



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
January 23, 2024 at 1:30 pm
Casa Monica Resort & Spa, 95 Cordova Street,
St. Augustine, FL 32084

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

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

Anti-Trust Statement

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

Conflict of Interest Statement

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



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

VCB Board of Directors Meeting Agenda
January 23, 2024 1:30 pm
Casa Monica Resort & Spa
95 Cordova Street, 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 November 2023 Minutes
2. VCB Strategic Plan Update – Dr. Zac Cole
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. November & December 2023 Advertising/Media Reports – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – William McBroom

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

St. Johns County Cultural Council: Christina Parrish Stone

Northeast Florida Regional Airport: Jaime Topp

New Business:

1. February 2024 FRLA Northeast Florida ROSE (Recognition of Service Excellence) Awards Event – Susan Phillips
2. February 2024 Tourism Advisory Workshops Update – Susan Phillips
3. Tourism Employee of the Year Update – Susan Phillips
4. May 2023 State of the Tourism Industry (STI) Annual Event- Susan Phillips
5. Florida Black History Museum Update – Susan Phillips

Old Business:

Adjournment:

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet

As of November 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	13,877.53
10015 Ameris - 8653 - VCB	169,569.13
10017 Ameris - 9435 - VCB	25,013.35
10300 Petty Cash - VCB	268.90
6857 ICS Sweep Account	601,265.60
9945 ICS Sweep Account MM 9435	898,493.19
Total Bank Accounts	\$1,708,487.70
Other Current Assets	
12000 Undeposited Funds	1,700.00
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	\$1,700.00
Total Current Assets	\$1,710,187.70
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,710,187.70
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	-19.67
24020 Payroll Liab - Social Security - Cat1	1,778.31
24030 Payroll Liab - Medicare - Cat1	-1,300.45
24040 Payroll Liab - EE 401K	-6,873.85
24050 Payroll Liab - EE 401K Loan	-204.27
24060 Payroll Liab - EE Health Insurance	6,967.77
24070 Payroll Liab - EE FSA	12,850.50
Total 24000 Payroll Liabilities - Cat1	13,198.34
25000 PPP Loan	0.00
Total Other Current Liabilities	\$13,198.34
Total Current Liabilities	\$13,198.34
Total Liabilities	\$13,198.34
Equity	
30000 Opening Balance Equity - Cat1	280,068.94

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet

As of November 30, 2023

	TOTAL
32000 Retained Earnings	282,750.43
Net Income	1,134,169.99
Total Equity	\$1,696,989.36
TOTAL LIABILITIES AND EQUITY	\$1,710,187.70

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-139,050.38
10015 Ameris - 8653 - VCB	169,849.33
10017 Ameris - 9435 - VCB	25,013.81
10300 Petty Cash - VCB	268.90
6857 ICS Sweep Account	292,189.80
9945 ICS Sweep Account MM 9435	898,493.19
Total Bank Accounts	\$1,246,764.65
Other Current Assets	
12000 Undeposited Funds	0.00
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	\$0.00
Total Current Assets	\$1,246,764.65
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,246,764.65
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	-19.67
24020 Payroll Liab - Social Security - Cat1	1,778.31
24030 Payroll Liab - Medicare - Cat1	-1,300.45
24040 Payroll Liab - EE 401K	-6,766.27
24050 Payroll Liab - EE 401K Loan	22.64
24060 Payroll Liab - EE Health Insurance	7,253.91
24070 Payroll Liab - EE FSA	13,077.41
Total 24000 Payroll Liabilities - Cat1	14,045.88
25000 PPP Loan	0.00
Total Other Current Liabilities	\$14,045.88
Total Current Liabilities	\$14,045.88
Total Liabilities	\$14,045.88
Equity	
30000 Opening Balance Equity - Cat1	280,068.94

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet

As of December 31, 2023

	TOTAL
32000 Retained Earnings	282,750.43
Net Income	669,899.40
Total Equity	\$1,232,718.77
TOTAL LIABILITIES AND EQUITY	\$1,246,764.65

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals

October - December, 2023

	Oct 2023			Nov 2023			Dec 2023			Oct - Dec YTD Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining	Actual	Budget	Remaining
Other Income												
65100 Annual Meeting - VCB	\$ 500.00		-\$ 500.00	\$ 500.00		-\$ 500.00			\$ 0.00	\$ 1,000.00	\$ 0.00	-\$ 1,000.00
65110 Interest Income - VCB	\$ 13.81		-\$ 13.81	\$ 13.35		-\$ 13.35	\$ 13.81		-\$ 13.81	\$ 40.97	\$ 0.00	-\$ 40.97
65405 Membership Dues - VCB	\$ 9,300.00		-\$ 9,300.00	\$ 3,300.00		-\$ 3,300.00	\$ 2,100.00		-\$ 2,100.00	\$ 14,700.00	\$ 0.00	-\$ 14,700.00
Total Other Income	\$ 9,813.81	\$ 0.00	-\$ 9,813.81	\$ 3,813.35	\$ 0.00	-\$ 3,813.35	\$ 2,113.81	\$ 0.00	-\$ 2,113.81	\$ 15,740.97	\$ 0.00	-\$ 15,740.97
Other Expenses												
70700 Business Gifts - VCB			\$ 0.00	\$ 15.98		-\$ 15.98	\$ 700.00		-\$ 700.00	\$ 715.98	\$ 0.00	-\$ 715.98
73100 Professional Services - VCB	\$ 736.50		-\$ 736.50	\$ 436.50		-\$ 436.50	\$ 1,002.00		-\$ 1,002.00	\$ 2,175.00	\$ 0.00	-\$ 2,175.00
73800 Licenses and Taxes - VCB			\$ 0.00			\$ 0.00	\$ 35.00		-\$ 35.00	\$ 35.00	\$ 0.00	-\$ 35.00
74000 Travel - VCB			\$ 0.00	\$ 2.50		-\$ 2.50	\$ 20.00		-\$ 20.00	\$ 22.50	\$ 0.00	-\$ 22.50
74500 Insurance - VCB	\$ 1,627.37		-\$ 1,627.37	\$ 53.00		-\$ 53.00			\$ 0.00	\$ 1,680.37	\$ 0.00	-\$ 1,680.37
74805 Entertainment & Meals - VCB	\$ 109.25		-\$ 109.25	\$ 159.15		-\$ 159.15	\$ 87.21		-\$ 87.21	\$ 355.61	\$ 0.00	-\$ 355.61
74900 Advertising Exp - VCB			\$ 0.00	\$ 55.00		-\$ 55.00	\$ 55.00		-\$ 55.00	\$ 110.00	\$ 0.00	-\$ 110.00
75000 Office Expenses - VCB			\$ 0.00			\$ 0.00	\$ 1,120.59		-\$ 1,120.59	\$ 1,120.59	\$ 0.00	-\$ 1,120.59
75100 Annual Meeting Expenses			\$ 0.00	\$ 2,396.25		-\$ 2,396.25			\$ 0.00	\$ 2,396.25	\$ 0.00	-\$ 2,396.25
75403 Dues & Subscriptions			\$ 0.00			\$ 0.00	\$ 100.00		-\$ 100.00	\$ 100.00	\$ 0.00	-\$ 100.00
76000 Miscellaneous Expenses			\$ 0.00			\$ 0.00	\$ 400.00		-\$ 400.00	\$ 400.00	\$ 0.00	-\$ 400.00
Total Other Expenses	\$ 2,473.12	\$ 0.00	-\$ 2,473.12	\$ 3,118.38	\$ 0.00	-\$ 3,118.38	\$ 3,519.80	\$ 0.00	-\$ 3,519.80	\$ 9,111.30	\$ 0.00	-\$ 9,111.30
Net Other Income	\$ 7,340.69	\$ 0.00	-\$ 7,340.69	\$ 694.97	\$ 0.00	-\$ 694.97	-\$ 1,405.99	\$ 0.00	\$ 1,405.99	\$ 6,629.67	\$ 0.00	-\$ 6,629.67
Net Income	\$ 359,143.15	\$ 722,538.01	\$ 363,394.86	\$ 775,026.84	\$ 139,886.42	-\$ 635,140.42	-\$ 464,270.59	\$ 184,462.42	\$ 648,733.01	\$ 669,899.40	\$ 1,046,886.85	\$ 376,987.45

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%								
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%								
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%								
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%								
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%								
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26									
PLUS PENALTY	\$5,781.01		\$12,597.73									
PLUS INTEREST	\$125.28		\$517.65									
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%								
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%								
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%								

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS													\$ 65,123,699.90	6%
EXEMPT RECEIPTS													\$ (2,655,349.50)	
TAXABLE RECEIPTS													\$62,468,350.40	6%
TOTAL TAX COLLECTED													\$3,123,417.52	6%
ADJUSTMENTS													\$0.00	
TOTAL TAX DUE													\$3,123,417.52	
LESS COLLECTION ALLOWANCE													\$ (22,455.62)	
PLUS PENALTY													\$18,378.74	
PLUS INTEREST													\$642.93	
TOTAL AMOUNT REMITTED													\$3,119,983.57	6%
LESS TAX COLLECTOR & CLERK													\$ (62,399.67)	
NET TO TDC													\$3,057,583.90	6%

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									
2024 January									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December							
2024 January							
February							
March							
April							
May							
June							
July							
August							
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

[illegible][illegible]

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

TRAVEL MARKETING CAMPAIGN

64%

Increase in Average Session
Duration YoY

135%

Increase in BookDirect Clicks
YoY

208%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of December, the Tempest team **optimized** the **Shopping Things to Do** page.
- The team **optimized** the **Attractions Open New Years** blog.
- The team also **optimized** the **Romance in St. Augustine & Ponte Vedra** blog.
- We **optimized** the **PLAYERS Championship** annual event page.
- Additionally, the team **created** and **deployed** the **December** email.

