



JEKYLL ISLAND STATE PARK AUTHORITY

ANALYSIS OF LONG TERM IMPACTS OF DEVELOPMENT ON JEKYLL ISLAND:
COMPARISON OF JEKYLL ISLAND TO COMPARABLE SOUTHEASTERN US
COASTAL DESTINATIONS

February 9, 2009



NOTE

- The following slides have been specifically prepared to accompany an oral presentation by Bleakly Advisory Group, Inc. The oral presentation provides a more detailed explanation of the methodology, data sources, findings and conclusions. The oral presentation is integral to understanding the following information and the basis for the findings. The background analysis and data which this presentation relies upon are included in the full report.



Presentation Outline

- Purpose and Objectives of Comparative Analysis
- Characteristics of comparable locations
- Comparative Data
- Summary Findings



Purpose and Objectives

- The purpose of the visitation analysis/business plan was to forecast the minimum level of development and resulting visitation that is needed for the JIA to financially sustain and preserve Jekyll Island for all Georgians.
- The analysis concluded:
 - Jekyll Island can become financially self-sustaining by reaching approximately 2.65 million annual visitors.
 - Including existing development, approximately 4,100 hotel rooms, dwellings and campsites, plus 112,000 SF of commercial space will be needed to support 2.65 million visitors

Visitor Analysis/Business Plan

- Analysis Conclusions (Continued)
 - Redevelopment projects already negotiated and approved by the JIA could achieve nearly 90% of revenue and visitor growth requirements estimated by the 15-year forecast.
- The remaining question to be answered is what would Jekyll Island look like 15 years from now if a total of 4,100 hotel rooms, dwellings and campsites, plus 112,000 SF of commercial space existed on the island?



Purpose of Comparative Analysis

- To gain insights into the potential impacts of future development by comparing Jekyll Island to other comparable locations
 - Are current and projected future development levels at Jekyll Island significantly different from other familiar coastal communities and resort destinations in the Southeast?
 - Are there existing examples today of what Jekyll might look like in the future if the business plan forecast was implemented?
 - Are those existing examples perceived positively or negatively in terms of the visitor experiences they offer?
 - Do those existing examples suggest that future development on Jekyll Island will impact visitor experiences in a negative way?



