

# BOCC Meeting

November 15, 2023





## GOVERNMENT IN THE SUNSHINE

Members of the Amelia Island Tourist Development Council (AITDC) are subject to "Government in the Sunshine." Open government is a cherished principle guaranteed under Florida Law. The right of public access gained constitutional status when the Public Records and Meetings Constitutional Amendment took effect on July 1, 1993. A copy of the "Government in the Sunshine" manual is available for review. If you have any questions regarding "Government in the SUNshine," please contact the AICVB office.

## CONFLICT OF INTEREST/CODE OF CONDUCT

The members of the AITDC have a fiduciary relationship to the Nassau County BOCC. This relationship requires that in the performance of their duties they shall act in good faith, with undivided loyalty to the County and the the high degree of diligence, care and skill which reasonably prudent persons would exercise in the conduct of their own affairs. This relationship further requires that AITDC member not take advantage of their positions, or the knowledge gained there from for private gain or other personal advantage, either for themselves, their families, or anyone else in whom they have a direct or indirect personal or financial interest, to the detriment of Nassau County.

## ANTITRUST STATEMENT

The purpose of this meeting today is to act upon matters relating to the business of the tourism industry on Amelia Island and not to discuss or pursue the business interests of individual companies. AITDC members should proceed with due diligence, keeping in mind the requirements and prohibitions of Federal and State Antitrust Laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers, or others.

# FL SS 125.0104 (Section 4)

.The council (AITDC) shall meet at least once each quarter and, from time to time, shall make recommendations to the county governing board for the effective operation of the special projects or for uses of the tourist development tax revenue and perform such other duties as may be prescribed by County ordinance or resolution. The council shall continuously review expenditures of revenues from the tourist development trust fund and shall receive, at least quarterly, expenditure reports from the County governing board or its designee. Expenditures which the council believes to be unauthorized shall be reported to the County governing board and the Department of Revenue....

# BOCC 4th Quarter Report

- Financials & Research
- Marketing Update
  - Website
  - Social Media
  - 2024 Partner Coops
- Special Events Update





# Financials & Research



# FY23 Budget

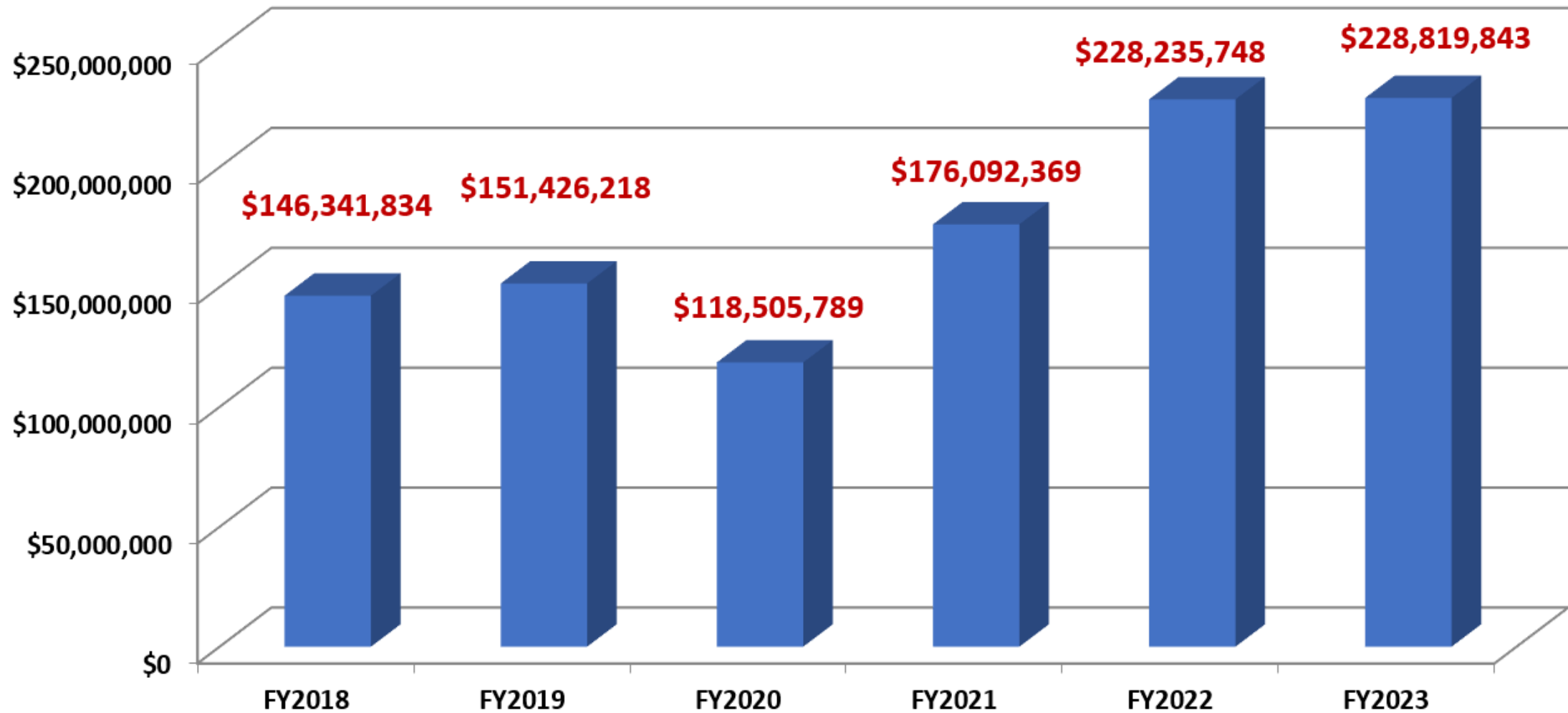
	Budgeted	Actual
County Admin Fees	\$336,000	\$342,463
Administration	\$1,629,600	\$1,660,949
Marketing	\$9,478,422	\$5,538,360
Trade	\$1,116,783	\$604,490
Beach	\$3,586,400	\$485,408
<b>Total Operating Budget</b>	<b>\$16,147,205</b>	<b>\$8,631,672</b>

