

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, April 22, 2009
Location: City Hall – 201 Ash Street – Fernandina Beach, FL

Agenda

- I. Call to Order Mike Boyle
- II. Approval of March 25th, 2009 minutes Mike Boyle
- III. Presentations
 - A. Marriott Residence Inn – Amelia Island
- III. Amelia Island Tourism Development Council Update Gil Langley
 - A. Financial Reports
 - B. Tracking Report Summary
 - C. STR Report
 - D. Activity Report
- IV. Old Business
- V. New Business
- VI. Public Input
- VII. Adjournment

MINUTES

AITDC Board Meeting Summary
Wednesday, March 25, 2009
The City of Fernandina Beach City Hall

Present: Harry Krix , John Price, David Caples, Bruce Malcolm,
Ken Walker

Absent: Mike Boyle, Brian McCarthy, Holly Wohlfarth, Jack Healan,

Agency: Katharina Lane, Hayworth Creative

Staff: Gil Langley, Chris Woolwine, Celeste' Ezell, Lisa VanKlaveren

I. Presentation by Sandy Price of the 46th Annual Isle of Eight Flags Shrimp Festival

II. Call to Order
Meeting was called to order by David Caples at 3:20 pm.

III. Approval of Minutes
Motion: To Approve the February 25, 2009 Minutes
Moved by: John Price Seconded by: Bruce Malcolm Approved

IV. Amelia Island Tourism Development Council Update
See Handout.

February Bed Tax numbers have not yet been received.

Tracking report shows phone calls are down, primarily due push to the website .
Web visits are down 3000 from last year, however, Google analytics was off the site
for a few days the beginning of February. Visits to the site are probably more
around 48,000 to 49,000.

STR report included in handout. All three major metrics (occupancy, ADR, and
RevPar) were down significantly in February, primarily due to the loss of business
meetings. Leisure and discretionary travel are holding pretty well.

Media Plan – see handout. Presently looking at one billboard – Southbound I-95
just past mile marker 159. Of the \$547,700 budgeted for FY2009 advertising, the
remaining budget is \$384,550 with \$29,357 budgeted for April; \$288,862 for high
season (May/June) and \$66,331 for late summer.

Positioning will remain the same. We will introduce “*A Free Night, Any Night?*” offer
with a voucher for the free night that can be used with current or future stay, valid
for twelve months and blackouts may apply. We will also introduce “Memorable
Values” where visitors with their room key will get minimum of 10% off at

participating retailers/attractions, and restaurants. Restrictions may apply and offers should be valid thru December 31, 2009.

Co-op opportunities still available with direct mail, branded advertising, and branded co-op ads. Radio spots through NPR will be available where TDC will run a match value offer for island stakeholders.

Sweet Tea Getaways, a co-op ad being run with Brunswick, Savannah, Charleston and Hilton Head will run in the Atlanta Journal Constitution with 180,000 inserts as well as on AJC.com. Each destination will participate at \$10,000.

A similar co-op advertising program will be launched with Jacksonville and St. Augustine with each destination participating at \$25,000. There will be 4 weeks of online billboard advertising with contests and links to each destination's website as well as 200,000 inserts into the Sunday edition of the Atlanta Journal Constitution. These two programs constitute a media value of \$125,000 for a \$35,000 by the AITDC

V. Old Business

A. Budget transfer of \$100,000 to the advertising line was done as approved by the county commission. Use of those funds must be voted on by the board.

B. Contracts with Book Festival and Jazz Festival.

Action Item

Motion made by Ken Walker to recommend to the Nassau Board of County Commissioners to move forward with the contracts for Book Festival and Jazz Festival. John Price seconded the motion. Passed unanimously.

VI. New Business

Board agreed to explore the possibility of holding the new Triathlon event during Mothers' day weekend 2010.

September's Sandcastle contest will be done in cooperation with the City of Fernandina Beach and Nassau County.

VII. Public Input

Tony McAdoo of Amelia Island Film Festival announced that a grant workshop will be held May 6th at the City of Fernandina Beach chambers from 10am to 12pm. The workshop is for non profits and will be working with grant experts.

Harry Krix announced that the City of Fernandina Beach has posted an RFQ for privatization of the management of the city marina. There are currently nine quotes in. The Downtown Merchants Association is 100% behind this effort.

VIII. Meeting Adjourned at 4:15pm

FINANCIAL

RESEARCH

March FY 2009

Amelia Island TDC Tracking Report Summary



Lead Origin	Mar-09	Mar-08	Difference	% change
Phone Calls	67	626	-559	-89.30%
Magazine Labels	700	1,341	-641	-47.80%
VG Requests	6,399	1,668	4,731	283.63%
Web Visits	57,491	52,459	5,032	9.59%
TOTAL	64,657	56,094	8,563	15.27%
VG Download	765	1,352	-587	-43.42%
Welcome Ctr Visitors	866	1,384	-518	-37.43%

VISITOR INQUIRIES	% of
TOP 10 STATES YTD	Total
1 Florida	20%
2 Georgia	10%
3 Pennsylvania	5%
4 New York	4%
5 Ohio	4%
6 Illinois	4%
7 Indiana	4%
8 Tennessee	4%
9 N. Carolina	3%
10 New Jersey	3%

FISCAL YEAR TO DATE

Lead Origin	FY 08 - 09	FY 07 - 08	Difference	% change
Phone Calls	408	2,879	-2,471	-85.83%
Magazine Labels	1,703	2,204	-501	-22.73%
VG Requests	10,845	6,950	3,895	56.04%
Web Visits	227,840	262,913	-35,073	-13.34%

TOP 5 MARKETS	
1 Jacksonville	7%
2 Orlando	6%
3 Miami	5%
4 Tampa	4%
5 Atlanta	4%

WEBSTATS

Countries	119
United States	55,389
Canada	828
United Kingdom	413
Germany	161
France	46

States	
Florida	13,878
Georgia	8,498
New York	4,274
N. Carolina	2,009
Illinois	1,891