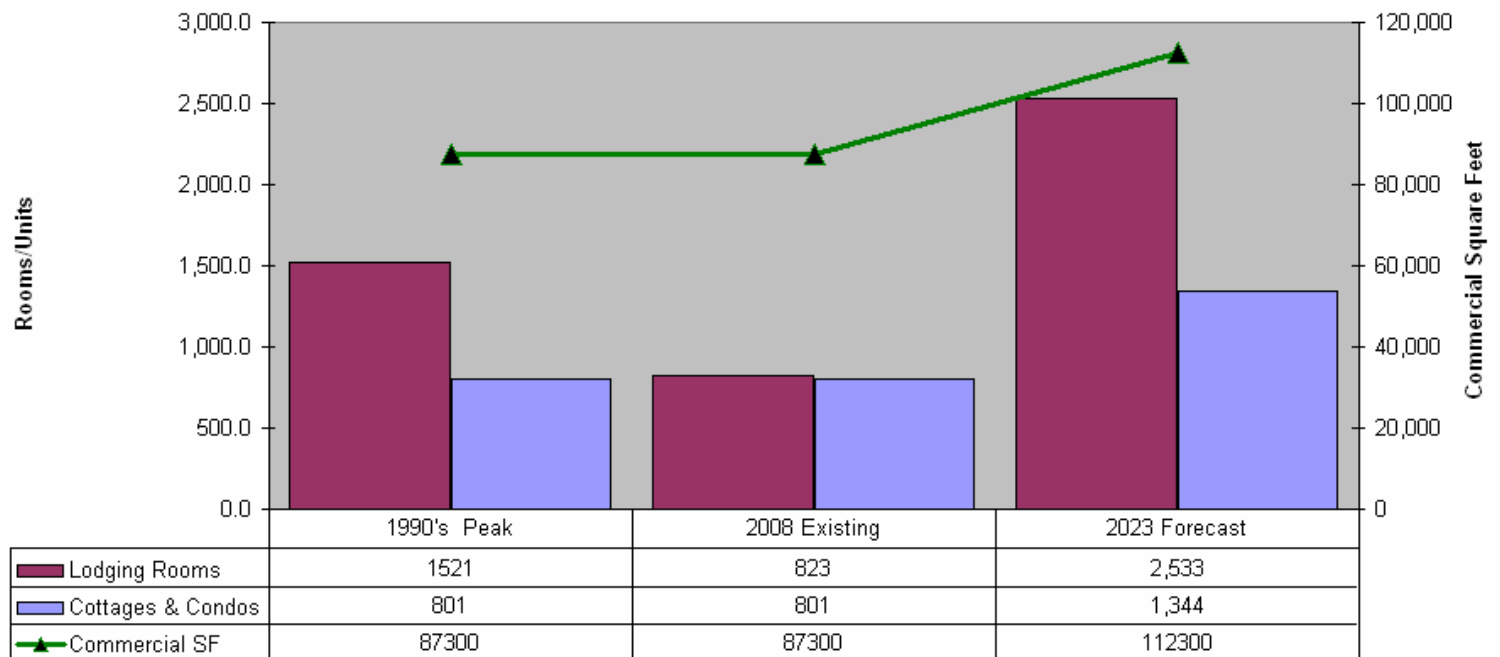
Purpose of Comparative Analysis

- While comparisons are limited in scope and no situation is truly comparable, they do provide an indicator of the realistic impacts of proposed changes at Jekyll Island.
- This analysis objectively answers where projected development levels at Jekyll Island fall within the spectrum of existing conditions at the comparable locations.
- It was beyond the scope of this analysis:
 - To forecast growth at comparable locations over the same 15-year forecast period
 - To make subjective judgments about the desirability of these comparable locations

What is the Jekyll 2023 forecast?

- 2023 projections reflect estimated development totals needed to support 2.65 million visitors and financially sustain the state park

Estimated Present, Historical and 15-Year Forecast Change: Jekyll Island
Lodging, Housing Units and Commercial Square Footage



Totals for each period include hotel/lodging rooms, commercial/retail SF and cottages/townhomes/condominiums, including year-round residences and seasonal/vacation homes. Based on historical records, approximately 700 hotel/motel rooms have been demolished in Jekyll Island over the past several years and have yet to be replaced. There has also been no net increase in commercial square footage or housing on the island.

What are “comparable” locations to Jekyll Island?

- BAG identified 9 barrier islands or coastal/beachfront locations which are:
 - Accessible by car by one (or few) access routes
 - Have both residential development and offer some form of commercial accommodations
 - Relatively small in terms of total land area
 - Recognized by the US Census Bureau as distinct places (enables consistent comparison)
 - Part of or located adjacent to state or national parks or historic landmarks
 - Not heavily developed commercially (i.e. not Myrtle Beach or Hilton Head)





What attributes can be compared?

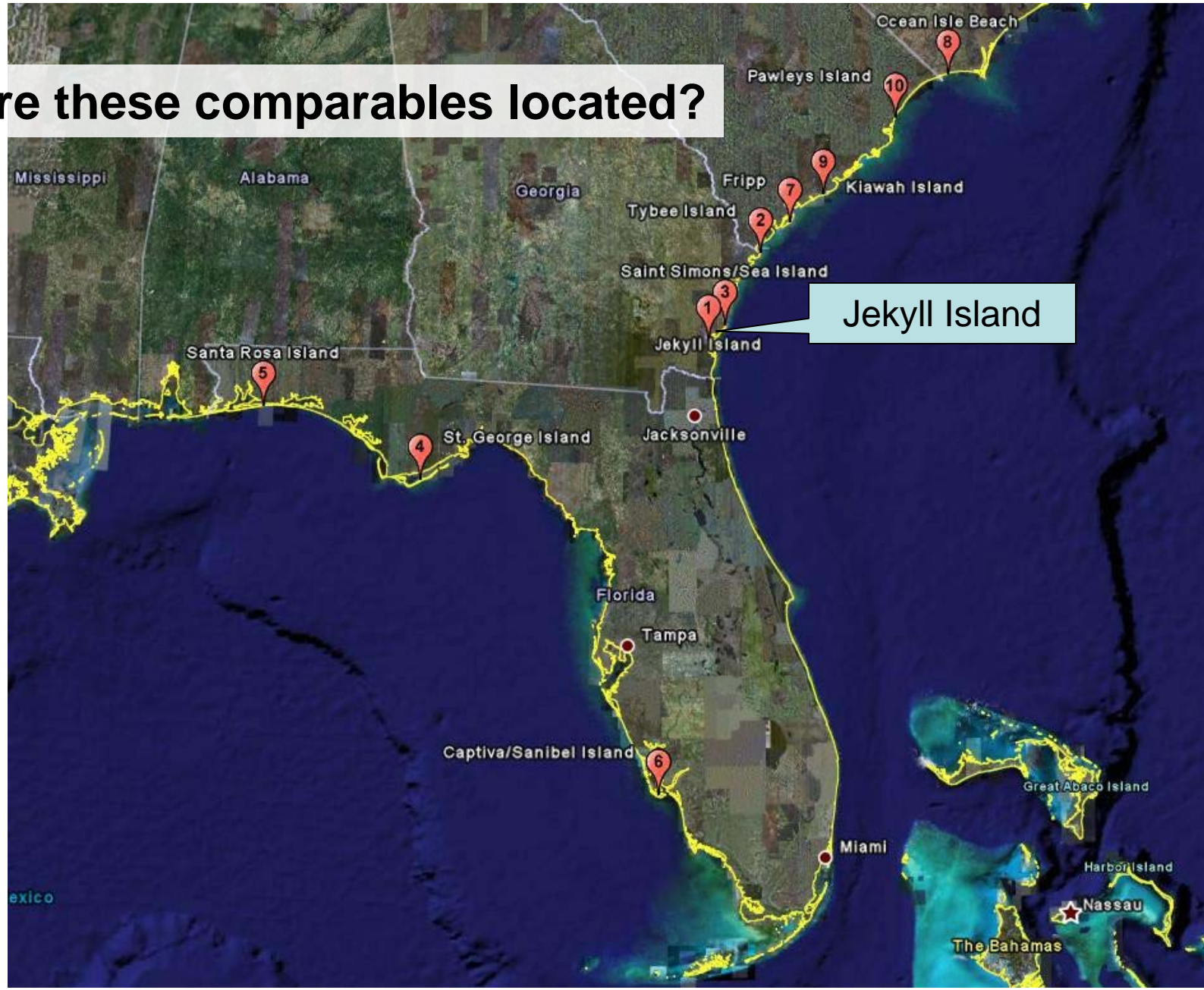
- Existing and projected (2023) development levels for Jekyll Island can be compared to existing conditions in other familiar coastal settings in terms of
 - Resident (U.S Census) population and population density
 - Housing units and densities/acre
 - Lodging accommodations
 - Traffic volumes at major entry points
- Other measures such as commercial development density and annual visitation are relevant but no consistent data sources are available for comparison



