



ST. AUGUSTINE  
PONTE VEDRA  
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet  
November 28, 2023 at 1:30 p.m.  
Embassy Suites St. Augustine Beach Resort,  
300 A1A Beach Blvd., St. Augustine, FL 32080

**PACKET CONTENTS**

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM OCTOBER 2023 MEETING	DISTRIBUTED AT MEETING
FINANCIAL STATEMENT	PAGES 4-15
STR REPORT	CANNOT BE EMAILED
TDC BED TAX COLLECTION REPORTS	PAGES 16-18
GOOGLE ANALYTICS	PAGES 19-33
INDUSTRY EMAIL BLAST STATS	PAGE 34
CONSUMER EMAIL BLAST STATS	PAGES 35-37
INQUIRY REPORT	PAGES 38-48
VISITOR CENTERS REPORT	PAGE 49
PARTNERSHIP REPORT	PAGE 50-65
IN-HOUSE CREATIVE REPORT	PAGE 66
SOCIAL MEDIA REPORT	PAGE 67
SALES SUMMARY	PAGES 68
SALES REPORT	PAGE 69
COMMUNICATIONS SUMMARY	PAGES 70
COMMUNICATIONS TRACKING	PAGE 71
PROMOTIONS REPORT	PAGE 72
FFCG	PAGE 73



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

ST. AUGUSTINE, PONTE VEDRA & THE BEACHES VISITORS & CONVENTION BUREAU

**Anti-Trust Statement**

**The purpose of this meeting today is to act upon matters relating to the business of St. Johns County Visitors and Convention Bureau and not to discuss or pursue the business interests of individual companies. We should proceed with caution and alertness, keeping in mind the requirements and prohibitions of Federal and State Antitrust laws. Specifically, but without limitation, there should be no discussions or deliberations relating to pricing methods, allocation of territories or customers, or restraints of trade as to property owners, suppliers or others. We should concern ourselves only with the business of St. Johns County Visitors and Convention Bureau as set forth in the agenda for this meeting.**

**Conflict of Interest Statement**

**It is the duty of every member of the Board of Directors who is in any way, directly or indirectly, interested in a contract or proposed contract with the St. Johns County Visitors and Convention Bureau to disclose the nature and extent of such interest and to refrain from voting in respect to the contract or proposed contract.**



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

VCB Board of Directors Meeting Agenda

November 28, 2023 1:30 pm

Embassy Suites by Hilton, St. Augustine Beach

300 A1A Beach Blvd., St. Augustine, FL 32080

**Call to order:**

**Acknowledge Anti-Trust Statement and Conflict of Interest Statement:**

**Roll Call:**

**Public Comments:**

**Agenda Items**

1. Approval of October 2023 Minutes (vote required)
2. President's Report – Susan Phillips
  - a. Primary Metrics – Susan Phillips
  - b. Departmental Reports – VCB Directors
3. Financial Reports – Charlie Robles
4. October 2023 Advertising/Media Report – Susan Phillips
5. Update on Partner Drops - Susan Phillips
6. VCB 2024 State of the Tourism Industry Update – Susan Phillips

**Committee Reports:**

Conference Sales Committee Meeting – William McBroom

Leisure Sales Committee Meeting – Cindy Stavely or Evelyn Lopez-Kelley

**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 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: Jaime Topp

**New Business:**

1. Presentation of New Ponte Vedra Wellness Website – Isabelle Renault, St. Johns County Chamber of Commerce
2. VCB Strategic Plan Review Process – Dr. Zach Cole

**Old Business:**

**Adjournment:**

# St. Johns County Visitors & Conventions Bureau, Inc.

## Balance Sheet As of October 31, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-652,846.94
10015 Ameris - 8653 - VCB	170,252.72
10017 Ameris - 9435 - VCB	25,013.81
10300 Petty Cash - VCB	268.90
6857 ICS Sweep Account	488,250.38
9945 ICS Sweep Account MM 9435	898,493.19
<b>Total Bank Accounts</b>	<b>\$929,432.06</b>
Accounts Receivable	
11000 Accounts Receivable - Cat1	4,367.97
<b>Total Accounts Receivable</b>	<b>\$4,367.97</b>
Other Current Assets	
12000 Undeposited Funds	300.00
<b>Total Other Current Assets</b>	<b>\$300.00</b>
<b>Total Current Assets</b>	<b>\$934,100.03</b>
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
<b>Total Fixed Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$934,100.03</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Other Current Liabilities	
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	-204.27
24060 Payroll Liab - EE Health Insurance	6,681.63
24070 Payroll Liab - EE FSA	12,396.68
<b>Total 24000 Payroll Liabilities - Cat1</b>	<b>7,769.54</b>
<b>Total Other Current Liabilities</b>	<b>\$7,769.54</b>
<b>Total Current Liabilities</b>	<b>\$7,769.54</b>
<b>Total Liabilities</b>	<b>\$7,769.54</b>
Equity	
30000 Opening Balance Equity - Cat1	280,068.94
32000 Retained Earnings	297,693.40
Net Income	348,568.15

# St. Johns County Visitors & Conventions Bureau, Inc.

## Balance Sheet As of October 31, 2023

	TOTAL
Total Equity	\$926,330.49
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$934,100.03</b>

## St. Augustine, Ponte Vedra &amp; The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
ASSETS									
10010 Ameris - 8596 - Cat1									
	Beginning Balance								-947,713.03
10/01/2023	Check	5662	Local Land, LLC	October 2023 Rent	51000 - Administrative Overhead - Cat1:51000-4 Rent - Cat1:51000-4 Building - Cat1		\$4,400.00	-4,400.00	-952,113.03
10/02/2023	Transfer				6857 ICS Sweep Account	\$29,034.83		29,034.83	-923,078.20
10/03/2023	Expense		The Standard - Dental	Dental October 2023	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$505.48	-505.48	-923,583.68
10/03/2023	Transfer				6857 ICS Sweep Account	\$5,185.48		5,185.48	-918,398.20
10/03/2023	Expense		Gusto	Sept Payroll Processing Fee	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Payroll Processing Fee - Cat1		\$280.00	-280.00	-918,678.20
10/04/2023	Expense		Paychex	FSA Claim - \$35.00 & \$75.81	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$110.81	-110.81	-918,789.01
10/04/2023	Transfer				6857 ICS Sweep Account	\$110.81		110.81	-918,678.20
10/05/2023	Deposit		Adventure Boat Tours		12000 Undeposited Funds	\$150.00		150.00	-918,528.20
10/06/2023	Transfer				6857 ICS Sweep Account	\$66.04		66.04	-918,462.16
10/09/2023	Deposit				-Split-	\$1,875.00		1,875.00	-916,587.16
10/10/2023	Expense		UHS Premium Billing	Inv. 020447527462 V/L Oct	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$225.16	-225.16	-916,812.32
10/10/2023	Transfer				6857 ICS Sweep Account	\$1,461.96		-1,461.96	-918,274.28
10/11/2023	Transfer				6857 ICS Sweep Account	\$253.50		253.50	-918,020.78
10/12/2023	Expense		UHS Billing	Inv. 086833862672 Health Insurance Oct 2023	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$5,962.32	-5,962.32	-923,983.10
10/12/2023	Transfer				6857 ICS Sweep Account	\$6,612.32		6,612.32	-917,370.78
10/13/2023	Expense		Gusto	Wages Net 9/28/2023 - 10/11/2023	-Split-		\$18,838.61	-18,838.61	-936,209.39
10/13/2023	Transfer				6857 ICS Sweep Account	\$30,550.99		30,550.99	-905,658.40
10/13/2023	Expense		Paychex	Processing Fee	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Payroll Processing Fee - Cat1		\$100.00	-100.00	-905,758.40
10/13/2023	Expense		Paychex	401k 9/28/2023 - 10/11/2023 EE + Match + Loans	-Split-		\$4,212.30	-4,212.30	-909,970.70
10/13/2023	Expense		Gusto	Payroll Taxes 9/28/2023 - 10/11/2023	-Split-		\$7,400.08	-7,400.08	-917,370.78
10/16/2023	Transfer				6857 ICS Sweep Account	\$34,086.82		34,086.82	-883,283.96
10/17/2023	Expense		Paychex	FSA Claim - WM	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$74.99	-74.99	-883,358.95
10/17/2023	Transfer				6857 ICS Sweep Account	\$8,690.07		8,690.07	-874,668.88
10/18/2023	Transfer				6857 ICS Sweep Account	\$789.72		789.72	-873,879.16
10/19/2023	Check	5674	Allegra Image360	Inv. 76075 Catalog Mailing 9-18-23 Inv. 76196 Sept Portal Fees Inv. 76178 Catalog Mailing 9-25-23 Inv. 76222 Florida Welcome Center Case Shipment	-Split-		\$1,609.46	-1,609.46	-875,488.62
10/19/2023	Check	5687	LocalIQ	Inv. 765032 9/18/23-9/25/23 Workshop	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Adv Resv-Graft,Air, MPI, Special Projects - Cat1		\$35.28	-35.28	-875,523.90
10/19/2023	Check	5696	The Hartley Press, Inc.	Inv. 237582012 Nights of Lights COEs Freight	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Collateral Materials - Cat1		\$1,349.20	-1,349.20	-876,873.10
10/19/2023	Check	5699	UHS Billing	Inv. 086830929499 November Health Insurance	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$6,030.36	-6,030.36	-882,903.46
10/19/2023	Check	5685	Graft, Inc.	Inv. 652905 UK WEB Only Package	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Adv Resv-Graft,Air, MPI, Special Projects - Cat1		\$395.00	-395.00	-883,298.46
10/19/2023	Check	5679	CoStar Realty Information	Inv. 544583 Destination Report DMO mid-contract addition	54900 - Promotional Expenses - Cat1:54900-8 PRO Fees & Research - Cat1:54900-8 STR Reports - Cat1		\$5,220.00	-5,220.00	-888,518.46
10/19/2023	Check	5695	Tempest	Inv. 253260 Oct Marketing Services	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Web Development/Domain/Apps - Cat1		\$3,000.00	-3,000.00	-891,518.46
10/19/2023	Check	5692	Pitney Bowes Bank Inc Purchase Power	8000-9090-1048-8356 Postage Meter Refill	54900 - Promotional Expenses - Cat1:54900-6 Postage - Cat1		\$213.76	-213.76	-891,732.22
10/19/2023	Check	5682	Farren Technology Group, Inc.	Inv. 24524 Offsite backup service Inv. 24306 Mail Hosting Service Sept Inv. 24502 Mail Hosting Service Oct	-Split-		\$813.80	-813.80	-892,546.02
10/19/2023	Check	5701	Visit Florida	ELK - Registration for Visit Florida Chicago & NYC Travel Agents Sales Mission	54900 - Promotional Expenses - Cat1:54900-10 Tradeshow - Cat1:54900-10 Sales - Cat1		\$3,000.00	-3,000.00	-895,546.02
10/19/2023	Check	5697	TravMedia USA LLC	Inv. IMM-USA001193 IMM TravMedia Event Sponsorship/event water bottles	54900 - Promotional Expenses - Cat1:54900-11 PR Services - Cat1		\$6,000.00	-6,000.00	-901,546.02

## St. Augustine, Ponte Vedra &amp; The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
10/19/2023	Check	5686	iDSS Global LLC	Inv. 526624 iDSS Monthly Subscription CVENT Oct/Nov 2023 Inv. 526653 iDSS Cyclone November	-Split-		\$984.00	-984.00	-902,530.02
10/19/2023	Check	5688	National Tour Association	ELK - Inv. 320909 NTA Membership & Faith Membership 2024	51000 - Administrative Overhead - Cat1:51000-8 Dues & Membership - Cat1:51000-8 Sales - Cat1		\$1,049.00	-1,049.00	-903,579.02
10/19/2023	Deposit				-Split-	\$1,404.50		1,404.50	-902,174.52
10/19/2023	Check	5683	Florida's First Coast of Golf	Inv. 2913 Golf Georgia Sept/Oct 2023	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Adv Resv-Graft,Air, MPI, Special Projects - Cat1		\$3,900.00	-3,900.00	-906,074.52
10/19/2023	Check	5694	Tarsus Connect LLC	WM - Inv. 136611 Connect 2024 Tradeshow Package	54900 - Promotional Expenses - Cat1:54900-10 Tradeshows - Cat1:54900-10 Sales - Cat1		\$18,950.00	-18,950.00	-925,024.52
10/19/2023	Transfer				6857 ICS Sweep Account	\$4,080.50		4,080.50	-920,944.02
10/19/2023	Check	5689	NetWeave Social Networking, LLC	Inv. 20156281 Social Media Consulting Oct	54900 - Promotional Expenses - Cat1:54900-11 PR Services - Cat1		\$2,410.00	-2,410.00	-923,354.02
10/19/2023	Check	5693	Stacey Sather	Check Request Reimbursement for October Medicare Part B Health Insurance	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$164.90	-164.90	-923,518.92
10/19/2023	Check	5700	UHS Premium Billing	Inv. 086833862672 November Vision/Life	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$225.16	-225.16	-923,744.08
10/19/2023	Check	5677	City of St. Augustine	Bill #1269316 Water/Sewer/Trash	51000 - Administrative Overhead - Cat1:51000-7 Utilities - Cat1:51000-7 Water,Sewer,Trash - Cat1		\$273.35	-273.35	-924,017.43
10/19/2023	Check	5680	CrowdRiff Inc.	INV9040 Crowdriff Platform License (inv 1 of 3) Oct 1, 2023 - Sept 30, 2023	54900 - Promotional Expenses - Cat1:54900-11 PR Services - Cat1		\$7,658.00	-7,658.00	-931,675.43
10/19/2023	Check	5678	Comcast Business Internet	#8495743080311798 Internet Service 10/17 - 11/16/23	51000 - Administrative Overhead - Cat1:51000-7 Utilities - Cat1:51000-7 Internet - Cat1		\$530.27	-530.27	-932,205.70
10/19/2023	Check	5690	Old City Public Relations	Inv. 1351 Press Release for Halloween Inv. 1355 Press Release for Whiskey, Wine & Wildlife Inv. 1358 Press Release for Sustainability Initiatives Inv. 1361 Additions to Press Release for Sustainability Initiatives	-Split-		\$1,050.00	-1,050.00	-933,255.70
10/19/2023	Check	5684	FPL	99682-20534 Electric Sept 9 - Oct 10, 2023	51000 - Administrative Overhead - Cat1:51000-7 Utilities - Cat1:51000-7 Electric - Cat1		\$98.14	-98.14	-933,353.84
10/19/2023	Check	5675	Brightbell Virtual Receptionist	Inv. 80441 Monthly Service Call Handling	54900 - Promotional Expenses - Cat1:54900-5 Inquiry Services - Cat1		\$1,099.36	-1,099.36	-934,453.20
10/19/2023	Check	5698	U.S. Travel Association	ELK - Inv. IPW-210881 Individual IPW 2024 Registrations for E. Lopez- Kelley & S. Phillips	54900 - Promotional Expenses - Cat1:54900-10 Tradeshows - Cat1:54900-10 Sales - Cat1		\$7,400.00	-7,400.00	-941,853.20
10/19/2023	Check	5691	Peter Mayer Advertising	Inv. 038784 FY 2024 Retainer Oct	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 PMA - Cat1		\$45,416.67	-45,416.67	-987,269.87
10/19/2023	Check	5681	Evelyn Lopez Kelley	Check Request Reimbursement for October Medicare Part B Health Insurance	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$164.90	-164.90	-987,434.77
10/19/2023	Check	5704	William McBroom	Check Request Reimbursement for October Medicare Part B Health Insurance LMSCLTATL-092623-WM Travel Expenses for Charlotte & ATL Luxury Meetings Check Request Reimbursement for Sales travel funds inadvertently charged on personal credit card LMSCLTATL-092623-WM	-Split-		\$736.44	-736.44	-988,171.21
10/19/2023	Check	5703	Wells Fargo Vendor Financial Services, LLC	Inv. 5026911979 Ricoh Printer Lease	51000 - Administrative Overhead - Cat1:51000-4 Rent - Cat1:51000-4 Equipment - Cat1		\$143.77	-143.77	-988,314.98
10/19/2023	Check	5702	Visit Jacksonville	INV-00016 JIA Visitor Center Partnership 10/2023 - 9/2024	54900 - Promotional Expenses - Cat1:54900-2 Brochure Distribution - Cat1		\$9,600.00	-9,600.00	-997,914.98
10/20/2023	Transfer				6857 ICS Sweep Account	\$15,052.40		15,052.40	-982,862.58
10/23/2023	Transfer				6857 ICS Sweep Account	\$6,451.00		6,451.00	-976,411.58
10/24/2023	Transfer				6857 ICS Sweep Account	\$286,336.00		-286,336.00	-
									1,262,747.58
10/24/2023	Expense		Paychex	FSA Claim	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$40.00	-40.00	-
									1,262,787.58
10/25/2023	Deposit		St. Johns County TDC		40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$313,071.00		313,071.00	-949,716.58
10/25/2023	Expense		Paychex	FSA Claim	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$30.00	-30.00	-949,746.58
10/25/2023	Transfer				6857 ICS Sweep Account	\$1,828.49		1,828.49	-947,918.09
10/26/2023	Expense		Paychex	FSA Claim	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$24.99	-24.99	-947,943.08
10/26/2023	Check	5706	Edmund Birch	Inv. 002920 FY2023 Annual Report layout & design	54900 - Promotional Expenses - Cat1:54900-1 Advertising - Cat1:54900-1 Collateral Materials - Cat1		\$2,500.00	-2,500.00	-950,443.08
10/26/2023	Check	5709	Florida Sports Foundation	JD - Inv. SALES00878 TEAMS FSF Open Night Sponsor	54900 - Promotional Expenses - Cat1:54900-12 Sales Support		\$1,500.00	-1,500.00	-951,943.08
10/26/2023	Check	5713	Visit Florida	WM - Inv. 044 Registration for Florida Encounter 2024 Tradeshow	54900 - Promotional Expenses - Cat1:54900-10 Tradeshows - Cat1:54900-10 Sales - Cat1		\$2,750.00	-2,750.00	-954,693.08
10/26/2023	Check	5708	Farren Technology Group, Inc.	Inv. 24524 Offsite backup service monthly Oct 2023 Inv. 24502 Mail Hosting/Sharesynch monthly Oct 2023	-Split-		\$456.90	-456.90	-955,149.98

