

Amelia Island TDC Meeting

January 29, 2019

TDC Agenda

① Approval of Minutes

② Public Input

③ Financials/Research

④ Activity Report

⑤ Old Business

Policies & Procedures

Beach Cleaning &
Restrooms

⑥ New Business

Funding Requests:

AIMOH, Main Street, Main
Beach Boardwalk

AICVB Team



**GIL
LANGLEY**
President &
CEO



**AMY
BOEK** Chief
Marketing
Officer



**KAREN
HADLEY**
Director of
Strategic
Initiatives



**MARILOU
WELLING**
Director of
Interactive
Engagement



**JAIME
FALLON**
Director of
Events &
Trade



**MISTI
TOKARSKY**
Director of
Operations



**SUSAN
HURLEY**
Special
Project Mgr



**DEB
NORDSTROM**
Welcome
Center Mgr

Adrian Awards

Hospitality Sales and Marketing Association International



**HSMAI
ADRIAN
AWARDS
WINNER**

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

Financials



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%

- **Q1 Bed Tax**

- \$1,331,247

FY20 Budget vs. Actual

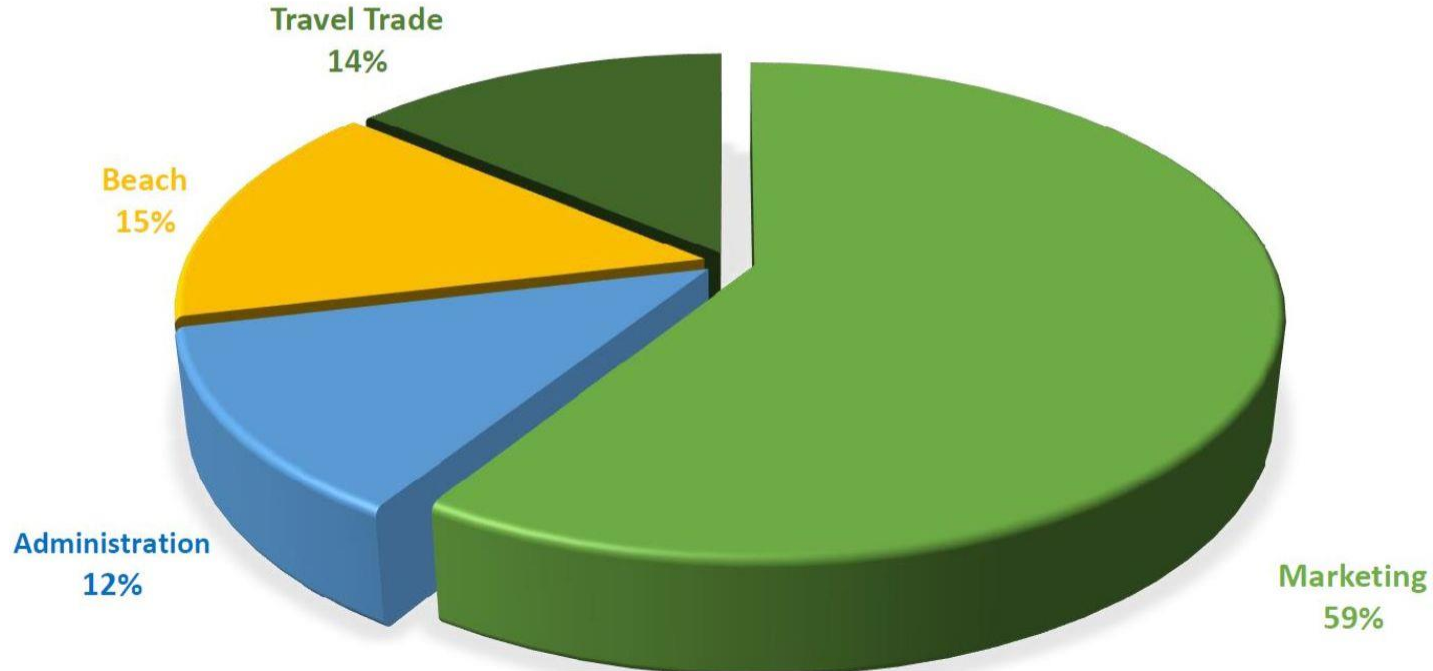
thru 1/25/20

	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: ~100 PO Requisitions, 82 PO

