



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
October 22, 2024 at 1:30 p.m.
Magnolia Room @ Fountain of Youth
11 Magnolia Ave., St. Augustine, FL 32084

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

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

Anti-Trust Statement

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

Conflict of Interest Statement

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



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

VCB Board of Directors Meeting Agenda
October 22, 2024 1:30 pm
The Magnolia Room at Ponce de Leon's Fountain of Youth
Archaeological Park
11 Magnolia Avenue, St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. Election of VCB Board Officers (vote required) – Jason Kern
2. Approval of August 2024 Minutes (vote required)
3. President's Report – Susan Phillips
 - a. Primary Metrics & Departmental Reports – Susan Phillips & VCB Directors
4. Financial Reports – Charlie Robles
5. August & September 2024 Advertising/Media Report – Susan Phillips
6. VCB 2024 Annual Meeting Update – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavely or Evelyn Lopez-Kelley

Conference Sales Committee – Jennifer Jenkins

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

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

City of St. Augustine Beach: Commissioner Don Samora

Ex-officio Comments:

St. Johns County Chamber of Commerce: Isabelle Renault/Bob Porter

St. Johns County Cultural Council: Brenda Swann

New Business:

1. Hurricane Milton Update – Chair Jason Kern & Susan Phillips

Old Business:

1. Advertising RFP/Advertising Contract Management Update – Chair Jason Kern & Susan Phillips

Adjournment:

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau⁴

Balance Sheet

As of September 30, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-884,894.39
10015 Ameris - 8653 - VCB	177,294.66
10017 Ameris - 9435 - VCB	25,012.91
10300 Petty Cash - VCB	268.90
6857 ICS Sweep Account	208,383.23
9945 ICS Sweep Account MM 9435	898,642.83
Total Bank Accounts	\$424,708.14
Other Current Assets	
12000 Undeposited Funds	-350.00
12200 Inventory - DO NOT USE	0.00
12400 Due (To)/From TDC - Cat1	0.00
13000 Prepaid Expenses - VCB	0.00
Total Other Current Assets	\$ -350.00
Total Current Assets	\$424,358.14
Fixed Assets	
14010 Furniture and Equipment - VCB	228,491.10
14999 Accumulated Depreciation - VCB	-119,107.63
Total Fixed Assets	\$109,383.47
TOTAL ASSETS	\$533,741.61
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	68,906.25
22050 Accrued Expenses - Cat1	0.00
24000 Payroll Liabilities - Cat1	
24010 Payroll Liab - Federal - Cat1	-2,468.97
24020 Payroll Liab - Social Security - Cat1	-36.73
24030 Payroll Liab - Medicare - Cat1	-1,724.95
24040 Payroll Liab - EE 401K	-6,873.85
24050 Payroll Liab - EE 401K Loan	22.64
24060 Payroll Liab - EE Health Insurance	10,574.06
24070 Payroll Liab - EE FSA	11,100.34
Total 24000 Payroll Liabilities - Cat1	10,592.54
25000 PPP Loan	0.00
Total Other Current Liabilities	\$79,498.79
Total Current Liabilities	\$79,498.79
Total Liabilities	\$79,498.79

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau⁵

Balance Sheet

As of September 30, 2024

	TOTAL
Equity	
30000 Opening Balance Equity - Cat1	325,356.06
32000 Retained Earnings	320,641.99
Net Income	-191,755.23
Total Equity	\$454,242.82
TOTAL LIABILITIES AND EQUITY	\$533,741.61

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau Budget vs. Actuals: FY_2023_2024

