

THE JEKYLL ISLAND AUTHORITY

Jekyll Island, Georgia

RCLCO headed a team of consultants in providing a master plan for the management, preservation, protection and development of Jekyll Island. A state-owned island, Jekyll Island is an environmentally and historically sensitive island which is operated by the Jekyll Island Authority, an authority created by the State of Georgia charged with profitably operating the island while protecting the ecology and historic assets of the island. Jekyll Island is a coastal resort which features 63 holes of golf, 10 hotels, private residences, various retail uses and an historic district.

RCLCO conducted an economic analysis of Jekyll Island to determine the most appropriate development and management strategy for the island, which would accomplish the goals of the State to preserve the historic and environmental assets of the island while maintaining and enhancing the profitability of the Jekyll Island Authority.

In creating this master plan, RCLCO examined the existing public and privately operated facilities on the island; conducted research relating to privately operated facilities on leased land; examined trends in tourism, particularly related to environmental and historical tourism; conducted consumer research with Jekyll Island visitors; reviewed financial and operational information on the Jekyll Island Authority; analyzed the strength of the local tourism market and performance of existing hotel and retail properties; conducted case studies of other similar coastal islands; provided recommendations for new amenities, programming, marketing and development for the island; and tested these recommendations via financial analyses to determine the feasibility of the recommended programs.

The Jekyll Island Master Plan was adopted by the State of Georgia in the summer of 1996 and was unopposed by island residents, business interests, environmentalists or other parties with an interest in the island.