## St. Augustine, Ponte Vedra &amp; The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
10/26/2023	Check	5710	Jaya Dillard	SMM092723-JD Small Market Meetings travel expenses TEAMS100223-JD TEAMS Conference travel expenses	-Split-		\$264.28	-264.28	-955,414.26
10/26/2023	Transfer				6857 ICS Sweep Account	\$49,792.89		49,792.89	-905,621.37
10/26/2023	Check	5707	EnRoute Communications	Check Request for Uber transportation travel expense during SATW	54900 - Promotional Expenses - Cat1:54900-4 In House PR - Cat1		\$50.82	-50.82	-905,672.19
10/26/2023	Check	5712	Sports Events & Tourism Association	JD - Inv. ONLINE109693 Registration for 2024 Symposium JD - Inv. 109692 Annual Marketing Campaign 2024 for SportsETA	-Split-		\$2,590.00	-2,590.00	-908,262.19
10/26/2023	Check	5711	Old City Public Relations	Inv. 1368 "What's New for Fall" press release	54900 - Promotional Expenses - Cat1:54900-11 PR Services - Cat1		\$400.00	-400.00	-908,662.19
10/26/2023	Check	5705	Allegra Image360	Inv. 76361 Catalog Mailing 10-02-23 Inv. 76472 Catalog Mailing 10-09-23	-Split-		\$1,156.26	-1,156.26	-909,818.45
10/27/2023	Expense		Paychex	FSA Claim	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$30.00	-30.00	-909,848.45
10/27/2023	Expense		Gusto	Payroll Taxes 10/12/2023 - 10/25/2023	-Split-		\$7,312.32	-7,312.32	-917,160.77
10/27/2023	Expense		Gusto	Wages Net 10/12/23 - 10/25/23	-Split-		\$18,570.98	-18,570.98	-935,731.75
10/27/2023	Expense		Paychex	401k 10/12/2023 - 10/25/2023 EE + Match + Loans	-Split-		\$4,191.73	-4,191.73	-939,923.48
10/27/2023	Transfer				6857 ICS Sweep Account	\$30,105.03		30,105.03	-909,818.45
10/30/2023	Expense		The Lincoln National Life Insurance Company	Life Insurance	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 Health Insurance - Cat1		\$360.23	-360.23	-910,178.68
10/30/2023	Expense		Paychex	FSA Claim	51000 - Administrative Overhead - Cat1:51000-5 Payroll - Cat1:51000-5 FSA Claim / Adjustment		\$99.00	-99.00	-910,277.68
10/30/2023	Transfer				6857 ICS Sweep Account	\$47,722.63		47,722.63	-862,555.05
10/31/2023	Transfer				6857 ICS Sweep Account		\$40,291.89	-40,291.89	-902,846.94
10/31/2023	Deposit		St. Johns County TDC		40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$250,000.00		250,000.00	-652,846.94
<b>Total for 10010 Ameris - 8596 - Cat1</b>								<b>\$294,866.09</b>	
10015 Ameris - 8653 - VCB									
Beginning Balance									
									162,325.84
10/02/2023	Deposit				-Split-	\$2,100.00		2,100.00	164,425.84
10/03/2023	Deposit				-Split-	\$1,200.00		1,200.00	165,625.84
10/05/2023	Deposit				-Split-	\$1,534.79		1,534.79	167,160.63
10/09/2023	Deposit		Holiday Inn St. Augustine -WGV		12000 Undeposited Funds	\$300.00		300.00	167,460.63
10/09/2023	Deposit				-Split-	\$1,500.00		1,500.00	168,960.63
10/10/2023	Deposit		Historic Tours of Flagler College		12000 Undeposited Funds	\$300.00		300.00	169,260.63
10/16/2023	Deposit		Pineapple Ride and Tour		12000 Undeposited Funds	\$300.00		300.00	169,560.63
10/16/2023	Deposit		St. Augustine Land & Sea Tours		12000 Undeposited Funds	\$300.00		300.00	169,860.63
10/17/2023	Expense		Auto Owners Insurance		74500 Insurance - VCB		\$1,627.37	-1,627.37	168,233.26
10/18/2023	Deposit		The Governor's House Cultural Center & Museum		12000 Undeposited Funds	\$300.00		300.00	168,533.26
10/19/2023	Deposit				-Split-	\$1,700.00		1,700.00	170,233.26
10/19/2023	Check	1450	Amy Robichaud	Inv. 018 October Office Cleanings	73100 Professional Services - VCB		\$300.00	-300.00	169,933.26
10/19/2023	Check	1452	Susan Phillips	Check Request Reimbursement for Surfside Kitchen charge - receipt found	74805 Entertainment & Meals - VCB		\$34.79	-34.79	169,898.47
10/19/2023	Check	1451	St. Johns Law Group	Inv. 5883 General Matters Regarding RFPs	73100 Professional Services - VCB		\$436.50	-436.50	169,461.97
10/20/2023	Deposit		St. Augustine Premium Outlets		12000 Undeposited Funds	\$300.00		300.00	169,761.97
10/23/2023	Deposit		Ancient City Brunch Bar		12000 Undeposited Funds	\$300.00		300.00	170,061.97
10/26/2023	Check	1453	Historic Florida Militia	Refund of Inv. 859 FY 2024 Partnership dues as per Susan Phillips; allows them to fully qualify for SJC Grant	65405 Membership Dues - VCB		\$300.00	-300.00	169,761.97
10/26/2023	Check	1454	Susan Phillips	Check Request Reimbursement for October 24th Chick-fil-A EC Lunch Board Meeting	74805 Entertainment & Meals - VCB		\$109.25	-109.25	169,652.72
10/30/2023	Deposit				-Split-	\$600.00		600.00	170,252.72
<b>Total for 10015 Ameris - 8653 - VCB</b>								<b>\$7,926.88</b>	
10017 Ameris - 9435 - VCB									
Beginning Balance									
									25,013.36
10/02/2023	Transfer				6857 ICS Sweep Account		\$13.36	-13.36	25,000.00
10/31/2023	Deposit		Ameris Bank		65110 Interest Income - VCB	\$13.81		13.81	25,013.81
<b>Total for 10017 Ameris - 9435 - VCB</b>								<b>\$0.45</b>	
10300 Petty Cash - VCB									
Beginning Balance									
									268.90
<b>Total for 10300 Petty Cash - VCB</b>									

# St. Augustine, Ponte Vedra & The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
<b>6857 ICS Sweep Account</b>									
	Beginning Balance								430,560.69
10/02/2023	Transfer				10010 Ameris - 8596 - Cat1		\$29,034.83	-29,034.83	401,525.86
10/02/2023	Transfer				10017 Ameris - 9435 - VCB	\$13.36		13.36	401,539.22
10/03/2023	Transfer				10010 Ameris - 8596 - Cat1		\$5,185.48	-5,185.48	396,353.74
10/04/2023	Transfer				10010 Ameris - 8596 - Cat1		\$110.81	-110.81	396,242.93
10/06/2023	Transfer				10010 Ameris - 8596 - Cat1		\$66.04	-66.04	396,176.89
10/10/2023	Transfer				10010 Ameris - 8596 - Cat1	\$1,461.96		1,461.96	397,638.85
10/11/2023	Transfer				10010 Ameris - 8596 - Cat1		\$253.50	-253.50	397,385.35
10/12/2023	Transfer				10010 Ameris - 8596 - Cat1		\$6,612.32	-6,612.32	390,773.03
10/13/2023	Transfer				10010 Ameris - 8596 - Cat1		\$30,550.99	-30,550.99	360,222.04
10/16/2023	Transfer				10010 Ameris - 8596 - Cat1		\$34,086.82	-34,086.82	326,135.22
10/17/2023	Transfer				10010 Ameris - 8596 - Cat1		\$8,690.07	-8,690.07	317,445.15
10/18/2023	Transfer				10010 Ameris - 8596 - Cat1		\$789.72	-789.72	316,655.43
10/19/2023	Transfer				10010 Ameris - 8596 - Cat1		\$4,080.50	-4,080.50	312,574.93
10/20/2023	Transfer				10010 Ameris - 8596 - Cat1		\$15,052.40	-15,052.40	297,522.53
10/23/2023	Transfer				10010 Ameris - 8596 - Cat1		\$6,451.00	-6,451.00	291,071.53
10/24/2023	Transfer				10010 Ameris - 8596 - Cat1	\$286,336.00		286,336.00	577,407.53
10/25/2023	Transfer				10010 Ameris - 8596 - Cat1		\$1,828.49	-1,828.49	575,579.04
10/26/2023	Transfer				10010 Ameris - 8596 - Cat1		\$49,792.89	-49,792.89	525,786.15
10/27/2023	Transfer				10010 Ameris - 8596 - Cat1		\$30,105.03	-30,105.03	495,681.12
10/30/2023	Transfer				10010 Ameris - 8596 - Cat1		\$47,722.63	-47,722.63	447,958.49
10/31/2023	Transfer				10010 Ameris - 8596 - Cat1	\$40,291.89		40,291.89	488,250.38
<b>Total for 6857 ICS Sweep Account</b>								<b>\$57,689.69</b>	
<b>9945 ICS Sweep Account MM 9435</b>									
	Beginning Balance								898,493.19
<b>Total for 9945 ICS Sweep Account MM 9435</b>									
<b>12000 Undeposited Funds</b>									
	Beginning Balance								900.00
10/02/2023	Deposit			Inv. 943 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	600.00
10/02/2023	Deposit			Inv. 990 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	300.00
10/02/2023	Deposit			Inv. 839 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	0.00
10/02/2023	Deposit			Inv. 814 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-300.00
10/02/2023	Deposit			Inv. 996 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-600.00
10/02/2023	Payment	87C48703MT297444E	Ethos Event Collective	Inv. 839 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-300.00
10/02/2023	Deposit			Inv. 869 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-600.00
10/02/2023	Payment	1223	Old City Public Relations.	Inv. 1073 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-300.00
10/02/2023	Payment	44C64406C3539344H	The Local - St. Augustine	Inv. 990 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	0.00
10/02/2023	Payment	12C01836SE6820703	City Gate Spirits	Inv. 814 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	300.00
10/02/2023	Payment	4V870060ML6530110	St. Johns Botanical Garden & Nature Preserve	Inv. 943 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	600.00
10/02/2023	Deposit			Inv. 795 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	300.00
10/03/2023	Payment	5UD72440PL914642P	Jax Black Car Transportation	Inv. 869 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	600.00
10/03/2023	Payment	6TR916848W9805424	Ancient City Tours.	Inv. 795 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	900.00
10/03/2023	Payment	2LH233702H825043H	The PLAYERS Championship	Inv. 996 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,200.00
10/03/2023	Payment	1423	Holiday Inn Express & Suites St. Augustine North	Inv. 861 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,500.00
10/03/2023	Payment	1218	Carriage Way Inn Bed & Breakfast	Inv. 809 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,800.00
10/03/2023	Payment	1230	Bayfront Westcott House Bed & Breakfast	Inv. 803 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	2,100.00
10/03/2023	Deposit			Inv. 924 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,800.00
10/03/2023	Deposit			Inv. 955 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,500.00
10/03/2023	Deposit			Inv. 1005 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,200.00
10/03/2023	Deposit			Inv. 831 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	900.00
10/03/2023	Payment	13253	Sun Oak Capital, LLC and Affiliates (Overmoon)	Inv. 1025 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,200.00

## St. Augustine, Ponte Vedra &amp; The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
10/05/2023	Payment	1136	Adventure Boat Tours	Inv. 724 Co-Op Orlando Magazine February 2023	11000 Accounts Receivable - Cat1	\$150.00		150.00	1,350.00
10/05/2023	Payment	1674	Luvn Oven Inc	Inv. 877 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,650.00
10/05/2023	Deposit			Inv. 861 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,350.00
10/05/2023	Deposit			Inv. 1025 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,050.00
10/05/2023	Deposit			Inv. 877 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	750.00
10/05/2023	Deposit			Inv. 803 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	450.00
10/05/2023	Deposit		Adventure Boat Tours	Inv. 724 Co-Op Orlando Magazine February 2023	10010 Ameris - 8596 - Cat1		\$150.00	-150.00	300.00
10/05/2023	Deposit			Inv. 809 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	0.00
10/06/2023	Payment	6334	Villa Zorayda Museum	Co-op Hola Latinos Timing – August/September 2023	11000 Accounts Receivable - Cat1	\$150.00		150.00	150.00
10/06/2023	Payment	6334	Holiday Inn St. Augustine -WGV	Inv. 864 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	450.00
10/09/2023	Deposit		Holiday Inn St. Augustine -WGV	Inv. 864 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	150.00
10/09/2023	Payment	90J263236V4665431	The Black Raven	Inv. 979 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	450.00
10/09/2023	Deposit			Inv. 934 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	150.00
10/09/2023	Deposit			Media: Jacksonville Magazine – Bridal Timing: May 2023	10010 Ameris - 8596 - Cat1		\$400.00	-400.00	-250.00
10/09/2023	Deposit			Co-op Invoices 1063, 1066, 1068, 1069	10010 Ameris - 8596 - Cat1		\$1,175.00	-1,175.00	-1,425.00
10/09/2023	Deposit			Co-op Hola Latinos Timing – August/September 2023	10010 Ameris - 8596 - Cat1		\$150.00	-150.00	-1,575.00
10/09/2023	Payment	2AR65412SM944602T	GeoTrippin Adventure Company	Inv. 847 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-1,275.00
10/09/2023	Payment	7AL831792M781181R	Southern Breeze Outdoor Furnishings	Inv. 938 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-975.00
10/09/2023	Payment	48X42782G3160961V	Anastasia Watersports	Inv. 792 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-675.00
10/09/2023	Deposit			Inv. 792 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-975.00
10/09/2023	Deposit			Media: Orlando Magazine – Summer Getaways Timing: May 2023	10010 Ameris - 8596 - Cat1		\$150.00	-150.00	-1,125.00
10/09/2023	Deposit			Inv. 938 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-1,425.00
10/09/2023	Deposit			Inv. 979 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-1,725.00
10/09/2023	Deposit			Inv. 847 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-2,025.00
10/09/2023	Payment	48609	St. Augustine Lighthouse & Maritime Museum	Media: Orlando Magazine – Summer Getaways Timing: May 2023	11000 Accounts Receivable - Cat1	\$150.00		150.00	-1,875.00
10/09/2023	Payment	1MM73150WU004825A	Sea Serpent Tours	Inv. 934 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	-1,575.00
10/09/2023	Payment	22441	Ocean Gallery Properties		11000 Accounts Receivable - Cat1	\$1,175.00		1,175.00	-400.00
10/09/2023	Payment	10981	St. Augustine Sailing	Media: Jacksonville Magazine – Bridal Timing: May 2023	11000 Accounts Receivable - Cat1	\$400.00		400.00	0.00
10/10/2023	Payment	786	Historic Tours of Flagler College	Inv. 844 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	300.00
10/10/2023	Deposit		Historic Tours of Flagler College	Inv. 844 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	0.00
10/13/2023	Payment	11377	St. Augustine Art Association.	The Villages Newcomers Timing: September 2023	11000 Accounts Receivable - Cat1	\$250.00		250.00	250.00
10/13/2023	Payment	5413	Pier Point South Condominium	Inv. 905 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	550.00
10/13/2023	Payment	238870	Fairfield Inn & Suites	Inv. 840 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	850.00
10/13/2023	Payment	4382	Blue Water Jewelers	Inv. 805 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,150.00
10/13/2023	Payment	7055	Ancient City Brewing Co.	Inv. 793 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,450.00
10/16/2023	Payment	2WU64721TU626122M	Pineapple Ride and Tour	Inv. 907 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,750.00
10/16/2023	Deposit		St. Augustine Land & Sea Tours	Inv. 954 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,450.00
10/16/2023	Deposit		Pineapple Ride and Tour	Inv. 907 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,150.00
10/16/2023	Payment	96H68009AV418531P	St. Augustine Land & Sea Tours	Inv. 954 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	1,450.00
10/16/2023	Payment	5241	Florida's First Coast of Golf.	Inv. 1045 2023 VCB Photo Booth Sponsor	11000 Accounts Receivable - Cat1	\$500.00		500.00	1,950.00
10/18/2023	Payment	6BN2099939497535R	The Governor's House Cultural Center & Museum	Inv. 988 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	2,250.00
10/18/2023	Deposit		The Governor's House Cultural Center & Museum	Inv. 988 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,950.00
10/19/2023	Deposit			Inv. 793 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,650.00
10/19/2023	Deposit			Inv. 805 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,350.00
10/19/2023	Deposit			Inv. 840 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	1,050.00
10/19/2023	Deposit			Inv. 1045 2023 VCB Photo Booth Sponsor	10015 Ameris - 8653 - VCB		\$500.00	-500.00	550.00
10/19/2023	Deposit			Inv. 905 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	250.00
10/19/2023	Deposit			The Villages Newcomers Timing: September 2023	10010 Ameris - 8596 - Cat1		\$250.00	-250.00	0.00