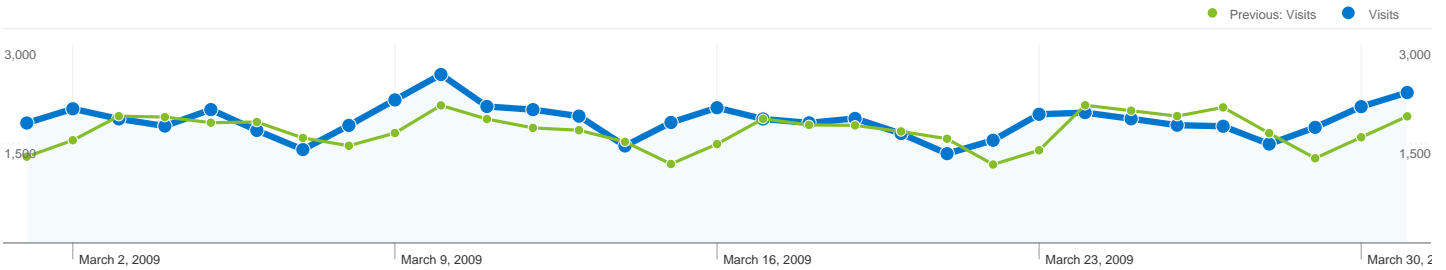
DEPOT TOP FIVE	
1 Florida	23%
2 Georgia	7%
3 Wisconsin	6%
4 New York	4%
5 Illinois	5%

Travel Trade/Group	Leads 07/08		Definites 07/08		Leads 08/09		Definites 08/09	
	#	TRN	#	TRN	#	TRN	#	TRN
October	9	1,320	3	175	9	1,320	3	175
November	9	586	2	386	9	947	1	121
December	5	220	3	279	7	336	6	134
January	17	2,077	7	544	16	974	12	612
February	8	730	6	210	4	146	0	0
March	10	489	8	201	4	1,440	0	0
April	7	1,255	5	534				
May	8	369	2	67				
June	14	1,849	5	650				
July	6	562	4	935				
August	15	4,081	6	1,003				
September								
Total	108	13,538	51	4,984	49	5,163	22	1,042

<i>Avg. Production</i>	<i>10</i>	<i>1,231</i>	<i>5</i>	<i>453</i>	<i>8</i>	<i>861</i>	<i>4</i>	<i>174</i>
<i>Avg. Group. Size</i>				<i>98</i>				<i>47</i>

AMELIA ISLAND Dashboard

Mar 1, 2009 - Mar 31, 2009
Comparing to: Mar 1, 2008 - Mar 31, 2008



Site Usage

57,491 Visits

Previous: 52,459 (9.59%)

29.73% Bounce Rate

Previous: 25.64% (15.93%)

306,674 Pageviews

Previous: 242,247 (26.60%)

00:04:15 Avg. Time on Site

Previous: 00:03:43 (14.71%)

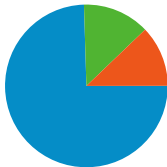
5.33 Pages/Visit

Previous: 4.62 (15.52%)

77.98% % New Visits

Previous: 76.88% (1.42%)

Traffic Sources Overview



- **Search Engines**
42,845.00 (74.52%)
- **Referring Sites**
7,653.00 (13.31%)
- **Direct Traffic**
6,986.00 (12.15%)
- **Other**
7 (0.01%)

Content Overview

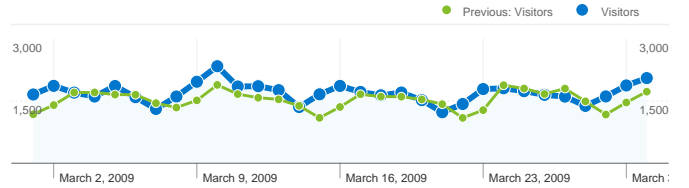
Pages	Pageviews	% Pageviews
/index.php		
Mar 1, 2009 - Mar 31, 2009	48,237	15.73%
Mar 1, 2008 - Mar 31, 2008	53,220	21.97%
% Change	-9.36%	-28.40%
/accommodations/section/hotel		
Mar 1, 2009 - Mar 31, 2009	27,163	8.86%
Mar 1, 2008 - Mar 31, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/resort		
Mar 1, 2009 - Mar 31, 2009	16,142	5.26%
Mar 1, 2008 - Mar 31, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/condo		
Mar 1, 2009 - Mar 31, 2009	14,204	4.63%
Mar 1, 2008 - Mar 31, 2008	0	0.00%
% Change	100.00%	100.00%
/accommodations/section/bandb		

Entrance Keywords: /index.php

Keyword	Pageviews	% visits
amelia island		
Mar 1, 2009 - Mar 31, 2009	88,024	61.51%
Mar 1, 2008 - Mar 31, 2008	70,619	55.50%
% Change	24.65%	10.83%
amelia island florida		
Mar 1, 2009 - Mar 31, 2009	14,520	10.15%
Mar 1, 2008 - Mar 31, 2008	15,932	12.52%
% Change	-8.86%	-18.96%
fernandina beach		
Mar 1, 2009 - Mar 31, 2009	4,003	2.80%
Mar 1, 2008 - Mar 31, 2008	7,765	6.10%
% Change	-48.45%	-54.16%
amelia island, fl		
Mar 1, 2009 - Mar 31, 2009	3,918	2.74%
Mar 1, 2008 - Mar 31, 2008	4,280	3.36%
% Change	-8.46%	-18.60%
amelia island fl		
Mar 1, 2009 - Mar 31, 2009	3,663	2.56%
Mar 1, 2008 - Mar 31, 2008	3,523	2.77%
% Change	3.97%	-7.55%

