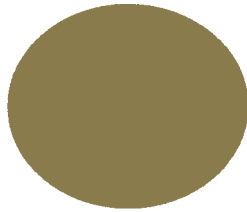
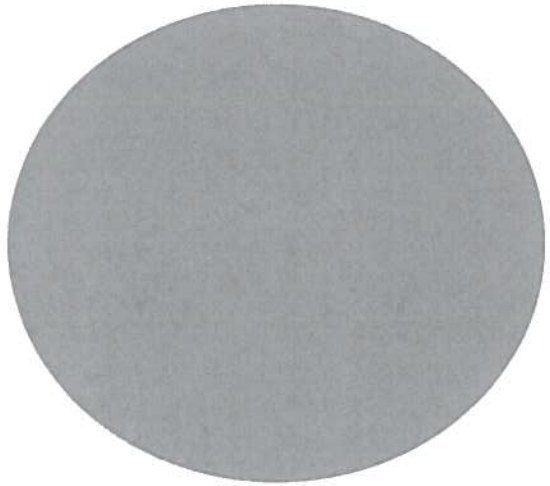




Amelia Island TDC Quarterly Reports

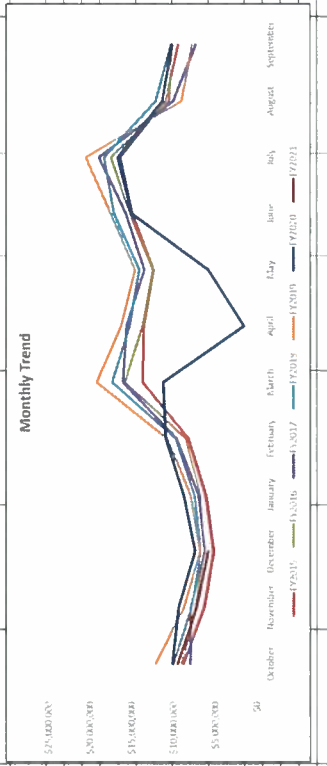
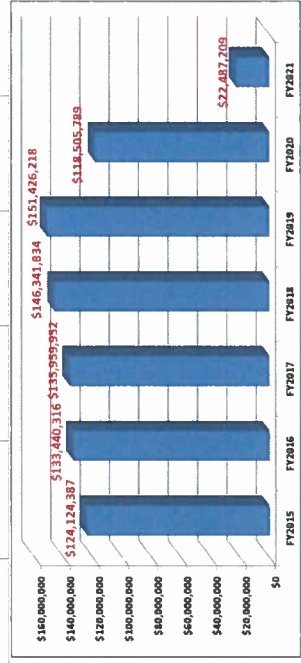


Bed Tax Collections



Amelia Island Tourism Development Council Monthly Taxable Collections

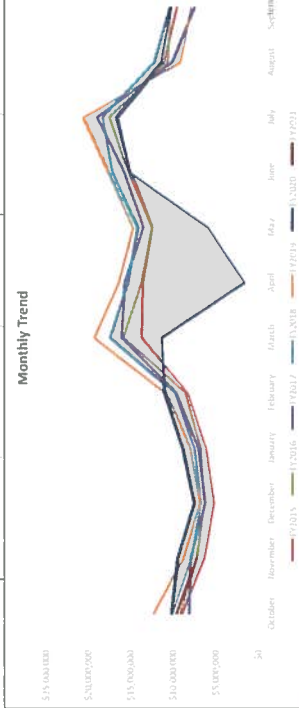
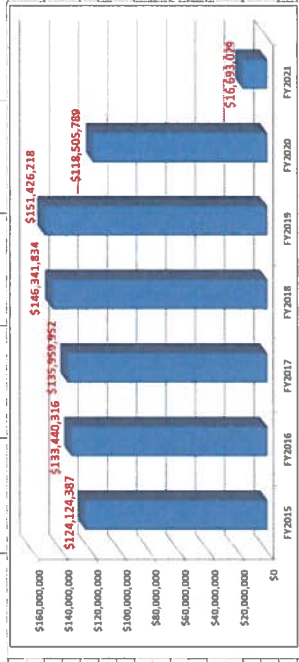
Actual Sales	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$8,161,937	\$4,134,125	\$69,661,367
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$9,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$78,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,607
FY2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$113,108,878
FY2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$124,124,387
FY2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,705,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,354,342	\$135,969,952
FY2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,129,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY2019	\$12,155,507	\$9,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,298,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY2021	\$9,508,249	\$7,184,780	\$5,794,181										\$22,487,209
% Change	-6.12%	-23.47%	-21.91%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-81.02%
Sales Monthly													
FY2020 Projected	\$5,325,028	\$5,769,636	\$4,808,030	\$4,186,960	\$7,051,778	\$12,180,344	\$10,898,202	\$9,295,525	\$11,464,345	\$12,821,414	\$5,769,636	\$5,449,101	\$95,000,000
FY2021 Actual	\$9,508,249	\$7,184,780	\$5,794,182										\$22,487,210
% Change	78.56%	24.53%	20.51%										-76.33%
Sales YTD													
FY2020	\$10,128,614	\$19,517,369	\$26,937,324	\$35,726,866	\$46,661,504	\$57,902,542	\$59,464,742	\$65,334,842	\$80,331,442	\$97,011,442	\$108,332,382	\$118,505,789	
FY2021	\$9,508,249	\$18,693,029	\$22,487,209										
% Change	-6.12%	-14.47%	-16.52%										
Bed Tax YOY													
FY2020	\$506,491	\$464,756	\$368,909	\$429,206	\$548,288	\$560,487	\$78,110	\$293,505	\$749,830	\$834,000	\$566,047	\$508,347	\$6,907,978
FY2021 Budget	\$286,251	\$288,482	\$240,402	\$208,348	\$352,589	\$609,017	\$544,910	\$464,776	\$573,217	\$641,071	\$288,482	\$272,455	\$4,760,000
FY2021 Actual	\$481,597	\$352,976	\$293,026										\$1,127,599
% vs LY	-4.92%	-24.05%	-20.67%										-80.91%
% vs Budget	80.88%	22.36%	21.89%										-76.26%
Bed Tax YTD													
FY2020 YTD	\$506,491	\$971,247	\$1,340,156	\$1,769,362	\$2,317,651	\$2,878,138	\$2,956,248	\$3,249,753	\$3,999,583	\$4,833,583	\$5,399,630	\$5,907,978	
FY2021 YTD	\$481,597	\$834,573	\$1,127,599										
Pace vs LY	-4.92%	-14.07%	-15.86%										



SAITCORESEARCH\Bed Tax\FY2021

Amelia Island Tourism Development Council Monthly Taxable Collections

Actual Sales	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
FY 2010	\$3,824,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,967	\$6,161,937	\$4,134,125	\$69,661,357
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,873,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,896,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,580	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,523,687
FY 2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,565,369	\$6,515,370	\$12,374,283	\$12,550,221	\$12,039,768	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY 2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$124,124,387
FY 2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,708,888	\$12,461,791	\$15,209,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY 2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,029,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,478,363	\$15,698,396	\$18,932,545	\$10,027,764	\$7,354,342	\$135,959,952
FY 2018	\$10,033,361	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,128,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY 2019	\$12,155,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,298,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY 2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,789,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,995,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY 2021	\$9,508,249	\$7,184,780											\$16,693,029
% Change	-6.12%	-23.47%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-85.91%
Sales Monthly													
FY 2021 Projected	\$5,325,028	\$5,769,636	\$4,808,030	\$4,166,960	\$7,051,778	\$12,180,344	\$10,898,202	\$9,295,525	\$11,464,345	\$12,821,414	\$5,769,636	\$5,449,101	\$95,000,000
FY 2021 Actual	\$9,508,249	\$7,184,780											\$16,693,029
% Change	78.56%	24.53%											-82.43%
Sales YTD													
FY 2020	\$10,128,614	\$19,517,369	\$26,937,324	\$35,726,866	\$46,661,504	\$57,902,542	\$59,464,742	\$65,334,842	\$80,331,442	\$97,011,442	\$108,332,382	\$118,505,789	
FY 2021	\$9,508,249												
% Change	-6.12%	-14.47%											
Bed Tax YOY													
FY 2020	\$506,491	\$464,756	\$368,909	\$429,206	\$548,288	\$560,487	\$78,110	\$293,505	\$749,830	\$834,000	\$566,047	\$508,347	\$5,907,978
FY 2021 Budget	\$266,251	\$288,482	\$240,402	\$208,348	\$352,589	\$609,017	\$544,910	\$464,776	\$573,217	\$641,071	\$288,482	\$272,455	\$4,750,000
FY 2021 Actual	\$481,597	\$352,976											\$834,573
% vs LY	-4.92%	-24.05%											-85.87%
% vs Budget	80.88%	22.36%											-82.43%
Bed Tax YTD													
FY 2020 YTD	\$506,491	\$971,247	\$1,340,156	\$1,769,362	\$2,317,651	\$2,878,138	\$2,956,248	\$3,249,753	\$3,999,583	\$4,833,583	\$5,399,630	\$5,907,978	
FY 2021 YTD	\$481,597	\$834,573											
Pace vs LY	-4.92%	-14.07%											
FY 2015	\$124,124,387												
FY 2016	\$133,440,316												
FY 2017	\$135,959,952												
FY 2018	\$146,341,834												
FY 2019	\$151,426,218												
FY 2020	\$118,505,789												
FY 2021	\$16,693,029												



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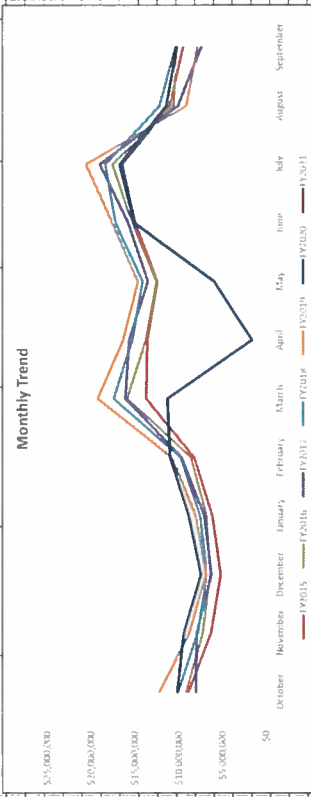
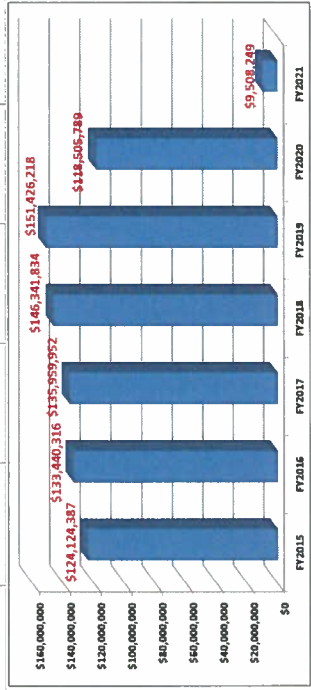


STR Reports



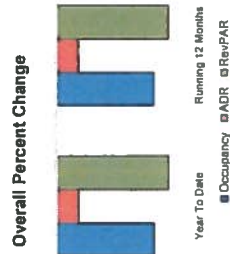
Amelia Island Tourism Development Council Monthly Taxable Collections

