

AMELIA ISLAND

TOURIST DEVELOPMENT COUNCIL

Date: Wednesday, September 22, 2010
Location: City Hall – 204 Ash Street – Fernandina Beach, FL

Agenda

- I. Call to Order Mike Boyle
- II. Approval of August 25th, 2010 minutes Mike Boyle
- III. Presentations
 - A. Amelia Island Film Festival Tony McAdoo
 - B. Amelia Island Blues Festival Susan Hurley
- 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
- VI. Old Business
 - A. Advertising/Media Buying RFQ Gil Langley
 - B. Advertising Presentation Recap Rudy Webb
 - B. AI Official Visitors Guide Bretta Walker
- VII. New Business
- VIII. Public Input
- IX. Adjournment

MINUTES



Board Meeting Minutes of the Amelia Island Tourist Development Council
Wednesday, August 25, 2010
3:00 p.m.
The City of Fernandina Beach City Hall

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

I. Call to Order

Meeting was called to order by Mike Boyle at 3:00 pm.

II. Approval of Minutes - July 27, 2010 Board Meeting

John Price moved to approve the minutes, Arlene Filkoff seconded.
Motion carried unanimously.

III. First Coast of Golf Presentation – David Reese

Presentation on status of golfing tourism specifically to Amelia Island by Mr. Reese. A handout and presentation was used to show outlooks and relevant points for the future. He noted that NE FL has several qualities that separate us from other competitive areas. There were no questions.

IV. Financial Report

Gil Langley reported that financials remain in line with budget. Bed tax report came in at \$438K as of today. This is up 21% over 2009 and \$78K over budget. There was a very strong occupancy rate throughout the month and a good chance reserves will not be needed. All numbers are positive. There were no questions.

V. Amelia Island Tourism Development Council Update

STR Report

Smith Travel Research Report showed July demand at the highest level in the history of island; the highest occupancy since 2008; and highest RevPAR in Florida. This was a very good month. As requested, our comp set included Destin, as part of Ft. Walton. Only Charleston and Hilton Head had occupancy higher than Amelia Island, with our ADR highest in comp set. YTD occupancy was only down tenth of a percent since last year. Amelia Island continues to dominate the market segment. There were no questions.

Activity Report

Visitor inquiries up 5% since last year, Visitor Center visits up almost 4%, web visits up 15%. Website comparison continuing to perform very well, with page views up 31%. Time spent on site by visits has expanded as well. There were no questions.

Beth Belcher was introduced as our new Interactive Media Manager.

Tourism

Bretta Walker reported on tourism marketing and administration for the month of July. Recently completed is the new Accommodations Guide as well as the Dining Guide. There has been much positive response on these as well as the new Value Card.

Coming up is the inaugural Great Southern Tailgate Cook-off, August 27 and 28. Over 50 teams have signed up, Jaxson Deville and the Jaguars' 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 25K in time, labor and materials to make this happen. Mike Boyle recognized Susan Hurley for her help and hard work to make this event happen. Some minor concern about weather was indicated but then no other questions were asked. Gil Langley explained that all of these efforts will enhance Main Beach for future events.

Hayworth Creative

Katharina Brierton Lane gave her report from Hayworth Creative. Promotion in Orlando with WLOQ-FM for a giveaway for stay on Amelia and tickets to Jazz Festival was finalized. Press releases about Labor Day and FL/GA are being worked on and the countdown to the Great Southern Tailgate Cookoff is underway. This includes 2 press releases; media alerts, interviews, and a week long give away on FOX/CBS morning news in Jacksonville.

Paradise Advertising

Cedar Hames and Dave DiMaggio did a presentation demonstrating the recent advertising activities. This included the brochure for Amelia Beach Collection. The Atlanta Journal, the Villages Daily Sun, as well as the Florida Georgia co-op campaigns are underway. They also covered the golf and beaches campaign and a new ad about weddings. In the group marketing segment they have a specific campaign to reach corporate meeting planners. Paradise has done a pro bono economic development brochure which they handed out for review.

VI. Old Business

2011 Financial Plan proposal was attached in this meeting's packet for review. This has been approved by the Finance Committee in the last meeting. The distribution percentages of the bed tax as well as overall projections were explained. The TDC expects that these projections will be met in the upcoming year. There were no questions.

Motion was made to approve the proposed 2011 Financial Plan by Jack Healan and seconded by David Caples. Motion carried unanimously.

Gil Langley went over the Advertising RFQ process explaining that there have been 17 respondents. Mid-September will be a full presentation and screening by the Finance Committee. All members of TDC are encouraged to attend. Staff will keep the board informed.

.COM Marketing has filed a lawsuit and will pursue their claim against the County and AITDC. Gil Langley met with county attorney and outside council. Next step is to go to mediation. Mr. Langley will keep the board informed.

Jack Healan expressed that AIP was pleased with the recent acquisition by Omni Hotels and Resorts and that it will be a positive impact to Amelia Island.

David Caples then commented that the Finance Committee members reflected on the numerous agencies that had responded to the advertising RFP. They noted it was obvious that we do spend a substantial amount of money on advertising, but that the main reason for the interest was our emergence as a destination. He commended Gil Langley on the success of Amelia Island in the tourism industry.

VII. New Business

No new business.

VIII.No Public Input

IX. Meeting adjourned 3:56 pm

FINANCIAL

Amelia Island TDC Consolidated Budget Report



Account	Description	FY 2009 Actual	FY 2010 Budget	September Actual	YTD Actual	Available Budget
NET INCOME	Tourist Development Funds	\$1,870,073	\$2,533,287		\$2,140,254	\$393,031
EXPENSES						
37522552	TDC Research/Admin. 15%	\$277,272	\$334,993		\$321,038	\$13,955
37523552	Marketing - 65%	\$1,042,711	\$1,651,637	\$21,360	\$1,475,622	\$176,014
37523552	Travel Trade - 10%	\$231,748	\$323,329	\$8,175	\$235,793	\$87,536
37525539	Beach Improvements 10%**	\$85,350	\$223,329		\$121,350	\$101,978
EXPENSE TOTAL		\$1,694,252	\$2,521,737	\$29,535	\$2,153,804	\$379,482
NET		\$232,991	\$11,550	-\$29,535	-\$13,550	\$13,550

