



Agenda
Tuesday, April 12, 2022
9:30 a.m.
Jekyll Island Convention Center
JIA Committees and Meeting

Public Comment

Written public comments can be submitted online till 12:00 noon on Monday, April 11th at the JIA Board of Directors [website](#). The name of the person and the topic of the comment will be read into the record. The full public comment will become part of the permanent record.

Meeting documents and public comments are available at:
<https://www.jekyllisland.com/jekyll-island-authority/board-directors/>

Chairman, Dale Atkins – Call to Order

I. Historic Preservation/Conservation Committee

Dale Atkins, Chair

- A. GSTC Education Department 2021 Programming Highlights and Milestones – Nicki Thomas, Education Program Manager
- B. Update: Terrapin Conservation and Causeway Management – Davide Zailo, Georgia Sea Turtle Center Research Program Manager
- C. Renewable Energy RFI – Ben Carswell, Director of Conservation and Sustainability

II. Finance Committee

Bill Gross, Chair

- A. March Financials – Bill Gross, Chair
- B. Request for Approval of JIA Employee Pay Increases – Jenna Johnson, Director of Human Resources, Marjorie Johnson, Chief Accounting Officer, and Jones Hooks, Executive Director

III. Human Resources Committee

Buster Evans, Chair

- A. Retirement Presentation for Stanley Vidrine – Jenna Johnson, Director of Human Resources

IV. Marketing Committee

Joy Burch-Meeks, Chair

- A. Report from Marketing Department – Alexa Hawkins, Director of Marketing & Communications

Jekyll Island, like the rest of Georgia was “left to us as a heritage in trust for our children and their children’s children. It is never to be finished, but always to be improved.”
- Governor M. E. Thompson, 1947

V. Legislative Committee

Trip Tollison, Chair

- A. No Report

VI. Committee of the Whole

Dale Atkins, Chair

- A. Litigation Update – Zach Harris, General Counsel
- B. Ratification of 2010 Lease Agreement Form - Zach Harris, General Counsel
- C. Rental Agreement with The Purple Turtle Signature Store, LLC – Maria Humphrey, Lease Manager
- D. 2022 SPLOST Update: Sales Tax Analysis – Jones Hooks, Executive Director
- E. National Golf Foundation Draft Report Presentation – Richard Singer, National Golf Foundation
- F. Executive Director’s Report – Jones Hooks, Executive Director
- G. Resolution in Appreciation of Joe Wilkinson, Former Chairman – Jones Hooks, Executive Director
- H. Chairman’s Comments - Dale Atkins, Chairman

If Needed - 5 Minute Break

Board Meeting Agenda

Chairman, Dale Atkins – Call to Order

Action Item

1. Minutes of the March 15, 2022 Board Meeting
2. Renewable Energy RFI
3. Request for Approval of JIA Employee Pay Increases
4. Ratification of 2010 Lease Agreement Form
5. Rental Agreement with The Purple Turtle Signature Store, LLC
6. Resolution in Appreciation of Joe Wilkinson, Former Chairman

Adjournment

10 Minute Break

A Public Session with National Golf Foundation consultant Richard Singer, will immediately follow the Board meeting in Ballroom H. One hour will be allotted for Q&A.



DRAFT
April 13, 2022

JEKYLL ISLAND-STATE PARK AUTHORITY RFI #246

REQUEST FOR INFORMATION – RENEWABLE ENERGY PROCUREMENT

The Jekyll Island – State Park Authority (“JIA”) is an entity of the State of Georgia which maintains and operates numerous buildings within Jekyll Island State Park, including historic structures, a modern convention center, a youth camp, and facilities supporting retail, recreation, operations/maintenance, and public safety. JIA’s [2020 Conservation Plan](#) charges the JIA to advance its energy responsibility through reducing its carbon emissions, enhancing energy efficiency, and expanding renewable energy.

The JIA wishes to explore renewable energy opportunities for JIA-owned properties to meet this Conservation Plan goal. At this time, the JIA has not committed to any specific location for installation of any specific renewable energy components but is soliciting substantive information on where and how those opportunities might be made available.

The JIA is investigating the costs and benefits of renewable energy. Through this effort, the JIA seeks to explore the financial and physical feasibility of incorporating renewable energy associated with Authority-owned properties, including existing facilities and planned facilities yet to be constructed.

Details and instructions for this RFI are attached and available online at <https://www.jekyllisland.com/jekyll-island-authority/rfps/>.

1. BACKGROUND AND PURPOSE

1.1 Purpose of Request for Information

This Request for Information (“RFI”) is being issued by the Jekyll Island – State Park Authority (“Authority” or “JIA”) to solicit information from qualified individuals, firms, joint ventures of individual firms, or similarly interested parties (“Respondents”), with experience in renewable energy, revenue streams, cost savings, and funding options as further described in this RFI. JIA will use the information generated by this RFI, in conjunction with other information available to JIA, to consider the solution that is in the best interest of JIA to fulfill its renewable energy needs.

For the purposes of this RFI, “renewable energy” refers to electrical power generated by solar, wind, geothermal, waste-to-energy or other commercially viable renewable energy technologies, and includes energy storage that can function in support of a renewable energy portfolio for Jekyll Island.

1.2 Goals and Objectives

JIA is prepared to examine a wide range of strategies and opportunities to provide for its renewable energy needs. This RFI is to solicit current pricing, technical characteristics, and other relevant information for potential renewable energy investments and/or partnerships.

JIA is interested in understanding the current availabilities, flexibilities, and preferences of market participants interested in providing capacity and associated energy infrastructure to JIA from all viable forms of renewable generation and supporting energy storage elements. JIA expects that the response to this RFI will provide an enhanced understanding of the contractual obligations typical associated with the provision of renewable energy.

The primary purpose of this RFI is to identify actionable and beneficial approaches for informed drafting of a potential Request for Proposals for the development, procurement, and delivery of renewable energy to the JIA.

1.3 Overview of the RFI Process

The RFI method is not a competitive solicitation method and, as a result, does not satisfy the requirement for competitive bidding. The RFI method is no more than an information gathering tool and such information gathered may or may not be used by JIA to develop a competitive solicitation, such as a Request for Proposals. Respondents are not required to respond to a RFI and a Respondent’s failure to respond to a RFI will not prohibit the Respondent’s participation in any competitive solicitation that may result from the RFI. However, Respondents are strongly encouraged to respond to this RFI as this is a great way to ensure JIA is aware of the Respondent’s expertise or services.

2. REQUESTED INFORMATION

2.1 Objective

The objective of this RFI is to gather information to assist the JIA in its consideration of available resources/methods to fulfill the goals stated above. Areas of interest to JIA that Respondents should address include:

1. The conceptual ideas Respondent thinks would maximize the potential for renewable energy generation attributable to the JIA.
2. Suggestions about ownership/leasing models or funding methods, including descriptions about how the project would be structured. It is expected that the provider would develop a structure that allows the solar project to utilize all available financial incentives including but not limited to, federal tax credits, advanced depreciation, clean energy bonds, and Renewable Energy Credits. The response should include a discussion of different contract terms and the impact on pricing, including term years, buyout options, and other considerations.
3. Suggestions about the type of issues that need to be considered in locating potential sites. Potential limitations or restrictions that could impact a project, such as roof warranties or tree canopy coverage.
4. Specific information on the type and form of contract. Provide a sample.
5. The facility and/or operational issues relating to renewable energy on JIA properties that Respondent considers most significant. Respondent should identify potential solutions to these issues it believes are feasible, as well as, identify those it would advise JIA not to pursue.
6. Any structural or technical requirements for buildings or infrastructure that the JIA should be aware of
7. Specific information on operational and maintenance responsibilities and costs.
8. Information on recommended project type(s), including technical characteristics.
9. Potential cost savings or revenue potential to the JIA.
10. Scope of foreseeable near- and long-term future renewable energy opportunity on Jekyll Island as seen by the Respondent.
11. The ability of Respondent to leverage its experience in the renewable energy industry to achieve stated goals.
12. Top risks and insurance considerations faced by renewable energy projects.
13. Position in respect to supply chain limitations and labor shortages.
14. Considerations pertaining to grid stability/reliability/resiliency, with environmental hazards in mind, including tropical storms and hurricanes, winter weather, wildfires, and all other forms of extreme weather than could possibly occur in coastal Georgia.
15. Regulatory constraints and opportunities
16. Any alternative methods or suggestions that JIA should consider to achieve its objectives and other potential policy goals for the JIA.

2.2 Response Format

Respondents are free to structure the response in a manner that best suits its needs and clearly conveys information to JIA it considers responsive to this RFI. Respondents are encouraged to, at a minimum, submit a cover letter and package that addresses the above stated areas of interest and provides the following information:

- Contact information for the Respondent's representative who will respond to questions or requests from the JIA.
- A brief description of the Respondent's firm, including number of years in operation and experience with other partners who may be part of your response.
- Respondent's experience in providing renewable energy development, installation, and operation include the following:
 - Demonstrated experience developing renewable energy projects
 - Complete comprehension of the construction of renewable energy facilities, on-site or off-site, including design, engineering, permitting, interconnection, and long-term operation/maintenance of the facilities.
 - Knowledge of renewable energy financing
 - Any additional information, ideas, or possible directions not specifically requested that Respondent believes to be relevant.

2.3 Review of Responses

After considering all responses to this RFI, JIA may, at its discretion, contact individual Respondents to provide additional information and/or meet with JIA to further discuss the its written response. JIA may also issue a subsequent Request for Proposals ("RFP") to implement one or more of the concepts arising from this RFI. If this occurs, you will be invited to participate in any RFP process, along with other interested participants. All notices for new RFPs will be advertised as required by Georgia law and posted on the JIA website at <http://www.jekyllisland.com/jekyll-island-authority/rfps/>.

3. SUBMITTAL INSTRUCTIONS

3.1 Response Submission Deadline

To be considered, responses must arrive at the offices of the Jekyll Island Authority on or before:

5:00 p.m., Eastern Daylight Time, Tuesday, May 31, 2022.

Respondents are required to submit five (5) sets of complete hardcopy documents. Additionally, one complete set of documents must be provided electronically on a flash drive.

The response package must be inserted in a sealed envelope and clearly marked on the outside with "RFI # 246", the submitting Respondent's name, address, and delivered by the date specified to:

Ben Carswell
Jekyll Island-State Park Authority
100 James Road
Jekyll Island, GA 31527

Faxed or emailed responses are not responsive.

It is the sole responsibility of the Respondent to have their response delivered to the JIA on or before the deadline and at the location specified above.

3.2 Respondent Questions and Inquiries

Questions and requests for clarification may be submitted via telephone or email to Ben Carswell at bcarswell@jekyllisland.com.

Interested parties are also encouraged to tour Jekyll Island State Park independently. Detailed lodging information is available at www.jekyllisland.com.

3.3 Key Dates

RFI Issued (on or about)	April 13, 2022
Deadline to Submit Responses	May 31, 2022

4. GENERAL INFORMATION

4.1 Acknowledgement

By submitting a response to this RFI, the Respondent is acknowledging that the Respondent has (1) read the information and instructions, and (2) agrees to comply with the information contained herein.

4.2 Right to Amend and/or Cancel the RFI

JIA reserves the right to amend this RFI. Any revisions must be made in writing prior to the RFI closing date and time. By submitting a response, the Respondent shall be deemed to have accepted all terms and agreed to all requirements of the RFI (including any revisions/additions made in writing prior to the close of the RFI whether or not such revision occurred prior to the time the Respondent submitted its response) unless expressly stated otherwise in the Respondent's response. Therefore, each Respondent is individually responsible for reviewing any revised RFI and making any necessary or appropriate changes and/or additions to the Respondent's response prior to the close of the RFI. Respondents are encouraged to frequently check the RFI for additional information. Finally, JIA reserves the right to cancel this RFI at any time.

4.3 Costs for Preparing Responses

The cost for developing the response and participating in this RFI process is the sole responsibility of the Respondent. JIA will not provide reimbursement for such costs.

4.4 Ownership of Responses

Each response submitted to JIA will become the property of JIA, without compensation to Respondent, for JIA's use in its sole discretion. By submitting a response, each Respondent acknowledges and agrees that any ideas, improvements, or other suggestions offered by Respondent will not be considered confidential or subject to any restriction on use by JIA or any other eventual contractor or entity. Please note that even though information (financial or other information) submitted by a Respondent may be marked as "confidential", "proprietary", etc., JIA will make its own determination, subject to Section 4.5 below, regarding what information may or may not be withheld from disclosure. In no event shall JIA assume liability for any loss, damage or injury that may result from the disclosure or use of any such "confidential" or "proprietary" information.

4.5 Public Access to Records and Trade Secrets

This RFI and any responses shall be subject to the provisions of the Georgia Open Records Act, O.C.G.A. § 50-18-70 et seq. As it relates to trade secrets, any Respondent submitting records containing trade secrets that wishes to keep such records confidential under this paragraph shall submit and attach to the records an affidavit affirmatively declaring that specific information in the records constitute trade secrets pursuant to Article 27 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated (O.C.G.A.). If such Respondent attaches such an affidavit, before producing such records in response to a request under the Georgia Open Records Act or this RFI, the Authority shall notify the entity of its intention to produce such records as set forth in this paragraph. If the Authority makes a determination that the specifically identified information does not in fact constitute a trade secret, it shall notify the Respondent submitting the affidavit of its intent to disclose the information within ten days unless prohibited from doing so by an appropriate court order. In the event the Respondent wishes to prevent disclosure of the requested records, the Respondent may file an action in superior court to obtain an order that the requested records are trade secrets exempt from disclosure. The Respondent filing such action shall serve the requestor with a copy of its court filing. If the Authority makes a determination that the specifically identified information does constitute a trade secret, the Authority shall withhold the records, and the requester may file an action in superior court to obtain an order that the requested records are not trade secrets and are subject to disclosure.

4.6 Indemnification

By submitting a Response, each Respondent hereby agrees to indemnify, defend and hold harmless the Authority, the State of Georgia and its departments, agencies and instrumentalities and all of their respective officers, members, employees and directors (hereinafter collectively referred to as the "Indemnitees") from and against any and all claims, demands, liabilities, losses, costs or expenses, including attorneys' fees, due to liability to a third party or parties, for any loss due to bodily injury (including death), personal injury, and property damage, including but not limited to intellectual property claims, arising directly or indirectly from the submission of the Response hereunder by the Respondent or its agents, employees, associates, subcontractors or others working at the direction of

Respondent. This indemnification obligation survives beyond the submission date of the Response and the dissolution or, to the extent allowed by law, the bankruptcy of the Respondent. This indemnification applies where the Indemnitees are partially responsible for the situation giving rise to the claim, provided however, that this indemnification does not apply to the extent of the sole negligence of the Indemnitees.

