

Jekyll Island

GEORGIA'S JEWEL



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Jekyll Island Revitalization Moves Forward

New Plans for Beach Village Presented at Special Board Meeting

Jekyll Island, Ga. (October 6, 2008) – The Board of Directors of the Jekyll Island Authority today reviewed revised plans from Greensboro-based Linger Longer Communities for a beach village that will be a key part of the island's overall revitalization effort.

The proposed plans will require a minor amendment to the island's master plan. The revised plan includes renovations and additions to the island's convention center, two new hotels, 30,000 square feet of retail space, a vacation ownership community and a new linear park and greenspace. The JIA and Linger Longer anticipate that the beach village will be ready in time for summer of 2011.

"Getting to this point in the revitalization of Jekyll Island has taken dedicated study, thorough planning, and a lot of listening," said Jones Hooks, executive director of the Jekyll Island Authority. "The Jekyll Island Authority Board has set policy that will protect the character and natural beauty of the island, and we feel like this team has created a plan that Georgians deserve."

The JIA has undertaken a comprehensive revitalization effort for the island, which includes approximately \$350 million in private sector investment and encompasses several redevelopment projects. In addition to the beach village, projects include three oceanfront properties: Jekyll Ocean Oaks, with a new Hampton Inn & Suites already under construction, Canopy Bluff, and the Jekyll Oceanfront Resort. The existing Jekyll Island Club Hotel is also spending \$4 million on renovations and the addition of 5,000 sq. ft. of meeting space.

"There are a lot of moving parts," said Hooks. "And we are pleased that everything is on track."

"We are taking the necessary steps to balance the environmental protection of the island with the need to create a self-sustaining affordable destination that will serve Georgians for years to come," said Bob Krueger, chairman of the JIA Board of Directors.

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The Beach Village

Linger Longer's new beach village plan reflects input provided to the company and the JIA from websites, e-mails, phone calls, and individuals at more than 70 public presentations and forums during the past 11 months. Key issues addressed with the new plan include public and visitor parking, building locations, ocean views, overall size, and environmental impact.

"We have taken a hard look at the wishes of Georgia's citizens – including those who currently reside on or visit Jekyll, those who used to visit, and those who never have," said Jim Langford, project executive for Linger Longer. "The resulting plan balances the needs of the island's environment with those of Georgia's citizens, who want affordable hotel rooms, competitive convention facilities, shopping options, and convenient beach access."

The new plan scales back the overall size of the village from the earlier concept. Fewer hotel rooms and less retail development are planned. An economy and mid-scale hotel will offer a total of 350 rooms, steps from the ocean. The convention center will mix renovations with new construction for a total of 76,000 square feet. Total retail space will be 30,000 square feet, with the potential for 70 for-sale lofts above retail. A central plaza near the planned retail and convention center will serve as a focal point and public gathering space with an ocean view. Plans call for 160 vacation ownership units on what is currently the south public parking lot.

Just to the north of the new village, on a parking lot once considered for redevelopment, a new beachside public park is planned that will provide convenient beach access for day-visitors.

Next Steps and Related Efforts

The JIA also has several other active initiatives to support the overall revitalization of Jekyll Island, including finalizing a conservation guidelines and a rebranding effort.

Revitalization by the Numbers

Beach Village

- Hotel Rooms – 350
- Timeshares – 160
- Convention Space – 76,000 sq. ft.
- Retail Space – 30,000 sq. ft.
- For-Sale Lofts – 70*

Canopy Bluff

- Hotel Rooms – 285
- Condominiums -127
- Convention Space – 15,000 sq. ft.

Jekyll Ocean Oaks

- Hotel Rooms – 226
- Condominiums – 64

Jekyll Oceanfront Resort

- Hotel Rooms – 180
- Condominiums – 78

Totals

- Private Investment – \$350 million
- Hotel Rooms – 1,041
- Condominiums – 269
- Timeshares –160
- Convention Space – 91,000 sq. ft.
- Retail Space – 30,000 sq. ft.

**development dependent upon economic conditions*

15 Year Forecast of Economic Impact

- Sales Tax on Construction Materials -- \$4.9 million
- Sales Tax on New Operations -- \$89.4 million
- New Ad Valorem Taxes -- \$34.2 million
- New Hotel/motel Taxes -- \$38.4 million
- Construction Jobs – 125
- Construction Payroll - \$11.9 million
- Permanent Jobs – 707
- New Permanent Payroll -- \$179.7 million

"We want to promote Jekyll Island as a sanctuary with substance; an eco-destination and recreational escape," said Eric Garvey, the JIA's senior director of marketing. "With the revitalization efforts taking shape, we can say with confidence that Jekyll Island is a reachable retreat for everyone."

In addition to the rebranding initiative, the JIA has taken proactive measures to protect the island's habitats, resources and character as revitalization continues. An ordinance passed this summer outlined beachfront lighting practices to protect the island's endangered sea turtle habitat from light pollution. The Authority also developed new design guidelines articulating standards of future building and landscaping in order to maintain the integrity of Jekyll's unique history as well as new conservation guidelines to protect Jekyll's natural resources. Both items have been presented to the board and are under review.

"It is essential that we get the right plans in place in order to revitalize Jekyll Island in a way that is cohesive and stays true to its character," said Hooks.

A public question and answer session on Linger Longer's revised beach village is scheduled for October 14 at 2:00 p.m. at the Jekyll Island Convention Center. A public hearing for the proposed master plan amendment will be held November 10 at 2:00 p.m. at the Jekyll Island Convention Center.

About Jekyll Island

Jekyll Island is a barrier island on Georgia's coast – midway between Jacksonville, Fla. And Savannah, Ga. Accessible by car just minutes from I-95, Jekyll Island offers a variety of amenities, including 10 miles of beach, four golf courses, a 250-acre Historic Landmark District, water park, tennis center, an array of lodging options including hotels, cottages and campgrounds. Owned by the State of Georgia, and managed by the Jekyll Island State Park Authority, Jekyll Island has had development limited to just 35 percent of its available land area. This unique aspect of Jekyll Island serves to preserve the critical barrier island ecosystem, and provide guests with a unique escape from the crowds and complications of other beach resort destinations. The Jekyll Island Foundation is a public 501 (c) 3 organization which operates exclusively for charitable and educational purposes to support the work of the Jekyll Island Authority by assisting in the preservation, conservation and appreciation of Jekyll Island. Please visit www.jekyllisland.com for more information or call 1-877-4JEKYLL.

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