



Board Meeting

August 1, 2022

GOVERNMENT IN THE SUNSHINE

Members of the Amelia Island Tourist Development Council (AITDC) are subject to “Government in the Sunshine.” Open government is a cherished principle guaranteed under Florida Law. The right of public access gained constitutional status when the Public Records and Meetings Constitutional Amendment took effect on July 1, 1993. A copy of the “Government in the Sunshine” manual is available for review. If you have any questions regarding “Government in the SUNshine,” please contact the AICVB office.

CONFLICT OF INTEREST/CODE OF CONDUCT

The members of the AITDC have a fiduciary relationship to the Nassau County BOCC. This relationship requires that in the performance of their duties they shall act in good faith, with undivided loyalty to the County and the the high degree of diligence, care and skill which reasonably prudent persons would exercise in the conduct of their own affairs. This relationship further requires that AITDC member not take advantage of their positions, or the knowledge gained there from for private gain or other personal advantage, either for themselves, their families, or anyone else in whom they have a direct or indirect personal or financial interest, to the detriment of Nassau County.

ANTITRUST STATEMENT

The purpose of this meeting today is to act upon matters relating to the business of the tourism industry on Amelia Island and not to discuss or pursue the business interests of individual companies. AITDC members should proceed with due diligence, keeping in mind the requirements and prohibitions of Federal and State Antitrust Laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers, or others.



8.1.22

Agenda

- 1 Call to Order
- 2 Invocation & Pledge
- 3 Roll call
- 4 Public Input
- 5 Financials & Research
- 6 New Business
Resolutions for:
 - Special event sponsorships
 - Marketing Campaign Development



Financials & Research

Bed Tax Collections

	Taxable Sales	Bed Tax Collections	Change
June	\$25,684,000	\$1,284,200	+7.84%
FY22 Year to Date	\$167,293,023	\$8,365,400	+42%

FY 2022 Budget

	Budgeted	Actual & Encumbered*	Available
County Admin Fees	\$265,346	\$122,399	\$142,947
Administration	\$1,286,929	\$593,588	\$693,340
Marketing	\$6,123,760	\$3,725,805	\$2,397,955
Trade	\$1,179,000	\$403,421	\$775,579
Beach	\$1,978,176	\$442,683	\$1,535,493
Total	\$10,833,211	\$4,571,909	\$4,709,027

Does not reflect all planned but unencumbered funds

Source: Nassau County Munis; Through 7.25.22

FY 2023 Budget

Tourist Development Tax	Estimated Collections	\$11,200,000
Reserves		\$3,800,000
Collection Fees	3% (1.5% each for Tax Collector & Clerk)	\$336,000
Admin	15%	\$1,629,600
Marketing	65% + \$1.3 Reserves	\$8,361,600
Trade	10%	\$1,086,400
Beach	10% + \$2.5 Reserves	\$3,586,400

Visitation & Economic Impact

Fiscal Year to Date (Oct. - Jun.)

<i>H/M/C/C *</i>					% Δ	% Δ
Visitor Stats	FYTD 2019	FYTD 2020	FYTD 2021	FYTD 2022	'21/'22	'19/'22
Visitors (#)	518,600	403,000	468,100	568,200	+21.4	+9.6
Direct Exp. (\$)	\$395,484,200	\$295,085,600	\$373,708,100	\$515,851,000	+38.0	+30.4
Total Eco. Impact (\$)	\$520,338,600	\$388,244,200	\$491,687,700	\$678,705,100	+38.0	+30.4

CY Second Quarter (Apr. - Jun.)

