



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

VCB Board of Directors Meeting Packet
March 25, 2025, 1:30 p.m.
Hyatt Place Vilano Beach
117 Vilano Rd., St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM MARCH 2025 MEETING	DISTRIBUTED AT THE MEETING
FINANCIAL STATEMENTS	DISTRIBUTED AT THE MEETING
STR REPORT	DISTRIBUTED AT THE MEETING
TDC BED TAX COLLECTION REPORT	PAGE 4-6
INDUSTRY EMAIL BLAST STATS	PAGES 7
CONSUMER EMAIL BLAST STATS	PAGES 8
INQUIRY REPORT	PAGES 9-19



**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
 March 25, 2025 1:30 pm
 Hyatt Place Vilano Beach
 117 Vilano Rd., 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 February 2025 Minutes (vote required) – VCB Board Members
2. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
3. Financial Reports (vote required) – Dave Chatterton
4. February 2025 Advertising/Media Reports – Susan Phillips
5. 2025 Tourism Advisory Workshops Update – Susan Phillips
6. Tourism Employee of the Year Update – Susan Phillips
7. May 2025 State of the Tourism Industry (STI) Annual Event- Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee Meeting – Jennifer Jenkins

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Commissioner Ann Taylor

City of St. Augustine: Commissioner Jon DePreter/Melissa Wissel

City of St. Augustine Beach: Commissioner Don Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault

St. Johns County Cultural Council: Jeff Potts

New Business:**Old Business:**

1. Advertising Agency RFP Update – Chair Charlie Robles & Susan Phillips

Adjournment:

ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX

FISCAL YEAR 2025

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$27,592,427.26	-15.1%	\$35,478,105.61	8.7%	\$47,278,718.11	7.3%	\$38,400,339.41	4.3%	\$ -		\$ -	
EXEMPT RECEIPTS	-\$1,181,211.46	-31.0%	\$(1,320,708.41)	39.9%	-\$1,433,321.11	1.6%	-\$1,194,918.21	-17.8%	\$ -		\$ -	
TAXABLE RECEIPTS	\$ 26,411,215.80	-14.2%	\$ 34,157,397.20	7.8%	\$ 45,845,397.00	7.5%	\$ 37,205,421.20	5.2%	\$ -		\$ -	
TOTAL TAX COLLECTED	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$1,860,271.06	5.2%	\$ -		\$ -	
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,320,560.79	-14.2%	\$ 1,707,869.86	7.8%	\$ 2,292,269.85	7.5%	\$ 1,860,271.06	5.2%	\$ -		\$ -	
LESS COLLECTION ALLOWANCE	-\$10,886.83		\$(12,138.80)		-\$16,438.52		-\$12,995.36		\$ -		\$ -	
PLUS PENALTY	\$10,068.36		\$ 19,738.92		\$15,201.82		\$14,247.28		\$ -		\$ -	
PLUS INTEREST	\$378.31		\$ 631.74		\$661.32		\$963.78		\$ -		\$ -	
TOTAL AMOUNT REMITTED	\$ 1,320,120.63	-13.9%	\$ 1,716,101.72	8.2%	\$ 2,291,694.47	7.5%	\$ 1,862,486.76	5.4%	\$ -		\$ -	
LESS TAX COLLECTOR & CLERK	\$ (26,402.41)	-13.9%	\$ (34,322.03)	8.2%	\$ (45,833.89)	7.5%	\$ (37,249.74)	5.4%	\$ -		\$ -	
NET TO TDC	\$ 1,293,718.22	-13.9%	\$ 1,681,779.69	8.2%	\$ 2,245,860.58	7.5%	\$ 1,825,237.02	5.4%	\$ -		\$ -	

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ 148,749,590.39	2%
EXEMPT RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (5,130,159.19)	
TAXABLE RECEIPTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$143,619,431.20	
TOTAL TAX COLLECTED	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$7,180,971.56	2%
ADJUSTMENTS	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -			
TOTAL TAX DUE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$7,180,971.56	
LESS COLLECTION ALLOWANCE	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (52,459.51)	
PLUS PENALTY	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$59,256.38	
PLUS INTEREST	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$2,635.15	
TOTAL AMOUNT REMITTED	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$7,190,403.58	2%
LESS TAX COLLECTOR & CLERK	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$ (143,808.07)	
NET TO TDC	\$ -		\$ -		\$ -		\$ -		\$ -		\$ -		\$7,046,595.51	-20%

FY2025 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$831,589.44	63.0%	-13.9%	\$150,640.19	11.4%	-13.8%	\$258,887.70	19.6%	-11.0%
November	\$1,118,948.60	65.2%	12.3%	\$157,385.40	9.2%	12.4%	\$338,867.19	19.7%	4.4%
December	\$1,423,365.12	62.1%	6.0%	\$196,800.91	8.6%	-9.3%	\$507,725.79	22.2%	21.7%
2025 January	\$1,070,233.46	57.5%	10.1%	\$258,708.48	13.9%	-8.4%	\$404,603.49	21.7%	12.2%
February									
March									
April									
May									
June									
July									
August									
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$33,042.41	2.5%	-28.0%	\$45,960.89	3.5%	-18.2%	\$1,320,120.63
November	\$38,680.67	2.3%	-33.9%	\$62,219.86	3.6%	-6.6%	\$1,716,101.72
December	\$67,927.97	3.0%	32.1%	\$95,874.68	4.2%	-7.7%	\$2,291,694.47
2025 January	\$65,609.95	3.5%	-19.6%	\$63,331.38	3.4%	-10.5%	\$1,862,486.76
February							
March							
April							
May							
June							
July							
August							
September							
Total							\$7,190,403.58

