

TDC Meeting

March 27, 2024

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.



Agenda

1. Invocation & Pledge
2. Roll call
3. Public Input
4. Approval of Minutes
January 2024
5. Financials
6. Old Business
 - a) County Report
 - b) Marketing Update
7. New Business
Resolutions: Engage!24 Amelia Island
8. TDC Meeting Schedule
 - May 22 @ 3pm
 - July 24 @ 3pm
 - September 25 @3pm

Financials & Research



FY24 Budget YTD

	Budget	Expected April Carry Forward	Revised Budget	Actual & Encumbered	Available
Tourist Development Tax	\$11,536,000				
Reserves	\$3,465,000				
Carry Forward		\$5,875,839			
Total Revenue	\$15,001,000		\$20,876,839		
Fees	\$346,080		\$346,080	\$85,279	\$260,801
Administration	\$1,678,488		\$1,678,488	\$413,523	\$1,264,965
Marketing	\$9,173,448	\$2,822,323	\$11,995,771	\$5,483,250	\$6,512,521
Travel Trade	\$2,083,992	\$20,516	\$2,104,508	\$897,157	\$1,207,351
Beach Improvements	\$1,718,992	\$3,033,000	\$4,751,992	\$224,733	\$4,527,259
Total Operating Budget	\$14,654,920	\$5,875,839	\$20,530,759	\$7,018,663	\$13,512,096

FY24 – Collections YTD

	OCT	NOV	DEC	JAN	FEB	Total
FY2023 Actual	\$783,009	\$595,762	\$609,372	\$579,394	\$856,011	\$3,423,548
FY2024 Actual	\$876,788	\$687,417	\$565,113	\$527,932	\$870,000	\$3,527,250
% vs FY2023	11.98%	15.38%	-7.26%	-8.88%	1.63%	3.03%

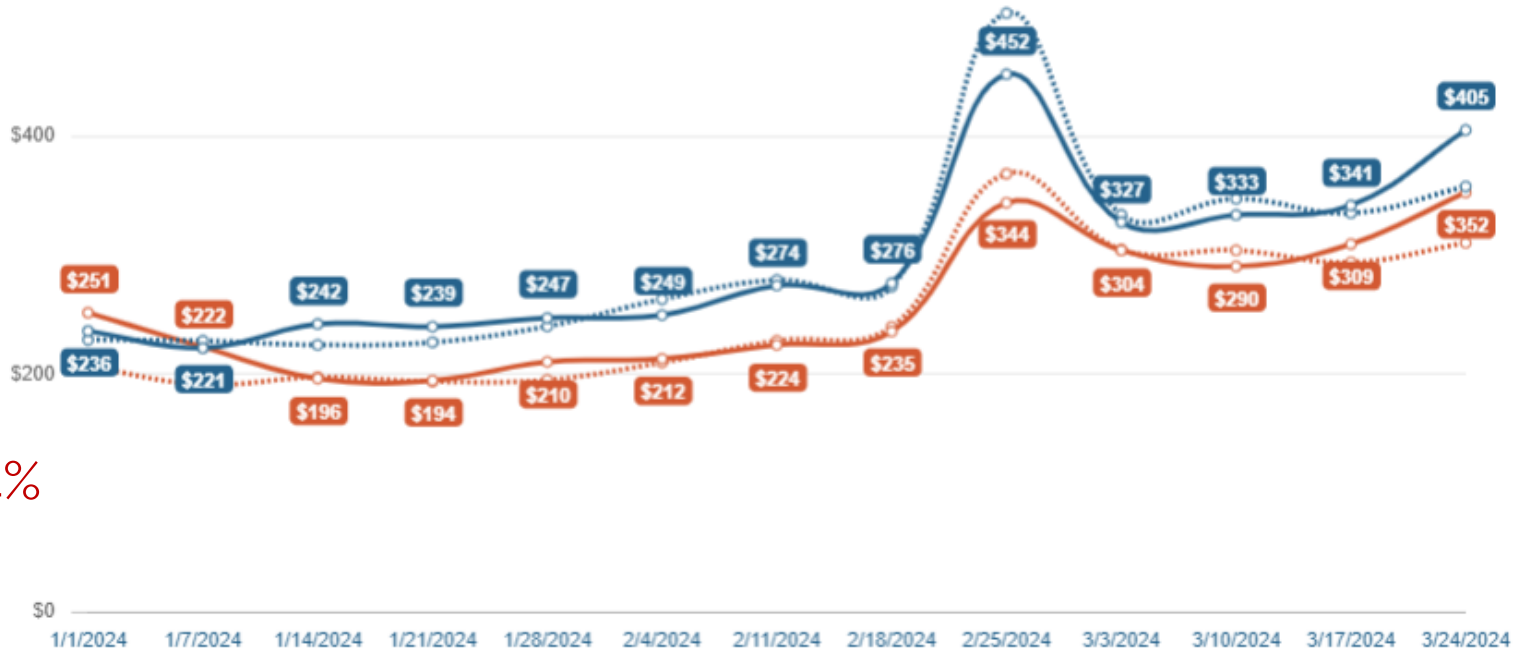
FY24 – Collections by Accommodations Type

