



ST. AUGUSTINE
PONTE VEDRA
FLORIDA'S HISTORIC COAST®

VCB Board of Directors Meeting Packet
October 24, 2023 1:30 p.m.
Home2 Suites by Hilton St. Augustine I-95
270 Outlet Mall Blvd., St. Augustine, FL 32084

PACKET CONTENTS

ANTI-TRUST & CONFLICT OF INTEREST STATEMENT	PAGE 1
AGENDA	PAGES 2-3
MINUTES FROM AUGUST 2023 MEETING	DISTRIBUTED SEPARATELY
FINANCIAL STATEMENT	PAGES 4-7
STR REPORT	CANNOT BE EMAILED
TDC BED TAX COLLECTION REPORTS	PAGES 8-10
GOOGLE ANALYTICS	PAGES 11-26
INDUSTRY EMAIL BLAST STATS	PAGE 27
CONSUMER EMAIL BLAST STATS	PAGES 28-31
INQUIRY REPORT	PAGES 32-42
VISITOR CENTERS REPORT	PAGE 43
PARTNERSHIP REPORT	PAGES 44-50
IN-HOUSE CREATIVE REPORT	PAGE 51
SOCIAL MEDIA REPORT	PAGE 52
SALES SUMMARY	PAGES 53
SALES REPORT	PAGE 54
COMMUNICATIONS SUMMARY	PAGES 55 & 56
COMMUNICATIONS TRACKING	PAGE 57
FFCG	PAGE 58



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 24, 2023 1:30 pm
Home2 Suites by Hilton, St. Augustine I-95
270 Outlet Mall Boulevard, St. Augustine, FL 32084

Call to order:

Acknowledge Anti-Trust Statement and Conflict of Interest Statement:

Roll Call:

Public Comments:

Agenda Items

1. FY2024 Media Presentation (vote required) – PETERMAYER Agency
2. Election of VCB Board Officers (vote required) – Jason Kern
3. Approval of August 2023 Minutes (vote required)
4. VCB Strategic Plan Update – Jason Kern
5. President's Report – Susan Phillips
 - a. Primary Metrics – Susan Phillips
 - b. Departmental Reports – VCB Directors
6. Financial Reports – Cindy Stavelly
1. VCB 2022 Annual Meeting Update – Susan Phillips

Committee Reports:

Leisure Sales Committee – Cindy Stavelly

Conference Sales Committee – William McBroom

Government Liaisons' Comments:

St. Johns County Board of County Commissioners: Henry Dean

City of St. Augustine: Commissioner Cynthia Garriss/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: Jamie Topp

New Business:

Old Business:

Adjournment:

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet

As of September 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
10010 Ameris - 8596 - Cat1	-947,713.03
10015 Ameris - 8653 - VCB	162,325.84
10017 Ameris - 9435 - VCB	25,013.36
10300 Petty Cash - VCB	268.90
6857 ICS Sweeps Account	430,560.69
9945 ICS Sweeps Account MM 9435	898,493.19
Total Bank Accounts	\$568,948.95
Other Current Assets	
12000 Undeposited Funds	900.00
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	\$900.00
Total Current Assets	\$569,848.95
Fixed Assets	
14010 Furniture and Equipment - VCB	899.10
14999 Accumulated Depreciation - VCB	-899.10
Total Fixed Assets	\$0.00
TOTAL ASSETS	\$569,848.95
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 Prepaid Dues - Cat1	0.00
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	-204.27
24060 Payroll Liab - EE Health Insurance	6,395.49
24070 Payroll Liab - EE FSA	11,942.86
Total 24000 Payroll Liabilities - Cat1	7,029.58
25000 PPP Loan	0.00
Total Other Current Liabilities	\$7,029.58
Total Current Liabilities	\$7,029.58
Total Liabilities	\$7,029.58
Equity	
30000 Opening Balance Equity - Cat1	280,068.94

St. Augustine, Ponte Vedra & The Beaches VCB

Balance Sheet

As of September 30, 2023

	TOTAL
32000 Retained Earnings	274,563.65
Net Income	8,186.78
Total Equity	\$562,819.37
TOTAL LIABILITIES AND EQUITY	\$569,848.95

St. Augustine, Ponte Vedra & The Beaches VCB
Budget vs. Actuals
October 2022 - September 2023

	Sep 2023			FYE 2023 Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
Income						
40013 County Revenue - Fiscal 22-23 - Cat1		0.00	0.00	5,208,222.21	5,208,222.21	0.00
40013-ESMFY23 Enhanced Summer 2023 Marketing		0.00	0.00	399,485.00	399,485.00	0.00
40015 CoOp Revenue - Cat1			0.00	12,350.00	0.00	-12,350.00
40016 Other Income			0.00	600.00	0.00	-600.00
40017 Tradeshow Co-op Revenue			0.00	7,840.00	0.00	-7,840.00
40098 FSF Grant Reimbursement			0.00	0.00	0.00	0.00
68018 Event Sponsorship - VCB			0.00	3,000.00	0.00	-3,000.00
Total Income	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,631,497.21	\$ 5,607,707.21	-\$ 23,790.00
Gross Profit	\$ 0.00	\$ 0.00	\$ 0.00	\$ 5,631,497.21	\$ 5,607,707.21	-\$ 23,790.00
Expenses						
51000 - Administrative Overhead - Cat1						
Total 51000-1 Computer Expense - Cat1	\$ 879.29	\$ 372.00	-\$ 507.29	\$ 7,144.82	\$ 7,000.00	-\$ 144.82
Total 51000-2 Office Equipment - Cat1	\$ 253.50	\$ 0.00	-\$ 253.50	\$ 493.12	\$ 2,300.00	\$ 1,806.88
Total 51000-3 Office Supplies - Cat1	\$ 689.98	\$ 750.00	\$ 60.02	\$ 5,023.19	\$ 6,000.00	\$ 976.81
Total 51000-4 Rent - Cat1	\$ 5,485.44	\$ 5,010.00	-\$ 475.44	\$ 59,633.15	\$ 60,120.00	\$ 486.85
Total 51000-5 Payroll - Cat1	\$ 94,817.26	\$ 69,127.00	-\$ 25,690.26	\$ 1,035,228.56	\$ 1,047,106.51	\$ 11,877.95
Total 51000-7 Utilities - Cat1	\$ 3,272.17	\$ 1,754.00	-\$ 1,518.17	\$ 18,994.79	\$ 19,300.00	\$ 305.21
Total 51000-8 Dues & Membership - Cat1	\$ 1,659.98	\$ 330.00	-\$ 1,329.98	\$ 48,693.75	\$ 43,500.00	-\$ 5,193.75
Total 51000 - Administrative Overhead - Cat1	\$ 107,057.62	\$ 77,343.00	-\$ 29,714.62	\$ 1,175,211.38	\$ 1,185,326.51	\$ 10,115.13
54900 - Promotional Expenses - Cat1						
Total 54900-1 Advertising - Cat1	\$ 1,032,199.51	\$ 803,463.34	-\$ 228,736.17	\$ 3,777,862.50	\$ 3,760,986.34	-\$ 16,876.16
Total 54900-10 Tradeshows - Cat1	\$ 17,161.85	\$ 21,364.00	\$ 4,202.15	\$ 125,319.07	\$ 125,200.00	-\$ 119.07
Total 54900-11 PR Services - Cat1	\$ 13,193.34	\$ 15,797.00	\$ 2,603.66	\$ 186,600.99	\$ 190,000.00	\$ 3,399.01
Total 54900-2 Brochure Distribution - Cat1	\$ 2,100.00	\$ 0.00	-\$ 2,100.00	\$ 13,700.00	\$ 16,000.00	\$ 2,300.00
Total 54900-4 In House PR - Cat1	\$ 34,051.67	\$ 11,137.00	-\$ 22,914.67	\$ 121,753.75	\$ 123,000.00	\$ 1,246.25
Total 54900-5 Inquiry Services - Cat1	\$ 4,817.85	\$ 5,968.00	\$ 1,150.15	\$ 63,467.88	\$ 51,000.00	-\$ 12,467.88
Total 54900-6 Postage - Cat1	\$ 1,107.89	\$ 4,180.00	\$ 3,072.11	\$ 38,552.02	\$ 50,000.00	\$ 11,447.98
Total 54900-7 Travel & Per Diem - Cat1	\$ 12,100.73	\$ 6,552.15	-\$ 5,548.58	\$ 70,437.49	\$ 75,651.15	\$ 5,213.66
Total 54900-8 PRO Fees & Research - Cat1	\$ 22,485.09	\$ 1,425.00	-\$ 21,060.09	\$ 58,259.59	\$ 53,700.00	-\$ 4,559.59
Total 54900 - Promotional Expenses - Cat1	\$ 1,139,217.93	\$ 869,886.49	-\$ 269,331.44	\$ 4,455,953.29	\$ 4,445,537.49	-\$ 10,415.80
Refunds for Overpayments			0.00	3,300.01	0.00	-3,300.01
Total Expenses	\$ 1,246,275.55	\$ 947,229.49	-\$ 299,046.06	\$ 5,634,464.68	\$ 5,630,864.00	-\$ 3,600.68
Net Operating Income	-\$ 1,246,275.55	-\$ 947,229.49	\$ 299,046.06	-\$ 2,967.47	-\$ 23,156.79	-\$ 20,189.32
Other Income - VCB						
65100 Annual Meeting - VCB	\$ 3,500.00		-\$ 3,500.00	\$ 6,750.00	\$ 0.00	-\$ 6,750.00
65110 Interest Income - VCB	\$ 13.36		-\$ 13.36	\$ 95.56	\$ 0.00	-\$ 95.56
65405 Membership Dues - VCB	\$ 11,175.00		-\$ 11,175.00	\$ 78,599.63	\$ 0.00	-\$ 78,599.63
68010 State of the Tourism Industry - VCB			\$ 0.00	\$ 13,050.00	\$ 0.00	-\$ 13,050.00
Total Other Income	\$ 14,688.36	\$ 0.00	-\$ 14,688.36	\$ 98,495.19	\$ 0.00	-\$ 98,495.19