AITDC FY2020 Budget

includes \$1.6M in reserve spending





Research

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

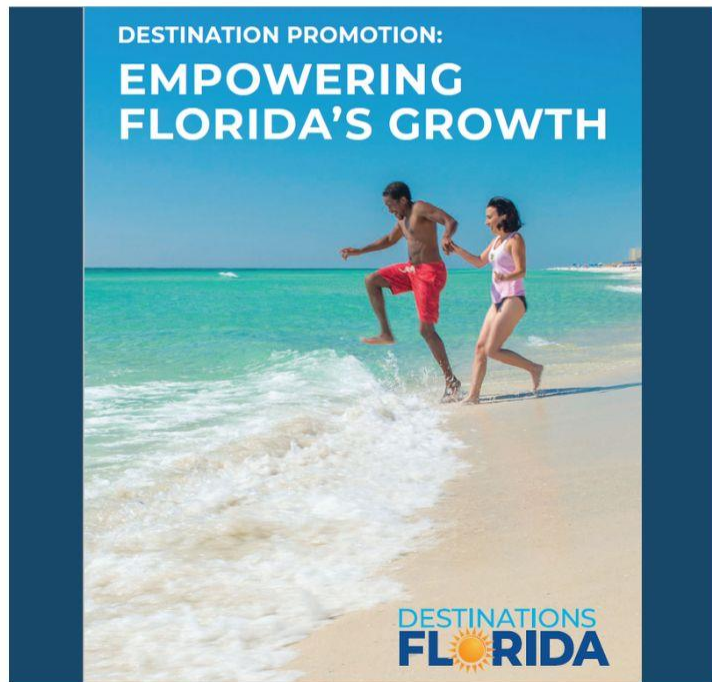
U.S. Travel

Brand USA

Destinations International

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

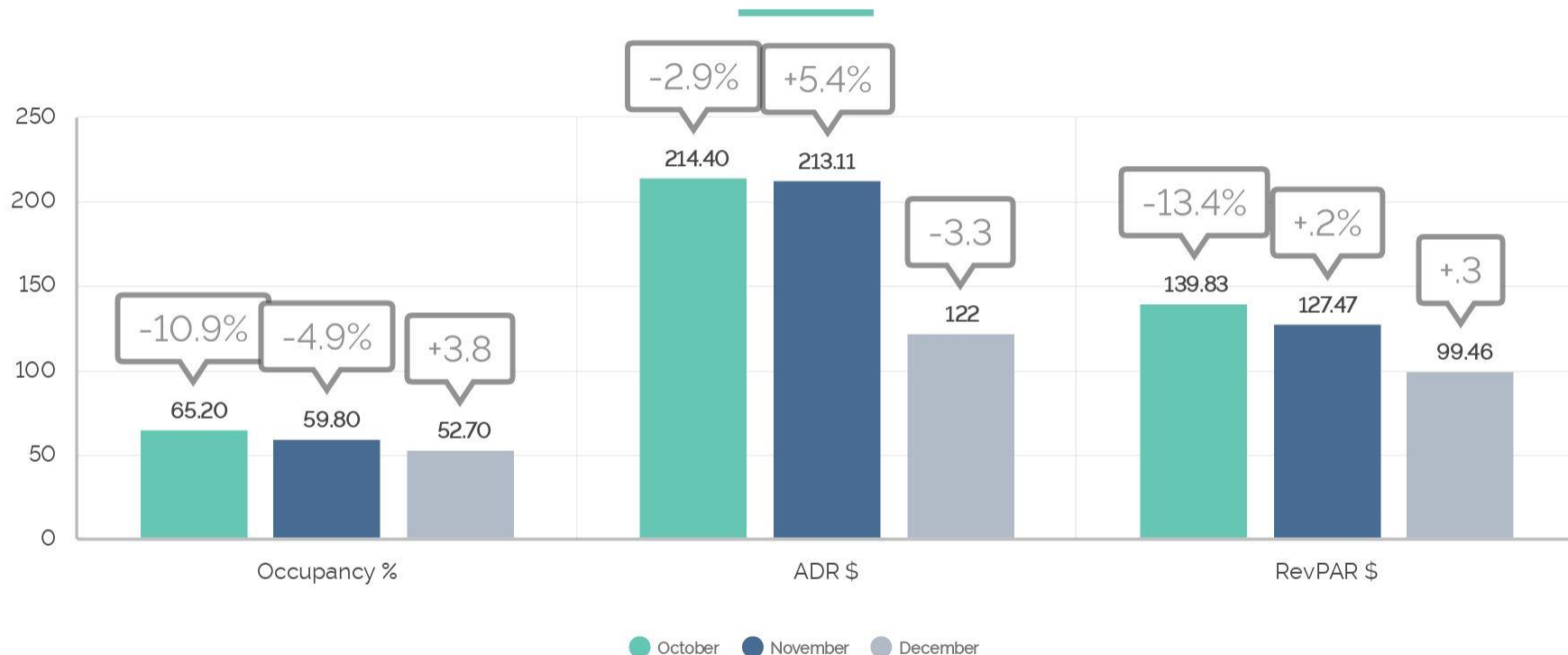
Comp Set - RevPAR

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

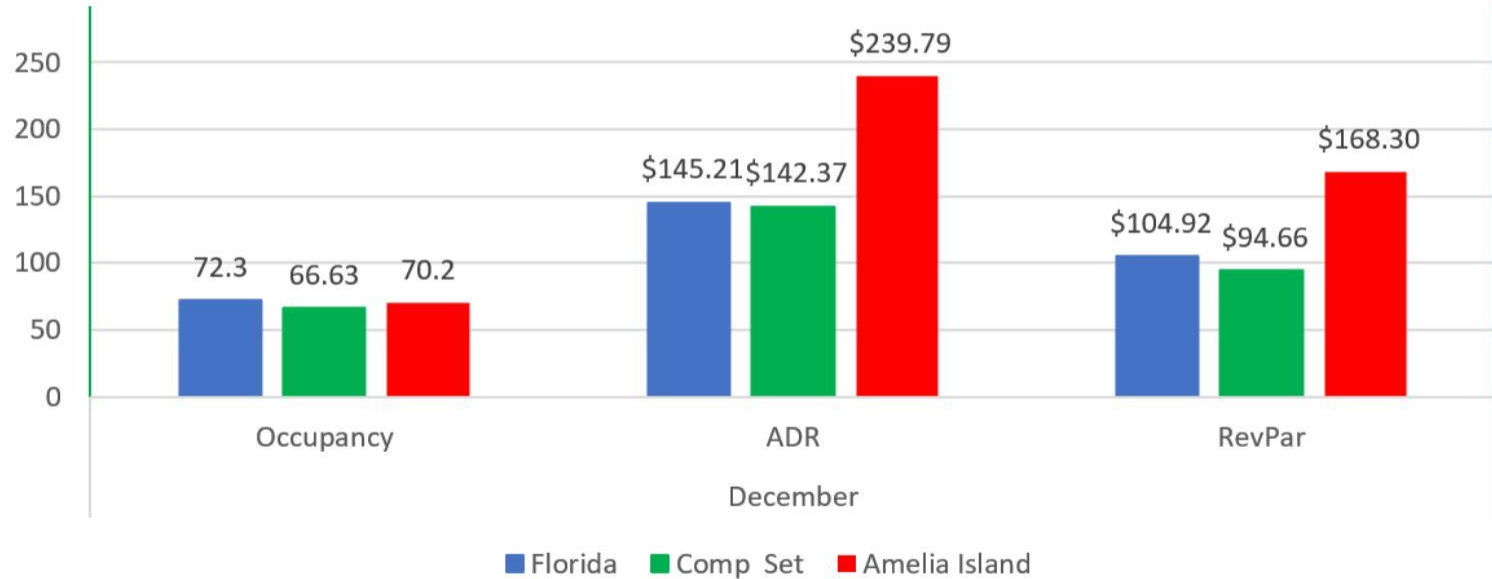
2019 Lodging Performance



Source: Smith Travel Research

Comp Set Comparison

CY 2019



Source: Smith Travel Research

CY19 Economic Impact

<i>H/M/C/C</i> *	Calendar Year (Jan. - Dec.)			CY Fourth Quarter (Oct. - Dec.)		
			% Δ			% Δ
Visitor Stats	CY 2018	CY 2019	'18/'19	2018	2019	'18/'19
Visitors (#)	690,100	688,700	-0.2	146,200	142,800	-2.3
Direct Exp. (\$)	\$515,443,100	\$528,146,700	+2.5	\$108,041,800	\$108,670,800	+0.6
Total Eco. Impact (\$)	\$678,168,500	\$694,882,700	+2.5	\$142,150,600	\$142,978,200	+0.6

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