# St. Augustine, Ponte Vedra & The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
10/20/2023	Payment	9F918343000023725	St. Augustine Premium Outlets	Inv. 963 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	300.00
10/20/2023	Deposit		St. Augustine Premium Outlets	Inv. 963 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	0.00
10/23/2023	Deposit		Ancient City Brunch Bar	Inv. 794 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	-300.00
10/26/2023	Payment	03W338188F1952543	Ancient City Brunch Bar	Inv. 794 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	0.00
10/26/2023	Payment	200303068	The Lodge & Club at Ponte Vedra Beach	Inv. 991 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	300.00
10/27/2023	Payment	200303055	Ponte Vedra Inn & Club.	Inv. 913 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	600.00
10/30/2023	Payment	6201	Schooner Freedom Charters	Inv. 933 FY 2024 Annual Partnership Dues	11000 Accounts Receivable - Cat1	\$300.00		300.00	900.00
10/30/2023	Deposit			Inv. 913 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	600.00
10/30/2023	Deposit			Inv. 991 FY 2024 Annual Partnership Dues	10015 Ameris - 8653 - VCB		\$300.00	-300.00	300.00
<b>Total for 12000 Undeposited Funds</b>								<b>\$ -600.00</b>	
14010 Furniture and Equipment - VCB									
Beginning Balance									
									899.10
<b>Total for 14010 Furniture and Equipment - VCB</b>									
14999 Accumulated Depreciation - VCB									
Beginning Balance									
									-899.10
<b>Total for 14999 Accumulated Depreciation - VCB</b>									
<b>TOTAL ASSETS</b>								<b>\$359,883.11</b>	<b>\$929,732.06</b>
<b>LIABILITIES AND EQUITY</b>									
Liabilities									
24000 Payroll Liabilities - Cat1									
24010 Payroll Liab - Federal - Cat1									
Beginning Balance									
									-2,468.97
10/13/2023	Expense		Gusto	Federal (EE) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$3,147.86	3,147.86	678.89
10/13/2023	Expense		Gusto	Federal (EE) - Payroll Taxes - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1	\$3,147.86		-3,147.86	-2,468.97
10/27/2023	Expense		Gusto	Federal (EE) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$3,112.48	3,112.48	643.51
10/27/2023	Expense		Gusto	Federal (EE) - Payroll Taxes - 10/12/2023 - 10/25/2023	10010 Ameris - 8596 - Cat1	\$3,112.48		-3,112.48	-2,468.97
<b>Total for 24010 Payroll Liab - Federal - Cat1</b>								<b>\$0.00</b>	
24020 Payroll Liab - Social Security - Cat1									
Beginning Balance									
									-36.73
10/13/2023	Expense		Gusto	Social Security (EE) Payroll Taxes - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1	\$1,723.12		-1,723.12	-1,759.85
10/13/2023	Expense		Gusto	Social Security (EE) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$1,723.12	1,723.12	-36.73
10/27/2023	Expense		Gusto	Social Security (EE) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$1,701.88	1,701.88	1,665.15
10/27/2023	Expense		Gusto	Social Security (EE) Payroll Taxes - 10/12/2023 - 10/25/2023	10010 Ameris - 8596 - Cat1	\$1,701.88		-1,701.88	-36.73
<b>Total for 24020 Payroll Liab - Social Security - Cat1</b>								<b>\$0.00</b>	
24030 Payroll Liab - Medicare - Cat1									
Beginning Balance									
									-1,724.95
10/13/2023	Expense		Gusto	Medicare (EE) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$402.99	402.99	-1,321.96
10/13/2023	Expense		Gusto	Medicare (EE) Payroll Taxes - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1	\$402.99		-402.99	-1,724.95
10/27/2023	Expense		Gusto	Medicare (EE) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$398.04	398.04	-1,326.91
10/27/2023	Expense		Gusto	Medicare (EE) Payroll Taxes - 10/12/2023 - 10/25/2023	10010 Ameris - 8596 - Cat1	\$398.04		-398.04	-1,724.95
<b>Total for 24030 Payroll Liab - Medicare - Cat1</b>								<b>\$0.00</b>	
24040 Payroll Liab - EE 401K									
Beginning Balance									
									-6,873.85
10/13/2023	Expense		Gusto	401K (EE) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$3,397.12	3,397.12	-3,476.73
10/13/2023	Expense		Paychex	401k 9/28/2023 - 10/11/2023 EE Contributions	10010 Ameris - 8596 - Cat1	\$3,397.12		-3,397.12	-6,873.85
10/27/2023	Expense		Paychex	401k 10/12/2023 - 10/25/2023 EE Contributions	10010 Ameris - 8596 - Cat1	\$3,383.41		-3,383.41	-10,257.26
10/27/2023	Expense		Gusto	401K (EE) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$3,383.41	3,383.41	-6,873.85
<b>Total for 24040 Payroll Liab - EE 401K</b>								<b>\$0.00</b>	
24050 Payroll Liab - EE 401K Loan									
Beginning Balance									
									-204.27

# St. Augustine, Ponte Vedra & The Beaches VCB

## Balance Sheet Detail

As of October 31, 2023

DATE	TRANSACTION NUM TYPE	NAME	MEMO/DESCRIPTION	SPLIT	DEBIT	CREDIT	AMOUNT	BALANCE
10/13/2023	Expense	Paychex	401k 9/28/2023 - 10/11/2023 Loans	10010 Ameris - 8596 - Cat1	\$282.75		-282.75	-487.02
10/13/2023	Expense	Gusto	401K (EE) (LOAN) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$282.75	282.75	-204.27
10/27/2023	Expense	Gusto	401K (EE) (LOAN) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$282.75	282.75	78.48
10/27/2023	Expense	Paychex	401k 10/12/2023 - 10/25/2023 Loans	10010 Ameris - 8596 - Cat1	\$282.75		-282.75	-204.27
<b>Total for 24050 Payroll Liab - EE 401K Loan</b>							<b>\$0.00</b>	
24060 Payroll Liab - EE Health Insurance								
Beginning Balance								
								6,395.49
10/13/2023	Expense	Gusto	Health Insurance (EE) (PXDEN, UH Med, UH Vision) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$143.07	143.07	6,538.56
10/27/2023	Expense	Gusto	Health Insurance (EE) (PXDEN, UH Med, UH Vision) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$143.07	143.07	6,681.63
<b>Total for 24060 Payroll Liab - EE Health Insurance</b>							<b>\$286.14</b>	
24070 Payroll Liab - EE FSA								
Beginning Balance								
								11,942.86
10/13/2023	Expense	Gusto	FSA (EE) (PXUME) - 9/28/2023 - 10/11/2023	10010 Ameris - 8596 - Cat1		\$226.91	226.91	12,169.77
10/27/2023	Expense	Gusto	FSA (EE) (PXUME) - 10/12/23 - 10/25/23	10010 Ameris - 8596 - Cat1		\$226.91	226.91	12,396.68
<b>Total for 24070 Payroll Liab - EE FSA</b>							<b>\$453.82</b>	
<b>Total for 24000 Payroll Liabilities - Cat1</b>							<b>\$739.96</b>	
<b>Total Liabilities</b>							<b>\$739.96</b>	<b>\$7,769.54</b>
Equity								
30000 Opening Balance Equity - Cat1								
								280,068.94
<b>Total for 30000 Opening Balance Equity - Cat1</b>								
<b>Retained Earnings</b>							<b>\$282,750.43</b>	<b>\$282,750.43</b>
<b>Net Income</b>							<b>\$359,143.15</b>	<b>\$359,143.15</b>
<b>Total Equity</b>							<b>\$641,893.58</b>	<b>\$921,962.52</b>
<b>Total Liabilities and Equity</b>							<b>\$642,633.54</b>	<b>\$929,732.06</b>

# St. Augustine, Ponte Vedra & The Beaches VCB

## Budget vs. Actuals

October 2023

	OCT 2023			TOTAL		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
<b>Income</b>						
40014-ADV County Revenue - Fiscal 23-24 - Cat1	563,071.00	475,000.00	-88,071.00	\$563,071.00	\$475,000.00	\$ -88,071.00
40014-CORE County Revenue Core - Fiscal 23-24 - Cat1		542,881.68	542,881.68	\$0.00	\$542,881.68	\$542,881.68
40015 CoOp Revenue - Cat1	2,275.00		-2,275.00	\$2,275.00	\$0.00	\$ -2,275.00
<b>Total Income</b>	<b>\$565,346.00</b>	<b>\$1,017,881.68</b>	<b>\$452,535.68</b>	<b>\$565,346.00</b>	<b>\$1,017,881.68</b>	<b>\$452,535.68</b>
<b>GROSS PROFIT</b>	<b>\$565,346.00</b>	<b>\$1,017,881.68</b>	<b>\$452,535.68</b>	<b>\$565,346.00</b>	<b>\$1,017,881.68</b>	<b>\$452,535.68</b>
<b>Expenses</b>						
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		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-1 Software - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-1 Supplies - Cat1		41.00	41.00	\$0.00	\$41.00	\$41.00
<b>Total 51000-1 Computer Expense - Cat1</b>		<b>41.00</b>	<b>41.00</b>	<b>\$0.00</b>	<b>\$41.00</b>	<b>\$41.00</b>
51000-2 Office Equipment - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-3 Office Supplies - Cat1		525.00	525.00	\$0.00	\$525.00	\$525.00
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		360.00	360.00	\$0.00	\$360.00	\$360.00
<b>Total 51000-4 Rent - Cat1</b>	<b>4,543.77</b>	<b>5,010.00</b>	<b>466.23</b>	<b>\$4,543.77</b>	<b>\$5,010.00</b>	<b>\$466.23</b>
51000-5 Payroll - Cat1				\$0.00	\$0.00	\$0.00
51000-5 401K Match - Cat1	1,058.00	1,500.00	442.00	\$1,058.00	\$1,500.00	\$442.00
51000-5 Bonuses - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-5 FSA Claim / Adjustment	409.79	400.00	-9.79	\$409.79	\$400.00	\$ -9.79
51000-5 Health Insurance - Cat1	14,236.01	8,244.00	-5,992.01	\$14,236.01	\$8,244.00	\$ -5,992.01
51000-5 Payroll Processing Fee - Cat1	380.00	500.00	120.00	\$380.00	\$500.00	\$120.00
51000-5 Payroll Taxes - Cat1	4,226.03		-4,226.03	\$4,226.03	\$0.00	\$ -4,226.03
51000-5 Salaries & Wages - Cat1	55,981.95	71,625.00	15,643.05	\$55,981.95	\$71,625.00	\$15,643.05
51000-5 Training Programs - Cat1	-1,154.50	100.00	1,254.50	\$ -1,154.50	\$100.00	\$1,254.50
<b>Total 51000-5 Payroll - Cat1</b>	<b>75,137.28</b>	<b>82,369.00</b>	<b>7,231.72</b>	<b>\$75,137.28</b>	<b>\$82,369.00</b>	<b>\$7,231.72</b>
51000-6 Maintenance/Repairs - Cat1				\$0.00	\$0.00	\$0.00
51000-6 Building - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
<b>Total 51000-6 Maintenance/Repairs - Cat1</b>		<b>0.00</b>	<b>0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
51000-7 Utilities - Cat1				\$0.00	\$0.00	\$0.00
51000-7 Electric - Cat1	98.14	230.00	131.86	\$98.14	\$230.00	\$131.86
51000-7 Internet - Cat1	530.27	557.00	26.73	\$530.27	\$557.00	\$26.73
51000-7 Phone - Cat1		800.00	800.00	\$0.00	\$800.00	\$800.00
51000-7 Water,Sewer,Trash - Cat1	273.35	155.00	-118.35	\$273.35	\$155.00	\$ -118.35
<b>Total 51000-7 Utilities - Cat1</b>	<b>901.76</b>	<b>1,742.00</b>	<b>840.24</b>	<b>\$901.76</b>	<b>\$1,742.00</b>	<b>\$840.24</b>
51000-8 Dues & Membership - Cat1				\$0.00	\$0.00	\$0.00
51000-8 Company - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-8 Public Relations - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
51000-8 Sales - Cat1	1,049.00	0.00	-1,049.00	\$1,049.00	\$0.00	\$ -1,049.00
<b>Total 51000-8 Dues &amp; Membership - Cat1</b>	<b>1,049.00</b>	<b>0.00</b>	<b>-1,049.00</b>	<b>\$1,049.00</b>	<b>\$0.00</b>	<b>\$ -1,049.00</b>
<b>Total 51000 - Administrative Overhead - Cat1</b>	<b>81,631.81</b>	<b>89,687.00</b>	<b>8,055.19</b>	<b>\$81,631.81</b>	<b>\$89,687.00</b>	<b>\$8,055.19</b>
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, Special Projects - Cat1	4,330.28		-4,330.28	\$4,330.28	\$0.00	\$ -4,330.28
54900-1 Collateral Materials - Cat1	3,849.20	0.00	-3,849.20	\$3,849.20	\$0.00	\$ -3,849.20

	OCT 2023			TOTAL <sup>14</sup>		
	ACTUAL	BUDGET	REMAINING	ACTUAL	BUDGET	REMAINING
54900-1 FL First Coast of Golf - Cat1		98,072.00	98,072.00	\$0.00	\$98,072.00	\$98,072.00
54900-1 PMA - Cat1	45,416.67		-45,416.67	\$45,416.67	\$0.00	\$ -45,416.67
54900-1 PMA Media - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 PMA Production/Travel - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 PMA Retainer - Cat1		45,416.67	45,416.67	\$0.00	\$45,416.67	\$45,416.67
<b>Total 54900-1 PMA - Cat1</b>	<b>45,416.67</b>	<b>45,416.67</b>	<b>0.00</b>	<b>\$45,416.67</b>	<b>\$45,416.67</b>	<b>\$0.00</b>
54900-1 SAAA Brochure Ads - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Sales & PR Support - Cat1		22,442.00	22,442.00	\$0.00	\$22,442.00	\$22,442.00
54900-1 TaxSlayer Bowl - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-1 Web Development/Domain/Apps - Cat1	3,000.00	3,200.00	200.00	\$3,000.00	\$3,200.00	\$200.00
<b>Total 54900-1 Advertising - Cat1</b>	<b>56,596.15</b>	<b>169,130.67</b>	<b>112,534.52</b>	<b>\$56,596.15</b>	<b>\$169,130.67</b>	<b>\$112,534.52</b>
54900-10 Tradeshows - Cat1				\$0.00	\$0.00	\$0.00
54900-10 Administration - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-10 Public Relations - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-10 Sales - Cat1	33,495.00	26,910.00	-6,585.00	\$33,495.00	\$26,910.00	\$ -6,585.00
<b>Total 54900-10 Tradeshows - Cat1</b>	<b>33,495.00</b>	<b>26,910.00</b>	<b>-6,585.00</b>	<b>\$33,495.00</b>	<b>\$26,910.00</b>	<b>\$ -6,585.00</b>
54900-11 PR Services - Cat1	17,518.00	19,283.00	1,765.00	\$17,518.00	\$19,283.00	\$1,765.00
54900-12 Sales Support	2,695.00	2,695.00	0.00	\$2,695.00	\$2,695.00	\$0.00
54900-2 Brochure Distribution - Cat1	9,600.00	0.00	-9,600.00	\$9,600.00	\$0.00	\$ -9,600.00
54900-4 In House PR - Cat1	50.82		-50.82	\$50.82	\$0.00	\$ -50.82
54900-4 Administration		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-4 Group Closing Fund - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-4 Public Relations - Cat1		2,000.00	2,000.00	\$0.00	\$2,000.00	\$2,000.00
54900-4 Sales - Cat1		700.00	700.00	\$0.00	\$700.00	\$700.00
<b>Total 54900-4 In House PR - Cat1</b>	<b>50.82</b>	<b>2,700.00</b>	<b>2,649.18</b>	<b>\$50.82</b>	<b>\$2,700.00</b>	<b>\$2,649.18</b>
54900-5 Inquiry Services - Cat1	3,865.08	2,099.00	-1,766.08	\$3,865.08	\$2,099.00	\$ -1,766.08
54900-6 Postage - Cat1	213.76	666.00	452.24	\$213.76	\$666.00	\$452.24
54900-7 Travel & Per Diem - Cat1				\$0.00	\$0.00	\$0.00
54900-7 Administration		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-7 Public Relations - Cat1		1,188.00	1,188.00	\$0.00	\$1,188.00	\$1,188.00
54900-7 Sales - Cat1	403.22	10,912.00	10,508.78	\$403.22	\$10,912.00	\$10,508.78
<b>Total 54900-7 Travel &amp; Per Diem - Cat1</b>	<b>403.22</b>	<b>12,100.00</b>	<b>11,696.78</b>	<b>\$403.22</b>	<b>\$12,100.00</b>	<b>\$11,696.78</b>
54900-8 PRO Fees & Research - Cat1				\$0.00	\$0.00	\$0.00
54900-8 Accountants - Cat1		0.00	0.00	\$0.00	\$0.00	\$0.00
54900-8 Farren technology - Cat1	1,270.70		-1,270.70	\$1,270.70	\$0.00	\$ -1,270.70
54900-8 IDSS - Cat1	984.00		-984.00	\$984.00	\$0.00	\$ -984.00
54900-8 STR Reports - Cat1	5,220.00		-5,220.00	\$5,220.00	\$0.00	\$ -5,220.00
<b>Total 54900-8 PRO Fees &amp; Research - Cat1</b>	<b>7,474.70</b>	<b>0.00</b>	<b>-7,474.70</b>	<b>\$7,474.70</b>	<b>\$0.00</b>	<b>\$ -7,474.70</b>
<b>Total 54900 - Promotional Expenses - Cat1</b>	<b>131,911.73</b>	<b>235,583.67</b>	<b>103,671.94</b>	<b>\$131,911.73</b>	<b>\$235,583.67</b>	<b>\$103,671.94</b>
<b>Total Expenses</b>	<b>\$213,543.54</b>	<b>\$325,270.67</b>	<b>\$111,727.13</b>	<b>\$213,543.54</b>	<b>\$325,270.67</b>	<b>\$111,727.13</b>
NET OPERATING INCOME	<b>\$351,802.46</b>	<b>\$692,611.01</b>	<b>\$340,808.55</b>	<b>\$351,802.46</b>	<b>\$692,611.01</b>	<b>\$340,808.55</b>
Other Income						
65100 Annual Meeting - VCB	500.00		-500.00	\$500.00	\$0.00	\$ -500.00
65110 Interest Income - VCB	13.81		-13.81	\$13.81	\$0.00	\$ -13.81
65405 Membership Dues - VCB	9,300.00		-9,300.00	\$9,300.00	\$0.00	\$ -9,300.00
<b>Total Other Income</b>	<b>\$9,813.81</b>	<b>\$0.00</b>	<b>\$ -9,813.81</b>	<b>\$9,813.81</b>	<b>\$0.00</b>	<b>\$ -9,813.81</b>
Other Expenses						
73100 Professional Services - VCB	736.50		-736.50	\$736.50	\$0.00	\$ -736.50
74500 Insurance - VCB	1,627.37		-1,627.37	\$1,627.37	\$0.00	\$ -1,627.37
74805 Entertainment & Meals - VCB	109.25		-109.25	\$109.25	\$0.00	\$ -109.25
<b>Total Other Expenses</b>	<b>\$2,473.12</b>	<b>\$0.00</b>	<b>\$ -2,473.12</b>	<b>\$2,473.12</b>	<b>\$0.00</b>	<b>\$ -2,473.12</b>
NET OTHER INCOME	<b>\$7,340.69</b>	<b>\$0.00</b>	<b>\$ -7,340.69</b>	<b>\$7,340.69</b>	<b>\$0.00</b>	<b>\$ -7,340.69</b>
NET INCOME	<b>\$359,143.15</b>	<b>\$692,611.01</b>	<b>\$333,467.86</b>	<b>\$359,143.15</b>	<b>\$692,611.01</b>	<b>\$333,467.86</b>

