

AMELIA ISLAND

F L O R I D A

Come Make Memories



**TDC Meeting
January 27, 2010**

FILM FESTIVAL PRESENTATION



FINANCIALS

FINAL FY2009 BED TAX

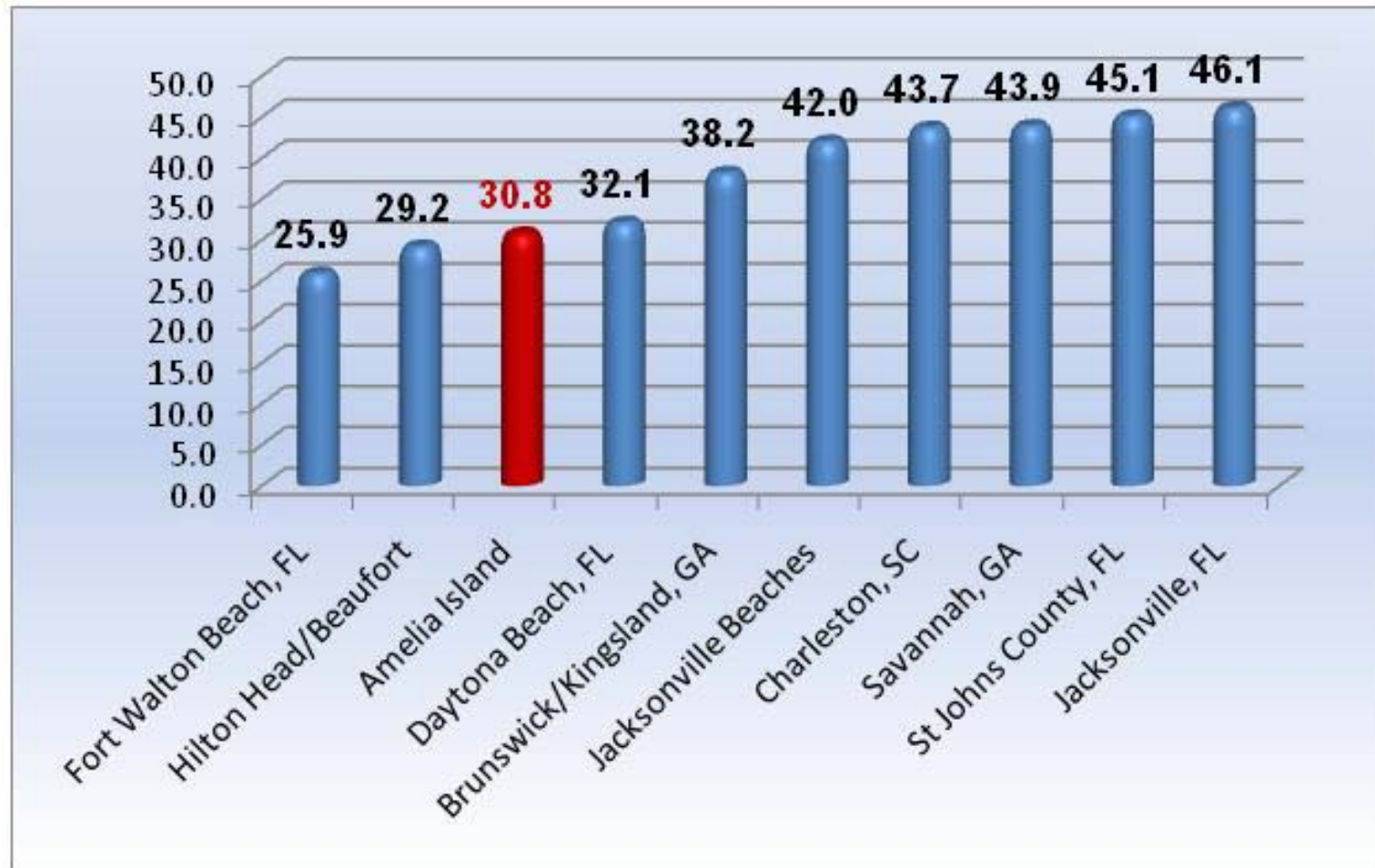
Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total	% Change
FY 2003	\$109,336	\$85,605	\$47,732	\$58,844	\$90,804	\$139,068	\$167,713	\$143,201	\$174,973	\$181,948	\$121,651	\$61,452	\$1,382,327	4.63%
FY 2004	\$100,645	\$70,916	\$44,192	\$77,030	\$86,617	\$153,685	\$170,854	\$157,314	\$156,197	\$188,660	\$109,107	\$67,213	\$1,382,430	0.01%
FY 2005	\$117,549	\$86,194	\$63,252	\$69,679	\$148,538	\$163,800	\$179,477	\$157,081	\$132,026	\$259,316	\$118,756	\$85,516	\$1,581,185	14.38%
FY 2006	\$117,494	\$96,414	\$54,471	\$86,220	\$101,817	\$170,142	\$188,472	\$151,887	\$197,573	\$196,593	\$119,475	\$98,934	\$1,579,492	-0.11%
FY 2007	\$111,564	\$91,570	\$63,904	\$93,105	\$104,652	\$199,152	\$188,917	\$164,364	\$211,842	\$237,445	\$139,506	\$98,800	\$1,704,820	7.93%
FY 2008	\$130,002	\$91,328	\$80,897	\$88,690	\$130,347	\$185,199	\$182,371	\$167,219	\$212,867	\$212,168	\$131,107	\$78,412	\$1,690,606	-0.83%