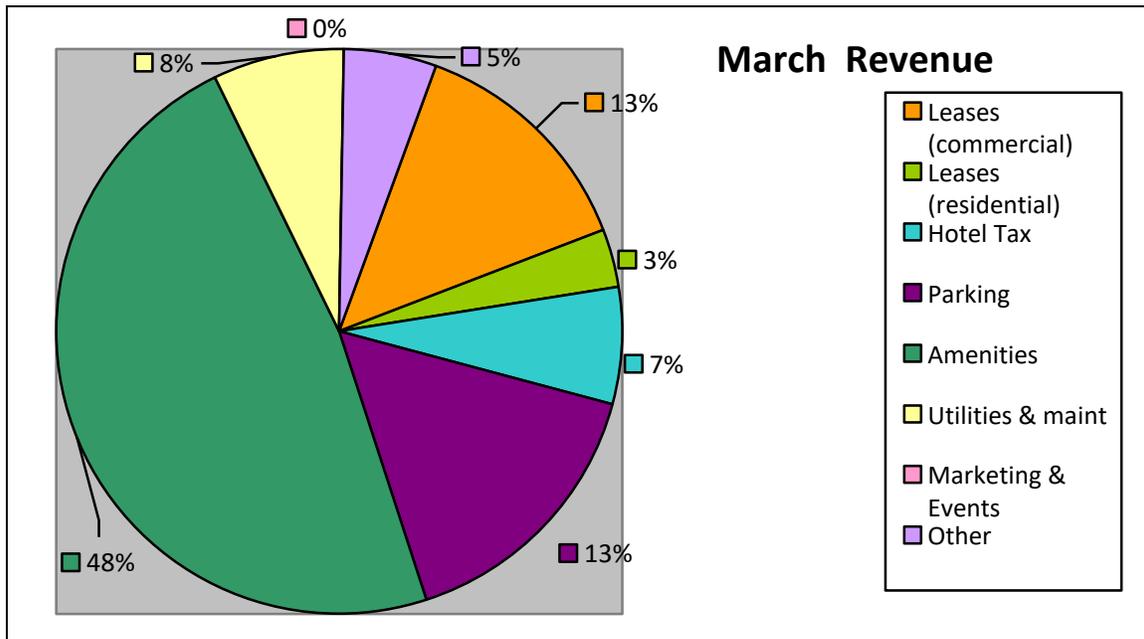
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MEMORANDUM

TO: FINANCE COMMITTEE
FROM: MARJORIE JOHNSON
SUBJECT: MARCH FINANCIAL STATEMENTS
DATE: 4/8/2022

Revenues

Revenues for March were \$2,831,676 which reflects a favorable \$587K (26%) variance from budget. Year-to-date revenues reflect a favorable \$4.9M (22%) variance from budget and a \$6.8M (34%) variance from the prior year to date revenues.



The largest variances for the month were:

- Convention Center (+\$209K) – In addition to our budgeted conventions and groups, which brought in \$72K more than anticipated, the staff was able to pick up 3 banquets and 3 weddings as well as several smaller groups for the month of March. These additional groups brought in an additional \$137K in revenue.
- Administration (+\$129K) – This variance is from movie location fees for the filming that was recently done on the Island.
- Lot Rentals (+90K) – Variance is from transfer fees from property sales and transfers.

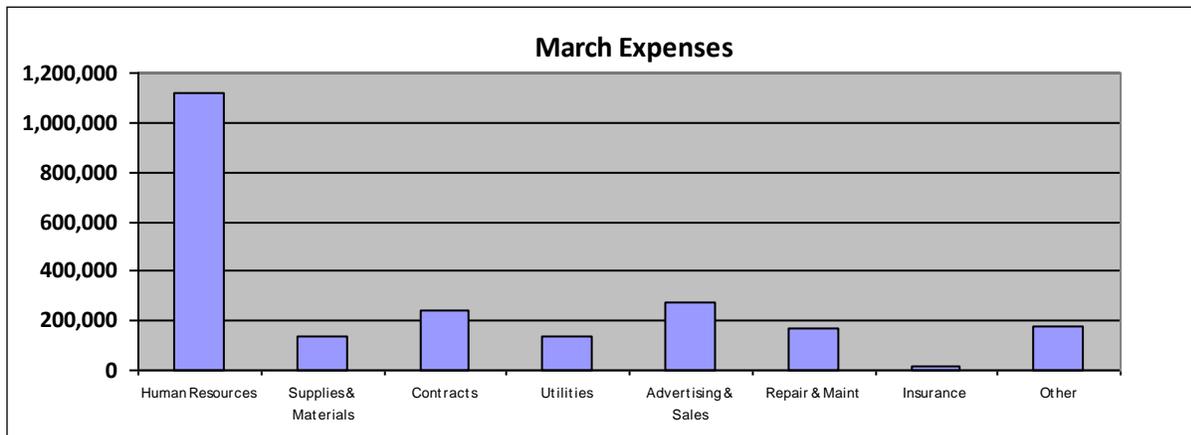
- Campground (+\$58K) – Site rentals and concession sales continue to remain strong this year. Year to date revenues reflect a favorable \$425K compared to budget.

Expenses

Expenses were \$2,268,759 for March and reflected an unfavorable budget variance of \$119K (6%) for the month. Expenses reflect a favorable \$1.6M variance from Year-to-date budget and reflected an unfavorable \$3M (19%) variance from Prior Year to Date expenses.

The largest budget variances for the month were:

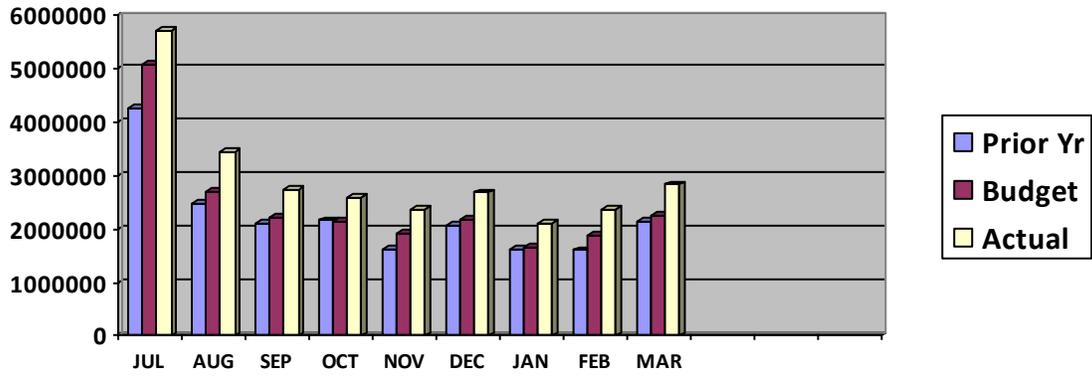
- Human Resources (-\$105K) – vacant positions – full and part time.
- Advertising & Sales (+\$222K) – variance is an offset to prior month timing differences. Expenses are now back in line with the year-to-date budget.
- Contracts (-\$39K) – variance is from contracts in the Special Events department that were budgeted but not used. This will be a permanent variance from budget for the year.



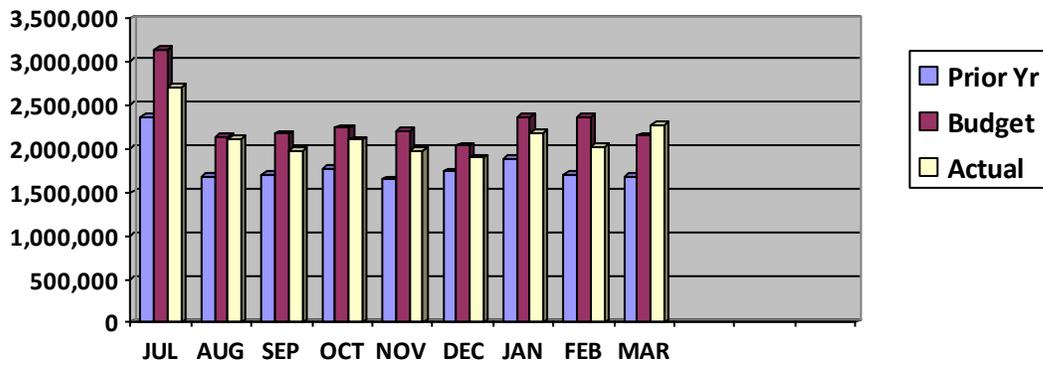
Net Operating Cash

The Net Operating Cash Income for the month is \$562,917, which is a \$468K favorable variance from the budgeted Net Operating Cash Income of \$95,162. Net Operating Cash Income reflects a favorable \$6.5M variance from year-to-date budget and a \$3.7M favorable variance from prior year to date income.

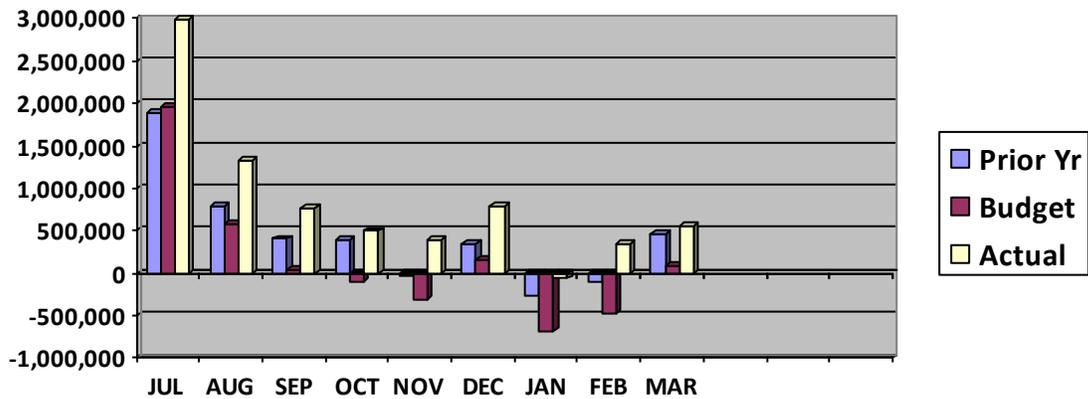
Total Revenues



Total Expenses



Net Operating Cash



Jekyll Island Authority
CONSOLIDATED BUDGET COMPARISON
For the Nine Months Ending March 31, 2022

	MONTH	MONTH	BUDGET		YTD	YTD	BUDGET		PRIOR	VARIANCE	
	ACTUAL	BUDGET	VARIANCE	%	ACTUAL	BUDGET	VARIANCE	%	YEAR	ACTUAL	VARIANCE
			(000's)	%			(000's)	%		(000's)	%
Revenues											
Administration											
Business Leases	381,522	355,751	26	7%	4,671,432	4,006,179	665	17%	3,660,155	1,011	28%
Hotel Tax	135,494	102,766	33	32%	1,762,639	1,173,015	590	50%	1,224,701	538	44%
Tourism Development Fund	58,069	44,042	14	32%	747,380	502,721	245	49%	524,872	223	42%
Parking	447,968	451,771	(4)	-1%	3,870,753	3,303,779	567	17%	3,457,440	413	12%
Interest	811	450	0	80%	7,019	4,050	3	73%	3,781	3	86%
Lot Rentals	96,743	6,500	90	1388%	1,010,886	571,480	439	77%	700,283	311	44%
Foundation	464	443	0	5%	6,916	7,896	(1)	-12%	6,674	0	4%
Airport	2,978	1,860	1	60%	14,788	15,500	(1)	-5%	15,026	(0)	-2%
Administration revenue	139,683	10,303	129	1256%	304,845	122,146	183	150%	229,980	75	33%
Beach Village	-	-	-	0%	-	-	-	0%	1,507	(2)	-100%
Intern Housing	4,345	3,650	1	19%	34,045	33,025	1	3%	33,575	0	1%
Total Administration	1,268,078	977,536	291	30%	12,430,703	9,739,790	2,691	28%	9,857,994	2,573	26%
Enterprises											
Golf	291,007	247,643	43	18%	1,933,201	1,623,604	310	19%	1,480,145	453	31%
Convention Center	430,834	221,891	209	94%	2,598,127	2,178,695	419	19%	435,941	2,162	496%
McCormick's Grill	-	-	-	0%	(0)	-	(0)	0%	105,935	(106)	-100%
Summer Waves	25,728	32,000	(6)	-20%	1,470,452	1,308,421	162	12%	1,079,478	391	36%
Campground	198,177	139,999	58	42%	1,613,961	1,188,769	425	36%	1,528,082	86	6%
Life is Good	39,395	20,886	19	89%	250,008	147,296	103	70%	179,465	71	39%
Museum	89,802	74,595	15	20%	745,951	492,681	253	51%	425,818	320	75%
Georgia Sea Turtle Center	195,729	222,422	(27)	-12%	1,734,359	1,456,984	277	19%	1,317,629	417	32%
Conservation	1,014	750	0	35%	9,951	6,902	3	44%	6,463	3	54%
Miniature Golf & Bikes	41,288	43,579	(2)	-5%	339,883	286,186	54	19%	293,054	47	16%
Water/Wastewater	111,052	111,376	(0)	0%	1,294,042	1,223,615	70	6%	1,145,459	149	13%
Sanitation	48,541	47,953	1	1%	433,897	426,916	7	2%	426,348	8	2%
Fire Department	33,862	5,570	28	508%	1,397,832	1,349,415	48	4%	1,296,940	101	8%
Tennis	18,598	15,443	3	20%	102,886	96,242	7	7%	100,732	2	2%
Marketing, Special Events & Sales	3,255	48,650	(45)	-93%	179,035	159,603	19	12%	99,617	79	80%
Guest Information Center	16,793	18,539	(2)	-9%	189,957	141,111	49	35%	143,662	46	32%
Camp Jekyll & Soccer Fields	12,934	12,757	0	1%	122,120	117,307	5	4%	103,412	19	18%
Landscaping, Roads & Trails	3,671	3,000	1	22%	20,668	12,200	8	69%	55,224	(35)	-63%
Vehicle & Equipment Maintenance	1,869	250	2	647%	4,440	750	4	492%	2,413	2	84%

	MONTH ACTUAL	MONTH BUDGET	BUDGET VARIANCE		YTD ACTUAL	YTD BUDGET	BUDGET VARIANCE		YEAR ACTUAL		YEAR VARIANCE
			(000's)	%			(000's)	%		(000's)	%
Facility Maintenance	50	-	0	0%	574	-	1	0%	1,565	(1)	-63%
Golf Course Maintenance	-	-	-	0%	234	-	0	0%	199	0	17%
Total Enterprises	1,563,598	1,267,302	296	23%	14,441,578	12,216,697	2,225	18%	10,227,582	4,214	41%
Total Revenues	2,831,676	2,244,838	587	26%	26,872,280	21,956,487	4,916	22%	20,085,575	6,787	34%
Expenses											
Human Resources	1,117,493	1,222,518	(105)	-9%	9,907,635	11,014,877	(1,107)	-10%	9,182,899	725	8%
Supplies & Materials	136,795	142,981	(6)	-4%	1,183,391	1,327,533	(144)	-11%	874,991	308	35%
Advertising & Sales	276,096	54,216	222	409%	694,545	699,294	(5)	-1%	309,952	385	124%
Repairs - Facilities & Grounds	145,105	149,402	(4)	-3%	1,139,981	1,309,488	(170)	-13%	880,592	259	29%
Utilities	129,330	123,568	6	5%	1,412,084	1,424,411	(12)	-1%	1,327,354	85	6%
Insurance	12,960	3,392	10	282%	893,032	947,780	(55)	-6%	816,619	76	9%
Contracts	244,663	283,942	(39)	-14%	2,313,597	2,463,770	(150)	-6%	1,519,474	794	52%
Rentals	76,502	62,047	14	23%	518,381	550,443	(32)	-6%	448,621	70	16%
Printing	4,768	3,383	1	41%	94,307	79,930	14	18%	50,867	43	85%
Motor Vehicle	24,188	19,384	5	25%	190,977	180,511	10	6%	135,908	55	41%
Telephone	8,714	10,119	(1)	-14%	79,792	91,105	(11)	-12%	86,205	(6)	-7%
Equipment Purchase <\$1K	15,130	6,846	8	121%	78,174	70,759	7	10%	56,219	22	39%
Equipment Purchase \$1K to \$5K	8,278	-	8	0%	91,216	65,164	26	40%	27,497	64	232%
Travel	4,632	2,015	3	130%	30,330	39,695	(9)	-24%	10,289	20	195%
Dues	29,127	33,579	(4)	-13%	256,347	304,118	(48)	-16%	182,049	74	41%
Credit Card Fees	34,881	32,259	3	8%	375,375	253,509	122	48%	275,435	100	36%
Bank Fees	98	25	0	292%	803	225	1	257%	546	0	47%
Total Expenditures	2,268,759	2,149,676	119	6%	19,259,967	20,822,611	(1,563)	-8%	16,185,515	3,074	19%
Net Operating Cash Income **	562,917	95,162	468	492%	7,612,314	1,133,876	6,478	571%	3,900,060	3,712	95%

