



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

VCB Board of Directors Meeting Packet
June 25, 2024 at 1:30 p.m.
Home2 Suites by Hilton, 270 Outlet Mall Blvd.,
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.



VCB Board of Directors Meeting Agenda
June 25, 2024 1:30 pm
Home2 Suites by Hilton, St. Augustine I-95
270 Outlet Mall Boulevard
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 April 2024 Minutes – VCB Board of Directors
2. First Coast Gastronomy Project Presentation – Francisco Guitard
3. President’s Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. April & May 2024 Advertising/Media Report – Susan Phillips
6. May 2024 State of the Tourism Industry Recap – Susan Phillips
7. Distribution of FY2025 Marketing Plan – 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

Northeast Florida Regional Airport:

New Business:

1. Discuss Removal of Northeast Florida Regional Airport as Ex-Officio – Chair Jason Kern
2. VCB Annual Meeting (September 2024) Location Recommendations – Chair Jason Kern

Old Business:

1. Advertising RFP Update – Susan Phillips
2. Update on VCB Board Nomination Process – Chair Jason Kern

Adjournment:

St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau

Balance Sheet As of April 30, 2024

| | TOTAL |
|---|-----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 10010 Ameris - 8596 - Cat1 | 10,620.14 |
| 10015 Ameris - 8653 - VCB | 160,631.68 |
| 10017 Ameris - 9435 - VCB | 25,013.36 |
| 10300 Petty Cash - VCB | 268.90 |
| 6857 ICS Sweep Account | 1,192,278.99 |
| 9945 ICS Sweep Account MM 9435 | 898,574.69 |
| Total Bank Accounts | \$2,287,387.76 |
| Other Current Assets | |
| 12000 Undeposited Funds | -542.97 |
| 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 | \$ -542.97 |
| Total Current Assets | \$2,286,844.79 |
| Fixed Assets | |
| 14010 Furniture and Equipment - VCB | 228,491.10 |
| 14999 Accumulated Depreciation - VCB | -119,107.63 |
| Total Fixed Assets | \$109,383.47 |
| TOTAL ASSETS | \$2,396,228.26 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 22000 Prepaid Dues - Cat1 | 68,906.25 |
| 22050 Accrued Expenses - Cat1 | 0.00 |
| 24000 Payroll Liabilities - Cat1 | |
| 24010 Payroll Liab - Federal - Cat1 | -2,468.97 |
| 24020 Payroll Liab - Social Security - Cat1 | -36.73 |
| 24030 Payroll Liab - Medicare - Cat1 | -1,724.95 |
| 24040 Payroll Liab - EE 401K | -6,873.85 |
| 24050 Payroll Liab - EE 401K Loan | 22.64 |
| 24060 Payroll Liab - EE Health Insurance | 8,427.48 |
| 24070 Payroll Liab - EE FSA | 10,658.83 |
| Total 24000 Payroll Liabilities - Cat1 | 8,004.45 |
| 25000 PPP Loan | 0.00 |
| Total Other Current Liabilities | \$76,910.70 |
| Total Current Liabilities | \$76,910.70 |
| Total Liabilities | \$76,910.70 |

St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau

Balance Sheet

As of April 30, 2024

| | TOTAL |
|-------------------------------------|-----------------------|
| Equity | |
| 30000 Opening Balance Equity - Cat1 | 325,356.06 |
| 32000 Retained Earnings | 282,750.43 |
| Net Income | 1,711,211.07 |
| Total Equity | \$2,319,317.56 |
| TOTAL LIABILITIES AND EQUITY | \$2,396,228.26 |

