

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, June 22, 2011
Location: Fernandina Beach City Hall

Agenda

- I. Call to Order Danny Leeper
- II. Approval of May 25, 2011 minutes Danny Leeper
- III. Finance Committee Report Jack Healan
 - A. FY2012 Budget Request
- IV. Amelia Island Tourism Development Council Update Gil Langley
Staff
 - A. Research
 - B. Activity Report – Tracking, PR, Special Events
- V. Old Business
 - A. Amelia Island Blues Festival
- VI. New Business
 - A. Fernandina Beach Beach Renourishment Funding Request
- VII. Public Input
- VIII. Adjournment

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, May 25, 2011
3:00 p.m.
Fernandina Beach City Hall

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

I. Call to Order

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

Ron Flick of AIFBY Chamber of Commerce briefly presented on behalf of Chamber. Mr. Flick reported that the Chamber Board of Directors asked Gil Langley to participate with the Chamber Board of Directors as routinely as available to exchange data and information. Mr. Flick asked for consent of TDC Board to allow Mr. Langley to participate. Mr. Langley commented that he is happy to participate and continue to forge the relationship with the Chamber. Motion by Tim Poynter to allow Gil Langley to serve on AIFBY Chamber of Commerce Board of Directors. Arlene Filkoff seconded. Motion carried unanimously.

II. Approval of Minutes – April 27, 2011 TDC Board Meeting

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

III. Florida's First Coast of Golf

Dave Reese presented information on golf tourism including golf co-op marketing initiatives that ran Q4 2010 and Q1 2011, which performed very well. Mr. Reese reported that golf tourism is lagging behind on travel industry recovery, but 2011 outlook indicates an increase YTD.

IV. BookDirect

Terri Wainscott presented BookDirect / JackRabbit Systems reservations search engine, now live on www.ameliaisland.com. Discussion continued regarding system and mobile capabilities. Kate Monahan asked that the monthly data be shared at TDC board meetings.

V. Finance Committee Report

Jack Healan presented the finance committee report. Mr. Healan noted the finance committee did not meet prior to TDC board meeting. Gil Langley reported on financials and noted that the YTD income has not changed since last meeting. The TDC recognized additional expenditures being placed directly and not covered by purchase orders. TDC continued to withhold approx. 10% from larger budget categories until bed tax revenues come in and projections are evaluated.

VI. Amelia Island Tourism Development Council Update

STR Report

Gil Langley presented the STR Report for April 2011. April 2011 occupancy was up 13.4%, rev PAR was up 17.7%, demand was up 12.8%, and revenue was up 19.4%. Year-to-date, occupancy was up 10.9%, ADR was up 6.2%, rev PAR was up 17.7%, and revenue was up 17%. Mr. Langley noted that Charleston was the only destination that outperformed Amelia Island. YTD ADR up significantly over comp set as is REV PAR. YTD averages a little bit below Florida numbers, due to South Florida peak being in Q1. Mr. Langley reported good occupancy growth despite ongoing renovations at RCAI (approx. 80 rooms out-of-order per night).

Tracking

Gil Langley discussed tracking results. Magazine responses, visitor guide requests and website visits continue to be up from last year.

Activity Report

Bretta Walker reported on industry travel including TDC staff present April 2011 events such as Collaborate Marketplace, Destination Showcase, MPI, and Visit Florida. Ms. Walker also reported on special events development including the Holiday Home Tour, recently being promoted through a save the date postcard. Ms. Walker presented additional content on amelianature.com thanks to a partnership with Audubon Society.

Beth Belcher reported on interactive. Highlights include Trip Advisor logo and link placements on ameliaisland.com and Amelia Island featured as a destination spotlight on TripAdvisor homepage and vacation rentals home page. Also, a landing page on ameliaisland.com was created for the Flights for Sites program. Amelia Island's Travel Ad Network online ads continue to perform well with a 0.14% click-through ratio, which is the highest of all Visit Florida partners participating in the co-op.

Katharina Lane reported on PR efforts including the Atlanta, DC, Canada, and Florida media missions. Upcoming press visits include three journalists in June and two in August. Upcoming promotions include two Jacksonville, FL radio

promotions. Media coverage appearing in April were Charleston Magazine, PBG Lifestyle Magazine, Meetings Focus South, Tampa Tribune, Orlando Sentinel, and WickedGoodTravelTips.com.

VII. Old Business

Jack Healan reported on the OTA bill and Visit Florida status.

VIII. New Business

Gil Langley discussed short term rentals and reminded the Board that this is a significant part of Amelia Island's market mix. Mr. Langley reported that the TDC was approached by group to look at short term rentals in Amelia Island, which was then taken to City officials. These efforts have been misconstrued. Discussion has continued on the subject.

IX. Public Input

Myrta Defendini, Hoyt House innkeeper asked if TDC plans to move forward with Facebook or mobile BookDirect add-ons. Mr. Langley responded that Facebook may not be the portal for booking reservations by a DMO, but other options are being considered.

X. The meeting adjourned at 4:26 p.m.

FINANCIAL

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



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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								
137 .000.312120.	TOURIST DEVELOPMENT TAX							
	-2,852,463.00	-2,852,463.00	-1,582,515.49	-357,185.97	0.00	-1,269,947.51	55.5%	
137 .000.361101.	INTEREST-BANK							
	0.00	0.00	-242.37	0.00	0.00	242.37	100.0%	
137 .000.361101.EVRB	INTEREST-BANK							
	0.00	0.00	-1,848.17	0.00	0.00	1,848.17	100.0%	
137 .000.361101.FFSB1	INTEREST-BANK							
	0.00	0.00	-28.08	0.00	0.00	28.08	100.0%	
137 .000.361101.FNB3	INTEREST-BANK							
	0.00	0.00	-1,258.26	0.00	0.00	1,258.26	100.0%	
137 .000.361161.EVRB3	CD INTEREST							
	0.00	0.00	-688.05	0.00	0.00	688.05	100.0%	
137 .000.361161.EVRB5	CD INTEREST							
	0.00	0.00	-5,760.27	0.00	0.00	5,760.27	100.0%	
137 .000.399951.	CASH FWD-RESEARCH/ADMIN							
	-35,000.00	-37,809.00	0.00	0.00	0.00	-37,809.00	.0%	
137 .000.399952.	CASH FWD-MARKETING							
	-800,000.00	-876,852.00	0.00	0.00	0.00	-876,852.00	.0%	
137 .000.399953.	CASH FWD-TRADE							
	-350,000.00	-302,798.00	0.00	0.00	0.00	-302,798.00	.0%	
137 .000.399954.	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	-1,592,340.69	-357,185.97	0.00	-2,877,078.31	35.6%	
37521582 TDC ADMIN FEES-TRANS OUT								
137 .521.582.58.591910.	CLERK ADMINISTRATIVE FEE-CLERK							
	42,787.00	42,787.00	18,379.95	0.00	0.00	24,407.05	43.0%	
137 .521.582.58.591910.	TAXCO ADMIN FEE-TAX COLLECTOR							
	42,787.00	42,787.00	18,379.95	0.00	0.00	24,407.05	43.0%	
TOTAL TDC ADMIN FEES-TRANS OUT								
	85,574.00	85,574.00	36,759.90	0.00	0.00	48,814.10	43.0%	
37522552 TDC RESEARCH/ADMIN								
137 .522.552.55.531041.	MANAGEMENT FEE-CVB							
	415,033.00	415,033.00	231,047.42	52,761.99	0.00	183,985.58	55.7%	



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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

	ORIGINAL APPROP	REVISED BUDGET	YTD ACTUAL	MTD ACTUAL	ENCUMBRANCE/REQ	AVAILABLE BUDGET	% USED
TOTAL TDC RESEARCH/ADMIN	415,033.00	415,033.00	231,047.42	52,761.99	0.00	183,985.58	55.7%
<hr/>							
37523552 TDC MARKETING							
137 .523.552.55.548110. ADV CONT-AD PRODUCTIONS							
	75,000.00	175,901.00	44,035.36	0.00	75.70	131,789.94	25.1%
137 .523.552.55.548120. ADV CONT-MAG PLACEMENT							
	950,000.00	1,016,721.00	346,363.33	23,192.68	455,747.44	214,610.23	78.9%
137 .523.552.55.548200. ADV CONT-AGENCY EXPENSES							
	77,500.00	86,575.00	24,891.58	0.00	6,488.58	55,194.84	36.2%
137 .523.552.55.548240. ADV CONT-WEBSITE							
	200,000.00	224,687.00	82,207.60	0.00	0.00	142,479.40	36.6%
137 .523.552.55.548250. ADV CONT-FOCUS GROUP RESERVE							
	40,000.00	55,190.00	26,770.36	3,500.00	3,000.00	25,419.64	53.9%
137 .523.552.55.548330. ADV IN HOUSE-MISC							
	60,000.00	80,000.00	60,668.24	0.00	0.00	19,331.76	75.8%
137 .523.552.55.548340. ADV IH-NEWSLETTER/TOLL PH							
	0.00	2,285.00	0.00	0.00	0.00	2,285.00	.0%
137 .523.552.55.548350. ADV IN HOUSE-GOLF GETAWAY							
	47,500.00	47,500.00	47,500.00	0.00	0.00	0.00	100.0%
137 .523.552.55.548520. SPECIAL EVENTS							
	200,000.00	199,757.00	69,711.76	0.00	0.00	130,045.24	34.9%
137 .523.552.55.548530. GRANT - MUSEUM STIPEND							
	0.00	15,000.00	15,000.00	0.00	0.00	0.00	100.0%
137 .523.552.55.548640. EQUIPMENT							
	7,500.00	8,001.00	681.59	0.00	0.00	7,319.41	8.5%
137 .523.552.55.548710. P R - AGENCY FEES							
	72,000.00	78,094.00	45,500.00	6,000.00	26,500.00	6,094.00	92.2%
137 .523.552.55.548720. P R - AGENCY EXPENSES							
	55,000.00	55,683.00	22,262.94	2,172.05	15,000.00	18,420.06	66.9%
137 .523.552.55.548740. P R FUNCTIONS-ON ISLAND							
	10,000.00	17,832.00	595.87	0.00	0.00	17,236.13	3.3%
137 .523.552.55.548770. 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	2,070,659.00	786,224.63	34,864.73	506,811.72	777,622.65	62.4%

37523581 TRANS OUT-GENERAL-EQUIPMENT

137 .523.581.58.591016. TRANS OUT-GENERAL-EQUIPMENT	0.00	2,000.00	701.17	0.00	0.00	1,298.83	35.1%
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MUNIS FINANCIAL MANAGEMENT SOLUTIONS

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 3
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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 TRANS OUT-GENERAL-EQUIPMENT								
0.00	2,000.00	701.17	0.00	0.00	1,298.83	35.1%		
37524552 TDC TRADE SHOWS/TRAVEL TR								
137 .524.552.55.548015.	INFORMATION SERVICES							
10,000.00	15,899.00	2,400.00	0.00	0.00	13,499.00	15.1%		
137 .524.552.55.548018.	TRAVEL TRADE PUBLICATIONS							
25,000.00	60,322.00	13,091.00	0.00	0.00	47,231.00	21.7%		
137 .524.552.55.548019.	HOSPITALITY SERVICES							
75,000.00	56,503.00	41,889.43	0.00	0.00	14,613.57	74.1%		
137 .524.552.55.548111.	DUES/SUBSCRIPT/TRAINING							
27,500.00	31,411.00	5,286.25	0.00	0.00	26,124.75	16.8%		
137 .524.552.55.548121.	PRINTING-BROCHURES							
50,000.00	70,614.00	69,832.88	0.00	0.00	781.12	98.9%		
137 .524.552.55.548131.	FREIGHT/FEDERAL							
4,189.00	9,188.00	0.00	0.00	0.00	9,188.00	.0%		
137 .524.552.55.548141.	REGIST-REG-TRADE SHOWS							
15,000.00	18,033.00	15,226.00	0.00	0.00	2,807.00	84.4%		
137 .524.552.55.548151.	OTHER TRAVEL EXPENSE							
25,000.00	30,333.00	10,842.03	0.00	0.00	19,490.97	35.7%		
137 .524.552.55.548161.	ON ISLAND - FAMS							
20,000.00	23,670.00	6,138.67	0.00	0.00	17,531.33	25.9%		
137 .524.552.55.548180.	PROMOTIONAL SUPPLIES							
25,000.00	26,258.00	8,784.10	0.00	0.00	17,473.90	33.5%		
TOTAL TDC TRADE SHOWS/TRAVEL TR								
276,689.00	342,231.00	173,490.36	0.00	0.00	168,740.64	50.7%		
37525539 TDC BEACH IMPROVEMENTS								
137 .525.539.53.534102.	CONTRACT SERVICE-BEACH CLEAN							
263,689.00	193,689.00	42,120.81	7,883.33	38,229.15	113,339.04	41.5%		
137 .525.539.53.549005.	LANDFILL TIPPING FEES							
8,000.00	8,000.00	0.00	0.00	0.00	8,000.00	.0%		
137 .525.539.53.554000.	DUES & SUBSCRIPTIONS							
0.00	5,000.00	5,000.00	0.00	0.00	0.00	100.0%		
137 .525.539.53.563726.	BEACH RENOURISHMENT							
5,000.00	0.00	0.00	0.00	0.00	0.00	.0%		

MUNIS FINANCIAL MANAGEMENT SOLUTIONS

WELCOME TO THE NEIGHBORHOOD



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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 4
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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		
137 .525.539.53.581202.BRSP AID-CITY OF FERNANDINA BCH	0.00 35,000.00	0.00	0.00	0.00	35,000.00	.0%		
TOTAL TDC BEACH IMPROVMENTS	276,689.00 241,689.00	47,120.81	7,883.33	38,229.15	156,339.04	35.3%		
37525581 BEACH-TRANSFER OUT-OTHER FUNDS								
137 .525.581.58.591430. TRANSFER OUT-SAISS	0.00 35,000.00	0.00	0.00	0.00	35,000.00	.0%		
TOTAL BEACH-TRANSFER OUT-OTHER FU	0.00 35,000.00	0.00	0.00	0.00	35,000.00	.0%		
37999599 RESERVES								
137 .999.599.59.599052. RESERVES RESEARCH/ADMINISTRATI	35,000.00 37,809.00	0.00	0.00	0.00	37,809.00	.0%		
137 .999.599.59.599053. RESERVES MARKETING	800,000.00 602,671.00	0.00	0.00	0.00	602,671.00	.0%		
137 .999.599.59.599054. RESERVES TRADE	350,000.00 237,256.00	0.00	0.00	0.00	237,256.00	.0%		
137 .999.599.59.599055. 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	-316,996.40	-261,675.92	545,040.87	-228,044.47	100.0%		
TOTAL REVENUES	-4,387,463.00 -4,469,419.00	-1,592,340.69	-357,185.97	0.00	-2,877,078.31			
TOTAL EXPENSES	4,387,463.00 4,469,419.00	1,275,344.29	95,510.05	545,040.87	2,649,033.84			



