

Amelia Island TDC/BOCC Update

January 27, 2019

As required by 125.0104

Tourism Data

- **Taxable Lodging / Bed Tax**

Nassau County Tax Collector

- **Sales Tax Revenue**

FL Department of Revenue

- **Jobs**

FL Department of Economic Opportunity

- **Property Tax**

Nassau County Property Appraiser

- **Lodging Reports**

Smith Travel Research (STR)

Nassau County Tax Collector

- **Research**

Research Data Services

Downs & St. Germain Research

Arrivalist

VisaVue / American Express

Conversant

VISIT FLORIDA

Destination FL

U.S. Travel

Brand USA

Destinations International

A serene sunset scene over the ocean. The sun is a bright, glowing orb in the center of the frame, casting a long, shimmering reflection down the middle of the water. The sky is a gradient of warm colors, from pale yellow near the horizon to a soft orange and then a light blue at the top. The ocean's surface is textured with gentle waves, and the water near the shore appears darker blue. The overall mood is peaceful and contemplative.

Q1 Update

FY 2020

FY20 Bed Tax Collections

- **December Taxable Sales**

- \$7.2 Million, +5.5

- **December Bed Tax**

- \$360K, +5.5%

- **Q1 Taxable Sales**

- \$26,717,369, -3.7%

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- **Q1 Bed Tax**

- \$1,331,247, -3.7%

Tourism Performance

	CY 2018 (Jan-Dec)	CY2019 (Jan-Dec)	YoY	FY 19, Q1 (Oct-Dec)	FY 20, Q1 (Oct-Dec)	YoY
Number of Overnight Commercial Lodging Visitors	690,100	688,700	-.2	146,200	142,800	-2.3
Direct Expenditures	\$515,443,100	\$528,146,700	+2.5	\$108,041,800	\$108,670,800	+.6
Total Economic Impact	\$678,168,500	\$694,882,700	+2.5	\$142,150,600	\$142,978,200	+.6