St. Augustine, Ponte Vedra & The Beaches VCB
Budget vs. Actuals
October 2022 - September 2023

	Sep 2023			FYE 2023 Total		
	Actual	Budget	Remaining	Actual	Budget	Remaining
Other Expenses - VCB						
70500 Bank Charges - VCB			\$ 0.00	\$ 445.35	\$ 0.00	-\$ 445.35
70600 Merchant Fees - VCB			\$ 0.00	\$ 385.50	\$ 0.00	-\$ 385.50
70700 Business Gifts - VCB	\$ 47.29		-\$ 47.29	\$ 885.04	\$ 0.00	-\$ 885.04
73100 Professional Services - VCB	\$ 20,301.50		-\$ 20,301.50	\$ 31,766.95	\$ 0.00	-\$ 31,766.95
73800 Licenses and Taxes - VCB	\$ 50.00		-\$ 50.00	\$ 437.00	\$ 0.00	-\$ 437.00
73900 Meeting Expenses - VCB			\$ 0.00	\$ 354.15	\$ 0.00	-\$ 354.15
74000 Travel - VCB	\$ 164.07		-\$ 164.07	\$ 320.64	\$ 0.00	-\$ 320.64
74010 Trade Shows Exp - VCB	\$ 92.97		-\$ 92.97	\$ 647.97	\$ 0.00	-\$ 647.97
74500 Insurance - VCB	\$ 2,852.65		-\$ 2,852.65	\$ 10,466.06	\$ 0.00	-\$ 10,466.06
74805 Entertainment & Meals - VCB	\$ 1,158.01		-\$ 1,158.01	\$ 11,959.12	\$ 0.00	-\$ 11,959.12
74900 Advertising Exp - VCB	\$ 110.00		-\$ 110.00	\$ 886.15	\$ 0.00	-\$ 886.15
75000 Office Expenses - VCB	\$ 818.98		-\$ 818.98	\$ 2,217.62	\$ 0.00	-\$ 2,217.62
75100 Annual Meeting Expenses	\$ 690.00		-\$ 690.00	\$ 5,359.35	\$ 0.00	-\$ 5,359.35
75403 Dues & Subscriptions			\$ 0.00	\$ 365.00	\$ 0.00	-\$ 365.00
76000 Miscellaneous Expenses	\$ 150.00		-\$ 150.00	\$ 150.00	\$ 0.00	-\$ 150.00
78008 (STI) State of the Tourism Industry Exp	\$ 47.35		-\$ 47.35	\$ 18,398.28	\$ 0.00	-\$ 18,398.28
78011 Building-Equipment Expens			\$ 0.00	\$ 1,396.76	\$ 0.00	-\$ 1,396.76
78014 Intern Stipend			\$ 0.00	\$ 900.00	\$ 0.00	-\$ 900.00
Total Other Expenses	\$ 26,482.82	\$ 0.00	-\$ 26,482.82	\$ 87,340.94	\$ 0.00	-\$ 87,340.94
Net Other Income	-\$ 11,794.46	\$ 0.00	\$ 11,794.46	\$ 11,154.25	\$ 0.00	-\$ 11,154.25
Net Income	-\$ 1,258,070.01	-\$ 947,229.49	\$ 310,840.52	\$ 8,186.78	-\$ 23,156.79	-\$ 31,343.57

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%
TOTAL TAX COLLECTED	\$ 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%
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	
TOTAL AMOUNT REMITTED	\$ 1,502,830.66	2.8%	\$ 1,448,686.69	0.6%	\$ 1,917,095.73	1.6%	\$ 1,742,770.85	27.5%	\$ 1,987,710.57	6.5%	\$ 2,835,677.90	7.7%
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%
NET TO TDC	\$ 1,472,774.05	2.8%	\$ 1,419,712.96	0.6%	\$ 1,878,753.82	1.6%	\$ 1,707,915.43	27.5%	\$ 1,947,956.36	6.5%	\$ 2,778,964.34	7.7%

	APR		% PY	MAY		% PY	JUN		% PY	JUL		% PY	AUG		% PY	SEP	% PY	YTD		
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%			\$	461,055,242.75	4.9%
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%			\$	(15,161,380.15)	
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%			\$	445,893,862.60	
TOTAL TAX COLLECTED	\$	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%			\$	22,294,693.13	17.5%
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%			\$	22,294,693.13	
LESS COLLECTION ALLOWANCE	\$	(16,827.27)		\$	(14,238.73)		\$	(18,001.95)		\$	(20,797.01)		\$	(11,646.29)				\$	(156,815.92)	
PLUS PENALTY	\$	6,255.24		\$	5,636.56		\$	8,794.15		\$	\$8,606.45		\$	10,690.40				\$	103,711.87	
PLUS INTEREST	\$	136.71		\$	85.52		\$	179.06		\$	\$139.38		\$	347.78				\$	2,810.54	
TOTAL AMOUNT REMITTED	\$	2,489,394.25	4.4%	\$	1,938,522.85	2.0%	\$	2,310,128.83	3.5%	\$	2,637,119.47	2.7%	\$	1,434,461.82	-7.3%			\$	22,244,399.62	
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%			\$	(444,887.99)	
NET TO TDC	\$	2,439,606.37	4.4%	\$	1,899,752.39	2.0%	\$	2,263,926.25	3.5%	\$	2,584,377.08	2.7%	\$	1,405,772.58	-7.3%			\$	21,799,511.63	4.5%

FY2023 TOURIST DEVELOPMENT TAX REMITTED BY ACCOMMODATIONS TYPE

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

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

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

Fiscal Year 2023

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																
FY YTD	\$	8,134,036			\$	4,245,614			\$	8,165,325			\$	334,517		

