



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
March 26, 2024 at 1:30 p.m.
Renaissance St. Augustine Historic District, 6 W. Castillo Dr.,
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
 March 26, 2024 1:30 pm
 Renaissance St. Augustine Historic District
 6 W. Castillo Drive, 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 2024 Minutes – VCB Board Members
2. King Street Improvements Presentation – Reuben Franklin, City of St. Augustine
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. February 2024 Advertising/Media Reports – Susan Phillips
6. 2024 Tourism Advisory Workshops Update – Susan Phillips
7. Tourism Employee of the Year Update – Susan Phillips
8. May 2024 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: Henry Dean

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

City of St. Augustine Beach: Commissioner Don Samora

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: Jaime Topp

New Business:

Old Business:

Adjournment:

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet As of February 29, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-133,105.95
10015 Ameris - 8653 - VCB	152,755.34
10017 Ameris - 9435 - VCB	25,012.91
10300 Petty Cash - VCB	268.90
6857 ICS Sweep Account	604,104.35
9945 ICS Sweep Account MM 9435	898,547.98
Total Bank Accounts	\$1,547,583.53
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	\$1,547,583.53
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	\$1,656,967.00
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	-19.67
24020 Payroll Liab - Social Security - Cat1	1,778.31
24030 Payroll Liab - Medicare - Cat1	-1,300.45
24040 Payroll Liab - EE 401K	-6,873.85
24050 Payroll Liab - EE 401K Loan	22.64
24060 Payroll Liab - EE Health Insurance	7,807.18
24070 Payroll Liab - EE FSA	13,677.37
Total 24000 Payroll Liabilities - Cat1	15,091.53
25000 PPP Loan	0.00
Total Other Current Liabilities	\$83,997.78
Total Current Liabilities	\$83,997.78
Total Liabilities	\$83,997.78
Equity	
30000 Opening Balance Equity - Cat1	325,356.06

St. Augustine, Ponte Vedra & The Beaches VCB

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Balance Sheet As of February 29, 2024

	TOTAL
32000 Retained Earnings	282,550.43
Net Income	965,062.73
Total Equity	\$1,572,969.22
TOTAL LIABILITIES AND EQUITY	\$1,656,967.00