** Does not include depreciation or capital projects

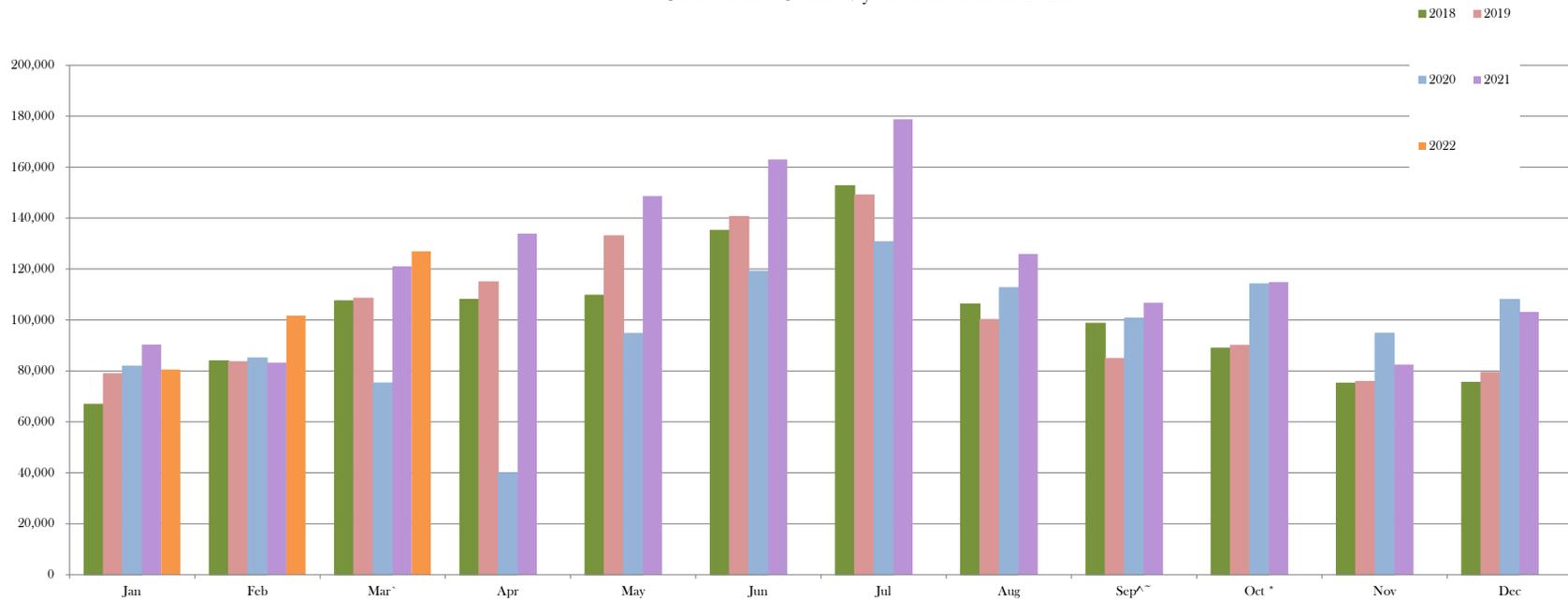
March 2022 Traffic Counts

	2018			2019			2020			2021			2022		
	Daily/Weekly	Annual Passes	Total	Daily/Weekly	Annual Passes	Total	Gate Purchase	Pre-purchased	Total	Gate Purchase	Pre-purchased	Total	Gate Purchase	Pre-purchased	Total
January	21,065	45,842	66,907	28,874	50,037	78,911	29,773	52,159	81,932	23,462	66,875	90,337	22,696	57,843	80,539
February	34,326	49,664	83,990	35,010	48,619	83,629	32,646	52,457	85,103	22,609	60,616	83,225	29,766	71,891	101,657
March	51,052	56,444	107,496	51,682	56,865	108,547	27,012	48,279	75,291	39,560	81,491	121,051	36,635	90,333	126,968
April	55,620	52,474	108,094	61,404	53,529	114,933	12,082	27,810	39,892	47,198	86,746	133,944	0	0	0
May	54,547	55,167	109,714	74,194	58,894	133,088	44,891	49,825	94,716	58,179	90,491	148,670	0	0	0
June	79,575	55,657	135,232	82,105	58,479	140,584	51,147	68,042	119,189	60,141	102,896	163,037	0	0	0
July	95,960	56,773	152,733	89,499	59,595	149,094	56,441	74,236	130,677	60,613	118,185	178,798	0	0	0
August	53,639	52,681	106,320	47,501	52,687	100,188	39,096	73,585	112,681	38,368	87,543	125,911	0	0	0
September	49,032	49,651	98,683	37,317	47,518	84,835	34,055	66,662	100,717	34,300	72,468	106,768	0	0	0
October	38,539	50,366	88,905	39,100	50,923	90,023	33,851	80,276	114,127	37,170	77,713	114,883	0	0	0
November	29,468	45,737	75,205	30,173	45,699	75,872	22,914	71,876	94,790	26,069	56,386	82,455	0	0	0
December	30,104	45,436	75,540	31,871	47,504	79,375	29,842	78,215	108,057	37,396	65,769	103,165	0	0	0
Totals	592,927	615,892	1,208,819	608,730	630,349	1,239,079	413,750	743,422	1,157,172	485,065	967,179	1,452,244	89,097	220,067	309,164

LPR system began April 2020

Year to Date Comparison	2018 YTD	2019 YTD	2020 YTD	2021 YTD	2022 YTD
	258,393	271,087	242,326	294,613	309,164

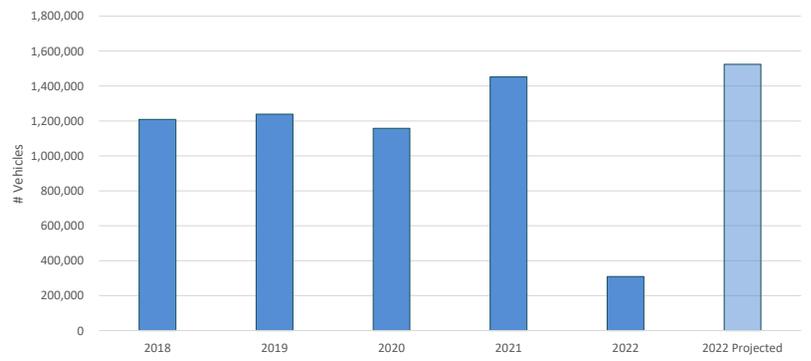
Gate Traffic Counts by Month - March 2022



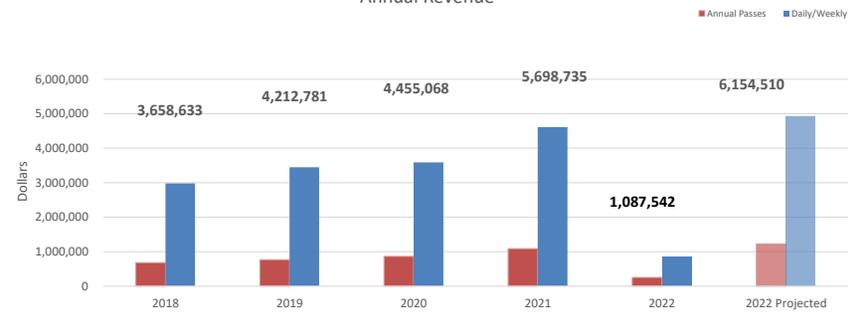
COVID - March 2020 through July 2020 (most significant impact)

*Sept 2019 - Hurricane Dorian

Annual Traffic Count



Annual Revenue



April 5, 2022
 MARCH 2022 Financial Review for JIA Sales and
 Jekyll Island Convention Center

MARCH	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013
Number of Events	16	8	6	16	19	19	15	14	16	14
Event Days	40	15	14	25	39	34	25	20	27	25
Attendance	7515	2321	6353	6655	15,193	29807	4618	3138	5372	6363
Revenue	\$472,807act \$248,085bud	\$174,645	\$130,954	\$332,180	\$319,320	\$374,569	\$188,946	\$99,223	\$105,030	\$90,033
Square FT used	847,670	323,360	206,408	372,931	N/A	N/A	N/A	N/A	N/A	N/A

We had 5 events contracted at time of budget. Only 2 were conventions, one new group and one returning group. We added 3 banquets and 3 weddings within the year. The banquets were events still shifting from COVID-19 cancellations like the Port Authority Luncheon, normally held in the fall.

FUTURE CONTRACTS ISSUED -11 – Estimated revenues \$361,100

Conventions 6– Anticipated rev of \$249,500
 Meetings –0–Anticipated revenue 0
 Banquet –2 – Anticipated revenue 17,200
 Weddings –0 – Anticipated revenue 0
 Public Event –4– Anticipated revenue 94,400

PROPOSALS

CVB – 15
 Westin – 3
 Combined sites and planning meetings with all staff – 21

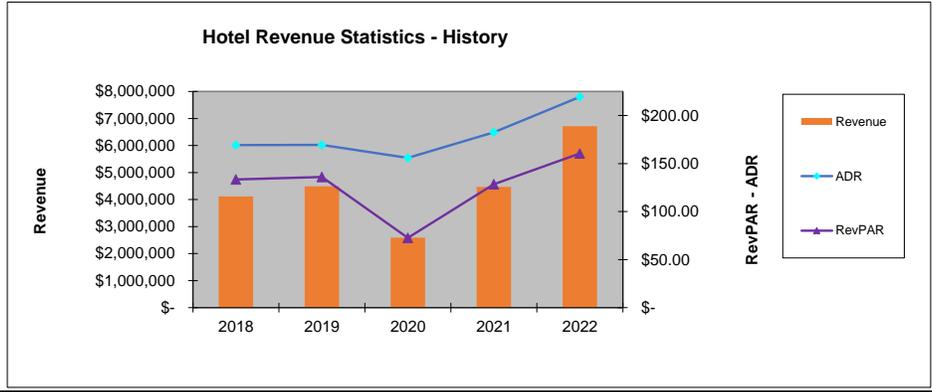
JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

March 2022

HOTEL STATISTICS AT-A-GLANCE

Mar-22	
Total Revenue	\$ 6,711,741
Occupancy Rate	73.2%
RevPAR	\$ 160.50
ADR	\$ 219.37
Mar-21	
Total Revenue	\$ 4,468,719
Occupancy Rate	70.4%
RevPAR	\$ 128.42
ADR	\$ 182.41
Mar-20	
Total Revenue	\$ 2,590,627
Occupancy Rate	46.6%
RevPAR	\$ 72.63
ADR	\$ 155.87



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2022 Room Revenue	2021 Room Revenue	Revenue Variance	
Beachview Club	38	1,146	769	67.1%	\$ 213.64	\$ 143.36	\$ 164,293.00	\$ 132,596.44	\$ 31,697	24%
Home2Suites	107	3,317	2,802	84.5%	\$ 200.95	\$ 169.75	\$ 563,065.00	\$ 360,565.26	\$ 202,500	56%
Holiday Inn Resort	157	4,867	3,426	70.4%	\$ 192.81	\$ 135.72	\$ 660,550.00	\$ 537,354.91	\$ 123,195	23%
Days Inn & Suites	124	3,814	2,795	73.3%	\$ 169.31	\$ 124.08	\$ 473,224.65	\$ 405,013.06	\$ 68,212	17%
Courtyard by Marriott/ Residence Inn	209	6,479	4,463	68.9%	\$ 216.34	\$ 149.02	\$ 965,505.00	\$ -	\$ 965,505	0%
Hampton Inn	138	4,278	2,941	68.7%	\$ 227.72	\$ 156.55	\$ 669,726.00	\$ 466,410.85	\$ 203,315	44%
Jekyll Island Club Resort	200	6,200	4,694	75.7%	\$ 301.30	\$ 228.11	\$ 1,414,308.00	\$ 1,092,895.00	\$ 321,413	29%
Seafarer Inn & Suites	73	2,150	1,225	57.0%	\$ 193.64	\$ 110.33	\$ 237,207.20	\$ 182,343.40	\$ 54,864	30%
Villas by the Sea	122	2,312	1,550	67.0%	\$ 190.13	\$ 127.46	\$ 294,697.93	\$ 277,720.38	\$ 16,978	6%
Villas by the Sea - Jekyll Realty	14	434	288	66.4%	\$ 144.83	\$ 96.11	\$ 41,712.12	\$ 26,481.94	\$ 15,230	58%
Villas by the Sea - Parker Kaufman	26	620	399	64.4%	\$ 105.16	\$ 67.68	\$ 41,959.50	\$ 25,192.50	\$ 16,767	67%
Westin	200	6,200	5244	84.6%	\$ 226.07	\$ 191.21	\$ 1,185,493.00	\$ 962,145	\$ 223,348	23%
Mar-22 Total	1,408	41,817	30,596	73.2%	\$ 219.37	\$ 160.50	\$ 6,711,741	\$ 4,468,719	\$ 2,243,023	50.2%

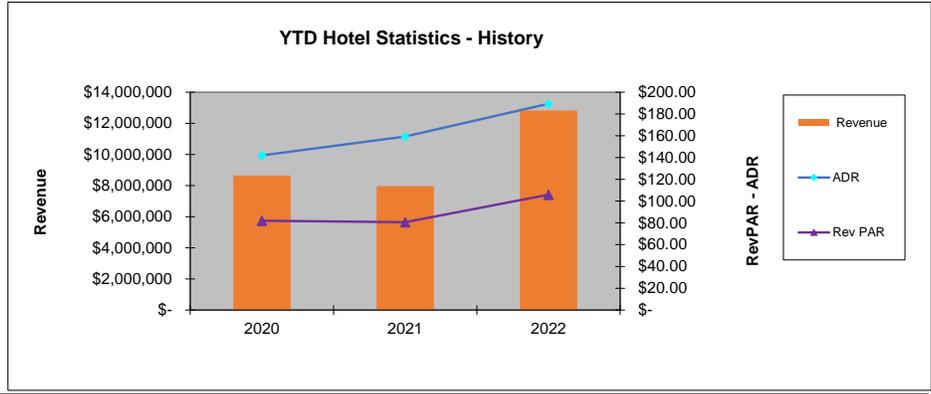
JEKYLL ISLAND AUTHORITY

HOTEL OCCUPANCY STATISTICS

Calendar Year to Date - March 2022

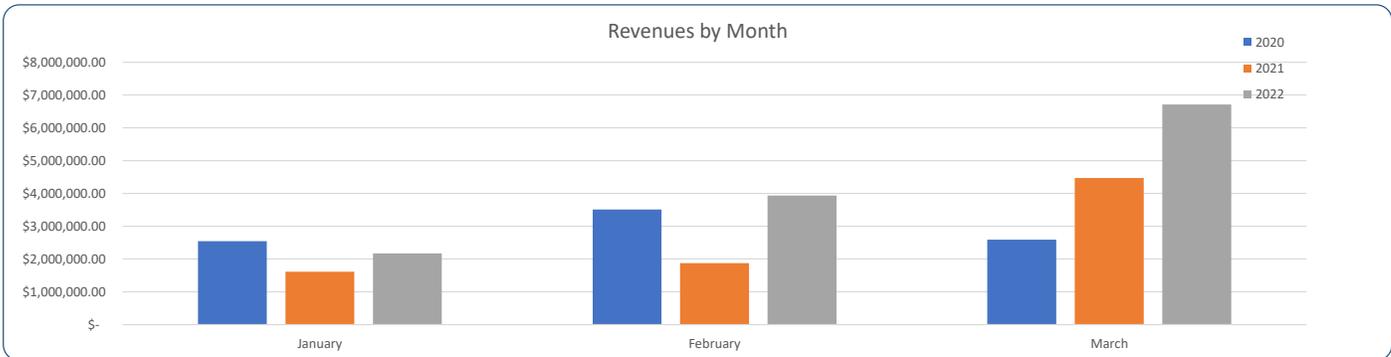
HOTEL STATISTICS AT-A-GLANCE

2022	
Total Revenue	\$ 12,817,043
Occupancy Rate	55.9%
Rev PAR	\$ 105.88
ADR	\$ 189.43
2021	
Total Revenue	\$ 7,957,087
Occupancy Rate	50.6%
RevPAR	\$ 80.62
ADR	\$ 159.27
2020	
Total Revenue	\$ 8,648,359
Occupancy Rate	57.8%
RevPAR	\$ 82.03
ADR	\$ 142.00



