



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

VCB Board of Directors Meeting Packet
August 27, 2024 at 1:30 p.m.
Hyatt Place Vilano Beach
117 Vilano Rd., St. Augustine, FL 32084

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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
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VCB Board of Directors Meeting Agenda
August 27, 2024 1:30 pm
Hyatt Place, Vilano Beach
117 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 June 2024 Minutes – VCB Board of Directors
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports – Charlie Robles
4. June & July 2024 Advertising/Media Report – Susan Phillips
5. FY2025 Marketing Plan Presentation – Susan Phillips
6. VCB 2024 Annual Meeting - Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee – Jennifer Jenkins

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 Don Samora

Ex-officio Comments:

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

St. Johns County Cultural Council: Christina Parrish Stone

New Business:

1. VCB Nominating Committee Update – Chair Jason Kern
2. Recommended Changes to VCB Group Closing Fund – Chair Jason Kern & Susan Phillips

Old Business:

1. Advertising RFP/Advertising Contract Management Update – Chair Jason Kern & Susan Phillips

Adjournment:



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

VCB Board of Directors Meeting Minutes
June 25, 2024 at 1:30 pm
Home2 Suites by Hilton, St. Augustine I-95
270 Outlet Mall Boulevard, St. Augustine, FL 32084

Call to order: Chair Jason Kern at 1:42 p.m.

Acknowledge Anti-Trust Statement and Conflict of Interest Statement: Erin Masters

Roll Call: Erin Masters

Present: Jason Kern, Craig Schoninger, Charles Robles, Virginia Whetstone, Lorna MacDonald, Dave Chatterton, Vik Patel, Melissa Wissel, and Isabelle Renault.

Absent: Cindy Stavely (excused), Shannon Dearin (excused), Commissioner Henry Dean (excused), Commissioner Cynthia Garris, Commissioner Don Samora, Tera Meeks, Bob Porter (excused), Christina Parrish Stone (excused), and Jaime Topp.

Staff: Susan Phillips, Erin Masters, and Cristina Pulido-Lopez.

Others present: Representing the International Institute of Gastronomy, Culture, Arts & Tourism: Francisco Guitard, Donna Guzzo, and Jaume Gomila (via Zoom/phone); Daniel Lee (SJC Chamber of Commerce).

Public Comments: None

Agenda Items

1. Approval of April 2024 Minutes – VCB Board Members
 - a. The Motion to approve the April 2024 minutes was made by Charlie Robles and seconded by Lorna MacDonald. **Approved unanimously.**
2. First Coast Gastronomy Project Presentation – Francisco Guitard
 - a. Francisco Guitard provided an overview of the First Coast Gastronomy project, which has been developed in conjunction with the International Institute of Gastronomy, Culture, Arts & Tourism (IGCAT). Both Donna Guzzo and Jaume Gomila added comments and details regarding the region of gastronomy, the

Sister Cities connection between Aviles, Spain and the city of St. Augustine, culinary workshop classes, speakers, and how to create tourism with this program. Last, the presenters shared that the First Coast Cultural Council has committed financial support, and they are requesting support from the VCB. The VCB Board will take this matter under consideration and follow-up with Mr. Guitard once a decision is made.