Note: Reserve Budget \$4.7MM

Source: Nassau County Munis



# TDT Taxable Sales



Source: Nassau County Tax Collector

# Bed Tax Collections

	Taxable Sales	Bed Tax Collections
FY22	\$228,235,748	\$11,400,913
FY23	\$228,819,843	\$11,435,600

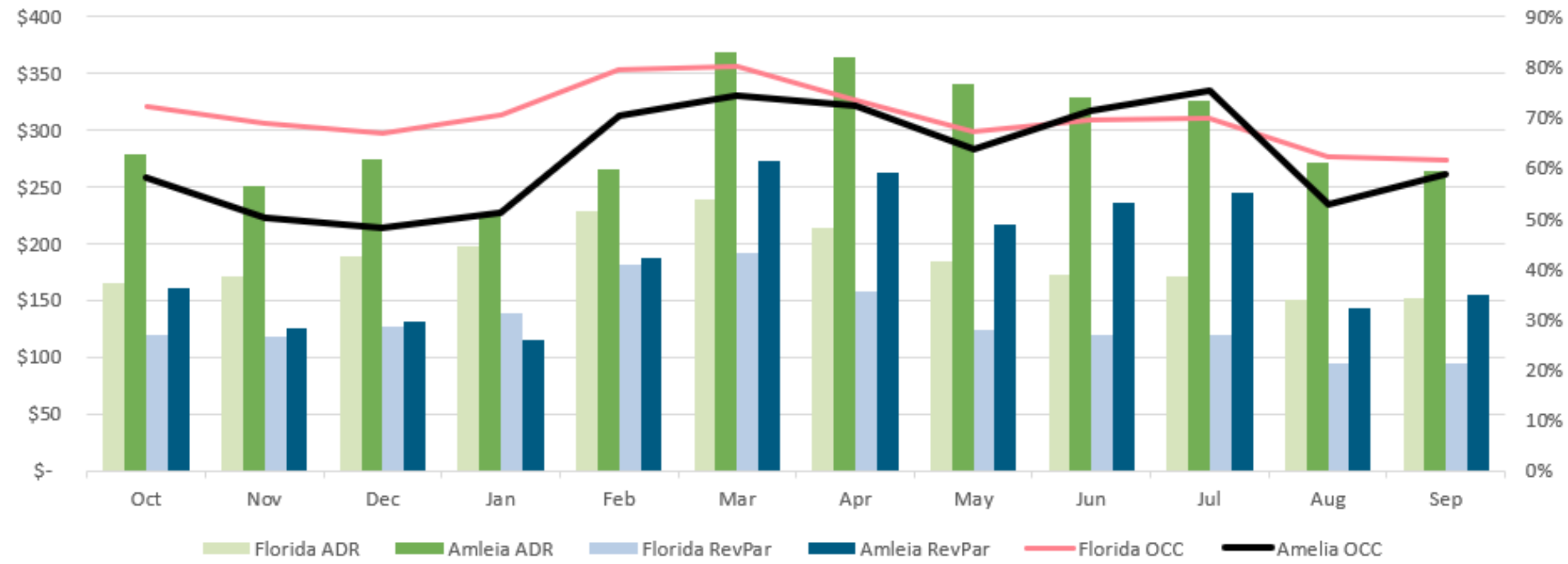
Source: Nassau County Tax Collector



# Tourism Economic Impact FY23

<i>H/M/C/C*</i> <b>Visitor Stats</b>	<b>Fiscal Year (Oct. - Sep.)</b>					<b>% Δ</b>	<b>% Δ</b>
	<b>FY 2019</b>	<b>FY 2020</b>	<b>FY 2021</b>	<b>FY 2022</b>	<b>FY 2023</b>	<b>'22/'23</b>	<b>'19/'23</b>
Visitors (#)	692,100	566,300	662,900	758,100	771,400	+1.8	+11.5
Direct Exp. (\$)	\$527,517,700	\$421,153,200	\$543,220,900	\$690,938,800	\$709,043,500	+2.6	+34.4
<b>Total Eco. Impact (\$)</b>	<b>\$694,055,100</b>	<b>\$554,111,300</b>	<b>\$714,715,700</b>	<b>\$909,068,100</b>	<b>\$932,888,600</b>	<b>+2.6</b>	<b>+34.4</b>