TRACKING



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

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

Amelia Island Tourist Development Council

For the Month of August 2010

Date Created: Sep 17, 2010

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



Tab 2 - Multi-Segment

Currency: USD - US Dollar

Amelia Island Tourist Development Council

For the month of: August 2010

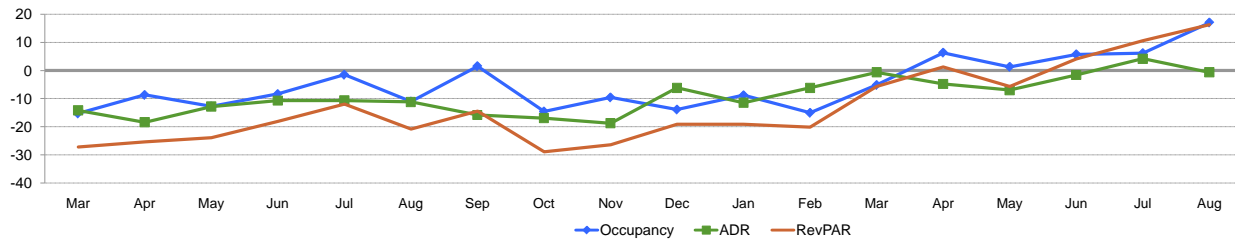
	Current Month - August 2010 vs August 2009												Year to Date - August 2010 vs August 2009										Participation					
	Occ %		ADR		RevPAR		Percent Change from August 2009						Occ %		ADR		RevPAR		Percent Change from YTD 2009						Properties		Rooms	
	2010	2009	2010	2009	2010	2009	Occ	ADR	RevPAR	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	54.7	51.8	88.77	88.54	48.53	45.89	5.5	0.3	5.8	8.0	2.1	7.7	61.7	58.7	107.21	110.15	66.13	64.70	5.0	-2.7	2.2	5.0	2.7	7.8	3577	1927	410756	293057
Jacksonville, FL	53.7	47.0	77.40	79.66	41.57	37.40	14.4	-2.8	11.1	11.7	0.5	15.0	58.1	54.3	82.13	87.85	47.69	47.69	7.0	-6.5	0.0	2.7	2.7	9.9	268	186	26966	22164
Jacksonville Beaches	55.8	50.4	110.97	112.62	61.88	56.74	10.7	-1.5	9.1	11.3	2.0	12.9	60.3	58.5	119.56	124.64	72.13	72.90	3.1	-4.1	-1.1	4.2	5.3	8.6	102	61	8129	6454
Savannah, GA	55.1	54.3	79.50	81.68	43.84	44.38	1.5	-2.7	-1.2	2.4	3.7	5.2	61.6	59.9	86.40	87.56	53.25	52.44	2.9	-1.3	1.5	5.6	4.0	7.0	165	120	14948	12078
Brunswick/Kingsland, GA	40.8	48.1	80.20	101.67	32.69	48.88	-15.2	-21.1	-33.1	-31.8	2.0	-13.5	46.4	54.6	80.58	93.17	37.37	50.89	-15.1	-13.5	-26.6	-24.2	3.2	-12.3	91	52	7543	4340
Daytona Beach, FL	46.9	43.8	85.74	81.13	40.18	35.57	6.9	5.7	12.9	10.0	-2.6	4.1	53.6	52.0	100.28	100.06	53.75	52.06	3.0	0.2	3.2	1.0	-2.2	0.8	178	55	13666	6416
Charleston, SC	66.8	61.0	104.30	100.73	69.69	61.45	9.5	3.5	13.4	15.8	2.1	11.9	66.7	63.3	107.58	106.33	71.81	67.29	5.5	1.2	6.7	9.6	2.7	8.3	165	116	17619	13897
Nassau County, FL	50.3	43.1	146.78	148.18	73.90	63.81	16.9	-0.9	15.8	15.4	-0.4	16.5	52.8	50.9	159.22	163.71	84.07	83.33	3.7	-2.7	0.9	6.3	5.4	9.3	24	15	2216	2022
St Johns County, FL	50.7	46.9	89.90	92.57	45.59	43.38	8.2	-2.9	5.1	6.5	1.3	9.7	58.2	56.6	98.49	104.61	57.29	59.24	2.7	-5.9	-3.3	-0.5	2.9	5.7	80	42	5765	4027
Hilton Head/Beaufort	61.1	61.0	137.73	131.63	84.21	80.36	0.1	4.6	4.8	4.9	0.1	0.3	57.8	56.8	126.71	128.71	73.28	73.16	1.7	-1.6	0.2	-0.9	-1.0	0.7	48	32	6589	4324
Fort Walton Beach, FL	46.8	51.7	113.01	127.37	52.83	65.81	-9.5	-11.3	-19.7	-20.1	-0.4	-9.9	51.1	52.1	121.22	132.19	61.99	68.89	-1.9	-8.3	-10.0	-10.2	-0.2	-2.0	79	47	9520	6731

A blank row indicates insufficient data.

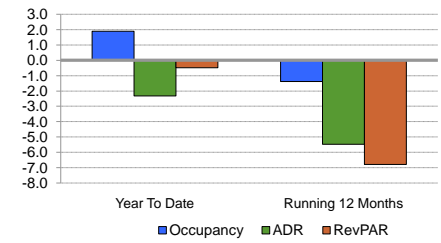
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Amelia Island Tourist Development Council
For the Month of August 2010

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	57.4	63.1	56.0	66.1	68.0	46.4	39.4	46.8	39.5	29.9	32.4	42.9	54.5	67.1	56.8	70.0	72.2	54.3		
Last Year	67.7	69.0	64.2	72.2	69.0	52.1	38.8	54.7	43.7	34.7	35.5	50.4	57.4	63.1	56.0	66.1	68.0	46.4		
Percent Change	-15.2	-8.6	-12.7	-8.3	-1.5	-11.0	1.6	-14.5	-9.5	-13.8	-8.8	-15.0	-5.1	6.4	1.3	5.8	6.2	17.0		

Year To Date		
2008	2009	2010
63.8	55.3	56.3
67.5	63.8	55.3
-5.5	-13.3	1.9

Running 12 Months		
2008	2009	2010
59.2	51.2	50.5
61.7	59.2	51.2
-4.0	-13.6	-1.4

ADR	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	189.57	185.95	196.04	190.86	181.69	161.72	140.42	152.98	145.62	139.61	135.04	151.28	188.45	177.16	182.50	187.95	189.39	160.75		
Last Year	220.71	227.72	224.78	213.57	203.23	181.99	166.73	184.03	179.08	148.74	152.38	161.18	189.57	185.95	196.04	190.86	181.69	161.72		
Percent Change	-14.1	-18.3	-12.8	-10.6	-10.6	-11.1	-15.8	-16.9	-18.7	-6.1	-11.4	-6.1	-0.6	-4.7	-6.9	-1.5	4.2	-0.6		

Year To Date		
2008	2009	2010
204.79	179.70	175.51
201.44	204.79	179.70
1.7	-12.3	-2.3

Running 12 Months		
2008	2009	2010
196.91	177.47	167.75
191.74	196.91	177.47
2.7	-9.9	-5.5

RevPAR	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	108.79	117.30	109.79	126.24	123.47	75.05	55.28	71.53	57.51	41.80	43.72	64.88	102.61	118.86	103.59	131.49	136.65	87.31		
Last Year	149.43	157.24	144.20	154.11	140.19	94.85	64.63	100.65	78.17	51.68	54.07	81.31	108.79	117.30	109.79	126.24	123.47	75.05		
Percent Change	-27.2	-25.4	-23.9	-18.1	-11.9	-20.9	-14.5	-28.9	-26.4	-19.1	-19.1	-20.2	-5.7	1.3	-5.7	4.2	10.7	16.3		

Year To Date		
2008	2009	2010
130.59	99.30	98.82
135.97	130.59	99.30
-4.0	-24.0	-0.5

Running 12 Months		
2008	2009	2010
116.62	90.84	84.67
118.30	116.62	90.84
-1.4	-22.1	-6.8

Supply	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	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	55,428		
Last Year	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	55,707		
Percent Change	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	-0.5		

Year To Date		
2008	2009	2010
400,122	408,475	436,113
392,931	400,122	408,475
1.8	2.1	6.8

Running 12 Months		
2008	2009	2010
597,396	611,483	655,347
590,205	597,396	611,483
1.2	2.4	7.2

Demand	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	29,603	31,491	28,890	33,019	35,054	25,852	21,223	26,049	21,291	16,679	18,035	21,581	30,333	36,169	31,620	37,714	39,992	30,105		
Last Year	33,938	34,469	33,092	36,021	35,582	26,886	19,350	28,211	21,792	17,922	18,304	23,503	29,603	31,491	28,890	33,019	35,054	25,852		
Percent Change	-12.8	-8.6	-12.7	-8.3	-1.5	-3.8	9.7	-7.7	-2.3	-6.9	-1.5	-8.2	2.5	14.9	9.4	14.2	14.1	16.5		

Year To Date		
2008	2009	2010
255,150	225,716	245,549
265,231	255,150	225,716
-3.8	-11.5	8.8

Running 12 Months		
2008	2009	2010
353,808	312,991	330,791
364,168	353,808	312,991
-2.8	-11.5	5.7