St. Augustine, Ponte Vedra & The Beaches VCB

Budget vs. Actuals

October 2023 - February 2024

	Feb 2024			Oct 2023 - Feb 2024 Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
Income						
40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$ 225,000.00	\$ 225,000.00	\$ 0.00	\$ 1,150,000.00	\$ 1,375,000.00	\$ 225,000.00
40014-CORE County Revenue Core - Fiscal 23-24 - Cat1	\$ 250,000.00	\$ 250,000.00	\$ 0.00	\$ 1,292,881.68	\$ 1,542,881.68	\$ 250,000.00
40015 CoOp Revenue - Cat1	\$ 925.00	\$ 0.00	-\$ 925.00	\$ 3,200.01	\$ 0.00	-\$ 3,200.01
Total Income	\$ 475,925.00	\$ 475,000.00	-\$ 925.00	\$ 2,446,081.69	\$ 2,917,881.68	\$ 471,799.99
Gross Profit	\$ 475,925.00	\$ 475,000.00	-\$ 925.00	\$ 2,446,081.69	\$ 2,917,881.68	\$ 471,799.99
Expenses						
51000 - Administrative Overhead - Cat1						
Total 51000-1 Computer Expense - Cat1	\$ 695.63	\$ 562.00	-\$ 133.63	\$ 1,715.19	\$ 2,289.00	\$ 573.81
Total 51000-2 Office Equipment - Cat1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 4,115.03	\$ 2,800.00	-\$ 1,315.03
Total 51000-3 Office Supplies - Cat1	\$ 422.64	\$ 500.00	\$ 77.36	\$ 1,621.37	\$ 2,500.00	\$ 878.63
Total 51000-4 Rent - Cat1	\$ 5,122.71	\$ 5,010.00	-\$ 112.71	\$ 24,853.40	\$ 25,050.00	\$ 196.60
Total 51000-5 Payroll - Cat1	\$ 95,002.38	\$ 84,208.00	-\$ 10,794.38	\$ 487,123.58	\$ 507,280.00	\$ 20,156.42
Total 51000-6 Maintenance/Repairs - Cat1	\$ 393.12	\$ 950.00	\$ 556.88	\$ 4,955.63	\$ 4,500.00	-\$ 455.63
Total 51000-7 Utilities - Cat1	\$ 1,797.77	\$ 1,742.00	-\$ 55.77	\$ 6,463.32	\$ 8,710.00	\$ 2,246.68
Total 51000-8 Dues & Membership - Cat1	\$ 1,194.99	\$ 2,100.00	\$ 905.01	\$ 7,748.96	\$ 11,960.00	\$ 4,211.04
Total 51000 - Administrative Overhead - Cat1	\$ 104,629.24	\$ 95,072.00	-\$ 9,557.24	\$ 538,596.48	\$ 565,089.00	\$ 26,492.52
54900 - Promotional Expenses - Cat1						
Total 54900-1 Advertising - Cat1	\$ 213,722.85	\$ 160,843.67	-\$ 52,879.18	\$ 661,202.62	\$ 841,508.35	\$ 180,305.73
Total 54900-10 Tradeshows - Cat1	\$ 1,249.00	\$ 38,342.00	\$ 37,093.00	\$ 58,892.20	\$ 94,252.00	\$ 35,359.80
Total 54900-11 PR Services - Cat1	\$ 26,352.76	\$ 19,283.00	-\$ 7,069.76	\$ 92,845.04	\$ 96,415.00	\$ 3,569.96
Total 54900-12 Sales Support	\$ 0.00	\$ 1,000.00	\$ 1,000.00	\$ 2,767.40	\$ 14,572.00	\$ 11,804.60
Total 54900-2 Brochure Distribution - Cat1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 13,554.11	\$ 0.00	-\$ 13,554.11
Total 54900-4 In House PR - Cat1	\$ 3,159.85	\$ 8,789.00	\$ 5,629.15	\$ 24,527.54	\$ 40,752.00	\$ 16,224.46
54900-5 Inquiry Services - Cat1	\$ 5,679.86	\$ 2,408.00	-\$ 3,271.86	\$ 25,777.65	\$ 16,720.00	-\$ 9,057.65
54900-6 Postage - Cat1	\$ 1,102.73	\$ 2,080.00	\$ 977.27	\$ 1,788.22	\$ 17,352.00	\$ 15,563.78
Total 54900-7 Travel & Per Diem - Cat1	\$ 7,926.71	\$ 6,100.00	-\$ 1,826.71	\$ 14,447.03	\$ 26,782.00	\$ 12,334.97
Total 54900-8 PRO Fees & Research - Cat1	\$ 12,020.87	\$ 1,656.00	-\$ 10,364.87	\$ 24,320.57	\$ 7,308.00	-\$ 17,012.57
Total 54900 - Promotional Expenses - Cat1	\$ 271,214.63	\$ 240,501.67	-\$ 30,712.96	\$ 920,122.38	\$ 1,155,661.35	\$ 235,538.97
Total Expenses	\$ 375,843.87	\$ 335,573.67	-\$ 40,270.20	\$ 1,458,718.86	\$ 1,720,750.35	\$ 262,031.49
Net Operating Income	\$ 100,081.13	\$ 139,426.33	\$ 39,345.20	\$ 987,362.83	\$ 1,197,131.33	\$ 209,768.50

Monday, Mar 18, 2024 09:39:40 AM GMT-7 - Cash Basis

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									
March									
April									
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							
March							
April							
May							
June							
July							
August							
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE

ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

[illegible][illegible]



VCB INDUSTRY EMAIL STATISTICS FEBRUARY 2024

Time Sent ↑	Campaign Name	S.nds	O..ens	C..cks	Bo...ces	Unsub... bes
Thu, Feb 1, 2024, 4:05 PM	The New Year Brings New Ways to Explore Florida's Historic Coast	1,558	583 39%	28 2%	59 4%	0 0%
Mon, Feb 5, 2024, 8:11 AM	THIS WEEK, 2-5-2024	922	357 39%	35 4%	12 1%	1 1%
Mon, Feb 5, 2024, 10:37 AM	Visit St. Augustine Unveils New Black History App	1,565	549 36%	19 1%	57 4%	1 1%
Fri, Feb 9, 2024, 11:15 AM	THE PLAYERS CHAMPIONSHIP RETURNS TO PONTE VEDRA IN MARCH	1,516	540 37%	12 1%	62 4%	0 0%
Mon, Feb 12, 2024, 9:28 AM	THIS WEEK, 2-12-2024	923	376 41%	42 5%	15 2%	0 0%
Tue, Feb 13, 2024, 3:17 PM	PartnerCom 2-13-24	513	206 41%	13 3%	10 2%	0 0%
Wed, Feb 14, 2024, 9:07 AM	Tourist Development Tax Dollars (TDT) Under Threat - ACT BY NOON TODAY	886	326 40%	31 4%	73 8%	0 0%
Wed, Feb 14, 2024, 11:11 AM	UPDATE: Tourist Development Tax Dollars (TDT) Under Threat - ACT BY NOON TODAY	807	292 38%	2 1%	30 4%	0 0%
Tue, Feb 20, 2024, 9:15 AM	UPDATE - TDT Under Threat - We Need Your Continued Support!	821	272 34%	4 1%	29 4%	0 0%
Mon, Feb 26, 2024, 10:15 AM	THIS WEEK, 2-26-2024	924	419 46%	42 5%	16 2%	0 0%
Mon, Feb 26, 2024, 1:01 PM	Tourism Employee of the Year Nominations due 3-15/24	487	224 47%	18 4%	8 2%	0 0%
Tue, Feb 27, 2024, 10:11 AM	Week 7 Legislative Update TDT Under Threat - We Need Your Continued Support!	600	246 42%	3 1%	16 3%	0 0%
Wed, Feb 28, 2024, 3:30 PM	Florida's Historic Coast Leads the Way in Preservation & Protection	1,481	548 39%	8 1%	64 4%	0 0%