Actual Sales	October	November	December	January	February	March	April	May	June	July	August	September	FY Total
FY 2010	\$3,821,925	\$4,127,108	\$2,662,768	\$3,061,087	\$3,872,714	\$7,180,869	\$7,250,176	\$6,771,684	\$9,192,997	\$11,420,987	\$6,161,937	\$4,134,125	\$69,661,367
FY 2011	\$5,117,877	\$3,146,563	\$2,891,727	\$3,057,380	\$4,477,079	\$8,042,178	\$9,089,680	\$7,348,455	\$9,319,735	\$10,455,155	\$5,315,503	\$4,709,634	\$72,970,966
FY 2012	\$5,673,108	\$4,083,078	\$3,224,742	\$2,732,955	\$4,600,703	\$9,471,861	\$8,996,159	\$7,524,447	\$9,654,444	\$10,416,601	\$6,309,424	\$5,300,489	\$78,088,012
FY 2013	\$5,993,912	\$4,252,420	\$3,048,178	\$3,744,771	\$5,098,560	\$10,724,414	\$10,388,492	\$9,925,245	\$11,911,552	\$12,710,654	\$8,908,306	\$6,817,183	\$93,623,687
FY 2014	\$7,475,837	\$6,034,530	\$4,166,409	\$5,566,369	\$6,515,370	\$12,374,293	\$12,550,221	\$12,039,788	\$12,963,890	\$14,986,010	\$9,814,050	\$7,623,141	\$112,108,878
FY 2015	\$8,825,683	\$6,296,108	\$5,161,284	\$6,116,785	\$8,198,689	\$13,685,610	\$13,547,538	\$12,378,353	\$14,913,734	\$16,387,766	\$10,972,556	\$9,427,872	\$124,124,387
FY 2016	\$9,071,000	\$7,228,216	\$6,394,566	\$6,789,618	\$8,508,848	\$15,822,132	\$13,706,888	\$12,461,791	\$15,203,784	\$17,501,019	\$10,522,990	\$10,223,465	\$133,440,316
FY 2017	\$8,004,857	\$7,920,339	\$6,228,205	\$7,028,403	\$9,634,435	\$16,040,637	\$15,611,677	\$13,476,363	\$15,698,386	\$18,932,545	\$10,027,764	\$7,354,342	\$136,959,952
FY 2018	\$10,033,381	\$7,804,652	\$6,726,088	\$7,507,735	\$9,731,687	\$17,354,427	\$15,246,878	\$14,076,436	\$17,129,696	\$18,306,670	\$12,131,307	\$10,292,877	\$146,341,834
FY 2019	\$12,165,507	\$8,765,734	\$6,823,561	\$7,949,841	\$10,779,734	\$19,202,124	\$16,288,866	\$14,585,578	\$17,510,133	\$20,523,960	\$9,060,000	\$7,771,180	\$151,426,218
FY 2020	\$10,128,614	\$9,388,756	\$7,419,955	\$8,769,542	\$10,934,638	\$11,241,038	\$1,562,200	\$5,870,100	\$14,996,600	\$16,680,000	\$11,320,940	\$10,173,407	\$118,505,789
FY 2021	\$9,508,249												\$9,508,249
% Change	-6.12%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-91.98%
Sales													
FY 2021 Projected	\$5,325,028		\$4,808,030	\$4,166,960	\$7,051,778	\$12,180,344	\$10,898,202	\$9,295,525	\$11,464,345	\$12,821,414	\$5,769,636	\$5,449,101	\$95,000,000
FY 2021 Actual	\$9,508,249	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$9,508,249
% Change	78.56%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-89.99%
Sales YOY													
FY 2020	\$10,128,614	\$19,517,369	\$26,937,324	\$35,726,866	\$46,661,504	\$57,902,542	\$59,464,742	\$65,334,842	\$80,331,442	\$97,011,442	\$108,332,382	\$118,505,789	
FY 2021	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	\$9,508,249	
% Change	-6.12%	-51.28%	-64.70%	-73.39%	-79.62%	-83.56%	-84.01%	-85.45%	-88.16%	-90.20%	-91.22%	-91.98%	
Bed Tax YOY													
FY 2020	\$508,491	\$464,756	\$368,909	\$429,206	\$548,288	\$560,487	\$78,110	\$293,505	\$749,830	\$834,000	\$566,047	\$508,347	\$5,907,978
FY 2021 Projected	\$268,251	\$288,482	\$240,402	\$208,348	\$352,589	\$609,017	\$544,910	\$464,776	\$573,217	\$641,071	\$288,482	\$272,465	
FY 2021 Actual	\$481,597												
% Change	80.88%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	
Bed Tax YTD													
FY 2020 YTD	\$508,491	\$971,247	\$1,340,156	\$1,769,362	\$2,317,651	\$2,878,138	\$2,956,248	\$3,249,753	\$3,999,583	\$4,833,583	\$5,399,630	\$5,907,978	
FY 2021 YTD	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	\$481,597	
Pace	-4.92%	-50.41%	-64.05%	-72.78%	-79.22%	-83.27%	-83.71%	-85.18%	-87.96%	-90.04%	-91.08%	-91.85%	



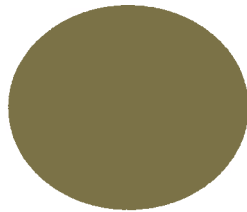
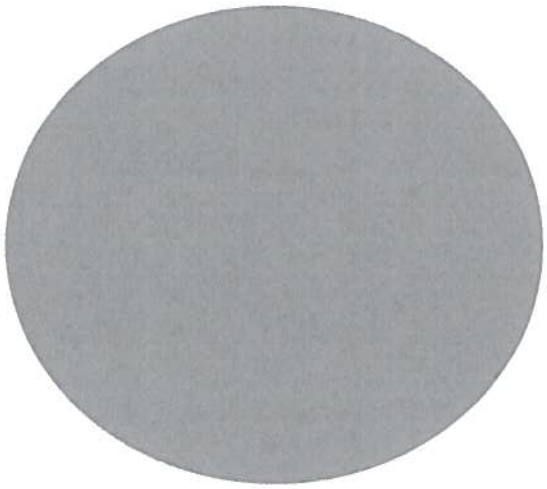
Armeda Island Tourist Development Council

For the Month of December 2020

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Tourism Destination Occupancy Comparisons (STR)
Calendar Year 2020

	Calendar Year 2020 (January - December)					
Destination	Occupancy	% Δ YTD '19/'20	Avg. Daily Rate	% Δ YTD '19/'20	RevPar	% Δ YTD '19/'20
Marion County	56.6%	-15.3%	\$78.45	-7.6%	\$44.42	-21.7%
Hernando County	54.2%	-16.5%	\$79.42	-2.8%	\$43.04	-18.9%
Pasco County	55.3%	-18.2%	\$83.19	-10.0%	\$45.98	-26.4%
Sumter County	51.2%	-10.7%	\$86.81	-10.2%	\$44.41	-19.8%
Charlotte County	54.3%	-13.7%	\$97.16	-7.1%	\$52.78	-19.9%
Citrus County	53.2%	-11.2%	\$97.88	-1.9%	\$52.03	-12.9%
Jacksonville	53.3%	-25.2%	\$101.22	-13.5%	\$53.95	-35.3%
Orlando	41.5%	-45.5%	\$109.74	-13.4%	\$45.59	-52.8%
Daytona Beach	49.7%	-20.2%	\$115.24	-3.3%	\$57.32	-22.8%
Martin County	51.1%	-24.1%	\$121.14	-4.5%	\$61.94	-27.5%
New Smyrna Beach	52.6%	-18.4%	\$129.38	-0.2%	\$68.08	-18.6%
St. Johns County	48.6%	-26.2%	\$130.81	-9.1%	\$63.53	-32.9%
Flagler County	47.1%	-16.8%	\$132.04	-0.1%	\$62.13	-16.9%
Fort Lauderdale	50.9%	-32.9%	\$132.32	-9.8%	\$67.34	-39.5%
Florida	47.9%	-33.6%	\$132.67	-8.6%	\$63.58	-39.4%
Sarasota/Bradenton	50.5%	-22.7%	\$134.80	-3.8%	\$68.06	-25.7%
Clearwater	54.2%	-26.2%	\$138.99	-11.0%	\$75.27	-34.3%
St. Petersburg	51.3%	-28.2%	\$142.73	-9.5%	\$73.19	-35.0%
Fort Walton Beach	48.3%	-21.6%	\$145.14	-7.4%	\$70.13	-27.4%
Fort Myers	49.9%	-27.5%	\$154.78	-1.7%	\$77.25	-28.7%
Jacksonville Beaches	51.6%	-26.3%	\$156.81	-9.9%	\$80.85	-33.6%
Palm Beach	46.1%	-36.0%	\$183.60	-0.9%	\$84.63	-36.5%
Miami	46.4%	-38.9%	\$188.03	-4.1%	\$87.23	-41.4%
Amelia Island	46.5%	-33.8%	\$221.03	-7.8%	\$102.72	-39.0%
Naples	44.9%	-30.5%	\$238.97	-1.1%	\$107.27	-31.2%
Florida Keys	58.5%	-23.0%	\$282.30	+1.7%	\$165.18	-21.6%



Munis Reports



Tourism Destination Occupancy Comparisons (STR)

December 2020

	December 2020					
Destination	Occupancy	% Δ '19/'20	Avg. Daily Rate	% Δ '19/'20	RevPar	% Δ '19/'20
Marion County	57.4%	-11.1%	\$72.73	-4.9%	\$41.72	-15.5%
Pasco County	56.3%	-13.7%	\$74.10	-12.9%	\$41.73	-24.8%
Hernando County	49.3%	-21.3%	\$76.18	-3.8%	\$37.57	-24.2%
Sumter County	49.3%	-12.4%	\$80.51	-12.7%	\$39.68	-23.5%
Charlotte County	54.3%	-15.7%	\$84.70	-7.5%	\$46.00	-22.1%
Citrus County	47.6%	-16.0%	\$88.51	+1.4%	\$42.13	-14.9%
Fort Walton Beach	31.9%	-16.8%	\$94.98	+4.2%	\$30.30	-13.3%
Jacksonville	52.3%	-15.6%	\$95.14	-11.1%	\$49.74	-25.0%
Daytona Beach	40.2%	-20.3%	\$95.17	-1.5%	\$38.23	-21.5%
Orlando	39.7%	-47.4%	\$96.78	-28.7%	\$38.39	-62.5%
New Smyrna Beach	44.4%	-21.3%	\$108.69	-1.9%	\$48.23	-22.8%
Martin County	54.9%	-18.1%	\$109.88	-8.3%	\$60.28	-24.9%
Fort Lauderdale	55.1%	-29.6%	\$112.26	-28.1%	\$61.89	-49.4%
Flagler County	42.3%	-18.6%	\$118.43	+6.3%	\$50.06	-13.4%
Clearwater	48.7%	-25.6%	\$120.73	-11.7%	\$58.76	-34.3%
St. Petersburg	48.5%	-20.1%	\$122.95	-14.3%	\$59.69	-31.6%
Florida	46.6%	-32.6%	\$125.18	-19.7%	\$58.31	-45.9%
Sarasota/Bradenton	50.3%	-25.5%	\$125.57	-12.0%	\$63.16	-34.4%
St. Johns County	55.9%	-11.8%	\$138.40	-2.9%	\$77.40	-14.3%
Fort Myers	52.4%	-22.9%	\$147.20	-5.9%	\$77.09	-27.4%
Jacksonville Beaches	52.5%	-15.5%	\$148.68	-4.6%	\$78.10	-19.4%
Amelia Island	33.3%	-36.9%	\$177.75	-5.7%	\$59.17	-40.5%
Palm Beach	50.7%	-33.4%	\$184.00	-14.0%	\$93.34	-42.7%
Miami	48.8%	-37.6%	\$187.01	-26.1%	\$91.19	-53.9%
Naples	51.0%	-23.6%	\$257.79	-4.3%	\$131.53	-26.9%
Florida Keys	64.9%	-10.3%	\$315.47	-4.3%	\$204.61	-14.2%

FOR 2021 01

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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37521582 TDC ADMIN FEES-TRANS OUT

137 .521.582.58.591910.CLERK		ADMINISTRATIVE FEE-CLERK 0 71,250	.00	.00	71,250.00	.0%
137 .521.582.58.591910.TAXCO		ADMIN FEE-TAX COLLECTOR 0 71,250	.00	.00	71,250.00	.0%
TOTAL TDC ADMIN FEES-TRANS OUT		0 142,500	.00	.00	142,500.00	.0%

37522552 TDC RESEARCH/ADMIN

137 .522.552.55.531041.		MANAGEMENT FEE-CVB 0 691,125	.00	.00	691,125.00	.0%
TOTAL TDC RESEARCH/ADMIN		0 691,125	.00	.00	691,125.00	.0%

37523552 TDC MARKETING

137 .523.552.55.531000.		PROFESSIONAL SERVICES 0 5,000	.00	.00	5,000.00	.0%
137 .523.552.55.540000.ENTNT		TRAVEL AND PER DIEM 0 7,300	.00	.00	7,300.00	.0%
137 .523.552.55.540000.LODGE		TRAVEL AND PER DIEM 0 10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.MEALS		TRAVEL AND PER DIEM 0 10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.TRAVL		TRAVEL AND PER DIEM 0 15,000	.00	.00	15,000.00	.0%
137 .523.552.55.542000.FULFL		FREIGHT AND POSTAGE SERVICES 0 10,000	.00	.00	10,000.00	.0%
137 .523.552.55.542000.POSTG		FREIGHT AND POSTAGE SERVICES 0 1,500	.00	.00	1,500.00	.0%
137 .523.552.55.548110.CONTE		PRODUCTIONS 0 325,000	7,500.00	.00	317,500.00	2.3%
137 .523.552.55.548110.DESGN		PRODUCTIONS 0 200,000	.00	40,100.00	159,900.00	20.1%
137 .523.552.55.548120.AUDIO		PAID MEDIA 0 25,000	.00	.00	25,000.00	.0%

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ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.548120.DIGIT		1,250,000	PAID MEDIA 0	1,250,000	35,000.00	.00	1,215,000.00	2.8%
137 .523.552.55.548120.INTNL		100,000	PAID MEDIA 0	100,000	.00	.00	100,000.00	.0%
137 .523.552.55.548120.OOH		175,000	PAID MEDIA 0	175,000	.00	.00	175,000.00	.0%
137 .523.552.55.548120.PRINT		725,000	PAID MEDIA 0	725,000	2,927.50	39,000.00	683,072.50	5.8%
137 .523.552.55.548120.VIDEO		150,000	PAID MEDIA 0	150,000	.00	.00	150,000.00	.0%
137 .523.552.55.548240.LICEN		50,000	INTERACTIVE 0	50,000	.00	6,650.00	43,350.00	13.3%
137 .523.552.55.548240.SPEC		275,000	INTERACTIVE 0	275,000	290.00	32,500.00	242,210.00	11.9%
137 .523.552.55.548240.TOOLS		75,000	INTERACTIVE 0	75,000	382.50	.00	74,617.50	.5%
137 .523.552.55.548250.		100,000	MARKETING DATA 0	100,000	.00	31,930.00	68,070.00	31.9%
137 .523.552.55.548350.		450,000	PARTNERS/SPONSORSHIPS/GNTS 0	450,000	.00	.00	450,000.00	.0%
137 .523.552.55.548350.AIMOH		17,500	PARTNERS/SPONSORSHIPS/GRANT 0	17,500	.00	17,500.00	.00	100.0%
137 .523.552.55.548350.EVNTG		50,000	PARTNERS/SPONSORSHIPS/GRANT 0	50,000	.00	45,000.00	5,000.00	90.0%
137 .523.552.55.548350.FFCG		65,000	PARTNERS/SPONSORSHIPS/GRANT 0	65,000	.00	60,000.00	5,000.00	92.3%
137 .523.552.55.548350.JAXSP		55,000	PARTNERS/SPONSORSHIPS/GRANT 0	55,000	.00	.00	55,000.00	.0%
137 .523.552.55.548520.		30,000	SPECIAL EVENTS 0	30,000	.00	.00	30,000.00	.0%
137 .523.552.55.548520.DOC		200,000	SPECIAL EVENTS 0	200,000	.00	3,800.00	196,200.00	1.9%
137 .523.552.55.548520.HOLDY		150,000	SPECIAL EVENTS 0	150,000	.00	99,890.66	50,109.34	66.6%
137 .523.552.55.548520.RESTW		5,000	SPECIAL EVENTS 0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.548520.WELLN		50,000	SPECIAL EVENTS 0	50,000	.00	.00	50,000.00	.0%
137 .523.552.55.548710.PREXP		61,075	PUBLIC RELATIONS 0	61,075	.00	31,200.00	29,875.00	51.1%
137 .523.552.55.548710.PRSPC		72,000	PUBLIC RELATIONS 0	72,000	.00	72,000.00	.00	100.0%
137 .523.552.55.552000.		2,250	MISC OPERATING SUPPLIES 0	2,250	.00	.00	2,250.00	.0%