Rental Type	Oct	Nov	Dec	Jan	Feb	Mar	Total	%
02 - CONDOMINIUM	36,213.72	47,024.13	41,185	28,511			152,933	5.8%
05 - HOTEL	396,618.31	318,171.03	270,365	239,443			1,224,598	46.7%
09 - PROPERTY MANAGEMENT	368,018.10	285,254.87	216,960	230,284			1,100,517	42.0%
11 - ROOM(S)	2,701.92	136.17	1300	103			3,071	0.1%%
12 - RV PARK /CAMPGD	N/A	N/A	N/A	N/A			N/A	N/A
13 - HOUSE	20,366.50	20,429.92	18,287	18,953			78,036	3.0%
15 - BED & BREAKFAST	21,002.15	16,075.70	14,351	10,638			62,067	2.4%%
	844,920.70	687,091.82	561,278.00	527,932			2,621,222	100.00 %

FY24 – Q2 Lodging Average Daily Rate

Hotel:
No Change

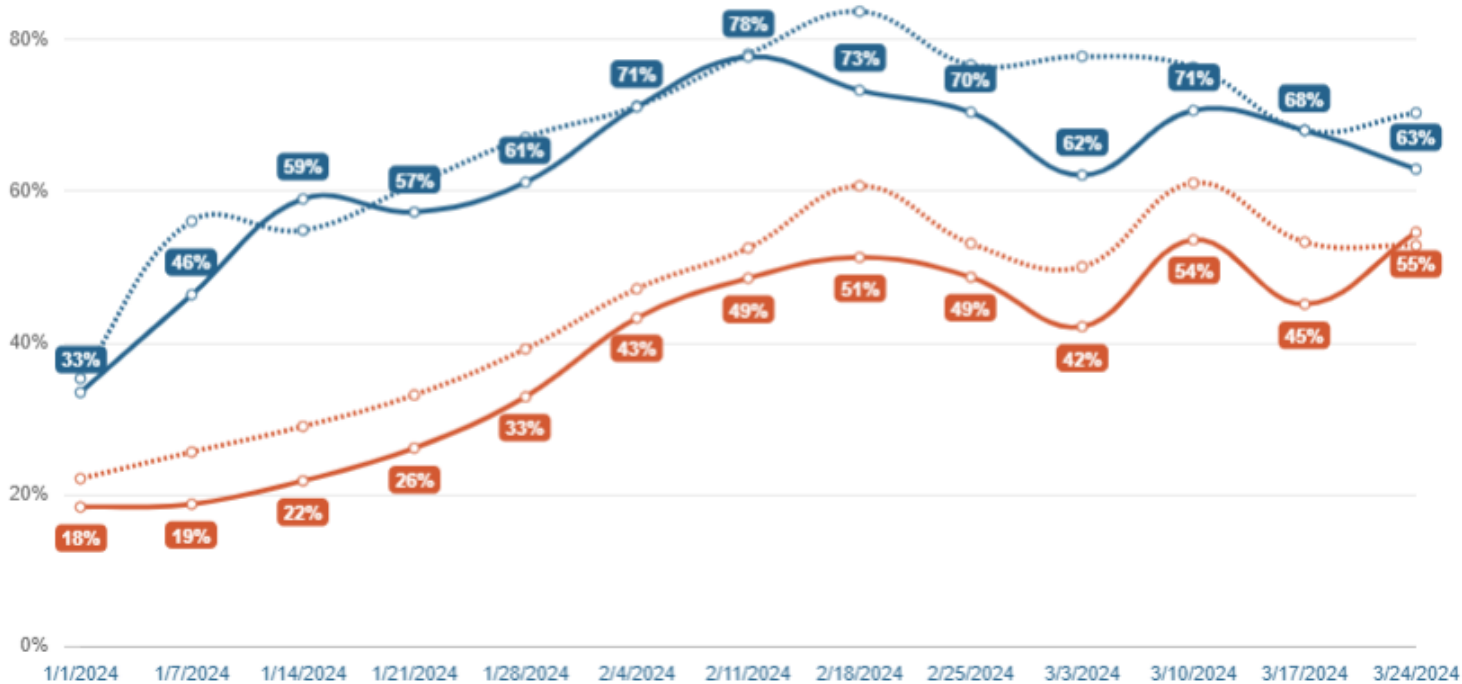
**Vacation
Rental:**
Increased 4%



FY24 – Q2 Lodging Occupancy

Hotel:
Down 7%

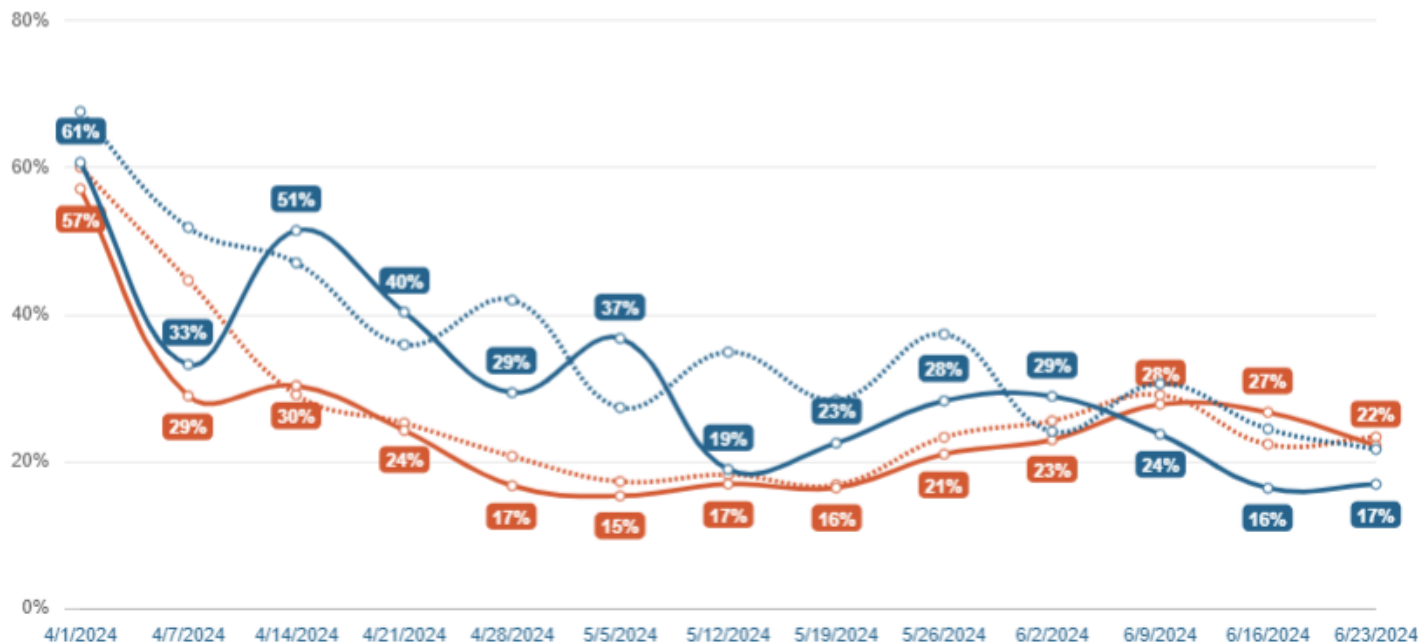
**Vacation
Rental:**
Down 16%



FY24 – Q2 Booking Pace (April-June)

Hotel:
Down 14%

**Vacation
Rental:**
Down 12%



2024 Emerging Travel Trends