Source: Research Data Services, Visitor Profile Dashboard, CY/Q4 2019

CY19 Markets

Visitor Origins	Calendar Year (Jan. - Dec.)			CY Fourth Quarter (Oct. - Dec.)		
	CY 2018	CY 2019	% Δ '18/'19	2018 # of Visitors	2019 # of Visitors	% Δ '18/'19
Florida	148,672	149,523	+0.6	36,550	36,985	+1.2
Southeast	273,872	272,435	-0.5	55,410	54,692	-1.3
Northeast	106,888	106,034	-0.8	20,468	20,849	+1.9
Midwest	93,457	95,049	+1.7	18,275	17,279	-5.5
Foreign	35,957	36,801	+2.3	7,602	6,569	-13.6
Opportunity Mkts	31,254	28,858	-7.7	7,895	6,426	-18.6
Total	690,100	688,700	-0.2	146,200	142,800	-2.3

Source: Research Data Services, Visitor Profile Dashboard, CY/Q4 2019



Marketing Activity Recap & Forecast

VISIT FLORIDA

Tourism Day Recap

- **Reauthorization**
 - If Legislature does not act this session, VISIT FLORIDA ceases to exist on July 1, 2020
 - SB 362 / HB 213
- **TourismWorksForFlorida.org**
 - Reach out to representatives

TOGETHER WILL PROVIDE:

250 Construction Jobs

105+ Hospitality Jobs

Estimated for Year 1:

- Sales Tax - \$717,038
- Bed Tax - \$449,898
- Property Tax - \$500,000

239 Rooms

- 105 Courtyard by Marriott
- 134 SpringHill Suites by Marriott

6,900 sq. ft. Flexible Meeting Space

12,500 sq. ft. Outdoor Space and Pool

Full-Service Bar and Restaurant

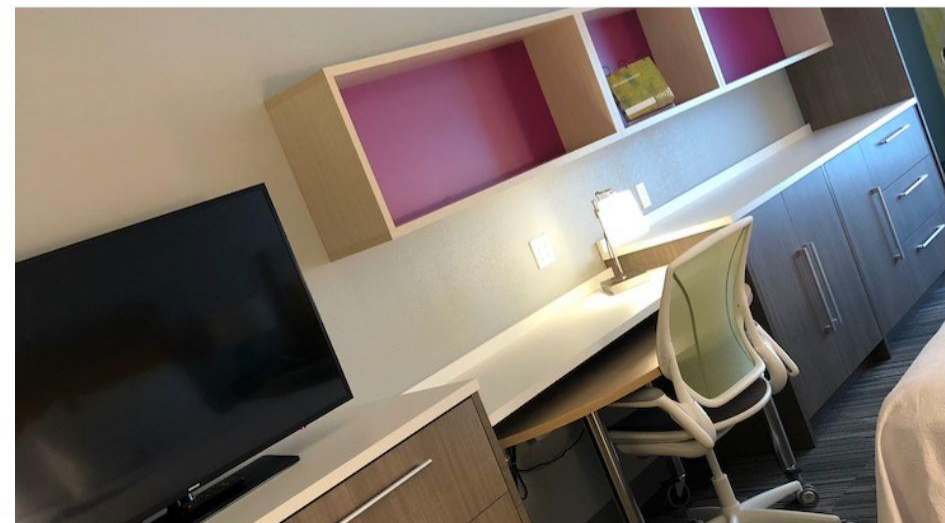
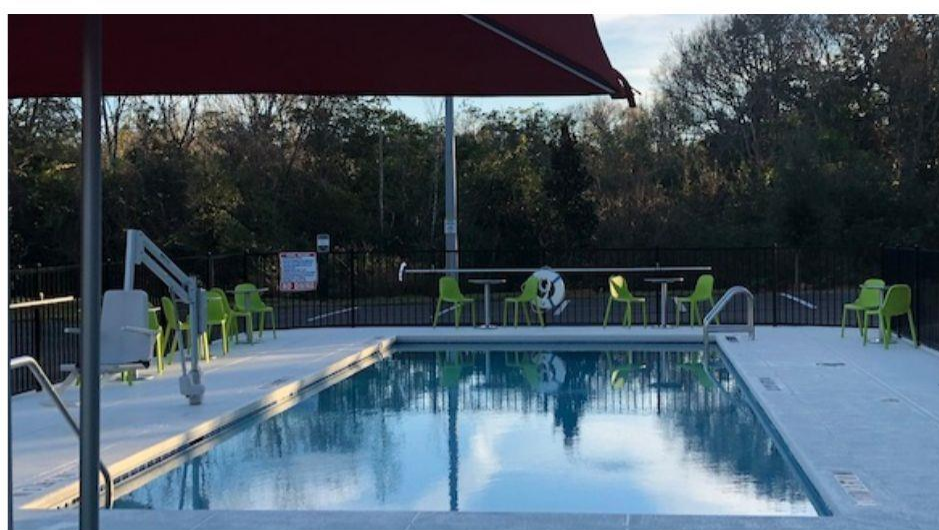


HOME

SUITES BY HILTON



**FERNANDINA BEACH
AMELIA ISLAND**



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

Restaurant Week

January 17-26



- **32 Participating Restaurants**

- **Events**

Opening at RCAI
Closing at OAIP

- **Marketing**

- Media - print, digital, social
- Owned
- PR

- **Survey**

Chamber Music Festival

January 24 - April 26



- **Marketing**

- Promo video
- FL Times Union
- NPR
- Digital - banner & Facebook
- Owned - email, website, social

- **Super Stars**

- Tickets for lodging packages
- Mutter, Skaggs, Perlman

Amelia Concours Week

March 5-8



- **Concours d'Elegance**

- 25th Anniversary, 1 week earlier
- Sponsorship, tv ad, promotional support

- **Marketing**

- All events focused
- Media - print, digital, audio, social
- Owned channels

Amelia Wellness Festival

April 17-19



- **Execution**

- Island-wide
- Headliners - MC Yogi, Amanda Giacomini, Chelsey Korus, Tymi Howard
- Local Experts

- **Marketing**

- Digital
- PR
- Owned channels

Conde Nast Traveler

Integrated - Print + Custom Video in High Impact Digital, Social + Email

Apps My Drive Welcome to Amelia... b. seautrui.AI https://www.dere...

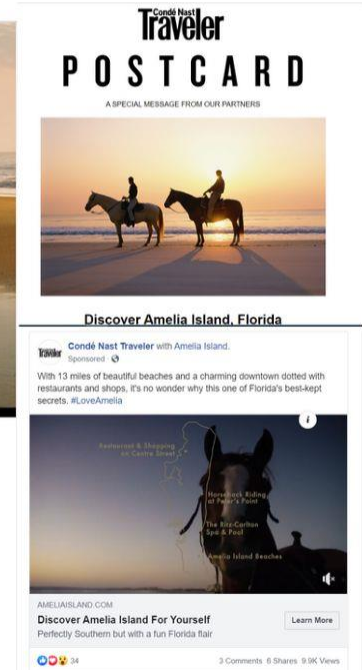


Conde Nast
Traveler

SUBSCRIBE



Midwest is hot



Travel + Leisure

Integrated - Print + Native Content + Social

EXPLORE TRAVEL+LEISURE

Q Your Profile SUBSCRIBE

PAID CONTENT

This Florida Gem Is the Perfect Destination for a Romantic Retreat

AMELIA ISLAND + TRAVEL+LEISURE

Travel + Leisure with Amelia Island. Sponsored

Amelia Island truly is a little isle full of smiles. #ad

TRAVELANDLEISURE.COM

Discover This Charming Island

Romance awaits!

Learn More

Like

Comment

Share

ADVERTISEMENT

FALL IN LOVE WITH Amelia Island

A island jewel on Florida's westmost coast, Amelia Island is the kind of place you never want to leave. Just a stone's throw and a short walk, this magical island boasts just the right mix of luxury, culture, beaches, and activities.

SANDY SPOTS
With a mix of historic Appoquiniquis-style cottages and beaches, Amelia Island has plenty of options for a day on the sand. Whether it's the main, as the island's only, or simply relaxing under the warmth of the sun. Beachcombing for shark teeth is a unique Amelia Island experience. The island also has a long stretch of beach lined with elegant sea turtles.