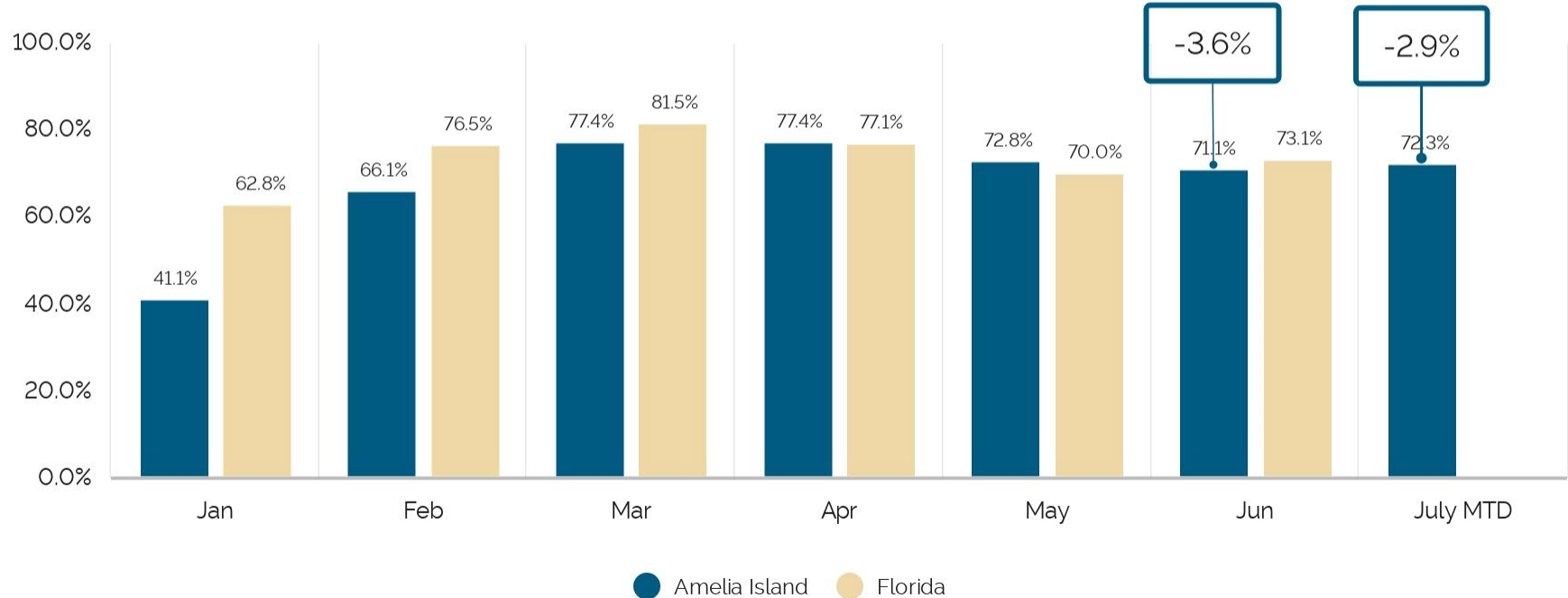
<i>H/M/C/C *</i>					% Δ	% Δ
Visitor Stats	CY Q2 2019	CY Q2 2020	CY Q2 2021	CY Q2 2022	'21/'22	'19/'22
Visitors (#)	185,000	101,600	201,300	230,200	+14.4	+24.4
Direct Exp. (\$)	\$146,705,000	\$70,002,400	\$177,747,900	\$216,388,000	+21.7	+47.5
Total Eco. Impact (\$)	\$193,019,800	\$92,102,200	\$233,862,900	\$284,701,700	+21.7	+47.5

* Visitors staying in commercial lodging subject to the resort tax (hotel/motel/condo, etc.)