TRAVEL MARKETING

SITE PERFORMANCE



TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

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

350,768 Website Sessions

191,864 Engaged Sessions

256,757 Website Users

54.70% Engagement Rate

610,064 Pageviews

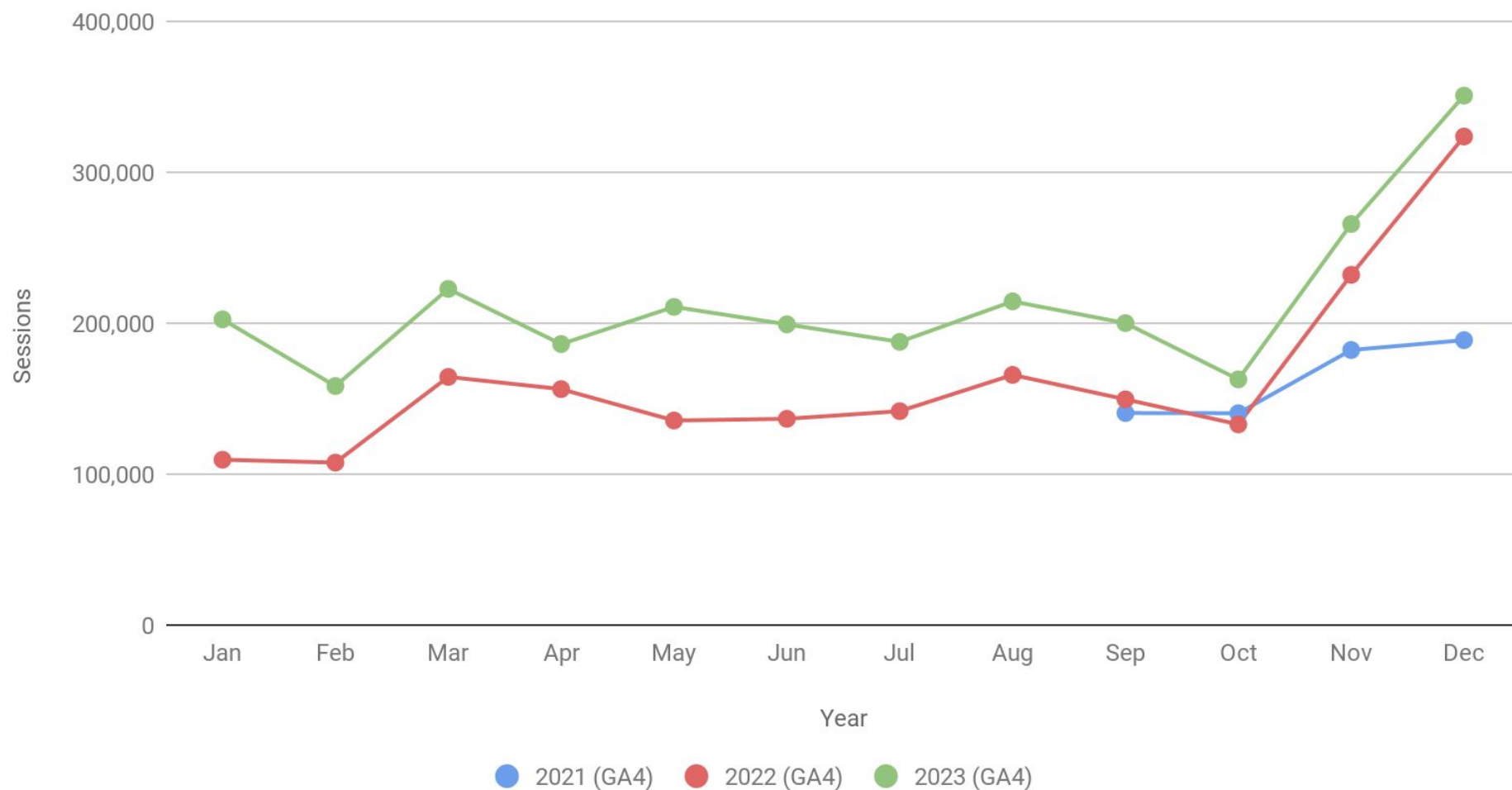
0:04:07 Average Engagement Time per Session

162,267 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

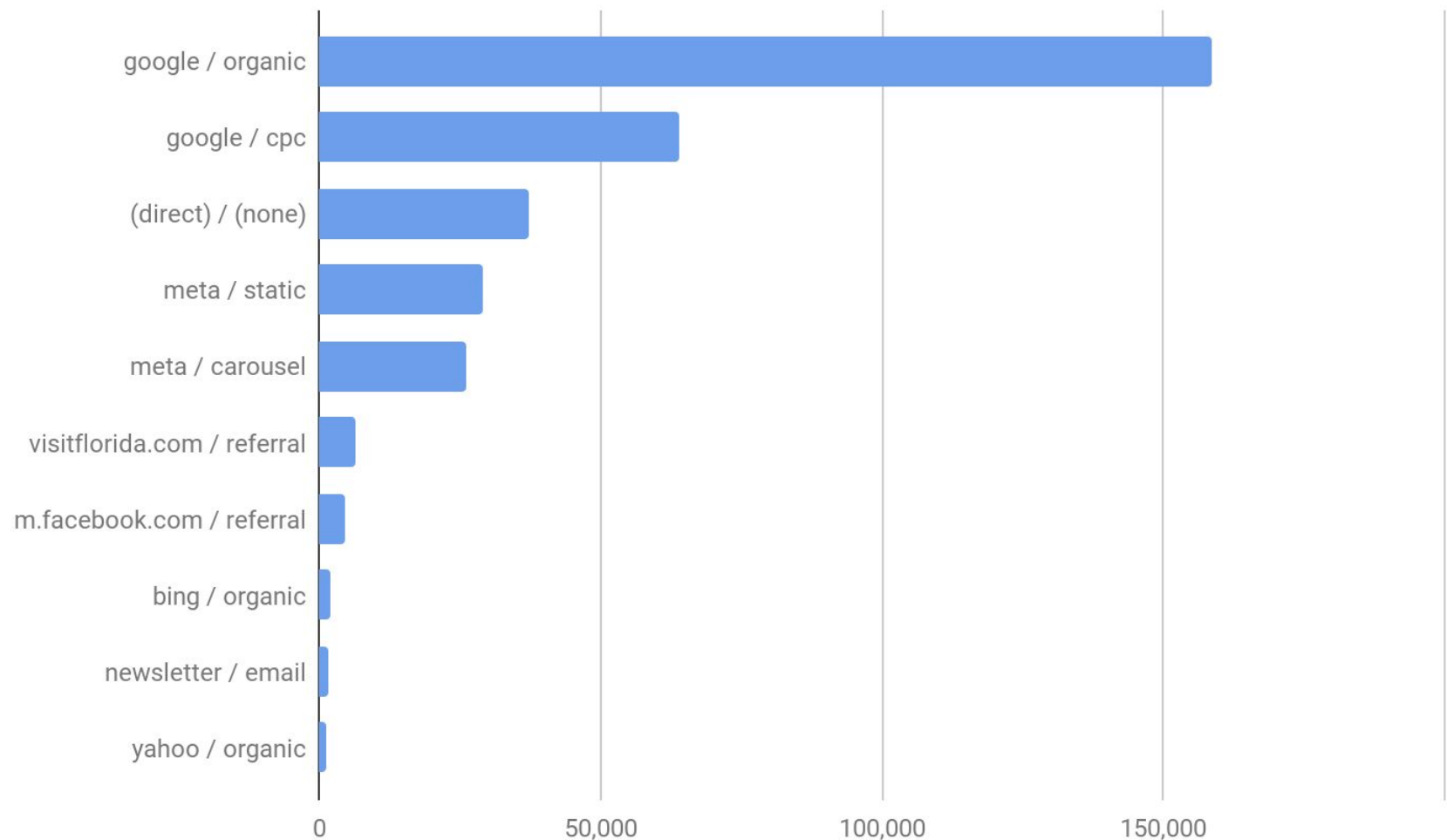
Total sessions to the website saw a 8 percent increase compared to December 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