Revenue	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
This Year	5,611,966	5,855,862	5,663,652	6,302,116	6,369,008	4,180,808	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	7,574,094	4,839,422		
Last Year	7,490,291	7,849,187	7,438,400	7,693,168	7,231,333	4,892,874	2,982,067	5,191,683	3,902,440	2,665,713	2,788,135	3,788,221	5,611,966	5,855,862	5,663,652	6,302,116	6,369,008	4,180,808		
Percent Change	-25.1	-25.4	-23.9	-18.1	-11.9	-14.6	-7.6	-23.2	-20.6	-12.6	-12.7	-13.8	1.9	9.4	1.9	12.5	18.9	15.8		

Year To Date		
2008	2009	2010
52,252,731	40,560,768	43,096,838
53,428,410	52,252,731	40,560,768
-2.2	-22.4	6.3

Running 12 Months		
2008	2009	2010
69,669,956	55,546,769	55,546,769
69,823,960	69,669,956	55,546,769
-0.2	-20.3	-0.1

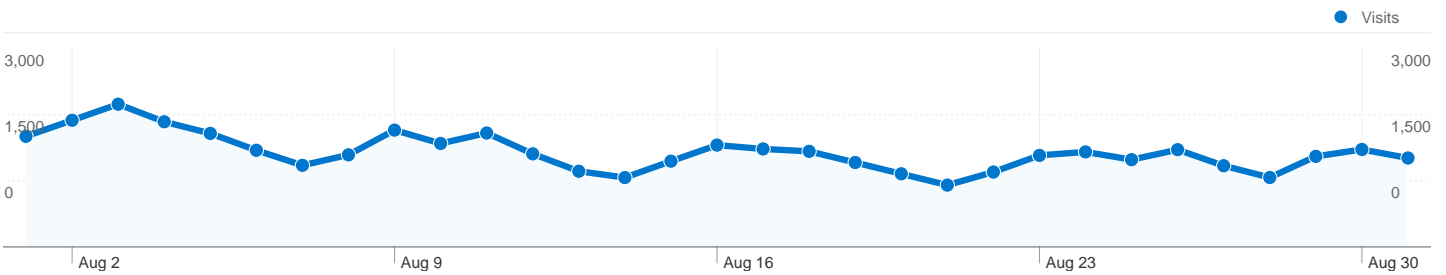
Census %	2009												2010							
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug		
Census Props	13	13	13	13	13	14	14	14	14	14	14	14	14	14	14	14	14	14		
Census Rooms	1664	1664	1664	1664	1664	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1797	1788	1788		
% Rooms Participants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

A blank row indicates insufficient data.

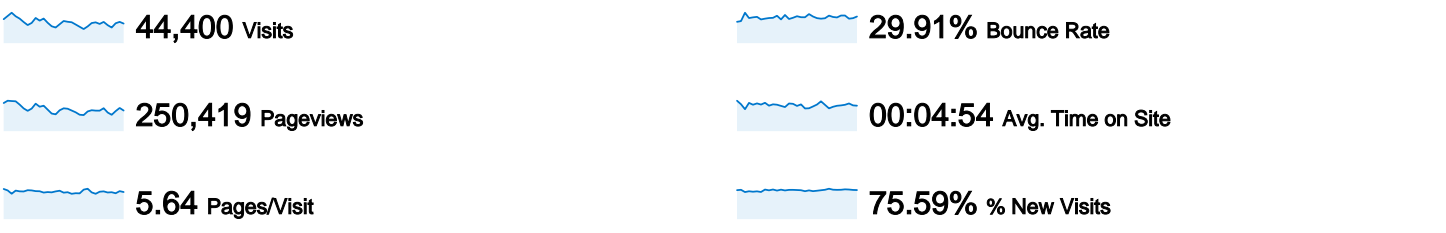
Source 2010 SMITH TRAVEL RESEARCH, Inc.

Amelia Island Dashboard

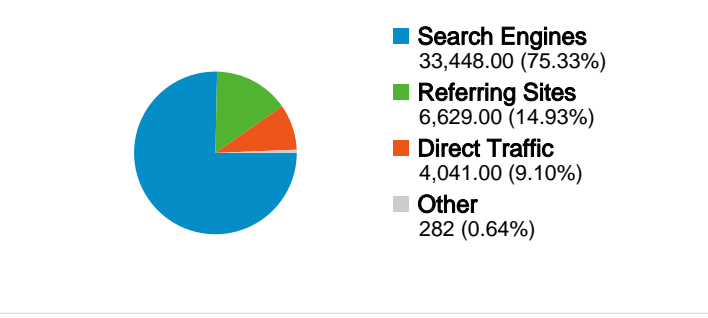
Aug 1, 2010 - Aug 31, 2010
Comparing to: Site



Site Usage



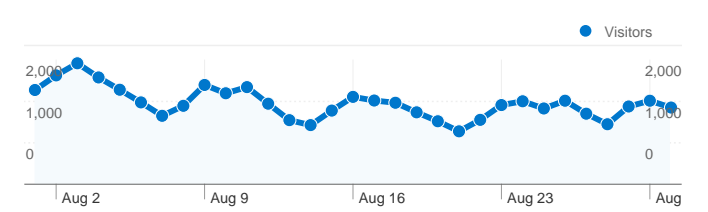
Traffic Sources Overview



Content Overview

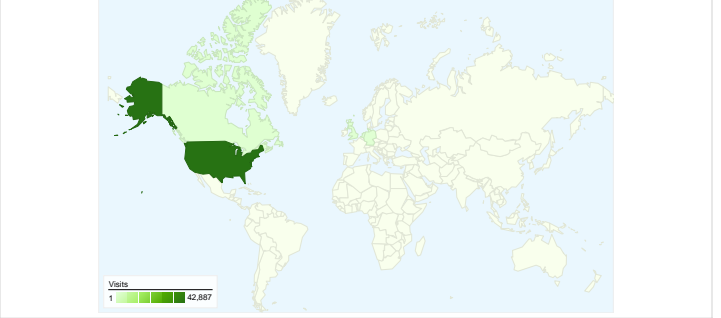
Pages	Pageviews	% Pageviews
/	38,302	15.30%
/area-	15,942	6.37%
/area-	12,284	4.91%
/area-	8,738	3.49%
/media-gallery/	7,026	2.81%

