

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
29 Old Mission Avenue
St. Augustine, FL 32084

Visit Florida Partner Report
Reporting For 288.1226 (13) ©

FINANCIAL DATA FY2025

A. The total amount of revenue received from public and private sources.

Public TDT	\$3,960,556.01
Private	\$181,603.63

St. Johns County Visitors & Conventions Bureau, Inc.
Actuals: FY2024 P&L
October 2024 - September 2025

B. The operating budget of the partner entity

Public FY2025 Budget	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Total Budget
Income													
40015 CoOp Revenue - Cat1			1,475.00		1,500.00	1,215.00	580.00	1,625.00	2,875.00	375.00	1,335.00	2,765.00	13,745.00
40017 Tradeshow Co-op Revenue				400.00	545.00								945.00
40018-ADV6 County Revenue 6Mo - Fiscal 24-25 - Cat1			41,500.00	41,500.00	41,500.00	41,500.00	41,500.00		41,500.00				249,000.00
40018-ADV6-RB County Revenue 6Mo RB - Fiscal 24-25 - Cat1										159,606.15			159,606.15
40018-CORE County Revenue Core - Fiscal 24-25 - Cat1		545,481.50	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	270,000.00	3,245,481.50
40018-MGT County Revenue Mgt - Fiscal 24-25 - Cat1							63,725.00		45,000.00	45,000.00	45,000.00	45,000.00	243,725.00
40018-MGT FEE County Revenue Mgt Fee - Fiscal 24-25 - Cat1									6,225.00	6,225.00	6,225.00	6,225.00	24,900.00
40019 ADV Invoice Adjustment Refunds Fiscal 24-25					19,355.22		3,780.94	17.20					23,153.36
Total Income	\$-	\$545,481.50	\$312,975.00	\$311,900.00	\$332,900.22	\$312,715.00	\$379,585.94	\$271,642.20	\$365,600.00	\$481,206.15	\$322,560.00	\$323,990.00	\$3,960,556.01
Expenses													
51000-1 Computer Expense	\$-	\$1,234.29	\$247.68	\$289.90	\$674.43	\$1,819.58	\$636.10	\$1,772.78	\$316.13	\$726.90	\$654.90	\$3,325.37	\$11,698.06
51000-2 Office Equipment	\$-	\$-	\$147.91	\$-	\$159.74	\$-	\$-	\$-	\$-	\$-	\$899.90	\$-	\$1,207.55
51000-3 Office Supplies	\$139.63	\$148.16	\$101.32	\$95.98	\$854.03	\$335.80	\$247.37	\$354.24	\$208.77	\$792.75	\$471.24	\$898.74	\$4,648.03
51000-4 Rent	\$4,400.00	\$5,071.56	\$5,093.25	\$4,892.72	\$4,892.86	\$4,749.02	\$5,272.02	\$4,913.29	\$4,913.29	\$4,913.29	\$4,913.29	\$5,610.13	\$59,634.72
51000-5 Payroll (including 401K, Health, Taxes & Fees)	\$81,170.31	\$125,453.75	\$100,871.78	\$169,048.38	\$77,663.10	\$79,484.66	\$79,148.11	\$78,900.17	\$78,569.62	\$80,848.47	\$121,682.73	\$95,992.31	\$1,168,833.39
51000-6 Repairs	\$-	\$129.00	\$-	\$-	\$665.38	\$-	\$532.51	\$801.25	\$-	\$-	\$131.63	\$-	\$2,259.77