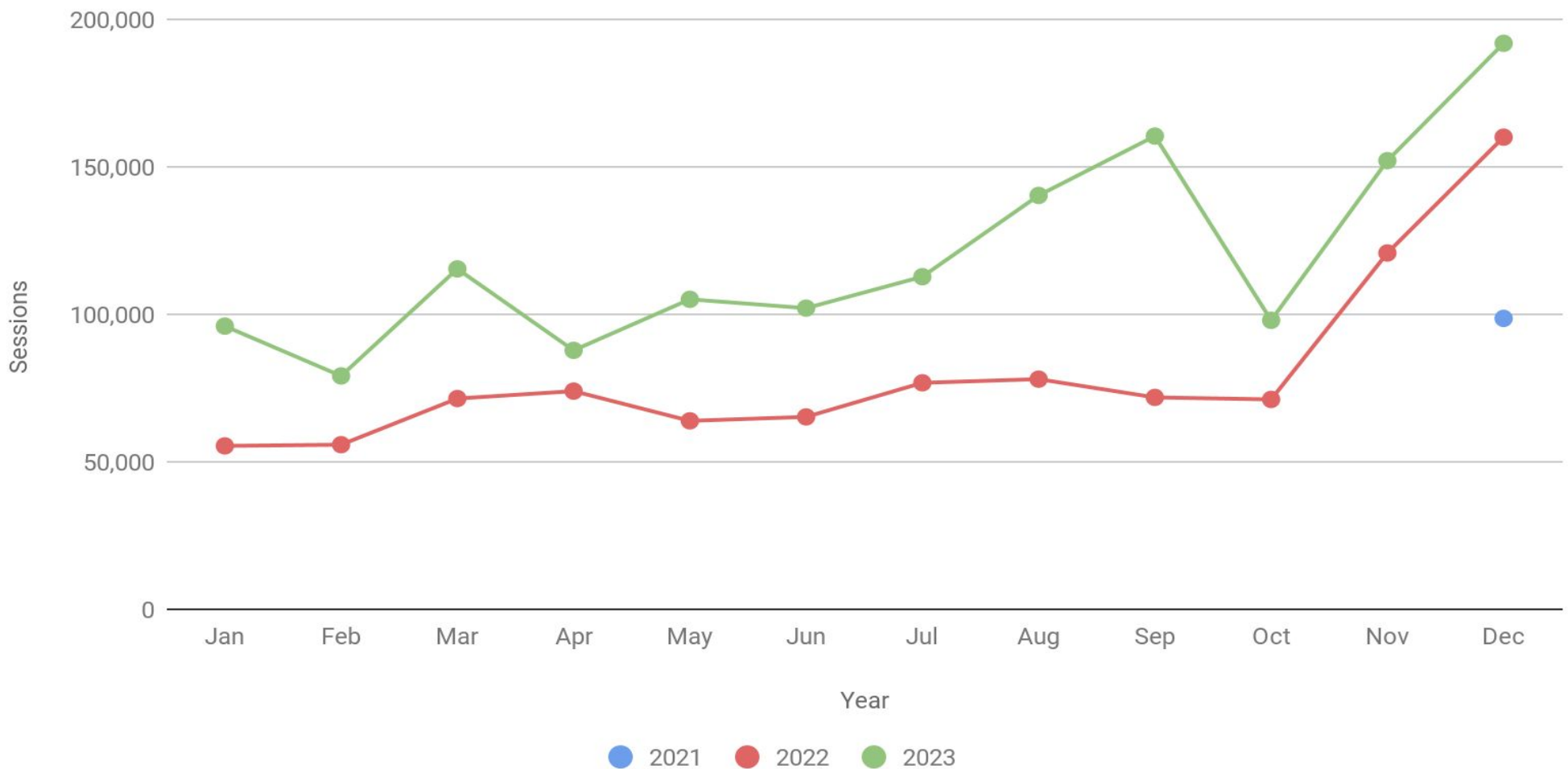
In December, Google organic was your top traffic source, up 21 percent year-over-year. We saw the highest increase from Yahoo organic up 111 percent and Bing organic up 83 percent compared to last year.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

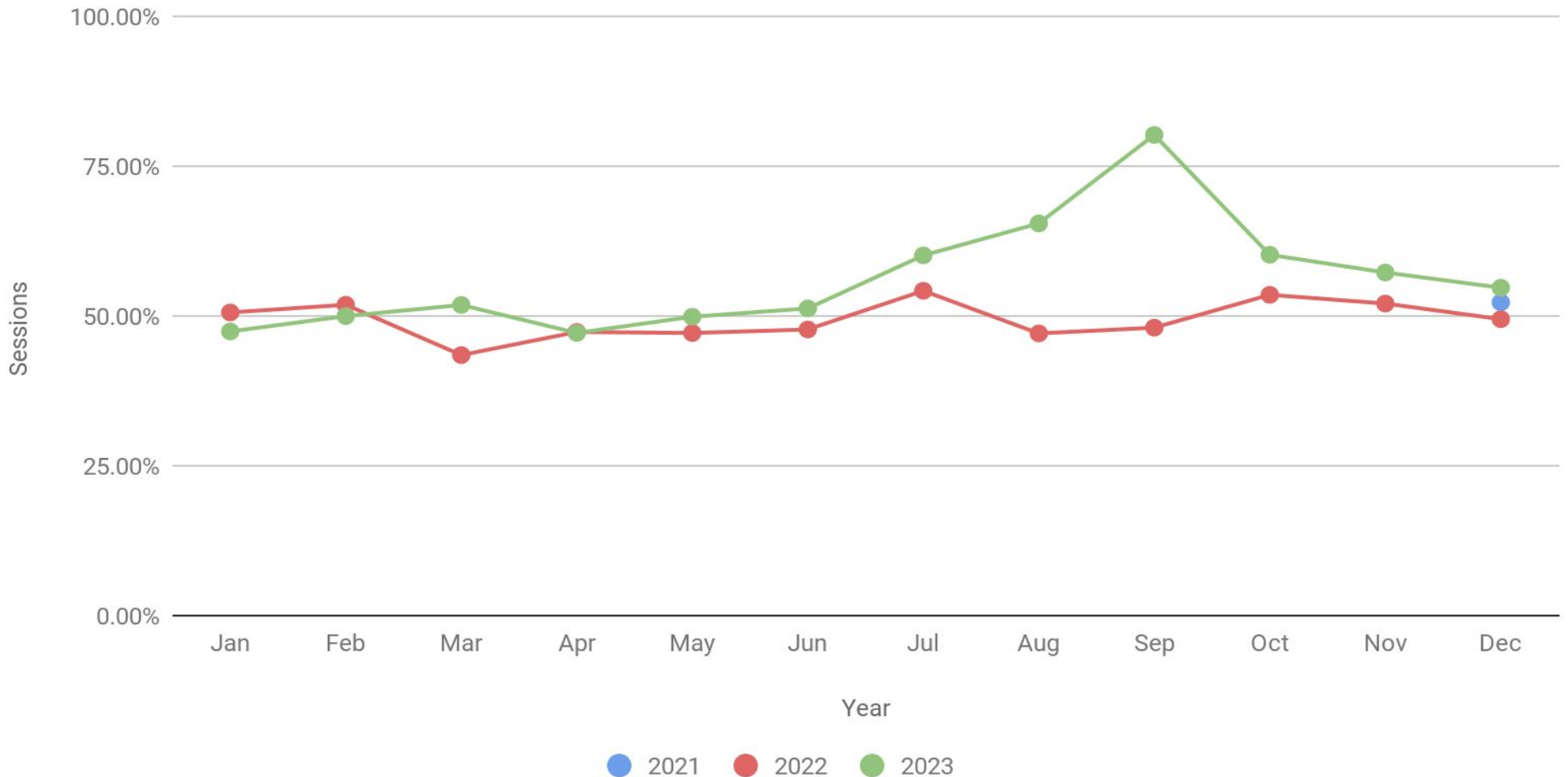
In December, we saw nearly 192k engaged sessions on the site, a 20 percent increase compared to last year, with an average duration of 04:07.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In December, the engagement rate increased 11 percent compared to last year.



TRAVEL MARKETING | GA4

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from the newsletter signups up 208 percent and a 135 percent increase from bookdirect clicks year-over-year.

