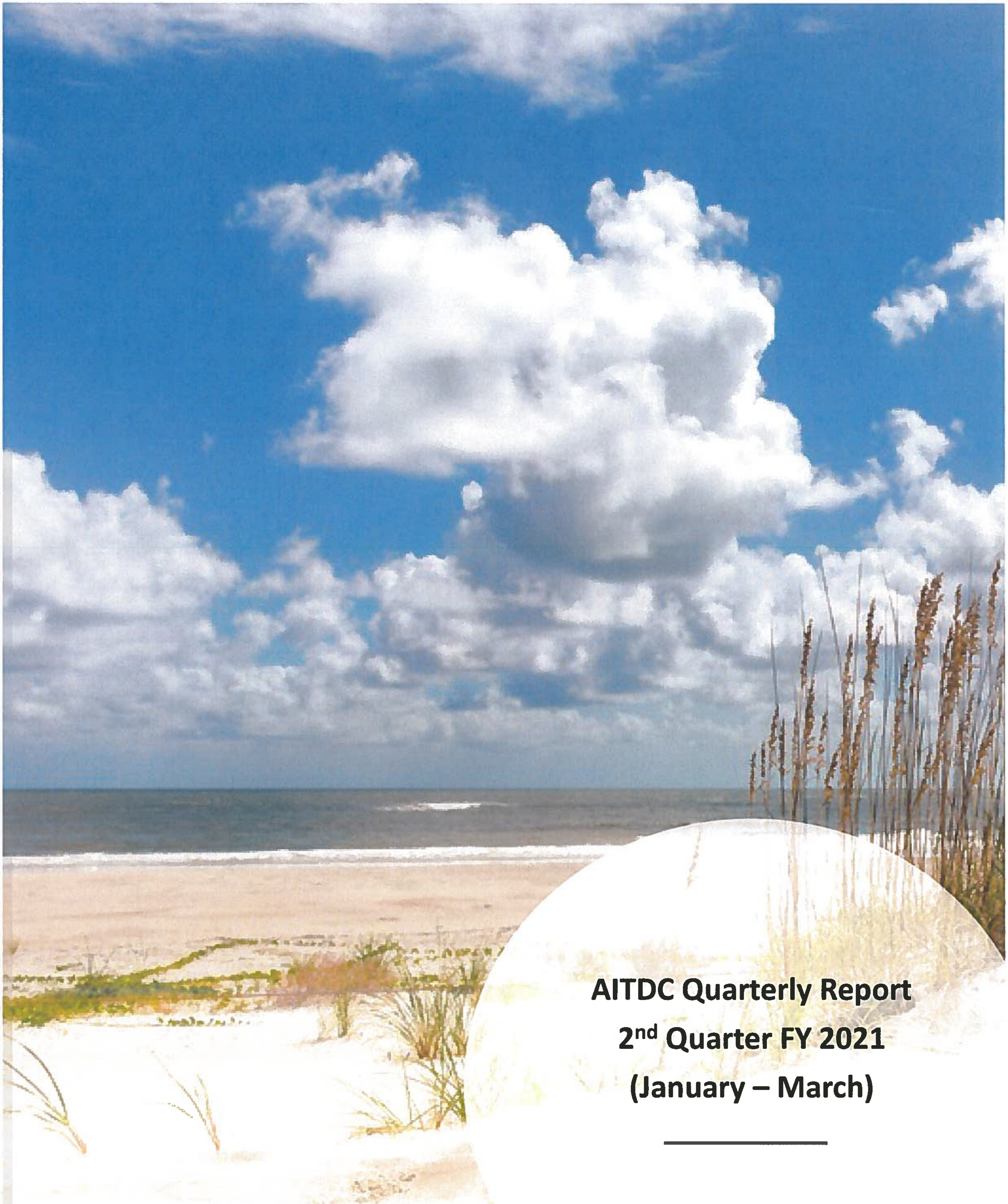


AITDC Quarterly Report

2nd Quarter FY 2021

(January – March)