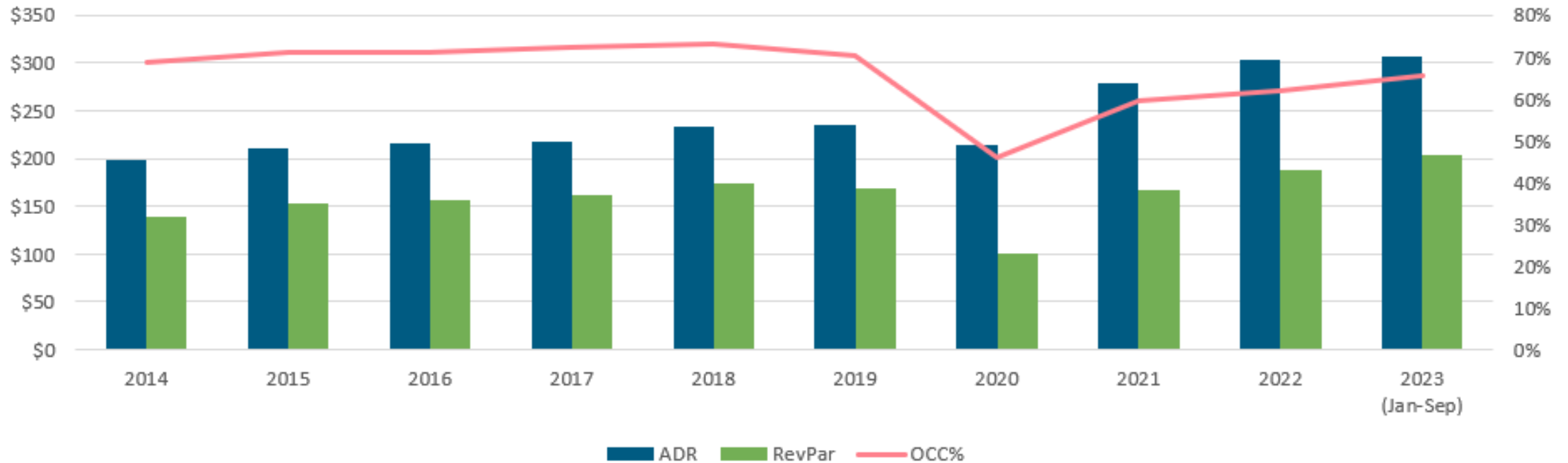
# Traditional Lodging Performance FY23





# Traditional Lodging Performance

10 Year STR Performance



# Traditional Lodging Performance

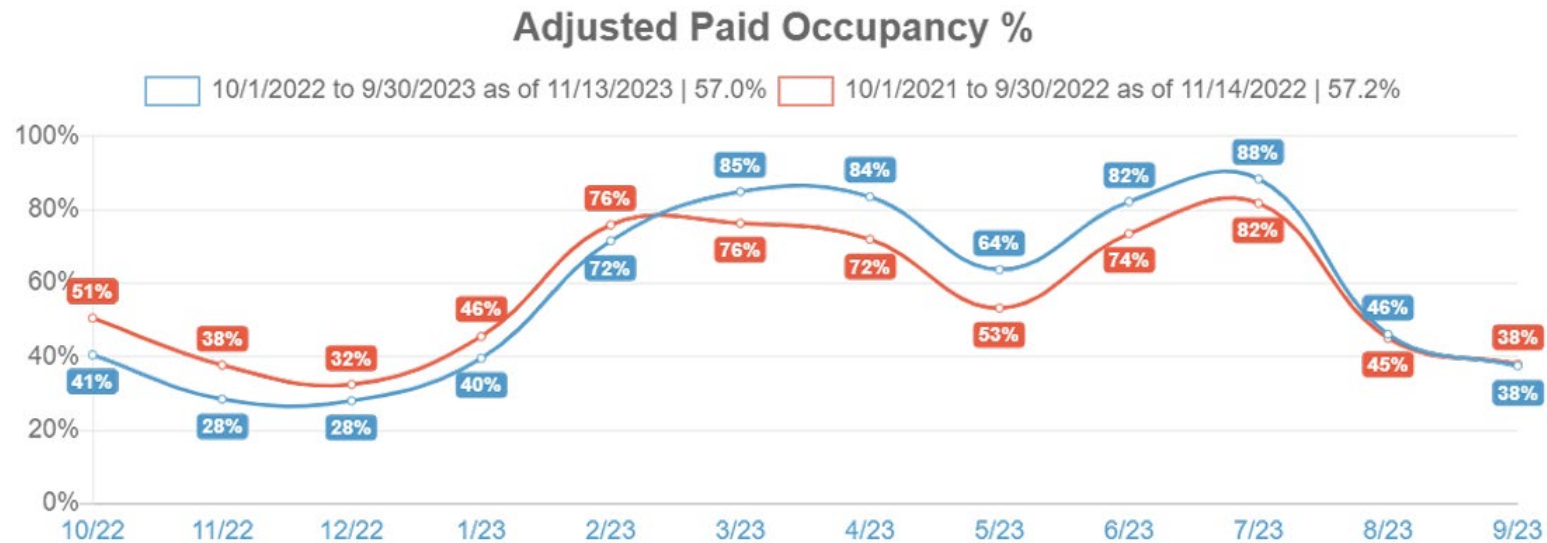
## FY23 Amelia Island Compared to State

	Florida	Amelia Island
OCC	70.2%	62.2%
ADR	\$186.31	\$296.66
RevPar	\$132.04	\$187.82