**St. Augustine, Ponte Vedra & The Beaches VCB**  
**Budget vs. Actuals**  
 October 2023 YTD

	Oct 2023			Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
<b>Income</b>						
40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$ 563,071.00	\$ 475,000.00	-\$ 88,071.00	\$ 788,071.00	\$ 2,725,000.00	\$ 1,936,929.00
40014-CORE County Revenue Core - Fiscal 23-24 - Cat1		\$ 542,881.68	\$ 542,881.68	\$ 229,810.68	\$ 2,992,881.68	\$ 2,763,071.00
40015 CoOp Revenue - Cat1	\$ 2,275.00		-\$ 2,275.00	\$ 2,275.00	\$ 0.00	-\$ 2,275.00
<b>Total Income</b>	<b>\$ 565,346.00</b>	<b>\$ 1,017,881.68</b>	<b>\$ 452,535.68</b>	<b>\$ 1,020,156.68</b>	<b>\$ 5,717,881.68</b>	<b>\$ 4,697,725.00</b>
<b>Gross Profit</b>	<b>\$ 565,346.00</b>	<b>\$ 1,017,881.68</b>	<b>\$ 452,535.68</b>	<b>\$ 1,020,156.68</b>	<b>\$ 5,717,881.68</b>	<b>\$ 4,697,725.00</b>
<b>Expenses</b>						
<b>51000 - Administrative Overhead - Cat1</b>						
Total 51000-1 Computer Expense - Cat1	\$ 0.00	\$ 41.00	\$ 41.00	\$ 0.00	\$ 7,350.00	\$ 7,350.00
Total 51000-2 Office Equipment - Cat1		\$ 0.00	\$ 0.00	\$ 0.00	\$ 1,500.00	\$ 1,500.00
Total 51000-3 Office Supplies - Cat1		\$ 525.00	\$ 525.00	\$ 0.00	\$ 6,300.00	\$ 6,300.00
Total 51000-4 Rent - Cat1	\$ 4,543.77	\$ 5,010.00	\$ 466.23	\$ 9,087.54	\$ 60,120.00	\$ 51,032.46
Total 51000-5 Payroll - Cat1	\$ 75,137.28	\$ 82,369.00	\$ 7,231.72	\$ 108,175.06	\$ 1,096,725.00	\$ 988,549.94
Total 51000-6 Maintenance/Repairs - Cat1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 2,750.00	\$ 2,750.00
Total 51000-7 Utilities - Cat1	\$ 901.76	\$ 1,742.00	\$ 840.24	\$ 901.76	\$ 20,904.00	\$ 20,002.24
Total 51000-8 Dues & Membership - Cat1	\$ 1,049.00	\$ 0.00	-\$ 1,049.00	\$ 1,049.00	\$ 51,150.00	\$ 50,101.00
<b>Total 51000 - Administrative Overhead - Cat1</b>	<b>\$ 81,631.81</b>	<b>\$ 89,687.00</b>	<b>\$ 8,055.19</b>	<b>\$ 119,213.36</b>	<b>\$ 1,246,799.00</b>	<b>\$ 1,127,585.64</b>
<b>54900 - Promotional Expenses - Cat1</b>						
Total 54900-1 Advertising - Cat1	\$ 56,596.15	\$ 169,130.67	\$ 112,534.52	\$ 105,407.82	\$ 3,350,507.05	\$ 3,245,099.23
Total 54900-10 Tradeshows - Cat1	\$ 33,495.00	\$ 26,910.00	-\$ 6,585.00	\$ 33,495.00	\$ 183,485.00	\$ 149,990.00
Total 54900-11 PR Services - Cat1	\$ 17,518.00	\$ 19,283.00	\$ 1,765.00	\$ 29,804.67	\$ 265,000.00	\$ 235,195.33
Total 54900-12 Sales Support	\$ 2,695.00	\$ 2,695.00	\$ 0.00	\$ 2,695.00	\$ 38,525.00	\$ 35,830.00
Total 54900-2 Brochure Distribution - Cat1	\$ 9,600.00	\$ 0.00	-\$ 9,600.00	\$ 13,554.11	\$ 17,800.00	\$ 4,245.89
Total 54900-4 In House PR - Cat1	\$ 50.82	\$ 2,700.00	\$ 2,649.18	\$ 2,550.82	\$ 134,700.00	\$ 132,149.18
Total 54900-5 Inquiry Services - Cat1	\$ 3,865.08	\$ 2,099.00	-\$ 1,766.08	\$ 7,060.04	\$ 64,250.00	\$ 57,189.96
Total 54900-6 Postage - Cat1	\$ 213.76	\$ 666.00	\$ 452.24	\$ 346.61	\$ 63,250.00	\$ 62,903.39
Total 54900-7 Travel & Per Diem - Cat1	\$ 403.22	\$ 12,100.00	\$ 11,696.78	\$ 786.45	\$ 83,551.15	\$ 82,764.70
Total 54900-8 PRO Fees & Research - Cat1	\$ 7,474.70	\$ 0.00	-\$ 7,474.70	\$ 8,523.60	\$ 9,000.00	\$ 476.40
<b>Total 54900 - Promotional Expenses - Cat1</b>	<b>\$ 131,911.73</b>	<b>\$ 235,583.67</b>	<b>\$ 103,671.94</b>	<b>\$ 204,224.12</b>	<b>\$ 4,210,068.20</b>	<b>\$ 4,005,844.08</b>
<b>Total Expenses</b>	<b>\$ 213,543.54</b>	<b>\$ 325,270.67</b>	<b>\$ 111,727.13</b>	<b>\$ 323,437.48</b>	<b>\$ 5,456,867.20</b>	<b>\$ 5,133,429.72</b>
<b>Net Operating Income</b>	<b>\$ 351,802.46</b>	<b>\$ 692,611.01</b>	<b>\$ 340,808.55</b>	<b>\$ 696,719.20</b>	<b>\$ 261,014.48</b>	<b>-\$ 435,704.72</b>
<b>Other Income</b>						
65100 Annual Meeting - VCB	\$ 500.00		-\$ 500.00	\$ 1,000.00	\$ 0.00	-\$ 1,000.00
65110 Interest Income - VCB	\$ 13.81		-\$ 13.81	\$ 13.81	\$ 0.00	-\$ 13.81
65405 Membership Dues - VCB	\$ 9,300.00		-\$ 9,300.00	\$ 12,600.00	\$ 0.00	-\$ 12,600.00
<b>Total Other Income</b>	<b>\$ 9,813.81</b>	<b>\$ 0.00</b>	<b>-\$ 9,813.81</b>	<b>\$ 13,613.81</b>	<b>\$ 0.00</b>	<b>-\$ 13,613.81</b>
<b>Other Expenses</b>						
73100 Professional Services - VCB	\$ 736.50		-\$ 736.50	\$ 1,173.00	\$ 0.00	-\$ 1,173.00
74500 Insurance - VCB	\$ 1,627.37		-\$ 1,627.37	\$ 1,627.37	\$ 0.00	-\$ 1,627.37
74805 Entertainment & Meals - VCB	\$ 109.25		-\$ 109.25	\$ 109.25	\$ 0.00	-\$ 109.25
75100 Annual Meeting Expenses			\$ 0.00	\$ 2,396.25	\$ 0.00	-\$ 2,396.25
<b>Total Other Expenses</b>	<b>\$ 2,473.12</b>	<b>\$ 0.00</b>	<b>-\$ 2,473.12</b>	<b>\$ 5,305.87</b>	<b>\$ 0.00</b>	<b>-\$ 5,305.87</b>
<b>Net Other Income</b>	<b>\$ 7,340.69</b>	<b>\$ 0.00</b>	<b>-\$ 7,340.69</b>	<b>\$ 8,307.94</b>	<b>\$ 0.00</b>	<b>-\$ 8,307.94</b>
<b>Net Income</b>	<b>\$ 359,143.15</b>	<b>\$ 692,611.01</b>	<b>\$ 333,467.86</b>	<b>\$ 705,027.14</b>	<b>\$ 261,014.48</b>	<b>-\$ 444,012.66</b>

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%		
<b>TOTAL TAX COLLECTED</b>	<b>\$ 1,488,717.99</b>	<b>1.4%</b>	<b>\$ 1,451,720.94</b>	<b>0.2%</b>	<b>\$ 1,919,665.81</b>	<b>1.5%</b>	<b>\$ 1,746,855.57</b>	<b>27.4%</b>	<b>\$ 1,991,139.30</b>	<b>6.5%</b>	<b>\$ 2,846,326.30</b>	<b>7.7%</b>		
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			
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 1,502,830.66</b>	<b>2.8%</b>	<b>\$ 1,448,686.69</b>	<b>0.6%</b>	<b>\$ 1,917,095.73</b>	<b>1.6%</b>	<b>\$ 1,742,770.85</b>	<b>27.5%</b>	<b>\$ 1,987,710.57</b>	<b>6.5%</b>	<b>\$ 2,835,677.90</b>	<b>7.7%</b>		
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%		
<b>NET TO TDC</b>	<b>\$ 1,472,774.05</b>	<b>2.8%</b>	<b>\$ 1,419,712.96</b>	<b>0.6%</b>	<b>\$ 1,878,753.82</b>	<b>1.6%</b>	<b>\$ 1,707,915.43</b>	<b>27.5%</b>	<b>\$ 1,947,956.36</b>	<b>6.5%</b>	<b>\$ 2,778,964.34</b>	<b>7.7%</b>		
	<b>APR</b>	<b>% PY</b>	<b>MAY</b>	<b>% PY</b>	<b>JUN</b>	<b>% PY</b>	<b>JUL</b>	<b>% PY</b>	<b>AUG</b>	<b>% PY</b>	<b>SEP</b>	<b>% PY</b>	<b>YTD</b>	
GROSS RECEIPTS	\$ 51,154,219.10	4.7%	\$ 40,423,534.14	3.1%	\$ 48,073,785.95	3.8%	\$ 54,381,242.01	2.5%	\$ 29,772,567.93	-7.0%	\$ 29,702,563.47	4.2%	\$ 490,757,806.22	5%
EXEMPT RECEIPTS	\$ (1,157,627.70)	14.2%	\$ (1,482,744.14)	43.2%	\$ (1,690,634.55)	13.8%	\$ -1,397,829.01	-0.3%	\$ -1,071,169.33	8.5%	\$ -1,327,946.47	20.9%	\$ (16,489,326.62)	
TAXABLE RECEIPTS	\$ 49,996,591.40	4.5%	\$ 38,940,790.00	2.0%	\$ 46,383,151.40	3.5%	\$ 52,983,413.00	2.6%	\$ 28,701,398.60	-7.5%	\$ 28,374,617.00	3.5%	\$ 474,268,479.60	4%
<b>TOTAL TAX COLLECTED</b>	<b>\$ 2,499,829.57</b>	<b>4.5%</b>	<b>\$ 1,947,039.50</b>	<b>2.0%</b>	<b>\$ 2,319,157.57</b>	<b>3.5%</b>	<b>\$ 2,649,170.65</b>	<b>2.6%</b>	<b>\$ 1,435,069.93</b>	<b>-7.5%</b>	<b>\$ 1,418,730.85</b>	<b>3.5%</b>	<b>\$ 23,713,423.98</b>	<b>4%</b>
ADJUSTMENTS														
TOTAL TAX DUE	\$ 2,499,829.57	4.5%	\$ 1,947,039.50	2.0%	\$ 2,319,157.57	3.5%	\$ 2,649,170.65	2.6%	\$ 1,435,069.93	-7.5%	\$ 1,418,730.85	3.5%	\$ 23,713,423.98	
LESS COLLECTION ALLOWANCE	\$ (16,827.27)		\$ (14,238.73)		\$ (18,001.95)		\$ (20,797.01)		\$ (11,646.29)		\$ (10,958.90)		\$ (167,774.82)	
PLUS PENALTY	\$ 6,255.24		\$ 5,636.56		\$ 8,794.15		\$ 8,606.45		\$ 10,690.40		\$ 12,894.77		\$ 116,606.64	
PLUS INTEREST	\$ 136.71		\$ 85.52		\$ 179.06		\$ 139.38		\$ 347.78		\$ 333.33		\$ 3,143.87	
<b>TOTAL AMOUNT REMITTED</b>	<b>\$ 2,489,394.25</b>	<b>4.4%</b>	<b>\$ 1,938,522.85</b>	<b>2.0%</b>	<b>\$ 2,310,128.83</b>	<b>3.5%</b>	<b>\$ 2,637,119.47</b>	<b>2.7%</b>	<b>\$ 1,434,461.82</b>	<b>-7.3%</b>	<b>\$ 1,421,000.05</b>	<b>4.2%</b>	<b>\$ 23,665,399.67</b>	<b>4%</b>
LESS TAX COLLECTOR & CLERK	\$ (49,787.89)	4.4%	\$ (38,770.46)	2.0%	\$ (46,202.58)	3.5%	\$ (52,742.39)	2.7%	\$ (28,689.24)	-7.3%	\$ (28,420.00)	4.2%	\$ (473,307.99)	
<b>NET TO TDC</b>	<b>\$ 2,439,606.37</b>	<b>4.4%</b>	<b>\$ 1,899,752.39</b>	<b>2.0%</b>	<b>\$ 2,263,926.25</b>	<b>3.5%</b>	<b>\$ 2,584,377.08</b>	<b>2.7%</b>	<b>\$ 1,405,772.58</b>	<b>-7.3%</b>	<b>\$ 1,392,580.05</b>	<b>4.2%</b>	<b>\$ 23,192,091.68</b>	<b>4%</b>

### FY2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$ 966,625	64.3%	<b>-3.2%</b>	\$ 169,146	11.3%	<b>-3.7%</b>	\$ 273,465	18.2%	<b>54.9%</b>
November	\$ 929,682	64.2%	<b>1.7%</b>	\$ 147,183	10.2%	<b>-22.4%</b>	\$ 274,602	19.0%	<b>38.6%</b>
<b>December</b>	\$ 1,258,171	65.6%	<b>-0.6%</b>	\$ 197,554	10.3%	<b>-12.3%</b>	\$ 322,403	16.8%	<b>26.2%</b>
<b>2023 January</b>	\$ 975,482	56.0%	<b>17.1%</b>	\$ 269,059	15.4%	<b>52.9%</b>	\$ 327,089	18.8%	<b>51.6%</b>
February	\$ 1,159,536	58.3%	<b>10.2%</b>	\$ 342,566	17.2%	<b>-10.9%</b>	\$ 333,150	16.8%	<b>15.8%</b>
March	\$ 1,723,615	60.8%	<b>4.8%</b>	\$ 388,742	13.7%	<b>-9.2%</b>	\$ 526,660	18.6%	<b>29.2%</b>
April	\$ 1,376,723	55.3%	<b>-5.0%</b>	\$ 434,408	17.5%	<b>3.0%</b>	\$ 493,201	19.8%	<b>40.2%</b>
May	\$ 1,132,566	58.4%	<b>-4.7%</b>	\$ 303,960	15.7%	<b>-1.5%</b>	\$ 378,007	19.5%	<b>33.3%</b>
June	\$ 1,115,918	48.3%	<b>-5.0%</b>	\$ 557,783	24.1%	<b>10.8%</b>	\$ 510,594	22.1%	<b>18.2%</b>
July	\$ 1,222,622	46.4%	<b>-2.5%</b>	\$ 667,467	25.3%	<b>-5.4%</b>	\$ 634,621	24.1%	<b>27.7%</b>
August	\$ 794,090	55.4%	<b>-13.6%</b>	\$ 246,231	17.2%	<b>-3.8%</b>	\$ 321,646	22.4%	<b>12.0%</b>
September	\$ 835,715	58.8%	<b>-0.2%</b>	\$ 193,006	13.6%	<b>-8.5%</b>	\$ 301,850	21.2%	<b>24.7%</b>