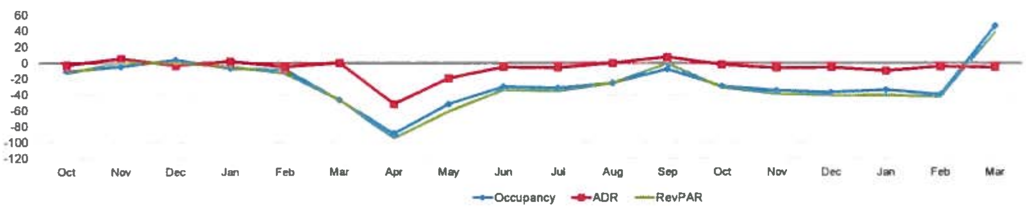
1. Financial Reports:
(STR, Munis, Bed Tax)

Tab 3 - Trend Amelia Island+

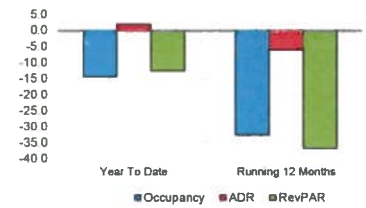
Currency: USD - US Dollar

Amelia Island Tourist Development Council
For the Month of March 2021

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	65.3	59.8	52.7	55.8	71.5	44.6	9.1	37.8	57.3	57.4	47.9	50.2	46.1	39.0	33.3	36.8	43.1	65.3
Last Year	73.2	62.9	50.8	60.0	78.0	83.9	81.8	78.1	82.1	83.8	64.2	54.5	65.3	59.8	52.7	55.8	71.5	44.6
Percent Change	-10.9	-4.9	3.8	-7.0	-8.3	-46.8	-88.9	-51.6	-30.2	-31.6	-25.4	-7.8	-29.4	-34.8	-36.9	-34.0	-39.7	46.4

Occupancy (%)	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	73.8	56.8	48.6	73.5	65.9	44.3
Last Year	71.5	73.8	56.8	71.8	73.5	65.9
Percent Change	3.2	-23.0	-14.5	2.3	-10.3	-32.8

ADR	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	214.36	213.03	188.57	187.82	197.54	293.77	134.99	213.08	254.99	259.41	221.17	217.48	209.72	199.49	177.75	169.56	188.52	277.60
Last Year	220.80	202.26	195.15	183.84	207.77	293.39	278.83	263.83	268.50	275.82	221.52	202.09	214.36	213.03	188.57	187.82	197.54	293.77
Percent Change	-2.9	5.3	-3.4	2.2	-4.9	0.1	-51.6	-19.2	-5.0	-6.0	-0.2	7.6	-2.2	-6.4	-5.7	-9.7	-4.6	-5.5

ADR	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	234.58	220.28	224.81	237.64	236.82	222.56
Last Year	234.72	234.58	220.28	227.49	237.64	236.82
Percent Change	-0.1	-6.1	2.1	4.5	-0.3	-6.0

RevPAR	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	139.88	127.49	99.47	104.74	141.26	131.05	12.24	80.58	146.11	148.83	105.88	109.22	96.58	77.88	59.17	62.44	81.30	181.26
Last Year	161.64	127.24	99.19	110.24	162.04	246.01	228.21	206.15	220.43	231.23	142.22	110.08	139.88	127.49	99.47	104.74	141.26	131.05
Percent Change	-13.5	0.2	0.3	-5.0	-12.8	-46.7	-94.6	-60.9	-33.7	-35.6	-25.5	-0.8	-31.0	-38.9	-40.5	-40.4	-42.4	38.3

RevPAR	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	173.13	125.17	109.23	174.58	156.13	98.57
Last Year	167.80	173.13	125.17	163.43	174.58	156.13
Percent Change	3.2	-27.7	-12.7	6.8	-10.6	-36.9

Supply	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	57,939	56,070	61,132	61,132	55,216	61,132	46,350	61,132	59,160	61,132	61,132	59,160	61,132	59,160	61,132	61,132	55,216	61,132
Last Year	57,412	55,560	57,412	57,939	52,332	57,939	56,070	57,939	56,070	57,939	57,939	56,070	57,939	56,070	61,132	61,132	55,216	61,132
Percent Change	0.9	0.9	6.5	5.5	5.5	5.5	-17.3	5.5	5.5	5.5	5.5	5.5	5.5	5.5	0.0	0.0	0.0	0.0