Source: Preliminary Quarterly Report, *Research Data Services*

Comp Set - RevPAR

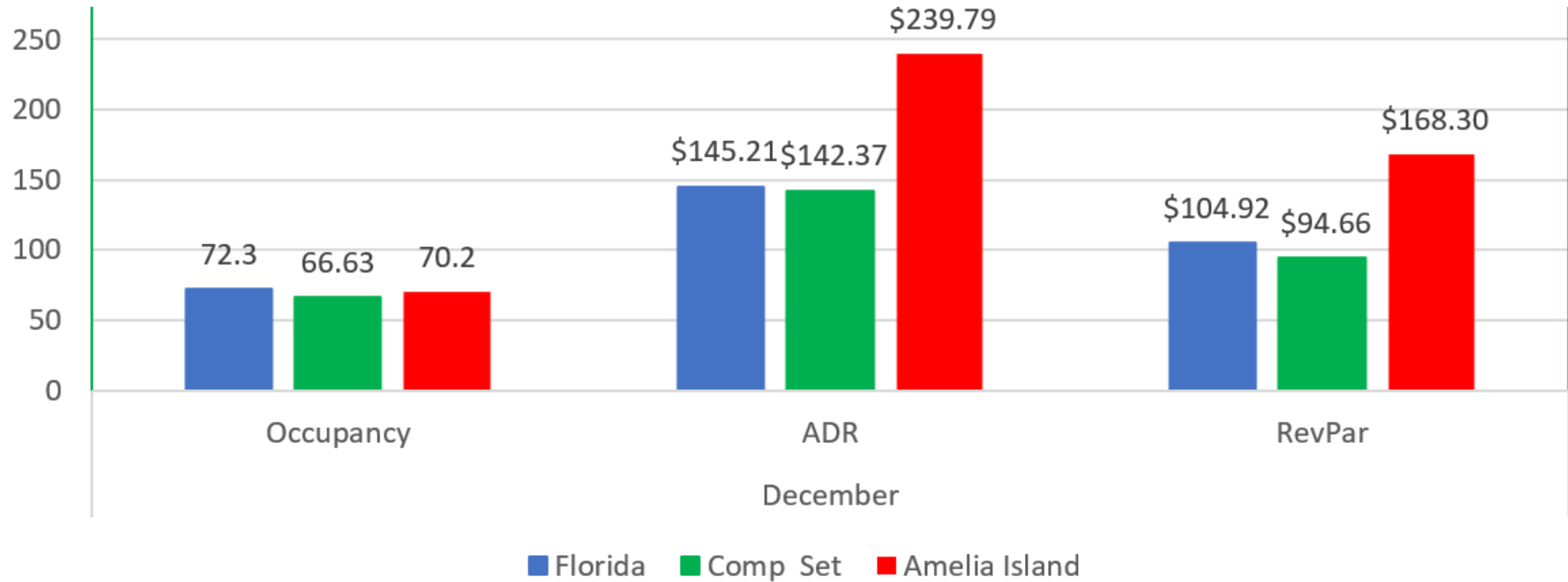
FY 2020, Q1

	Oct-19	Nov-19	Dec-19
FLORIDA	\$87.38	\$95.55	\$107.96
Jacksonville, FL	\$76.16	\$78.13	\$66.55
Jacksonville Beaches, FL	\$102.36	\$105.50	\$96.82
Savannah, GA	\$88.28	\$75.15	\$60.50
Brunswick/Kingsland, GA	\$88.75	\$79.33	\$62.41
Daytona Beach, FL	\$55.35	\$55.84	\$48.71
Charleston, SC	\$116.08	\$114.34	\$69.35
St Johns County, FL	\$79	\$88.15	\$90.22
Hilton Head/Beaufort, SC	\$102.95	\$68.91	\$45.21
Fort Walton Beach, FL	\$72.94	\$44.35	\$34.97
Amelia Island	\$139.83	\$127.47	\$99.46