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glangley

BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 5
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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	-316,996.40	-261,675.92	545,040.87	-228,044.47	100.0%

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



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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

PG 6
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REPORT OPTIONS

Sequence	Field #	Total	Page Break	
Sequence 1	1	Y	Y	Year/Period: 2011/99
Sequence 2	9	Y	N	Print revenue as credit: Y
Sequence 3	0	N	N	Print totals only: N
Sequence 4	0	N	N	Suppress zero bal accts: Y
				Print full GL account: Y
				Double space: N
Report title:				Roll projects to object: N
YEAR-TO-DATE BUDGET REPORT				Incl inception to soy: N
				Carry forward code: 1
Print Full or Short description: F				Print journal detail: N
Print MTD Version: Y				From Yr/Per: 2011/ 1
Print Revenues-Version headings: N				To Yr/Per: 2011/12
Format type: 1				Include budget entries: Y
Print revenue budgets as zero: N				Incl encumb/liq entries: Y
Include Fund Balance: N				Sort by JE # or PO #: P
Include requisition amount: Y				Detail format option: 1
Amounts/totals exceed 999 million dollars: Y				

TRACKING



United Kingdom
Blue Fin Building
110 Southwark Street
London SE1 0TA
Phone: +44 (0)20 7922 1930
Fax: +44 (0)20 7922 1931
www.strglobal.com

United States
735 East Main Street
Hendersonville
TN 37075
Phone: +1 (615) 824 8664
Fax: +1 (615) 824 3848
www.str.com

Amelia Island Tourist Development Council

For the Month of May 2011

Date Created: Jun 16, 2011

	Tab
Table of Contents	1
Multi-Segment	2
Trend Amelia Island Sel Zip	3
Response Amelia Island Sel Zip	4
Help	5



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: May 2011

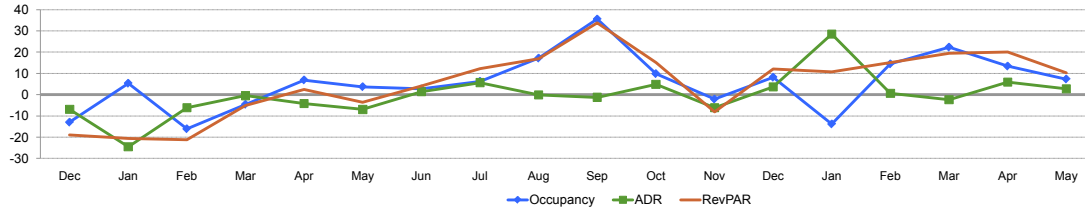
	Current Month - May 2011 vs May 2010												Year to Date - May 2011 vs May 2010										Participation					
	Occ %		ADR		RevPAR		Percent Change from May 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010						Properties		Rooms	
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	60.9	56.9	105.46	99.78	64.20	56.82	6.9	5.7	13.0	13.1	0.1	7.0	67.5	63.2	117.61	114.10	79.40	72.07	6.9	3.1	10.2	10.4	0.2	7.1	3596	1947	411344	291823
Jacksonville, FL	59.3	57.3	88.19	85.21	52.30	48.83	3.5	3.5	7.1	7.5	0.4	3.9	61.2	57.5	82.89	81.87	50.72	47.10	6.3	1.3	7.7	8.4	0.7	7.0	268	185	26969	21740
Jacksonville Beaches	61.8	58.9	139.49	132.38	86.14	77.97	4.8	5.4	10.5	10.2	-0.2	4.6	61.4	57.8	122.84	117.80	75.45	68.10	6.3	4.3	10.8	11.5	0.6	6.9	97	57	7576	5808
Savannah, GA	66.1	62.9	94.42	90.74	62.38	57.07	5.1	4.1	9.3	9.2	-0.1	4.9	63.0	60.0	90.28	87.61	56.91	52.61	5.0	3.0	8.2	8.5	0.3	5.3	164	124	14886	12550
Brunswick/Kingsland, GA	46.4	47.8	83.06	104.16	38.53	49.75	-2.9	-20.3	-22.5	-22.3	0.3	-2.6	46.9	46.1	83.69	87.73	39.27	40.42	1.8	-4.6	-2.8	-2.6	0.3	2.1	91	58	7360	4530
Daytona Beach, FL	48.4	48.5	85.55	86.35	41.39	41.88	-0.2	-0.9	-1.2	-1.4	-0.3	-0.5	53.0	50.3	99.90	100.17	52.97	50.36	5.5	-0.3	5.2	4.5	-0.7	4.8	179	66	13675	7960
Charleston, SC	75.6	69.7	119.12	114.58	90.09	79.86	8.5	4.0	12.8	12.9	0.1	8.6	67.8	63.1	109.44	106.51	74.25	67.25	7.4	2.8	10.4	10.6	0.1	7.6	165	117	17687	13996
Nassau County, FL	59.9	53.5	161.62	163.20	96.77	87.26	12.0	-1.0	10.9	10.4	-0.5	11.5	56.1	50.0	154.02	149.07	86.35	74.53	12.1	3.3	15.9	15.3	-0.5	11.6	24	14	2111	1823
St Johns County, FL	57.7	55.2	117.24	110.44	67.59	60.98	4.4	6.2	10.8	10.7	-0.1	4.3	59.7	57.3	103.07	100.09	61.55	57.32	4.3	3.0	7.4	8.5	1.0	5.3	79	41	5741	3802
Hilton Head/Beaufort	60.9	58.8	133.00	124.63	81.02	73.32	3.5	6.7	10.5	13.7	2.9	6.6	49.1	49.3	112.25	107.50	55.06	53.05	-0.6	4.4	3.8	6.8	2.9	2.3	47	33	6125	4374
Fort Walton Beach, FL	59.3	53.2	133.68	128.40	79.31	68.31	11.5	4.1	16.1	15.7	-0.3	11.1	49.5	46.7	110.04	106.76	54.47	49.88	6.0	3.1	9.2	8.8	-0.4	5.6	85	47	9920	6513

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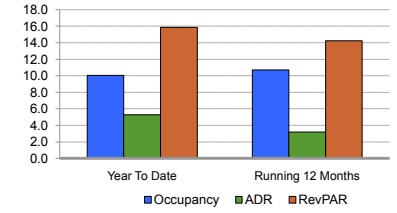
Source 2011 SMITH TRAVEL RESEARCH, Inc.

Amelia Island Tourist Development Council
For the Month of May 2011

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009					2010					2011						
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
This Year	31.6	38.9	44.5	56.7	67.7	70.3	72.7	55.1	56.9	52.6	40.0	34.2	33.5	50.9	69.4	76.7	62.4
Last Year	36.4	36.9	53.0	59.4	63.3	56.1	68.5	68.4	47.0	42.0	47.9	40.8	38.9	44.5	56.7	67.7	58.2
Percent Change	-13.0	5.3	-16.1	-4.6	6.9	3.7	2.7	6.2	17.2	35.5	9.8	-2.1	-13.8	14.4	22.3	13.4	7.3

Year To Date		
2009	2010	2011
53.7	53.3	58.6
63.3	53.7	53.3
-15.2	-0.8	10.1

Running 12 Months		
2009	2010	2011
53.8	50.8	56.2
61.0	53.8	50.8
-11.8	-5.6	10.7

ADR	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	135.75	112.57	148.50	185.62	174.65	179.34	183.09	187.11	157.00	135.73	156.09	134.96	140.76	144.61	149.45	181.29	184.91	184.23
Last Year	145.77	149.25	158.16	186.55	182.19	192.78	180.67	177.06	157.24	137.49	148.88	143.73	135.75	112.57	148.50	185.62	174.65	179.34
Percent Change	-6.9	-24.6	-6.1	-0.5	-4.1	-7.0	1.3	5.7	-0.2	-1.3	4.8	-6.1	3.7	28.5	0.6	-2.3	5.9	2.7

Year To Date		
2009	2010	2011
176.40	164.74	173.44
204.48	176.40	164.74
-13.7	-6.6	5.3

Running 12 Months		
2009	2010	2011
180.49	160.99	166.12
194.05	180.49	160.99
-7.0	-10.8	3.2

RevPAR	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	42.95	43.77	66.02	105.23	118.18	104.31	128.77	136.03	86.54	77.23	82.05	53.93	48.17	48.46	76.04	125.72	141.90	114.99
Last Year	52.99	55.10	83.80	110.82	115.36	108.14	123.77	121.18	73.98	57.73	71.26	58.68	42.95	43.77	66.02	105.23	118.18	104.31
Percent Change	-19.0	-20.6	-21.2	-5.0	2.5	-3.5	4.0	12.3	17.0	33.8	15.2	-8.1	12.2	10.7	15.2	19.5	20.1	10.2

Year To Date		
2009	2010	2011
94.72	87.73	101.66
129.54	94.72	87.73
-26.9	-7.4	15.9

Running 12 Months		
2009	2010	2011
97.07	81.77	93.40
118.35	97.07	81.77
-18.0	-15.8	14.2

Supply	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	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	47,124	52,173	50,490	52,173
Last Year	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	47,404	52,483	50,790	52,483
Percent Change	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	-0.6	-0.6	-0.6	-0.6

Year To Date		
2009	2010	2011
235,560	255,643	254,133
231,330	235,560	255,643
1.8	8.5	-0.6

Running 12 Months		
2009	2010	2011
569,400	609,832	614,687
555,112	569,400	609,832
2.6	7.1	0.8

Demand	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	16,604	20,409	21,076	29,754	34,370	30,527	35,722	37,953	28,774	28,745	27,425	20,176	17,853	17,485	23,975	36,182	38,745	32,565
Last Year	17,581	17,853	23,143	28,729	29,632	27,128	32,061	33,096	24,692	21,325	25,118	20,737	16,604	20,409	21,076	29,754	34,370	30,527
Percent Change	-5.6	14.3	-8.9	3.6	16.0	12.5	11.4	14.7	16.5	34.8	9.2	-2.7	7.5	-14.3	13.8	21.6	12.7	6.7

Year To Date		
2009	2010	2011
126,485	136,136	148,952
146,547	126,485	136,136
-13.7	7.6	9.4

Running 12 Months		
2009	2010	2011
306,232	309,769	345,600
338,549	306,232	309,769
-9.5	1.2	11.6

Revenue	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
This Year	2,253,950	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734	6,540,204	7,101,419	4,517,492	3,901,641	4,280,829	2,722,908	2,512,950	2,528,536	3,583,085	6,559,257	7,164,402	5,999,379
Last Year	2,562,826	2,664,485	3,660,277	5,359,267	5,398,717	5,229,684	5,792,375	5,860,049	3,882,590	2,931,947	3,739,684	2,980,508	2,253,950	2,297,378	3,129,767	5,522,845	6,002,613	5,474,734
Percent Change	-12.1	-13.8	-14.5	3.1	11.2	4.7	12.9	21.2	16.4	33.1	14.5	-8.6	11.5	10.1	14.5	18.8	19.4	9.6

Year To Date		
2009	2010	2011
22,312,430	22,427,337	25,834,659
29,965,558	22,312,430	22,427,337
-25.5	0.5	15.2

Running 12 Months		
2009	2010	2011
55,271,898	49,868,440	57,412,102
65,695,349	55,271,898	49,868,440
-9.5	-9.8	15.1

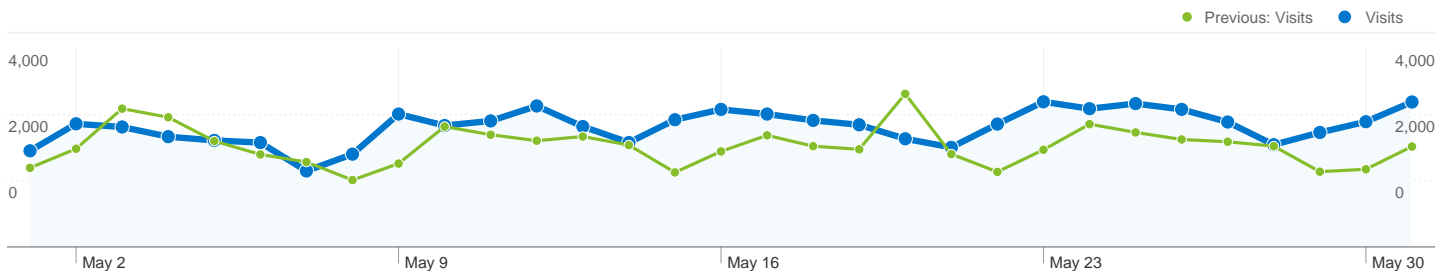
Census %	2009					2010					2011							
	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Census Props	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Census Rooms	1693	1693	1693	1693	1693	1693	1693	1684	1684	1684	1683	1683	1683	1683	1683	1683	1683	1683
% Rooms Participants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

A blank row indicates insufficient data.

Source 2011 SMITH TRAVEL RESEARCH, Inc.