St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau

Balance Sheet As of May 31, 2024

| | TOTAL |
|---|-----------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| 10010 Ameris - 8596 - Cat1 | -25,867.53 |
| 10015 Ameris - 8653 - VCB | 134,416.67 |
| 10017 Ameris - 9435 - VCB | 25,013.81 |
| 10300 Petty Cash - VCB | 268.90 |
| 6857 ICS Sweep Account | 700,785.62 |
| 9945 ICS Sweep Account MM 9435 | 898,588.05 |
| Total Bank Accounts | \$1,733,205.52 |
| 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 | \$1,733,205.52 |
| Fixed Assets | |
| 14010 Furniture and Equipment - VCB | 228,491.10 |
| 14999 Accumulated Depreciation - VCB | -119,107.63 |
| Total Fixed Assets | \$109,383.47 |
| TOTAL ASSETS | \$1,842,588.99 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 22000 Prepaid Dues - Cat1 | 68,906.25 |
| 22050 Accrued Expenses - Cat1 | 0.00 |
| 24000 Payroll Liabilities - Cat1 | |
| 24010 Payroll Liab - Federal - Cat1 | -2,468.97 |
| 24020 Payroll Liab - Social Security - Cat1 | -36.73 |
| 24030 Payroll Liab - Medicare - Cat1 | -1,724.95 |
| 24040 Payroll Liab - EE 401K | -6,873.85 |
| 24050 Payroll Liab - EE 401K Loan | 22.64 |
| 24060 Payroll Liab - EE Health Insurance | 8,675.60 |
| 24070 Payroll Liab - EE FSA | 10,745.22 |
| Total 24000 Payroll Liabilities - Cat1 | 8,338.96 |
| 25000 PPP Loan | 0.00 |
| Total Other Current Liabilities | \$77,245.21 |
| Total Current Liabilities | \$77,245.21 |
| Total Liabilities | \$77,245.21 |

St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau

Balance Sheet As of May 31, 2024

| | TOTAL |
|-------------------------------------|-----------------------|
| Equity | |
| 30000 Opening Balance Equity - Cat1 | 325,356.06 |
| 32000 Retained Earnings | 282,750.43 |
| Net Income | 1,157,237.29 |
| Total Equity | \$1,765,343.78 |
| TOTAL LIABILITIES AND EQUITY | \$1,842,588.99 |