Industry evaluating the impact of inflation on travel habits (source Vacasa survey) :

- 55% of Americans are planning a spring break vacation (lowest level in 2 years - 65% in 2023, 56% in 2022)
- 45% of those taking trips are prioritizing destination choice based on budget
- For those not taking spring trip, 57% cite budget related challenges whereas 22% planning some other time in 2024 (up from 15% same time last year)



Market Visitation Impact

- Financial pressures on global traveler
- Destination experiencing significant weakness in visitation
- Opportunity to aggressively position destination among key markets and segments
- FY Q3 –Q4 implementation is critical



FY24 Strategic Response

- Elevated investment to immediately generate Southeast USA overnight visitation (FL, GA, SC, NC, VA, TN) for FY'Q3-Q4 among the single largest origin markets. **\$250,000**
- Incremental brand positioning campaign to elevate awareness and drive consideration among the meetings industry professional of Amelia Island as a premier meetings destination. **\$250,000**
- Aggressively target the North-East and Mid-West regions inclusive of the NY and Chicago markets with a FY'Q3 campaign to appeal and impact the largest origins of competitive Florida regions. **\$1 million**
- Incremental campaign in late FY'Q4 targeting the Canadian market (Golden Horseshoe region of Ontario) to attract and convert Nov – Feb visitation and increase market share among Florida's #1 international origin. **\$500,000**
- Incremental campaign in FY'Q4 targeting the UK market to increase Florida market share during Nov – Feb visitation. **\$200,000**
- Incremental September Dining Month campaign initiative within SE Drive Market region targeting pre-family and households without the presence of children crafted to create an annual legacy event during the seasonally slow month of September. **\$250,000**