Amelia Island (No Filters) Dashboard

May 1, 2011 - May 31, 2011
Comparing to: May 1, 2010 - May 31, 2010



Site Usage

75,181 Visits

Previous: 63,164 (19.03%)

35.60% Bounce Rate

Previous: 30.28% (17.58%)

356,347 Pageviews

Previous: 346,971 (2.70%)

00:04:14 Avg. Time on Site

Previous: 00:04:54 (-13.69%)

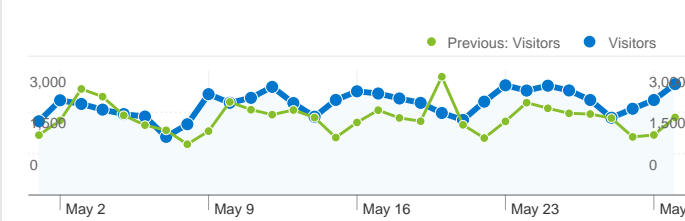
4.74 Pages/Visit

Previous: 5.49 (-13.71%)

76.52% % New Visits

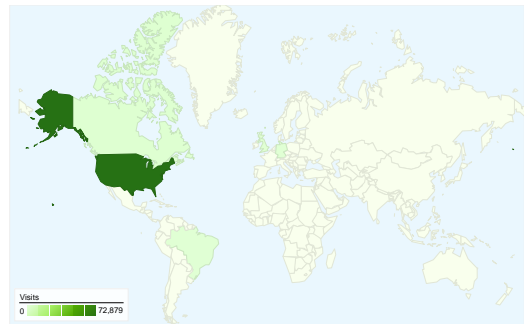
Previous: 77.40% (-1.15%)

Visitors Overview

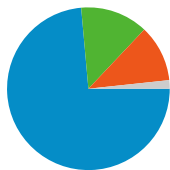


Visitors
61,731

Map Overlay

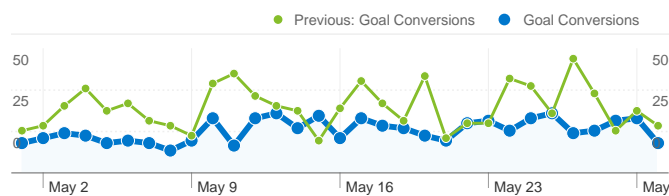


Traffic Sources Overview



- **Search Engines**
55,318.00 (73.58%)
- **Referring Sites**
10,124.00 (13.47%)
- **Direct Traffic**
8,466.00 (11.26%)
- **Other**
1,273 (1.69%)

Goals Overview



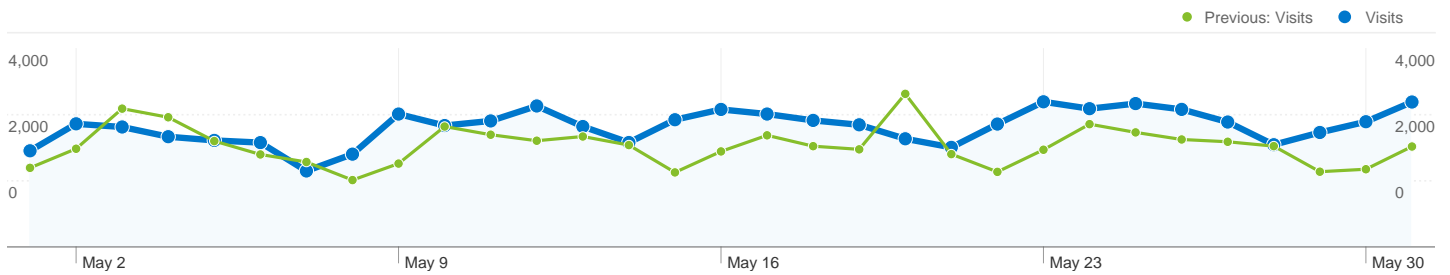
Goal Conversions
529

Content Overview

Pages	Pageviews	% Pageviews
/		
May 1, 2011 - May 31, 2011	50,629	14.21%
May 1, 2010 - May 31, 2010	56,878	16.39%
% Change	-10.99%	-13.33%
/area-services/accommodations/		
May 1, 2011 - May 31, 2011	24,277	6.81%
May 1, 2010 - May 31, 2010	21,351	6.15%
% Change	13.70%	10.71%
/area-services/accommodations/hotels-motels/		
May 1, 2011 - May 31, 2011	17,077	4.79%
May 1, 2010 - May 31, 2010	17,063	4.92%
% Change	0.08%	-2.55%
/area-services/accommodations/resorts/		
May 1, 2011 - May 31, 2011	12,201	3.42%
May 1, 2010 - May 31, 2010	11,712	3.38%
% Change	4.18%	1.43%
/media-gallery/		
May 1, 2011 - May 31, 2011	11,749	3.30%
May 1, 2010 - May 31, 2010	9,153	2.64%
% Change	28.36%	24.98%

Amelia Island (No Filters) Traffic Sources Overview

May 1, 2011 - May 31, 2011
Comparing to: May 1, 2010 - May 31, 2010



All traffic sources sent a total of 75,181 visits

11.26% Direct Traffic

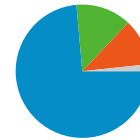
Previous: 14.32% (-21.36%)

13.47% Referring Sites

Previous: 14.11% (-4.55%)

73.58% Search Engines

Previous: 70.16% (4.88%)



- **Search Engines**
55,318.00 (73.58%)
- **Referring Sites**
10,124.00 (13.47%)
- **Direct Traffic**
8,466.00 (11.26%)
- **Other**
1,273 (1.69%)

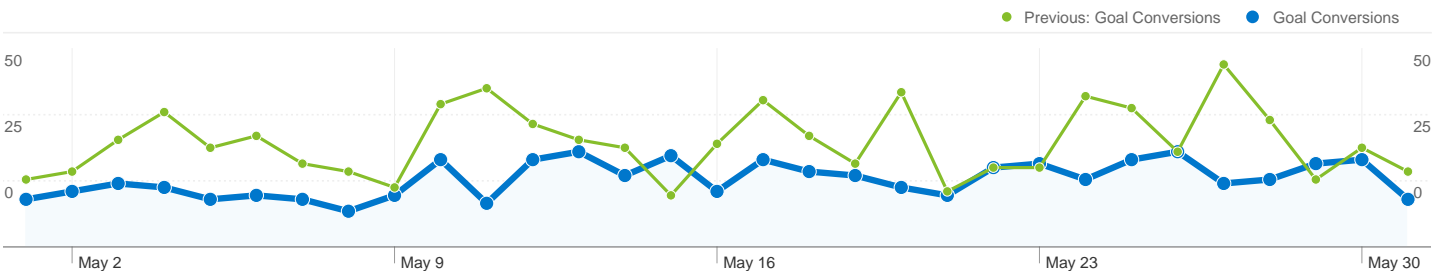
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
May 1, 2011 - May 31, 2011	43,077	57.30%
May 1, 2010 - May 31, 2010	33,991	53.82%
% Change	26.73%	6.46%
(direct) ((none))		
May 1, 2011 - May 31, 2011	8,466	11.26%
May 1, 2010 - May 31, 2010	9,044	14.32%
% Change	-6.39%	-21.36%
bing (organic)		
May 1, 2011 - May 31, 2011	5,380	7.16%
May 1, 2010 - May 31, 2010	3,858	6.11%
% Change	39.45%	17.15%
yahoo (organic)		
May 1, 2011 - May 31, 2011	4,856	6.46%
May 1, 2010 - May 31, 2010	4,739	7.50%
% Change	2.47%	-13.92%
fbfl.us (referral)		

Keywords	Visits	% visits
amelia island		
May 1, 2011 - May 31, 2011	29,025	52.47%
May 1, 2010 - May 31, 2010	21,755	49.10%
% Change	33.42%	6.86%
amelia island florida		
May 1, 2011 - May 31, 2011	2,687	4.86%
May 1, 2010 - May 31, 2010	3,263	7.36%
% Change	-17.65%	-34.04%
amelia island hotels		
May 1, 2011 - May 31, 2011	2,226	4.02%
May 1, 2010 - May 31, 2010	1,959	4.42%
% Change	13.63%	-8.99%
amelia island fl		
May 1, 2011 - May 31, 2011	1,504	2.72%
May 1, 2010 - May 31, 2010	1,264	2.85%
% Change	18.99%	-4.69%
fernandina beach		

Amelia Island (No Filters) Goals Overview

May 1, 2011 - May 31, 2011
Comparing to: May 1, 2010 - May 31, 2010



Visitors completed 529 goal conversions

42 conversions, Goal 1: Newsletter Sign Up

Previous: 319 (-86.83%)

418 conversions, Goal 2: Request Brochure

Previous: 471 (-11.25%)

13 conversions, Goal 3: Meeting RFP

Previous: 3 (333.33%)

38 conversions, Goal 4: Wedding RFP

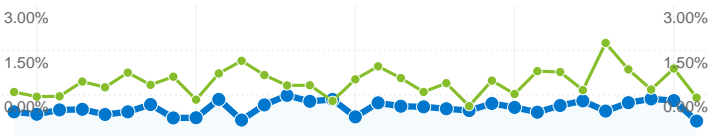
Previous: 0 (0.00%)

18 conversions, Goal 5: Contact Us

Previous: 25 (-28.00%)

Goal Performance

Goal Conversion Rate

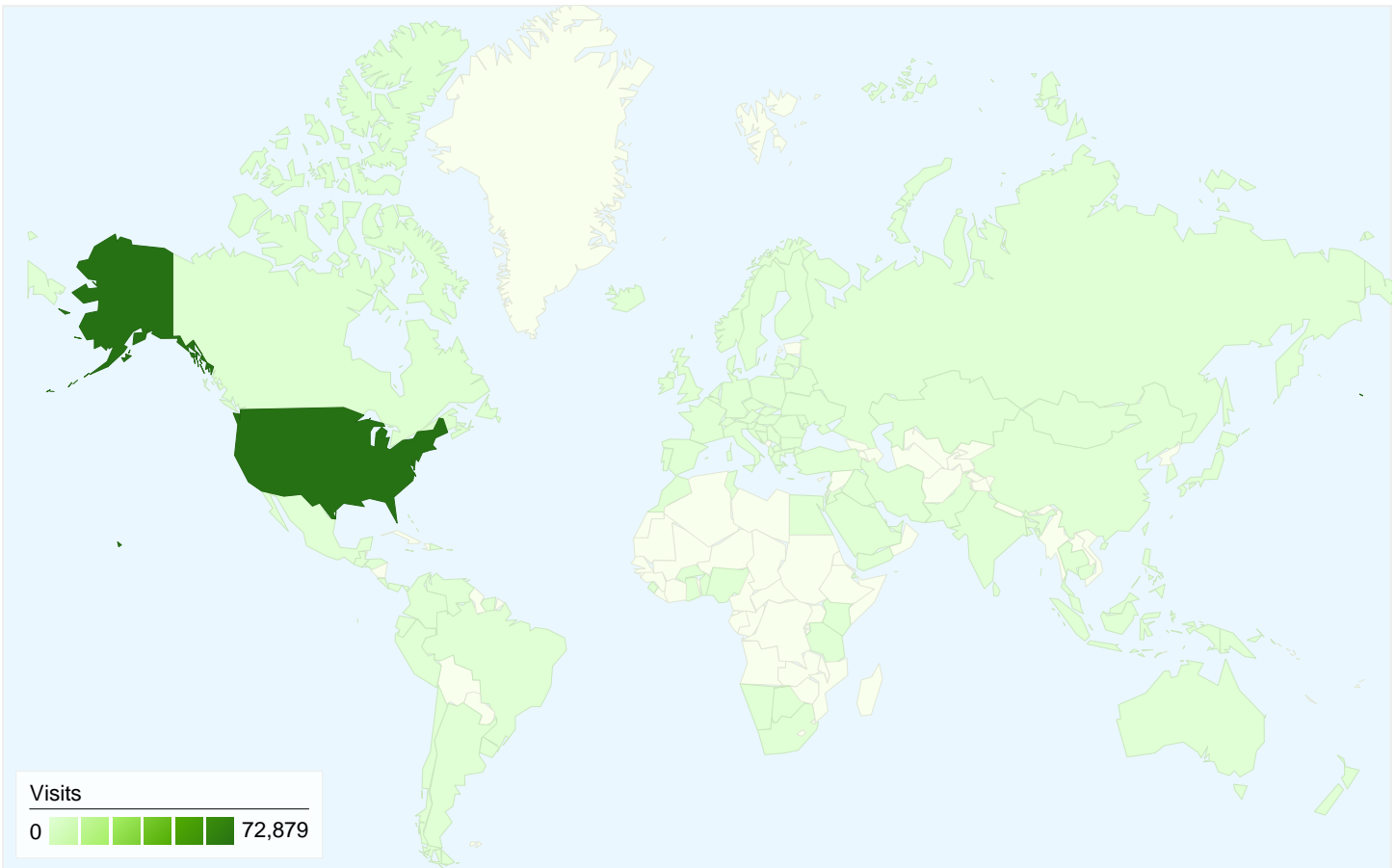


Goal Conversion Rate
0.70%

Total Goal Value



Total Goal Value
\$0.00



75,181 visits came from 120 countries/territories

Site Usage

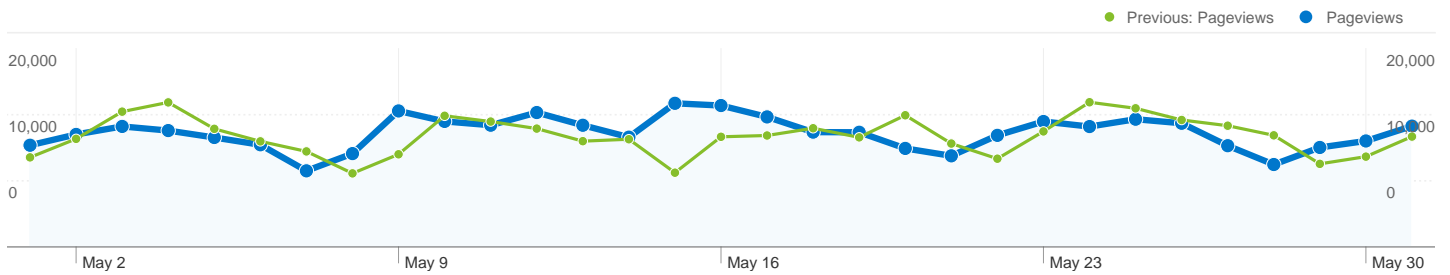
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
75,181 Previous: 63,164 (19.03%)	4.74 Previous: 5.49 (-13.71%)	00:04:14 Previous: 00:04:54 (-13.69%)	76.54% Previous: 77.40% (-1.12%)	35.60% Previous: 30.28% (17.58%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
May 1, 2011 - May 31, 2011	72,879	4.77	00:04:16	76.23%	35.30%
May 1, 2010 - May 31, 2010	61,275	5.53	00:04:57	77.22%	29.93%
% Change	18.94%	-13.73%	-13.68%	-1.28%	17.93%
Canada					
May 1, 2011 - May 31, 2011	836	3.59	00:03:04	90.07%	46.77%
May 1, 2010 - May 31, 2010	524	4.68	00:03:57	83.97%	41.60%
% Change	59.54%	-23.27%	-22.45%	7.27%	12.42%
United Kingdom					
May 1, 2011 - May 31, 2011	362	4.73	00:05:03	81.77%	30.66%