What are some “comparables” to Jekyll Island?

- Tybee Island, GA
- St. Simons Island, GA
- St. George Island, FL
- Santa Rosa Island/ Pensacola Beach, FL
- Captiva/Sanibel Island, FL
- Fripp Island, SC
- Kiawah Island, SC
- Pawley's Island, SC
- Ocean Isle Beach, NC
 - Amelia Island and Cedar Key, FL are also comparable but are not included in the analysis due to data limitations for those locations

Where are these comparables located?



Tybee Island



St Simons Island



St. George Island, FL



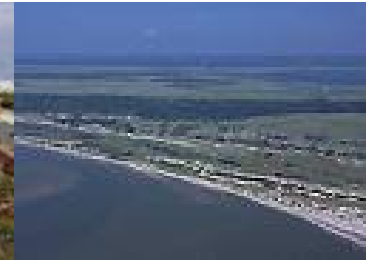
Sanibel Island/
Captiva, FL



Fripp Island, SC



Kiawah Island, SC



Santa Rosa Island/
Pensacola Beach FL



Ocean Isle
Beach, NC



Pawley's Island, SC





Characteristics of Comparable Coastal Destinations

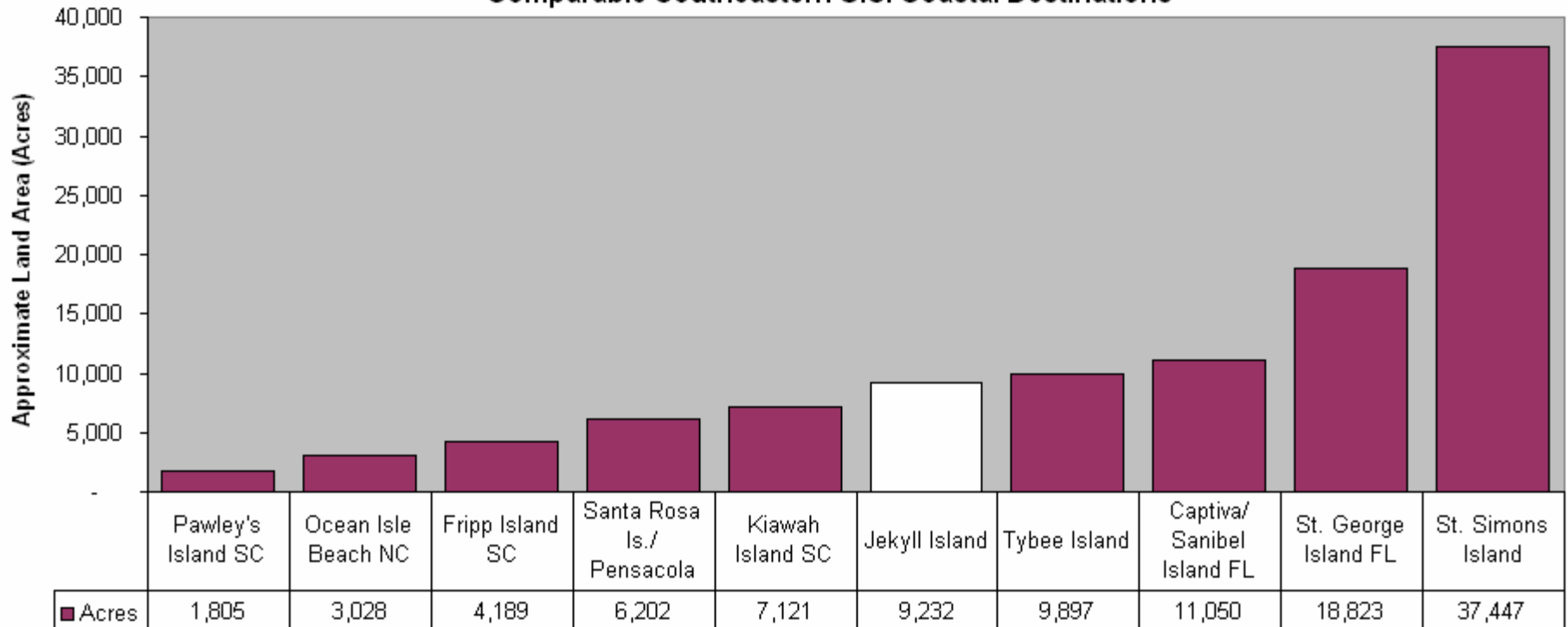
Comparative Data



How does Jekyll compare in terms of land area?

