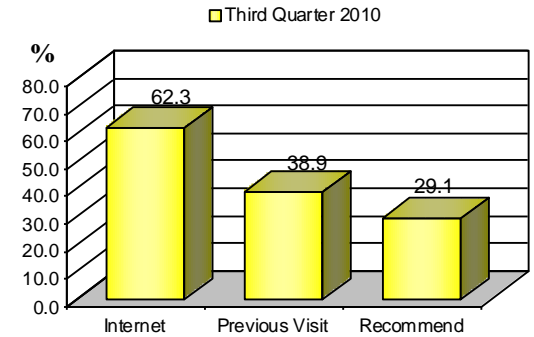
Satisfaction with Amelia Island

Very Satisfied	80.2%
Satisfied	17.2
Satisfaction Level (Very Satisfied + Satisfied)	97.4%

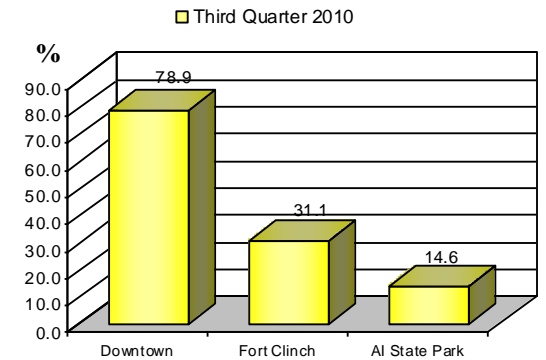
Recommend Amelia Island to Friends/Relatives

Yes	96.9%
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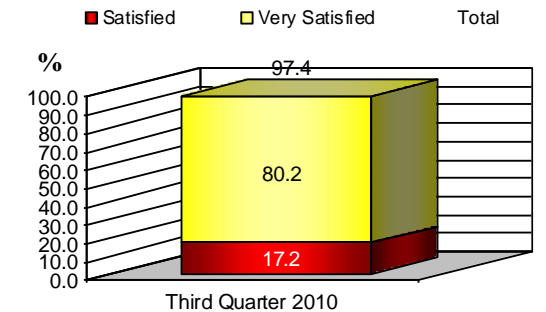
Information Helpful to Visit (Top Three)



Attractions/Theme Parks Visited (Top Three)



Satisfaction with Amelia Island



Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

Third Quarter 2010

n = 542

Plan to Return (% Yes)

To Local Area	92.2%
Next Year (Base: Return to Local Area)	53.4

Demographics

Average Age Head of Household (Years)	49.3
Median Annual Household Income	\$117,777

Seen/Read/Heard Amelia Island Message (% Yes) 27.9%

Type of Message Seen (Multiple Response)

(Base: Respondents Reporting Seen/Read/Heard Message)

Internet	75.4%
Magazine	28.7
Television	14.5
Newspaper	11.9
Travel Guides/Visitor Guides/Brochures	11.5

Influenced by Amelia Island Message

(Base: Respondents Reporting Seen/Read/Heard Message) 32.4%

Avg. Party Budget Breakdown

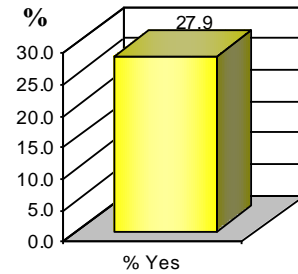
Accommodations	\$675.44
Restaurant Food/Beverage	417.15
Grocery Store	81.29
Admissions to Attractions	55.58
Other Entertainment	109.44
Retail Purchases	181.67
Miscellaneous	145.14