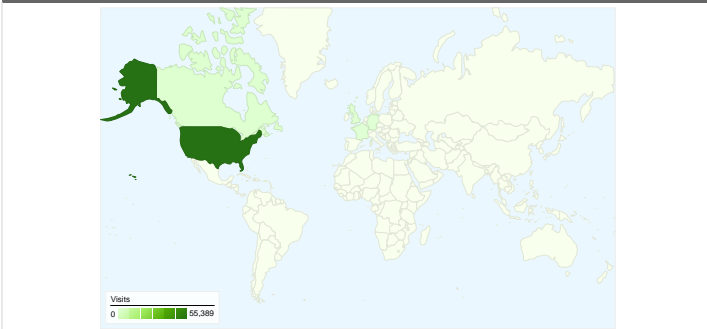
Mar 1, 2009 - Mar 31, 2009	12,172	3.97%
Mar 1, 2008 - Mar 31, 2008	0	0.00%
% Change	100.00%	100.00%

Visitors Overview



Visitors
47,726

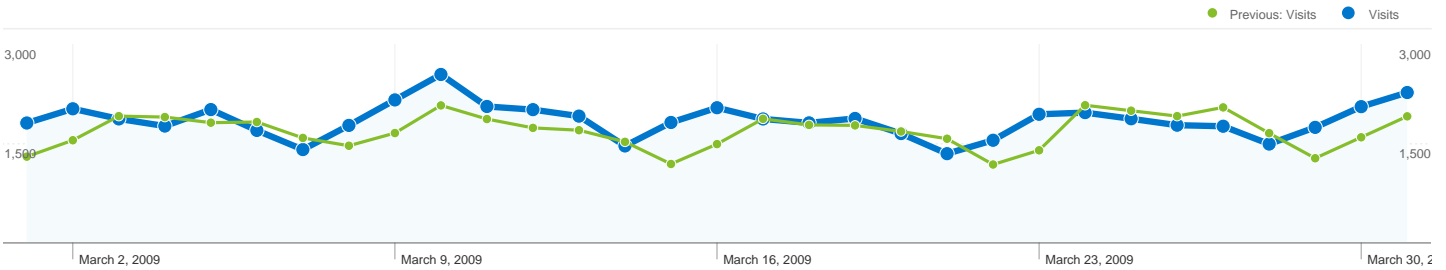
Map Overlay world



Traffic Sources Overview

Mar 1, 2009 - Mar 31, 2009

Comparing to: Mar 1, 2008 - Mar 31, 2008



All traffic sources sent a total of 57,491 visits

12.15% Direct Traffic

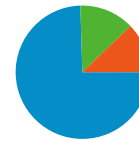
Previous: 5.74% (111.71%)

13.31% Referring Sites

Previous: 26.19% (-49.17%)

74.52% Search Engines

Previous: 68.07% (9.49%)



- **Search Engines**
42,845.00 (74.52%)
- **Referring Sites**
7,653.00 (13.31%)
- **Direct Traffic**
6,986.00 (12.15%)
- **Other**
7 (0.01%)

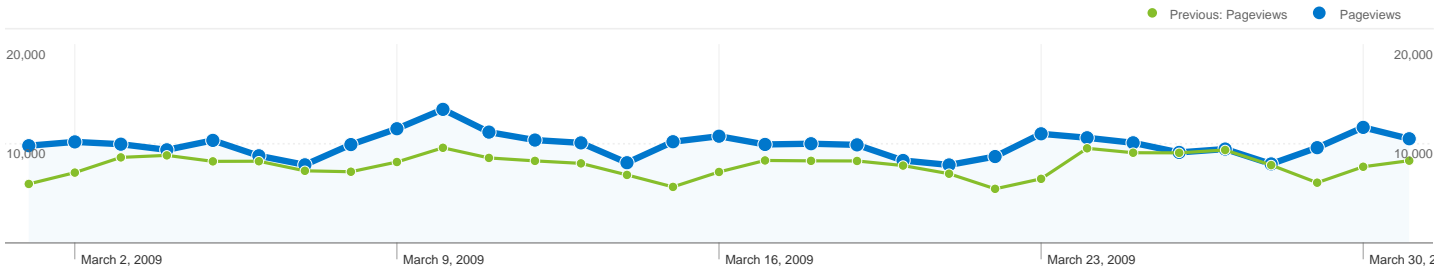
Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Mar 1, 2009 - Mar 31, 2009	33,066	57.52%
Mar 1, 2008 - Mar 31, 2008	29,007	55.29%
% Change	13.99%	4.02%
(direct) ((none))		
Mar 1, 2009 - Mar 31, 2009	6,986	12.15%
Mar 1, 2008 - Mar 31, 2008	3,011	5.74%
% Change	132.02%	111.71%
yahoo (organic)		
Mar 1, 2009 - Mar 31, 2009	4,916	8.55%
Mar 1, 2008 - Mar 31, 2008	1,803	3.44%
% Change	172.66%	148.79%
fbfl.us (referral)		
Mar 1, 2009 - Mar 31, 2009	2,342	4.07%
Mar 1, 2008 - Mar 31, 2008	1,376	2.62%
% Change	70.20%	55.31%
msn (organic)		

Keywords	Visits	% visits
amelia island		
Mar 1, 2009 - Mar 31, 2009	23,083	53.88%
Mar 1, 2008 - Mar 31, 2008	17,414	48.77%
% Change	32.55%	10.47%
amelia island florida		
Mar 1, 2009 - Mar 31, 2009	3,196	7.46%
Mar 1, 2008 - Mar 31, 2008	3,516	9.85%
% Change	-9.10%	-24.25%
amelia island hotels		
Mar 1, 2009 - Mar 31, 2009	1,547	3.61%
Mar 1, 2008 - Mar 31, 2008	245	0.69%
% Change	531.43%	426.23%
fernandina beach		
Mar 1, 2009 - Mar 31, 2009	701	1.64%
Mar 1, 2008 - Mar 31, 2008	1,674	4.69%
% Change	-58.12%	-65.10%
amelia island plantation		

AMELIA ISLAND Content Overview

Mar 1, 2009 - Mar 31, 2009
Comparing to: Mar 1, 2008 - Mar 31, 2008




Pages on this site were viewed a total of 306,674 times

 **306,674** Pageviews

Previous: 242,247 (26.60%)

 **214,901** Unique Views

Previous: 182,740 (17.60%)

 **29.73%** Bounce Rate

Previous: 25.64% (15.93%)