Source: Smith Travel Research

Comp Set Comparison

CY 2019



Source: Smith Travel Research

FY20 Budget vs. Actual

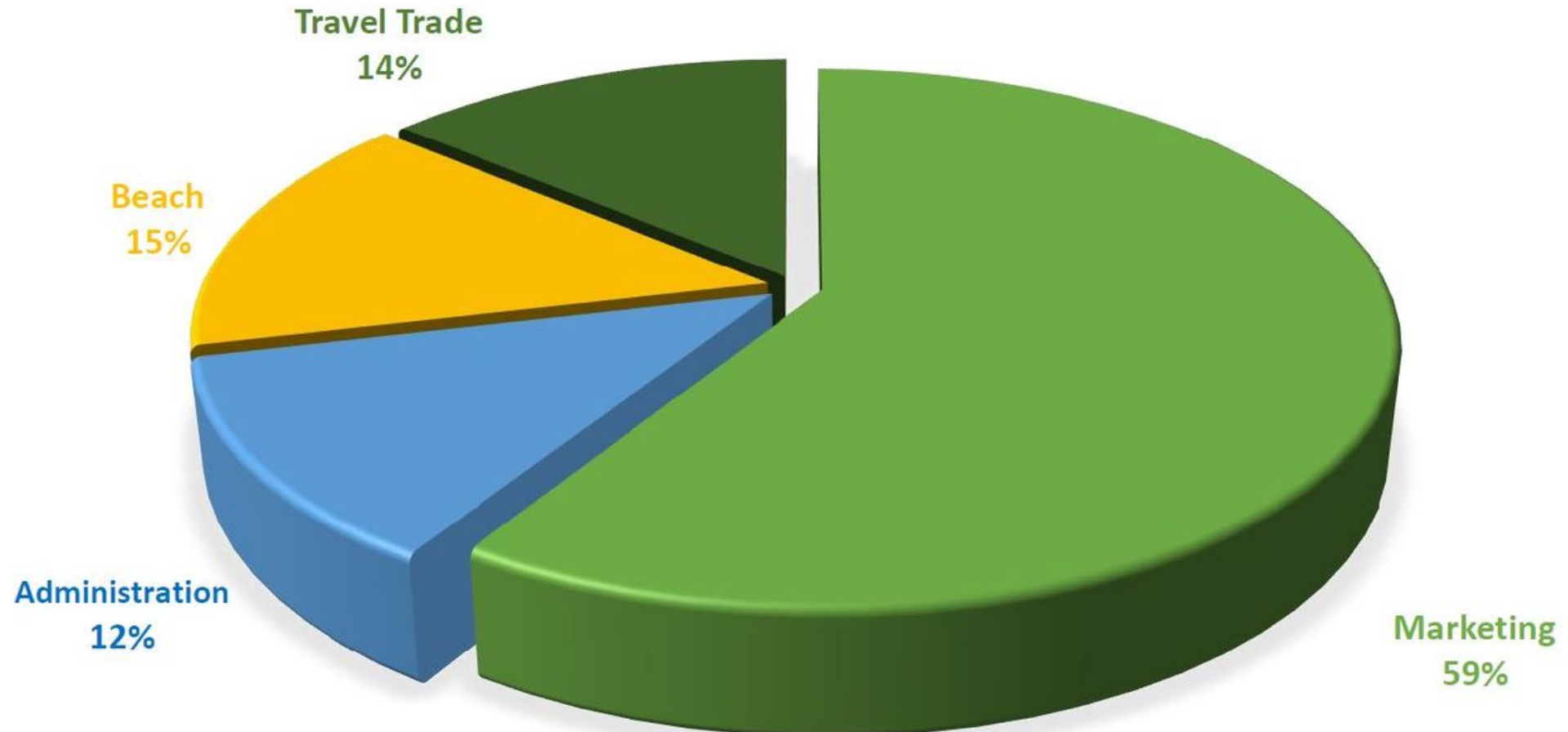
thru 1/25/20

	Budget	YTD Actual	Available Budget
Admin	\$1,104,950	\$130,082	\$974,867
Marketing	\$5,288,116	\$2,622,745	\$2,664,570
Trade	\$1,236,633	\$30,252	\$1,206,380
Beach	\$1,336,633	\$34,755	\$1,301,878
Collection Fees	\$227,824	\$26,821	\$201,002
	\$9,194,156	\$2,844,655	\$6,348,697