**St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau
Budget vs. Actuals FYTD 2023-2024**

October 2023 - May 2024

| | May 2024 | | | October 2023 - May 2024 Total | | |
|--|-----------------------|-----------------------|----------------------|-------------------------------|------------------------|-----------------------|
| | Actual | Budget | Remaining | Actual | Budget | Remaining |
| Income | | | | | | |
| 40014-ADV County Revenue - Fiscal 23-24 - Cat1 | \$ 0.00 | \$ 225,000.00 | \$ 225,000.00 | \$ 1,825,000.00 | \$ 2,050,000.00 | \$ 225,000.00 |
| 40014-CORE County Revenue Core - Fiscal 23-24 - Cat1 | \$ 0.00 | \$ 200,000.00 | \$ 200,000.00 | \$ 1,992,881.68 | \$ 2,192,881.68 | \$ 200,000.00 |
| 40015 CoOp Revenue - Cat1 | \$ 1,592.97 | \$ 0.00 | -\$ 1,592.97 | \$ 8,192.98 | \$ 0.00 | -\$ 8,192.98 |
| 40017 Tradeshow Co-op Revenue | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 700.00 | \$ 0.00 | -\$ 700.00 |
| Total Income | \$ 1,592.97 | \$ 425,000.00 | \$ 423,407.03 | \$ 3,826,774.66 | \$ 4,242,881.68 | \$ 416,107.02 |
| Gross Profit | \$ 1,592.97 | \$ 425,000.00 | \$ 423,407.03 | \$ 3,826,774.66 | \$ 4,242,881.68 | \$ 416,107.02 |
| Expenses | | | | | | |
| 51000 - Administrative Overhead - Cat1 | | | | | | |
| Total 51000-1 Computer Expense - Cat1 | \$ 1,156.83 | \$ 562.00 | -\$ 594.83 | \$ 3,979.86 | \$ 3,975.00 | -\$ 4.86 |
| 51000-2 Office Equipment - Cat1 | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 4,498.41 | \$ 3,450.00 | -\$ 1,048.41 |
| 51000-3 Office Supplies - Cat1 | \$ 136.10 | \$ 400.00 | \$ 263.90 | \$ 3,461.28 | \$ 3,700.00 | \$ 238.72 |
| Total 51000-4 Rent - Cat1 | \$ 4,899.72 | \$ 5,010.00 | \$ 110.28 | \$ 39,696.33 | \$ 40,080.00 | \$ 383.67 |
| Total 51000-5 Payroll - Cat1 | \$ 75,946.54 | \$ 76,122.18 | \$ 175.64 | \$ 735,805.88 | \$ 735,992.50 | \$ 186.62 |
| Total 51000-6 Maintenance/Repairs - Cat1 | \$ 884.42 | \$ 650.00 | -\$ 234.42 | \$ 6,055.05 | \$ 6,250.00 | \$ 194.95 |
| Total 51000-7 Utilities - Cat1 | \$ 996.78 | \$ 1,710.00 | \$ 713.22 | \$ 10,546.40 | \$ 13,765.00 | \$ 3,218.60 |
| Total 51000-8 Dues & Membership - Cat1 | \$ 20,521.99 | \$ 12,600.00 | -\$ 7,921.99 | \$ 29,346.19 | \$ 27,841.00 | -\$ 1,505.19 |
| Total 51000 - Administrative Overhead - Cat1 | \$ 104,542.38 | \$ 97,054.18 | -\$ 7,488.20 | \$ 833,389.40 | \$ 835,053.50 | \$ 1,664.10 |
| 54900 - Promotional Expenses - Cat1 | | | | | | |
| Total 54900-1 Advertising - Cat1 | \$ 371,746.90 | \$ 387,259.67 | \$ 15,512.77 | \$ 1,372,444.30 | \$ 1,966,772.36 | \$ 594,328.06 |
| Total 54900-10 Tradeshows - Cat1 | \$ 6,438.00 | \$ 8,050.00 | \$ 1,612.00 | \$ 79,756.08 | \$ 118,946.00 | \$ 39,189.92 |
| 54900-11 PR Services - Cat1 | \$ 16,696.72 | \$ 19,283.00 | \$ 2,586.28 | \$ 138,985.32 | \$ 154,264.00 | \$ 15,278.68 |
| 54900-12 Sales Support | \$ 425.10 | \$ 1,000.00 | \$ 574.90 | \$ 7,528.50 | \$ 17,572.00 | \$ 10,043.50 |
| 54900-2 Brochure Distribution - Cat1 | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 13,554.11 | \$ 16,000.00 | \$ 2,445.89 |
| Total 54900-4 In House PR - Cat1 | \$ 8,332.99 | \$ 16,958.00 | \$ 8,625.01 | \$ 46,105.34 | \$ 90,272.00 | \$ 44,166.66 |
| 54900-5 Inquiry Services - Cat1 | \$ 7,777.78 | \$ 3,696.00 | -\$ 4,081.78 | \$ 43,640.31 | \$ 35,849.00 | -\$ 7,791.31 |
| 54900-6 Postage - Cat1 | \$ 43.14 | \$ 5,718.00 | \$ 5,674.86 | \$ 4,645.24 | \$ 38,470.00 | \$ 33,824.76 |
| Total 54900-7 Travel & Per Diem - Cat1 | \$ 10,301.07 | \$ 9,436.00 | -\$ 865.07 | \$ 34,930.47 | \$ 57,037.00 | \$ 22,106.53 |
| Total 54900-8 PRO Fees & Research - Cat1 | \$ 2,911.47 | \$ 3,169.00 | \$ 257.53 | \$ 54,085.50 | \$ 31,532.00 | -\$ 22,553.50 |
| Total 54900 - Promotional Expenses - Cat1 | \$ 424,673.17 | \$ 454,569.67 | \$ 29,896.50 | \$ 1,795,675.17 | \$ 2,526,714.36 | \$ 731,039.19 |
| Total Expenses | \$ 529,215.55 | \$ 551,623.85 | \$ 22,408.30 | \$ 2,629,064.57 | \$ 3,361,767.86 | \$ 732,703.29 |
| Net Operating Income | -\$ 527,622.58 | -\$ 126,623.85 | \$ 400,998.73 | \$ 1,197,710.09 | \$ 881,113.82 | -\$ 316,596.27 |