FY'24 funding \$2.4M



Item 6a

County Report

County Report

- Beach Harmonization
- Wayfinding/Signage





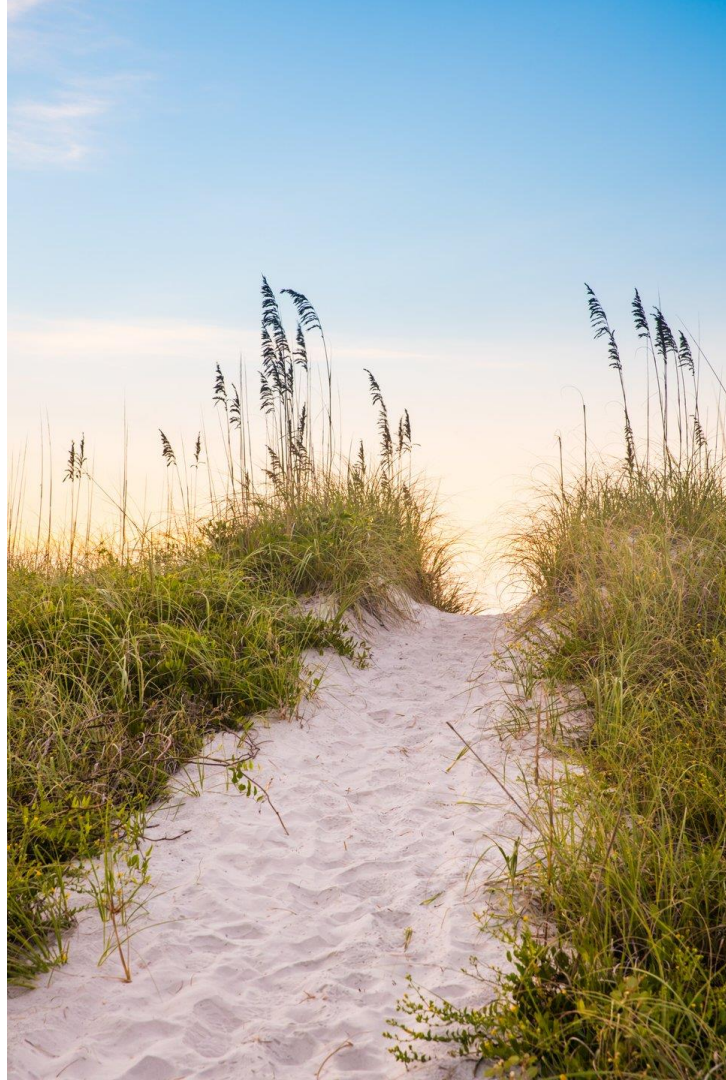
Item 6b

Market Update

Destination Performance

The destination is closely monitoring advance booking pace for the destination as well as that of Florida. Beginning Dec. witnessed emerging weakness.

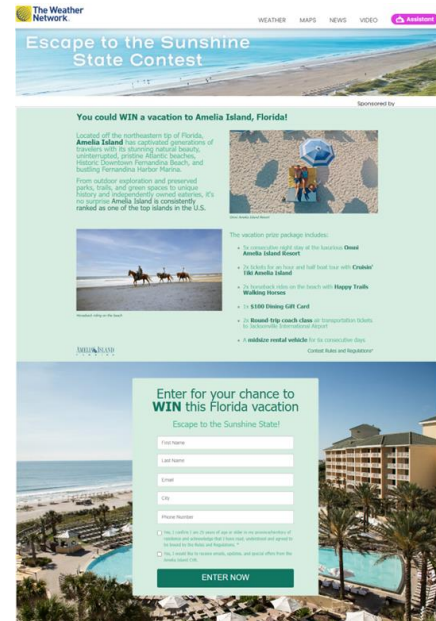
- Aggressively elevated marketing efforts and continue to refine the messaging to lower funnel initiatives.
- Launched an aggressive 90-day digital campaign front loaded Feb 26 – April 15
 - GA, SC, NC, VA, TN & Orlando



Canada's Weather Network Promotion

During the month of February, Amelia Island was featured in a nationwide month-long digital promotion designed to start building destination awareness and consideration, including online contest page, co-branded banner ads and 8 social media posts.