Top Content

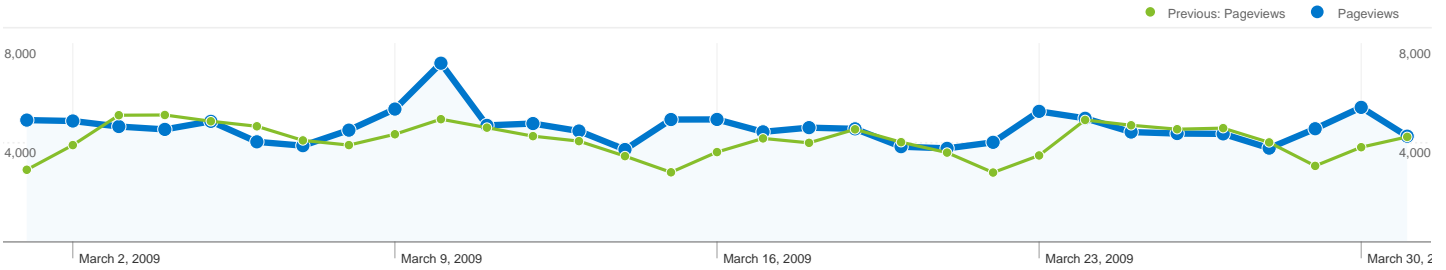
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Mar 1, 2009 - Mar 31, 2009	16,142	5.26%
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% Change	100.00%	100.00%
/accommodations/section/bandb		

Entrance Keywords:

/index.php

Mar 1, 2009 - Mar 31, 2009

Comparing to: Mar 1, 2008 - Mar 31, 2008



This page was viewed 143,105 times via 2,569 keywords

Content Performance

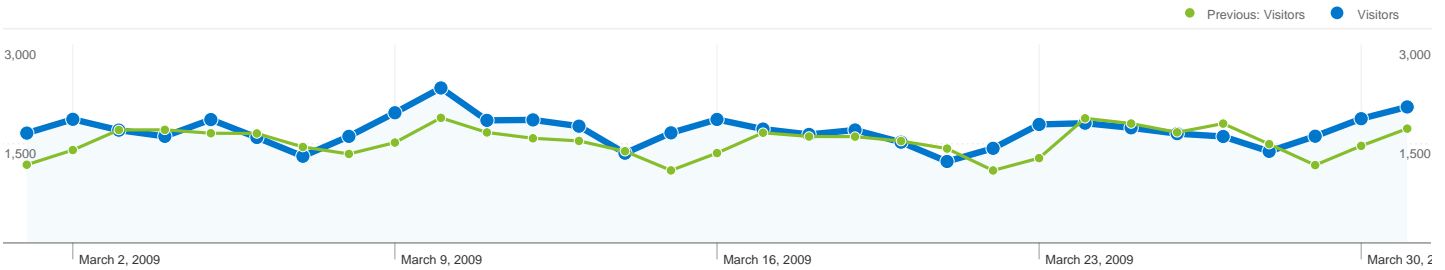
Pageviews 143,105 Previous: 127,246 (12.46%)	Unique Pageviews 103,426 Previous: 96,099 (7.62%)	Avg. Time on Page 00:00:57 Previous: 00:00:58 (-1.99%)	Bounce Rate 32.31% Previous: 19.53% (65.43%)	% Exit 18.80% Previous: 19.65% (-4.35%)	\$ Index \$0.00 Previous: \$0.00 (0.00%)
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Keyword	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
amelia island						
March 1, 2009 - March 31, 2009	88,024	64,603	00:00:57	32.46%	19.18%	\$0.00
March 1, 2008 - March 31, 2008	70,619	53,969	00:00:58	18.58%	19.79%	\$0.00
% Change	24.65%	19.70%	-1.51%	74.73%	-3.08%	0.00%
amelia island florida						
March 1, 2009 - March 31, 2009	14,520	10,478	00:00:55	30.27%	17.64%	\$0.00
March 1, 2008 - March 31, 2008	15,932	12,170	00:00:59	18.23%	18.84%	\$0.00
% Change	-8.86%	-13.90%	-6.24%	66.02%	-6.39%	0.00%
fernandina beach						
March 1, 2009 - March 31, 2009	4,003	2,686	00:00:53	29.22%	17.26%	\$0.00
March 1, 2008 - March 31, 2008	7,765	5,556	00:00:55	19.59%	18.51%	\$0.00
% Change	-48.45%	-51.66%	-3.50%	49.15%	-6.72%	0.00%
amelia island, fl						
March 1, 2009 - March 31, 2009	3,918	2,724	00:00:56	29.52%	15.54%	\$0.00
March 1, 2008 - March 31, 2008	4,280	3,277	00:00:59	16.67%	18.25%	\$0.00
% Change	-8.46%	-16.88%	-5.43%	77.11%	-14.82%	0.00%
amelia island fl						
March 1, 2009 - March 31, 2009	3,663	2,591	00:00:56	31.71%	16.71%	\$0.00
March 1, 2008 - March 31, 2008	3,523	2,627	00:00:57	17.78%	18.31%	\$0.00
% Change	3.97%	-1.37%	-2.48%	78.28%	-8.74%	0.00%
amelia island plantation						