St. Augustine, Ponte Vedra & The Beaches Visitor's & Convention Bureau
Budget vs. Actuals FYTD 2023-2024
 October 2023 - May 2024

| | May 2024 | | | October 2023 - May 2024 Total | | |
|---|----------------------|----------------------|----------------------|-------------------------------|----------------------|----------------------|
| | Actual | Budget | Remaining | Actual | Budget | Remaining |
| Other Income | | | | | | |
| 65100 Annual Meeting - VCB | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 1,000.00 | \$ 0.00 | -\$ 1,000.00 |
| 65110 Interest Income - VCB | \$ 13.81 | \$ 0.00 | -\$ 13.81 | \$ 108.66 | \$ 0.00 | -\$ 108.66 |
| 65405 Membership Dues - VCB | \$ 300.00 | \$ 0.00 | -\$ 300.00 | \$ 6,462.50 | \$ 0.00 | -\$ 6,462.50 |
| 68010 (STI) State of the Tourism Industry - VCB | \$ 7,225.00 | \$ 0.00 | -\$ 7,225.00 | \$ 15,675.00 | \$ 0.00 | -\$ 15,675.00 |
| Total Other Income | \$ 7,538.81 | \$ 0.00 | -\$ 7,538.81 | \$ 23,246.16 | \$ 0.00 | -\$ 23,246.16 |
| Other Expenses | | | | | | |
| 70500 Bank Charges - VCB | \$ 0.00 | \$ 105.00 | \$ 105.00 | \$ 20.00 | \$ 840.00 | \$ 820.00 |
| 70700 Business Gifts - VCB | \$ 640.84 | \$ 100.00 | -\$ 540.84 | \$ 1,988.29 | \$ 1,600.00 | -\$ 388.29 |
| 73100 Professional Services - VCB | \$ 8,000.00 | \$ 1,000.00 | -\$ 7,000.00 | \$ 21,277.00 | \$ 12,000.00 | -\$ 9,277.00 |
| 73800 Licenses and Taxes - VCB | \$ 0.00 | \$ 50.00 | \$ 50.00 | \$ 105.00 | \$ 845.00 | \$ 740.00 |
| 73900 Board Meeting Expenses - VCB | \$ 519.19 | \$ 400.00 | -\$ 119.19 | \$ 1,728.28 | \$ 3,200.00 | \$ 1,471.72 |
| 74000 Travel - VCB | \$ 119.50 | \$ 50.00 | -\$ 69.50 | \$ 285.83 | \$ 400.00 | \$ 114.17 |
| 74001 Employee of the Year - VCB | \$ 471.26 | \$ 0.00 | -\$ 471.26 | \$ 471.26 | \$ 0.00 | -\$ 471.26 |
| 74500 Insurance - VCB | \$ 0.00 | \$ 1,200.00 | \$ 1,200.00 | \$ 1,680.37 | \$ 6,100.00 | \$ 4,419.63 |
| 74805 Entertainment & Meals - VCB | \$ 134.31 | \$ 1,300.00 | \$ 1,165.69 | \$ 5,415.01 | \$ 9,800.00 | \$ 4,384.99 |
| 74900 Advertising Exp - VCB | \$ 55.00 | \$ 100.00 | \$ 45.00 | \$ 385.00 | \$ 800.00 | \$ 415.00 |
| 75000 Office Expenses - VCB | \$ 0.00 | \$ 500.00 | \$ 500.00 | \$ 3,113.80 | \$ 4,000.00 | \$ 886.20 |
| 75100 Annual Meeting Expenses | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 2,396.25 | \$ 0.00 | -\$ 2,396.25 |
| 75403 Dues & Subscriptions | \$ 0.00 | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 1,000.00 | \$ 900.00 |
| 76000 Miscellaneous Expenses | \$ 0.00 | \$ 200.00 | \$ 200.00 | \$ 239.56 | \$ 1,600.00 | \$ 1,360.44 |
| 78001 VCB Holiday Open House | \$ 0.00 | \$ 0.00 | \$ 0.00 | \$ 463.49 | \$ 3,000.00 | \$ 2,536.51 |
| 78008 (STI) State of the Tourism Industry Exp | \$ 23,949.91 | \$ 11,000.00 | -\$ 12,949.91 | \$ 24,049.82 | \$ 11,000.00 | -\$ 13,049.82 |
| 78011 Building-Equipment Expens | \$ 0.00 | \$ 250.00 | \$ 250.00 | \$ 0.00 | \$ 2,000.00 | \$ 2,000.00 |
| Total Other Expenses | \$ 33,890.01 | \$ 16,355.00 | -\$ 17,535.01 | \$ 63,718.96 | \$ 58,185.00 | -\$ 5,533.96 |
| Net Other Income | -\$ 26,351.20 | -\$ 16,355.00 | \$ 9,996.20 | -\$ 40,472.80 | -\$ 58,185.00 | -\$ 17,712.20 |

