



**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 Packet
January 22, 2025 1:30 pm
Renaissance Resort, World Golf Village
500 S Legacy Trail, St. Augustine, FL 32092

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

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. 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.
2. Approval of November 2024 Minutes (vote required) – Chair Charlie Robles
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. December 2024 Financial Report (vote required) – Dave Chatterton
5. November & December 2024 Advertising/Media Reports – Susan Phillips
6. Update on Partner Drops (vote required) – Chair Charlie Robles and 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 Cynthia Garris/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: Brenda Swann

New Business:

1. Resolution required for update to Ameris Bank signature cards (vote required) – Chair Charlie Robles
2. February 2025 FRLA Northeast Florida ROSE (Recognition of Service Excellence) Awards Event – Chair Charlie Robles and Susan Phillips
3. 2025 Tourism Advisory Workshops Update – Susan Phillips
4. Tourism Employee of the Year Update – Susan Phillips
5. May 2025 State of the Tourism Industry (STI) Annual Event- Chair Charlie Robles and Susan Phillips

Old Business:

Adjournment:

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%	\$ -		\$ -		\$ -		\$ -	
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	\$ -		\$ -		\$ -		\$ -	
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ -		\$ -		\$ -		\$ -	
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ -		\$ -		\$ -		\$ -	
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ -		\$ -		\$ -		\$ -	
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		\$ -		\$ -		\$ -		\$ -	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$ -		\$ -		\$ -		\$ -	
PLUS INTEREST	\$378.31		\$ 631.74		\$ -		\$ -		\$ -		\$ -	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ -		\$ -		\$ -		\$ -	
LESS TAX COLLECTOR & CLERK	\$ (26,402.41)	-13.9%	\$ (34,322.03)	8.2%	\$ -		\$ -		\$ -		\$ -	
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ -		\$ -		\$ -		\$ -	

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 63,070,532.87	-3%
EXEMPT RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (2,501,919.87)	
TAXABLE RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$60,568,613.00	
TOTAL TAX COLLECTED	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$3,028,430.65	-3%
ADJUSTMENTS														
TOTAL TAX DUE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$3,028,430.65	
LESS COLLECTION ALLOWANCE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (23,025.63)	
PLUS PENALTY	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$29,807.28	
PLUS INTEREST	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$1,010.05	
TOTAL AMOUNT REMITTED	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$3,036,222.35	
LESS TAX COLLECTOR & CLERK	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (60,724.45)	
NET TO TDC	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$2,975,497.90	-3%

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	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC												
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 890,999			\$ 553,766			\$ 1,316,606			\$ 34,872		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
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											
JAN											
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 185,892			\$ 31,283			\$ 22,805				\$ 3,036,222

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%
December									
2025 January									
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
December							
2025 January							
February							
March							
April							
May							
June							
July							
August							
September							



VCB INDUSTRY EMAIL STATISTICS DECEMBER 2024

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Dec 30, 2024, 8:16 AM	THIS WEEK, 12-30-2024	925	366 40%	19 2%	14 2%	0 0%
Wed, Dec 18, 2024, 10:50 AM	Social Media Seminar - January 15 - 2	490	178 37%	9 2%	4 1%	0 0%
Wed, Dec 18, 2024, 10:33 AM	Events to Build a Trip Around Return in 2025 to Florida's Historic Coast	1,423	547 39%	19 1%	11 1%	0 0%
Tue, Dec 17, 2024, 10:25 AM	2024 Holiday Card	513	233 46%	12 2%	4 1%	0 0%
Mon, Dec 16, 2024, 9:05 AM	THIS WEEK, 12-16-2024	926	386 42%	26 3%	6 1%	0 0%
Thu, Dec 12, 2024, 10:03 AM	Submit Your Events for the Spring Calendar of Events! - 2	505	204 41%	9 2%	7 1%	0 0%
Wed, Dec 11, 2024, 10:02 AM	PartnerCom 12-11-24	487	234 49%	10 2%	6 1%	0 0%
Tue, Dec 10, 2024, 1:00 PM	VCB Holiday Open House 12-13-24 - 3	511	229 45%	3 1%	6 1%	0 0%
Tue, Dec 10, 2024, 8:55 AM	Celebration-Worthy Cuisine is on the Menu for Christmas & New Year's Eves	1,379	549 40%	11 1%	13 1%	1 1%
Mon, Dec 9, 2024, 9:54 AM	THIS WEEK, 12-9-2024	926	394 43%	22 2%	10 1%	1 1%
Tue, Dec 3, 2024, 1:15 PM	Social Media Seminar - January 15 - 1	470	213 46%	18 4%	5 1%	0 0%
Tue, Dec 3, 2024, 10:05 AM	VCB Holiday Open House 12-13-24	492	220 45%	1 1%	5 1%	0 0%
Mon, Dec 2, 2024, 2:59 PM	Florida's Historic Coast Creates New Experiences with Grant Awards	1,390	557 41%	10 1%	19 1%	0 0%
Mon, Dec 2, 2024, 10:45 AM	Race, Bike, & See World-Class Sports on Florida's Historic Coast This Winter	1,433	545 39%	9 1%	22 2%	1 1%
Mon, Dec 2, 2024, 9:08 AM	THIS WEEK, 12-2-2024	927	404 44%	26 3%	10 1%	0 0%

Email Performance

Opt-in Subscribers

34,341

MESSAGES SENT

31%

CTOR

750

SESSIONS

06:48

AVG. SESSION
DURATION

Other Source Subscribers

163,603

MESSAGES SENT

59%

CTOR

417

SESSIONS

04:09

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

December 1 - December 31, 2024

Total Calls Received:	61
Total Call Minutes:	150.5
Average Answer Time:	72
Brochures Ordered:	21



St. Johns County Visitors & Convention Bureau

Requests By Guide

December 1 - December 31, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	576
<u>GRAND TOTAL</u>	<u>576</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

December 1 - December 31, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	452
2024 Visit Florida Magazine	87
Call Center	21
Nights of Lights	16
<u>GRAND TOTAL</u>	<u>576</u>

St. Johns County Visitors & Convention Bureau

Requests By State

December 1 - December 31, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	235	40.8%
NY	25	4.3%
PA	20	3.5%
Foreign	18	3.1%
GA	18	3.1%
IL	18	3.1%
SC	18	3.1%
WI	15	2.6%
TN	14	2.4%
MO	13	2.3%
NJ	13	2.3%
OH	13	2.3%
MI	11	1.9%
NC	11	1.9%
VA	11	1.9%
IN	10	1.7%
MA	10	1.7%
MN	9	1.6%
AL	8	1.4%
KY	8	1.4%
CA	7	1.2%
CO	6	1.0%
KS	6	1.0%
MD	6	1.0%
TX	6	1.0%
LA	5	0.9%
CT	4	0.7%
NE	4	0.7%
PR	4	0.7%
IA	3	0.5%
ME	3	0.5%
NH	3	0.5%
OK	3	0.5%
OR	3	0.5%
AZ	2	0.3%
ND	2	0.3%

RI	2	0.3%
UT	2	0.3%
AK	1	0.2%
DE	1	0.2%
MS	1	0.2%
MT	1	0.2%
SD	1	0.2%
VT	1	0.2%
WA	1	0.2%
GRAND TOTAL	576	

St. Johns County Visitors & Convention Bureau

Requests By Country

December 1 - December 31, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	558	96.88%
Canada	10	1.74%
Argentina	2	0.35%
Germany	2	0.35%
Brazil	1	0.17%
Egypt	1	0.17%
Spain	1	0.17%
United Kingdom	1	0.17%
<u>GRAND TOTAL</u>	<u>576</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

December 1 - December 31, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	14	67%	242	61%
Yes	7	33%	153	39%
TOTAL	21		395	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

December 1 - December 31, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	1%
Feb-24	0	0%	24	6%
Mar-24	0	0%	40	10%
Apr-24	0	0%	34	9%
May-24	0	0%	39	10%
Jun-24	0	0%	33	8%
Jul-24	0	0%	30	8%
Aug-24	0	0%	15	4%
Sep-24	0	0%	21	5%
Oct-24	0	0%	31	8%
Nov-24	0	0%	20	5%
Dec-24	3	14%	28	7%
Jan-25	3	14%	4	1%
Feb-25	1	5%	7	2%
Mar-25	1	5%	7	2%
Apr-25	2	10%	5	1%
May-25	5	24%	11	3%
Jun-25	1	5%	3	1%
Jul-25	2	10%	2	1%
Aug-25	1	5%	3	1%
Sep-25	0	0%	0	0%
Oct-25	0	0%	0	0%
Nov-25	0	0%	0	0%
Dec-25	0	0%	1	0%
Unsure 2024	0	0%	30	8%
Unsure 2025	2	10%	5	1%
TOTAL	21		395	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

December 1 - December 31, 2024

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	8	2%
2 days	2	10%	46	12%
3 days	9	43%	110	28%
1 week	7	33%	153	39%
2 weeks	0	0%	8	2%
3 weeks	0	0%	6	2%
1 month	0	0%	4	1%
2 months	0	0%	2	1%
3 months	0	0%	0	0%
Don't know	3	14%	58	15%
TOTAL	21		395	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

December 1 - December 31, 2024

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	5%	14	4%
2	10	48%	180	46%
3	1	5%	35	9%
Four or more	7	33%	118	30%
Don't know	2	10%	48	12%
TOTAL	21		395	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

December 1 - December 31, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	18	86%	326	83%
Hotel / Motel	3	14%	54	14%
Bed / Breakfast	0	0%	8	2%
Condo	0	0%	4	1%
RV	0	0%	2	1%
Single Family	0	0%	1	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	21		395	