3. President's Report – Susan Phillips

a. Primary Metrics – Susan Phillips

- i. Smith Travel Research for May 2024 Traditional Lodging reflects ongoing market softness with some improvements. Year-over-year, Occupancy was up +2.0%; ADR was down -3.0%; RevPAR was down slightly -1.0%; Supply was up +3.3%; and Demand was up +5.4%.
- ii. Key Data analytics for May 2024 also reflects market softness in Occupancy. Year-over-year, Occupancy was down -3.0%; ADR was up +6.0%; and RevPAL was up +3.0%.
- iii. Bed Tax Collections through April 2024 were up +2.0% year-over-year, with FYTD running +5.1% ahead of prior year.
- iv. Website performance continues to be strong for May 2024 with 298,095 visits (up +40.0%) and 2,275 BookDirect clicks to Lodging partner listings.
 1. Top five landing pages were This Weekend in St. Augustine Events Things to Do; Things to Do; Things to Do Free; FHC Six Best Beaches; and Beaches St. Augustine Beach.
 2. Top website sessions by city showed Miami (+181% year-over-year), Jacksonville, Atlanta, Orlando/Daytona, New York, and Chicago as the top origin cities for website traffic.
- v. The Hispanic microsite (ViajaStAugustine.com) had 1,349 visits with 1:55 average time on site, and a 76.28% engagement rate.
- vi. VIC visitation for May 2024 year-over-year was up at the Ponte Vedra VIC (+14.0%) and the Augustine Beach VIC (+61.0%). The Jacksonville Airport VIC was down year-over-year (-28.0%) and the St. Augustine Downtown VIC was also down year-over-year (-1.0%),
- vii. Social media's growth continued in May 2024. Facebook and Instagram reels are doing well with a +2.6% and +46.2% year-over-year increase in fans/followers, respectively. TikTok continues to perform well with our Millennial demographic with an increase in followers of +155.7% year-over-year. YouTube continues to be strong with 532,465 views-to-date, a +19.3% year-over-year increase.
- viii. Publicity decreased year-over-year -18.0% for April 2024.

- ix. The VCB Sales Team’s attendance at tradeshow in May 2024 resulted in 34 leads. May 2024 lead room nights increased +32.0% year-over-year at 11,452. May 2024 solicitations were up year-over-year (+1.0%).
 - x. Florida’s First Coast of Golf’s April 2024 business was up, with rooms and rounds +27.1% each, year-over-year. Digital traffic was down -60.6% year-over-year due to a very successful prior year campaign not being available for promotion this year.
 - xi. Susan provided high level comments regarding the following:
 - 1. Vertical digital campaigns continue for weddings, sports, and off-the-beaten path travel. A digital luxury/Ponte Vedra Beach campaign also launched in early May 2024 and is performing well.
 - 2. An Expedia co-op lodging promotion started May 15, 2024 and continues to run through the end of August 2024.
 - 3. The paid social and paid search campaign to focus on the many attractions and things to do that are available in our area. Target audience is 500,000 within a three-hour drive market, with an interest in short weekend or other trips. The campaign has had a reach of 3.5 million; 8.5 million impressions; .14 CPR; and 4.96 CTR. A parallel digital/paid social lodging campaign was rolled out in early April 2024 with a reach of 717,000, 1.54 million impressions, .22 CPR, and 5.13 CTR.
 - 4. Susan shared the “Voices of Hastings” video that showcases Hastings’ past, present, and future opportunities for preservation and revitalization. The video was a collaboration with the SJC team, the VCB, and CycleHere Video, and it was showcased at the May 21, 2024 SJC Board of County Commissioners meeting honoring National Historic Preservation Month.
4. Financial Reports – Charlie Robles
- a. We are now moving rapidly through the FY2024 budget year, and the April and May 2024 financials are in good order. The April financials are in everyone’s packet. May financials and YTD information are as follows:
 - i. The Balance Sheet through May 31, 2024 reflects total assets of \$1,842,589, payroll liabilities of \$8,339, other current liabilities of \$77,245, equity of \$1,765,344 with total equity and liabilities of \$1,842,589.
 - ii. May 2024 Budget vs. Actuals – May 1-31, 2024
 - 1. May 2024 income was \$1,593 against a \$425,000 budget. SJC moved to a new online payment portal system and our payments

were significantly delayed. However, the May SJC payments were received in June. Co-op revenue of \$1,593 was received.