**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% | | | | | | | | | | | \$ 293,391,395.62 | 2% |
| EXEMPT RECEIPTS | -\$1,401,599.66 | 21.1% | | | | | | | | | | | \$ (9,405,741.62) | |
| TAXABLE RECEIPTS | \$ 43,201,765.20 | -13.6% | | | | | | | | | | | \$283,985,654.00 | |
| TOTAL TAX COLLECTED | \$ 2,160,088.26 | -13.6% | | | | | | | | | | | \$14,199,282.70 | 2% |
| ADJUSTMENTS | 0 | | | | | | | | | | | | \$0.00 | |
| TOTAL TAX DUE | \$ 2,160,088.26 | -13.6% | | | | | | | | | | | \$14,199,282.70 | |
| LESS COLLECTION ALLOWANCE | -\$15,734.65 | | | | | | | | | | | | \$ (102,027.88) | |
| PLUS PENALTY | \$7,667.76 | | | | | | | | | | | | \$69,967.88 | |
| PLUS INTEREST | \$274.62 | | | | | | | | | | | | \$2,327.14 | |
| TOTAL AMOUNT REMITTED | \$ 2,152,295.99 | -13.5% | | | | | | | | | | | \$14,169,549.84 | 2% |
| LESS TAX COLLECTOR & CLERK | \$ (43,045.92) | -13.5% | | | | | | | | | | | \$ (283,391.00) | |
| NET TO TDC | \$ 2,109,250.07 | -13.5% | | | | | | | | | | | \$13,886,158.84 | 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 | | | | | | | | | |
| 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 | | | | | | | |
| 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 | | | | | | | | | | | | |
| JUN | | | | | | | | | | | | |
| JUL | | | | | | | | | | | | |
| AUG | | | | | | | | | | | | |
| SEP | | | | | | | | | | | | |
| FY YTD | \$ 4,594,151 | | | \$ 2,721,747 | | | \$ 5,766,240 | | | \$ 202,511 | | |

| | 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 | | | | | | | | | | | |
| JUN | | | | | | | | | | | |
| JUL | | | | | | | | | | | |
| AUG | | | | | | | | | | | |
| SEP | | | | | | | | | | | |
| FY YTD | \$ 716,976 | | | \$ 108,189 | | | \$ 59,735 | | | | \$ 14,169,550 |



VCB INDUSTRY EMAIL STATISTICS MAY 2024

| Time Sent ↓ | Campaign Name | Sends | Opens | Clicks | Bounces | Unsubscribes |
|----------------------------|--|-------|------------|------------|----------|--------------|
| Fri, May 31, 2024, 3:07 PM | Florida's Historic Coast™ Captures Sounds of Florida with New Radio Experience | 1,486 | 629 43% | 177 12% | 35 2% | 0 0% |
| Tue, May 28, 2024, 8:29 AM | THIS WEEK, 5-27-2024 | 959 | 412 44% | 84 9% | 17 2% | 2 1% |
| Mon, May 20, 2024, 8:55 AM | THIS WEEK, 5-20-2024 | 911 | 426 47% | 118 13% | 8 1% | 0 0% |
| Mon, May 13, 2024, 9:26 AM | THIS WEEK, 5-13-2024 | 953 | 382 41% | 26 3% | 11 1% | 1 1% |
| Thu, May 9, 2024, 10:28 AM | PartnerCom 5-9-24 | 488 | 210 44% | 13 3% | 8 2% | 0 0% |
| Mon, May 6, 2024, 10:48 AM | THIS WEEK, 5-6-2024 | 1,123 | 522 47% | 27 2% | 14 1% | 1 1% |
| Fri, May 3, 2024, 3:06 PM | Florida's Historic Coast® New Craft Brew Trail Slays Thirst | 1,526 | 686 46% | 44 3% | 26 2% | 1 1% |
| Fri, May 3, 2024, 11:27 AM | Florida's Historic Coast Offers Curated Lodging with Seasonal Deals | 1,475 | 577 40% | 38 3% | 27 2% | 0 0% |
| Thu, May 2, 2024, 2:10 PM | 2024 STI evite - 3 | 788 | 278 36% | 23 3% | 13 2% | 0 0% |
| Wed, May 1, 2024, 4:12 PM | Correction Florida's Historic Coast® 60th Anniversary Civil Rights Act | 1,497 | 543 37% | 16 1% | 22 1% | 0 0% |
| Wed, May 1, 2024, 4:03 PM | Florida's Historic Coast® Recognizes 60th Anniversary of Civil Rights Act | 1,500 | 532 36% | 14 1% | 25 2% | 2 1% |