51000-7 Utilities	\$268.12	\$1,073.23	\$1,344.86	\$1,411.64	\$1,053.92	\$1,161.69	\$1,568.50	\$1,432.38	\$1,117.42	\$1,273.84	\$1,502.96	\$2,217.68	\$15,426.24
51000-8 Dues & Membership	\$1,974.00	\$3,209.99	\$4,539.99	\$3,158.99	\$1,377.34	\$14.99	\$14.99	\$11,899.99	\$11,391.41	\$3,514.99	\$1,605.00	\$19,909.99	\$62,611.67
54900-1 Advertising	\$4,146.36	\$65,450.62	\$50,447.68	\$171,465.83	\$27,644.78	\$118,614.22	\$14,307.42	\$33,505.27	\$53,967.56	\$20,951.93	\$19,748.52	\$425,718.12	\$1,005,968.31
54900-10 Tradeshows	\$41,440.00	\$52.00	\$4,674.52	\$8,482.00	\$7,982.32	\$12,828.21	\$3,189.91	\$(1,957.94)	\$4,582.63	\$9,061.39	\$3,275.00	\$110,742.20	\$204,352.24
54900-11 PR Services	\$16,820.67	\$13,920.83	\$29,524.80	\$13,486.17	\$20,657.32	\$10,058.17	\$12,680.55	\$9,437.69	\$13,561.67	\$19,978.26	\$12,447.03	\$60,002.54	\$232,575.70
54900-12 Sales Support	\$10,756.25	\$24,812.25	\$306.25	\$306.25	\$6,696.25	\$3,607.75	\$5,520.90	\$15,085.61	\$306.25	\$3,306.25	\$656.21	\$33,944.82	\$105,305.04
54900-14 Special Projects Resv	\$-	\$13,160.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$13,160.00
54900-2 Brochure Distribution	\$6,854.11	\$9,600.00	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$16,454.11
54900-3 ADV/AGENCY/MGT	\$-	\$34,166.66	\$-	\$34,166.66	\$34,166.66	\$34,166.66	\$34,166.66	\$46,262.58	\$78,166.70	\$108,675.00	\$51,225.00	\$104,719.37	\$559,881.95
54900-4 In House PR	\$8,193.00	\$17,553.90	\$8,778.40	\$3,581.22	\$7,753.91	\$4,578.56	\$1,217.68	\$8,838.44	\$4,679.36	\$1,724.35	\$3,402.75	\$15,560.34	\$85,861.91
54900-5 Inquiry Services	\$3,864.56	\$4,476.01	\$5,969.96	\$7,020.93	\$4,308.43	\$5,339.60	\$6,727.62	\$4,081.37	\$4,335.34	\$6,551.65	\$5,009.05	\$5,865.24	\$63,549.76
54900-6 Postage	\$-	\$296.22	\$94.06	\$123.86	\$1,427.87	\$62.65	\$2,601.33	\$785.79	\$608.77	\$2,083.53	\$3,195.45	\$968.77	\$12,248.30
54900-7 Travel & Per Diem	\$858.18	\$9,420.69	\$2,522.07	\$3,510.71	\$4,180.63	\$7,688.43	\$6,938.49	\$6,811.12	\$8,894.44	\$15,208.66	\$1,715.83	\$9,698.30	\$77,447.55
54900-8 PRO Fees & Research	\$7,976.04	\$1,041.67	\$1,197.67	\$15,546.67	\$20,210.30	\$1,298.00	\$19,554.86	\$4,348.00	\$2,056.79	\$1,701.32	\$6,122.66	\$56,247.43	\$137,301.41
Total Expenses	\$188,861.23	\$330,270.83	\$215,862.20	\$436,587.91	\$222,369.27	\$285,807.99	\$194,325.02	\$227,272.03	\$267,676.15	\$281,312.58	\$238,659.15	\$951,421.35	\$3,840,425.71