2. May 2024 expenses for Administrative Overhead was \$104,542 against a \$97,054 budget (\$7,488 over budget due to higher dues and memberships).
 3. May 2024 expenses for Promotional Expenses was \$424,673 against a \$454,570 budget (\$29,897 under budget primarily due to advertising invoice timing and lower travel expenses).
 - iii. FYTD income through May 31, 2024 was \$3.8 million actual against a \$4.2 million budget.
 - iv. FYTD expenses for Administrative Overhead was \$833,389 against a \$835,054 budget or \$1,664 under budget (primarily due utilities savings).
 - v. FYTD thru May 2024 expenses for Promotional Expenses was \$1.8 million against a \$2.53 million budget or \$731,039 under budget (due to advertising invoice timing and lower than realized tradeshow, postage, travel & per diem, in-house PR, and research expenses).
 - vi. FYTD Net Operating Income through May 31, 2024 was \$1.2 million.
5. May 2024 Advertising/Media Report – Susan Phillips
 - a. May 2024 advertising consisted of:
 - i. Digital (Google Display, Google Paid Search, Tripadvisor, YouTube, LinkedIn, Nativo Skins native units, Rich Media, ESPN sports digital, and programmatic B2B on Azerion)
 - ii. Facebook-Meta/Instagram promoting the new B2C vertical campaign for off the beaten path and sports campaigns
 - iii. Villages Newcomers Guide (annual)
 - iv. VISIT FLORIDA Official Travel Guide (annual)
 - v. Orlando magazine (wedding edition)
 - vi. The Local Palate (Summer edition)
 - vii. Dreamscapes magazine
 - viii. Hola Latinos
 - ix. FSAE print (Meeting Planners Guide)
 - x. Connect print (Spring CVB)
 6. May 2024 State of the Tourism Industry (STI) Annual Event – Susan Phillips
 - a. This year’s event was a great success; however, expenses were more than anticipated due to much higher food, AV and talent costs. We will look at solutions to reduce costs for next year’s event which is tentatively scheduled at the Renaissance World Golf Village on May 8, 2025 (under review).

7. Distribution of FY2025 Marketing Plan – Susan Phillips
 - a. Copies of the FY2025 Marketing Plan were distributed by Susan Phillips. Susan will make a short presentation of the Marketing Plan at the July 2024 VCB Board meeting. Please note that the budget page (last page of the Marketing Plan) has tentative numbers based on the SJC May budget workshop data, which also includes the annual advertising budget.

Committee Reports:

Conference Sales Committee – Jennifer Jenkins

- Jennifer provided details regarding the upcoming FSAE planner event and information about VISIT FLORIDA’s free cancellation insurance for groups. Jason Kern asked what other destinations are doing for Group Closing Funds and whether we are competitive. Susan Phillips advised that it would be nice to have an updated and more enhanced Group Closing Fund program and that the team will research further and provide a recommendation at an upcoming VCB Board meeting.

Leisure Sales Committee – Cindy Stavely & Evelyn Lopez-Kelley

- The next Leisure Sales Committee meeting will be held on June 28, 2024 at Home2 Suites. An update will be provided at the next VCB Board meeting.

Government Liaisons’ Comments:

St. Johns County Board of County Commissioners: Henry Dean

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

1. Melissa Wissel provided the following updates:
 - a. Nights of Lights will start the Saturday before Thanksgiving and end the last Sunday in January. This is the new ordinance moving forward.
 - b. There will be a public meeting at the Castillo this week to discuss the sea wall rebuilding
 - c. FDOT has postponed the San Sebastian Bridge projected until 2025.
 - d. The previously much discussed new parking ordinance has ended, for now, due to significant pushback and concerns from local residents and businesses.
 - e. The City offices will be closed on both July 4th and July 5th. Parking will be free on July 4th only.

City of St. Augustine Beach: Commissioner Don Samora

Ex-officio Comments:

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

1. Isabelle Renault provided an update regarding the Chamber's new marketing/tourism manager (Daniel Lee, who was introduced at the meeting). In addition, Isabelle's team is working on identifying Ponte Vedra cultural and heritage assets to include on the Ponte Vedra Naturally website. Last, Isabelle shared an update on additional tourism businesses who have recently become autism-certified (goal is 21 so that we can become an official autism-certified destination).

St. Johns Cultural Council: Christina Parrish Stone

Northeast Florida Regional Airport: Jaime Topp

New Business:

1. Discuss Removal of Northeast Florida Regional Airport as Ex-Officio – Chair Jason Kern
 - a. There was a brief discussion regarding removing the Airport as an Ex-Officio due to lack of attendance for over a year.
 - i. A Motion to remove the Northeast Florida Regional Airport as an Ex-Officio of the VCB Board of Directors was made by Charlie Robles and seconded by Lorna MacDonald. **Approved unanimously.**
2. Recommendation to Increase FY2025 Membership Dues – Susan Phillips
 - a. Susan Phillips shared that the VCB dues have not increased in at least 10 years. Currently, annual membership dues are \$300. A short discussion ensued about how to support new start-up tourism businesses during their first year of operations while also providing reasonable dues to continuing VCB partners.
 - i. A Motion to set the FY2025 annual membership dues at \$350 for all VCB tourism businesses, with the exception of a new start-up tourism business (less than 12 months old from business date inception) which will have \$300 first-year dues followed by \$350 annually thereafter, was made by Virginia Whetstone and seconded by Charlie Robles. **Approved unanimously.**
3. VCB Annual Meeting (September 2024) Location Recommendations – Chair Jason Kern
 - a. Jason Kern asked the VCB Board to consider and identify several venues for the VCB's 2024 Annual Meeting which will be held on Tuesday, September 24, 2024