DIVERSE DRINKS & DINING
Get a taste of one of the island's magnificent ocean resorts, or experience a little local flavor by looking a coastal meal or dining at the beach. Whether you're looking for the finest local of elegant dining options, from elegant resort restaurants to casual beachside.

UNIQUE CELEBRATIONS
Make the most of your trip by taking it outside with one of the island's many historic or modern. Upcoming events include the Amelia Island Concours d'Elegance to March and the Light Festival in March and May.

START PLANNING YOUR ISLAND ESCAPE AT AMELIAISLAND.COM

EXPERIENCE FLORIDA VISITFLORIDA


New York Times

High Impact Digital Unit - Photo + Content Slideshow + Email

TRAVEL

The New York Times

SUBSCRIBE NOWLOG IN




AMELIA ISLAND

COME MAKE MEMORIES

Explore Florida's enchanted island.
Irresistible pristine beaches and cool waterways.

DISCOVER MORE


1 of 5 < >



Travel

36 HOURS | FRUGAL TRAVELER | 52 PLACES TO GO

Tears for the
Magnificent



Sample Print Ads

EVER SO SLIGHTLY *enchanting*



Explore the Island with the
Augmented Reality Amelia Island Mobile App



Maybe it's the gentle crashing of the Atlantic Ocean, beckoning you to let go. Maybe it's the laughter of the ones you're with, urging you to join the fun. Whatever it is, there's something different about Amelia Island. Something ever so slightly enchanting.

Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES

EVER SO SLIGHTLY *picturesque*



Explore the Island with the
Augmented Reality Amelia Island Mobile App



Maybe it's the calm, cool waters that glide beneath you. Maybe it's the seemingly endless marsh grasses that surround you. Whatever it is, there's something different about Amelia Island. Something ever so slightly picturesque.

Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES

EVER SO SLIGHTLY *playful*



Explore the Island with the
Augmented Reality Amelia Island Mobile App



Maybe it's the time spent building more than just memories. Maybe it's the freedom to disconnect from the every day, and reconnect with the things that matter most. Whatever it is, there's something different about Amelia Island. Something ever so slightly playful.

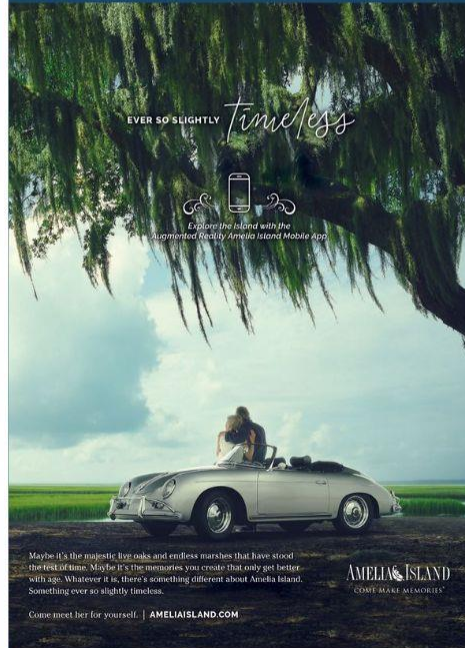
Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES

EVER SO SLIGHTLY *timeless*



Explore the Island with the
Augmented Reality Amelia Island Mobile App



Maybe it's the majestic live oaks and endless marshes that have stood the test of time. Maybe it's the memories you create that only get better with age. Whatever it is, there's something different about Amelia Island. Something ever so slightly timeless.

Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES

Print Regional Program

Itinerary Advertorial + Brand Ad + Partner Co-ops

SPECIAL ADVERTISING SECTION

ALL AMELIA ISLAND

AMELIA ISLAND
FLORIDA

EASY TO FIND,
HARD TO FORGET—
DISCOVER AMELIA ISLAND

BY JULIE HARRIS

Not all islands are created equal. Nestled off of Florida's northeast coast, Amelia Island is an exquisite blend of beautiful beaches, natural preserves, and fine dining. With all of its unique offerings it's no surprise that visitors have rated Amelia Island as a top destination on both *Condé Nast* and *Travel + Leisure's* list of Top 10 U.S. Islands. With over 13 miles of beaches, water sports, nature trails, boating, fishing, luxury resorts, and a five-star restaurant, Amelia Island has something for every traveler.

FAMILY FUN



STAY Whether you want a quiet family getaway or a family reunion, Amelia Island accommodates groups of all sizes. Beachfront rentals are great for larger families. If you're looking for luxury, Amelia's oceanfront resorts offer a variety of amenities and activities created with families in mind.



DO Spend the day in the beach drawing in the sand, explore a fort, or pretend to be a pirate at Amelia's Pirate Playground. Take in the beauty of the island on a guided Segway tour. Visit the Nature Center at One Amelia Island Plantation Resort, where experienced naturalists lead family-friendly tours. Tennis, golf, and water sports are available all around the island.

NATURAL PARADISE

STAY Where tangled live oak trees meet the sea, you'll find The Ship Center, Amelia Island's historic waterfront. If you're looking for relaxed elegance, the hotel within nature is synonymous with luxury does not eliminate. Dine on waterfront with appointed accommodations, world-class golf, and exceptional spa experiences in a serene, natural setting.