- Jekyll Island is in the middle of the size range of these locations based on land area reported by the US Census Bureau

Acreage Reported by the U.S. Census Bureau: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



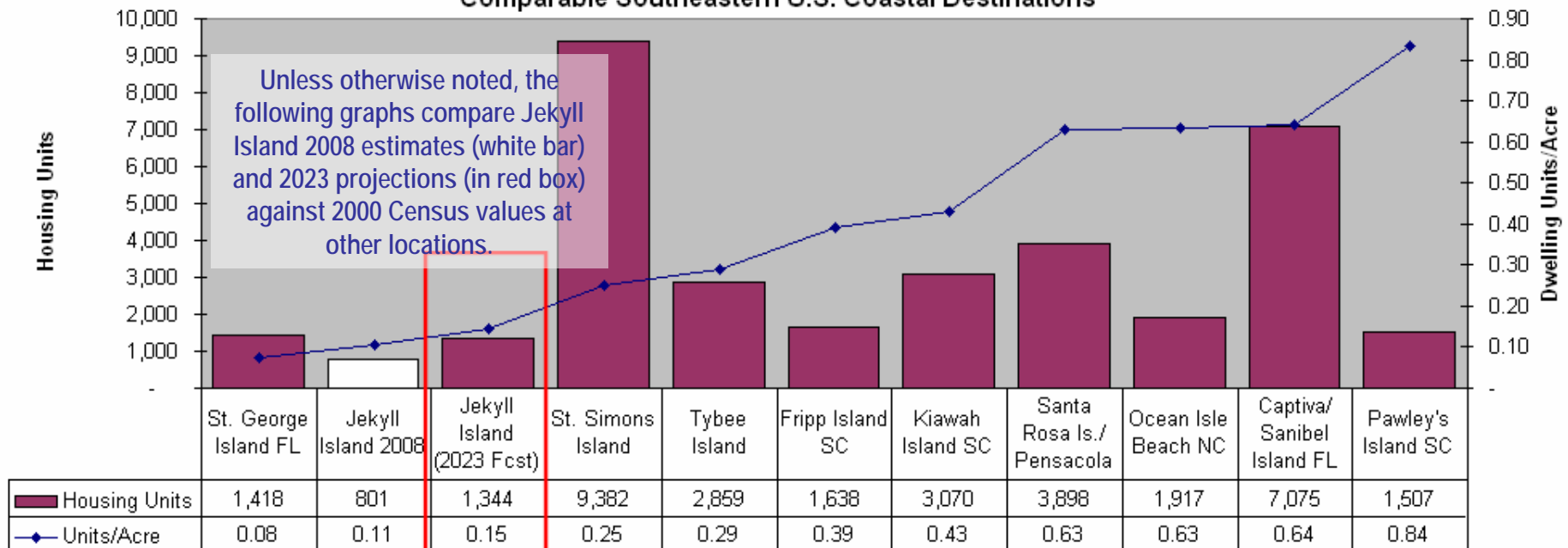
Estimated acreage reported by the U.S. Census Bureau, used for calculating population densities.



Factor 1: Housing Units

- In 2023 Jekyll would continue to have the smallest number of housing units and second lowest housing density/acre of any location in the sample

Housing Units and Units/Acre: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