Email Performance

Opt-in Subscribers

29,373

MESSAGES SENT

41%

CTOR

782

SESSIONS

03:52

AVG. SESSION
DURATION

Other Source Subscribers

163,578

MESSAGES SENT

278%

*CTOR

451

SESSIONS

03:13

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

May 1 - May 31, 2024

| | |
|-----------------------|--------|
| Total Calls Received: | 86 |
| Total Call Minutes: | 220.5 |
| Average Answer Time: | 36 sec |
| Brochures Ordered: | 26 |

St. Johns County Visitors & Convention Bureau

Requests By Guide

May 1 - May 31, 2024

| <u>Guide</u> | <u># of Requests</u> |
|-----------------------------|----------------------|
| St Augustine Travel Planner | 893 |
| <u>GRAND TOTAL</u> | <u>893</u> |

St. Johns County Visitors & Convention Bureau

Requests By Source

May 1 - May 31, 2024

| <u>Guide</u> | <u># of Requests</u> |
|-----------------------------|----------------------|
| WebTraveler | 338 |
| 2022 Visit Florida Magazine | 3 |
| 2023 Visit Florida Magazine | 23 |
| 2024 Visit Florida Magazine | 103 |
| Call Center | 26 |
| Spring Events Calendar | 400 |
| <u>GRAND TOTAL</u> | <u>893</u> |

St. Johns County Visitors & Convention Bureau

Requests By State

May 1 - May 31, 2024

| <u>STATE</u> | <u># of Requests</u> | <u>%</u> |
|--------------|----------------------|----------|
| FL | 282 | 31.6% |
| GA | 82 | 9.2% |
| TN | 42 | 4.7% |
| SC | 34 | 3.8% |
| IL | 30 | 3.4% |
| NY | 29 | 3.2% |
| AL | 28 | 3.1% |
| NC | 27 | 3.0% |
| OH | 26 | 2.9% |
| PA | 26 | 2.9% |
| KY | 25 | 2.8% |
| TX | 24 | 2.7% |
| Foreign | 19 | 2.1% |
| NJ | 18 | 2.0% |
| MI | 17 | 1.9% |
| MN | 17 | 1.9% |
| MO | 17 | 1.9% |
| VA | 16 | 1.8% |
| IN | 15 | 1.7% |
| WI | 15 | 1.7% |
| CA | 12 | 1.3% |
| LA | 10 | 1.1% |
| MA | 9 | 1.0% |
| MD | 9 | 1.0% |
| KS | 7 | 0.8% |
| IA | 6 | 0.7% |
| MS | 6 | 0.7% |
| AR | 5 | 0.6% |
| CO | 4 | 0.4% |
| CT | 4 | 0.4% |
| NE | 4 | 0.4% |
| AZ | 3 | 0.3% |
| DE | 3 | 0.3% |
| RI | 3 | 0.3% |
| WA | 3 | 0.3% |
| WV | 3 | 0.3% |

| | | |
|--------------------|------------|------|
| OK | 2 | 0.2% |
| OR | 2 | 0.2% |
| PR | 2 | 0.2% |
| AK | 1 | 0.1% |
| ID | 1 | 0.1% |
| ME | 1 | 0.1% |
| NH | 1 | 0.1% |
| NM | 1 | 0.1% |
| SD | 1 | 0.1% |
| VT | 1 | 0.1% |
| GRAND TOTAL | 893 | |