Source: Visitor Profile
Dashboard, Research
Data Services

Traditional Lodging Performance

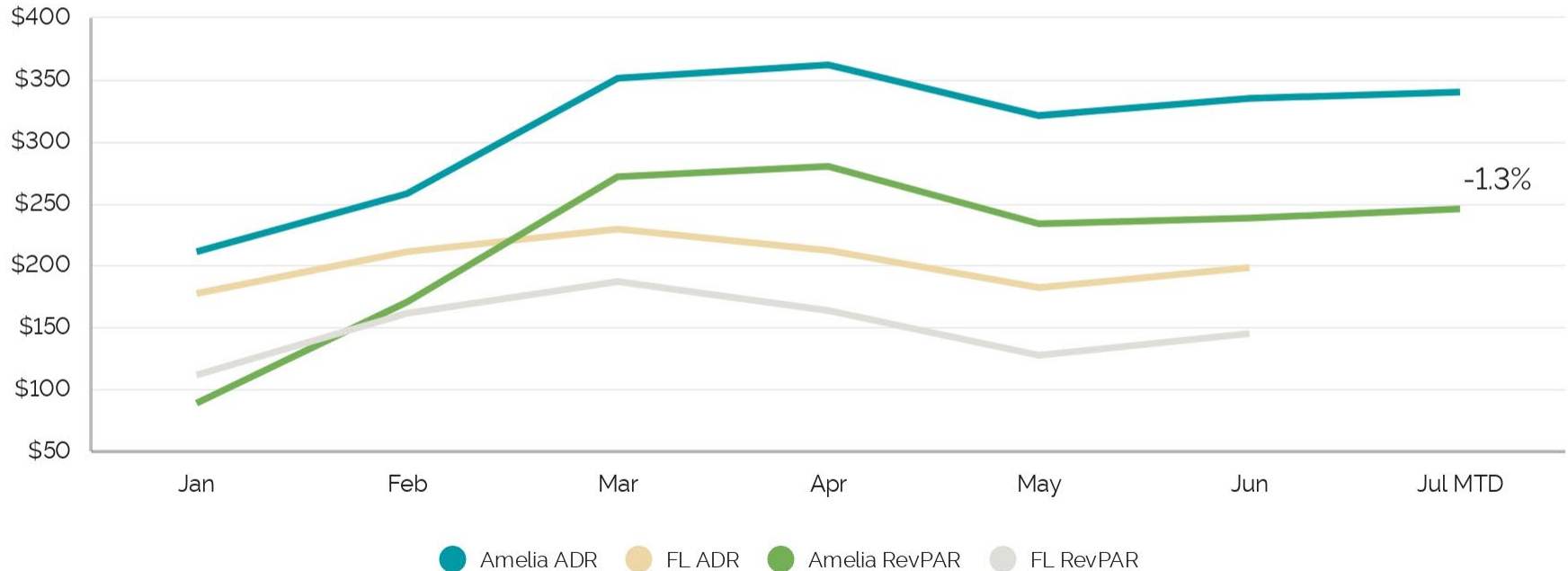
Occupancy



Source: Smith Travel Research

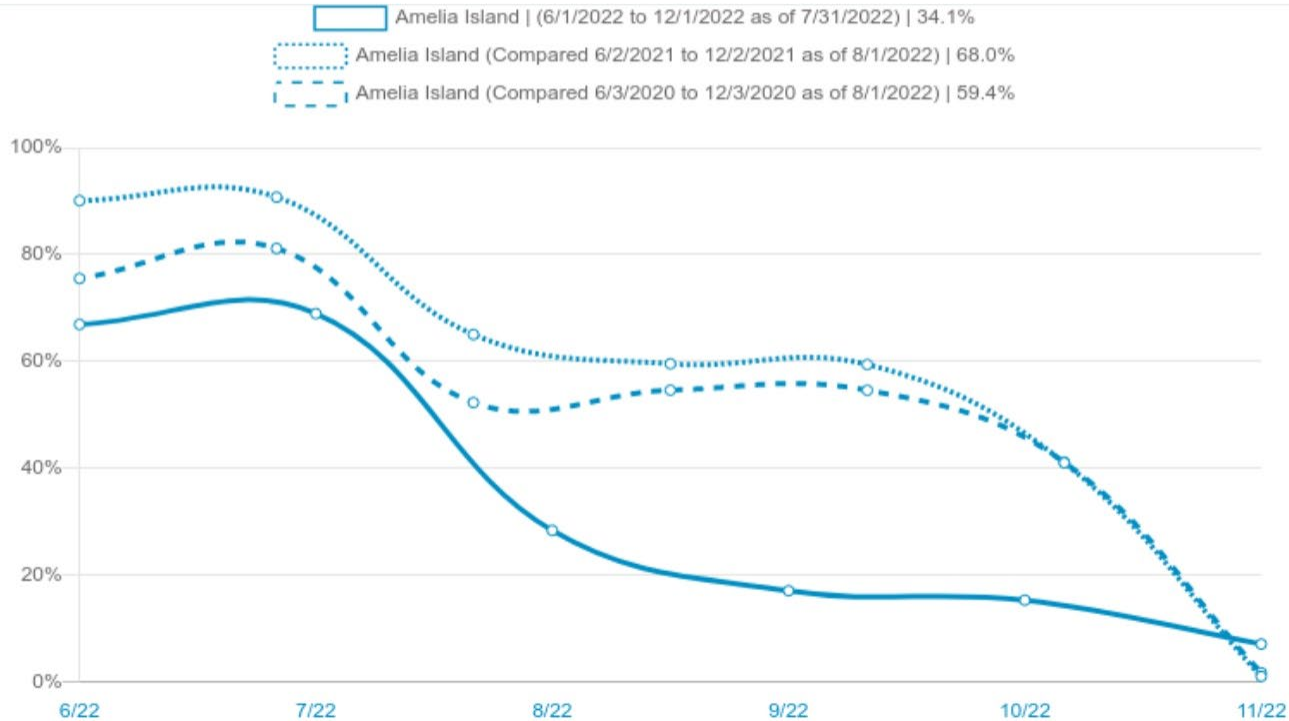
Traditional Lodging Performance

Average Daily Rate | Revenue Per Available Room



Short-term Vacation Rentals

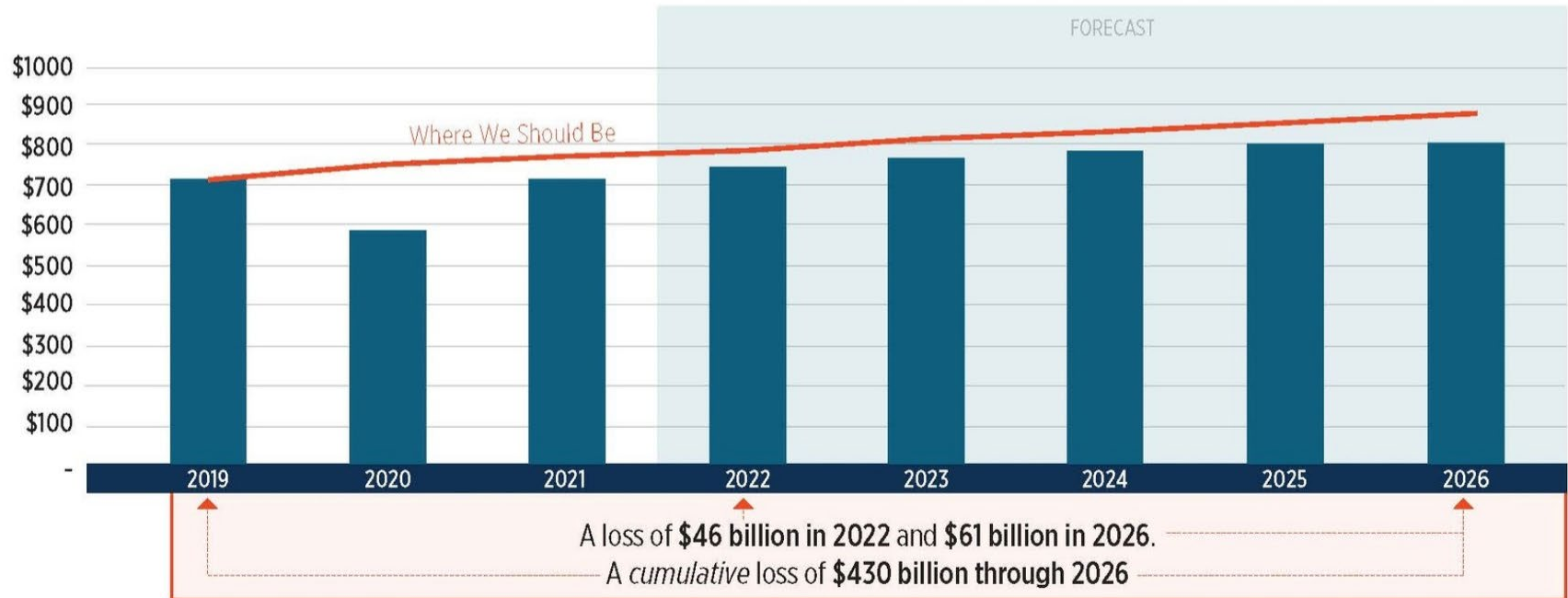
Occupancy Pace vs. Historic Actual



Domestic Leisure Travel Spending

Current Forecast Vs **Where We Should Be**

\$ BILLIONS (ADJUSTED FOR INFLATION)



Danger Will Robinson

- 1** % of travelers who feel they are financially better off than at this point last year dropped from 33.6% to 31.0% in Q1
- 2** American travelers who expect to take at least one leisure trip in the next 12-months has dropped nearly 8-points since February