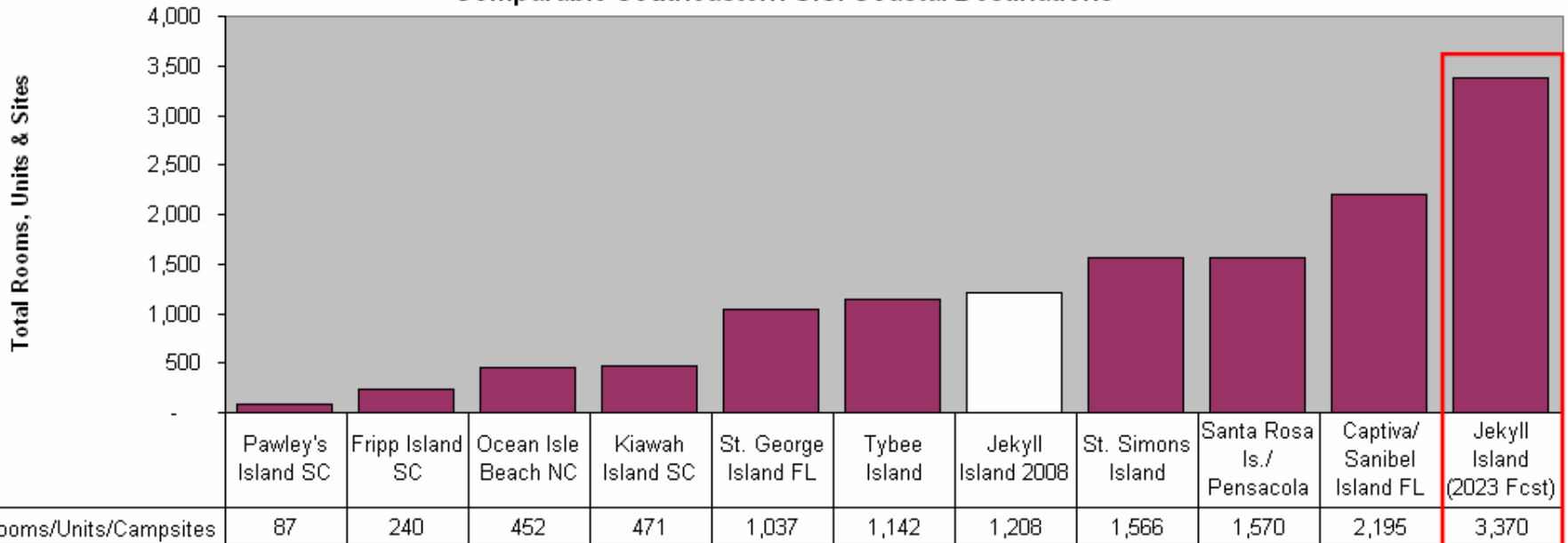
All data other than Jekyll Island are reported housing unit counts in the 2000 US Census. Densities/acre are also based on reported land areas by the Census Bureau. Totals do not include new housing construction since 2000.



Factor 2: Available Lodging

- In 2023 Jekyll would have more lodging accommodations (including hotels, campsites and private units offered for weekly rental) than any location in the sample today.

Estimated Inventory of Paid Accommodations: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



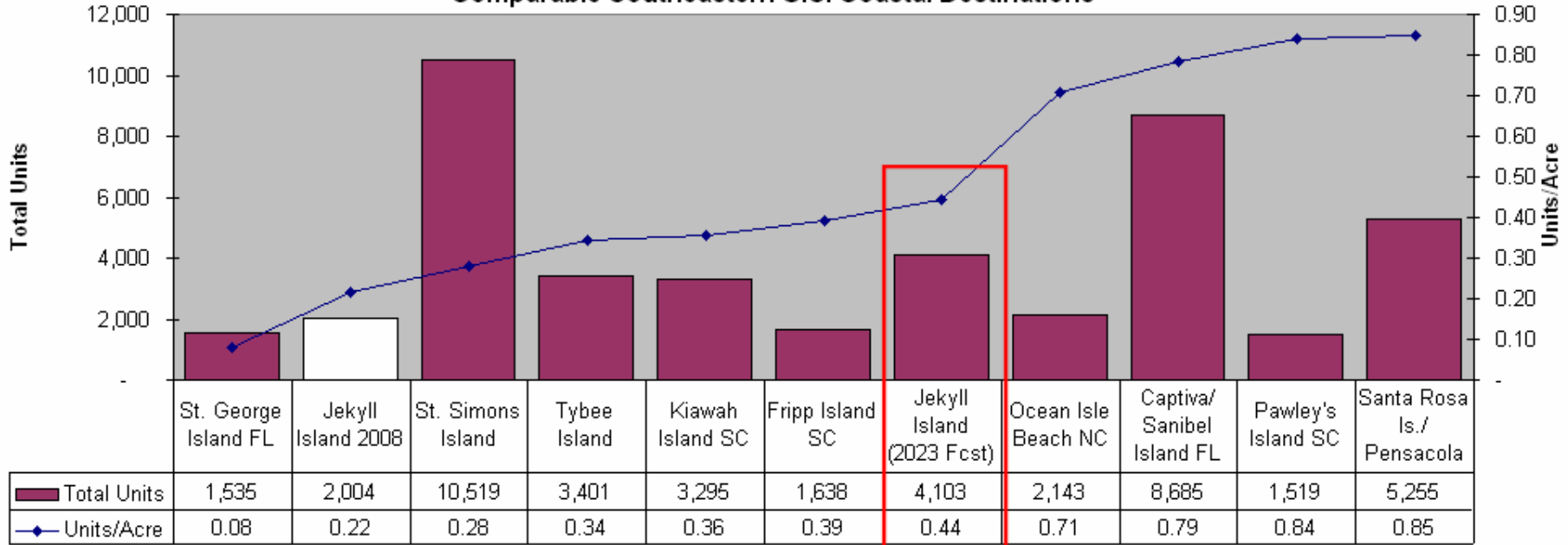
Estimated total inventory of hotel/motel rooms, inns, B&B's, weekly cottage rentals and campsites as reported by local chambers of commerce and other secondary sources. Room counts for some lodging types were unavailable for some destinations. Missing data was estimated by Bleakly Advisory Group.