October 2023 - September 2024

	September 2024			FY2024 Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
Income						
40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$225,000.00	\$0.00	(\$225,000.00)	\$2,725,000.00	\$2,725,000.00	\$0.00
40014-CORE County Revenue Core - Fiscal 23-24 - Cat1	\$200,000.00	\$200,000.00	\$0.00	\$2,792,881.68	\$2,992,881.68	\$200,000.00
40014-ENOL-FY25 Early Nights of Lights 2024-2025	\$0.00	\$0.00	\$0.00	\$216,630.00	\$216,630.00	\$0.00
40015 CoOp Revenue - Cat1	\$0.00	\$14,842.98	\$14,842.98	\$14,842.98	\$14,842.98	\$0.00
40017 Tradeshow Co-op Revenue	\$2,050.00	\$3,150.00	\$1,100.00	\$3,150.00	\$3,150.00	\$0.00
Total Income	\$427,050.00	\$217,992.98	(\$209,057.02)	\$5,752,504.66	\$5,952,504.66	\$200,000.00
Gross Profit	\$427,050.00	\$217,992.98	(\$209,057.02)	\$5,752,504.66	\$5,952,504.66	\$200,000.00
Expenses						
51000 - Administrative Overhead - Cat1						
Total 51000-1 Computer Expense - Cat1	\$797.17	\$416.63	(\$380.54)	\$5,494.42	\$5,800.00	\$305.58
Total 51000-2 Office Equipment - Cat1	\$296.34	\$400.00	\$103.66	\$4,794.75	\$4,800.00	\$5.25
Total 51000-3 Office Supplies - Cat1	\$1,141.26	\$458.37	(\$682.89)	\$5,470.59	\$5,500.00	\$29.41
Total 51000-4 Rent - Cat1	\$5,786.50	\$5,022.50	(\$764.00)	\$60,184.65	\$60,270.00	\$85.35
Total 51000-5 Payroll - Cat1	\$79,956.03	\$80,504.37	\$548.34	\$1,090,649.35	\$1,094,425.00	\$3,775.65
Total 51000-6 Maintenance/Repairs - Cat1	\$470.25	\$558.37	\$88.12	\$6,654.30	\$6,700.00	\$45.70
Total 51000-7 Utilities - Cat1	\$2,306.25	\$1,321.25	(\$985.00)	\$16,925.80	\$18,155.00	\$1,229.20
Total 51000-8 Dues & Membership - Cat1	\$13,761.98	\$149.00	(\$13,612.98)	\$48,433.14	\$51,150.00	\$2,716.86
Total 51000 - Administrative Overhead - Cat1	\$104,515.78	\$88,830.49	(\$15,685.29)	\$1,238,607.00	\$1,246,800.00	\$8,193.00
54900 - Promotional Expenses - Cat1						
Total 54900-1 Advertising - Cat1	\$1,322,692.04	\$773,699.67	(\$548,992.37)	\$3,888,473.65	\$3,894,261.04	\$5,787.39
Total 54900-10 Tradeshows - Cat1	\$68,404.69	\$16,746.00	(\$51,658.69)	\$149,083.29	\$143,485.00	(\$5,598.29)
Total 54900-11 PR Services - Cat1	\$48,695.60	\$52,887.00	\$4,191.40	\$242,700.98	\$245,000.00	\$2,299.02
Total 54900-12 Sales Support - Cat1	\$17,506.25	\$16,928.00	(\$578.25)	\$44,227.30	\$38,525.00	(\$5,702.30)
Total 54900-2 Brochure Distribution - Cat1	\$0.00	\$0.00	\$0.00	\$13,554.11	\$17,800.00	\$4,245.89
Total 54900-4 In House PR - Cat1	\$15,126.73	\$5,639.62	(\$9,487.11)	\$80,750.42	\$81,200.00	\$449.58
Total 54900-5 Inquiry Services - Cat1	\$5,958.83	\$6,718.00	\$759.17	\$62,126.90	\$62,250.00	\$123.10
Total 54900-6 Postage - Cat1	\$41,541.99	\$6,930.00	(\$34,611.99)	\$52,302.15	\$53,250.00	\$947.85
Total 54900-7 Travel & Per Diem - Cat1	\$14,206.13	\$7,968.25	(\$6,237.88)	\$65,815.81	\$67,225.00	\$1,409.19
Total 54900-8 PRO Fees & Research - Cat1	\$43,315.94	\$37,325.00	(\$5,990.94)	\$106,344.55	\$99,315.00	(\$7,029.55)
Total 54900 - Promotional Expenses - Cat1	\$1,577,448.20	\$924,841.54	(\$652,606.66)	\$4,705,379.16	\$4,702,311.04	(\$3,068.12)
Total Expenses	\$1,681,963.98	\$1,013,672.03	(\$668,291.95)	\$5,943,986.16	\$5,949,111.04	\$5,124.88
Net Operating Income	(\$1,254,913.98)	(\$795,679.05)	\$459,234.93	(\$191,481.50)	\$3,393.62	\$194,875.12

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau Budget vs. Actuals: FY_2023_2024