Amelia Island Base Budget

Total	\$1,665.71
Per Person/Trip	555.24
Per Person/Day	123.39

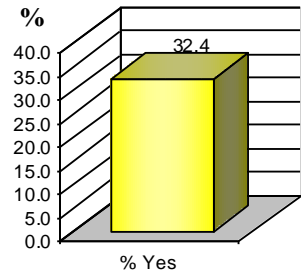
Seen/Read/Heard Message

■ Third Quarter 2010



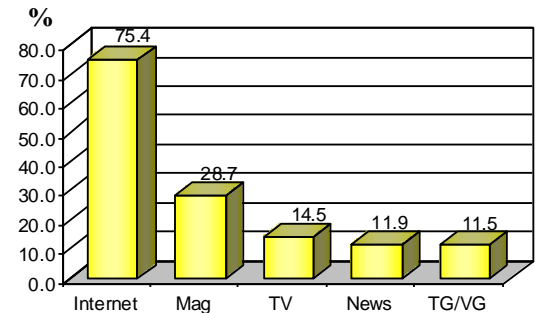
Message Influenced

■ Third Quarter 2010



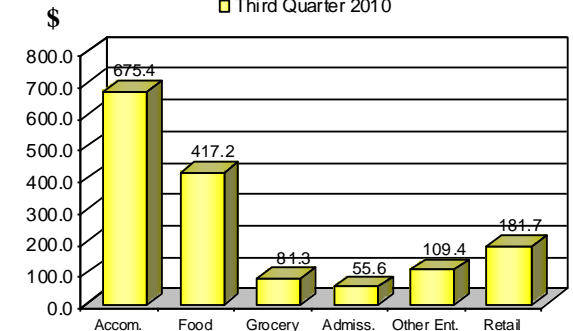
Type of Message Seen (Top Five)

■ Third Quarter 2010



Budget Breakdown

■ Third Quarter 2010



Amelia Island Visitor Profile: Third Quarter 2010 (July – September)

Third Quarter 2010

n = 542

Used Internet to Get Travel Information for this Trip (% Yes)	83.9%
Booked Travel for this Trip on the Internet (% Yes)	53.4
Accessed www.ameliainland.com (% Yes)	45.1

Did Party Have Lodging Reservations for Stay (% Yes)	89.5%
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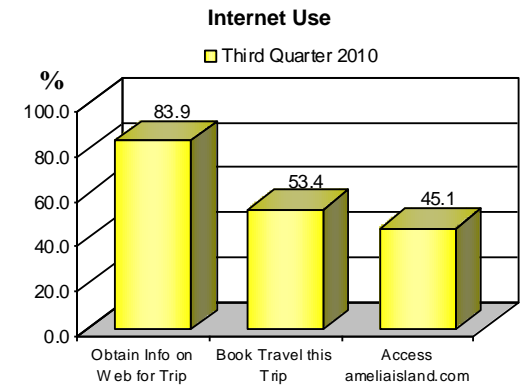
How Were Reservations Made:

(Base: Had Reservations)

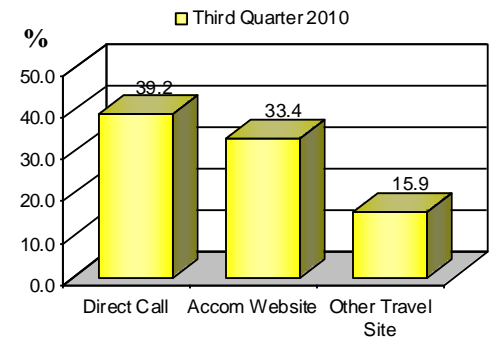
Direct Call to Hotel/Rental Office	39.2%
Specific Hotel/Condo Website	33.4
Other Internet Travel Website	15.9

Activities Enjoyed in Area (Multiple Response)

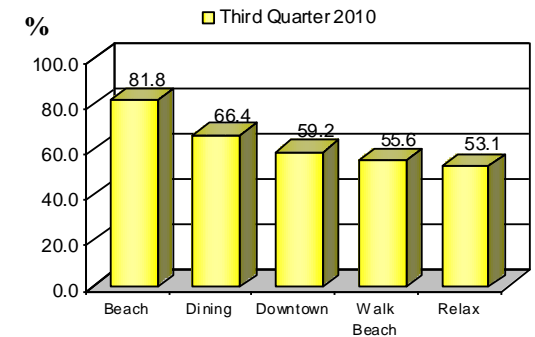
Beach	81.8%
Dining Out	66.4
Historic Downtown	59.2
Walking on the Beach	55.6
Relaxing	53.1
Shopping	50.8
Sight-Seeing	32.6
Pool	31.2
Shelling	27.1
Reading	26.4
Swimming	23.6
State Parks	19.3
Wildlife/Environment	16.7
Visiting Friends/Relatives	13.7
Bars/Nightlife	11.8
Art Galleries	10.8
Antiquing	9.7
Exercising	9.4
Golfing	9.1
Water Cruise	7.7



How Were Reservations Made (Top Three)



Activities Enjoyed (Top Five)



Attributes that Describe Amelia Island Well

Third Quarter 2010

n = 542

Clean Environment	86.3%
Beautiful Beaches	81.7
Safe Destination	79.5
Family Friendly	76.7
Complete Relaxation	76.6
Good Food & Restaurants	73.8
Historic Downtown	68.3
Upscale Accommodations	61.7
Good Value for the Money	60.3
A Romantic Place	60.2
Activities for All Ages	41.9
State Parks	33.8
Good Golfing	15.1
Art Galleries	14.0
Good Water Sports	10.8
Good Fishing	10.6

Attributes that Describe Amelia Island (*Top Five*)