	WGV + west of I95			I95&SR16 + Palencia				Other			
	32092	% TTL	+/- PY	32095	% TTL	+/- PY	92+95	OTHER	% TTL	+/- PY	TOTAL
OCT	\$ 106,358	7.1%	17.0%	\$ 14,588	1.0%	48.6%	8.0%	\$ 5,767	0.4%	3.5%	\$ 1,502,830.66
NOV	\$ 93,239	6.4%	5.7%	\$ 14,680	1.0%	19.7%	7.4%	\$ 8,005	0.6%	37.4%	\$ 1,448,686.66
DEC	\$ 105,650	5.5%	8.6%	\$ 18,875	1.0%	9.2%	6.5%	\$ 14,165	0.7%	84.9%	\$ 1,917,095.73
JAN	\$ 99,582	5.7%	12.5%	\$ 16,344	0.9%	-35.8%	6.7%	\$ 5,830	0.3%	-2.0%	\$ 1,742,770.75
FEB	\$ 112,638	5.7%	1.1%	\$ 15,491	0.8%	-15.4%	6.4%	\$ 7,669	0.4%	18.0%	\$ 1,987,710.57
MAR	\$ 138,013	4.9%	-4.2%	\$ 26,134	0.9%	-18.6%	5.8%	\$ 9,265	0.3%	-17.4%	\$ 2,835,677.90
APR	\$ 99,066	4.0%	-21.8%	\$ 18,102	0.7%	-19.7%	4.7%	\$ 9,246	0.4%	-2.7%	\$ 2,489,394.25
MAY	\$ 90,610	4.7%	-15.4%	\$ 14,099	0.7%	-33.8%	5.4%	\$ 8,079	0.4%	-7.5%	\$ 1,938,522.85
JUN	\$ 93,207	4.0%	-2.1%	\$ 15,836	0.7%	-10.3%	4.7%	\$ 8,031	0.3%	-10.6%	\$ 2,310,128.83
JUL	\$ 87,957	3.3%	-6.8%	\$ 9,885	0.4%	-41.3%	3.7%	\$ 9,405	0.4%	-15.5%	\$ 2,637,119.47
AUG	\$ 75,571	5.3%	-12.7%	\$ 7,356	0.5%	-29.0%	5.8%	\$ 6,162	0.4%	-35.8%	\$ 1,434,461.82
SEP											
FY YTD	\$ 1,101,893			\$ 171,390				\$ 91,625			



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

TRAVEL MARKETING CAMPAIGN

35%

Increase in Total Sessions
YoY

127%

Increase in Engaged
Sessions YoY

303%

Increase in eNewsletter Signups
YoY

TRAVEL MARKETING

CAMPAIGN UPDATE

- During the month of September, the Tempest team **optimized** the **Greek Festival Annual Event** page.
- The team **optimized** the **Homepage**.
- The team also **optimized** the **Nights of Lights** page.
- We **optimized** the **Whiskey, Wine & Wildlife Festival** annual event page.
- Additionally, the team will **created** and **deployed** the **September** email.



TRAVEL MARKETING

SITE PERFORMANCE

TRAVEL MARKETING | GA4

TOP-LEVEL PERFORMANCE

GOOGLE ANALYTICS 4

In September, we continued to see increases with most of your top level performance compared to last year.

201,635 Website Sessions

163,150 Engaged Sessions

151,565 Website Users

80.91% Engagement Rate

327,031 Pageviews

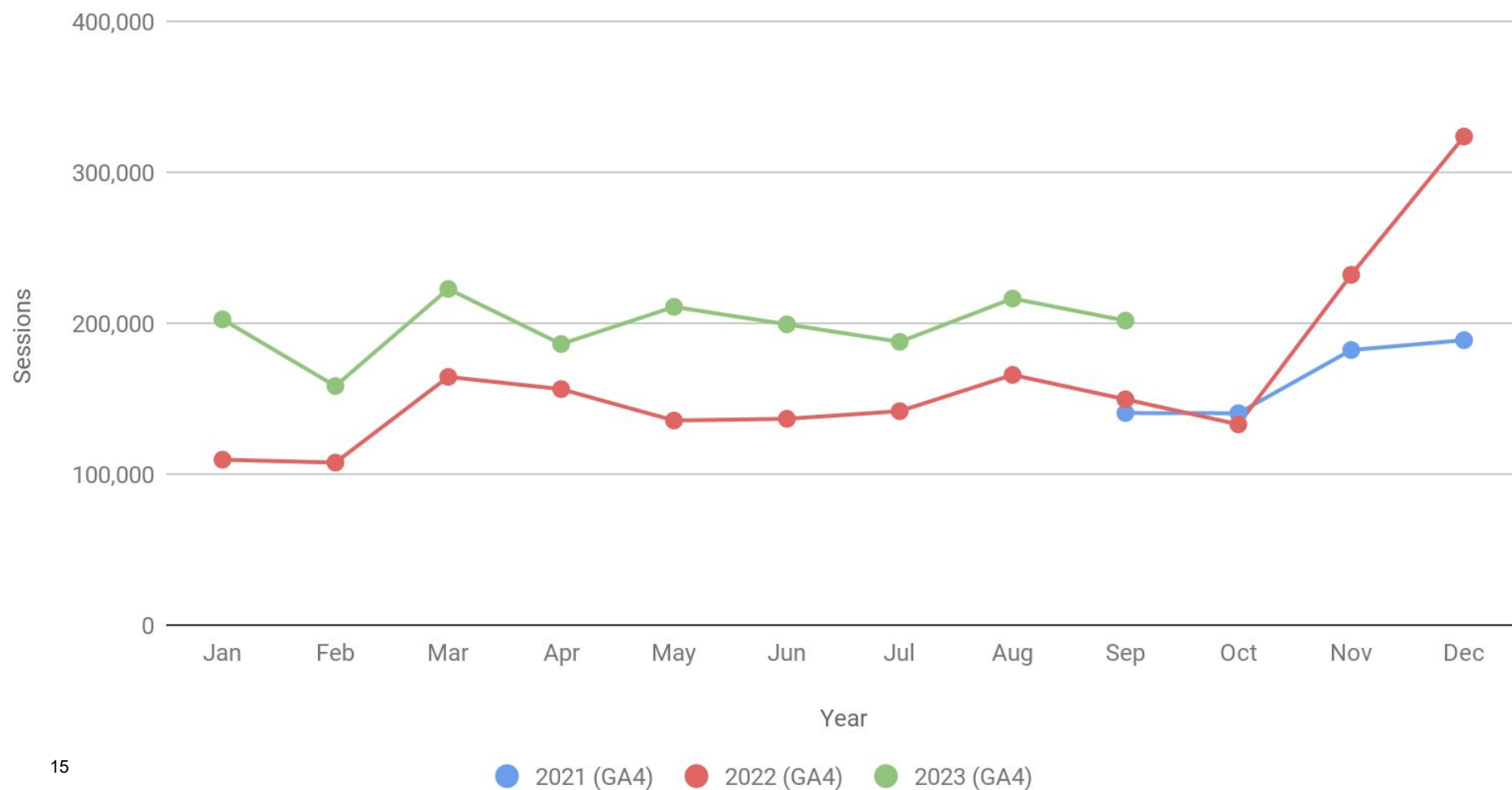
0:03:13 Average Engagement Time per Session

59,802 Organic Website Users

TRAVEL MARKETING | GA4

SESSIONS

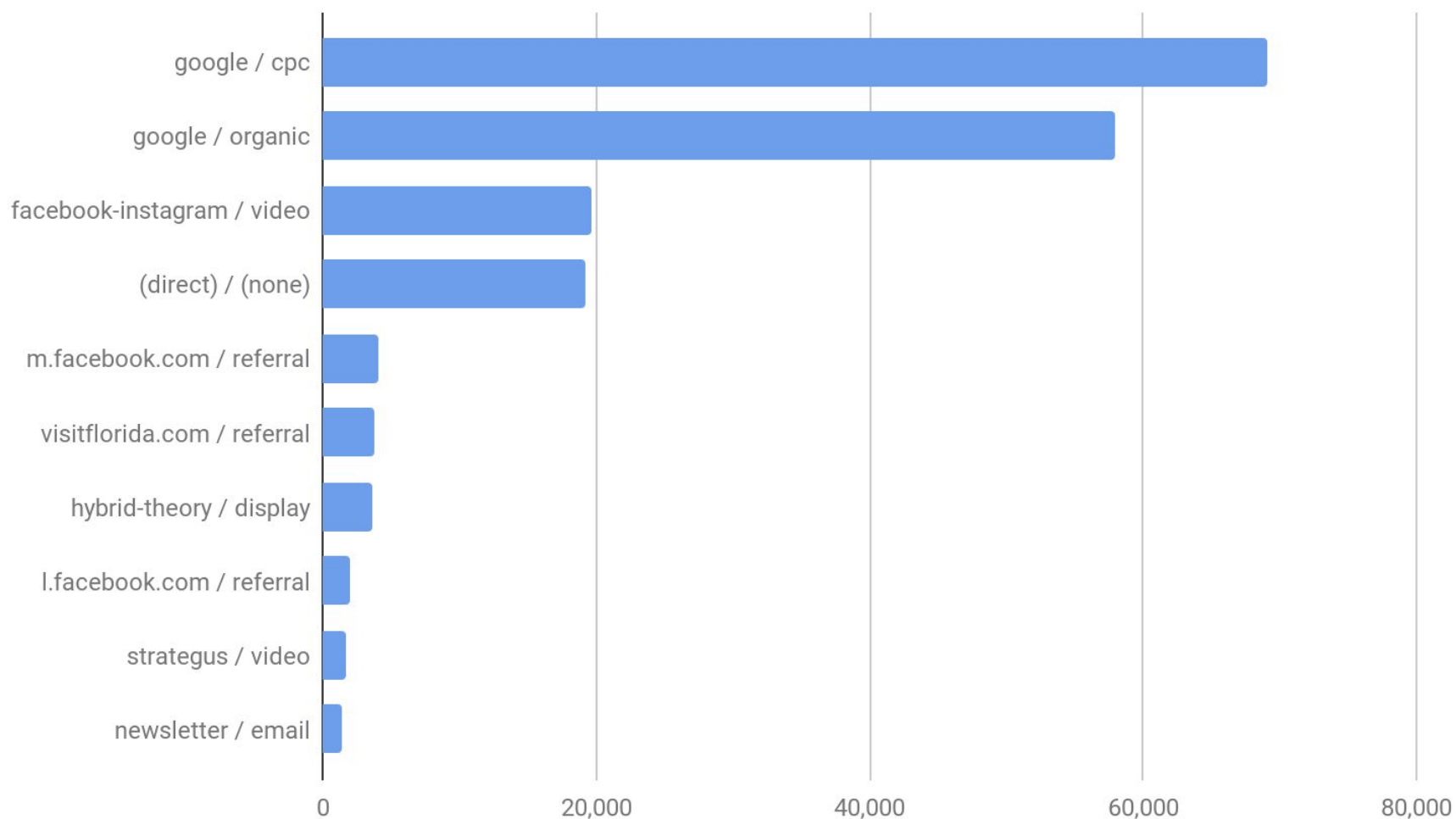
Visits captured by the website saw a nice 35 percent increase compared to September 2022.