Private FY2025 Budget	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Total Budget
Income													
64012 MGT Fees - VCB	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	44,000.04	\$18,675.00	\$-	\$-	\$62,675.04
65100 Annual Meeting	\$1,250.00	\$1,000.00		\$750.00							\$500.00	\$6,750.00	\$10,250.00
65110 Interest Income	\$12.75	\$11.54	\$11.24	\$10.61	\$9.60	\$10.61	\$10.28	\$10.62	\$10.28	\$10.61	\$10.62	\$9.83	\$128.59
65405 Membership Dues	\$8,100.00	\$2,000.00	\$50.00	\$600.00	\$1,800.00	\$450.00	\$1,100.00	\$450.00	\$650.00	\$1,700.00	\$59,500.00	\$14,900.00	\$91,300.00
68010 State of the Tourism Industry							\$6,800.00	\$5,200.00	\$4,500.00	\$750.00	\$-	\$-	\$17,250.00
Total Income	\$9,362.75	\$3,011.54	\$61.24	\$1,360.61	\$1,809.60	\$460.61	\$7,910.28	\$5,660.62	\$49,160.32	\$21,135.61	\$60,010.62	\$21,659.83	\$181,603.63

Expenses																				
70500 Bank Charges - VCB	\$	-	\$	-	\$	-	\$	-	\$	20.00	\$	(20.00)	\$	-	\$	-	\$	-	\$	-
70700 Business Gifts - VCB	\$	735.07	\$	150.00	\$	127.59	\$	149.10	\$	-	\$	-	\$	264.79	\$	-	\$	-	\$	271.46
70850 Team Recognition	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	126.44
73100 Professional Services - VCB	\$	400.00	\$	3,194.45	\$	400.00	\$	2,480.00	\$	300.00	\$	800.00	\$	400.00	\$	976.00	\$	520.00	\$	400.00
73800 Licenses and Taxes - VCB	\$	50.00	\$	-	\$	-	\$	-	\$	-	\$	70.00	\$	-	\$	-	\$	-	\$	24.00
73900 Board Meeting Expenses - VCB	\$	276.01	\$	451.01	\$	147.53	\$	-	\$	256.38	\$	10.58	\$	-	\$	364.94	\$	-	\$	639.27
74000 Travel - VCB	\$	-	\$	54.03	\$	7.65	\$	18.51	\$	93.20	\$	157.00	\$	-	\$	67.73	\$	5.21	\$	-
74001 Employee of the Year - VCB	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	638.39	\$	-	\$	-
74805 Entertainment & Meals - VCB	\$	152.25	\$	123.62	\$	454.50	\$	1,085.63	\$	85.31	\$	455.09	\$	-	\$	512.17	\$	-	\$	-
74806 VCB Socials	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
74900 Advertising Exp - VCB	\$	114.50	\$	59.50	\$	59.50	\$	59.50	\$	59.50	\$	59.50	\$	-	\$	59.50	\$	-	\$	-
75000 Office Expenses - VCB	\$	62.39	\$	395.30	\$	173.83	\$	-	\$	-	\$	25.75	\$	41.43	\$	-	\$	-	\$	-
75100 Annual Meeting Expenses	\$	505.73	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	621.00	\$	3,195.00
75403 Dues & Subscriptions	\$	-	\$	-	\$	-	\$	-	\$	-	\$	1,000.00	\$	-	\$	-	\$	-	\$	-
76000 Miscellaneous Expenses	\$	-	\$	65.58	\$	50.80	\$	(70.99)	\$	23.01	\$	(16.95)	\$	(17.51)	\$	31.00	\$	-	\$	-
78001 VCB Holiday Open House	\$	-	\$	-	\$	-	\$	763.48	\$	(102.19)	\$	(29.84)	\$	-	\$	-	\$	-	\$	-
78008 (STI) State of the Tourism Industry Exp	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	13,046.84	\$	-	\$	-
78011 Building-Equipment Expense	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	155.93	\$	-
Total Expenses	\$	2,295.95	\$	4,493.49	\$	1,421.40	\$	4,485.23	\$	715.21	\$	2,551.13	\$	403.92	\$	15,961.36	\$	525.21	\$	1,176.93

C. Employee Salary & Benefit details from public and private funds

Employee Salary & Bonus	12 Staff Members	\$	932,191.11
Benefits (health, Dental & Life)	12 Staff Members	\$	140,772.23
St. Johns County VCB Board Members receive zero compensation from Public or Private dollars.			