March 1, 2009 - March 31, 2009	3,144	2,269	00:01:01	30.59%	19.75%	\$0.00
March 1, 2008 - March 31, 2008	566	428	00:01:01	32.58%	22.97%	\$0.00
% Change	455.48%	430.14%	-0.65%	-6.11%	-14.00%	0.00%
amelia island, florida						
March 1, 2009 - March 31, 2009	2,190	1,604	00:00:48	36.04%	17.99%	\$0.00
March 1, 2008 - March 31, 2008	2,989	2,263	00:00:52	22.09%	20.34%	\$0.00
% Change	-26.73%	-29.12%	-7.65%	63.13%	-11.55%	0.00%
fernandina beach fl						
March 1, 2009 - March 31, 2009	730	477	00:01:02	30.36%	14.66%	\$0.00
March 1, 2008 - March 31, 2008	2,025	1,470	00:01:00	23.75%	19.75%	\$0.00
% Change	-63.95%	-67.55%	3.62%	27.82%	-25.80%	0.00%
ameilia island						
March 1, 2009 - March 31, 2009	509	386	00:01:09	31.82%	20.63%	\$0.00
March 1, 2008 - March 31, 2008	573	429	00:01:23	11.32%	17.63%	\$0.00
% Change	-11.17%	-10.02%	-17.67%	181.06%	17.03%	0.00%
amilia island						
March 1, 2009 - March 31, 2009	478	335	00:00:46	36.54%	21.55%	\$0.00
March 1, 2008 - March 31, 2008	180	128	00:00:54	27.03%	20.00%	\$0.00
% Change	165.56%	161.72%	-14.13%	35.19%	7.74%	0.00%

AMELIA ISLAND Visitors Overview

Mar 1, 2009 - Mar 31, 2009
Comparing to: Mar 1, 2008 - Mar 31, 2008



47,726 people visited this site

 **57,491 Visits**

Previous: 52,459 (9.59%)

 **47,726 Absolute Unique Visitors**

Previous: 42,762 (11.61%)

 **306,674 Pageviews**

Previous: 242,247 (26.60%)

 **5.33 Average Pageviews**

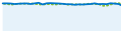
Previous: 4.62 (15.52%)

 **00:04:15 Time on Site**

Previous: 00:03:43 (14.71%)

 **29.73% Bounce Rate**

Previous: 25.64% (15.93%)

 **77.98% New Visits**

Previous: 76.88% (1.42%)

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Cable		
Mar 1, 2009 - Mar 31, 2009	42,969	74.74%	Mar 1, 2009 - Mar 31, 2009	24,145	42.00%
Mar 1, 2008 - Mar 31, 2008	42,253	80.54%	Mar 1, 2008 - Mar 31, 2008	20,700	39.46%
% Change	1.69%	-7.21%	% Change	16.64%	6.43%
Firefox			DSL		
Mar 1, 2009 - Mar 31, 2009	9,057	15.75%	Mar 1, 2009 - Mar 31, 2009	13,886	24.15%
Mar 1, 2008 - Mar 31, 2008	6,621	12.62%	Mar 1, 2008 - Mar 31, 2008	12,320	23.49%
% Change	36.79%	24.82%	% Change	12.71%	2.85%

Safari

Mar 1, 2009 - Mar 31, 2009	4,845	8.43%
Mar 1, 2008 - Mar 31, 2008	3,315	6.32%
% Change	46.15%	33.36%

Chrome

Mar 1, 2009 - Mar 31, 2009	351	0.61%
Mar 1, 2008 - Mar 31, 2008	0	0.00%
% Change	100.00%	100.00%

Mozilla

Mar 1, 2009 - Mar 31, 2009	74	0.13%
Mar 1, 2008 - Mar 31, 2008	57	0.11%
% Change	29.82%	18.46%

Unknown

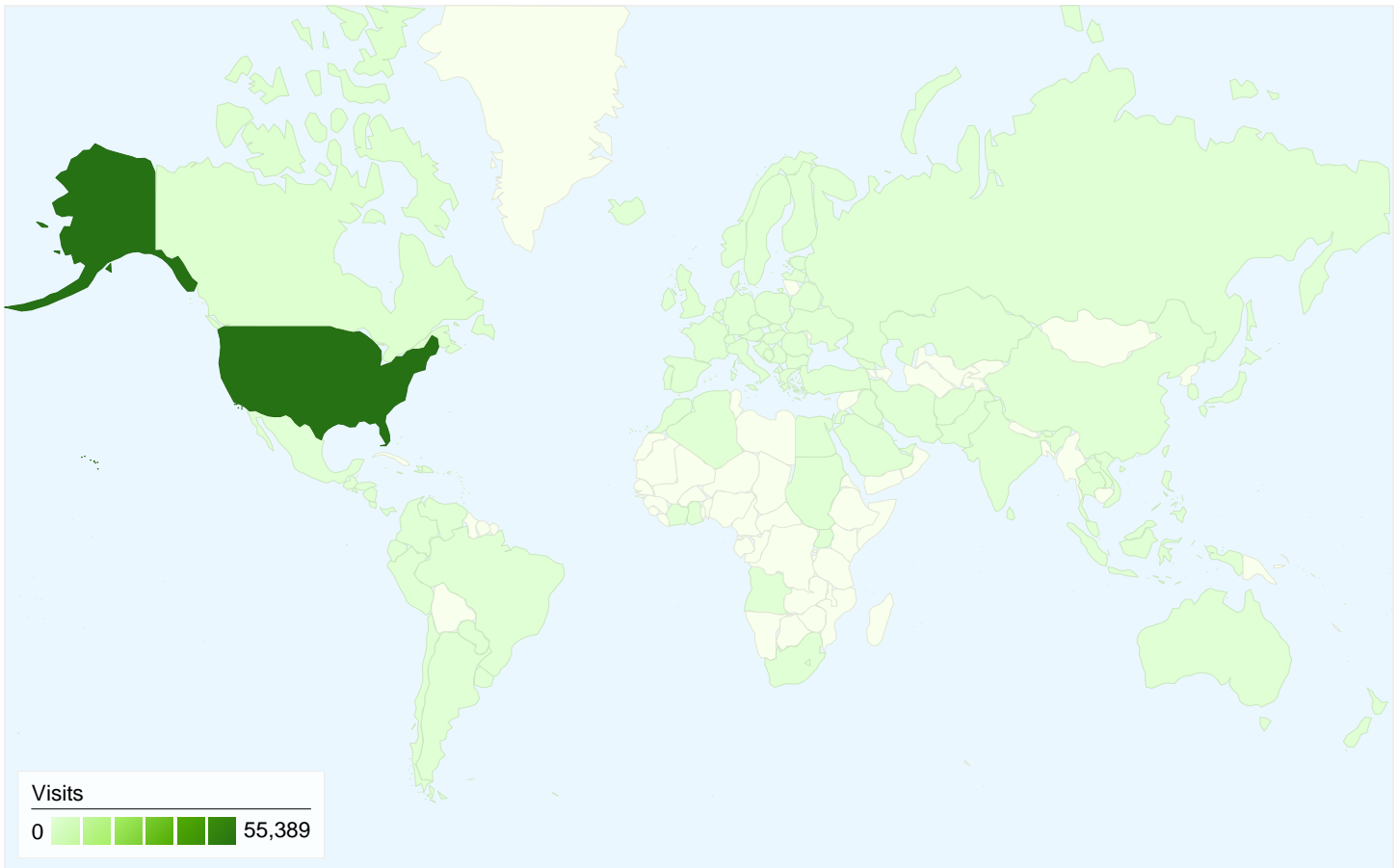
Mar 1, 2009 - Mar 31, 2009	11,477	19.96%
Mar 1, 2008 - Mar 31, 2008	11,938	22.76%
% Change	-3.86%	-12.28%