TRAVEL MARKETING | GA4

TOP TRAFFIC SOURCES

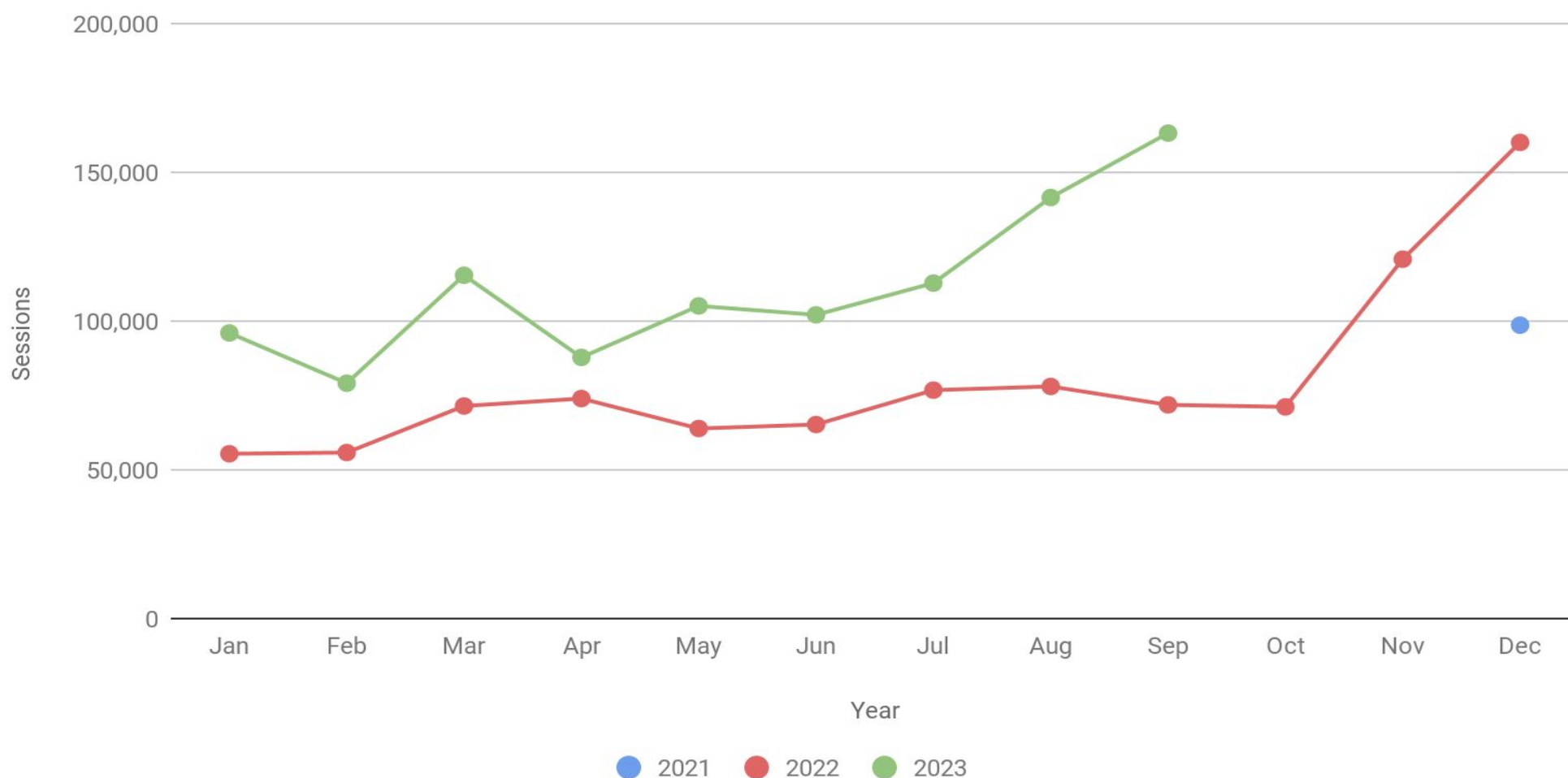
In September, we saw huge increase in the Google CPC traffic up 121 percent. We are also seeing nice increases from l.facebook.com referrals up 78 percent and visitflorida.com referrals up 23 percent compared to last year.



TRAVEL MARKETING | GA4

ENGAGED SESSIONS

In September, we saw over 163k engaged sessions on the site, a 127 percent increase compared to last year, with an average duration of 03:13.



TRAVEL MARKETING | GA4

ENGAGEMENT RATE

In September, the engagement rate increased 68 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 303 percent and a 279 percent increase from book direct clicks year-over-year.