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$ 50,054	3.3%	<b>8.9%</b>	\$ 43,541	2.9%	<b>-33.7%</b>	\$ 1,502,830.66
November	\$ 48,721	3.4%	<b>-13.6%</b>	\$ 48,498	3.3%	<b>-40.8%</b>	\$ 1,448,686.66
<b>December</b>	\$ 52,838	2.8%	<b>-16.7%</b>	\$ 86,130	4.5%	<b>11.9%</b>	\$ 1,917,095.73
<b>2023 January</b>	\$ 97,212	5.6%	<b>44.5%</b>	\$ 73,929	4.2%	<b>-1.2%</b>	\$ 1,742,770.75
February	\$ 83,894	4.2%	<b>17.5%</b>	\$ 68,565	3.4%	<b>-3.3%</b>	\$ 1,987,710.57
March	\$ 72,650	2.6%	<b>5.5%</b>	\$ 124,010	4.4%	<b>48.2%</b>	\$ 2,835,677.90
April	\$ 100,278	4.0%	<b>8.5%</b>	\$ 84,785	3.4%	<b>22.4%</b>	\$ 2,489,394.25
May	\$ 62,062	3.2%	<b>12.2%</b>	\$ 61,928	3.2%	<b>-3.1%</b>	\$ 1,938,522.85
June	\$ 63,828	2.8%	<b>-8.2%</b>	\$ 62,006	2.7%	<b>16.6%</b>	\$ 2,310,128.83
July	\$ 58,652	2.2%	<b>4.9%</b>	\$ 53,758	2.0%	<b>-5.6%</b>	\$ 2,637,119.47
August	\$ 38,416	2.7%	<b>-12.8%</b>	\$ 34,080	2.4%	<b>-16.5%</b>	\$ 1,434,461.82
September	\$ 39,356	2.8%	<b>16.2%</b>	\$ 51,073	3.6%	<b>27.2%</b>	\$ 1,421,000.05

**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
<b>Fiscal Year 2023</b>												
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	\$ 708,377	36.5%	8.4%	\$ 386,674	19.9%	-3.9%	\$ 703,901	36.3%	2.5%	\$ 26,783	1.4%	31.4%
JUN	\$ 1,031,406	44.6%	1.3%	\$ 417,699	18.1%	8.7%	\$ 716,062	31.0%	4.2%	\$ 27,888	1.2%	30.8%
JUL	\$ 1,238,713	47.0%	3.0%	\$ 467,023	17.7%	5.1%	\$ 798,514	30.3%	3.1%	\$ 25,622	1.0%	3.0%
AUG	\$ 557,343	38.9%	-3.3%	\$ 269,866	18.8%	-8.5%	\$ 500,570	34.9%	-9.6%	\$ 17,594	1.2%	13.2%
SEP	\$ 477,383	33.6%	3.0%	\$ 293,470	20.7%	3.8%	\$ 544,772	38.3%	10.4%	\$ 17,519	1.2%	4.1%
<b>FY YTD</b>	<b>\$ 8,611,420</b>			<b>\$ 4,539,084</b>			<b>\$ 8,710,097</b>			<b>\$ 352,036</b>		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	<b>\$ 1,502,830.66</b>
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	<b>\$ 1,448,686.66</b>
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	<b>\$ 1,917,095.73</b>
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	<b>\$ 1,742,770.75</b>
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	<b>\$ 1,987,710.57</b>
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	<b>\$ 2,835,677.90</b>
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	<b>\$ 2,489,394.25</b>
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	<b>\$ 1,938,522.85</b>
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	<b>\$ 2,310,128.83</b>
JUL	\$ 87,957	3.3%	-6.8%	\$ 9,885	0.4%	-41.3%	3.7%	\$ 9,405	0.4%	-15.5%	<b>\$ 2,637,119.47</b>
AUG	\$ 75,571	5.3%	-12.7%	\$ 7,356	0.5%	-29.0%	5.8%	\$ 6,162	0.4%	-35.8%	<b>\$ 1,434,461.82</b>
SEP	\$ 76,761	5.4%	-14.1%	\$ 6,524	0.5%	-46.4%	5.9%	\$ 4,571	0.3%	-24.9%	<b>\$ 1,421,000.05</b>
<b>FY YTD</b>	<b>\$ 1,178,653</b>			<b>\$ 177,914</b>				<b>\$ 96,195</b>			

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

# TRAVEL MARKETING CAMPAIGN

19%

Increase in Total Sessions  
YoY

30%

Increase in Pageviews YoY

298%

Increase in eNewsletter Signups  
YoY

## TRAVEL MARKETING

# CAMPAIGN UPDATE

- During the month of October, the Tempest team **optimized** the **Camping** page.
- The team **optimized** the **Ponte Vedra Auto Show** annual events page.
- The team also **optimized** the **Nights of Lights Free Shuttle** page.
- We **optimized** the **Enjoy Special Events During Nights of Lights** blog.
- Our team will **performed** a **Technical Website Audit**.
- Additionally, the team **created** and **deployed** the **October** email.



TRAVEL MARKETING

# SITE PERFORMANCE

TRAVEL MARKETING | GA4

# TOP-LEVEL PERFORMANCE

## GOOGLE ANALYTICS 4

In October, we saw increases with all of your top level performance compared to last year.

**158,297** Website Sessions

**122,766** Website Users

**290,361** Pageviews

**76,542** Organic Website Users

**95,656** Engaged Sessions

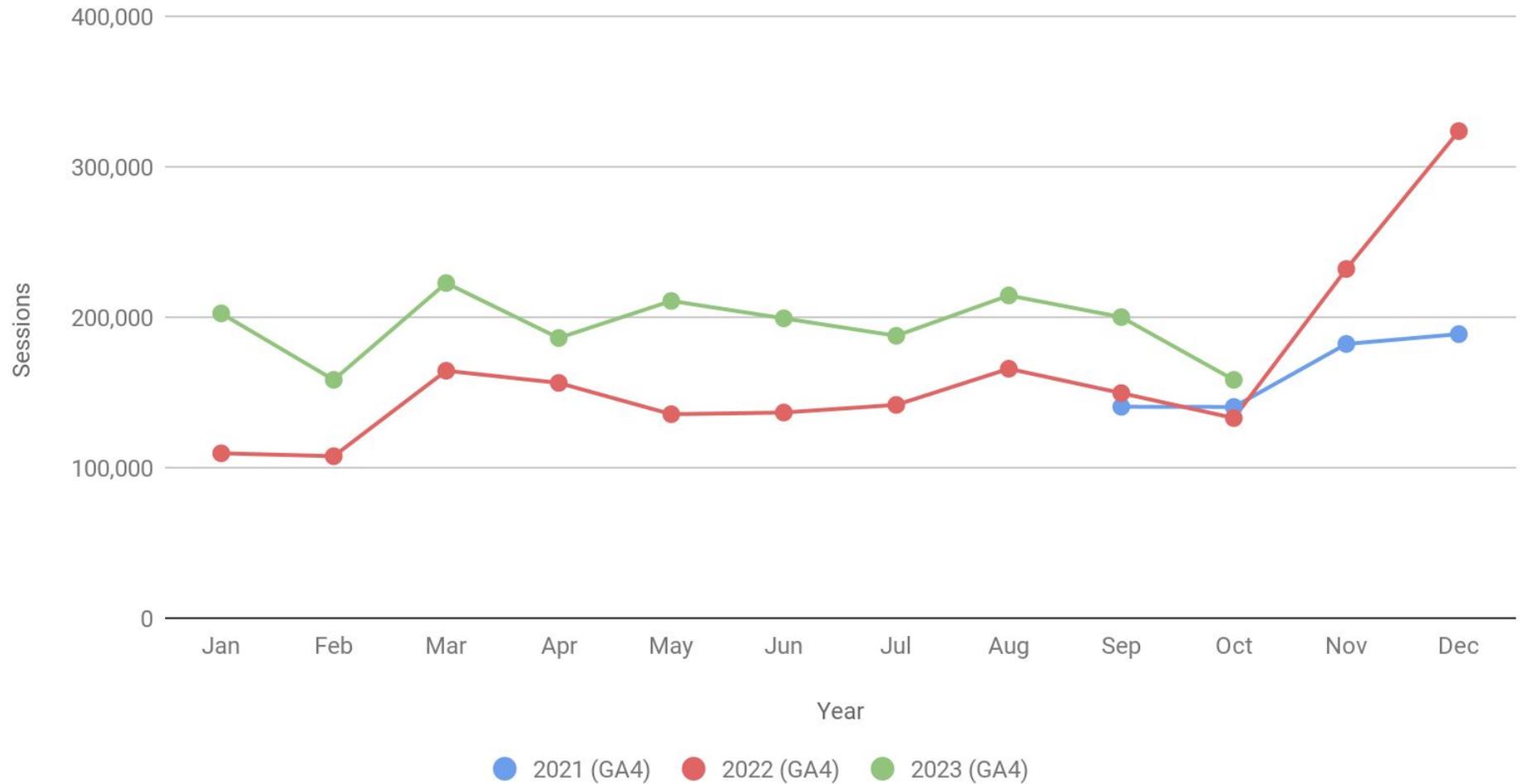
**60.43%** Engagement Rate

**0:04:08** Average Engagement Time per Session

TRAVEL MARKETING | GA4

# SESSIONS

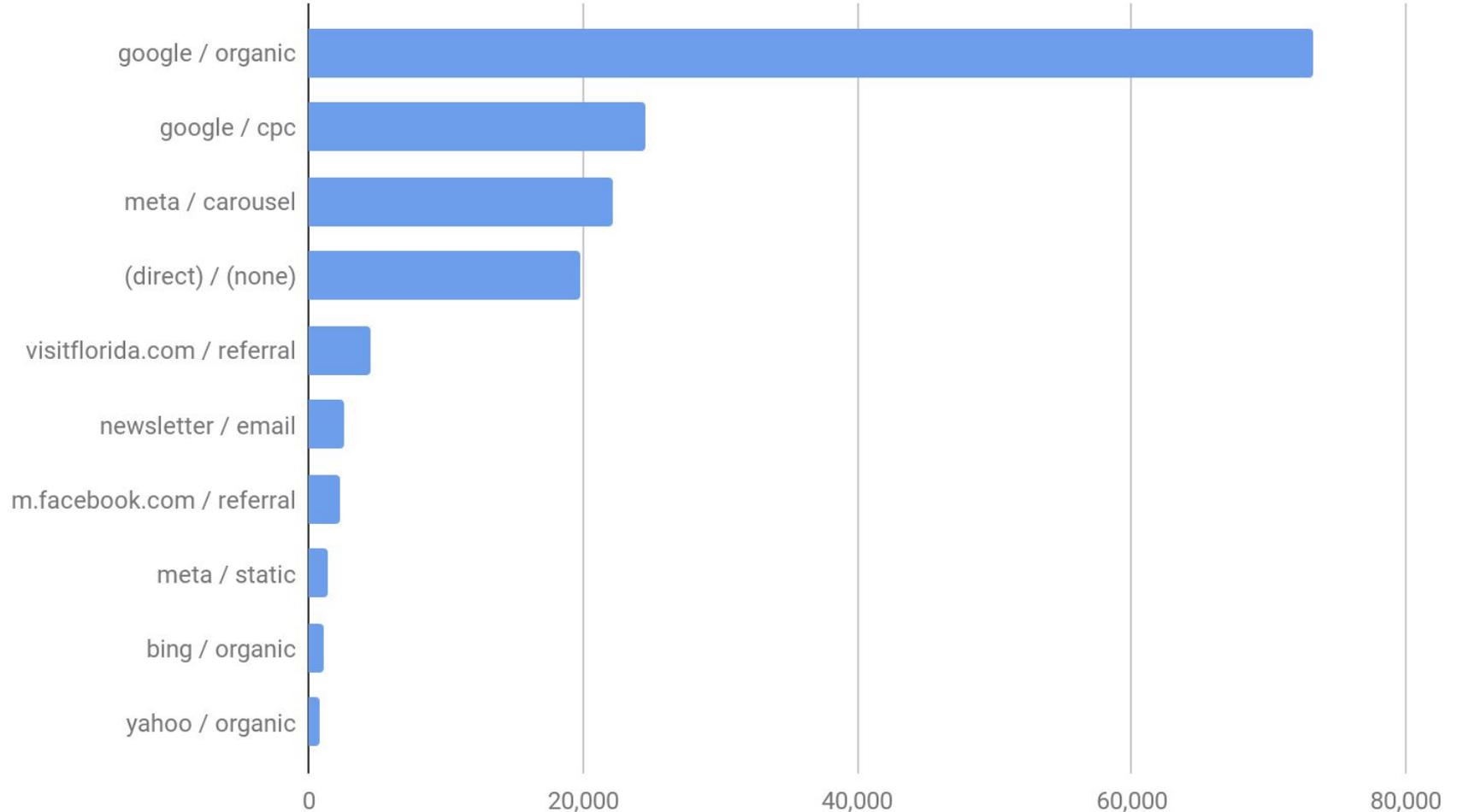
Visits captured by the website saw a 19 percent increase compared to October 2022.



TRAVEL MARKETING | GA4

# TOP TRAFFIC SOURCES

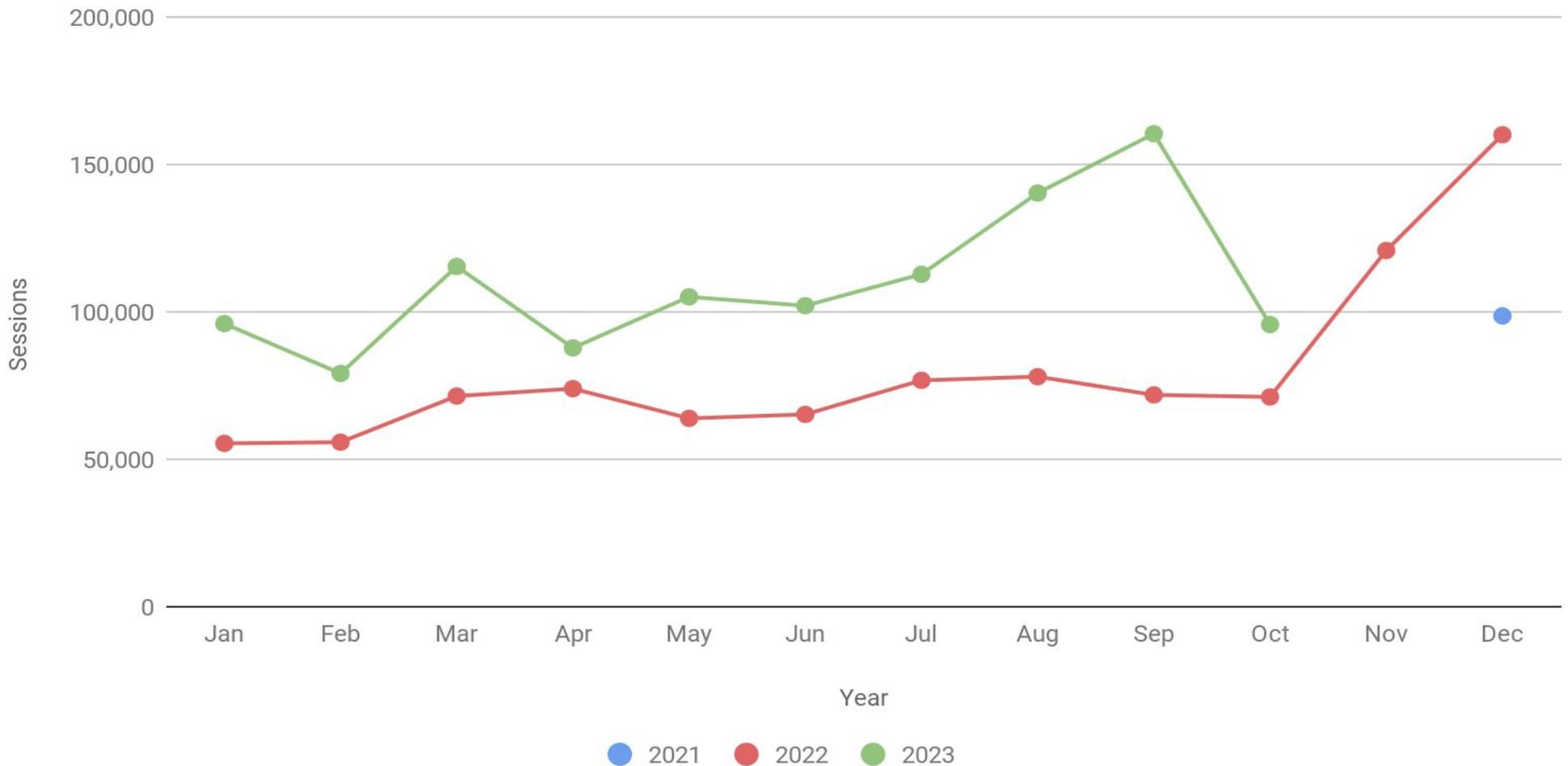
In October, we saw nice increases from direct traffic up 21 percent, newsletter up 64 percent and Yahoo organic up 79 percent compared to last year.



