



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
August 22, 2023 at 1:30 pm
Hampton Inn & Suites, Vilano Beach
95 Vilano Road, St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM APRIL 2023 MEETING	PAGES 4-10
FINANCIAL STATEMENT	PAGES 11-3
STR REPORT	CANNOT BE EMAILED
TDC BED TAX COLLECTION REPORTS	PAGES 14-16
GOOGLE ANALYTICS	PAGES 17-31
INDUSTRY EMAIL BLAST STATS	PAGE 32
CONSUMER EMAIL BLAST STATS	PAGES 33-35
INQUIRY REPORT	PAGES 36-46
VISITOR CENTERS REPORT	PAGE 47
PARTNERSHIP REPORT	PAGES 48-54
IN-HOUSE CREATIVE REPORT	PAGES 55
SOCIAL MEDIA REPORT	PAGE 56
SALES SUMMARY	PAGES 57
SALES REPORT	PAGE 58
COMMUNICATIONS SUMMARY	PAGES 59
COMMUNICATIONS TRACKING	PAGE 60
FFCG	PAGE 61



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
August 22, 2023 1:30 pm
Hampton Inn & Suites, Vilano Beach
95 Vilano Road
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 July 2023 Minutes
2. VCB Strategic Plan Updates – VCB Board Members
3. President's Report – Susan Phillips
 - a. Primary Metrics – Susan Phillips
 - b. Departmental Reports – VCB Directors
4. Financial Reports – Cindy Stavelly
5. July 2023 Advertising/Media Report – Susan Phillips
6. VCB Annual Meeting - Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavelly

Conference Sales Committee – William McBroom

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Henry Dean

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

City of St. Augustine Beach: Commissioner Dylan Rumrell

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:

New Business:

Old Business:

1. RFP Updates – Chair Kimberly Wilson & Susan Phillips

Adjournment:



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

VCB Board of Directors Meeting Minutes
July 25, 2023 1:30 pm
Homewood Suites by Hilton, San Sebastian
10 Prawn Street, St. Augustine, FL 32084

Call to order: Chair Kimberly Wilson at 1:40 p.m.

Acknowledge Anti-Trust Statement and Conflict of Interest Statement: Cristina Pulido-Lopez

Roll Call: Cristina Pulido-Lopez

Present: Kimberly Wilson, Jason Kern, Craig Schoninger, Cindy Stavelly, Lorna MacDonald, Isabelle Renault, Bob Porter, and Christina Parrish Stone

Absent: Virginia Whetstone (excused), Shannon Dearin (excused), Samantha Palmer (excused), Charles Robles (excused), Melissa Wissel (excused), Commissioner Cynthia Garris (excused), Commissioner Henry Dean (excused), Commissioner Dylan Rumrell, and Tera Meeks

Staff: Susan Phillips, William McBroom, and Cristina Pulido-Lopez

Others present: Mark Nighbor (OneMark Consulting); Ryan Dettra (Railroad Retrospective PUD) and his son Stetson Dettra

Public Comments: None

Agenda Items

1. Approval of June 2023 Minutes
 - a. Motion to approve the June 2023 minutes was made by Lorna MacDonald and seconded by Cindy Stavelly. **Approved unanimously.**
2. VCB Strategic Plan Updates – VCB Board Members
 - a. Kimberly Wilson and Susan Phillips shared that Tera Meeks has indicated the VCB Tourist Bureau Core Services contract structure will be very similar to the Cultural Council's contract, except for the scope. Tera Meeks, SJC Legal, and SJC Purchasing are finalizing the Cultural Council's contract now, with the VCB's to follow. Kimberly and Susan also shared that the second Destination

Marketing/Advertising RFP bids have been rejected and the process will start again in the future.

- b. Susan advised that the next VCB social will be held at bestbet St. Augustine on August 8, 2023 from 12:30-2:00 p.m. This will be followed by the VCB's Annual Meeting at the Fountain of Youth Archaeological Park on September 19, 2023 from 5:30-7:30 p.m.

3. President's Report – Susan Phillips

a. Primary Metrics – Susan Phillips

- i. For Combined Lodging, the June 2023 report was not available because of AllTheRooms.com reporting delays due to new product changes and metrics. We will have an updated Combined Lodging report at the August 2023 Board meeting.
- ii. Smith Travel Research for June 2023 Traditional Lodging reflects a continued decline in most metrics, with slight month-over-month improvements in some. Year-over-year, Occupancy is down -5.1%; ADR is up +2.1%; RevPAR is down -3.1%; Supply is up +1.3%, and Demand was down -3.8%.
- iii. AllTheRooms.com analytics for June 2023 were not available due to reporting delays.
- iv. Bed Tax Collections through May 2023 were up 2.0% year-over-year, with FYTD running 6.2% ahead of prior year, reflecting a slight month-over-month decrease in collections.
- v. Website performance continues to be strong for June 2023 with 199,189 visits (up 46%) and 10,400 referrals to partner listings.
 - 1. Top landing pages were Things to Do; Things to Do Free; Six Best Beaches; FHC home page; and This Weekend in St. Augustine.
 - 2. Top website sessions by city showed that Atlanta, Jacksonville, Miami, Orlando/Daytona, and New York as the top origin cities for website traffic.
- vi. VIC visitation for June 2023 was up at all locations, except for the Ponte Vedra Beach VIC. The St. Augustine Beach VIC was up 113% year-over-year.
- vii. The June 2023 Partnership Report was down 5%. FY2024 dues were billed the first week of July 2023, and 43% of invoices are already paid (this is a record!).
- viii. Social media's growth continued in June 2023. Facebook and Instagram reels are doing well with a 1.8% and 5.1% year-over-year increase in fans/followers, respectively. TikTok continues to perform well amongst

our Millennial demographic with 113,587 total video views during this reporting period. YouTube continues to be strong with 448,200 views-to-date, a 7.8% year-over-year increase.

- ix. Publicity FYTD continues to outperform with a 116% year-over-year increase for June 2023 which includes the distribution of multiple press releases and great pick-up from multiple national news outlets (we have recently implemented a new program for distribution of 10-12 press releases each month).
- x. William McBroom provided an overview of June sales including the team's attendance at a variety of tradeshow, which resulted in 24 leads. Both June 2023 solicitations and room nights were up compared to goal, (solicitations were up 5%; room nights were up 13%). Geographically, 63% of the June leads were from the Southeast (Florida-59%; Georgia-4%); 30% from the West (Colorado-21%; Arizona-8%); 4% from the Midwest; and 4% from the Northeast/NY.
- xi. Florida's First Coast of Golf's May 2023 business was up, with rooms and rounds up 25% each, year-over-year. Digital traffic was down 51% year-over-year (Susan will check with Dave Reece to determine the reason for this).
- xii. The new advertising campaign "It's About Time" assets continue in rotation, including new B2B ads, with very positive results.
- xiii. A live music page on the FHC.com website was launched and includes the Visit St. Augustine music app as well as the ability to sort live music by genre and date.
- xiv. The VCB Expedia Group co-op lodging promotion (test) runs from August 1-October 31, 2023 and features FHC plus 12 lodging co-op partners and a Sing Out Loud Festival message for August and September. Susan thanked Craig Schoninger for his suggestions to ensure that Ponte Vedra Beach was also prominently included and featured, including the addition of new imagery.
- xv. In early July 2023, the VCB launched a Summer 2023 destination attractions promotion utilizing two digital platform programs linked to the www.FHCSummerFun.com landing page and providing discounted attraction offers. Over 10,000 unique visits were made to the landing page in the month of July.
- xvi. The VCB is testing a new "must do experiences" video series which will be included on our website, in social media, and in the VCB's monthly consumer e-newsletter. The VCB Board viewed the first video which

feature the St. Augustine Distillery VIP tastings and includes a cross-sell recommendation message at the end of the video promoting the St. Augustine Amphitheatre. The second video will feature the St. Augustine Amphitheatre with a recommendation to visit AsadoLife. Then, the following AsadoLife video will recommend a boat tour with Sabrage Charters. There are many more, plus a Ponte Vedra Beach video series is under development.

- xvii. Susan gave recognition and thanks to the TDC, Tera Meeks and Isabelle Renault for the IBCCES autism certified training grant funding. The VCB team has completed the training and will work with Tera and Isabelle to encourage tourism businesses to become autism certified centers. More details to come.
- xviii. Kimberly Wilson stated that in addition to our thanks for the TDC approved autism certified training grant, we should all share our appreciation with the TDC and the SJC Board of County Commissioners for the approval \$400,000 in enhanced Summer 2023 VCB marketing funds (\$300,000 for August/September additional advertising due to softening market conditions; \$100,000-for Sing Out Loud Festival advertising focused September's month of music celebration). Susan shared the presentation that she presented at the July 2023 TDC meeting.

4. Financial Reports – Cindy Stavelly

- a. The June 2023 financials are in very good shape. The Balance Sheet reflects \$1.54 million in the bank and payroll liabilities of \$2,447.75. June income is off due to the June SJC payment not being posted until July 10, 2023. June expenses are on pace throughout June 2023. Payroll, utilities, advertising, tradeshow, and professional fees/research were under budget (payroll is due to one open position; advertising is an invoice timing issue; professional fees/research is a Visa Vue invoice timing issue). Sales missions were over budget due to several May events paid for in June; however, this GL is on track for the fiscal year. The FYTD budget is in good shape, with the exception being invoice timing specific to advertising and professional fees (which will pick up in July and August).
- b. Approval of June 2023 Financials
 - i. Motion to approve the June 2023 financials was made by Craig Schoninger and seconded by Cindy Stavelly. **Approved unanimously.**

5. June 2023 Advertising/Media Report – Susan Phillips

- a. June 2023 advertising consisted of:

- i. Digital (Google Display, Google Paid Search, Tripadvisor, Katz-Media, Tremor)
 - ii. Facebook/Instagram
 - iii. Explore Florida & the Caribbean
 - iv. Flamingo Magazine
 - v. Onyx Magazine
 - vi. The Villages Magazine
 - vii. Undiscovered Florida
 - viii. FSAE Magazine
 - ix. Northstar Meetings & Conventions
 - x. Villages Newcomers Guide (annual)
 - xi. VISIT FLORIDA Official Travel Guide
6. VCB Annual Meeting – Susan Phillips
 - a. The VCB’s Annual Meeting will be held Tuesday, September 19th from 5:30-7:30 p.m. at the Fountain of Youth’s Magnolia Room. Food, beverages, and entertainment will be provided.

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

- The Leisure Sales Committee did not meet.

Conference Sales Committee – William McBroom

- The Conference Sales Committee did not meet (next meeting is September 13, 2023).

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 Dylan Rumrell

Ex-officio Comments:

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

- a) Isabelle Renault shared that the TDC Autism Certification funding for next year will be \$75,000. We need 30 tourism businesses to obtain certification to be a certified autism-friendly destination. The Chamber, VCB, and Old Town Trolleys have completed their certification. The Sawgrass Marriott and St. Augustine Pirate & Treasure Museum will

work on updating their certification (they were previously certified, but an update must be completed every two years).

- b) On September 8, 2023 the Chamber will host a round table discussion for artisans and culinary to identify ways to better showcase our locally made products. The discussion will be held at the St. Augustine Art Association from 8:30-9:30 a.m.
- c) The Ponte Vedra Naturally website is expanding to include wellness plus arts and heritage specific to Ponte Vedra Beach. Isabelle and Susan have been working together to link the VCB website to the Ponte Vedra Naturally website and will continue to do so with these new expanded product offerings.
- d) Bob Porter provided an update regarding new state legislation that goes into effect on October 1, 2023 and limit municipalities and counties from enacting new ordinances with an potential adverse impact on businesses. Due to this new legislation, the City of St. Augustine is looking to revise the current nightlife ordinance and restrict alcohol sales from midnight to 2:00 a.m. through a permit application with a new set of rules plus noise ordinance restrictions. This has become a residents versus businesses issue with very strong opinions on both sides. While the proposed revised ordinance did not make it past first reading, it will be addressed at a City of St. Augustine public workshop meeting in late August, followed by a first and second reading in September. Any ordinances modified before the October 1st new legislation date will be grandfathered.