Supply	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	168,210	177,480	177,480	677,693	694,648	706,970
Last Year	166,770	168,210	177,480	676,345	677,693	694,648
Percent Change	0.9	5.5	0.0	0.2	2.5	1.8

Demand	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	37,808	33,555	32,246	34,092	39,483	27,272	4,202	23,124	33,899	35,073	29,266	29,710	28,154	23,099	20,351	22,508	23,812	39,916
Last Year	42,028	34,953	29,182	34,744	40,815	48,583	45,891	45,271	46,031	48,573	37,197	30,536	37,808	33,555	32,246	34,092	39,483	27,272
Percent Change	-10.0	-4.0	10.5	-1.9	-3.3	-43.9	-90.8	-48.9	-26.4	-27.8	-21.3	-2.7	-25.5	-31.2	-36.9	-34.0	-39.7	46.4

Demand	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	124,142	100,847	86,237	497,858	457,957	313,115
Last Year	119,225	124,142	100,847	485,889	497,858	457,957
Percent Change	4.1	-18.8	-14.5	2.5	-8.0	-31.6

Revenue	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
This Year	8,104,574	7,148,240	6,080,742	6,403,265	7,799,547	8,011,617	567,220	4,926,798	8,643,775	9,088,249	6,472,827	6,461,473	5,904,362	4,608,029	3,617,383	3,816,987	4,489,032	11,080,532
Last Year	9,279,892	7,069,629	5,694,809	6,387,439	8,480,130	14,253,880	12,795,730	11,943,921	12,359,286	13,397,463	8,239,902	6,171,291	8,104,574	7,148,240	6,080,742	6,403,265	7,799,547	8,011,617
Percent Change	-12.7	1.1	6.8	0.2	-8.0	-43.8	-95.6	-58.8	-30.1	-32.1	-21.4	4.7	-27.1	-35.5	-40.5	-40.4	-42.4	38.3

Revenue	Year To Date 2019	Year To Date 2020	Year To Date 2021	Running 12 Months 2019	Running 12 Months 2020	Running 12 Months 2021
This Year	29,121,428	22,214,429	19,386,551	118,306,956	108,455,578	69,686,686
Last Year	27,984,224	29,121,428	22,214,429	110,534,022	118,306,956	108,455,578
Percent Change	4.1	-23.7	-12.7	7.0	-8.3	-35.7

Census %	2019 Oct	2019 Nov	2019 Dec	2020 Jan	2020 Feb	2020 Mar	2020 Apr	2020 May	2020 Jun	2020 Jul	2020 Aug	2020 Sep	2020 Oct	2020 Nov	2020 Dec	2021 Jan	2021 Feb	2021 Mar
Census Props	16	16	17	17	17	17	15	17	17	17	17	17	17	17	17	17	17	17
Census Rooms	1869	1869	1972	1972	1972	1972	1545	1972	1972	1972	1972	1972	1972	1972	1972	1972	1972	1972
% Rooms Participants	95.4	95.4	90.4	95.6	95.6	95.6	72.5	82.5	95.6	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8