- 3** Consumer Confidence fell for 3rd consecutive month. Expectations Index held steady, but remained well below 80, suggesting recession risks persist. Concerns about inflation continue to weigh on consumers.
- 4** Vacationers choosing to stay closer to home for environmental or budgeting reasons. Over the summer we saw shorter length of stay and less spending.



Don't Worry, Be Happy

- 1** Typical American traveler (66.6%) remains highly open to travel inspiration
- 2** Travelers showing an increased preference for visiting places they have never been to over places they've visited before (58.5%, up from 53.5% in April).
- 3** Create value by focusing on niche markets. More customization may enable increased value creation for hospitality companies.
- 4** Nature is becoming a luxury. New trend gaining momentum is destinations focusing around outdoor activities like hiking, biking, kayaking, and more.



An aerial photograph of a coastal area. In the foreground, a wooden boardwalk with railings winds through green, low-lying vegetation on a sandy dune. The boardwalk leads towards a sandy beach in the middle ground. The ocean is visible in the background under a clear blue sky. The text "New Business" is overlaid in large white letters across the center of the image.

New Business

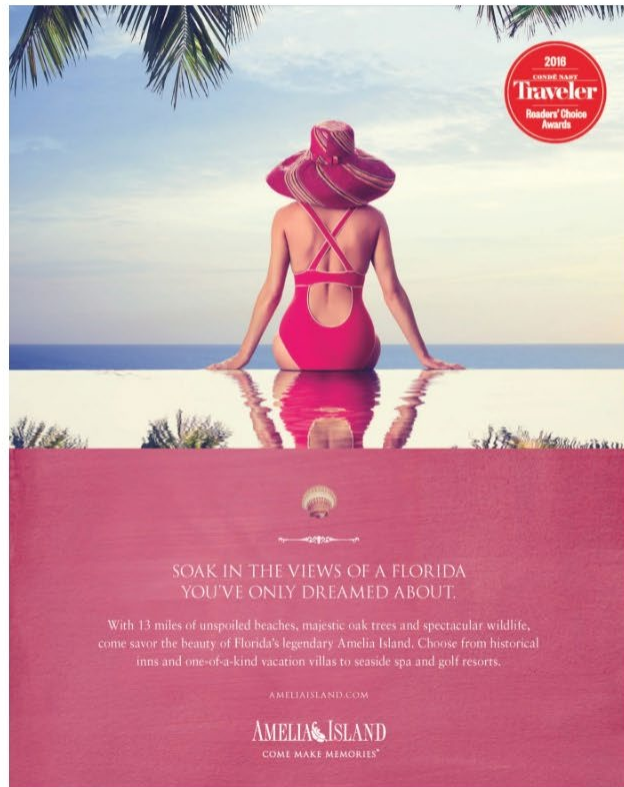
Event Funding

	Amount Req	Fiscal Year	Category	Details
AI Chamber Music Festival	\$25,000	'23	Supported	Requesting historical support for Superstar: Ukrainian Symphony
AI Dance Festival	\$10,000	'22	Supported	New support request
Endless Summer Ride (NFL Bike Club)	\$4,600	'22	Marketed	Requesting same support from '19
Island Hop	\$10,000	'22	Supported	Requesting same support
Songwriters Festival	\$5,000	'23	Supported	New event