October 2023 - September 2024

	September 2024			FY2024 Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
Other Income						
65100 Annual Meeting - VCB	\$3,250.00	\$0.00	(\$3,250.00)	\$6,250.00	\$0.00	(\$6,250.00)
65110 Interest Income - VCB	\$12.91	\$0.00	(\$12.91)	\$162.54	\$0.00	(\$162.54)
65405 Membership Dues - VCB	\$23,325.00	\$0.00	(\$23,325.00)	\$81,137.50	\$0.00	(\$81,137.50)
68010 (STI) State of the Tourism Industry - VCB	\$375.00	\$0.00	(\$375.00)	\$16,850.00	\$0.00	(\$16,850.00)
Total Other Income	\$26,962.91	\$0.00	(\$26,962.91)	\$104,400.04	\$0.00	(\$104,400.04)
Other Expenses						
70500 Bank Charges - VCB	\$0.00	\$105.00	\$105.00	\$218.00	\$1,260.00	\$1,042.00
70700 Business Gifts - VCB	\$45.00	\$100.00	\$55.00	\$2,233.47	\$2,000.00	(\$233.47)
73100 Professional Services - VCB	\$502.00	\$1,000.00	\$498.00	\$23,390.98	\$16,000.00	(\$7,390.98)
73800 Licenses and Taxes - VCB	\$0.00	\$100.00	\$100.00	\$129.00	\$1,120.00	\$991.00
73900 Board Meeting Expenses - VCB	\$0.00	\$400.00	\$400.00	\$1,838.11	\$4,800.00	\$2,961.89
74000 Travel - VCB	\$15.95	\$50.00	\$34.05	\$1,164.85	\$600.00	(\$564.85)
74001 Employee of the Year - VCB	\$0.00	\$0.00	\$0.00	\$471.26	\$0.00	(\$471.26)
74500 Insurance - VCB	\$0.00	\$3,000.00	\$3,000.00	\$1,680.37	\$9,700.00	\$8,019.63
74805 Entertainment & Meals - VCB	\$0.00	\$1,300.00	\$1,300.00	\$7,140.76	\$15,000.00	\$7,859.24
74900 Advertising Exp - VCB	\$25,300.00	\$100.00	(\$25,200.00)	\$25,905.00	\$1,200.00	(\$24,705.00)
75000 Office Expenses - VCB	\$93.24	\$500.00	\$406.76	\$3,328.09	\$6,000.00	\$2,671.91
75100 Annual Meeting Expenses	\$6,008.96	\$8,000.00	\$1,991.04	\$8,405.21	\$8,000.00	(\$405.21)
75403 Dues & Subscriptions	\$0.00	\$100.00	\$100.00	\$258.00	\$1,400.00	\$1,142.00
76000 Miscellaneous Expenses	\$0.00	\$200.00	\$200.00	\$245.22	\$2,400.00	\$2,154.78
78001 VCB Holiday Open House	\$0.00	\$0.00	\$0.00	\$463.49	\$3,000.00	\$2,536.51
78008 (STI) State of the Tourism Industry Exp	\$0.00	\$0.00	\$0.00	\$27,801.96	\$22,000.00	(\$5,801.96)
78011 Building-Equipment Expens	\$0.00	\$250.00	\$250.00	\$0.00	\$3,000.00	\$3,000.00
Total Other Expenses	\$31,965.15	\$15,205.00	(\$16,760.15)	\$104,673.77	\$97,480.00	(\$7,193.77)
Net Other Income	(\$5,002.24)	(\$15,205.00)	(\$10,202.76)	(\$273.73)	(\$97,480.00)	(\$97,206.27)
Net Income	(\$1,259,916.22)	(\$810,884.05)	\$449,032.17	(\$191,755.23)	(\$94,086.38)	\$97,668.85