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FOR 2021 06

ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
37000000 AI TOURIST DEVELOP FUND								
137 .000.312120.	TOURIST DEVELOPMENT TAX	-4,750,000	0	-4,750,000	-1,963,155.28	.00	-2,786,844.72	41.3%*
137 .000.361101.	INTEREST-BANK	0	0	0	-486.23	.00	486.23	100.0%
137 .000.361101.FFSB1	INTEREST-BANK	0	0	0	-371.88	.00	371.88	100.0%
137 .000.361101.TDBNK	INTEREST-BANK	0	0	0	-2,238.31	.00	2,238.31	100.0%
137 .000.361101.TIAAM	INTEREST-BANK	0	0	0	-56.39	.00	56.39	100.0%
137 .000.361161.BBVA1	CD INTEREST	0	0	0	-552.67	.00	552.67	100.0%
137 .000.361161.FFSB2	CD INTEREST	0	0	0	-7,367.45	.00	7,367.45	100.0%
137 .000.361161.FFSB4	CD INTEREST	0	0	0	-1,194.73	.00	1,194.73	100.0%
137 .000.361161.TIAA	INTEREST-BANK	0	0	0	-13,043.40	.00	13,043.40	100.0%
137 .000.399952.	CASH FWD-MARKETING	-1,725,000	0	-1,725,000	.00	.00	-1,725,000.00	.0%*
137 .000.399953.	CASH FWD-TRADE	-500,000	0	-500,000	.00	.00	-500,000.00	.0%*
137 .000.399954.	CASH FWD-BEACH IMPROVEMENTS	-1,000,000	0	-1,000,000	.00	.00	-1,000,000.00	.0%*
TOTAL AI TOURIST DEVELOP FUND		-7,975,000	0	-7,975,000	-1,988,466.34	.00	-5,986,533.66	24.9%
37521582 TDC ADMIN FEES-TRANS OUT								
137 .521.582.58.591910.CLERK	ADMINISTRATIVE FEE-CLERK	71,250	0	71,250	29,447.33	.00	41,802.67	41.3%
137 .521.582.58.591910.TAXCO	ADMIN FEE-TAX COLLECTOR	71,250	0	71,250	29,447.33	.00	41,802.67	41.3%
TOTAL TDC ADMIN FEES-TRANS OUT		142,500	0	142,500	58,894.66	.00	83,605.34	41.3%
37522552 TDC RESEARCH/ADMIN								
137 .522.552.55.531041.	MANAGEMENT FEE-CVB	691,125	0	691,125	238,030.12	.00	453,094.88	34.4%

FOR 2021 06

ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
TOTAL TDC RESEARCH/ADMIN		691,125	0	691,125	238,030.12	.00	453,094.88	34.4%
37523552 TDC MARKETING								
137 .523.552.55.531000.	PROFESSIONAL SERVICES	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .523.552.55.531000.LCPRJ	PROFESSIONAL SERVICES	0	200,000	200,000	.00	.00	200,000.00	.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	556.20	.00	9,443.80	5.6%
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	538.43	.00	9,461.57	5.4%
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	-40,000	285,000	73,774.24	20,701.76	190,524.00	33.1%
137 .523.552.55.548110.DESGN	PRODUCTIONS	200,000	40,000	240,000	127,020.50	70,217.30	42,762.20	82.2%
137 .523.552.55.548120.AUDIO	PAID MEDIA	25,000	0	25,000	4,000.00	.00	21,000.00	16.0%
137 .523.552.55.548120.DIGIT	PAID MEDIA	1,250,000	125,000	1,375,000	504,590.37	864,657.91	5,751.72	99.6%
137 .523.552.55.548120.INTNL	PAID MEDIA	100,000	-25,000	75,000	.00	.00	75,000.00	.0%
137 .523.552.55.548120.OOH	PAID MEDIA	175,000	0	175,000	.00	.00	175,000.00	.0%
137 .523.552.55.548120.PRINT	PAID MEDIA	725,000	-100,000	625,000	67,137.92	238,376.50	319,485.58	48.9%
137 .523.552.55.548120.VIDEO	PAID MEDIA	150,000	0	150,000	.00	.00	150,000.00	.0%
137 .523.552.55.548240.LICEN	INTERACTIVE	50,000	0	50,000	5,323.58	6,650.00	38,026.42	23.9%
137 .523.552.55.548240.SPEC	INTERACTIVE	275,000	0	275,000	70,433.71	46,660.41	157,905.88	42.6%
137 .523.552.55.548240.TOOLS	INTERACTIVE	75,000	0	75,000	34,061.70	27,957.52	12,980.78	82.7%