FY 2009	\$114,995	\$86,222	\$83,281	\$103,468	\$134,956	\$192,886	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,929,663	14.14%
% Change	-11.54%	-5.59%	2.95%	16.66%	3.54%	4.15%	21.74%	14.94%	21.31%	27.62%	28.65%	30.05%		
2% Eqv.	\$114,995	\$86,222	\$60,862	\$68,979	\$89,970	\$128,994	\$148,501	\$129,377	\$172,155	\$180,834	\$112,444	\$67,983	\$1,361,315	-19.48%
% Change	-11.54%	-5.59%	-24.77%	-22.22%	-30.98%	-30.35%	-18.57%	-22.63%	-19.13%	-14.77%	-14.24%	-13.30%		
Projected														
FY2009	\$110,124	\$100,965	\$70,461	\$138,588	\$154,669	\$291,995	\$276,989	\$256,395	\$294,366	\$316,615	\$202,982	\$144,819	\$2,358,966	
% Change	4.42%	-14.60%	18.19%	-25.34%	-12.75%	-33.94%	-19.85%	-25.04%	-12.27%	-14.48%	-16.91%	-29.59%	-18.20%	
YTD														
FY2008	\$130,002	\$221,330	\$302,227	\$390,917	\$521,263	\$706,462	\$888,833	\$1,056,053	\$1,268,920	\$1,481,087	\$1,612,195	\$1,690,606		
FY2009	\$114,995	\$201,217	\$284,498	\$387,966	\$522,922	\$715,808	\$937,818	\$1,130,022	\$1,388,255	\$1,659,023	\$1,827,689	\$1,929,663		
% Change	-11.54%	-9.09%	-5.87%	-0.75%	0.32%	1.32%	5.51%	7.00%	9.40%	12.01%	13.37%	14.14%		