T1

Mar 1, 2009 - Mar 31, 2009	5,813	10.11%
Mar 1, 2008 - Mar 31, 2008	4,896	9.33%
% Change	18.73%	8.34%

Dialup

Mar 1, 2009 - Mar 31, 2009	1,388	2.41%
Mar 1, 2008 - Mar 31, 2008	1,747	3.33%
% Change	-20.55%	-27.50%



57,491 visits came from 119 countries/territories

Site Usage

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
57,491 Previous: 52,459 (9.59%)	5.33 Previous: 4.62 (15.52%)	00:04:15 Previous: 00:03:43 (14.71%)	77.99% Previous: 76.97% (1.33%)	29.73% Previous: 25.64% (15.93%)	
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States					
March 1, 2009 - March 31, 2009	55,389	5.37	00:04:17	77.91%	29.34%
March 1, 2008 - March 31, 2008	50,501	4.64	00:03:44	76.77%	25.43%
% Change	9.68%	15.77%	14.54%	1.48%	15.35%
Canada					
March 1, 2009 - March 31, 2009	828	4.92	00:03:48	80.07%	34.30%
March 1, 2008 - March 31, 2008	835	4.60	00:03:19	78.32%	25.87%
% Change	-0.84%	7.07%	14.31%	2.23%	32.59%
United Kingdom					
March 1, 2009 - March 31, 2009	413	4.64	00:03:55	72.64%	40.44%

March 1, 2008 - March 31, 2008	313	3.76	00:02:29	79.55%	29.71%
% Change	31.95%	23.48%	57.64%	-8.69%	36.09%
Germany					
March 1, 2009 - March 31, 2009	161	4.16	00:04:03	78.26%	36.02%
March 1, 2008 - March 31, 2008	182	3.96	00:03:25	75.27%	28.02%
% Change	-11.54%	5.19%	18.25%	3.97%	28.56%
France					
March 1, 2009 - March 31, 2009	46	3.76	00:02:20	78.26%	47.83%
March 1, 2008 - March 31, 2008	42	4.45	00:03:57	83.33%	33.33%
% Change	9.52%	-15.53%	-40.97%	-6.09%	43.48%
Belgium					
March 1, 2009 - March 31, 2009	36	4.75	00:03:50	77.78%	47.22%
March 1, 2008 - March 31, 2008	20	3.25	00:02:29	100.00%	30.00%
% Change	80.00%	46.15%	54.30%	-22.22%	57.41%
Switzerland					
March 1, 2009 - March 31, 2009	34	4.29	00:02:45	85.29%	41.18%
March 1, 2008 - March 31, 2008	37	4.78	00:04:16	94.59%	27.03%
% Change	-8.11%	-10.24%	-35.70%	-9.83%	52.35%
Netherlands					
March 1, 2009 - March 31, 2009	33	2.67	00:02:08	84.85%	57.58%
March 1, 2008 - March 31, 2008	34	3.50	00:02:48	91.18%	32.35%
% Change	-2.94%	-23.81%	-23.54%	-6.94%	77.96%
Ireland					
March 1, 2009 - March 31, 2009	29	2.31	00:00:55	93.10%	65.52%
March 1, 2008 - March 31, 2008	27	3.70	00:03:40	81.48%	33.33%
% Change	7.41%	-37.62%	-75.12%	14.26%	96.55%
Spain					
March 1, 2009 - March 31, 2009	28	4.54	00:03:13	82.14%	42.86%
March 1, 2008 - March 31, 2008	19	2.58	00:01:38	89.47%	57.89%
% Change	47.37%	75.87%	97.40%	-8.19%	-25.97%

ACTIVITY

TOURISM MARKETING

TOURISM SALES EFFORTS

- ⌘ Prepared and distributed welcome packets to nine bus tours.
- ⌘ Continued Co-Op effort with American Star, American Spirit and American Glory Cruise Lines.
- ⌘ Communicated upcoming bus tours schedules with Downtown Merchants.
- ⌘ Distributed Artrageous Artwalk brochure to galleries and hotels
- ⌘ Distributed Artrageous Artwalk brochure to I95 Welcome Center
- ⌘ Distributed Wild Amelia Nature Festival to I95 Welcome Center
- ⌘ Distributed African-American History Brochure I95 Welcome Center
- ⌘ Distributed 24 cases of Visitors Guides to the I95 Welcome Center
- ⌘ Distributed 13 cases of Visitors Guides
- ⌘ Held Meeting with Accommodations Sales Directors to review Media Plan
- ⌘ Attended Concours d'Elegance
- ⌘ Met with restaurants to review copy for revised Historic Dining Guide
- ⌘ Distributed "a Free Night" campaign sign up to the accommodators
- ⌘ Distributed "Amelia Memorable Offer" sign up to the retail shops and restaurants
- ⌘ Collected "Hot Rates" and distributed to I95 Welcome Center

