



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet  
February 25, 2025, 1:30 pm  
Hilton Garden Inn St. Augustine Historic District  
1600 N. Ponce de Leon Blvd., St. Augustine, FL 32084

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**ST. AUGUSTINE  
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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.**



VCB Board of Directors Meeting Agenda  
 February 25, 2025, 1:30 pm  
 Hilton Garden Inn St. Augustine Historic District  
 1600 N. Ponce de Leon Blvd., 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 January 2025 Minutes (vote required) – Chair Charlie Robles
2. President's Report – Susan Phillips
  - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports (vote required) – Dave Chatterton
4. January 2025 Advertising/Media Reports – Susan Phillips
5. February 2025 Tourism Advisory Workshops Update – Susan Phillips
6. Tourism Employee of the Year Update – Susan Phillips
7. May 2025 State of the Tourism Industry (STI) Annual Event- Susan Phillips

**Committee Reports:**

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – Jennifer Jenkins

**Government Liaisons' Comments:**

St. Johns County Board of County Commissioners: Commissioner Ann Taylor

City of St. Augustine: Commissioner Jon DePreter/Melissa Wissel

City of St. Augustine Beach: Commissioner Don Samora

**Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

**New Business:**

1. Advertising Agency RFP Update – Chair Charlie Robles & Susan Phillips
2. Future Partners “Barriers to Travel” Research – Susan Phillips

**Old Business:**

**Adjournment:**



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

VCB Board of Directors Meeting Minutes  
January 22, 2025 1:30 pm  
Renaissance Resort, World Golf Village  
500 S Legacy Trail, St. Augustine, FL 32092

**Call to order:** Chair Charlie Robles at 1:35 p.m.

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

**Roll Call:** Erin Masters

**Present:** Charlie Robles, Jason Kern, Craig Schoninger, Cindy Stavelly, Stephen Boudreau, Lorna MacDonald, Commissioner Ann Taylor, Commissioner Don Samora, Melissa Wissel, Isabelle Renault, and Brenda Swann.

**Absent:** Dave Chatterton (excused), Vik Patel (excused), Chad Light (excused), Commissioner Cynthia Garis, and Sara Maxfield.

**Staff:** Susan Phillips, Erin Masters, Cristina Pulido-Lopez, Evelyn Lopez-Kelley, and Jennifer Jenkins.

**Others present:** Irving Kass (St. George Inn & Bin 39 Wine)

**Public Comments:** None.

### **Agenda Items**

1. Chair Charlie Robles started the Visitors and Convention Bureau (VCB) Board meeting with an introduction and warm welcome to St. Johns County (SJC) Board of Commissioner Ann Taylor (District 5) who will be our new Board of County Commissioners liaison. Chair Robles also introduced and welcomed Stephen Boudreau, the General Manager of the Renaissance Resort, World Golf Village.
2. Nominate and Vote on Board Seat Replacement for Shannon Dearin (vote required) – Chair Charlie Robles

- a. Shannon Dearin vacated her VCB Board seat due to the recent sale of the Courtyard Marriott SR16 property and her transition to a new regional job with Shaner Corp. Shannon has represented the I-95 corridor.
    - i. A Motion to nominate and approve Stephen Boudreau, General Manager of the Renaissance Resort, World Golf Village, to fill the VCB Board seat vacated by Shannon Dearin was made by Craig Schoninger and seconded by Cindy Stavelly. **Approved unanimously.**
- 3. Approval of November 2024 Minutes (vote required) – Chair Charlie Robles
  - a. A Motion to approve the November 2024 minutes was made by Cindy Stavelly and seconded by Lorna MacDonald. **Approved unanimously.**
- 4. President’s Report – Susan Phillips
  - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
    - i. Susan provided high level comments regarding the following:
      - 1. She thanked Commissioner Ann Taylor and the SJC Board of County Commissioners for the VCB’s five-year advertising management contract with SJC. The five-year contract was approved at the Board of County Commissioners’ January 21, 2025 meeting and includes three one-year renewal options. The contract is being finalized by SJC Purchasing and Legal and will be executed soon.
      - 2. A 30-page+ advertising agency RFP will be sent to SJC Purchasing later this week for approval. Distribution will follow approval, with a goal of having a contract finalized with a new advertising agency by March 14, 2025. As part of this process, we have to think about our “brand” and look at multiple campaigns which will support, leverage, and promote the unique differences of St. Augustine, St. Augustine Beach, and Ponte Vedra, as opposed to a one-stop shopping single campaign.
      - 3. The VCB has worked with our current advertising agency and approved a “bridge” media plan to get us through the upcoming months of the fiscal year. This allows the onboarding of the new agency, time for research, and learning about the destination, without pressure to immediately place media buys.
      - 4. The VCB Board of Directors authorized a research study late year to determine any barriers for folks traveling to Florida’s Historic Coast. The study was conducted by Future Partners and each VCB Board member has a copy of it for review. One of the major takeaways is that we need greater familiarity and awareness for