JANUARY FINANCIALS

Account	Description	FY 2009 Actual	FY 2010 Budget	Variance	Percent Change	YTD Actual
NET INCOME	Tourist Development Funds	\$1,868,988	\$1,973,777	\$104,789	5.61%	\$216,300
EXPENSES						
37522552	TDC Research/Admin. 15%	\$292,110	\$281,067	-\$11,043	-3.78%	\$31,472
37523552	Marketing - 65%	\$1,042,711	\$1,217,955	\$175,244	16.81%	\$450,352
37523552	Travel Trade - 10%	\$231,748	\$287,378	\$55,630	24.00%	\$44,859
37525539	Beach Improvements 10% **	\$85,350	\$187,377	\$102,027	119.54%	\$82,850
EXPENSE TOTAL						
		\$1,651,919	\$1,973,777	\$321,858	19.48%	\$609,533
NET		\$0	\$0			-\$393,233

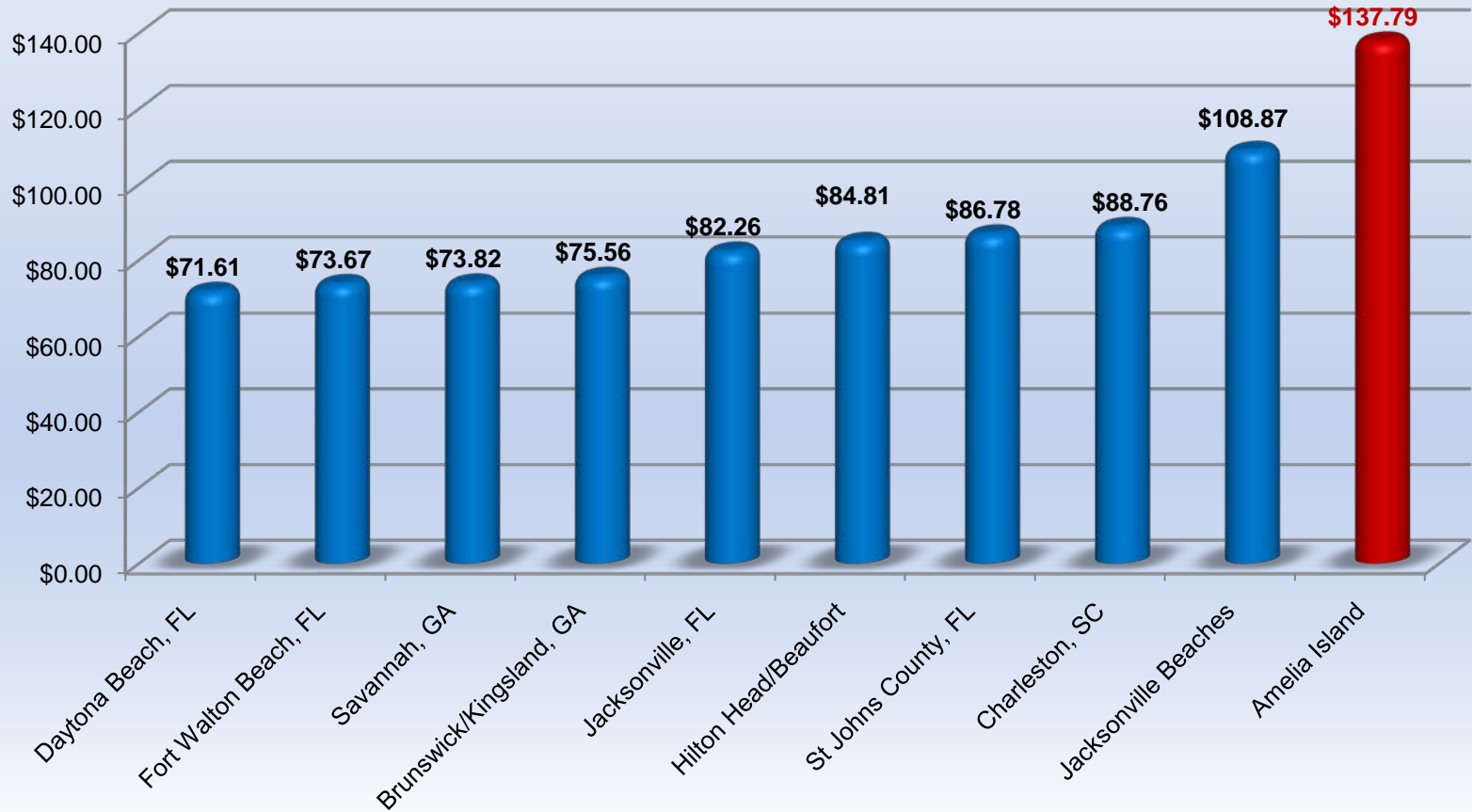
SMITH TRAVEL RESEARCH

JANUARY OCCUPANCY



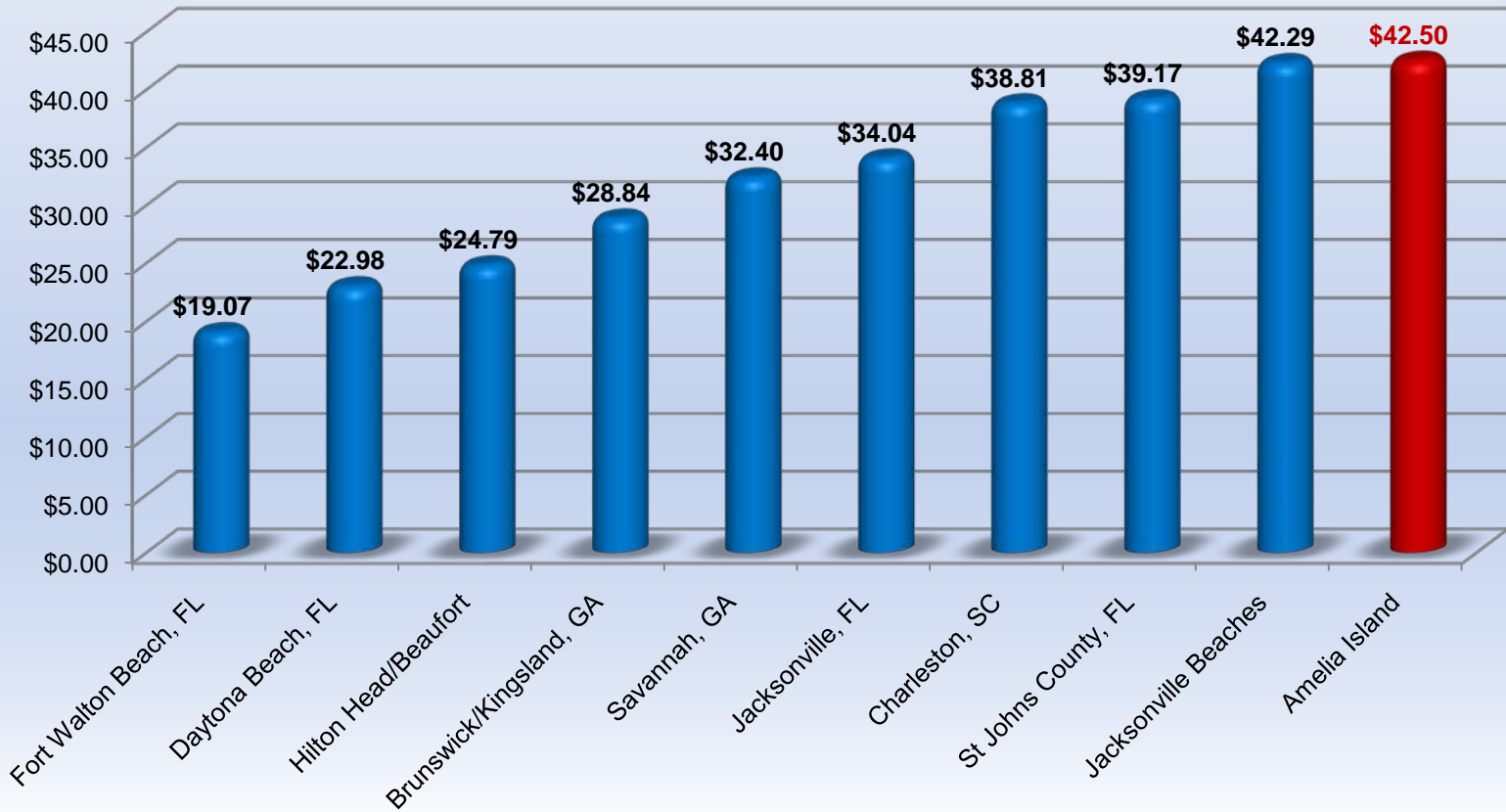
Figures Represent Amelia Island, not Nassau County