OCCUPANCY REPORT DETAIL

Hotel	# of Rms	Units Availbl	Units Occpd	Percent Occpd	Average Daily Rate	RevPAR	2022 Room Revenue	2021 Room Revenue	Revenue Variance	
Beachview Club	38	3,227	1,580	49.0%	\$ 178.54	\$ 87.42	282,096	198,357	\$ 83,739	42%
Home2Suites	107	9,630	6,073	63.1%	\$ 177.73	\$ 112.08	1,079,374	684,983	\$ 394,392	58%
Holiday Inn Resort	157	14,130	7,008	49.6%	\$ 166.61	\$ 82.63	1,167,571	849,222	\$ 318,349	37%
Days Inn & Suites	124	10,901	7,481	68.6%	\$ 138.60	\$ 95.11	1,036,848	809,748	\$ 227,100	28%
Courtyard by Marriott/ Residence Inn	209	18,810	9,315	49.5%	\$ 194.66	\$ 96.40	1,813,282	0	\$ 1,813,282	0%
Hampton Inn	138	12,420	6,439	51.8%	\$ 187.19	\$ 97.05	1,205,344	801,705	\$ 403,639	50%
Jekyll Island Club Resort	200	18,200	10,115	55.6%	\$ 264.44	\$ 146.97	2,674,861	2,002,670	\$ 672,191	34%
Seafarer Inn & Suites	73	6,260	2,734	43.7%	\$ 156.32	\$ 68.27	427,378	315,370	\$ 112,008	36%
Villas by the Sea	122	6,652	4,118	61.9%	\$ 156.61	\$ 96.95	644,904	512,662	\$ 132,242	26%
Villas by the Sea - Jekyll Realty	14	1,173	626	53.4%	\$ 116.93	\$ 62.40	73,197	40,270	\$ 32,927	82%
Villas by the Sea - Parker Kaufman	26	1,651	977	59.2%	\$ 92.32	\$ 54.63	90,193	40,370	\$ 49,824	123%
Westin	200	18,000	11,196	62.2%	\$ 207.40	\$ 129.00	2,321,995	1,701,731	\$ 620,264	36%
2022 Total		121,054	67,662	55.9%	\$ 189.43	\$ 105.88	\$ 12,817,043	\$ 7,957,087	\$ 4,859,956	61.1%
2021 Total		98,693	49,961	50.6%	\$ 159.27	\$ 80.62	\$ 7,957,087			
2020 Total		105,433	60,902	57.8%	\$ 142.00	\$ 82.03	\$ 8,648,359			





MEMORANDUM

TO: FINANCE COMMITTEE
FROM: JENNA JOHNSON, DIRECTOR OF HUMAN RESOURCES
MARJORIE JOHNSON, CHIEF ACCOUNTING OFFICER
SUBJECT: EMPLOYEE PAY INCREASE
DATE: 4/8/2022

As you may be aware, Governor Kemp recently approved a \$5,000 pay increase for state employees to improve recruitment and retention.

Unfortunately, we have also experienced similar difficulties in hiring and retaining employees. We currently have 24 full time vacancies and are currently short 28 part-time employees, not including Summer Waves seasonal positions. In our attempts to address the vacancies that plague us, we are proposing, for your consideration, an employee pay increase modeled after the state.

For full-time employees this would include a \$5,000 annual salary increase to begin April 22nd and a one-time payment up to \$4,300 based on length of service.

Part-time employees would also receive an hourly pay increase up to \$2.41 per hour and a one-time payment up to \$1,500 based on number of hours worked.

Funding for the one-time payments and pay increases for May and June will be funded out of current year income.

Pay increases for the following year would be included in the FY23 budget.

Staff requests approval of the pay increases and one-time payment as proposed.



DRAFT

MEMORANDUM

TO: JEKYLL ISLAND BOARD OF DIRECTORS
FROM: JONES HOOKS, EXECUTIVE DIRECTOR
ZACHARY HARRIS, GENERAL COUNSEL
SUBJECT: RATIFICATION OF 2010 LEASE AGREEMENT FORM
DATE: 4/8/2022

On January 26, 2010, the Jekyll Island State Park Authority approved a residential lease extension policy following a period of due diligence which included hiring a special real estate consultant and a Special Attorney General attorney to work with the Authority throughout 2009 on terms, policies, and public communications and public meetings. At the time, there were 627 leases eligible for extension, and as a result of the JIA comprehensive process, 614 persons signed new leases with updated terms.

The Jekyll Island Authority Board has consistently upheld the 2010 residential lease extension policy and adoption of the Standard Lease form for all residential leases signed after December 31, 2010. It is significant that NO exception has been granted by the JIA Board since 2010, including requests for exceptions due to hardship and lack of understanding. Should the JIA Board depart from this long-standing policy position, it would risk credibility as to other current and future policy positions, and it would open itself up to innumerable requests for exceptions, exemptions, and other departures from similar longstanding policies. The possibility of legal challenges would also exist based on questions of fairness.

Accordingly, we recommend that the Jekyll Island State Park Authority Board of Directors affirm and ratify the actions taken on January 26, 2010, approving the residential lease extension policy, including the Standard Lease form for all residential leases signed after December 31, 2010.



April 12, 2022

MEMORANDUM

TO: BOARD OF DIRECTORS
FROM: MARIA HUMPHREY, LEASE MANAGER
RE: THE PURPLE TURTLE SIGNATURE STORE, LLC

BACKGROUND

The Jekyll Island Authority staff has identified a qualified tenant to enter into a rental agreement with, for the rental of the property located at 101 Old Plantation Road, commonly referred to as the Infirmary building, and formerly known as Furness Cottage. The store will primarily sell Lilly Pulitzer merchandise.

The founder of the Lilly Pulitzer brand was married to Peter Pulitzer who was the grandson of Joseph Pulitzer. Joseph Pulitzer was one of the founding members of the Jekyll Island Club, and in a strange twist of fate actually owned the building the proposed store will be located in from 1896-1914. The home was later sold to Frank L. Goodyear and donated in his mother's name, Josephine L. Goodyear, to become an infirmary for Jekyll Island.

DETAILS

- The proposed tenants have passed all required financial and background checks.
- The owners will be Douglas, Vicki, and Michaela Craven.
- The daily management of the store will be the responsibility of Michaela Craven.
- The premises shall be used by tenant solely as a retail clothing store, including without limitation the sale of Lilly Pulitzer and Sugartown Worldwide, LLC or parent company Oxford industries, Inc. related brand items.
- Under no circumstances will any portion of the premises be used as housing or living quarters.
- The space to be rented consists of 4022+- Square Feet of space on two main floors with additional rentable space on the third floor, and two large outdoor porches.

TERMS

THE PURPLE TURTLE SIGNATURE STORE, LLC

TERM: April 12, 2022, to April 11, 2025.



RENTAL RATE:

- Annual rate of \$43,542.00
- 2,598 Sq. Ft. at a rate of \$12.00 per Sq. Ft. Annually (\$12.00*2598= \$31,176)
- 1,374 Sq. Ft. at a rate of \$9.00 per Sq. Ft. Annually (\$9.00*1,374= \$12,366)
- Monthly rent will be \$ 3,628.50 subject to annual CPI increases, that will be no less than 1.5% and no more than 10% annually.
- In addition to base rent the tenant will be responsible for paying percentage rent at 3% for gross sales that exceed \$ 60,475 in any single month.

OTHER REQUIREMENTS:

- Security deposit equal to two months base rent.
- Tenant shall, at its own expense, obtain and maintain throughout the term of this Rental Agreement Commercial General Liability Insurance which shall include, but need not be limited to, the following minimum coverage:

<i>Coverage</i>	<i>Limit</i>
Each Occurrence Limit	\$1,000,000
Personal and Advertising Injury Limit	\$1,000,000
General Aggregate Limit	\$2,000,000
Products/Completed Ops. Aggregate Limit	\$2,000,000

- At its sole cost and expense, Tenant shall cause to be furnished and shall pay for all water, gas, light, power, sanitation (sewerage or otherwise), garbage pick-up and disposal, telephone and all other utilities or services required for Tenant’s use of the premises.

POSSIBLE BOARD ACTIONS

1. Vote to approve the Rental Agreement with THE PURPLE TURTLE SIGNATURE STORE, LLC, pending additional legal review.
2. Do not approve the Rental Agreement.
3. Suggest other alternatives.

RECOMMENDATION

Action Number One is recommended by JIA staff if the Board wishes to rent this historic building to the proposed tenant.



Sales Tax Analysis for: Jekyll Island Authority



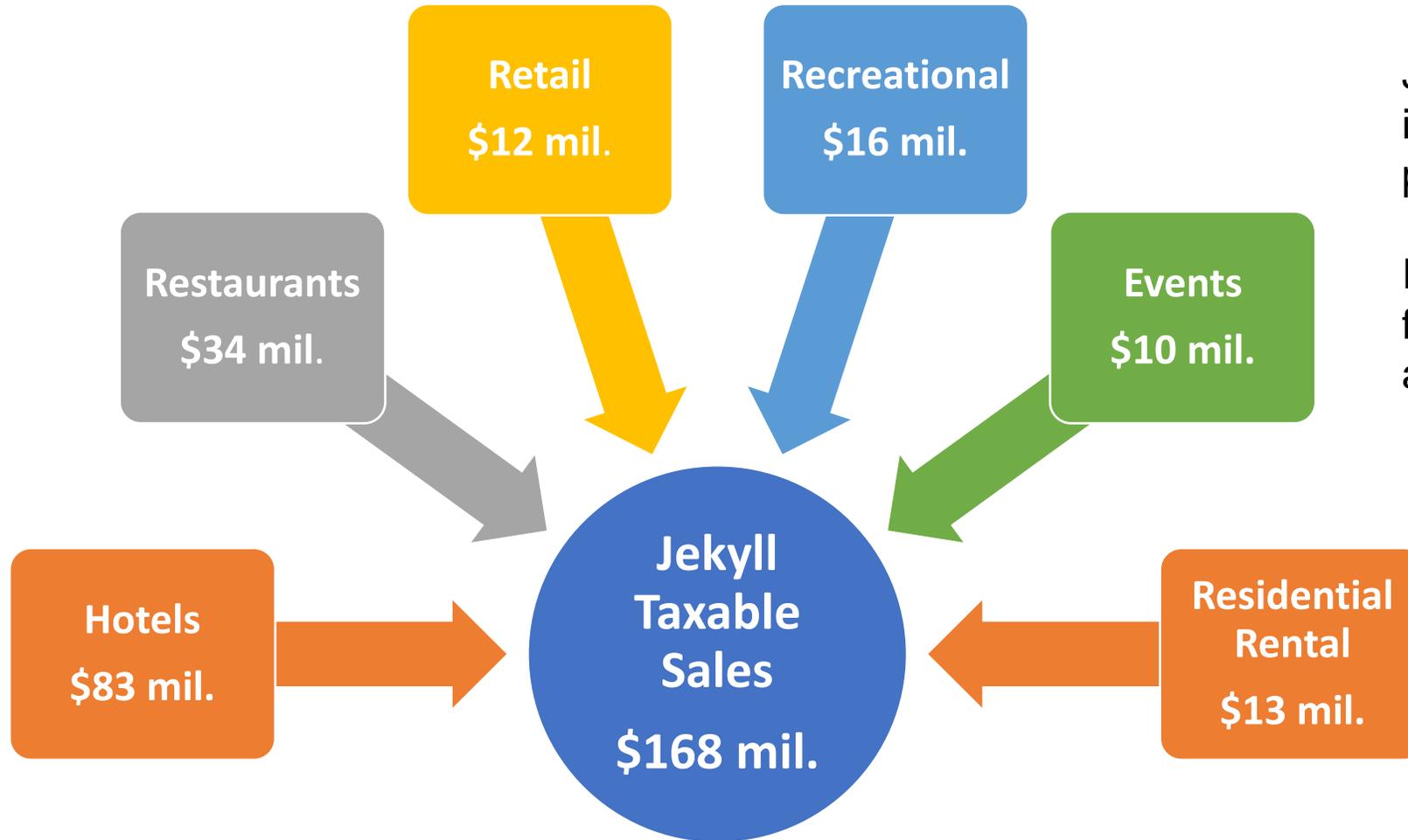
April 1, 2022

Executive Summary

- The Jekyll Island Authority engaged **KB Advisory Group** to prepare this analysis of the potential amount of sales taxes that could be generated from Jekyll Island should voters in Glynn County approve the future use of a Special Purpose Local Option Sales Tax (SPLOST). The SPLOST would be used to fund future infrastructure projects in the County.
- This analysis is based on a detailed examination of the level of taxable sales activities which Jekyll Island generated in 2021. It also includes a projection of potential SPLOST revenues from Jekyll Island over a five-year projection period beginning in 2023, which would be the first operational year of the SPLOST if approved in 2022.
- **Jekyll Island generated a projected \$168 million in taxable sales in 2021.**
- **Jekyll Island is projected to generate \$12 million in SPLOST revenue over five years (2023-2027).**
- **We are requesting that \$3.1 million of those funds be spent on Jekyll Island for infrastructure projects identified by the Jekyll Island Authority.**
- **Jekyll Island generated an estimated \$7.5 million in sales taxes to the State of Georgia in 2021.**

This report is based on public information provided by the Jekyll Island Authority, interviews with JIA personnel and vendors, third-party financial data, and consultant prepared estimates.

Sources of 2021 Taxable Sales on Jekyll Island



Jekyll Island is celebrating its 75th year as a state park.

It generates taxable sales from a wide range of activities on the island.