662 Requests for Physical Guides

477 eNewsletter Signups

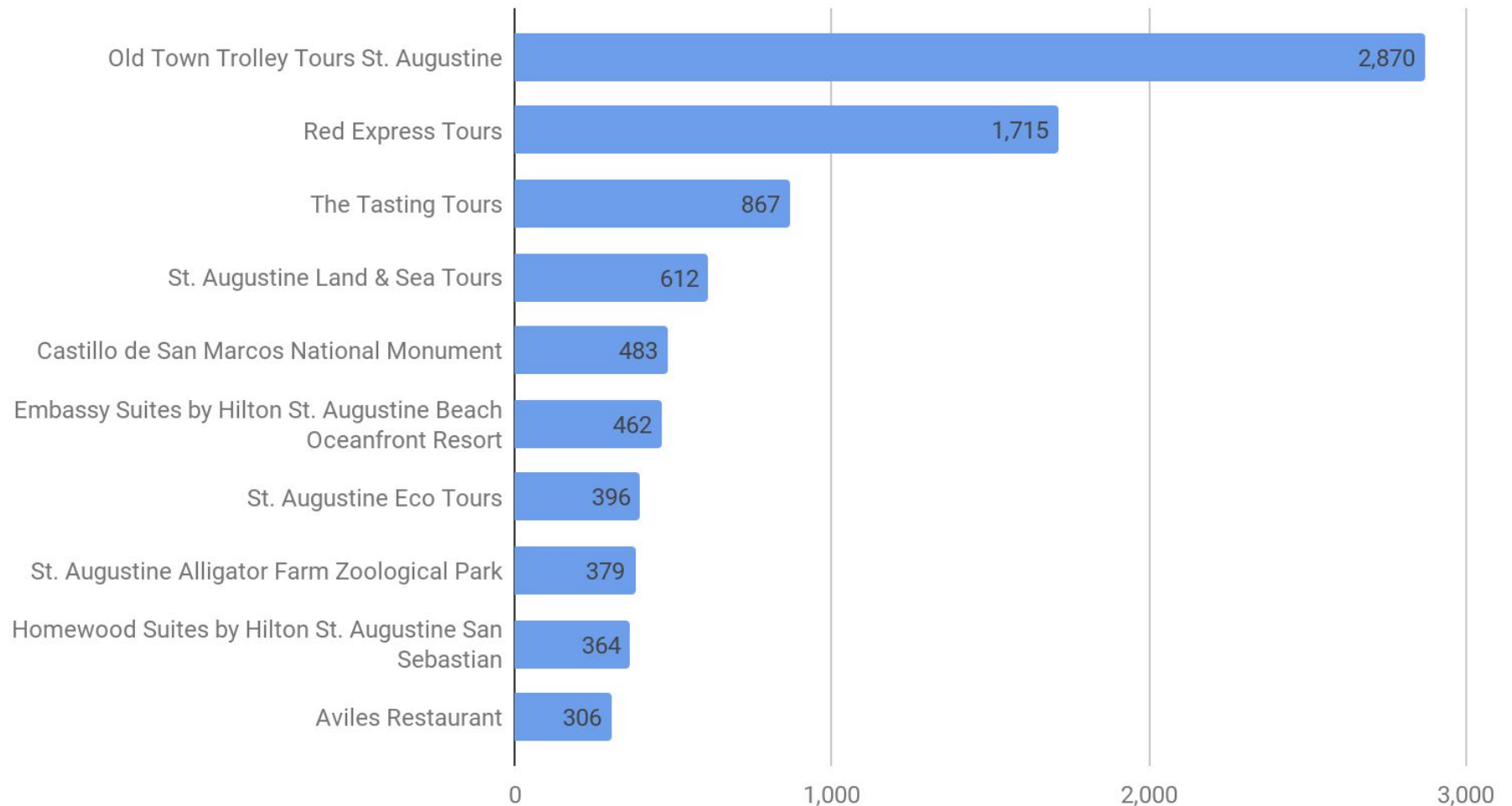
20,595 Clicks on Partner Listings

6,542 BookDirect Clicks

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

We continue to see the highest increase again from the Homewood Suites by Hilton up 894 percent and the Alligator Farm Zoological Park up 158 percent compared to last year.



TRAVEL MARKETING | GA4

HISPANIC MICROSITE PERFORMANCE

2,725 visits to Website

2,297 Users

5,565 Pageviews

1,772 Engaged Sessions

2,400 Organic Sessions

0:05:28 Average Time on Site

65.03% Engagement Rate

TRAVEL MARKETING

ORGANIC SEARCH

TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 46 percent of the overall website visitation.

162,267 visits to Website

116,957 Users

287,558 Pageviews

105,285 Engaged Sessions

64.88% Engagement Rate

0:04:56 Average Time on Site

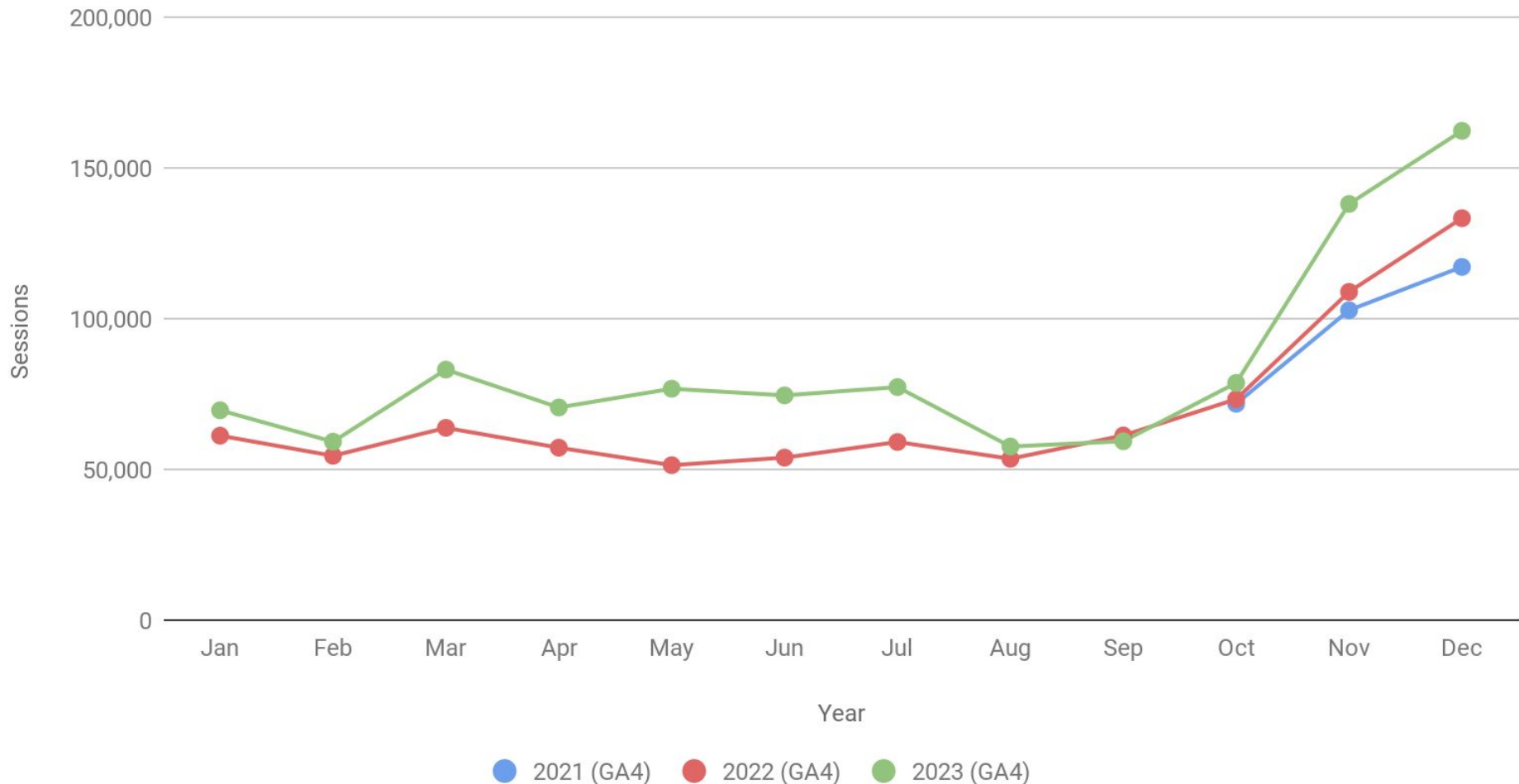
94.23% New Sessions

35.12% Bounce Rate

TRAVEL MARKETING | GA4

ORGANIC SEARCH

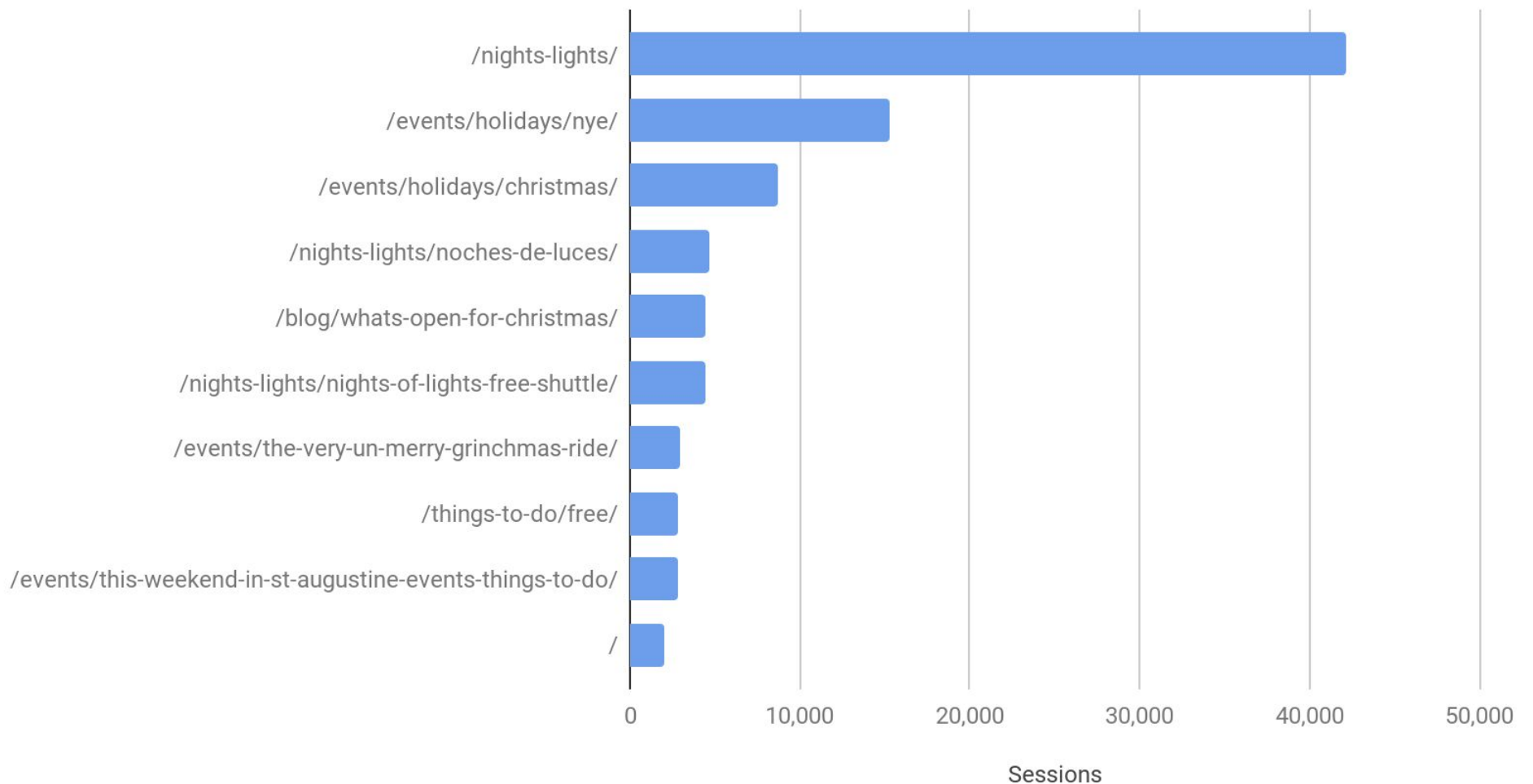
Organic search traffic increased by 22 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