St. Johns Cultural Council: Christina Parrish Stone

Christina Parrish Stone shared the following updates:

- a) The annual Grant Evaluation Panel meeting was held on July 24, 2023 where the panel reviewed 30 grant applications (Susan and Isabelle were part of the panel). Many grant applicants received close to full funding, with a few not being approved. The annual Regatta of Lights will likely be funded by the County.
- b) Several new projects are under review for upcoming development including a Fort Mose docudrama, the possible purchase of author Zora Neale Hurston's St. Augustine home on West King Street, and the dance center restoration on the beach.
- c) Two workshops regarding homelessness initiatives will be held at the Waterworks soon.

Northeast Florida Regional Airport:

New Business:

1. Essential Worker Housing Report – Isabelle Renault & Mark Nighbor (OneMark Consulting)

- a. Isabelle Renault introduced Mark Nighbor who presented a study entitled “The Challenge of Attainable Housing for Essential & Hospitality Workers.” The presentation outlined both the affordability and availability challenges for essential workers to obtain either home ownership, or rental housing, in St. Johns County. Mr. Nighbor presented some options that the St. Johns County Board of County Commissioners may consider and evaluate (zoning & regulations, land trusts, government incentives/exemptions, and builder/developer/non-profit incentives). The presentation ended with a look at several case studies and best practices. There was much discussion and Isabelle advised that additional workforce housing coalition materials should be available at the end of August.
2. Presentation from Ryan Dettra – Proposed New Touristic Asset
 - a. Ryan Dettra, co-owner of The Ice Plant Bar & Restaurant, shared his “Railroad Retrospective PUD” presentation. He shared his vision for development of the St. Augustine Transfer Company property (from the 1870s) which will incorporate the purchase of a 1920s Florida East Coast Railway Pullman and a 1913 Florida East Coast Railway steam locomotive and use these historic assets to tell the story and history of locomotives. The proposed concept includes saving the historic structures currently in place and offering guided tour experiences that incorporate the historical railway assets, museum pieces, and a distillery/brewery and winery in the historic St. Augustine Transfer Company Carriage Barn. A local goods market, kitchen, and rail car restaurant will complete the development. Mr. Dettra’s concept will be reviewed by the St. Augustine Planning & Zoning Board for a second time on August 1, 2023.

Old Business:

1. RFP Updates – Chair Kimberly Wilson and Susan Phillips
 - a. This was covered in the Strategic Plan update.

Adjournment: Meeting adjourned at 3:37 p.m.

The next VCB Board of Directors meeting will be at The Hampton Inn & Suites, Vilano Beach, St. Augustine on August 22, 2023.

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of July 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-223,036.78
10015 Ameris - 8653 - VCB	174,109.00
10017 Ameris - 9435 - VCB	25,013.81
10300 Petty Cash - VCB	268.90
6857 ICS Sweeps Account	693,423.02
9945 ICS Sweeps Account MM 9435	898,493.19
Total Bank Accounts	\$1,568,271.14
Other Current Assets	
12000 Undeposited Funds	1,050.00
12200 Inventory - DO NOT USE	0.00
12400 Due (To)/From TDC - Cat1	0.00
13000 Prepaid Expenses - VCB	0.00
Total Other Current Assets	\$1,050.00
Total Current Assets	\$1,569,321.14
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,569,321.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	0.00
22050 Accrued Expenses - Cat1	0.00
24000 Payroll Liabilities - Cat1	
24010 Payroll Liab - Federal - Cat1	-2,468.97
24020 Payroll Liab - Social Security - Cat1	-1,753.07
24030 Payroll Liab - Medicare - Cat1	-409.98
24040 Payroll Liab - EE 401K	-6,472.48
24050 Payroll Liab - EE 401K Loan	-204.27
24060 Payroll Liab - EE Health Insurance	5,743.89
24070 Payroll Liab - EE FSA	8,311.12
Total 24000 Payroll Liabilities - Cat1	2,746.24
25000 PPP Loan	0.00
Total Other Current Liabilities	\$2,746.24
Total Current Liabilities	\$2,746.24
Total Liabilities	\$2,746.24
Equity	
30000 Opening Balance Equity - Cat1	280,068.94

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of July 31, 2023

	TOTAL
32000 Retained Earnings	274,563.65
Net Income	1,011,942.31
Total Equity	\$1,566,574.90
TOTAL LIABILITIES AND EQUITY	\$1,569,321.14

St. Augustine, Ponte Vedra & The Beaches VCB
Budget vs. Actuals: October 2022 - July 2023

Income	Oct 2022			Nov 2022			Dec 2022			Jan 2023			Feb 2023			Mar 2023			Apr 2023			May 2023			Jun 2023			Jul 2023			Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining			
40013 County Revenue - Fiscal 22-23 - Cat1	416,000.00	866,200.00	450,200.00	892,022.21	450,000.00	-442,022.21		450,000.00	450,000.00	450,200.00	450,000.00	-200.00	904,970.00	450,000.00	-454,970.00	425,000.00	425,000.00	0.00		425,000.00	425,000.00	850,000.00	425,000.00	-425,000.00		425,000.00	425,000.00	425,600.00	425,000.00	-600.00	4,363,792.21	4,791,200.00	427,407.79
40015 CoOp Revenue - Cat1	600.00		-600.00			0.00	600.00		-600.00	1,750.00		-1,750.00	150.00		-150.00	4,500.00		-4,500.00			0.00			0.00	750.00		-750.00	4,000.00		-4,000.00	12,350.00	0.00	-12,350.00
40016 Sebastian Hotel Reimbursement			0.00			0.00	665.67		-665.67			0.00			0.00			0.00			0.00			0.00			0.00		0.00	665.67	0.00	-665.67	
40017 Tradeshow Co-op Revenue			0.00			0.00			0.00	500.00		-500.00	1,870.00		-1,870.00			0.00	500.00		-500.00			0.00			0.00		0.00	2,870.00	0.00	-2,870.00	
40098 FSF Grant Reimbursement			0.00			0.00	0.00		0.00			0.00			0.00	0.00		0.00	0.00		0.00			0.00			0.00		0.00	0.00	0.00	0.00	
68018 Event Sponsorship - VCB			0.00			0.00			0.00			0.00			0.00	1,000.00		-1,000.00	500.00				-500.00			0.00	500.00		-500.00	2,000.00	0.00	-2,000.00	
Total Income	\$ 416,600.00	\$ 866,200.00	\$ 449,600.00	\$ 892,022.21	\$ 450,000.00	-\$ 442,022.21	\$ 1,265.67	\$ 450,000.00	\$ 448,734.33	\$ 452,450.00	\$ 450,000.00	-\$ 2,450.00	\$ 906,990.00	\$ 450,000.00	-\$ 456,990.00	\$ 429,500.00	\$ 425,000.00	-\$ 4,500.00	\$ 1,500.00	\$ 425,000.00	\$ 423,500.00	\$ 850,500.00	\$ 425,000.00	-\$ 425,500.00	\$ 750.00	\$ 425,000.00	\$ 424,250.00	\$ 430,100.00	\$ 425,000.00	-\$ 5,100.00	\$ 4,381,677.88	\$ 4,791,200.00	\$ 409,522.12
Gross Profit	\$ 416,600.00	\$ 866,200.00	\$ 449,600.00	\$ 892,022.21	\$ 450,000.00	-\$ 442,022.21	\$ 1,265.67	\$ 450,000.00	\$ 448,734.33	\$ 452,450.00	\$ 450,000.00	-\$ 2,450.00	\$ 906,990.00	\$ 450,000.00	-\$ 456,990.00	\$ 429,500.00	\$ 425,000.00	-\$ 4,500.00	\$ 1,500.00	\$ 425,000.00	\$ 423,500.00	\$ 850,500.00	\$ 425,000.00	-\$ 425,500.00	\$ 750.00	\$ 425,000.00	\$ 424,250.00	\$ 430,100.00	\$ 425,000.00	-\$ 5,100.00	\$ 4,381,677.88	\$ 4,791,200.00	\$ 409,522.12
Expenses																																	
51000 - Administrative Overhead - Cat1																																	
51000-1 Computer Expense - Cat1	\$ 0.00	\$ 1,360.00	\$ 1,360.00	\$ 318.06	\$ 1,440.00	\$ 1,121.94	\$ 1,244.14	\$ 632.00	-\$ 612.14	\$ 428.94	\$ 146.00	-\$ 282.94	\$ 456.22	\$ 131.00	-\$ 325.22	\$ 1,009.76	\$ 700.00	-\$ 309.76	\$ 570.00	\$ 100.00	-\$ 470.00	\$ 1,410.44	\$ 0.00	-\$ 1,410.44	\$ 558.27	\$ 100.00	-\$ 458.27	\$ 889.85	\$ 119.00	-\$ 770.85	\$ 6,885.68	\$ 4,728.00	-\$ 2,157.68
51000-2 Office Equipment - Cat1		150.00	150.00		250.00	250.00		0.00	0.00		240.00	240.00		200.00	200.00		240.00	240.00	37.28	150.00	112.72	202.34	350.00	147.66		240.00	240.00		240.00	239.62	2,060.00	1,820.38	
51000-3 Office Supplies - Cat1	40.96	494.00	453.04	185.05	138.00	-47.05	474.39	547.00	72.61	228.69	784.00	555.31	154.31	240.00	85.69	511.37	396.00	-115.37	384.11	782.00	397.89	824.64	740.00	-84.64	444.36	561.00	116.64	39.67	256.00	216.33	3,287.55	4,938.00	1,650.45
51000-4 Rent - Cat1	\$ 4,552.11	\$ 5,010.00	\$ 457.89	\$ 5,126.10	\$ 5,010.00	-\$ 116.10	\$ 4,903.11	\$ 5,010.00	\$ 106.89	\$ 4,763.64	\$ 5,010.00	\$ 246.36	\$ 4,903.11	\$ 5,010.00	\$ 106.89	\$ 5,126.10	\$ 5,010.00	-\$ 116.10	\$ 4,903.11	\$ 5,010.00	\$ 106.89	\$ 4,903.11	\$ 5,010.00	\$ 106.89	\$ 5,126.10	\$ 5,010.00	-\$ 116.10	\$ 4,903.11	\$ 5,010.00	\$ 106.89	\$ 49,209.60	\$ 50,100.00	\$ 890.40
51000-5 Payroll - Cat1	\$ 85,772.03	\$ 77,507.00	-\$ 8,265.03	\$ 172,978.53	\$ 188,327.00	\$ 15,348.47	\$ 91,544.45	\$ 87,507.00	-\$ 4,037.45	\$ 73,043.19	\$ 77,508.00	\$ 4,464.81	\$ 70,082.94	\$ 77,507.00	\$ 7,424.06	\$ 97,481.22	\$ 98,988.00	\$ 1,506.78	\$ 69,338.06	\$ 73,987.00	\$ 4,648.94	\$ 63,563.68	\$ 73,988.00	\$ 10,424.32	\$ 68,135.91	\$ 73,988.00	\$ 5,852.09	\$ 66,930.03	\$ 73,988.00	\$ 7,057.97	\$ 858,870.04	\$ 903,295.00	\$ 44,424.96
51000-6 Repairs - Cat1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 190.00	\$ 190.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 120.00	\$ 120.00	\$ 0.00	\$ 90.00	\$ 90.00	\$ 0.00	\$ 350.00	\$ 350.00	\$ 0.00	\$ 320.00	\$ 320.00	\$ 0.00	\$ 100.00	\$ 100.00	\$ 0.00	\$ 180.00	\$ 180.00	\$ 0.00	\$ 200.00	\$ 200.00	\$ 0.00	\$ 1,550.00	\$ 1,550.00
51000-7 Utilities - Cat1	\$ 502.47	\$ 950.00	\$ 447.53	\$ 1,735.53	\$ 1,510.00	-\$ 225.53	\$ 1,168.90	\$ 1,417.00	\$ 248.10	\$ 1,594.41	\$ 1,656.00	\$ 61.59	\$ 1,613.41	\$ 1,553.00	-\$ 60.41	\$ 1,607.46	\$ 1,488.00	-\$ 119.46	\$ 1,626.63	\$ 1,525.00	-\$ 101.63	\$ 1,615.40	\$ 2,102.00	\$ 486.60	\$ 1,596.91	\$ 1,697.00	\$ 100.09	\$ 1,432.63	\$ 1,749.00	\$ 316.37	\$ 14,493.75	\$ 15,647.00	\$ 1,153.25
51000-8 Dues & Membership - Cat1	\$ 980.00	\$ 14,927.00	\$ 13,947.00	\$ 2,234.00	\$ 550.00	-\$ 1,684.00	\$ 3,940.00	\$ 2,702.00	-\$ 1,238.00	\$ 66.03	\$ 1,890.00	\$ 1,823.97	\$ 880.00	\$ 0.00	-\$ 880.00	\$ 509.99	\$ 425.00	-\$ 84.99	\$ 934.99	\$ 13,392.00	\$ 12,457.01	\$ 12,009.99	\$ 4,992.00	-\$ 7,017.99	\$ 8,954.99	\$ 1,470.00	-\$ 7,484.99	\$ 9.99	\$ 2,471.00	\$ 2,461.01	\$ 30,519.98	\$ 42,819.00	\$ 12,299.02
Total 51000 - Administrative Overhead - Cat1	\$ 91,847.57	\$ 100,398.00	\$ 8,550.43	\$ 182,577.27	\$ 197,415.00	\$ 14,837.73	\$ 103,274.99	\$ 97,815.00	-\$ 5,459.99	\$ 80,124.90	\$ 87,354.00	\$ 7,229.10	\$ 78,089.99	\$ 84,731.00	\$ 6,641.01	\$ 106,245.90	\$ 107,597.00	\$ 1,351.10	\$ 77,794.18	\$ 95,266.00	\$ 17,471.82	\$ 84,529.60	\$ 87,282.00	\$ 2,752.40	\$ 84,816.54	\$ 83,246.00	-\$ 1,570.54	\$ 74,205.28	\$ 84,033.00	\$ 9,827.72	\$ 963,506.22	\$ 1,025,137.00	\$ 61,630.78
54900 - Promotional Expenses - Cat1																																	