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# ENGAGED SESSIONS

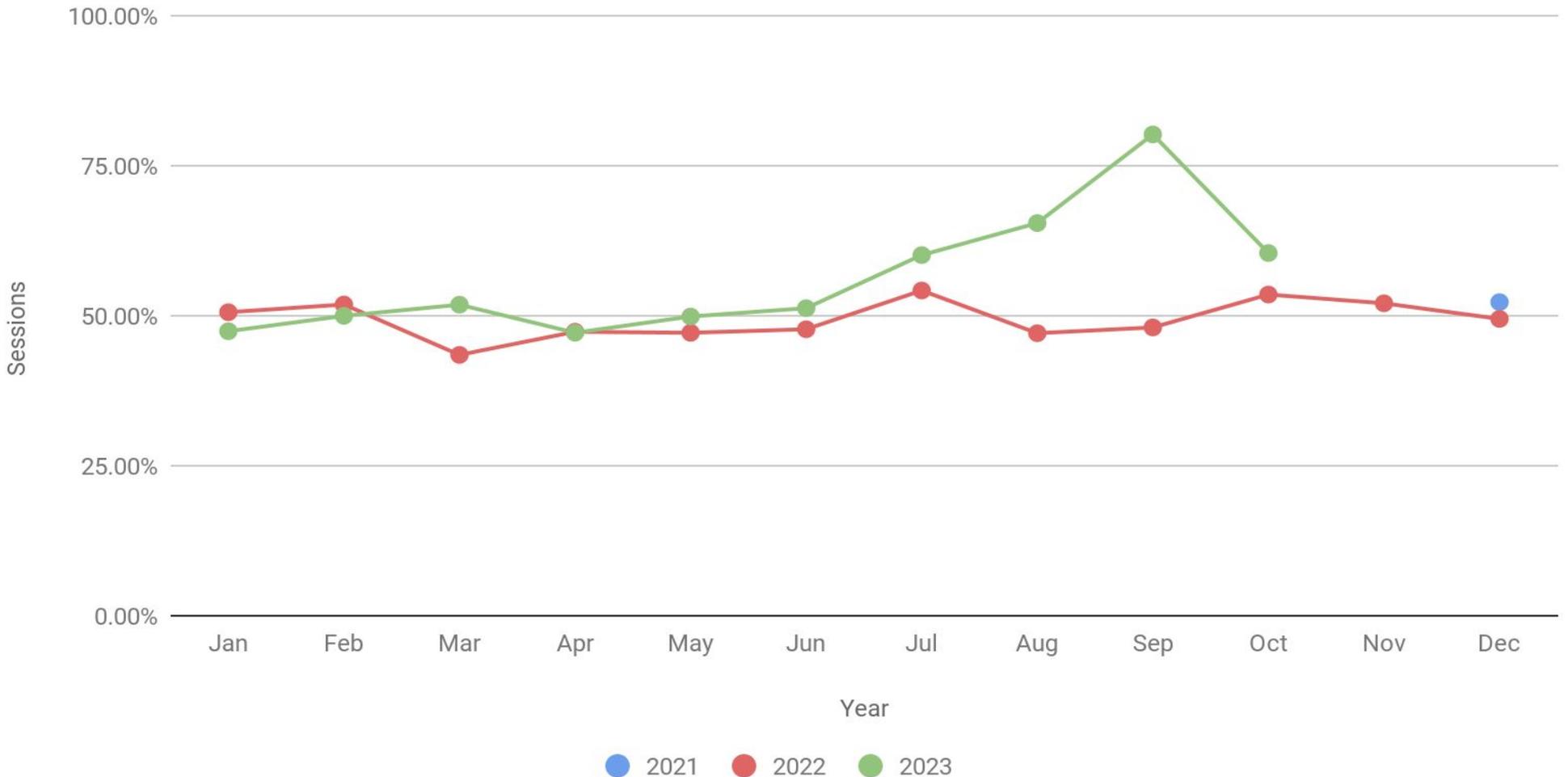
In October, we saw over 95k engaged sessions on the site, a 34 percent increase compared to last year, with an average duration of 04:08.



TRAVEL MARKETING | GA4

# ENGAGEMENT RATE

In October, the engagement rate increased 13 percent compared to last year.



TRAVEL MARKETING | GA4

# KEY PERFORMANCE INDICATORS

Compared to last year, we are seeing nice increases from the newsletter signups up 298 percent and a 289 percent increase from book direct clicks year-over-year.

**581** Requests for Physical Guides

**486** eNewsletter Signups

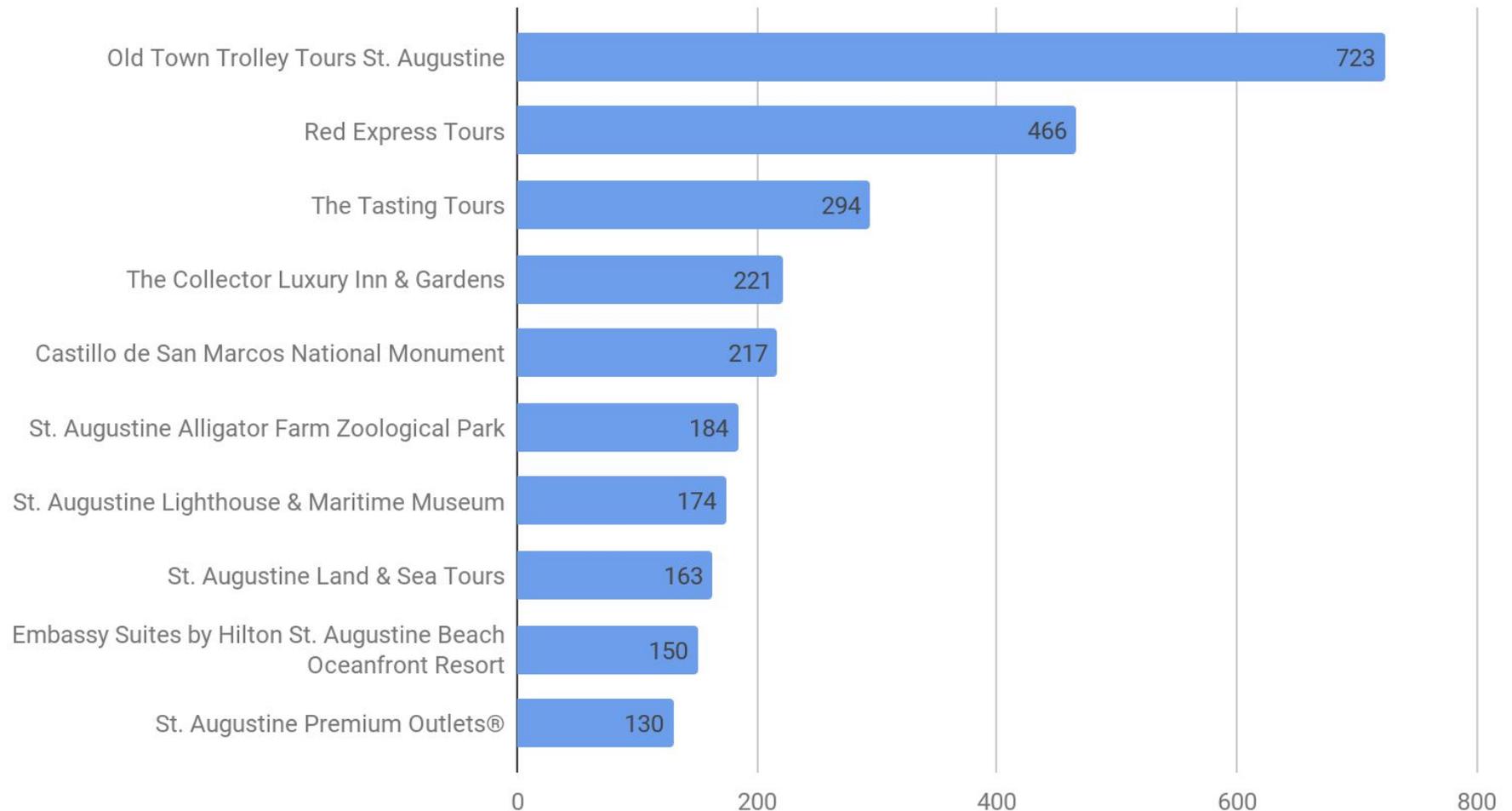
**9,261** Clicks on Partner Listings

**4,071** BookDirect Clicks

TRAVEL MARKETING | GA4

# PARTNER LISTING CLICKS

We saw the highest increase again from the The Collector Luxury Inn & Gardens up 154 percent, the Alligator Farm Zoological Park up 136 percent and Embassy Suites by Hilton up 114 percent compared to last year.



TRAVEL MARKETING | GA4

# HISPANIC MICROSITE PERFORMANCE

**1,130** visits to Website

**979** Users

**2,282** Pageviews

**776** Engaged Sessions

**974** Organic Sessions

**0:03:56** Average Time on Site

**68.67%** Engagement Rate

TRAVEL MARKETING | GA4

# ORGANIC PERFORMANCE

Organic search contributed 48 percent of the overall website visitation.

**76,542** visits to Website

**58,478** Users

**128,128** Pageviews

**50,319** Engaged Sessions

**65.74%** Engagement Rate

**0:04:20** Average Time on Site

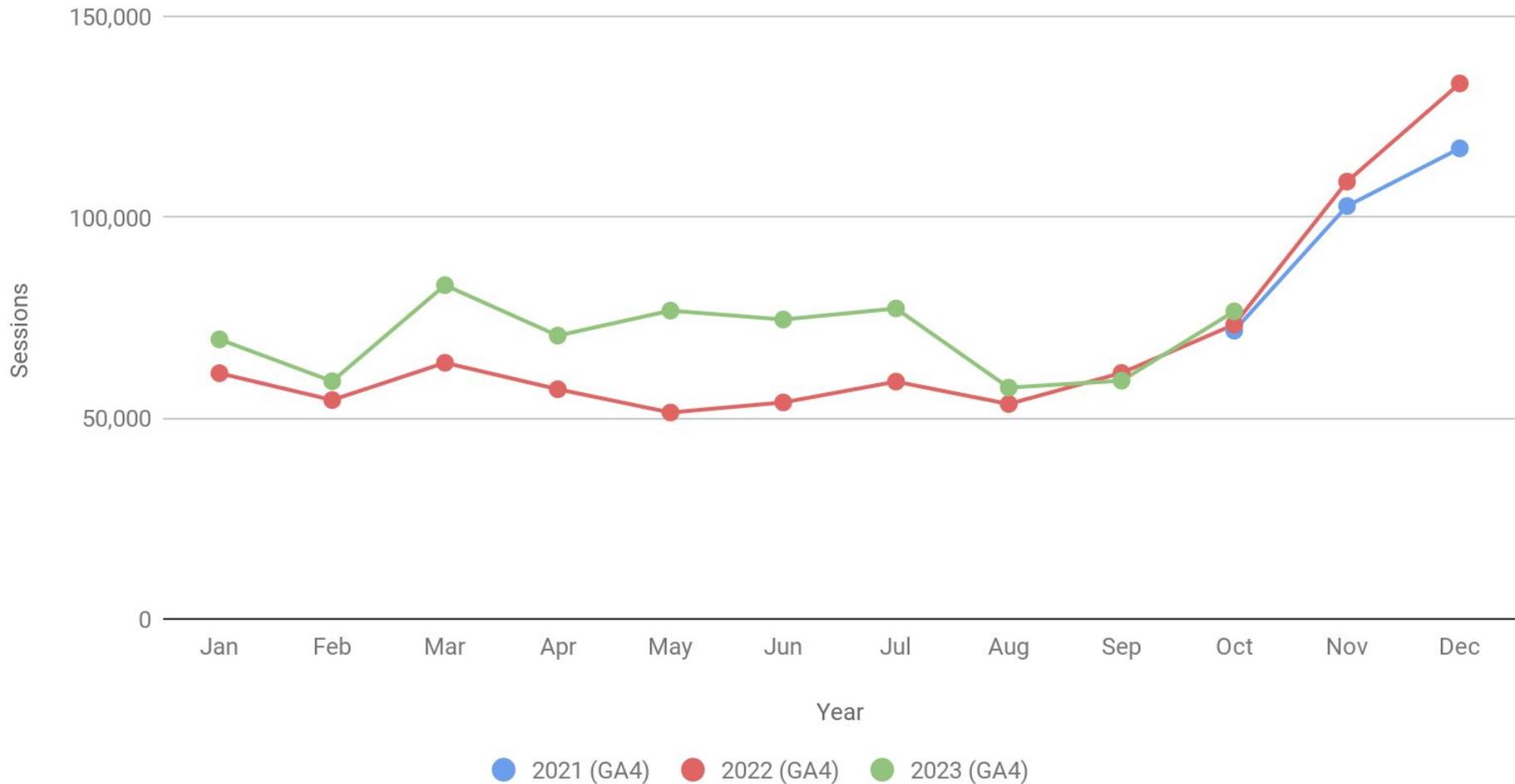
**93.74%** New Sessions

**34.26%** Bounce Rate

TRAVEL MARKETING | GA4

# ORGANIC SEARCH

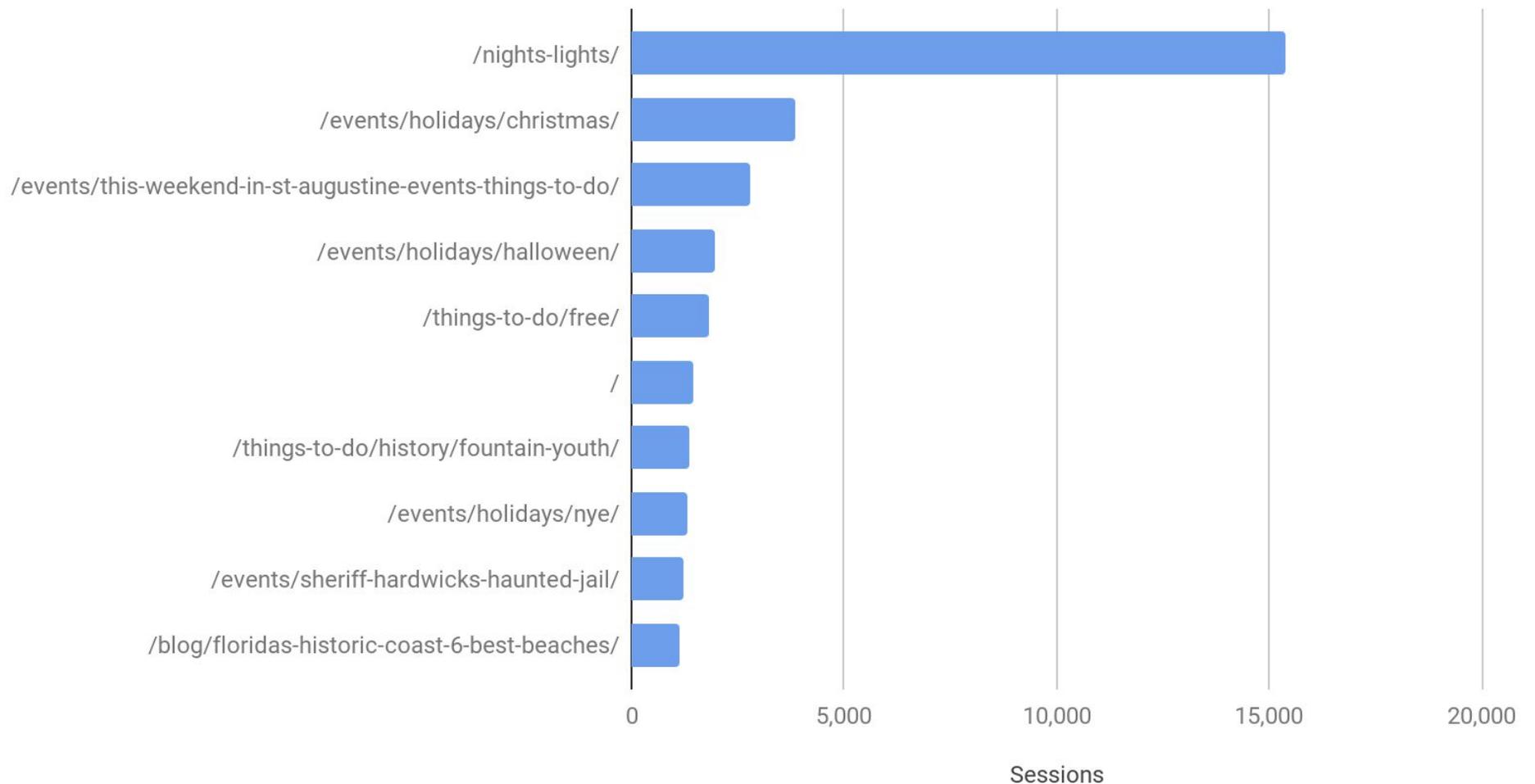
Organic search traffic increased slightly by 4 percent compared to last year.



