



2010 Annual Report

Since we last met a year ago, your Association has continued to evolve, helping to connect our members, grow, and provide new services. In the midst of the most challenging economic times in decades, your Association netted membership growth over the past 12 months. Since last May, 21 new businesses have joined the Florida Attractions Association. And while growth is one measure of success, there are others...

Last year's Annual Conference celebrated our 60th anniversary. With the theme, Reflections and Projections, the FAA celebrated our roots and looked ahead into the future of Florida's Attractions industry.

Our golf tournament last fall netted over \$14,000 for the FAA as over 90 golfers hit the links at Orange Lake Country Club to spend a day and benefit our Association. Barbara and RuthAnn Kenney and our Golf Tournament volunteer team did an outstanding job making the 12th Annual tournament a success.

Your Association strives to keep up to date communicating with our members and the travelling public. Both FloridaAttractions.com and FloridaAttractions.org continue to evolve to meet the changes in Internet technology. And your Association is now on Facebook, so if you haven't become a "fan" of the Florida Attractions Association – what are you waiting for? "Fan" your Association today!

Because of the diverse nature of our Association's membership benefits, our staff developed a prototype teleconference orientation program for new members. This personal outreach helps insure that our newest members understand the many benefits available to them. This orientation program continues to evolve, and will be transformed into a webinar this summer.

Our Third Thursday at Three was introduced last fall. Most months, on the Third Thursday, the FAA hosts a live teleconference on a topic of interest to our members. Since launching last October, over 200 of our members have participated in educational topics on H1N1 pandemic, Group Tours, Human Resources, Increasing In-park per caps, and private and special events to name a few. This benefit is also being refined and a fresh schedule of topics will be introduced in webinar format when the Third Thursday at Three schedule resumes in September.

Our Employee Guest Letter program – popularly know as the Green Letter program was due for a major renovation. After nearly 25 years, the Green Letter is changing to provide equity for participating attractions. The new Employee Guest Letter program launches August 1.

Kathy Rolfs joined the Florida Attraction Association team in January and brings great creativity to Team FAA. As our Communications Manager, Kathy is tackling the many facets of communications with our members and visitors to Florida.

Our new Official Guide Map to Florida Attractions has been published and will soon be distributed in hundreds of locations throughout the state. This year's map was produced by our Friends at VISIT FLORIDA. We appreciate their assistance and the participation of five of our Associate Members who provide complimentary distribution services for our map. Thank you to Brochure Displays, CTM Media Group, Florida Suncoast Tourism Promotions, FPIS Brochure Distribution and Travel Marketing, and Kenney Communications for their assistance in spreading the word about Florida's finest family attractions.

One of our biggest areas of growth has been in government advocacy. This year, our President assumed the role of being our primary lobbyist in Tallahassee. Bill will give a more detailed report in a moment. I'm happy we have made significant progress developing relationships, working with coalitions, and impacting the outcome of legislation and bureaucratic regulations.

This is an exciting time to be in Florida's attraction industry. My attraction – Gatorland – has had to make some changes in its business plans to meet the fast-paced changes in our economy, and I'm certain most of you have, too. Rest assured, our businesses cannot be successful if we continue doing business the same way year-after- year. And your Association is the same. The Florida Attraction Association is evolving. We're heading in the right direction.

As Chairman, I appreciate the role you play in Florida's tourism – offering our guests the very best the Sunshine State has to offer. But we're not done yet. Our quest for success doesn't end at this conference. This is just another new beginning, for the pursuit for success is an adventure, and I'm proud be travelling that journey with you.

Respectfully Submitted,

Mark McHugh
Chairman of the Board
May 28, 2010