FOR 2021 06

ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .523.552.55.548250.	MARKETING DATA	100,000	0	100,000	34,700.00	57,580.00	7,720.00	92.3%
137 .523.552.55.548350.	PARTNERS/SPONSORSHIPS/GNTS	450,000	-200,000	250,000	500.00	.00	249,500.00	.2%
137 .523.552.55.548350.AIMOH	PARTNERS/SPONSORSHIPS/GRANT	17,500	0	17,500	17,500.00	.00	.00	100.0%
137 .523.552.55.548350.EVNTG	PARTNERS/SPONSORSHIPS/GRANT	50,000	0	50,000	45,000.00	.00	5,000.00	90.0%
137 .523.552.55.548350.FFCG	PARTNERS/SPONSORSHIPS/GRANT	65,000	0	65,000	60,000.00	.00	5,000.00	92.3%
137 .523.552.55.548350.JAXSP	PARTNERS/SPONSORSHIPS/GRANT	55,000	0	55,000	50,000.00	.00	5,000.00	90.9%
137 .523.552.55.548520.	SPECIAL EVENTS	30,000	0	30,000	1,890.00	.00	28,110.00	6.3%
137 .523.552.55.548520.DOC	SPECIAL EVENTS	200,000	0	200,000	15,218.43	2,600.00	182,181.57	8.9%
137 .523.552.55.548520.HOLDY	SPECIAL EVENTS	150,000	0	150,000	200,401.67	.00	-50,401.67	133.6%*
137 .523.552.55.548520.RESTW	SPECIAL EVENTS	5,000	0	5,000	3,687.98	.00	1,312.02	73.8%
137 .523.552.55.548520.WELLN	SPECIAL EVENTS	50,000	0	50,000	.00	.00	50,000.00	.0%
137 .523.552.55.548710.PREXP	PUBLIC RELATIONS	61,075	0	61,075	600.00	30,600.00	29,875.00	51.1%
137 .523.552.55.548710.PRSPC	PUBLIC RELATIONS	72,000	0	72,000	27,000.00	45,000.00	.00	100.0%
137 .523.552.55.552000.	MISC OPERATING SUPPLIES	2,250	0	2,250	.00	.00	2,250.00	.0%
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	1,343,934.73	1,411,001.40	1,963,938.87	58.4%

37523581 TRANS OUT-GENERAL-EQUIPMENT

		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
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

		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.534000.WELMC	OTHER CONTRACTUAL SERVICES	5,000	0	5,000	560.00	.00	4,440.00	11.2%

FOR 2021 06

ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND	Description	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.540000.	TRAVEL AND PER DIEM	0	0	0	.00	.00	.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	1,139.00	.00	18,861.00	5.7%
137 .524.552.55.540000.MEALS	TRAVEL AND PER DIEM	10,000	0	10,000	260.20	.00	9,739.80	2.6%
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	571.94	.00	24,428.06	2.3%
137 .524.552.55.541000.WELMC	COMMUNICATIONS	5,000	0	5,000	1,118.98	.00	3,881.02	22.4%
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	9,154.95	16,650.00	9,195.05	73.7%
137 .524.552.55.542000.POSTG	FREIGHT AND POSTAGE SERVICES	10,000	0	10,000	21.10	.00	9,978.90	.2%
137 .524.552.55.543000.WELMC	UTILITY SERVICES	10,000	0	10,000	2,246.24	.00	7,753.76	22.5%
137 .524.552.55.544000.WELMC	RENTALS AND LEASES	10,000	0	10,000	5,804.00	3,750.00	446.00	95.5%
137 .524.552.55.545000.WELMC	INSURANCE	5,000	0	5,000	1,630.00	.00	3,370.00	32.6%
137 .524.552.55.547000.	PRINTING-BROCHURES	200,000	0	200,000	12,964.69	2,500.00	184,535.31	7.7%
137 .524.552.55.548018.INTNL	TRAVEL TRADE	90,000	0	90,000	.00	.00	90,000.00	.0%
137 .524.552.55.548018.MEETG	TRAVEL TRADE	150,000	0	150,000	15,048.00	15,000.00	119,952.00	20.0%
137 .524.552.55.548018.NICHE	TRAVEL TRADE	25,000	0	25,000	.00	.00	25,000.00	.0%
137 .524.552.55.548018.TDREL	TRAVEL TRADE	15,000	0	15,000	2,272.93	2,079.00	10,648.07	29.0%
137 .524.552.55.548018.TDSHW	TRAVEL TRADE	15,000	0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.INCTV	HOSPITALITY SERVICES	15,000	0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.548019.PUBAW	HOSPITALITY SERVICES	25,000	0	25,000	8,820.19	1,400.00	14,779.81	40.9%
137 .524.552.55.548019.WELMC	HOSPITALITY SERVICES	7,500	0	7,500	3,560.41	.00	3,939.59	47.5%