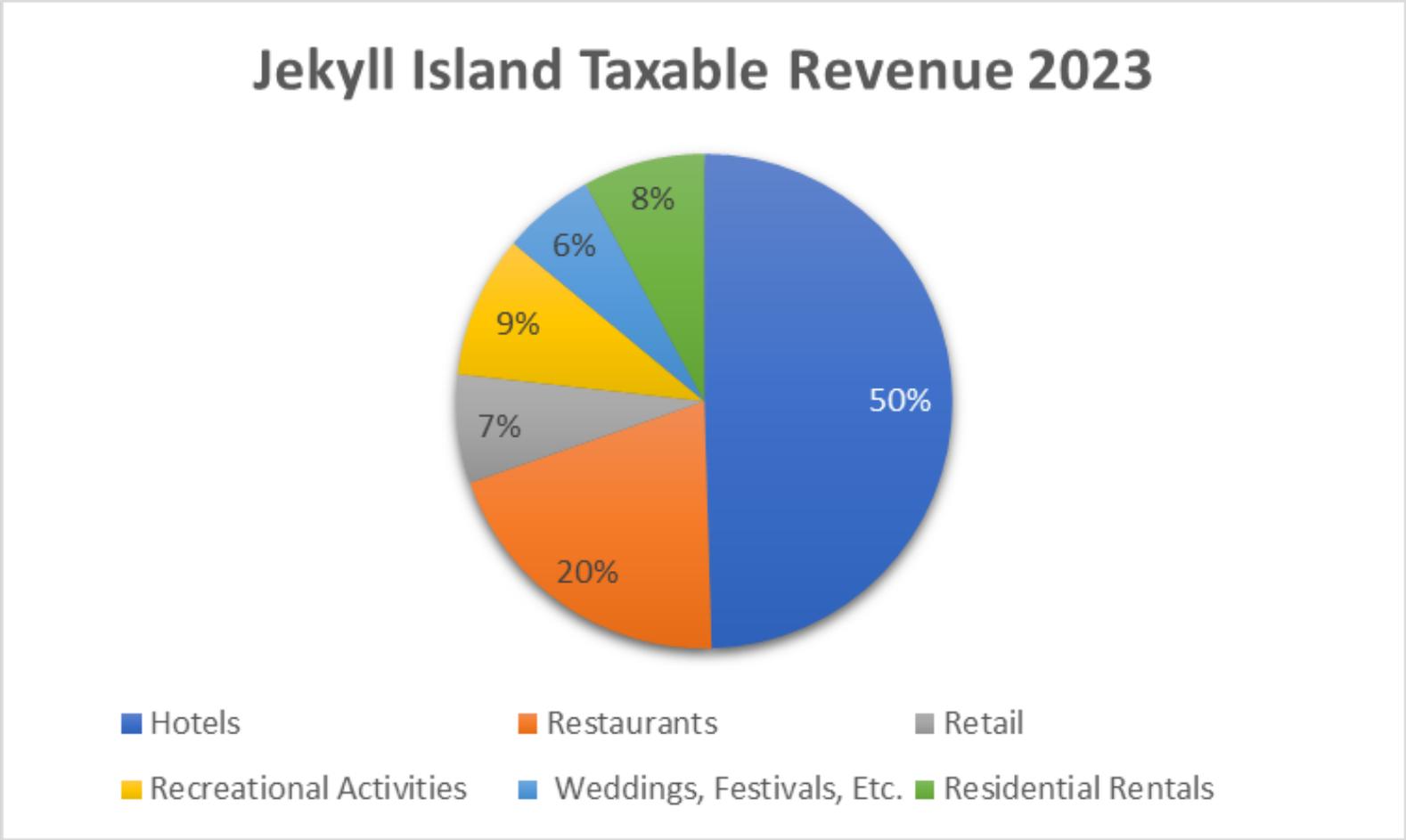
Summary of Taxable Sales on Jekyll in 2021- 2023

- Jekyll Island generated an estimated \$168 million in taxable sales in 2021. Projections put the number at \$218.8 million by 2023.
- The largest share of taxable sales occurs from hotels, followed by restaurants and recreational activities.
- Annual SPLOST revenue from Jekyll Island is estimated to be \$2,188,244 in 2023.

Jekyll Island Estimated Taxable Sales 2021-2023				
Source		2021	2022	2023
Hotels	\$	83,402,983	\$ 103,234,456	\$ 108,396,179
Restaurants	\$	33,521,562	\$ 41,901,953	\$ 43,997,050
Retail	\$	11,846,275	\$ 14,807,844	\$ 15,548,236
Recreational Activities	\$	15,484,477	\$ 19,355,596	\$ 20,323,376
Weddings, Festivals, Events & Conventions	\$	10,043,788	\$ 12,554,735	\$ 13,182,472
Residential Rentals	\$	13,239,706	\$ 16,549,632	\$ 17,377,114
Total Taxable Sales	\$	167,538,791	\$ 208,404,216	\$ 218,824,427
Jekyll Estimated Annual SPLOST Revenue	\$	1,675,388	\$ 2,084,042	\$ 2,188,244

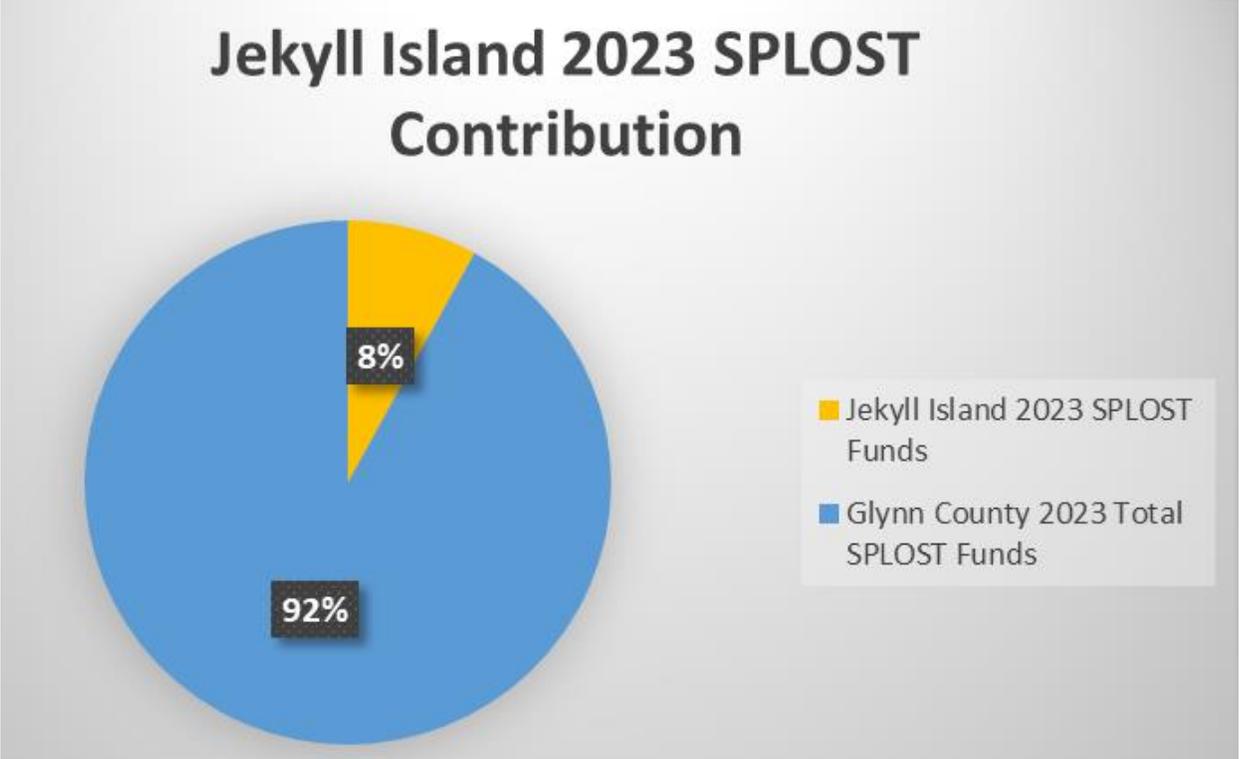
Source: JIA, KBA Group

Sources of Jekyll Island Taxable Revenue, 2023



Jekyll Island And Glynn County SPLOST Funds

- In its potential first year in 2023, Jekyll could generate \$2.2 million for the SPLOST.
- This \$2.2 million represents 8% of the total SPLOST revenues projected to be generated in Glynn County in 2023.



Jekyll Island 2023 SPLOST Funds	\$ 2,188,244
Glynn County 2023 Total SPLOST Funds	\$ 26,609,589

Estimating Glynn County's future SPLOST Revenue

- Glynn County has no current SPLOST. The historical one-cent Local Option Sales Tax (LOST) data was used to estimate the potential SPLOST funds generated if approved.
- This table shows the dollar amount of LOST funds generated by Glynn County from FY2019 to FY2022, and an estimate for 2023.
- From FY 2019 to FY 2022 LOST revenue increased by roughly 5% annually.
- For analysis purposes, we have assumed LOST revenue increases at 5% for 2023.
- Thus, we estimate that Glynn County could generate \$26.6 million in total SPLOST revenue in 2023.

Glynn County LOST Revenue 2019-2023	
	Total County LOST**
FY 2019	\$ 21,017,808
FY 2020	\$ 23,287,671
FY 2021	\$ 20,547,945
FY 2022	\$ 25,342,466
FV 2023*	\$ 26,609,589

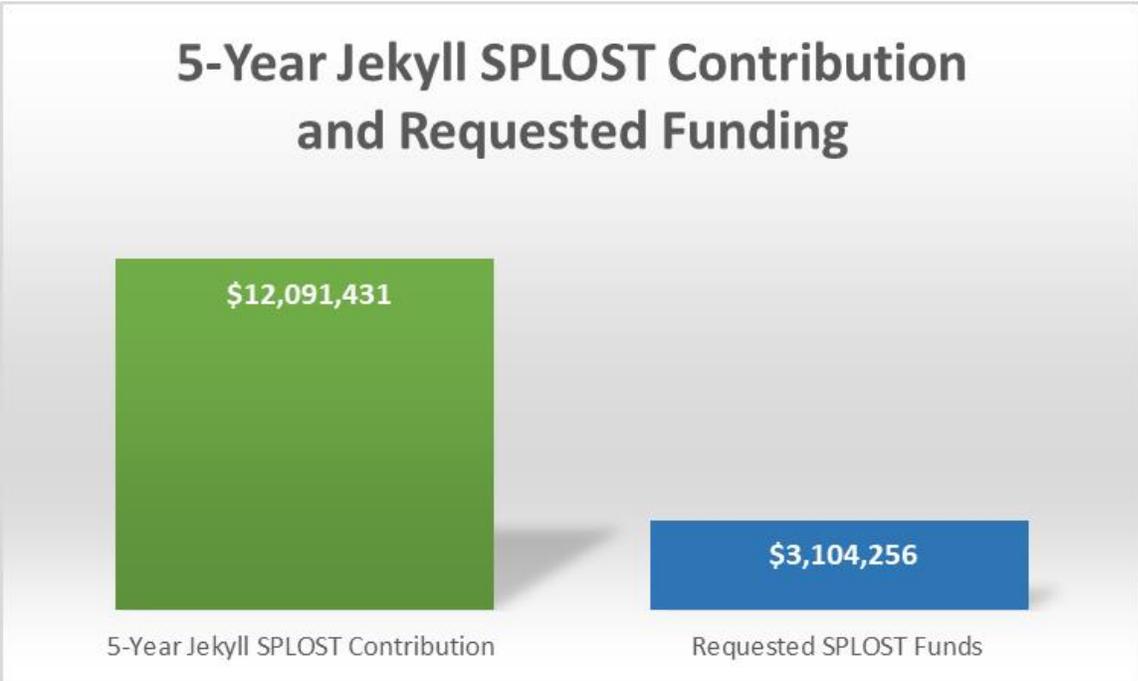
* projected 5% growth from previous year

**Glynn receives 73% and Brunswick 27% of LOST

Source: Glynn County Annual Budgets FY2019-FY2022

Jekyll Island's Requested SPLOST Funding

- The Jekyll Island Authority requests \$3.1 million in funding from the future SPLOST for needed infrastructure improvements.
- Jekyll Island will generate an estimated contribution of \$12 million to the SPLOST over the next five years.
- JIA's request for SPLOST funds represents only 26% of the SPLOST revenues generated by Jekyll Island over five years.



Jekyll Island Requested Share of SPLOST Over 5 years

Jekyll Island Taxable Sales	\$ 1,209,143,090
Jekyll SPLOST Contribution	\$ 12,091,431
Requested SPLOST Funds	\$ 3,104,256

Percentage Requested Of SPLOST Funds 26%

Jekyll Island's Total Contribution to Glynn County Sales Taxes

- Jekyll Island will be contributing **\$12 million** to Glynn County's LOST revenues in the next five years.
- Jekyll Island will also be contributing **\$12 million** to Glynn County Board of Education's ESPLOST revenues.
- If Glynn voters approve the SPLOST in 2022, Jekyll Island will be contributing **\$12 million** to the SPLOST.
- **Combined, this represents a total contribution by Jekyll Island to Glynn County's Sales Taxes of \$36.3 million over five years.**

Jekyll Island Taxable Sales and Total Local Sales Tax Contribution 2023-2027

	2023	2024	2025	2026	2027	Total
Jekyll island Taxable Sales	\$ 218,824,427	\$ 229,765,648	\$ 241,253,930	\$ 253,316,627	\$ 265,982,458	\$ 1,209,143,090
LOST Contribution	\$ 2,188,244	\$ 2,297,656	\$ 2,412,539	\$ 2,533,166	\$ 2,659,825	\$ 12,091,431
ESPLOST Contribution	\$ 2,188,244	\$ 2,297,656	\$ 2,412,539	\$ 2,533,166	\$ 2,659,825	\$ 12,091,431
Potential SPLOST Contribution	\$ 2,188,244	\$ 2,297,656	\$ 2,412,539	\$ 2,533,166	\$ 2,659,825	\$ 12,091,431
Jekyll Total Local Sales Tax Contribution	\$ 6,564,733	\$ 6,892,969	\$ 7,237,618	\$ 7,599,499	\$ 7,979,474	\$ 36,274,293

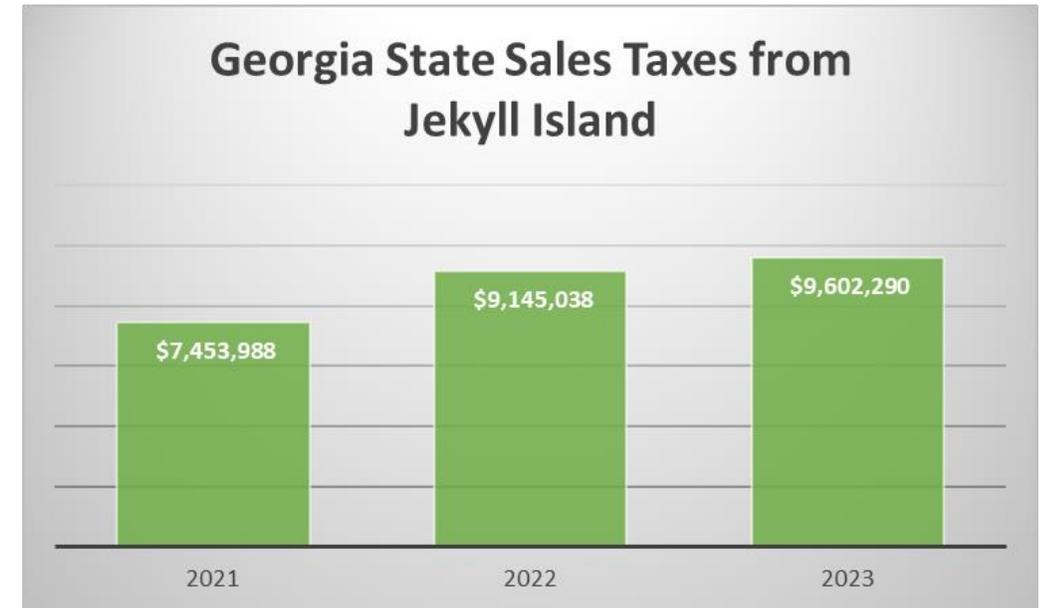
Source: KB Advisory Group

State of Georgia Sales Taxes from Jekyll Island

- Jekyll Island generated an estimated **\$7.5 million** in sales taxes to the State of Georgia in 2021.
- By 2023 Jekyll Island will generate **\$9.6 million** in sales taxes to Georgia.
- Total State sales taxes of **\$26.2 million** over three years.