our destination compared to our competitors. We will have this on next month's agenda to review and discuss further. The new advertising agency will also be provided with this study.

5. There needs to be a very honest and candid discussion about Nights of Lights. This year we focused on deeper and widespread advertising and the demand exceeded our expectations. However, the impact on the residents, City of St. Augustine staff, and the visitor experience was not what we want. The major issue is infrastructure, which applies not only to Nights of Lights, but also to the 4<sup>th</sup> of July Fireworks celebration, Sing Out Loud, and the upcoming multi-year construction projects which will limit ingress and egress to and from the City. In addition, this year's "peak" Nights of Lights (November and December) was five weeks versus the normal six weeks (due to Thanksgiving/Light Up! Night being one week later) which means we have six weeks of visitors trying to view the lights over a five-week compressed time period. Plus, we saw more locals, and new residents, at Nights of Lights than in past years. There was much discussion and engagement from all VCB Board members and Irving Kass which included:
  - a. We should manage Nights of Lights and other events as world-class events. We need a manager of Sing Out Loud and Nights of Lights like TPC.
  - b. The single and most complex problem is changing people's behaviors.
  - c. The Tourist Development Council will discuss Nights of Lights and infrastructure solutions at their meeting on January 27, 2025.
  - d. This is a macro economic issue which needs to be discussed and addressed by both the City of St. Augustine and St. Johns County.
  - e. Can the VCB send surveys to visitors regarding their experience? Yes.
  - f. Need to reduce the amount of vehicle traffic into the City and think outside the box for solutions (much more outside satellite parking, police, public service assistants for pedestrian traffic, restrooms, etc.).
  - g. The 10-week Nights of Lights event brings MUCH needed business to the I-95 corridor. The Renaissance does not

have a shuttle, but they do their best to direct people to the shuttle service for NOL. But with a 300-room hotel, that's 300 cars going into downtown from World Golf Village.

- h. There's a lot of frustration that would be alleviated if we had more education in letting people know about the shuttles and also understanding why we can't use the Francis Field.
- i. On the Beach, there are hotels and space available. In addition, there's a paid shuttle that runs to downtown Nights of Lights.
- j. Everyone commented on the desire to be part of the solution.

6. Each Board member was provided with a FY2024 Annual Report, 2025 Travel Planner, and the 1Q2025 Calendar of Events.

- ii. Smith Travel Research for December 2024 Traditional Lodging year-over-year reflects Occupancy was up +5.9%; Revenue was up +10.1%; ADR was up +4.3%; RevPAR was up +10.5%; Supply was down -0.4%; and Demand was up +5.5%.
- iii. Key Data analytics for December 2024 reflects declines in some, but not all, metrics with Paid Occupancy flat (0.0%), ADR (+9.9%), RevPAL (-8.1%), and Demand (-10.5%).
- iv. Bed Tax Collections through November 2024 were up +8.2% year-over-year, with FYTD down -3.0% compared to prior year due to the impact of Hurricane Milton in October 2024.
- v. Website performance continues to be strong for December 2024 with 416,685 visits (up +17.0%) and 6,338 BookDirect clicks (-3.1%) to Lodging partner listings. Chair Charlie Robles noted that BookDirect increased significantly in November (post-election) from 5,911 to 9,399, year-over-year.
  - 1. The top five landing pages for December 2024 were Nights of Lights; Events/Holidays/NYE; Events/Holidays Christmas; What's Open for Christmas; and Nights of Lights Spanish page.
  - 2. Top website sessions by city showed Miami, Jacksonville, Atlanta, Orlando/Daytona, New York, Tampa, Dallas (+226%), Chicago, Miami Beach (+586%), and Gainesville as the top origin cities for website traffic.



3. The website visitation performance for 2024 was 3.9 million which is incredible (it wasn't long ago that we were looking at numbers of 2-2.5 million).
  - vi. The Hispanic microsite (ViajaStAugustine.com) had 3,486 visits with 1:48 average engagement time per session, and a 77.08% engagement rate.
  - vii. VIC visitation for December 2024 year-over-year was down at the Ponte Vedra VIC (-6.7%) and the St. Augustine Beach VIC (-32.5%). However, the City of St. Augustine Downtown VIC and the Jacksonville Airport VIC were up +6.0% and 19.2% year-over-year, respectively.
  - viii. Social media's growth continued in December 2024. Facebook and Instagram reels are doing well with a +6.7% and +72.8% year-over-year increase in fans/followers, respectively. TikTok continues to perform well with our Millennial demographic with an increase in followers of +64.3% year-over-year. YouTube continues to be very strong with 934,074 views-to-date, an impressive +95.1% year-over-year increase.
  - ix. Publicity increased year-over-year +189.1% for December 2024 with many national news stories including a pick-up on MSN/Yahoo/Florida Today for Nights of Lights (145.7 million impressions and Golfweek's Best (127.6 million impressions). There was also a significant increase in Hispanic media coverage resulting from Fall 2024 media hostings. Plus, the PGA Tour 2025 schedule received an extensive amount of coverage.
  - x. The VCB Sales Team's work at a variety of tradeshow reflects December 2024 performance resulting in an increase in solicitations of +16.1% year-over-year and an increase in lead room nights of +4.4% year-over-year at 13,370. December 2024 leads distributed were also up year-over-year (+67.6%).
  - xi. Partnership for December 2024 increased +13.7% year-over-year
  - xii. Florida's First Coast of Golf's November 2024 business was slightly down with tourist rounds down -4.0% year-over-year but overall rounds up +5.0%, year-over-year. Digital traffic for October 2024 was down -2.0% year-over-year.
5. Financial Reports – Dave Chatterton (provided by Susan Phillips)
    - a. We're three months into the FY2025 budget year, which is off to a good start.
      - i. The Balance Sheet through 12/31/2024 reflects total assets of \$871,240, payroll liabilities of \$12,954, other current liabilities of \$68,906, and equity of \$789,380. Total equity and liabilities are \$871,240.
      - ii. December 2024 Budget vs. Actuals – December 1-31, 2024

1. December 2024 income was \$312,975 actual against a \$312,975 budget. (Timing of SJC payments continue to be a month behind).
  2. December 2024 expenses for Administrative Overhead were \$112,347 against a \$114,339 budget or \$1,992 under budget (some payroll savings and computer expense savings combined with an increase in membership dues).
  3. December 2024 Promotional Expenses were \$103,515 against a \$192,901 budget or \$89,385 under budget (due primarily to payment to the VCB/PMA which wasn't issued until January 2025 plus timing of invoices for professional fees).
- iii. FYTD through December 31, 2024
1. FYTD through December 31, 2024 income was \$858,457 actual against a \$1,178,475 budget (under budget \$320,000 which is due to the timing of SJC December payments for the core services and advertising management).
  2. FYTD through December 31, 2024 expenses for Administrative Overhead was \$336,519 against a \$353,120 budget or \$16,600 under budget (due to payroll/insurance savings).
  3. FYTD through December 31, 2024 expenses for Promotional Expenses was \$398,375 against a \$605,897 budget or \$207,522 under budget (due primarily to invoice timing for Florida's First Coast of Golf and for several professional fees invoices).
- iv. FYTD Net Operating Income is \$123,562.
6. December 2024 Advertising/Media Reports – Susan Phillips
- a. December 2024 advertising consisted of:
    - i. Digital (Google Display, Google Paid Search, Tripadvisor, Facebook/Instagram, YouTube, LinkedIn, Jun Group Rich Media, and Nexxen)
    - ii. Villages Newcomers Guide (annual)
    - iii. VISIT FLORIDA Official Travel Guide (annual)
    - iv. Onyx Magazine
7. Partner Drops (vote required) – Chair Charlie Robles and Susan Phillips
- a. Susan Phillips provided the following unpaid partners:
    - i. Aunt Kate's on the River
    - ii. Bayfront Westcott House B&B
    - iii. By Design Catering
    - iv. Ethos Event Collective
    - v. Kairos Hosting LLC

- vi. Kingfish Grill LLC
  - vii. Parlor Doughnuts
  - viii. Pit Surf Shop
  - ix. Sun Oak Capital LLC
  - x. The Kenwood Inn
  - xi. Village Garden Food Truck Park
  - xii. Amici
  - xiii. Chez L'Amour
  - xiv. Get Up & Go Kayaking St. Augustine
  - xv. Gypsy Cab Company Restaurant
  - xvi. Ovico Gallery
  - xvii. The Inlet Beach & General Store
- b. A Motion to drop the above unpaid partners was made by Jason Kerns and seconded by Cindy Stavely. **Approved unanimously.**

#### **Committee Reports:**

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

- Cindy Stavely reported that the Leisure Sales Committee did not meet this past month, however, plan to meet on February 19, 2025.

Conference Sales Committee Meeting – Jennifer Jenkins

- Jennifer Jenkins reported that the Conference Sales Committee met on January 15, 2025.
  - IQ2025 is ahead of pace and strong for all conference properties
  - Upcoming tradeshow were reviewed with all attendees
  - The new VCB Meetings video was shared and distributed to all committee members

#### **Government Liaisons' Comments:**

St. Johns County Board of County Commissioners: Commissioner Ann Taylor

- Commissioner Taylor was a speaker at the press conference for the autism certification of the Castillo de San Marcos.
- There's been a lot of feedback from residents regarding Nights of Lights. In addition, many employees have had a big problem with being late to their shifts because of traffic and not being able to find parking.

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

- During comments at the most recent City Commission meeting, the Commissioners spoke out about the need to do something to better manage Nights of Lights. The City Manager, David Birchim, has called a meeting for stakeholders on January 23, 2025 to obtain insight and recommendations, which will be followed by a presentation with recommended solutions at the February 10, 2025 City Commission meeting. All City departments are looking at what they can do better moving forward, not only for Nights of Lights but also for major events such as the 4<sup>th</sup> of July fireworks celebration.

City of St. Augustine Beach: Commissioner Don Samora

- Commissioner Samora stated that St. Augustine Beach would love to be part of the solution for Nights of Lights from the pier, if we can get a shuttle to transport folks.
- The Beach wrapped up its busy season with art walks and night markets, which culminated with the fireworks celebration on New Year's Eve. That event has evolved over the years by eliminating the celebration at Pier Park and spreading to the businesses on A1A Beach Blvd.

**Ex-officio Comments:**

St. Johns County Chamber of Commerce: Isabelle Renault

- Isabelle Renault shared that the Castillo de San Marcos is now a certified autism attraction. The St. Augustine Lighthouse & Maritime Museum is also now certified. We are missing one hotel, three more attractions, and two recreation (movie theater, bowling alley) before we can become the first certified autism destination in Florida.
- The Chamber will hold a meeting for tourism and hospitality members and work with First Coast Technical College to create a program around your needs for internships for workforce development. The two most important goals are attainable housing and workforce development.

St. Johns County Cultural Council: Brenda Swann

**New Business:**

1. Resolution required for update to VCB's Ameris Bank signature cards (vote required) – Chair Charlie Robles
  - a. Charlie Robles advised that with Virginia Whetstone rolling-off the VCB Board and Dave Chatterton now on the VCB Executive Committee, the VCB's Ameris Bank signature cards need to be updated.

- b. A Motion to remove Virginia Whetstone from the VCB's Ameris Bank signature cards and add Dave Chatterton to the VCB's Ameris Bank signature cards was made by Lorna MacDonald and seconded by Cindy Stavely. **Approved unanimously.**
- 2. February 2025 FRLA Northeast Florida ROSE (Recognition of Service Excellence) Awards Event – Chair Charlie Robles and Susan Phillips
  - a. The 2025 ROSE Awards will be held on February 18, 2025 from 5:30-8:30 p.m. at the Renaissance Resort at World Golf Village. The VCB has a table for eight and VCB Board members were asked to advise Charlie Robles or Susan Phillips if they are interested in attending.
- 3. 2025 Tourism Advisory Workshops Update – Susan Phillips
  - a. Susan Phillips advised that there will be two Tourism Advisory Workshops to obtain stakeholder input regarding tourist development program needs and focus for our FY2026 Marketing Plan. Workshops will be two hours with the first held in St. Augustine at the Homewood Suites on February 10, 2025 from 2:00-4:00 p.m. The second workshop will be held in Ponte Vedra on February 27, 2025 at the Sawgrass Marriott from 2:00-4:00 p.m.
- 4. Tourism Employee of the Year Update – Susan Phillips
  - a. The week after the 2025 ROSE Awards ceremony, the VCB will request submissions for the annual Tourism Employee of the Year awards, for outstanding performance in 2024.
    - i. There are five categories: accommodations, attractions, government, restaurant/bar, and retail.
    - ii. Last year we had 26 submissions.
    - iii. Chair Charlie Robles and Susan Phillips will present the awards in mid-April 2025.
- 5. May 2025 State of the Tourism Industry (STI) Annual Event - Chair Charlie Robles and Susan Phillips
  - a. Susan Phillips shared that the STI Committee met on January 20, 2025 and decided to have a new format to save costs and create efficiencies which will include: a new venue (the Embassy Suites, St. Augustine Beach; a capacity limit (approximately 200); up to two hours maximum for the event so that attendees will be able to stay for the entire program; a limit to 2-3 speakers plus emcee; entertainment and keynote speaker will be cut this year; and the annual Tourism Impact Award will be included. STI will be held on Thursday, May 8, 2025.
- 6. Approval of FY2025 Marketing Plan and Budget – Susan Phillips
  - a. Susan Phillips advised that while the SJC Tourist Development Council previously approved the VCB's FY2025 Marketing Plan and the SJC Board of County

Commissioners approved the budget allocation for the Tourist Development Council budget funding which includes the VCB's FY2025 Marketing Plan Budget, the VCB Board of Directors need to approve the VCB's FY2025 Marketing Plan and Budget. We do this each year as part of our Destinations International DMAP reaccreditation and annual update process.

- b. A Motion to approve the VCB's FY2025 Marketing Plan and Budget was made by Craig Schoninger and seconded by Jason Kerns. **Approved unanimously.**

**Old Business:**

- 1. VCB Contracts – Chair Charlie Robles
  - a. Charlie Robles stated that it's been a very tough three to four years with our VCB contract RFPs and approvals. He recognized and thanked both the VCB Board of Directors and Staff for their hard work over the past few years in securing these agreements.

**Adjournment: Meeting adjourned at 3:18 p.m.**

***The next VCB Board of Directors meeting will be at a location to be determined on February 25, 2025 from 1:30-3:00 p.m.***

## ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

## FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$ -		\$ -		\$ -	
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	\$ -		\$ -		\$ -	
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ -		\$ -		\$ -	
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,320,560.79</b>	<b>-14.2%</b>	<b>\$ 1,707,869.86</b>	<b>7.8%</b>	<b>\$ 2,292,269.85</b>	<b>7.5%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>	
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ -		\$ -		\$ -	
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		-\$16,438.52		\$ -		\$ -		\$ -	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82		\$ -		\$ -		\$ -	
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32		\$ -		\$ -		\$ -	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,320,120.63</b>	<b>-13.9%</b>	<b>\$ 1,716,101.72</b>	<b>8.2%</b>	<b>\$ 2,291,694.47</b>	<b>7.5%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>	
LESS TAX COLLECTOR & CLERK	\$ (26,402.41)	-13.9%	\$(34,322.03)	8.2%	\$(45,833.89)	7.5%	\$ -		\$ -		\$ -	
<b>NET TO TDC</b>	<b>\$ 1,293,718.22</b>	<b>-13.9%</b>	<b>\$ 1,681,779.69</b>	<b>8.2%</b>	<b>\$ 2,245,860.58</b>	<b>7.5%</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>	

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 110,349,250.98	1%
EXEMPT RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (3,935,240.98)	
TAXABLE RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$106,414,010.00	
<b>TOTAL TAX COLLECTED</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$5,320,700.50</b>	1%
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -			
TOTAL TAX DUE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$5,320,700.50	
LESS COLLECTION ALLOWANCE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (39,464.15)	
PLUS PENALTY	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$45,009.10	
PLUS INTEREST	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$1,671.37	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$5,327,916.82</b>	
LESS TAX COLLECTOR & CLERK	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (106,558.34)	
<b>NET TO TDC</b>	<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$ -</b>		<b>\$5,221,358.48</b>	-18%

**FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE**

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2025	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	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	<b>\$502,601.36</b>	29.3%	18.8%	<b>\$304,702.42</b>	17.8%	-3.1%	<b>\$774,005.27</b>	45.1%	7.5%	<b>\$12,746.40</b>	0.7%	-56.6%
DEC	<b>\$658,287.57</b>	28.7%	4.7%	<b>\$241,630.95</b>	10.5%	-11.4%	<b>\$1,186,923.21</b>	51.8%	10.7%	<b>\$43,263.01</b>	1.9%	82.3%
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 1,549,287			\$ 795,397			\$ 2,503,529			\$ 78,135		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$ 1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$ 1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$ 2,291,694.47
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 306,340			\$ 54,483				\$ 40,746			\$ 5,327,917



**FY2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE**

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
<b>December</b>	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
<b>2025 January</b>									
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$1,716,101.72
<b>December</b>	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$2,291,694.47
<b>2025 January</b>							
February							
March							
April							
May							
June							
July							
August							
September							



## VCB INDUSTRY EMAIL STATISTICS JANUARY 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Jan 27, 2025, 9:06 AM	THIS WEEK, 1-27-2024	911	397 44%	26 3%	11 1%	1 1%
Jan 23, 2025, 2:14 PM	Summer Haven Economic Impact Study Survey	660	377 58%	55 8%	7 1%	0 0%
Jan 20, 2025, 9:00 PM	THIS WEEK, 1-20-2024	922	436 48%	32 4%	8 1%	0 0%
Jan 15, 2025, 9:02 AM	Social Media Seminar - January 15 - 4	488	263 54%	20 4%	5 1%	0 0%
Jan 13, 2025, 11:39 AM	THIS WEEK, 1-13-2024	916	426 47%	25 3%	8 1%	0 0%
Jan 13, 2025, 11:27 AM	Correction Explore Centuries of Black History on Florida's Historic Coast	1,413	569 41%	44 3%	17 1%	0 0%
Jan 13, 2025, 10:35 AM	Explore Centuries of Black History on Florida's Historic Coast	1,397	559 41%	47 3%	18 1%	0 0%
Jan 10, 2025, 9:32 AM	Get ready for World-Class Sports on Florida's Historic Coast This Winter	1,346	586 44%	12 1%	16 1%	3 1%
Jan 7, 2025, 10:04 AM	Social Media Seminar - January 15 - 3	490	238 49%	13 3%	8 2%	0 0%
Jan 6, 2025, 8:31 AM	THIS WEEK, 1-6-2024	922	432 47%	28 3%	9 1%	2 1%

## Email Performance

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### Opt-in Subscribers

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**35,208**

MESSAGES SENT

**43%**

CTOR

**1,107**

SESSIONS

**05:35**

AVG. SESSION  
DURATION

### Other Source Subscribers

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**163,301**

MESSAGES SENT

**50%**

CTOR

**797**

SESSIONS

**04:05**

AVG. SESSION  
DURATION

**St. Johns County Visitors & Convention Bureau**

**Call Center Statistics**

January 1 - January 31, 2025

Total Calls Received:	93
Total Call Minutes:	371.5
Average Answer Time:	50
Brochures Ordered:	25

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**St. Johns County Visitors & Convention Bureau**

**Requests By Guide**

January 1 - January 31, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	960
<b><u>GRAND TOTAL</u></b>	<b><u>960</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By Source

January 1 - January 31, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	233
2024 Visit Florida Magazine	64
Call Center	25
Nights of Lights	459
Nights of Lights + Spring Events	179
<b>GRAND TOTAL</b>	<b>960</b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

January 1 - January 31, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	221	23.0%
GA	53	5.5%
PA	49	5.1%
NC	43	4.5%
MI	41	4.3%
OH	38	4.0%
IL	36	3.8%
SC	36	3.8%
NY	34	3.5%
WI	30	3.1%
Foreign	28	2.9%
NJ	28	2.9%
TX	27	2.8%
AL	24	2.5%
VA	24	2.5%
MN	22	2.3%
MA	21	2.2%
TN	21	2.2%
IN	19	2.0%
MD	18	1.9%
KY	17	1.8%
IA	15	1.6%
CT	12	1.3%
MO	9	0.9%
LA	8	0.8%
ME	8	0.8%
OK	7	0.7%
AZ	6	0.6%
KS	6	0.6%
OR	6	0.6%
CA	5	0.5%
CO	5	0.5%
DE	5	0.5%
NH	5	0.5%
AR	4	0.4%
ND	4	0.4%

SD	4	0.4%
MS	3	0.3%
RI	3	0.3%
VT	3	0.3%
WA	3	0.3%
MT	2	0.2%
UT	2	0.2%
NE	1	0.1%
NV	1	0.1%
PR	1	0.1%
WV	1	0.1%
WY	1	0.1%
<b>GRAND TOTAL</b>	<b>960</b>	



## St. Johns County Visitors & Convention Bureau

### Requests By Country

January 1 - January 31, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	932	97.08%
Canada	15	1.56%
Argentina	2	0.21%
India	2	0.21%
Indonesia	2	0.21%
Chile	1	0.10%
Costa Rica	1	0.10%
France	1	0.10%
Germany	1	0.10%
Israel	1	0.10%
Latvia	1	0.10%
United Kingdom	1	0.10%
<b>GRAND TOTAL</b>	<b>960</b>	

**St. Johns County Visitors & Convention Bureau**

**Have you visited our area before?**

January 1 - January 31, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	17	68%	17	68%
Yes	8	32%	8	32%
TOTAL	25		25	

## St. Johns County Visitors & Convention Bureau

### When do you plan to visit? (Month Year)

January 1 - January 31, 2025

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-25	0	0%	0	0%
Feb-25	8	32%	8	32%
Mar-25	11	44%	11	44%
Apr-25	1	4%	1	4%
May-25	2	8%	2	8%
Jun-25	1	4%	1	4%
Jul-25	0	0%	0	0%
Aug-25	0	0%	0	0%
Sep-25	0	0%	0	0%
Oct-25	0	0%	0	0%
Nov-25	0	0%	0	0%
Dec-25	0	0%	0	0%
Jan-26	0	0%	0	0%
Feb-26	0	0%	0	0%
Mar-26	0	0%	0	0%
Apr-26	0	0%	0	0%
May-26	0	0%	0	0%
Jun-26	0	0%	0	0%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	0	0%	0	0%
Oct-26	0	0%	0	0%
Nov-26	0	0%	0	0%
Dec-26	0	0%	0	0%
Unsure 2025	2	8%	2	8%
Unsure 2026	0	0%	0	0%
<b>TOTAL</b>	<b>25</b>		<b>25</b>	

## St. Johns County Visitors & Convention Bureau

### How long do you plan to stay?

January 1 - January 31, 2025

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	0	0%
2 days	1	4%	1	4%
3 days	7	28%	7	28%
1 week	8	32%	8	32%
2 weeks	3	12%	3	12%
3 weeks	0	0%	0	0%
1 month	1	4%	1	4%
2 months	0	0%	0	0%
3 months	0	0%	0	0%
Don't know	5	20%	5	20%
<b>TOTAL</b>	<b>25</b>		<b>25</b>	

**St. Johns County Visitors & Convention Bureau**

**How many people will be traveling in your party?**

January 1 - January 31, 2025

<b><u>Number of People</u></b>	<b><u>This</u></b>			
	<b><u>month</u></b>	<b><u>Month %</u></b>	<b><u>YTD</u></b>	<b><u>YTD%</u></b>
1	0	0%	0	0%
2	15	60%	15	60%
3	2	8%	2	8%
Four or more	5	20%	5	20%
Don't know	3	12%	3	12%
TOTAL	25		25	

**St. Johns County Visitors & Convention Bureau**

**What type of accommodations are you interested in?**

January 1 - January 31, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	23	92%	23	92%
Hotel / Motel	0	0%	0	0%
Bed / Breakfast	0	0%	0	0%
Condo	1	4%	1	4%
RV	1	4%	1	4%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	0	0%
<b>TOTAL</b>	<b>25</b>		<b>25</b>	