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2023

OCCUPANCY/REPORTING MONTH	OCT		% PY	NOV		% PY	DEC		% PY	JAN		% PY	FEB		% PY	MAR		% PY
GROSS RECEIPTS	\$	31,137,967.94	2.2%	\$	30,249,583.62	1.2%	\$	39,770,195.54	2.4%	\$	36,620,019.99	29.0%	\$	41,171,556.98	6.9%	\$	58,300,569.55	7.7%
EXEMPT RECEIPTS	\$	(1,363,608.14)	25.2%	\$	(1,215,164.82)	32.2%	\$	(1,376,879.34)	39.1%	\$	(1,682,908.59)	73.9%	\$	(1,348,770.98)	21.1%	\$	(1,374,043.55)	10.6%
TAXABLE RECEIPTS	\$	29,774,359.80	1.4%	\$	29,034,418.80	0.2%	\$	38,393,316.20	1.5%	\$	34,937,111.40	27.4%	\$	39,822,786.00	6.5%	\$	56,926,526.00	7.7%
TOTAL TAX COLLECTED	\$	1,488,717.99	1.4%	\$	1,451,720.94	0.2%	\$	1,919,665.81	1.5%	\$	1,746,855.57	27.4%	\$	1,991,139.30	6.5%	\$	2,846,326.30	7.7%
ADJUSTMENTS																		
TOTAL TAX DUE	\$	1,488,717.99	1.4%	\$	1,451,720.94	0.2%	\$	1,919,665.81	1.5%	\$	1,746,855.57	27.4%	\$	1,991,139.30	6.5%	\$	2,846,326.30	7.7%
LESS COLLECTION ALLOWANCE	\$	(8,866.53)	16.8%	\$	(10,684.24)	27.8%	\$	(12,152.24)	26.9%	\$	(11,826.94)	19.0%	\$	(13,380.51)	19.3%	\$	(18,394.21)	19.7%
PLUS PENALTY	\$	21,987.69		\$	7,459.65		\$	9,402.27		\$	7,576.59		\$	9,712.55		\$	7,590.32	
PLUS INTEREST	\$	991.51		\$	190.34		\$	179.89		\$	165.63		\$	239.23		\$	155.49	
TOTAL AMOUNT REMITTED	\$	1,502,830.66	2.8%	\$	1,448,686.69	0.6%	\$	1,917,095.73	1.6%	\$	1,742,770.85	27.5%	\$	1,987,710.57	6.5%	\$	2,835,677.90	7.7%
LESS TAX COLLECTOR & CLERK	\$	(30,056.61)	2.8%	\$	(28,973.73)	0.6%	\$	(38,341.91)	1.6%	\$	(34,855.42)	27.5%	\$	(39,754.21)	6.5%	\$	(56,713.56)	7.7%
NET TO TDC	\$	1,472,774.05	2.8%	\$	1,419,712.96	0.6%	\$	1,878,753.82	1.6%	\$	1,707,915.43	27.5%	\$	1,947,956.36	6.5%	\$	2,778,964.34	7.7%

	APR		% PY	MAY		% PY	JUN		% PY	JUL	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$	51,154,219.10	4.7%	\$	40,423,534.14	3.1%	\$	48,073,785.95	3.8%							\$ 376,901,432.81	6%
EXEMPT RECEIPTS	\$	(1,157,627.70)	14.2%	\$	(1,482,744.14)	43.2%	\$	(1,690,634.55)	13.8%							\$ (12,692,381.81)	
TAXABLE RECEIPTS	\$	49,996,591.40	4.5%	\$	38,940,790.00	2.0%	\$	46,383,151.40	3.5%							\$ 364,209,051.00	
TOTAL TAX COLLECTED	\$	2,499,829.57	4.5%	\$	1,947,039.50	2.0%	\$	2,319,157.57	3.5%							\$ 18,210,452.55	23%
ADJUSTMENTS	\$ -																
TOTAL TAX DUE	\$	2,499,829.57	4.5%	\$	1,947,039.50	2.0%	\$	2,319,157.57	3.5%							\$ 18,210,452.55	
LESS COLLECTION ALLOWANCE	\$	(16,827.27)		\$	(14,238.73)		\$	(18,001.95)								\$ (124,372.62)	
PLUS PENALTY	\$	6,255.24		\$	5,636.56		\$	8,794.15								\$ 84,415.02	
PLUS INTEREST	\$	136.71		\$	85.52		\$	179.06								\$ 2,323.38	
TOTAL AMOUNT REMITTED	\$	2,489,394.25	4.4%	\$	1,938,522.85	2.0%	\$	2,310,128.83	3.5%							\$ 18,172,818.33	6%
LESS TAX COLLECTOR & CLERK	\$	(49,787.89)	4.4%	\$	(38,770.46)	2.0%	\$	(46,202.58)	3.5%							\$ (363,456.37)	
NET TO TDC	\$	2,439,606.37	4.4%	\$	1,899,752.39	2.0%	\$	2,263,926.25	3.5%							\$ 17,809,361.96	6%

FY2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 January	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June	\$ 1,115,918	48.3%	-5.0%	\$ 557,783	24.1%	10.8%	\$ 510,594	22.1%	18.2%
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 January	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June	\$ 63,828	2.8%	-8.2%	\$ 62,006	2.7%	16.6%	\$ 2,310,128.83
July							
August							
September							

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

Anastasia Island				Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
32080	% TTL	+/- PY		32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL												
AUG												
SEP												
FY YTD	\$ 6,337,980			\$ 3,508,726			\$ 6,866,240			\$ 291,301		

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL											
AUG											
SEP											
FY YTD	\$ 938,364			\$ 154,149				\$ 76,058			



ST AUGUSTINE, PONTE VEDRA & THE BEACHES VCB: JULY 2023

TRAVEL MARKETING CAMPAIGN

30%

Increase in Organic Sessions
YoY

45%

Increase in Engaged
Sessions YoY

99%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of July, the Tempest team **optimized** the Summer Fun on Florida's Historic Coast page.
- The team **optimized** the Free Things to Do page.
- The team also **optimized** the Ponte Vedra Beach Secrets and Things to Do blog.
- We **optimized** the September is Locals Month blog.
- Additionally, the team **created** and **deployed** the July email.

DISCLAIMER: We've begun reporting on more GA4 data within this monthly report, and will continue to replace Universal Analytics (UA) data in the monthly reports in the months leading up to July 1.

A person is shown in silhouette, sitting and looking at a tablet. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie and is positioned on the right side of the frame, facing left.

TRAVEL MARKETING

SITE PERFORMANCE

TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In July, we continued to see increases with all of your top level performance compared to last year.

186,611 Website Sessions

110,960 Engaged Sessions

149,275 Website Users

59.46% Engagement Rate

383,244 Pageviews

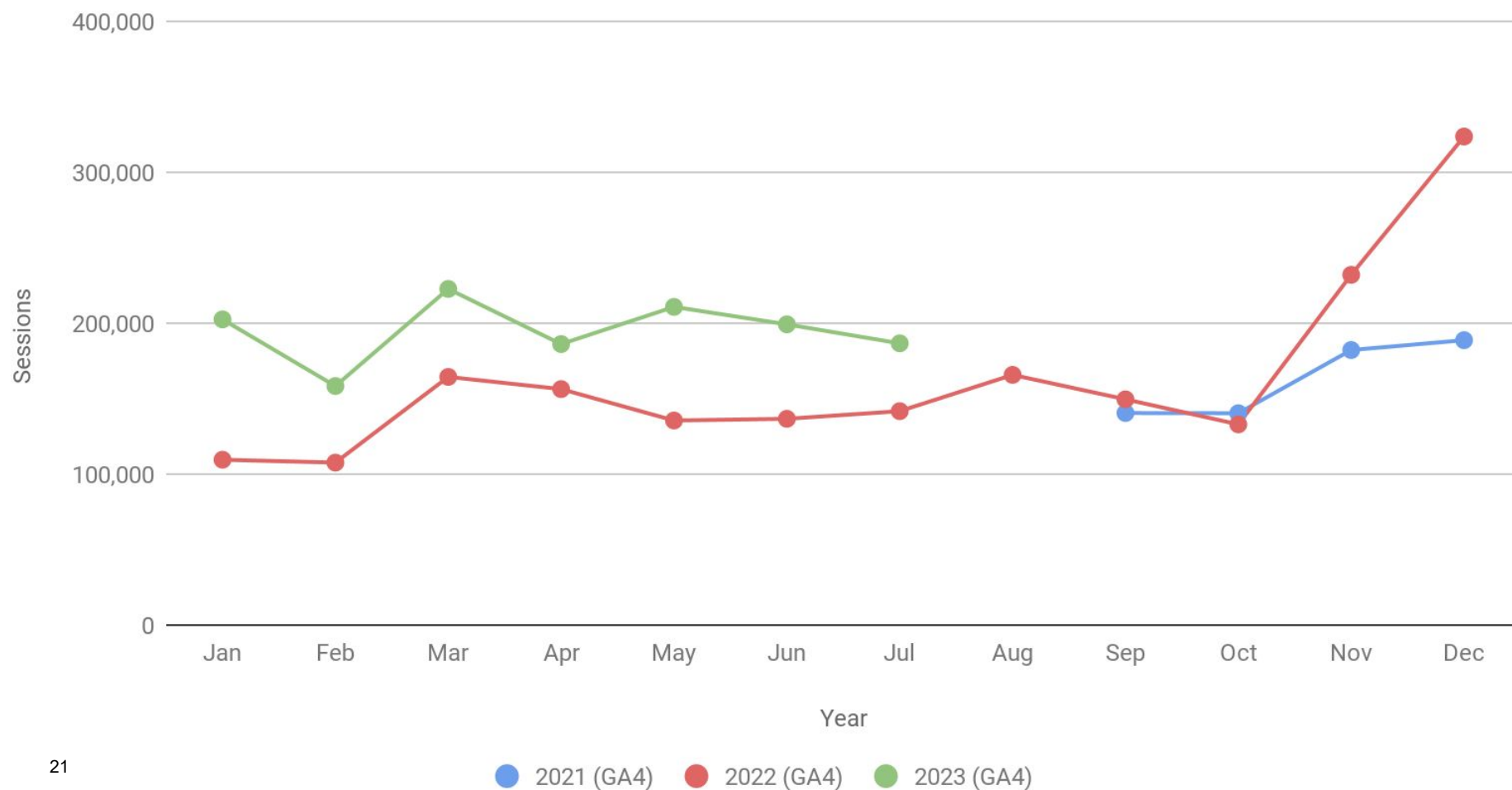
0:03:08 Average Engagement Time per Session