State of Georgia Estimated Taxable Sales from Jekyll Island 2021-2023			
Source	2021	2022	2023
Hotels	\$ 83,402,983	\$ 103,234,456	\$ 108,396,179
Restaurants	\$ 33,521,562	\$ 41,901,953	\$ 43,997,050
Retail	\$ 11,846,275	\$ 14,807,844	\$ 15,548,236
Resort Activities	\$ 15,484,477	\$ 19,355,596	\$ 20,323,376
Weddings, Festivals, Events & Conventions	\$ 10,043,788	\$ 12,554,735	\$ 13,182,472
Long-Term Rentals	\$ 13,239,706	\$ 16,549,632	\$ 17,377,114
Total Taxable Sales	\$ 167,538,791	\$ 208,404,216	\$ 218,824,427
Taxable Fuel Sales	\$ 2,997,756	\$ 3,222,588	\$ 3,383,717
Taxable Sales less Fuel Sales	\$ 164,541,035	\$ 205,181,628	\$ 215,440,710
Georgia Sales Taxes at 4%	\$ 6,581,641	\$ 8,207,265	\$ 8,617,628
Georgia Fuel Excise Taxes at 29.1%	\$ 872,347	\$ 937,773	\$ 984,662
Total Georgia State Sales Taxes	\$ 7,453,988	\$ 9,145,038	\$ 9,602,290

Source: JIA, Georgia Department of Revenue, KBA Group



Jekyll Island 2021 Hotel Revenue

- There are ten hotels located on Jekyll Island.
- They have a total of 1,422 rooms.
- Five of the hotels have been added during the past thirteen years and all the properties have been renovated during this period.

Total 2021 Taxable Hotel Sector Revenue: \$83.4 million

Jekyll Island Hotel Sector	
Hotel Inventory	Rooms
Beachview Club Hotel	38
Home2Suites, Ascent Hotel Collection	107
Holiday Inn Resort	157
Days Inn and Suites	124
Courtyard/Residence Inn by Marriott	209
Hampton Inn	138
Jekyll Island Club Resort	200
Seafarer Inn & Suites	73
Villas by the Sea	176
Westin	200
Total	1,422

Jekyll Island 2021 Restaurants

- There are 32 restaurants on Jekyll Island

Total 2021 Taxable Restaurant Revenue: \$34 million*

* Restaurant revenue for the 18 independent restaurants only, revenues for the 14 hotel-affiliated restaurants are included in the revenues for hotels reported earlier.

Jekyll Island Restaurants

Independent Restaurants (Non-Hotel Affiliated)	Hotel Affiliated Restaurants
The Wharf	The Grand Dining Room
The Beach House Restaurant and Tap Room*	The Pantry
Jekyll Market including:	Beach Pavillion
Love Shack BBQ Shrimp and Yardbird	The Pool House
A Sweet Shop Named Sprinkles	Eighty Ocean Kitchen and Bar
Boardwalk Deli	The Bar & Alexander Lounge
Sweet Georgia's Juke Joint	The Reserve
Wee Pub Beach	Harry's Lounge
Red Bug Motor Pizza	Salty's Oceanside Bar & Grill
Driftwood Bistro	The Westin Café
Tortuga Jacks Restaurant	The Anchor
Fuse Frozen Yogurt	Northshore Coffee & Cocktails
Zachry's Riverhouse at Marina	The Shore
Doc's Sweet Shop	The Turtle Nest
Tibuzio's Grille	
Dairy Queen Grill & Chill at Circle K	
Larry's Giant Subs--waterpark	
Sunrise Grille	
Jekyll Island Sweets Shop	
Larry's Giant Subs--waterpark	
Sunrise Grille	
Jekyll Island Sweets Shop	

Source: JIA

Jekyll 2021 Retail Revenue

- There are a total of 22 retail stores located on Jekyll Island.
- They represent a combined total of 25,000 SF of retail space.
- The major retail categories represented include gift and specialty shops, apparel, ice cream, confectionery goods, and convenience items.
- Most retail is either in the Beach Village or Historic District.

Total 2021 Taxable Retail Revenue: \$11.8 million



Jekyll Island Recreational Activities

- Jekyll Island provides a diverse range of recreational activities for its guests to enjoy. Many are free for all visitors, such as access to the beaches, swimming, riding the 20 miles of bike and walking trails, and enjoying the island's natural beauty.
- In addition to these free activities, Jekyll Island offers a range of other recreational amenities which involve a service fee. They include:
 - 63 holes of golf on four courses.
 - The Summer Waves water park, which is open seasonally.
 - A major campground for RV and rustic camping.
 - MOSAIC, the Museum of Jekyll Island.
 - Georgia Sea Turtle Center.
 - A wide range of other activities provided by third-party vendors approved by JIA.



**Total 2021 Taxable Revenue
from Recreational
Activities: \$15.5 million***

*JIA provided actual sales data for JIA managed activities, others were estimated using days of operation and stated prices for services.

Jekyll 2021 Event, Wedding, Convention Revenues

Total 2021 Taxable Revenue from Events, Weddings and Conventions: \$10 million

Jekyll Island Facility Weddings, Festivals & Events and Convention Center					
Activity	Time Period	Events/Attendees	Per Event Revenue	Total Revenue	Taxable Revenue
JIA facility weddings*	Total 2021	46	\$58,000	\$2,668,000	\$ 1,600,800
Festivals & Events**					
Shrimp & Grits Festival	11/4-6/22	45,000			\$ 6,199,964
Holly Jolly Season	11/25/22-1/8/23	26,400	\$23.50	\$620,400	\$ 620,400
Convention Center***	Total 2021				\$ 1,622,624
Total					\$ 10,043,788

* Source: JIA, Emily Burton Wedding Planner

** Source: JIA, Selig Center Economic Impact Study, consultant estimate

*** Source: JIA

- Jekyll is a significant wedding location, with these events occurring at JIA facilities, the island hotels, and other island locations. The analysis assumed additional revenues are captured in this sector’s revenues for weddings at hotels. These estimates do not capture other weddings held outside JIA or hotel facilities.
- There are more than 32 events held on Jekyll Island annually. The Shrimp and Grits Festival is “the” major annual event.
- For Calendar Years 2022 and 2023, JIA’s Convention Center management anticipates 153 groups with over 81,000 attendees, generating 160,000 room nights of demand.



Jekyll Island 2021 Residential Rental Revenue

In recent years, Jekyll Island has become an increasingly attractive location for both short- and long-term rentals.

Today, an estimated 502 units are available for both short-term and long-term rental on the island.

**Total 2021 Residential Rental Revenue:
\$13.2 million**



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- **Accuracy of Report:** Every reasonable effort has been made to ensure that the data developed in this assignment reflect the most accurate and timely information possible and is believed to be reliable. This consulting assignment was based on estimates, assumptions, and other information developed by KB Advisory Group (“KBA”) from its independent research efforts, general industry knowledge, and consultations with the client for this assignment and its representatives. No responsibility is assumed for inaccuracies in reporting by the client, its agents or representatives, or any other data source used in preparing or presenting this study. The research and reports are based on information that is current as of the date of the report. KBA assumes no responsibility to update the information after the date of the report. The research may contain prospective financial information, estimates, or opinions that represent our view of reasonable expectations at a particular point in time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular outcome will occur. Actual results achieved during the period covered by our prospective analysis may vary from those described in our research and report, and variations may be material. Therefore, nor warranty or representation is made by BKA that any of the projected values or results contained in the work product from this assignment will actually be achieved.
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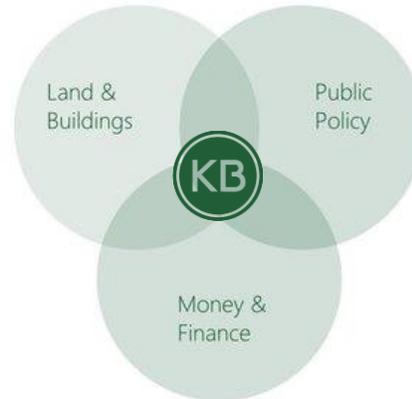


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Ken Bleakly, Founder

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**JEKYLL ISLAND—STATE PARK AUTHORITY
BOARD OF DIRECTORS
JEKYLL ISLAND, GEORGIA**

**A RESOLUTION RECOGNIZING THE DEDICATION AND SERVICE OF FORMER
JEKYLL ISLAND AUTHORITY BOARD CHAIRMAN, JOSEPH B. WILKINSON, JR.**

WHEREAS, Members of the Jekyll Island-State Park Authority (JIA) Board of Directors unanimously desire to express their gratitude to Mr. Joseph B. Wilkinson Jr. for his exemplary service and commitment to the betterment of Jekyll State Park as Chairman of the Board, and

WHEREAS, “Joe” Wilkinson was appointed by Governor Deal as a member of the JIA Board in 2017 and appointed as Chairman of the JIA by Governor Kemp on July 24, 2019, and Joe will continue to serve as a member of the Board, and

WHEREAS, throughout his career, Joe Wilkinson, a former Coca-Cola Company Spokesman, has been a dedicated public servant. He is a retired Captain of the United States Naval Reserve and a former member of the Georgia House of Representatives. During his 16 years in the House, he chaired the Ethics Committee and served on several additional committees; and

WHEREAS, during his tenure, Mr. Wilkinson has consistently expressed his support and appreciation for the JIA staff and has always promoted the efforts to preserve and maintain the character of Jekyll Island, serving on the Jekyll Island Foundation Board of Directors and strongly supporting Jekyll Island’s 2020 Conservation Plan and 2021 Master Plan Update; and

WHEREAS, because of his outstanding efforts on behalf of Jekyll Island, and his commitment to uphold the highest ethical standards, the JIA Board voted to commend Joseph B. Wilkinson, Jr. for his exemplary service and to thank him for his service, his friendship, and his leadership.

NOW, THEREFORE, BE IT RESOLVED, that the members of the Jekyll Island State Park Authority Board and staff express their deep sense of appreciation to Joseph B. Wilkinson Jr., for his dedication and service by passing this Resolution and requesting that a copy of the Resolution be placed in the archives of the Jekyll Island State Park Authority.

SO RESOLVED this 12th day of April 2022.

JEKYLL ISLAND-STATE PARK AUTHORITY

By: _____
DALE ATKINS.,
CHAIRMAN

ATTEST

By: _____
WILLIAM H. GROSS
SECRETARY/TREASURER

The Jekyll Island State Park Authority (JIA) and Committees met in Public Session on Tuesday, March 15, 2022 at the Jekyll Island Convention Center and via teleconference.

Members Present: Mr. Joseph B. Wilkinson Jr., Chairman
Mr. Bob Krueger, Vice Chairman
Mr. Bill Gross, Secretary/Treasurer
Dr. Buster Evans
Mr. Dale Atkins
Mr. Glen Ward
Commissioner Mark Williams via Teleconference
Ms. Joy Burch-Meeks via Teleconference

Members Absent: Mr. Trip Tollison

Key Staff Present: Jones Hooks, Executive Director
Noel Jensen, Deputy Executive Director
Zachary Harris, General Counsel
Marjorie Johnson, Chief Accounting Officer
Alexa Hawkins, Director of Marketing & Communications
Michelle Kaylor, Director of the Georgia Sea Turtle Center
Davide Zailo, Georgia Sea Turtle Center Research Specialist
Dennis Gailey, Director of Public Safety
Maria Humphrey, Lease Manager
Anna Trapp, Executive Assistant

Various members of the public and JIA staff were also present.

Vice Chairman Krueger called the committee session to order at 9:31 a.m. Roll was called for members attending in person and those attending via teleconference. Chairman Wilkinson arrived in person at 9:40 a.m. and presided for the remainder of the meeting.

There were two public comments received online for this meeting:

- Craig Patterson - Park Ranger Presentation to the Jekyll Island Citizen's Association
- John Stevenson – Thank you from the Jekyll Island United Methodist Church

I. Historic Preservation/Conservation Committee

A. Michelle Kaylor, Director of the Georgia Sea Turtle Center, introduced Davide Zailo. Zailo has been with JIA for twelve years, beginning as an AmeriCorp Member in the husbandry division.

Davide Zailo, Georgia Sea Turtle Center Research Specialist, provided an update on the advancing terrapin conservation efforts and causeway management. Highlighting the following points:

- The greatest threat to terrapins on Jekyll Island is road mortality.
- Since 2007, six thousand individual terrapins have been encountered and marked.
- Prior terrapin management implementations include the creation of an attractive roadside habitat and nesting boxes for terrapins as well as flashing warning signs for drivers. These strategies have been effective. However, the terrapin population was predicted to decline in the absence of additional actions.

- Through a partnership with Animex Wildlife Mitigation Solutions, a barrier fence will be utilized to safely exclude terrapins from crossing roads to reduce road mortality and boost population. Additionally, the fence will be monitored by personnel and through game cameras to assess the behavior of the female terrapins when approaching the fence and nesting area.

There were no public comments.

II. Finance Committee

A. Mr. Bill Gross, Finance Committee Chair summarized the February Financials including an overview of Revenues, Expenses, Net Operating Cash, Traffic Statistics, and Hotel Statistics.

- Revenues were \$2,367,782.
- Expenses were \$2,028,889.
- Net Operating Cash Income was \$338,893.
- Total Traffic Counts were 101,657 vehicles.
- Hotel Revenues were reported at \$3.9 million with a 59% Occupancy Rate.

B. Marjorie Johnson presented the request to purchase an all-in-one SIM manikin to be used for EMS Training for the amount of \$8,800.00, which would be paid from the Fire Equipment Fund. This SIM manikin (AmbuMan Advanced) is an advanced interactive system which will create real-life scenarios and helps build proficiency in practical skills such as starting IVs, CPR, defibrillation, medication administration, and advanced airway procedures.

Dennis Gailey, Director of Public Safety spoke on the advanced training equipment that is currently being used by Jekyll Fire and EMS, particularly a battery-operated mechanical device that performs compressions during CPR. The automated device is especially useful in small spaces such as stairwells or elevators. Gailey further commented on the SIM manikin, noting that Fire and EMS budgeted for individual pieces of equipment to promote EMS training, but having all the pieces in one device creates a more realistic scenario, enhancing the level of EMS training.

A motion to recommend authorizing the purchase of an all-in-one SIM manikin for the purpose of EMS Training as recommended by staff was made by Mr. Willard and seconded by Mr. Krueger. The motion carried unanimously.

There were no public comments.

III Human Resources Committee

No Report

IV. Marketing Committee

A. Alexa Hawkins, Director of Marketing & Communications, provided a marketing update.

- Media Highlights:
 - Driftwood Beach was listed on Trip Advisor’s Travelers’s Choice top 25 beaches in the U.S. for 2022, coming in at number 6. This list is solely based on reviews from visitors.
 - The Atlanta Journal-Constitution featured Jekyll Island in their 2022 Spring Travel Guide.

- National Geographic Traveler published a spread on the Golden Isles and the Georgia coast in their April issue.
- Turtle Crawl will return to Jekyll Island on April 30, 2022. Registration can be found online at: www.jekyllisland.com/turtlecrawl.
- Filming for The Color Purple is planned from March 20th through March 28th. Hawkins noted that economic, environmental, and visitation impacts are all considered when developing a contract.

There were no public comments.

V. Legislative Committee

- A. In Trip Tollison’s absence, Jones Hooks, Executive Director, presented a legislative update. He noted that in late February meetings were held in Atlanta with the Appropriations Committee regarding the requested Public Safety Complex funding, and the funds for this project have been included in the Governor’s Fiscal Year 2022 Amended Budget.

Hooks thanked Commissioner Mark Williams, Senator Blake Tillery, Representative Terry England, and Martha Wigton Director of the House Budget & Research Office for their support.

There were no public comments.