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ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.564000.	EQUIPMENT	2,250	0	2,250	.00	.00	2,250.00	.0%
TOTAL TDC MARKETING		4,718,875	0	4,718,875	46,100.00	479,570.66	4,193,204.34	11.1%
37523581	TRANS OUT-GENERAL-EQUIPMENT							
137 .523.581.58.591016.	TRANS OUT-GENERAL-EQUIPMENT	1,000	0	1,000	.00	.00	1,000.00	.0%
TOTAL TRANS OUT-GENERAL-EQUIPMENT		1,000	0	1,000	.00	.00	1,000.00	.0%
37524552	TDC TRADE SHOWS/TRAVEL TR							
137 .524.552.55.534000.WELMC	OTHER CONTRACTUAL SERVICES	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .524.552.55.540000.ENTNT	TRAVEL AND PER DIEM	20,000	0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.540000.LODGE	TRAVEL AND PER DIEM	20,000	0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.540000.MEALS	TRAVEL AND PER DIEM	10,000	0	10,000	.00	.00	10,000.00	.0%
137 .524.552.55.540000.SALMS	TRAVEL AND PER DIEM	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .524.552.55.540000.TRAVL	TRAVEL AND PER DIEM	25,000	0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.541000.WELMC	COMMUNICATIONS	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .524.552.55.542000.DRAYG	FREIGHT AND POSTAGE SERVICES	6,500	0	6,500	.00	.00	6,500.00	.0%
137 .524.552.55.542000.FULFL	FREIGHT AND POSTAGE SERVICES	35,000	0	35,000	1,250.00	16,160.44	17,589.56	49.7%
137 .524.552.55.542000.POSTG	FREIGHT AND POSTAGE SERVICES	10,000	0	10,000	.00	.00	10,000.00	.0%
137 .524.552.55.543000.WELMC	UTILITY SERVICES	10,000	0	10,000	35.22	.00	9,964.78	.4%
137 .524.552.55.544000.WELMC	RENTALS AND LEASES	10,000	0	10,000	635.00	6,875.00	2,490.00	75.1%
137 .524.552.55.545000.WELMC	INSURANCE	5,000	0	5,000	1,630.00	.00	3,370.00	32.6%

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ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFERS/ ADJUSTMENTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.547000.		200,000	PRINTING-BROCHURES 0	200,000	.00	6,692.71	193,307.29	3.3%
137 .524.552.55.548018.INTNL		90,000	TRAVEL TRADE 0	90,000	.00	.00	90,000.00	.0%
137 .524.552.55.548018.MEETG		150,000	TRAVEL TRADE 0	150,000	.00	3,485.00	146,515.00	2.3%
137 .524.552.55.548018.NICHE		25,000	TRAVEL TRADE 0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.548018.TDREL		15,000	TRAVEL TRADE 0	15,000	2,272.93	.00	12,727.07	15.2%
137 .524.552.55.548018.TDSHW		15,000	TRAVEL TRADE 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.INCTV		15,000	HOSPITALITY SERVICES 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.PUBAW		25,000	HOSPITALITY SERVICES 0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.548019.WELMC		7,500	HOSPITALITY SERVICES 0	7,500	825.00	.00	6,675.00	11.0%
137 .524.552.55.548161.FAMS		15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548161.FLTFS		20,000	FAMILIARIZATIONS 0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.548161.SALMS		15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.549000.WELMC		100,000	OTHER CURRENT CHARGES & OBLIGA 0	100,000	.00	70,200.00	29,800.00	70.2%
137 .524.552.55.552000.		11,750	MISC OPERATING SUPPLIES 0	11,750	.00	.00	11,750.00	.0%
137 .524.552.55.552007.		75,000	PROMOTIONAL SUPPLIES 0	75,000	.00	.00	75,000.00	.0%
137 .524.552.55.554006.		15,000	DUES/SUBSCRIPT/TRAINING 0	15,000	2,704.00	.00	12,296.00	18.0%
TOTAL TDC TRADE SHOWS/TRAVEL TR		960,750	0	960,750	9,352.15	103,413.15	847,984.70	11.7%
37525539 TDC BEACH IMPROVMENTS								
137 .525.539.53.534102.		1,145,750	CONTRACT SERVICE-BEACH CLEAN -64,500	1,081,250	800.00	391,300.00	689,150.00	36.3%
137 .525.539.53.534102.OFBCH		0	CONTRACT SERVICE-BEACH CLEAN 64,500	64,500	.00	.00	64,500.00	.0%
137 .525.539.53.552000.		5,000	MISC OPERATING SUPPLIES 0	5,000	.00	.00	5,000.00	.0%

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ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

	ORIGINAL APPROP	TRANSFERS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .525.539.53.554000.	10,000	DUES & SUBSCRIPTIONS 0	10,000	3,000.00	.00	7,000.00	30.0%
137 .525.539.53.581202.BRSP	300,000	AID-CITY OF FERNANDINA BCH 0	300,000	3,500.00	.00	296,500.00	1.2%
TOTAL TDC BEACH IMPROVMENTS	1,460,750	0	1,460,750	7,300.00	391,300.00	1,062,150.00	27.3%
TOTAL AI TOURIST DEVELOPMENT FUND	7,975,000	0	7,975,000	62,752.15	974,283.81	6,937,964.04	13.0%
TOTAL EXPENSES	7,975,000	0	7,975,000	62,752.15	974,283.81	6,937,964.04	

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	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	7,975,000	0	7,975,000	62,752.15	974,283.81	6,937,964.04	13.0%

** END OF REPORT - Generated by Nate Aron **

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ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

ORIGINAL APPROP TRANFERS/ADJUSTMENTS REVISED BUDGET YTD ACTUAL ENCUMBRANCES AVAILABLE BUDGET PCT USED

37521582 TDC ADMIN FEES-TRANS OUT

137 .521.582.58.591910.CLERK	71,250	ADMINISTRATIVE FEE-CLERK 0	71,250	7,625.21	.00	63,624.79	10.7%
137 .521.582.58.591910.TAXCO	71,250	ADMIN FEE-TAX COLLECTOR 0	71,250	7,625.21	.00	63,624.79	10.7%
TOTAL TDC ADMIN FEES-TRANS OUT	142,500	0	142,500	15,250.42	.00	127,249.58	10.7%

37522552 TDC RESEARCH/ADMIN

137 .522.552.55.531041.	691,125	MANAGEMENT FEE-CVB 0	691,125	.00	.00	691,125.00	.0%
TOTAL TDC RESEARCH/ADMIN	691,125	0	691,125	.00	.00	691,125.00	.0%

37523552 TDC MARKETING

137 .523.552.55.531000.	5,000	PROFESSIONAL SERVICES 0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.540000.ENTNT	7,300	TRAVEL AND PER DIEM 0	7,300	.00	.00	7,300.00	.0%
137 .523.552.55.540000.LODGE	10,000	TRAVEL AND PER DIEM 0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.MEALS	10,000	TRAVEL AND PER DIEM 0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.TRAVL	15,000	TRAVEL AND PER DIEM 0	15,000	.00	.00	15,000.00	.0%
137 .523.552.55.542000.FULFL	10,000	FREIGHT AND POSTAGE SERVICES 0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.542000.POSTG	1,500	FREIGHT AND POSTAGE SERVICES 0	1,500	.00	.00	1,500.00	.0%
137 .523.552.55.548110.CONTE	325,000	PRODUCTIONS 0	325,000	25,368.90	14,532.10	285,099.00	12.3%
137 .523.552.55.548110.DESGN	200,000	PRODUCTIONS 0	200,000	16,575.00	179,012.80	4,412.20	97.8%
137 .523.552.55.548120.AUDIO	25,000	PAID MEDIA 0	25,000	.00	.00	25,000.00	.0%

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.548120.DIGIT		1,250,000	PAID MEDIA 0	1,250,000	60,811.49	775,000.00	414,188.51	66.9%
137 .523.552.55.548120.INTNL		100,000	PAID MEDIA 0	100,000	.00	.00	100,000.00	.0%
137 .523.552.55.548120.OOH		175,000	PAID MEDIA 0	175,000	.00	.00	175,000.00	.0%
137 .523.552.55.548120.PRINT		725,000	PAID MEDIA 0	725,000	17,927.50	124,000.00	583,072.50	19.6%
137 .523.552.55.548120.VIDEO		150,000	PAID MEDIA 0	150,000	.00	.00	150,000.00	.0%
137 .523.552.55.548240.LICEN		50,000	INTERACTIVE 0	50,000	4,499.00	6,650.00	38,851.00	22.3%
137 .523.552.55.548240.SPEC		275,000	INTERACTIVE 0	275,000	1,877.50	61,449.98	211,672.52	23.0%
137 .523.552.55.548240.TOOLS		75,000	INTERACTIVE 0	75,000	382.50	.00	74,617.50	.5%
137 .523.552.55.548250.		100,000	MARKETING DATA 0	100,000	19,900.00	72,380.00	7,720.00	92.3%
137 .523.552.55.548350.		450,000	PARTNERS/SPONSORSHIPS/GNTS 0	450,000	500.00	.00	449,500.00	.1%
137 .523.552.55.548350.AIMOH		17,500	PARTNERS/SPONSORSHIPS/GRANT 0	17,500	17,500.00	.00	.00	100.0%
137 .523.552.55.548350.EVNTG		50,000	PARTNERS/SPONSORSHIPS/GRANT 0	50,000	.00	45,000.00	5,000.00	90.0%
137 .523.552.55.548350.FFCG		65,000	PARTNERS/SPONSORSHIPS/GRANT 0	65,000	.00	60,000.00	5,000.00	92.3%
137 .523.552.55.548350.JAXSP		55,000	PARTNERS/SPONSORSHIPS/GRANT 0	55,000	.00	.00	55,000.00	.0%
137 .523.552.55.548520.		30,000	SPECIAL EVENTS 0	30,000	390.00	.00	29,610.00	1.3%
137 .523.552.55.548520.DOC		200,000	SPECIAL EVENTS 0	200,000	1,372.80	9,908.04	188,719.16	5.6%
137 .523.552.55.548520.HOLDY		150,000	SPECIAL EVENTS 0	150,000	.00	99,890.66	50,109.34	66.6%
137 .523.552.55.548520.RESTW		5,000	SPECIAL EVENTS 0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.548520.WELLN		50,000	SPECIAL EVENTS 0	50,000	.00	.00	50,000.00	.0%
137 .523.552.55.548710.PREXP		61,075	PUBLIC RELATIONS 0	61,075	200.00	31,000.00	29,875.00	51.1%
137 .523.552.55.548710.PRSPC		72,000	PUBLIC RELATIONS 0	72,000	6,000.00	66,000.00	.00	100.0%
137 .523.552.55.552000.		2,250	MISC OPERATING SUPPLIES 0	2,250	.00	.00	2,250.00	.0%

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FOR 2021 02

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

ORIGINAL APPROP TRANSFRS/
ADJUSTMENTS REVISED BUDGET YTD ACTUAL ENCUMBRANCES AVAILABLE BUDGET PCT USED

137 .523.552.55.564000.	2,250	EQUIPMENT 0	2,250	.00		2,250.00	.0%
TOTAL TDC MARKETING	4,718,875	0	4,718,875	173,304.69	1,544,823.58	3,000,746.73	36.4%
37523581 TRANS OUT-GENERAL-EQUIPMENT							
137 .523.581.58.591016.	1,000	TRANS OUT-GENERAL-EQUIPMENT 0	1,000	.00		1,000.00	.0%
TOTAL TRANS OUT-GENERAL-EQUIPMENT	1,000	0	1,000	.00		1,000.00	.0%
37524552 TDC TRADE SHOWS/TRAVEL TR							
137 .524.552.55.534000.WELMC	5,000	OTHER CONTRACTUAL SERVICES 0	5,000	100.00		4,900.00	2.0%
137 .524.552.55.540000.	0	TRAVEL AND PER DIEM 0	0	1,022.36		-1,022.36	100.0%*
137 .524.552.55.540000.ENTNT	20,000	TRAVEL AND PER DIEM 0	20,000	.00		20,000.00	.0%
137 .524.552.55.540000.LODGE	20,000	TRAVEL AND PER DIEM 0	20,000	537.00		19,463.00	2.7%
137 .524.552.55.540000.MEALS	10,000	TRAVEL AND PER DIEM 0	10,000	77.99		9,922.01	.8%
137 .524.552.55.540000.SALMS	5,000	TRAVEL AND PER DIEM 0	5,000	.00		5,000.00	.0%
137 .524.552.55.540000.TRAVL	25,000	TRAVEL AND PER DIEM 0	25,000	333.79		24,666.21	1.3%
137 .524.552.55.541000.WELMC	5,000	COMMUNICATIONS 0	5,000	.00		5,000.00	.0%
137 .524.552.55.542000.DRAYG	6,500	FREIGHT AND POSTAGE SERVICES 0	6,500	.00		6,500.00	.0%
137 .524.552.55.542000.FULFL	35,000	FREIGHT AND POSTAGE SERVICES 0	35,000	5,533.34	12,500.00	16,966.66	51.5%
137 .524.552.55.542000.POSTG	10,000	FREIGHT AND POSTAGE SERVICES 0	10,000	.00		10,000.00	.0%
137 .524.552.55.543000.WELMC	10,000	UTILITY SERVICES 0	10,000	383.51		9,616.49	3.8%
137 .524.552.55.544000.WELMC	10,000	RENTALS AND LEASES 0	10,000	635.00	6,875.00	2,490.00	75.1%