76,611 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

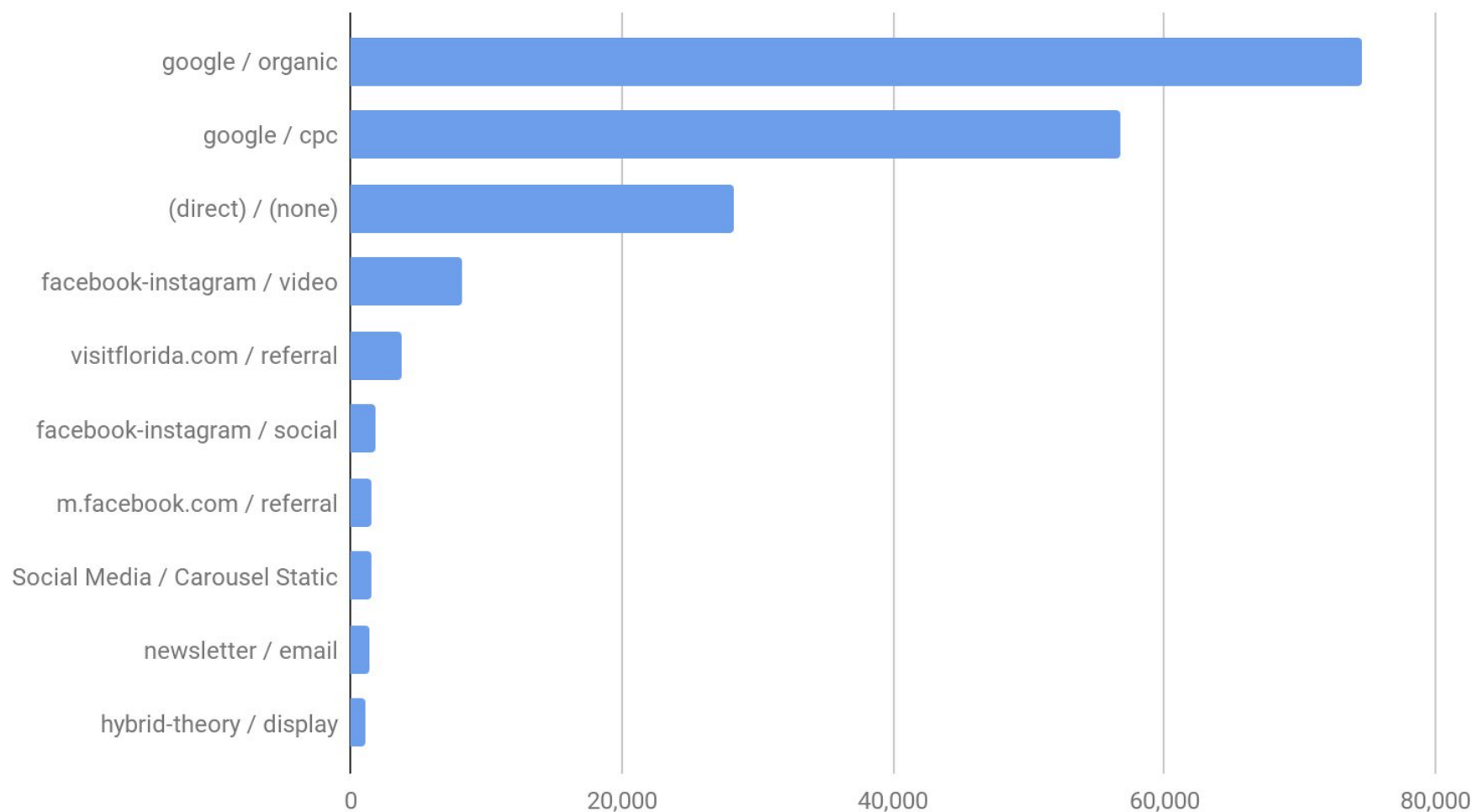
Visits captured by the website saw a nice 32 percent increase compared to July 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

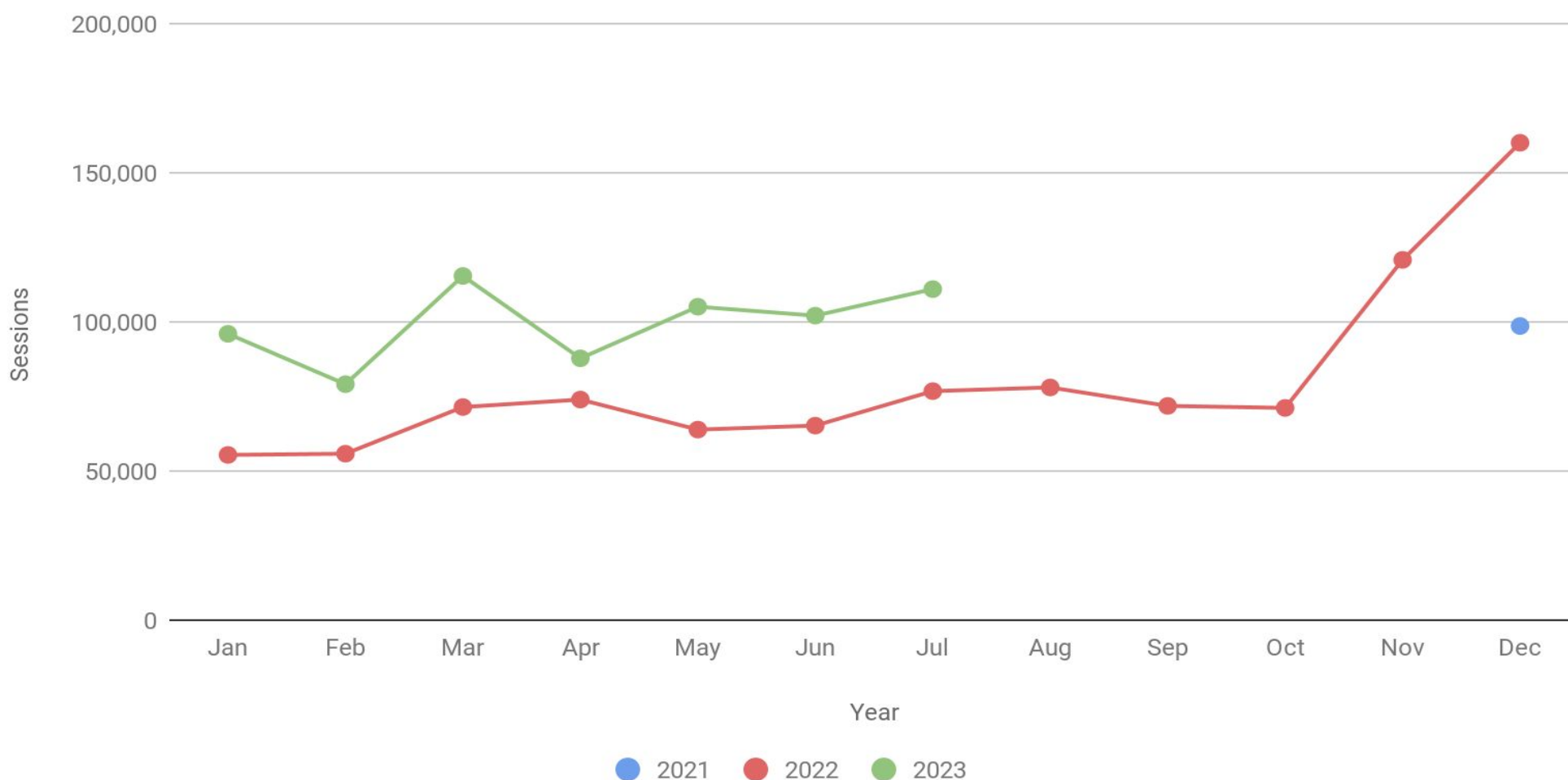
In July, we saw huge increases from your direct channel up 101 percent and the facebook-instagram video source up 444 percent.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