VI. Committee of the Whole

- A. Glenn Coyne, GMC Senior Planner provided an update for the on-going Code Revision Project. He reminded the Board that GMC is updating the codes that regulate development on Jekyll while addressing key issues based on public input, JIA staff professional experience, and known best practices. Currently, there are over 240 pages of text divided into 10 chapters.

Coyne highlighted examples of code updates being considered that will protect the character, natural features, and environment of Jekyll Island:

- Adoption of Sea Level Rise Ordinance, Firewise© standards, and Clean Community Ordinance
- Maintenance, tree trimming, and tree replacement standards.
- Administrative procedures and use and design standards for residential and commercial areas
- Alcoholic beverage regulations
- New regulations to address the issue of disturbing property outside of leased property
- Regulation of non-leaseholders that conduct business on Jekyll Island
- Historic Preservation Ordinance consistent with State law

Coyne clarified that this was not a comprehensive list, only highlights. His full presentation can be found online: <https://www.jekyllisland.com/authority/other-projects/code-revision>.

A public input session will be held prior to the first and second readings of the revised code.

- B. Maria Humphrey, Lease Manager presented an assignment and amendment to the Maxwell's General Store Lease. Following the passing of James M. Bishop, and per the request of Mr. Bishop's executors, Jessica Bishop McGregor and Joshua Bishop, staff recommended assigning the Lease from James M. Bishop to Maxwell's of Jekyll, LLC. Additionally, staff recommended amending the lease to reflect correct legal descriptions including the suite number and square footage.

A motion to recommend approving the assignment and amendment of the Maxwell's General Store Lease was made by Mr. Gross and seconded by Mr. Willard. The motion carried unanimously.

- C. Jones Hooks, Executive Director, presented the list of capital projects to be considered for Glynn County's 2022 SPLOST totaling \$3,104,255:
- Fishing Pier Renovations - \$1,201,000
 - Bike Path Completion to Guest Information Center: \$502,255
 - Design and Permitting Package for Driftwood Bike Path Rehabilitation: \$245,000
 - Sanitary Sewer Line Repairs: \$1,156,000

Hooks noted that this is only a preliminary list subject to change based on further discussions with the Glynn County Board of Commissioners. He also commented on the economic impact Jekyll Island has on Glynn County as a whole, noting that KB Advisory Group has been retained to calculate Jekyll Island's sales tax contribution.

A motion to recommend approval of the proposed 2022 SPLOST list for submittal to the Glynn County Board of Commissioners as recommended by staff was made by Dr. Evans and seconded by Mr. Gross. The motion carried unanimously.

- D. Jones Hooks, Executive Director presented the recommendation to award RFP #368 to DLR Group for the Market Analysis for Jekyll Island Amphitheater. Prior to the deadline of March 1, 2022, JIA staff received seven bids for RFP #368, which requested proposals from firms interested in completing a market analysis for the Jekyll Island Amphitheater, including advising on the feasibility of the redevelopment, restoration, and operation of the historic amphitheater. Three firms were interviewed, and DLR Group emerged as the apparent finalist.

A motion to recommend Awarding RFP #368 to DLR Group, pending contract completion and legal review was made by Mr. Gross and seconded by Mr. Krueger. The motion carried unanimously.

- E. Noel Jensen, Deputy Executive Director, provided an Operations Update highlighting on-going projects:
- Crossovers are substantially complete with the exception of a few repairs.
 - Most of the Convention Center furniture has been set up, with the exception of a few accent tables.
 - The residential property at 5 Hayes Ave is nearing completion.
 - The Moorings recently started construction of their final building.
 - The Georgia Sea Turtle Center Expansion is in the schematic phase, and staff is working with the Jekyll Island Foundation for possible funding solutions.
 - The Verizon cell tower on the South End of the island has been raised to the maximum height allowed by the FAA.

- Water Tower 4 Rehabilitation is planned to be complete by the second week in August to avoid work during hurricane season.
- Equipment recently procured includes a replacement backhoe and a new vac truck.

F. Jones Hooks, Executive Director, Presented the Executive Director's Report. He discussed the following points:

- RFP #369 for GSTC Affiliate Scientist position is currently on hold pending additional legal review and discussions within the conservation department.
- Golf Improvement Strategy Updates:
 - Archeological Study Update: Terracon has been working on a revised report to send to the State Historic Preservation Office (SHPO) in response to their request for additional information. Once the report is received, we will send it back to SHPO.
 - An update with the National Gold Foundation is scheduled for the April Board meeting.
- Convention center numbers are improving and becoming comparable to the 2019 pre-pandemic numbers.

G. Chairman Mr. Wilkinson presented the Chairman Comments. He noted that he would be rotating out of the Chairman position on the JIA Board before the next public meeting. He also thanked the JIA staff for their continued work and efforts.

There were two public comments:

- Al Tate commented on the Ordinance Update presentation expressing concern that not all stakeholders would have the opportunity to provide input with the current schedule.
- Jim Klippel suggested that the speed limit be reduced on the causeway during terrapin season. He also provided suggestions to the Marketing team regarding Driftwood Beach and promotion of sites used for film productions.

The Chairman continued directly into the JIA Board Meeting.

The Jekyll Island State Park Authority (JIA) Board Meeting
March 15, 2022

The roll was called at 11:08 a.m., and all members were present either in-person or via teleconference, except for Trip Tollison who was absent.

Action Items

1. Mr. Kruger moved to accept the minutes of the February 15, 2022 board meeting as presented. The motion was seconded by Mr. Atkins. There was no discussion, and the minutes were approved unanimously.
2. The recommendation from the Finance Committee to authorize the purchase of an all-in-one SIM manikin for the purpose of EMS Training carried by unanimous consent.
3. The recommendation from the Committee of the Whole to approve the assignment and amendment of the Maxwell's General Store Lease carried by unanimous consent.
4. The recommendation from the Committee of the Whole to approve the Proposed 2022 SPLOST list for submittal to the Glynn County Board of Commissioners carried by unanimous consent.
5. The recommendation from the Committee of the Whole to award RFP #368 to DLR Group, pending contract completion and legal review carried by unanimous consent.

There was one public comment:

- David Youngblood asked the Board to reconsider the terms of the lease at 912 Beachview Drive that were set in 2010.

The motion to adjourn was made by Mr. Krueger and was seconded by Mr. Atkins. There was no objection to the motion and the meeting adjourned at 11:16 a.m.

Work Session
March 15, 2022

Following the Board meeting a Work Session was held to discuss the following items:

1. Understanding the 2010 Lease Extension Process
2. Capital Projects
3. Capacity Study – Event Adjustments
4. General Discussion

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: NOEL JENSEN, DEPUTY EXECUTIVE DIRECTOR
SUBJECT: OPERATIONS MONTHLY REPORT – MARCH 2022
DATE: 4/4/2022

PUBLIC SERVICES

March Highlights:

- Jekyll Island Airport (09J) self-serve aviation fuel (100LL) sold 2,110.04 gallons of 100LL aviation fuel totaling \$11,683.55 in sales for the month of March.
- Landscaping department assisted JIA Conservation Department with installation of terrapin barrier at the crossing hotspot identified by GSTC & Conservation research team at the entry towers of the Jekyll Island Causeway.
- Campground expansion preparation continues onsite with JIA Landscape, Roads and Grounds, and water/wastewater staff. The construction entrance is installed, and selective tree management and road clearing are underway. The contractor has mobilized to begin bathhouse construction.
- Jekyll Island Airport engineering firm, POND, is in the process of bidding in association with GDOT Intermodal for the replacement airport terminal to be constructed on the site of the existing terminal.
- The campground reached 96% occupancy which is considered “full capacity”.
- Summer Waves and various departments begin putting the finishing touches on attractions at Summer Waves prior to opening in late May of this spring.

Operations Department Work Orders

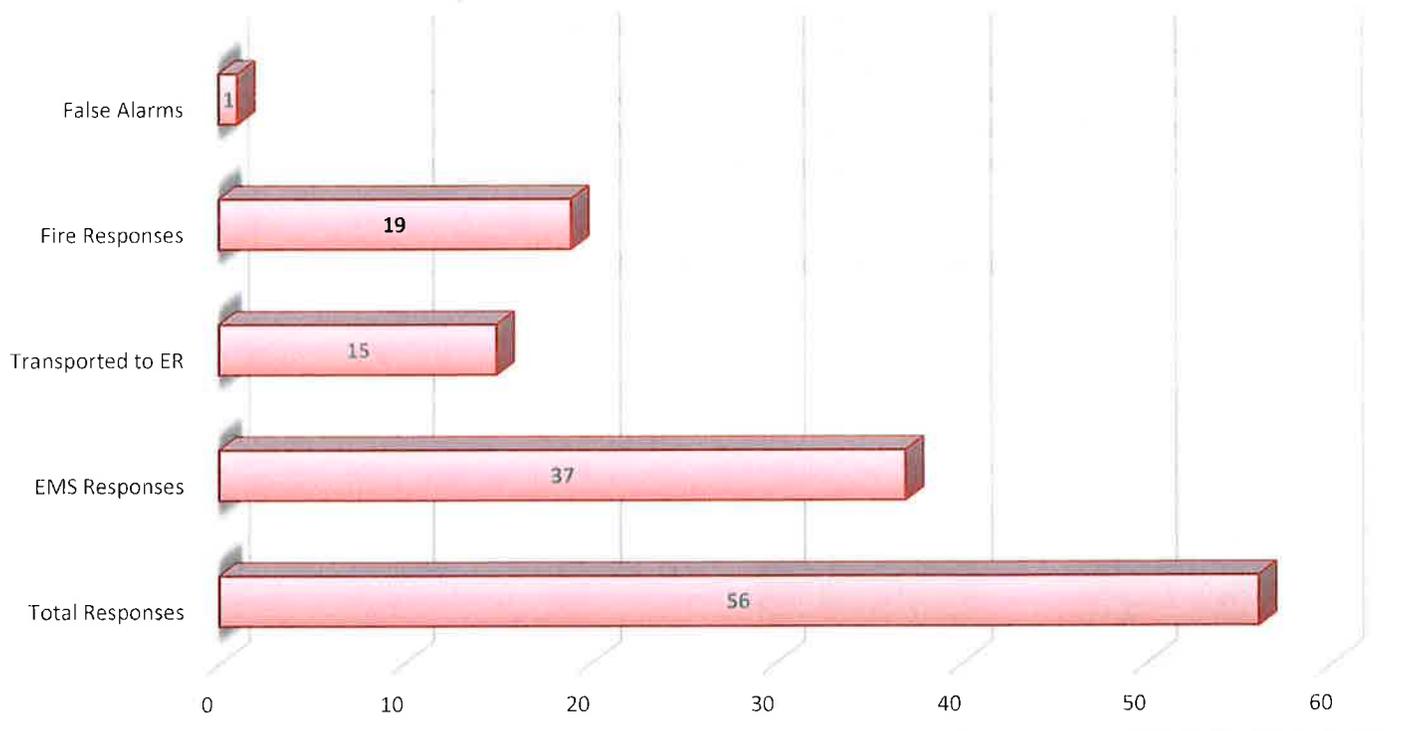


PUBLIC SAFETY – Fire & EMS

March Highlights:

- Completed 482 hours (about 3 weeks' worth) of staff training for the month.
- Ten (10) building permits were issued, seven (7) sign and six (6) temporary structure permits were issued, and there were three (3) complaints investigated by Code Enforcement.
- Fire extinguisher classes continue with the hotels and businesses which include Beach Village and Pier Road merchants and employees.
- Staff continued their training sessions at BFD. This training area is one we were lacking in the last ISO evaluation. We have scheduled one day each month to hold sessions for off-duty staff to attend to receive credit.
- Participated in search and rescue training at FLETC.
- JIFD staff drove Rescue 31 (ambulance) to Custom Truck and Body Works to receive the new chassis that was ordered in 2021.

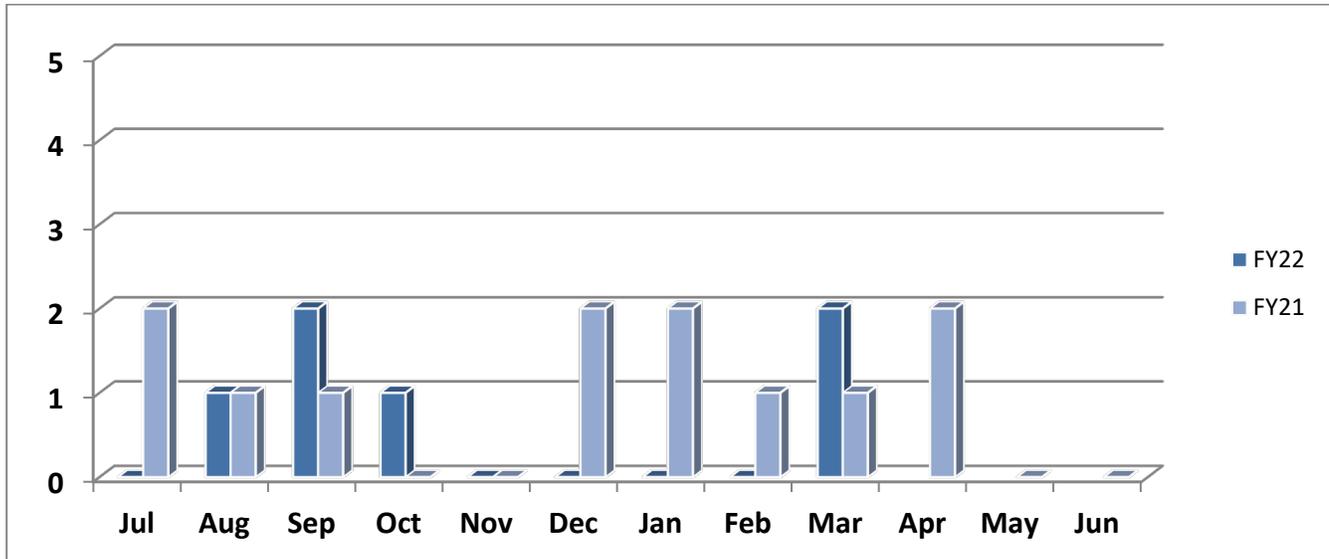
Jekyll Island Fire & EMS Responses



MEMORANDUM

TO: HUMAN RESOURCES COMMITTEE
FROM: JENNA JOHNSON, HR DIRECTOR
SUBJECT: HUMAN RESOURCES COMMITTEE REPORT
DATE: 4/5/2022

JIA Workers Compensation Claims: (Target goal for FY21 = 9).