**ST. JOHNS COUNTY TOURIST DEVELOPMENT TAX
FISCAL YEAR 2024**

OCCUPANCY/REPORTING MONTH	OCT	% PY	NOV	% PY	DEC	% PY	JAN	% PY	FEB	% PY	MAR	% PY
GROSS RECEIPTS	\$32,488,036.16	4.3%	\$32,635,663.74	7.9%	\$ 44,077,420.28	10.8%	\$ 36,826,503.76	0.6%	\$ 42,186,914.73	2.5%	\$ 60,573,492.09	3.9%
EXEMPT RECEIPTS	-\$1,711,195.56	25.5%	-\$944,153.94	-22.3%	\$ (1,411,329.88)	2.5%	\$ (1,452,798.16)	-13.7%	\$ (1,321,518.73)	-2.0%	\$ (1,163,145.69)	-15.3%
TAXABLE RECEIPTS	\$ 30,776,840.60	3.4%	\$ 31,691,509.80	9.2%	\$ 42,666,090.40	11.1%	\$ 35,373,705.60	1.2%	\$ 40,865,396.00	2.6%	\$ 59,410,346.40	4.4%
TOTAL TAX COLLECTED	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
ADJUSTMENTS												
TOTAL TAX DUE	\$ 1,538,842.03	3.4%	\$ 1,584,575.49	9.2%	\$ 2,133,304.52	11.1%	\$ 1,768,685.28	1.2%	\$ 2,043,269.80	2.6%	\$ 2,970,517.32	4.4%
LESS COLLECTION ALLOWANCE	-\$11,256.36		-\$11,199.26		\$ (14,499.07)		\$ (12,862.90)		\$ (15,206.61)		\$ (21,269.03)	
PLUS PENALTY	\$5,781.01		\$12,597.73		\$ 13,103.77		\$ 10,835.79		\$ 6,913.68		\$ 13,068.14	
PLUS INTEREST	\$125.28		\$517.65		\$ 374.57		\$ 359.99		\$ 379.50		\$ 295.53	
TOTAL AMOUNT REMITTED	\$ 1,533,491.96	2.0%	\$ 1,586,491.61	9.5%	\$ 2,132,283.79	11.2%	\$ 1,767,018.16	1.4%	\$ 2,035,356.37	2.4%	\$ 2,962,611.96	4.5%
LESS TAX COLLECTOR & CLERK	\$ (30,669.84)	2.0%	\$ (31,729.83)	9.5%	\$ (42,645.68)	11.2%	\$ (35,340.36)	1.4%	\$ (40,707.13)	2.4%	\$ (59,252.24)	4.5%
NET TO TDC	\$ 1,502,822.12	2.0%	\$ 1,554,761.78	9.5%	\$ 2,089,638.11	11.2%	\$ 1,731,677.80	1.4%	\$ 1,994,649.24	2.4%	\$ 2,903,359.72	4.5%

	APR	% PY	MAY	% PY	JUNE	% PY	JULY	% PY	AUG	% PY	SEP	% PY	YTD	
GROSS RECEIPTS	\$44,603,364.86	-12.8%	\$42,047,834.64	4.0%	\$48,720,085.01	1.3%	\$51,188,400.49	-5.9%	\$31,370,588.88	5.4%			\$ 466,718,304.64	1.2%
EXEMPT RECEIPTS	-\$1,401,599.66	21.1%	-\$1,004,799.44	-32.2%	-\$2,739,042.21	62.0%	-\$1,670,738.29	19.5%	-\$1,415,188.08	32.1%			\$ (16,235,509.64)	
TAXABLE RECEIPTS	\$ 43,201,765.20	-13.6%	\$ 41,043,035.20	5.4%	\$ 45,981,042.80	-0.9%	\$ 49,517,662.20	-6.5%	\$ 29,955,400.80	4.4%			\$450,482,795.00	
TOTAL TAX COLLECTED	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%	\$ 1,497,770.04	4.4%			\$22,524,139.75	1.0%
ADJUSTMENTS													\$0.00	
TOTAL TAX DUE	\$ 2,160,088.26	-13.6%	\$ 2,052,151.76	5.4%	\$ 2,299,052.14	-0.9%	\$ 2,475,883.11	-6.5%	\$ 1,497,770.04	4.4%			\$20,225,087.61	
LESS COLLECTION ALLOWANCE	-\$15,734.65		-\$15,593.70		-\$20,517.69		-\$21,869.84		-\$13,247.18				\$ (173,256.29)	
PLUS PENALTY	\$7,667.76		\$10,079.70		\$15,186.69		\$8,293.18		\$12,770.94				\$116,298.39	
PLUS INTEREST	\$274.62		\$256.76		\$553.65		\$322.37		\$607.56				\$4,067.48	
TOTAL AMOUNT REMITTED	\$ 2,152,295.99	-13.5%	\$ 2,046,894.52	5.6%	\$ 2,294,274.79	-0.7%	\$ 2,462,628.82	-6.6%	\$ 1,497,901.36	4.4%			\$22,471,249.33	
LESS TAX COLLECTOR & CLERK	\$ (43,045.92)	-13.5%	\$ (40,937.89)	5.6%	\$ (45,885.50)	-0.7%	\$ (49,252.58)	-6.6%	\$ (29,958.03)	4.4%			\$ (449,424.99)	
NET TO TDC	\$ 2,109,250.07	-13.5%	\$ 2,005,956.63	5.6%	\$ 2,248,389.29	-0.7%	\$ 2,413,376.24	-6.6%	\$ 1,467,943.33	4.4%			\$22,021,824.34	1.0%