687 Requests for Physical Guides

504 eNewsletter Signups

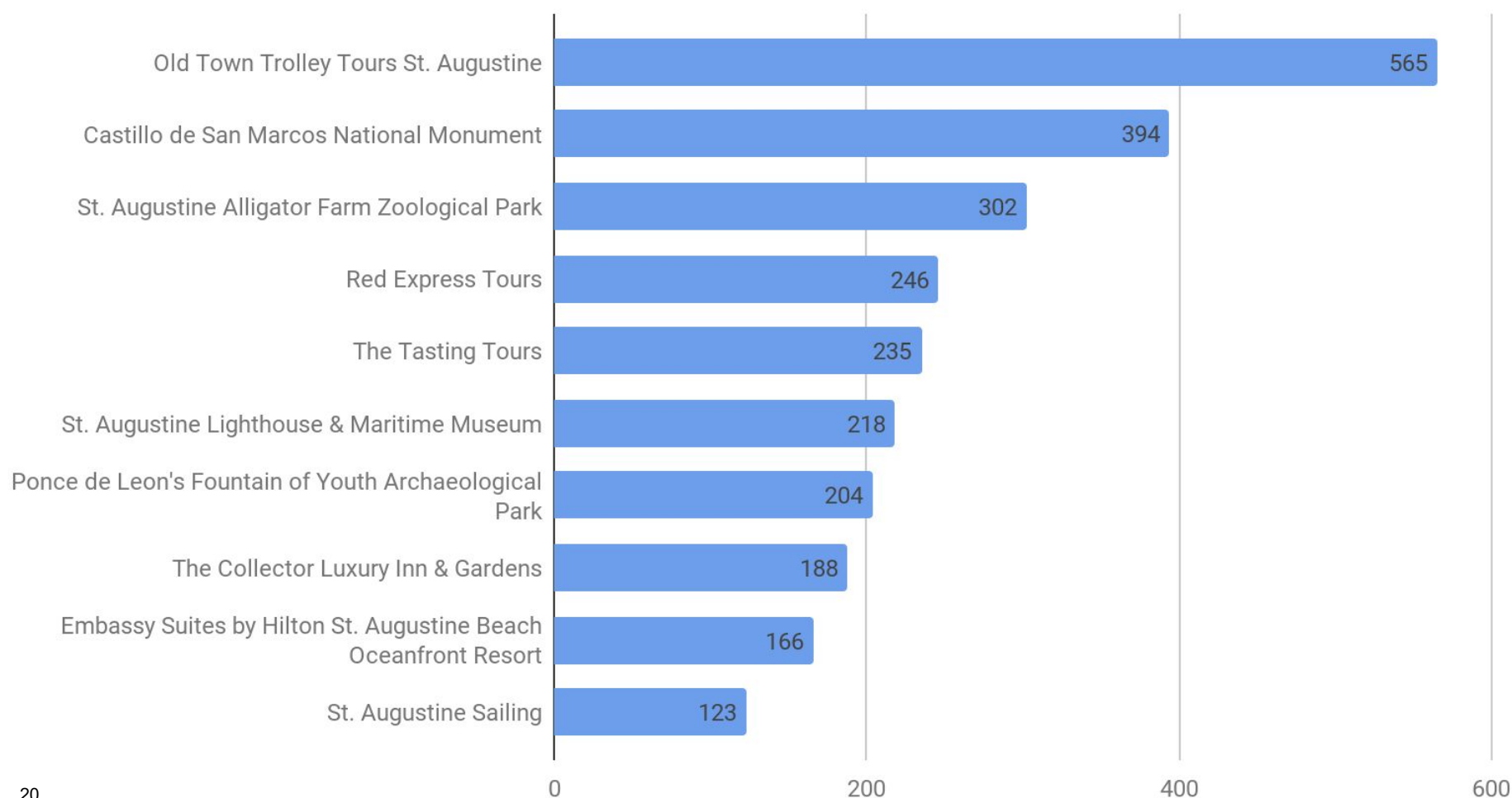
9,360 Clicks on Partner Listings

3,684 BookDirect Clicks

TRAVEL MARKETING | GA4

PARTNER LISTING CLICKS

Old Town Trolley Tours was your top partner in September with a 13 percent increase. We saw the highest increase again from the St. Augustine Alligator Farm Zoological Park up 225 percent compared to last year.



TRAVEL MARKETING | GA4

HISPANIC MICROSITE PERFORMANCE

927 visits to Website

795 Users

1,879 Pageviews

663 Engaged Sessions

826 Organic Sessions

0:04:28 Average Time on Site

71.52% Engagement Rate



TRAVEL MARKETING

ORGANIC SEARCH

TRAVEL MARKETING | GA4

ORGANIC PERFORMANCE

Organic search contributed 26 percent of the overall website visitation.