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BOARD OF COMMISSIONERS
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FOR 2021 02

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.545000.WELMC	5,000	INSURANCE 0	5,000	1,630.00	.00	3,370.00	32.6%
137 .524.552.55.547000.	200,000	PRINTING-BROCHURES 0	200,000	6,692.71	.00	193,307.29	3.3%
137 .524.552.55.548018.INTNL	90,000	TRAVEL TRADE 0	90,000	.00	.00	90,000.00	.0%
137 .524.552.55.548018.MEETG	150,000	TRAVEL TRADE 0	150,000	1,985.00	2,000.00	146,015.00	2.7%
137 .524.552.55.548018.NICHE	25,000	TRAVEL TRADE 0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.548018.TDREL	15,000	TRAVEL TRADE 0	15,000	2,272.93	.00	12,727.07	15.2%
137 .524.552.55.548018.TDSHW	15,000	TRAVEL TRADE 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.INCTV	15,000	HOSPITALITY SERVICES 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.PUBAW	25,000	HOSPITALITY SERVICES 0	25,000	276.53	9,099.90	15,623.57	37.5%
137 .524.552.55.548019.WELMC	7,500	HOSPITALITY SERVICES 0	7,500	870.00	.00	6,630.00	11.6%
137 .524.552.55.548161.FAMS	15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548161.FLTFS	20,000	FAMILIARIZATIONS 0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.548161.SALMS	15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.549000.WELMC	100,000	OTHER CURRENT CHARGES & OBLIGA 0	100,000	.00	70,200.00	29,800.00	70.2%
137 .524.552.55.552000.	11,750	MISC OPERATING SUPPLIES 0	11,750	.00	.00	11,750.00	.0%
137 .524.552.55.552007.	75,000	PROMOTIONAL SUPPLIES 0	75,000	.00	.00	75,000.00	.0%
137 .524.552.55.554006.	15,000	DUES/SUBSCRIPT/TRAINING 0	15,000	2,704.00	.00	12,296.00	18.0%
TOTAL TDC TRADE SHOWS/TRAVEL TR	960,750	0	960,750	25,054.16	100,674.90	835,020.94	13.1%

37525539 TDC BEACH IMPROVMENTS

137 .525.539.53.534102.	1,145,750	CONTRACT SERVICE-BEACH CLEAN -64,500	1,081,250	33,100.00	359,000.00	689,150.00	36.3%
137 .525.539.53.534102.OFBCH	0	CONTRACT SERVICE-BEACH CLEAN 64,500	64,500	.00	.00	64,500.00	.0%

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BOARD OF COMMISSIONERS
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FOR 2021 02

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

FUND

ORIGINAL
APPROP

TRANSFERS/
ADJUSTMTS

REVISED
BUDGET

YTD ACTUAL

ENCUMBRANCES

AVAILABLE
BUDGET

PCT
USED

137 .525.539.53.552000.

MISC OPERATING SUPPLIES

0

5,000

.00

5,000.00

.0%

137 .525.539.53.554000.

DUES & SUBSCRIPTIONS

0

10,000

3,000.00

.00

7,000.00

30.0%

137 .525.539.53.581202.BRSP

AID-CITY OF FERNANDINA BCH

0

300,000

3,500.00

.00

296,500.00

1.2%

TOTAL TDC BEACH IMPROVMENTS

0

1,460,750

39,600.00

359,000.00

1,062,150.00

27.3%

TOTAL AI TOURIST DEVELOPMENT FUND

0

7,975,000

253,209.27

2,004,498.48

5,717,292.25

28.3%

TOTAL EXPENSES

0

7,975,000

253,209.27

2,004,498.48

5,717,292.25



FOR 2021 02

	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	7,975,000	0	7,975,000	253,209.27	2,004,498.48	5,717,292.25	28.3%

** END OF REPORT - Generated by Nate Aron **

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BOARD OF COMMISSIONERS
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FOR 2021 03

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

ORIGINAL APPROP	TRANSFRS/ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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37521582 TDC ADMIN FEES-TRANS OUT

137 .521.582.58.591910.CLERK	ADMINISTRATIVE FEE-CLERK	71,250	0	71,250	14,849.16	.00	56,400.84	20.8%
137 .521.582.58.591910.TAXCO	ADMIN FEE-TAX COLLECTOR	71,250	0	71,250	14,849.16	.00	56,400.84	20.8%
TOTAL TDC ADMIN FEES-TRANS OUT		142,500	0	142,500	29,698.32	.00	112,801.68	20.8%

37522552 TDC RESEARCH/ADMIN

137 .522.552.55.531041.	MANAGEMENT FEE-CVB	691,125	0	691,125	144,036.86	.00	547,088.14	20.8%
TOTAL TDC RESEARCH/ADMIN		691,125	0	691,125	144,036.86	.00	547,088.14	20.8%

37523552 TDC MARKETING

137 .523.552.55.531000.	PROFESSIONAL SERVICES	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.540000.ENTNT	TRAVEL AND PER DIEM	7,300	0	7,300	.00	.00	7,300.00	.0%
137 .523.552.55.540000.LODGE	TRAVEL AND PER DIEM	10,000	0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.MEALS	TRAVEL AND PER DIEM	10,000	0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.540000.TRAVL	TRAVEL AND PER DIEM	15,000	0	15,000	.00	.00	15,000.00	.0%
137 .523.552.55.542000.FULFL	FREIGHT AND POSTAGE SERVICES	10,000	0	10,000	.00	.00	10,000.00	.0%
137 .523.552.55.542000.POSTG	FREIGHT AND POSTAGE SERVICES	1,500	0	1,500	.00	.00	1,500.00	.0%
137 .523.552.55.548110.CONTE	PRODUCTIONS	325,000	0	325,000	66,303.14	30,733.86	227,963.00	29.9%
137 .523.552.55.548110.DESGN	PRODUCTIONS	200,000	0	200,000	27,975.00	169,262.80	2,762.20	98.6%
137 .523.552.55.548120.AUDIO	PAID MEDIA	25,000	0	25,000	.00	4,000.00	21,000.00	16.0%

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FOR 2021 03

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

		ORIGINAL APPROP	TRANSFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.548120.DIGIT		1,250,000	PAID MEDIA 0	1,250,000	166,070.73	693,840.08	390,089.19	68.8%
137 .523.552.55.548120.INTNL		100,000	PAID MEDIA 0	100,000	.00	.00	100,000.00	.0%
137 .523.552.55.548120.OOH		175,000	PAID MEDIA 0	175,000	.00	.00	175,000.00	.0%
137 .523.552.55.548120.PRINT		725,000	PAID MEDIA 0	725,000	42,899.00	100,000.00	582,101.00	19.7%
137 .523.552.55.548120.VIDEO		150,000	PAID MEDIA 0	150,000	.00	.00	150,000.00	.0%
137 .523.552.55.548240.LICEN		50,000	INTERACTIVE 0	50,000	4,666.88	6,650.00	38,683.12	22.6%
137 .523.552.55.548240.SPEC		275,000	INTERACTIVE 0	275,000	32,302.48	37,904.16	204,793.36	25.5%
137 .523.552.55.548240.TOOLS		75,000	INTERACTIVE 0	75,000	29,751.85	9,461.27	35,786.88	52.3%
137 .523.552.55.548250.		100,000	MARKETING DATA 0	100,000	23,600.00	68,680.00	7,720.00	92.3%
137 .523.552.55.548350.		450,000	PARTNERS/SPONSORSHIPS/GNTS 0	450,000	500.00	.00	449,500.00	.1%
137 .523.552.55.548350.AIMOH		17,500	PARTNERS/SPONSORSHIPS/GRANT 0	17,500	17,500.00	.00	.00	100.0%
137 .523.552.55.548350.EVNTG		50,000	PARTNERS/SPONSORSHIPS/GRANT 0	50,000	.00	45,000.00	5,000.00	90.0%
137 .523.552.55.548350.FFCG		65,000	PARTNERS/SPONSORSHIPS/GRANT 0	65,000	.00	60,000.00	5,000.00	92.3%
137 .523.552.55.548350.JAXSP		55,000	PARTNERS/SPONSORSHIPS/GRANT 0	55,000	.00	.00	55,000.00	.0%
137 .523.552.55.548520.		30,000	SPECIAL EVENTS 0	30,000	390.00	.00	29,610.00	1.3%
137 .523.552.55.548520.DOC		200,000	SPECIAL EVENTS 0	200,000	9,279.44	6,204.02	184,516.54	7.7%
137 .523.552.55.548520.HOLDY		150,000	SPECIAL EVENTS 0	150,000	599.45	99,890.66	49,509.89	67.0%
137 .523.552.55.548520.RESTW		5,000	SPECIAL EVENTS 0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.548520.WELLN		50,000	SPECIAL EVENTS 0	50,000	.00	.00	50,000.00	.0%
137 .523.552.55.548710.PREXP		61,075	PUBLIC RELATIONS 0	61,075	300.00	30,900.00	29,875.00	51.1%
137 .523.552.55.548710.PRSPC		72,000	PUBLIC RELATIONS 0	72,000	9,000.00	63,000.00	.00	100.0%
137 .523.552.55.552000.		2,250	MISC OPERATING SUPPLIES 0	2,250	.00	.00	2,250.00	.0%

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BOARD OF COMMISSIONERS
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ACCOUNTS FOR: 137	AI TOURIST DEVELOPMENT FUND	ORIGINAL APPROP	TRANSFRS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.564000.		2,250	EQUIPMENT 0	2,250	.00	.00	2,250.00	.0%
TOTAL TDC MARKETING		4,718,875	0	4,718,875	431,137.97	1,425,526.85	2,862,210.18	39.3%
37523581 TRANS OUT-GENERAL-EQUIPMENT								
137 .523.581.58.591016.		1,000	TRANS OUT-GENERAL-EQUIPMENT 0	1,000	.00	.00	1,000.00	.0%
TOTAL TRANS OUT-GENERAL-EQUIPMENT		1,000	0	1,000	.00	.00	1,000.00	.0%
37524552 TDC TRADE SHOWS/TRAVEL TR								
137 .524.552.55.534000.WELMC		5,000	OTHER CONTRACTUAL SERVICES 0	5,000	100.00	.00	4,900.00	2.0%
137 .524.552.55.540000.		0	TRAVEL AND PER DIEM 0	0	1,022.36	.00	-1,022.36	100.0%*
137 .524.552.55.540000.ENTNT		20,000	TRAVEL AND PER DIEM 0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.540000.LODGE		20,000	TRAVEL AND PER DIEM 0	20,000	537.00	.00	19,463.00	2.7%
137 .524.552.55.540000.MEALS		10,000	TRAVEL AND PER DIEM 0	10,000	77.99	.00	9,922.01	.8%
137 .524.552.55.540000.SALMS		5,000	TRAVEL AND PER DIEM 0	5,000	.00	.00	5,000.00	.0%
137 .524.552.55.540000.TRAVL		25,000	TRAVEL AND PER DIEM 0	25,000	333.79	.00	24,666.21	1.3%
137 .524.552.55.541000.WELMC		5,000	COMMUNICATIONS 0	5,000	.00	.00	5,000.00	.0%
137 .524.552.55.542000.DRAYG		6,500	FREIGHT AND POSTAGE SERVICES 0	6,500	.00	.00	6,500.00	.0%
137 .524.552.55.542000.FULFL		35,000	FREIGHT AND POSTAGE SERVICES 0	35,000	6,973.34	11,250.00	16,776.66	52.1%
137 .524.552.55.542000.POSTG		10,000	FREIGHT AND POSTAGE SERVICES 0	10,000	.00	.00	10,000.00	.0%
137 .524.552.55.543000.WELMC		10,000	UTILITY SERVICES 0	10,000	657.06	.00	9,342.94	6.6%
137 .524.552.55.544000.WELMC		10,000	RENTALS AND LEASES 0	10,000	2,396.00	5,625.00	1,979.00	80.2%

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

	ORIGINAL APPROP	TRANFRS/ ADJUSTM	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.545000.WELMC	5,000	INSURANCE 0	5,000	1,630.00	.00	3,370.00	32.6%
137 .524.552.55.547000.	200,000	PRINTING-BROCHURES 0	200,000	6,692.71	.00	193,307.29	3.3%
137 .524.552.55.548018.INTNL	90,000	TRAVEL TRADE 0	90,000	.00	.00	90,000.00	.0%
137 .524.552.55.548018.MEETG	150,000	TRAVEL TRADE 0	150,000	1,985.00	2,000.00	146,015.00	2.7%
137 .524.552.55.548018.NICHE	25,000	TRAVEL TRADE 0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.548018.TDREL	15,000	TRAVEL TRADE 0	15,000	2,272.93	.00	12,727.07	15.2%
137 .524.552.55.548018.TDSHW	15,000	TRAVEL TRADE 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.INCTV	15,000	HOSPITALITY SERVICES 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.PUBAW	25,000	HOSPITALITY SERVICES 0	25,000	7,976.43	1,400.00	15,623.57	37.5%
137 .524.552.55.548019.WELMC	7,500	HOSPITALITY SERVICES 0	7,500	1,162.05	.00	6,337.95	15.5%
137 .524.552.55.548161.FAMS	15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548161.FLTFS	20,000	FAMILIARIZATIONS 0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.548161.SALMS	15,000	FAMILIARIZATIONS 0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.549000.WELMC	100,000	OTHER CURRENT CHARGES & OBLIGA 0	100,000	.00	70,200.00	29,800.00	70.2%
137 .524.552.55.552000.	11,750	MISC OPERATING SUPPLIES 0	11,750	.00	.00	11,750.00	.0%
137 .524.552.55.552007.	75,000	PROMOTIONAL SUPPLIES 0	75,000	36.55	.00	74,963.45	.0%
137 .524.552.55.554006.	15,000	DUES/SUBSCRIPT/TRAINING 0	15,000	2,761.59	.00	12,238.41	18.4%
TOTAL TDC TRADE SHOWS/TRAVEL TR	960,750	0	960,750	36,614.80	90,475.00	833,660.20	13.2%