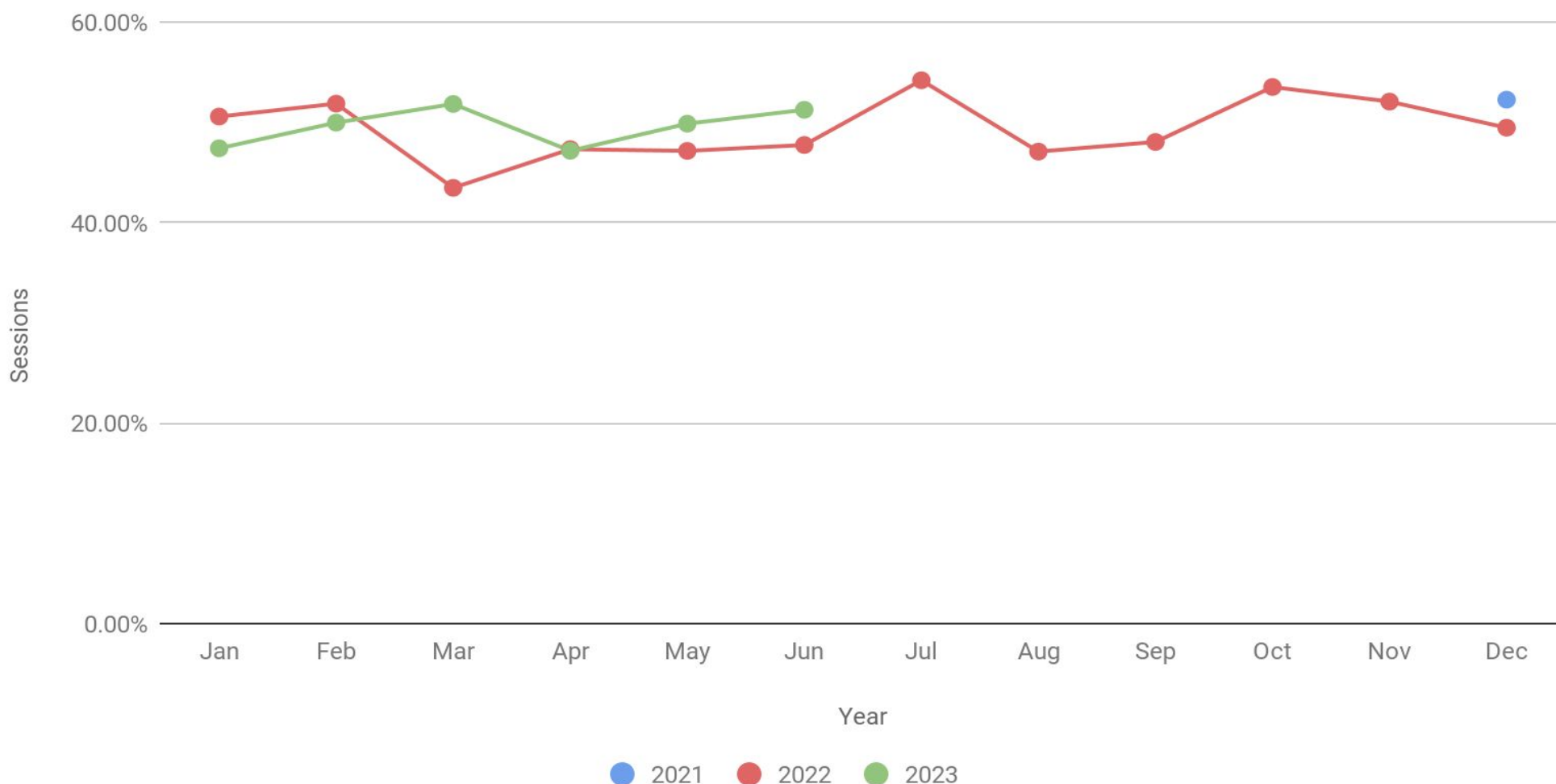
In July, we saw over 110k engaged sessions on the site, a 45 percent increase compared to last year, with an average duration of 03:08.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In July, the engagement rate increased 10 percent compared to last year.



TRAVEL MARKETING | GA4

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from the newsletter signups up 99 percent year-over-year.

806 Requests for Physical Guides

271 eNewsletter Signups

11,863 Clicks on Partner Listings

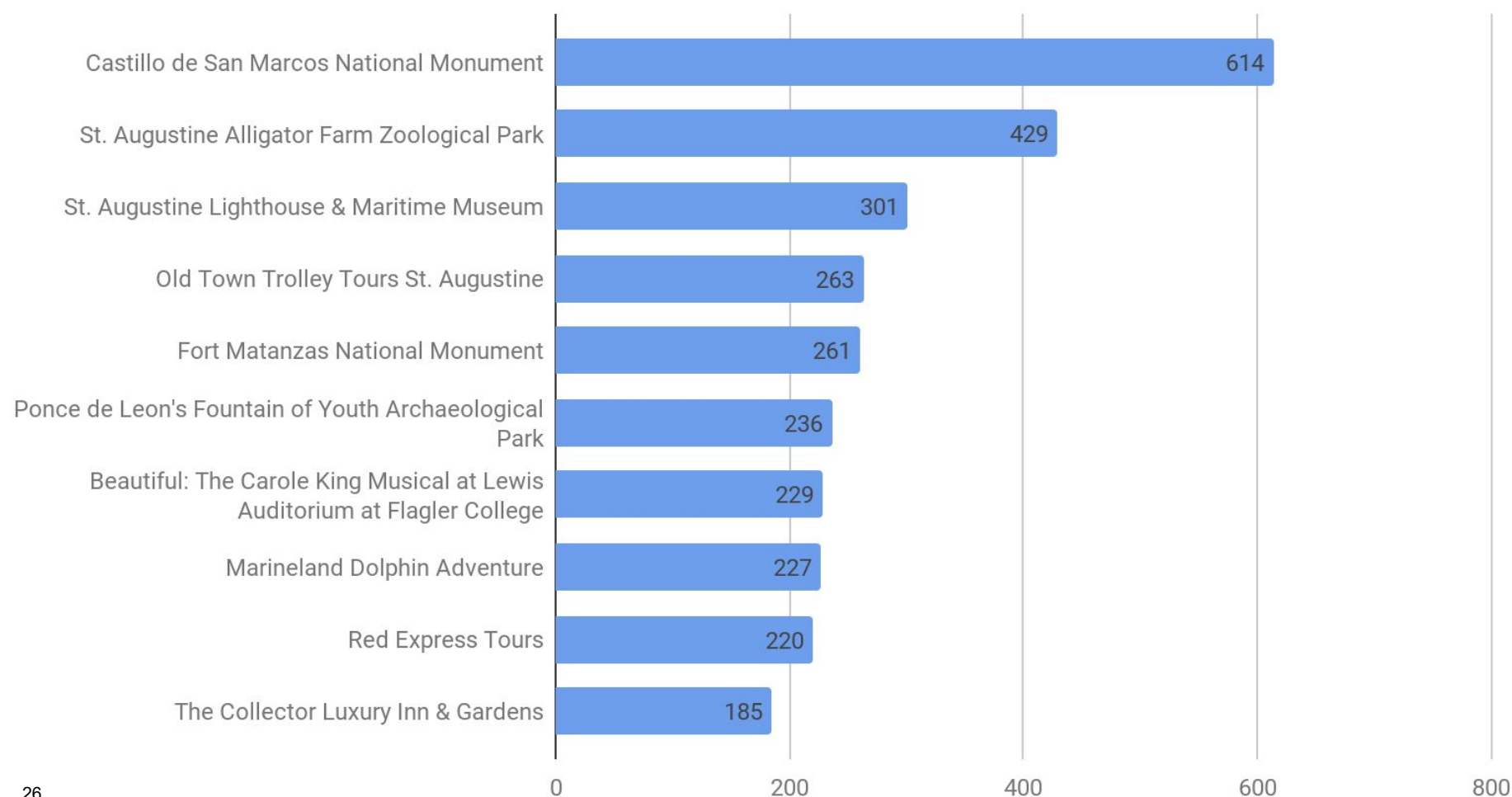
1,882 BookDirect Clicks*

*UA Data

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner in July with a 91 percent increase. We also saw the highest year-over-year increase from the Collector Luxury Inn & Gardens up 161 percent compared to last year.





TRAVEL MARKETING

ORGANIC SEARCH

TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 41 percent of the overall website visitation.