59,802 visits to Website

45,009 Users

95,426 Pageviews

44,356 Engaged Sessions

74.17% Engagement Rate

0:03:47 Average Time on Site

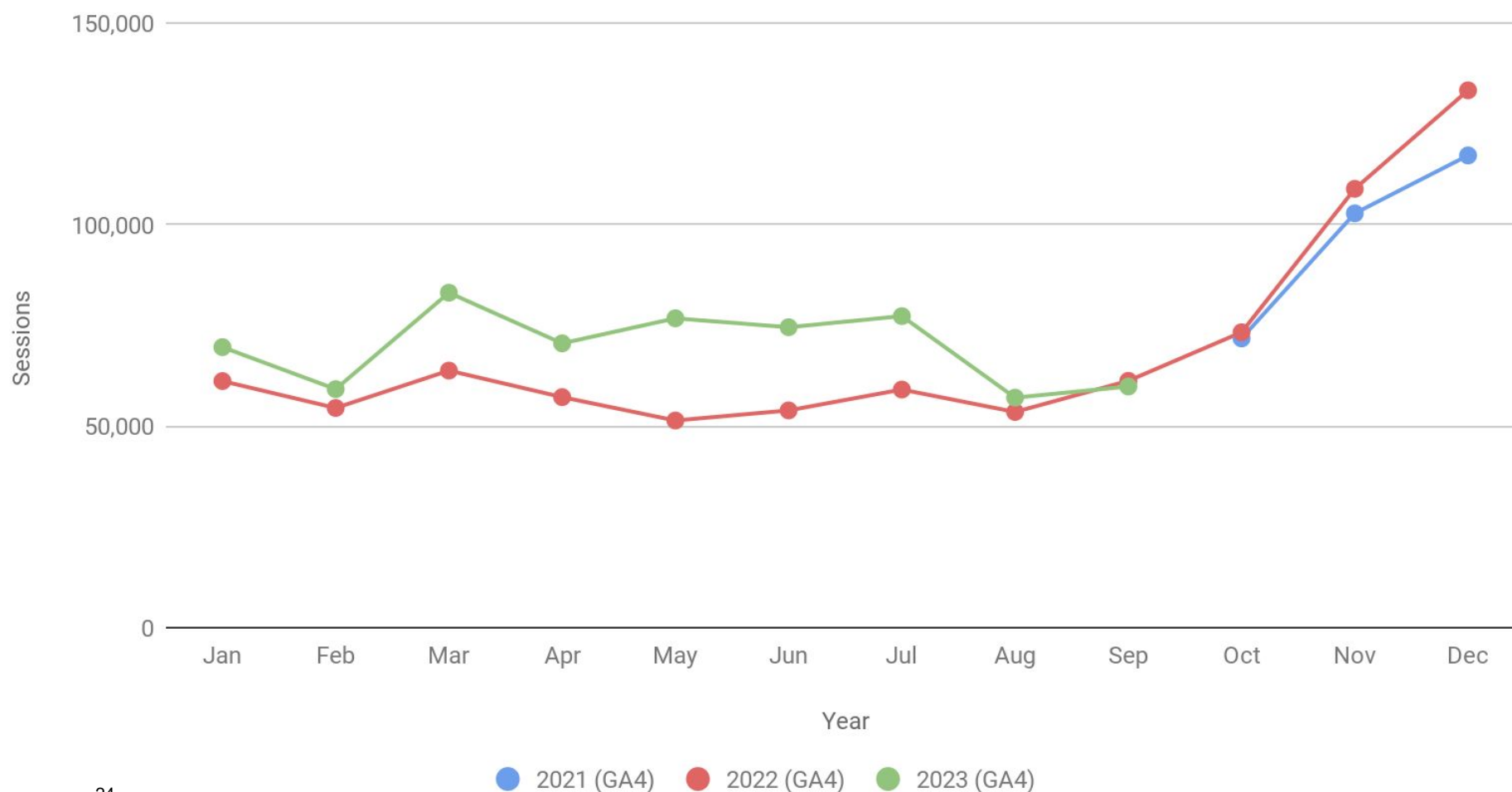
93.44% New Sessions

25.83% Bounce Rate

TRAVEL MARKETING | GA4

ORGANIC SEARCH

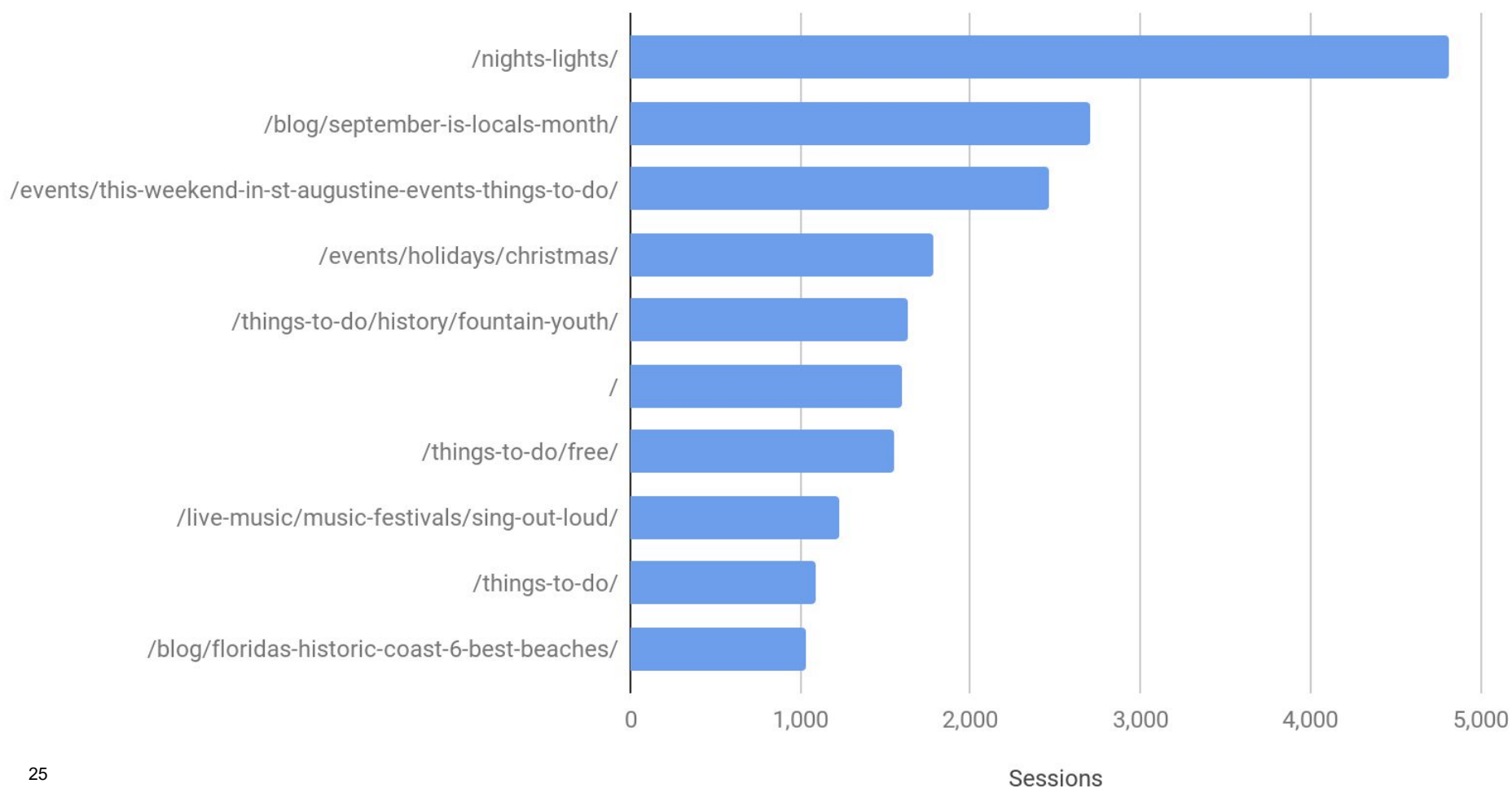
Organic search traffic decreased by 2 percent compared to last year.



TRAVEL MARKETING | GA4

TOP LANDING PAGES

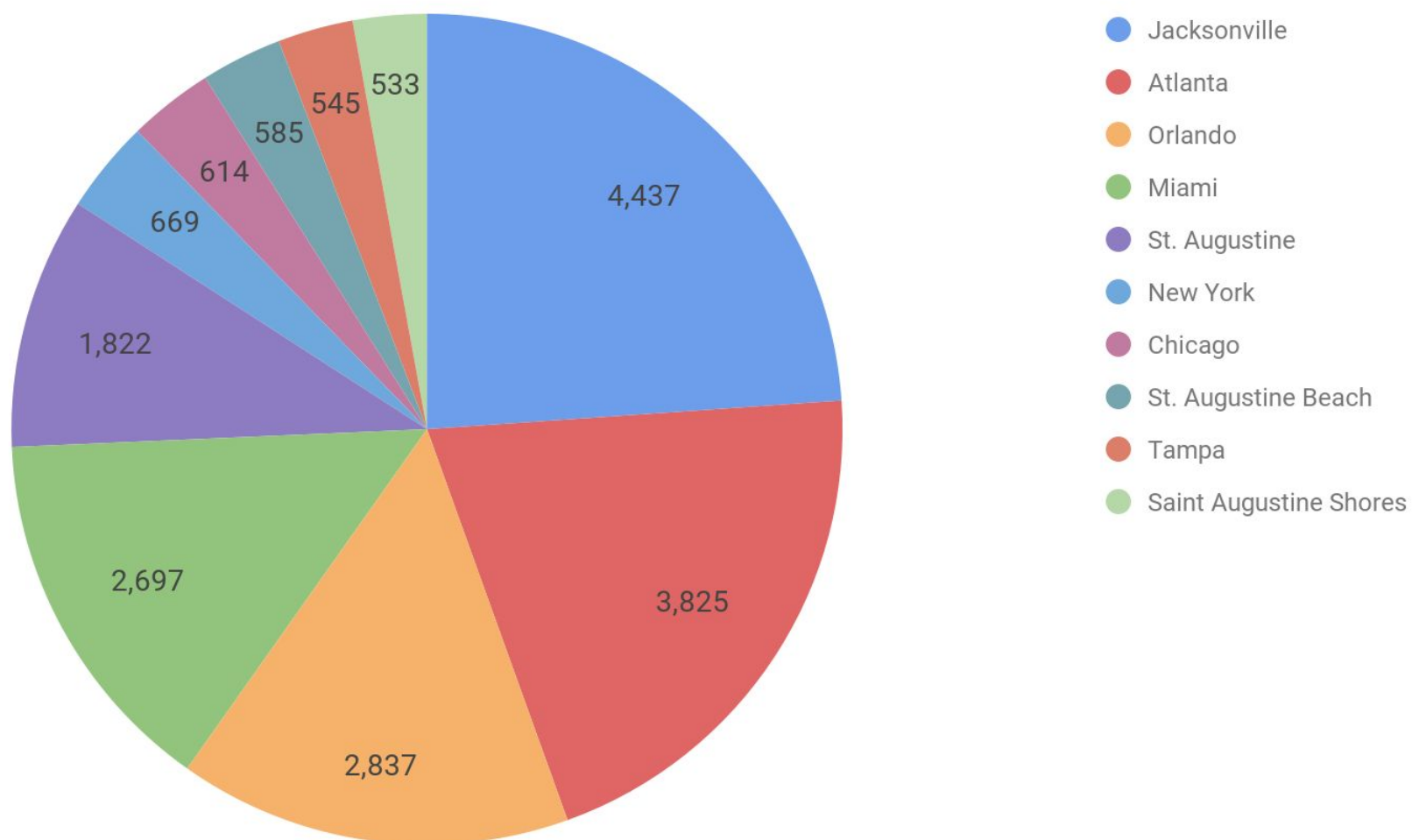
In September, the Things to Do page saw a huge 372 percent increase compared to last year. We also saw a nice increase from the This Weekend in St. Augustine Events (+64%) event page and Christmas events page (+50%) page.



TRAVEL MARKETING | GA4

SESSIONS BY CITY

The Miami market saw a huge increase of 87 percent and Jacksonville saw a 28 percent increase year-over-year.





VCB INDUSTRY EMAIL STATISTICS SEPTEMBER 2023

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Wed, Sep 27, 2023, 10:03 AM	VCB Social OCT 2023	473	222 48%	27 6%	15 3%	0 0%
Tue, Sep 26, 2023, 10:06 AM	Exploring Beyond St. Augustine on Florida's Historic Coast®	1,528	574 41%	17 1%	142 9%	0 0%
Mon, Sep 25, 2023, 9:34 AM	THIS WEEK 9-25-23	698	269 41%	23 3%	35 5%	0 0%
Thu, Sep 21, 2023, 8:45 AM	FY2024 Co-op Meeting Notice 2nd Notice	410	169 43%	9 2%	13 3%	0 0%
Tue, Sep 19, 2023, 10:01 AM	PartnerCom 9-19-23	665	258 40%	17 3%	26 4%	0 0%
Mon, Sep 18, 2023, 2:00 PM	2023 Annual Meeting Invite - 3	504	225 46%	13 3%	16 3%	0 0%
Mon, Sep 18, 2023, 9:55 AM	THIS WEEK 9-18-23	699	267 40%	21 3%	35 5%	1 1%
Thu, Sep 14, 2023, 10:26 AM	ConventionSouth best VCB nomination	3,805	1,174 38%	96 3%	678 18%	10 1%
Thu, Sep 14, 2023, 10:25 AM	FY2024 Co-op Meeting Notice	421	168 41%	14 3%	13 3%	0 0%
Wed, Sep 13, 2023, 10:05 AM	2024 Travel Planner Advertising deadline	849	275 36%	19 2%	75 9%	1 1%
Tue, Sep 12, 2023, 10:02 AM	2023 Annual Meeting Invite - 2	376	169 46%	23 6%	10 3%	0 0%
Mon, Sep 11, 2023, 2:25 PM	FY2024 Board of Directors Ballot Reminder	207	98 50%	15 8%	11 5%	0 0%
Mon, Sep 11, 2023, 8:45 AM	THIS WEEK 9-11-23	677	267 42%	19 3%	34 5%	0 0%
Thu, Sep 7, 2023, 2:01 PM	Nights of Lights Calendar of Events submission deadline	63	39 63%	8 13%	1 2%	0 0%
Thu, Sep 7, 2023, 12:27 PM	2023 Annual Meeting Invite - 1	362	181 52%	22 6%	14 4%	0 0%
Wed, Sep 6, 2023, 2:02 PM	PartnerCom 9-6-23	484	209 45%	4 1%	18 4%	0 0%
Tue, Sep 5, 2023, 10:09 AM	ST. AUGUSTINE, FLORIDA, CELEBRATES HISPANIC HERITAGE ALL YEAR LONG	1,590	584 40%	10 1%	147 9%	1 1%
Tue, Sep 5, 2023, 9:31 AM	FY2024 Board of Directors Ballot	207	108 55%	28 14%	11 5%	0 0%
Mon, Sep 4, 2023, 9:05 AM	THIS WEEK 9-4-23	691	271 41%	14 2%	35 5%	0 0%



