

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, August 25, 2010
Location: City Hall – 204 Ash Street – Fernandina Beach, FL

Agenda

- I. Call to Order Mike Boyle
- II. Approval of July 28th, 2010 minutes Mike Boyle
- III. Presentations
 - A. First Coast of Golf David Reese
- IV. Financial Report Jack Healan
- V. Amelia Island Tourism Development Council Update
 - A. STR Report Gil Langley
 - B. Activity Report – Tracking, PR, Special Events Staff
 - C. Advertising Update **Paradise**
- VI. Old Business
 - A. FY2011 Budget Jack Healan
 - B. Advertising/Media Buying RFQ Gil Langley
 - C. .COM Marketing Gil Langley
- VII. New Business
- VIII. Public Input
- IX. Adjournment

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday July 28, 2010
3:00 p.m.
The City of Fernandina Beach City Hall

Present: Mike Boyle, David Caples, Arlene Filkoff, Tim Poynter, John Price, Holly Wohlfarth, Katharine Monahan
Absent: Jack Healan, Harry Krix
Staff: Gil Langley, Bretta Walker, Melanie Crawford

I. Call to Order

Meeting was called to order by Mike Boyle at 3:00 pm. Mr. Boyle recognized that County Attorney David Hallman was present and thanked him for attending.

II. Approval of Minutes of June 23, 2010 Board Meeting

Tim Poynter moved to approve the minutes, David Caples seconded.
Motion carried unanimously.

III. Financial Report

Gil Langley reported that financials remain in line with budget. Bed tax report came in at \$22,000 above projections for June. This is not yet at the 2008 level but is up 6.5% from last year. A new report showing the bed tax collections breakdown by properties was presented. Total expenses show \$593K remaining in the budget for the last three months of the fiscal year. Carry forward allocations have not yet been used and may not be depending on bed tax collections for the remainder of the year.

A meeting with county tax collector was discussed to attempt to resolve the ongoing problem of non-collected tax from private property owners.

Katharine Monahan asked if there was any way to track the effects of the Gulf Coast situation that has contributed to our success and asked if we attempting to keep the displaced tourists "hooked" on our area? Mr. Langley explained that we haven't formally tracked those numbers, but that we did increase advertising in markets that would have traditionally considered panhandle destinations. Mr. Boyle commented that once new people visit here as opposed to the Gulf Coast then they would naturally be convinced to return.

No other questions.

IV. Amelia Island Tourism Development Council Update

Smith Travel Report showed that for the third month in a row there was growth in occupancy. June numbers represented the highest demand (room sales) since July 07, occupancy since June 08, and room revenue was at highest level since July 08. Mr. Langley presented a new slide that showed the average metrics for showed Florida, our Comp Set, and Amelia Island. In June Amelia Island was highest in all categories. For YTD ADR, Amelia Island trailed occupancy numbers slightly, but led in ADR and RevPar.

David Caples noted that over the long term the AI ADR outpaces all others and questioned if we have the right competitive set in place? Mr. Langley explained there aren't many others to include in comp set except West Palm. These communities are the comps that have been used for many years. Ms. Monahan inquired if this is a true reflection of comps and could it be extended to include areas such as Tampa area, Sarasota, Marco Island as well as Destin? Discussion followed regarding varied area situations.

Activity Reporting showed Visitor Inquiries up 30%, visits to Visitor Center up 18%, web visits up 19% and Facebook fans sign ups still continue to be positive. Website comparison from last year.....page view up 49%! Time spent on site by visits has expanded as well.

Bretta Walker reported on the many promotions being done by Hayworth in the absence of Katharina Lane. Another newscast promotion with Jacksonville's CBS/FOX station is being lined up just prior to the Great Southern Tailgate Cook-off. Many prizes and giveaways are planned. Also for the AI Jazz Festival, a radio station in Orlando has been given a proposal and details are still being finalized. For the month of June several press releases were distributed.

Ms. Walker also reported on the tourism marketing efforts and administration for the month of June. Coming up is The Great Southern Tailgate Cook-off, August 27 and 28 and much has been going in preparation for this event. Over 50 teams have signed up, Jaxson Deville and the Jaguar cheerleaders will make an appearance, and there is a strong entertainment lineup for both days. A large turnout is expected for this event. FPU is one of the many sponsors and has donated over 14K in time, labor and materials to make this happen. Budweiser is also a sponsor. Mrs. Walker reminded the Board that this is the 1st event to occur under the new special events ordinance. She also discussed the new AITDC website and showed via slide presentation its many updates as well as an update on the Value Card promotion.

There were no questions.

V. Old Business

Gil Langley revisited the topic of bed tax possibly being extended off island. Research was done to show breakdown of lodging sales by zip code over 4 years and results showed:

32034 (Amelia Island) generates 97% of accommodation sales and 32097 (Yulee) generates 2.3%.

In 2010, 32097 (Yulee) would have generated less than 4% of the AITDC revenue budget. In order to expand the taxing district to the rest of the County, there would need to be a public referendum. The general consensus was that the revenue was not enough to pursue this further at this time. Board gave direction for Gil Langley to meet with the BOCC on behalf of AITDC regarding this matter.

Mr. Langley also informed the board that the Advertising RFQ went out since last meeting and that there has been significant interest from many quality agencies.

VI. New Business

No new business.

VII. No Public Input

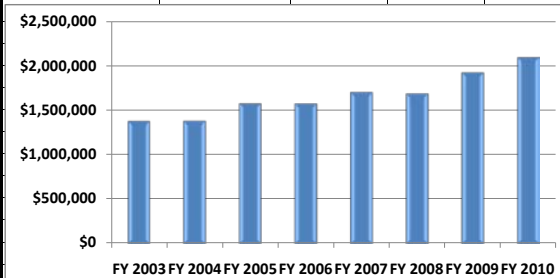
VIII. Meeting adjourned 3:52 pm

FINANCIAL

Amelia Island Tourism Development Tax Monthly Collections



Actual	October	November	December	January	February	March	April	May	June	July	August	September	Total	% Change
FY 2003	\$109,336	\$85,605	\$47,732	\$58,844	\$90,804	\$139,068	\$167,713	\$143,201	\$174,973	\$181,948	\$121,651	\$61,452	\$1,382,327	4.63%
FY 2004	\$100,645	\$70,916	\$44,192	\$77,030	\$86,617	\$153,685	\$170,854	\$157,314	\$156,197	\$188,660	\$109,107	\$67,213	\$1,382,430	0.01%
FY 2005	\$117,549	\$86,194	\$63,252	\$69,679	\$148,538	\$163,800	\$179,477	\$157,081	\$132,026	\$259,316	\$118,756	\$85,516	\$1,581,185	14.38%
FY 2006	\$117,494	\$96,414	\$54,471	\$86,220	\$101,817	\$170,142	\$188,472	\$151,887	\$197,573	\$196,593	\$119,475	\$98,934	\$1,579,492	-0.11%
FY 2007	\$111,564	\$91,570	\$63,904	\$93,105	\$104,652	\$199,152	\$188,917	\$164,364	\$211,842	\$237,445	\$139,506	\$98,800	\$1,704,820	7.93%
FY 2008	\$130,002	\$91,328	\$80,897	\$88,690	\$130,347	\$185,199	\$182,371	\$167,219	\$212,867	\$212,168	\$131,107	\$78,412	\$1,690,606	-0.83%
FY 2009	\$114,995	\$86,222	\$83,281	\$103,468	\$134,956	\$192,886	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,929,663	14.14%
FY 2010	\$135,629	\$101,854	\$79,525	\$91,224	\$116,056	\$211,637	\$288,964	\$270,032	\$366,764	\$438,533			\$2,100,217	8.84%
% Change	17.94%	18.13%	-4.51%	-11.83%	-14.00%	9.72%	30.16%	40.49%	42.03%	61.96%	-100.00%	-100.00%		
2% Eqv.	\$90,419	\$67,903	\$53,016	\$60,816	\$77,371	\$141,091	\$144,482	\$135,016	\$183,382	\$219,267				
% Change - 2008	-30.45%	-25.65%	-34.46%	-31.43%	-40.64%	-23.82%	-20.78%	-19.26%	-13.85%	3.35%	-100.00%	-100.00%		
3% Eqv.							\$216,723	\$202,524	\$275,073	\$328,900	\$0	\$0	\$1,575,162	\$0
% Change - 2009							-2.38%	5.37%	6.52%	21.47%	-100.00%	-100.00%	-18.37%	-53.12%
Projected													\$1,270,160	
FY2010	\$115,000	\$85,000	\$83,500	\$103,467	\$134,956	\$195,952	\$222,010	\$192,204	\$258,233	\$270,768	\$168,665	\$101,974	\$1,931,729	
1% Tax							\$74,003	\$64,068	\$86,078	\$90,256	\$56,222		\$370,627	
FY2010 Rev	\$115,000	\$85,000	\$83,500	\$103,467	\$134,956	\$195,952	\$296,013	\$256,272	\$344,311	\$361,024	\$224,887	\$101,974	\$2,302,356	
% Change	15.21%	16.55%	-5.00%	-13.42%	-16.28%	7.41%	-2.44%	5.10%	6.12%	17.67%				
YTD														
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		
FY2010	\$135,629	\$237,483	\$317,007	\$408,231	\$524,288	\$735,924	\$1,024,888	\$1,294,920	\$1,661,684	\$2,100,217				
% Change	17.94%	18.02%	11.43%	5.22%	0.26%	2.81%	9.28%	14.59%	19.70%	26.59%	-100.00%	-100.00%		