37525539 TDC BEACH IMPROVMENTS

137 .525.539.53.534102.	1,145,750	CONTRACT SERVICE-BEACH CLEAN -64,500	1,081,250	68,028.57	325,671.43	687,550.00	36.4%
137 .525.539.53.534102.OFBCH	0	CONTRACT SERVICE-BEACH CLEAN 64,500	64,500	.00	.00	64,500.00	.0%

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BOARD OF COMMISSIONERS
YEAR-TO-DATE BUDGET REPORT

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FOR 2021 03

ACCOUNTS FOR:
137 AI TOURIST DEVELOPMENT FUND

	ORIGINAL APPROP	TRANSFERS/ ADJUSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .525.539.53.552000.	5,000	MISC OPERATING SUPPLIES 0	5,000	.00	.00	5,000.00	.0%
137 .525.539.53.554000.	10,000	DUES & SUBSCRIPTIONS 0	10,000	3,000.00	.00	7,000.00	30.0%
137 .525.539.53.581202.BRSP	300,000	AID-CITY OF FERNANDINA BCH 0	300,000	3,500.00	.00	296,500.00	1.2%
TOTAL TDC BEACH IMPROVMENTS	1,460,750	0	1,460,750	74,528.57	325,671.43	1,060,550.00	27.4%
TOTAL AI TOURIST DEVELOPMENT FUND	7,975,000	0	7,975,000	716,016.52	1,841,673.28	5,417,310.20	32.1%
TOTAL EXPENSES	7,975,000	0	7,975,000	716,016.52	1,841,673.28	5,417,310.20	



FOR 2021 03

	ORIGINAL APPROP	TRANFRS/ ADJSTWTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	7,975,000	0	7,975,000	716,016.52	1,841,673.28	5,417,310.20	32.1%
** END OF REPORT - Generated by Nate Aron **							



Research Data Services – 4th Quarter Visitor Profile Dashboard

RESEARCH DATA SERVICES, INC.

4520 WEST OAKELLAR AVENUE, #13169
TAMPA, FLORIDA 33611
TEL (813) 254-2975

**Amelia Island Calendar Year
Fourth Quarter 2020 (Oct. – Dec.)
Visitor Profile Dashboard**



Prepared for:

Amelia Island Tourist Development Council

Prepared by:

Research Data Services, Inc.

Research@ResearchDataLLC.com

January 27, 2021



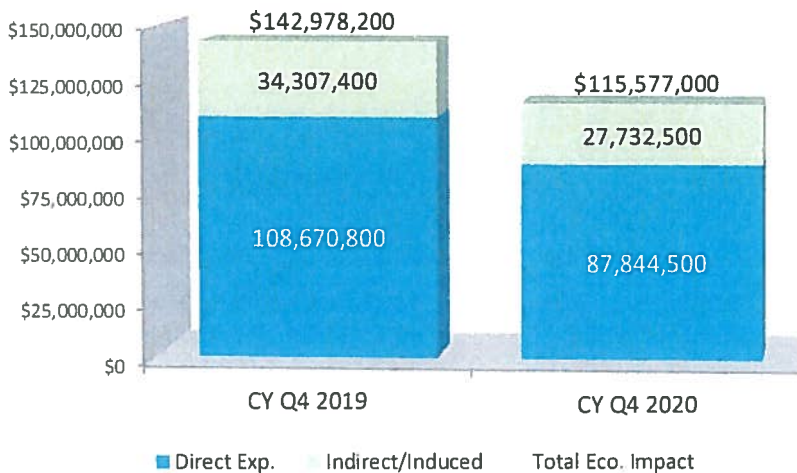
Amelia Island Visitor Profile

CY Q4 2020 (Oct. - Dec.)

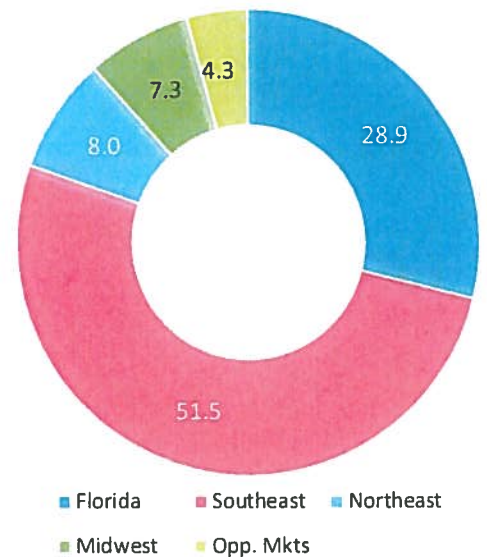
H/M/C/C * Visitor Stats	Calendar Year (Jan. - Dec.)			CY Fourth Quarter (Oct. - Dec.)		
	CY 2019	CY 2020	% Δ '19/'20	2019	2020	% Δ '19/'20
Visitors (#)	688,700	544,000	-21.0	142,800	120,500	-15.6
Direct Exp. (\$)	\$528,146,700	\$400,326,900	-24.2	\$108,670,800	\$87,844,500	-19.2
Total Eco. Impact (\$)	\$694,882,700	\$526,710,100	-24.2	\$142,978,200	\$115,577,000	-19.2

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

CY Q4 Economic Impact



CY Q4 2020 Visitor Origin Distribution (%)



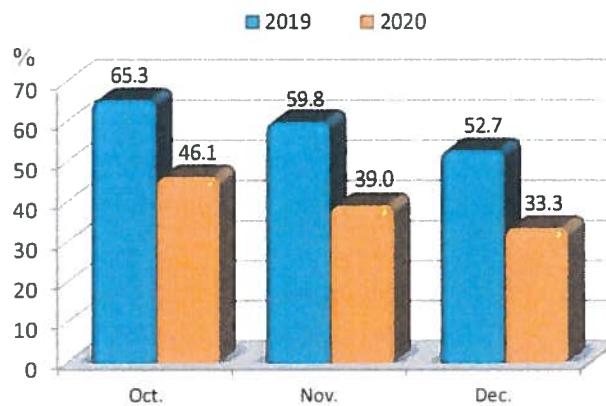
Visitor Origins	Calendar Year (Jan. - Dec.)			CY Fourth Quarter (Oct. - Dec.)		
	CY 2019	CY 2020	% Δ '19/'20	2019 # of Visitors	2020 # of Visitors	% Δ '19/'20
Florida	149,523	142,691	-4.6	36,985	34,825	-5.8
Southeast	272,435	266,179	-2.3	54,692	62,058	+13.5
Northeast	106,034	57,273	-46.0	20,849	9,640	-53.8
Midwest	95,049	51,237	-46.1	17,279	8,796	-49.1
Foreign	36,801	6,978	-81.0	6,569	0	-100.0
Opportunity Mkts	28,858	19,642	-31.9	6,426	5,181	-19.4
Total	688,700	544,000	-21.0	142,800	120,500	-15.6

* Amelia Island's CY Q4 2020 foreign visitation was too small to measure.

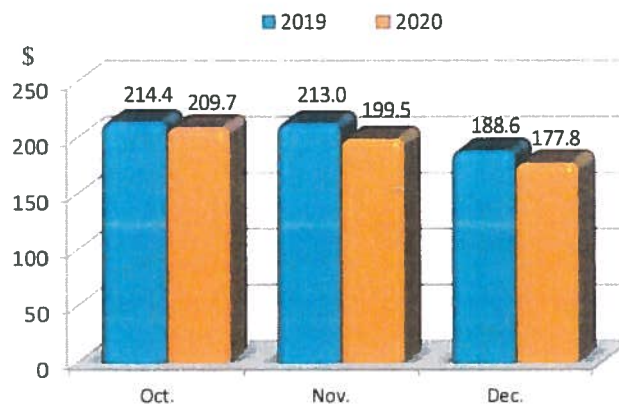
Occupancy and ADR (STR)**	October	November	December
Occupancy 2020	46.1%	39.0%	33.3%
Occupancy 2019 [†]	65.3	59.8	52.7
Δ % Occ. ('19/'20)	-29.4%	-34.8%	-36.9%
ADR 2020	\$209.72	\$199.49	\$177.75
ADR 2019 [†]	214.36	213.03	188.57
Δ % ADR ('19/'20)	-2.2%	-6.4%	-5.7%
RevPAR 2020	\$96.58	\$77.89	\$59.17
RevPAR 2019 [†]	139.88	127.49	99.47
Δ % RevPAR ('19/'20)	-31.0%	-38.9%	-40.5%

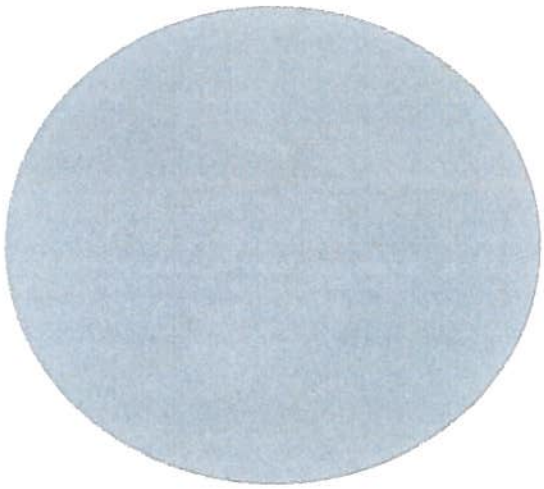
** Source: Smith Travel Research; [†] 2019 Update

Occupancy (STR)



Room Rates (STR)





Activity Reports



Tourism Activity Report

October 2020

Mission Statement

Created by the Nassau County Board of County Commissioners in 1988, the Amelia Island Tourist Development Council (AITDC) oversees the development and marketing of Amelia Island as a world-class tourism destination. As provided by Florida law, the AITDC is responsible for the expenditure of revenues received from the levy and imposition of the tourism development tax.

The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

The key focus areas of Amelia Island TDC are:

Events & Promotions:

- Visitor Services
- Monthly Meetings
- Travel & Trade
- Special Events

Marketing:

- Strategy
- Advertising
- Content/Social
- Website
- Collateral

Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

Events & Promotions

Visitor Services

- Distributed collateral to Lodging Partners including 25 cases of visitor Guides, 9 cases of value cards, 4.5 cases of Historic Walking Tour Brochures.
- October number of visitors – 1365; wedding bags prepared- 31; group bags prepared – 62.
- On-Going COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.

Monthly/Partnership Meetings

- Special Events Committee
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertech, Hayworth, Starmark, My Agency
- Webinars on COVID-19 Research and Marketing with Destinations International, US Travel, Visit Florida, Conversant, Destination Florida
- Partner meetings/calls/contact
- Destination FL board meeting
- Destination FL State of the Market Meeting

Travel Trade

- Upcoming
 - Connect Florida – Co-op with Visit Florida Orlando November 8-10
- Attended
 - Connect Marketplace – Orlando October 19-21
 - Planet IMEX (virtual) – October 12 - 16
- Various online webinars gearing towards the travel trade industry
 - Behind the Scenes of Cvent CONNECT – How to Scope and Implement Virtual Event Technology
 - Destinations International – EIC Bootcamp
 - The Return to F2F
 - How to Get Back out There with Meetings Marketing
 - The Future of In-Person Events: Safer Event Experiences
 - Virtual Insights Summit: Connect, Engage, Inspire
- Ongoing work with Cvent and Ameliasland.com RFP's
- Ongoing research with Tremendous developing gift card program
- Ongoing networking with Meeting Planners
- Updated the Flights for Sites program
- Developing new meeting focused/group marketing campaign
 - Partner meetings with resort sales directors and Starmark
 - Review of meeting media opportunities
 - Asset review for campaign development
 - Refreshing content for new meeting pages on website
 - Meetings video Shoot with resort partners

Special Events

- Dickens on Centre & Holidays
 - Dickens on Centre Dining experience launched; partner recruitment, working on landing page experience, etc.
 - Dickens on Centre St Nick Meet & Greet at the Visitor's Center with Boston Photography
 - Dickens on Centre acoustic holiday music programming

- Dickens on Centre Drive-In Movie experience, site visit with AVL Productions & PRI Productions
- Holiday lighting expansion – site visits with WeDecorate
- Amended Special Event Permit submitted to Parks & Recreation
- Sponsorship of Breathe – A Virtual Retreat

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Pending Destinations International DMAP accreditation; waiting on Policies and Procedures from BOCC
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Planned and executed September AITDC Board Meeting and BOCC quarterly report
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Pending policy and procedures with County; joint call with James Moore on CVB operations;
- Continuous management of the CARES Grant with Nassau County, coordinating between FRLA, partners, and County; Application process;

Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution – FY21Q1 media plan launched across digital and social channels.
 - Finalized and distributed FY21 cooperative advertising partner program
- Continuous review, optimization and execution of Marketing Dashboard
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, weddings and meetings.
- Reviewing marketing analytics and arrival data with Arrivalist
- Final design of FY21 Marketing Plan; printing and distribution
- Managing research projects
 - RDS final FY reports
 - Finalizing Value of Visitor 2019 Report with Downs & St Germain; final review; printing; promotion and distribution of data including TDC, BOCC, CVB, industry partners and media.
- Planned, communicated and executed annual tourism industry meeting including in-person meeting with COVID safety protocols;
- Developing new campaign and strategies targeting meeting and group business; working with SMI on creative campaign development; updating website pages; creating new meeting business listings
 - Planned, scouted and shot new meeting video

Website & Digital

- Homepage design and redesigned global navigation launched across Ameliasland.com. Ongoing updates and reformatting into better user experience. Built 6+ new pages of content to support key communications around key audience verticals: Beach, Family, Downtown, Nature & Outdoors, Golf, Romance, Spa & Wellness, Foodies, Arts & Culture and History.

