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## **Amelia Island TDC to Create Convention and Visitors Bureau**

AMELIA ISLAND, Fla. (September 30, 2008) – The Amelia Island Tourist Development Council (TDC) has voted to create a new Amelia Island Convention and Visitors Bureau (CVB), ending a 20-year management contract held by the Amelia Island-Fernandina Beach-Yulee Chamber of Commerce. The Nassau County Commission has approved the formation of the new CVB, which local officials hope to have in place by October 1, 2008.

“The board has devoted a great deal of time to exploring the best possible way to concentrate the TDC’s efforts,” said Mike Boyle, Chairman of the TDC. “While we will continue to value and maintain our partnership with the Chamber, the CVB model allows us to focus our efforts on the destination’s tourism industry.”

According to Boyle, the TDC bed tax has grown from \$303,000 to nearly \$2 million since the TDC was commissioned in 1988. In 2007, tourism-related businesses were responsible for more than \$291 million in taxable sales, almost 37 percent of the total taxable sales in Nassau County. Additionally, one in every five employees in Nassau County works in the hospitality industry, making tourism the largest employer in the county.

Gil Langley, the Managing Director of the TDC, will head the Amelia Island CVB as President and Chief Executive Officer. The newly formed CVB will be a private, non-profit organization devoted to increasing tourism in Nassau County and to enhancing the visitor experience. The CVB will maintain offices at 102 Centre Street in Fernandina Beach, and will operate with a staff of 6 employees.

The Tourism Development Council is the nine member board appointed by the Nassau County Commission to oversee the marketing of Amelia Island as a tourism destination. For visitor information and online planning, visit [www.ameliaisland.org](http://www.ameliaisland.org).

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