Amelia Island TDC Consolidated Budget Report



Account	Description	FY 2009 Actual	FY 2010 Budget	August Actual	YTD Actual	Available Budget
NET INCOME	Tourist Development Funds	\$1,870,073	\$2,533,287	\$425,377	\$2,140,254	\$393,031
EXPENSES						
37522552	TDC Research/Admin. 15%	\$277,272	\$334,993	\$63,807	\$321,038	\$13,955
37523552	Marketing - 65%	\$1,042,711	\$1,651,637	\$54,938	\$1,454,262	\$197,374
37523552	Travel Trade - 10%	\$231,748	\$323,329	\$30,115	\$227,617	\$95,711
37525539	Beach Improvements 10%**	\$85,350	\$223,329	\$36,000	\$121,350	\$101,978
EXPENSE TOTAL		\$1,694,252	\$2,521,737	\$184,860	\$2,124,269	\$409,017
NET		\$232,991	\$11,550	\$240,517	\$15,985	-\$15,985

TRACKING



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Amelia Island Tourist Development Council

For the Month of July 2010

Date Created: Aug 17, 2010

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Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: July 2010

	Current Month - July 2010 vs July 2009												Year to Date - July 2010 vs July 2009												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Florida	63.4	59.8	95.49	96.22	60.50	57.57	5.9	-0.8	5.1	7.7	2.5	8.5	62.7	59.8	109.65	112.94	68.76	67.52	4.9	-2.9	1.8	4.7	2.8	7.9	3585	1928	411216	292079
Jacksonville, FL	62.5	55.6	86.75	86.32	54.24	48.00	12.4	0.5	13.0	15.2	1.9	14.6	58.7	55.4	83.17	88.90	48.83	49.23	6.0	-6.4	-0.8	2.2	3.1	9.3	268	185	26973	22128
Jacksonville Beaches	71.2	64.5	134.14	125.04	95.57	80.60	10.5	7.3	18.6	23.1	3.9	14.8	61.0	59.7	121.97	126.18	74.45	75.36	2.2	-3.3	-1.2	4.5	5.8	8.1	102	61	8135	6460
Savannah, GA	69.9	65.5	86.53	86.28	60.44	56.49	6.7	0.3	7.0	10.9	3.7	10.6	62.6	60.7	87.28	88.33	54.63	53.63	3.1	-1.2	1.9	6.0	4.0	7.3	165	123	14947	12312
Brunswick/Kingsland, GA	51.5	54.2	89.08	103.34	45.84	56.02	-5.1	-13.8	-18.2	-16.5	2.0	-3.1	47.2	55.6	80.62	92.08	38.05	51.19	-15.1	-12.4	-25.7	-23.1	3.4	-12.2	91	53	7543	4412
Daytona Beach, FL	64.3	57.1	111.62	108.64	71.72	62.06	12.5	2.7	15.6	13.5	-1.7	10.5	55.1	53.7	103.49	103.36	57.02	55.54	2.5	0.1	2.7	0.5	-2.1	0.3	181	57	13797	6644
Charleston, SC	76.8	69.5	110.33	106.06	84.71	73.73	10.5	4.0	14.9	17.4	2.1	12.8	66.7	63.6	108.05	107.12	72.10	68.15	4.9	0.9	5.8	8.7	2.8	7.8	165	117	17621	14015
Nassau County, FL	66.6	61.0	172.73	167.85	115.04	102.46	9.1	2.9	12.3	18.9	5.9	15.6	53.2	52.1	160.91	165.71	85.55	86.36	2.0	-2.9	-0.9	5.3	6.3	8.4	24	15	2216	2022
St Johns County, FL	66.2	60.1	112.06	101.61	74.15	61.09	10.1	10.3	21.4	23.1	1.4	11.6	59.3	58.1	101.44	106.07	60.15	61.62	2.1	-4.4	-2.4	0.7	3.2	5.3	80	42	5771	4033
Hilton Head/Beaufort	81.0	77.3	153.38	150.79	124.21	116.51	4.8	1.7	6.6	6.7	0.1	4.9	57.3	56.2	124.74	128.24	71.54	72.11	2.0	-2.7	-0.8	-2.0	-1.2	0.7	48	32	6589	4324
Fort Walton Beach, FL	64.3	76.0	146.15	164.26	93.96	124.82	-15.4	-11.0	-24.7	-25.3	-0.7	-16.0	51.8	52.2	122.34	132.90	63.33	69.34	-0.8	-7.9	-8.7	-8.8	-0.1	-0.9	79	48	9520	6790

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

Tab 2 - Multi-Segment

Currency: USD - US Dollar

For the month of: July 2010

	Current Month - July 2010 vs July 2009												Year to Date - July 2010 vs July 2009									Participation						
	Occ %		ADR		RevPAR		Percent Change from July 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009					Properties		Rooms		
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Naples MSA	53.9	55.0	122.84	125.20	66.15	68.81	-2.0	-1.9	-3.9	-2.4	1.5	-0.6	64.8	60.9	178.78	179.05	115.77	109.06	6.3	-0.1	6.1	7.5	1.3	7.7	64	35	7479	5771
Naples MSA Upscale Chains	67.0	67.6	145.95	152.61	97.74	103.21	-1.0	-4.4	-5.3	-5.3	0.0	-1.0	73.8	67.7	225.76	230.65	166.62	156.24	9.0	-2.1	6.6	7.2	0.6	9.6	14	14	3294	3294
Miami-Hialeah, FL	67.9	64.1	118.33	116.25	80.30	74.49	5.9	1.8	7.8	10.0	2.0	8.0	72.2	67.0	155.03	150.81	112.01	101.09	7.8	2.8	10.8	14.7	3.6	11.6	355	185	46931	34975
Florida Keys	79.3	78.2	159.56	152.80	126.52	119.55	1.4	4.4	5.8	7.4	1.5	2.9	77.7	76.5	188.02	179.79	146.02	137.51	1.5	4.6	6.2	7.5	1.2	2.8	160	55	8639	5244
Fort Myers, FL	45.9	48.1	108.00	111.47	49.61	53.66	-4.6	-3.1	-7.6	-3.2	4.8	-0.1	54.7	53.5	128.86	138.43	70.55	74.04	2.4	-6.9	-4.7	2.1	7.2	9.7	134	68	12415	8696
Sarasota-Bradenton, FL	49.9	51.0	97.15	97.20	48.47	49.55	-2.1	-0.0	-2.2	0.9	3.2	0.9	60.2	57.7	110.04	118.29	66.29	68.29	4.3	-7.0	-2.9	0.1	3.2	7.6	125	60	8807	6323
Clearwater	58.7	58.8	98.10	98.74	57.55	58.03	-0.2	-0.7	-0.8	2.6	3.5	3.3	62.6	63.4	107.64	111.81	67.33	70.92	-1.4	-3.7	-5.1	-3.4	1.7	0.3	90	45	7375	5684
St Petersburg	58.1	55.7	103.74	106.44	60.29	59.34	4.3	-2.5	1.6	1.6	0.0	4.3	60.4	57.6	114.08	123.64	68.89	71.27	4.8	-7.7	-3.3	-3.4	-0.0	4.7	118	35	8900	5002
Palm Beach County, FL	62.1	53.2	96.38	97.85	59.88	52.10	16.7	-1.5	14.9	18.8	3.4	20.6	66.8	59.9	134.35	141.47	89.81	84.71	11.6	-5.0	6.0	9.7	3.5	15.5	141	84	15729	13354
Fort Lauderdale, FL	63.7	59.9	89.23	89.39	56.81	53.53	6.3	-0.2	6.1	11.1	4.7	11.3	69.8	65.0	116.52	119.25	81.37	77.56	7.4	-2.3	4.9	10.0	4.9	12.6	284	143	30133	23953

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Source 2010 SMITH TRAVEL RESEARCH, Inc.

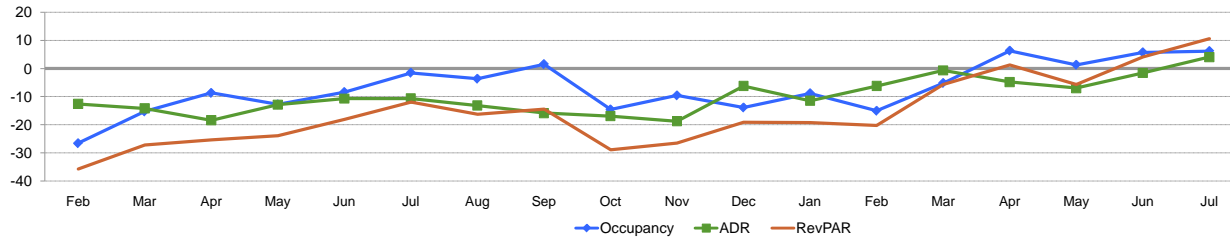
Tab 3 - Trend Amelia Island Sel Zip

Currency: USD - US Dollar

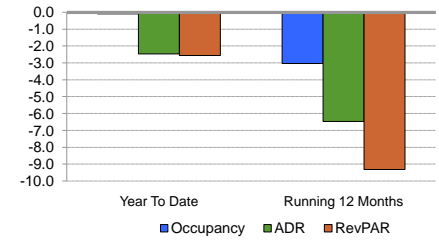
Amelia Island Tourist Development Council

For the Month of July 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	50.4	57.4	63.1	56.0	66.1	68.0	50.4	39.4	46.8	39.5	29.9	32.4	42.9	54.5	67.1	56.8	70.0	72.2	
Last Year	68.6	67.7	69.0	64.2	72.2	69.0	52.3	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1	56.0	66.1	68.0	
Percent Change	-26.5	-15.2	-8.6	-12.7	-8.3	-1.5	-3.6	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	6.4	1.3	5.8	6.2	

Year To Date			
2008	2009	2010	
65.5	56.7	56.6	
68.4	65.5	56.7	
-4.2	-13.5	-0.1	

Running 12 Months			
2008	2009	2010	
60.0	51.7	50.1	
61.4	60.0	51.7	
-2.2	-13.9	-3.0	