Factor 3: All Housing and Lodging

- When housing and lodging are combined, by 2023 Jekyll would be toward the middle of the range of comparables today in terms of total dwellings/lodging units and units/acre

Estimated Total Residential and Lodging Inventory: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



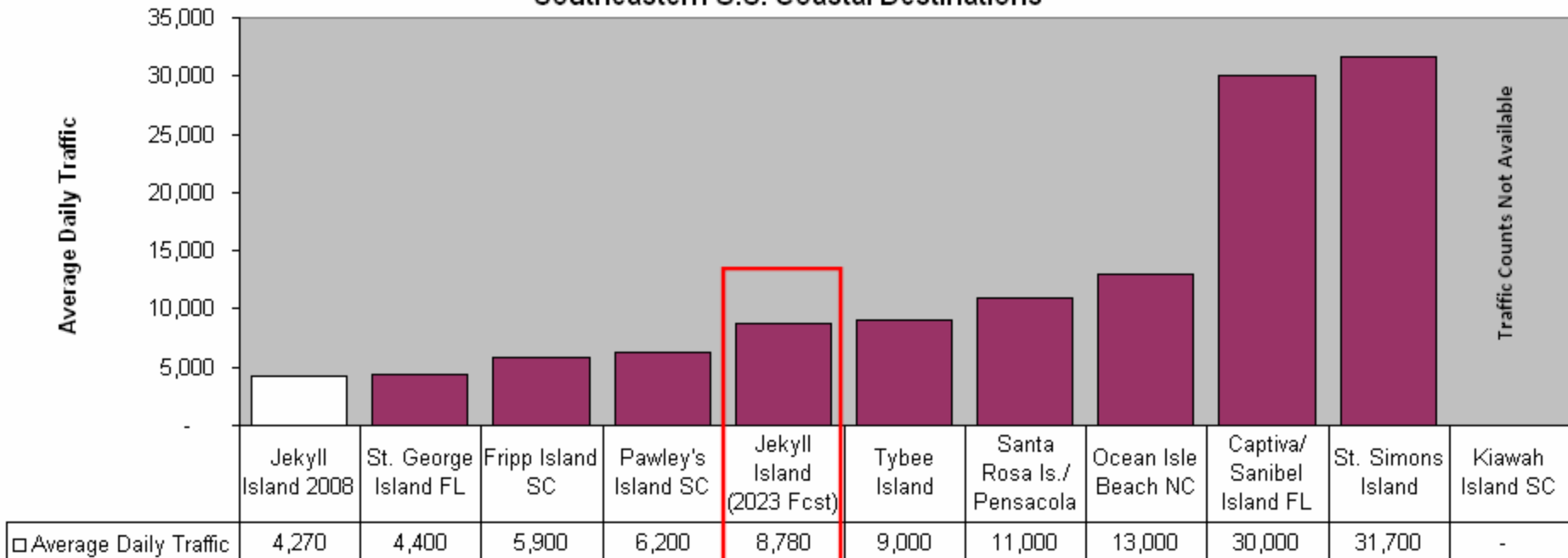
Combined inventory of residential dwellings and lodging rooms/units/capsites. Incomplete information for some destinations was estimated by Bleakly Advisory Group.



Factor 4: Traffic

- Jekyll has the lowest traffic volumes today and by 2023 would experience traffic volumes that are in the middle of the range of current traffic at other comparable locations.

Reported Average Daily Traffic at Primary Access Point: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



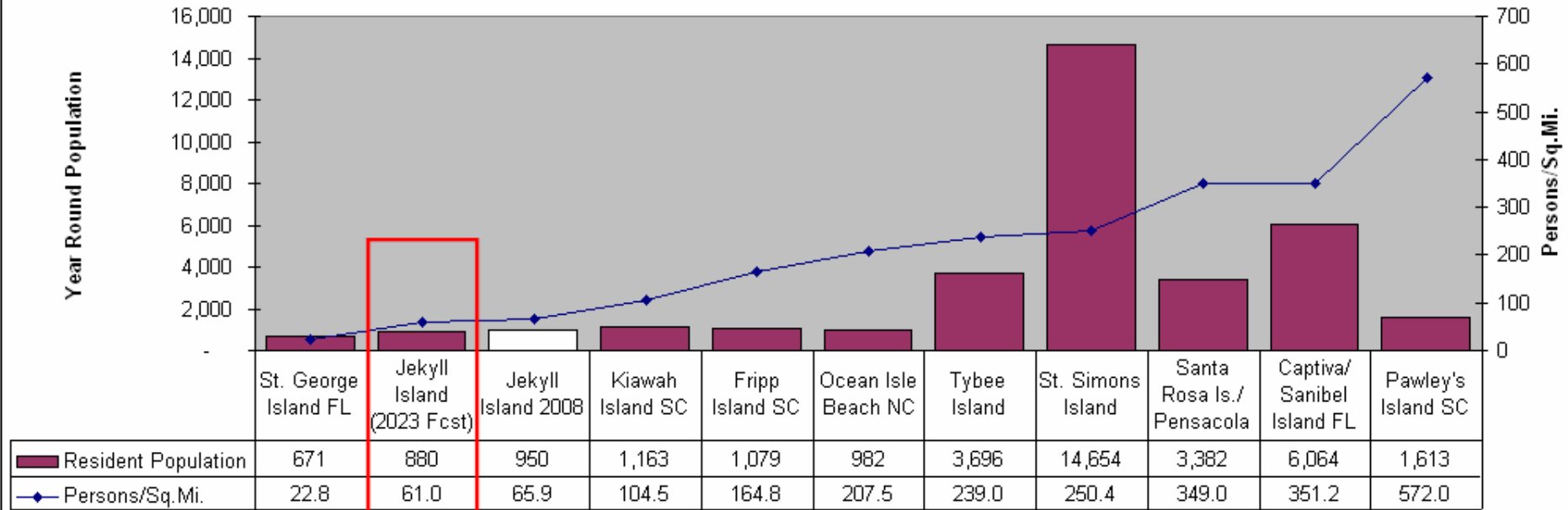
Latest available average daily traffic (ADT) estimates at the causeway entrance or primary traffic corridor serving each location, as reported by the State Departments of Transportation. Jekyll Island 2023 forecast volume is estimated by Thomas & Hutton Engineers.