76,611 visits to Website

0:03:12 Average Time on Site

60,962 Users

92.85% New Sessions

132,281 Pageviews

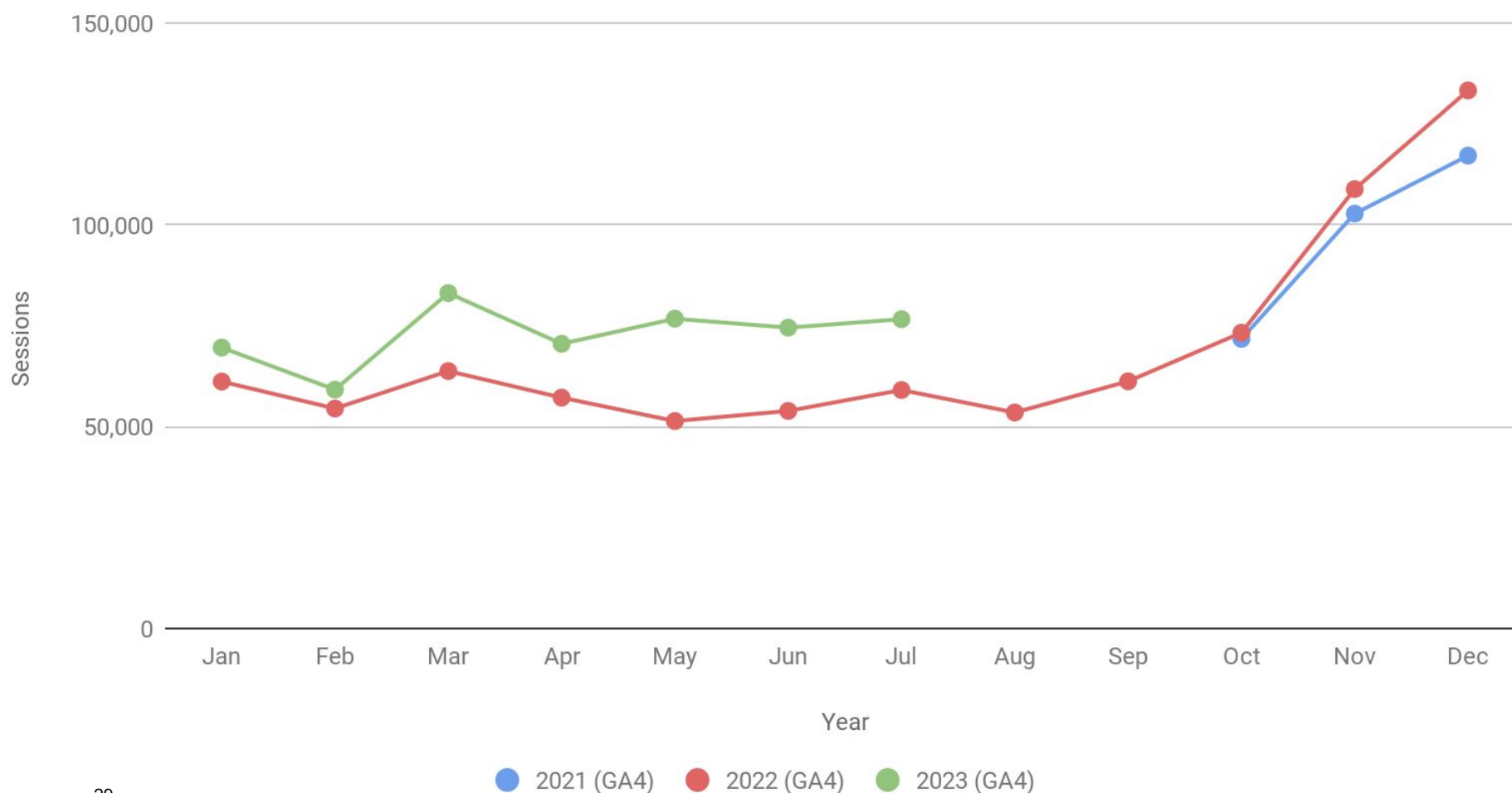
35.88% Bounce Rate

49,122 Engaged Sessions

TRAVEL MARKETING | GA4

ORGANIC SEARCH

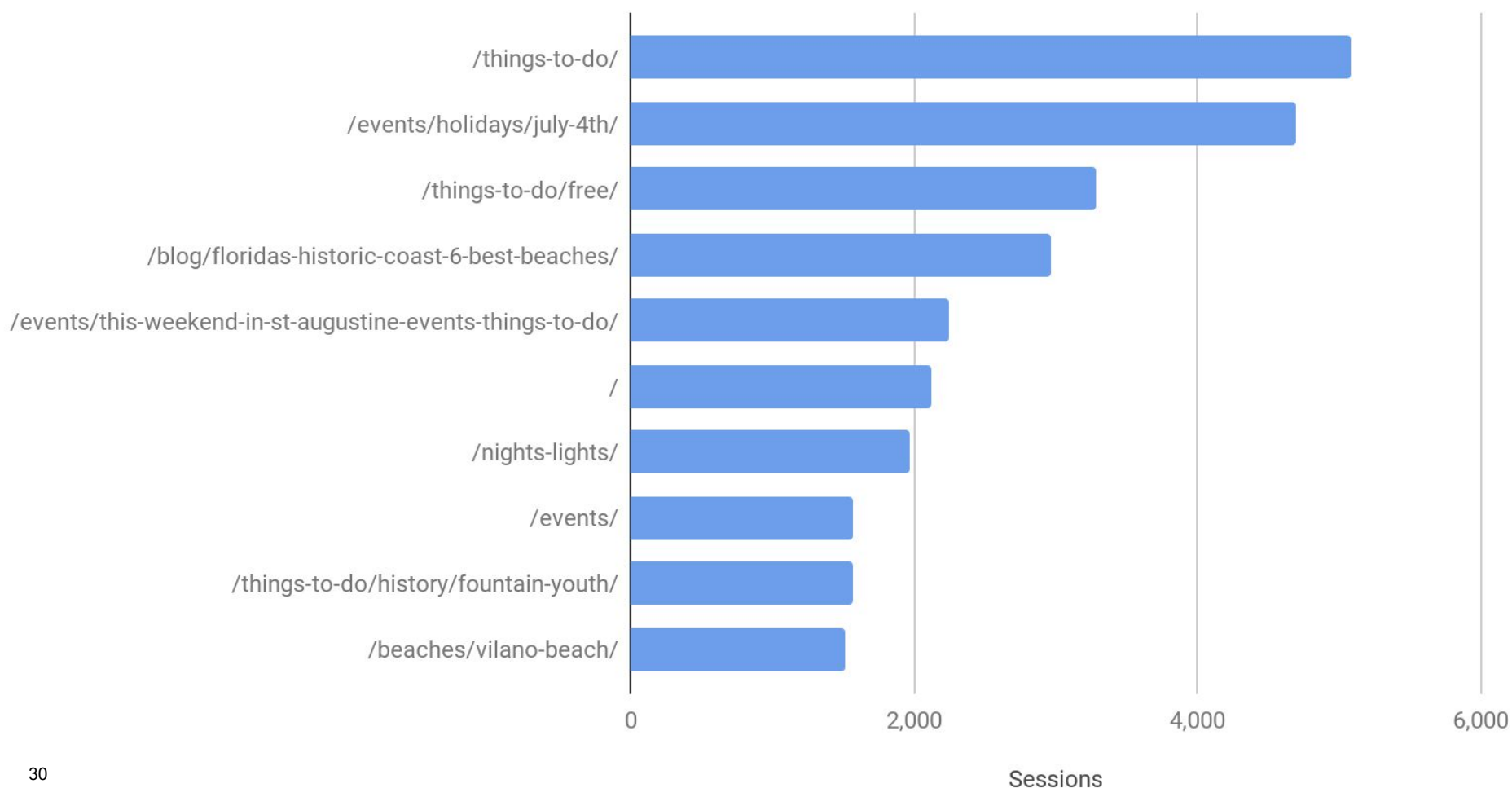
Organic search traffic increased by 30 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

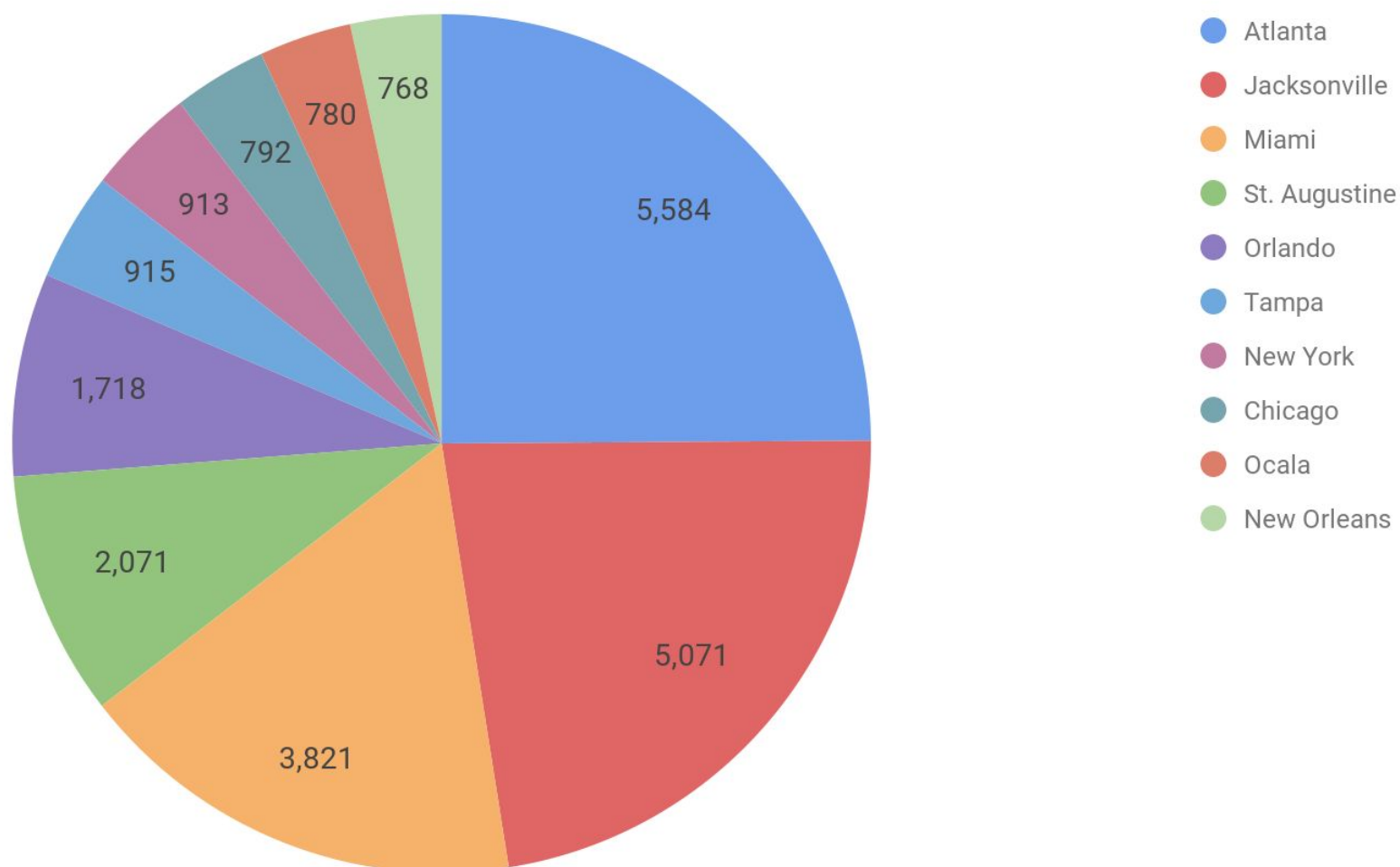
In July, the Things to Do page your top landing page saw a huge +1.1k percent increase compared to last year. We also saw a nice increase from the July 4th (+263%) event page and main Event (+222%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 163 percent, Ocala saw a 505 percent increase and New Orleans saw a 897 percent increase year-over-year.





VCB INDUSTRY EMAIL STATISTICS JULY 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Thu, Jul 27, 2023, 11:05 AM	Social Media Webinar - Netweave - August 15 - 2	537	209 41%	21 4%	25 5%	0 0%
Wed, Jul 26, 2023, 3:41 PM	VCB Quarterly Social AUG 2023 - 3	851	291 38%	15 2%	80 9%	1 1%
Tue, Jul 25, 2023, 11:00 AM	PartnerCom 7-25-23	510	250 51%	27 6%	21 4%	0 0%
Mon, Jul 24, 2023, 9:31 AM	THIS WEEK 7-24-23	695	317 49%	24 4%	44 6%	0 0%
Fri, Jul 21, 2023, 10:03 AM	Social Media Webinar - Netweave - August 15 - 1	853	355 46%	22 3%	83 10%	1 1%
Wed, Jul 19, 2023, 2:01 PM	VCB Quarterly Social AUG 2023 - 2	339	169 52%	10 3%	12 4%	0 0%
Tue, Jul 18, 2023, 11:06 AM	2024 Travel Planner Advertising	853	340 44%	17 2%	79 9%	2 1%
Mon, Jul 17, 2023, 9:27 AM	THIS WEEK 7-17-23	678	305 48%	27 4%	38 6%	0 0%
Wed, Jul 12, 2023, 2:01 PM	VCB Quarterly Social AUG 2023	338	174 53%	20 6%	12 4%	0 0%
Tue, Jul 11, 2023, 10:12 AM	PartnerCom 7-11-23	468	239 53%	28 6%	19 4%	0 0%
Mon, Jul 10, 2023, 9:44 AM	THIS WEEK July 10 - 16 2023	689	300 46%	15 2%	40 6%	0 0%
Wed, Jul 5, 2023, 4:01 PM	Butler Beach Reach FEMA Dune Enhancement Project	469	215 47%	16 4%	16 3%	0 0%
Wed, Jul 5, 2023, 12:28 PM	Summer Deals & Discounts on Florida's Historic Coast	1,548	701 49%	15 1%	127 8%	1 1%
Mon, Jul 3, 2023, 10:47 AM	THIS WEEK July 3 - 9 2023	690	325 50%	17 3%	38 6%	1 1%



TRAVEL MARKETING

EMAIL MARKETING

TRAVEL MARKETING | GA4

GENERAL EMAIL PERFORMANCE

In July, the top viewed story for the opt in email was the Summer Fun Discounts & Deals page and the other source subscribers was the Deals page.

WEBSITE OPT-IN SUBSCRIBERS

20,726 Messages Sent

21% Click-to-Open Rate

677 Sessions

0:04:39 Average Session Duration

OTHER SOURCE SUBSCRIBERS

166,987 Messages Sent

4% Click-to-Open Rate

683 Sessions

02:59 Average Session Duration

Total Subscribers: 220,267

TRAVEL MARKETING

LOOKING AHEAD

"Those who plan do better than those who do not plan even though they rarely stick to their plan."

~Winston Churchill

- During the month of August, the Tempest team will be **optimizing** the Offbeat St. Augustine blog.
- The team will **optimize** the Halloween Holiday Event page.
- The team will also **optimize** the Restaurants page.
- We will be **optimizing** the Cracker Day blog.
- Additionally, the team will **create** and **deploy** the August email.

TASK TERMINOLOGY

Optimize - Tempest updates metadata, image alt text, publish date and link sculpts.