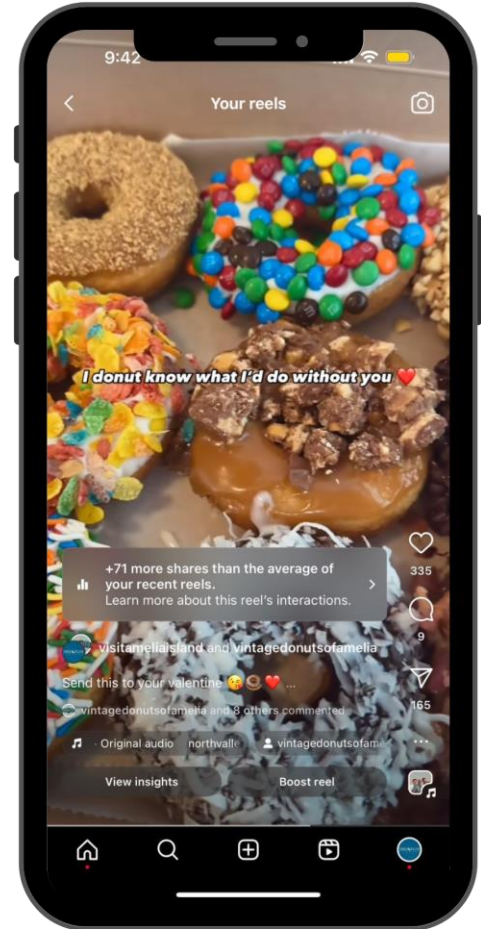
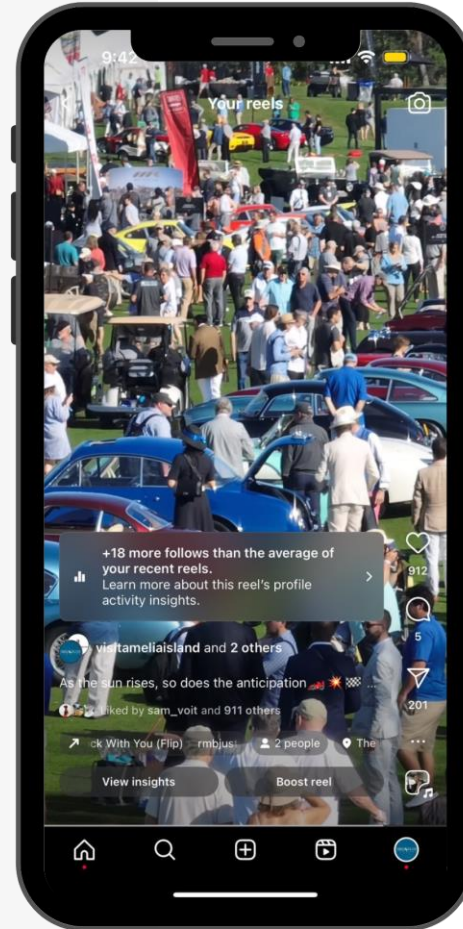
- Estimated 3.2M impressions
- 77,700 entries
- 6,861 opt ins



Social Media

Jan-Feb 2024 Reporting

- Published Posts: 345
- Audience: 157,819
- Impressions: 14,032,121
- Engagements: 472,305
- Focusing on short-form video and content that prompts followers to share with others.



Content

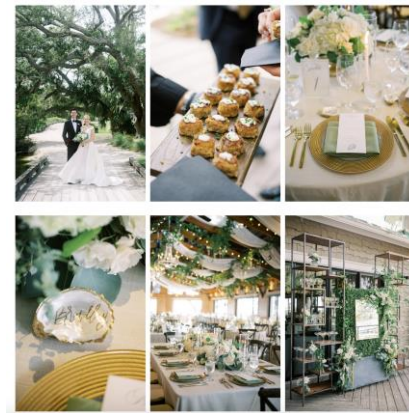
- Creation and rollout of 2 new video series showcasing the natural beauty and sense of community on Amelia Island.
- Monthly incorporation of Wedding Spotlight blog
Goal: highlights a variety of venues, decor styles and local vendors to inspire a browsing bride & groom.



Wedding Spotlight: Caroline + Erik. A Walker's Landing Fairy Tale

February 28, 2024

With our charming coastal ambiance and breathtaking venues, Amelia Island knows how to carry out the wedding of your dreams. Whether it's held in a chapel near the sea, on L.I.



Tallahassee Legislative Session – Jan 30/31

Aligned with the State Legislative Session the CVB and the County representatives conducted a series of meetings with our elected officials to convey the importance of Tourism within the State and particularly Nassau County.