D. An itemized account of all expenditures by the partner entity on behalf of or coordinated for the benefit of corporation, its board members or employees

Visa Destination Insights Domestic+International transaction data reports	\$	11,500.00
Brochure Distribution at Welcome Centers	\$	3,954.11
Total Co-Op Spend	\$	15,454.11
Visit Florida Membership Dues	\$	12,000.00

E. Itemized travel and entertainment expenditures of the partner entity

Event	Dates	Name	Registration	Meals	Transportation	Lodging	Tours & Admissi	Total
IMEX America w/Visit Florida - Las Vegas, NV	October 7-11, 2024	Jennifer Jenkins (staff)	\$ 8,900.00	\$ 269.18	\$ 611.18	\$ 1,500.13	\$ -	\$ 11,280.49
	January 31, 2025	LaNae Keating	\$ 75.00	\$ -	\$ 57.41	\$ -	\$ -	\$ 132.41
Florida Encounter -Ocala, FL	February 3-5, 2025	Jennifer Jenkins (staff)	\$ 2,959.38	\$ 72.55	\$ 150.21	\$ 866.37	\$ -	\$ 4,048.51
		Evelyn Lopez-						
Florida Huddle - Ocala, FL	February 3-5, 2025	Kelley (staff)	\$ 2,800.00	\$ -	\$ 132.79	\$ 577.78	\$ -	\$ 3,510.57
	March 7, 2025	LaNae Keating	\$ -	\$ 8.45	\$ 57.41	\$ -	\$ -	\$ 65.86
VF Sales Mission - Boston & Philly		Jennifer Jenkins (staff) filled in for Evelyn Lopez-						
	April 28 - May 2, 2025	Kelley	\$ 4,000.00	\$ 84.00	\$ 878.45	\$ 765.45	\$ -	\$ 5,727.90
VCB I-95 Welcome Center Takeover #2	May 23, 2025	LaNae Keating	\$ -	\$ 42.50	\$ 57.40	\$ -	\$ -	\$ 99.90
VF I-95 Welcome Center Summer Showcase	August 8, 2025	LaNae Keating	\$ 75.00	\$ -	\$ 57.41	\$ -	\$ -	\$ 132.41
VCB I-95 Welcome Center Takeover #3	August 29, 2025	LaNae Keating	\$ -	\$ 21.47	\$ -	\$ -	\$ -	\$ 21.47
Visit Florida Media Mission (Chicago & Boston)	October 7-11, 2024	Barbara Golden	\$ 2,000.00	\$ 87.00	\$ 691.94	\$ 1,245.86	-	\$ 4,024.80
Media Hosting - domestic content creator	January 14-16, 2025	Jasmine Alley	-	\$ 122.87		\$ 389.00	\$ 480.00	\$ 991.87

		John and Sandra												
Media hosting - Canadian Journalists	February 12-15, 2025	Nowlen	\$	-	\$	490.68		\$699.12	\$	960.00	\$		2,149.80	
Media Hosting - Domestic media	April 6-9, 2025	Jay Gentile	-		\$	521.37		\$	887.00	\$	96.00	\$	1,504.37	
Satelite Media Tour - hosted media	April 14-17, 2025	Vallery Joy Wilson			\$	557.39		\$	713.55	\$	480.00	\$	1,750.94	
Satelite Media Tour - hosted media	April 16-17, 2025	Al Crew for SMT						\$	673.48			\$	673.48	
Media Hosting - Brazilian journalist for Flagler Story	May 5-8, 2025	Casa de Jardin	-		\$	587.97		\$	825.27	\$	480.00	\$	1,893.24	
			\$	20,809.38	\$	2,865.43	\$	2,694.20	\$	9,143.01	\$	2,496.00	\$	38,008.02