DO Get outdoors and hike or bike miles of trails at Fort Clinch. See local wildlife up close with a board or guided tour through the marsh. Enjoy the beauty of the waterways as you pilot your own SeaGlass boat on a guided interactive tour.



EXCITING ADVENTURES



STAY After a day of adventure, you'll want a quiet place to recharge. Make resort of fortune at The Renaissance Inn, Amelia Island. Great for weekend or extended stays, you can unwind in your suite complete with a kitchen. If you're looking for something charming and in the center of it all, Amelia Island has several bed and breakfasts where you can experience true Southern hospitality.



DO Explore the land with a horseback ride on the beach or try your hand at water skiing with a fishing charter. If you're looking to take in the air in a true flying tour with King Diver USA or enjoy the view in your penthouse with SkyDive Amelia.

RELAXING RETREAT

STAY Built in 1886 and renovated in 2015, the charming Amelia Scholastic offers modern amenities in a quiet historical setting. Located in downtown Fernandina Beach, the inn is just a short walk from dining, shopping, and the beach.



DO Take a yoga class on the beach or express your creativity in an art class. Pamper yourself at the world-class spa or visit a local area in the downtown area. Take the Spinning Project that features an aqua-aerobic greenhouse, organic garden, apnea, and barrel room. Amelia Island has something to appeal to all of your senses.



FOR MORE INFORMATION, VISIT AMELIAISLAND.COM

EVER SO SLIGHTLY *playful*

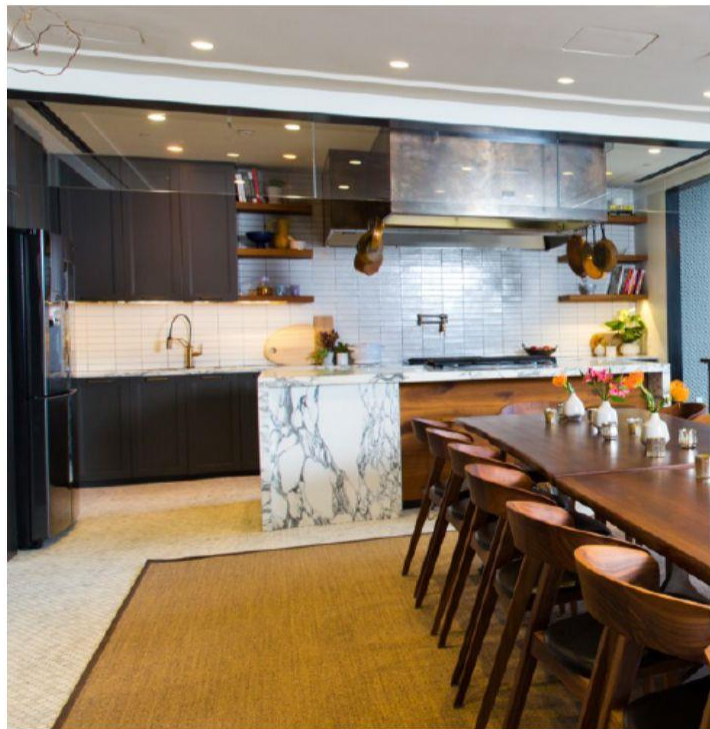
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Come meet her for yourself. | AMELIAISLAND.COM

AMELIA ISLAND
COME MAKE MEMORIES

Public Relations



- **NYC Media Event**
 - In partnership with Paradise Coast
 - Bon Appetite Kitchen
 - Shrimp & stone crab features
 - 50 media & trade

Public Relations

TRAVEL PULSE

NEWS MAGAZINES OFFERS VIDEO OPINIONS BLOGS SUPPLIERS DESTINATIONS

Last updated: 07:00 PM ET, Mon January 06 2020

Discover Amelia Island, Florida's Slice of Paradise

DESTINATION & TOURISM | MEGAN DUBOIS | JANUARY 06, 2020

f 17 t in r e +



PHOTO: Amelia Island, Florida. (photo via PETERLAKOMY/iStock/Getty Images Plus)

Amelia Island, Florida is an escape from the hustle and bustle of everyday life. This island paradise is where time truly does slow down. where everyone knows

- ## Media Hosting

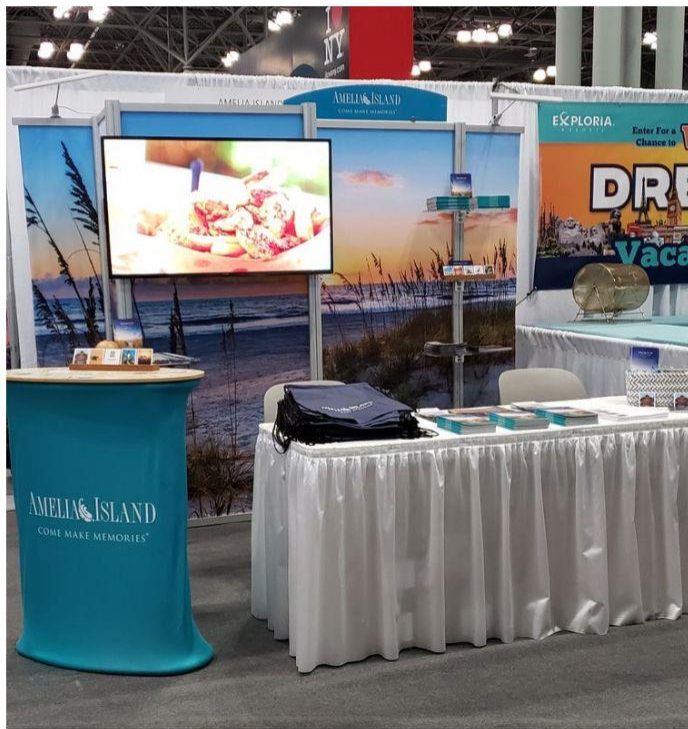
- 4 writers and 1 influencer in Jan/Feb, all guaranteed stories
- Recent clips in Yahoo (Lifestyle & Style), Action News, TravelPulse