Factor 5: Resident Population

- In 2023 Jekyll would continue to have the smallest resident population and second lowest population density of any location in the sample

Resident Population and Population Densities: Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations



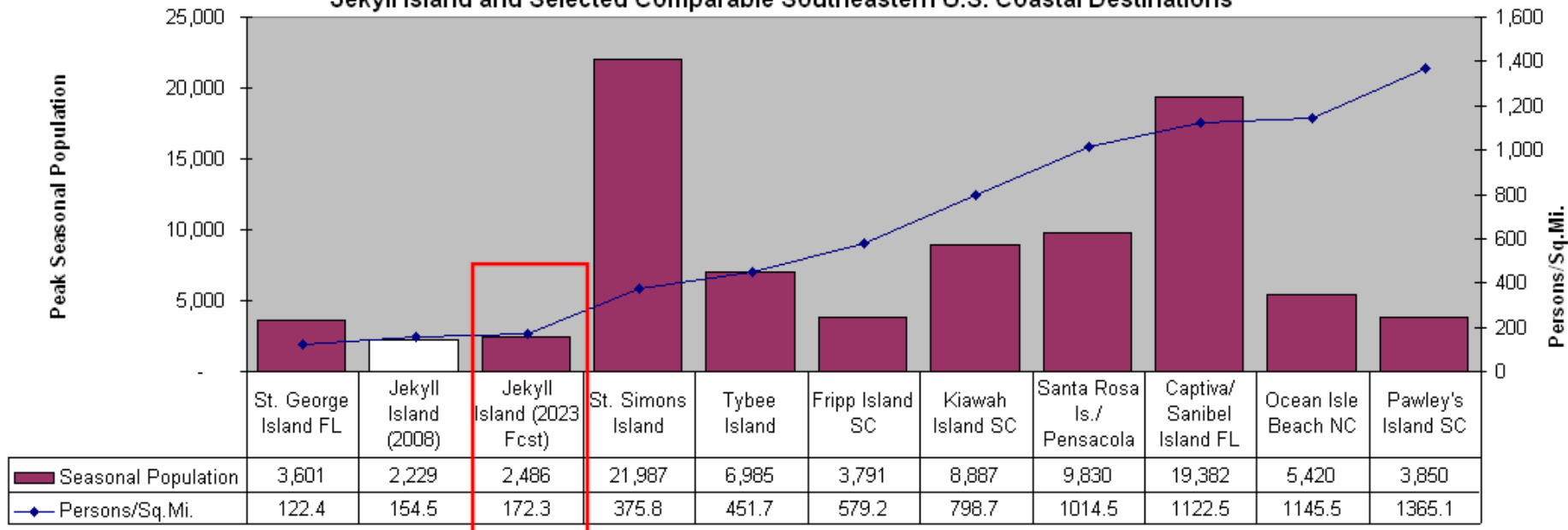
All data other than Jekyll Island 2023 forecast are reported resident population estimates in the 2000 US Census. Densities are also based on reported land areas in the 2000 census.



Factor 6: Peak Seasonal Population Occupying Private Dwelling Units

- In 2023 Jekyll would still have the smallest peak seasonal population occupying housing units and the second lowest seasonal population density of any location in the sample.