YTD: ~97 Requisitions, 75 PO received/closed, 22 PO pending

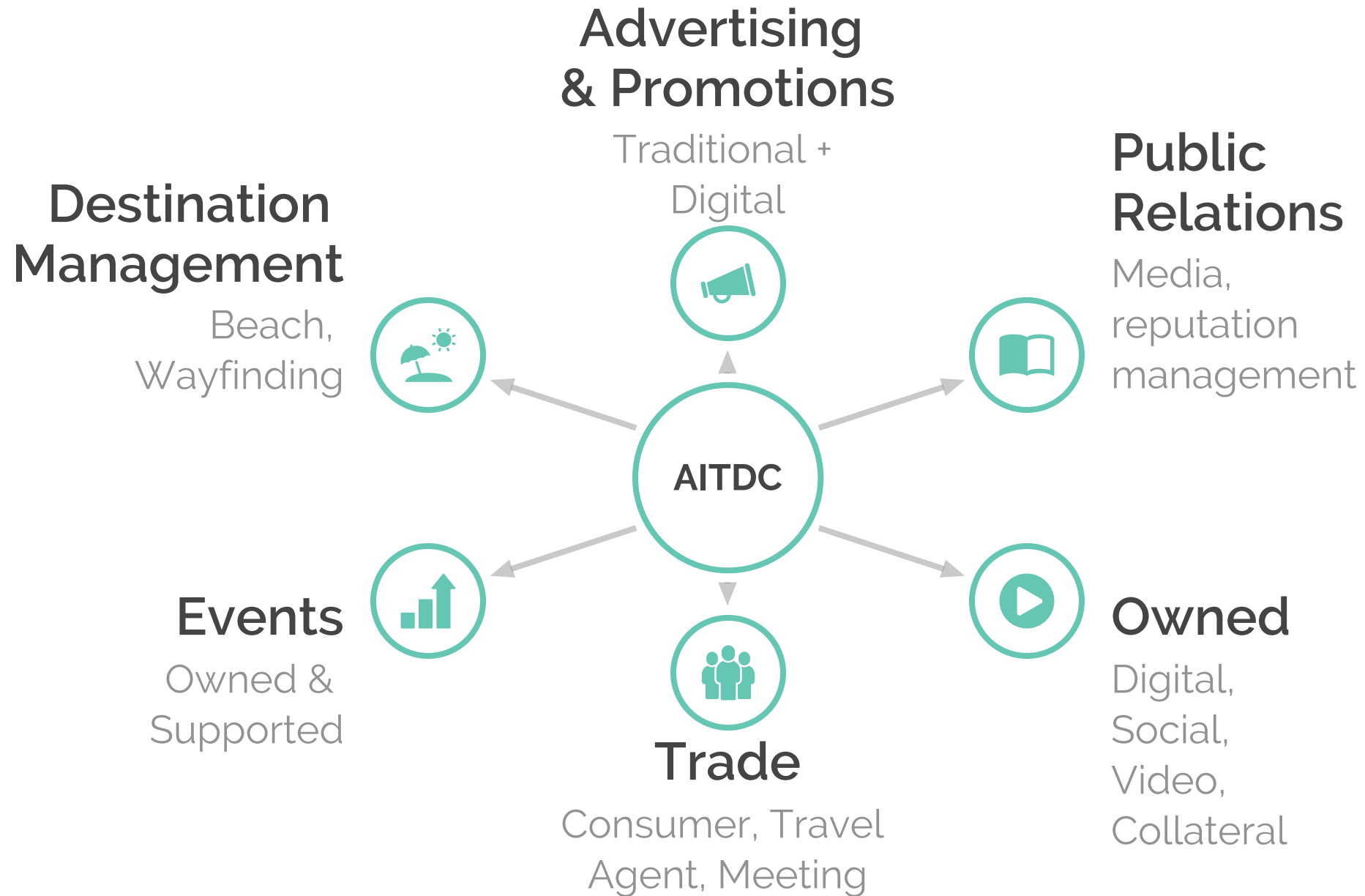
AITDC FY2020 Budget

includes \$1.6M in reserve spending





Marketing Activity Recap & Forecast



FY20, Q1 Activity Snapshot

① Events

- October - ZOOMA, GA/FL,
- November - Right Whale
- December - Dickens on Centre, Gator Bowl, NYE

② Lodging Events

- Dual-property Marriott Groundbreaking
- Home2Suites by Hilton Opening

③ Public Relations

- German, UK & domestic FAMs
- UK Dickens Event

④ Trade

- VISIT FL Tourism Summit
- Encounter

⑤ Collateral Updates

⑥ Media Placements

Dickens on Centre



- **Economic Impact:**
\$3,770,700

- \$3,519,000 - off-island
- \$251,700 - Amelia Island (AI) residents

- **Attendees:**

- 23.5% Overnight visitors
- 35.8% Day trippers
- 40.7% AI residents
- 98.7% Excellent experience
- 89.2% Plan to Return

FY20, Q2 Forecast Snapshot

① Events

- Restaurant Week
- Chamber Music Festival
- Concours Week
- Wellness Festival

② Trade Shows

- 6 Consumer Domestic
- International - Huddle, ITB

③ NYC Media Event

④ Social Engagement

⑤ Other Programs

- Research Analysis
- Advertising & Promotions
- Meetings Program
- DMAP Accreditation (P&P)
- Welcome Center technology
- Website refresh

Destination FL Report

Presented at Tourism Day at the Capital



- “Sales tax forecast relies heavily on strong tourism growth and tourism-related revenue losses pose the greatest potential risk to the state's economic outlook”

Amy Baker, chief economist, FL Legislature
Office of Economic & Demographic Research

Henry Flagler Awards

VISIT FLORIDA



- **Best of Show**

Tourism
Advocacy

- **Henry**

- Social Media
- Tourism
Advocacy

- **Silver**

- Niche
- Print Advertising

- **Bronze**

- Mobile
Marketing
- Mixed Media

Adrian Awards

Hospitality Sales and Marketing Association International



HSMIAI
ADRIAN
AWARDS
WINNER

- Gold - Digital Marketing Innovation - AR App
- Gold - Visitor Guide
- Bronze - Integrated Marketing Campaign B2C

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