JANUARY ADR



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SEPTEMBER REVPAR



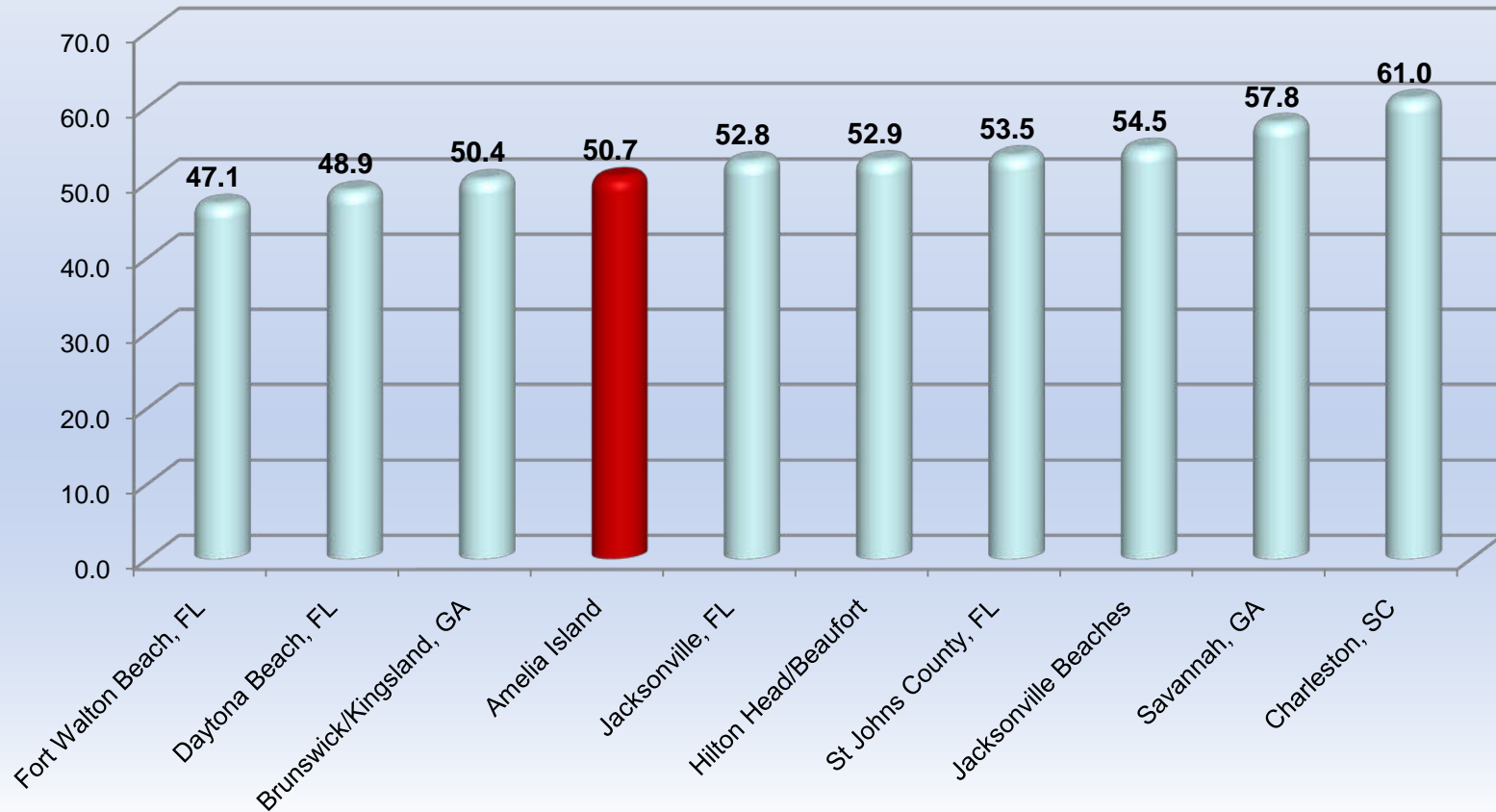
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DECEMBER CHANGES