ADR	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	161.18	189.57	185.95	196.04	190.86	181.69	157.85	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.16	182.50	187.95	189.23	
Last Year	184.23	220.71	227.72	224.78	213.57	203.23	181.58	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95	196.04	190.86	181.69	
Percent Change	-12.5	-14.1	-18.3	-12.8	-10.6	-10.6	-13.1	-15.8	-16.9	-18.7	-6.1	-11.4	-6.1	-0.6	-4.7	-6.9	-1.5	4.1	

Year To Date			
2008	2009	2010	
207.48	182.02	177.55	
203.78	207.48	182.02	
1.8	-12.3	-2.5	

Running 12 Months			
2008	2009	2010	
196.89	179.12	167.53	
191.20	196.89	179.12	
3.0	-9.0	-6.5	

RevPAR	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	81.31	108.79	117.30	109.79	126.24	123.47	79.52	55.28	71.53	57.51	41.80	43.72	64.88	102.61	118.86	103.59	131.49	136.59	
Last Year	126.44	149.43	157.24	144.20	154.11	140.19	94.90	64.63	100.65	78.17	51.68	54.07	81.31	108.79	117.30	109.79	126.24	123.47	
Percent Change	-35.7	-27.2	-25.4	-23.9	-18.1	-11.9	-16.2	-14.5	-28.9	-26.4	-19.1	-19.1	-20.2	-5.7	1.3	-5.7	4.2	10.6	

Year To Date			
2008	2009	2010	
135.88	103.13	100.49	
139.32	135.88	103.13	
-2.5	-24.1	-2.6	

Running 12 Months			
2008	2009	2010	
118.21	92.63	84.01	
117.40	118.21	92.63	
0.7	-21.6	-9.3	

Supply	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	46,592	51,584	49,920	51,584	49,920	51,584	55,707	53,910	55,707	53,910	55,707	55,707	50,316	55,707	53,910	55,707	53,910	55,428	
Last Year	45,276	50,127	49,920	51,584	49,920	51,584	51,584	49,920	51,584	49,920	51,584	51,584	46,592	51,584	49,920	51,584	49,920	51,584	
Percent Change	2.9	2.9	0.0	0.0	0.0	0.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	8.0	7.5	

Year To Date			
2008	2009	2010	
348,538	352,768	380,685	
342,804	348,538	352,768	
1.7	1.2	7.9	

Running 12 Months			
2008	2009	2010	
595,939	607,360	655,626	
590,205	595,939	607,360	
1.0	1.9	7.9	

Demand	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	23,503	29,603	31,491	28,890	33,019	35,054	28,064	21,223	26,049	21,291	16,679	18,035	21,581	30,333	36,169	31,620	37,714	40,010	
Last Year	31,074	33,938	34,469	33,092	36,021	35,582	26,960	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491	28,890	33,019	35,054	
Percent Change	-24.4	-12.8	-8.6	-12.7	-8.3	-1.5	4.1	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	14.9	9.4	14.2	14.1	

Year To Date			
2008	2009	2010	
228,264	199,864	215,462	
234,355	228,264	199,864	
-2.6	-12.4	7.8	

Running 12 Months			
2008	2009	2010	
357,798	314,099	328,768	
362,388	357,798	314,099	
-1.3	-12.2	4.7	

Revenue	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
This Year	3,788,221	5,611,966	5,855,862	5,663,652	6,302,116	6,369,008	4,429,912	2,980,067	3,984,966	3,100,307	2,328,597	2,435,532	3,264,693	5,716,281	6,407,696	5,770,737	7,088,383	7,571,147	
Last Year	5,724,883	7,490,291	7,849,187	7,438,400	7,693,168	7,231,333	4,895,344	3,226,165	5,191,683	3,902,440	2,665,713	2,789,135	3,788,221	5,611,966	5,855,862	5,663,652	6,302,116	6,369,008	
Percent Change	-33.8	-25.1	-25.4	-23.9	-18.1	-11.9	-9.5	-7.6	-23.2	-20.6	-12.6	-12.7	-13.8	1.9	9.4	1.9	12.5	18.9	

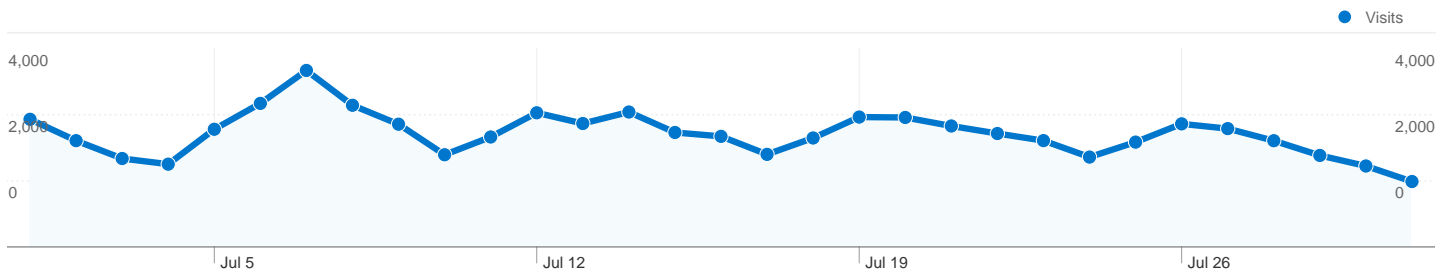
Year To Date			
2008	2009	2010	
47,359,857	36,379,960	38,254,469	
47,757,933	47,359,857	36,379,960	
-0.8	-23.2	5.2	

Running 12 Months			
2008	2009	2010	
70,447,559	56,261,305	55,078,318	
69,290,046	70,447,559	56,261,305	
1.7	-20.1	-2.1	

Census %	2009												2010						
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Census Props	13	13	13	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	
Census Rooms	1664	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1788	
% Rooms Participants	96.8	96.8	96.8	96.8	96.8	96.8	89.6	97.1	97.1	97.1	97.1	97.1	97.1	97.1	97.1	97.1	97.1	97.0	

A blank row indicates insufficient data.

Source 2010 SMITH TRAVEL RESEARCH, Inc.



Site Usage

70,753 Visits

34.57% Bounce Rate

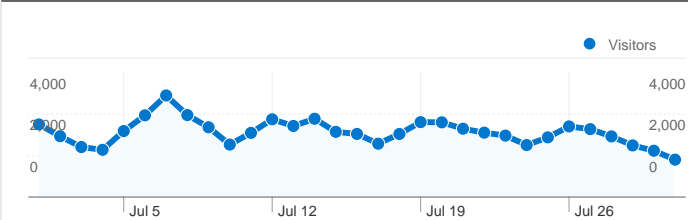
390,065 Pageviews

00:04:46 Avg. Time on Site

5.51 Pages/Visit

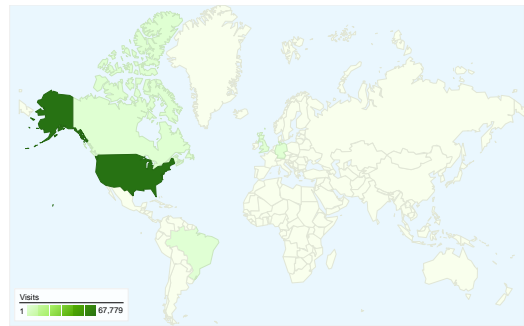
76.96% % New Visits

Visitors Overview

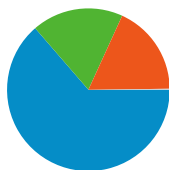


Visitors
58,776

Map Overlay



Traffic Sources Overview

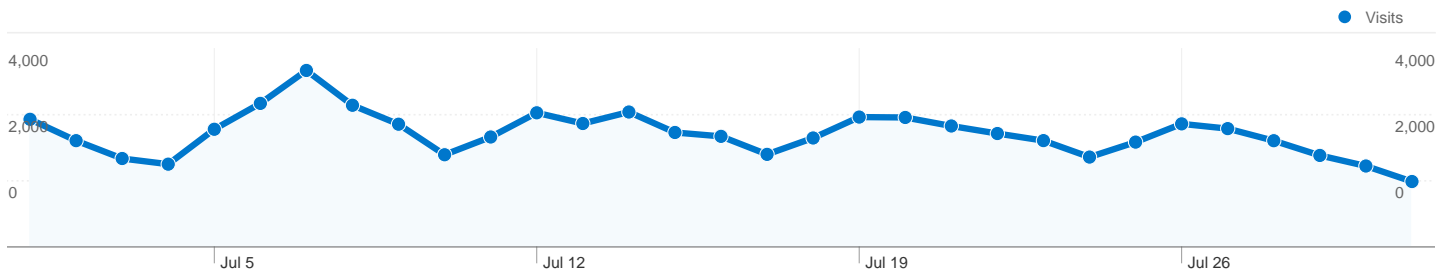


- **Search Engines**
45,032.00 (63.65%)
- **Direct Traffic**
12,860.00 (18.18%)
- **Referring Sites**
12,728.00 (17.99%)
- **Other**
133 (0.19%)




Content Overview

Pages	Pageviews	% Pageviews
/	64,156	16.45%
/area-	25,840	6.62%
/area-	19,877	5.10%
/area-	13,354	3.42%
/area-	11,020	2.83%

Traffic Sources Overview



All traffic sources sent a total of 70,753 visits

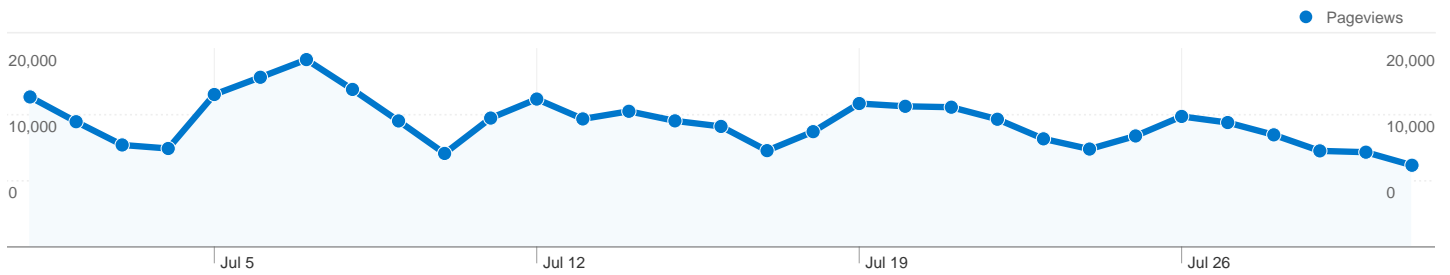
-  18.18% Direct Traffic
-  17.99% Referring Sites
-  63.65% Search Engines