FY 2025 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2025	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
OCT	\$388,397.75	29.4%	-15.3%	\$249,063.57	18.9%	-28.2%	\$542,600.54	41.1%	-9.4%	\$22,125.58	1.7%	2.8%
NOV	\$502,601.36	29.3%	18.8%	\$304,702.42	17.8%	-3.1%	\$774,005.27	45.1%	7.5%	\$12,746.40	0.7%	-56.6%
DEC	\$658,287.57	28.7%	4.7%	\$241,630.95	10.5%	-11.4%	\$1,186,923.21	51.8%	10.7%	\$43,263.01	1.9%	82.3%
JAN	\$555,175.32	29.8%	-3.3%	\$369,761.37	19.9%	23.1%	\$789,635.44	42.4%	6.9%	\$33,834.34	1.8%	-15.5%
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
FY YTD	\$ 2,104,462			\$ 1,165,158			\$ 3,293,164			\$ 111,969		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$87,517.29	6.6%	-3.1%	\$14,402.56	1.1%	30.2%	7.7%	\$16,013.34	1.2%	147.8%	\$ 1,320,120.63
NOV	\$98,374.55	5.7%	21.3%	\$16,879.96	1.0%	23.4%	6.7%	\$6,791.76	0.4%	37.7%	\$ 1,716,101.72
DEC	\$120,448.10	5.3%	12.1%	\$23,200.63	1.0%	32.2%	6.3%	\$17,941.00	0.8%	79.9%	\$ 2,291,694.47
JAN	\$91,329.46	4.9%	5.6%	\$13,512.13	0.7%	-5.7%	5.6%	\$9,238.70	0.5%	-28.3%	\$ 1,862,486.76
FEB											
MAR											
APR											
MAY											
JUN											
JUL											
AUG											
SEP											
FY YTD	\$ 397,669			\$ 67,995				\$ 49,985			\$ 7,190,404



VCB INDUSTRY EMAIL STATISTICS FEBRUARY 2025

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Fri, Feb 28, 2025, 9:16 AM	Social Media Seminar Questionnaire - 2	501	211 43%	12 2%	7 1%	0 0%
Thu, Feb 27, 2025, 9:15 AM	Tourism Employee of the Year Nominations - 2	501	229 46%	20 4%	7 1%	0 0%
Wed, Feb 26, 2025, 1:29 PM	Correction: St. Johns County VCB wins Gold for Marketing Campaign	1,465	590 41%	33 2%	27 2%	0 0%
Wed, Feb 26, 2025, 1:21 PM	St. Johns County Visitors and Convention Bureau wins Gold for Marketing Campaign	1,473	569 39%	22 2%	28 2%	1 1%
Mon, Feb 24, 2025, 9:14 AM	Tourism Advisory Workshop 2025 2	418	202 49%	7 2%	5 1%	1 1%
Mon, Feb 24, 2025, 8:12 AM	THIS WEEK, 2-24-2025	904	430 48%	35 4%	8 1%	0 0%
Thu, Feb 20, 2025, 1:32 PM	Social Media Seminar Questionnaire	502	221 44%	18 4%	5 1%	0 0%
Thu, Feb 20, 2025, 10:15 AM	Explore the History & Culture of Florida's Historic Coast This Spring	1,411	560 40%	21 2%	17 1%	0 0%
Wed, Feb 19, 2025, 2:25 PM	Florida's Historic Coast Continues to be the Sweet Spot Throughout the Year	1,376	568 42%	22 2%	16 1%	0 0%
Wed, Feb 19, 2025, 11:06 AM	St. Augustine Business Coalition Meeting 2-20	100	51 52%	0 0%	2 2%	0 0%
Wed, Feb 19, 2025, 9:05 AM	Tourism Employee of the Year Nominations - 1	500	251 51%	22 4%	4 1%	0 0%
Mon, Feb 17, 2025, 9:04 AM	THIS WEEK, 2-17-2025	904	409 46%	40 4%	6 1%	0 0%
Wed, Feb 12, 2025, 10:55 AM	NEFRC Trails Workshop2	35	16 48%	0 0%	2 6%	0 0%
Tue, Feb 11, 2025, 1:35 PM	Golf Claps for the Return of THE PLAYERS Championship March 11-16	1,383	549 40%	20 1%	22 2%	1 1%
Mon, Feb 10, 2025, 10:00 AM	THIS WEEK, 2-10-2025	710	315 45%	35 5%	3 1%	0 0%
Wed, Feb 5, 2025, 10:40 AM	NEFRC Trails Workshop	35	16 48%	1 3%	2 6%	0 0%
Tue, Feb 4, 2025, 3:43 PM	Tourism Advisory Workshop 2025 1	462	256 56%	21 5%	7 2%	0 0%
Mon, Feb 3, 2025, 9:11 AM	THIS WEEK, 2-3-2024	908	416 47%	31 3%	17 2%	0 0%

