



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

VCB Board of Directors Meeting Packet
July 23, 2024 at 1:30 p.m.
Embassy Suites by Hilton, St. Augustine Beach
300 A1A Beach Blvd., St. Augustine, FL 32080

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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 23, 2024 1:30 pm

Embassy Suites by Hilton, St. Augustine Beach

300 A1A Beach Boulevard

St. Augustine, FL 32080

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement

Roll Call:

Public Comments:

Agenda Items

1. Approval of June 2024 Minutes – VCB Board of Directors
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports – Charlie Robles
4. June 2024 Advertising/Media Report – Susan Phillips
5. FY2025 Marketing Plan Presentation – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee – Jennifer Jenkins

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 Don Somora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

St. Johns County Cultural Council: Christina Parrish Stone

New Business:

1. VCB Nominating Committee Update – Chair Jason Kern

Old Business:

1. Advertising RFP Update – Chair Jason Kern & Susan Phillips

Adjournment:

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2024

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)		\$ (21,269.03)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68		\$ 13,068.14	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50		\$ 295.53	
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%	\$ 1,767,018.16	1.4%	\$ 2,035,356.37	2.4%	\$ 2,962,611.96	4.5%
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%	\$ 1,731,677.80	1.4%	\$ 1,994,649.24	2.4%	\$ 2,903,359.72	4.5%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%									\$ 335,439,230.26	2%
EXEMPT RECEIPTS	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%									\$ (10,410,541.06)	
TAXABLE RECEIPTS	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%									\$325,028,689.20	
TOTAL TAX COLLECTED	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%									\$16,251,434.46	2%
ADJUSTMENTS	0												\$0.00	
TOTAL TAX DUE	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%									\$16,251,434.46	
LESS COLLECTION ALLOWANCE	-\$15,734.65		-\$15,593.70										\$ (117,621.58)	
PLUS PENALTY	\$7,667.76		\$10,079.70										\$80,047.58	
PLUS INTEREST	\$274.62		\$256.76										\$2,583.90	
TOTAL AMOUNT REMITTED	\$ 2,152,295.99	-13.5%	\$ 2,046,894.52	5.6%									\$16,216,444.36	
LESS TAX COLLECTOR & CLERK	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%									\$ (324,328.89)	
NET TO TDC	\$ 2,109,250.07	-13.5%	\$ 2,005,956.63	5.6%									\$15,892,115.47	2%

Budgeted \$ 24,011,790
% of Budget 66.7%
% of FY 66.2%

FY2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 January	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 January	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June							
July							
August							
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2024	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	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	25.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	64.5%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	31.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	-29.6%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-53.2%
MAY	\$703,253.57	34.4%	-27.5%	\$467,851.99	22.9%	-22.0%	\$735,947.33	36.0%	-31.1%	\$18,310.61	0.9%	-25.9%
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 5,297,405			\$ 3,189,599			\$ 6,502,187			\$ 220,822		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	-29.0%	\$15,198.44	0.7%	-41.8%	5.5%	\$8,392.77	0.4%	-9.4%	\$ 2,046,894.52
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 814,916			\$ 123,388			\$ 68,128				\$ 16,216,444



VCB INDUSTRY EMAIL STATISTICS JUNE 2024

Time Sent ↑	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Jun 3, 2024, 8:22 AM	THIS WEEK, 6-3-2024	957	413 44%	115 12%	14 1%	0 0%
Wed, Jun 5, 2024, 9:31 AM	History Comes to Life at the Battle of Bloody Mose on June 22, 2024	1,525	568 38%	31 2%	34 2%	0 0%
Thu, Jun 6, 2024, 4:31 PM	VCB Social June 18 2024 - Tasting Tours, Chez L'amour, Fire & Ash	486	242 51%	39 8%	9 2%	1 1%
Thu, Jun 6, 2024, 9:55 PM	Florida's Historic Coast Announces Huge List of Summer Events	1,578	663 43%	93 6%	36 2%	3 1%
Mon, Jun 10, 2024, 8:46 AM	THIS WEEK, 6-10-2024	953	390 42%	45 5%	14 1%	0 0%
Tue, Jun 11, 2024, 11:02 AM	VCB Social June 18 2024 - Tasting Tours, Chez L'amour, Fire & Ash - 2	507	229 46%	19 4%	9 2%	0 0%
Tue, Jun 11, 2024, 11:26 AM	Juneteenth and 60th Anniversary Civil Rights Act on Florida's Historic Coast	1,521	553 37%	21 1%	36 2%	2 1%
Mon, Jun 17, 2024, 10:11 AM	THIS WEEK, 6-17-2024	954	366 39%	37 4%	14 1%	1 1%
Mon, Jun 17, 2024, 4:36 PM	History Comes to Life at the Battle of Bloody Mose	1,525	633 43%	61 4%	48 3%	1 1%
Wed, Jun 19, 2024, 9:07 AM	Florida's Historic Coast Celebrates July 4th with Fireworks & Events	1,518	543 37%	24 2%	40 3%	0 0%
Mon, Jun 24, 2024, 8:31 AM	THIS WEEK, 6-24-2024	748	282 38%	31 4%	9 1%	0 0%

Email Performance

Opt-in Subscribers

30,91
MESSAGES SENT

41%
CTOR

687
SESSIONS

03:41
AVG. SESSION
DURATION

Other Source Subscribers

163,278
MESSAGES SENT

12%
CTOR

454
SESSIONS

02:28
AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

June 1 - June 30, 2024

Total Calls Received:	67
Total Call Minutes:	195
Average Answer Time:	8 sec
Brochures Ordered:	24

St. Johns County Visitors & Convention Bureau

Requests By Guide

June 1 - June 30, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	798
<u>GRAND TOTAL</u>	<u>798</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

June 1 - June 30, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	89
2022 Visit Florida Magazine	1
2023 Visit Florida Magazine	12
2024 Visit Florida Magazine	131
Call Center	24
Summer Events Calendar	541
<u>GRAND TOTAL</u>	<u>798</u>

St. Johns County Visitors & Convention Bureau

Requests By State

June 1 - June 30, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	263	33.0%
GA	71	8.9%
TN	39	4.9%
SC	37	4.6%
IL	30	3.8%
NY	26	3.3%
NC	25	3.1%
AL	24	3.0%
OH	22	2.8%
PA	22	2.8%
MO	20	2.5%
TX	19	2.4%
VA	18	2.3%
KY	15	1.9%
IN	13	1.6%
MI	13	1.6%
Foreign	12	1.5%
NJ	12	1.5%
WI	12	1.5%
CA	10	1.3%
LA	9	1.1%
MA	9	1.1%
MN	7	0.9%
KS	6	0.8%
MD	6	0.8%
OK	6	0.8%
AR	5	0.6%
AZ	5	0.6%
CT	5	0.6%
CO	4	0.5%
OR	4	0.5%
DE	3	0.4%
IA	3	0.4%
MS	3	0.4%
NE	3	0.4%
SD	3	0.4%

UT	3	0.4%
WV	3	0.4%
PR	2	0.3%
WA	2	0.3%
HI	1	0.1%
NH	1	0.1%
NM	1	0.1%
NV	1	0.1%
GRAND TOTAL	798	

St. Johns County Visitors & Convention Bureau

Requests By Country

June 1 - June 30, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	786	98.50%
Canada	6	0.75%
Australia	2	0.25%
United Kingdom	2	0.25%
Germany	1	0.13%
India	1	0.13%
<u>GRAND TOTAL</u>	<u>798</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

June 1 - June 30, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	14	58%	160	63%
Yes	10	42%	95	37%
TOTAL	24		255	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

June 1 - June 30, 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	9%
Mar-24	0	0%	40	16%
Apr-24	0	0%	34	13%
May-24	0	0%	39	15%
Jun-24	7	29%	33	13%
Jul-24	4	17%	22	9%
Aug-24	2	8%	9	4%
Sep-24	1	4%	7	3%
Oct-24	1	4%	8	3%
Nov-24	4	17%	8	3%
Dec-24	1	4%	5	2%
Jan-25	0	0%	0	0%
Feb-25	0	0%	0	0%
Mar-25	0	0%	0	0%
Apr-25	0	0%	1	0%
May-25	2	8%	4	2%
Unsure 2024	2	8%	19	7%
Unsure 2025	0	0%	0	0%
TOTAL	24		255	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

June 1 - June 30, 2024

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	4%	8	3%
2 days	1	4%	31	12%
3 days	9	38%	64	25%
1 week	9	38%	102	40%
2 weeks	0	0%	7	3%
3 weeks	1	4%	3	1%
1 month	0	0%	2	1%
2 months	0	0%	1	0%
3 months	0	0%	0	0%
Don't know	3	13%	37	15%
TOTAL	24		255	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

June 1 - June 30, 2024

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	4%	9	4%
2	11	46%	112	44%
3	2	8%	27	11%
Four or more	7	29%	74	29%
Don't know	3	13%	33	13%
TOTAL	24		255	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

June 1 - June 30, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	22	92%	209	82%
Hotel / Motel	2	8%	33	13%
Bed / Breakfast	0	0%	8	3%
Condo	0	0%	4	2%
RV	0	0%	1	0%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	24		255	