Visitors Overview



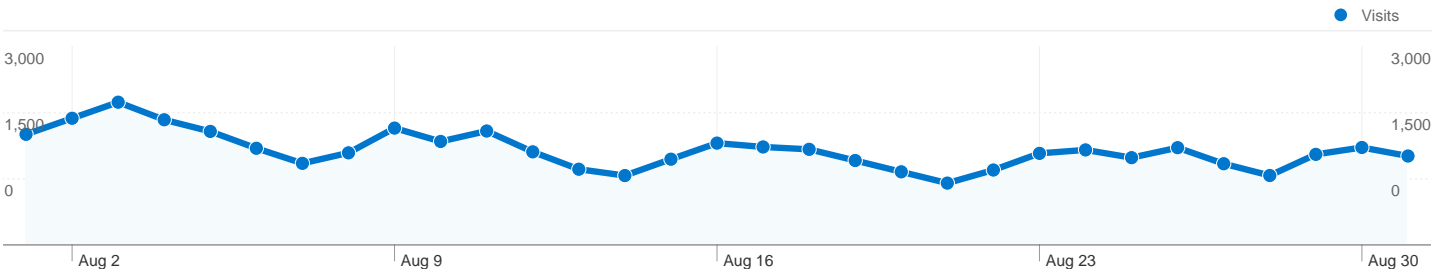
Visitors
36,630

Map Overlay



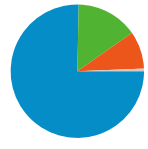
Amelia Island
Traffic Sources Overview

Aug 1, 2010 - Aug 31, 2010
 Comparing to: Site



All traffic sources sent a total of 44,400 visits

- 9.10%** Direct Traffic
- 14.93%** Referring Sites
- 75.33%** Search Engines



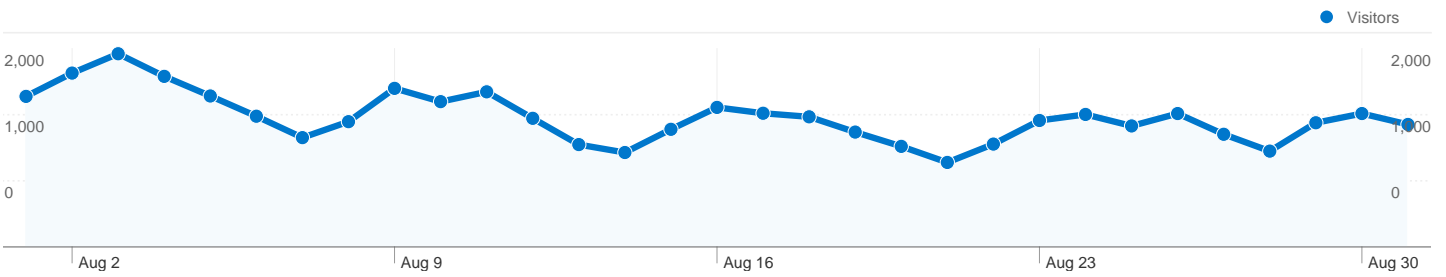
- **Search Engines**
33,448.00 (75.33%)
- **Referring Sites**
6,629.00 (14.93%)
- **Direct Traffic**
4,041.00 (9.10%)
- **Other**
282 (0.64%)

Top Traffic Sources

Sources	Visits	% visits	Keywords	Visits	% visits
google (organic)	26,018	58.60%	amelia island	17,628	52.70%
(direct) ((none))	4,041	9.10%	amelia island florida	1,807	5.40%
yahoo (organic)	3,150	7.09%	amelia island hotels	1,474	4.41%
bing (organic)	2,770	6.24%	amelia island fl	556	1.66%
fbfl.us (referral)	2,228	5.02%	amelia island, fl	536	1.60%

Amelia Island
Visitors Overview

Aug 1, 2010 - Aug 31, 2010
 Comparing to: Site



36,630 people visited this site

44,400 Visits

36,630 Absolute Unique Visitors

250,419 Pageviews

5.64 Average Pageviews

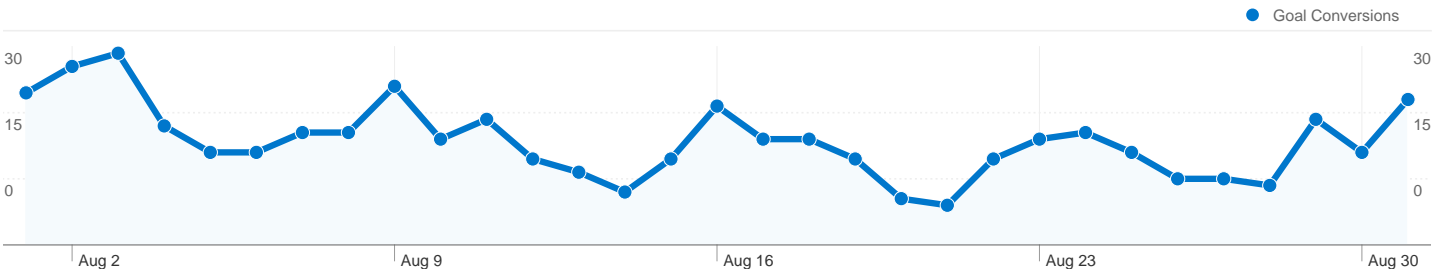
00:04:54 Time on Site

29.91% Bounce Rate

75.59% New Visits

Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer	29,846	67.22%	Cable	19,355	43.59%
Firefox	7,192	16.20%	DSL	10,491	23.63%
Safari	5,488	12.36%	Unknown	7,492	16.87%
Chrome	1,839	4.14%	T1	5,799	13.06%
Opera	18	0.04%	Dialup	1,119	2.52%