Resolution to recommend marketing campaign development to BOCC

Past Campaigns




2018
CONDÉ NAST
Traveler
Readers' Choice
Awards

SOAK IN THE VIEWS OF A FLORIDA
YOU'VE ONLY DREAMED ABOUT.

With 13 miles of unspoiled beaches, majestic oak trees and spectacular wildlife, come savor the beauty of Florida's legendary Amelia Island. Choose from historical inns and one-of-a-kind vacation villas to seaside spa and golf resorts.

AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES™



EVER SO SLIGHTLY *Romantic*

Maybe it's being in a setting that takes your breath away. Maybe it's the simple luxury of finding a moment in time, just for the two of you. Whatever it is, there's something different about Amelia Island. Something ever so slightly romantic.

Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES™



Days a little slower. Hearts a little lighter.
The *Moment* a little sweeter.

Sometimes everything comes together so perfectly, you feel as though you've discovered your own secret paradise. And the truth is, you actually have. Experience Amelia Island, Florida and let the moments unfold.

Escape Now | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES™

You never forget him.

When you and your family start your new life, you'll find that the things of your life in America are different from those in your home country. But you'll find that the things you miss most are the things you never forget.

AMERICAN EXPRESS INTERNATIONAL AIRWAYS SERVICE Since 1939, we've been helping people like you find the things you never forget.

AMERICAN EXPRESS INTERNATIONAL AIRWAYS SERVICE 1-800-445-7474, FAX 1-800-445-7474

COMPETITIVE AUDIT



History, sans people



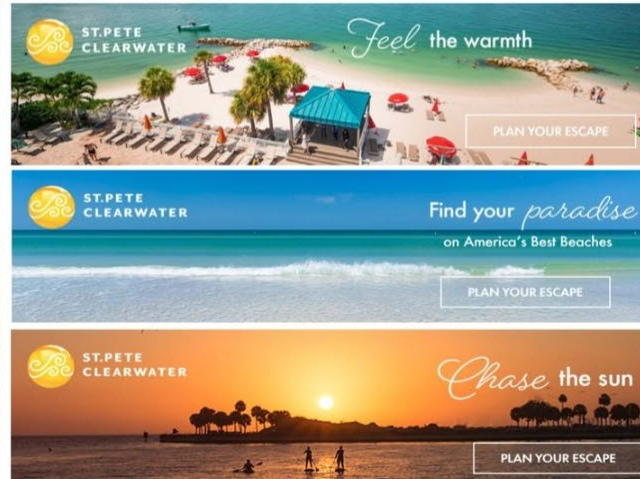
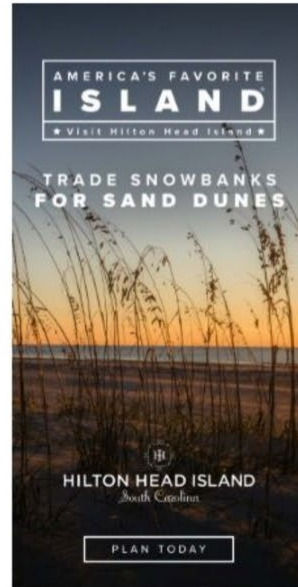
Lone kid, solitude



Couples, romance, intimate encounters



Remoteness, 30-foot view



Destination attributes



AMELIA ISLAND



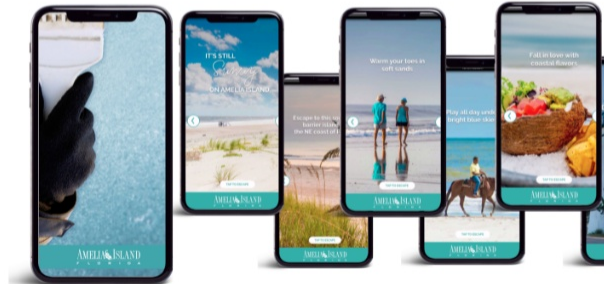
WHAT MAKES A GREAT CONCEPT?