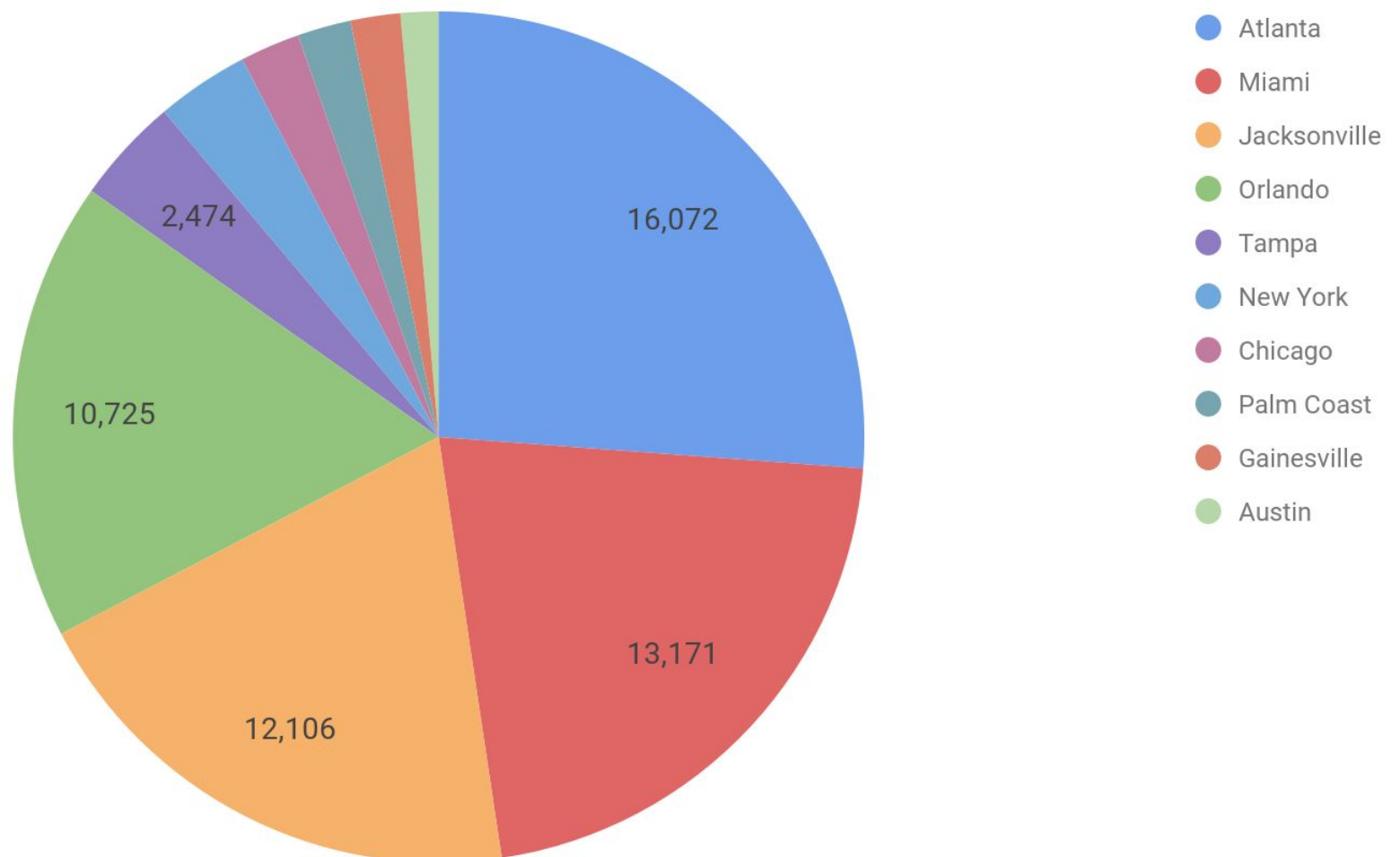
In December, the Nights of Lights page continued as your top landing page (+26%). We also saw a huge increase from the What's Open for Christmas blog (+55%) and Free Things to Do page (+117%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market continues to see huge increases, up 178 percent. We saw the highest increase from the Austin market, up 562 percent increase year-over-year.



TRAVEL MARKETING

LOOKING AHEAD

- During the month of January, the Tempest team will **optimize** the **St. Augustine Amphitheatre Live Music Venues** page.
- The team will **optimize** the **Nightlife** page.
- The team will also **optimize** the **Fort Mose Jazz & Blues Series Music Festivals** page.
- We will be **optimizing** the **Biketoberfest** annual event page.
- Additionally, the team will **create** and **deploy** the **January** email.

TASK TERMINOLOGY

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



VCB INDUSTRY EMAIL STATISTICS DECEMBER 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Sun, Dec 31, 2023, 4:15 PM	THIS WEEK, 1-1-2024	897	388 44%	23 3%	17 2%	1 1%
Thu, Dec 28, 2023, 10:05 AM	VCB Social Jan 9 2024 - Essential Energy Spa - 1	479	276 58%	50 11%	5 1%	0 0%
Sun, Dec 24, 2023, 10:01 AM	THIS WEEK, 12-25-2023	868	373 44%	16 2%	18 2%	0 0%
Wed, Dec 20, 2023, 10:25 AM	FL Museum of Black History Public Survey	873	380 44%	23 3%	7 1%	2 1%
Tue, Dec 19, 2023, 12:27 PM	8th Annual Jimmy Jam BBQ Siam Returns to Northeast Florida	1,477	566 41%	12 1%	84 6%	2 1%
Mon, Dec 18, 2023, 8:49 AM	THIS WEEK, 12-18-2023	664	286 43%	30 5%	6 1%	0 0%
Fri, Dec 15, 2023, 1:15 PM	2023 Holiday Card to media contacts	996	388 42%	2 1%	82 8%	0 0%
Fri, Dec 15, 2023, 11:01 AM	2023 Holiday Card	497	215 44%	1 1%	6 1%	0 0%
Thu, Dec 14, 2023, 3:58 PM	PartnerCom 12-14-23	498	222 46%	8 2%	12 2%	1 1%
Wed, Dec 13, 2023, 1:48 PM	Find New Traditions this Holiday Season on Florida's Historic Coast	1,404	547 41%	28 2%	81 6%	0 0%
Mon, Dec 11, 2023, 10:11 AM	THIS WEEK, 12-11-2023	905	376 42%	29 3%	12 1%	2 1%
Thu, Dec 7, 2023, 10:15 AM	Spring (Feb-May) COE event outreach	490	219 46%	12 3%	10 2%	0 0%
Wed, Dec 6, 2023, 8:46 AM	Give the Gift of Memorable Experiences from Florida's Historic Coast.	1,412	581 44%	8 1%	87 6%	3 1%
Mon, Dec 4, 2023, 10:12 AM	VCB Holiday Open House 12-8-23 - 2	501	223 45%	1 1%	6 1%	0 0%
Mon, Dec 4, 2023, 9:05 AM	THIS WEEK, 12-4-2023	898	377 43%	28 3%	11 1%	0 0%

TRAVEL MARKETING

EMAIL MARKETING

TRAVEL MARKETING | GA4

GENERAL EMAIL PERFORMANCE

In December, the top viewed story for the opt-in subscribers was the the Film Festival annual event page. The other source top view link was the VIP Nights of Lights Walking Tour event listing.