FY2024 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

OCC. MNTH	H/M	%	PV+-	Condo	%	PV+-	Apts	%	PV+-
October	\$965,713.21	63.0%	-0.1%	\$174,758.10	11.4%	3.3%	\$290,978.14	19.0%	6.4%
November	\$996,715.32	62.8%	7.2%	\$140,001.45	8.8%	-4.9%	\$324,584.74	20.5%	18.2%
December	\$1,342,883.84	63.0%	6.7%	\$216,882.95	10.2%	9.8%	\$417,240.38	19.6%	29.4%
2024 January	\$971,674.24	55.0%	-0.4%	\$282,359.02	16.0%	4.9%	\$360,583.11	20.4%	10.2%
February	\$1,152,962.35	56.6%	-0.6%	\$338,312.47	16.6%	-1.2%	\$390,867.16	19.2%	17.3%
March	\$1,679,403.86	56.7%	-2.6%	\$499,274.57	16.9%	28.4%	\$626,604.29	21.2%	19.0%
April	\$1,278,084.51	59.4%	-7.2%	\$317,376.14	14.7%	-26.9%	\$428,365.25	19.9%	-13.1%
May	\$1,184,491.16	57.9%	4.6%	\$287,980.10	14.1%	-5.3%	\$464,876.43	22.7%	23.0%
June	\$1,023,829.29	44.6%	-8.3%	\$595,813.32	26.0%	6.8%	\$563,602.73	24.6%	10.4%
July	\$1,124,347.49	45.7%	-8.0%	\$580,432.07	23.6%	-13.0%	\$670,701.33	27.2%	5.7%
August	\$783,233.97	52.3%	-1.4%	\$245,015.26	16.4%	-0.5%	\$391,307.46	26.1%	21.7%
September									

OCC. MNTH	Camp	%	PV+-	B&B	%	PV+-	TOTAL
October	\$45,875.33	3.0%	-8.3%	\$56,167.18	3.7%	29.0%	\$ 1,533,491.96
November	\$58,556.22	3.7%	20.2%	\$66,633.88	4.2%	37.4%	\$ 1,586,491.61
December	\$51,422.75	2.4%	-2.7%	\$103,853.87	4.9%	20.6%	\$ 2,132,283.79
2024 January	\$81,619.84	4.6%	-16.0%	\$70,781.95	4.0%	-4.3%	\$ 1,767,018.16
February	\$82,319.67	4.0%	-1.9%	\$70,894.72	3.5%	3.4%	\$ 2,035,356.37
March	\$72,277.50	2.4%	-0.5%	\$85,051.74	2.9%	-31.4%	\$ 2,962,611.96
April	\$59,282.56	2.8%	-40.9%	\$69,187.53	3.2%	-18.4%	\$ 2,152,295.99
May	\$50,382.28	2.5%	-18.8%	\$59,164.55	2.9%	-4.5%	\$ 2,046,894.52
June	\$61,902.41	2.7%	-3.0%	\$49,127.04	2.1%	-20.8%	\$ 2,294,274.79
July	\$44,108.01	1.8%	-24.8%	\$43,039.92	1.7%	-19.9%	\$ 2,462,628.82
August	\$43,219.90	2.9%	12.5%	\$35,124.77	2.3%	3.1%	\$ 1,497,901.36
September							