TRAVEL MARKETING

EMAIL MARKETING

TRAVEL MARKETING | GA4

GENERAL EMAIL PERFORMANCE

In September, the top viewed story for the both email subscribers was the Must Do Experiences page. We also saw an increase in average session duration for both email sends.

WEBSITE OPT-IN SUBSCRIBERS

22,161 Messages Sent

16% Click-to-Open Rate

740 Sessions

0:04:12 Average Session Duration

OTHER SOURCE SUBSCRIBERS

166,623 Messages Sent

11% Click-to-Open Rate

507 Sessions

03:40 Average Session Duration

Total Subscribers: 221,265

TRAVEL MARKETING

LOOKING AHEAD

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

~Winston Churchill

- During the month of October, the Tempest team will be **optimizing** the **Camping** page.
- The team will **optimize** the **Ponte Vedra Auto Show** annual events page.
- The team will also **optimize** the **Nights of Lights Free Shuttle** page.
- We will be **optimizing** the **Enjoy Special Events During Nights of Lights** blog.
- Our team will also **perform** a **Technical Website Audit**.
- Additionally, the team will **create** and **deploy** the **October** email.

TASK TERMINOLOGY

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

THANK YOU

QUESTIONS?

St. Johns County Visitors & Convention Bureau

Call Center Statistics

September 1 - September 30, 2023

Total Calls Received:	158
Total Call Minutes:	381.5
Average Answer Time:	20 secs
Brochures Ordered:	41

St. Johns County Visitors & Convention Bureau

Requests By Guide

September 1 - September 30, 2023

<u>Guide</u>	<u># of Requests</u>
St Augustine Travel Planner	626
<u>GRAND TOTAL</u>	<u>626</u>

St. Johns County Visitors & Convention Bureau

Requests By Source

September 1 - September 30, 2023

<u>Guide</u>	<u># of Requests</u>
WebTraveler	539
2023 Visit Florida Magazine	45
Call Center	41
2022 Visit Florida Magazine	1
<u>GRAND TOTAL</u>	<u>626</u>

St. Johns County Visitors & Convention Bureau

Requests By State

September 1 - September 30, 2023

<u>STATE</u>	<u># of Requests</u>	<u>%</u>
FL	222	35.5%
GA	38	6.1%
SC	24	3.8%
PA	22	3.5%
NY	21	3.4%
VA	20	3.2%
Foreign	18	2.9%
IL	18	2.9%
NC	18	2.9%
AL	17	2.7%
OH	17	2.7%
IN	16	2.6%
MI	16	2.6%
TN	16	2.6%
TX	16	2.6%
MO	15	2.4%
NJ	15	2.4%
MN	13	2.1%
MD	12	1.9%
WI	9	1.4%
OK	6	1.0%
AZ	4	0.6%
DE	4	0.6%
KY	4	0.6%
LA	4	0.6%
MA	4	0.6%
CA	3	0.5%
CO	3	0.5%
CT	3	0.5%
ME	3	0.5%
MS	3	0.5%
WA	3	0.5%
KS	2	0.3%
ND	2	0.3%
NM	2	0.3%
NV	2	0.3%

SD	2	0.3%
VT	2	0.3%
WV	2	0.3%
AK	1	0.2%
DC	1	0.2%
NE	1	0.2%
NH	1	0.2%
UT	1	0.2%
GRAND TOTAL	626	

St. Johns County Visitors & Convention Bureau

Requests By Country

September 1 - September 30, 2023

<u>COUNTRY</u>	<u># of Requests</u>	<u>%</u>
USA	608	97.12%
Canada	13	2.08%
Argentina	2	0.32%
Iran	1	0.16%
Martinique	1	0.16%
Serbia	1	0.16%
<u>GRAND TOTAL</u>	<u>626</u>	

St. Johns County Visitors & Convention Bureau

Have you visited our area before?

September 1 - September 30, 2023

<u>Visit Before?</u>	<u>This month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
No	22	54%	202	58%
Yes	19	46%	147	42%
TOTAL	41		349	

St. Johns County Visitors & Convention Bureau

When do you plan to visit? (Month Year)

September 1 - September 30, 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	9%
Apr-23	0	0%	20	6%
May-23	0	0%	25	7%
Jun-23	0	0%	41	12%
Jul-23	0	0%	13	4%
Aug-23	0	0%	25	7%
Sep-23	5	12%	33	9%
Oct-23	16	39%	43	12%
Nov-23	8	20%	23	7%
Dec-23	7	17%	19	5%
Jan-24	1	2%	14	4%
Feb-24	1	2%	8	2%
Mar-24	1	2%	7	2%
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	1	2%	11	3%
2025	1	2%	2	1%
TOTAL	41		349	

St. Johns County Visitors & Convention Bureau

How long do you plan to stay?

September 1 - September 30, 2023

<u>Length of Stay</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1 day	2	5%	9	3%
2 days	6	15%	39	11%
3 days	18	44%	94	27%
1 week	11	27%	154	44%
2 weeks	2	5%	12	3%
3 weeks	0	0%	1	0%
1 month	0	0%	3	1%
2 months	0	0%	3	1%
3 months	0	0%	5	1%
Don't know	2	5%	29	8%
TOTAL	41		349	

St. Johns County Visitors & Convention Bureau

How many people will be traveling in your party?

September 1 - September 30, 2023

<u>Number of People</u>	<u>This</u>			
	<u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
1	0	0%	10	3%
2	24	59%	181	52%
3	6	15%	40	11%
Four or more	8	20%	89	26%
Don't know	3	7%	29	8%
TOTAL	41		349	

St. Johns County Visitors & Convention Bureau

What type of accommodations are you interested in?

September 1 - September 30, 2023

<u>Type</u>	<u>This</u> <u>month</u>	<u>Month %</u>	<u>YTD</u>	<u>YTD%</u>
All	32	78%	300	86%
Hotel / Motel	6	15%	25	7%
Bed / Breakfast	3	7%	14	4%
Condo	0	0%	2	1%
RV	0	0%	4	1%
Single Family	0	0%	2	1%
Efficiency / Suite	0	0%	2	1%
TOTAL	41		349	

**Visitor Center Inquiries
September 2023**

SJCC –PVBD Visitor & Information Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	16	34	0.04%	416	490	490

City of St. Augustine Downtown Visitors Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	37,321	37,605	88%	601,740	505,368	505,368

St. Augustine Beach Visitors Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visitors	3,968	1,585	9%	31,905	25,977	25,977

Jacksonville Airport Visitor Information Center						
	September 2023	September 2022	% of Total Visitors	FYTD 2023	FYTD 2022	Total FY 2022
Total Visits	982	653	2%	6,094	10,042	10,695

Total Inquiries at Visitors Centers						
	September 2023	September 2022		FYTD 2023	FYTD 2022	Total FY 2022
	42,287	39,877		640,155	541,877	542,530



Partners Applied:

- Parlor Doughnuts
- Pesca by Michael's

Partners Approved Previously:

- Kairos Hosts, LLC dba Sweet Sandcastle Vacations
- Old City Public Relations, LLC – Associate Partner
- Ocean Sands Beach Inn
- Ovico Gallery

FY 2023 Partnership Recap:

- New Partner Businesses FY 2024 – 0
- Total Partners September 2023 – 303
- Total number of businesses dropped FY 2023 - Pending
- Total Partners FY 2024 – 303



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.