May 1, 2010 - May 31, 2010	262	4.56	00:03:40	85.50%	29.39%
% Change	38.17%	3.90%	37.61%	-4.36%	4.33%
Germany					
May 1, 2011 - May 31, 2011	165	3.53	00:02:52	83.64%	51.52%
May 1, 2010 - May 31, 2010	198	4.94	00:04:01	78.79%	36.36%
% Change	-16.67%	-28.66%	-28.50%	6.15%	41.67%
Brazil					
May 1, 2011 - May 31, 2011	56	2.48	00:01:25	69.64%	67.86%
May 1, 2010 - May 31, 2010	27	3.00	00:03:49	92.59%	44.44%
% Change	107.41%	-17.26%	-63.03%	-24.79%	52.68%
(not set)					
May 1, 2011 - May 31, 2011	45	2.47	00:01:23	84.44%	57.78%
May 1, 2010 - May 31, 2010	55	3.51	00:03:46	81.82%	52.73%
% Change	-18.18%	-29.71%	-63.07%	3.21%	9.58%
India					
May 1, 2011 - May 31, 2011	45	3.98	00:03:12	91.11%	48.89%
May 1, 2010 - May 31, 2010	45	1.98	00:01:33	84.44%	73.33%
% Change	0.00%	101.12%	107.41%	7.89%	-33.33%
Netherlands					
May 1, 2011 - May 31, 2011	45	3.60	00:02:21	82.22%	46.67%
May 1, 2010 - May 31, 2010	52	5.08	00:03:43	67.31%	44.23%
% Change	-13.46%	-29.09%	-36.80%	22.16%	5.51%
Australia					
May 1, 2011 - May 31, 2011	43	2.44	00:02:02	86.05%	58.14%
May 1, 2010 - May 31, 2010	33	3.33	00:02:42	81.82%	36.36%
% Change	30.30%	-26.74%	-24.72%	5.17%	59.88%
Switzerland					
May 1, 2011 - May 31, 2011	42	5.48	00:03:05	85.71%	28.57%
May 1, 2010 - May 31, 2010	45	6.42	00:05:31	73.33%	24.44%
% Change	-6.67%	-14.73%	-44.13%	16.88%	16.88%

1 - 10 of 120

Amelia Island (No Filters) Content Overview

May 1, 2011 - May 31, 2011
Comparing to: May 1, 2010 - May 31, 2010




Pages on this site were viewed a total of 356,347 times

 **356,347** Pageviews

Previous: 346,971 (2.70%)

 **264,620** Unique Views

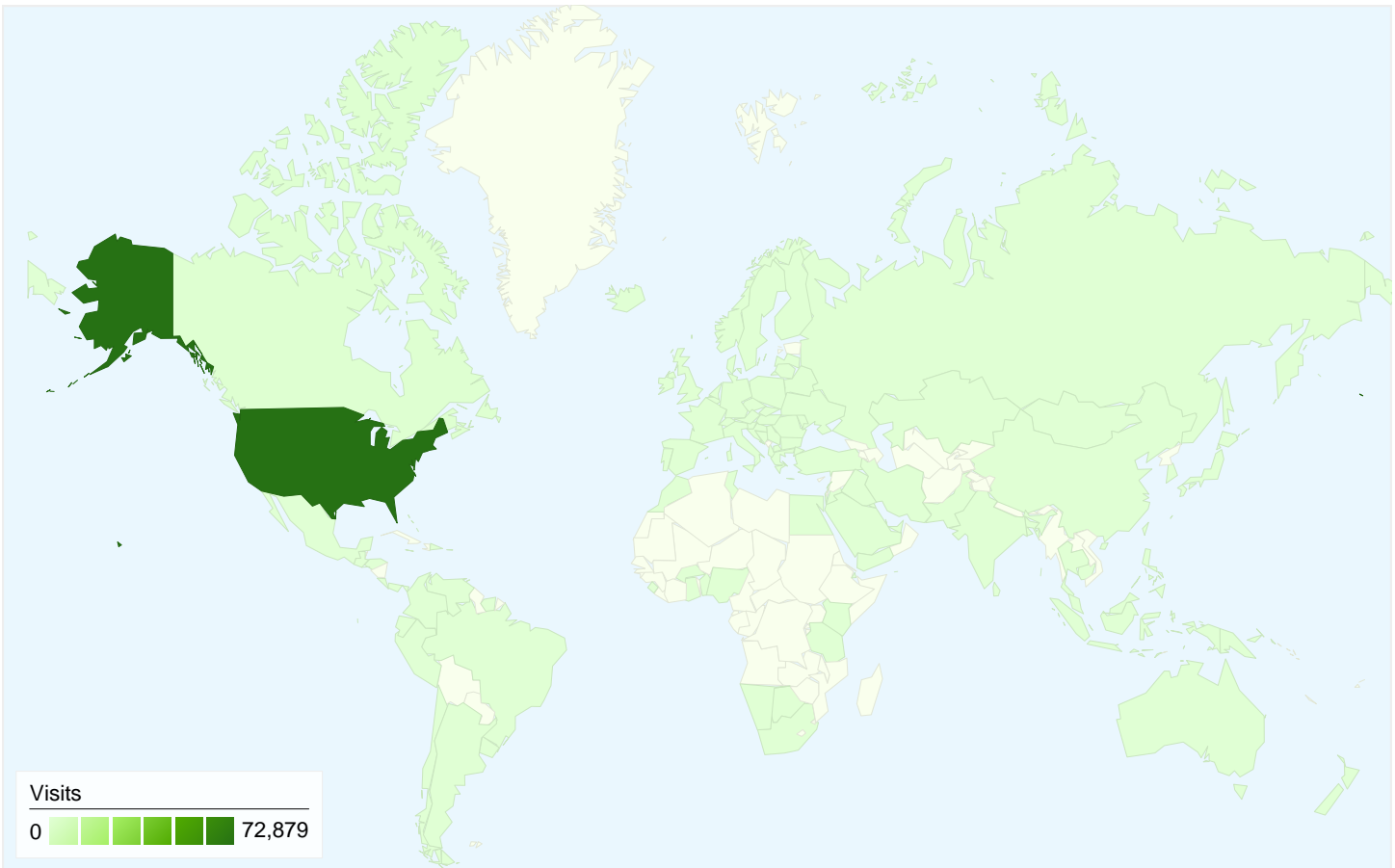
Previous: 254,181 (4.11%)

 **35.70%** Bounce Rate

Previous: 30.35% (17.62%)

Top Content

Pages	Pageviews	% Pageviews
/		
May 1, 2011 - May 31, 2011	50,629	14.21%
May 1, 2010 - May 31, 2010	56,878	16.39%
% Change	-10.99%	-13.33%
/area-services/accommodations/		
May 1, 2011 - May 31, 2011	24,277	6.81%
May 1, 2010 - May 31, 2010	21,351	6.15%
% Change	13.70%	10.71%
/area-services/accommodations/hotels-motels/		
May 1, 2011 - May 31, 2011	17,077	4.79%
May 1, 2010 - May 31, 2010	17,063	4.92%
% Change	0.08%	-2.55%
/area-services/accommodations/resorts/		
May 1, 2011 - May 31, 2011	12,201	3.42%
May 1, 2010 - May 31, 2010	11,712	3.38%
% Change	4.18%	1.43%
/media-gallery/		



75,181 visits came from 120 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
75,181 Previous: 63,164 (19.03%)	4.74 Previous: 5.49 (-13.71%)	00:04:14 Previous: 00:04:54 (-13.69%)	76.54% Previous: 77.40% (-1.12%)	35.60% Previous: 30.28% (17.58%)	
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Germany					
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May 1, 2010 - May 31, 2010	198	4.94	00:04:01	78.79%	36.36%
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Brazil					
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May 1, 2010 - May 31, 2010	27	3.00	00:03:49	92.59%	44.44%
% Change	107.41%	-17.26%	-63.03%	-24.79%	52.68%
(not set)					
May 1, 2011 - May 31, 2011	45	2.47	00:01:23	84.44%	57.78%
May 1, 2010 - May 31, 2010	55	3.51	00:03:46	81.82%	52.73%
% Change	-18.18%	-29.71%	-63.07%	3.21%	9.58%
India					
May 1, 2011 - May 31, 2011	45	3.98	00:03:12	91.11%	48.89%
May 1, 2010 - May 31, 2010	45	1.98	00:01:33	84.44%	73.33%
% Change	0.00%	101.12%	107.41%	7.89%	-33.33%
Netherlands					
May 1, 2011 - May 31, 2011	45	3.60	00:02:21	82.22%	46.67%
May 1, 2010 - May 31, 2010	52	5.08	00:03:43	67.31%	44.23%
% Change	-13.46%	-29.09%	-36.80%	22.16%	5.51%
Australia					
May 1, 2011 - May 31, 2011	43	2.44	00:02:02	86.05%	58.14%
May 1, 2010 - May 31, 2010	33	3.33	00:02:42	81.82%	36.36%
% Change	30.30%	-26.74%	-24.72%	5.17%	59.88%
Switzerland					
May 1, 2011 - May 31, 2011	42	5.48	00:03:05	85.71%	28.57%
May 1, 2010 - May 31, 2010	45	6.42	00:05:31	73.33%	24.44%
% Change	-6.67%	-14.73%	-44.13%	16.88%	16.88%

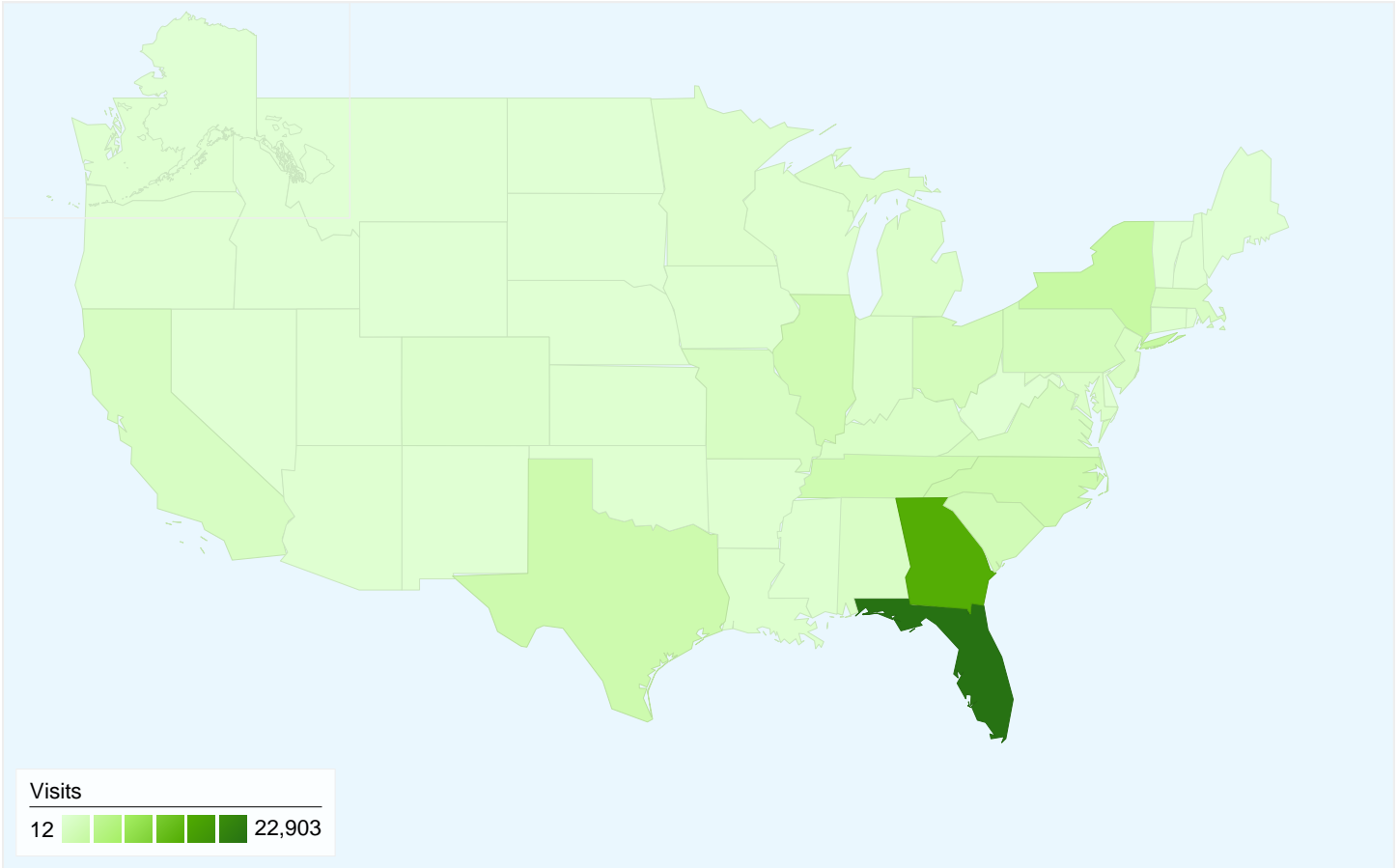
1 - 10 of 120

Country/Territory Detail:

United States

May 1, 2011 - May 31, 2011

Comparing to: May 1, 2010 - May 31, 2010



This country/territory sent 72,879 visits via 52 regions

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
72,879 Previous: 61,275 (18.94%)	4.77 Previous: 5.53 (-13.73%)	00:04:16 Previous: 00:04:57 (-13.68%)	76.23% Previous: 77.22% (-1.28%)	35.30% Previous: 29.93% (17.93%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Florida					
May 1, 2011 - May 31, 2011	22,903	4.77	00:04:23	74.82%	36.61%
May 1, 2010 - May 31, 2010	17,606	5.42	00:04:53	76.17%	32.98%
% Change	30.09%	-12.01%	-10.39%	-1.76%	11.02%
Georgia					
May 1, 2011 - May 31, 2011	14,955	4.90	00:04:28	76.30%	34.81%
May 1, 2010 - May 31, 2010	14,253	5.55	00:05:18	78.47%	27.92%
% Change	4.93%	-11.64%	-15.91%	-2.78%	24.70%
New York					