- Expanded and unified organization of key business and community partners within the website to better serve the broad scope of visitor engagements. Redefined categories for consistency and optimization of key business drivers around Beach, Outdoor Activities, Shop, Arts & Culture, Spa & Wellness and Sports & Recreation.
- Redefined Lodging categories for clarity to Resorts, Hotels & Motels, Bed & Breakfasts, Vacation Rentals and Camping. Revised Dining categories for better searchability to Fine Dining, Casual Dining, Breakfast & Coffee, Ice Cream & Desserts, International, Seafood and Bars & Breweries.
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social, etc.
- Blogs – Guys Getaway Itinerary, Meet Amelia’s State Parks, 7 Places with a Haunted Past, Thanksgiving Restaurant and Meals, 5 Gifts and 5 Must-Do’s on Amelia Island during the Holidays.
- Added Micro-Release articles into editorial calendar for use across owned media channels.
- Regular status calls and program management with SilverTech.
- Consumer e-mail campaign concentrated on continued Fall Lodging deals in September with a series of 4 emails across entire database (83,000+ people) organized by lodging type: Hotels, B&B, Vacation Rentals and Resorts; Exclusive coop program with Omni Amelia Island Resort.
- Website refresh and updates as ongoing support of pandemic notifications and state news impacting travelers. Recategorized all partner businesses according to new website navigation.
- Ongoing optimization of landing page and email support around Social photo contest designed to encourage visitors to share their own photographs of memorable Amelia Island moments past and present. Goal is to generate broad library of imagery and loyalists.
- Optimized interaction with email blast by A/B testing of subject, use of emojis and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia
- Shifting search engine marketing efforts to Starmark; strategy meetings, onboarding, etc.

International Marketing

- Efforts still paused in international markets.
- Working with Visit FL on Canadian Branchup program targeting Canadian travel agents to grow brand awareness through social media program.

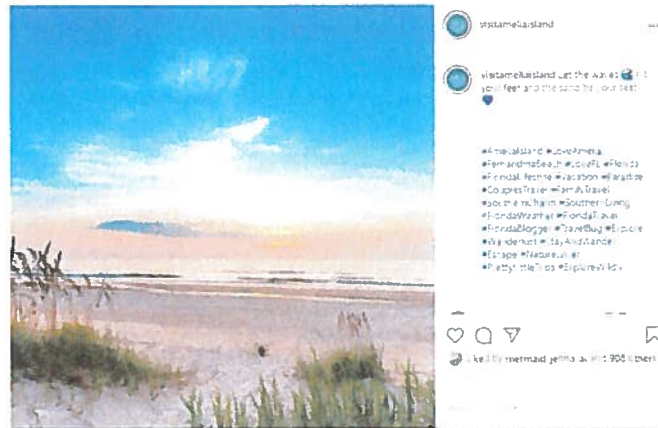
Collateral

- Finalized revised Historic Fernandina Beach district brochure; executed printing and coordinated distribution
- Mailed 160 Visitor Guides to fulfill online requests.
- Replenished additional “Loco for Locals” swag bags to partners as needed
- Distributed 21 cases of collateral to tourism partners.
- Reminders to partners to contact The Chamber who is contracted to handle distribution.
- Scheduled Visitor Guide update process to begin Mid November with partners.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Development of island wide beach brochure still on hold until County beach ordinance finalized.
- Updating historic district tour content for reprint in FY21.

	FY21	October
Facebook	Fans	90,517
	Impressions	4,094,566
	Reach	2,359,597
	Engagements	4,363
Instagram	Fans	19,596
	Impressions	329,304
	Reach	241,751
	Engagements	9,055
Linked In	Fans	325
	Impressions	2,465
	Reach	1,315
	Engagements	116
Total	Fans	110,438
	Impressions	4,426,335
	Reach	2,602,663
	Engagements	13,534

- Paid social leisure campaign was kicked off again on Oct 1 targeting our leisure loyalists and prospects
- Page impressions, reach and engagement saw steady growth from September due to the campaign restarting
- Top engaging posts by channel:

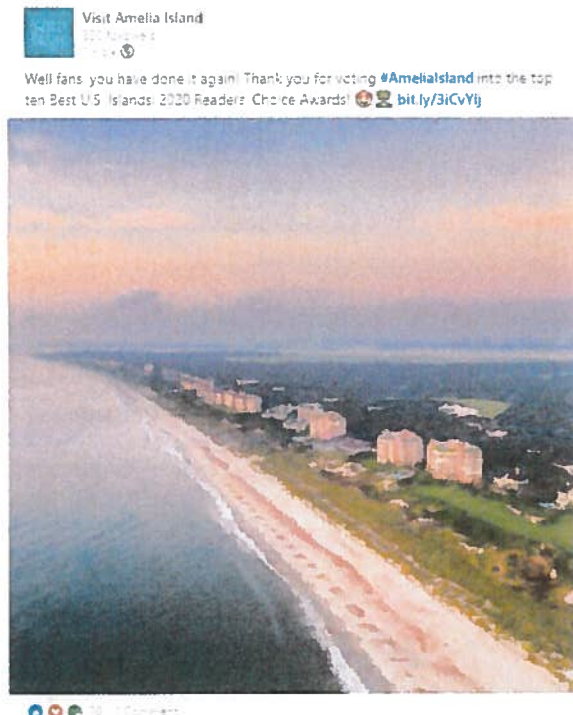
Instagram



Facebook



Linked In



COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website on COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Working with Nassau County CARES team execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

- Responding to Film Commission requests
- Assisted Wounded Warriors with filming program on island – permitting, site selection, process, etc.

Public Relations

Writers/Influencers

- 👤 Sarah Lennon (Sew Sarah) visited in October. Blog to come out in November.
- 👤 Connected with agency for Oneika Raymond for possible trip in 2021. Followed up with Naples for possible partnership.
- 👤 Connected with agency for Ashley Renee for possible babymoon trip. Will follow up after baby is born.
- 👤 Connected with Marcia Biggs (St. Pete Life) following trip for holiday inclusion.
- 👤 Connected with Carol Evans (Birmingham Parent) on future trip.
- 👤 Connected with Blake Guthrie (AJC) on story for outdoor winter activities.
- 👤 Reconnected on visit with Tracey Sebring (DuPont Registry) on visit in December.
- 👤 Connected with Ann Cooke (New Barker). She visited in October for December issue.
- 👤 Connected with Kristi Dosh (Travelocity) on workcation story.
- 👤 Hosted Rachael Yerkes (EZPZ Meals) in October. She stayed at the Seaside Inn.
- 👤 Submitted and was accepted by VISIT FLORIDA for their domestic virtual fam trip.
- 👤 Reached out to influencers about potential partnerships to promote diversity to the Amelia Island destination.

Press/Outreach

- 👤 Working with partners on virtual deskside for October, Haunted theme.
- 👤 Drafted release on value of tourism based on 2019 performance data

Tourism Activity Report

- 🐼 Provided information on The Ritz-Carlton, Amelia Island Field Trip Program and Omni Edu-Cations (multiple publications).
- 🐼 Provided information on babymoos (Essence).
- 🐼 Provided Gil for interview for tourism economy (WFSU).

Communication

- 🐼 Provided slides for annual marketing presentation.
- 🐼 Traveled and presented in annual marketing meeting.
- 🐼 Contacted partners for black Friday and holiday deals.
- 🐼 Proofed industry presentation
- 🐼 Designed and submitted AICVB one-page fact sheet for review
- 🐼 Proofed executive summary copy for marketing plan.
- 🐼 Wrote blog on Haunts in Amelia Island, According to Yelp.
- 🐼 Provided activity report.

Promotions

- 🐼 Worked with VISIT FLORIDA on NY Daily News giveaway promotion. Promotion launched on September 21 and wrapped. Provided report to partners.
- 🐼 Re-opened conversation with Harris Teeter on big giveaway to relaunch in 2021, as well as inclusion in the eVIC newsletter.
- 🐼 Checked with the Omni on partnership with Wheel of Fortune and Let's Make a Deal. Both passed on package that the Omni offered.

Misc.

- 🐼 Updated press releases on TravMedia.

Tourism Activity Report

November 2020

Mission Statement

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The goals of the AITDC are to generate visitation to Amelia Island and its attractions/special events, thereby increasing tax revenues, including sales taxes and those imposed on the hospitality industry. In turn, those tax revenues may be used to improve the quality of life for the citizens of the community, provide support for beach re-nourishment, and ensure a viable hospitality industry.

The key focus areas of Amelia Island TDC are:

Events & Promotions:

- Visitor Services
- Monthly Meetings
- Travel & Trade
- Special Events

Marketing:

- Strategy
- Advertising
- Content/Social
- Website
- Collateral

Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

Events & Promotions

Visitor Services

- Distributed collateral to Lodging Partners including 25 cases of visitor Guides, 9 cases of value cards, 4.5 cases of Historic Walking Tour Brochures.
- November number of visitors – 985
- On-Going COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.

Collateral

- Finalized revised Historic Fernandina Beach district brochure; executed printing and coordinated distribution
- Mailed 150 Visitor Guides to fulfill online requests.
- Distributed 17 cases of collateral to tourism partners.
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Development of island wide beach brochure still on hold until County beach ordinance finalized.
- Updating historic district tour content for reprint in FY21.

Partner Relations

- Scheduled Visitor Guide update process to begin December with partners.
- Tourism Partner Bi-Weekly Newsletter continued
- Distributed article to partners outlining how to get the most from AICVB partnership
- Hayworth published “Amelia Island CVB Overview”
- Media Hub lunched to partners – partner can now access and contribute to our media library
- Partner recruitment for Dickens on Centre Dining Week
- Announcement of Partner Relations Manager at the AICVB and in person introductions and discovery interviews.

Monthly/Partnership Meetings

- Special Events Committee
- Monthly Florida’s First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertch, Hayworth, Starmark, My Agency
- Webinars on COVID-19 Research and Marketing with Destinations International, US Travel, Visit Florida, Conversant, Destination Florida, FL First Coast of Golf
- Partner meetings/calls/contact
- Destination FL board meeting
- Destination FL State of the Market Meeting
- Vacation rental webinars

Travel Trade

- Upcoming
 - Spoiled Agent; Canadian Travel Agent training through Visit Florida – December 17, 2020
- Attended
 - World Education Congress (WEC Grapevine); MPI November 4-6, 2020 / Virtual Conference
 - Connect Florida, RTO South; Connect Meetings Conference Orlando, November 8-10, 2020
- Various online webinars gearing towards the travel trade industry
- Ongoing work with Cvent and Ameliainland.com RFP’s
- Ongoing research with Tremendous developing gift card program
- Ongoing networking with Meeting Planners

- Management of the Flights for Sites program
- Developing new meeting focused/group marketing campaign

Special Events

- Dickens on Centre & Holidays
 - Finalized, designed and printed Dickens Dining Week menus
 - Planned media buys for holiday promotions including creative design and trafficking in newspaper, radio, collateral and posters.
 - Reviewed potential proposal for holiday lighting projecting onto historic post office; holding until 2021
 - Dickens on Centre Dining experience launched; partner recruitment, working on landing page experience, etc.
 - Finalized Dickens on Centre St Nick Meet & Greet at the Visitor's Center with Boston Photography
 - Paid Social Media Campaign launched mid-November for promotions
 - Holiday lighting- Installed
- Concours Week event outreach to partners for 2021 plans; planning communications and promotion plans
- Working to cross promote Chamber Music Festival 2021 plans; finalizing video project from 2020 to launch with ticket sales
- Film Commission – EZ-GO Golf Cart Shoot, scouting and weeklong filming

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Destinations International DMAP accreditation 4 year renewal application in progress
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Planned and executed AICVB board meeting
- AICVB third party audit completed
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Pending policy and procedures with County
- Continuous management of the CARES Grant with Nassau County, coordinating between FRLA, partners, and County; Application process;

Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution – FY21Q1 media plan monitoring across digital and social channels.
 - Planning internal CVB media buys to boost Q1 efforts; focus on holidays, vacation rental, golf, weddings, as targeted extension of brand campaign

- Dedicated Meetings support in development via digital media, e-mail and website redesign and expansion.
- Continuous review, optimization and execution of Marketing Dashboard
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, weddings and meetings. Looking for extensions to target LGBTQ, baby moons, golf, snowbirds, etc. to focus efforts on niche markets we can quickly target and convert for short term visitation.
- Reviewing marketing analytics and arrival data with Arrivalist – compared Arrivalist data against RDS data to validate data and partners
- Managing research projects
 - RDS final FY reports
 - Continued distribution of Value of Visitor 2019 Report with Downs & St Germain
- Continuing development of new campaign and strategies targeting meeting and group business; working with SMI on creative campaign development;
- Significant work with SilverTech in updating dedicated website pages; creating new meeting business listings and optimizing extension of e-mail messaging to key Meeting Planner target audience
- Reviewing credit card promotion project between vendor, Tremendous, and Nassau County staff
- Reviewed Readers Choice Award info from Conde Nast Traveler for future optimizations
- Submitted HSMAI Adrian Award applications
- Working with SMI on personal survey program
- Directed creative brief, planned, scouted and executed nature video shoot project
- Develop COVID-19 report to present to AICVB board
- Created graphics for new hand sanitizer stands purchased for ongoing local use
- Ongoing review, development and execution of content calendar across all channels
- Reviewing AR app for next phase