St. Johns County Visitors & Convention Bureau

Call Center Statistics

July 1 - July 31, 2023

Total Calls Received:	178
Total Call Minutes:	511
Average Answer Time:	35 sec
Brochures Ordered:	11

St. Johns County Visitors & Convention Bureau

Requests By Guide

July 1 - July 31, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	927
<u>GRAND TOTAL</u>	<u>927</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

July 1 - July 31, 2023

<u>Guide</u>	<u># of Requests</u>
Call Center	11
2022 Visit Florida Magazine	17
2023 Visit Florida Magazine	73
WebTraveler	130
AARP	200
Calendar of Events	496
<u>GRAND TOTAL</u>	<u>927</u>

St. Johns County Visitors & Convention Bureau

Requests By State

July 1 - July 31, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	238	25.7%
GA	69	7.4%
TN	46	5.0%
PA	45	4.9%
IL	39	4.2%
TX	39	4.2%
SC	38	4.1%
NY	37	4.0%
OH	34	3.7%
AL	30	3.2%
NC	28	3.0%
NJ	24	2.6%
IN	23	2.5%
MO	17	1.8%
VA	17	1.8%
Foreign	16	1.7%
MI	16	1.7%
MN	15	1.6%
WI	14	1.5%
CA	13	1.4%
KY	12	1.3%
MD	12	1.3%
LA	11	1.2%
CT	9	1.0%
MA	9	1.0%
CO	8	0.9%
WV	8	0.9%
MS	7	0.8%
AR	5	0.5%
IA	5	0.5%
ND	4	0.4%
NH	4	0.4%
PR	4	0.4%
AZ	3	0.3%
KS	3	0.3%
ME	3	0.3%

NM	3	0.3%
OK	3	0.3%
WA	3	0.3%
NV	2	0.2%
OR	2	0.2%
SD	2	0.2%
AK	1	0.1%
DE	1	0.1%
HI	1	0.1%
ID	1	0.1%
NE	1	0.1%
UT	1	0.1%
VT	1	0.1%
GRAND TOTAL	927	

St. Johns County Visitors & Convention Bureau

Requests By Country

July 1 - July 31, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	910	98.17%
Canada	9	0.97%
United Kingdom	3	0.32%
Iran	2	0.22%
France	1	0.11%
Italy	1	0.11%
Sweden	1	0.11%
GRAND TOTAL	927	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

July 1 - July 31, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	6	55%	142	60%
Yes	5	45%	93	40%
TOTAL	11		235	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

July 1 - July 31, 2023

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-23	0	0%	5	2%
Feb-23	0	0%	15	6%
Mar-23	0	0%	31	13%
Apr-23	0	0%	20	9%
May-23	0	0%	25	11%
Jun-23	0	0%	41	17%
Jul-23	0	0%	13	6%
Aug-23	2	18%	12	5%
Sep-23	0	0%	10	4%
Oct-23	3	27%	12	5%
Nov-23	0	0%	8	3%
Dec-23	2	18%	10	4%
Jan-24	0	0%	9	4%
Feb-24	0	0%	5	2%
Mar-24	0	0%	4	2%
Apr-24	1	9%	4	2%
May-24	0	0%	3	1%
Jun-24	0	0%	1	0%
Unsure 2023	2	18%	6	3%
2025	1	9%	1	0%
TOTAL	11		235	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

July 1 - July 31, 2023

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	6	3%
2 days	2	18%	23	10%
3 days	3	27%	64	27%
1 week	2	18%	103	44%
2 weeks	1	9%	9	4%
3 weeks	0	0%	1	0%
1 month	0	0%	2	1%
2 months	0	0%	2	1%
3 months	0	0%	5	2%
Don't know	3	27%	20	9%
TOTAL	11		235	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

July 1 - July 31, 2023

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	0	0%	9	4%
2	4	36%	119	51%
3	0	0%	25	11%
Four or more	4	36%	62	26%
Don't know	3	27%	20	9%
TOTAL	11		235	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

July 1 - July 31, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	11	100%	211	90%
Hotel / Motel	0	0%	12	5%
Bed / Breakfast	0	0%	6	3%
Condo	0	0%	1	0%
RV	0	0%	3	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	0	0%
TOTAL	11		235	

**Visitor Center Inquiries
July 2023**

SJCC –PVBD Visitor & Information Center

	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	57	34	0.09%	353	425	490

City of St. Augustine Downtown Visitors Center

	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	59,905	60,348	91%	524,890	426,820	505,368

St. Augustine Beach Visitors Center

	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,817	1,753	7%	24,039	22,844	25,977

Jacksonville Airport Visitor Information Center

	July 2023	July 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,413	1,006	2%	4,074	10,042	10,695

Total Inquiries at Visitors Centers

	July 2023	July 2022		FYTD 2023	FYTD 2022	Total FY 2022
	66,192	63,141		553,356	460,131	542,530

Report from Ponte Vedra Chamber was unavailable at time of reporting.



Partners Applied:

- Bilotta Collection
- Amanda Hopcraft Makeup Artist LLC. dba Hopcraft Collective

Partners Approved Previously:

- Essential Energy Spa & Mystical Center
- Golf Experiences, LLC
- See America Tours
- St. Augustine Red Train Tours

FY 2023 Partnership Recap:

- New Partner Businesses FY 2023 – 14
- Total Partners September 2022 – 285
- Total number of businesses dropped FY 2022 - 17
- Total Partners FY 2023 – 297



Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on www.FloridasHistoricCoast.com.

Company / Organization Name: Bilotta Collection

Main Contact & Title: Ozzie Bilotta owner

Business Phone Number: 904-834-3109 Fax Number: _____

E-mail Address: bilottacollection@protonmail.com

Web site: bilottacollection.com

Social Media links:         Other: _____

Physical Address: 151 Sawgrass Corners Drive Ste 104

City, State, ZIP: Ponte Vedra Beach, FL 32082

Mailing Address (if different from above): _____

Occupational License (s) # Please attach applicable copy(ies) City #: _____ County #: _____

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) 10am-6pm and phone number to reach you? 904-522-4438

For our internal departments records, if applicable, please provide names and email addresses for the following:

General Manager: Kristine Bilotta kristine712@gmail.com

Director of Sales: _____

Sales Manager: _____

Who would you like to be allowed to make changes to your profile on www.floridashistoriccoast.com?

Ozzie Bilotta

Who would you like to receive leads?

Ozzie Bilotta

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

Partnership benefits include a listing on www.FloridasHistoricCoast.com with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) **one** heading from the list below that best describes your business:

Accommodations Attractions/Tours Dining/Night Life Shopping Visitor Services (including B2B Services)
Weddings ~~Transportation~~ Cultural & Performing Arts Group Tour & Event Services Associate

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

If you would like an additional listing, where would you like it placed?

Please describe your interest in becoming a VCB Partner? (This answer will only be used in our understanding of how we can serve you)

Offer a cultural Addition to the area, During events like TPC, & grow the awareness of the Venue

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.

Signed



Date

7/12/23

Mail to: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
Attn: Lisa Mondello
29 Old Mission Avenue
St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact **Lisa Mondello** at LMondello@DFloridasHistoricCoast.com if you have further questions.

This Receipt is issued pursuant to
County ordinance 87-36

2023/2024 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

Account

1095001

EXPIRES

September 30, 2024

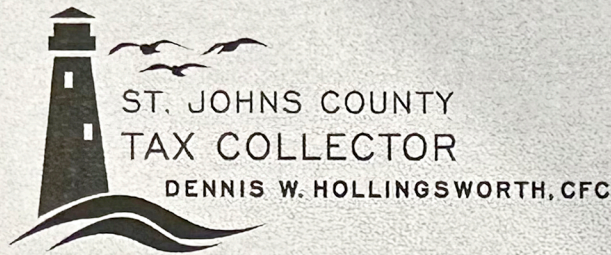
Business Type Exhibits/Museum

Location 151 SAWGRASS CORNERS DR # 104
Ponte Vedra Beach FL 32082

Business Name THE BILOTTA COLLECTION
LLC

Owner Name OSVALDO BILOTTA

Mailing Address 151 SAWGRASS CORNERS DR 104
Ponte Vedra Beach FL 32082



**New Business
Transfer**

Tax 225.00

Penalty 0.00

Cost 0.00

Total 225.00

**DENNIS W. HOLLINGSWORTH
ST. JOHNS COUNTY TAX COLLECTOR**

This receipt does not constitute a franchise, an agreement, permission or authority to perform the services or operate the business described herein when a franchise, an agreement, or other county commission, state or federal permission or authority is required by county, state or federal law.

This form becomes a receipt only when validated below

Paid by receipt(s) 2022-2521940 on 08/02/23 for \$225.00



Partnership Application

Thank you for your interest in becoming a partner of the St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau. Partnership is \$300 annually valid from October 1 through September 30. Out of county accommodations fees are based on room count at \$5 per room. Upon approval, the information provided on this application will be used to create your listing on www.FloridasHistoricCoast.com.

Company / Organization Name: Hopcraft Collective

Main Contact & Title: Amanda Hopcraft, Owner

Business Phone Number: 904-217-4002 Fax Number: _____

E-mail Address: sayhello@hopcraftcollective.com

Web site: www.hopcraftcollective.com

Social Media links:         Other: _____

Physical Address: 24 Cathedral Pl, Suite 404

City, State, ZIP: St Augustine, FL 32084

Mailing Address (if different from above): _____

Occupational License (s) # Please attach applicable copy(ies) City #: _____ County #: _____

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) 9 AM - 4 PM and phone number to reach you? 904-217-4002

For our internal departments records, if applicable, please provide **names and email addresses** for the following:

General Manager: Hannah Wofford, hannah@hopcraftcollective.com, 904-217-4002

Director of Sales: _____

Sales Manager: _____

Who would you like to be allowed to make changes to your profile on www.floridashistoriccoast.com?

Amanda Hopcraft, Hannah Wofford

Who would you like to receive leads? They can be sent to our general email at sayhello@hopcraftcollective.com

The VCB often sends industry specific information & newsletters via e-mail. It would be our pleasure to include staff members in our distribution. Please provide the names and email address of those that may be interested in receiving these publications.

This can also be sent to our general email at sayhello@hopcraftcollective.com. The team shares this email.

Partnership benefits include a listing on www.FloridasHistoricCoast.com with a link to your business web site and a listing in the annual Travel Planner. Please select (by circling) **one** heading from the list below that best describes your business:

Accommodations Attractions/Tours Dining/Night Life Shopping Visitor Services (including B2B Services)

Weddings Transportation Cultural & Performing Arts Group Tour & Event Services Associate

If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

If you would like an additional listing, where would you like it placed? Nothing at this time.

Please describe your interest in becoming a VCB Partner? (This answer will only be used in our understanding of how we can serve you)

We are interested in becoming a VCB partner for the business exposure and amazing networking opportunities it will provide.

I wish to become a participating partner of the St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and look forward to growing my business.

Hannah Wofford
Signed

7/27/2023

Date

Mail to: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
Attn: Erin Masters / Lisa Mondello
29 Old Mission Avenue
St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact **Erin Masters** at EMasters@FloridasHistoricCoast.com if you have further questions.

This Receipt is issued pursuant to
County ordinance 87-36

**2023/2024 ST. JOHNS COUNTY
LOCAL BUSINESS TAX RECEIPT**

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

Account 1085203
EXPIRES September 30, 2024

Business Type Cosmetologist (L)
Location 24 Cathedral Pl # 404
St Augustine FL 32084

**New Business
Transfer**

Business Name **Amanda Hopcraft Makeup
Artist LLC**

Owner Name Amanda Hopcraft Makeup Artist LLC

**Mailing
Address** 24 Cathedral Pl Ste 404
St. Augustine FL 32084



ST. JOHNS COUNTY
TAX COLLECTOR

DENNIS W. HOLLINGSWORTH, CFC

Tax	22.00
Penalty	0.00
Cost	0.00
Total	22.00

**DENNIS W. HOLLINGSWORTH
ST. JOHNS COUNTY TAX COLLECTOR**

This receipt does not constitute a franchise, an agreement,
permission or authority to perform the services or operate the
business described herein when a franchise, an agreement, or
other county commission, state or federal permission or
authority is required by county, state or federal law.