May 1, 2011 - May 31, 2011	3,327	3.98	00:03:39	82.18%	40.28%
May 1, 2010 - May 31, 2010	2,608	4.80	00:04:08	78.41%	33.82%
% Change	27.57%	-16.90%	-11.62%	4.80%	19.09%
Texas					
May 1, 2011 - May 31, 2011	2,595	4.85	00:04:08	78.07%	31.87%
May 1, 2010 - May 31, 2010	1,899	5.40	00:04:25	81.25%	27.80%
% Change	36.65%	-10.13%	-6.41%	-3.91%	14.62%
North Carolina					
May 1, 2011 - May 31, 2011	2,559	5.08	00:04:26	75.50%	30.95%
May 1, 2010 - May 31, 2010	1,896	5.20	00:04:46	75.79%	30.64%
% Change	34.97%	-2.28%	-6.80%	-0.39%	1.00%
Tennessee					
May 1, 2011 - May 31, 2011	2,381	5.34	00:05:06	70.77%	32.09%
May 1, 2010 - May 31, 2010	2,522	6.73	00:05:43	76.53%	23.08%
% Change	-5.59%	-20.65%	-10.69%	-7.52%	39.05%
Illinois					
May 1, 2011 - May 31, 2011	2,195	4.30	00:03:38	77.45%	41.32%
May 1, 2010 - May 31, 2010	1,463	5.62	00:05:27	76.56%	27.00%
% Change	50.03%	-23.45%	-33.42%	1.17%	53.05%
South Carolina					
May 1, 2011 - May 31, 2011	2,032	5.61	00:05:05	72.44%	29.92%
May 1, 2010 - May 31, 2010	1,492	6.21	00:05:07	74.40%	23.73%
% Change	36.19%	-9.61%	-0.50%	-2.63%	26.11%
Pennsylvania					
May 1, 2011 - May 31, 2011	1,699	4.31	00:03:33	79.28%	36.20%
May 1, 2010 - May 31, 2010	1,187	5.88	00:04:46	77.76%	28.14%
% Change	43.13%	-26.74%	-25.52%	1.96%	28.64%
Ohio					
May 1, 2011 - May 31, 2011	1,645	5.32	00:04:42	75.50%	28.57%
May 1, 2010 - May 31, 2010	1,444	5.95	00:05:27	75.00%	27.91%
% Change	13.92%	-10.49%	-13.53%	0.67%	2.38%

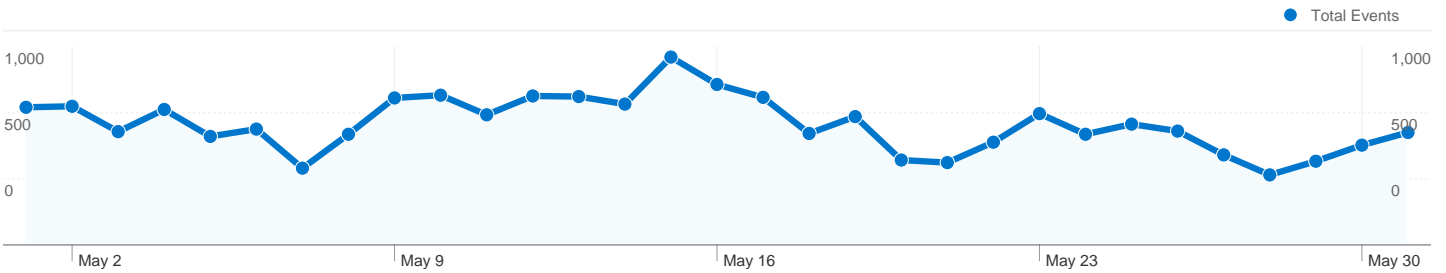
1 - 10 of 52

Event Tracking Category:

Area Services

May 1, 2011 - May 31, 2011

Comparing to: Site



This category recorded 18,856 total events via 46 event actions

Filtered for event actions containing "accommodation"

Events

Event Action	Total Events	Unique Events	Event Value	Avg. Value
Total Events 18,856 % of Site Total: 41.06%	Unique Events 17,231 % of Site Total: 85.04%	Event Value 0 % of Site Total: 0.00%	Avg. Value 0.00 Site Avg: 0.00 (0.00%)	
Accommodation - Omni Amelia Island Plantation Resort	1,661	1,515	0	0.00
Accommodation - Amelia Hotel...At The Beach	1,644	1,496	0	0.00
Accommodation - Seaside Amelia Inn	1,193	1,121	0	0.00
Accommodation - The Ritz-Carlton, Amelia Island	1,139	1,066	0	0.00
Accommodation - Summer Beach Resort	1,022	936	0	0.00
Accommodation - Beachside Motel	848	782	0	0.00
Accommodation - Amelia Oceanfront Bed & Breakfast	688	615	0	0.00
Accommodation - Elizabeth Pointe Lodge	669	597	0	0.00
Accommodation - Hampton Inn & Suites, Amelia Island	652	573	0	0.00
Accommodation - Amelia Island Resort Rentals	598	550	0	0.00
Accommodation - Amelia Rental & Management Services	554	519	0	0.00
Accommodation - Amelia Island Williams House	476	433	0	0.00
Accommodation - Fort Clinch State Park	467	439	0	0.00
Accommodation - Addison on Amelia	430	386	0	0.00
Accommodation - Days Inn & Suites	421	381	0	0.00
Accommodation - Amelia South Condominiums	419	389	0	0.00
Accommodation - Amelia Island Vacation	410	355	0	0.00
Accommodation - Fairbanks House	402	362	0	0.00
Accommodation - Amelia by the Sea	377	356	0	0.00

Accommodation - Residence Inn Amelia Island	377	347	0	0.00
Accommodation - Comfort Suites	365	332	0	0.00
Accommodations - Amelia Hotel...At The Beach	326	305	0	0.00
Accommodations - Omni Amelia Island Plantation Resort	318	296	0	0.00
Accommodation - Premier Beach Rentals	263	171	0	0.00
Accommodation - Hampton Inn, Amelia Island at Fernandina Beach	252	236	0	0.00
Accommodation - Florida House Inn	227	207	0	0.00
Accommodation - AmeliaVacations.Com by ERA Fernandina Beach Realty	225	213	0	0.00
Accommodation - Hoyt House	214	195	0	0.00
Accommodation - Sand Dollar Villas	211	178	0	0.00
Accommodations - The Ritz-Carlton, Amelia Island	205	200	0	0.00
Accommodations - Hampton Inn & Suites, Amelia Island	191	183	0	0.00
Accommodations - Seaside Amelia Inn	179	170	0	0.00
Accommodation - Villas of Amelia Island Plantation	176	159	0	0.00
Accommodations - Beachside Motel	144	140	0	0.00
Accommodations - Days Inn & Suites	124	114	0	0.00
Accommodation - Oceans of Amelia	121	109	0	0.00
Accommodations - Comfort Suites	120	108	0	0.00
Accommodations - Residence Inn Amelia Island	116	105	0	0.00
Accommodation - Amelia Surf & Racquet Club	107	100	0	0.00
Accommodations - Hampton Inn, Amelia Island at Fernandina Beach	98	87	0	0.00
Accommodation - The Pelicans Condominiums	97	95	0	0.00
Accommodations - Amelia Oceanfront Bed & Breakfast	83	77	0	0.00
Accommodations - Elizabeth Pointe Lodge	80	78	0	0.00
Accommodation - Atlantis on Amelia	74	67	0	0.00
Accommodation - Ketch Courtyard	61	57	0	0.00
Accommodations - Villas of Amelia Island Plantation	32	31	0	0.00

1 - 46 of 46

Ameliaisland.com

May 15, 2011 — May 31, 2011

BookDirect™ Searches

Total All Lodging

8,472 8,472

BookDirect™ Clicks

Pages:

Total	Booking Engine Results List View	Booking Engine Results Map View	Directory Price Calendar	Map Page
8,524	8,033	141	88	262

Categories:

Total	All Lodging	Bed & Breakfasts	Hotels, Motels & Inns	Resorts, Retreats & Lodges	RV & Campgrounds	Vacation Rentals & Cabins
8,524	8,419	14	26	36	6	23

Buttons:

Total BookDirect	Button More Info	Button Picture	Link Title
8,524	554	4,837	1,215 1,918

Search to Click Ratio 1 : 1.01

Lodging Reports

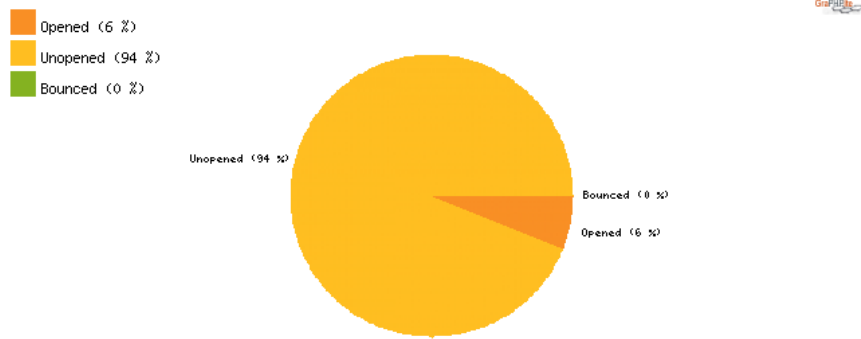
Name	Total Clicks ▼
Amelia Hotel at the Beach	974
Seaside Amelia Inn	973
Omni Amelia Island Plantation	531
The Ritz-Carlton, Amelia Island	485
Days Inn & Suites At Amelia Island	376
Residence Inn Amelia Island	357
Amelia Oceanfront Bed & Breakfast	351
Comfort Suites Oceanview	331
Summer Beach Resort	290
Elizabeth Pointe Lodge	283
Amelia Rental And Management Services	282
Fairbanks House	267
Amelia Island Resort Rentals	257
Hampton Inn Amelia Island at Fernandina Beach	238
Florida House Inn	225
Oceans Of Amelia	216
Hampton Inn & Suites Amelia Island	214
The Pelicans Condominiums	213
Amelia Surf & Racquet Club, Florida Properties	208
AmeliaVacations.com	207
Beachside Motel	202
Hoyt House Bed & Breakfast	189
Amelia South Condominiums	176
Ketch Courtyard	144
Atlantis On Amelia	123
Amelia Island Williams House	120
Amelia Island Vacation	106
Addison On Amelia	96
Addison On Amelia	96
Addison On Amelia	96
Fort Clinch State Park	90

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Statistics Snapshot

Email Subject	Say "I Do" to an Amelia Island Wedding – May 2011 News
Contact List	Web Site Contacts
Start Sending	May 5 2011, 3:21 pm
Finished Sending	May 12 2011, 4:47 pm
Sending Time	169 hours, 27 minutes
Sent To	41,443 of 44,635
Sent By	Amelia Island Tourist Development Council
Opened	3,531 Total Opens / 2,757 Unique Opens
Open Rate:	6.65%
Click-through Rate:	1.16%
Bounced	0

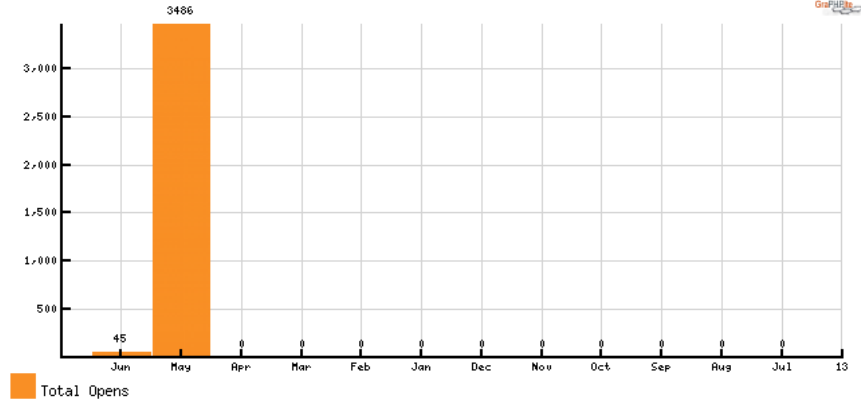
Email Campaign Summary Graph



Opens Summary

Total Emails:	41,443
Total Opens:	3,531
Most Opens (Date/Time):	May 2011
Total Unique Opens:	2,757
Average Opens:	0.1
Open Rate:	6.65%

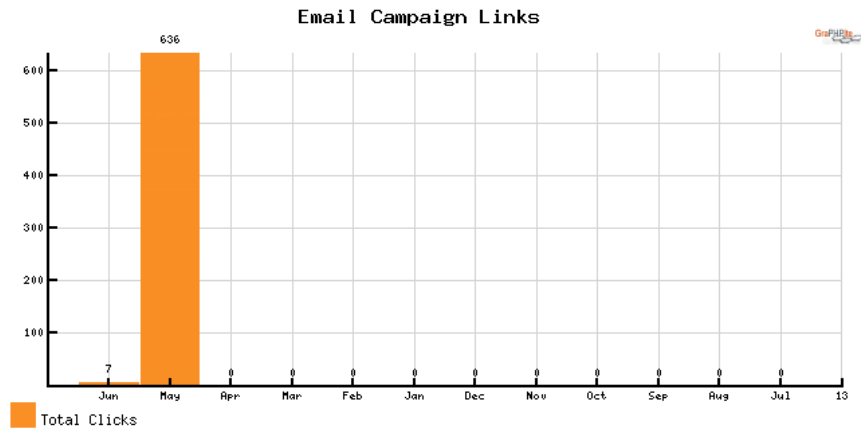
Email Campaign Opens



Link Clicks Summary

Total Clicks:	643
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Individual links that have been clicked: 21
Most Popular: <http://www.ameliainland.com/say-i-do>
Average Clicks (Per Email Open): 0.2
Click-through Rate: 1.16%

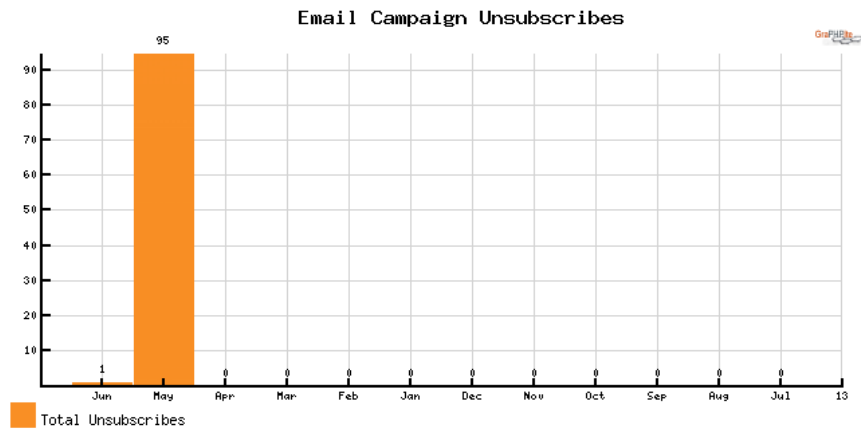


Bounce Summary

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

Unsubscribe Summary

Total Unsubscribes: 96
Most Unsubscribes: May 2011



ACTIVITY

MAY 2011

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures to island accommodations
- ⊗ Responded to Meeting, Wedding, Tour, and Receptive requests.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Provided information bags for corporate, wedding, T/T groups.
- ⊗ Provided brochures to island partners for their sales efforts.
- ⊗ Welcomed 267 guests from motor coaches to the historic district.
- ⊗ Participated in Collaborate Conference, met with 42 meeting planners, leads distributed to accommodations
- ⊗ Participated in Visit Florida VIP event, distributed leads/information to accommodations.

