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The Four-Way Test

of the things we think, say or do

- 1. Is it the *truth*?
- 2. Is it fair to all concerned?
- 3. Will it build goodwill and better friendships?
- 4. Will it be **beneficial** to all concerned?

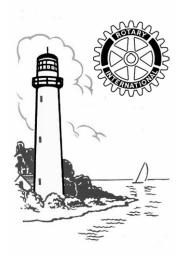
On-Line Makeup • www.rotarydistrict6920.net

Rotary Club of St. Simons • Founded in 1950

Meets Tuesday 1 P.M. - Sea Palms Golf & Tennis Resort

Rotary Club of St. Simons • P.O. Box 21887 • St. Simons Island, GA 31522

www.rotary.org for Rotary International



Rotary Club St. Simons Island Georgia, U.S.A

District 6920

Rotary Spray

May 17, 2005

Today's Program: Leslie Mattingly Community Image Awards

Area Rotary Clubs

ClubMeetingBrunswickTwocan's, BrunswickGlynn CountyTwocan's, BrunswickJekyll IslandJekyll Island Club HotelSt. Simons IslandSea Palms (Confirm before attending)SSI Marshes of GlynnEpworth

Day & Time
Thu. 1:00 P.M.
Wed. 7:30 A.M.
Wed. 8:00 A.M.
) Tue. 1:00 P.M.
Thu. 7:30 A.M.

Managing Editor & Publisher

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Chairman - Program Reports

Bill Turbeville

Program Reporters

May: As announced.

Program Reporter 5/10

Fausto Gardini

Data Reports

Susan Hardwick Maria Vogt

Attendance

May 10 TBA **Rotabucks**

Dennis Beacham

\$47

Visiting Rotarians

- Jim Funk—Midtown Atlanta
- Bill Tipton—Brunswick

Guests

• Crystal Beatty—Paul Sanders Jr.

Upcoming Programs

May 24—TBA

May 31—No Club Meeting

Greeters

5/17 Jim Wethern

Dick Wicker

5/24 Millie Wilcox

David Williams

Wellness Report by Sam Shaw

• Nothing reported today.

Prospective Member—Sponsor

• Stan Humphries—Leon Jorgensen

This Week's Birthday

John Buchanan May 20



Gil Tharp Scholarships Pat Donahoo spoke of Gil Tharp and two new scholarships in Gil's name through the Rotary International Foundation. They are \$25,000 each and will be awarded for graduate studies.

Flag Day Cal Paynter took the opportunity on Flag Day to discuss our U.S. Flag and the SSI Rotary Flag Project, which has raised more than \$50,000. Fly the Flag and encourage friends to do the same. Rotary flags are \$20; flag kits are \$30. Prices are soon going up.

From the President

Rotabucks Checks President Leslie announced that Rotabucks checks have been made payable to the following organizations:

\$150 Navy ROTC

\$100 Navy League

\$250 C-MAP

\$225 Glynn County Recreation

\$200 MAP International

Last Week's Program (May 10, 2005) Bill Tipton Visitor Development, Brunswick & the Golden Isles



Bill Tipton, Executive Director, *Brunswick-Golden Isles Convention and Visitors Bureau* (BGICVB), expressed his pleasure to have another opportunity to visit with St. Simons Island's Rotary Club. He promised to talk slower than at previous occasions, yet he promptly forgot his good intentions and proceeded with his speech with his customary dynamism and fast pace. Bill explained that the BGICVB is financed through a 5% bed tax added to all room charges in Glynn County. The tax generates approximately \$4 million annually. After collection costs and the county's share (45%) are deducted, about \$2 million is earmarked towards running the BGICVB. Some other interesting numbers he mentioned were:

- The area encompasses 5,800 rooms spread out between Interstate 95, Brunswick, St. Simons Island & Little St. Simons, Jekyll Island and Sea Island.
- Forty-four million tourists visit Georgia annually with 3% visiting the Golden Isles area.
- The average age of visitors to the Golden Isles area is 50, compared to 48 years for all of Georgia.
- The visitors' median household income is \$75,000, compared to \$66,000 for all of Georgia
- Forty thousand people a day drive through the county on Interstate 95.
- Of the visitors to the Golden Isles, 83% are overnighters and 17% are day-trippers.
- Sixty-three percent stay in hotels and 31% with family and friends. Where the remaining 6% stay is a mystery....
- Forty-five percent are from Georgia and 55% from out-of-state.
- Sixty-five percent of the visitors from Georgia come from the Atlanta area.
- The average stay is 2.7 nights and average room occupancy is 2.1. Condominiums register longer stays.
- Visitors spend \$250 million annually and indirect spending is estimated at \$0.90 for each dollar spent.
- The Bureau mails some 8,000 to 11,000 visitors guides every month.
- The BGICVB Internet site (<u>www.bgicvb.com</u>) registers 1.5 million accesses monthly.
- Some 12,000 to 15,000 printouts are performed from its site monthly.

Bill encourages visits to the revamped Bureau's Internet site featuring a virtual visitor guide designed with the hottest new Internet technology.