- Florida State Representative Dean Black
- Florida State Senator Clay Yarborough



Florida Huddle: February 4-6

Participated in Florida's premier trade show for tour operators and wholesalers from around the globe, showcasing the offerings of the Sunshine State.

- Total of 800 in attendance
- Meeting appointment format
- 45 meetings



THE OFFICIAL TRAVEL TRADE SHOW FOR FLORIDA



Florida Encounter: February 4-6

Participated in Florida's premier trade show for meeting planners to become familiar with destinations within the Sunshine State.

- Total attendance of 800
- Meeting appointment format
- 38 meetings



Consumer Shows

Target new audiences and regional travel professional, the destination attended 3 consumer travel shows during the first quarter of 2024.

- Phoenix – Feb 17-18
- Washington DC - Feb 24-25
- Atlanta – March 9-10



TRAVEL
ADVENTURE
SHOW.



Best Winter Island Escapes In the South

Southern Living celebrates the food, homes, and places that define the best of the South. Showcasing endless inspiration in Southern culture and traditions. *Southern Living* remains a top guide to the seasons, a helping hand during the holidays, and a champion of Southern creativity.

Article received 12.08 impressions.



PHOTO: COURTESY OF OMNI AMELIA ISLAND RESORT

Located just off Florida's northeastern tip, about 30 minutes from Jacksonville, Amelia Island offers the perfect combination of rich history, outdoor adventure, and tranquil beaches—plus a lively downtown that's ideal for those looking to shop or dine out. Take a kayak trip to the island's many disparate aquatic ecosystems from salt marshes to the intracoastal waterway. And be sure to set aside an afternoon to visit historic [Fort Clinch State Park](#).

Best Family Beach Vacation in the US

U.S. News & World Report just named Amelia Island as
#9 in the 2024 ***Best Family Beach Vacation in the U.S.***



Amelia Island

#9 in Best Family Beach Vacations in the U.S.

This barrier island off Florida's northeast coast offers tons of space to spread out in the sand – 13 miles, to be exact. The island's Main Beach is appropriately nicknamed "The Family Zone" and has amenities to please the whole crew, including mini golf, a skate park and a restaurant. For fun away from the shore, nature lovers can head to Egans Creek Greenway, a more than 300-acre protected area that's home to alligators, snakes, bobcats and many birds. The island also offers a handful of family-friendly resorts with exciting kids' amenities and activities.

Best Island in the United States

Global Traveler Magazine just notified us that Amelia Island was named **Best Island in the United States** in their audience-voted Leisure Lifestyle Awards, surpassing 3x winner Hilton Head Island.

- To be announced within the May 2024 issue



Island Ambassador Program

- The inaugural class of 16 graduated in January
 - 3 in-person classes
 - 3 online modules
 - attended TDC Meeting
 - Restaurant Week
- Received Survey feedback from Graduates
- Modifying the program with additional suggested activities and how we can best utilize these advocates
- Anticipate the next class in late spring/summer.



FL Museum of Black History

Created in 2023 to explore the viability and location of a museum dedicated to history, culture, events, and places of importance to Black Floridians.

Amelia Island / Nassau County submitted the initial proposal in December – along with 12 other destinations

Submitted Final Request for Location Criteria on March 15 with Letters of Support from Partners