Administration

- ⊗ Participated in MPI Board retreat
- ⊗ Attended HFBA General Meeting
- ⊗ Meeting with DRC sports to discuss 2011 marketing opportunities
- ⊗ Meeting with Book Festival and toured venues to help find a new festival location.
- ⊗ Meeting with Fishing Rodeo group to discuss 2011 event and marketing.
- ⊗ Proofed press releases for Hayworth, assisted with fact checking.
- ⊗ Conference calls with Tri-Rock and Zooma to discuss race layouts
- ⊗ Meeting with Holiday Homes Tour group
- ⊗ Event execution for MILO held at Café Karibo.
- ⊗ Attended American Cancer Society meeting to discuss island venues.
- ⊗ Participated in Jackrabbit webinar.
- ⊗ Assisted with providing information/greeting riders in the Kyle Petty Charity Ride.
- ⊗ Participated in legislative affairs activities regarding Visit Florida and OTA bill.
- ⊗ Spoke to May meeting on North Florida Lodging and Hospitality Association.
- ⊗ Met with City Manager on tourism related projects.
- ⊗ Attended several meetings on short-term rental code enforcement.
- ⊗ Participated in panel discussion with Urban Land Institute regarding AIP
- ⊗ Met with AI Runners Club and AI Book Festival to discuss event dates
- ⊗ Met with Farmer's Market to discuss 2012 event schedule and city franchise agreement
- ⊗ Participated in several events related to MILO familiarization program

Interactive

- ⊗ Meetings with MyWeb Refresh to discuss improving cook-off website
- ⊗ Conference calls with MMG and JackRabbit Systems to implement BookDirect search engine
- ⊗ Website updates for Amelia Island.com, meetonamelia.com, gstailgatecookoff.com, amelianature.com and event calendar.
- ⊗ Participated in weekly status update with MMG on ongoing projects
- ⊗ Conference call with Z-Graph to discuss e-newsletter analytics
- ⊗ Posted updates on Facebook and Twitter
- ⊗ Meeting with stakeholder to discuss their social media strategy
- ⊗ Coordinated and participated in stakeholder training on BookDirect booking engine
- ⊗ Conference calls with agencies regarding walking tour mobile app
- ⊗ Continued working with Travel Ad Network on online ad campaign
- ⊗ Continued working with Travelocity on final phase of online ad campaign
- ⊗ Launched May eNews content on ameliaisland.com
- ⊗ Provided content and links for Florida Reflections eNewsletter/ad campaign
- ⊗ Responded to guest inquiries on TripAdvisor.com
- ⊗ Responded to guest inquiries from websites and provided information
- ⊗ Worked with Zgraph on eNewsletter management and delivery
- ⊗ Worked with TripAdvisor and MMG to implement TripAdvisor logo and links on ameliaisland.com and spotlight destination feature on TripAdvisor.com.
- ⊗ Launched Flights for Sites landing page on ameliaisland.com
- ⊗ Conference calls with TripAdvisor to discuss marketing programs
- ⊗ Working to secure trademark of wedding slogan
- ⊗ Wrote copy for bicycling brochure
- ⊗ Participated in FACVB conference call re: legislative updates

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities including; VISIT FLORIDA, Collinson Media, NTA, PeachTree TV, Modern Luxury Magazine.
- ⊗ Agency monitored Southern Living leads
- ⊗ Agency provided logos, hi-resolution photos as well as other creative elements upon request.
- ⊗ Agency provided added value materials (copy and photos) to Orlando Magazine.
- ⊗ Agency reviewed current 800 numbers and provided input on those that the agency is using in marketing for CVB review.
- ⊗ Agency researched and negotiated a potential promotion with the opening of Pirates of the Caribbean IV.
- ⊗ Agency coordinated the creative development for the Yahoo.com online buy which went live on 5.2.11.
- ⊗ Agency developed and submitted Entry information for the annual VISIT FLORIDA Flagler Awards.
- ⊗ Agency trafficked all radio ads for June flights.
- ⊗ Agency began to develop co-op Radio campaigns in Jacksonville and Southeast Georgia with 2 partner properties – Residence Inn Amelia Island and Amelia Hotel at the Beach.

Upcoming in June

- ⊗ Monitor the Spring/Summer campaign media campaign
- ⊗ Develop creative materials for upcoming media placements
- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed
- ⊗ Agency to meet with Gil Langley to discuss creative and other initiatives

PUBLIC RELATIONS-HAYWORTH CREATIVE

Media Development

- ⊗ Responded to 15 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Finalized proposal with Apple Box Productions for b-roll footage. Will scout the destination in June and shoot footage shortly thereafter.
- ⊗ Provided images to Senior Living Magazine for possible Geocaching Challenge story.
- ⊗ Took a picture of a geocache to use for media requests.
- ⊗ Provided Chicago Sun-Times with images for the Geocaching Challenge.
- ⊗ Provided press kit, images and recent releases to freelance writer for Cvent for an upcoming blog post.
- ⊗ Fact checked article for VISIT FLORIDA.
- ⊗ Provided images to FloridaEscape.com for wedding packages story.
- ⊗ Provided information and images to canoe.ca for possible inclusion in an upcoming story about vacation rentals.
- ⊗ Sent image library link and press kit to INflightUSA's Flying with Faber columnist for possible inclusion.
- ⊗ Fact checked article for the Boston Globe and provided an image for consideration.
- ⊗ Submitted nomination for Best of the Road contest. Suggest to the CVB staff to send out the link to their database to encourage votes.
- ⊗ Provided the Star-Telegram with images for their Free Night, Any Night story.
- ⊗ Emailed requested information about Fort Clinch State Park to Toronto Sun.
- ⊗ Provided information to Where First Coast Magazine for an upcoming article.
- ⊗ Finished Florida media mission. Began follow-up, which will continue into June. Full report will be sent in June.
- ⊗ Followed up with media from Canada and Washington DC media missions.

Press Trips

- ⊗ Continued working with Mike McCarthy, at Washington Flyer (122,904 circulation), on a press trip in early August. Finalized dates, accommodations, air fare and car rental. Itinerary will be finalized in June.
- ⊗ Finalized itinerary for Take the Kids columnist, Eileen Ogintz, visit on June 3-5. Provided welcome kit to host hotel for the writer. Follow-up will continue following her visit.
- ⊗ Coordinated visit for Tim McDonald, VISIT FLORIDA's Golf Insider, to visit June 9 through 11. Started working on itinerary.
- ⊗ Finalized itinerary for Mary Jo Plouf –freelance writer –visiting Amelia June 1 through 5. The story will appear in Travelroads.com (which has anywhere from 1,500 to 3,000 unique visitors per month. She is the editor. She also writes for a variety of other sites - 55-alive.com, Retirementhomes.com and TravelLady.com. Provided welcome kit to the host hotel for the writer. Will send thank you note and follow up after her visit.

- ⊗ Worked with Lauren Tjaden, VISIT FLORIDA's Beach Insider, to coordinate visit from June 13 to 15. Began finalizing itinerary, which will continue in June.
- ⊗ Finalized Jodie Jacobs itinerary. Jacobs is on assignment for What's Happening! (Chicago) and will be visiting June 4-6. Provided welcome kit to host hotel for her trip, follow-up will continue following her visit.
- ⊗ Coordinated visit for Lisa Ruth to visit August 9-12. Ruth is a freelancer on assignment for DonneTempo magazine (online) and Washington Post (545,345 circulation).

Media Releases

- ⊗ Distributed the Weddings Packages press release. Press release was sent to 456 journalists including Florida and southeast US dailies and lifestyle magazines, national dailies, travel trades, bridal publications, online, blogs, and select freelance writers.
- ⊗ Sent press release announcing the renewal of the Amelia Island Geocaching Challenge. Release was distributed to national dailies, Florida and southeast dailies and lifestyle magazines, outdoor-focused publications and freelancers, online, and blogs.
- ⊗ Finalized and distributed Fall Events release. The release was sent to 558 media outlets, including Florida and southeast dailies and magazines, local media, online and blogs.
- ⊗ Distributed the Free Night, Any Night press release. Release was emailed to 712 media contacts, including national dailies, Florida and southeast dailies and lifestyle magazines, Florida weeklies, local media, deal-oriented freelance writers, and blogs.
- ⊗ Wrote and distributed release about first quarter research results. Release was distributed to local media.
- ⊗ Wrote and distributed Summer Deals press release, featuring accommodation packages and specials for the summer. The release was distributed to 508 media, including select national dailies, Florida and southeast dailies and magazines, blogs, online and deal-oriented freelance writers.
- ⊗ Wrote and distributed Round up release, offering media a glimpse into what is new on Amelia Island. The release was sent to Florida and southeast dailies and magazines, local, online, blogs and trades.
- ⊗ Wrote press release announcing honeymoon packages on Amelia Island. Release is currently in internal editing and will be finalized in June.
- ⊗ Drafted press release calling for Great Southern Tailgate Cook-off entries. Release will be finalized in June.
- ⊗ Continued updating the press room with current press releases.

Promotions

- ⊗ Provided WJBT-FM with the certificates for the promotion.
- ⊗ Coordinated promotion with WGNE-FM in Jacksonville (ranked #8, country format). Promotion runs May 30 through June 19 and offers \$6,750 in media exposure.

Miscellaneous

- ⊗ Researched and wrote copy for the June Amelia Island e-newsletter. Copy was approved and will be distributed by Z-Graph in June.
- ⊗ Finalized the Amelia Island CVB folders for PR and administrative use. Folders were sent to the printer and will be provided to the Amelia Island CVB in June.
- ⊗ Prepared and submitted two entries for the Flagler Awards on the CVB's behalf.
- ⊗ Attended and reported at the May TDC meeting on May 25.
- ⊗ Created Activity and Publicity Reports.

DC Media Mission April 5-7, 2011 Recap Report

Family Travel Network

18,268/unique visitors

In the process of doing a redesign and migration to a new site, this will probably be ready in early 2012. There will be capability to upload video, etc. The cover about 80% US and Canada. The average HHI is \$100,000 and each household typically takes 1-2 long vacations and one short one per year. The average age is all over the map, so they do stories focusing on young families, grand travel, traveling with adult kits, multi-generational, etc. They are doing a new newsletter component, as well, which will be 2-3 new articles a week. Very active on Twitter - @kidtravel. She travels once every 6-8 weeks.

Opportunities:

- Interested in summer deals, girlfriend getaways
- Needs to update their section on Amelia Island area; Hayworth reached out to offer any assistance in this update

DC Examiner

230,000/Sunday circulation

Free subscription newspaper published 6 days a week. They offer home delivery on Thursday and Sunday and can be found on racks throughout the city every day. The audience is a bit older, but they are trying to go younger. Travel appears on Sunday and is one full-page. They use freelancers to write these and there are usually two travel features – one focusing on local and one is everywhere else. They also sometimes use AP or Scripps Howard wire. They cover a broad spectrum of travel stories ranging from family to romance

Opportunities:

- Continue sending press releases

Bijan Bayne

Freelance Journalist

Bijan has a day-job as a media relations coordinator, but freelances frequently for Justluxe.com (latest compete numbers are 368,188 unique visitors). Interested in what's new in each destination. Likes to focus on activities. Mainly destination pieces, but will include hotels, especially if they have something new and unique to promote (will get more space). Interested in group and individual press trips and is available to travel mid-week. Only writes from first-hand experiences. Stories usually run a couple of weeks after his visit.

Opportunities:

- Interested in visiting to cover for Just Luxe. Wants to cover AITDC and Omni as a destination (spas and golf).
- Interested in hearing about new spas and unique spa treatments; also send information on golf academies, deals

Washingtonian

137,002/monthly

Monthly, well known and respected lifestyle magazine for the Washington, DC area, and has been around since 1965. They do four travel sections per year. They feature Florida at some point between Dec and April (and just featured FL in April). They only feature places that offer direct flights to Washington, DC. Also, no business travel – only vacation travel. They also like some sort of Washington connection, but not necessary. For most of their sections, they do places within driving distance. Does a column 4-6 times per year that offer deals exclusive to their readers. Prefer these deals represent at least a 15% discount, they get a lot of submissions for this, and so it's best to beef up the deal, as there is some competition. They also do a "deals" column every month with different themes – not necessarily travel, but could be a product, restaurant, etc. These are mostly local. Online travel every month. They try not to do fams or individual trips. Use freelancers.

Washington Flyer

122,904/bi-monthly

Washington Flyer is a bi-monthly, regional travel magazine, distributed free in airports including National and Dulles (DC) and in hub cities including JFK and LGA (NYC), Logan (Boston), Philadelphia and Chicago. Have about 5,000 per airport and distribution points are located at the shuttle gates. They are also available in 35 club lounges and 175 hotels in DC. They feature domestic and international travel. A column in every issue called "Check In" features new or renovated (big) properties. Only write about places where you can fly direct from DC. They are going through a redesign now and re-launching with July-August issue. 3-4 month lead time.

They recently created a TV network with tv's at baggage claims at Dulles and National airports, They feature 20 minute segments that roll continually throughout the day. Offers DC info and also info on other travel destinations. There is no additional cost for this.

Opportunities:

- Working on a press visit for the editor
- Send anything new and different. Also interested in deals and packages, as they can blog about these.

National Geographic Kids

1.1 million/monthly

Monthly magazine geared towards kids ages 6-14. Met with Dana to discuss promotional opportunities. There really are not any opps. for travel editorial. The one major contest they do each year is the National Geographic Kids Explorer contest. It would be a HUGE outlay on our part as they select several kids from around the country and host them in a destination to explore. Would have to pay airfare for the winners and the kids, but would be one way to get in editorially. Would receive logo inclusion in magazine, photo of destination, web element and could do list opt-in. They also cover the trip in a story in the magazine. They do a couple of other contests per year and look for an environmental/green/explorer theme. They do not have contests in their sister magazine geared for kids ages 3-6.