Visitors completed 486 goal conversions

112 conversions, Goal 1: Newsletter Sign Up

340 conversions, Goal 2: Request Brochure

1 conversions, Goal 3: Meeting RFP

0 conversions, Goal 4: Wedding RFP

33 conversions, Goal 5: Contact Us

Goal Performance

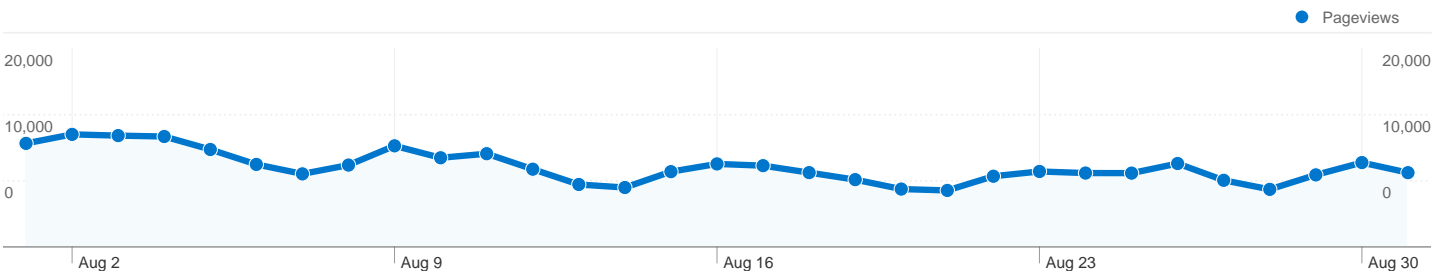
Goal Conversion Rate

Total Goal Value



Goal Conversion Rate
1.09%

Total Goal Value
\$0.00



Pages on this site were viewed a total of 250,419 times

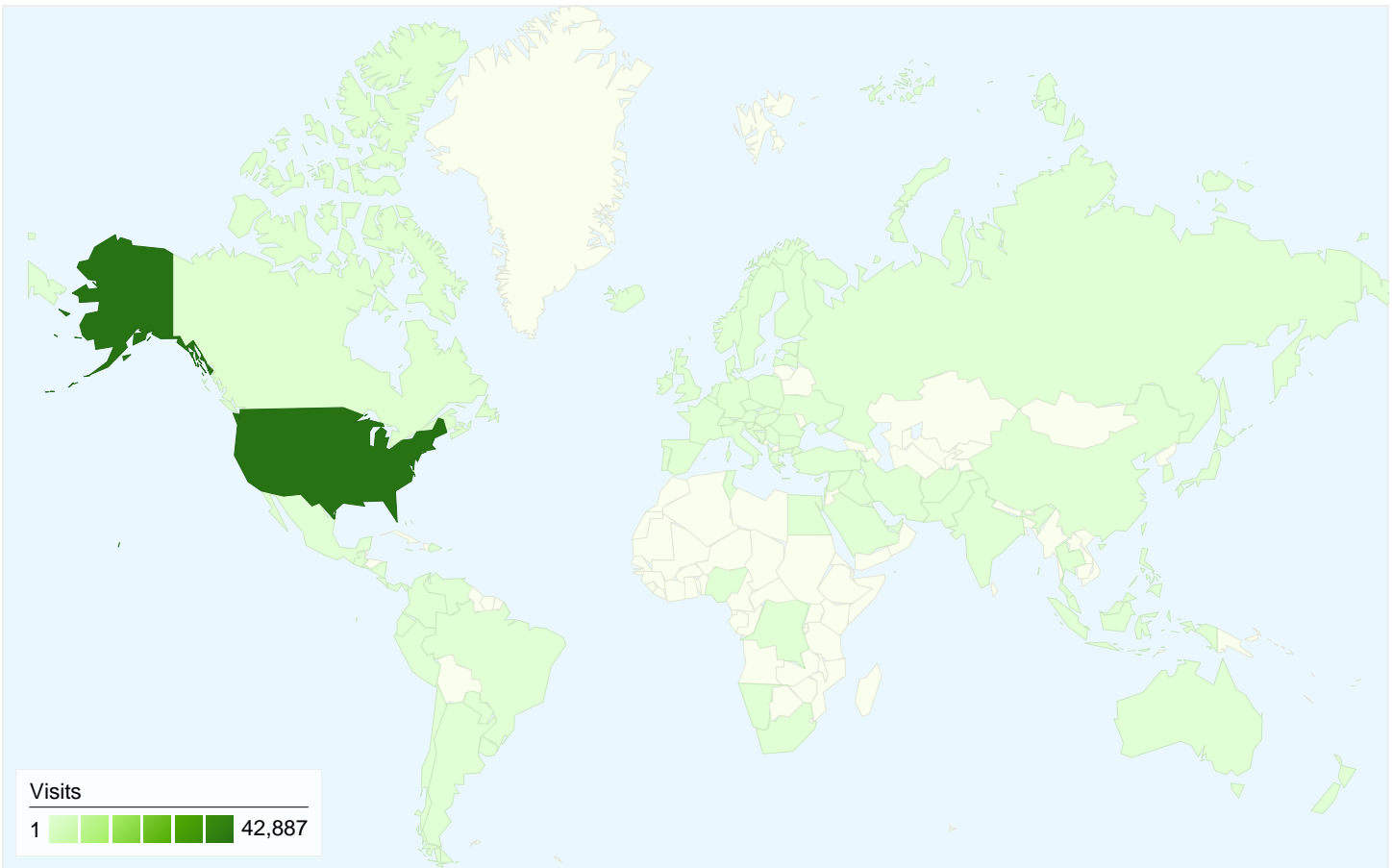
250,419 Pageviews

184,572 Unique Views

29.97% Bounce Rate

Top Content

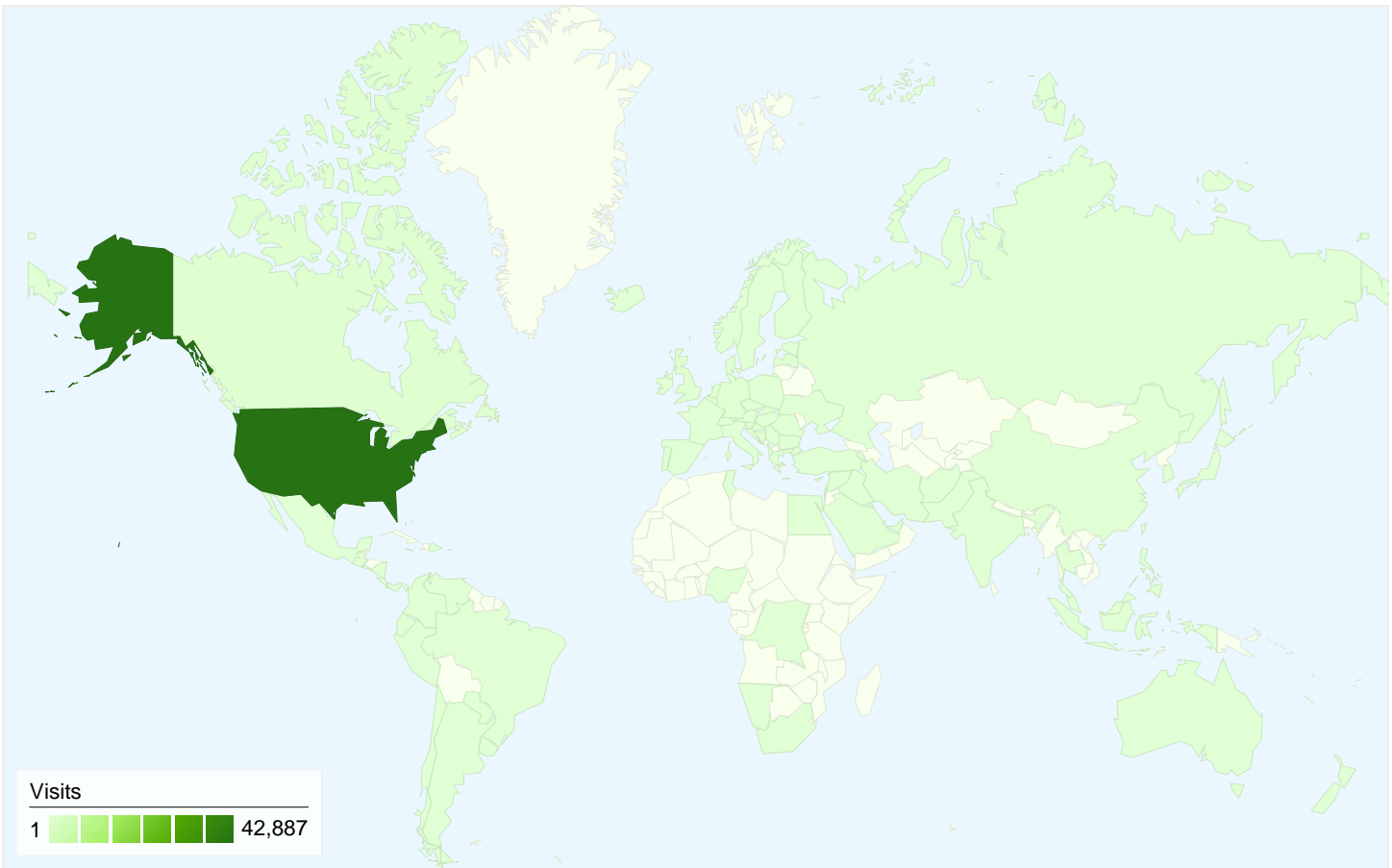
Pages	Pageviews	% Pageviews
/	38,302	15.30%
/area-services/accommodations/	15,942	6.37%
/area-services/accommodations/hotels-motels/	12,284	4.91%
/area-services/accommodations/resorts/	8,738	3.49%
/media-gallery/	7,026	2.81%