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY22	0	1	2	1	0	0	0	0	2				6
FY21	2	1	1	0	0	2	2	1	1	2	0	0	12

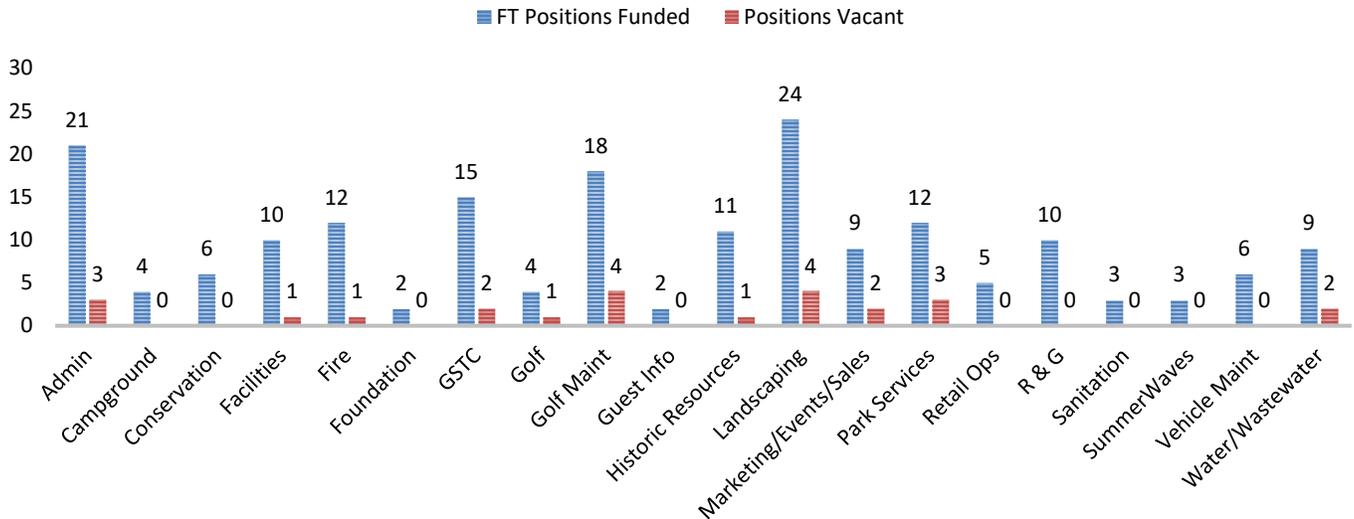
JIA Employee Census:

Month	Full time	Part Time	Seasonal	Interns/ Members	Total Employees
Mar	162	107	2	17	288

Retirements:

- Stanley Vidrine with Sanitation Dept is retiring with 21 years of service

FULL TIME STAFFING



Full-time Staffing as of 04/04/2022

Recognition:

o **Meet our April Featured Employee: Robin White**



Originally from Woodstock, GA Robin has lived in the Golden Isles for eight years. She began her career with the Jekyll Island Authority (JIA) on February 5, 2021. As the GIC Specialist at the Guest Information Center, Robin is responsible for providing information to guests, selling items in the shop, managing and selling annual parking passes, and monitoring and staffing the park gate. No stranger to Jekyll Island, Robin has been a volunteer with the Sea Turtle Center since 2014.

When Robin was asked what she like most about working for the Jekyll Island Authority, she said “I take pleasure in talking to guests from all over the world and helping them maximize their time on our beautiful island. I also enjoy my co-workers; they make the information center a great place to work.” Then she was asked, if you could improve one thing about Jekyll Island what would it be, “I would love for the amphitheater to be refurbished, renovated and reopened.”

When Robin is not working on Jekyll Island, she enjoys camping, traveling, and reading. She is also an avid “Braves” fan.

Thank you for your service, Robin, we appreciate all that you do!!

MEMORANDUM

TO: HISTORIC PRESERVATION/CONSERVATION COMMITTEE
FROM: BEN CARSWELL, DIRECTOR OF CONSERVATION AND SUSTAINABILITY
SUBJECT: CONSERVATION UPDATE
DATE: 4/5/2022

Research and Monitoring

Wilson's plover nesting season has begun, and shorebird spring migration is underway. Kim Savides, a Sea Grant Fellow working with Georgia Audubon is supporting our annual plover nest monitoring effort and spring International Shorebird Surveys.

Dessa Benson, a Ph.D. student whose graduate work included supporting the Jekyll multiple stressors of native plant communities study, defends her dissertation this month. Based in part on her work on Jekyll, Dessa recently published an article, *Forest Dynamics Models for Conservation, Restoration, and Management of Small Forests*, in the scientific journal *Forests*.

Management and Planning

The traditional season for conducting prescribed fire has now ended. Due to dry conditions verging on drought that persisted through the winter and into early spring, we were unable to burn as much as we could have otherwise. We did burn about 15 acres in March within Oleander golf course, 11 of which we had not previously burned. In doing so, we advanced our goal of fostering a fire-managed ecosystem between Shell and Captain Wylly Roads to increase native plant diversity and decrease invasive plants.

JIA park rangers will now be patrolling on a pair of new e-bikes. Compared to the traditional UTV beach patrol vehicles, e-bikes are much less expensive to buy and maintain and are less intrusive on both wildlife and the guest experience on the beach, being silent and emissions free.

Outreach, Leadership, and Personnel

Wildlife Biologist Joseph Colbert will be delivering a guest lecture to an ecology course at UGA this month.

Director Ben Carswell serves on the steering committee for the Georgia Environmental Conference (GEC) and has been engaged in planning the upcoming GEC meeting in August at the Jekyll Island Convention Center. Ben will be moderating a session on upland ecological restoration. This conference traditionally brings over 600 attendees to Jekyll and will be reconvening for the first time since 2019.

Range-led interpretive programs continue to exceed expectations thanks in great part to excellent management by Lead Ranger Ray Emerson and Natural Resources Manager Yank Moore. The following statistics are for "Ranger Walks" which are offered from November through March.

- Budgeted # of Guests – 340
- Actual # of Guests – **587**
- Budgeted Revenue - \$2,720.00

- Actual Revenue - **\$6,914.00**
- Amount Over Budget - **\$4,194 (254.19% of Budget)**
- Previous All Time High Revenue - **\$3,170.00 (2020-2021)**

The Conservation Department welcomes Spenser Chiarito, joining the Ranger team as a seasonal Park Ranger.

MEMORANDUM

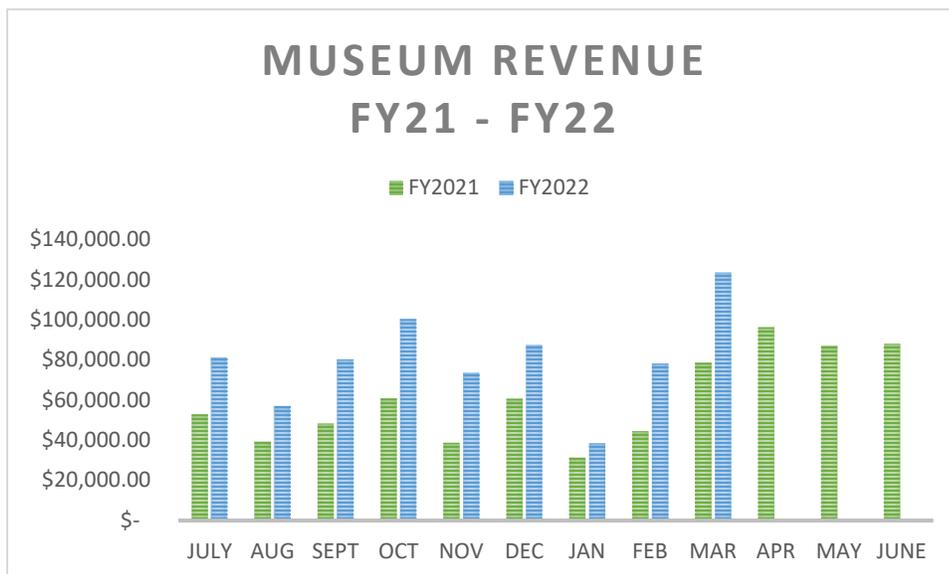
TO: COMMITTEE OF THE WHOLE
FROM: TOM ALEXANDER, DIRECTOR OF HISTORIC RESOURCES
SUBJECT: HISTORIC RESOURCES UPDATE
DATE: MARCH 31, 2022

March Visitation and Revenue

Mosaic, Jekyll Island Museum showed a significant increase in revenue in all areas as shown in the comparative table below. **March saw revenue for all tours exceed 163% of the projected budget, and all Mosaic revenue (all tours, museum gallery and Chapel admissions and retail sales) saw 157% of the projected budget.**

	<u>Visitors</u>	<u>Revenues</u>
Public Tours:	2924	\$58,486
Group Tours:	3031	\$15,155
Museum Store	--	\$42,537
Admissions:	786	\$7,082
Totals	6741	\$123,260

**Figures through 3/31/2022*



Highlights From This Month:

- **Staff Changes for Historic Resources**-Tom Alexander, previously Mosaic Manager was made Director of Historic Resources on March 11, 2022. Mr. Alexander brings 25 years of administration experience and a passion for all things Jekyll to this role. Will Story, previously Mosaic Assistant Manager, was made Manger on March 25, 2022. Mr. Story also brings several years of experience working for the JIA and a variety of skills from previous work that makes him an asset in this new role.
- **Procedural Changes for Historic Resources**-Following the above staff changes, Mr. Alexander has implemented procedures to bring “activation” to Historic Resources to include improving communication/cooperation within JIA departments, implementing ideas to sustain and grow revenue, enhancing overall management of human and material resources in the District.
- **Historic District Property Rentals** - In March, Historic Resources hosted 13 venue leases, **netting \$13,000 not reflected** in the above data.
- **Leadership Georgia**-Historic Resources assisted the Authority in hosting Leadership Georgia, providing activities within the district and at St. Andrews to enhance this group’s activities in their mission to grow Georgia leaders.
- **Gould Casino** – Deaccessioned several items being stored in this space that were in bad condition and are slated for removal. Additionally, non-accessioned items were identified to be removed from this space.
- **STEPS Committee** – Conducted meetings to implement STEPS, a self-assessment program created by the American Association for State and Local History (AASLH) specifically designed for small to mid-sized history museums. Committee discussed process for reviewing museum policies and practices and to evaluate progress towards meeting national museum standards.
- **Mosaic Gallery Flipbooks** – Replaced damaged flip books in the Mosaic Gallery with a more durable and permanent stainless-steel solution.
- **Museum Intern**-Historic Resources hosted a museum intern for 6 weeks of practical training within the curatorial department.
- **Moss Cottage Project**-Continued partnership with Auburn University interior design students as they work to develop proposals for new furnishing plans for Moss Cottage.

- **Lost Buildings Project**-Obtained and documented by GPS coordinates of the District's lost buildings and removed dilapidated boundary markers as part of a plan to better mark and interpret some of the more significant lost historical structures.
- **Amphitheater RFP**-Completed the RFP for the Amphitheater restoration project.
- **Museum Programming**-Programming offerings that will be presented to the public were completed through the month of July. The District will be offering programming to include an innovative tour experience highlighting the **evolution of the museum during the State era**, the **history of African American music and the Dolphin Club**, a combination lecture/tour offering highlighting the **preservation work being done on Hollybourne Cottage** and a **colonial-era living history program** that includes period weapons firing demonstrations.
- **Small Dorm/Administration Painting & Roofing** Project-Work commenced on the re-roofing and painting of the Small Dorm/Administration building as part of a larger project that will involve painting the Large Dorm and Faith Chapel this Spring.

MEMORANDUM

TO: COMMITTEE OF THE WHOLE
FROM: MICHELLE KAYLOR, GSTC DIRECTOR
SUBJECT: GEORGIA SEA TURTLE CENTER UPDATE – MARCH 2022
DATE: 4/6/22

Admissions Comparison with Prior Year

<u>March 2021</u>	<u>March 2022</u>
10,972	13,859

(Note: There were capacity restrictions in place during the month of March 2021. Capacity restrictions were lifted at the end of May in 2021.)

Revenue Categories

- March admissions \$122,219.36 was \$23,774.36 more than budgeted
- March concessions \$149,339.06 was \$28,041.38 more than budgeted
- Adoptions 44 | \$2,200
- Donations (General) 21 | \$605.00
- Memberships 26 | \$2809
- Public Programs | \$3532.00
- School Programs | \$3194.00
- Virtual Field Trips | \$55.00
- Daily Programs | 141

Marketing/PR/Events/Grants/Pubs

Trip Advisor: 2,276 reviews, ranking GSTC #4 out of #17 Jekyll attractions.

54.1K Facebook Followers

Impressions: 215.7K

Number of Posts: 13

- The top social media post for Facebook was the “New Patient Alert” of a Kemp’s Ridley (C22010) that was injured in a dredge. It reached 27,489 people and received 2,987 engagements.

25.1K Instagram Followers

Impressions: 62K

Number of Posts: 8 posts 1 story

- The top social media post for Instagram was the “New Patient Alert” of a Kemp’s Ridley (C22010) that was injured in a dredge. It reached 8,014 people and received 1,171 engagements.

Marketing campaigns continued for Turtle Crawl which will be held on April 30th in conjunction with a Shell-e-Brate event at the GSTC celebrating the start of nesting season.

Education

- Summer programs tickets launched online for reservations (evening turtle walks, sunrise walks, ride with patrol programs).

- Adam joined the Education team as an education interpreter.
- The education team led 22 tours educating 471 participants this month.

Research

- Installation of fencing to reduce diamondback terrapin mortality is proceeding well. Fencing has been placed and secured and we are now completing building nesting boxes for placement. Additionally, we are experimenting with various techniques to improve the aesthetic while maintaining functionality.
- 3 scarlet snakes were encountered during the trenching and fence installation process. This species is rarely seen here on Jekyll as they spend a large portion of their lives underground.
- Research-based field education programs (Ride with Night Patrol and Ride with Dawn Patrol) have been launched for the upcoming sea turtle season. These popular programs allow guests to experience a day in the life of a sea turtle biologist.
- We have welcomed Will Hicks and Kayla Reeves as seasonal technicians working primarily on our nesting sea turtle projects. Please welcome them if you see them around the island.

Rehabilitation

	Sea Turtle	Other Patients
New Patients	2	9
Current Patients	17	13
Released Patients	0	0
Transferred Patients	0	0
Total Since 2007	999	2270

AmeriCorps Program, Volunteer Program, and Marine Debris Initiative

Service Hours			
	Monthly Total	YTD Date Total (See YTD period definitions)	Cumulative Total
AmeriCorps Service Hours**	2,028.50	14,910.75	441,103.9
Volunteer Hours*	428.00	3,274.92	79,190.51
Marine Debris Hours*	144	902.25	11,623.83
MDI & Volunteer Program			
MDI Clean Ups	0	2	74
MDI Items Collected	0	1,996	370,562
New Volunteers Oriented	0	5	245
Volunteer Shadow Shifts	0	0	242
Volunteer Advancements	0	0	265

*YTD Based off fiscal year (July 1, 2021-June 30, 2022) | **YTD Based off AmeriCorps Program Year (September 1, 2021-August 31, 2022)



Board of Directors Committee Assignments
Effective April 6, 2022

<p align="center"><u>HISTORIC PRESERVATION/CONSERVATION</u></p> <p>Dale Atkins, Chair Joe Wilkinson Bob Krueger Mark Williams Joy Burch-Meeks Buster Evans</p> <p><u>Staff:</u> Ben Carswell Michelle Kaylor Cliff Gawron</p>	<p align="center"><u>FINANCE</u></p> <p>Bill Gross, Chair Joe Wilkinson Bob Krueger Mark Williams Trip Tollison Buster Evans Glen Willard Joy Burch-Meeks Dale Atkins</p> <p><u>Staff:</u> Jones Hooks Marjorie Johnson</p>
<p align="center"><u>HUMAN RESOURCES</u></p> <p>Buster Evans, Chair Joe Wilkinson Bob Krueger Joy Burch-Meeks Dale Atkins</p> <p><u>Staff:</u> Jenna Johnson</p>	<p align="center"><u>MARKETING</u></p> <p>Joy Burch-Meeks, Chair Joe Wilkinson Bill Gross Trip Tollison Buster Evans Glen Willard Bob Krueger</p> <p><u>Staff:</u> Alexa Hawkins</p>
<p align="center"><u>LEGISLATIVE</u></p> <p>Trip Tollison, Chair Joe Wilkinson Bob Krueger Bill Gross Mark Williams Joy Burch-Meeks Dale Atkins</p> <p><u>Staff:</u> Jones Hooks</p>	<p align="center"><u>COMMITTEE OF THE WHOLE</u></p> <p>Dale Atkins, Chair Bob Krueger Bill Gross Joseph B. Wilkinson, Jr Mark Williams Joy Burch-Meeks Trip Tollison Buster Evans Glen Willard</p> <p><u>Staff:</u> Jones Hooks</p>