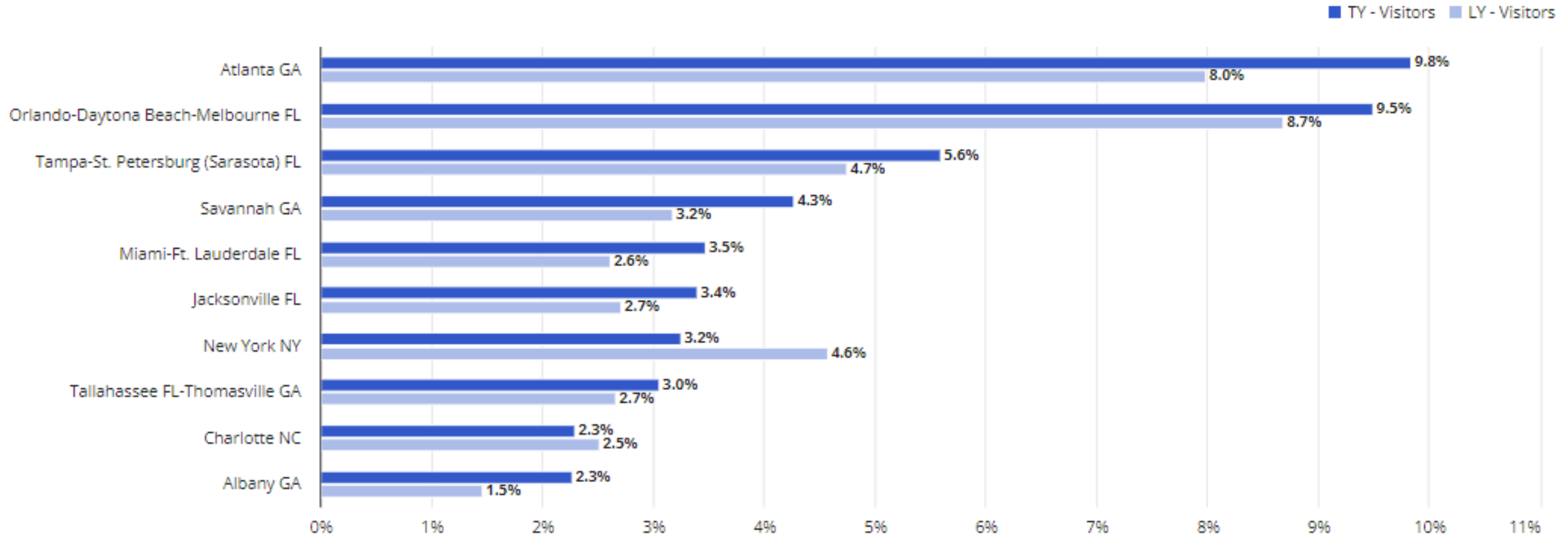


# Short-term Vacation Rentals FY23

KPI	Value	Compared	Difference
ADR	\$307	\$302	2%
Adjusted Paid Occupancy %	57.0%	57.2%	-0%
Adjusted RevPAR	\$175	\$172	1%
Avg. Total Stay Value	\$2,198	\$2,153	2%
Avg. Length of Stay	5.6	5.8	-3%
Avg. Booking Window	66	65	1%



# Top 10 Origin Markets FY23



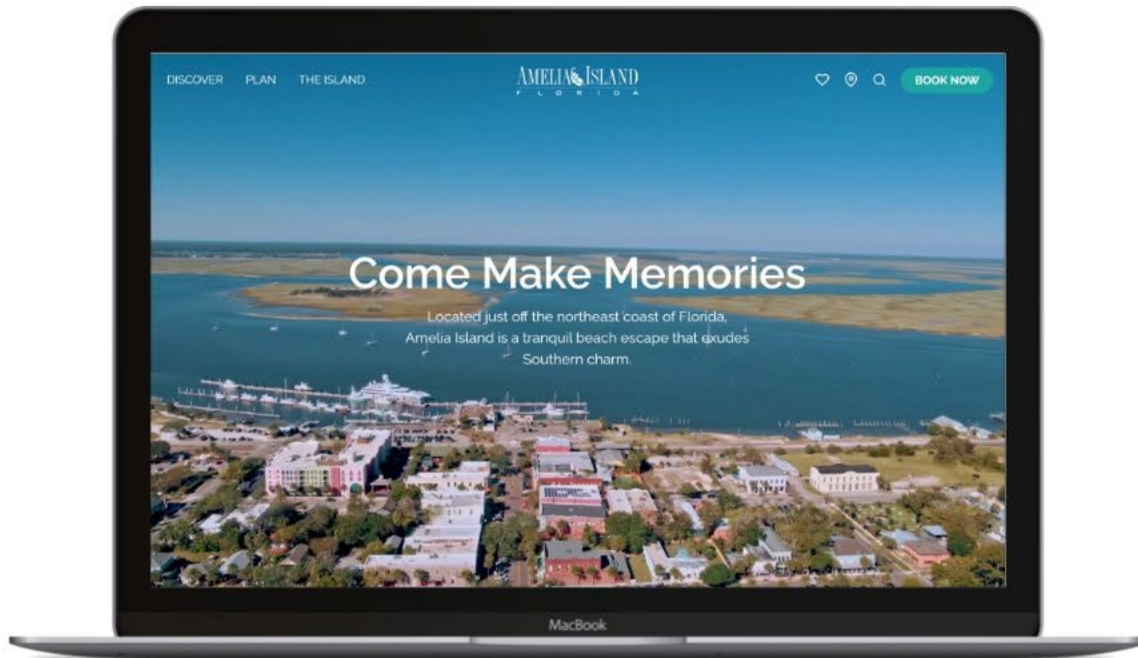


An aerial photograph of a beach. The top right shows dark green ocean water with white foam from breaking waves. The bottom left shows a sandy beach with distinct, parallel tracks from a vehicle or machine. The word "Marketing" is overlaid in a white rounded rectangle on the left side.

# Marketing



# AmeliaIsland.com



- **Views:** 241.21K (+45% YoY)
- **Sessions:** 142.1K (+65% YoY)
- **Total Users:** 116.4K (+72% YoY)
- **Avg Session Duration:** 2:08 (-13% YoY)
- **Top performing pages**
  - Dickens on Centre
  - Right Whale Festival
  - Activities/Things to do

# Key Performance 4QFY23

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## Facebook:

Audience: 110K followers, 1-6K page likes

Impressions: 16,948,000

Engagements 604,772

Video Views: 125,314

## Instagram:

Audience: 32K

Impressions: 2,386,318

Engagements: 25,163

Video Views: 719,310

## YouTube:

Video Views: 523,569

## Tik Tok:

Video Views: 27,014

## Email (7/1/23 – 9/30/23):

754,633 emails sent, delivery rate: 99.27%

Average Open rate: 32.77%

Average CTR: 1.25%

## Public Relations:

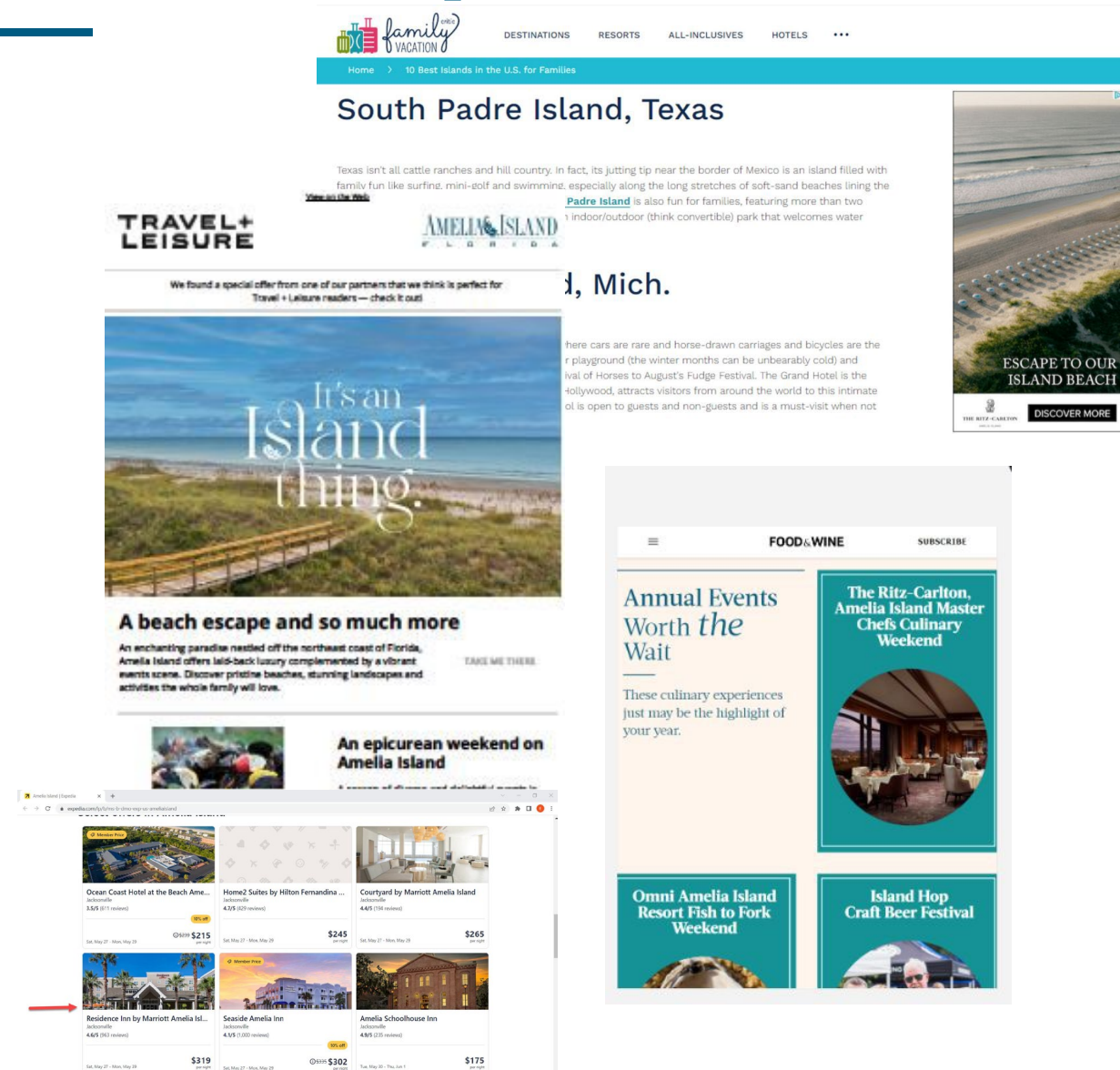
763M impressions from earned media & 60K engagements (articles, hosted press, etc.)

## Press Visits:

Hosting 7 press visits covering dog -friendly vacations, the secret season, mother & daughter trips and various destination round - up articles

# 2024 Partner Coops

- 19 available: print, digital, email & content
- 81+ separate partner coops requested
- 16 coops utilized
- \$78,889 in partner funding
- 2023: \$85K partner spend; \$48K CVB match





DECEMBER 7-10, 2023



# Dickens On Centre

A VICTORIAN CHRISTMAS FESTIVAL

Costumed Characters • Festive Food & Drink • Tiny Tim's Kid Zone • St. Nick Visits  
Holiday Entertainment • Holiday Movies • Fezziwig's Courtyard & more!



