



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
April 23, 2024 at 1:30 p.m.
Renaissance St. Augustine Historic District, 6 W. Castillo Dr.,
St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM MARCH 2024 MEETING	DISTRIBUTED AT THE MEETING
FINANCIAL STATEMENTS	DISTRIBUTED AT THE MEETING
STR REPORT	DISTRIBUTED AT THE MEETING
TDC BED TAX COLLECTION REPORT	PAGE 4-6
INDUSTRY EMAIL BLAST STATS	PAGES 7
CONSUMER EMAIL BLAST STATS	PAGES 8
INQUIRY REPORT	PAGES 9-19



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

Anti-Trust Statement

The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.

Conflict of Interest Statement

It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Agenda
April 23, 2024 1:30 pm
Renaissance St. Augustine Historic District
6 W. Castillo Drive, St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Approval of March 2024 Minutes – VCB Board Members
2. VCB Strategic Plan – Dr. Zachary Cole
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. March 2024 Advertising/Media Reports – Susan Phillips
6. Tourism Employee of the Year Update – Susan Phillips
7. May 2024 State of the Tourism Industry (STI) Annual Event- Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – Jennifer Jenkins

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

City of St. Augustine: Commissioner Cynthia Garris/Melissa Wissel

City of St. Augustine Beach: Commissioner Don Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

St. Johns County Cultural Council: Christina Parrish Stone

Northeast Florida Regional Airport: Jaime Topp

New Business:

1. VCB Nominating Committee for Upcoming Board Seat Openings – Chair Jason Kern

Old Business:

Adjournment:

**ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2024**

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY		
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%	\$ 42,186,914.73	2.5%				
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%	\$ (1,321,518.73)	-2.0%				
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%	\$ 40,865,396.00	2.6%				
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%				
ADJUSTMENTS														
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%				
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)					
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68					
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50					
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%	\$ 1,767,018.16	1.4%	\$ 2,035,356.37	2.4%				
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%	\$ (40,707.13)	2.4%				
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%	\$ 1,731,677.80	1.4%	\$ 1,994,649.24	2.4%				
	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS													\$ 188,214,538.67	5%
EXEMPT RECEIPTS													\$ (6,840,996.27)	
TAXABLE RECEIPTS													\$181,373,542.40	
TOTAL TAX COLLECTED													\$9,068,677.12	5%
ADJUSTMENTS													\$0.00	
TOTAL TAX DUE													\$9,068,677.12	
LESS COLLECTION ALLOWANCE													\$ (65,024.20)	
PLUS PENALTY													\$49,231.98	
PLUS INTEREST													\$1,756.99	
TOTAL AMOUNT REMITTED													\$9,054,641.89	5%
LESS TAX COLLECTOR & CLERK													\$ (181,092.84)	
NET TO TDC													\$8,873,549.05	5%

FY2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 January	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 January	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March							
April							
May							
June							
July							
August							
September							

Email Performance

Opt-in Subscribers

27,913

MESSAGES SENT

22%

CTOR

846

SESSIONS

03:22

AVG. SESSION
DURATION

Other Source Subscribers

164,192

MESSAGES SENT

46%

CTOR

548

SESSIONS

03:47

AVG. SESSION
DURATION



VCB INDUSTRY EMAIL STATISTICS MARCH 2024

Time Sent ↑	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Mar 4, 2024, 9:17 AM	THIS WEEK, 3-4-2024	921	364 40%	30 3%	16 2%	1 1%
Mon, Mar 4, 2024, 2:04 PM	Tourism Employee of the Year Nominations due 3-15-24 - 2	503	190 39%	7 1%	10 2%	0 0%
Wed, Mar 6, 2024, 8:55 AM	VCB Social Mar 20 2024 - Hopcraft Collective	468	281 61%	37 8%	10 2%	0 0%
Wed, Mar 6, 2024, 9:45 AM	VCB Social Mar 20 2024 - Hopcraft Collective 2	84	40 48%	3 4%	1 1%	0 0%
Wed, Mar 6, 2024, 10:15 AM	Holy Week on Florida's Historic Coast Offers Worship & Celebrations	1,569	569 38%	12 1%	71 5%	1 1%
Wed, Mar 6, 2024, 1:11 PM	2024 STI Save the Date	887	363 43%	51 6%	37 4%	1 1%
Thu, Mar 7, 2024, 1:07 PM	Tourist Development Tax (TDT) Update from the 2024 Legislative Session	507	251 50%	0 0%	4 1%	0 0%
Thu, Mar 7, 2024, 9:15 PM	THE PLAYERS CHAMPIONSHIP RETURNS TO PONTE VEDRA NEXT WEEK	1,641	617 40%	41 3%	86 5%	1 1%
Mon, Mar 11, 2024, 8:43 AM	TDT and Other Final Updates from the 2024 Legislative Session	861	358 42%	3 1%	15 2%	0 0%
Mon, Mar 11, 2024, 11:46 AM	THIS WEEK, 3-11-2024	907	408 46%	22 2%	13 1%	0 0%
Tue, Mar 12, 2024, 11:02 AM	Tourism Employee of the Year Nominations due 3-15-24 - 3	500	214 43%	11 2%	8 2%	0 0%
Wed, Mar 13, 2024, 9:50 AM	Celebrating 10 Years of The Spirit of Florida	1,511	595 40%	8 1%	28 2%	3 1%
Wed, Mar 13, 2024, 10:46 AM	CORRECTION: Celebrating 10 Years of The Spirit of Florida	1,511	604 41%	12 1%	26 2%	0 0%
Wed, Mar 13, 2024, 11:04 AM	VCB Social Mar 20 2024 - Hopcraft Collective 3	503	217 44%	9 2%	8 2%	0 0%
Thu, Mar 14, 2024, 8:51 AM	Tourism Employee of the Year Nominations due 3-15-24 - 4	785	301 39%	12 2%	11 1%	0 0%
Fri, Mar 15, 2024, 3:23 PM	PartnerCom 3-14-24	484	204 43%	10 2%	9 2%	0 0%
Mon, Mar 18, 2024, 1:15 PM	VCB Social Mar 20 2024 - Hopcraft Collective 4	496	203 41%	6 1%	5 1%	0 0%
Tue, Mar 19, 2024, 4:25 PM	Refresh and Renew while celebrating Spring on FHC	1,512	677 46%	25 2%	25 2%	2 1%
Fri, Mar 22, 2024, 12:36 PM	The Beaches are Open on Florida's Historic Coast	1,602	620 39%	28 2%	27 2%	3 1%
Mon, Mar 25, 2024, 10:07 AM	THIS WEEK, 3-25-2024	949	383 41%	16 2%	11 1%	0 0%
Tue, Mar 26, 2024, 9:41 AM	Creativity Takes Flight at the 22nd Annual Florida's Birding & Photo Fest	1,468	589 41%	16 1%	21 1%	1 1%
Wed, Mar 27, 2024, 2:25 PM	Get Ready for Family Fun at the Hastings Cabbage, Potato and Bacon Festival	1,494	541 37%	15 1%	23 2%	1 1%