- **Search Engines**
45,032.00 (63.65%)
- **Direct Traffic**
12,860.00 (18.18%)
- **Referring Sites**
12,728.00 (17.99%)
- **Other**
133 (0.19%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	34,093	48.19%	amelia island	22,813	50.66%
(direct) ((none))	12,860	18.18%	amelia island florida	3,002	6.67%
yahoo (organic)	4,817	6.81%	amelia island hotels	2,267	5.03%
bing (organic)	4,111	5.81%	fernandina beach	862	1.91%
fbfl.us (referral)	3,804	5.38%	amelia island fl	829	1.84%



Pages on this site were viewed a total of 390,065 times

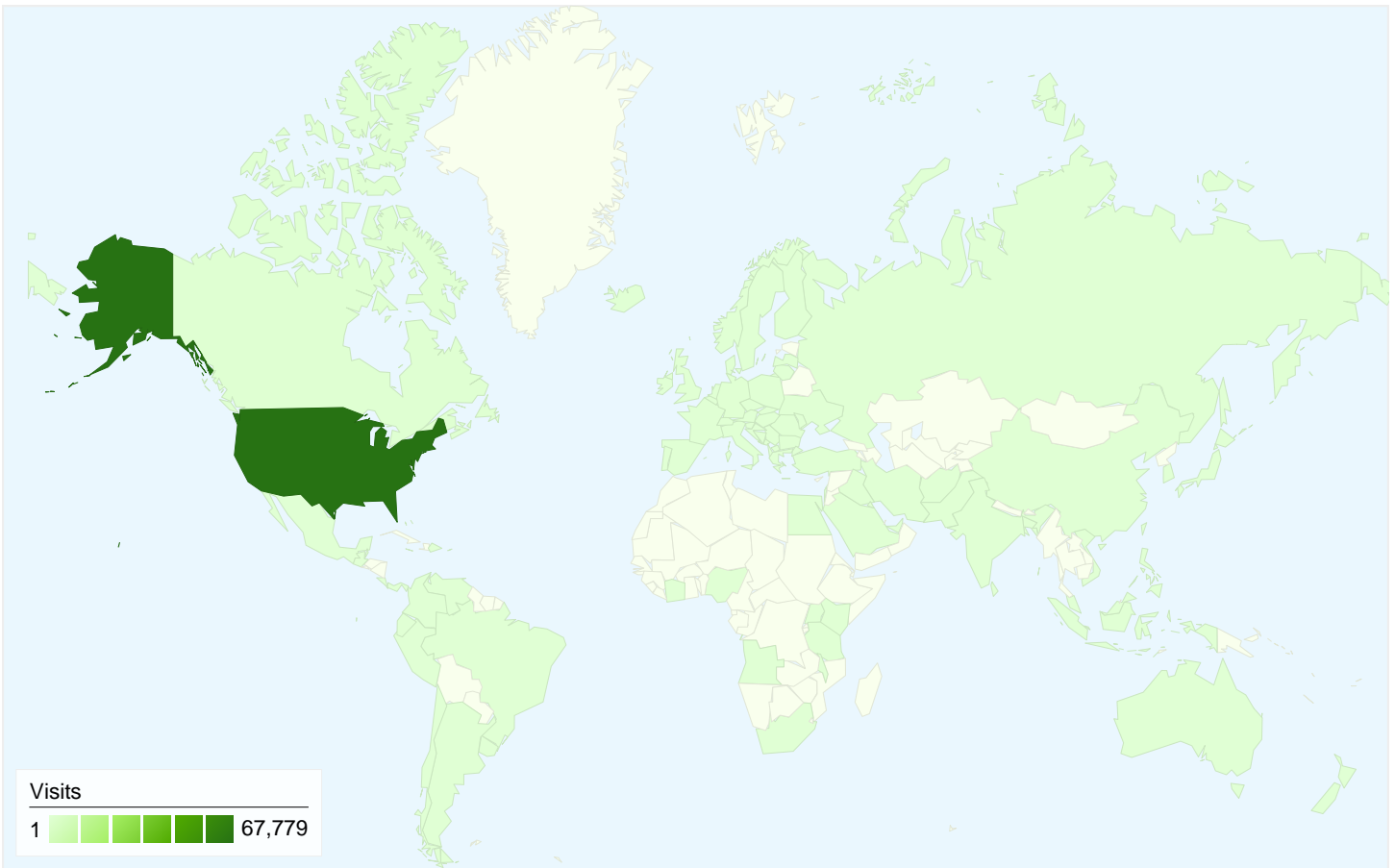
390,065 Pageviews

287,100 Unique Views

34.67% Bounce Rate

Top Content

Pages	Pageviews	% Pageviews
/	64,156	16.45%
/area-services/accommodations/	25,840	6.62%
/area-services/accommodations/hotels-motels/	19,877	5.10%
/area-services/accommodations/resorts/	13,354	3.42%
/area-services/accommodations/condos-home-rentals/	11,020	2.83%



70,753 visits came from 103 countries/territories

Site Usage

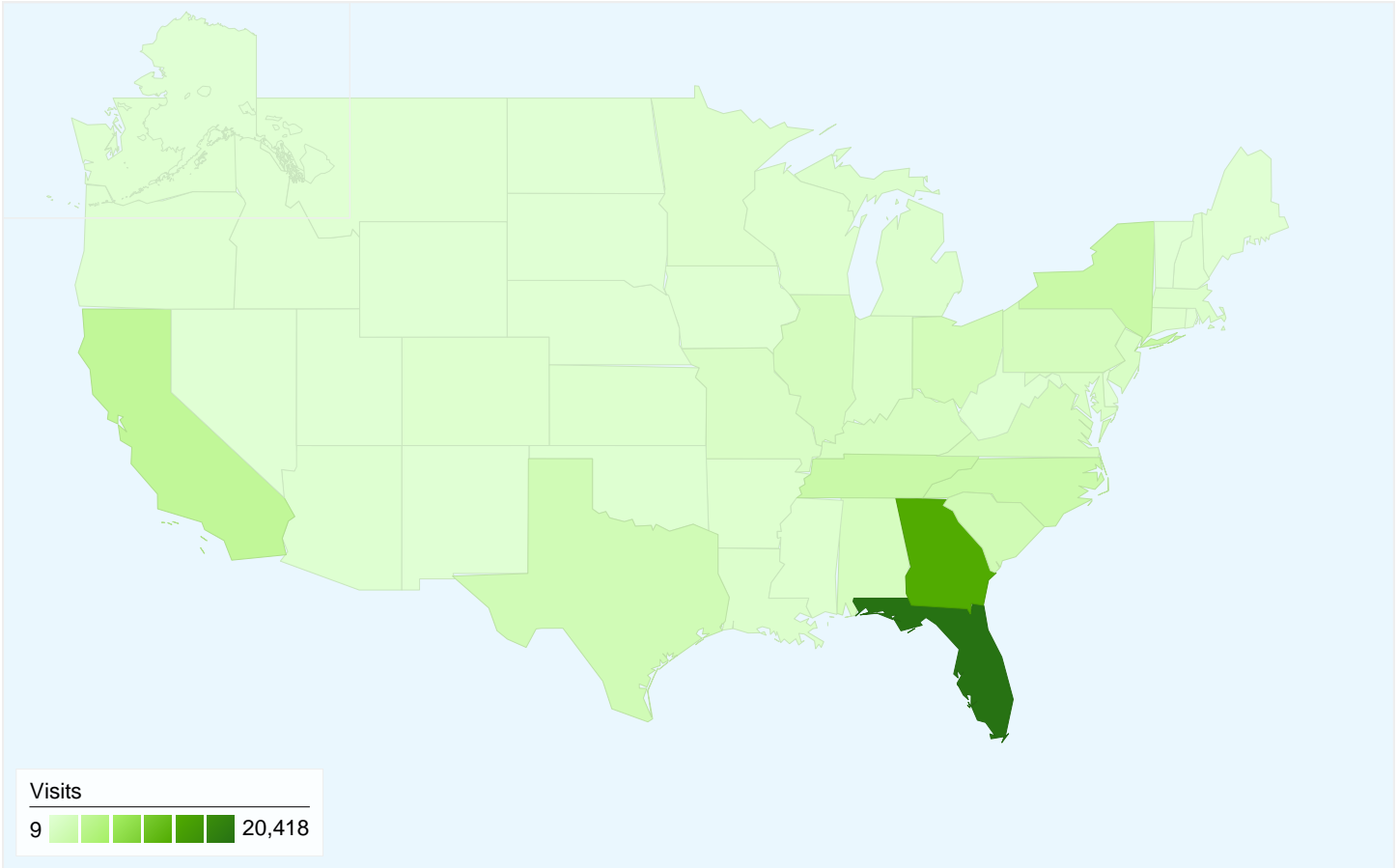
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
United States	67,779	5.63	00:04:53	76.46%	33.22%
Canada	545	4.41	00:03:07	87.34%	47.16%
United Kingdom	367	4.26	00:03:31	86.92%	50.41%
Germany	239	3.85	00:03:26	85.36%	53.97%
Brazil	178	1.65	00:00:55	96.07%	69.10%
India	103	1.65	00:00:55	93.20%	80.58%
Japan	103	1.31	00:00:16	98.06%	95.15%
Italy	65	3.17	00:02:33	90.77%	56.92%
China	63	1.48	00:00:36	92.06%	90.48%