Email Performance

Opt-in Subscribers

27,072

MESSAGES SENT

19%

CTOR

600

SESSIONS

04:36

AVG. SESSION
DURATION

Other Source Subscribers

164,568

MESSAGES SENT

78%

CTOR

550

SESSIONS

02:55

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

February 1 - February 29, 2024

Total Calls Received:	131
Total Call Minutes:	465.5
Average Answer Time:	34 sec
Brochures Ordered:	73

St. Johns County Visitors & Convention Bureau

Requests By Guide

February 1 - February 29, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	1202
<u>GRAND TOTAL</u>	<u>1202</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

February 1 - February 29, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	256
2022 Visit Florida Magazine	3
2023 Visit Florida Magazine	45
2024 Visit Florida Magazine	87
Call Center	73
Spring Events Calendar	738
<u>GRAND TOTAL</u>	<u>1202</u>

St. Johns County Visitors & Convention Bureau

Requests By State

February 1 - February 29, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	272	22.6%
GA	68	5.7%
IL	58	4.8%
TN	57	4.7%
NC	56	4.7%
PA	56	4.7%
NY	53	4.4%
SC	52	4.3%
OH	51	4.2%
Foreign	42	3.5%
MI	40	3.3%
WI	37	3.1%
AL	35	2.9%
IN	35	2.9%
VA	32	2.7%
NJ	28	2.3%
MN	22	1.8%
TX	19	1.6%
KY	18	1.5%
MD	16	1.3%
MA	14	1.2%
AR	12	1.0%
CA	12	1.0%
IA	12	1.0%
LA	11	0.9%
MO	10	0.8%
NE	9	0.7%
NH	9	0.7%
CO	8	0.7%
OK	8	0.7%
CT	6	0.5%
WA	6	0.5%
AZ	5	0.4%
KS	4	0.3%
ME	4	0.3%
MS	3	0.2%

RI	3	0.2%
WV	3	0.2%
DE	2	0.2%
ID	2	0.2%
ND	2	0.2%
NV	2	0.2%
OR	2	0.2%
SD	2	0.2%
VT	2	0.2%
UT	1	0.1%
WY	1	0.1%
GRAND TOTAL	1202	

St. Johns County Visitors & Convention Bureau

Requests By Country

February 1 - February 29, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	1160	96.51%
Canada	27	2.25%
United Kingdom	7	0.58%
Germany	2	0.17%
Argentina	1	0.08%
Austria	1	0.08%
Brazil	1	0.08%
Chile	1	0.08%
France	1	0.08%
Spain	1	0.08%
GRAND TOTAL	1202	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

February 1 - February 29, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	49	67%	64	58%
Yes	24	33%	46	42%
TOTAL	73		110	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

February 1 - February 29, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	2%
Feb-24	14	19%	24	22%
Mar-24	27	37%	36	33%
Apr-24	9	12%	14	13%
May-24	8	11%	14	13%
Jun-24	3	4%	3	3%
Jul-24	2	3%	5	5%
Aug-24	0	0%	1	1%
Sep-24	1	1%	1	1%
Oct-24	3	4%	3	3%
Nov-24	2	3%	2	2%
Dec-24	0	0%	0	0%
Jan-25	0	0%	0	0%
Feb-25	0	0%	0	0%
Mar-25	0	0%	0	0%
Unsure 2024	4	5%	5	5%
Unsure 2025	0	0%	0	0%
TOTAL	73		110	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

February 1 - February 29, 2024

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	2	3%	3	3%
2 days	12	16%	17	15%
3 days	16	22%	25	23%
1 week	25	34%	40	36%
2 weeks	1	1%	4	4%
3 weeks	0	0%	0	0%
1 month	2	3%	2	2%
2 months	1	1%	1	1%
3 months	0	0%	0	0%
Don't know	14	19%	18	16%
TOTAL	73		110	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

February 1 - February 29, 2024

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	1%	3	3%
2	35	48%	53	48%
3	8	11%	11	10%
Four or more	19	26%	30	27%
Don't know	10	14%	13	12%
TOTAL	73		110	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

February 1 - February 29, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	66	90%	92	84%
Hotel / Motel	7	10%	9	8%
Bed / Breakfast	0	0%	7	6%
Condo	0	0%	2	2%
RV	0	0%	0	0%
Single Family	0	0%	0	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	73		110	