Nassau County Board of County Commissioners

Nassau County Chamber of Commerce

Amelia Island Museum of History

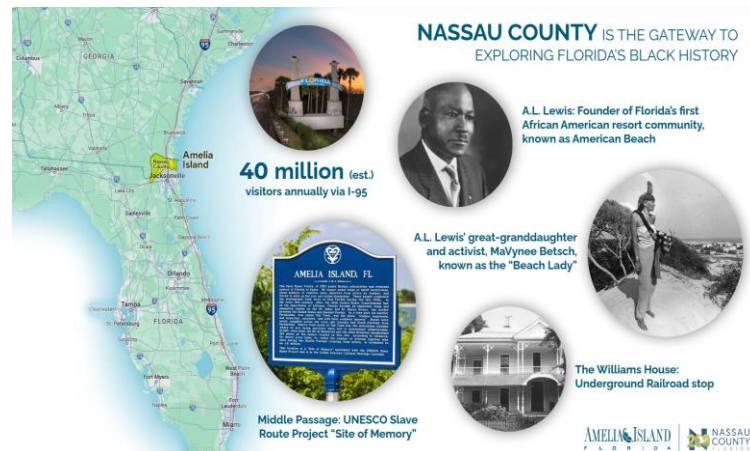
NE Florida Regional Council

Coast One Tours

Fernandina Beach Main Street

Nassau County Economic Development Board

& Others





Item 7

New Business Resolutions

Sponsorship

The Ritz-Carlton, Amelia Island to host
Engage!24 Amelia Island
December 16-19, 2024

\$100,000 Requested & Recommended



LOCATION PROGRAM SPEAKERS INVESTMENT PARTNERS CONTACT FAQ

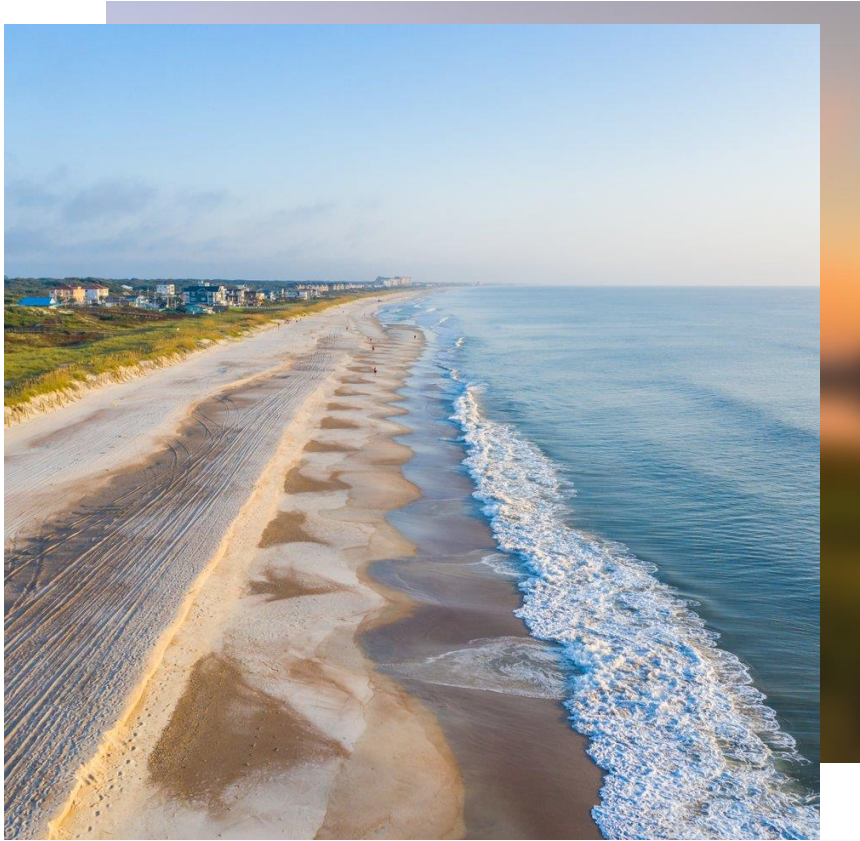
ENGAGE!24 AMELIA ISLAND

THE LUXURY WEDDING BUSINESS SUMMIT

December 16-19, 2024 · THE RITZ-CARLTON, AMELIA ISLAND

AMELIA ISLAND, FLORIDA

REGISTER



Item 8

TDC Reminders

FY24 TDC Meeting Dates Reminder

- May 22 @ 3pm
- July 24 @ 3pm
- September 25 @ 3pm