from 5:30-7:30 p.m.. The Board discussed several options, with the final recommendations being the Lightner Museum or Art 'n Motion. An update will be provided at the July Board meeting.

Old Business:

1. Advertising RFP Update – Susan Phillips
 - a. Susan Phillips provided an update on the Advertising RFP. She advised that the Working Group continues to meet and will have an update at the TDC's meeting on July 15, 2024. There are three areas the Working Group are working on: 1) Advertising RFP which was distributed in late June 2024; 2) development of metrics for the new advertising agency; and, 3) recommendation for who will manage the new advertising agency. Updates from the July 15, 2024 TDC meeting will be shared at the VCB's July 2024 Board meeting.
 - b. In addition, at the TDC's June 2024 meeting, Susan presented a significantly moved-up timeline for this year's Nights of Lights advertising campaign. Last year due to the advertising contract extension delay, we were not able to start advertising until late October. This year we will start on July 22, 2024. The campaign will be bifurcated so that there will be separate flights targeting Nights of Lights consumers (for St. Augustine and St. Augustine Beach) and luxury holiday travel (for Ponte Vedra Beach). Susan worked with Tera to obtain funding for the first early-up flights from Tera's budget. The second wave of flights will come from the FY2025 advertising budget.
2. Update on VCB Board Nomination Process – Chair Jason Kern
 - a. After a brief discussion led by Jason Kern, it was decided that the VCB Nominating Committee will consist of Jason Kern, Charlie Robles, and Virginia Whetstone. The Nominating Committee will meet and provide the Board with a recommended candidate for the one FY2025 opening for an At Large Tourism Board seat currently held by Virginia Whetstone.

Adjournment: Meeting adjourned at 3:30 p.m.

The next VCB Board of Directors meeting will be at the Embassy Suites Oceanfront Resort, St. Augustine Beach on July 23, 2024.

**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%	\$ 60,573,492.09	3.9%
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%	\$ (1,163,145.69)	-15.3%
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%	\$ 59,410,346.40	4.4%
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%	\$ 2,970,517.32	4.4%
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%	\$ 2,970,517.32	4.4%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)		\$ (21,269.03)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68		\$ 13,068.14	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50		\$ 295.53	
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%	\$ 2,962,611.96	4.5%
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%	\$ (59,252.24)	4.5%
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%	\$ 2,903,359.72	4.5%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%	\$48,720,085.01								\$ 384,159,315.27	1.9%
EXEMPT RECEIPTS	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%	-\$2,739,042.21								\$ (13,149,583.27)	
TAXABLE RECEIPTS	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%	\$ 45,981,042.80								\$371,009,732.00	1.9%
TOTAL TAX COLLECTED	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14								\$18,550,486.60	1.9%
ADJUSTMENTS	0												\$0.00	
TOTAL TAX DUE	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14								\$16,251,434.46	
LESS COLLECTION ALLOWANCE	-\$15,734.65		-\$15,593.70		-20517.69								\$ (138,139.27)	
PLUS PENALTY	\$7,667.76		\$10,079.70		\$15,186.69								\$95,234.27	
PLUS INTEREST	\$274.62		\$256.76		\$553.65								\$3,137.55	
TOTAL AMOUNT REMITTED	\$ 2,152,295.99	-13.5%	\$ 2,046,894.52	5.6%	\$ 2,294,274.79								\$18,510,719.15	
LESS TAX COLLECTOR & CLERK	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%	\$ (45,885.50)								\$ (370,214.38)	
NET TO TDC	\$ 2,109,250.07	-13.5%	\$ 2,005,956.63	5.6%	\$ 2,248,389.29								\$18,140,504.77	1.9%