ADMINISTRATION

- ⌘ Attended Sweet Tea Partnership meeting in Brunswick
- ⌘ Met with new AI Museum Director Phyllis Davis
- ⌘ Met with WJCT production team regarding online videos
- ⌘ Finalized spring media creative, including *Free Night*, *Any Night* and *Amelia Values*
- ⌘ Met with Brunet Garcia regarding minority marketing program
- ⌘ Met with David Hallman and Mike Boyle regarding reserve spending
- ⌘ Finalized contracts for Book Festival and Jazz Festival support
- ⌘ Met with Gator Bowl representatives related to ongoing sponsorship
- ⌘ Developed new stationery with Mixed Media
- ⌘ Attended Casino Night fundraiser for Island Rotary
- ⌘ Attended Atlanta Media mission to meet with writers and meeting planners
- ⌘ Developed video production project with Florida Travel & Life
- ⌘ Did media interviews with several publications, including the WSJ
- ⌘ Attended TARP meeting with Visit Jacksonville
- ⌘ Attended City Council workshop on noise ordinance
- ⌘ Met with City Manager on new Depot lease
- ⌘ Attended TPC meeting with Baptist Nassau
- ⌘ Meet with AI Museum committee related to Christmas on Centre

ADVERTISING & MARKETING PARADISE ADVERTISING

Amelia Island Brand

- ☼ Agency continued correspondence regarding the Bed & Breakfast Association Brochure
- ☼ Agency provided Niche logos for use
- ☼ Agency began the process of updating the Amelia Island Brand Guide
- ☼ Provided the Amelia Island CVB logo for use at the ABA Spring Golf Tournament

Advertising

- ☼ Agency continued to receive and review media placement opportunities
- ☼ Agency provided
- ☼ Agency pursued potential trade/barter options with current media partners
- ☼ Agency revised media plan to by removing the Orlando market to include South Georgia markets and other 4 hour radius markets – shown below:
 - ☼ Gainesville
 - ☼ Ocala
 - ☼ Tallahassee
 - ☼ Waycross
 - ☼ Tifton
 - ☼ Valdosta
- ☼ Agency negotiated and secured Master’s Radio Broadcast Sponsorship on The Fan in Atlanta The sponsorship included; :30 spot, live reads, scoreboard announcement mentions
- ☼ Agency provided media recommendations for outdoor board along I-95
- ☼ Agency developed and presented multiple outdoor board creative options
- ☼ Agency developed April – Jacksonville Market – A Free Night, Any Night campaign
 - ☼ Logo and bug
 - ☼ Magazine Ads – Jacksonville Magazine, Atlanta Magazine, Florida Travel+Life
 - ☼ :60 Radio
 - ☼ Coordinated with .Com to develop the landing page
- ☼ Coordinated with Hayworth Creative on Atlanta Magazine editorial
- ☼ Developed the Jacksonville Visitor Guide Full page – now includes Free Night Any Night
- ☼ Agency negotiated media insertion for the Visit Florida/Collinson Instate Newspaper Insert

Misc.

- ☼ Agency developed the Partner Co-Op Program in coordination with Gil
 - ☼ :60 Radio in Jacksonville, Atlanta, Tampa Bay, Savannah, Tallahassee
 - ☼ NPR Radio – WJCT in Jacksonville
 - ☼ Online – Jacksonville, Atlanta, Savannah, Tampa Bay
- ☼ Agency began to develop the Amelia Value Card with supporting POP graphics

Upcoming in April

- ☼ Execute April Campaign
- ☼ Place media for the May and June campaign
- ☼ Coordinate Co-Op program. Coordinate Partner Promotion with Jacksonville Radio stations

**INTERACTIVE
.COM MARKETING**

WEBSITE MAINTENANCE

- ⊗ Calendar listings were added to the events page on the site for 2009
- ⊗ Flickr was finished and sent to the TDC for approval to push live on the homepage
- ⊗ The February Newsletter was placed on the sign up page
- ⊗ Updates were made to the dining section of the site with some restaurant removals and description updates
- ⊗ Lodging Properties were added to the site and booking engines
- ⊗ The Memorable Offers page was updated by adding the Second Saturday Artwalks and a graphic was also added to the events flash rotation on the homepage.
- ⊗ Additional events were added to the flash rotation on the homepage.
- ⊗ Properties were added to the content management system as users with login information emailed out by .Com Marketing
- ⊗ The Content Management System was updated so users can be set up to only update events as well as additional CMS changes
- ⊗ The Press Room was updated in the image gallery so that the file names show up as uploaded originally when media downloads a photo as well as the photos being large enough now for print.
- ⊗ The Search Function for Events copy was revised
- ⊗ The Events section was revised to no longer show times

Next Steps

- ⊗ The March Newsletter will be added to the sign up page
- ⊗ The March Sweepstakes Newsletter Copy will be added to the sign up page
- ⊗ 2009 additional Events will be added to the site & Photos
- ⊗ Additional Media Kit documents will be added to the press room
- ⊗ Flickr will be pushed live upon approval on the homepage
- ⊗ Travelocity Widgets will be finished up as well as the comparing prices function reskinned
- ⊗ in March and applied to the site
- ⊗ The homepage be updated to only show 3 events and the search application will be redesigned to match the booking engine box
- ⊗ All videos sent by the TDC will be added on several different pages of the site
- ⊗ Images will be added to the library as they come in
- ⊗ Promotions and events will be updated on the homepage as needed
- ⊗ Press Releases will be added
- ⊗ Options to add more photos to lodging properties will be added to the CMS
- ⊗ The Memorable Offers page will be updated to be able to add promo logos and better headline font size and style