WEBSITE OPT-IN SUBSCRIBERS

24,519 Messages Sent

19% Click-to-Open Rate

835 Sessions

0:04:14 Average Session Duration

OTHER SOURCE SUBSCRIBERS

165,243 Messages Sent

36% Click-to-Open Rate

554 Sessions

03:07 Average Session Duration

Total Subscribers: 222,385

St. Johns County Visitors & Convention Bureau

Call Center Statistics

December 1 - December 31, 2023

Total Calls Received:	145
Total Call Minutes:	278.75
Average Answer Time:	25 secs
Brochures Ordered:	36

St. Johns County Visitors & Convention Bureau

Requests By Guide

December 1 - December 31, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	653
<u>GRAND TOTAL</u>	<u>653</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

December 1 - December 31, 2023

<u>Guide</u>	<u># of Requests</u>
WebTraveler	151
2023 Visit Florida Magazine	59
Call Center	36
Nights of Lights	407
<u>GRAND TOTAL</u>	<u>653</u>

St. Johns County Visitors & Convention Bureau

Requests By State

December 1 - December 31, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	250	38.3%
NY	29	4.4%
PA	26	4.0%
GA	31	4.7%
NC	26	4.0%
Foreign	15	2.3%
IL	23	3.5%
SC	27	4.1%
TN	16	2.5%
WI	15	2.3%
OH	25	3.8%
AL	6	0.9%
MI	19	2.9%
MN	15	2.3%
NJ	9	1.4%
TX	13	2.0%
IN	12	1.8%
MD	7	1.1%
MO	8	1.2%
VA	10	1.5%
IA	4	0.6%
KS	2	0.3%
CA	1	0.2%
CO	1	0.2%
ME	1	0.2%
MS	4	0.6%
WA	3	0.5%
AR	1	0.2%
KY	3	0.5%
CT	9	1.4%
LA	1	0.2%
NH	3	0.5%
OK	3	0.5%
PR	1	0.2%
WV	4	0.6%
ID	2	0.3%

MA	9	1.4%
MT	1	0.2%
NE	1	0.2%
NV	2	0.3%
RI	3	0.5%
VT	1	0.2%
AZ	1	0.2%
DE	3	0.5%
OR	4	0.6%
UT	1	0.2%
SD	2	0.3%
GRAND TOTAL	653	

St. Johns County Visitors & Convention Bureau

Requests By Country

December 1 - December 31, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	638	97.70%
Canada	9	1.38%
United Kingdom	3	0.46%
France	1	0.15%
Germany	1	0.15%
Italy	1	0.15%
<u>GRAND TOTAL</u>	<u>653</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

December 1 - December 31, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	20	56%	258	58%
Yes	16	44%	186	42%
TOTAL	36		444	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

December 1 - December 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	1%
Feb-23	0	0%	15	3%
Mar-23	0	0%	31	7%
Apr-23	0	0%	20	5%
May-23	0	0%	25	6%
Jun-23	0	0%	41	9%
Jul-23	0	0%	13	3%
Aug-23	0	0%	25	6%
Sep-23	0	0%	33	7%
Oct-23	0	0%	47	11%
Nov-23	0	0%	32	7%
Dec-23	7	19%	46	10%
Jan-24	15	42%	36	8%
Feb-24	3	8%	15	3%
Mar-24	3	8%	18	4%
Apr-24	1	3%	8	2%
May-24	2	6%	8	2%
Jun-24	2	6%	3	1%
Jul-24	0	0%	1	0%
Aug-24	0	0%	0	0%
Sep-24	0	0%	1	0%
Oct-24	0	0%	0	0%
Nov-24	0	0%	0	0%
Dec-24	1	3%	2	0%
Unsure 2023	0	0%	13	3%
Unsure 2024	2	6%	4	1%
Unsure 2025	0	0%	2	0%
TOTAL	36		444	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

December 1 - December 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%	14	3%
2 days	5	14%	55	12%
3 days	10	28%	124	28%
1 week	15	42%	180	41%
2 weeks	1	3%	15	3%
3 weeks	0	0%	1	0%
1 month	0	0%	3	1%
2 months	0	0%	5	1%
3 months	0	0%	5	1%
Don't know	5	14%	42	9%
TOTAL	36		444	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

December 1 - December 31, 2023

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	3%	13	3%
2	18	50%	224	50%
3	3	8%	44	10%
Four or more	10	28%	122	27%
Don't know	4	11%	41	9%
TOTAL	36		444	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

December 1 - December 31, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	29	81%	383	86%
Hotel / Motel	6	17%	35	8%
Bed / Breakfast	0	0%	14	3%
Condo	0	0%	3	1%
RV	0	0%	4	1%
Single Family	1	3%	3	1%
Efficiency / Suite	0	0%	2	0%
TOTAL	36		444	

**Visitor Center Inquiries
December 2023**

SJCC –PVBD Visitor & Information Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	15	29	0.02%	39	77	416

City of St. Augustine Downtown Visitors Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	85,490	86,130	93%	136,720	49,999	601,740

St. Augustine Beach Visitors Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visitors	5,191	4,477	6%	14,144	7,961	31,905

Jacksonville Airport Visitor Information Center

	Dec-23	Dec-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
Total Visits	921	678	1%	3,204	1,717	6,094

Total Inquiries at Visitors Centers

	Dec-23	Dec-22		FYTD 2024	FYTD 2023	Total FY 2023
	91,617	91,314		154,107	59,754	640,155



Partners Applied:

- Chez L' Amour
- Comfort Suites St. Augustine
- First Coast Headshots
- Free Walking Tour St. Augustine
- La Cocina International Restaurant
- Lotus Noodle Bar
- SIXT Rent a Car

Partners Approved Previously:

- Amici Italian Restaurant
- Brian Walker Fishing Charters
- Outer Banks Boil Company, St. Augustine
- Quality Inn & Suites, St. Augustine Beach
- William & Jessica Broyles, dba Vilano Luxury Properties

FY 2023 Partnership Recap:

- New Partner Businesses FY 2024 – 7
- Total Partners September 2023 – 303
- Total number of businesses dropped FY 2024 – 14
- Total Partners FY 2024 – 296



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 \$500 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: Chez L'amour

Main Contact & Title: Jeanette Cebalero

Business Phone Number: 352-557-8085 Fax Number: _____

E-mail Address: ChezLamouruptown@gmail.com

Web site: www.bitesbubblesandjazz.com

Social Media links:         Other: _____

Physical Address: 45 SAN MARCO AVE

City, State, ZIP: St. Augustine, FL 32084

Mailing Address (if different from above): _____

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

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) _____ and phone number to reach you? _____

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

General Manager: _____

Director of Sales: Jeanette Cebalero

Sales Manager: _____

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

yes

Who would you like to receive leads?

yes

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?

~~Accommodations~~ Dining/Nightlife – Cultural + Perform Arts

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

Spreading the good vibes!

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

11/6/11

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.

Last updated: February 22, 2023

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2023-2024

CHEZ L'AMOUR
45 SAN MARCO AVE
ST AUGUSTINE, FL 32084

BUSINESS NAME:

CHEZ L'AMOUR

BUSINESS LOCATION:

45 SAN MARCO AVE
ST AUGUSTINE, FL 32084

BUSINESS TYPE:

MERCHANT

BUSINESS TAX TYPE:

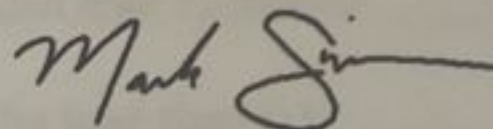
RESTAURANTS

AMOUNT PAID:

\$298.00

THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL TIMES.

THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS, PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING ON OCTOBER 1, THRU SEPTEMBER 30.



Mark E Simpson, CPA

Finance Director



TAX #:5480

ISSUE DATE: 10/13/2023



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

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: COMFORT SUITES ST AUGUSTINE

Main Contact & Title: HAGOS FISSEHAYE

Business Phone Number: 904-506-7400 Fax Number: _____

E-mail Address: stay@comfortsuitesstaugustine.com

Web site: www.comfortsuitesstaugustine.com

Social Media links:         Other: _____

Physical Address: 3150 N. Ponce De Leon Blvd

City, State, ZIP: St Augustine, FL 32084

Mailing Address (if different from above): Same

Occupational License (s) # Please attach applicable copy(ies) City #: 5379 County #: 1095241

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) 9a-5p and phone number to reach you? 904-506-7400

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

General Manager: Hagos Fissehaye - fhagos@comfortsuitesstaugustine.com

Director of Sales: Angela Mwaura - angela.mwaura@comfortsuitesstaugustine.com

Sales Manager: _____

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

Angela Mwaura

Who would you like to receive leads? Angela Mwaura

stay@comfortsuitesstaugustine.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.

comfortfd1@outlook.com

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? N/A

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

Partnership opportunity to network with other businesses in the area

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

Angela Mwaura

Date

12/11/20

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

2022/2023 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

MUST BE DISPLAYED IN A CONSPICUOUS PLACE

Account 1095241⁵¹
EXPIRES September 30, 2023

Business Type Motel/Hotel/Bed & Breakfast (L)

Location 3150 N Ponce de Leon Blvd.
St Augustine FL 32084

Business Name Comfort Suites

Owner Name Alright Hospitality LLC

Mailing Address 3150 N Ponce de Leon Blvd.
St Augustine FL 32084



**New Business
Transfer**

Tax	64.50
Penalty	0.00
Cost	0.00
Total	64.50

**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) 2022-1582713 on 09/01/23 for \$64.50

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2022-2023

ALRIGHT HOSPITALITY LLC
3150 PONCE DE LEON BLVD. N
ST AUGUSTINE, FL 32084

BUSINESS NAME:

COMFORT SUITES

BUSINESS LOCATION:

3150 PONCE DE LEON BLVD. N
ST AUGUSTINE, FL 32084

BUSINESS TYPE:

LODGING

BUSINESS TAX TYPE:

HOTEL, MOTEL, B&B, HOMES

AMOUNT PAID:

\$184.00

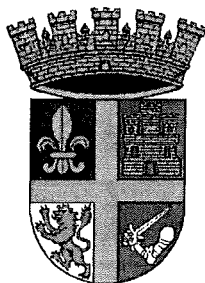
THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL
TIMES.

THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE
CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS,
PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING
ON OCTOBER 1, THRU SEPTEMBER 30.