Country/Territory Detail:

United States

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



This country/territory sent 67,779 visits via 52 regions

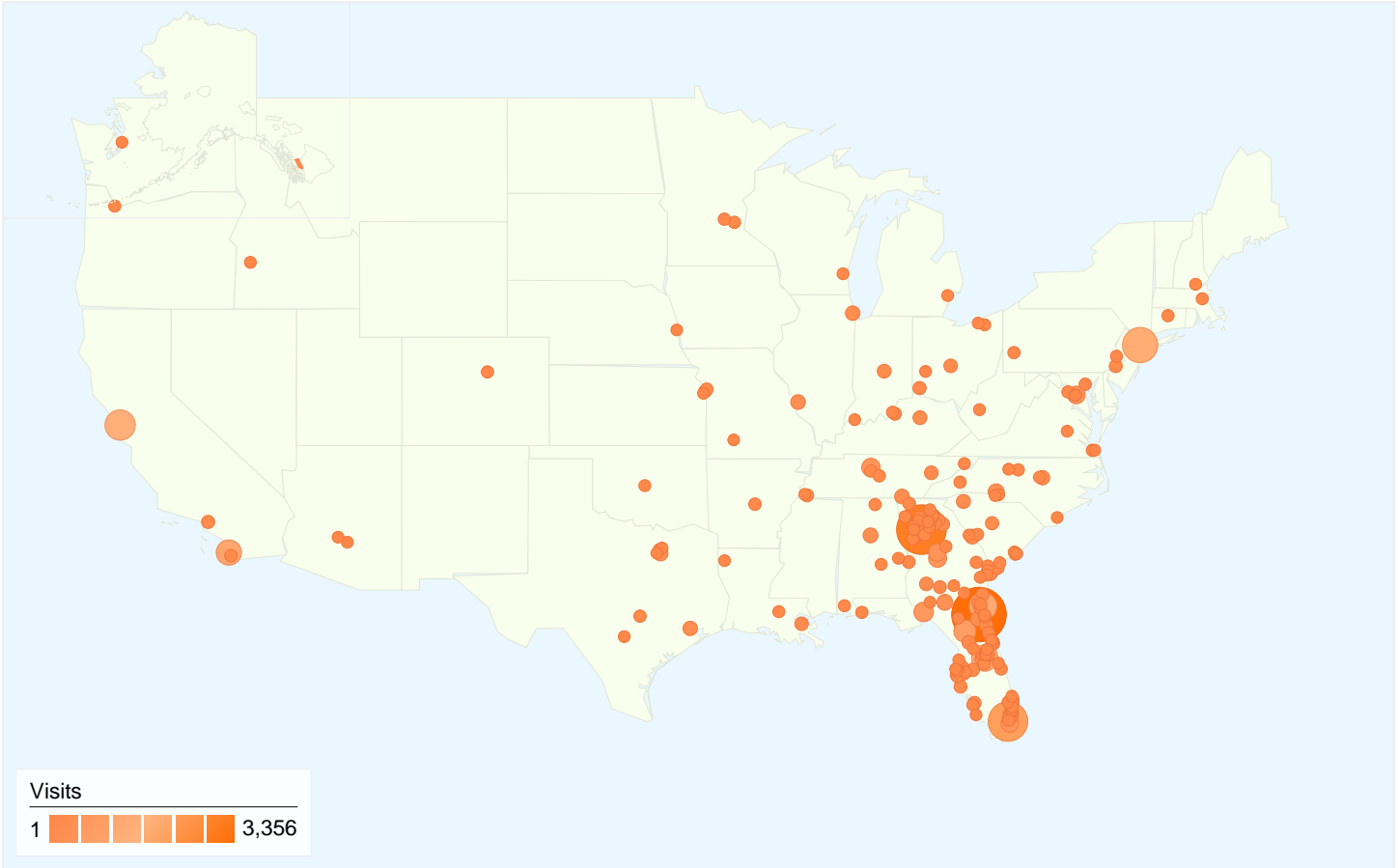
Site Usage						
Visits	Pages/Visit	Avg. Time on Site		% New Visits	Bounce Rate	
67,779	5.63	00:04:53		76.46%	33.22%	
% of Site Total: 95.80%	Site Avg: 5.51 (2.03%)	Site Avg: 00:04:46 (2.40%)		Site Avg: 76.96% (-0.65%)	Site Avg: 34.57% (-3.91%)	
Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Florida	20,418	5.54	00:04:52	75.53%	36.10%	
Georgia	13,599	6.24	00:05:43	73.08%	24.05%	
California	3,683	2.11	00:01:11	94.14%	80.10%	
New York	2,761	5.70	00:05:03	77.51%	26.98%	
Tennessee	2,673	6.49	00:05:44	72.39%	24.21%	
North Carolina	2,460	5.22	00:04:38	80.93%	29.31%	
South Carolina	1,898	6.94	00:05:57	70.81%	27.40%	
Texas	1,867	5.92	00:05:04	79.06%	26.57%	
Ohio	1,589	5.76	00:05:01	77.34%	28.57%	

Country/Territory Detail:

United States

Jul 1, 2010 - Jul 31, 2010

Comparing to: Site



This country/territory sent 67,779 visits via 4,006 cities

Site Usage

City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Jacksonville	3,356	5.52	00:04:22	72.97%	31.88%
Atlanta	2,975	6.28	00:05:24	74.35%	25.58%
Hialeah	2,202	1.38	00:00:26	98.59%	93.91%
New York	1,872	5.76	00:05:15	75.00%	26.60%
San Francisco	1,492	1.19	00:00:11	99.26%	95.64%
Fernandina Beach	1,277	5.94	00:03:48	55.29%	33.28%
Orlando	1,198	5.86	00:05:32	79.30%	25.21%
La Jolla	1,104	1.03	00:00:01	99.73%	99.55%
Gainesville	856	6.53	00:05:59	77.45%	22.31%

ACTIVITY

JULY 2010 REPORT

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures to the I-95 Visit Florida Welcome Center, on and off-island accommodations, JIA and Jacksonville Welcome Centers.
- ⊗ Responded to Wedding and Meeting requests, emailed to Island accommodations.
- ⊗ Collected and distributed weekly “Hot Rates” to I-95 welcome center.
- ⊗ Responded to media and collateral requests from meeting planners and hotels.
- ⊗ Provided 515 information bags for corporate and wedding groups.
- ⊗ Welcomed 1 motor coach to the historic district.

Administration

- ⊗ Meeting with Jan Davis to discuss Holiday Home Tours.
- ⊗ Conference calls with Carl Butler, BBQ Cook-off event organizer.
- ⊗ Meeting with IAA and HFBA to discuss Autumn Fine Arts Festival
- ⊗ Proofed press releases, brochure proofs and e-newsletter.
- ⊗ Attended Business After Hours.
- ⊗ Attended HFBA General meeting.
- ⊗ Website updates for Amelia Island.com, event calendar.
- ⊗ Conference call with MMG to discuss mobile site, Google analytics.
- ⊗ Finalized content for Island Dining Guide, Value Card and Accommodation Guide.
- ⊗ Worked with Mixed Media, Trade Show Sensations developing Banners for Cook-Off.
- ⊗ Meeting with Joe Springer, FB Marina to discuss visitors arriving by boat, and enhancing their experience on the island.
- ⊗ Meeting with Visit Jacksonville, Kimberly Morgan.
- ⊗ Meeting with Miles Media to discuss visitor guide concepts.
- ⊗ Meeting with Kelly Gunterman to discuss USTA tournaments.
- ⊗ Meeting with Concours to discuss sponsorship enhancements for 2011.
- ⊗ Posted upcoming events on Face book and Twitter.
- ⊗ Meetings with City of FB, FPU, Beachview Tents, Eventcraft at Main Beach to discuss Cook-off.
- ⊗ Worked with Target Marketing on Cook-Off wristbands, AI Gift Bags.
- ⊗ Empowermint Webinars on how to work with the meeting planner database.
- ⊗ Attended DMAI Annual Meeting in Ft. Lauderdale
- ⊗ Met with David Hallman to discuss .COM Marketing litigation
- ⊗ Met with Restoration Foundation regarding downtown initiative
- ⊗ Attended NFLHA Board Meeting in Jacksonville

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency monitored *Southern Living* leads.
- ⊗ Agency purchased contact list for the eBlast which will be sent to Meeting Planners/C-Level executives in mid August.
- ⊗ Agency continued to work with the Beach Collection of properties on a new brochure and map. Agency is expecting the brochure to be complete in August.
- ⊗ Agency provided 3 photos and captions to the Southeast Tourism Society which will be featured on their new website.
- ⊗ Agency developed and submitted creative for a Co-Op opportunity in the *Atlanta Journal Constitution*. The program will include 2 inserts into the newspaper (first of August and September) and will include 6 co-op partners.
- ⊗ Agency finalized Rubik's cube artwork and provided to vendor for production.
- ⊗ Agency coordinated with Hayworth to provide online ads for promotion on FOX/CBS Jacksonville.
- ⊗ Agency reviewed the new Amelia Island Dining Guide.
- ⊗ Agency coordinated with the Hampton Inn Downtown and the CVB on a television promotion in Gainesville.
- ⊗ Agency provided campaign options to promote the Florida vs. Georgia football game in Jacksonville in October. The campaign will include print, radio and online in Atlanta starting in September.
- ⊗ Agency provided artwork for September issue of *Southern Living Magazine*.
- ⊗ Agency developed creative for *Meeting Mentor Magazine* – the full page ad features the Out of the Box campaign.
- ⊗ Agency provided creative for *Atlanta Magazine* September Issue.
- ⊗ Agency monitored the Spring/Summer Leisure campaign.