St. Johns County Visitors & Convention Bureau

Call Center Statistics

March 1 - March 31, 2024

Total Calls Received:	128
Total Call Minutes:	363
Average Answer Time:	27 sec
Brochures Ordered:	50

St. Johns County Visitors & Convention Bureau

Requests By Guide

March 1 - March 31, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	914
<u>GRAND TOTAL</u>	<u>914</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

March 1 - March 31, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	188
2022 Visit Florida Magazine	6
2023 Visit Florida Magazine	23
2024 Visit Florida Magazine	147
Call Center	50
Spring Events Calendar	500
<u>GRAND TOTAL</u>	<u>914</u>

St. Johns County Visitors & Convention Bureau

Requests By State

March 1 - March 31, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	202	22.1%
OH	43	4.7%
GA	41	4.5%
NC	41	4.5%
SC	41	4.5%
PA	35	3.8%
TN	35	3.8%
WI	32	3.5%
NY	30	3.3%
Foreign	28	3.1%
IL	28	3.1%
NJ	28	3.1%
VA	27	3.0%
KY	24	2.6%
AL	23	2.5%
IN	23	2.5%
MI	23	2.5%
TX	21	2.3%
MN	20	2.2%
MO	17	1.9%
CT	15	1.6%
LA	15	1.6%
CA	13	1.4%
MD	12	1.3%
MS	9	1.0%
AR	8	0.9%
KS	8	0.9%
AZ	6	0.7%
OK	6	0.7%
WV	6	0.7%
IA	5	0.5%
MA	5	0.5%
NE	5	0.5%
UT	5	0.5%
WA	5	0.5%
CO	4	0.4%

DE	4	0.4%
SD	4	0.4%
ID	2	0.2%
ME	2	0.2%
RI	2	0.2%
AE	1	0.1%
DC	1	0.1%
HI	1	0.1%
MT	1	0.1%
NH	1	0.1%
NM	1	0.1%
NV	1	0.1%
OR	1	0.1%
PR	1	0.1%
VT	1	0.1%
WY	1	0.1%
GRAND TOTAL	914	

St. Johns County Visitors & Convention Bureau

Requests By Country

March 1 - March 31, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	886	96.94%
Canada	18	1.97%
United Kingdom	3	0.33%
Germany	2	0.22%
Belgium	1	0.11%
Ecuador	1	0.11%
Indonesia	1	0.11%
Italy	1	0.11%
Netherlands	1	0.11%
<u>GRAND TOTAL</u>	<u>914</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

March 1 - March 31, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	31	62%	95	59%
Yes	19	38%	65	41%
TOTAL	50		160	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

March 1 - March 31, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	1%
Feb-24	0	0%	24	15%
Mar-24	4	8%	40	25%
Apr-24	16	32%	30	19%
May-24	11	22%	25	16%
Jun-24	4	8%	7	4%
Jul-24	5	10%	10	6%
Aug-24	1	2%	2	1%
Sep-24	2	4%	3	2%
Oct-24	0	0%	3	2%
Nov-24	0	0%	2	1%
Dec-24	0	0%	0	0%
Jan-25	0	0%	0	0%
Feb-25	0	0%	0	0%
Mar-25	0	0%	0	0%
Apr-25	0	0%	0	0%
May-25	1	2%	1	1%
Unsure 2024	6	12%	11	7%
Unsure 2025	0	0%	0	0%
TOTAL	50		160	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

March 1 - March 31, 2024

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	3	6%	6	4%
2 days	4	8%	21	13%
3 days	15	30%	40	25%
1 week	18	36%	58	36%
2 weeks	2	4%	6	4%
3 weeks	1	2%	1	1%
1 month	0	0%	2	1%
2 months	0	0%	1	1%
3 months	0	0%	0	0%
Don't know	7	14%	25	16%
TOTAL	50		160	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

March 1 - March 31, 2024

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	3	6%	6	4%
2	15	30%	68	43%
3	4	8%	15	9%
Four or more	20	40%	50	31%
Don't know	8	16%	21	13%
TOTAL	50		160	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

March 1 - March 31, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	42	84%	134	84%
Hotel / Motel	8	16%	17	11%
Bed / Breakfast	0	0%	7	4%
Condo	0	0%	2	1%
RV	0	0%	0	0%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	50		160	