Mark E Simpson, CPA

Finance Director



TAX #:5379

ISSUE DATE: 06/09/2023



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: First Coast Headshots

Main Contact & Title: Gabriel Giannelli / Owner

Business Phone Number: 904-474-9777 Fax Number: _____

E-mail Address: info@firstcoastheadshot.com

Web site: https://firstcoastheadshot.com/headshots/event-headshot-booth

Social Media links:         Other: _____

Physical Address: 47 Beam Lane

City, State, ZIP: St. Augustine, FL, 32095

Mailing Address (if different from above): _____

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

Tour Guide/Other License # NA Bed Tax # NA

What is the best time (s) Any and phone number to reach you? 904-474-9777

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

General Manager: Gabriel Giannelli

Director of Sales: Gabriel Giannelli

Sales Manager: Gabriel Giannelli

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

Gabriel Giannelli

Who would you like to receive leads? Yes, please.

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.

Gabriel Giannelli info@firstcoatheadshot.com

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? NA

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

At First Coast Headshots, we have the areas only photography company that specializes in headshots and has the capability to do them at scale using cutting edge equipment and systems.

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.

Gabriel Giannelli

Signed

10 DEC 2023

Date

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 1095968
EXPIRES September 30, 2024

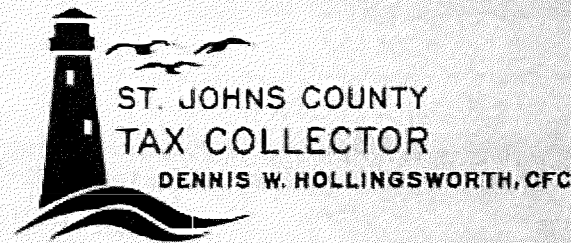
Business Type Photography
Location 425 TOWN PLAZA AVE
Ponte Vedra Beach FL 32081

New Business
Transfer

Business Name FIRST COAST HEADSHOTS

Owner Name ADAM GIANNELLI

Mailing Address 47 BEAM LANE
ST AUGUSTINE FL 32095



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) 2023-1530488 on 12/11/23 for \$22.00



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

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: St. Augustine Free Walking Tour

Main Contact & Title: Adam Johnson

Business Phone Number: 904-587-9081 Fax Number: _____

E-mail Address: ~~at~~ freetourstaugustine@gmail.com

Web site: freetourstaugustine.com

Social Media links:         Other: _____

Physical Address: None: only mailing address

City, State, ZIP: _____

Mailing Address (if different from above): 853 Los Caminos St.

St. Augustine FL. 32095 Tax #? _____

Occupational License (s) # Please attach applicable copy(ies) City #: 5282 County #: 1095950

Tour Guide/Other License # see attached Bed Tax # _____

What is the best time (s) 9am-5pm and phone number to reach you? 904-587-9081

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

General Manager: see above

Director of Sales: _____

Sales Manager: _____

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

yes

Who would you like to receive leads? Anyone

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.

only me

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.

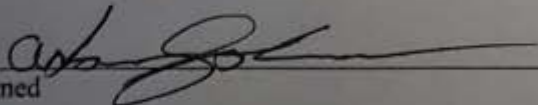
If you would like an additional listing, where would you like it placed? _____

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

Marketing, reaching a wider audience to generate business

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

12/8/23

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.

Last updated: February 22, 2023

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2023-2024

ADAM JOHNSON
853 LOS CAMINOS ST
ST AUGUSTINE, FL 32095

BUSINESS NAME:

ADAM JOHNSON

BUSINESS LOCATION:

BUSINESS TYPE:

GUIDES

BUSINESS TAX TYPE:

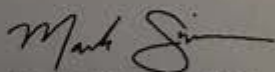
WALKING GUIDES

AMOUNT PAID:

\$18.00

THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL
TIMES.

THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE
CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS,
PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING
ON OCTOBER 1, THRU SEPTEMBER 30.



Mark E Simpson, CPA

Finance Director



TAX #:5283

ISSUE DATE: 09/27/2023

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2023-2024

FREE WALKING TOUR ST AUGUSTINE LLC
ADAM JOHNSON
853 LOS CAMINOS ST
ST AUGUSTINE, FL 32095

BUSINESS NAME:

FREE WALKING TOUR ST AUGUSTINE LLC

BUSINESS LOCATION:

BUSINESS TYPE:

MERCHANT

BUSINESS TAX TYPE:

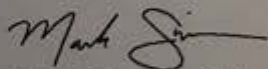
OTHER

AMOUNT PAID:

\$37.00

THIS BUSINESS TAX RECEIPT MUST BE CONSPICUOUSLY DISPLAYED AT ALL
TIMES.

THIS BUSINESS TAX RECEIPT IS FURNISHED IN PURSUANCE OF CITY ORDINANCE
CODES. THIS BUSINESS IS HEREBY APPROVED TO ENGAGE IN THE BUSINESS,
PROFESSION OR OCCUPATION AS STATED ABOVE FOR THE PERIOD BEGINNING
ON OCTOBER 1, THRU SEPTEMBER 30.



Mark E Simpson, CPA

Finance Director



TAX #:5282
ISSUE DATE: 09/27/2023



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST™

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: La Cocina International Restaurant
Main Contact & Title: Herberto Jaramillo / Owner
Business Phone Number: 904 461 8283 Fax Number: _____
E-mail Address: lacocinarestaurant@hotmail.com
Web site: www.lacocinarestaurant.com

Social Media links:         Other: _____

Physical Address: 530 AIA Beach Blvd
City, State, ZIP: St Augustine Beach FL 32080
Mailing Address (if different from above): _____

Occupational License (s) # Please attach applicable copy(ies) City #: L1900053 County #: 8 1010608

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) _____ and phone number to reach you? _____

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

General Manager: Herberto Jaramillo

Director of Sales: Same

Sales Manager: Same

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

Yes

Who would you like to receive leads? Yes

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)

Have more beach and be up to speed in what goes on there.

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

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

Fax to: 904.829.6149

Please contact **Erin Masters** at **904.209.4422** or EMasters@FloridasHistoricCoast.com if you have further questions.

CITY OF ST. AUGUSTINE BEACH - BUSINESS TAX RECEIPT

Phone: (904)471-2122
Fax: (904)471-4108

Tax Id: L1900053
Effective Date: 10/01/23
Tax Type: Business Tax Receipt

Issued Date: 09/25/23
Expiration Date: 09/30/24

Business Name: LA COCINA RESTAURANT
Business Location: 530 A1A BEACH BLVD



2024

Summary of Services:

Description	Amount
Merchants/Restaurants seats	63.00

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 1010688
EXPIRES September 30, 2024

Business Type Restaurant (L)
Location 530 A1A Beach Blvd
St Augustine FL 32080

New Business
Transfer

Business Name La Cocina International

Owner Name Luna Peluche II LLC

Mailing Address 530 A1A Beach Blvd
St Augustine FL 32080



ST. JOHNS COUNTY
TAX COLLECTOR

DENNIS W. HOLLINGSWORTH, CFC

Tax	37.50
Penalty	0.00
Cost	0.00
Total	37.50

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 a business described herein when a franchise, an agreement, 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



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

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: SIXT rent a car

Main Contact & Title: Akhila Gurumurthy , SEO Manager

Business Phone Number: (888) - 749 - 8227 Fax Number: _____

E-mail Address: akhila.gurumurthy @ sixt.com

Web site: <https://www.sixt.com/car-rental/usa/jacksonville/>

Social Media links: f t g+ i y l v p Other: _____

Physical Address: 2400 Yankee Clipper Dr.

City, State, ZIP: Jacksonville, Florida 32218

Mailing Address (if different from above): _____

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

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) _____ and phone number to reach you? _____

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

General Manager: _____

Director of Sales: _____

Sales Manager: _____

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

~~akhilagmurthy~~ akhila.gurumurthy @ sixt.com

Who would you like to receive leads? -

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)

Visibility of our business

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.

Akhila Gurumurthy

Signed

12/08/2023

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.

Last updated: April 26, 2022



2023 - 2024 LOCAL BUSINESS TAX RECEIPT

65

JIM OVERTON, DUVAL COUNTY TAX COLLECTOR

231 E. Forsyth Street, Suite 130, Jacksonville, FL 32202-3370
Phone: (904) 255-5700, option 3 Fax: (904) 255-8403
<https://taxcollector.coj.net/>

Note – A penalty is imposed for failure to keep this receipt exhibited conspicuously at your place of business. This business tax receipt is furnished pursuant to Municipal Ordinance Code, Chapters 770-772, for the period October 01, 2023 through September 30, 2024 .

SIXT RENT A CAR LLC
1501 NW 49TH ST
FORT LAUDERDALE, FL 33309-3723

ACCOUNT NUMBER:	410015	
BUSINESS NAME:	SIXT RENT A CAR LLC	
PHYSICAL ADDRESS:	2400 YANKEE CLIPPER DR JACKSONVILLE, FL 32218-2492	
CLASSIFICATION CODE:	326013 VEHICLE - YOU DRIVE IT - MUNICIPAL 326013 VEHICLE - YOU DRIVE IT - COUNTY	
STATE LICENSE NO:		
	COUNTY TAX:	57.50
	MUNICIPAL TAX:	718.75
	TOTAL TAX:	776.25

RENEWAL

VALID UNTIL September 30, 2024

2023 - 2024

*****ATTENTION*****

THIS RECEIPT IS FOR BUSINESS TAX RECEIPT ONLY.
CERTAIN BUSINESSES MAY REQUIRE ADDITIONAL STATE LICENSING.