FY 2024 TOURIST DEVELOPMENT TAX REMITTED BY ZIP CODE
ST. JOHNS COUNTY TOURIST DEVELOPMENT COUNCIL

FY2024	Anastasia Island			Ponte Vedra Beach			St. Augustine/Villano/N. Bch			Shores/South/207		
	32080	% TTL	+/- PY	32082	% TTL	+/- PY	32084	% TTL	+/- PY	32086	% TTL	+/- PY
OCT	\$458,785.26	29.9%	10.4%	\$346,735.47	22.6%	-3.1%	\$598,594.10	39.0%	2.6%	\$21,514.87	1.4%	13.5%
NOV	\$423,126.90	26.7%	1.4%	\$314,505.09	19.8%	15.5%	\$719,780.00	45.4%	16.3%	\$29,354.81	1.9%	20.5%
DEC	\$628,926.94	29.5%	16.3%	\$272,734.53	12.8%	-9.8%	\$1,071,943.43	50.3%	18.6%	\$23,732.91	1.1%	25.2%
JAN	\$573,896.91	32.5%	-2.2%	\$300,487.45	17.0%	5.1%	\$738,881.66	41.8%	4.3%	\$40,059.75	2.3%	64.5%
FEB	\$701,438.41	34.5%	-1.5%	\$377,805.70	18.6%	2.6%	\$785,933.94	38.6%	7.4%	\$41,194.76	2.0%	31.6%
MAR	\$1,057,288.74	35.7%	8.9%	\$643,142.66	21.7%	7.3%	\$1,065,916.32	36.0%	-0.2%	\$27,850.75	0.9%	-29.6%
APR	\$750,688.08	34.9%	-21.4%	\$466,336.04	21.7%	-10.1%	\$785,190.44	36.5%	-5.6%	\$18,803.06	0.9%	-53.2%
MAY	\$703,253.57	34.4%	-27.5%	\$467,851.99	22.9%	-22.0%	\$735,947.33	36.0%	-31.1%	\$18,310.61	0.9%	-25.9%
JUN	\$1,101,863.27	48.0%	15.4%	\$379,891.90	16.6%	-26.7%	\$688,057.00	30.0%	-17.3%	\$26,852.80	1.2%	-53.4%
JUL	\$1,099,610.73	44.7%	55.2%	\$479,198.70	19.5%	23.9%	\$736,363.50	29.9%	4.6%	\$20,581.09	0.8%	-23.2%
AUG	\$567,500.34	37.9%	-45.0%	\$276,619.01	18.5%	-33.8%	\$537,126.12	35.9%	-25.0%	\$22,253.30	1.5%	-20.2%
SEP												
FY YTD	\$ 8,066,379			\$ 4,325,309			\$ 8,463,734			\$ 290,509		

	WGV + west of I95			I95&SR16 + Palencia			Other			TOTAL	
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL		+/- PY
OCT	\$90,336.88	5.9%	-15.1%	\$11,063.05	0.7%	-24.2%	6.6%	\$6,462.33	0.4%	12.1%	\$ 1,533,491.96
NOV	\$81,116.49	5.1%	-13.0%	\$13,675.00	0.9%	-6.8%	6.0%	\$4,933.31	0.3%	-38.4%	\$ 1,586,491.60
DEC	\$107,424.60	5.0%	1.7%	\$17,548.50	0.8%	-7.0%	5.9%	\$9,972.88	0.5%	-29.6%	\$ 2,132,283.79
JAN	\$86,479.78	4.9%	-13.2%	\$14,326.45	0.8%	-12.3%	5.7%	\$12,886.16	0.7%	121.0%	\$ 1,767,018.16
FEB	\$104,764.89	5.1%	-7.0%	\$16,668.54	0.8%	7.6%	6.0%	\$7,550.13	0.4%	-1.6%	\$ 2,035,356.37
MAR	\$139,048.70	4.7%	0.8%	\$19,411.47	0.7%	-25.7%	5.3%	\$9,953.32	0.3%	7.4%	\$ 2,962,611.96
APR	\$107,804.93	5.0%	8.8%	\$15,496.40	0.7%	-14.4%	5.7%	\$7,977.04	0.4%	-13.7%	\$ 2,152,295.99
MAY	\$97,939.81	4.8%	-29.0%	\$15,198.44	0.7%	-41.8%	5.5%	\$8,392.77	0.4%	-9.4%	\$ 2,046,894.52
JUN	\$87,716.53	3.8%	-11.5%	\$2,125.78	0.1%	-88.3%	3.9%	\$7,767.51	0.3%	-16.0%	\$ 2,294,274.79
JUL	\$79,299.79	3.2%	-12.5%	\$25,010.09	1.0%	77.4%	4.2%	\$22,564.92	0.9%	179.3%	\$ 2,462,628.82
AUG	\$77,353.74	5.2%	-17.0%	\$10,602.63	0.7%	-33.0%	5.9%	\$6,446.22	0.4%	-19.7%	\$ 1,497,901.36
SEP											
FY YTD	\$ 1,059,286			\$ 161,126			\$ 104,907				\$ 22,471,249



