



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
July 25, 2023 at 1:30 pm
Homewood Suites by Hilton, San Sebastian,
10 Prawn 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
July 25, 2023 1:30 pm
Homewood Suites by Hilton, San Sebastian
10 Prawn 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 June 2023 Minutes
2. VCB Strategic Plan Updates – VCB Board Members
3. President's Report – Susan Phillips
 - a. Primary Metrics – Susan Phillips
 - b. Departmental Reports – VCB Directors
4. Financial Reports – Cindy Stavelly
5. June 2023 Advertising/Media Report – Susan Phillips
6. VCB Annual Meeting - Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavelly or Evelyn Lopez-Kelley

Conference Sales Committee – William McBroom

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Henry Dean

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

City of St. Augustine Beach: Commissioner 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: Kevin Harvey

New Business:

1. Essential Worker Housing Report – Isabelle Renault and Mark Nighbor (OneMark Consulting)
2. Proposed New Touristic Asset - Presentation by Ryan Dettra

Old Business:

1. RFP Updates – Chair Kimberly Wilson & Susan Phillips

Adjournment:



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

VCB Board of Directors Meeting Minutes
June 27, 2023 at 1:30 pm
Embassy Suites by Hilton, St. Augustine Beach
300 A1A Beach Boulevard, St. Augustine, FL 32080

Call to order: Chair Kimberly Wilson at 1:44 p.m.

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

Roll Call: Erin Masters

Present: Kimberly Wilson, Craig Schoninger, Cindy Stavely, Virginia Whetstone, Shannon Dearin, Lorna MacDonald, Samantha Palmer, Charles Robles, Melissa Wissel, Commissioner Cynthia Garris, Bob Porter, and Christina Parrish Stone

Absent: Jason Kern (excused), Commissioner Henry Dean (excused), Commissioner Dylan Rumrell, Tera Meeks, Isabelle Renault (excused) and Kevin Harvey (excused)

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

Others present: Irving Kass (St. George Inn); Chris Pranis and Kat Moses (Embassy Suites by Hilton, St. Augustine Beach)

Public Comments: None

Agenda Items

1. Chair Kimberly Wilson recognized Jason Kern (unable to join us as he is being honored with the General Manager of the year award in Las Vegas); Cindy Stavely (installed as Chair of the Florida Attractions Association); Samantha Palmer (installed as Board member of the Florida Attractions Association); and William McBroom (nominated for the MPI Legacy Award). Congratulations to all!
2. Susan Phillips provided an update on Evelyn Lopez-Kelley who is currently at home receiving physical and occupational therapy after recently breaking her hip. Please continue to keep Evelyn and her family in your thoughts and prayers.

3. Irving Kass (owner of the St. George Inn) spoke to the VCB Board regarding his concerns about the potential for St. Johns County government managing the tourism destination advertising. The destination advertising and marketing is currently managed by the VCB and the tourism industry. Irving is also concerned about the economic environment which shows a continued softening in demand for lodging and attractions throughout Florida, which will be a longer-term problem for the St. Johns County tourism industry.
4. Approval of April 2023 Minutes
 - a. Motion to approve the April 2023 minutes was made by Charlie Robles and seconded by Samantha Palmer. **Approved unanimously.**
5. VCB Strategic Plan Updates – VCB Board Members
 - a. Susan Phillips advised that the Marsh Landing presentation has been postponed to September 2023 due to COVID.
 - b. Susan also advised that we are waiting for additional conversations and updates regarding the two RFPs (Destination Marketing/Advertising and Tourist Bureau Core Services).
 - c. Thanks to the continued legislative input and work from Isabelle Renault, Bob Porter, the VCB Board, and our tourism community, VISIT FLORIDA received \$80 million in funding for FY2024. Kimberly and Susan thanked both Bob and Isabelle for their support and assistance in sending updates and providing legislative input.
 - d. The 2023 State of the Tourism Industry event was held at the Ponte Vedra Conference Hall on May 10, 2023. This was also our VCB quarterly social. We are looking at a late summer lunchtime VCB social. Also, our VCB Annual Meeting is confirmed at the Fountain of Youth Archaeological Park on September 19, 2023 from 5:30-7:30 p.m. Additional details will follow.
6. President's Report – Susan Phillips
 - a. Primary Metrics – Susan Phillips
 - i. May 2023 Combined Lodging reflects a continued softening in all metrics, excluding ADR, RevPAR/L, and Supply. Occupancy was most notably down at -15.5% for May 2023, year-over-year.
 - ii. Smith Travel Research for May 2023 Traditional Lodging also reflects a decline and softening in all categories, except ADR at +2.9%. Previous double-digit increases year-over-year are now in the single digits and or negative including Occupancy at -6.5%, ADR at +2.9%, RevPAR -3.8% and Demand at -6.8%.
 - iii. AllTheRooms.com analytics for May 2023 reflect an 18.1% increase in Supply year-over-year. With additional inventory, Occupancy was impacted at -27.5% year-over-year, ADR at .1% and Rev/PAL at -27.4%.

- iv. Bed Tax Collections through April 2023 were up 4.4% year-over-year, with FYTD running 6.8% ahead of prior year.
- v. Website performance continues to be strong for May 2023 with 210,758 visits (up 56%) and 9,256 referrals to partner listings.
 - 1. Top landing pages were Things to Do; 3rd Annual As If the 90s Fest; Things to Do Free; FHC home page; and This Weekend in St. Augustine.
 - 2. Top website sessions by city showed that Atlanta, Jacksonville, Orlando/Daytona, Miami, and New York as the top origin cities for website traffic.
- vi. VIC visitation for May 2023 is up at all locations, except for the Ponte Vedra Beach VIC and St. Augustine Downtown VIC, which are down 20% and 2.6%, respectively, year-over-year.
- vii. The May 2023 Partnership Report is down 6% due to 11 businesses that we recently dropped for non-payment. We have several new partner applications in process for approval.
- viii. Social media's growth continued in May 2023. Facebook and Instagram reels are doing well with a 2.3% and 4.9% year-over-year increase in fans/followers, respectively. TikTok continues to perform well amongst our Millennial demographic with 61,933 video views during this reporting period. YouTube continues to be strong with 446,441 views-to-date, a 7.8% year-over-year increase.
- ix. Publicity FYTD continues to outperform with a 154% year-over-year increase for May 2023 which includes the distribution of multiple press releases and great pick-up from multiple national news outlets (note that we have recently implemented a new program for distribution of 10-12 national press releases each month).
- x. William McBroom provided an overview of May sales including the team's attendance at a variety of tradeshow, which resulted in 24 leads. Both May 2023 solicitations and room nights were up compared to goal, (solicitations were up 12%; room nights were up 9%). Geographically, 88% of the May leads were from the Southeast; 4% from the Midwest; 4% from the West; and 4% international.
- xi. Florida's First Coast of Golf's April 2023 business was down, with rooms down 9% and rounds down 9%. Digital traffic was up 17% year-over-year.
- xii. For Promotions, 26 radio/TV promotions are being worked on for Spring/early Summer. In addition, a culinary promotion was completed

with WSB-TV Atlanta in mid-April. This promotion included tickets to this year's St. Augustine Food + Wine Festival.

- xiii. The new advertising campaign "It's About Time" assets are all in rotation, including new B2B ads, with very positive results.
- xiv. The VCB is finalizing a Summer 2023 destination attractions promotion utilizing two digital platform programs. This will be rolled-out in late June 2023 to promote the area attractions, which are down 5-14% year-over-year. The promo URL is www.FHCSummerFun.com.
- xv. The VCB is also providing anchor advertising support with a new Expedia Group co-op promotion for lodging partners. The VCB will be featured as the destination and will include a Sing Out Loud Festival message. This is a first test promotion of this type and runs from Aug. 1-Oct. 31, 2023.

7. Financial Reports – Cindy Stavely (reported by Susan Phillips)

- a. The May 2023 financials are in very good shape. The Balance Sheet reflects \$1.8 million in the bank. Expenses are on pace throughout May 2023. Payroll, utilities, and advertising were under budget (advertising is an invoice timing issue). Memberships, inquiry services, and public relations were over budget (due to prepayment of some upcoming show expenses, plus higher call demand at our call center).
- b. Approval of May 2023 Financials
 - i. Motion to approve the May 2023 financials was made by Virginia Whetstone and seconded by Charlie Robles. **Approved unanimously.**

8. April and May 2023 Advertising/Media Report – Susan Phillips

- a. April and May 2023 advertising consisted of:
 - i. Digital (Google Display, Google Paid Search, Tripadvisor, Katz-Media, Tremor, Nativo)
 - ii. Facebook/Instagram
 - iii. Orlando Magazine
 - iv. Jacksonville Magazine (Bridal)
 - v. Flamingo Magazine
 - vi. Florida Sportsman Magazine
 - vii. Explore Florida & the Caribbean
 - viii. Undiscovered Florida
 - ix. FSAE Magazine
 - x. Northstar Meetings & Conventions
 - xi. Villages Newcomers Guide (annual)
 - xii. VISIT FLORIDA Official Travel Guide

9. State of the Tourism Industry (STI) Recap – Susan Phillips

- a. STI was held on Wednesday, May 10, 2023 at the Ponte Vedra Concert Hall. Many attendees had never been to the Ponte Vedra Concert Hall. Bill Abbott (magician) was remarkable and has formed a new partnership with St. Augustine Sailing, as a result of connecting at STI.

10. Update on VCB Board Nomination Process – Chair Kimberly Wilson

- a. Motion to approve the VCB Nominating Committee’s recommendation to approve Shannon Dearin (for her first full term) and Dave Chatterton, Old Town Trolleys/Historic Tours of America was made by Charlie Robles and seconded by Lorna MacDonald. **Approved unanimously.** This will now be placed on the September 2023 VCB Ballot for vote by all members.

11. Distribution of FY2024 Marketing Plan – Susan Phillips

- a. Susan Phillips shared printed copies of the FY2024 VCB Marketing Plan and covered highlights of the Plan. She reminded everyone that our combined tourism efforts result in:
 - i. \$3.8 billion annual economic impact.
 - ii. 32,400 tourism jobs in St. Johns County, with payrolls of \$854.2 million.
 - iii. We need to find ways to encourage all visitors to stay just one more day.
 - iv. Key FY2024 objectives focus on product development for music, ecotourism, and culinary programs. At the same time, our emphasis will be to drive higher spend/longer stay visitors from fly markets (drive markets will also be targeted), while also driving and optimizing spend from shorter-haul midweek markets. We will be testing new programs and also reallocating some financial and staff resources from Florida markets to markets outside of the state of Florida (i.e., Atlanta, Charlotte, Chicago, NYC).

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

- The Leisure Sales Committee did not meet (next meeting June 28, 2023).

Conference Sales Committee – William McBroom

- The Conference Sales Committee met. Discussions were had regarding higher-end show pick-ups, growing FSAE with partners, the ASAE booth in Atlanta this year, and group offers. Group business is steady, but properties are seeing a shorter leisure booking window. William also shared that Chris Pranis (Embassy Suites, St. Augustine Beach) was able to donate food to the St. Francis House, through assistance with the

Sustainable Events Network's food rescue program. The next Conference Sales Committee meeting is September 13, 2023 at the Embassy Suites, St. Augustine Beach.

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

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

- a. Melissa Wissel shared that the City is revisiting Nights of Lights and considering changing the end date to mid-January, starting in 2024. The residents feel it is too long of a season.
- b. Commissioner Garriss echoed Melissa's comments and added that there are too many weekend events and too much traffic. Residents feel they never get a break on parking and traffic.
- c. There was much discussion and comments from Board members regarding the importance of keeping Nights of Lights open throughout January for local businesses. There was a suggestion for the City to survey local businesses, and not just residents, regarding this topic. In addition, a recommendation was made to move festivals out to the Fairgrounds instead of Francis Field.
- d. Last, Commissioner Garriss shared an update on the many City streets which have been resurfaced.

City of St. Augustine Beach: Commissioner Dylan Rumrell

Ex-officio Comments:

St. Johns County Chamber of Commerce: Bob Porter

- a) Bob Porter provided an update on essential workforce housing/affordable housing. The Board of County Commissioners is working to identify the best placement and infrastructure proximity for up to 300 homes. Isabelle Renault and Mark Nighbor will share an essential worker housing report at the VCB's July Board meeting.

Northeast Florida Regional Airport: Kevin Harvey

New Business: None.

Old Business:

1. RFP Updates – Chair Kimberly Wilson and Susan Phillips
 - a. This was covered in the Strategic Plan update.

Adjournment: Meeting adjourned at 3:43 p.m.

The next VCB Board of Directors meeting will be at The Homewood Suites by Hilton, San Sebastian, St. Augustine on July 25, 2023.

DRAFT

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX																						
FISCAL YEAR 2023																						
OCCUPANCY/REPORTING MONTH		OCT		% PY	NOV		% PY	DEC		% PY	JAN		% PY	FEB		% PY	MAR		% PY			
GROSS RECEIPTS		\$	31,137,967.94	2.2%	\$	30,249,583.62	1.2%	\$	39,770,195.54	2.4%	\$	36,620,019.99	29.0%	\$	41,171,556.98	6.9%	\$	58,300,569.55	7.7%			
EXEMPT RECEIPTS		\$	(1,363,608.14)	25.2%	\$	(1,215,164.82)	32.2%	\$	(1,376,879.34)	39.1%	\$	(1,682,908.59)	73.9%	\$	(1,348,770.98)	21.1%	\$	(1,374,043.55)	10.6%			
TAXABLE RECEIPTS		\$	29,774,359.80	1.4%	\$	29,034,418.80	0.2%	\$	38,393,316.20	1.5%	\$	34,937,111.40	27.4%	\$	39,822,786.00	6.5%	\$	56,926,526.00	7.7%			
TOTAL TAX COLLECTED		\$	1,488,717.99	1.4%	\$	1,451,720.94	0.2%	\$	1,919,665.81	1.5%	\$	1,746,855.57	27.4%	\$	1,991,139.30	6.5%	\$	2,846,326.30	7.7%			
ADJUSTMENTS																						
TOTAL TAX DUE		\$	1,488,717.99	1.4%	\$	1,451,720.94	0.2%	\$	1,919,665.81	1.5%	\$	1,746,855.57	27.4%	\$	1,991,139.30	6.5%	\$	2,846,326.30	7.7%			
LESS COLLECTION ALLOWANCE		\$	(8,866.53)	16.8%	\$	(10,684.24)	27.8%	\$	(12,152.24)	26.9%	\$	(11,826.94)	19.0%	\$	(13,380.51)	19.3%	\$	(18,394.21)	19.7%			
PLUS PENALTY		\$	21,987.69		\$	7,459.65		\$	9,402.27		\$	7,576.59		\$	9,712.55		\$	7,590.32				
PLUS INTEREST		\$	991.51		\$	190.34		\$	179.89		\$	165.63		\$	239.23		\$	155.49				
TOTAL AMOUNT REMITTED		\$	1,502,830.66	2.8%	\$	1,448,686.69	0.6%	\$	1,917,095.73	1.6%	\$	1,742,770.85	27.5%	\$	1,987,710.57	6.5%	\$	2,835,677.90	7.7%			
LESS TAX COLLECTOR & CLERK		\$	(30,056.61)	2.8%	\$	(28,973.73)	0.6%	\$	(38,341.91)	1.6%	\$	(34,855.42)	27.5%	\$	(39,754.21)	6.5%	\$	(56,713.56)	7.7%			
NET TO TDC		\$	1,472,774.05	2.8%	\$	1,419,712.96	0.6%	\$	1,878,753.82	1.6%	\$	1,707,915.43	27.5%	\$	1,947,956.36	6.5%	\$	2,778,964.34	7.7%			
	APR		% PY	MAY		% PY	JUN		% PY	JUL		% PY	AUG		% PY	SEP		% PY	YTD			
GROSS RECEIPTS		\$	51,154,219.10	4.7%	\$	40,423,534.14	3.1%													\$	328,827,646.86	7%
EXEMPT RECEIPTS		\$	(1,157,627.70)	14.2%	\$	(1,482,744.14)	43.2%													\$	(11,001,747.26)	
TAXABLE RECEIPTS		\$	49,996,591.40	4.5%	\$	38,940,790.00	2.0%													\$	317,825,899.60	
TOTAL TAX COLLECTED		\$	2,499,829.57	4.5%	\$	1,947,039.50	2.0%													\$	15,891,294.98	6%
ADJUSTMENTS		\$ -																				
TOTAL TAX DUE		\$	2,499,829.57	4.5%	\$	1,947,039.50	2.0%													\$	15,891,294.98	
LESS COLLECTION ALLOWANCE		\$	(16,827.27)		\$	(14,238.73)														\$	(106,370.67)	
PLUS PENALTY		\$	6,255.24		\$	5,636.56														\$	75,620.87	
PLUS INTEREST		\$	136.71		\$	85.52														\$	2,144.32	
TOTAL AMOUNT REMITTED		\$	2,489,394.25	4.4%	\$	1,938,522.85	2.0%													\$	15,862,689.50	
LESS TAX COLLECTOR & CLERK		\$	(49,787.89)	4.4%	\$	(38,770.46)	2.0%													\$	(317,253.79)	
NET TO TDC		\$	2,439,606.37	4.4%	\$	1,899,752.39	2.0%													\$	15,545,435.71	6%


FY2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	-3.2%	\$ 169,146	11.3%	-3.7%	\$ 273,465	18.2%	54.9%
November	\$ 929,682	64.2%	1.7%	\$ 147,183	10.2%	-22.4%	\$ 274,602	19.0%	38.6%
December	\$ 1,258,171	65.6%	-0.6%	\$ 197,554	10.3%	-12.3%	\$ 322,403	16.8%	26.2%
2023 January	\$ 975,482	56.0%	17.1%	\$ 269,059	15.4%	52.9%	\$ 327,089	18.8%	51.6%
February	\$ 1,159,536	58.3%	10.2%	\$ 342,566	17.2%	-10.9%	\$ 333,150	16.8%	15.8%
March	\$ 1,723,615	60.8%	4.8%	\$ 388,742	13.7%	-9.2%	\$ 526,660	18.6%	29.2%
April	\$ 1,376,723	55.3%	-5.0%	\$ 434,408	17.5%	3.0%	\$ 493,201	19.8%	40.2%
May	\$ 1,132,566	58.4%	-4.7%	\$ 303,960	15.7%	-1.5%	\$ 378,007	19.5%	33.3%
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	8.9%	\$ 43,541	2.9%	-33.7%	\$ 1,502,830.66
November	\$ 48,721	3.4%	-13.6%	\$ 48,498	3.3%	-40.8%	\$ 1,448,686.66
December	\$ 52,838	2.8%	-16.7%	\$ 86,130	4.5%	11.9%	\$ 1,917,095.73
2023 January	\$ 97,212	5.6%	44.5%	\$ 73,929	4.2%	-1.2%	\$ 1,742,770.75
February	\$ 83,894	4.2%	17.5%	\$ 68,565	3.4%	-3.3%	\$ 1,987,710.57
March	\$ 72,650	2.6%	5.5%	\$ 124,010	4.4%	48.2%	\$ 2,835,677.90
April	\$ 100,278	4.0%	8.5%	\$ 84,785	3.4%	22.4%	\$ 2,489,394.25
May	\$ 62,062	3.2%	12.2%	\$ 61,928	3.2%	-3.1%	\$ 1,938,522.85
June							
July							
August							
September							

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

Fiscal Year 2023FY YTD**FY YTD**



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

TRAVEL MARKETING CAMPAIGN

46%

Increase in Total Website
Sessions YoY

57%

Increase in Engaged
Sessions YoY

64%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of June, the Tempest team **optimized** the **Sing Out Loud** annual event page.
- The team **optimized** the **Things to Do** page.
- The team also **optimized** the **Fountain of Youth** page.
- We **optimized** the **Historic Forts** page.
- Additionally, the team **created** and **deployed** the **June** email.

DISCLAIMER: We've begun reporting on more GA4 data within this monthly report, and will continue to replace Universal Analytics (UA) data in the monthly reports in the months leading up to July 1.

A person is shown in silhouette, sitting and looking at a tablet device. The background is a vibrant sunset with orange and yellow clouds. The person is wearing a hoodie.

TRAVEL MARKETING

SITE PERFORMANCE



TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In June, all of your top level performance saw great increases compared to last year.

199,189 Website Sessions

154,952 Website Users

374,663 Pageviews

74,510 Organic Website Users

102,068 Engaged Sessions

51.24% Engagement Rate

0:02:25 Average Engagement Time per Session

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

203,486 Visits to Website

156,094 Users

320,232 Pageviews

1.57 Pageviews per Visit

0:01:19 Average Time on Site

73.69% New Sessions

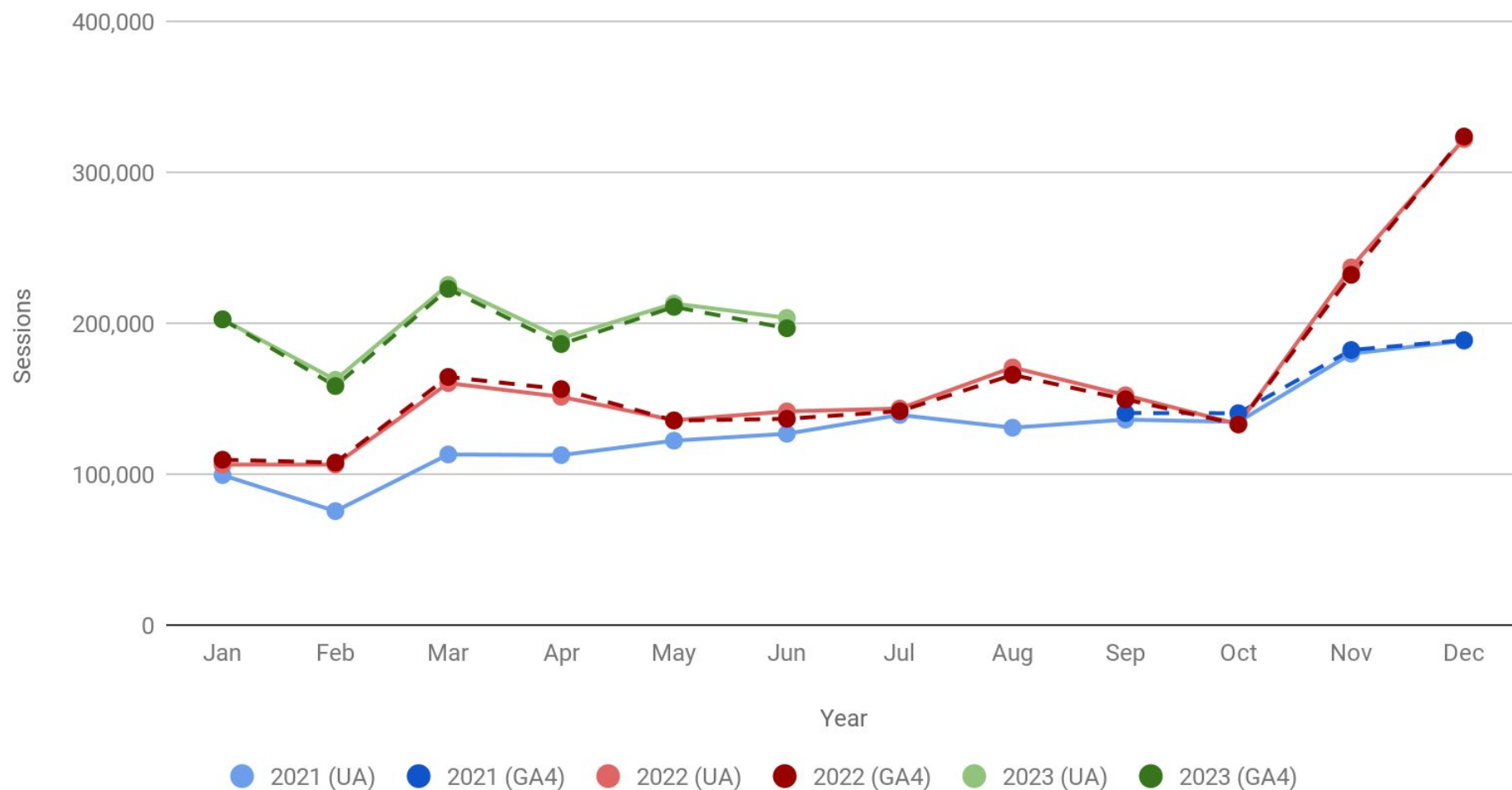
72.18% Bounce Rate

28.58% 50% Scroll Depth

TRAVEL MARKETING | GA4

SESSIONS

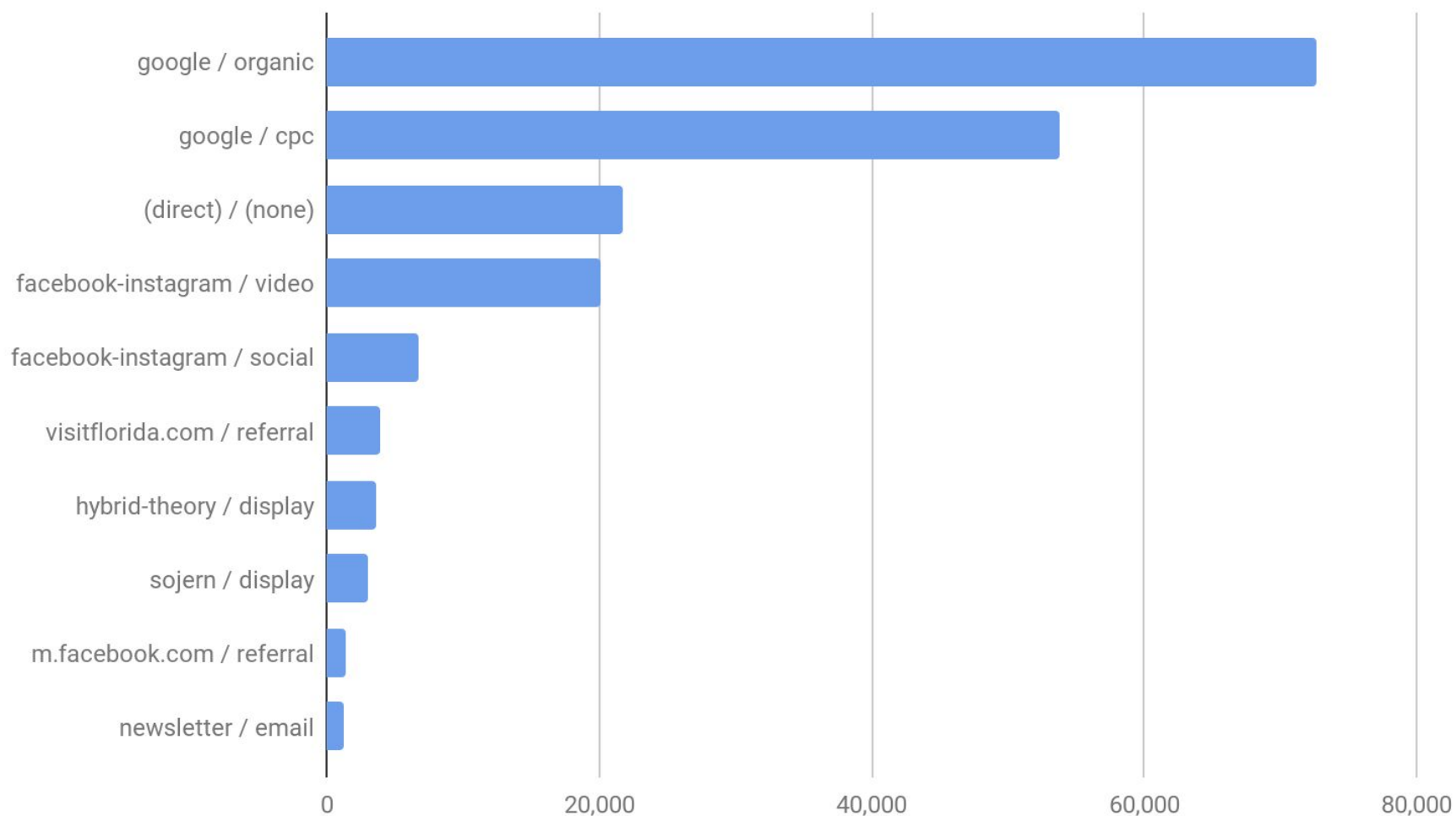
Visits captured by the website saw a nice 46 percent increase compared to June 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

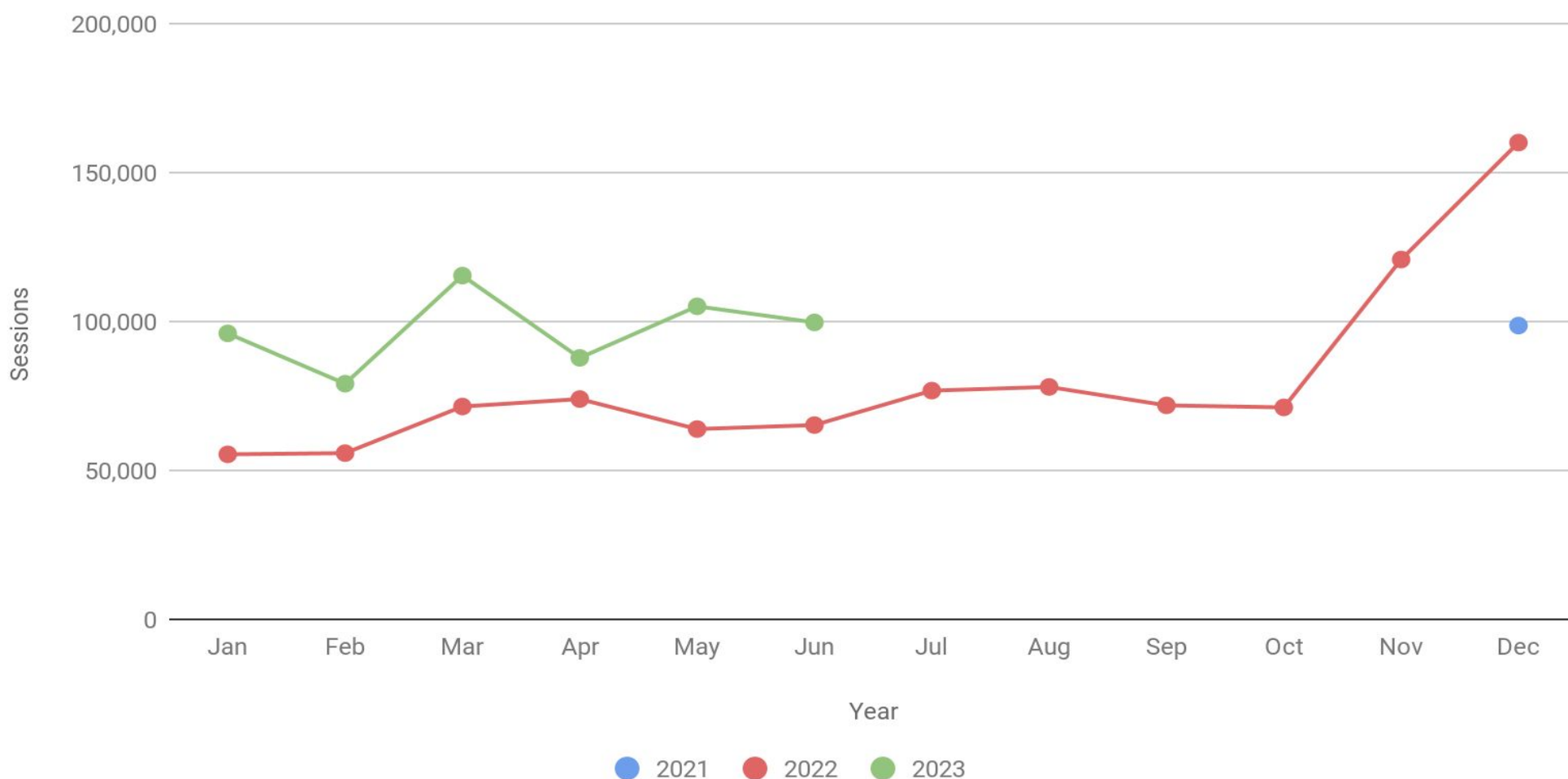
In June, we continue to see strong traffic increases coming from most of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

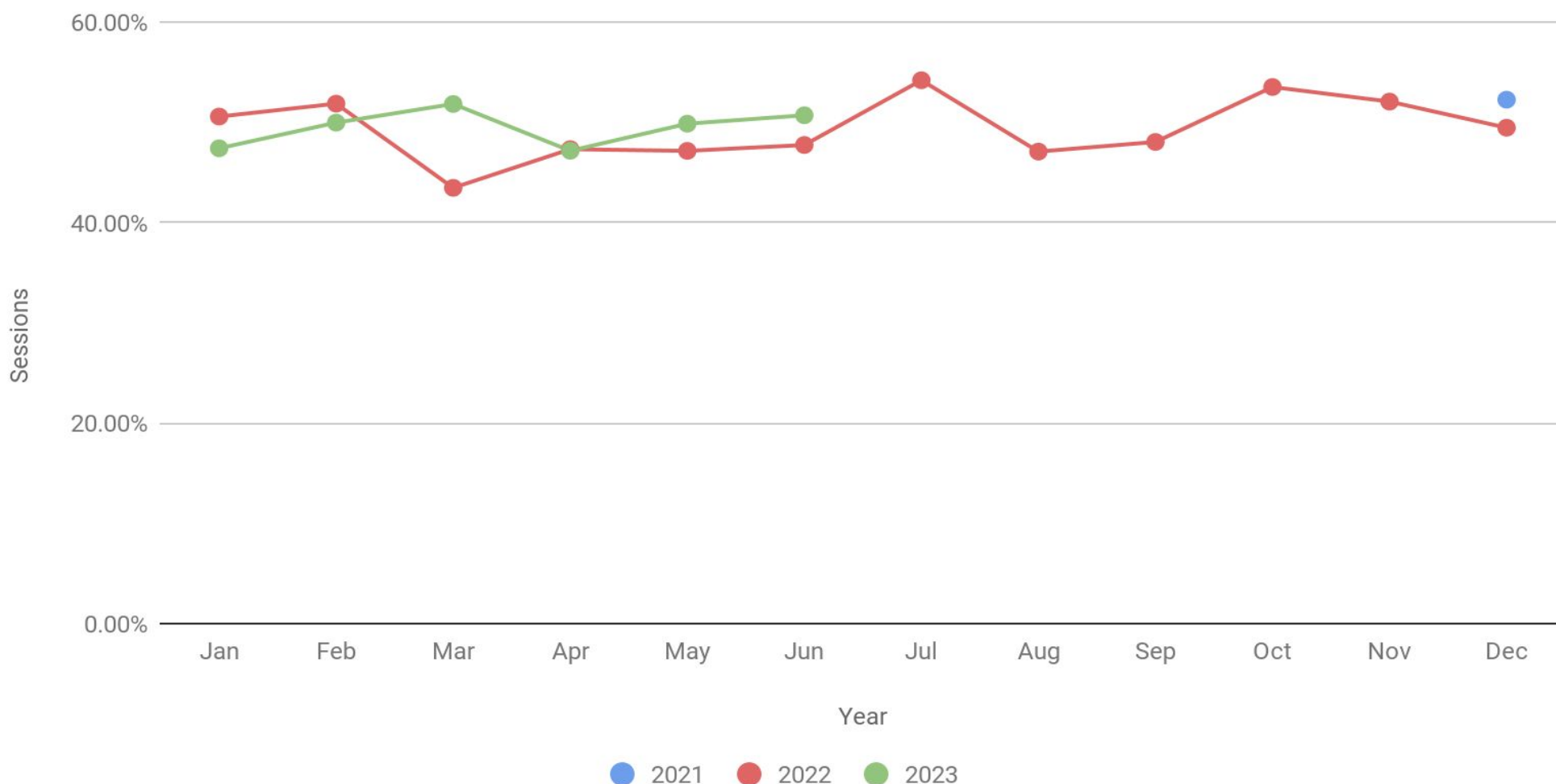
In June, we saw over 102k engaged sessions on the site, a 57 percent increase compared to last year, with an average duration of 02:25.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In June, the engagement rate increased 7 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from BookDirect Clicks up 101 percent year-over-year.

687 Requests for Physical Guides

72 eNewsletter Signups

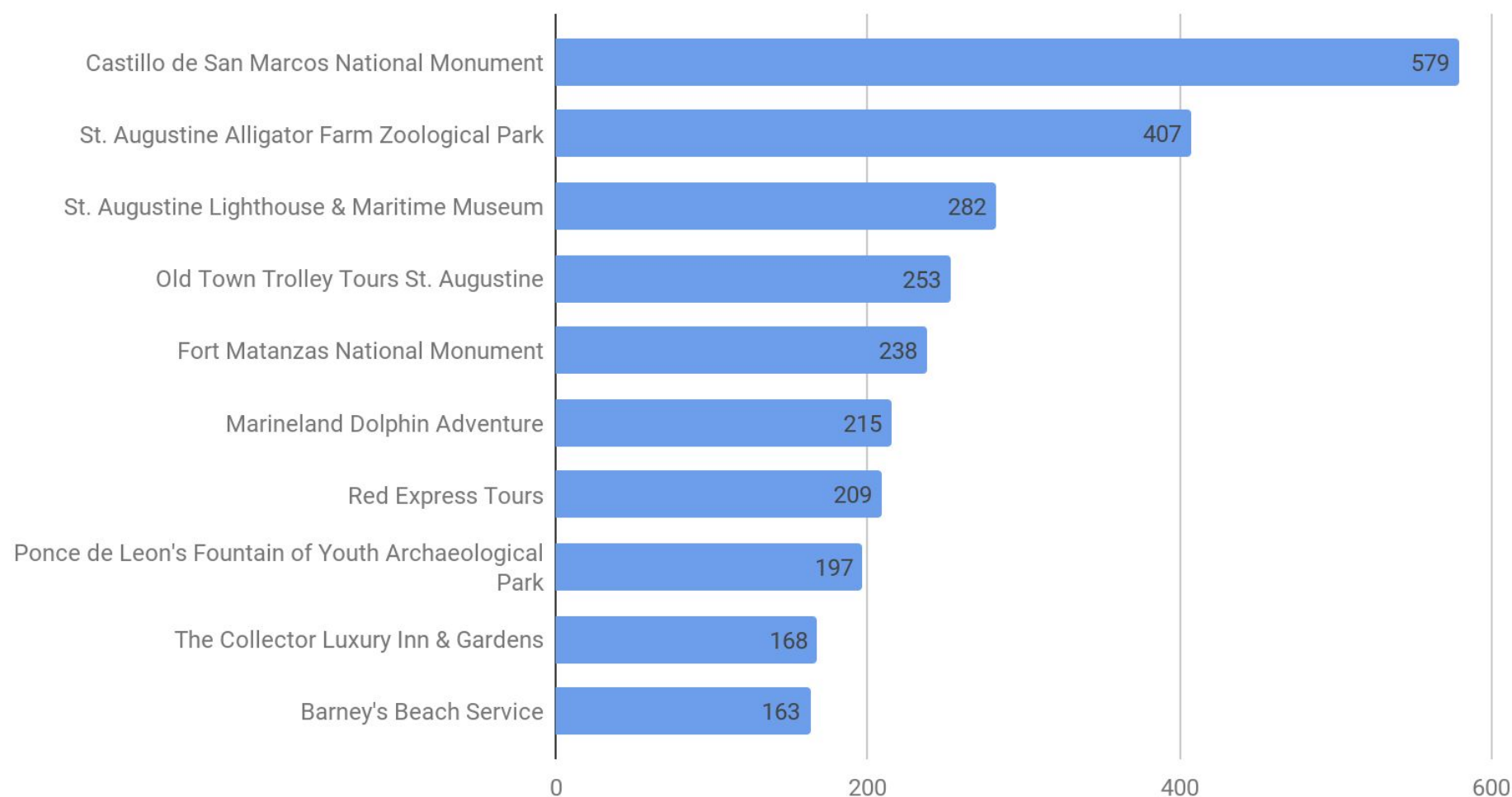
10,400 Clicks on Partner Listings

2,283 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner in June, and also saw the highest year-over-year increase of 144.





TRAVEL MARKETING

ORGANIC SEARCH



TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 38 percent of the overall website visitation.

77,847 visits to Website

64,314 Users

131,407 Pageviews

1.69 Pageviews per Visit

0:01:44 Average Time on Site

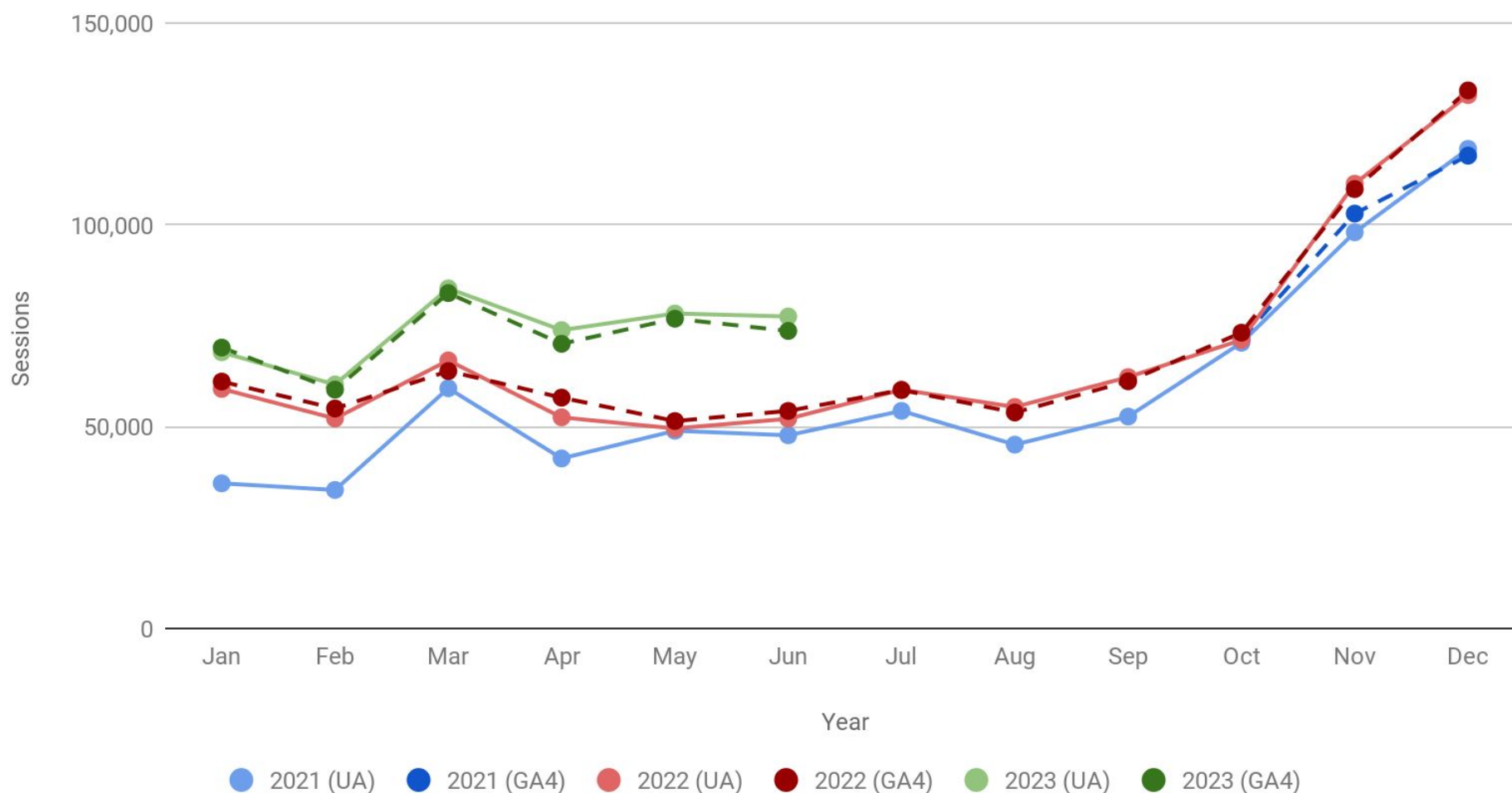
73.46% New Sessions

63.59% Bounce Rate

TRAVEL MARKETING | GA4

ORGANIC SEARCH

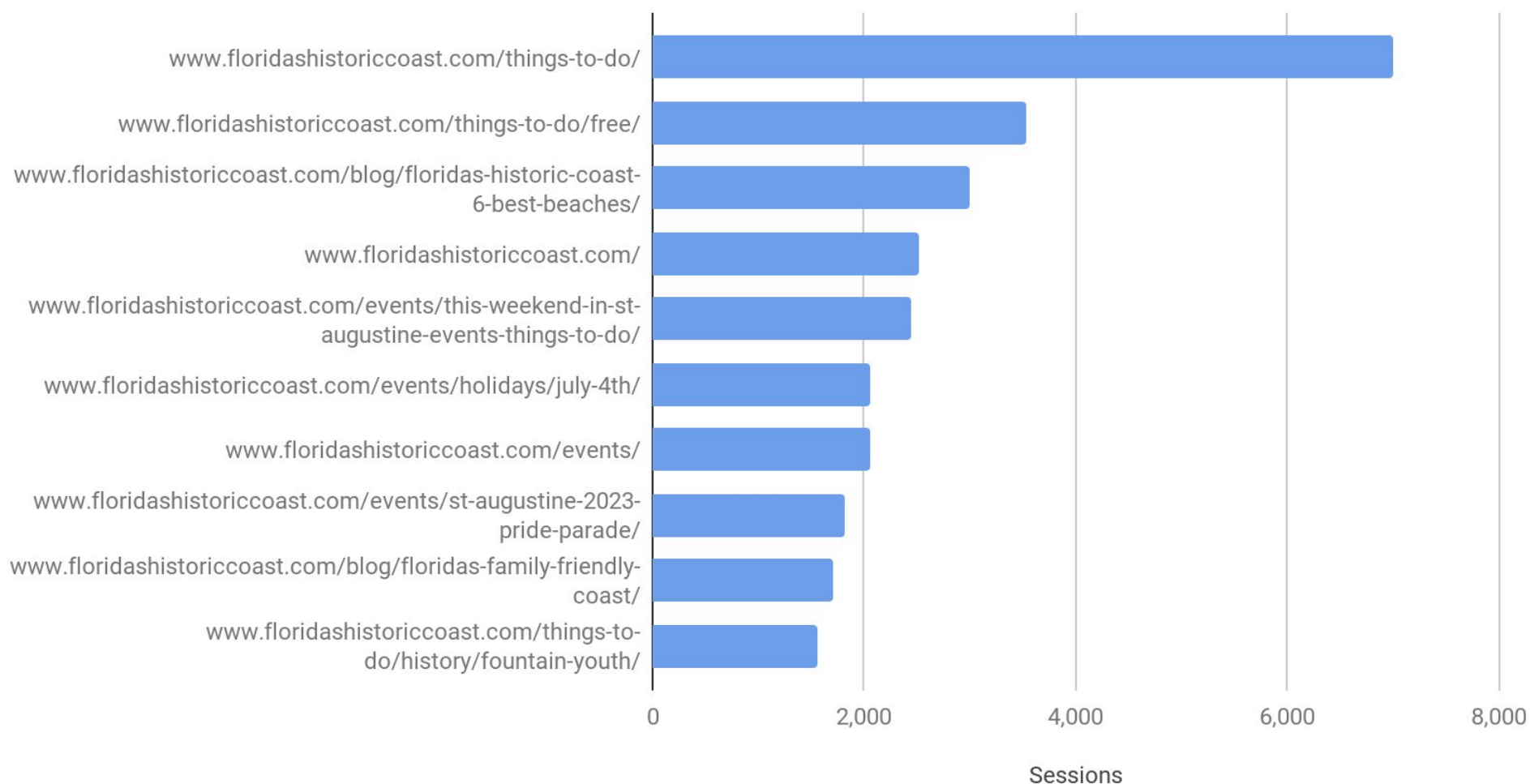
Organic search traffic increased by 38 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

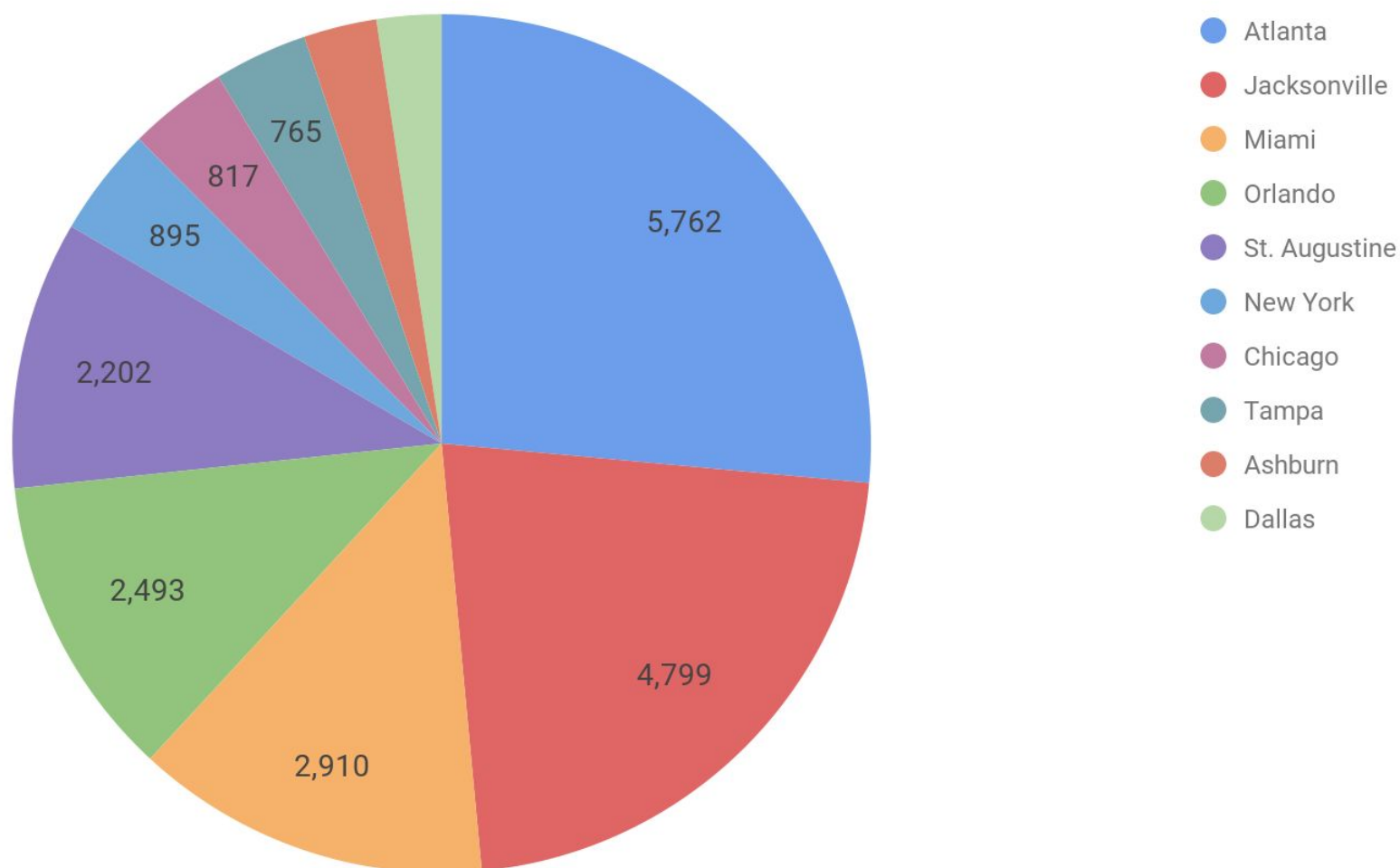
In June, the Florida's Historic Coast 6 Best Beaches blog (+115%) and 4th of July event page (+285%) recently optimized by the Tempest team saw a nice increase compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 95 percent, Tampa saw a 38 percent increase and Jacksonville saw a 31 percent increase year-over-year.





VCB INDUSTRY EMAIL STATISTICS JUNE 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Wed, Jun 28, 2023, 5:17 PM	June 27, 2023 PARTNERCOM	416	235 58%	26 6%	12 3%	0 0%
Mon, Jun 26, 2023, 10:48 AM	Celebrate July 4th on Florida's Historic Coast With an Array of Events	950	370 42%	14 2%	59 6%	0 0%
Mon, Jun 26, 2023, 10:11 AM	THIS WEEK June 26 - July 2, 2023	557	184 35%	7 1%	28 5%	0 0%
Tue, Jun 20, 2023, 3:12 PM	FHC Summer Fun Attractions Campaign2	76	35 47%	2 3%	2 3%	0 0%
Mon, Jun 19, 2023, 8:39 AM	THIS WEEK June 19-25, 2023	653	252 41%	17 3%	42 6%	0 0%
Fri, Jun 16, 2023, 3:50 PM	FHC Summer Fun Attractions Campaign	67	32 49%	6 9%	2 3%	0 0%
Mon, Jun 12, 2023, 11:36 AM	THIS WEEK June 12-18, 2023	668	251 40%	18 3%	41 6%	0 0%
Tue, Jun 6, 2023, 4:12 PM	June 6, 2023 PARTNERCOM	424	199 49%	22 5%	21 5%	0 0%
Mon, Jun 5, 2023, 9:38 AM	THIS WEEK June 5-11, 2023	564	223 42%	8 2%	35 6%	0 0%
Thu, Jun 1, 2023, 1:07 PM	Celebrate African American Heritage on Florida's Historic Coast	1,668	557 37%	16 1%	153 9%	0 0%



TRAVEL MARKETING

EMAIL MARKETING



TRAVEL MARKETING

GENERAL EMAIL PERFORMANCE

In June, the top viewed story for both the opt in email and the other source subscribers was the 4th of July event blog.

WEBSITE OPT-IN SUBSCRIBERS

19,852 Messages Sent

12.70% Click-to-Open Rate

633 Sessions

0:03:33 Average Session Duration

OTHER SOURCE SUBSCRIBERS

167,261 Messages Sent

4.88% Click-to-Open Rate

613 Sessions

01:45 Average Session Duration

Total Subscribers: 217,132

TRAVEL MARKETING

LOOKING AHEAD

- During the month of July, the Tempest team will be **optimizing** the Summer Fun on Florida's Historic Coast page.
- The team will **optimize** the Free Things to Do page.
- The team will also **optimize** the Ponte Vedra Beach Secrets and Things to Do blog.
- We will be **optimizing** the September is Locals Month blog.
- Additionally, the team will **create** and **deploy** the July email.

"Those who plan do better than those who do not plan even though they rarely stick to their plan."

~Winston Churchill

TASK TERMINOLOGY

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

THANK YOU

QUESTIONS?

St. Johns County Visitors & Convention Bureau

Call Center Statistics

June 1 - June 30, 2023

Total Calls Received:	142
Total Call Minutes:	348.75
Average Answer Time:	28 sec
Brochures Ordered:	16

St. Johns County Visitors & Convention Bureau

Requests By Guide

June 1 - June 30, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	933
<u>GRAND TOTAL</u>	<u>933</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

June 1 - June 30, 2023

<u>Guide</u>	<u># of Requests</u>
Call Center	16
2022 Visit Florida Magazine	6
2023 Visit Florida Magazine	137
WebTraveler	105
Calendar of Events	669
GRAND TOTAL	933

St. Johns County Visitors & Convention Bureau

Requests By State

June 1 - June 30, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	279	29.9%
GA	76	8.1%
TN	53	5.7%
NC	43	4.6%
SC	38	4.1%
PA	37	4.0%
OH	36	3.9%
NY	32	3.4%
AL	31	3.3%
IL	29	3.1%
TX	27	2.9%
NJ	23	2.5%
WI	22	2.4%
MI	19	2.0%
KY	16	1.7%
MO	16	1.7%
VA	16	1.7%
IN	15	1.6%
MD	11	1.2%
Foreign	10	1.1%
LA	10	1.1%
MN	9	1.0%
CA	8	0.9%
AZ	7	0.8%
ME	7	0.8%
MS	7	0.8%
AR	6	0.6%
DE	6	0.6%
CO	5	0.5%
OK	5	0.5%
WA	5	0.5%
CT	4	0.4%
KS	4	0.4%
ND	3	0.3%
NH	3	0.3%
WV	3	0.3%

MA	2	0.2%
NV	2	0.2%
WY	2	0.2%
IA	1	0.1%
ID	1	0.1%
NE	1	0.1%
NM	1	0.1%
OR	1	0.1%
UT	1	0.1%
GRAND TOTAL	933	

St. Johns County Visitors & Convention Bureau

Requests By Country

June 1 - June 30, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	923	98.93%
Canada	7	0.75%
Belgium	1	0.11%
Ecuador	1	0.11%
Iran	1	0.11%
GRAND TOTAL	933	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

June 1 - June 30, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	11	69%	136	61%
Yes	5	31%	88	39%
TOTAL	16		224	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

June 1 - June 30, 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	2%
Feb-23	0	0%	15	7%
Mar-23	0	0%	31	14%
Apr-23	0	0%	20	9%
May-23	0	0%	25	11%
Jun-23	3	19%	41	18%
Jul-23	0	0%	13	6%
Aug-23	0	0%	10	4%
Sep-23	0	0%	10	4%
Oct-23	0	0%	9	4%
Nov-23	2	13%	8	4%
Dec-23	1	6%	8	4%
Jan-24	4	25%	9	4%
Feb-24	2	13%	5	2%
Mar-24	1	6%	4	2%
Apr-24	0	0%	3	1%
May-24	1	6%	3	1%
Jun-24	0	0%	1	0%
Unsure 2023	2	13%	4	2%
TOTAL	16		224	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

June 1 - June 30, 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%	6	3%
2 days	2	13%	21	9%
3 days	4	25%	61	27%
1 week	5	31%	101	45%
2 weeks	0	0%	8	4%
3 weeks	0	0%	1	0%
1 month	0	0%	2	1%
2 months	1	6%	2	1%
3 months	2	13%	5	2%
Don't know	2	13%	17	8%
TOTAL	16		224	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

June 1 - June 30, 2023

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	6%	9	4%
2	7	44%	115	51%
3	2	13%	25	11%
Four or more	3	19%	58	26%
Don't know	3	19%	17	8%
TOTAL	16		224	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

June 1 - June 30, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	13	81%	200	89%
Hotel / Motel	1	6%	12	5%
Bed / Breakfast	1	6%	6	3%
Condo	0	0%	1	0%
RV	1	6%	3	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	0	0%
TOTAL	16		224	

**Visitor Center Inquiries
June 2023**

SJCC –PVBD Visitor & Information Center

	June 2023	June 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	15	47	0.02%	296	391	490

City of St. Augustine Downtown Visitors Center

	June 2023	June 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	55,571	51,245	91%	464,985	366,472	505,368

St. Augustine Beach Visitors Center

	June 2023	June 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,082	1,911	7%	19,222	21,091	25,977

Jacksonville Airport Visitor Information Center

	June 2023	June 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,172	1,016	2%	2,661	9,036	10,695

Total Inquiries at Visitors Centers

	June 2023	June 2022	FYTD 2023	FYTD 2022	Total FY 2022
	60,840	54,219	487,164	396,990	542,530

Report from Ponte Vedra Chamber was unavailable at time of reporting.



Partners Applied:

- The Vident Company
- DJ's Clam Shack

Partners Approved Previously:

- 9 Aviles, LLC
- Sun Oak Propco GP LLC dba Overmoon

FY 2023 Partnership Recap

- New Partner Businesses FY 2023 – 8
- Total Partners September 2022 – 285
- Total number of businesses dropped FY 2022 - 17
- Total Partners FY 2023 – 291



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: The Vident Company

Main Contact & Title: David Hanscom & Nick Sangiamo / Co-Founders

Business Phone Number: 904-834-1216 Fax Number: _____

E-mail Address: hello@thevidentcompany.com

Web site: thevidentcompany.com

Social Media links:         Other: @thevidentcompany

Physical Address: 101 Marketside Avenue #404-123

City, State, ZIP: Ponte Vedra, FL 32081

Mailing Address (if different from above): _____

Occupational License (s) # Please attach applicable copy(ies) City #: _____ County #: 1090538

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: David Hanscom- Dir. of Membership, hello@thevidentcompany.com

Sales Manager: _____

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

David Hanscom & Nick Sangiamo

Who would you like to receive leads? David Hanscom & Nick Sangiamo

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)

We beleive it is a great opptunity to connect with the community and those doing business in St Augustine.

It will allow us to showcase our services as well.

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.

David Hanscom

Signed

05/18/23

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

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 1090538
EXPIRES September 30, 2023

Business Type Business Office
Location 101 Marketside Ave # 404-123
Ponte Vedra FL 32081

**New Business
Transfer**

Business Name **The Vident Company LLC**

Owner Name The Vident Company LLC

**Mailing
Address** 101 Marketside Ave #404-123
Ponte Vedra FL 32081



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) 2021-992009302 on 08/17/22 for \$22.00



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: DJ's Clam Shack

Main Contact & Title: Kaleb Odom - General Manager

Business Phone Number: 904-217-0291 Fax Number: _____

E-mail Address: djsstaug@disclamshack.com

Web site: disclamshack.com/st-augustine/

Social Media links:         Other: disclamshackstaugustine

Physical Address: 21 Hypolita St., St. Augustine, FL 32084

City, State, ZIP: _____

Mailing Address (if different from above): 21 Hypolita St., St. Augustine, FL 32084

Occupational License (s) # Please attach applicable copy(ies) City #: 5352 County #: _____

Tour Guide/Other License # NA Bed Tax # _____

What is the best time (s) 10 Am and phone number to reach you? Tue-Sun

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

General Manager: Kaleb Odom

Director of Sales: _____

Sales Manager: _____

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

Kaleb Odom

Who would you like to receive leads? Kaleb Odom

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.

~~digest @~~ disstaug@disclamshack.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)

To become more involved in the community, and to better understand local business marketing in St. Augustine, FL.

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.

K Odom
Signed

5/31/2023
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

CITY OF ST. AUGUSTINE

50 BRIDGE ST
ST. AUGUSTINE, FLORIDA 32084-4334

BUSINESS TAX RECEIPT 2022-2023

DJ'S CLAM SHACK
21 HYPOLITA ST
ST AUGUSTINE, FL 32084

BUSINESS NAME:

DJ'S CLAM SHACK



BUSINESS LOCATION:

21 HYPOLITA ST
ST AUGUSTINE, FL 32084



BUSINESS TYPE:

MERCHANT



BUSINESS TAX TYPE:

RESTAURANTS

AMOUNT PAID:

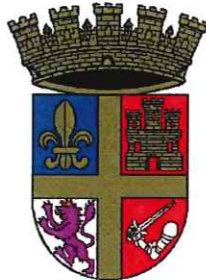
\$100.00

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 #:5352

ISSUE DATE: 05/02/2023



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

- FY2024 Marketing Plan printing
- Final 2023 Group & Meeting Guide review and printing plus creation of digital guide
- PartnerCom design revision started
- Sing Out Loud general promo video for FHC YouTube, website & social
- 2024 Travel Planner paper & printing review with Madden
- Attractions video revisions for FHC Summer Fun web page, social & YouTube
- Create digital ads for FHC Summer Fun campaign, purchase [FHCSummerFun.com](https://www.FHCSummerFun.com) url & send partner emails
- Create annual Lodging & Travel Planner outreach postcards
- Autism training & testing



Facebook Fans added: 2,692 Total Followers: 531,116 (+3.6%)
Reach: 1,059,937 (-18%) Impressions: 2,520,935 (-30%) Engagement Rate: 7% (+171.1%)

Top Facebook Posts

6/12 Post: STA beach sunrise – accounts reached 179.6K, engagements 15.7K
6/17 Reel: St George St – accounts reached 23.1K, engagements 4.4K
6/15 Reel: Anastasia St Park – accounts reached 12.4K, engagements 3.2K

Twitter Total Followers: 14,050 (0%) Impressions: 35.5K (-50.5%)

YouTube Views: 1,900 (+16.78%) Lifetime Views: 448,200 (+0.39%)

Instagram Total Followers: 45,603 (+5.1%) Impressions: 305,965 (+50.2%) Reach: 72,649 (+30%)

Top Instagram Posts

6/25 Reel: Summertime in STA – accounts reached 24.4K, engagements 2.1K
6/17 Reel: St George St – accounts reached 17.7K, engagements 1.8K
6/15 Reel: Anastasia St Park – accounts reached 17.6K, engagements 1.6K

TikTok

Account Launched 7/4/22

June: Followers: 4,882 (+4.92%), Likes: 3,742 (+92.79%), Total video views: 113,587 (+83.4%)

HISPANIC SOCIAL MEDIA

Facebook

Page Followers 22.350 | 29 posts/6798 Reach, and 5 Reels/865 reach - Total reach 7663 | Total engagements/post 428
Stories 37 | Reach 2068

Top 4 FB Posts

6/18 Engagements 16, Reach 779 Clicks 45
6/5 Engagements 18, Reach 428, Clicks 12
6/13 Engagements 13, Reach 537, Clicks 10
6/2 Engagements 10, Reach 367, Clicks 14

Instagram

31 Posts incl 5 Reels | 1500 Followers (Net +10) | Total Engagements per post/reels 486 | Avg engagement 15.6 /post
Reach 3237 (+847, 35.44%)

46 Stories, reach 1888

Total impressions 5703 (-33%) | Total Reach (stories/ posts/Reels) 5,125 | 191 Profile visits (-28%) Overall, reached 33% more accounts that were not following us, compared to last month.

Top 4 IG Posts

DATE	ENGAGEMENTS	REACH	ENGMT RATE
6/21	79	653	12%
6/1	20	132	15%
6/22	19	174	11%
6/14	19	104	18%

Top 4 Stories

6/12 Reach 83, Completion Rate 90.4%
6/13 Reach 76, Completion Rate 93.3%
6/24 Reach 71, Completion Rate 90.1%
6/26 Reach 69, Completion Rate 89.9%

Additional links clicked through to website via TinyUrl tracking

693 total clicks (+239)



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Sales Department Report, June 2023

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

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.*

June 2023

Site Visit:

- Partners in Association Management Site Visit, 6/15
- River City Wrestling Con 2024, 6/19
- Sunrise Tour & Travel 2024, 6/21-23
- Golf Tour Operator FAM with Florida's First Coast of Golf, 6/24-25
- EXL Site Visit, 6/27

Sales Initiatives:

- Society of Government Meeting Professionals National Educational Conference, 6/6-8
- Society of Incentive Travel Excellence Southern Supper Event, 6/6-7
- Travel Alliance Partners, 6/11-14
- Military Reunion Planners Educational Summit, 6/23-27

Meetings:

- Vilano Main Street Meeting, 6/21
- Meeting Professionals International North Florida Chapter Event, 6/22

**St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report JUNE 2023**

[illegible]



June 2023 Media Results: 6,794,423,615 Impression 2332
VCB Earned Media Result: 1,689,537,067 Impressions: 691clips

Stories in publications by hosted media: 127
Images and video inclusion in stories: 167
Quotes and direct messaging used in stories: 90
Website or provided links used in stories: 63
Earned Hispanic media: 25

Media Inquiries & Story Pitches: Story pitches were primarily in response to media inquiries (22), direct contact from journalists (5), and media outlet searches (18).

Releases Issued (11):

Two Partnercom
Four This Week
Summertime deals
Celebrate African American Heritage on FHC
Celebrate the 4th On Florida's Historic Coast
Viaja St. Augustine Microsite launch
Prestigious Accolades for Florida's Historic Coast

Writers Hosted: (6) Taylor Deer, BrowneyedFlowerChild.com; Kirsten Harrington, on assignment for Bahamair Magazine; Nikki Millar KA, on assignment for Thrillist and Yahoo.com; Michael Hannwacker, writer and Arndt Von, Photographer on assignment for German Magazine; and Ed Condon, on assignment for Philly Voice News

Images Released: 42 images downloaded from Cleanpix, and 7 additional images and B-Roll delivered via email or DropBox

Highlights of VCB assisted media coverage: MetroPR News, Exitoso festival musical reúne a los latinos en St. Augustine; MSN.com, From Beaches To Lighthouses: A Scenic Drive On Florida's A1A; US News Best Vacations, Iconic Cities , Bucket List Adventures Rankings; MSN.com 10 Most Charming Towns in America; Meetings Today, 4 U.S. Beach Destinations for Meetings and Events That Deliver; Flaglerlive.com, Fishing on Florida's Historic Coast Heats Up This Summer; Patheos.com, The PLAYERS, a trip to Ponte Vedra; USA Today 10 Best: Most Walkable City in the US (#5), Best Distillery Tour, Best Craft Specialty Spirit and #10 Must Visit Beach in the South.

St Augustine, Ponte Vedra & The Beaches VCB Communications Report FY2023

Media Impressions	Apr-23	May-23	Jun-23	Apr-22	May-22	Jun-22	June 2023 compared to June 2022	YTD FY2023	YTD Compared to FY 2022	FY 2023 compared to FY 2022	FY 2022 Totals
Domestic Media	5,511,860,682	7,798,009,331	5,639,769,596	2,558,600,590	2,691,076,093	2,175,646,311	159.22%	130,013,181,988	39,773,213,245	227%	55,468,395,197
International	1,745,685,288	805,685,229	745,348,375	592,030,265	1,398,642,438	1,458,355,859	-48.89%	33,603,742,814	34,920,986,465	-4%	37,948,311,985
Broadcast	1,575,990,483	1,168,457,396	409,305,644	443,848,731	235,457,348	1,054,740,825	-61.19%	10,734,772,623	8,188,670,178	31%	12,304,374,873
Total	8,833,536,453	9,772,151,956	6,794,423,615	3,631,557,574	4,325,175,879	4,688,742,995	44.91%	178,713,963,575	82,919,947,876	116%	105,758,180,686
Media Inquiries Answered:	Apr-23	May-23	Jun-23	Apr-22	May-22	Jun-22	June 2023 compared to June 2022	YTD FY2023	YTD Compared to FY 2022	FY 2022 compared to FY 2022	FY 2022 Totals
Media Inquiries Answered:	27	26	22	26	20	18	22.22%	172	201	-14%	219
Media Visitors Hosted:	10	14	6	8	8	9	-33.33%	82	110	-25%	112
News Releases Issued:	9	14	11	11	9	9	22.22%	76	88	-14%	96
Stories Pitched	22	27	18	18	46	22	-18.18%	327	278	18%	302
VCB Initiated Broadcast, Print & Image access	166	573	691	154	247	329	110.03%	3,298	2,987	10%	3,449
Image access	178	74	42	109	51	28	50.00%	880	901	-2%	1,109
Impressions from VCB Initiated	2,400,638,925	20,791,111,745	1,689,537,067	404,588,312	702,440,911	859,135,631	96.66%	39,027,059,205	3,614,904,590	980%	13,748,149,131
# of stories from hosted media	166	146	127					1,033	0		0
Images or videos in stories	83	205	167					1,183	0		0
quotes or direct messages	91	200	90					2,107	0		0
Websites or links in stories	108	205	63					2,305	0		0
Earned Hispanic Media	110	96	25					1,665	0		0



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

November 2022 high number of impressions were a result of Hurricane Nicole coverage press release and story placements about recovery, and press release about Holiday Shopping and NOL . New reporting for FY 23 includes a point system reporting on the quality of use of resources.

GOLF TOURIST ACTIVITY

Florida's
First Coast of Golf

May-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

Florida
Georgia
North Carolina
Virginia
Ohio



INTERNATIONAL

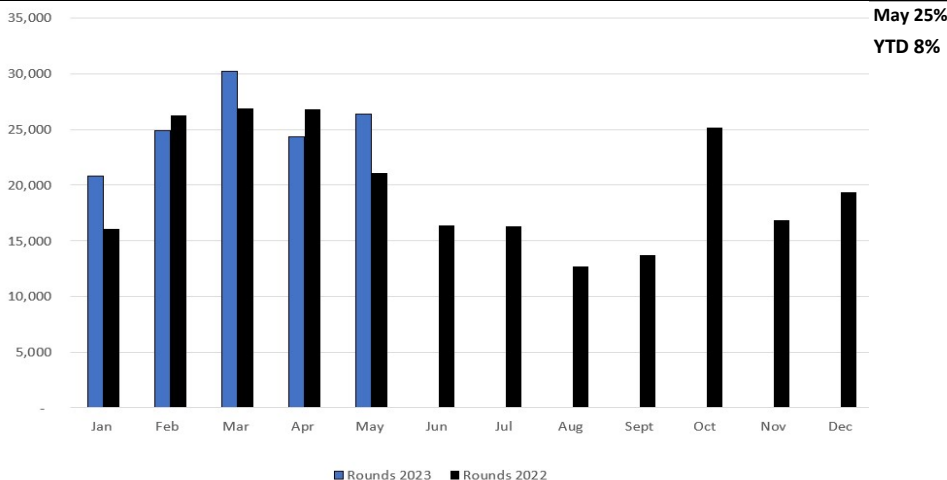
Canada
Germany
United Kingdom
China
Ukraine

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	8,077	16,545	-51%
YEAR TO DATE	138,302	88,985	55%



ST. JOHNS TOURIST ROUNDS TREND



PRECIPITATION

2023	2022	CHANGE
4.89	0.28	4.61



AVERAGE TEMP

2023	2022	CHANGE
86	83	3



FY23 EARNED MEDIA

VALUE	\$1,004,491
IMPRESSIONS	25,704,000