	Occupancy	ADR	RevPAR
Hilton Head/Beaufort	-1.1	-0.8	-1.9
Brunswick/Kingsland	-6.8	-6.0	-12.4
Savannah, GA	-0.3	-4.1	-4.5
Daytona Beach, FL	-1.0	-0.9	-1.9
Fort Walton Beach, FL	6.2	-6.1	-0.3
Charleston, SC	-6.7	-3.6	-10.1
Jacksonville, FL	-0.7	-10.2	-10.8
St. Johns County, FL	0.6	-8.2	-7.6
Jacksonville Beaches	-3.0	-7.4	-10.2
Amelia Island, FL	-14.4	-6.1	-19.6

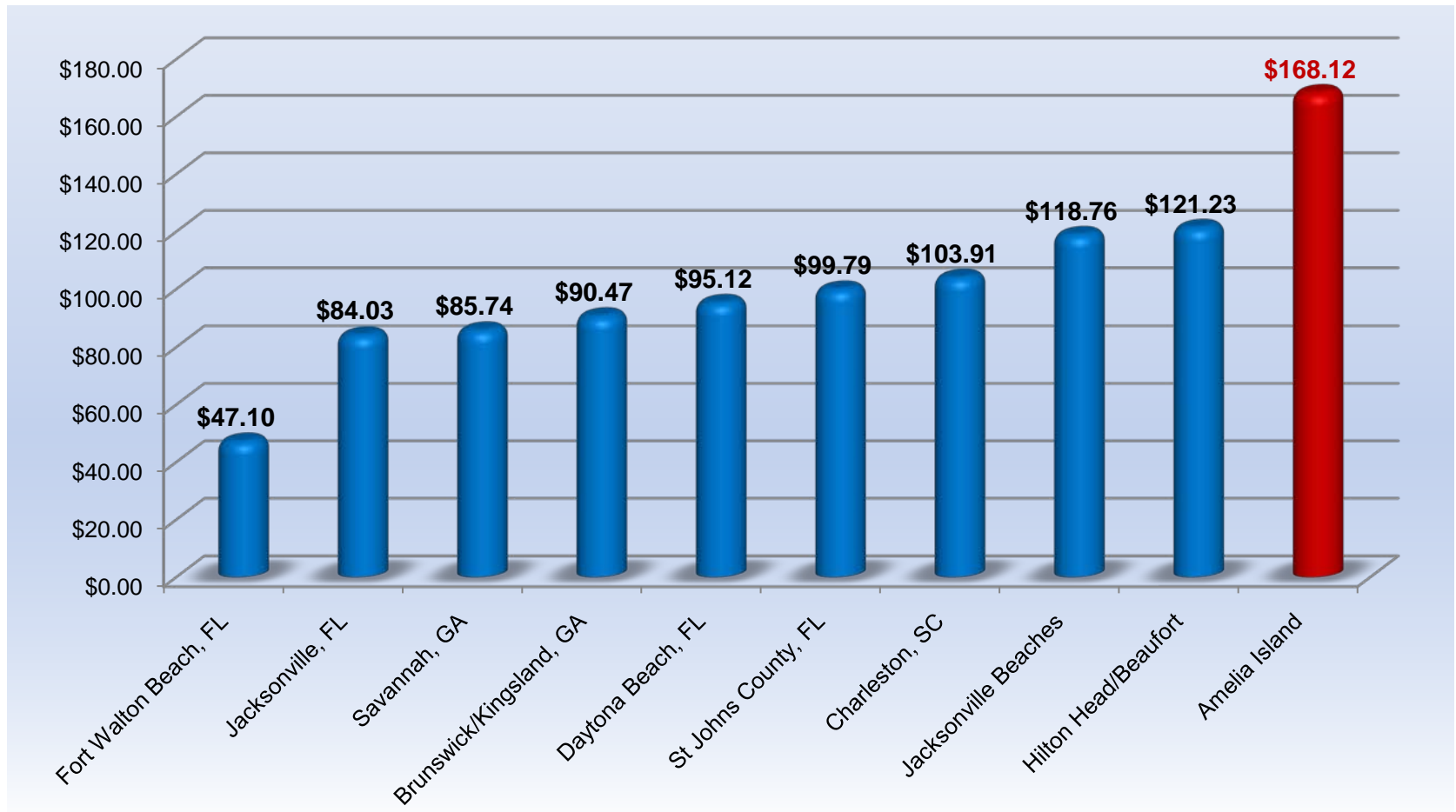
*Figures Represent Amelia
Island, not Nassau County*