VCB INDUSTRY EMAIL STATISTICS SEPTEMBER 2024

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Mon, Sep 30, 2024, 9:18 AM	THIS WEEK, 9-30-2024	939	379 41%	32 3%	11 1%	0 0%
Fri, Sep 27, 2024, 9:35 AM	FY2025 Co-op Advertising Opportunities Available	428	166 39%	15 4%	4 1%	0 0%
Thu, Sep 26, 2024, 10:37 AM	Virtual Hispanic Media Webinar Invite	442	183 42%	6 1%	4 1%	0 0%
Mon, Sep 23, 2024, 11:01 AM	2024 Annual Meeting Invite - 4	384	170 45%	20 5%	6 2%	0 0%
Mon, Sep 23, 2024, 9:02 AM	Social Media Seminar - September 23 - Reminder	31	23 74%	4 13%	0 0%	0 0%
Mon, Sep 23, 2024, 8:43 AM	THIS WEEK, 9-23-2024	935	359 39%	15 2%	6 1%	0 0%
Fri, Sep 20, 2024, 10:05 PM	What's NEw on Florida's Historic Coast	1,410	667 48%	108 8%	10 1%	0 0%
Fri, Sep 20, 2024, 10:14 AM	FY2025 Co-op Meeting Notice 3	426	216 51%	39 9%	5 1%	0 0%
Thu, Sep 19, 2024, 2:02 PM	Social Media Seminar - September 23 - 3	376	176 47%	20 5%	5 1%	0 0%
Thu, Sep 19, 2024, 10:03 AM	2024 Annual Meeting Invite - 3	382	171 45%	13 3%	5 1%	0 0%
Wed, Sep 18, 2024, 9:40 PM	31st Annual Nights of Lights	1,462	601 41%	32 2%	12 1%	0 0%
Wed, Sep 18, 2024, 4:02 PM	FY2025 Board of Directors Ballot3	255	135 54%	15 6%	3 1%	0 0%
Mon, Sep 16, 2024, 11:40 AM	Sepoky Season on Florida's Historic Coast	1,455	596 41%	87 6%	11 1%	2 1%
Mon, Sep 16, 2024, 8:35 AM	THIS WEEK, 9-16-2024	972	419 43%	26 3%	6 1%	0 0%
Fri, Sep 13, 2024, 10:09 AM	FY2025 Co-op Meeting Notice 2	421	184 44%	5 1%	4 1%	0 0%
Thu, Sep 12, 2024, 4:00 PM	FY2025 Board of Directors Ballot2	253	139 56%	32 13%	3 1%	0 0%
Thu, Sep 12, 2024, 10:02 AM	Social Media Seminar - September 23 - 2	366	179 49%	19 5%	3 1%	0 0%
Wed, Sep 11, 2024, 2:00 PM	2024 Annual Meeting Invite - 2	373	191 52%	29 8%	3 1%	0 0%
Wed, Sep 11, 2024, 10:34 AM	PartnerCom 9-11-24	485	234 49%	18 4%	6 1%	0 0%
Mon, Sep 9, 2024, 9:20 AM	THIS WEEK, 9-9-2024	939	403 43%	17 2%	10 1%	0 0%
Fri, Sep 6, 2024, 3:32 PM	Even More September Local Deals	578	311 54%	46 8%	6 1%	0 0%
Fri, Sep 6, 2024, 1:12 PM	Social Media Seminar - September 23 - 1	374	155 42%	19 5%	3 1%	0 0%
Fri, Sep 6, 2024, 10:31 AM	FY2025 Co-op Meeting Notice	425	193 46%	18 4%	6 1%	0 0%
Thu, Sep 5, 2024, 3:30 PM	FY2025 Board of Directors Ballot	256	135 53%	32 13%	3 1%	1 1%
Wed, Sep 4, 2024, 10:00 AM	2024 Annual Meeting Invite	395	212 54%	50 13%	3 1%	2 1%
Tue, Sep 3, 2024, 3:04 PM	September Staycations and Local Deals	605	320 54%	60 10%	10 2%	0 0%
Tue, Sep 3, 2024, 9:28 AM	THIS WEEK, 9-2-2024	945	408 43%	35 4%	7 1%	1 1%

Email Performance

Opt-in Subscribers

32,268

MESSAGES SENT

26%

CTOR

1,083

SESSIONS

03:47

AVG. SESSION
DURATION

Other Source Subscribers

164,742

MESSAGES SENT

24%

CTOR

724

SESSIONS

05:05

AVG. SESSION
DURATION

St. Johns County Visitors & Convention Bureau

Call Center Statistics

September 1 - September 30, 2024

Total Calls Received:	73
Total Call Minutes:	316
Average Answer Time:	41
Brochures Ordered:	29

St. Johns County Visitors & Convention Bureau

Requests By Guide

September 1 - September 30, 2024

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	795
<u>GRAND TOTAL</u>	<u>795</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

September 1 - September 30, 2024

<u>Guide</u>	<u># of Requests</u>
WebTraveler	475
2023 Visit Florida Magazine	1
2024 Visit Florida Magazine	37
Call Center	29
Summer Events Calendar	253
<u>GRAND TOTAL</u>	<u>795</u>

St. Johns County Visitors & Convention Bureau

Requests By State

September 1 - September 30, 2024

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	341	32.4%
GA	51	4.8%
NC	48	4.6%
SC	38	3.6%
TN	28	2.7%
PA	22	2.1%
MO	21	2.0%
IL	19	1.8%
AL	17	1.6%
OH	17	1.6%
Foreign	16	1.5%
NY	15	1.4%
TX	14	1.3%
VA	14	1.3%
WI	14	1.3%
IN	13	1.2%
MN	13	1.2%
NJ	12	1.1%
MI	11	1.0%
CA	7	0.7%
CO	7	0.7%
MA	7	0.7%
KY	6	0.6%
IA	5	0.5%
LA	5	0.5%
MD	4	0.4%
CT	3	0.3%
KS	3	0.3%
MS	3	0.3%
WV	3	0.3%
AZ	2	0.2%
ID	2	0.2%
NH	2	0.2%
WA	2	0.2%
AR	1	0.1%
DE	1	0.1%

HI	1	0.1%
ME	1	0.1%
ND	1	0.1%
NE	1	0.1%
NV	1	0.1%
OR	1	0.1%
SD	1	0.1%
UT	1	0.1%
GRAND TOTAL	795	

St. Johns County Visitors & Convention Bureau

Requests By Country

September 1 - September 30, 2024

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	779	73.98%
Canada	10	0.95%
Argentina	2	0.19%
Australia	1	0.09%
Germany	1	0.09%
Jordan	1	0.09%
United Kingdom	1	0.09%
<u>GRAND TOTAL</u>	<u>795</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

September 1 - September 30, 2024

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	12	41%	215	61%
Yes	17	59%	137	39%
TOTAL	29		352	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

September 1 - September 30, 2024

<u>When Visiting?</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
Jan-24	0	0%	2	1%
Feb-24	0	0%	24	7%
Mar-24	0	0%	40	11%
Apr-24	0	0%	34	10%
May-24	0	0%	39	11%
Jun-24	0	0%	33	9%
Jul-24	0	0%	30	9%
Aug-24	0	0%	15	4%
Sep-24	5	17%	21	6%
Oct-24	9	31%	31	9%
Nov-24	3	10%	15	4%
Dec-24	6	21%	18	5%
Jan-25	0	0%	1	0%
Feb-25	3	10%	3	1%
Mar-25	0	0%	4	1%
Apr-25	0	0%	2	1%
May-25	0	0%	5	1%
Jun-25	2	7%	2	1%
Jul-25	0	0%	0	0%
Aug-25	0	0%	1	0%
Sep-25	0	0%	0	0%
Oct-25	0	0%	0	0%
Nov-25	0	0%	0	0%
Dec-25	0	0%	1	0%
Unsure 2024	0	0%	28	8%
Unsure 2025	1	3%	3	1%
TOTAL	29		352	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

September 1 - September 30, 2024

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	0	0%	8	2%
2 days	3	10%	41	12%
3 days	12	41%	96	27%
1 week	9	31%	137	39%
2 weeks	0	0%	7	2%
3 weeks	2	7%	6	2%
1 month	0	0%	3	1%
2 months	0	0%	2	1%
3 months	0	0%	0	0%
Don't know	3	10%	52	15%
TOTAL	29		352	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

September 1 - September 30, 2024

<u>Number of People</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	1	3%	12	3%
2	16	55%	160	45%
3	2	7%	33	9%
Four or more	7	24%	103	29%
Don't know	3	10%	44	13%
TOTAL	29		352	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

September 1 - September 30, 2024

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	27	93%	288	82%
Hotel / Motel	2	7%	49	14%
Bed / Breakfast	0	0%	8	2%
Condo	0	0%	4	1%
RV	0	0%	2	1%
Single Family	0	0%	1	0%
Efficiency / Suite	0	0%	0	0%
TOTAL	29		352	