December 1-10



December 7



December 8-10



December 9



December 9

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COME MAKE MEMORIES®

#DickensOnCentre  
AmeliaIsland.com/Dickens

DECEMBER 7 - 10, 2023

## Dickens On Centre

A VICTORIAN CHRISTMAS FESTIVAL



Charles Dickens' novella, *A Christmas Carol*, is Dickens on Centre festival transforms modern-day Amelia Island into a classic English village!



ER 1-10 Enjoy this 10-day culinary tour through the heart of Dickens on Centre. Savor festive food and drink, themed or holiday-inspired cocktails and food.



7 Gather with something that glows or twinkles. Join the Dickens on Centre Illuminated Procession and stroll through the historic district of music, merriment and cheer! Food trucks, a finale over the harbor to end the evening fun!



8-10 Step into an exclusive picnic experience. The magic feeling of snow globes in one of eight such decorated in a unique Christmas theme. ... just maybe, you might actually see snow!



ER 9 Run Like the Dickens during this 5K run on Amelia Island at Main Beach. Welcome including dogs and kids!



ER 9 This VIP event for Adults 21+ entertainment, a historic ghost tour, festive food, and more at the historic Levee House.

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December 1-10



December 8-10



December 9

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# Dickens On Centre



## Festival Areas & Activities

### Christmas Wish Tree

Visit the Christmas Wish Tree located by Wharf at Parker Park. Make your Christmas wish and hang it on the tree. The Wish Tree will remain in Parker Park throughout the festival.

**Wharf Main Stage on Centre Street**  
The Main Stage at Wharf and Centre Street features holiday inspired entertainment from local and regional performers. Don't miss the Jolly Wench stage production of *The Legend of St. Nick*, *Ally in a Christmas Headband*, and new for 2023, *The Little Boy* by St. Nick's Workshop. *St. Nick's Workshop* is a new for 2023, *The Little Boy* by St. Nick's Workshop. *St. Nick's Workshop* is a new for 2023, *The Little Boy* by St. Nick's Workshop.

### 2nd Street Stage

Located at the end of, Artist Alley (North 2nd Street at Alachua), the 2nd Street Stage will feature theatrical production from the Amelia Community Theatre, St. Nick's Workshop, and Kinkadee. Don't miss *St. Nick's Workshop*, *St. Nick's Workshop*, and *St. Nick's Workshop*.

### Peddlers Village, Artist Alley, Oliver's Alley & Crutchfield's Corner

Looking for the perfect holiday gift? Shop our local stores as well as our specialty vendors along Peddlers Village, Oliver's Alley, and Crutchfield's Corner. Oliver's Alley is a 3rd Street and new for 2023, *Crutchfield's Corner*. Plenty of unique, hand-crafted items to be found in our Victorian Village. New 3 also find food vendors and food trucks at Oliver's Alley.

### St. Nick's Workshop

Sponsored by Hand-House of Values, St. Nick is bringing his workshop all the way to Amelia Island and Dickens on Centre for use to check out St. Nick's. St. Nick is available for a meet & greet, as well as a photo by Boston Photography who is on hand to capture the moment. St. Nick's Workshop is a guaranteed to get a smile on the face of kids of all ages.

### Tiny Tim's Kid Zone

Located on N 3rd Street, Tiny Tim's Kid Zone provides entertainment for kids of all ages. Enjoy family friendly crafts and games or catch a holiday movie at the Old Vic Theatre. Write a letter to St. Nick and have one delivered to him at the Old Vic Theatre. Write a letter to St. Nick and have one delivered to him at the Old Vic Theatre. Write a letter to St. Nick and have one delivered to him at the Old Vic Theatre.

### Fezziwig's Courtyard

Fezziwig's Courtyard is the heart of the festival. It's a place where you can enjoy the festive food and drink, the holiday entertainment, and the holiday movies. It's a place where you can enjoy the festive food and drink, the holiday entertainment, and the holiday movies. It's a place where you can enjoy the festive food and drink, the holiday entertainment, and the holiday movies.

### Storyline at The Book Loft

Join our Storyline at The Book Loft. Bring your little ones and join our Victorian era storytellers in The Book Loft's children's section as they read two fun holiday books. Storyline readings of *Dickens' Holiday Christmas* by Matt Trowers will take place at 11am, 1pm, and 3pm. Storyline readings of *The Night Before Christmas* by Clement Clarke will take place at 11am and 1pm.