PUBLIC RELATIONS
HAYWORTH CREATIVE

MEDIA DEVELOPMENT

- ⌘ Responded to 18 editorial leads from VISIT FLORIDA, SATW E-news, Travel News Link and HARO.
- ⌘ Provided six editorial leads to appropriate Amelia Island tourism industry partners.
- ⌘ Provided VISIT FLORIDA Nightlife and Entertainment Expert with info and images of the ArtRageous Artwalks for her blog.
- ⌘ Provided *Dolce-Dolce* with spa package information from Ritz-Carlton Spa, Amelia Island and Spa at Amelia Island Plantation.
- ⌘ Provided *Ladies Home Journal* with information about women-owned Bed and Breakfasts on Amelia Island to consider for an upcoming story.
- ⌘ Coordinated interview with *Wall Street Journal* and Gil Langley.
- ⌘ Coordinated interview for Gil Langley with *HOME: Living in the Heart of Florida, North Central Florida's Premiere Lifestyle Magazine*.
- ⌘ Provided high res images to *Upscale* magazine.
- ⌘ Worked with *Florida Travel + Life* and Concours to make sure they had credentials.
- ⌘ Provided information and contacted partners for *Florida Travel + Life* to send a photographer to take images throughout Fernandina Beach.
- ⌘ Provided *Florida Times-Union* Events Calendar information to events on Amelia Island.
- ⌘ Provided Press Kit for Sweet Tea Getaways.
- ⌘ Created a filming outline and shot list for *Florida Travel + Life* to visit Amelia Island for a 3 minute video. Coordinated filming arrangements with CVB staff. Trip was postponed until April due to weather.
- ⌘ Provided information to *Fodor's* for consideration in separating Amelia Island out from Jacksonville in the 2011 issue.
- ⌘ Followed up with media meetings from the New York Media Mission. Provided report with March Activity report.
- ⌘ Provided information and images to *Atlanta Magazine* for their May issue.
- ⌘ Revised *Florida Travel + Life* talent release to include Amelia Island CVB.

PRESS TRIPS

- ⦿ Worked with *DayTime TV* on an Adventure Travel Segment. Coordinated room and itinerary for them to scout for an April filming. The show is picked up at more than 100 outlets throughout the country.
- ⦿ Prepared tentative itinerary for Scott Costello, of *HOME: Living in the Heart of Florida, North Central Florida's Premiere Lifestyle Magazine* (30K circulation, focuses on Gainesville and Ocala Markets). He will visit April 24-26.
- ⦿ Coordinated visit for writer on assignment for *Heart and Soul* magazine (Circulation: 300,000). She is interested in covering a story on Amelia Island with an African American angle. Coordinated itinerary, provided press kit and follow up information.
- ⦿ Coordinated media rate for Donna Balancia, freelance writer for *Florida Travel Journal* who will cover tennis on Amelia Island Resorts. Balancia will visit April 7-10. Will finalize itinerary in early April.
- ⦿ Began working with Marisa Cohen, columnist for *Redbook*, to see if she would like to try any “girlfriend getaway” experiences during her upcoming trip to Amelia Island.

ATLANTA MEDIA RECEPTION

- ⦿ Continued taking RSVPs for the event.
- ⦿ Made follow up phone calls and emails to target media.
- ⦿ Worked with various events to obtain information/handouts for the events table.
- ⦿ Revised invite to include meeting planners and travel agents. Sent to Amelia Island CVB's list of travel professionals and sent to Amelia Island Plantation, Ritz-Carlton, Amelia Island and Golf Club of Amelia Island to distribute to their contacts.
- ⦿ Worked with a videographer to create a six-minute video about Fernandina's Fantastic Fudge for the Atlanta event. Coordinated with Fernandina's Fantastic Fudge delivery of samples to the CVB for the event.
- ⦿ Worked with GSAE to have event included in their March E-newsletter. Had to request they take it out prior to distribution, as event filled up.
- ⦿ Contacted VISIT FLORIDA about sending invitation to their meeting planner contacts in Atlanta. They distributed the invitation to more than 400 contacts.

- ⌘ Wrote Shrimping Industry Fact Sheet for Shrimping table. Also researched and spoke with Billy Burbank III regarding industry.
- ⌘ Coordinated gift bag and drawing giveaways with industry partners.
- ⌘ Designed and worked with printer on Amelia Island Passports for the event.
- ⌘ Coordinated hotel rooms for the industry members staying at the Wyndham Garden Inn at the Government rate.
- ⌘ Booked flights for Hayworth and Museum to Atlanta.
- ⌘ Worked with Amelia Island Plantation to get a signature drink for the event – the Ameliatini. Created recipe cards for the event.
- ⌘ Coordinated room set up, food and beverage order, guarantees, payment, etc with the Piedmont Room at Park Tavern. Rented AV equipment for the event.
- ⌘ Wrote Outdoors, Spa and Spring/Summer Specials releases for the press folders.
- ⌘ Prepared name tags for each attendee.
- ⌘ Created 30 press folders for the event and signage for each station.
- ⌘ Stuffed media and travel professional gift bags for the event.
- ⌘ Attended and coordinated Atlanta reception. Approximately 46 media and travel professionals were in attendance, in addition to 10 Amelia Island industry members.

MEDIA RELEASES

- ⌘ Wrote and distributed package press release for Kadie Ride. Release was distributed to 323 media outlets.
- ⌘ Distributed Winter Roundup press release. Release was distributed to 192 media outlets.
- ⌘ Distributed Spring/Summer Packages release. Release was distributed to 149 media outlets.
- ⌘ Wrote Summer Events release. Provided to CVB for approval. Will distribute in early April.

PROMOTIONS

- ⌘ Finalized promotion with WEJZ-FM - Lite 96.1 in Jacksonville. This station is the number 5 station in the market (with an Adult Contemporary format). Provided copy points and certificates to the station.

- ④ Finalized April Web site promotion for the Amelia Island Web site. Fairbanks House and Amelia Island Carriages will be providing the April giveaway. Attempted several times to contact February winner.
- ④ Finalized Airtran's interest in the *Redbook* promotion. Pitched to *Redbook* for the WinIt section. They are considering making a bigger giveaway for their Hot Husbands Contest.

WEB SITE

- ④ Finalized the Vodcast of Fort Clinch footage. Sent .COM a copy to add online.
- ④ Provided one calendar listing to CVB to add to the Web site.

MISCELLANEOUS

- ④ Researched and wrote copy for the April Amelia Island e-newsletter. Copy was approved and will be distributed by .COM in April.
- ④ Discussed processes of giveaways with Shrimp Festival.
- ④ Created Activity and Publicity Reports.