**Estimated Peak Seasonal Housing Population and Population Density (Excluding Commercial Lodging):
Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations**



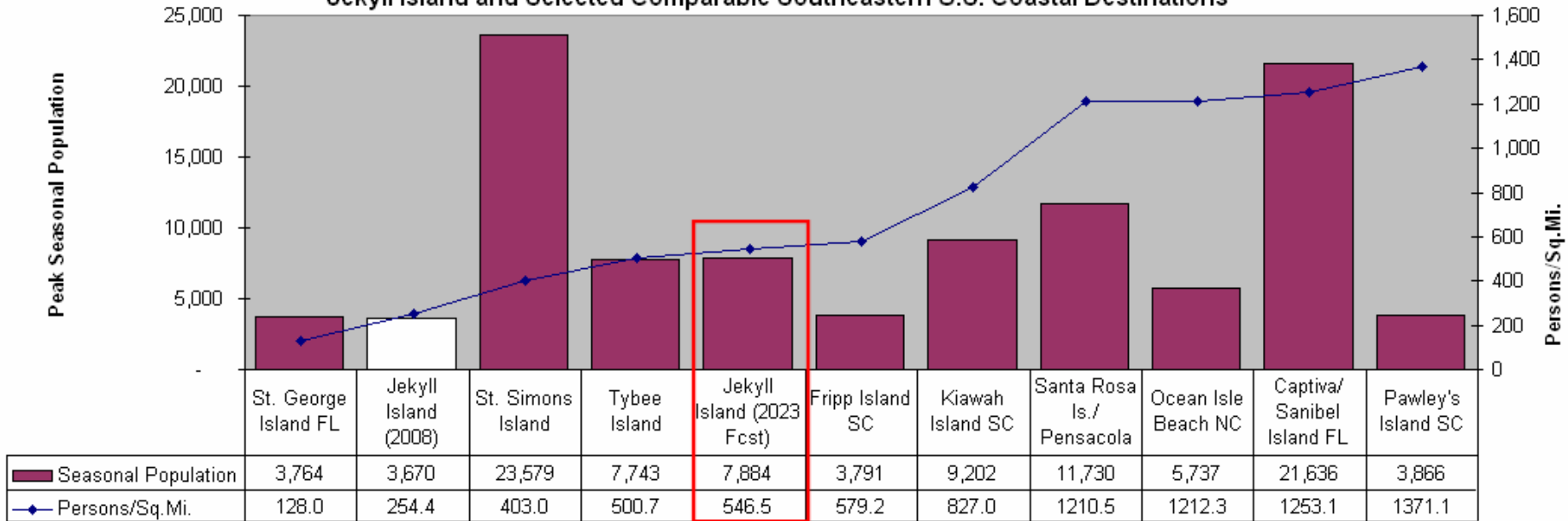
All values other than Jekyll Island 2023 forecast represent reported seasonal dwellings in the 2000 US Census multiplied by 3.5 persons/unit at a 90% occupancy rate during the peak season, added to 2000 Census resident population. Peak population densities/sq. mi. are also based on reported land areas in the 2000 census. Totals exclude persons in commercial lodging.



Factor 7: Peak Overnight Population (Private DU's + Commercial Lodging)

- In 2023 Jekyll would rank 4th among the 9 comparables today in terms of its average peak seasonal overnight population and population per sq. mi.

**Estimated Peak Seasonal Overnight Population and Population Densities (Including Commercial Lodging):
Jekyll Island and Selected Comparable Southeastern U.S. Coastal Destinations**



All values other than Jekyll Island 2023 forecast represent reported seasonal dwellings in the 2000 US Census multiplied by 3.5 persons/unit at a 90% occupancy rate during the peak season, added to 2000 Census resident population, plus commercial lodging units multiplied by 2.0 persons/unit at a 70% occupancy rate during the peak season. Peak population densities/sq. mi. are also based on reported land areas in the 2000 census. Lodging.



Summary Findings

- Jekyll Island today is at the very low end of other comparable coastal locations in terms of resident and seasonal population, housing density and traffic volumes
- By 2023, future housing development and density at Jekyll Island would still be near the low end of the range of 2000 Census conditions at other comparable locations
- Projected 2023 traffic volumes at Jekyll Island fall toward the middle of the range of current traffic measurements at other comparable locations



Summary Findings

- Jekyll Island differs from other comparables by having a relatively large inventory of lodging accommodations compared to residential dwellings
- By 2023, Jekyll's projected accommodations inventory would be larger than any of the comparable locations today
- When the housing and accommodations forecasts are combined, by 2023 Jekyll falls slightly above the median in terms of the current total inventory of units/rooms, population per sq.mi. and densities/acre at comparable locations



Summary Findings

- Although the comparison did not include commercial square footage, it appears that several of the comparable locations contain many more businesses and have much more commercial building space than is projected for Jekyll Island
 - Commercial development appears to be a major contributor to traffic volumes and congestion at other locations
 - The minimal projected increase in commercial building space on over the forecast period will continue to distinguish Jekyll Island from other comparables in terms of commercial development



Conclusion

- Based on a limited scope comparison using consistent data, Jekyll Island is significantly less developed than other comparable coastal locations. If the 2023 development projections used in this analysis existed on Jekyll today, the island would still be well within the range of comparables in terms of combined housing units, lodging accommodations and resulting densities.
 - The likelihood of future growth at other comparable locations over the same forecast period will make Jekyll even more favorable in terms of these density and congestion indicators by 2023