2009 YTD OCCUPANCY



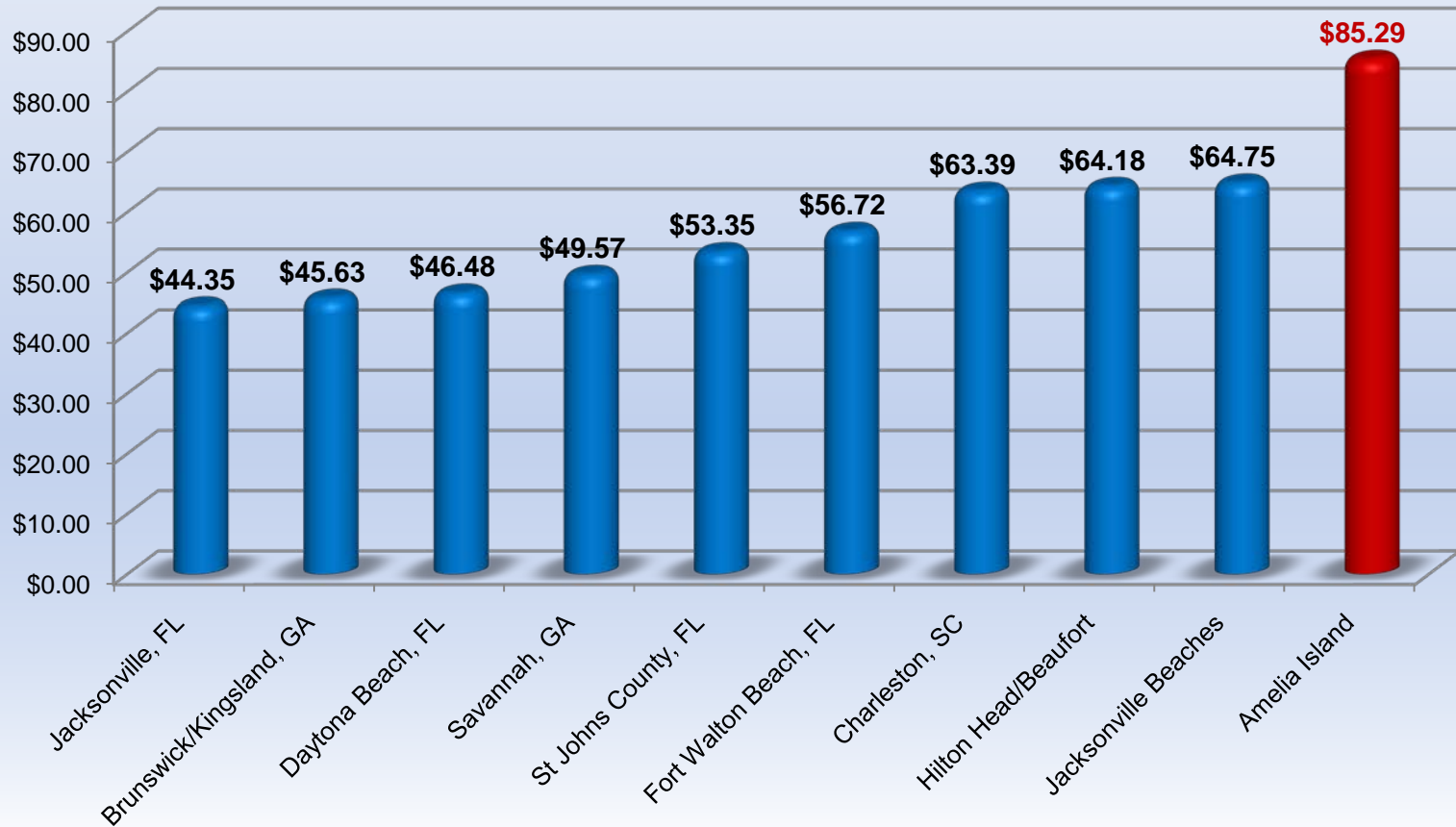
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2009 YTD ADR