FOR 2021 06

ACCOUNTS FOR: 137 AI TOURIST DEVELOPMENT FUND		ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
137 .524.552.55.548161.FAMS	FAMILIARIZATIONS	15,000	0	15,000	186.80	.00	14,813.20	1.2%
137 .524.552.55.548161.FLTFS	FAMILIARIZATIONS	20,000	0	20,000	.00	.00	20,000.00	.0%
137 .524.552.55.548161.SALMS	FAMILIARIZATIONS	15,000	0	15,000	.00	.00	15,000.00	.0%
137 .524.552.55.549000.WELMC	OTHER CURRENT CHARGES & OBLIGA	100,000	0	100,000	15,232.68	54,967.32	29,800.00	70.2%
137 .524.552.55.552000.	MISC OPERATING SUPPLIES	11,750	0	11,750	.00	.00	11,750.00	.0%
137 .524.552.55.552007.	PROMOTIONAL SUPPLIES	75,000	0	75,000	3,318.53	2,151.00	69,530.47	7.3%
137 .524.552.55.554006.	DUES/SUBSCRIPT/TRAINING	15,000	0	15,000	2,761.59	.00	12,238.41	18.4%
TOTAL TDC TRADE SHOWS/TRAVEL TR		960,750	0	960,750	86,672.23	98,497.32	775,580.45	19.3%
37525539 TDC BEACH IMPROVMENTS								
137 .525.539.53.534102.	CONTRACT SERVICE-BEACH CLEAN	1,145,750	-388,500	757,250	9,528.57	171.43	747,550.00	1.3%
137 .525.539.53.534102.OFBCH	CONTRACT SERVICE-BEACH CLEAN	0	64,500	64,500	18,000.00	42,000.00	4,500.00	93.0%
137 .525.539.53.534102.ONBCH	CONTRACT SERVICE-BEACH CLEAN	0	324,000	324,000	135,000.00	189,000.00	.00	100.0%
137 .525.539.53.552000.	MISC OPERATING SUPPLIES	5,000	0	5,000	.00	.00	5,000.00	.0%
137 .525.539.53.554000.	DUES & SUBSCRIPTIONS	10,000	0	10,000	3,000.00	.00	7,000.00	30.0%
137 .525.539.53.581202.BRSP	AID-CITY OF FERNANDINA BCH	300,000	0	300,000	3,500.00	.00	296,500.00	1.2%
TOTAL TDC BEACH IMPROVMENTS		1,460,750	0	1,460,750	169,028.57	231,171.43	1,060,550.00	27.4%
TOTAL AI TOURIST DEVELOPMENT FUND		0	0	0	-91,906.03	1,740,670.15	-1,648,764.12	100.0%
TOTAL REVENUES		-7,975,000	0	-7,975,000	-1,988,466.34	.00	-5,986,533.66	
TOTAL EXPENSES		7,975,000	0	7,975,000	1,896,560.31	1,740,670.15	4,337,769.54	

FOR 2021 06

	ORIGINAL APPROP	TRANFRS/ ADJSTMTS	REVISED BUDGET	YTD ACTUAL	ENCUMBRANCES	AVAILABLE BUDGET	PCT USED
GRAND TOTAL	0	0	0	-91,906.03	1,740,670.15	-1,648,764.12	100.0%

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

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Amelia Island Tourism Development Council
Monthly Taxable Collections

AMELIA ISLAND TOURIST DEVELOPMENT COUNCIL

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	$5,098,560	$10,724,414	$10,388,492	$9,925,245	$11,911,552	$12,710,654	$8,908,306	$6,817,183	$93,523,687
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	$112,108,878
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	$13,706,888	$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	$135,959,952
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	$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
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	$6,806,312	$7,120,775	$16,600,000							$53,014,296
% Change	-6.12%	-23.47%	-21.91%	-22.56%	-34.88%	47.67%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-55.26%