This form becomes a receipt only when validated below

Paid by receipt(s) 2022-8510556 on 07/10/23 for \$22.00



Creative, Social Media, In-House Collaterals and Web Content

- PartnerCom redesign and release
- Chef's of FHC certificate creation, presentations & photography
- TAP dream destination images, cutlines & descriptions & banner ad
- VCB social media webinar planning & email invite deployment
- Photography and review of 2024 Travel Planner cover image



Facebook Fans added: 1,014 Total Followers: 531,116 (+3.6%)
Reach: 1,059,937 (-18%) Impressions: 2,392,937 (+50.7%) Engagement Rate: 6.4% (+48%)

Top Facebook Posts

7/25 Live: Statue of St. James procession – accounts reached 112.8K, engagements 16.6K
7/17 Reel: Rainy night St George St – accounts reached 67.8K, engagements 12.6K
7/12 Image: Lighthouse stairwell – accounts reached 139.3K, engagements 11.2K

Twitter Total Followers: 14,044 (0%) Impressions: 32K (+25.5%)

YouTube Views: 2100 (+1053%) Lifetime Views: 448,200 (+0.46%)

Instagram Total Followers: 46,152 (+262.2%) Impressions: 371,785 (+153.8%) Reach: 83,107 (+63.6%)

Top Instagram Posts

7/26 Reel: Sea Turtle hatchlings – accounts reached 27.2K, engagements 2.9K
7/21 Reel: St. George St – accounts reached 21.4K, engagements 2.1K
7/4 Reel: Castillo de San Marcos aerial – accounts reached 19.5K, engagements 1.9K

TikTok

Account Launched 7/4/22

Total Likes: 61.6k, July: Followers: 5,239 (+4.92%), Likes: 3,621 (-5.41%), Total video views: 96.4 (-15.17%)

HISPANIC SOCIAL MEDIA

Facebook

Page Followers 22,350 (Net 0) | 31 posts/8497 Reach, and 2 Reels/189 reach - Total reach 8686 (+13.35%) Total engagements/post 590 avg 17/post

Stories 27 | Reach 1411

Top 4 FB Posts

7/24 Engagements 19, Reach 668 Clicks 29
7/19 Engagements 21, Reach 619, Clicks 12
7/26 Engagements 16, Reach 485, Clicks 23
7/25 Engagements 14, Reach 352, Clicks 23
7/23 Engagements 13, Reach 418, Clicks 11

Instagram

32 Posts incl 3 Reels | 1513 Followers (Net +22) | Total Engagements per post/reels 592, (+7%) Avg engagement 18.5 /post
Reach 2075 (-35.9%)

70 Stories, reach 3637,

Total impressions 7148 (+25%)

Total Reach (stories/ posts/Reels) | 183 Profile visits (-4%)

Top 4 IG Posts

DATE	ENGAGEMENTS	REACH	ENGMT RATE
7/24	22	141	15.6%
7/4	19	140	13.3%
7/15	12	113	10.6%
7/25	30	112	26.7%

Top 4 Stories

7/15 Reach 101, Completion Rate 96%
7/9 Reach 99, Completion Rate 90.3%
7/22 Reach 91, Completion Rate 87%
7/15 Reach 91, Completion Rate 91.2%

Additional links clicked through to website via TinyUrl tracking

845 total clicks (+152 from June)



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Sales Department Report, July 2023

Evelyn Lopez-Kelley, Director of Leisure Sales
William McBroom, Director of Conference Sales
Dr. Jaya Dillard, Sales & Services Manager
LaNae Keating, Sales Coordinator

The VCB sales team is charged with promoting St. Augustine, Ponte Vedra & The Beaches throughout the U.S. and abroad as a group and meeting-friendly destination.

- ❖ **Site Visits:** *Conducting customized destination tours encompassing county layout, points of interest, venues, and services based on clients' needs to fulfill the potential program. Site visits with partners to ensure the sales team keeps up to date on their venues & services.*
- ❖ **Sales Initiatives:** *Attending a variety of sales initiatives targeting key meeting professionals, travel agents, tour operators, and wedding/event planners to generate leads.*
- ❖ **Meetings:** *Collectively meeting with clients to vet program needs to offer compatible venues & services. Meeting with VCB partners to maintain knowledge to help promote group business.*

July 2023

Site Visit:

- SSR Fanatics 2024, 7/13
- 44th Burke Family Reunion, 7/27

Sales Initiatives:

- Small & Boutique Meetings, 7/9-11
- Florida Society of Association Executives Annual Conference, 7/12-14
- My Shadi Bridal Expo, 7/23

Meetings:

- FSF Small Market Grant Zoom Meeting w/ Jacksonville Basketball Classic, 7/6
- FSF Small Market Grant Meeting w/ Florida Georgia Pickleball Classic, 7/7
- FSF Small Market Grant Meeting w/ Saint Augustine Glory, 7/13
- RAB Meeting w/ Saint Augustine Glory, 7/7
- Huddle Up Group Zoom Meeting, 7/21

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report JULY 2023**

	MONTHLY TOTAL	MONTHLY GOALS	Monthly % of Actual vs Goal	4th QUARTER	QUARTERLY GOALS	Quarterly % of Actual vs Goal	YEAR TO DATE TOTALS	Year to date Goal	Year to date % Actual vs Goal	ANNUAL GOAL	% OF ANNUAL GOAL ACHIEVED
TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	33	33	0%	33	33	0%	248	280	-11%	343	72.30%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	10,445	10,800	-3%	10,445	10,800	-3%	106,962	96,339	11%	116,083	92.14%
SOLICITATION CALLS/EMAILS	175	192	-9%	175	192	-9%	1,789	1,727	4%	2,041	87.65%
TRADE SHOWS/SALES MISSIONS	MONTHLY TOTAL			3rd QUARTER TOTALS			YEAR TO DATE TOTALS				
Small & Boutique Meetings, 7/9-11	3			24			52				
Florida Society of Association Executives Annual Conference, 7/12-14											
My Shadi Bridal Expo, 7/23											



COMMUNICATIONS DEPARTMENT REPORT:

July 2023

Barbara Golden, Communications Manager, 904-669-8142

BGolden@FloridasHistoricCoast.com

July 2023 Media Results: 4,991,285,177 Impression 2193
VCB Earned Media Result: 310,821,308 Impressions: 302 clips

Stories in publications by hosted media: 153
Images and video inclusion in stories: 301
Quotes and direct messaging used in stories: 283
Website or provided links used in stories: 190
Earned Hispanic media: 99

Media Inquiries & Story Pitches: Story pitches were in response to media inquiries (17), direct contact from journalists (8), and media outlet searches (13). Outlets included Content was provided to more than 6 outlets.

Releases Issued (10):

Two Partnercom
Five This Week
Summer Deals & Discounts
Celebrate the 4th On Florida's Historic Coast
Prestigious Accolades for Florida's Historic Coast -update

Writers Hosted: (4) Ken Perrot, Outdoor Rambler; Cristina Blank, Flavorful Excursions; Jackie Gutierrez-Jones, Lonely Planet; Amanda Harley, SC based tv productions.

Images Released: 167 images downloaded from Cleanpix, and 18 additional images and B- Roll delivered via email or DropBox

Highlights of VCB assisted media coverage: World Atlas, 11 Most Charming Towns In The Southern United States; Sarasota Magazine, In St. Augustine, Take a Trip Back in Time; Jacksonville Business Journal, St. Augustine tourism industry seeing softening in visitor activity; Syndicated wire story, Don't just travel with your pet, create memories that will last a lifetime; Epoch Times, 10 Florida Summertime Destinations for a Relaxing Getaway; Charlotte Observe, The Telegraph and Sun Herald, and others, Fun Things to do in St. Augustine, Florida – the Fountain of Youth and Beyond; Wire story placement in more than 187 outlets, Summer Fun is Heating up on Florida's Historic Coast.

St Augustine, Ponte Vedra & The Beaches VCB Communications Report FY2023

Media Impressions	May-23	Jun-23	Jul-23	May-22	Jun-22	Jul-22	June 2023 compared to June 2022	YTD FY2023	YTD Compared to FY 2022	FY 2023 compared to FY 2022	FY 2022 Totals
Domestic Media	7,798,009,331	5,639,769,596	3,828,691,299	2,691,076,093	2,175,646,311	9,551,201,439	-59.91%	133,841,873,287	39,773,364,210	237%	55,468,395,197
International	805,685,229	745,348,375	428,311,609	1,398,642,438	1,458,355,859	782,578,274	-45.27%	34,032,054,423	34,920,986,465	-3%	37,948,311,985
Broadcast	1,168,457,396	409,305,644	734,282,269	235,457,348	1,054,740,825	267,225,891	174.78%	11,469,054,892	8,188,670,178	40%	12,304,374,873
Total	9,772,151,956	6,794,423,615	4,991,285,177	4,325,175,879	4,688,742,995	10,601,005,604	-52.92%	183,705,248,752	82,920,098,841	122%	105,758,180,686
Media Inquiries Answered:	May-23	Jun-23	Jul-23	May-22	Jun-22	Jul-22	June 2023 compared to June 2022	YTD FY2023	YTD Compared to FY 2022	FY 2022 compared to FY 2022	FY 2022 Totals
Media Inquiries Answered:	12	22	37	20	18	12	208.33%	221	201	10%	219
Media Visitors Hosted:	14	6	4	8	9	6	-33.33%	99	110	-10%	112
News Releases Issued:	14	11	10	9	9	9	11.11%	100	88	14%	96
Stories Pitched	39	18	6	46	22	25	-76.00%	372	278	34%	302
VCB Initiated Broadcast, Print & Online	573	691	302	247	329	154	96.10%	4,173	3,141	33%	3,449
Image access	58	42	185	51	28	135	37.04%	1,123	901	25%	1,109
Impressions from VCB Initiated	20,791,111,745	1,689,537,067	310,821,308	702,440,911	859,135,631	387,732,969	-19.84%	39,337,880,513	4,002,637,559	883%	13,748,149,131
# of stories from hosted media	146	127	302					1,437	0		0
Images or videos in stories	205	167	153					1,612	0		0
quotes or direct messages	200	90	99					2,291	0		0
Websites or links in stories	205	63	283					2,656	0		0
Earned Hispanic Media	96	25	290					1,998	0		0



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

New reporting for FY 23 includes a point system reporting on the quality of use of resources.

GOLF TOURIST ACTIVITY



Jun-23



2022 FFCG TOP 10 STATE DEMAND MARKETS

1	Florida	6	California
2	Georgia	7	Texas
3	New York	8	New Jersey
4	North Carolina	9	Virginia
5	Illinois	10	Pennsylvania

TOP 5 DEMAND MARKETS (DIGITAL USERS)

UNITED STATES

Florida
Georgia
Virginia
Ohio
Texas



INTERNATIONAL

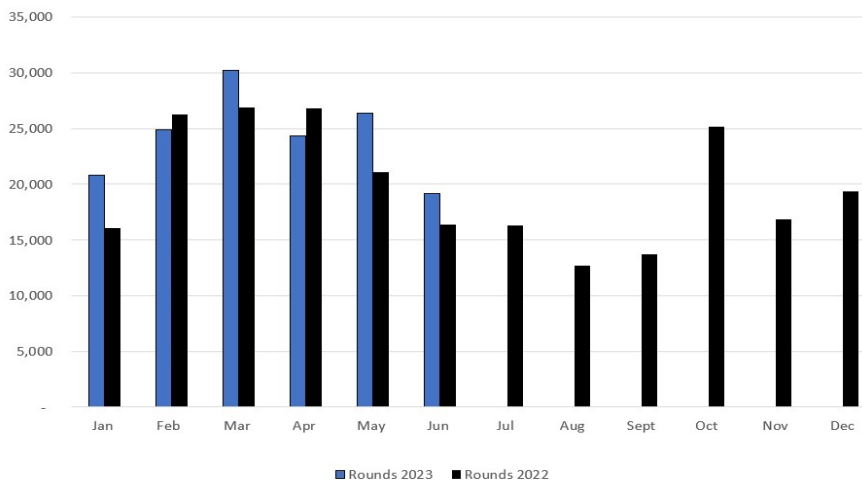
Germany
Canada
China
United Kingdom
India

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	8,990	15577	-42%
YEAR TO DATE	147,292	104,562	41%



ST. JOHNS TOURIST ROUNDS TREND



JUNE 17%
YTD 9%

PRECIPITATION

2023	2022	CHANGE
5.69	4.16	1.53



AVERAGE TEMP

2023	2022	CHANGE
78	81	-3



FY23 EARNED MEDIA

VALUE	\$1,019,891
IMPRESSIONS	26,379,000