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2009 YTD REVPAR



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2009 YTD CHANGES

	Percent Change from YTD 2008					
	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Jacksonville, FL	-10.7	-10.1	-19.7	-16.0	4.7	-6.6
Jacksonville Beaches	-6.7	-11.5	-17.4	-14.2	3.9	-3.0
Savannah, GA	-4.1	-8.9	-12.6	-8.1	5.1	0.8
Brunswick/Kingsland, GA	-4.3	-12.4	-16.1	-11.5	5.4	1.0
Daytona Beach, FL	-0.2	-6.6	-6.7	-4.9	2.0	1.8
Charleston, SC	-5.4	-8.6	-13.5	-12.6	1.0	-4.4
Amelia Island	-12.0	-13.4	-23.8	-20.7	4.1	-8.4
St Johns County, FL	-4.9	-11.0	-15.3	-13.6	2.0	-2.9
Hilton Head/Beaufort	-2.2	-7.5	-9.6	-8.8	0.8	-1.4
Fort Walton Beach, FL	-3.4	-10.0	-13.1	-10.1	3.4	-0.1

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ACTIVITY REPORT

SEPTEMBER TRACKING

Visitor Inquires – 29.60% ↑

Visitor Center 11.49% ↑

Web Visits – 30.70% ↑

➤ Florida (Jacksonville)

➤ Georgia (Atlanta)

➤ New York (New York)

Page Views – 23.41% ↑

FaceBook – 7,318 Fans

The screenshot shows the Facebook profile for Amelia Island Florida. The page header includes the name 'Amelia Island' and navigation tabs for 'Wall', 'Info', 'HOTELS', 'Promotions', 'Photos', and 'Video'. A search bar is visible with the text 'What's on your mind?'. Below the search bar, there is a post from Amelia Island. The post text reads: 'Island has been voted # 4 in the Condé Nast Traveler 2009 Readers' Choice Awards for the Top 10 North American Islands! Follow the link to see the rankings! http://bit.ly/acJGq'. The post includes a photo of people kayaking and a link to the award information. The post has 60 likes and 23 comments. One comment from Christine Corn Smith is visible, stating 'Love this place!!!!!! My mom lives there so we go 4 or 5 times a year. BEAUTIFUL!!!!!! It never gets old!'. The page also shows an 'Insights' section with a post quality score of 11.9 and 87 interactions this week.

PUBLIC RELATIONS

KATHARINA LANE

HAYWORTH CREATIVE

SPECIAL EVENTS

BRETTA VIGUE

CHRIS WOOLWINE

ENHANCED FINANCIAL

- ⊗ **St, Augustine Increased from 3% to 4%**
- ⊗ **Bay County Increased from 3% to 5%**
- ⊗ **Leon County Increased from 4% to 5%**
- ⊗ **Florida Keys Increased from 4% to 5%**
- ⊗ **Collier County Accessed \$2 million in reserve funds for 2010 Marketing.**
- ⊗ **VisitJacksonville Accessed \$1.5 million for Marketing and Advertising in 2010**

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