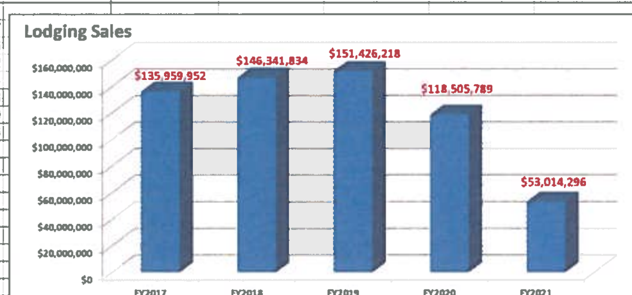
Sales Monthly													
FY2021 Projected	$5,325,028	$5,769,636	$4,808,030	$4,166,960	$7,051,778	$12,180,344	$10,898,202	$9,295,525	$11,464,345	$12,821,414	$5,769,636	$5,449,101	$95,000,000
FY2021 Actual	$9,508,249	$7,184,780	$5,794,182	$6,519,792	$7,120,745	$16,600,000							$52,727,747
% Change	78.56%	24.53%	20.51%	56.46%	0.98%	36.29%							-44.50%

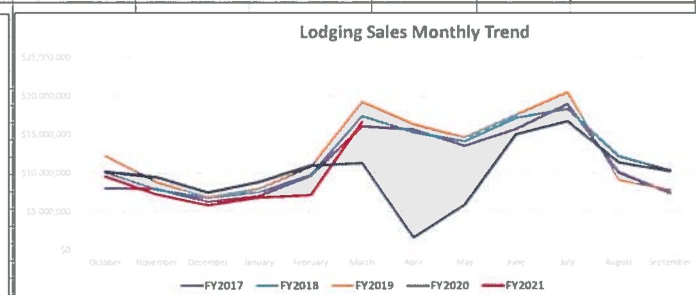
Sales YTD													
FY2020	$10,128,614	$19,517,369	$26,937,324	$35,726,866	$46,661,504	$57,902,542	$59,464,742	$65,334,842	$80,331,442	$97,011,442	$108,332,382	$118,505,789	
FY2021	$9,508,249	$16,693,029	$22,487,209	$29,293,522	$36,414,296	$53,014,296							
% Change	-6.12%	-14.47%	-16.52%	-18.01%	-21.96%	-8.44%							

Bed Tax YOY	October	November	December	January	February	March	April	May	June	July	August	September	
5YR Average	$480,904	$380,150	$313,337	$353,924	$468,534	$821,049	$744,118	$669,805	$804,617	$916,520	$527,146	$450,697	
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	$5,907,978
FY2021 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
FY2021 Actual	$481,597	$352,976	$293,026	$325,990	$359,764	$830,000							$2,643,352
% vs LY	-4.92%	-24.05%	-20.57%	-24.05%	-34.38%	48.09%							-55.26%
% vs Budget	80.88%	22.36%	21.89%	56.46%	2.03%	36.29%							-44.35%

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	$1,453,588	$1,813,352	$2,643,352							
Pace vs LY	-4.92%	-14.07%	-15.86%	-17.85%	-21.76%	-8.16%							

FY2015	$124,124,387
FY2016	$133,440,316
FY2017	$135,959,952
FY2018	$146,341,834
FY2019	$151,426,218
FY2020	$118,505,789
FY2021	$53,014,296





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2. RDS – Visitor Profile Dashboard

RESEARCH DATA SERVICES, INC.
2612 WEST LYKES COURT • TAMPA, FLORIDA 33611
TEL (813) 254-2975

Amelia Island Calendar Year First Quarter 2021 *(Jan. – Mar.)* Visitor Profile Dashboard