44,400 visits came from 97 countries/territories

Site Usage

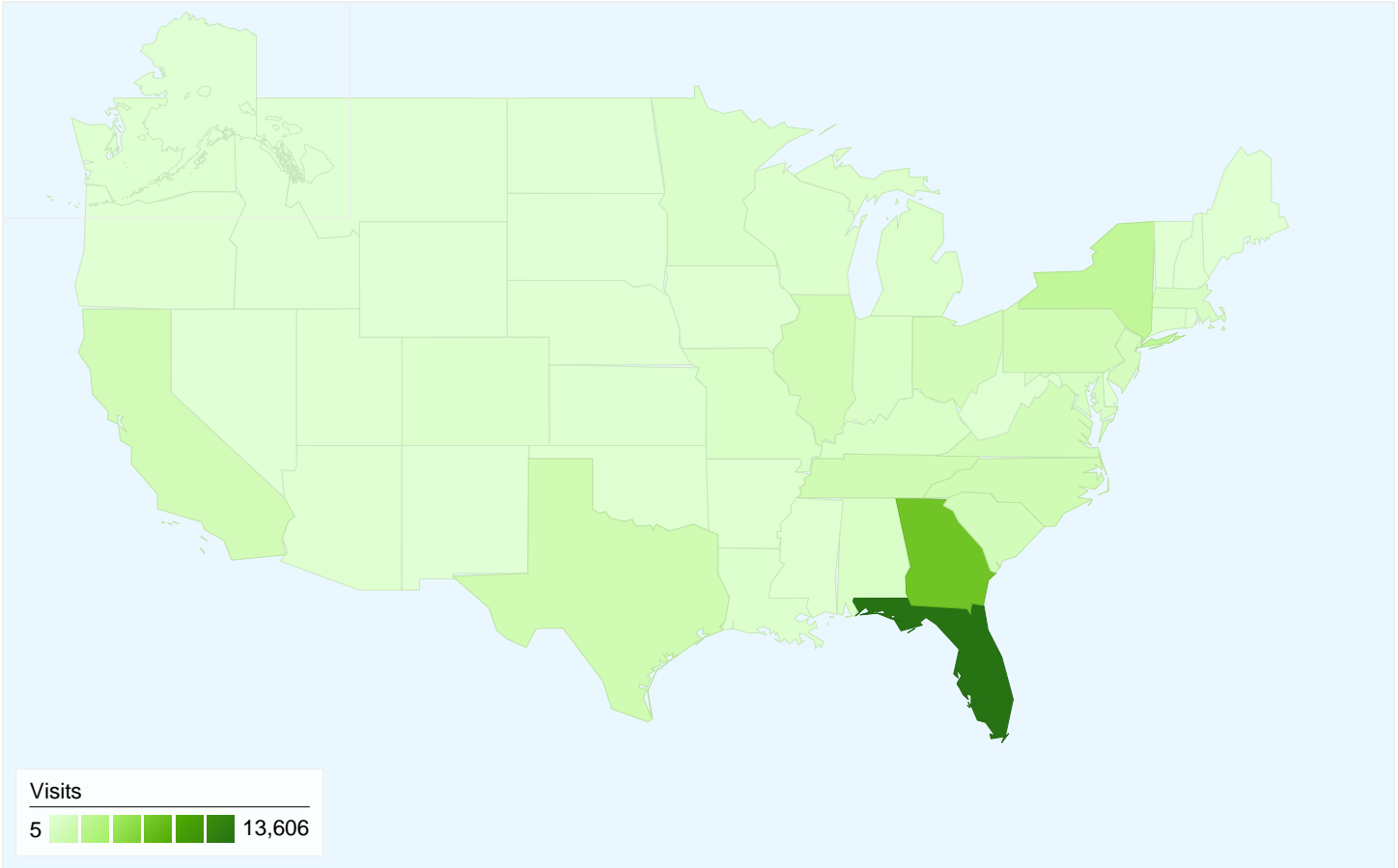
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 44,400 % of Site Total: 100.00%	Pages/Visit 5.64 Site Avg: 5.64 (0.00%)	Avg. Time on Site 00:04:54 Site Avg: 00:04:54 (0.00%)	% New Visits 75.66% Site Avg: 75.59% (0.09%)	Bounce Rate 29.91% Site Avg: 29.91% (0.00%)	
United States	42,887	5.69	00:04:56	75.42%	29.61%
Canada	389	5.49	00:03:44	83.03%	33.93%
United Kingdom	275	3.97	00:03:09	74.91%	41.09%
Germany	191	4.45	00:03:42	79.58%	31.41%
Switzerland	37	5.57	00:04:12	67.57%	29.73%
Netherlands	37	4.00	00:02:10	91.89%	43.24%
India	31	2.19	00:01:28	87.10%	61.29%
Iraq	31	4.10	00:07:42	77.42%	29.03%
France	29	4.21	00:03:41	96.55%	48.28%



44,400 visits came from 97 countries/territories

Site Usage

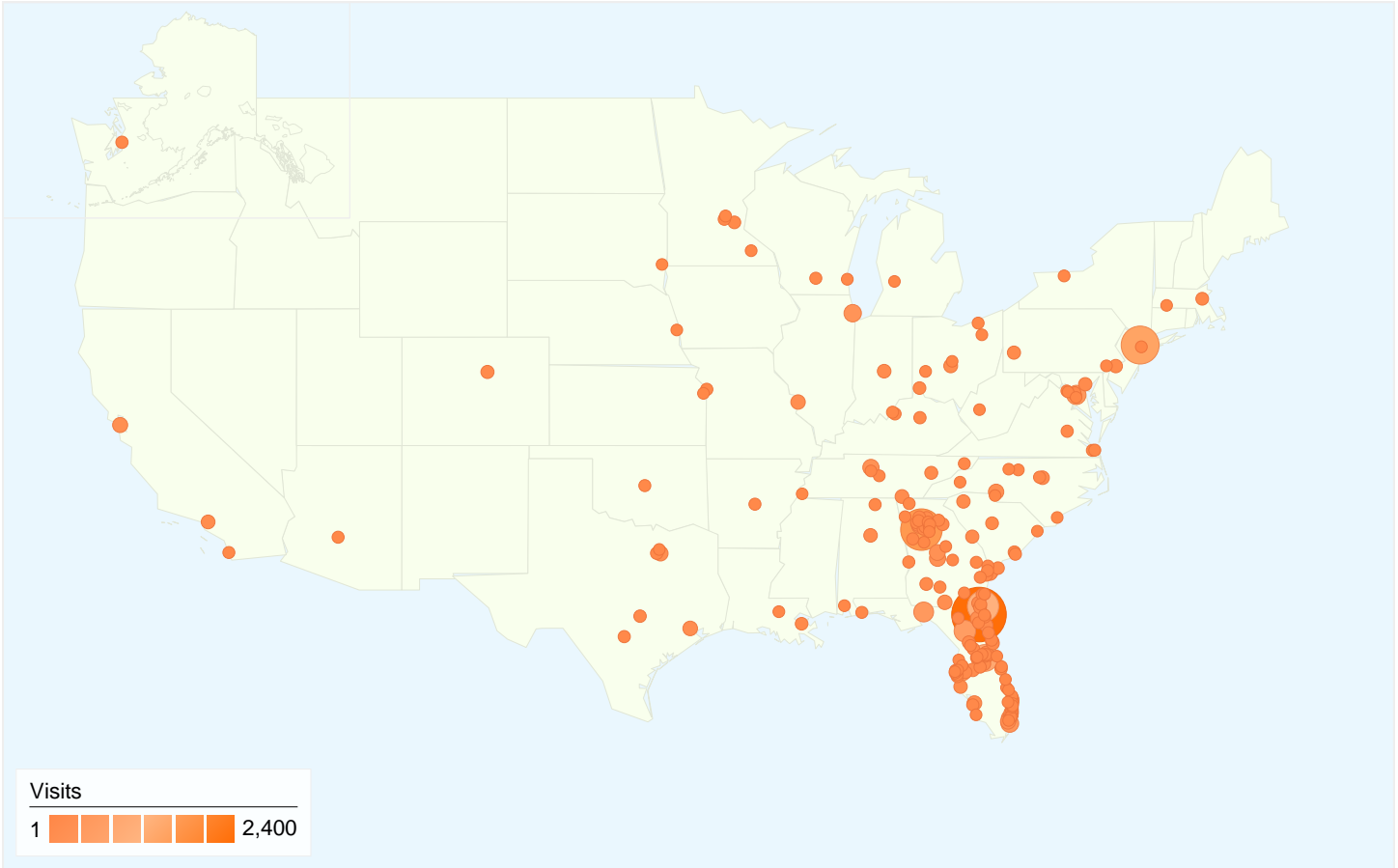
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 44,400 % of Site Total: 100.00%	Pages/Visit 5.64 Site Avg: 5.64 (0.00%)	Avg. Time on Site 00:04:54 Site Avg: 00:04:54 (0.00%)	% New Visits 75.66% Site Avg: 75.59% (0.09%)	Bounce Rate 29.91% Site Avg: 29.91% (0.00%)	
United States	42,887	5.69	00:04:56	75.42%	29.61%
Canada	389	5.49	00:03:44	83.03%	33.93%
United Kingdom	275	3.97	00:03:09	74.91%	41.09%
Germany	191	4.45	00:03:42	79.58%	31.41%
Switzerland	37	5.57	00:04:12	67.57%	29.73%
Netherlands	37	4.00	00:02:10	91.89%	43.24%
India	31	2.19	00:01:28	87.10%	61.29%
Iraq	31	4.10	00:07:42	77.42%	29.03%
France	29	4.21	00:03:41	96.55%	48.28%