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	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June	\$1,023,829.29	44.6%	-8.3%	\$595,813.32	26.0%	6.8%	\$563,602.73	24.6%	10.4%
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	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June	\$61,902.41	2.7%	-3.0%	\$49,127.04	2.1%	-20.8%	\$ 2,294,274.79
July							
August							
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2024	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
OCT	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	25.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	64.5%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	31.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	-29.6%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-53.2%
MAY	\$703,253.57	34.4%	-27.5%	\$467,851.99	22.9%	-22.0%	\$735,947.33	36.0%	-31.1%	\$18,310.61	0.9%	-25.9%
JUN	\$1,101,863.27	48.0%	15.4%	\$379,891.90	16.6%	-26.7%	\$688,057.00	30.0%	-17.3%	\$26,852.80	1.2%	-53.4%
JUL												
AUG												
SEP												
FY YTD	\$ 6,399,268			\$ 3,569,491			\$ 7,190,244			\$ 247,674		

FY2024	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	-29.0%	\$15,198.44	0.7%	-41.8%	5.5%	\$8,392.77	0.4%	-9.4%	\$ 2,046,894.52
JUN	\$87,716.53	3.8%	-11.5%	\$2,125.78	0.1%	-88.3%	3.9%	\$7,767.51	0.3%	-16.0%	\$ 2,294,274.79
JUL											
AUG											
SEP											
FY YTD	\$ 902,633			\$ 125,514			\$ 75,895			\$ 18,510,719	



VCB INDUSTRY EMAIL STATISTICS JULY 2024

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Wed, Jul 31, 2024, 12:14 PM	Florida's Historic Coast Announces New Experiences Summer/Fall 2024	1,480	578 39%	72 5%	9 1%	0 0%
Wed, Jul 31, 2024, 11:04 AM	VCB Social Aug 1 2024 at Old Coast Pickleball - 3	491	208 43%	6 1%	3 1%	0 0%
Mon, Jul 29, 2024, 11:05 AM	Florida's Historic Coast Continues to Shine with Recent Awards	1,438	531 37%	18 1%	13 1%	2 1%
Mon, Jul 29, 2024, 8:49 AM	THIS WEEK, 7-29-2024	950	449 48%	83 9%	6 1%	0 0%
Thu, Jul 25, 2024, 2:02 PM	VCB Social Aug 1 2024 at Old Coast Pickleball - 2	492	198 41%	24 5%	7 1%	0 0%
Mon, Jul 22, 2024, 8:22 AM	THIS WEEK, 7-22-2024 (2)	946	375 40%	21 2%	18 2%	0 0%
Thu, Jul 18, 2024, 3:03 PM	VCB Social Aug 1 2024 at Old Coast Pickleball - 1	490	233 48%	31 6%	4 1%	0 0%
Wed, Jul 17, 2024, 9:25 AM	St. Augustine Recognizes 459th Anniversary with Founder's Day	1,497	674 46%	94 6%	17 1%	1 1%
Mon, Jul 15, 2024, 12:00 PM	VCB Social July 16 2024 at Nostalgia by Paladar - 3	492	199 41%	15 3%	5 1%	0 0%
Mon, Jul 15, 2024, 9:20 AM	THIS WEEK, 7-15-2024	955	384 41%	33 3%	12 1%	0 0%
Fri, Jul 12, 2024, 10:05 AM	Art Meets History in New Exhibit at the St. Augustine Art Association Gallery	1,483	634 43%	115 8%	25 2%	1 1%
Wed, Jul 10, 2024, 3:14 PM	Sing Out Loud Festival Returns to Florida's Historic Coast	1,394	615 45%	96 7%	20 1%	0 0%
Tue, Jul 9, 2024, 10:06 AM	VCB Social July 16 2024 at Nostalgia by Paladar - 2	492	219 45%	13 3%	6 1%	0 0%
Mon, Jul 8, 2024, 8:31 AM	THIS WEEK, 7-8-2024	868	336 39%	19 2%	11 1%	0 0%
Tue, Jul 2, 2024, 10:10 AM	VCB Social July 16 2024 at Nostalgia by Paladar	495	224 46%	33 7%	8 2%	0 0%
Mon, Jul 1, 2024, 8:30 AM	THIS WEEK, 7-1-2024	995	375 38%	22 2%	13 1%	0 0%