Jacquie Kubin

**Washington Times Online Travel Communities
Donne Tempo online magazine**

Focuses on a variety of travel – family, romance, girlfriend’s, etc. They are very active on Facebook and Twitter. Has a section for deals, what’s news, packages, etc. Stories from Jacquie tend to focus on relaxation and ease of travel. Lisa tends to focus on the more active parts of destination. Best to invite Lisa Roth on visits, as she lives in Florida (Palm Beach area)

Opportunities:

- Lisa will be visiting Amelia in August

AARP, The Magazine

23,721,626/bi-monthly

Bi-monthly magazine sent to members of AARP, an association for those over the age of 50 (not necessarily retired, they don’t use that in their name any more). Have three editions of the magazine each month – one for ages 50-59, one for 60-69 and one for 70 plus. They also breakdown to regional editions. There is a front-of-book travel section that is usually a themed roundup. Peter Greenberg typically has a column in every issue, as well. The “You First” section touches upon money and health – includes things that are only pertinent that month. The “Newsmakers” section are usually people well-known or in the news. There is also a way to tie the chef into the food section. They focus on a chef that has a very unique or interesting story and feature a recipe from him. They love trends and fun facts and stats. Basically, there are creative ways to get into all different sections of the magazine, but you really do need to be very creative and very targeted to their audiences. Their readers are very active, so they tend to feature stories about active travel, affordable travel and special/unique experiences. They do not feature any type of grand travel, as the readers did not seem interested in that.

Use freelancers, as they cannot travel very much with such a small staff. They have an editorial calendar, but it is not public, so they always accept pitches on an ongoing basis. They have not done a huge amount of Florida coverage and would be interested in considering.

Opportunities:

- Pitch suggestions for fun new active pursuits.

McClatchy News-Tribune

News Service

McClatchy is made up of over 30 newspapers. John edits the travel page, sent out over the wire every Monday to more than 300-400 papers in the U.S. and Canada. Sections include: “Best Fares,” “Frequent Traveler,” “Travel Q&A,” “Airfare Watchdog,” and “Family Travel Five” He edits the page by selecting stories submitted to him by travel editors from the affiliated newspapers. Pitching directly to the papers that frequently submit stories are the best bet. These are Chicago Trib., Detroit Free-Press, Orange County Register, Minneapolis Trib., Dallas Morning News, Philadelphia Inquirer, Seattle Times and LA Times.

Opportunities:

- Continue pitches to key travel editors at McClatchy papers and to those that write the above-mentioned columns.

Candyce Stapen

Great Family Vacations

Also, freelances for Continental’s inflight (local DC stuff) and creates mobile apps for destinations. Posts most of her content on her web site – Great Family Vacations. She has been a travel writer over 20 years, specializing in family travel and has published several books on the subject. She is a contributing editor to FamilyVacationCritic.com. and writes for a variety of publications such as MSNBC.com and Continental magazine.

Opportunities:

- Sent info on Omni, geocaching and the new info. on the nature web site.

National Geographic Traveler

727,277/monthly

Monthly magazine focusing on active travelers. They do tend to focus on eco-tourism, adventure vacations and cultural events, but they do have a new family page. In this page, they highlight one destination and pick five family things to do. They cover Florida quite a bit. Currently working on a “Best of the World” story for next year. Looking for big events such as centennials, events..VERY BIG As it will be covering the world. They also feature several destination pieces per issue and round-ups (“Smart Traveler”). The “48 Hours” piece has been around a long time and is very popular. Photos are important.

Opportunities:

- Currently seeking submissions for “Best of the World” Also, send along submissions for the “Traveler 20” events section. Currently looking for events from Sept. to end of year.

Conducted phone appts. with the following:

Byways magazine

Publication has been around 28 years and targets motorcoach tour planners, consumers and travel agencies. No longer in print – digital-only now.

Typically covers North America and some Canada. Traditionally focused on destinations – will not run a feature on just a resort. The magazine is completely done in-house with a staff of two. Total of 300,000 page views last year. They feel the digital version is stronger than the print version was. Due to small staff, they really cannot travel so they depend heavily on publicists to provide editorial and photos. Really looking for incredible photos. South is not on the schedule right now, but they would be interested in including it.

Opportunities:

- Destinations can submit 350-500 words with amazing photos. Do not include specific dates and festivals, as they sometimes hold the articles for awhile before they are published. Most interested in Amelia Island.

**Canada Media Mission
April 26-28, 2011
Recap Report**

Travel Courier
circ.

Weekly, 15,905

Travel Courier provides incisive news coverage together with well-researched features, market analyses and industry comment on key issues relevant to today's travel professionals. www.travelpress.com They have three main sections that our clients can be included in: Discover America, Florida, and Family Travel. Each section traditionally runs 4-5 times per year (primarily in Winter/Fall). They do take press trips, but primarily group trips. Make sure to send packages and news tidbits. They have a daily news section on their Web site, in which they can include 8-10 items per day. It is always a plus if we attach photos with our releases.

Opportunities:

- Interested in AmeliaNature.com
- Make sure to continue sending packages/other info for Daily News

AOL Canada
Monthly Visitors

192,977 Unique

AOL Canada offers a customizable portal experience for AOL's Canadian users. Covers breaking news, music, entertainment, sports, e-mail, weather, finance, money, sports, horoscopes and more. The AOL Canada travel section launched around Christmas and has only focused on Canada destinations, thus far. They

are currently in the process of expanding the section to include certain parts of the US (Florida in particular) as well as several Caribbean destinations. The AOL Travel Team in the US created a number of destination guides last year, which AOL Canada plans to use on their site. They will then create blog posts about for those destination cities incorporating any current news, packages, etc. Ideally they would like to start incorporating this information this summer, when Canadians are starting to plan their winter getaways.

Current destination guides on AOL.com include: Amelia Island (very minimal info, but Jacksonville is more informative and has some Amelia Island info)

Opportunities:

- Send packages, deals and newsy items for blogs that can link onto the destination guides.
- Send major event information.

Canadian Snowbird Association

The Canadian Snowbird Association is a lobby organization that works on behalf of seniors in Canada. They have 70,000 senior members that pay \$25 per year to participate. They have an annual event held in Lakeland each year with approximately 35,000 seniors in attendance. The event is held the last Tuesday and Wednesday in January. They also have a Web site and magazine that include travel.

Opportunities:

- It cost \$1,500 to exhibit at their January event in Lakeland

National Post

Daily, 147,442 circ.

National Post incorporates the former *Financial Post* Newspaper into its four section national newspaper. They prefer to be contacted by their online form. It is published six times a week. Currently, their travel section includes two feature stories and several side-bars. She's hoping to redo the section to include several service-oriented tips. At this point, she is working on a 6 month lead time. She does have some flexibility to add in last minutes items. Email is the best way to pitch ideas. They are looking for unique, fun and quirky travel. The *National Post* travel section is more of a "light" feel, as opposed to the *Globe and Mail* which is more serious. They cover Florida 2-3 times per year. Right now, they are looking for any restorative travel angles (health, fitness, etc). Four times per year, they have a seasonal section which is significantly larger. They do both individual and group FAM Trips.

Opportunities:

- Send any restorative travel angles

- Make sure to start sending deals and packages to them for when they redo the section

**Diane Slawych
Writer**

Freelance

She writes based on press trips mainly, not much from press releases. She is a columnist for the *Toronto Sun* and has also been published in 80 other magazines and newspapers. She is very interested information about history, arts, and events.

Opportunities:

- Send information about AITDC and her history + Wild Amelia Nature Festival
- Send her events

**Canoe.ca & Sun Media
Visitors**

371,593 Unique Monthly

CANOE, or Canadian Online Explorer, is a general interest Web site that provides news and information for and about Canadian life. The Web site features online editions of daily newspapers, as well as some original content on its specialty pages. Categories include TV, movies, weather, stock market, sports, horoscopes, travel, comics, health, money, automotive and breaking news.

Send everything and anything. She said they focus on a variety of themes, particularly quirky and family. Any release or package can spark an idea for a new blog post. They don't participate in a lot of press trips but on occasion they will do a group trip.

Opportunities:

- Continue sending everything to her (packages, newsy items, etc)

**Toronto Sun
178,461 circ.**

Daily,

The *Toronto Sun* is written for readers in the greater Toronto area. The publication is also available in Kingston, Windsor, Sault St. Marie and Niagara, Ontario. It centers on Toronto in its reporting. Specific daily sections include: News, which has a national, but mainly local angle; Entertainment; Lifestyles, including such topics as relationships, health, restaurants and nightlife. The *Toronto Sun* is currently using a mix of staff and freelancers to cover travel.

Opportunities:

- Interested in Amelia Island for a visit
- Send events

**2: *The Source for Couples Magazine*
circ.(when print)****Monthly iPad, 95,458**

Established in 2004 for young, urban couples and aims to give guidance and advice to couples entering life partnerships and forming new households. Used to be quarterly print publication but now monthly iPad magazine. Due to the new format, they are taking a North American focus, rather than Canadian only. They offer an iPhone app and often do specific apps, such as a destination wedding app. They offer a regular travel section with one or two travel features per issue. The publication's editorial calendar is very loose, which gives them a lot of flexibility. They have writers in the Canada and US that they can send on press trips. Eventually, they plan to revamp the Web site to fit the new look of the magazine. They don't cover much on events; if they do it would have to be a major annual event. They are looking for interesting and quirky (fun) outdoor travel for couples. They like photos to accompany information. Also, looking for information about destination weddings. They do promotional giveaways, and have contacts at some of the Canadian airlines.

Opportunities:

- Send quirky, fun outdoor activity pitches
- Send info on destination weddings

**Aurelie Resch
Writer****Freelance**

Resch is a French freelance writer who writes primarily for *L'Express*, (www.lexpress.to) a well-respected French language newspaper in Toronto, print circulation 35,000. She is a member of Association des auteurs de l'Ontario Français, Women in Film and Television, Canadian Association of journalists, Société des Auteurs de Radio, Télévision et Cinéma and Writers' Union of Canada. She also mentioned a few other publications during the meeting, however, the only other publications mentioned on her Web site are *Liason* and *Queen's Quarterly* (neither of which I'm familiar with).

***Toronto Star*
419,070 circ.****Daily,**

Toronto Star, established in 1892, is a 100+ page, four color, broadsheet newspaper. It covers the city of Toronto as well as growing suburbs such as Oshawa, Newmarket, Richmond Hill, Markham, Vaughan, Brampton, Mississauga and Oakville, Ontario.

The *Toronto Star* has started using the *New York Times* 36 Hours articles. However, they call them Two Days and Two Nights. Byers said they only use some of the *NYT* articles, and his writers do destinations that are more applicable to Toronto residents (Canada, Florida, and Caribbean). The Travel section runs on Thursdays and Saturdays and is typically between 24 and 26 pages. He is interested in having his Golf Columnist cover Amelia Island.

Opportunities:

- KL will fup about Golf Columnist
- Send all packages/deals

VF Media Reception

Sherel Purcell – Freelance Writer

According to her Suite101.com bio, Purcell is a contributor to NOW Magazine (readership 406,000), Dreamscapes (116,000), Halifax Chronicle Herald (110,000), Driven (100,000), Frommer's Budget Travel, Outpostmagazine.com, Citizen Guides, Chesapeake Family Magazine, ETC News, Bakers Journal, EXintheCity.com. She and her husband/photographer are going to travel around the perimeter of Florida and would like to stop off at as many destinations as possible. Interested in golf and dining. She just signed a contract as the new golf writer for AOL Canada.

Jacqueline Swartz – Freelance Writer

She writes for several publications including Elle Canada, Nuvomagazine.com, examiner.com, Canadian Jewish News. She covers primarily culture and food (no family). She was interested in Amelia Island.

Hendrik Breuer – Freelancer

He writes primarily for German/European publications – including Welt am Sonntag and Tages-Anzeiger as well as in leading special interest magazines such as Germany's Fliegenfischen fly fishing magazine. He covers outdoor and fishing. He would like to come visit Amelia Island, but probably won't be able to for a year or so.

Tara Nolan – Freelancer and CanadianGardening.com

Interested in any botanical gardens. Also send details on the Amelia Island Audubon Society partnership when finalized.

John Kernaghan – Freelancer Writer, former *Spectator*

Wanted information about Fort Clinch State Park.

Miscellaneous

NASSAU COUNTY SHORE PROTECTION PROJECT

Who: A cooperative intergovernmental agreement between the local sponsors (City of Fernandina Beach and Nassau County), State of Florida (Florida Department of Environmental Protection), and the United States Government (Army Corps of Engineers) to finance the protection of endangered oceanfront residential and commercial development from storm damage and erosion. The U.S. Government has cost-shared at a rate of seventy nine point one percent (79.1%), State of Florida was nine point seven one percent (9.71%), and the City and the County equally shared the remaining eleven point nineteen percent (11.19%) project cost at five point six percent (5.6%) each.

What, Where, When: The federal Nassau County Beach Erosion Control Project consists of the restoration of approximately 4.4 miles of shoreline and maintenance via periodic renourishment of up to 4.4 miles of critically eroding shoreline with beachfill. Initial construction took place during the summer of 2008. The north limit of the identified federal beach erosion control project is immediately south of the south jetty at St. Mary's Entrance (DEP Monument R-10). The south fill limit is located approximately at DEP Monument R-33, or about 330 feet south of the intersection of South Fletcher Avenue and Sadler Road (Ft. Clinch to Seaside Park).

Construction of the initial project (in 2008) placed 1,932 million cy of sand within about 93% of the authorized shoreline length. The primary borrow source was a segment of the South Channel borrow area, immediately south of the St. Mary's Entrance channel, located approximately 2 miles from the center of the project fill area. Renourishment is proposed at 5-year intervals over the 50 year life of the project. The local sponsor has acquired all required oceanfront property easements. The City's coastal engineering consultant had acted as Permit Agent Construction was initiated on July 3, 2008, and completed on October 30, 2008. Subsequently, the project has been monitored annually during the month of September.

The U.S. Government authorized and designated funding for this project in November 1988 by passing Public Law 100-767.

Why: The primary purpose of the federal Nassau County Shore Protection Project is to reduce storm damages to upland development, both private and public. The NED plan selected by the U.S. Army Corp of Engineers fir implementation at Fernandina Beach would provide protection to over \$40 million of endangered private and commercial development. Over \$10 million of damages per year (av. Annual) are predicted to be prevented by the project (ref. 2006-General Re-evaluation Report-update).

Requested Action: The U.S. Army Corp of Engineers has requested and received \$350,000 in FY 2011 appropriations to begin some preliminary engineering and permitting for a FY 2013 or FY 2014 construction project. The local share is approximately \$77,000 with the state expected to pay \$36,000 and the remaining \$41,000 to be paid for by the local sponsors (City and County). To this end, the City is again looking to renew our longstanding partnership and financial commitment to funding all the required costs for this worthwhile project.