### Victorian Evensong - St. Peter's Episcopal

On Friday, December 8 from 4-5pm, St. Peter's Episcopal Church will be holding Evensong, and the service will include Christmas carols and organ music from the choir of Charles Dickens featuring the Church Choir and children's choir. Free to all ages.

### Christmas Around the World Concert

On Sunday, December 10 at 10am, the First Baptist Church of Fernandina Beach is hosting their "Christmas Around the World" Concert with song selections representing approximately one dozen countries. Free to attend. They will also be having a Tree for the Homeless. If so included, bring a new, unwrapped toy in your donation.

## 2023 Entertainment Schedule

### Friday, December 8, 5-9pm

5pm - Parker Park - Christmas Wish Tree  
5:30pm - Wharf Main Stage - *St. Nick's Workshop*  
6:00pm - 2nd Street Stage - *St. Nick's Workshop*  
6:30pm - Old Vic Theatre - *St. Nick's Workshop*  
7:00pm - Parker Park - Christmas Wish Tree  
7:30pm - Wharf Main Stage - *St. Nick's Workshop*  
8:00pm - 2nd Street Stage - *St. Nick's Workshop*  
8:30pm - Old Vic Theatre - *St. Nick's Workshop*  
9:00pm - Parker Park - Christmas Wish Tree

### Saturday, December 9, 10am-5pm

10am - Parker Park - Christmas Wish Tree  
10:30am - Wharf Main Stage - *St. Nick's Workshop*  
11:00am - 2nd Street Stage - *St. Nick's Workshop*  
11:30am - Old Vic Theatre - *St. Nick's Workshop*  
12:00pm - Parker Park - Christmas Wish Tree  
12:30pm - Wharf Main Stage - *St. Nick's Workshop*  
1:00pm - 2nd Street Stage - *St. Nick's Workshop*  
1:30pm - Old Vic Theatre - *St. Nick's Workshop*  
2:00pm - Parker Park - Christmas Wish Tree  
2:30pm - Wharf Main Stage - *St. Nick's Workshop*  
3:00pm - 2nd Street Stage - *St. Nick's Workshop*  
3:30pm - Old Vic Theatre - *St. Nick's Workshop*  
4:00pm - Parker Park - Christmas Wish Tree

### Sunday, December 10, 10am-5pm

10am - Parker Park - Christmas Wish Tree  
10:30am - Wharf Main Stage - *St. Nick's Workshop*  
11:00am - 2nd Street Stage - *St. Nick's Workshop*  
11:30am - Old Vic Theatre - *St. Nick's Workshop*  
12:00pm - Parker Park - Christmas Wish Tree  
12:30pm - Wharf Main Stage - *St. Nick's Workshop*  
1:00pm - 2nd Street Stage - *St. Nick's Workshop*  
1:30pm - Old Vic Theatre - *St. Nick's Workshop*  
2:00pm - Parker Park - Christmas Wish Tree  
2:30pm - Wharf Main Stage - *St. Nick's Workshop*  
3:00pm - 2nd Street Stage - *St. Nick's Workshop*  
3:30pm - Old Vic Theatre - *St. Nick's Workshop*  
4:00pm - Parker Park - Christmas Wish Tree

### St. Nick Portraits with Boston Photography

Friday, December 8, 5-6pm  
Saturday, December 9, 11am-1pm / 2-3pm  
Sunday, December 10, 11am-1pm / 2-3pm

### Fezziwig's Courtyard

Friday, December 8, 5-6pm  
Saturday, December 9, 11am-1pm  
Sunday, December 10, 11am-1pm

### Entertainment schedule is subject to change.



AmeliaIsland.com/Dickens



# Dickens on Centre

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**Mobile  
Experience**  
culinary & event  
pass



**Glow walk**  
Music, merriment &  
food trucks



**Sold out!**  
Snow globe  
experience



**Sold out!**  
Costume party with  
specialty  
entertainment



**1-mile  
fun run**  
45 runners to date





# *Dickens On Centre*

- 100+ vendors including new area on S. 2<sup>nd</sup> Street – Cratchit's Corner
- New theatrical and holiday performances
- Drone show expanded to 3D
- Volunteer & community involvement

# Sponsorships

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<https://www.nassaucountyfl.com/1334/TDC-Sponsorship-Funding-Policy>

	Number of	Total Funded \$
FY23	16	\$234,000
FY24	13	\$225,000



# Island Ambassador

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- Applications open tomorrow
- Limited to 16 participants
- Freshman Class Dates
  - Jan. 10 Kick off
  - Jan. 17 (in conjunction with TDC Meeting)
  - Jan. 24 in conjunction with Restaurant Week