Upcoming in August

- ⊗ Agency to monitor and provide assistance for upcoming campaigns as needed.
- ⊗ Agency to finalize designs for collateral for the Beach Collection of properties.
- ⊗ Agency to look at potential opportunities to expand or enhance current marketing efforts.
- ⊗ Agency to coordinate with Digital Surgeons on the deployment of the Group/Meeting eBlast.
- ⊗ Agency to develop new print ads highlighting Golf and Weddings.

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ⊗ Responded to 24 editorial leads from VISIT FLORIDA, SATW E-news, Media Kitty, and HARO.
- ⊗ Provided additional packages to *Girlfriend Getaways* magazine for possible inclusion online in September.
- ⊗ Sent Travel ala Mode b-roll for their Amelia Island piece.
- ⊗ Researched and wrote copy for *Meeting Mentor*, submitted along with an image.
- ⊗ Researched to find old postcard of Fernandina Beach for *Southern Living*. Sent two options. Awaiting response.
- ⊗ Submitted information to the Palm Beach County CVB to confirm participation in a joint media reception in New York City for 2011. Awaiting response.
- ⊗ Submitted Amelia Island to Travel Destination of the Day (a Google gadget). They showed interest in featuring our destination in the future. They will let Hayworth know when Amelia Island is scheduled to run.
- ⊗ Provided Elizabeth Pointe Lodge images to *Charlotte Magazine*.
- ⊗ Continued following up with bloggers from Travel Blogger's Exchange Conference (TBEX) in New York City June 25-27.
- ⊗ Provided images and information to *Atlanta Magazine* for inclusion in their September 2010 issue.
- ⊗ Provided information to *Scholastic Parent & Child* for possible inclusion in their September 2010 issue.
- ⊗ Provided images to the *New York Daily News* for a possible story on the Cook-off.
- ⊗ Fact checked article for *Southern Living's* October issue.

Press Trips

- ⊗ Continued finalizing press trip with Kim Orlando and her family (and cameraman). They visited on July 9-11 to film. Met with them in person to go over all details, provided press kit, b-roll and thank you card.
- ⊗ Finalized visit of Harvey Hagman for July 9-11. Harvey Hagman is a freelance writer/radio host. He currently has an assignment from Travel 10 on WESR AM/FM in Virginia (along the Eastern Shore). He has been assigned to produce an article and original photography on the topic "Amelia Island: Paradise on a Florida Barrier Island" for the Life / Travel section of The World and I Online. Provided press kit and followed up after visit.
- ⊗ Finalized itinerary for Gloria Stuart from Gulfstream Media Group, which publishes *Boca Life*, *Gold Coast*, *Palm Beacher*, *Stuart*, *Jupiter*, and *Fort Lauderdale* mags (circ.

- 71,000). She will be working on a golf story and visiting on July 27-31. Provided welcome kit and will follow up with her in early August.
- Provided Julie Henning of Road Trips for Families (Avg. Unique Monthly Visitors 2,014) with information for her trip. She will be visiting on Sept 24-26. Itinerary finalization will be completed in August.
 - Finalized press visit for Tara Bradley, freelance writer for *Charlotte Magazine* (circulation 34,722). Bradley visited July 9-11. Provided her with welcome kit and thank you note, as well as follow up information after her visit.

Media Releases

- Finished and provided meetings release to the CVB to approve. Press release was distributed to meetings trade publications and freelancers who write about meetings, 193 media contacts total.
- Wrote and distributed Summer Round up release. The press release was distributed to 280 media in the Florida Daily, National Daily, Florida Magazine, Online Blog, Travel Trade, Meeting Trade and Hotel Trade distribution lists.
- Wrote and distributed VISIT FLORIDA Flagler Award Finalist press release. Distributed release to 99 local media contacts.

Promotions

- Provided online ads for the with Jacksonville's CBS/FOX (WAWS-TV & WTEV-TV) stations. Requested airchecks.
- Continued working with *Time Out Chicago*, a weekly lifestyle magazine with a circulation of 52,120, regarding possible promotions. Provided proposal to the CVB, who didn't want to move forward.
- Contacted eight radio and television stations in the Chicago area.
- Provided Harris Teeter with clips from the discount deals. Requested opportunity to further discuss extending deals in 2011. Awaiting response.
- Worked to develop a promotional proposal with WLOQ-FM (the only strictly jazz station in the area, and ranked #16 in the area), for Amelia Island Jazz Festival. Still finalizing all details.
- Sent Wheel of Fortune winner the prize.
- Held a call with WLS-AM 890 regarding possible promotion. (Chicago market, #4, News/Talk). Awaiting proposal from the station.
- Wrote copy for September and October promotions with WDUV-FM in Tampa. Copy will be provided to the station along with logos and images one month before each promotion.

Great Southern Tailgate Cookoff

- ⊗ Coordinated another newscast promotion with Jacksonville's CBS/FOX for the week prior to the Great Southern Tailgate Cook-off. The promotion will give away prizes related to Amelia Island and/or the cook-off each day, with a grand prize trip to the Gator Bowl. The promotion offers a media value of \$14,250, and will be included in their newscasts. Began securing/ordering prizes.
- ⊗ Wrote media release for the Cook-off lineup. Sent to 776 media outlets, including the National dailies, Florida dailies, Florida weeklies, FL/GA calendar editors, Georgia publications, local, travel trade, online and food/travel blog distribution lists.
- ⊗ Sent the Cook-off lineup press release out as an optimized release. The optimized version was distributed on Marketwire.
- ⊗ Sent 16 media a follow up note regarding the cook-off.
- ⊗ Sent 23 radio stations information about the cook-off, while asking if they were interested in any interview opportunities.
- ⊗ Coordinated interview with Carl Butler for on First Coast Connect (WJCT-FM) on August 26 at 9:30 a.m. The interview will take place in person.
- ⊗ Wrote and distributed press release announcing the accommodators' special rates during the Cook-off. Release was distributed to National dailies, Florida dailies, Florida weeklies, FL/GA calendar editors, Georgia publications, local, travel trade, online, food/travel blog and deals freelancer distribution lists.
- ⊗ Sent the Cook-off Discount Deals press release out as an optimized release. The optimized version was distributed on Marketwire.

Deepwater Horizon Oil Spill

- ⊗ Attended one VF webinars on July 10.

Miscellaneous

- ⊗ Researched and wrote copy for the August Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in August.
- ⊗ Relocated the Kayak Amelia geocache, and finalized revisions on the entry forms.
- ⊗ Ordered more geocaches for the geocaching program.
- ⊗ Sent revised geocache entry forms to participating hotels.
- ⊗ Held call with Ritz-Carlton, Amelia Island group sales to discuss Geocaching Challenge and potential for team building activity.
- ⊗ Wrote intro copy for the Dining Guide.
- ⊗ Created budget and PR plan for FY 2010/2011. Provided to the Amelia CVB for changes.
- ⊗ Created Activity and Publicity Reports.

**INTERACTIVE
DIGITAL SURGEONS**

WEBSITE MAINTENANCE FOR JULY

- ⊗ Launched July Newsletter
- ⊗ Managed subscriber list - adding and removal of subscribers

NEXT STEPS

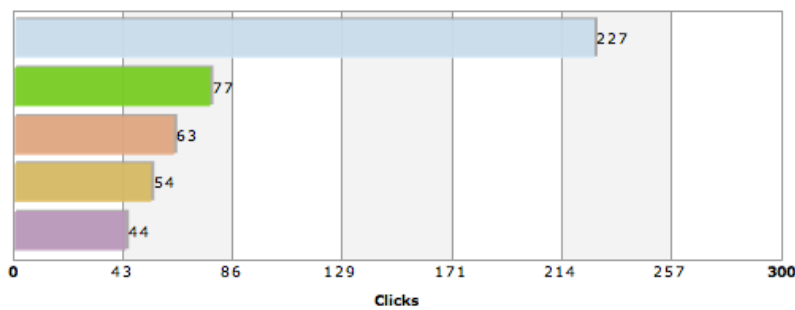
- ⊗ Launch Groups/Meetings eBlast
- ⊗ Launch August Newsletter
- ⊗ Manage subscriber list – adding and removal of subscribers

JULY NEWSLETTER ANALYSIS

Delivered: July 8, 2010

There were **2,277 Unique Viewers**. The number of **Unique Clickers** was **468**.

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
34,192	24,773	161/9,258	9.2%	5	1,042	81

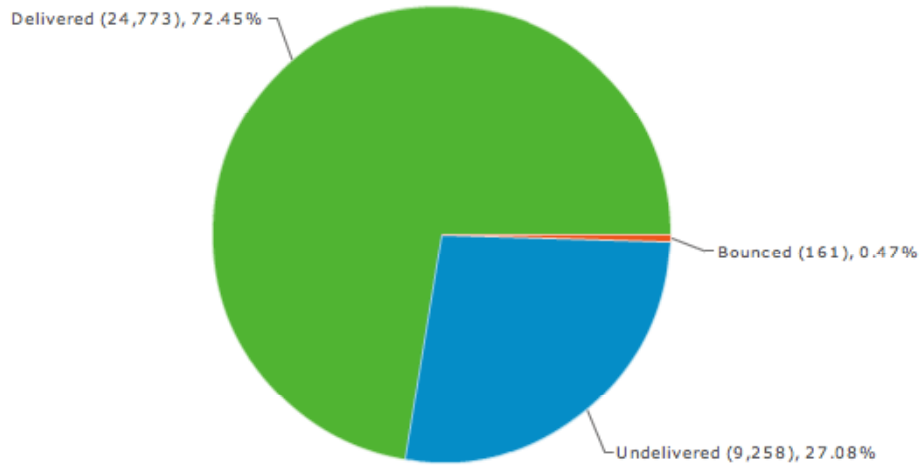


Clicks:

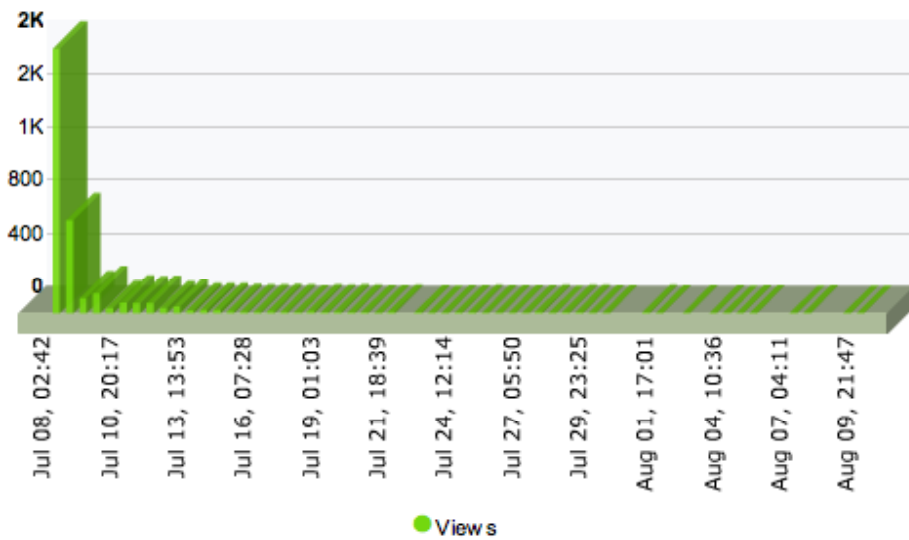
There were a total of **41 links** throughout the newsletter. The 5 most popular links were:

- <http://www.ameliabeaches.com> (**227 clicks**)
- <http://www.ameliasland.com> (**77 clicks**)
- <http://www.ameliabeaches.com> (**63 clicks**)
- <http://www.ameliasland.com> (**54 clicks**)
- <http://www.ameliasland.com> (**44 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 3,568 (all instances of recipients who viewed this email)
Unique Viewers: 2,227

Old Business

Amelia Island Tourist Development Council Financial Plan FY2011

The proposed budget for fiscal year 2011 for the Amelia Island Tourist Development Council is \$2,852,463. This compares to the FY2010 budget of \$2,602,356, which included \$300,000 in reserve spending. As mandated by law, this budget is based upon the direction set in the AITDC Strategic Development Plan. That long range plan calls for bed tax dollars to be allocated to four specific categories - Marketing, Management, Travel Trade, and Beach Improvement. Our annual operational guideline - the FY2011 Marketing Plan - is currently under consideration, and calls for the continuation of the current programming with expansion into new markets. The plan will be finalized in September with the selection of a new creative advertising consultant and media buying firm.

The goals we will achieve with this plan are straightforward - to enhance the brand awareness of Amelia Island within our primary target markets; to support efforts to secure convention and meetings business for the destination; and to create island wide promotions and special events, especially in off-peak periods. In a time of continued economic uncertainty, our ability to sell the destination more aggressively in 2010 has offset somewhat the drastic decline in the meetings and incentive markets. The revenue provided with the adoption of the fourth penny of bed tax in April generated additional resources for the AITDC to more aggressively promote our brand in critical markets and support our meetings dependent hotels in their marketing efforts. The foundation we've laid could yield significant financial impacts in FY2011.

According to the Nassau County Tax Collector's office, on any given day there are approximately 2,600 transient lodging units (hotel, condo, home, B&B, and units under property management) available on Amelia Island for rent by tourists. That translates into 949,000 available unit nights per year. In FY 2009, the last full year data available, 423,875 units were rented at average revenue per unit rent of \$160.68. Total revenue was \$68,107,438.15 generating \$4,767,520 in sales taxes and \$1,929,663 in bed taxes.

The following synopsis provides limited detail designed to provide insight into major programming incomes and expenses.

REVENUE

Amelia Island Bed Tax **\$2,852,463**

The budgeted funding for the AITDC by the Nassau County Board of County Commissioners in FY2010 was approximately \$2.6 million, which included \$300,000 in reserve spending. For FY2011, we have proposed no reserve spending. The increase in bed tax revenue will be generated by an increase in demand of 3.0% and an improvement in the average daily rate of 1.65% over FY2009. We are projecting FY2011 total unit sales of 436,591 at an average rate of \$163.34 generating \$71.3 million in taxable receipts.

The best year of the decade was FY2008. Total units sales were 461,575 at an average rate of \$183.14, generating taxable receipts of \$84.5 million.

EXPENSES

ADMINISTRATIVE COSTS **\$500,607**

This budget assumes continuation of existing police contracts, and legal obligations as reflected in the FY2010 budget.

Administrative Fees **\$85,574**

These fees reflect the cost of collection and financial processing as allowed by law. The Nassau County Clerk and the Nassau County Tax Collector each receive 1.5% of the gross bed tax collections.

Management Contract **\$415,033**

This AITDC contracts with the Amelia Island Convention & Visitors Bureau for management services. The contract calls for the AICVB to represent the AITDC in carrying out its research, marketing, and administrative services. Under that contract, the AICVB manages agency relationships, creates and manages special events and promotions, operates the Visitor Information Center in historic Fernandina Beach, and provides the staff services necessary to implement the AITDC program of work.

The contract calls for the AICVB to be compensated at the rate of 15% of the NET bed tax collected on Amelia Island, plus allowable expense reimbursements.

MARKETING **\$1,798,478**

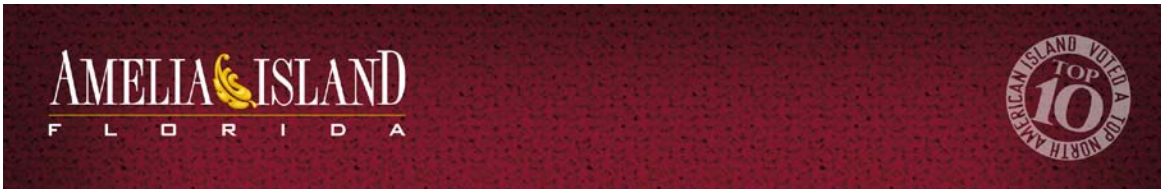
The adopted long range marketing plan for Amelia Island calls for 65% of the NET bed tax collections to be allocated to advertising, public relations, direct marketing, and special event development and promotion. This proposed budget for FY2011 is approximately 8.9% higher than FY2010. There is no reserve spending in the proposed budget.

Ad Productions **\$75,000**

With the selection of a new creative agency to oversee the brand position, the ad production budget in FY2010 will focus on extending the brand message across the media spectrum with dynamic photography, new creative audio, video, and print. There will also be co-operative opportunities for stakeholders.

Advertising Placement **\$950,000**

Our emphasis on close to home travel will continue in FY2011, with the vast majority of advertising spent in Florida and Georgia. Current funding levels allow for four weeks of radio in Atlanta, Orlando, and Jacksonville, complemented by eight weeks of public radio sponsorship in the same markets. Zip Code and behavioral targeting will be used for print and internet. Online spending will comprise 20% of the budget, while print vehicles include Southern Living, Atlanta magazine, and VisitFlorida inserts targeting Florida and Georgia.



Website & Interactive **\$200,000**

For FY2011, the work plan calls for expanding content on the new website, social networking, search engine optimization, and email marketing. We have added a full-time interactive specialist to oversee and maintain our online efforts. We will expand our web presence through specialty micro-sites, including meetonamelia.com and amelianature.com. Mobile marketing will also be used to respond to visitors needs for "right here - right now" information.

Research **\$40,000**

Building on the solid base established in 2010, our research program is designed to include consumer intercepts detailing travel and spending patterns of Amelia Island visitors.

Newsletter/Toll Phone **\$60,000**

Our use of USA-800 to provide 24/7 live operator service to our customers has been very successful and we plan to continue the relationship in FY2011. Our plans also include a new direct mail program to visitors who have previously requested information on Amelia Island.

Florida's First Coast of Golf **\$47,500**

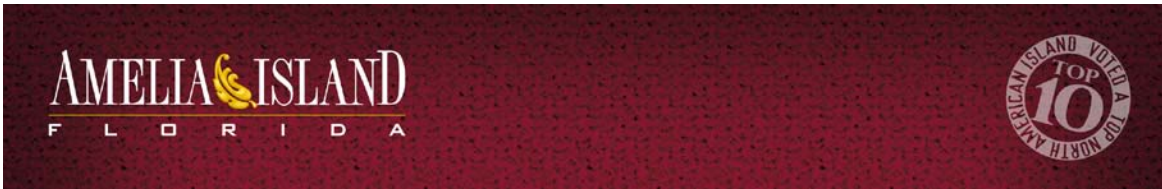
Consumer research shows the golf market continues to be a major component of the Amelia Island success story. Our participation with FFCG has yielded positive results, both in the domestic and international marketplace. Funding for FFCG remains at the FY2010 investment.

Special Events **\$200,000**

The budget for special events in FY2011 is evenly split towards the support of existing events and dedicated to the development of new, island-wide activities designed specifically for the tourism audience. Current events to be funded as required by contract are the 2011 Gatorbowl (\$15,000), the Concours d'Elegance (\$15,000), the Amelia Island Jazz Festival (\$25,000), the Amelia Island Book Festival (\$5,000) and the Isle of Eight Flags Shrimp Festival (\$10,000). New events for Amelia Island, such as the Great Southern Tailgate Cookoff and the Petanque Tournament will focus on need periods, including the holiday season. We will continue to focus on minor league sporting events as those with growth potential, including the USTA Futures Tournaments and minor league golf events.

Public Relations **\$140,978**

Promoting Amelia Island, its partners, events, and experiences as a relaxing and rewarding vacation retreat in Florida through frequent and varied positive print and electronic media coverage will continue in FY2011 with Hayworth Creative. The AITDC will also host at least 12 travel writer trips targeting a specific interest area (nature-based tourism, weddings). The campaign calls for additional support and promotional emphasis on individual attractions, the arts, events and amenities that will attract media attention and generate more editorial coverage of the island.