Welcome Center Technology

New Online Signage Service - Managed In-House



Trade Shows



- **Consumer Shows:**

- Boston & NYC
- Chicago
- Philly
- Dallas
- DC

- **Trade Upcoming:**

- Huddle (Jacksonville)
- Destination Showcase (DC)
- ITB (Berlin)
- IPW (Vegas)

FY20, Q2 Forecast Snapshot

① Research Analysis

② DMAP
Accreditation
(P&P)

③ Collateral

④ Meetings
Marketing

- Website, video & collateral update
- LinkedIn meeting planner campaign
- Flights for Sites (\$500)

⑤ Website Refresh

A photograph of a white lighthouse with a black lantern room, situated on a hill covered in dense green trees. The sky is a vibrant orange and yellow, indicating a sunset or sunrise. The lighthouse's light is glowing. The text "Old Business" is overlaid in a large, white, serif font across the center of the image.

Old Business

Old Business

Policy & Procedure Update

Pending with County staff, not yet presented to BOCC

Beach Cleaning & Restrooms Update

Contract pending, County management & measurement

A full-page background image of a sunset over the ocean. The sun is a bright, glowing orb in the center of the upper half, casting a long, shimmering reflection down the center of the water. The sky is a gradient of warm colors, from pale yellow near the horizon to a soft orange at the top. The ocean is dark blue with white-capped waves rolling in from the horizon. The text "New Business" is centered horizontally and vertically, overlaid on the image.

New Business

Funding Request

City of Fernandina Beach

Main Beach Boardwalk

Fernandina Beach Main Street

Environmental Branding & Signage

Amelia Island Museum of History

Exhibit Renovation

A M E L I A I S L A N D
MUSEUM OF **HISTORY**
Exhibit Renovation

Target Installation: January 2021

Target Grand Opening: February 2021



Who are our Visitors

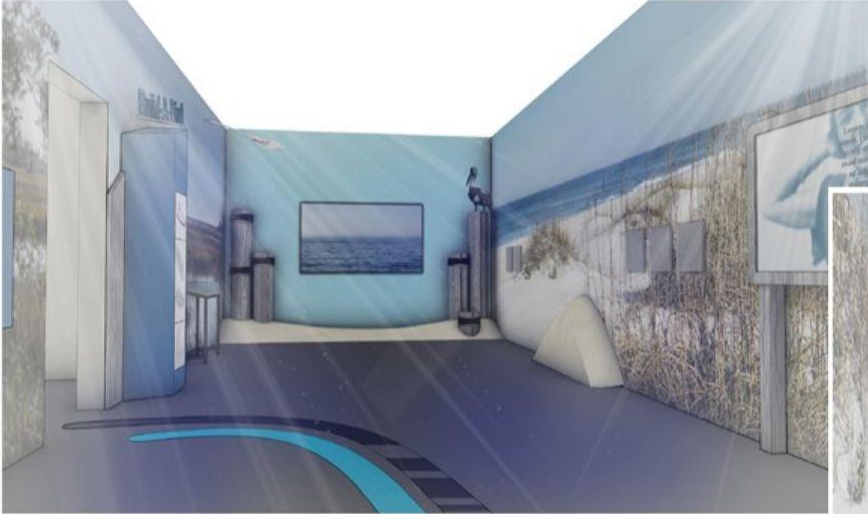
- 25,000 guests per year
- 89% of general admission and tour participants are from outside of Nassau County.
- 65% are from out of state

Goals of the Exhibit Re-Imagination

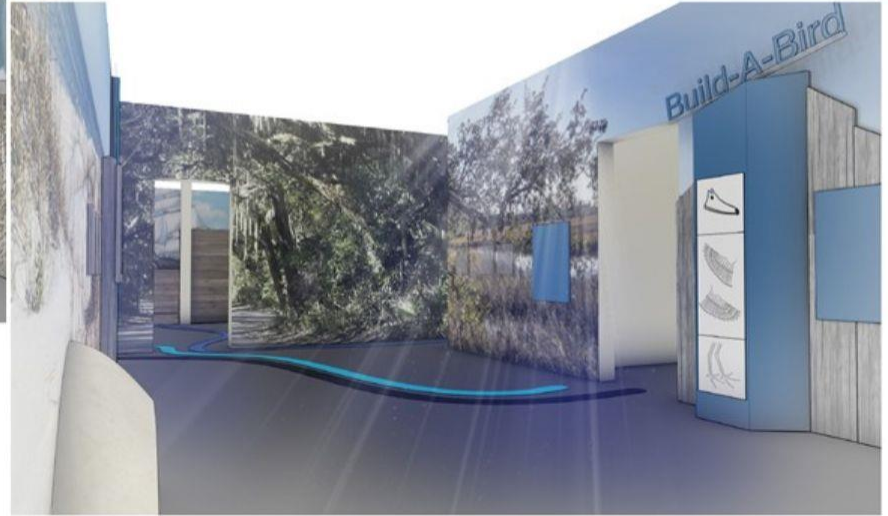
- Make the Island's story more compelling and more accessible to all ages and learning styles
- Include scenically created environments with artifacts in each room, along with the use of technology, to set up the story
- Incorporate more fully all historical cultural groups, specifically African Americans, Women, and Hispanics
- Educate our Visitors about the some of the area's Natural History
- Create a 21st century experience that our visitors expect