Construction + Engineering 12.5 mill.
 Federal Share (79.1%) 9.9 mill
 State (9.7%) 1.21 mill

~~TOC~~
 Local (C. & N.C.) (11.2%)
 1.39 million
 \$700,000⁵¹

**NASSAU COUNTY SHORE
PROTECTION PROJECT**

**BEACH DISPOSAL, BEACH MONITORING
AND SHORE PROTECTION PROJECT RELATED
RENOURISHMENT ACTIVITIES**

FY 2012 – 2013

FUNDING REQUEST

FLORIDA BEACH MANAGEMENT PROGRAM

Submitted By Local Sponsor:

City of Fernandina Beach, Florida

July, 2011

Consultant:

Olsen Associates, Inc.

Jacksonville, Florida

Nassau County Shore Protection Project

Beach Disposal, Beach Monitoring and Shore Protection Project Related Renourishment Activities Activities FY 2012 – 2013

Project Overview: The federal Nassau County Beach Erosion Control project consists of the initial restoration of approximately 3.9 miles of shoreline and maintenance via periodic renourishment of up to 4.4 miles of critically eroding shoreline with beachfill. Initial construction took place during the summer of 2008. The north limit of the identified federal beach erosion control project is immediately south of the south jetty at St. Mary's Entrance (DEP Monument R-10). The south fill limit is located approximately at DEP monument R-33, or about 330 feet south of the intersection of South Fletcher Avenue and Sadler Road.

Construction of the initial project (in 2008) placed 1.932 Million cy of sand within about 93% of the authorized shoreline length. The primary borrow source was a segment of the South Channel borrow area, immediately south of the St. Mary's Entrance channel, located approximately 2 miles from the center of the project fill area. Renourishment is proposed at 5-year intervals over the 50 year life of the project. The local sponsor has acquired all required oceanfront property easements. An ECL exists. The City's coastal engineering consultant had acted as Permit Agent for the initial project. Final Joint Coastal Permit terms were negotiated in August 2007. Construction was initiated on 3 July 08 and completed on October 30, 2008. Subsequently, the project has been monitored annually during the month of September.

Location: Nassau County, R-10 to R-33. (Including Tapers)

The project is located within the limits of the City of Fernandina Beach on Amelia Island, Florida (see Figures 1 & 2). The project limits nominally extend from the south jetty at St. Mary's Entrance within the State Park southward to about 1,000 ft mol. beyond Sadler Road.

Project Evaluation:

Severity of Erosion: The entirety of the federally authorized project shoreline is classified by the FDEP as “critically eroded beach”. In 2000, the State’s recommended strategy for addressing chronic erosion at this location included beach and dune restoration using sand from the navigation project and offshore borrow sites. As the local sponsor, the City of Fernandina Beach continually assists in the facilitation of sand placement via beach disposal from approximately R-16 southward. The sand results from maintenance dredging at the St. Mary's Entrance navigation project. The City has recently adopted an updated Resolution addressing their responsibilities related to future beach disposal activities at this location (see Appendix A).

An Inlet Management Plan has been previously adopted by the State of Florida for St. Mary's Entrance (see Appendix A). This Plan addresses the requirement for future beach disposal of high quality navigation project sand at Fernandina Beach (and seaward of Ft. Clinch) for purposes of offsetting historical damages caused by the federal channel and associated jetties. Similarly, an MOU between the U.S. Navy and the State of Florida likewise codifies the requirement for beach disposal at Fernandina Beach (and Ft. Clinch) for all work performed as a part of channel maintenance for the OICC Trident submarine base at St. Marys, GA (see Appendix A).

In 1965, subsequent to Hurricane Dora, the federal government constructed some three (3) miles of granite revetment along the section of Fernandina Beach shoreline which was recently improved by the Nassau County Shore Protection Project. Much of the buried revetment exists today, but has not been maintained to its original design configuration. Since 1965 therefore, much of the shoreline under consideration has been “fixed” at the location of the rock revetment. Prior to the revetment, the historical erosion rate well exceeded 3 ft./yr. For example, at the eastward end of Atlantic Avenue, there are several rows of platted lots (seaward of the MHWL) which have been lost to erosion caused by the St. Marys jetties. Irrespective of ongoing beach disposal activities, a relatively continuous and wide beach suitable for the protection of upland properties and the accommodation of existing recreational demand *cannot* be sustained without the construction and maintenance of the Nassau County Shore Protection Project. The City will

likewise continue to be the recipient of Navy beach disposal projects which occur almost annually.

The current federal shore protection plan and other related project activities addressed by this Application for cost sharing are in direct compliance with FDEP beach and Inlet Management Plan strategies adopted by the State of Florida for northern Amelia Island.

Threat to Upland Properties: The primary purpose of the federal Nassau County Shore Protection Project is to reduce storm damages to upland development, both private and public. The NED plan selected by the COE for implementation at Fernandina Beach would provide protection to over \$40M of endangered private and commercial development. Over \$10M of damages per year (av. annual) are predicted to be prevented by the project (ref. 2006-GRR - update).

Recreation Value: The 1999 GRR had estimated approximately \$349,400 of annual recreational value associated with the project. This value was not updated in the last revised GRR but can be assumed to be substantially greater at this time.

Federal Authorization and Funding: The Nassau County, Florida Beach Erosion Control Project was authorized by Section 3(a)(3) of Public Law 100-767 dated November 17, 1988. The Nassau County Shore Protection Project is unique due to its inclusion of a favorable Section 1-11 finding which results in additional federal funding for purposes of addressing the historical damages associated with the adjacent federal navigation project at St. Mary's Entrance. Accordingly, the resultant cumulative federal cost share for the project was 79.1%, at the time of initial beach fill contract close-out. Hence, the net State and local cost share have been significantly reduced thereby making the resultant project highly cost effective. Similarly of importance is the fact that all future beach disposal activities which (from the navigation channel) will continue to occur within the project limits and will be at 100% federal expense thereby effectively reducing the State and local government's fiscal share of future programmed maintenance during the 50-year project life below 20.9%.

Local Funding Source: At the local government level, both Nassau County and the City of Fernandina Beach have agreed (by Resolution) to co-share in all project construction and maintenance costs. For an approximate \$12M project renourishment budget (TBD), it is estimated that the non-federal cost would be approximately \$2.5M (TBD). Assuming availability of program funds, the State can contribute approximately 46.44% of this amount. The net non-federal contribution will again be cost shared equally by the City and Nassau County.

Administrative Staff Capabilities: Local administration for the federal project is facilitated by the Office of the City Manager, for the City of Fernandina Beach. A Grants Administrator assists with project related financial matters. The City retains the services of the coastal engineering firm of Olsen Associates, Inc., to assist with all continuing technical matters related to the Shore Protection Project, ongoing beach disposal activities, tilling, sea turtle protection, and future beach monitoring. In the recent past the firm provided project design representation, permitting, federal liaison, Easement acquisition, PCA consultation, liaison during construction and post-construction monitoring for 3-years. For the first renourishment, the COE will assume most permit and all design responsibilities.

Prior Department Funding and State Commitment: FDEP Contract 07NA1 (as amended in 2007) exists between the State and the City of Fernandina Beach. To date, the State has appropriated some \$2.8M, mol toward beach construction and other project related activities along the oceanfront shoreline of the City of Fernandina Beach. Presently (2011), funds are being expended principally on post-construction activities required by Permit and sand disposal projects resulting from the navigation project at St. Mary's Entrance.

Project Enhancements: Ongoing beach disposal activities (*i.e.* approximately annually) by the federal government within the limits of the Shore Protection project are considered by local government to be a physical "project enhancement". Limited beach disposal at Fernandina Beach last occurred in the spring of 2011. Disposal likewise occurs episodically along the Ft. Clinch shorefront when needed (not addressed by this Proposal).

Predicted Nourishment Interval: The estimated nourishment interval as addressed by the last federal GRR is five (5) years. This estimate however does *not* take into account existing U.S. Navy beach disposal activities within the project limits. Hence, it is possible that the actual future project nourishment interval may at times exceed 5-years. To some degree this likewise depends upon the performance of borrow sands ultimately utilized for construction of the project, storm activity, etc.

Sediment Bypass Activities: As discussed above, sand bypassing from the St. Mary's Entrance Navigation Channel to the Amelia Island shoreline is necessitated by both an Inlet Management Plan and a unique Memorandum of Understanding (MOU) between the U.S. Navy and the State of Florida. Hence, all beach quality sand associated with routine maintenance dredging, as well as, future project improvements to the Navy channel must be bypassed to either Ft. Clinch or the downdrift shoreline. Since 1978, well over 4M cy of sand have been bypassed at this location – at federal expense. The average annual volume of sand derived from channel maintenance varies. It is generally determined by Navy funding available in any one year.

Innovative Applications to Reduce Erosion: Conventional initial beachfill placement, coupled with the high frequency (almost annual) strategically placed beach disposal operations, could result in a shore protection project with reduced requirements for future maintenance.

Regional Coordination: Although regional coordination between local shore protection projects does not apply, the local sponsor's consultant is of the opinion that the subject federal Shore Project can potentially be "coordinated" by the USACOE with a maintenance dredging contract for the St. Mary's Entrance (Navigation Channel) in order to obtain more competitive bidding and pricing in the future.

Local Commitment: An updated (2011) Resolution by the City of Fernandina Commission in support of the Nassau County Shore Protection Project is included with Appendix A. The current level of existing local funding available is sufficient to meet the needs of pending work by the COE as a match to existing and proposed State funding.

SCHEDULE OF EVENTS

FISCAL YEAR TASK	2011												2012												2013											
	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Project Renourishment No. 1 (COE)																																				
Construction Phase Coordination ⁽¹⁾																																				
Physical Monitoring/Reporting ⁽¹⁾																																				
Biological Monitoring/Reporting ⁽¹⁾																																				
Design/Permit Liaison ⁽¹⁾																																				
Beach Disposal/Coordination/Liaison ⁽¹⁾ (Annual) (Navy Funding)																																				
Permitting (COE)																																				
Design (COE)																																				

⁽¹⁾Consultant to City of Fernandina Beach

July, 2011

BY: OLSEN ASSOCIATES, INC.
FOR: CITY OF FERNANDINA BEACH, FLORIDA
NON-FEDERAL PROJECT SPONSOR

Nassau County Shore Protection Project
(Federal)

SCHEDULE OF EVENTS

Florida Beach Management Funding Request
(FY12/13)

FIGURE 3

**LONG RANGE BUDGET PLAN
NASSAU COUNTY SHORE PROTECTION PROJECT
(07NA1)**

FY2011-12

<u>Project Task</u>	<u>Total</u>	<u>Estimated Project Costs</u>		
		<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$20,000	\$0	\$9,288	\$10,712
Biological Monitoring/Tilling	\$20,000	\$0	\$9,288	\$10,712
Project Monitoring (YR 3)	\$99,230	\$0	\$46,080	\$53,150
Renourishment Project Permitting & Design	\$442,500	\$350,000	\$42,950	\$49,550

FY2012-13

<u>Project Task</u>	<u>Total</u>	<u>Estimated Project Costs</u>		
		<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal & Engr Liaison (Design & Permitting)	\$44,000	\$0	\$20,430	\$23,570
Biological Monitoring	\$4,000	\$0	\$1,860	\$1,640
Renourishment ⁽¹⁾ 2013	\$12,000,000	\$9,492,000	\$1,164,700	\$1,343,300

FY2013-14 Renourishment No. 1

<u>Project Task</u>	<u>Total</u>	<u>Estimated Project Costs</u>		
		<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal & Engr Liaison (Construction)	\$44,000	\$0	\$20,430	\$23,570
Physical Monitoring (Post Const. Doc)	\$125,000	\$0	\$58,050	\$66,950

FY2014-15

<u>Project Task</u>	<u>Total</u>	<u>Estimated Project Costs</u>		
		<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$20,000	\$0	\$9,288	\$10,712
Biological Monitoring/Tilling	\$43,000	\$0	\$19,970	\$23,030
Project Monitoring (YR 1)	\$125,000	\$0	\$58,050	\$66,950

(1) Schedule per G.R.R.; Construction schedule to occur in FY 2013-14 and 2018 - 19. Non-federal cost share must be secured in 2012-2013 (and 2017 - 2018)

FY2015-16

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$20,000	\$0	\$9,288	\$10,712
Biological Monitoring/Tilling	\$44,000	\$0	\$20,430	\$23,570
Project Monitoring (YR 2)	\$140,000	\$0	\$65,000	\$75,000

FY2016-17

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$20,000	\$0	\$9,288	\$10,712
Biological Monitoring/Tilling	\$45,000	\$0	\$20,900	\$24,100
Project Monitoring (YR 3)	\$110,000	\$0	\$51,080	\$58,920
Renourishment Project Permitting & Design ⁽¹⁾	\$600,000	\$475,000	\$58,000	\$67,000

FY2017-18

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$0	\$0	\$0	\$0
Biological Monitoring/Tilling	\$0	\$0	\$0	\$0
Renourishment (2018)	\$0	\$0	\$0	\$0

FY2018-19 Renourishment No. 2

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities & Engr Liaison	\$0	\$0	\$0	\$0
Biological Monitoring/Tilling	\$0	\$0	\$0	\$0
Project Monitoring (Post Const. Doc.)	\$0	\$0	\$0	\$0

FY2019-20

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$0	\$0	\$0	\$0
Project Monitoring YR 1	\$0	\$0	\$0	\$0
Biological Monitoring/Tilling				

(1) Schedule per G.R.R.; Construction schedule to occur in FY 2013-14. Non-federal cost share must be secured in 2012-2013 (and 2017 - 2018)

FY2020-21

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities	\$0	\$0	\$0	\$0
Biological Monitoring/Tilling	\$0	\$0	\$0	\$0
Project Monitoring (YR 2)	\$0	\$0	\$0	\$0

FY2021-22

<u>Project Task</u>	<u>Estimated Project Costs</u>			
	<u>Total</u>	<u>Federal</u>	<u>State</u>	<u>Local</u>
Beach Disposal Activities & Engr Liaison	\$0	\$0	\$0	\$0
Biological Monitoring/Tilling	\$0	\$0	\$0	\$0
Project Monitoring (YR 3)	\$0	\$0	\$0	\$0
Renourishment Project Permitting & Design	\$0	\$0	\$0	\$0

Old Business

New Business

UPDATE:

Bed Tax

STR Report

Financial Reports

Activity Report: