



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
June 27, 2023 at 1:30 pm
Embassy Suites St. Augustine Beach Resort, 300 A1A Beach Blvd.,
St. Augustine, FL 32080

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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.



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

VCB Board of Directors Meeting Agenda

June 27, 2023 1:30 pm

Embassy Suites by Hilton, St. Augustine Beach

300 A1A Beach Boulevard

St. Augustine Beach, FL 32080

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement

Roll Call:

Public Comments:

Agenda Items

1. Approval of April 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. April & May 2023 Advertising/Media Report – Susan Phillips
6. State of the Tourism Industry Recap – Susan Phillips
7. Update on VCB Board Nomination Process – Kimberly Wilson
8. Distribution of FY2024 Marketing Plan – 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:

Old Business:

1. RFP Updates – Chair Kimberly Wilson & Susan Phillips

Adjournment:

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of April 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-3,047.51
10015 Ameris - 8653 - VCB	151,057.92
10017 Ameris - 9435 - VCB	25,020.81
10300 Petty Cash - VCB	268.90
6857 ICS Sweeps Account	1,029,242.76
9945 ICS Sweeps Account MM 9435	77,546.13
Total Bank Accounts	\$1,280,089.01
Other Current Assets	
12000 Undeposited Funds	1,700.00
12200 Inventory - DO NOT USE	0.00
12400 Due (To)/From TDC - Cat1	0.00
13000 Prepaid Expenses - VCB	0.00
Total Other Current Assets	\$1,700.00
Total Current Assets	\$1,281,789.01
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,281,789.01
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	0.00
22050 Accrued Expenses - Cat1	0.00
24000 Payroll Liabilities - Cat1	
24010 Payroll Liab - Federal - Cat1	-2,468.97
24020 Payroll Liab - Social Security - Cat1	-1,753.07
24030 Payroll Liab - Medicare - Cat1	-409.98
24040 Payroll Liab - EE 401K	-5,768.49
24050 Payroll Liab - EE 401K Loan	-204.27
24060 Payroll Liab - EE Health Insurance	4,868.48
24070 Payroll Liab - EE FSA	8,122.11
Total 24000 Payroll Liabilities - Cat1	2,385.81
25000 PPP Loan	0.00
Total Other Current Liabilities	\$2,385.81
Total Current Liabilities	\$2,385.81
Total Liabilities	\$2,385.81
Equity	

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

April 2023

	APR 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
Income						
40013 County Revenue - Fiscal 22-23 - Cat1		425,000.00	425,000.00	\$0.00	\$425,000.00	\$425,000.00
40017 Tradeshow Co-op Revenue	500.00		-500.00	\$500.00	\$0.00	\$ -500.00
40098 FSF Grant Reimbursement	0.00		0.00	\$0.00	\$0.00	\$0.00
68018 Event Sponsorship - VCB	1,000.00		-1,000.00	\$1,000.00	\$0.00	\$ -1,000.00
Total Income	\$1,500.00	\$425,000.00	\$423,500.00	\$1,500.00	\$425,000.00	\$423,500.00
GROSS PROFIT	\$1,500.00	\$425,000.00	\$423,500.00	\$1,500.00	\$425,000.00	\$423,500.00
Expenses						
51000 - Administrative Overhead - Cat1				\$0.00	\$0.00	\$0.00
51000-1 Computer Expense - Cat1				\$0.00	\$0.00	\$0.00
51000-1 Equipment - Cat1	330.14	0.00	-330.14	\$330.14	\$0.00	\$ -330.14
51000-1 Software - Cat1	239.86	0.00	-239.86	\$239.86	\$0.00	\$ -239.86
51000-1 Supplies - Cat1		100.00	100.00	\$0.00	\$100.00	\$100.00
Total 51000-1 Computer Expense - Cat1	570.00	100.00	-470.00	\$570.00	\$100.00	\$ -470.00
51000-2 Office Equipment - Cat1	37.28	150.00	112.72	\$37.28	\$150.00	\$112.72
51000-3 Office Supplies - Cat1	384.11	782.00	397.89	\$384.11	\$782.00	\$397.89
51000-4 Rent - Cat1				\$0.00	\$0.00	\$0.00
51000-4 Building - Cat1	4,400.00	4,400.00	0.00	\$4,400.00	\$4,400.00	\$0.00
51000-4 Equipment - Cat1	143.77	250.00	106.23	\$143.77	\$250.00	\$106.23
51000-4 Storage - Cat1	359.34	360.00	0.66	\$359.34	\$360.00	\$0.66
Total 51000-4 Rent - Cat1	4,903.11	5,010.00	106.89	\$4,903.11	\$5,010.00	\$106.89
51000-5 Payroll - Cat1				\$0.00	\$0.00	\$0.00
51000-5 401K Match - Cat1	878.49	1,000.00	121.51	\$878.49	\$1,000.00	\$121.51
51000-5 Bonuses - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-5 FSA Claim / Adjustment		241.00	241.00	\$0.00	\$241.00	\$241.00
51000-5 Health Insurance - Cat1	9,863.04	10,246.00	382.96	\$9,863.04	\$10,246.00	\$382.96
51000-5 Payroll Processing Fee - Cat1	269.00	500.00	231.00	\$269.00	\$500.00	\$231.00
51000-5 Payroll Taxes - Cat1	4,861.47		-4,861.47	\$4,861.47	\$0.00	\$ -4,861.47
51000-5 Salaries & Wages - Cat1	53,466.06	62,000.00	8,533.94	\$53,466.06	\$62,000.00	\$8,533.94
Total 51000-5 Payroll - Cat1	69,338.06	73,987.00	4,648.94	\$69,338.06	\$73,987.00	\$4,648.94
51000-6 Repairs - Cat1				\$0.00	\$0.00	\$0.00
51000-6 Building - Cat1		120.00	120.00	\$0.00	\$120.00	\$120.00
51000-6 Equipment - Cat1		200.00	200.00	\$0.00	\$200.00	\$200.00
Total 51000-6 Repairs - Cat1		320.00	320.00	\$0.00	\$320.00	\$320.00
51000-7 Utilities - Cat1				\$0.00	\$0.00	\$0.00
51000-7 Electric - Cat1	197.22	239.00	41.78	\$197.22	\$239.00	\$41.78
51000-7 Internet - Cat1	533.83	352.00	-181.83	\$533.83	\$352.00	\$ -181.83
51000-7 Phone - Cat1	747.91	800.00	52.09	\$747.91	\$800.00	\$52.09
51000-7 Water,Sewer,Trash - Cat1	147.67	134.00	-13.67	\$147.67	\$134.00	\$ -13.67
Total 51000-7 Utilities - Cat1	1,626.63	1,525.00	-101.63	\$1,626.63	\$1,525.00	\$ -101.63
51000-8 Dues & Membership - Cat1				\$0.00	\$0.00	\$0.00
51000-8 Company - Cat1	304.99	11,136.00	10,831.01	\$304.99	\$11,136.00	\$10,831.01
51000-8 Public Relations - Cat1	100.00	550.00	450.00	\$100.00	\$550.00	\$450.00
51000-8 Sales - Cat1	530.00	1,706.00	1,176.00	\$530.00	\$1,706.00	\$1,176.00
Total 51000-8 Dues & Membership - Cat1	934.99	13,392.00	12,457.01	\$934.99	\$13,392.00	\$12,457.01
Total 51000 - Administrative Overhead - Cat1	77,794.18	95,266.00	17,471.82	\$77,794.18	\$95,266.00	\$17,471.82
54900 - Promotional Expenses - Cat1				\$0.00	\$0.00	\$0.00
54900-1 Advertising - Cat1				\$0.00	\$0.00	\$0.00

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

April 2023

	APR 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
54900-1 Adv Resv-Graft,Air, MPI - Cat1	395.00	21,670.00	21,275.00	\$395.00	\$21,670.00	\$21,275.00
54900-1 Collateral Materials - Cat1	825.25	0.00	-825.25	\$825.25	\$0.00	\$ -825.25
54900-1 FL First Coast of Golf - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 JackRabbit - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Players-Co-Op - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 PMA - Cat1	124,248.77	160,496.00	36,247.23	\$124,248.77	\$160,496.00	\$36,247.23
54900-1 Promotions In House - Cat1	1,284.25	18,530.00	17,245.75	\$1,284.25	\$18,530.00	\$17,245.75
54900-1 SAAA Brochure Ads - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Sales Support - Cat1		6,300.00	6,300.00	\$0.00	\$6,300.00	\$6,300.00
54900-1 TaxSlayer Bowl - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Travel Industry Sponsorships - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Web Development - Cat1	3,048.15	4,252.00	1,203.85	\$3,048.15	\$4,252.00	\$1,203.85
Total 54900-1 Advertising - Cat1	129,801.42	211,248.00	81,446.58	\$129,801.42	\$211,248.00	\$81,446.58
54900-10 Tradeshows - Cat1				\$0.00	\$0.00	\$0.00
54900-10 Industry/Promo - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-10 Public Relations - Cat1	550.00	0.00	-550.00	\$550.00	\$0.00	\$ -550.00
54900-10 Sales - Cat1	2,395.00	9,339.00	6,944.00	\$2,395.00	\$9,339.00	\$6,944.00
Total 54900-10 Tradeshows - Cat1	2,945.00	9,339.00	6,394.00	\$2,945.00	\$9,339.00	\$6,394.00
54900-11 PR Services - Cat1	19,549.92	15,134.00	-4,415.92	\$19,549.92	\$15,134.00	\$ -4,415.92
54900-2 Brochure Distribution - Cat1		8,000.00	8,000.00	\$0.00	\$8,000.00	\$8,000.00
54900-4 In House PR - Cat1				\$0.00	\$0.00	\$0.00
54900-4 Group Closing Fund - Cat1		3,300.00	3,300.00	\$0.00	\$3,300.00	\$3,300.00
54900-4 Industry/Promo - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-4 Public Relations - Cat1	2,883.38	8,325.00	5,441.62	\$2,883.38	\$8,325.00	\$5,441.62
54900-4 Sales - Cat1	3,015.75	5,418.00	2,402.25	\$3,015.75	\$5,418.00	\$2,402.25
Total 54900-4 In House PR - Cat1	5,899.13	17,043.00	11,143.87	\$5,899.13	\$17,043.00	\$11,143.87
54900-5 Inquiry Services - Cat1	5,041.80	4,456.00	-585.80	\$5,041.80	\$4,456.00	\$ -585.80
54900-6 Postage - Cat1	737.84	5,200.00	4,462.16	\$737.84	\$5,200.00	\$4,462.16
54900-7 Travel & Per Diem - Cat1	120.36		-120.36	\$120.36	\$0.00	\$ -120.36
54900-7 Industry - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-7 Public Relations - Cat1	630.56	1,784.00	1,153.44	\$630.56	\$1,784.00	\$1,153.44
54900-7 Sales - Cat1	3,909.00	7,250.00	3,341.00	\$3,909.00	\$7,250.00	\$3,341.00
Total 54900-7 Travel & Per Diem - Cat1	4,659.92	9,034.00	4,374.08	\$4,659.92	\$9,034.00	\$4,374.08
54900-8 PRO Fees & Research - Cat1				\$0.00	\$0.00	\$0.00
54900-8 Accountants - Cat1		2,350.00	2,350.00	\$0.00	\$2,350.00	\$2,350.00
54900-8 All The Rooms		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Farren technology - Cat1	437.55	444.00	6.45	\$437.55	\$444.00	\$6.45
54900-8 IDSS - Cat1		420.00	420.00	\$0.00	\$420.00	\$420.00
54900-8 Research		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Rogers Towers Trademark - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 STR Reports - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Visa Vue - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Zoho Surveys - Cat1	35.00		-35.00	\$35.00	\$0.00	\$ -35.00
Total 54900-8 PRO Fees & Research - Cat1	472.55	3,214.00	2,741.45	\$472.55	\$3,214.00	\$2,741.45
54900-9 Sales Mission - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
Total 54900 - Promotional Expenses - Cat1	169,107.58	282,668.00	113,560.42	\$169,107.58	\$282,668.00	\$113,560.42
Total Expenses	\$246,901.76	\$377,934.00	\$131,032.24	\$246,901.76	\$377,934.00	\$131,032.24
NET OPERATING INCOME	\$ -245,401.76	\$47,066.00	\$292,467.76	\$ -245,401.76	\$47,066.00	\$292,467.76

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

April 2023

	APR 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
Other Income						
65110 Interest Income - VCB	20.81		-20.81	\$20.81	\$0.00	\$ -20.81
65405 Membership Dues - VCB	600.00		-600.00	\$600.00	\$0.00	\$ -600.00
68010 State of the Tourism Industry - VCB	7,300.00		-7,300.00	\$7,300.00	\$0.00	\$ -7,300.00
Total Other Income	\$7,920.81	\$0.00	\$ -7,920.81	\$7,920.81	\$0.00	\$ -7,920.81
Other Expenses						
73100 Professional Services - VCB	637.50		-637.50	\$637.50	\$0.00	\$ -637.50
74000 Travel - VCB	56.00		-56.00	\$56.00	\$0.00	\$ -56.00
74805 Entertainment & Meals - VCB	571.57		-571.57	\$571.57	\$0.00	\$ -571.57
74900 Advertising Exp - VCB	47.50		-47.50	\$47.50	\$0.00	\$ -47.50
76000 Miscellaneous Expenses	162.23		-162.23	\$162.23	\$0.00	\$ -162.23
78011 Building-Equipment Expens	617.98		-617.98	\$617.98	\$0.00	\$ -617.98
78014 Intern Stipend	300.00		-300.00	\$300.00	\$0.00	\$ -300.00
Total Other Expenses	\$2,392.78	\$0.00	\$ -2,392.78	\$2,392.78	\$0.00	\$ -2,392.78
NET OTHER INCOME	\$5,528.03	\$0.00	\$ -5,528.03	\$5,528.03	\$0.00	\$ -5,528.03
NET INCOME	\$ -239,873.73	\$47,066.00	\$286,939.73	\$ -239,873.73	\$47,066.00	\$286,939.73

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of May 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	10,575.07
10015 Ameris - 8653 - VCB	147,967.24
10017 Ameris - 9435 - VCB	25,013.80
10300 Petty Cash - VCB	268.90
6857 ICS Sweeps Account	1,115,549.19
9945 ICS Sweeps Account MM 9435	499,066.94
Total Bank Accounts	\$1,798,441.14
Other Current Assets	
12000 Undeposited Funds	0.00
12200 Inventory - DO NOT USE	0.00
12400 Due (To)/From TDC - Cat1	0.00
13000 Prepaid Expenses - VCB	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$1,798,441.14
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$1,798,441.14
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	0.00
22050 Accrued Expenses - Cat1	0.00
24000 Payroll Liabilities - Cat1	
24010 Payroll Liab - Federal - Cat1	-2,468.97
24020 Payroll Liab - Social Security - Cat1	-1,753.07
24030 Payroll Liab - Medicare - Cat1	-409.98
24040 Payroll Liab - EE 401K	-6,218.49
24050 Payroll Liab - EE 401K Loan	-204.27
24060 Payroll Liab - EE Health Insurance	5,126.02
24070 Payroll Liab - EE FSA	8,097.58
Total 24000 Payroll Liabilities - Cat1	2,168.82
25000 PPP Loan	0.00
Total Other Current Liabilities	\$2,168.82
Total Current Liabilities	\$2,168.82
Total Liabilities	\$2,168.82
Equity	

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of May 31, 2023

	TOTAL
30000 Opening Balance Equity - Cat1	280,068.94
32000 Retained Earnings	274,563.65
Net Income	1,241,639.73
Total Equity	\$1,796,272.32
TOTAL LIABILITIES AND EQUITY	\$1,798,441.14

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

May 2023

	MAY 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
Income						
40013 County Revenue - Fiscal 22-23 - Cat1	850,000.00	425,000.00	-425,000.00	\$850,000.00	\$425,000.00	\$ -425,000.00
68018 Event Sponsorship - VCB	500.00		-500.00	\$500.00	\$0.00	\$ -500.00
Total Income	\$850,500.00	\$425,000.00	\$ -425,500.00	\$850,500.00	\$425,000.00	\$ -425,500.00
GROSS PROFIT	\$850,500.00	\$425,000.00	\$ -425,500.00	\$850,500.00	\$425,000.00	\$ -425,500.00
Expenses						
51000 - Administrative Overhead - Cat1				\$0.00	\$0.00	\$0.00
51000-1 Computer Expense - Cat1				\$0.00	\$0.00	\$0.00
51000-1 Equipment - Cat1	26.59	0.00	-26.59	\$26.59	\$0.00	\$ -26.59
51000-1 Software - Cat1	1,383.85	0.00	-1,383.85	\$1,383.85	\$0.00	\$ -1,383.85
51000-1 Supplies - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
Total 51000-1 Computer Expense - Cat1	1,410.44	0.00	-1,410.44	\$1,410.44	\$0.00	\$ -1,410.44
51000-2 Office Equipment - Cat1	202.34	350.00	147.66	\$202.34	\$350.00	\$147.66
51000-3 Office Supplies - Cat1	824.64	740.00	-84.64	\$824.64	\$740.00	\$ -84.64
51000-4 Rent - Cat1				\$0.00	\$0.00	\$0.00
51000-4 Building - Cat1	4,400.00	4,400.00	0.00	\$4,400.00	\$4,400.00	\$0.00
51000-4 Equipment - Cat1	143.77	250.00	106.23	\$143.77	\$250.00	\$106.23
51000-4 Storage - Cat1	359.34	360.00	0.66	\$359.34	\$360.00	\$0.66
Total 51000-4 Rent - Cat1	4,903.11	5,010.00	106.89	\$4,903.11	\$5,010.00	\$106.89
51000-5 Payroll - Cat1				\$0.00	\$0.00	\$0.00
51000-5 401K Match - Cat1	1,032.29	1,000.00	-32.29	\$1,032.29	\$1,000.00	\$ -32.29
51000-5 Bonuses - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-5 FSA Claim / Adjustment		242.00	242.00	\$0.00	\$242.00	\$242.00
51000-5 Health Insurance - Cat1	4,179.14	10,246.00	6,066.86	\$4,179.14	\$10,246.00	\$6,066.86
51000-5 Life Insurance - Cat1	815.34		-815.34	\$815.34	\$0.00	\$ -815.34
51000-5 Payroll Processing Fee - Cat1	369.00	500.00	131.00	\$369.00	\$500.00	\$131.00
51000-5 Payroll Taxes - Cat1	4,012.01		-4,012.01	\$4,012.01	\$0.00	\$ -4,012.01
51000-5 Salaries & Wages - Cat1	53,155.90	62,000.00	8,844.10	\$53,155.90	\$62,000.00	\$8,844.10
Total 51000-5 Payroll - Cat1	63,563.68	73,988.00	10,424.32	\$63,563.68	\$73,988.00	\$10,424.32
51000-6 Repairs - Cat1				\$0.00	\$0.00	\$0.00
51000-6 Building - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-6 Equipment - Cat1		100.00	100.00	\$0.00	\$100.00	\$100.00
Total 51000-6 Repairs - Cat1		100.00	100.00	\$0.00	\$100.00	\$100.00
51000-7 Utilities - Cat1				\$0.00	\$0.00	\$0.00
51000-7 Electric - Cat1	195.83	468.00	272.17	\$195.83	\$468.00	\$272.17
51000-7 Internet - Cat1	533.83	352.00	-181.83	\$533.83	\$352.00	\$ -181.83
51000-7 Phone - Cat1	747.69	1,149.00	401.31	\$747.69	\$1,149.00	\$401.31
51000-7 Water,Sewer,Trash - Cat1	138.05	133.00	-5.05	\$138.05	\$133.00	\$ -5.05
Total 51000-7 Utilities - Cat1	1,615.40	2,102.00	486.60	\$1,615.40	\$2,102.00	\$486.60
51000-8 Dues & Membership - Cat1				\$0.00	\$0.00	\$0.00
51000-8 Company - Cat1	12,009.99	0.00	-12,009.99	\$12,009.99	\$0.00	\$ -12,009.99
51000-8 Public Relations - Cat1		530.00	530.00	\$0.00	\$530.00	\$530.00
51000-8 Sales - Cat1		4,462.00	4,462.00	\$0.00	\$4,462.00	\$4,462.00
Total 51000-8 Dues & Membership - Cat1	12,009.99	4,992.00	-7,017.99	\$12,009.99	\$4,992.00	\$ -7,017.99
Total 51000 - Administrative Overhead - Cat1	84,529.60	87,282.00	2,752.40	\$84,529.60	\$87,282.00	\$2,752.40
54900 - Promotional Expenses - Cat1				\$0.00	\$0.00	\$0.00
54900-1 Advertising - Cat1				\$0.00	\$0.00	\$0.00
54900-1 Adv Resv-Graft,Air, MPI - Cat1	395.00	18,147.00	17,752.00	\$395.00	\$18,147.00	\$17,752.00
54900-1 Collateral Materials - Cat1	3,069.94	1,650.00	-1,419.94	\$3,069.94	\$1,650.00	\$ -1,419.94

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

May 2023

	MAY 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
54900-1 FL First Coast of Golf - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 JackRabbit - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Players-Co-Op - Cat1		20,000.00	20,000.00	\$0.00	\$20,000.00	\$20,000.00
54900-1 PMA - Cat1	133,404.91	434,127.00	300,722.09	\$133,404.91	\$434,127.00	\$300,722.09
54900-1 Promotions In House - Cat1	9,473.11	6,000.00	-3,473.11	\$9,473.11	\$6,000.00	\$ -3,473.11
54900-1 SAAA Brochure Ads - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Sales Support - Cat1		3,000.00	3,000.00	\$0.00	\$3,000.00	\$3,000.00
54900-1 TaxSlayer Bowl - Cat1	40,000.00	0.00	-40,000.00	\$40,000.00	\$0.00	\$ -40,000.00
54900-1 Travel Industry Sponsorships - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Web Development - Cat1	3,067.41	4,252.00	1,184.59	\$3,067.41	\$4,252.00	\$1,184.59
Total 54900-1 Advertising - Cat1	189,410.37	487,176.00	297,765.63	\$189,410.37	\$487,176.00	\$297,765.63
54900-10 Tradeshow - Cat1				\$0.00	\$0.00	\$0.00
54900-10 Industry/Promo - Cat1		2,400.00	2,400.00	\$0.00	\$2,400.00	\$2,400.00
54900-10 Public Relations - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-10 Sales - Cat1	9,588.96	8,008.00	-1,580.96	\$9,588.96	\$8,008.00	\$ -1,580.96
Total 54900-10 Tradeshow - Cat1	9,588.96	10,408.00	819.04	\$9,588.96	\$10,408.00	\$819.04
54900-11 PR Services - Cat1	22,291.67	15,134.00	-7,157.67	\$22,291.67	\$15,134.00	\$ -7,157.67
54900-2 Brochure Distribution - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-4 In House PR - Cat1	159.99		-159.99	\$159.99	\$0.00	\$ -159.99
54900-4 Group Closing Fund - Cat1	2,749.44	3,650.00	900.56	\$2,749.44	\$3,650.00	\$900.56
54900-4 Industry/Promo - Cat1	265.00	0.00	-265.00	\$265.00	\$0.00	\$ -265.00
54900-4 Public Relations - Cat1	3,517.83	2,900.00	-617.83	\$3,517.83	\$2,900.00	\$ -617.83
54900-4 Sales - Cat1	2,460.93	2,709.00	248.07	\$2,460.93	\$2,709.00	\$248.07
Total 54900-4 In House PR - Cat1	9,153.19	9,259.00	105.81	\$9,153.19	\$9,259.00	\$105.81
54900-5 Inquiry Services - Cat1	4,826.74	3,696.00	-1,130.74	\$4,826.74	\$3,696.00	\$ -1,130.74
54900-6 Postage - Cat1	896.49	5,718.00	4,821.51	\$896.49	\$5,718.00	\$4,821.51
54900-7 Travel & Per Diem - Cat1				\$0.00	\$0.00	\$0.00
54900-7 Industry - Cat1		1,000.00	1,000.00	\$0.00	\$1,000.00	\$1,000.00
54900-7 Public Relations - Cat1	448.60	95.00	-353.60	\$448.60	\$95.00	\$ -353.60
54900-7 Sales - Cat1	5,140.83	7,377.00	2,236.17	\$5,140.83	\$7,377.00	\$2,236.17
Total 54900-7 Travel & Per Diem - Cat1	5,589.43	8,472.00	2,882.57	\$5,589.43	\$8,472.00	\$2,882.57
54900-8 PRO Fees & Research - Cat1				\$0.00	\$0.00	\$0.00
54900-8 Accountants - Cat1		450.00	450.00	\$0.00	\$450.00	\$450.00
54900-8 All The Rooms		6,000.00	6,000.00	\$0.00	\$6,000.00	\$6,000.00
54900-8 Bank Fees - Cat1	0.00		0.00	\$0.00	\$0.00	\$0.00
54900-8 Farren technology - Cat1	437.55	444.00	6.45	\$437.55	\$444.00	\$6.45
54900-8 IDSS - Cat1	1,600.00	420.00	-1,180.00	\$1,600.00	\$420.00	\$ -1,180.00
54900-8 Research	995.00	8,000.00	7,005.00	\$995.00	\$8,000.00	\$7,005.00
54900-8 Rogers Towers Trademark - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 STR Reports - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Visa Vue - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Zoho Surveys - Cat1	35.00		-35.00	\$35.00	\$0.00	\$ -35.00
Total 54900-8 PRO Fees & Research - Cat1	3,067.55	15,314.00	12,246.45	\$3,067.55	\$15,314.00	\$12,246.45
54900-9 Sales Mission - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
Total 54900 - Promotional Expenses - Cat1	244,824.40	555,177.00	310,352.60	\$244,824.40	\$555,177.00	\$310,352.60
Total Expenses	\$329,354.00	\$642,459.00	\$313,105.00	\$329,354.00	\$642,459.00	\$313,105.00
NET OPERATING INCOME	\$521,146.00	\$ -217,459.00	\$ -738,605.00	\$521,146.00	\$ -217,459.00	\$ -738,605.00
Other Income						
65110 Interest Income - VCB	13.80		-13.80	\$13.80	\$0.00	\$ -13.80

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals: FY_2022_2023 - FY23 P&L

May 2023

	MAY 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
65405 Membership Dues - VCB	299.99		-299.99	\$299.99	\$0.00	\$ -299.99
68010 State of the Tourism Industry - VCB	4,000.00		-4,000.00	\$4,000.00	\$0.00	\$ -4,000.00
Total Other Income	\$4,313.79	\$0.00	\$ -4,313.79	\$4,313.79	\$0.00	\$ -4,313.79
Other Expenses						
70500 Bank Charges - VCB	-11.00		11.00	\$ -11.00	\$0.00	\$11.00
73100 Professional Services - VCB	1,160.00		-1,160.00	\$1,160.00	\$0.00	\$ -1,160.00
74500 Insurance - VCB	968.10		-968.10	\$968.10	\$0.00	\$ -968.10
74805 Entertainment & Meals - VCB	378.79		-378.79	\$378.79	\$0.00	\$ -378.79
74900 Advertising Exp - VCB	47.50		-47.50	\$47.50	\$0.00	\$ -47.50
75000 Office Expenses - VCB	310.05		-310.05	\$310.05	\$0.00	\$ -310.05
76000 Miscellaneous Expenses	-156.90		156.90	\$ -156.90	\$0.00	\$156.90
78008 (STI) State of the Tourism Industry Exp	5,885.42		-5,885.42	\$5,885.42	\$0.00	\$ -5,885.42
78011 Building-Equipment Expens	8.71		-8.71	\$8.71	\$0.00	\$ -8.71
Total Other Expenses	\$8,590.67	\$0.00	\$ -8,590.67	\$8,590.67	\$0.00	\$ -8,590.67
NET OTHER INCOME	\$ -4,276.88	\$0.00	\$4,276.88	\$ -4,276.88	\$0.00	\$4,276.88
NET INCOME	\$516,869.12	\$ -217,459.00	\$ -734,328.12	\$516,869.12	\$ -217,459.00	\$ -734,328.12

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet As of April 30, 2023

	TOTAL
30000 Opening Balance Equity - Cat1	280,068.94
32000 Retained Earnings	274,563.65
Net Income	724,770.61
Total Equity	\$1,279,403.20
TOTAL LIABILITIES AND EQUITY	\$1,281,789.01

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																	\$	288,404,112.72	7%					
EXEMPT RECEIPTS			\$	(1,157,627.70)																	\$	(9,519,003.12)						
TAXABLE RECEIPTS			\$	49,996,591.40																	\$	278,885,109.60						
TOTAL TAX COLLECTED			\$	2,499,829.57																	\$	13,944,255.48	7%					
ADJUSTMENTS			\$	-																								
TOTAL TAX DUE			\$	2,499,829.57																	\$	13,944,255.48						
LESS COLLECTION ALLOWANCE			\$	(16,827.27)																	\$	(92,131.94)						
PLUS PENALTY			\$	6,255.24																	\$	69,984.31						
PLUS INTEREST			\$	136.71																	\$	2,058.80						
TOTAL AMOUNT REMITTED			\$	2,489,394.25																	\$	13,924,166.65						
LESS TAX COLLECTOR & CLERK			\$	(49,787.89)																	\$	(278,483.33)						
NET TO TDC			\$	2,439,606.37																	\$	13,645,683.32	7%					

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									
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							
June							
July							
August							
September							

FY 2023 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

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
Fiscal Year 2023												
OCT	\$ 415,640	27.7%	-11.1%	\$ 357,846	23.8%	13.5%	\$ 583,683	38.8%	4.1%	\$ 18,949	1.3%	51.1%
NOV	\$ 417,227	28.8%	1.3%	\$ 272,268	18.8%	-7.0%	\$ 618,910	42.7%	2.7%	\$ 24,357	1.7%	-10.0%
DEC	\$ 540,722	28.2%	0.2%	\$ 302,312	15.8%	5.9%	\$ 904,075	47.2%	-1.3%	\$ 31,296	1.6%	39.3%
JAN	\$ 587,071	33.7%	41.9%	\$ 285,908	16.4%	41.0%	\$ 708,461	40.7%	16.8%	\$ 39,575	2.3%	69.1%
FEB	\$ 712,203	35.8%	1.8%	\$ 368,085	18.5%	21.6%	\$ 731,483	36.8%	4.1%	\$ 40,142	2.0%	56.3%
MAR	\$ 970,477	34.2%	3.3%	\$ 599,477	21.1%	9.9%	\$ 1,067,618	37.6%	15.1%	\$ 24,694	0.9%	-24.7%
APR	\$ 954,858	38.4%	7.5%	\$ 518,456	20.8%	10.4%	\$ 832,047	33.4%	-1.2%	\$ 57,618	2.3%	119.7%
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD												

WGV + west of I95				I95&SR16 + Palencia				Other			
32092	% TTL	+/- PY		32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD											



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

TRAVEL MARKETING CAMPAIGN

56%

Increase in Total Website
Sessions YoY

49%

Increase in Organic Sessions
YoY

74%

Increase in Pageviews YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of May, the Tempest team **optimized** the **July 4th** holiday event page.
- The team **optimized** the **This Weekend in St. Augustine Events Things to Do** page.
- The team also **optimized** the **Mickler's Landing Beaches** page.
- We **optimized** the **Vilano Beach Beaches** page.
- The team worked on a **Technical Site Audit**.
- Additionally, the team **created** and **deployed** the **May** 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.



TRAVEL MARKETING

SITE PERFORMANCE

TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In May, majority of your top level performance saw great increases compared to last year.

210,758 Website Sessions

105,066 Engaged Sessions

105,066 Website Users

45.85% Engagement Rate

380,755 Pageviews

0:02:14 Average Engagement Time per Session

76,723 Organic Website Users

TRAVEL MARKETING

TOP-LEVEL PERFORMANCE

UNIVERSAL ANALYTICS

212,980 Visits to Website

166,031 Users

326,259 Pageviews

1.53 Pageviews per Visit

0:01:13 Average Time on Site

75.08% New Sessions

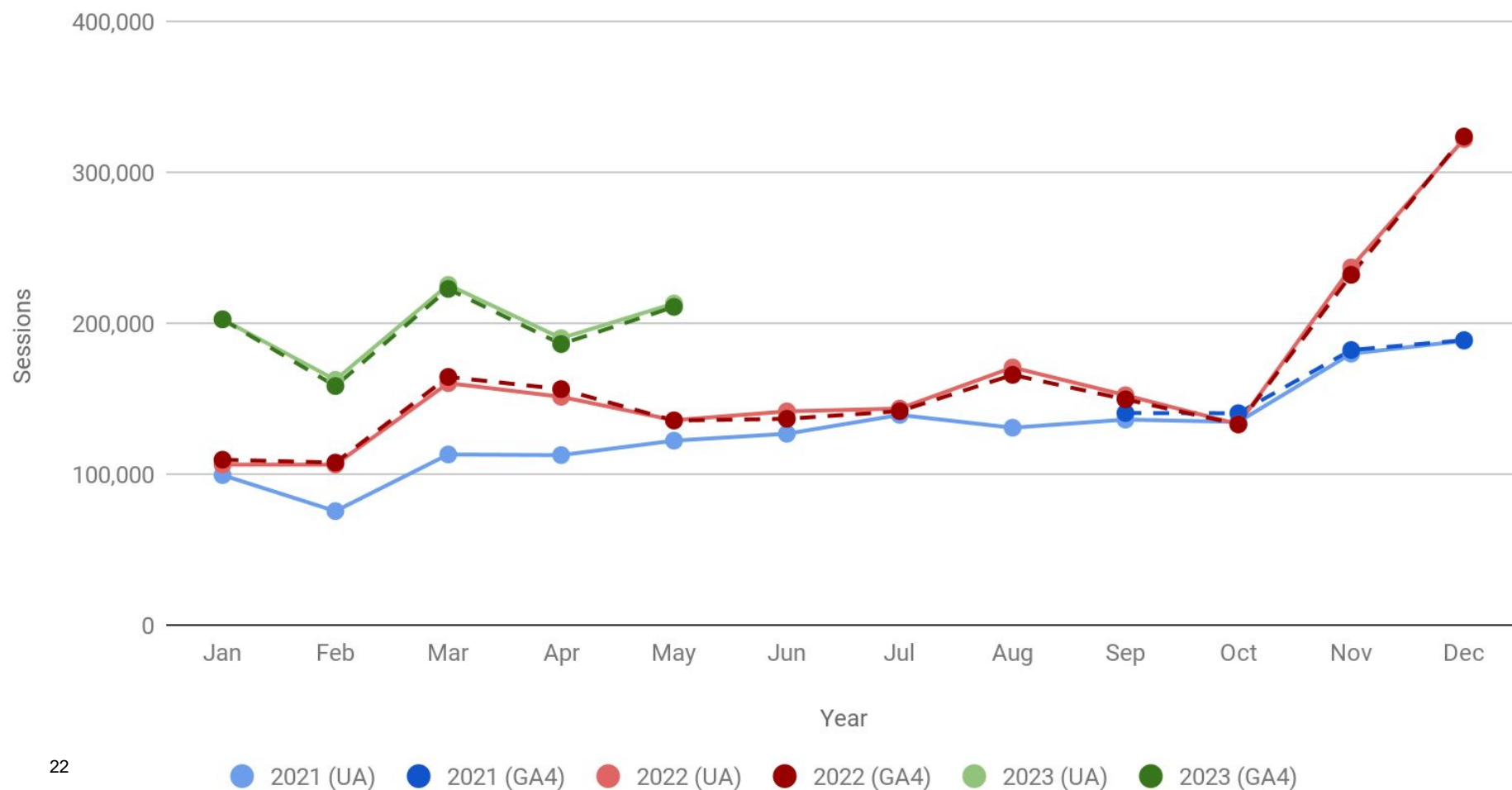
72.73% Bounce Rate

28.73% 50% Scroll Depth

TRAVEL MARKETING | GA4

SESSIONS

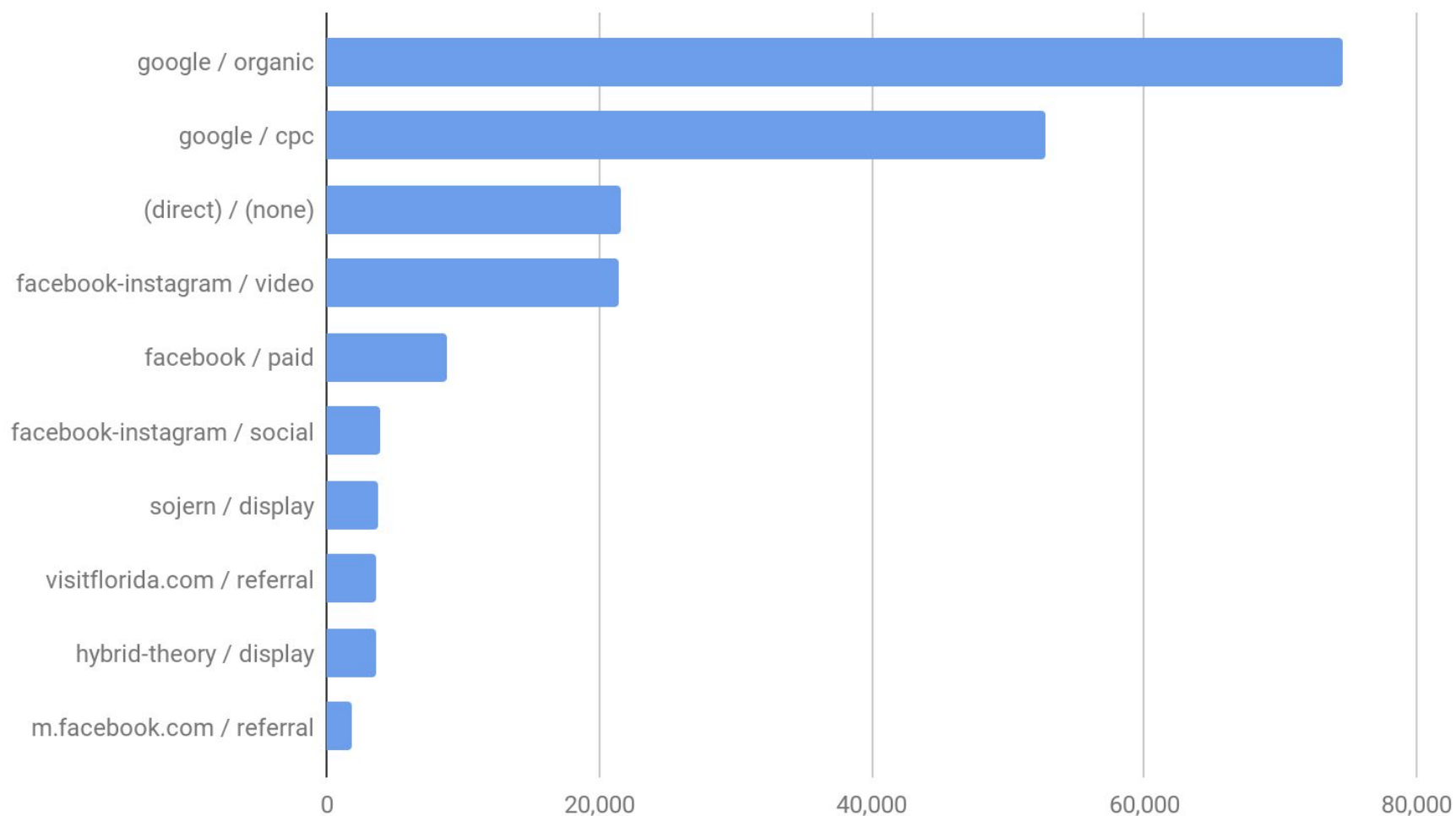
Visits captured by the website saw a nice 56 percent increase compared to May 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

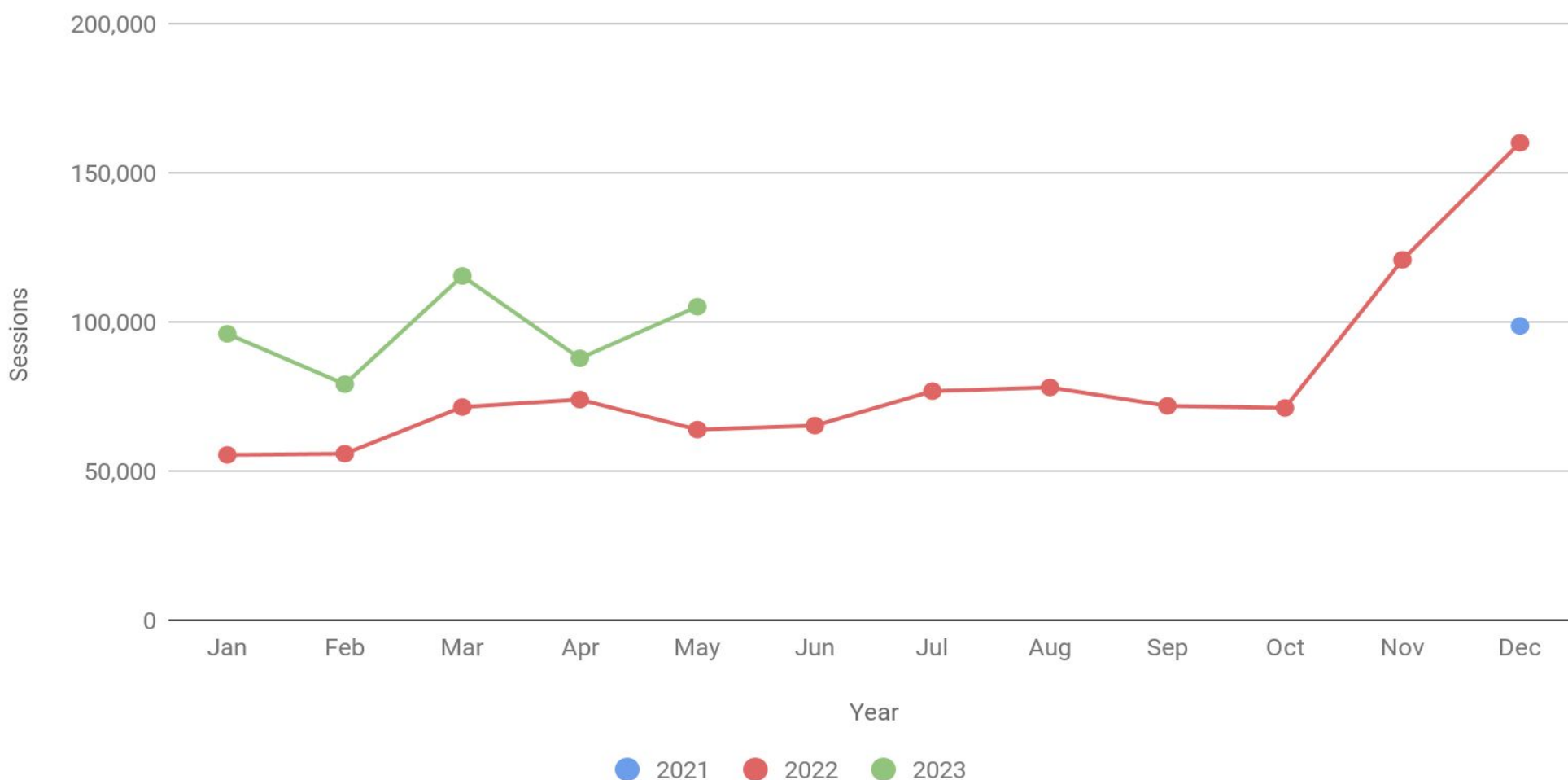
In May, we continue to see strong traffic increases coming from most of your top channels.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

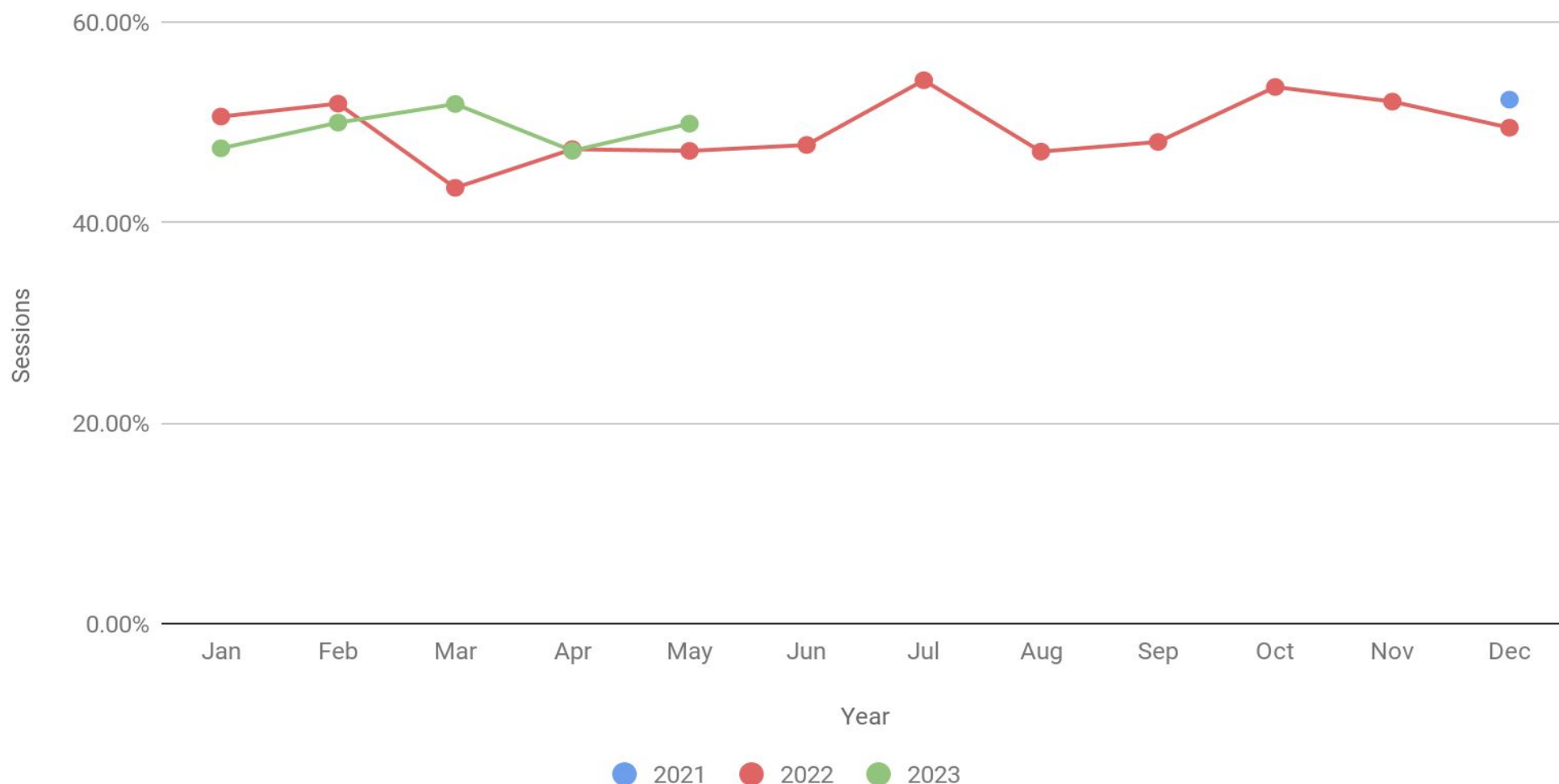
In May, we saw over 105k engaged sessions on the site a 65 percent increase compared to last year, with an average duration of 02:14.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In May, the engagement rate increased 6 percent compared to last year.



TRAVEL MARKETING

KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increase from BookDirect Clicks up 150 percent year-over-year.

690 Requests for Physical Guides

76 eNewsletter Signups

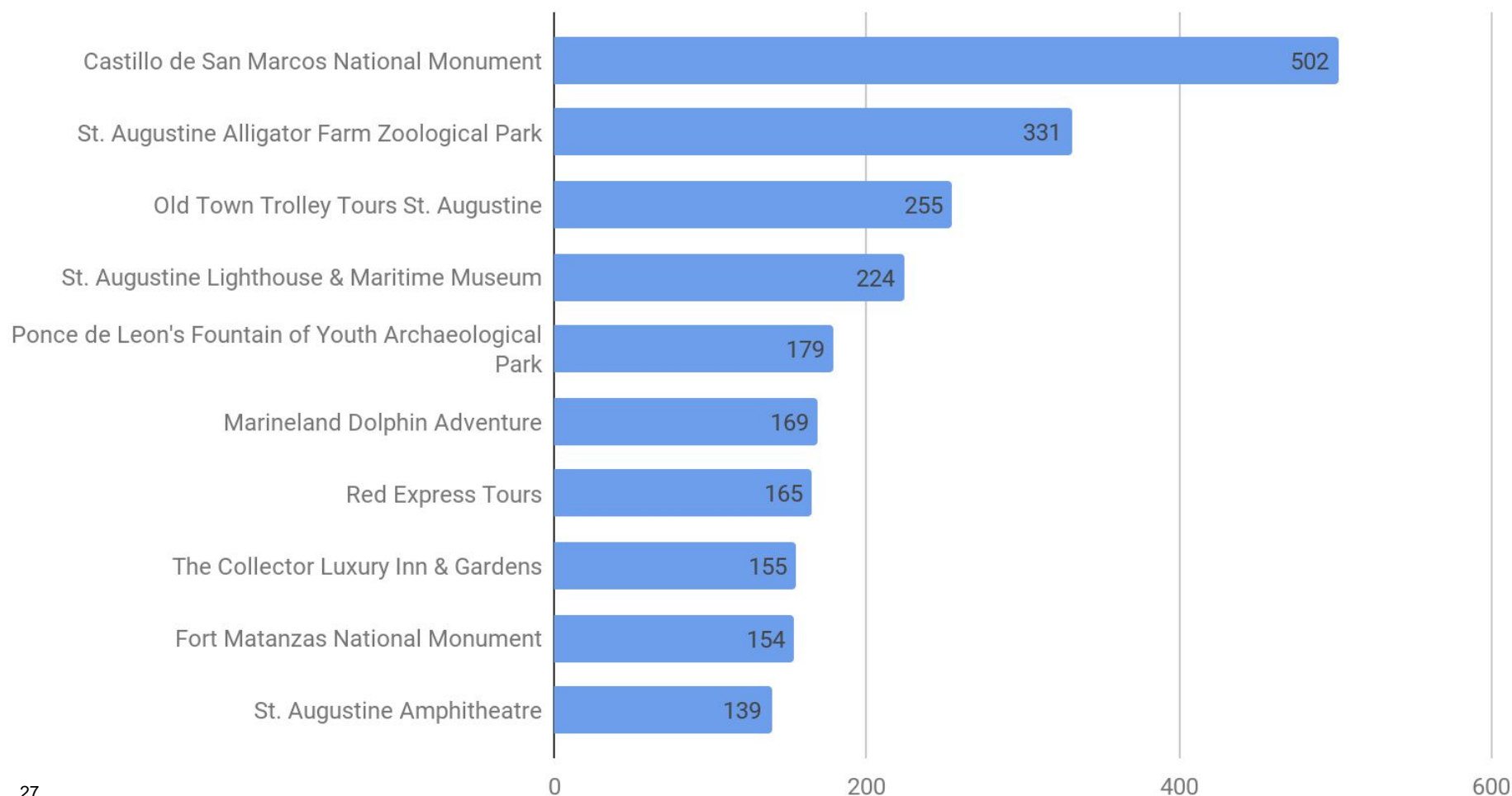
9,256 Clicks on Partner Listings

2,275 BookDirect Clicks

TRAVEL MARKETING

PARTNER LISTING CLICKS

Castillo de San Marcos National Monument your top partner saw another nice increase of 131 percent compared to May 2022. We saw the highest increase coming from the St. Augustine Amphitheatre up 595 percent.





TRAVEL MARKETING

ORGANIC SEARCH

TRAVEL MARKETING

ORGANIC PERFORMANCE

Organic search contributed 37 percent of the overall website visitation.

78,757 visits to Website

0:01:39 Average Time on Site

64,991 Users

73.91% New Sessions

129,321 Pageviews

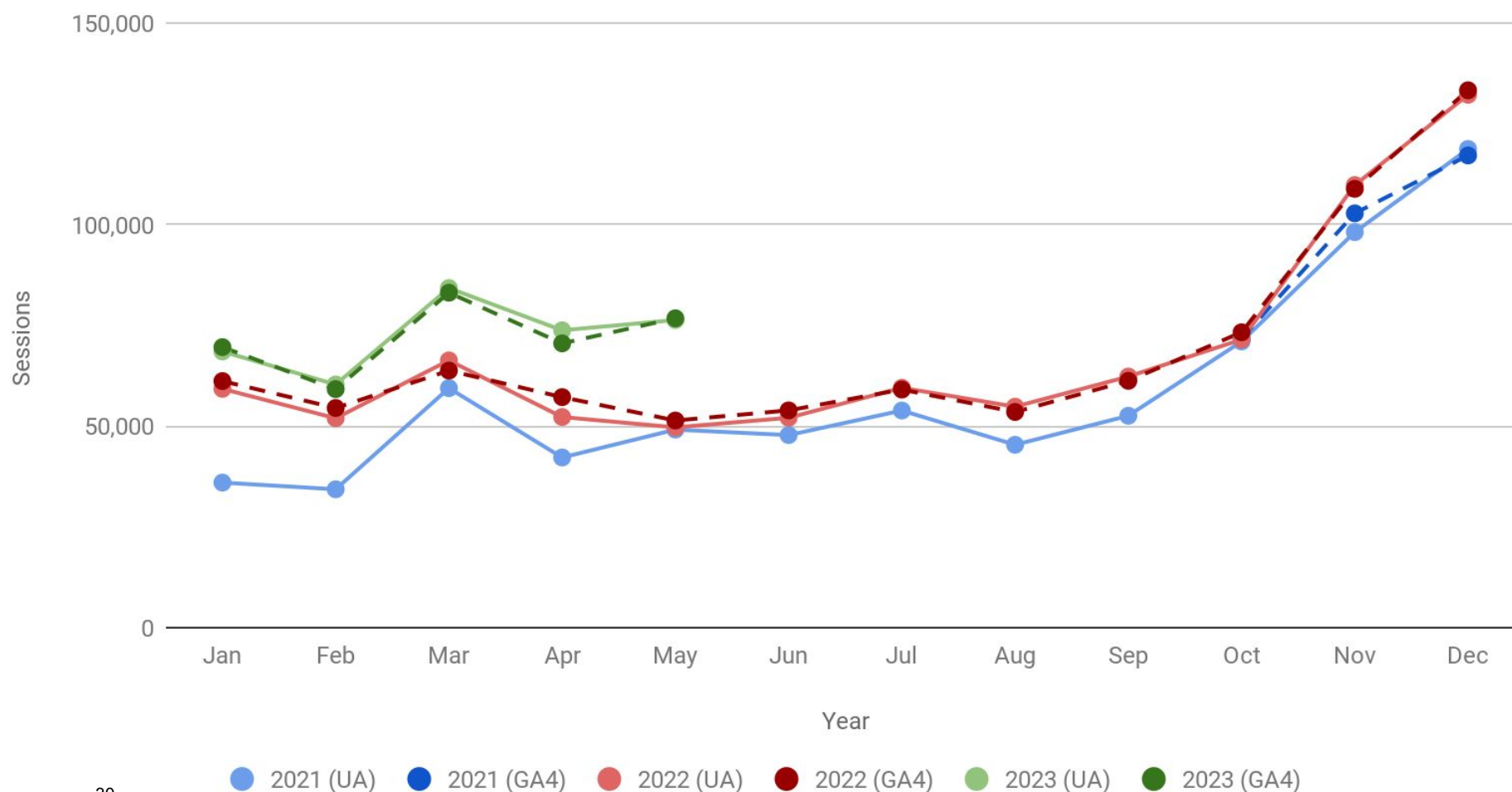
62.78% Bounce Rate

1.64 Pageviews per Visit

TRAVEL MARKETING | GA4

ORGANIC SEARCH

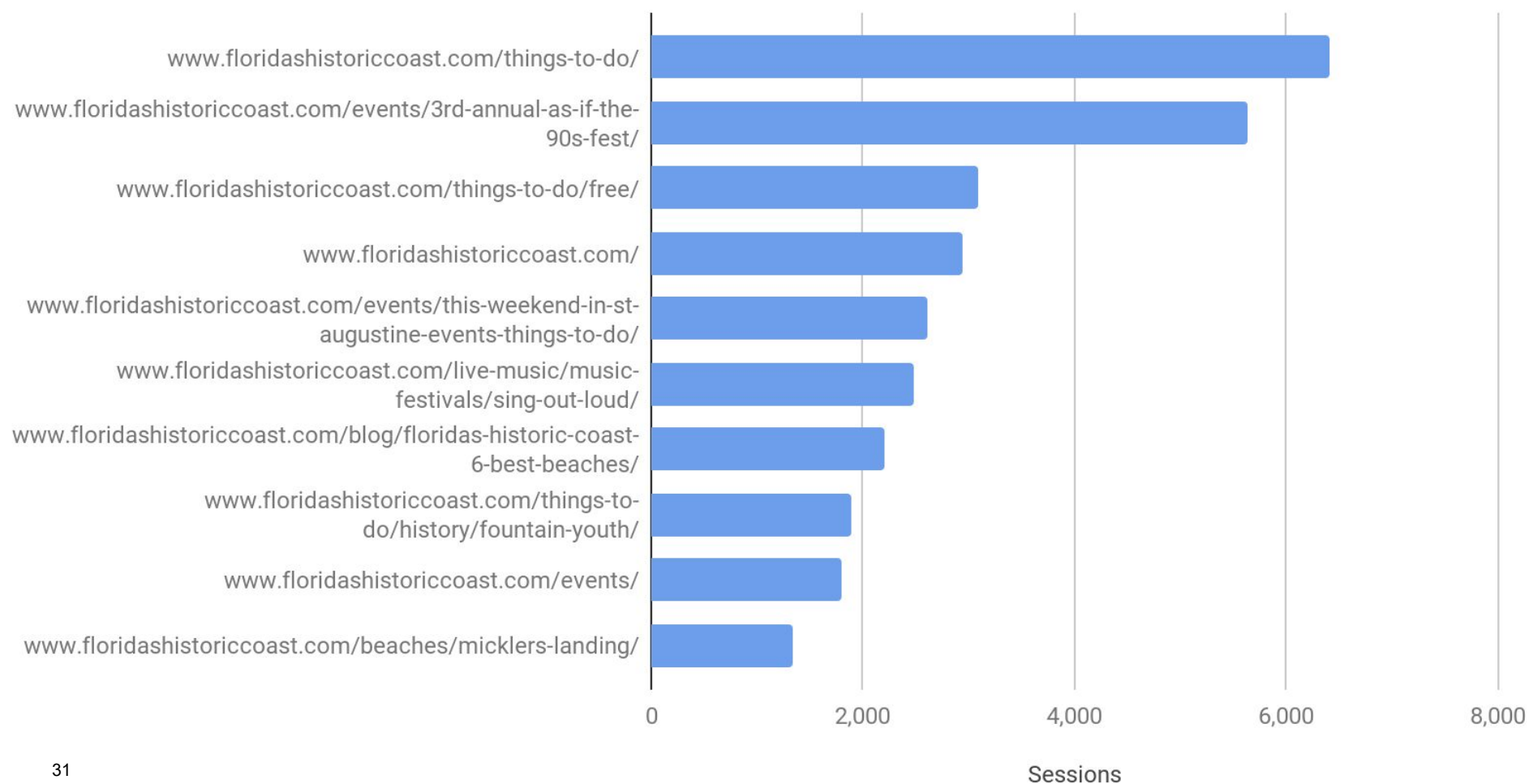
Organic search traffic increased by 51 percent compared to last year.



TRAVEL MARKETING

TOP LANDING PAGES

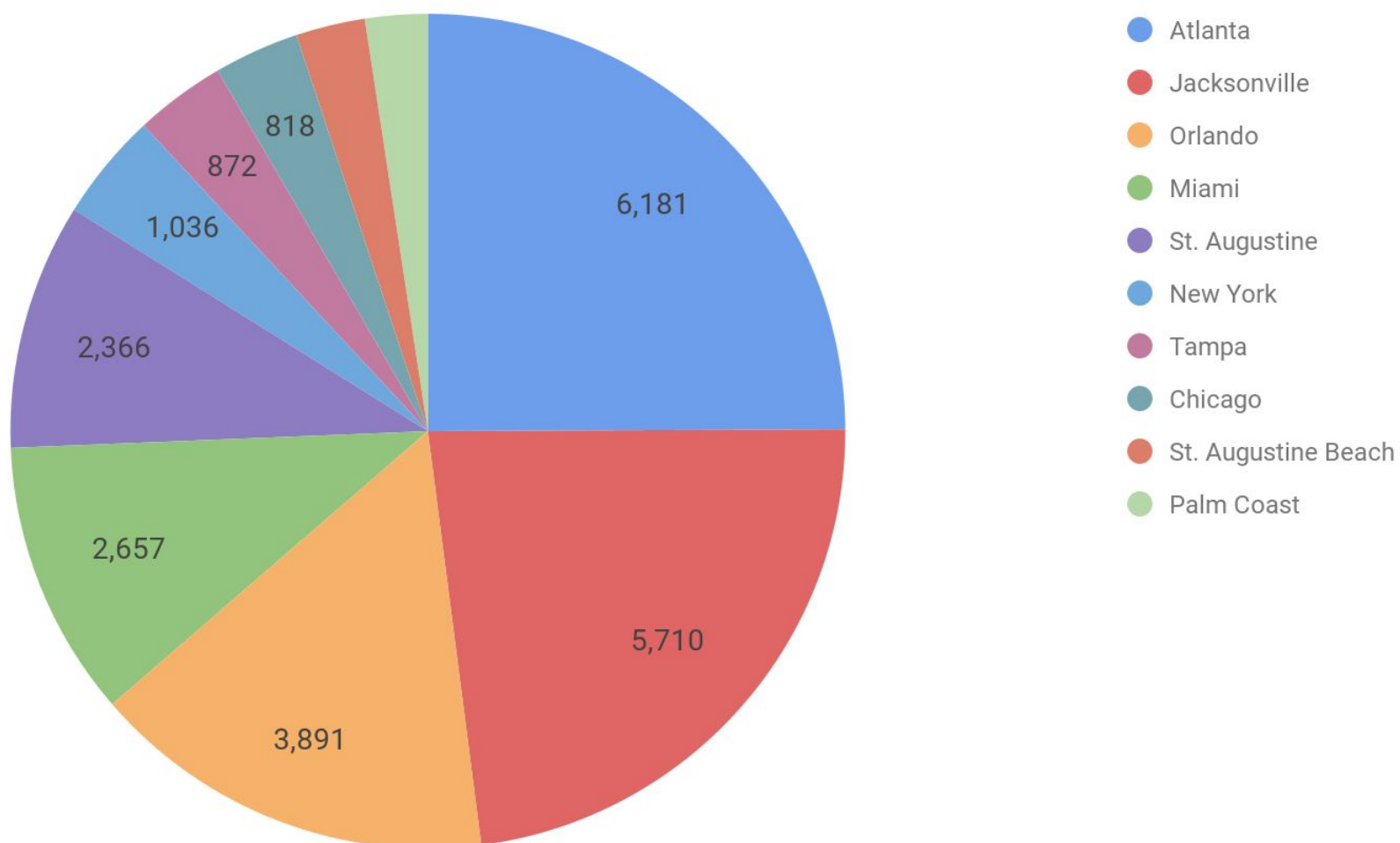
In May, the Florida's Historic Coast 6 Best Beaches blog recently optimized by the Tempest team saw a nice increase of 99 percent compared to last year.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

Atlanta market saw another huge increase of 304 percent, Chicago saw a 97 percent increase and Tampa saw a 25 percent increase year-over-year.





VCB INDUSTRY EMAIL STATISTICS MAY 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, May 30, 2023, 3:01 PM	Fishing on Florida's Historic Coast Heats Up This Summer	1,131	387 38%	10 1%	116 10%	0 0%
Tue, May 30, 2023, 1:03 PM	THIS WEEK May 30 - June 4, 2023	568	232 44%	19 4%	40 7%	0 0%
Thu, May 25, 2023, 10:16 AM	THIS WEEKEND May 25 - 28, 2023	1,142	377 36%	14 1%	100 9%	0 0%
Mon, May 22, 2023, 9:31 AM	THIS WEEK May 22 - 28, 2023	567	226 43%	13 2%	40 7%	0 0%
Sat, May 20, 2023, 9:50 AM	Florida's Historic Coast Offers Endless Summer Fun	1,196	440 41%	9 1%	134 11%	1 1%
Tue, May 16, 2023, 10:03 AM	Expedia Shoulder Season Co-op - 2	66	24 38%	1 2%	2 3%	0 0%
Tue, May 16, 2023, 9:18 AM	Big Names in Music Featured in Sing Out Loud Francis Field Showcase in September	1,382	583 47%	11 1%	136 10%	2 1%
Mon, May 15, 2023, 2:00 PM	Business Coalition Homeless/Vagrancy meeting notice 3	463	195 44%	9 2%	21 5%	0 0%
Mon, May 15, 2023, 11:55 AM	THIS WEEK May 15-21 2023	568	226 43%	13 2%	40 7%	0 0%
Thu, May 11, 2023, 10:03 AM	2023 STI Thank You & Photos	111	76 72%	31 30%	6 5%	0 0%
Tue, May 9, 2023, 2:02 PM	2023 STI reminder	866	302 38%	16 2%	79 9%	0 0%
Mon, May 8, 2023, 9:57 AM	THIS WEEK May 8-14, 2023	701	283 43%	16 2%	44 6%	0 0%
Fri, May 5, 2023, 1:01 PM	The month of May 2023	1,502	496 36%	20 1%	140 9%	1 1%
Fri, May 5, 2023, 10:04 AM	Business Coalition Homeless/Vagrancy meeting notice 2	464	201 45%	5 1%	17 4%	0 0%
Thu, May 4, 2023, 11:06 AM	2023 STI Invite 4	819	270 36%	11 1%	79 10%	0 0%



TRAVEL MARKETING

EMAIL MARKETING

TRAVEL MARKETING

GENERAL EMAIL PERFORMANCE

In May, the top viewed story for the opt in email and the other source subscribers was the Sounds of Summer blog.

WEBSITE OPT-IN SUBSCRIBERS

19,341 Messages Sent

16% Click-to-Open Rate

720 Sessions

0:01:57 Average Session Duration

OTHER SOURCE SUBSCRIBERS

167,567 Messages Sent

4% Click-to-Open Rate

1,180 Sessions

01:20 Average Session Duration

Total Subscribers: 213,574

TRAVEL MARKETING

LOOKING AHEAD

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

~Winston Churchill

- During the month of June, the Tempest team will be **optimizing** the Sing Out Loud annual event page.
- The team will **optimize** the Things to Do page.
- The team will also **optimize** the Fountain of Youth page.
- We will be **optimizing** the Historic Forts page.
- Additionally, the team will **create** and **deploy** the June email.

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

May 1 - May 31, 2023

Total Calls Received:	162
Total Call Minutes:	486.25
Average Answer Time:	26 sec
Brochures Ordered:	79

St. Johns County Visitors & Convention Bureau

Requests By Guide

May 1 - May 31, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	1014
<u>GRAND TOTAL</u>	<u>1014</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

May 1 - May 31, 2023

<u>Guide</u>	<u># of Requests</u>
Call Center	79
2022 Visit Florida Magazine	11
2023 Visit Florida Magazine	138
WebTraveler	346
Spring Events Calendar	440
GRAND TOTAL	1014

St. Johns County Visitors & Convention Bureau

Requests By State

May 1 - May 31, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	299	29.5%
GA	63	6.2%
OH	48	4.7%
PA	41	4.0%
NC	40	3.9%
SC	40	3.9%
IL	39	3.8%
TN	37	3.6%
IN	33	3.3%
AL	31	3.1%
NJ	30	3.0%
TX	27	2.7%
NY	26	2.6%
MO	23	2.3%
VA	19	1.9%
WI	19	1.9%
MI	18	1.8%
KY	15	1.5%
CA	14	1.4%
LA	14	1.4%
Foreign	12	1.2%
MA	11	1.1%
AR	10	1.0%
MD	10	1.0%
MS	10	1.0%
AZ	9	0.9%
IA	8	0.8%
MN	8	0.8%
DE	7	0.7%
WV	7	0.7%
CO	6	0.6%
ME	6	0.6%
OK	6	0.6%
KS	5	0.5%
NE	5	0.5%
ND	3	0.3%

CT	2	0.2%
NM	2	0.2%
NV	2	0.2%
RI	2	0.2%
WA	2	0.2%
DC	1	0.1%
ID	1	0.1%
NH	1	0.1%
VT	1	0.1%
WY	1	0.1%
GRAND TOTAL	1014	

St. Johns County Visitors & Convention Bureau

Requests By Country

May 1 - May 31, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	1002	98.82%
Canada	7	0.69%
United Kingdom	1	0.10%
Belgium	1	0.10%
France	1	0.10%
India	1	0.10%
Spain	1	0.10%
GRAND TOTAL	1014	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

May 1 - May 31, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	50	63%	125	60%
Yes	29	37%	83	40%
TOTAL	79		208	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

May 1 - May 31, 2023

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-23	0	0%	5	2%
Feb-23	0	0%	15	7%
Mar-23	0	0%	31	15%
Apr-23	0	0%	20	10%
May-23	7	9%	25	12%
Jun-23	27	34%	38	18%
Jul-23	7	9%	13	6%
Aug-23	7	9%	10	5%
Sep-23	8	10%	10	5%
Oct-23	6	8%	9	4%
Nov-23	4	5%	6	3%
Dec-23	1	1%	7	3%
Jan-24	4	5%	5	2%
Feb-24	2	3%	3	1%
Mar-24	2	3%	3	1%
Apr-24	0	0%	3	1%
May-24	1	1%	2	1%
Jun-24	1	1%	1	0%
Unsure 2023	2	3%	2	1%
TOTAL	79		208	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

May 1 - May 31, 2023

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	1	1%	6	3%
2 days	9	11%	19	9%
3 days	18	23%	57	27%
1 week	38	48%	96	46%
2 weeks	1	1%	8	4%
3 weeks	1	1%	1	0%
1 month	0	0%	2	1%
2 months	1	1%	1	0%
3 months	3	4%	3	1%
Don't know	7	9%	15	7%
TOTAL	79		208	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

May 1 - May 31, 2023

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	4	5%	8	4%
2	37	47%	108	52%
3	9	11%	23	11%
Four or more	20	25%	55	26%
Don't know	9	11%	14	7%
TOTAL	79		208	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

May 1 - May 31, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	73	92%	187	90%
Hotel / Motel	2	3%	11	5%
Bed / Breakfast	2	3%	5	2%
Condo	0	0%	1	0%
RV	1	1%	2	1%
Single Family	1	1%	2	1%
Efficiency / Suite	0	0%	0	0%
TOTAL	79		208	

**Visitor Center Inquiries
May 2023**

SJCC –PVBD Visitor & Information Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	28	35	0.05%	281	344	490

City of St. Augustine Downtown Visitors Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	50,330	51,675	90%	459,744	315,227	505,368

St. Augustine Beach Visitors Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	4,253	1,839	8%	19,393	19,180	25,977

Jacksonville Airport Visitor Information Center

	May 2023	May 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	1,352	1,137	2%	2,841	8,020	10,695

Total Inquiries at Visitors Centers

	May 2023	May 2022	FYTD 2023	FYTD 2022	Total FY 2022
	55,963	54,686	482,259	342,771	542,530



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.

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: f t g+ i y l v p 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: _____

Last updated: April 26, 2022

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:

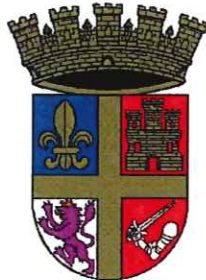
\$100.00

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

- June - October Calendar of Events final layout/printing & online calendar creation
- Atlanta media mission sponsor poster to printer
- STI email scheduling in CC & IDSS, slide conversions for presentation
- Sing Out Loud web page hero image update & review mtg
- STI event
- FY2024 Marketing Plan updates, review, final layout
- 2024 Travel planner launch meeting



Facebook Fans added: 1,442 Total Fans: 531,708 (+0.3%)
Reach: 1,848,994 (+98.9%) Impressions: 4,485,244 (+98.9%) Engagement Rate: 3.5% (-46.9%)

Top Facebook Posts

5/13 Post: STA-Budget Travel's Best Small Town 2023 – reach 279.1K, engagements 10.6K
5/25 Post: TBT Aviles Street – reach 252.3K, engagements 10.1K
5/31 Post: 2023 Travelers Choice Best of the Best awards – reach 50.5K, engagements 3.5K

Twitter Total Followers: 14,077 (-0.1%) Impressions: 33.4K (+18%)

YouTube Views: 992 (-9.24%) Lifetime Views: 446,441 (+0.51.%)

Instagram Total Followers: 45,264 (-0.3%) Impressions: 265,381 (-26.6%) Reach: 66,444 (-42%)

Top Instagram Posts

5/25 Reel: Wharf STA – accounts reached 17.5K, plays 18.9K
5/13 Post: STA Budget Travels Coolest Small Town – accounts reached 18.9K
5/28 Post: Pride Parade – accounts reached 13.8K

TikTok

Launched account 7/4/22 - July: Followers: 81, Likes: 233, Total video views: 4,636
May: Followers: 4,653 (+3.08%), Likes: 1,941 (-20.8%), Total video views: 61,933 (-18.8%)

HISPANIC SOCIAL MEDIA

Facebook

Page Followers 22,373 (+20) | 28 posts, 7095 Reach | Total engagements/post 397
Stories 9 | Reach 915

Top 4 FB Posts

5/11 Engagements 23, Reach 775, Clicks 31
5/19 Engagements 11, Reach 471, Clicks 4
5/1 Engagements 13, Reach 252, Clicks 6
5/3 Engagements 12, Reach 237, Clicks 6

Instagram

28 Posts | 1490 Followers (Net +37) | Total Engagements per post/reels 504 | Avg engagement 18 /post
Reach 2390

125 Stories, reach 1,808,
Total impressions 8581 (+29.4%) | Total Reach (stories and posts) 5,240 | 258 Profile visits (+40.9%)

Top 4 IG Posts

DATE	ENGAGEMENTS	REACH	ENGMT RATE
4/29	33	244	14%
4/15	25	208	12%
4/9	26	181	14.3%
4/6	13	153	8.4%

Top 4 Stories

5/19 Reach 115, Completion Rate 91%
5/28 Reach 110, Completion Rate 91%
5/22 Reach 97, Completion Rate 90%
5/20 Reach 88, Completion Rate 89%

Additional links clicked through to website via TinyUrl tracking

454 total clicks



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Sales Department Report, May 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.*

MAY 2023

Site Visit:

- Georgia Association of Physicians Assistants Site Visit, 5/2
- St. Johns County Botanical Gardens Partner Site Visit, 5/17

Sales Initiatives:

- ASTA Global Convention, 5/2-4
- HelmsBriscoe Annual Business Conference, 5/3-5
- Sports ETA, 5/8-11
- Luxury Meeting Summit Atlanta, 5/10
- VCB Planner/Media/Travel Event, 5/11
- Luxury Meeting Nashville, 5/11-12
- IPW, 5/20-24
- Florida Sports Foundation Annual Summit, 5/22-25
- St. Johns County Take Over Expo I-95 Visit FL Welcome Center, 5/26
- GSAE Annual Conference, 5/31

Meetings:

- VCB State of the Tourism Industry Meeting, 5/11
- Conquistador Classic 2024, 5/15-16
- Vilano Main Street Meeting, 5/17
- MOACC 2023, 5/19
- Meeting Professionals International North Florida Chapter Breakfast, 5/30
- Meeting Professional International NE FL Luncheon, 5/31
- USA Karate w/ Lion's Den Karate 2023, 5/31
- Saint Augustine Glory 2023-2024 Season, 5/31
- Jacksonville Classic Basketball 2023 5/5, zoom meeting, 5/31

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

	MONTHLY TOTAL	MONTHLY GOALS	Monthly % of Actual vs Goal	3rd QUARTER	QUARTERLY GOALS	Quarterly % of Actual vs Goal	YEAR TO DATE TOTALS	Year to date Goal	Year to date % Actual vs Goal	ANNUAL GOAL	% OF ANNUAL GOAL ACHIEVED
TOTALS FOR ALL SEGMENTS											
LEADS ISSUED - ALL SEGMENTS	24	30	-20%	44	62	-29%	191	217	-12%	343	55.69%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	8,679	11,800	-26%	14,729	22,600	-35%	71,317	74,739	-5%	116,083	61.44%
SOLICITATION CALLS/EMAILS	274	197	39%	430	373	15%	1,397	1,378	1%	2,041	68.45%
TRADE SHOWS/SALES MISSIONS	MONTHLY TOTAL			3rd QUARTER TOTALS			YEAR TO DATE TOTALS				
HelmsBriscoe, 5/3-5	10			17			45				
ASTA Global Convention, 5/2-4											
Sports ETA, 5/8-11											
Luxury Meeting Summit Atlanta, 5/10											
VCB Planner/Media/Travel Event, 5/11											
Luxury Meeting Nashville, 5/11-12											
IPW, 5/20-24											
Florida Sports Foundation Annual Summit, 5/22-25											
St. Johns County Take Over Expo I-95 Visit FL Welcome Center, 5/26											
GSAE Annual Conference, 5/31											



May 2023 Media Results: 9,772,151,956 Impression

VCB Earned Media Result: 20,791,111,745 Impressions: 573 clips

draft

Stories in publications by hosted media: 146

Images and video inclusion in stories: 205

Quotes and direct messaging used in stories: 200

Website or provided links used in stories: 205

Earned Hispanic media: 96

Media Inquiries & Story Pitches: Story pitching – Pitched stories to 18 journalists in attendance at SATW Conference. And an additional 21 outlets and freelance (dining, food events, Hispanic culture, outdoors, Romance food and golf), meeting spaces and experiences, OutaTownAdventures.com, theSophisticatedlife.com, Atlanta Journal Constitution (African American Experience); Atlatna Magazine, Gwinnett Daily News, The Atlanta Voice, Simply Buckhead Magazines,

Releases Issued (14):

This Week (4)

PartnerCom (2)

Celebrate Black History on Florida's Historic Coast

Fishing on Florida's Historic Coast

ViajaStAugustine Microsite Launch

Endless Summer Fun – 2 versions

Accolades for Florida's Historic Coast – Update

Sing Out Loud Francis Field Showcase

Art, Music & Fun in May

Writers Hosted: (14) Influencer Destiny Snyder; Jim and Betsi Hill, Travel Awaits; 4 Hispanic journalists for F&W Festival, Carrie McLaren, Freelance writer for F&W Festival; Kita Roberts, Merry and Christine, traveling fire chefs covering Masters of Fire events, Anthoney Aiken, AikenAdventures.com.

Images Released: 58 images downloaded from Cleanpix, and 16 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 Mus Visit Beach in the South.

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

Media Impressions	Mar-23	Apr-23	May-23	Mar-22	Apr-22	May-22	May 2023 compared to May 2022	YTD FY2023	YTD Compared to FY 2022	FY 2023 compared to FY 2022	FY 2022 Totals
Domestic Media	56,336,850,234	5,511,860,682	7,798,009,331	3,333,046,214	2,558,600,590	2,691,076,093	189.77%	124,373,412,392	28,046,516,460	343%	55,468,395,197
International	24,014,932,697	1,745,685,288	805,685,229	24,350,056,820	592,030,265	1,398,642,438	-42.40%	32,858,394,439	32,680,052,332	1%	37,948,311,985
Broadcast	3,705,816,075	1,575,990,483	1,168,457,396	3,034,333,701	443,848,731	235,457,348	396.25%	10,325,466,979	6,866,703,462	50%	12,304,374,873
Total	84,057,599,006	8,833,536,453	9,772,151,956	30,717,436,735	3,631,557,574	4,325,175,879	125.94%	171,919,539,960	67,630,350,242	154%	105,758,180,686
Media Inquiries Answered:	Mar-23	Apr-23	May-23	Mar-22	Apr-22	May-22	May 2023 compared to May 2022	YTD FY2023	YTD Compared to FY 2022	FY 2022 compared to FY 2022	FY 2022 Totals
Media Inquiries Answered:	18	27	26	25	26	20	30.00%	176	183	-4%	219
Media Visitors Hosted:	9	10	14	18	8	8	75.00%	90	101	-11%	112
News Releases Issued:	10	9	14	9	11	9	55.56%	79	79	0%	96
Stories Pitched	10	22	27	19	18	46	-41.30%	336	256	31%	302
VCB Initiated Broadcast, Print & Image access	209	166	573	181	154	247	131.98%	3,180	2,658	20%	3,449
Image access	73	178	74	78	109	51	45.10%	912	873	4%	1,109
Impressions from VCB Initiated	824,422,398	2,400,638,925	20,791,111,745	327,664,000	404,588,312	702,440,911	2859.84%	37,337,522,138	2,755,768,959	1255%	13,748,149,131
# of stories from hosted media	40	166	146					1,008	0		0
Images or videos in stories	56	83	205					1,292	0		0
quotes or direct messages	12	91	200					2,102	0		0
Websites or links in stories	36	108	205					2,310	0		0
EarnedHispanic Media	16	110	96					1,683	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.



SPRING/SUMMER 2023 PROMOTIONS

- Launched new Spring/Summer 2023 radio promotions for radio stations for Atlanta (eight stations), Orlando (nine stations), and Tampa markets (nine radio stations). All prize packages included three-day/two-night stays at various lodging properties throughout St. Johns County plus attraction tickets and dining. Stations provided live and recorded broadcast promo messages, social media, and custom prize package website landing pages for e-mail lead generation.
- Completed new culinary promotion on WSB-TV Atlanta . Prize package included a four-day/three-night stay, attraction tickets, dining and tickets to this year's St. Augustine Food + Wine Festival.

DATABASE MARKETING

- Subscriber base is now at 210,227.

GOLF TOURIST ACTIVITY



Apr-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
California
Virginia
Ohio



INTERNATIONAL

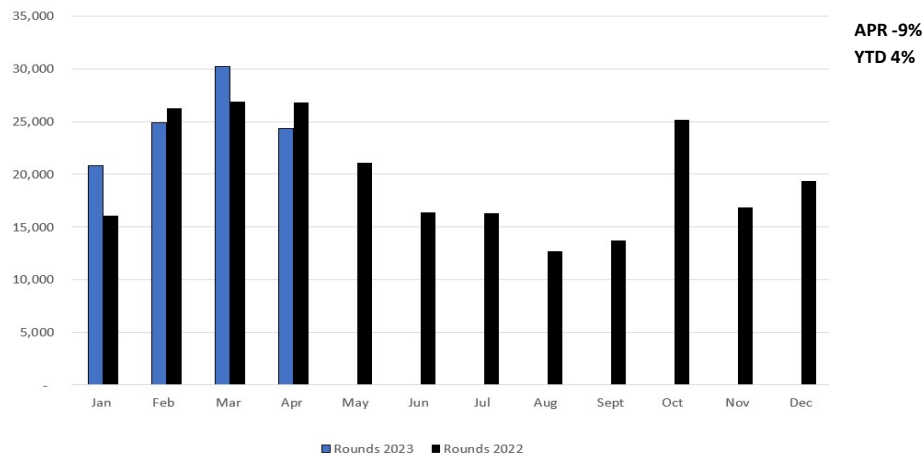
Canada
United Kingdom
China
Germany
Ireland

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	15,934	13,664	17%
YEAR TO DATE	130,225	72,440	80%



ST. JOHNS TOURIST ROUNDS TREND



PRECIPITATION

2023	2022	CHANGE
5.81	2.64	3.17



AVERAGE TEMP

2023	2022	CHANGE
70	70	0



FY23 EARNED MEDIA

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