This country/territory sent 42,887 visits via 52 regions

Site Usage

Region	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Visits 42,887 % of Site Total: 96.59%	Pages/Visit 5.69 Site Avg: 5.64 (0.82%)	Avg. Time on Site 00:04:56 Site Avg: 00:04:54 (0.83%)	% New Visits 75.42% Site Avg: 75.59% (-0.24%)	Bounce Rate 29.61% Site Avg: 29.91% (-0.99%)	
Florida	13,606	5.73	00:05:02	72.71%	32.11%
Georgia	7,367	5.87	00:05:41	72.91%	24.99%
New York	2,437	5.28	00:04:15	78.17%	29.59%
Texas	1,372	5.64	00:04:43	79.08%	28.13%
North Carolina	1,319	5.84	00:04:48	80.59%	27.29%
Tennessee	1,259	6.40	00:05:07	74.34%	23.99%
Illinois	1,189	6.23	00:04:53	79.31%	27.92%
Pennsylvania	1,156	5.10	00:04:27	78.11%	31.66%
California	1,144	4.24	00:03:27	85.58%	41.87%



This country/territory sent 42,887 visits via 3,710 cities

Site Usage

Visits 42,887 % of Site Total: 96.59%	Pages/Visit 5.69 Site Avg: 5.64 (0.82%)	Avg. Time on Site 00:04:56 Site Avg: 00:04:54 (0.83%)	% New Visits 75.42% Site Avg: 75.59% (-0.24%)	Bounce Rate 29.61% Site Avg: 29.91% (-0.99%)	
City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
Jacksonville	2,400	5.57	00:04:21	73.50%	32.25%
Atlanta	1,682	5.39	00:05:28	74.14%	26.87%
New York	1,485	5.42	00:04:27	77.17%	28.48%
Fernandina Beach	1,121	4.86	00:03:29	54.06%	38.00%
Orlando	874	5.98	00:05:26	77.12%	27.92%
Gainesville	582	6.85	00:07:04	73.37%	21.65%
Tallahassee	490	6.80	00:06:32	65.51%	26.73%
Washington	457	4.77	00:03:39	75.49%	35.45%
Miami	374	4.06	00:03:35	74.87%	37.17%

ACTIVITY

TOURISM MARKETING

Tourism Sales Efforts

- ⊗ Distributed brochures on island accommodations
- ⊗ Mailed 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 125 information bags for corporate and wedding groups
- ⊗ Welcomed 1 motor coach to the historic district.

Administration

- ⊗ Produced and executed the Great Southern Tailgate Cook-off
- ⊗ Site visits at Main Beach with Budweiser, FPU, Beach View Tents, Event Craft
- ⊗ Meeting with Sonny’s to finalize being a vendor at the cook-off
- ⊗ Finalized cook-off program
- ⊗ Conference calls with KCBS Judge Maria Lohman and Carl Butler
- ⊗ Meeting with HFBA to discuss Autumn Fine Arts Festival
- ⊗ Proofed press releases, brochure proofs and e-newsletter
- ⊗ Meeting with Jazz Festival
- ⊗ Attended HFBA General meeting
- ⊗ Website updates for Amelia Island websites, event calendar
- ⊗ Meeting with Chamber Music Festival
- ⊗ Conference calls with printers to discuss visitor guide
- ⊗ Posted upcoming events on Face book and Twitter
- ⊗ Provided Concour with island information
- ⊗ Coordinated local advertising efforts for Great Southern Tailgate Cook-Off
- ⊗ Coordinated live segment on WJXT TV-4 with professional team, General Porktitioners, promoting the Great Southern Tailgate Cook-Off
- ⊗ Met with Gator Bowl regarding 2011 agreement
- ⊗ Met with Cindy Ratcliff of Southern Living regarding 2011 advertising
- ⊗ Attended BOCC meeting regarding Depot Grant
- ⊗ Attended FB City Commission meeting regarding Depot Grant
- ⊗ Conducted Finance Committee meeting
- ⊗ Met with Neil Coleman regarding Chamber Music Festival
- ⊗ Attended North Florida Lodging and Hospitality Association meeting
- ⊗ Met with Angie Allen of AJC regarding fall campaign in AJC.com

ADVERTISING & MARKETING

Advertising

- ⊗ Agency continued to receive and review media placement opportunities.
- ⊗ Agency monitored Southern Living leads.
- ⊗ Agency worked with Digital Surgeons to deploy eMail blast to group/meetings market. Agency developed the design and wrote the copy for the eBlast while Digital Surgeons deployed the email to a list provided by the Agency. The Agency purchased a list of Corporate Executives in the four target markets.
- ⊗ Agency continued to work with the Beach Collection of properties on a new brochure and map.
- ⊗ Agency revised the creative for a Co-Op opportunity in the Atlanta Journal Constitution. The revised version will be the second of a program which included 2 Inserts into the newspaper (first of August and first of September) and included 6 co-op partners.
- ⊗ Agency coordinated with Hayworth to provide print ads for an opportunity in Central Florida Lifestyle Magazine.
- ⊗ Agency continued to coordinate with the Hampton Inn Downtown and the CVB on a television promotion in Gainesville.
- ⊗ Agency developed creative material for the Florida vs. Georgia football game. The campaign included four color half page print ads, online ads and a landing page with a sweepstakes opportunity.
- ⊗ Agency provided materials for the digital guide located on the Amelia Island website and provided by NxtBook.
- ⊗ Agency provided all assets for the upcoming RFQ process.
- ⊗ Agency developed a new full page ad that targets the golf market.
- ⊗ Agency developed a new full page ad that targets the wedding market.
- ⊗ Agency secured and provided creative materials for an co-operative campaign with Visit Florida and American Express which will be featured in Food & Wine Magazine and National Geographic Traveler Magazine.
- ⊗ Agency developed creative material for the First Coast of Golf vacation guide which features all hotels/motels/resorts and B&Bs.

Upcoming in September

- ⊗ 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 develop opportunities for Weddings Market.

**PUBLIC RELATIONS
HAYWORTH CREATIVE**

Media Development

- ⊗ Responded to 17 editorial leads.
- ⊗ Provided Frommers.com with information about Labor Day deals, as requested.
- ⊗ Coordinated column from Gil Langley for publication in *My Nassau Sun* and *Fernandina Beach News-Leader*.
- ⊗ Provided images of Florida House Inn to Southern Living for consideration in their September issue.
- ⊗ Coordinated interview with *MeetingsSouth* and Gil Langley, regarding the new meeting planner Web site and materials for an upcoming issue.

Press Trips

- ⊗ Provided River Cruise tickets to Gayle Page, at The Standard Banner, for her upcoming trip to Amelia Island. She also received a media rate at the Amelia Island Museum of History.
- ⊗ Worked with TravelingMom.com to complete the video. A copy was provided to the CVB.
- ⊗ Followed up with Gloria Stuart from Gulfstream Media Group, which publishes Boca Life, Gold Coast, Palm Beach, Stuart, Jupiter, and Fort Lauderdale mags (circ. 71,000) following her visit on July 27-31.
- ⊗ Finalized itinerary for 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.
- ⊗ Obtained link to the Hot Golf show from Randy Tantlinger's previous visit. Sent to the CVB and participating partners.

Media Releases

- ⊗ Wrote and distributed press release announcing Labor Day deals on Amelia Island. Release was distributed to 466 media, including the national daily, Florida daily, online, travel trade, Georgia, local and freelance distribution lists.
- ⊗ Requested FL/GA game packages, discounts, events from accommodators. Uploaded all media releases to AmeliaIsland.com.