TRAVEL MARKETING | GA4

# TOP LANDING PAGES

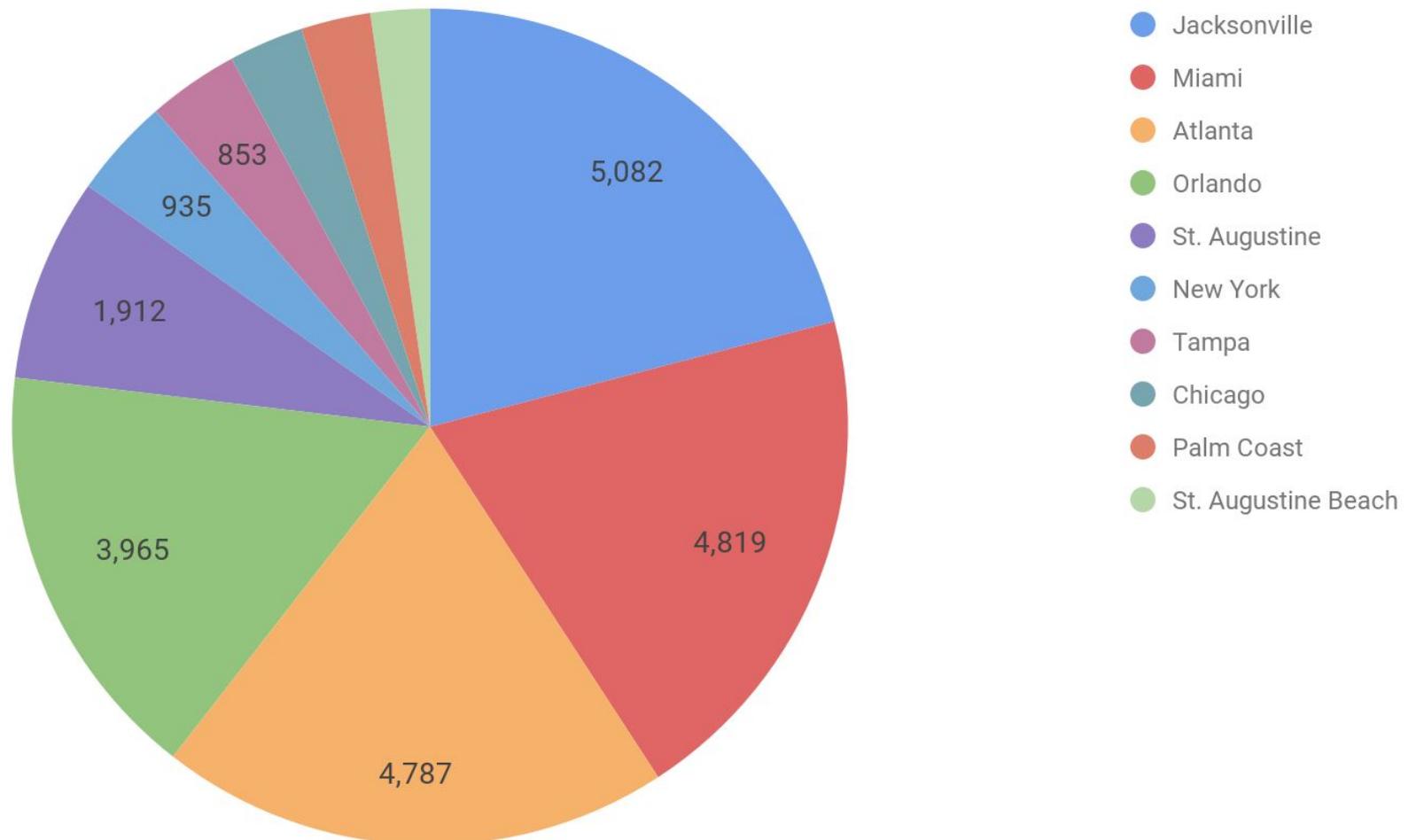
In October, the NYE page saw a huge 412 percent increase compared to last year. We also saw a nice increase from the 6 Best Beaches blog (+219%) and Christmas events page (+41%) page.



TRAVEL MARKETING | GA4

# SESSIONS BY CITY

The Miami market saw a huge increase of 171 percent and Orlando saw a 15 percent increase year-over-year.





## VCB INDUSTRY EMAIL STATISTICS OCTOBER 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Oct 30, 2023, 4:00 PM	Sheriff's Re-entry program fundraiser	91	46 53%	1 1%	4 4%	0 0%
Mon, Oct 30, 2023, 1:26 PM	THIS WEEK 10-30-23	671	300 46%	26 4%	22 3%	0 0%
Fri, Oct 27, 2023, 8:55 AM	Florida's Historic Coast Fresh New Places, Spaces & Events corrections	1,470	632 47%	29 2%	114 8%	0 0%
Thu, Oct 26, 2023, 4:48 PM	Florida's Historic Coast is Full of Fresh, New Places, Spaces & Events	1,563	687 48%	36 3%	128 8%	0 0%
Wed, Oct 25, 2023, 10:02 AM	SAB Business Coalition Meeting 10-26-23 - 2	92	51 58%	0 0%	4 4%	0 0%
Mon, Oct 23, 2023, 11:05 AM	THIS WEEK 10-23-23	703	288 43%	14 2%	33 5%	0 0%
Tue, Oct 17, 2023, 10:01 AM	SAB Business Coalition Meeting 10-26-23	92	43 49%	1 1%	4 4%	0 0%
Mon, Oct 16, 2023, 10:45 AM	Thanksgiving Dining 2023	36	11 33%	3 9%	3 8%	0 0%
Mon, Oct 16, 2023, 8:44 AM	THIS WEEK 10-16-23	699	273 41%	21 3%	30 4%	0 0%
Wed, Oct 11, 2023, 9:35 AM	Sing Out Loud Business Survey2	468	207 45%	23 5%	12 3%	1 1%
Tue, Oct 10, 2023, 10:09 AM	Florida's Historic Coast's Grand Illumination Celebrates 30 Years	1,665	600 40%	18 1%	156 9%	2 1%
Mon, Oct 9, 2023, 12:54 PM	Sing Out Loud Business Survey	467	212 47%	34 8%	14 3%	0 0%
Mon, Oct 9, 2023, 10:24 AM	THIS WEEK 10-9-23	700	271 41%	20 3%	35 5%	1 1%
Thu, Oct 5, 2023, 10:07 AM	Walk on the wild side in Vilano Beach at Whiskey, Wine & Wildlife	1,595	573 40%	14 1%	149 9%	1 1%
Wed, Oct 4, 2023, 10:03 AM	VCB Social OCT 2023 - 2	365	159 45%	12 3%	13 4%	0 0%
Tue, Oct 3, 2023, 10:51 AM	Get ready for the spookiest season on Florida's Historic Coast	1,625	597 41%	17 1%	152 9%	4 1%
Mon, Oct 2, 2023, 1:20 PM	PartnerCom 10-2-23	491	213 45%	13 3%	14 3%	0 0%
Mon, Oct 2, 2023, 8:46 AM	THIS WEEK 10-2-23	696	270 41%	17 3%	34 5%	0 0%



TRAVEL MARKETING

# EMAIL MARKETING

TRAVEL MARKETING | GA4

# GENERAL EMAIL PERFORMANCE

In October, the top viewed story for the both email subscribers was the Cracker Day blog. We also saw an huge increase in average session duration for the opt-in email sends.

## WEBSITE OPT-IN SUBSCRIBERS

**22,161** Messages Sent

**24%** Click-to-Open Rate

**1,211** Sessions

**0:07:33** Average Session Duration

## OTHER SOURCE SUBSCRIBERS

**166,192** Messages Sent

**19%** Click-to-Open Rate

**1,256** Sessions

**03:10** Average Session Duration

*Total Subscribers: 221,751*

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

*~Winston Churchill*

## TRAVEL MARKETING

# LOOKING AHEAD

- During the month of November, the Tempest team will be **optimizing** the **Bed & Breakfast** blog.
- The team will **optimize** the **Christmas** Holiday events page.
- The team will also **optimize** the **What's Open for Christmas** blog.
- We will be **optimizing** the **NYE** Holiday event page.
- Additionally, the team will **create** and **deploy** the **November** email.

## TASK TERMINOLOGY

**Optimize** - Tempest updates metadata, image alt text, publish date and link sculpts.

# St. Johns County Visitors & Convention Bureau

## Call Center Statistics

October 1 - October 31, 2023

Total Calls Received:	137
Total Call Minutes:	333
Average Answer Time:	22 secs
Brochures Ordered:	27

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# St. Johns County Visitors & Convention Bureau

## Requests By Guide

October 1 - October 31, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	572
<b><u>GRAND TOTAL</u></b>	<b><u>572</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By Source

October 1 - October 31, 2023

<u>Guide</u>	<u># of Requests</u>
WebTraveler	250
2023 Visit Florida Magazine	119
Call Center	27
2022 Visit Florida Magazine	2
Nights of Lights	174
<b><u>GRAND TOTAL</u></b>	<b><u>572</u></b>

# St. Johns County Visitors & Convention Bureau

## Requests By State

October 1 - October 31, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	193	33.7%
GA	31	5.4%
NC	26	4.5%
IL	24	4.2%
NY	21	3.7%
SC	21	3.7%
PA	18	3.1%
TN	18	3.1%
MI	17	3.0%
OH	16	2.8%
Foreign	15	2.6%
NJ	15	2.6%
VA	15	2.6%
WI	15	2.6%
AL	14	2.4%
KY	12	2.1%
MN	9	1.6%
TX	9	1.6%
MA	8	1.4%
IN	7	1.2%
LA	6	1.0%
MD	6	1.0%
MO	6	1.0%
CA	4	0.7%
CO	4	0.7%
CT	4	0.7%
NH	4	0.7%
RI	4	0.7%
AR	3	0.5%
AZ	3	0.5%
OR	3	0.5%
VT	3	0.5%
DE	2	0.3%
IA	2	0.3%
ID	2	0.3%
MS	2	0.3%

NE	2	0.3%
AK	1	0.2%
ME	1	0.2%
MT	1	0.2%
ND	1	0.2%
NV	1	0.2%
OK	1	0.2%
SD	1	0.2%
UT	1	0.2%
<b>GRAND TOTAL</b>	<b>572</b>	

# St. Johns County Visitors & Convention Bureau

## Requests By Country

October 1 - October 31, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	557	97.38%
Canada	9	1.57%
Netherlands	2	0.35%
Brazil	1	0.17%
Italy	1	0.17%
Spain	1	0.17%
United Kingdom	1	0.17%
<b><u>GRAND TOTAL</u></b>	<b><u>572</u></b>	

# St. Johns County Visitors & Convention Bureau

## Have you visited our area before?

October 1 - October 31, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	18	67%	220	59%
Yes	9	33%	156	41%
<b>TOTAL</b>	<b>27</b>		<b>376</b>	

## St. Johns County Visitors & Convention Bureau

### When do you plan to visit? (Month Year)

October 1 - October 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	1%
Feb-23	0	0%	15	4%
Mar-23	0	0%	31	8%
Apr-23	0	0%	20	5%
May-23	0	0%	25	7%
Jun-23	0	0%	41	11%
Jul-23	0	0%	13	3%
Aug-23	0	0%	25	7%
Sep-23	0	0%	33	9%
Oct-23	4	15%	47	13%
Nov-23	5	19%	28	7%
Dec-23	9	33%	28	7%
Jan-24	4	15%	18	5%
Feb-24	1	4%	9	2%
Mar-24	4	15%	11	3%
Apr-24	0	0%	7	2%
May-24	0	0%	5	1%
Jun-24	0	0%	1	0%
Jul-24	0	0%	1	0%
Unsure 2023	0	0%	11	3%
2025	0	0%	2	1%
<b>TOTAL</b>	<b>27</b>		<b>376</b>	

# St. Johns County Visitors & Convention Bureau

## How long do you plan to stay?

October 1 - October 31, 2023

<u>Length of Stay</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	2	7%	11	3%
2 days	3	11%	42	11%
3 days	12	44%	106	28%
1 week	7	26%	161	43%
2 weeks	1	4%	13	3%
3 weeks	0	0%	1	0%
1 month	0	0%	3	1%
2 months	1	4%	4	1%
3 months	0	0%	5	1%
Don't know	1	4%	30	8%
<b>TOTAL</b>	<b>27</b>		<b>376</b>	

# St. Johns County Visitors & Convention Bureau

## How many people will be traveling in your party?

October 1 - October 31, 2023

<u>Number of People</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	4%	11	3%
2	12	44%	193	51%
3	1	4%	41	11%
Four or more	12	44%	101	27%
Don't know	1	4%	30	8%
<b>TOTAL</b>	<b>27</b>		<b>376</b>	

# St. Johns County Visitors & Convention Bureau

## What type of accommodations are you interested in?

October 1 - October 31, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	26	96%	326	87%
Hotel / Motel	1	4%	26	7%
Bed / Breakfast	0	0%	14	4%
Condo	0	0%	2	1%
RV	0	0%	4	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	2	1%
<b>TOTAL</b>	<b>27</b>		<b>376</b>	

**Visitor Center Inquiries  
October 2023**

<b>SJCC –PVBD Visitor &amp; Information Center</b>						
	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
<b>Total Visitors</b>	<b>14</b>	<b>33</b>	0.01%	<b>14</b>	<b>33</b>	<b>416</b>

<b>City of St. Augustine Downtown Visitors Center</b>						
	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
<b>Total Visitors</b>	<b>47,876</b>	<b>42,332</b>	26%	<b>47,876</b>	<b>42,332</b>	<b>601,740</b>

<b>St. Augustine Beach Visitors Center</b>						
	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
<b>Total Visitors</b>		<b>4,375</b>	0%		<b>4,375</b>	<b>31,905</b>

<b>Jacksonville Airport Visitor Information Center</b>						
	Oct-23	Oct-22	% of Total Visitors	FYTD 2024	FYTD 2023	Total FY 2023
<b>Total Visits</b>	<b>1,158</b>	<b>1,022</b>	1%	<b>1,158</b>	<b>1,022</b>	<b>6,094</b>

<b>Total Inquiries at Visitors Centers</b>						
	Oct-23	Oct-22		FYTD 2024	FYTD 2023	Total FY 2023
	<b>184,648</b>	<b>47,762</b>		<b>49,048</b>	<b>47,762</b>	<b>640,155</b>



### Partners Applied:

- Amici Italian Restaurant
- Brian Walker Fishing Charters
- Outer Banks Boil Company, St. Augustine
- Quality Inn & Suites, St. Augustine Beach
- William & Jessica Broyles, dba Vilano Luxury Properties

### Partners Approved Previously:

- Parlor Doughnuts
- Pesca by Michael's

### FY 2023 Partnership Recap:

- New Partner Businesses FY 2024 – 2
- Total Partners September 2023 – 303
- Total number of businesses dropped FY 2024 – Pending; 3 non-renewals confirmed.
- Total Partners FY 2024 – 300



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

## 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](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Food mafia LLC / Amizi Italian Rest

Main Contact & Title: Freddy Underhill, owner

Business Phone Number: 904-461-0102 Fax Number: \_\_\_\_\_

E-mail Address: Info@AmiziStAugustine.com

Web site: www.AmiziStAugustine.com

Social Media links:         Other: \_\_\_\_\_

Physical Address: 1915 A1A South

City, State, ZIP: St Augustine, FL 32080

Mailing Address (if different from above): \_\_\_\_\_

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: see attached

Tour Guide/Other License # \_\_\_\_\_ Bed Tax # \_\_\_\_\_

What is the best time (s) Early Pm and phone number to reach you? 386-986-6199

For our internal departments records, if applicable, please provide **names and email addresses** for the following:

General Manager: Jennifer Underhill, freddysfoodmafia@gmail.com

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Jennifer Underhill and Lori Adelfio

Who would you like to receive leads? Same as above

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.

Jennifer Underhill, [freddysfoodmafia@gmail.com](mailto:freddysfoodmafia@gmail.com)

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://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

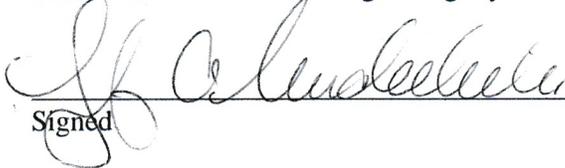
If your business offers additional amenities to visitors, you may purchase additional listings – if appropriate – for \$50.00 each. An example might be a hotel listed under “Accommodations” which also has a restaurant that they would like listed separately in the dining section.

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 support VCB's objective for St. Augustine tourism and hope to be a contributing member to the organization

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.

  
 Signed

10-13-23  
 Date

**Mail to:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
 Attn: Lisa Mondello  
 29 Old Mission Avenue  
 St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact **Lisa Mondello** at [LMondello@DFloridasHistoricCoast.com](mailto:LMondello@DFloridasHistoricCoast.com) if you have further questions.

This Receipt is issued pursuant to  
County ordinance 87-36

## 2023/2024 ST. JOHNS COUNTY LOCAL BUSINESS TAX REMINDER

**MUST BE DISPLAYED IN A CONSPICUOUS PLACE**

**Account** 1010377~~5~~<sup>3</sup>  
**EXPIRES** September 30, 2024

**Business Type** Restaurant (L)  
**Location** 1915 -B S A1A  
St Augustine FL 32080

**Business Name** **Amici Italian Restaurant**

**Owner Name** Vma Enterprises,Inc.

**Mailing Address** 1915 A1A S  
St. Augustine, FL 32080



**New Business Transfer**

<b>Tax</b>	75.00
<b>Penalty</b>	7.50
<b>Cost</b>	0.00
<b>Total</b>	82.50

**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) 2023-7501746 on 10/24/23 for \$82.50**



# ST. AUGUSTINE PONTE VEDRA FLORIDA'S HISTORIC COAST

## 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](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Walker charters

Main Contact & Title: Reisa Walker

Business Phone Number: 904-610-8859 Fax Number: \_\_\_\_\_

E-mail Address: Walkercharters@hotmail.com

Web site: Walker-charters.com

Social Media links:         Other: \_\_\_\_\_

Physical Address: 235 Yacht Club Dr, St. Augustine, FL

City, State, ZIP: 32084

Mailing Address (if different from above): 230 Deewood Acres Dr  
St Augustine, FL 32084

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: \_\_\_\_\_

Tour Guide/Other License # \_\_\_\_\_ Bed Tax # \_\_\_\_\_

What is the best time (s) 7 to 4 and phone number to reach you? 904-610-8859

For our internal departments records, if applicable, please provide name and email addresses for the following:

General Manager: \_\_\_\_\_

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Brian Walker

Who would you like to receive leads?

walkercarters@hotmail.com

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](http://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)

I am interested in making connections with other local business to expand my clientele. I am also looking to learn more about business to make recommendations to current customers. 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.

Brian Walker

Signed

10/14/23  
Date

Mail to: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
Attn: Lisa Mondello  
29 Old Mission Avenue  
St. Augustine, FL 32084

Fax to: 904.329.6149

Please contact Lisa Mondello at [LMondello@DFloridasHistoricCoast.com](mailto:LMondello@DFloridasHistoricCoast.com) if you have further questions.