St. Johns County Visitors & Convention Bureau

Requests By Country

May 1 - May 31, 2024

| <u>COUNTRY</u> | <u># of Requests</u> | <u>%</u> |
|---------------------------|----------------------|----------|
| USA | 874 | 97.87% |
| Canada | 11 | 1.23% |
| United Kingdom | 5 | 0.56% |
| Australia | 1 | 0.11% |
| France | 1 | 0.11% |
| Italy | 1 | 0.11% |
| <u>GRAND TOTAL</u> | <u>893</u> | |

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

May 1 - May 31, 2024

| <u>Visit Before?</u> | <u>This month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|----------------------|-------------------|----------------|------------|-------------|
| No | 21 | 81% | 146 | 63% |
| Yes | 5 | 19% | 85 | 37% |
| TOTAL | 26 | | 231 | |

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

May 1 - May 31, 2024

| <u>When Visiting?</u> | <u>This month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|-----------------------|-------------------|----------------|------------|-------------|
| Jan-24 | 0 | 0% | 2 | 1% |
| Feb-24 | 0 | 0% | 24 | 10% |
| Mar-24 | 0 | 0% | 40 | 17% |
| Apr-24 | 0 | 0% | 34 | 15% |
| May-24 | 3 | 12% | 39 | 17% |
| Jun-24 | 8 | 31% | 26 | 11% |
| Jul-24 | 3 | 12% | 18 | 8% |
| Aug-24 | 2 | 8% | 7 | 3% |
| Sep-24 | 2 | 8% | 6 | 3% |
| Oct-24 | 2 | 8% | 7 | 3% |
| Nov-24 | 1 | 4% | 4 | 2% |
| Dec-24 | 1 | 4% | 4 | 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 | 0 | 0% | 2 | 1% |
| Unsure 2024 | 4 | 15% | 17 | 7% |
| Unsure 2025 | 0 | 0% | 0 | 0% |
| TOTAL | 26 | | 231 | |

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

May 1 - May 31, 2024

| <u>Length of Stay</u> | <u>This month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|-----------------------|-------------------|----------------|------------|-------------|
| 1 day | 1 | 4% | 7 | 3% |
| 2 days | 1 | 4% | 30 | 13% |
| 3 days | 3 | 12% | 55 | 24% |
| 1 week | 15 | 58% | 93 | 40% |
| 2 weeks | 1 | 4% | 7 | 3% |
| 3 weeks | 0 | 0% | 2 | 1% |
| 1 month | 0 | 0% | 2 | 1% |
| 2 months | 0 | 0% | 1 | 0% |
| 3 months | 0 | 0% | 0 | 0% |
| Don't know | 5 | 19% | 34 | 15% |
| TOTAL | 26 | | 231 | |

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

May 1 - May 31, 2024

| <u>Number of People</u> | <u>This</u> <u>month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|-------------------------|-----------------------------|----------------|------------|-------------|
| 1 | 1 | 4% | 8 | 3% |
| 2 | 12 | 46% | 101 | 44% |
| 3 | 3 | 12% | 25 | 11% |
| Four or more | 5 | 19% | 67 | 29% |
| Don't know | 5 | 19% | 30 | 13% |
| TOTAL | 26 | | 231 | |

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

May 1 - May 31, 2024

| <u>Type</u> | <u>This</u> <u>month</u> | <u>Month %</u> | <u>YTD</u> | <u>YTD%</u> |
|--------------------|-----------------------------|----------------|------------|-------------|
| All | 23 | 88% | 187 | 81% |
| Hotel / Motel | 2 | 8% | 31 | 13% |
| Bed / Breakfast | 0 | 0% | 8 | 3% |
| Condo | 0 | 0% | 4 | 2% |
| RV | 1 | 4% | 1 | 0% |
| Single Family | 0 | 0% | 0 | 0% |
| Efficiency / Suite | 0 | 0% | 0 | 0% |
| TOTAL | 26 | | 231 | |