Promotions

- ⊗ Provided the CVB with a list of ideas on ways to partner with Harris Teeter in 2011. Awaiting response.
- ⊗ Provided WDUV-FM in Tampa copy, logos and images for the September promotion with Summer Beach Resort.
- ⊗ Finalized promotion 3rd party promo with WLOQ-FM in Orlando/Mercedes Benz of Orlando. WLOQ-FM (the only strictly jazz station in the area, and ranked #16 in the area), giving away stay at Amelia Hotel at the beach and tickets to Amelia Island Jazz Festival in exchange for \$8,850 media exposure. Provided copy points and prize to the station.

- ⊗ Coordinated promotion with Central Florida Lifestyles Magazine (direct mailed to HH \$110,000+; total readership 146,000). The promo includes a vacation package in exchange for \$5,850 in media exposure, including an ad in their publication, exposure online and in their e-newsletter.
- ⊗ Provided winner from the Glamour promotion with their certificates.
- ⊗ Worked with Harris Teeter and partners to secure prizes for Harris Teeter promotion winner.
- ⊗ Coordinated Points North (Atlanta Market, 70,000 circulation) promotion. The giveaway includes a four-night stay, one breakfast and one bicycle rental in exchange for \$14,000 in media exposure both online, in book and in an e-blast.

Great Southern Tailgate Cook-off

- ⊗ Secured prizes for the CBS/FOX promotion for the week of August 23. Provided to CVB who delivered them to the station. Obtained clip from the promotion.
- ⊗ Followed up with 19 media regarding interviews for the upcoming cook-off.
- ⊗ Confirmed interview with Carl Butler for on First Coast Connect (WJCT-FM) on August 26 at 9:30 a.m. Provided Butler with driving directions and talking points.
- ⊗ Worked with the CVB to coordinate BBQ cooking demonstration on WJXT-TV Channel 4 on August 26. Finalized details with the General Porktitioners to set up at the station at 4:30 a.m. to prepare their ribs. Provided them with driving directions and talking points. Obtained clip for the CVB.
- ⊗ Wrote and distributed media alert for the Cook-off. Media alert was sent to 51 local media, including sports reporters.
- ⊗ Called television stations the day before the event and the morning of August 28 to make sure they had the details.
- ⊗ Coordinated interview between Gil Langley and a writer for Southern Hospitality Magazine and several Web sites.
- ⊗ Coordinated interview between Beth Belcher and WKBX radio station in Kingsley.
- ⊗ Provided My Nassau Sun, Fernandina Beach News-Leader and local TV stations with VIP Media parking passes to the Cook-off.

Deepwater Horizon Oil Spill

- ⊗ Attended one VF webinar on August 26.

Miscellaneous

- ⊗ Researched and wrote copy for the September Amelia Island e-newsletter. Copy was approved and will be distributed by Digital Surgeons in August.
- ⊗ Sent geocache entry forms to Elizabeth Pointe Lodge, who has joined the program. Began preparing for HSMAI Adrian Award submissions. Will be finalized in September.
- ⊗ Held a call with the new owner of Hoyt House to discuss how they can get involved in the CVB's pr efforts.
- ⊗ Created Activity and Publicity Reports.

**INTERACTIVE
DIGITAL SURGEONS**

WEBSITE MAINTENANCE FOR AUGUST

- Launched August Newsletter
- Managed subscriber list - adding and removal of subscribers

NEXT STEPS

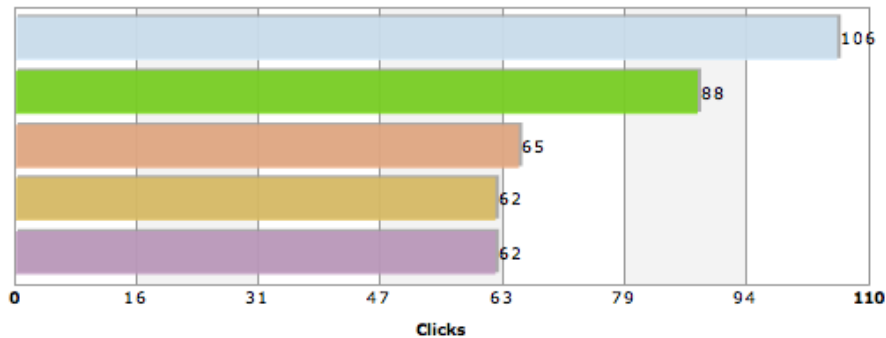
- Launch September Newsletter
- Manage subscriber list – adding and removal of subscribers
- Redesign Amelia Island Hotels tab on Facebook

AUGUST NEWSLETTER ANALYSIS

Delivered: August 3, 2010

There were **3,309 Unique Viewers**. The number of **Unique Clickers** was **562**.

Subscribers	Delivered	Bounced/Undelivered	Click-Through Rate	Forwards	Total Clicks	Unsubscribes
33,367	28,399	155/4,813	11.7%	6	956	162

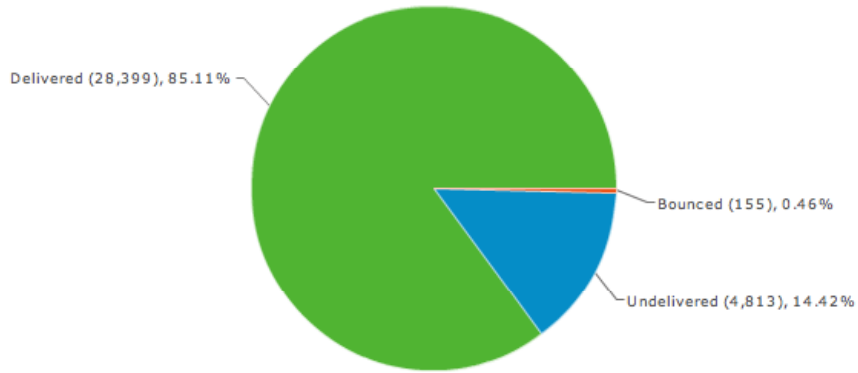


Clicks:

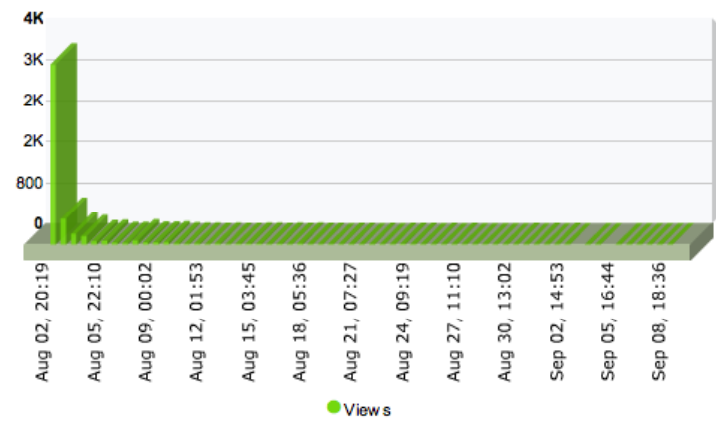
There were a total of **34 links** throughout the newsletter. The 5 most popular links were:

- <http://www.ameliaisland.com> (**106 clicks**)
- <http://www.ameliaisland.com/calendar.aspx> (**88 clicks**)
- <http://www.ameliaisland.com/Calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D90420866> (**65 clicks**)
- <http://www.amelaisland.com> (**62 clicks**)
- <http://www.ameliaisland.com/calendar.aspx?trumbaEmbed=view%3Devent%26eventid%3D88758314> (**62 clicks**)

CAMPAIGN SUMMARY



View History Over Time:



Total Views: 5,043 (all instances of recipients who viewed this email)
Unique Viewers: 3,309