Website & Digital

- Ongoing work on database management
- Homepage design and redesigned global navigation launched across AmeliasIsland.com. Ongoing updates and reformatting into better user experience. Built 6+ new pages of content to support key communications around key audience verticals: Beach, Family, Downtown, Nature & Outdoors, Golf, Romance, Spa & Wellness, Foodies, Arts & Culture and History.
- Expanded and unified organization of key business and community partners within the website to better serve the broad scope of visitor engagements. Redefined categories for consistency and optimization of key business drivers around Beach, Outdoor Activities, Shop, Arts & Culture, Spa & Wellness and Sports & Recreation.
- Redefined Lodging categories for clarity to Resorts, Hotels & Motels, Bed & Breakfasts, Vacation Rentals and Camping. Revised Dining categories for better searchability to Fine Dining, Casual Dining, Breakfast & Coffee, Ice Cream & Desserts, International, Seafood and Bars & Breweries.
- Broad expansion of over 15 dedicated Meetings pages including reorganization targeted to Meeting Planner needs, expanded information and redesign of communications aimed to drive Meeting business across the island.
- Added dedicated opt-in for Meeting Planner communications; designing communication strategy and database management plan for FY21 launch.
- Continuous update of Calendar of Events

- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social, etc.
- Blogs – Why Amelia Island hosts Dickens on Centre, Dining like the Dickens, Christmas Restaurants/Meals Open and Shop Amelia on Cyber Monday and Shop Small Deals.
- Added Micro-Release articles into editorial calendar for use across owned media channels.
- Regular status calls and program management with SilverTech.
- Ongoing optimization of landing page and email support around Social photo contest designed to encourage visitors to share their own photographs of memorable Amelia Island moments past and present. Goal is to generate broad library of imagery and loyalists. Leveraging partner participation in Monthly and Grand Prizes.
- Optimized interaction with email blast by A/B testing of subject, use of emojis, video and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia for user experience as well as developing content strategy to keep library of materials and content current.
- Shifted search engine marketing efforts to Starmark; leveraging editorial strategy into blog communications to optimize SEO and SEM.

International Marketing

- Efforts still paused in international markets.
- Working with Visit FL on Canadian Spoiled Agent presentation to train tour operators on destination

Social Media

	FY21	October	November
Facebook	Fans	90,517	91,005
	Impressions	4,094,566	5,771,056
	Reach	2,359,597	4,385,122
	Engagements	4,363	11,473
Instagram	Fans	19,596	19,728
	Impressions	329,304	156,900
	Reach	241,751	100,219
	Engagements	9,055	5,089
Linked In	Fans	325	339
	Impressions	2,465	1,193
	Reach	1,315	749
	Engagements	116	51

Tourism Activity Report

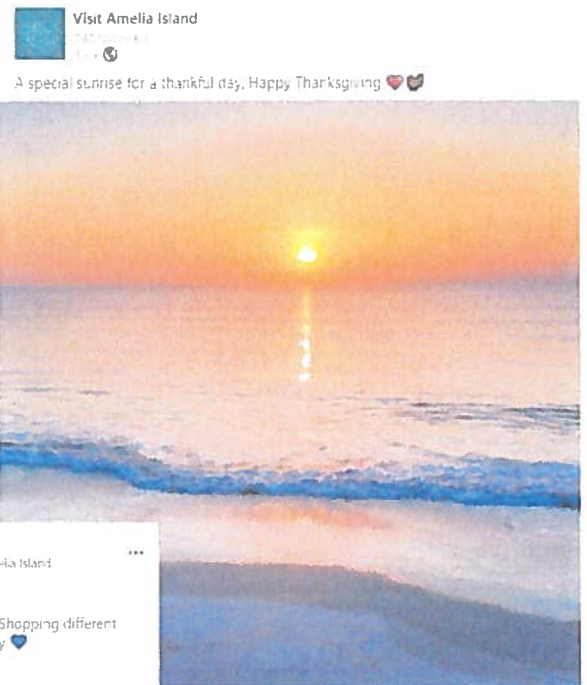
Total	Fans	110,438	111,072
	Impressions	4,426,335	5,929,149
	Reach	2,602,663	4,486,090
	Engagements	13,534	16,613

- Paid holiday campaign began at the end of the month to promote Dickens Dining, St. Nick Experience, & Holiday Décor/Festive time of year to visit.

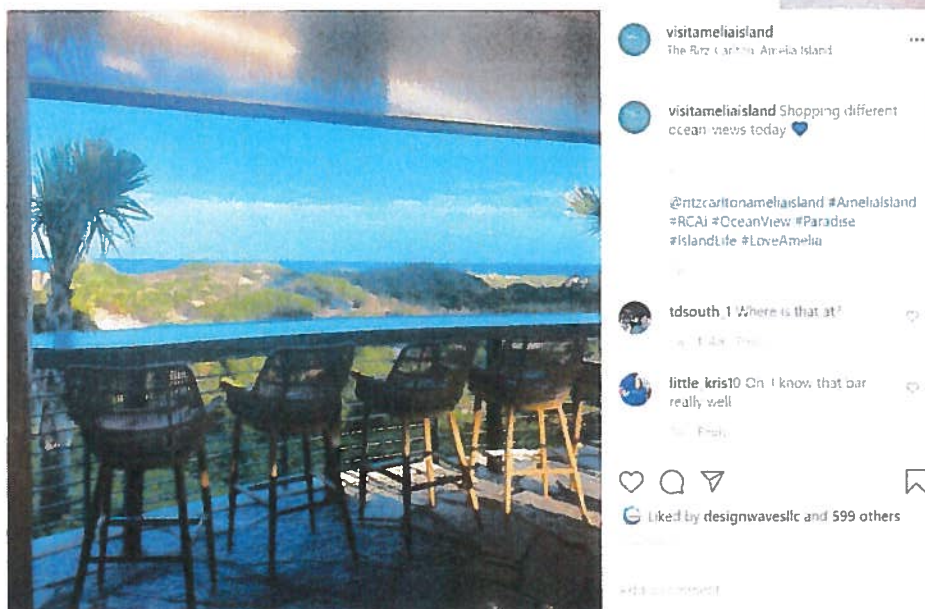
While Facebook still saw some great impression & reach, Instagram declined some due to the election algorithm changes limiting search capabilities.

Top engaging posts by channel:

Facebook & Linked In



Instagram



COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website on COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Working with Nassau County CARES team execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

- Responding to Film Commission requests
- Assisted Wounded Warriors with filming program on island – permitting, site selection, process, etc.

Public Relations

Writers/Influencers

- 🐼 Connected with VISIT FLORIDA and Momma Mandy. Planned trip and hosted November 13 – 15.
- 🐼 Connected with Victoria Yore, Follow Me Away/Florida Trippers for possible visit.
- 🐼 Connected with Marina Life Magazine for a visit. Planned trip and hosted November 3 – 5.
- 🐼 Connected with Jacksonville Magazine for Dickens/Holiday Happenings information.
- 🐼 Connected with Carrie Bell, Fodor's and Carrie on Travel for hosted stay on November 15.
- 🐼 Connected with Molly Wey. Planned trip for beginning of December.
- 🐼 Connected with Cortney Fries, freelancer. Visit at the end of December.
- 🐼 Connected with Jessica Hughes, Happily Hughes, for possible visit.
- 🐼 Followed up with Marcia Biggs, St. Pete Life on story for the holidays. Story got postponed.
- 🐼 Followed up with writers from the Haunted Amelia Island gifting and videos.
- 🐼 Provided timeline for virtual fam trips.

Press/Outreach

- 🐼 Drafted press release on Dickens on Centre / Holiday Festivities. Distributed to local media and select national/regional media.
- 🐼 Drafted press release on value of tourism based on 2019 performance data. Distributed to local and regional trade media.
- 🐼 Drafted press release on SMARTIES and Flagler Awards. Distributed to local media.

Tourism Activity Report

- 🐼 Worked on VISIT FLORIDA Domestic Virtual Media Mission project.
- 🐼 Provided information to Modern Luxury on microweddings.
- 🐼 Provided information to VISIT FLORIDA on holiday happenings.
- 🐼 Provided information to VISIT FLORIDA on Florida books.
- 🐼 Provided information to VISIT FLORIDA on Inspire from Above (drone shots).
- 🐼 Provided information to VISIT FLORIDA What's New in 2021.
- 🐼 Provided information to VISIT FLORIDA on Skift story for events.

Communication

- 🐼 Connected with Marilou to revision our influencer program. Created new press sheet and game plan for partner outreach.
- 🐼 Connected with Visit Naples on possible co-hosting Oneika Raymond. They passed on the opportunity.
- 🐼 Reached out to partners for Black Friday / Holiday deals.
- 🐼 Provided activity report.

Misc.

- 🐼 Participated in Conde Nast call on the future of tourism.
- 🐼 Updated 2021 Forecast.

Tourism Activity Report

December 2020

Mission Statement

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Marketing:

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- Collateral

Public Relations:

- Writers
- Coverage
- Press Releases
- Promotions

Events & Promotions

Visitor Services

- Distributed collateral to Lodging Partners including 20 cases of visitor Guides, 5 cases of value cards, 1 cases of Historic Walking Tour Brochures.
- December number of visitors – 1088
- On-Going COVID-19 Safety Measures: Plexiglass partition at front desk, 6 ft social distancing markers on floor, employees required to wear masks and check temperature before each shift, hand sanitizer available for employees, distributing masks and hand sanitizer to visitors, restricting visitor access to brochure information by preparing handouts with area information. Posting signs about safety requirements and masks requirements. Disinfect doors handles and public surfaces hourly. Distribute Covid-19 kits to businesses. Post signs and distribute masks to public.
- On-Going Operations: Prepare welcome packets for meetings and tours, check hotel availability, assist visitors with area information, dining and hotel reservations. Attend trade shows. Prepare research reports.

Collateral

- Distributed the revised Historic Fernandina Beach district brochure and collected old materials
- Mailed 183 Visitor Guides to fulfill online requests.
- Distributed 26 cases of collateral to tourism partners.
- Working to update annual collateral pieces including Artrageous Artwalk, Value Card and Visitor Guide.
- Developing new #AmeliaIslandMemories contest rack card
- Reviewing content for potential new collateral updates during slow period including nature brochure and meeting planner pieces.
- Development of island wide beach brochure still on hold until County beach ordinance finalized.

Partner Relations

- Scheduled Visitor Guide update process to begin December with partners.
- Tourism Partner Bi-Weekly Newsletter continued
- Continued training on Media Hub – partner can now access and contribute to our media library
- Partner recruitment for Dickens on Centre Dining Week, Started Restaurant Week recruitment
- Met with various new and established partners to ensure they are getting the most out of AICVB resources.
- Initial research/discovery on Vacation Rental performance tracking and forecasting tools.

Monthly/Partnership Meetings

- Special Events Committee
- Monthly Florida's First Coast of Golf meeting
- Main Street board and organization meetings
- Regular calls with Silvertech, Hayworth, Starmark, My Agency
- Partner meetings/calls/contact
- Destination FL board meeting & Membership Meeting
- Discussions with new Commissioners

Travel Trade

- Upcoming
 - Spoiled Agent; Canadian Travel Agent training through Visit Florida – December 17, 2020
- Attended
 - World Education Congress (WEC Grapevine); MPI November 4-6, 2020 / Virtual Conference
 - Connect Florida, RTO South; Connect Meetings Conference Orlando, November 8-10, 2020
- Various online webinars gearing towards the travel trade industry
- Ongoing work with Cvent and AmeliaIsland.com RFP's
- Ongoing research with Tremendous developing gift card program
- Ongoing networking with Meeting Planners
- Management of the Flights for Sites program
- Developing new meeting focused/group marketing campaign

Special Events

- Dickens on Centre & Holidays

- Finalized, designed and printed Dickens Dining Week menus
- Planned media buys for holiday promotions including creative design and trafficking in newspaper, radio, collateral and posters.
- Dickens on Centre Dining experience launched; partner recruitment, working on landing page experience, etc.
- Finalized Dickens on Centre St Nick Meet & Greet at the Visitor's Center with Boston Photography
- Paid Social Media Campaign launched mid-November for promotions
- Holiday lighting– Installed
- Executed first annual Dickens Dining Week; promoted through owned channels; provided partner menus;
- Executed St. Nick photo experience
- Concours Week event outreach to partners for 2021 plans; planning communications and promotion plans
- Working to cross promote Chamber Music Festival 2021 plans; finalized video project from 2020 to launch with ticket sales
- 13th Annual Amelia Island Restaurant Week
 - Finalizing participating partners
 - Menu development
 - Collateral development including posters, rack cards, menus and advertising
 - Print estimates and final printing of collateral
 - Finalized and promoted special event details
 - Updated landing page and digital promotions
 - Placed and trafficked advertising including Amelia Islander, News Leader, Florida Times Union, WJCT and paid social media
- TaxSlayer Gatorbowl
 - Hung welcome banners
 - Trafficked media assets for TV program as part of sponsorship
 - Kept partners informed of teams, etc.
- Redfish tournament – working with event operators on potential program in January

Marketing

Operations

- Ongoing work on PO requisitions, tracking, invoice processing, P&P review, etc.
- Destinations International DMAP accreditation 4-year renewal application in progress
- Ongoing updates to digital signage system in Welcome Center using in-house management platform OptiSigns.
- Planned and executed AITDC board meeting
- AICVB third party audit completed
- Ongoing work on FY20 budgeting and forecasting details for FY21 budgets based on revised TDT collections and plans
- Pending policy and procedures with County
- Continuous management of the CARES Grant with Nassau County, coordinating between FRLA, partners, and County; Application process;