- Will it get noticed?
- Does it communicate something fundamental about the brand?
- Does it differentiate from the competitive environment?
- Will it scale to our various media needs?
- Is it simple without being straightforward or boring?
- Does it align with our core brand?
- Does it speak to some shared equity with our audience?
- Is it going to increase economic impact from visitors?



Campaign Approaches

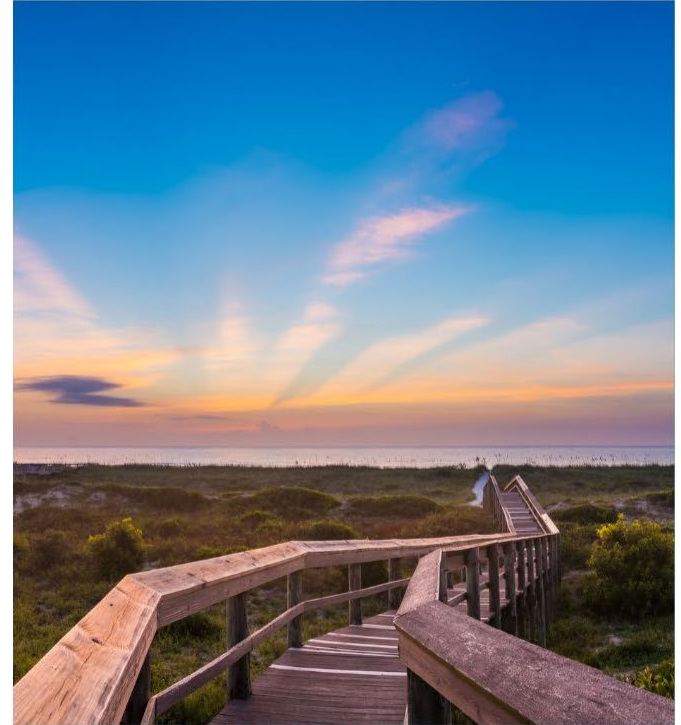
- Evolve Moments campaign to showcases island as upscale, refined yet charming and memorable
- Communicate features/benefits of the island with unique treatment
- Differentiate Amelia against competitors
- Feature striking visuals and strong headlines with limited body copy
- Incorporate fresh, modern, styling to sets us apart from the sea of sameness
- Leverage media buying strategy to approach content-first perspective, leaning into compelling video



Positioning Inspiration

Natural beauty, southern hospitality, a rich history and luxurious surroundings. On Amelia Island, they all coalesce into a unique, often whimsical, always unforgettable destination. It's all part of the island charm, and when you surrender to it, you're overcome with the desire to simply let go and enjoy.

Whether it's relaxing on the unspoiled beaches, exploring the marsh, dining downtown or strolling under the Spanish moss, the Island Charm create a one-of-a-kind vacation experience. And you'll only find it on Amelia Island.



Marketing Campaign Development

Scope of Work

- Agency creative services
- Video & photo shoot
- Post production
- Execution in August-September to prepare launch in FY23

Budget

- Funds available in current FY22 budget (pending line items transfers)
- Program not to exceed \$500,000



Resolution to recommend marketing campaign development to BOCC

Upcoming

September 7th Agenda

- Policies (Event/sports funding, travel, signing authority)
- FY23 Budget / Resolution
- Beach Harmonization - EDSA
- Destination Development - JLL
- FY23 Marketing Plan

Meetings

- Visit FL Governors Conference, Aug 31-Sep 2
- Annual Partner Meeting, Sep 30



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