This Receipt is issued pursuant to  
County ordinance 87-36

# 2023/2024 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

**MUST BE DISPLAYED IN A CONSPICUOUS PLACE**

**Account** 1024306<sup>56</sup>  
**EXPIRES** September 30, 2024

**Business Type** Charter Boat  
**Location** 2130 Deerwood Acres Drive  
St Augustine 32084

**Business Name** **Brian Walker Fishing  
Charters**

**Owner Name** Walker Brian K

**Mailing  
Address** 2130 Deerwood Acres Drive  
St. Augustine FL 32084



**New Business  
Transfer**

<b>Tax</b>	22.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	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) 2022-1581733 on 08/29/23 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](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Outer Banks Boil Company

Main Contact & Title: Brian Packer, co-owner

**Business** Phone Number: 904-494-6069 Fax Number: \_\_\_\_\_

E-mail Address: brian@outerbanksboilcompany.com

Web site: staugustine.outerbanksboilcompany.com

Social Media links:         Other: FB: @obxboilco.staugustine  
IG: @obxboilco\_staugustine

Physical Address: 711 A1A Beach Blvd, Unit A

City, State, ZIP: St. Augustine, FL 32080

Mailing Address (if different from above): \_\_\_\_\_

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: 1094943

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: Scott Dailey, staugustine@outerbanksboilcompany.com

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Brian Packer

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Who would you like to receive leads? Brian Packer (brian@outerbanksboilcompany.com) and

Scott Dailey (staugustine@outerbanksboilcompany.com)

---

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.

Brian Packer (brian@outerbanksboilcompany.com)

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Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://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)

As a new business in St. Augustine, we're looking to find the best ways to get our name out there and become a staple for seafood boils and catering in St. Johns Co. So far we're doing well with locals, but we haven't really found business with tourists. Our business model was actually built and proven in the Outer Banks of NC with tourists, as we're the perfect restaurant alternative after a day at the beach. We'd love to find more business with tourists and visitors, in addition to what we're seeing with locals.

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.



Signed

11/2/23

Date

**Mail to:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
 Attn: Lisa Mondello  
 29 Old Mission Avenue  
 St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact **Lisa Mondello** at [LMondello@DFloridasHistoricCoast.com](mailto:LMondello@DFloridasHistoricCoast.com) if you have further questions.

This Receipt is issued pursuant to  
County ordinance 87-36

# 2023/2024 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

**MUST BE DISPLAYED IN A CONSPICUOUS PLACE**

**Account** 10949439  
**EXPIRES** September 30, 2024

**Business Type** Food Take-Out Only  
**Location** 711 A1A Beach Blvd # A  
St Augustine Beach FL 32080

**Business Name** **Outer Banks Boil Company**

**Owner Name** Outer Banks Boil Company

**Mailing Address** 711 A1A Beach Blvd Ste A  
St Augustine FL 32080



**New Business Transfer**

<b>Tax</b>	30.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	30.00

**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) 2022-7534212 on 07/28/23 for \$30.00**



## 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](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Quality Inn & Suites at St Augustine Beach Area

Main Contact & Title: Debbie Norris, Regional Director of Sales

**Business** Phone Number: 904-471-1474 Fax Number: \_\_\_\_\_

E-mail Address: debbie@alphahotelsworldwide.com

Web site: https://www.choicehotels.com/florida/saint-augustine-beach/quality-inn-hotels/fl276

Social Media links:         Other: \_\_\_\_\_

Physical Address: 901 A1A Beach Blvd.

City, State, ZIP: St Augustine Beach, FL 32080

Mailing Address (if different from above): \_\_\_\_\_

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: 1009500

Tour Guide/Other License # \_\_\_\_\_ Bed Tax # \_\_\_\_\_

**What is the best time (s)** 9-5 AM M-F **and phone number to reach you?** 407-460-6890

For our internal departments records, if applicable, please provide **names and email addresses** for the following:

General Manager: To Be Advised gmfl276@gmail.com

Director of Sales: Debbie Norris debbie@alphahotelsworldwide.com

Sales Manager: Debbie Norris

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Debbie Norris and General Manager To Be Announced

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Who would you like to receive leads? Debbie Norris and General Manager To Be Announced gmfl276@gmail.com

---

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.

Anup Shah, anup@alphahotelsworldwide.com, Hita Shah, hita@alphahotelsworldwide.com,

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Debbie Norris, debbie@alphahotelsworldwide.com

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Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://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? \_\_\_\_\_

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Please describe your interest in becoming a VCB Partner? (This answer will only be used in our understanding of how we can serve you)

---

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.

Debbie Norris  
Signed

Oct. 26, 2023  
Date

**Mail to:** St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
Attn: Lisa Mondello  
29 Old Mission Avenue  
St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact **Lisa Mondello** at [LMondello@DFloridasHistoricCoast.com](mailto:LMondello@DFloridasHistoricCoast.com) if you have further questions.

This Receipt is issued pursuant to  
County ordinance 87-36

**2023/2024 ST. JOHNS COUNTY  
LOCAL BUSINESS TAX RECEIPT**  
**MUST BE DISPLAYED IN A CONSPICUOUS PLACE**

**Account** 1009500  
**EXPIRES** September 30, 2024

**Business Type** Motel/Hotel/Bed & Breakfast (L)

**Location** 901 A1A Beach Blvd  
St Augustine FL 32080

**Business Name** **Qualilty Inn And Suites**

**Owner Name** Mr Corporation Of Augustine

**Mailing Address** 901 A1A Beach Blvd.  
St. Augustine, FL 32080



**New Business  
Transfer**

**Tax** 105.00  
**Penalty** 0.00  
**Cost** 0.00  
**Total** 105.00

**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) 2022-8511483 on 07/14/23 for \$105.00**



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

## 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](http://www.FloridasHistoricCoast.com).

Company / Organization Name: Vilano Luxury Properties

Main Contact & Title: Jessica Broyles, Owner

Business Phone Number: 908-619-7138 Fax Number: \_\_\_\_\_

E-mail Address: vilanoluxuryproperties@gmail.com

Web site: www.facebook.com/vilanoluxuryproperties

Social Media links:         Other: \_\_\_\_\_

Physical Address: 408 + 402 5th St.

City, State, ZIP: St. Augustine, FL 32084

Mailing Address (if different from above): 155 Woodson Dr.  
Mars Hill, NC 28754

Occupational License (s) # Please attach applicable copy(ies) City #: \_\_\_\_\_ County #: 9805755

Tour Guide/Other License # \_\_\_\_\_ Bed Tax # \_\_\_\_\_

What is the best time (s) 9am-9pm and phone number to reach you? 908-619-7138

For our internal departments records, if applicable, please provide **names and email addresses** for the following:

General Manager: \_\_\_\_\_

Director of Sales: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Who would you like to be allowed to make changes to your profile on [www.floridashistoriccoast.com](http://www.floridashistoriccoast.com)?

Jessica Broyles, William Broyles

Who would you like to receive leads? Jessica Broyles

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.

drwabroyles@gmail.com

Partnership benefits include a listing on [www.FloridasHistoricCoast.com](http://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? Weddings

Please describe your interest in becoming a VCB Partner? (This answer will only be used in our understanding of how we can serve you)

Exposure for leads to drive guests to our rentals that are offered as 2bd-14 bd houses

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.

Signed Jessica Broyles

Date 10/12/23

Mail to: St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau  
Attn: Lisa Mondello  
29 Old Mission Avenue  
St. Augustine, FL 32084

Fax to: 904.829.6149

Please contact Lisa Mondello at [LMondello@DFloridasHistoricCoast.com](mailto:LMondello@DFloridasHistoricCoast.com) if you have further questions.

This Receipt is issued pursuant to  
County ordinance 87-36

# 2023/2024 ST. JOHNS COUNTY LOCAL BUSINESS TAX RECEIPT

**MUST BE DISPLAYED IN A CONSPICUOUS PLACE**

**Account** 10882895  
**EXPIRES** September 30, 2024

**Business Type** Rental Property  
**Location** 408 Fifth St  
St Augustine FL 32084

**Business Name** **William And Jessica Broyles**

**Owner Name** Broyles William And Jessica

**Mailing Address** 155 Woodson Dr  
Mars Hill,, NC.  
28754



**New Business Transfer**

<b>Tax</b>	15.00
<b>Penalty</b>	0.00
<b>Cost</b>	0.00
<b>Total</b>	15.00

**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) 2022-7531113 on 07/05/23 for \$15.00**



**Creative Support Report:**  
**October 2023**  
Stacey Sather, Creative and Social Media Manager

**Creative, Social Media, In-House Collaterals and Web Content**

- Nights of Lights digital guide
- Must-Do Experiences videos - review, load to YouTube & FHC site
- Create Social Media Coordinator job description, review applicants
- 2024 Travel Planner layout and listings review
- Review imagery/layout for Grayline van wrap



**Facebook Fans** added: 1,815, Total Followers: 535,754 (+3%)  
Reach: 832,829 (+148.25%) Impressions: 2,441,619 (+122.2%) Engagement Rate: 4.2% (+0.5%)

#### Top Facebook Posts

10/11 Image: 19th century fishing boat find – accounts reached 87.3K, engagements 9.2K  
10/9 Image: 19th century fishing boat find update – accounts reached 92.5K, engagements 9.2K  
10/12 Image: 30th Annual Nights of Lights – accounts reached 84K, engagements 6.6K

**Twitter** Total Followers: 14,078 (-0.4%), Impressions: 27.2K (+1%)

**YouTube** Views: 2,750 (+8.06%) Lifetime Views: 459,729 (+0.59%)

**Instagram** Total Followers: 48,165 (+9%), Impressions: 472,134 (+58.3%), Reach: 202,310 (+169.07%)

#### Top Instagram Posts

10/2 Reel: Nights of Lights – accounts reached 173.5K, engagements 13.5K  
10/27 Reel: STA Things to Do – accounts reached 13.6K, engagements 1.7K  
10/25 Reel: Secret Garden – accounts reached 51.2K, engagements 1.5K

#### TikTok

Account Launched 7/4/22

Total Likes: 125.4k, Total Followers: 8,653 | Oct: Followers: 5,611 (+2.92%), Likes: 55.6k (+2.6%), Video views: 564K (+923.8%)

### • HISPANIC SOCIAL MEDIA •

#### Facebook

Page followers 22329 Total 33 posts Post Reach 10,317 Total Engagements 691 avg:20/post  
Stories 20| Reach 832  
Total FB (Posts & stories) reach 11,149

DATE	ENGMts	REACH	ENGMT RATE	Clicks
Oct 26, 2023	19	953	2%	71
Oct 29, 2023	19	688	3%	30
Oct 15, 2023	9	674	1%	10
Oct 2, 2023	17	561	3%	30
Oct 20, 2023	12	544	2%	11

#### Instagram

26 Posts 7 Reels 1542 (net+10) Followers  
Reach 3333, Total Engagements 580, 17.7 Avg engagement /post  
78 Stories, reach 2833  
Total impressions 7309  
Total Reach 6166  
161 Profile visits

#### Top 4 IG Posts

DATE	ENGMts	REACH	ENGMT RATE
Oct 18, 2023	47	901	5%
Oct 29, 2023	22	180	12%
Oct 26, 2023	14	165	8%
Oct 22, 2023	13	144	9%
Oct 5, 2023	20	136	15%

#### Top 4 Stories

DATE	REACH	COMPLETION RATE
Oct 7, 2023	78	97%
Oct 7, 2023	67	97%
Oct 22, 2023	60	95%
Oct 8, 2023	58	85%
Oct 6, 2023	56	93%
Oct 2, 2023	56	84%

**Additional links clicked through to website via TinyUrl tracking**  
560 total clicks

## Sales Department Report, October 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.*

### October 2023

#### Site Visit:

- Meeting Planner Brenda Glass site visit, 10/12

#### Sales Initiatives:

- TEAMS Conference, 10/2-8
- Florida Society of Association Executives Education Expo, 10/5
- IMEX Americas, 10/17-19

#### Meetings:

- Delta Faucet Sales 2023 - Sales Meeting Call, 10/10
- Office of Professional Development 2024 - Sales Conference Call, 10/16
- Lion's Den Karate 2024 – Sales Conference Call, 10/18
- River City Wrestling 2024 – Sales Conference Call, 10/18
- Wright Family Reunion 2025 - Sales Conference Call, 10/18





**COMMUNICATIONS DEPARTMENT REPORT:**

**October 2023**

Barbara Golden, Communications Manager, 904-669-8142

BGolden@FloridasHistoricCoast.com

**October 2024 Media Results: 9,456,873,446 Impressions: 4300 clips**

**VCB Earned Media Result: 793,294,956 Impression, 369clips**

**Stories in publications by hosted media: 188**

**Images and video inclusion in stories: 197**

**Quotes and direct messaging used in stories: 158**

**Website or provided links used in stories: 209**

**Earned Hispanic media: 87**

**Media Inquiries & Story Pitches:** Story pitches: To more than 40 journalists in preparation for the November 1 SATW Virtual Media Marketplace; 18 submissions for story idea leads through HARO and TravMedia; 6 in response to journalist inquiries. (74 total)

Highlight coverage:

**El Nevo Herald** - Una ciudad de la Florida quedó entre las más románticas de Estados Unidos;

**EI: Hispanic News Today** - St. Augustine, Florida, Celebra Su Herencia Hispana y Sus Culturas Vivas Española, Afrocaribeña y Latinoamericana

**Conde Nast Traveler:** St. Augustine among best small towns

**New York Travel Guides** - and multiple national news outlets: Most Romantic Small Towns in America

**Multiple Outlets (newspaper groups):** St. Augustine Lighthouse ranks 5th in Trip Advisor 'World's Most Haunted Hotspots'

**AOL News:** These Florida Courses Should Be on Every Golfer's Bucket List

**Travel Awaits:** The top 10 spookiest spots in the US

**ESPN FL News:** Florida Has One of America's Most Festive Christmas Towns

**FOX Network Pick up:** Florida Water Tours Receives Honorable Mention in the 2023 Best of Florida Awards

**Trip Advisor - Yahoo! Lifestyle (and multiple other outlets)** - These are the Top 10 Calmest Tourist Attractions in U.S. (Shrine)

Content issued:

Visit Florida: Newest Happenings on Florida's Historic Coast

Bay Magazine-

Destinations Florida: Best of Northeast Florida - Florida's Historic Coast is Full of Hidden Gems: New and Old

NATJA Website – Destination Spotlight

**Releases Issued (13):**

Two Partnercom

Five This Week

Updated Accolades for Florida's Historic Coast

Fall in Love with What's New on Florida's Historic Coast

Florida's Historic Coast Leads the Way on Sustainability

Whiskey Wine and Wildlife

It's Spooky Season on Florida's Historic Coast

30 Years of Nights of Lights

**Writers Hosted: (10)**

Kate Hundly – Tampa Bay News

Samantha Bucheit, German Freelance;

Natalia Manczyk, Porta de Embarque (Colombia)

Andrea Bonder, Reise & Preise (Germany)

Donald Rodriguez, Hometown News

Mira Temkin, Splash Magazines

Tina Seidling, German Social Influencer (VF)

Go West Writer Team – (3)

**Images released: 182 total from Cleanpix.**

118 image downloaded from Cleanpix, mostly Nights of lights, new hotels, and outdoor. Additional images were sent via a

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

	Oct-23	Oct-22	October 2023 compared to October 2022	YTD FY2024	YTD Compared to FY 2023	FY 2024 compared to FY 2023	FY 2023 Totals
<b>Media Impressions</b>							
Domestic Media	6,026,455,310	10,699,686,457	-43.68%	6,026,455,310	10,699,686,457	-44%	143,983,658,174
International	2,155,464,555	1,061,773,482	103.01%	2,155,464,555	1,061,773,482	103%	35,408,240,779
Broadcast	785,368,829	375,948,575	108.90%	785,368,829	375,948,575	109%	13,157,287,344
<b>Total</b>	<b>8,967,288,694</b>	<b>12,137,408,514</b>	<b>-26.12%</b>	<b>8,967,288,694</b>	<b>12,137,408,514</b>	<b>-26%</b>	<b>196,911,452,447</b>
	Oct-23	Oct-22	October 2022 compared to October 2021	YTD FY2024	YTD Compared to FY 2023	FY 2024 compared to FY 2023	FY 2023 Totals
Media Inquiries Answered:	25	17	47.06%	25	17	47%	371
Media Visitors Hosted:	10	8	25.00%	10	8	25%	121
News Releases Issued:	13	8	62.50%	13	8	63%	122
Stories Pitched	74	31	138.71%	74	31	139%	562
VCB Initiated Broadcast, Print & c	373	459	-18.74%	373	459	-19%	4,746
Image access	77	119	-35.29%	77	119	-35%	1,252
Impressions from VCB Initiated S	793,294,956	1,117,131,314	-28.99%	793,294,956	1,117,131,314	-29%	39,976,585,976
# of stories from hosted media	188	304	-38.16%	188	304	-38%	1,851
Images or videos in stories	197	320	-38.44%	197	320	-38%	1,915
quotes or direct messages	158	404	-60.89%	158	404	-61%	2,660
Websites or links in stories	209	416	-49.76%	209	416	-50%	3,049
EarnedHispanic Media	87	38	128.95%	87	38	129%	2,228



October 2023 Clip report does not include a full month's reporting for Broadcast Coverage. The November 2023 report will reflect an adjusted Broadcast Coverage total.



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

**Promotions Department Report: October 2023**  
Susan Phillips, President & CEO

## **FALL/WINTER 2023-2024 PROMOTIONS**

- Working with VISIT FLORIDA on a large Detroit in-market broadcast radio promotion which has now been pushed to late January 2024.
- Completing run of radio sweepstakes promotion with WWWQ Atlanta radio station and Delta Air Lines Community Credit Union for a 3 day/2 night stay for a family of four, with accommodations, attraction tickets, and dining certificates. Promotion runs from October 2-November 30, 2023.
- Working with iHeart media (corporate) on six radio promotions to start in January 2024 in Philadelphia, Chicago, New York, Atlanta, Palm Beach, and Miami. All will include a 3 day/2 night stays for parties of two.

## **DATABASE MARKETING**

- Subscriber base is now at 221,751.