Email Performance

Opt-in Subscribers

32,601

MESSAGES SENT

44%

CTOR

652

SESSIONS

05:05

AVG. SESSION
DURATION

Other Source Subscribers

165,405

MESSAGES SENT

51%

CTOR

421

SESSIONS

04:51

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

July 1 - July 31, 2024

Total Calls Received:	103
Total Call Minutes:	331
Average Answer Time:	36 sec
Brochures Ordered:	30

St. Johns County Visitors & Convention Bureau

Requests By Guide

July 1 - July 31, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	772
<u>GRAND TOTAL</u>	<u>772</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

July 1 - July 31, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	134
2023 Visit Florida Magazine	8
2024 Visit Florida Magazine	131
Call Center	30
Summer Events Calendar	469
<u>GRAND TOTAL</u>	<u>772</u>

St. Johns County Visitors & Convention Bureau

Requests By State

July 1 - July 31, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	236	30.6%
GA	58	7.5%
NC	37	4.8%
TN	33	4.3%
NY	32	4.1%
SC	28	3.6%
IL	26	3.4%
OH	26	3.4%
PA	24	3.1%
AL	22	2.8%
TX	22	2.8%
VA	20	2.6%
IN	18	2.3%
NJ	18	2.3%
KY	16	2.1%
MO	16	2.1%
Foreign	15	1.9%
WI	15	1.9%
MI	12	1.6%
LA	11	1.4%
MD	9	1.2%
MN	9	1.2%
MS	8	1.0%
CA	6	0.8%
MA	6	0.8%
OK	6	0.8%
DE	5	0.6%
KS	5	0.6%
AR	4	0.5%
CO	3	0.4%
CT	3	0.4%
IA	3	0.4%
NE	3	0.4%
ME	2	0.3%
OR	2	0.3%
VT	2	0.3%

WA	2	0.3%
WV	2	0.3%
AZ	1	0.1%
HI	1	0.1%
ID	1	0.1%
ND	1	0.1%
NV	1	0.1%
RI	1	0.1%
SD	1	0.1%
GRAND TOTAL	772	

St. Johns County Visitors & Convention Bureau

Requests By Country

July 1 - July 31, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	756	97.93%
Canada	9	1.17%
United Kingdom	3	0.39%
Brazil	1	0.13%
Denmark	1	0.13%
Germany	1	0.13%
India	1	0.13%
<u>GRAND TOTAL</u>	<u>772</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

July 1 - July 31, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	19	63%	179	63%
Yes	11	37%	106	37%
TOTAL	30		285	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

July 1 - July 31, 2024

<u>When Visiting?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	1%
Feb-24	0	0%	24	8%
Mar-24	0	0%	40	14%
Apr-24	0	0%	34	12%
May-24	0	0%	39	14%
Jun-24	0	0%	33	12%
Jul-24	8	27%	30	11%
Aug-24	3	10%	12	4%
Sep-24	1	3%	8	3%
Oct-24	7	23%	15	5%
Nov-24	1	3%	9	3%
Dec-24	1	3%	6	2%
Jan-25	0	0%	0	0%
Feb-25	0	0%	0	0%
Mar-25	0	0%	0	0%
Apr-25	1	3%	2	1%
May-25	1	3%	5	2%
Unsure 2024	5	17%	24	8%
Unsure 2025	2	7%	2	1%
TOTAL	30		285	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

July 1 - July 31, 2024

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	8	3%
2 days	1	3%	32	11%
3 days	7	23%	71	25%
1 week	13	43%	115	40%
2 weeks	0	0%	7	2%
3 weeks	1	3%	4	1%
1 month	1	3%	3	1%
2 months	0	0%	1	0%
3 months	0	0%	0	0%
Don't know	7	23%	44	15%
TOTAL	30		285	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

July 1 - July 31, 2024

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	2	7%	11	4%
2	11	37%	123	43%
3	2	7%	29	10%
Four or more	11	37%	85	30%
Don't know	4	13%	37	13%
TOTAL	30		285	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

July 1 - July 31, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	23	77%	232	81%
Hotel / Motel	5	17%	38	13%
Bed / Breakfast	0	0%	8	3%
Condo	0	0%	4	1%
RV	1	3%	2	1%
Single Family	1	3%	1	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	30		285	