AMELIA ISLAND

Prepared for:
Amelia Island Tourist Development Council

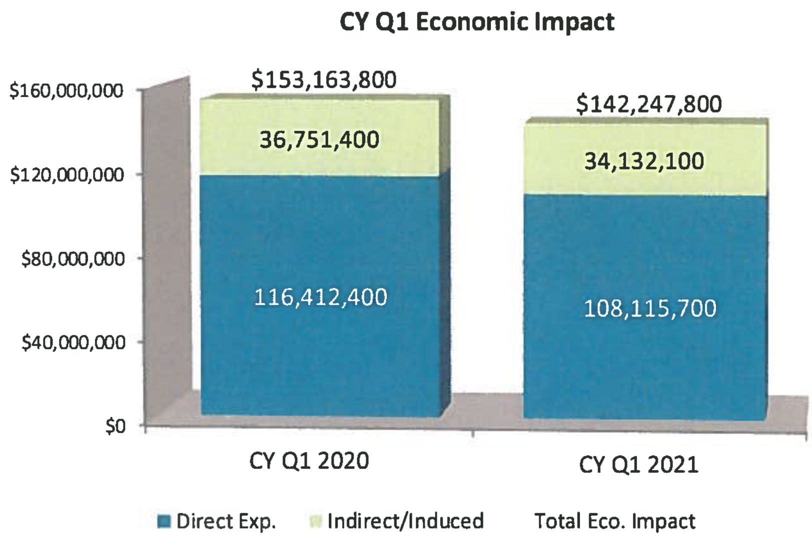
Prepared by:
Research Data Services, Inc.
Research@ResearchDataLLC.com

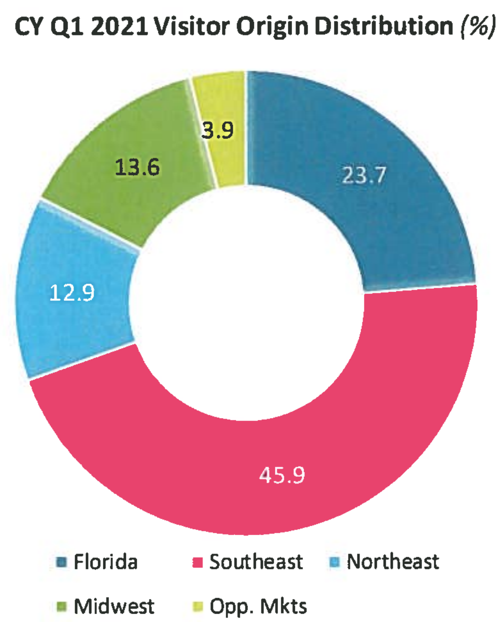
May 17, 2021

RDS Research Data
market research+

***H/M/C/C* * Visitor Stats**	**Calendar Year** *(Jan. - Dec.)* CY 2019	CY 2020	% Δ '19/'20	**CY First Quarter** *(Jan. - Mar.)* 2020	2021	% Δ '20/'21
Visitors (#)	688,700	544,000	-21.0	158,600	146,300	-7.8
Direct Exp. ($)	$528,146,700	$400,326,900	-24.2	$116,412,400	$108,115,700	-7.1
Total Eco. Impact ($)	**$694,882,700**	**$526,710,100**	-24.2	**$153,163,800**	**$142,247,800**	-7.1

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





Visitor Origins	**Calendar Year** *(Jan. - Dec.)* CY 2019	CY 2020	% Δ '19/'20	**CY First Quarter** *(Jan. - Mar.)* 2020 # of Visitors	2021 # of Visitors	% Δ '20/'21
Florida	149,523	142,691	-4.6	23,631	34,673	+46.7
Southeast	272,435	266,179	-2.3	56,303	67,152	+19.3
Northeast	106,034	57,273	-46.0	34,258	18,873	-44.9
Midwest	95,049	51,237	-46.1	29,976	19,897	-33.6
Foreign	36,801	6,978	-81.0	6,978	0	-100.0
Opportunity Mkts	28,858	19,642	-31.9	7,454	5,705	-23.5
Total	**688,700**	**544,000**	**-21.0**	**158,600**	**146,300**	**-7.8**

** Amelia Island's CY Q1 2021 foreign visitation was too small to measure.*

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*Occupancy and ADR (STR)***	January	February	March
Occupancy 2021	36.8%	43.1%	65.3%
Occupancy 2020 †	55.8	71.5	44.6
Δ % Occ. ('20/'21)	**-34.0%**	**-39.7%**	**+46.4%**
ADR 2021	$169.58	$188.52	$277.60
ADR 2020 †	187.82	197.54	293.77
Δ % ADR ('20/'21)	**-9.7%**	**-4.6%**	**-5.5%**
RevPAR 2021	$62.44	$81.30	$181.26
RevPAR 2020 †	104.74	141.26	131.05
Δ % RevPAR ('20/'21)	**-40.4%**	**-42.4%**	**+38.3%**

*** Source: Smith Travel Research;* † 2020 Update