The Water's Edge

(Currently - Nassau County Room, facing North)



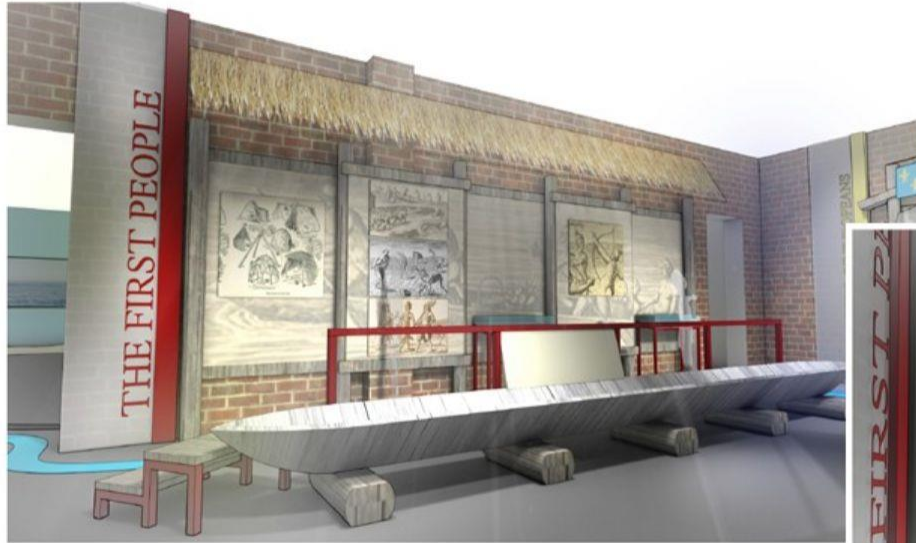
1 RENDERING
SCALE: NTS



2 RENDERING
SCALE: NTS

First Peoples

Current – Gaslight Gallery, facing North



7

RENDERING
SCALE: NTS



5

RENDERING
SCALE: NTS

A Maritime Way of Life

Current – Preservation Room, facing West



Turn-of-the-Century Amelia

Current – Victorian Room, facing North and South respectively



10 RENDERING
SCALE: NTS



9 RENDERING
SCALE: NTS

Amelia Next

Current – Chaos Room, facing North and South respectively



11 RENDERING
SCALE: NTS



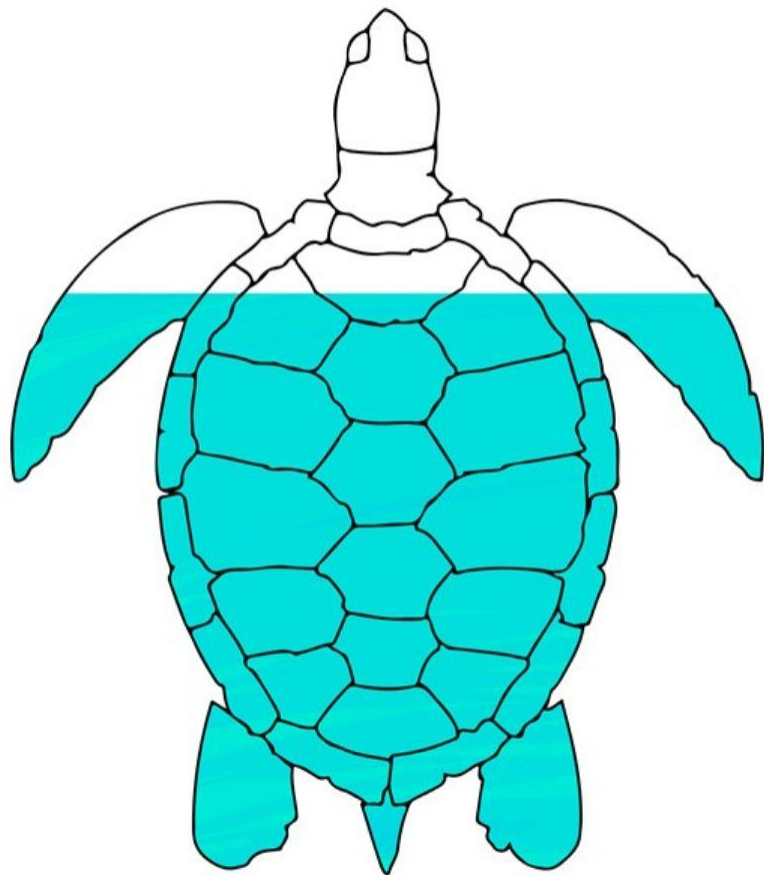
12 RENDERING
SCALE: NTS

Our Capital Campaign

Our goal is \$400,000

We are 75% of the way there.

Your support could put us over the top!



Amelia Island TDC Meeting

January 29, 2019