Email Performance

Opt-in Subscribers

35,673

MESSAGES SENT

34%

CTOR

837

SESSIONS

04:13

AVG. SESSION
DURATION

Other Source Subscribers

162,882

MESSAGES SENT

60%

CTOR

501

SESSIONS

03:28

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

February 1 - February 28, 2025

Total Calls Received:	92
Total Call Minutes:	398.5
Average Answer Time:	31
Brochures Ordered:	15

St. Johns County Visitors & Convention Bureau

Requests By Guide

February 1 - February 28, 2025

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	10604
<u>GRAND TOTAL</u>	<u>10604</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

February 1 - February 28, 2025

<u>Guide</u>	<u># of Requests</u>
WebTraveler	191
2024 Visit Florida Magazine	75
Call Center	15
AdQuire	9720
Spring Events Calendar	603
GRAND TOTAL	10604

St. Johns County Visitors & Convention Bureau

Requests By State

February 1 - February 28, 2025

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	3010	28.4%
GA	2088	19.7%
NC	1745	16.5%
IL	1147	10.8%
SC	1030	9.7%
MD	384	3.6%
VA	310	2.9%
IN	200	1.9%
DC	130	1.2%
WV	76	0.7%
OH	56	0.5%
AL	44	0.4%
PA	44	0.4%
TN	38	0.4%
NY	35	0.3%
NJ	23	0.2%
TX	21	0.2%
WI	21	0.2%
MO	20	0.2%
KY	19	0.2%
MI	16	0.2%
Foreign	10	0.1%
MA	10	0.1%
MN	10	0.1%
AZ	9	0.1%
CA	9	0.1%
MS	9	0.1%
CO	7	0.1%
CT	7	0.1%
LA	7	0.1%
NV	7	0.1%
KS	6	0.1%
OK	6	0.1%
AR	5	0.0%
DE	5	0.0%
NH	5	0.0%

OR	5	0.0%
WA	5	0.0%
ND	4	0.0%
IA	3	0.0%
ID	3	0.0%
ME	3	0.0%
NE	3	0.0%
HI	2	0.0%
SD	2	0.0%
MT	1	0.0%
PR	1	0.0%
RI	1	0.0%
UT	1	0.0%
VT	1	0.0%
GRAND TOTAL	10604	

St. Johns County Visitors & Convention Bureau

Requests By Country

February 1 - February 28, 2025

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	10594	99.91%
Canada	5	0.05%
Denmark	1	0.01%
France	1	0.01%
Germany	1	0.01%
Russia	1	0.01%
United Kingdom	1	0.01%
GRAND TOTAL	10604	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

February 1 - February 28, 2025

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	13	87%	30	75%
Yes	2	13%	10	25%
TOTAL	15		40	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

February 1 - February 28, 2025

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-25	0	0%	0	0%
Feb-25	0	0%	8	20%
Mar-25	0	0%	11	28%
Apr-25	0	0%	1	3%
May-25	1	7%	3	8%
Jun-25	4	27%	5	13%
Jul-25	1	7%	1	3%
Aug-25	1	7%	1	3%
Sep-25	0	0%	0	0%
Oct-25	3	20%	3	8%
Nov-25	1	7%	1	3%
Dec-25	1	7%	1	3%
Jan-26	0	0%	0	0%
Feb-26	0	0%	0	0%
Mar-26	0	0%	0	0%
Apr-26	0	0%	0	0%
May-26	0	0%	0	0%
Jun-26	0	0%	0	0%
Jul-26	0	0%	0	0%
Aug-26	0	0%	0	0%
Sep-26	0	0%	0	0%
Oct-26	0	0%	0	0%
Nov-26	0	0%	0	0%
Dec-26	0	0%	0	0%
Unsure 2025	3	20%	5	13%
Unsure 2026	0	0%	0	0%
TOTAL	15		40	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

February 1 - February 28, 2025

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	0	0%
2 days	1	7%	2	5%
3 days	5	33%	12	30%
1 week	4	27%	12	30%
2 weeks	1	7%	4	10%
3 weeks	0	0%	0	0%
1 month	0	0%	1	3%
2 months	0	0%	0	0%
3 months	0	0%	0	0%
Don't know	4	27%	9	23%
TOTAL	15		40	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

February 1 - February 28, 2025

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	2	13%	2	5%
2	0	0%	15	38%
3	3	20%	5	13%
Four or more	6	40%	11	28%
Don't know	4	27%	7	18%
TOTAL	15		40	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

February 1 - February 28, 2025

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	11	73%	34	85%
Hotel / Motel	3	20%	3	8%
Bed / Breakfast	0	0%	0	0%
Condo	0	0%	1	3%
RV	0	0%	1	3%
Single Family	1	7%	1	3%
Efficiency / Suite	0	0%	0	0%
TOTAL	15		40	