This is a business tax receipt only. It does not permit the receipt holder to violate any existing regulatory or zoning laws of the County or City. It does not exempt the receipt holder from any other license or permit required by law. This is not a certification of the receipt holder's qualifications.



JIM OVERTON, TAX COLLECTOR

THIS BECOMES A RECEIPT AFTER VALIDATION.

Paid INT-24-00910190 11/20/2023 \$ 776.25



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

Creative Support Report: December 2023

Stacey Sather, Creative and Social Media Manager

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

- Created/revised new LinkedIn content for upcoming Sales conferences
- Venardos Circus ticket giveaway on Facebook, and event for social content
- Compiled VCB Partner Report Card numbers
- Ongoing training of Social Media Coordinator
- Creation of Travel Planner digital guide
- VCB Holiday card design and deploy



Facebook Followers added: 1,878, Total Followers: 554.8K (+6.1%)
Reach: 1.8M (+56.05%) Impressions: 5.2M (+57.3%) Engagement Rate: 3.9% (-2%)

Top Facebook Posts

12/20 Reel: Holiday Traditions – accounts reached 361.9K, engagements 3.5K
12/4 Live: Nights of Lights – accounts reached 71.7K, engagements N/A
12/6 Images: Who needs snow... – accounts reached 23.3K, engagements 3.8K

Twitter Total Followers: 14.1K (0%), Impressions: 42K (+29.6%)

YouTube Views: 9,515 (+20.4%) Lifetime Views: 478,811 (+2.29%)

Instagram Total Followers: 52.1K (+16.8%), Impressions: 807.6K (+132.2%), Reach: 302.8K (+251.3%)

Top Instagram Posts

12/15 Reel: Snow at the top of the Lighthouse - accounts reached 526.5k, video plays 756.2k
12/27 Reel: 11 picture perfect spots – accounts reached 28.2K, video plays 36.4K
12/20 Reel: Old Town Trolley NOL tour – accounts reached 17.9K, video plays 22.5K

TikTok

Total Likes: 147.6K, Total Followers: 9.8K | Dec: Followers: 9.4K (+3.2%), Likes: 6.3K (-66.3%), Video views: 342K (-45%)

• HISPANIC SOCIAL MEDIA •

Facebook

Page Followers 22,307 (+129) | 42 posts, Reach 10,301 | Total engagements 794, engagements/post 18

FB Stories 34, Stories Reach 1454

Total reach (stories, posts, reels) 11,755

Top FB Posts according to reach

DATE	REACH	ENGMTs/POST	ENGMT RATE
Dec 16, 2023	1,79	46	3%
Dec 17, 2023	627	20	3%
Dec 23, 2023	599	14	2%
Dec 5, 2023	448	9	2%
Dec 1, 2023	441	9	2%

Instagram

30 Posts + 2 reels | 1581 Followers (Net +27) | Total Engagements per post/reels 753| Avg engagement 22.8/post
Reach 3884, Impressions 11, 630 (+29.6%)

165 Stories, reach 6327

Total Reach (stories, reels and posts) 10,211 | 309 Profile visits (+52.2%)

Top IG Posts according to reach

DATE	REACH	ENGMTs/ POST	ENGMT RATE
Dec 26, 2023	349	44	13%
Dec 1, 2023	291	29	0%
Dec 10, 2023	280	25	9%
Dec 29, 2023	197	6	8%

Top Stories according to reach

DATE	REACH	COMPLETION RATE
Dec 26, 2023	136	93%
Dec 31, 2023	90	86%
Dec 30, 2023	87	97%
Dec 24, 2023	76	92%
Dec 29, 2023	73	96%

Additional links clicked through to website via TinyUrl tracking

571 total clicks

Sales Department Report, December 2023

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



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

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.*

December 2023

Site Visits:

- Team America, 12/1
- Association of Electrical Inspectors, 12/6

Sales Initiatives:

- Society of Incentive Travel Excellence Southeast Chapter Education Conference, 12/3-5
- ASTA So. FL Holiday Showcase, 12/5

Meetings:

- Meeting Professionals North Florida Holiday Social, 12/12
- VCB Conference Sales Committee, 12/13
- SJC Recreational Advisory Board Meeting, 12/13

[illegible]



COMMUNICATIONS DEPARTMENT REPORT:

December 2023

Barbara Golden, Communications Manager, 904-669-8142

BGolden@FloridasHistoricCoast.com

December 2023 Media Results: Impressions 4,128,625,755 : 2,345clips

VCB Earned Media Result: 539,989,055 Impressions: 473 clips

Stories in publications by hosted media: 105

Images and video inclusion in stories: 422

Quotes and direct messaging used in stories: 444

Website or provided links used in stories: 428

Earned Hispanic media: 104

Media Inquiries & Story Pitches: Story pitches: Black History and cultural experiences pitching: Hispanic heritage on FHC; Nights of Lights; Black History; luxury spas; outdoors (paddling and hiking), winter getaway, girlfriend getaways
Reach out to IMM Media (46 journalists) requesting contact communication about FHC Lux, Outdoors, beaches and dining; black history.

Highlight coverage:

Tampa Bay Times Bay Magazine;

Wire story: Florida's historic coast is full of new places, spaces and events

Syndicated story in multiple outlets: 25 over-the-top Christmas displays from across America

Good Housekeeping and multiple news outlet pick up: Beloved Florida Cities Among Best Solo Travel Destinations In The U.S.

Multiple outlets: Punk Legend Tour with stop at St. Augustine Amphitheatre

Florida Syndicated Newspaper outlets: Getting ready for Christmas? Here are 8 Florida cities to visit to get in the holiday mood

Wire Story Pick- up (386 outlets): The Biggest BBQ Competition in Northeast Florida Returns January 6th

The National Herald and additional Syndicated outlets: Southern Weekend Getaways To Escape the Winter Blues

Regional News Radio – Interview about tourism impact of NOL

Content issued:

Snowbird Advisor, Nights of Lights event

Mint Magazine – December Calendar of Events

Releases Issued (13):

Two Partnercom

Four - This Week

Find New Traditions this Holiday Season on Florida's Historic Coast

8th Annual Jimmie Jam BBQ Slam

Christmas Holiday Gift Guide

Holiday gift ideas- experiences on FHC

Writers Hosted: (13)

Diana Meyer, Minneapolis Star Tribune;

VF Colombian Media -5: Javier Arana, El tiempo; Ariadne Gamez, Publimetro; Nelson Matta, El Colombiano; Monica Garzon, Fuscia; Carlos Salgado, AND; two representatives from Visit Florida: Maria Fernanda Rojas and Aubry Brown.

NOL Hispanic Media Tour – 4: Favio Jurado, Diario El Comercio and Podium Latinoamérica Magazine; Carolina Gomez, Rota De Ferias; Adriann Navarro; Americatv; Alejandro Rincon, NTN24.com

Lisa Sang, SophisticatedTraveler.com

Images released: 52 total from Cleanpix.

Ilona Kauremszky, Dreamcapes; Claudio Pereyra, America TeVe; Mauricio Nava, Time Out Mexico; Valerie Selig, RM World Travel; Lisa Simundson, Undiscovered Florida; Adrienne Lombana, Publimetro Colombia; Teresa Bergen, USA Today; various NOL direct log ins.

Florida's
First Coast of Golf

Nov-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

England
Florida
Georgia
Virginia
Ohio



INTERNATIONAL

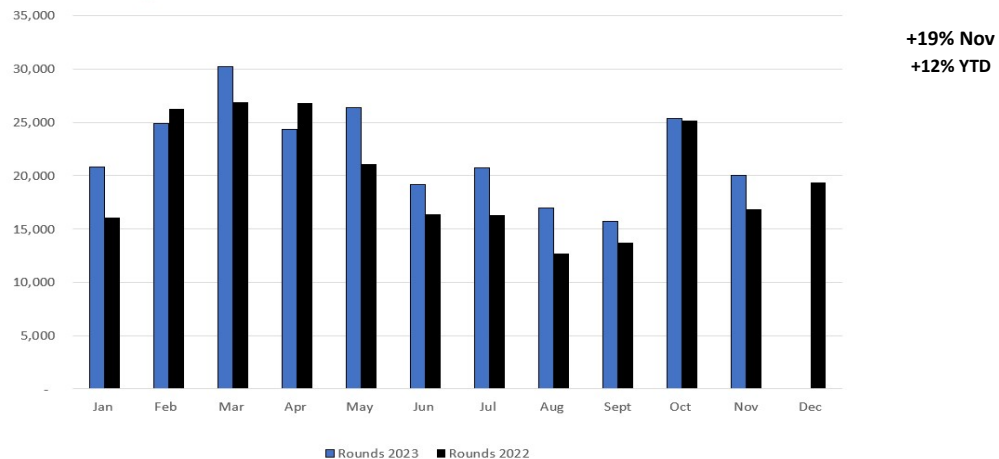
United Kingdom
Canada
Germany
Estonia
Spain

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	11,911	10,913	9%
YEAR TO DATE	200,246	155,476	29%



ST. JOHNS TOURIST ROUNDS TREND



PRECIPITATION

2023	2022	CHANGE
2.45	2.72	-0.27



AVERAGE TEMP

2023	2022	CHANGE
65	67	-2



FY24 EARNED MEDIA

VALUE	\$24,400
IMPRESSIONS	3,382,000