TRADE SHOWS & TRAVEL TRADE **\$276,689**

The adopted long range marketing plan for Amelia Island calls for 10% of the NET bed tax collections to be allocated to trade shows and travel trade. The proposed budget for FY2011 is \$276,689. The figure is approximately 14.4% less than FY2010 due to no reserve spending.

Travel Trade Publications **\$25,000**

We are reducing trade advertising by 54% and will focus efforts on directories, professional association media, and meeting planning publications.

Hospitality Services **\$75,000**

Hospitality services include all activities associated with the operation of the Visitor Center located in the Historic Railroad Depot. The budget includes approximately \$7,500 for upgrades to equipment and remodeling of the visitor services space. Plans also include the possible addition downtown of a visitor services kiosk to be available during non-working hours.

Dues and Subscriptions **\$27,500**

The AITDC belongs to over a dozen partner and membership organizations critical to the successful implementation of its work program, including VisitFlorida, VisitJacksonville, Florida Society of Association Executives, Florida Motorcoach Association, Southeast Tourism Society, and Florida Association of Convention and Visitor Bureaus.

Printing **\$50,000**

The FY2011 budget calls for a 43% increase in the printing budget. The major printing project for the year will be the Official Amelia island Visitor's Guide, which this year will be produced by the AICVB instead of the Chamber of Commerce. Other print projects include the Amelia Island Value Card and the Amelia Island Dining Guide.

Trade Shows **\$15,000**

There is no change in the trade show budget. Among those included are DMAI's Destination Showcase in Chicago and Washington, DC; the Discover America International Pow Wow, National Tour Association and the American Bus Association marketplaces. State and regional meetings include Florida Motorcoach and the Florida Governor's Conference

Other Travel Expense **\$15,000**

Travel will be curtailed 17% in FY2011 due to budget restrictions and a focus on the Georgia and Florida markets. Among those activities included in this year's plan are the NY Times Travel Show, Savannah Women's Show, and VisitFlorida sales missions to Atlanta and New York.

On Island Fams

\$20,000

The past year has been extremely active in hosting travel writers, tour operators, and meeting planners for on-island familiarization tours. The budget for FY2011 calls for a 33% reduction which will be accomplished by focusing on small group visits done in conjunction with stakeholder partners.

Promotional Supplies

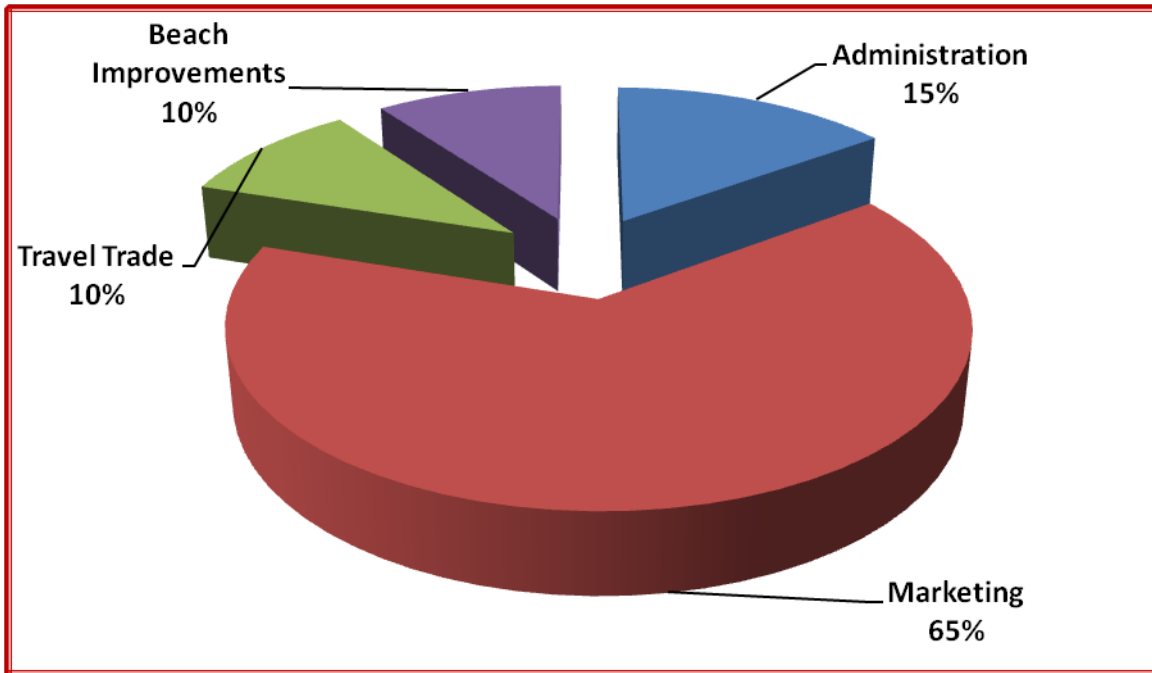
\$25,000

The budget for promotional supplies in FY2011 remains the same as FY2010. Premium items such as shirts and bags will be stocked in sufficient quantities to meet the needs of the coming year and made available for stakeholder partners.

BEACH IMPROVEMENTS

\$276,689

The adopted long range marketing plan for Amelia Island calls for 10% of the NET bed tax collections to be allocated to beach improvements. The proposed budget for FY2011 is \$276,689. Expenditures include beach cleaning, landfill fees, and beach monitoring fees of \$72,000.



Amelia Island Tourist Development Council Financial Plan 2011

Account	Description	FY 2009 Actual	FY 2010 Budget	FY2011 Budget	Change
INCOME	Bed Tax Funds	\$1,827,243	\$2,302,356	\$2,852,463	23.89%
	Reserves	\$100,000	\$300,000	\$0	-100%
	Cost of Collections	-\$57,170	-\$69,071	\$85,574	23.89%
NET		\$1,870,073	\$2,533,285	\$2,766,889	9.22%
EXPENSES					
37522552	TDC Management 15%	\$277,273	\$334,993	\$415,033	23.89%
37523552	Marketing - 65%	\$1,042,711	\$1,636,635	\$1,798,478	9.89%
37524552	Travel Trade - 10%	\$231,749	\$323,329	\$276,689	-14.42%
37525539	Beach Improvements 10%	\$85,350	\$223,329	\$276,689	23.89%
NET		\$1,637,082	\$2,518,286	\$2,766,889	9.87%
RESERVE		\$232,991	\$15,000	\$0	

YULEE, FLORIDA
August 10, 2010

Pursuant to advertisement, Requests for Qualifications (RFQs), Bid No. NC10-032, were received for "Marketing/Creative and Media Purchasing." Proof of publication was present. At 2:05 p.m. Peggy Snyder, Deputy Clerk, and Charlotte Young, Contract Manager, opened the bids that were received by 2:00 p.m. at the Judicial Annex, 76347 Veteran's Way, Yulee, Florida.

Global Media

1212 N. Broadway, Suite 210
Santa Ana, CA 92701-3404

Bid Received 8-9-10 @ 10:50 a.m.

Patterson/Bach Communications, Inc.

2600 Maitland Center Parkway, Suite 360
Maitland, FL 32751-4147

Bid Received 8-9-10 @ 10:50 a.m.

Paradise Advertising and Marketing

150 2nd Avenue. North, Suite 800
St. Petersburg, FL 33701

Bid Received 8-9-10 @ 12:09 p.m.

Pyper Paul & Kenney. Inc.

1102 North Florida Avenue, 2nd Floor
Tampa, FL 33602

Bid Received 8-10-10 @ 8:59 a.m.

Starmark/Marc USA

1815 Griffin Road, Suite 300
Dania Beach, FL 33004

Bid Received 8-10-10 @ 9:34 a.m.

Watauga Group

1600 N. Orange Avenue, Suite 13
Orlando, FL 32804

Bid Received 8-10-10 @ 9:34 a.m.

Noise, Inc.

P.O. Box 869
Sanibel Island, FL 33957

Bid Received 8-10-10 @ 9:34 a.m.

Insight Strategies, Inc.

11920 Fairway Lakes Drive, Suite 1
Fort Myers, FL 33913

Bid Received 8-10-10 @ 9:34 a.m.

EVOK Advertising & Design, Inc.

1025 Greenwood Boulevard, Suite 175
Lake Mary, FL 32746

Bid Received 8-10-10 @ 9:34 a.m.

Matrix 2

1903 NW 97th Avenue
Miami, FL 33172

Bid Received 8-10-10 @ 9:34 a.m.

Chisano Marketing Group

2170 W. SR 434, Suite 280
Longwood, FL 32779

Bid Received 8-10-10 @ 9:34 a.m.

Enguage

1000 Legion Place, Suite 1250
Orlando, FL 32801

Bid Received 8-10-10 @ 9:34 a.m.

VS Brooks Advertising

255 Alhambra Circle, Suite 835
Coral Gables, FL 33134

Bid Received 8-10-10 @ 9:35 a.m.

Smith Advertising

20303 Wood Street, Suite 210
Sarasota, FL 34236

Bid Received 8-10-10 @ 9:52 a.m.

MMG Worldwide

4601 Madison Avenue
Kansas City, MO 64112

Bid Received 8-10-10 @ 10:38 a.m.

Gold & Associates

The 6000-C Building
Sawgrass Village Circle
Ponte Vedra, FL 32082

Bid Received 8-10-10 @ 11:12 a.m.

The Zimmerman Agency

1821 Miccosukee Commons
Tallahassee, FL 32082

Bid Received 8-10-10 @ 12:28 p.m.

Green Advertising

902 Clint Moore Road, Suite 108
Boca Raton, FL 33487

Bid Received 8-10-10 @ 1:43 p.m.