- Prepared and presented annual report to BOCC
- Submitted entries for the HSMAI Adrian Awards
- Created AICVB overview handout

Strategy

- Continuous execution and oversight of annual marketing plan
- Media planning & execution – FY21Q1 media plan monitoring across digital and social channels.
 - Planning internal CVB media buys to boost ongoing recovery efforts; focus on holidays, vacation rental, golf, weddings, as targeted extension of brand campaign
 - Dedicated Meetings support in development via digital media, e-mail and website redesign and expansion.
- Continuous review, optimization and execution of Marketing Dashboard
- Ongoing work with Starmark on creative development and media including extensions of Moments campaign for vacation rentals, weddings and meetings.
- Managing research projects
- Continuing development of new campaign and strategies targeting meeting and group business; working with SMI on creative campaign development;
- Working with SMI on execution of persona survey; to be emailed to database
- Nature Video – finalizing script, reviewing/editing proofs
- Partner Co-op Program –partner outreach to register for marketing co-ops by 12/31; management and execution of co-op program across multiple digital partners and in-house email program
- Ongoing review, development, and execution of content calendar and editorial strategy across all channels including blog, email, social media, and website promotions
- Reviewing AR app for next phase
- Island Perks – tourism incentive program
 - BOCC/County/Clerk/OMB review of Tremendous program and contract
 - Finalized contract for pilot program with Tremendous as AICVB program; will work with Clerk on reimbursement after execution
 - Partner recruitment and onboarding for lodging partners
 - Testing of Visa incentive cards
 - Development of mark to use in marketing efforts

Website & Digital

- Ongoing work on database management and optimization
- Homepage design and redesigned global navigation launched across AmeliaIsland.com. Ongoing updates and reformatting into better user experience. Built 6+ new pages of content to support key communications around key audience verticals: Beach, Family, Downtown, Nature & Outdoors, Golf, Romance, Spa & Wellness, Foodies, Arts & Culture and History.
- Expanded and unified organization of key business and community partners within the website to better serve the broad scope of visitor engagements. Redefined categories for consistency and optimization of key business drivers around Beach, Outdoor Activities, Shop, Arts & Culture, Spa & Wellness and Sports & Recreation.
- Redefined Lodging categories for clarity to Resorts, Hotels & Motels, Bed & Breakfasts, Vacation Rentals and Camping. Revised Dining categories for better searchability to Fine Dining, Casual Dining, Breakfast & Coffee, Ice Cream & Desserts, International, Seafood and Bars & Breweries.

- Broad expansion of over 15 dedicated Meetings pages including reorganization targeted to Meeting Planner needs, expanded information and redesign of communications aimed to drive Meeting business across the island.
- Added dedicated opt-in for Meeting Planner communications; designing communication strategy and database management plan for FY21 launch.
- Continuous update of Calendar of Events
- Managing ongoing editorial /content calendar for marketing efforts including blogs, emails, homepage promotional spaces on website, social.
- Blogs – Why Amelia (editorial management Pillar), Ring in 2021, Top 10 Things to look forward to in 2021.
- Launched email SEO and SEM optimization through blogs and email to better drive performance through paid search consisting of Pillar articles and Cluster blogs that target key words and phrases to drive SEO value in Google analytics.
- Added Micro-Release articles into editorial calendar for use across owned media channels.
- Regular status calls and program management with SilverTech.
- Ongoing optimization of landing page and email support around Social photo contest designed to encourage visitors to share their own photographs of memorable Amelia Island moments past and present. Goal is to generate broad library of imagery and loyalists. Leveraging partner participation in Monthly and Grand Prizes.
- Optimized interaction with email blast by A/B testing of subject, use of emojis, video and animation.
- Reviewing digital tools to optimize video platforms including Vimeo, YouTube and Wistia for user experience as well as developing content strategy to keep library of materials and content current.
- Shifted search engine marketing efforts to Starmark; leveraging editorial strategy into blog communications to optimize SEO and SEM for leisure campaigns, Meetings and Weddings campaigns.

International Marketing

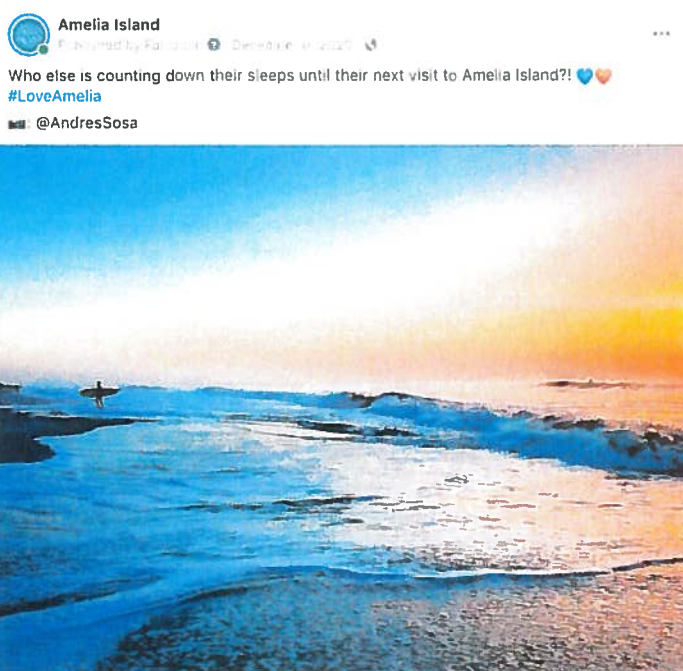
- Efforts still paused in international markets.
- Working with Dave Reese on Northeast Florida Regional presence at Visit FL Huddle to help represent Amelia Island at international industry trade show

Social Media

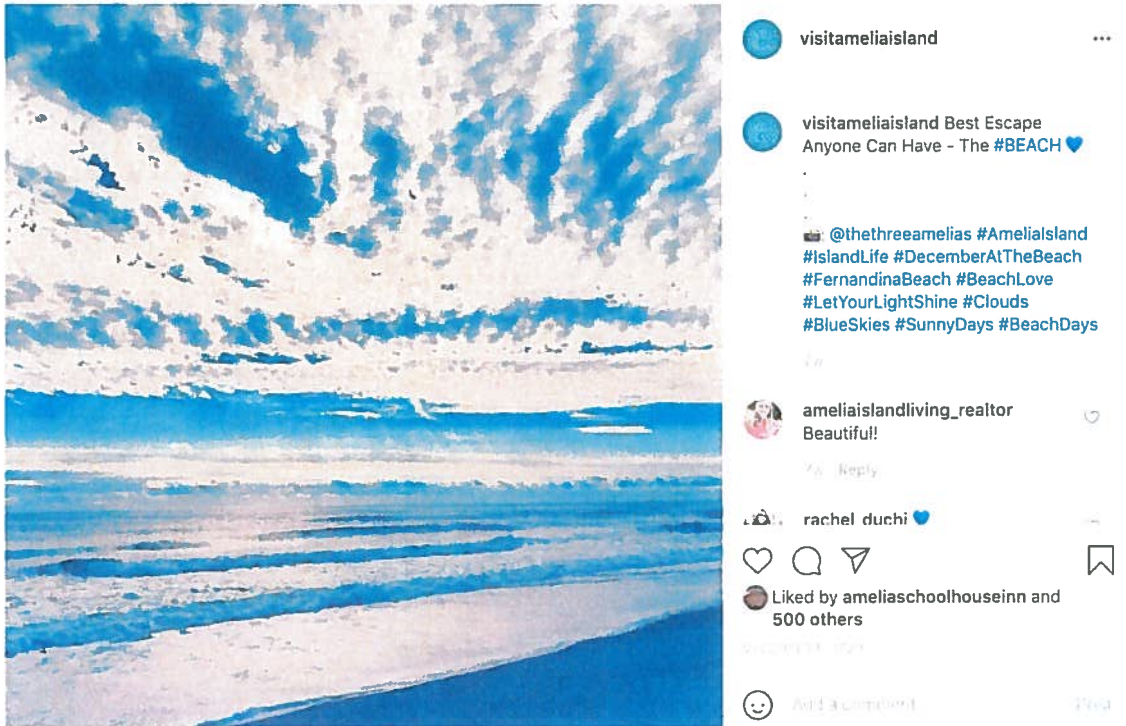
	FY21	October	November	December	QTR 1
Facebook	Fans	90,517	91,005	91,527	+1,010
	Impressions	4,094,566	5,771,056	5,890,041	15,755,663
	Reach	2,359,597	4,385,122	4,211,569	10,956,288
	Engagements	4,363	11,473	8,414	24,250
Instagram	Fans	19,596	19,728	20,018	+422
	Impressions	329,304	156,900	316,316	802,520
	Reach	241,751	100,219	232,314	574,284
	Engagements	9,055	5,089	5,589	19,733
Linked In	Fans	325	339	344	+19
	Impressions	2,465	1,193	713	4,371
	Reach	1,315	749	441	2,505
	Engagements	116	51	17	184
Total	Fans	110,438	111,072	111,889	+1,451
	Impressions	4,426,335	5,929,149	6,207,070	16,562,554
	Reach	2,602,663	4,486,090	4,444,324	11,533,077
	Engagements	13,534	16,613	14,020	30,161

- Paid holiday campaign ran through the first half of the month to promote Dickens Dining, St. Nick Experience, & Holiday Décor/Festive time of year to visit.
- Began refresh of paid brand campaign assets.
- Meetings & weddings campaigns in development therefore, we slowed our approach on Linked In posts until updated content is produced.
- Top engaging posts by channel:

Facebook



Instagram



Linked In



Visit Amelia Island

415 followers

2mo •

Walker's Landing is a wedding planner's dream come true! With gorgeous views of waterways, your party will be surrounded by nature and love. [#AmeliasIsland](#) offers a variety of wedding planning options: [AmeliasIsland.com/Weddings](#)
~ 📍: @collinskormanevents [#WeddingWednesday](#)



COVID-19 Response

- Keeping updated on ongoing changes related to COVID-19 consumer pages and managed TDC website for COVID-19 updates and resources
- Updated consumer website on COVID-19 travel advisory page, homepage banner, homepage button, business status update page/chart, etc.
- Ongoing communications of state and county executive orders to tourism industry partners
- Working closely with tax collector office to facilitate communications to over 500 short term rental owners
- Advocating to government officials on behalf in industry for crisis response programs from federal government
- Executed industry newsletters to tourism partners
- Working with Nassau County CARES team execution of FRLA Seal of Commitment; submitted CARES application, coordinating communication, etc.

Film Commission

- Responding to Film Commission requests
- Assisted Wounded Warriors with filming program on island – permitting, site selection, process, etc.

Public Relations

Writers/Influencers

- 🔗 Connected with Molly Wey. Planned trip and hosted trip December 3-6.
- 🔗 Connected with Jessica Hughes, Happily Hughes, for possible visit. Pending.
- 🔗 Connected with Cortney Fries, freelancer. Visited at the end of December. Provided information and a few activities.
- 🔗 Connected with Cabana Life and Kate Horney/Beyond Fit Mom visits as part of brand's new travel blog. Planned trip for January visit.
- 🔗 Connected with Victoria Yore, Follow Me Away, Florida Trippers, for possible visit. Pending.
- 🔗 Connected with Francesca Page on FOX National opportunity for where to travel next.
- 🔗 Vetted Carrie Grace/Simply Carrie Grace for visit. Pending conversation.
- 🔗 Connected with Caroline Eubanks. Previously visited and included Amelia Island in This is My South article.
- 🔗 Began orchestrating Romance in Amelia Island virtual media tour. Reached out to all partners and worked with them on topics, created list of writers, created invitations, and deployed invitations.
- 🔗 Began orchestrating Black History in Amelia Island virtual media tour. Reached out to all partners and worked with them on topics, created list of writers, created invitations, and deployed invitations.

Press/Outreach

- 🔗 Drafted press release on Dickens Dining Week. Distributed to local media and select national/regional media.
- 🔗 Drafted press release 2020 FRLA Seal Press Release. Distributed to local media.
- 🔗 Drafted press release on Island Perks. Distributed to local media.

- 🐼 Drafted media alert on Restaurant Week. Distributed to local media.
- 🐼 Pitched "Interview with St. Nick," to local television stations. They were interested, but wanted to do it closer to Christmas, when Amelia Island was already closing the Workshop.
- 🐼 Provided information to Skift/EventMB on cultural travel and meeting spaces.
- 🐼 Provided information to VISIT FLORIDA on What's New in 2021.
- 🐼 Provided information to VISIT FLORIDA on Fly & Drive.
- 🐼 Provided information to VISIT FLORIDA on Cultural Heritage.
- 🐼 Provided information to VISIT FLORIDA Health and Wellness.
- 🐼 Provided information to VISIT FLORIDA Under-the-Radar Bucket List.
- 🐼 Provided photos to VISIT FLORIDA for article inclusion on the holidays.
- 🐼 Provided information on Dickens on Centre / holiday festivals (Budget Travel).
- 🐼 Provided information on wellness in Amelia island (HARO lead).
- 🐼 Provided information on remote school/work at hotels (Buzzfeed).

Communication

- 🐼 Wrote and edited award submissions for the Adrian Awards.
- 🐼 Connected with Mark Kaufman, Story and Song Bookstore, for future partnerships.
- 🐼 Provided activity report.

Social Media

- 🐼 Set up on Business Manager on Facebook page for future monitoring.

Promotional

- 🐼 Wrote Advetorial for February Atlanta Magazine.
- 🐼 Presented opportunity to the Omni for Wheel of Fortune (WOF). WOF passed on the package. Omni chose not to revise.

Misc.

- 🐼 Created new influencer and writer spreadsheet for Dashboard.
- 🐼 Planned trip to Amelia Island in January.