Company / Organization Name: Parlor Doughnuts

Main Contact & Title: Izzy Guibas, Managing Partner / Co-owner. (904) 535 - 8453

Business Phone Number: (904) 217 - 7843 Fax Number: N/A

E-mail Address: saintaugustine.jaxparlor@gmail.com

Web site: <https://www.parlordoughnuts.com/staugustinebeach-fl>

Social Media links: FB: <https://www.facebook.com/parlordoughnutsstaugustine> IG: <https://www.instagram.com/parlordoughnutsstaugustine/>
        Other: _____

Physical Address: 3920 Florida A1A

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

Mailing Address (if different from above): Same as above

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

Tour Guide/Other License # N/A Bed Tax # N/A

What is the best time (s) noon - 6 pm and phone number to reach you? (904) 386 7251

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

General Manager: Izzy Guibas, Managing Partner / Co-owner. izzy@parlorfl.com

Director of Sales: Mike Guibas. mike@parlorfl.com

Sales Manager: Mike Guibas. mike@parlorfl.com

Who would you like to be allowed to make changes to your profile on www.floridashistoriccoast.com?

Mike Guibas, Michelle Guibas, Rebecca Mullin, Izzy Guibas

Who would you like to receive leads? Izzy Guibas, Mike Guibas, Rebecca Mullin

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.

Mike Guibas (mike@parlorfl.com), Michelle Guibas (michelle@parlorfl.com)

Izzy Guibas (izzy@parlorfl.com), Rebecca Mullin (rebecca@parlorfl.com)

Partnership benefits include a listing on 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.

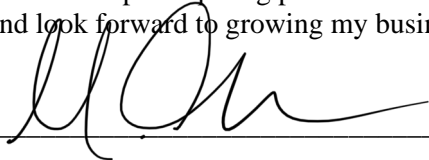
If you would like an additional listing, where would you like it placed? N/A

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 look forward to the networking and ability to forge stronger bonds with the local community as we showcase the many attractive features of the St. Augustine area.

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



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 if you have further questions.

CITY OF ST. AUGUSTINE BEACH - BUSINESS TAX RECEIPT

Phone: (904)471-2122

Fax: (904)471-4108

License Id: L2300020

Issued Date: 01/30/23

Effective Date: 10/01/22

Expiration Date: 09/30/23

License Type: Business Tax Receipt

Business Name: PARLOR DOUGHNUTS ST AUGUSTINE



2023

Summary of Services:

Description	Amount
Merchants/Restaurants seats	52.50

TO BE PLACED IN A CONSPICUOUS LOCATION

License Id: L2300020

Issued Date: 01/30/23

Effective Date: 10/01/22

Expiration Date: 09/30/23

License Type: Business Tax Receipt

Business Name: PARLOR DOUGHNUTS ST AUGUSTINE

Business Location: 3930 A1A SOUTH

TOTAL COMPASS PARTNERS LLC
ISRAEL GUIBAS
3920 A1A S
SAINT AUGUSTINE, FL 32080

2023

Summary of Services

Description	Amount
Merchants/Restaurants seats	52.50

FILE COPY



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.

Company / Organization Name: Pesca by Michael's

Main Contact & Title: Michael Lugo, owner

Business Phone Number: (904) 295-1111 Fax Number: _____

E-mail Address: ml@michaelsa.com

Web site: www.pescavilano.com

Social Media links:         Other: pescavilano

Physical Address: 117 Vilano Rd.

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

Mailing Address (if different from above): _____

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

Tour Guide/Other License # _____ Bed Tax # _____

What is the best time (s) 9-11am and phone number to reach you? (904) 907-9925

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

General Manager: Allison Crowling, allison@michaelsa.com

Director of Sales: Lyndsay Burnett, lyndsay@michaelsa.com

Sales Manager: _____

Who would you like to be allowed to make changes to your profile on www.floridashistoriccoast.com?

Allison Crowling, Lyndsay Burnett, Kelly Phelan

Who would you like to receive leads? Kelly Phelan, info@michaelsa.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.

Kelly Phelan, info@michaelsa.com

Lyndsay Burnett, lyndsay@michaelsa.com

Partnership benefits include a listing on 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 are members with our other restaurant (Michael's)
& enjoy the benefits & information the program offers.

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 _____

9/25/23
Date

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

Fax to: 904.829.6149

Please contact Erin Masters at EMasters@FloridasHistoricCoast.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 1095488
EXPIRES September 30, 2024

Business Type Restaurant
Location 117 Vilano Road
St Augustine FL 32084

**New Business
Transfer**

Business Name Pesca Vilano LLC

Owner Name Pesca Vilano LLC

**Mailing
Address** 117 Vilano Road
St Augustine FL 32084



Tax	75.00
Penalty	0.00
Cost	0.00
Total	75.00

**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) 2023-1501289 on 10/04/23 for \$75.00



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

- Annual Meeting asset & evite designs/deployment
- Nights of Lights Calendar of Events layout, design, print bids & printing
- LinkedIn/Sales conference info spreadsheet deployment
- Arrange video production for Whiskey Wine & Wildlife Festival
- Attend Social Media Internship Fair at UF
- VCB Social evite setup and deployment



Facebook Fans added: 1,815, Total Followers: 535,009 (+2.9%)
Reach: 1,553,953 (+60.9%) Impressions: 3,845,293 (+56.2%) Engagement Rate: 4.5% (+13.1%)

Top Facebook Posts

9/10 Image: St Johns Botanical Garden opening – accounts reached 81.2K, engagements 6.9K
9/2 Image: Jimmy Buffet – accounts reached 55.2K, engagements 5.9K
9/16 Image: Pesca sneak peak – accounts reached 131K, engagements 5.1K

Twitter Total Followers: 14,057 (-0.5%), Impressions: 28K (-4.5%)

YouTube Views: 3,272 (+119.8%) Lifetime Views: 457,038 (+0.79%)

Instagram Total Followers: 47,144 (+7.3%), Impressions: 402,522 (+30.3%), Reach: 105,820 (+44.23%)

Top Instagram Posts

9/3 Reel: Founders Day – accounts reached 16.3K, engagements 2.1K
9/19 Reel: Spooky Season – accounts reached 13.1K, engagements 1.6K
9/8 Reel: 458th Anniversary – accounts reached 12.5K, engagements 1.3K

TikTok

Account Launched 7/4/22

Total Likes: 111.8k, Total Followers: 7,892 | Sept: Followers: 5,611 (+2.92%), Likes: 1.9k (-1.3%), Total video views: 57.6 (-27.5%)

• HISPANIC SOCIAL MEDIA •

Facebook

Page followers 22342 (Net -9) Total 31 posts Post Reach 10,223 Total Engagements 819 avg 26/post
Stories 15 | Reach 1571
Total FB reach for Sept (Posts & stories) 11,794

DATE	ENGMTs	REACH	ENGMT RATE	Clicks
9/17/23	50	1,095	5%	135
9/8/23	36	588	6%	32
9/25/23	12	521	2%	47
9/17/23	21	480	4%	36
9/13/23	6	438	1%	19

Instagram

1,534 Followers (net+0) Followers
30 Posts, 1 Reel - Reach 3008
Total Engagements 537
17 Avg engagement /post

57 Stories, reach 2882
Total impressions 6206
Total Reach 5890
106 Profile visits

Top 4 IG Posts

DATE	ENGAGEMENTS	REACH	ENGMT RATE
9/17/23	56	497	11%
9/10/23	18	189	10%
9/25/23	16	133	12%
9/9/23	21	120	18%
9/1/23	12	119	10%

Top 4 Stories

DATE	REACH	COMPLETION RATE
9/9/23	97	93%
9/5/23	92	98%
9/5/23	89	91%
9/5/23	85	93%

Additional links clicked through to website via TinyUrl tracking - 470 total clicks



ST. AUGUSTINE PONTE VEDRA

FLORIDA'S HISTORIC COAST®

Sales Department Report, September 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.*

September 2023

Site Visit:

- International Waldenstrom's Macroglobulinemia Foundation (IWMF), Sawgrass Marriott, 9/6

Sales Initiatives:

- Meeting Professionals International Educon, 9/11
- Prevue Next Level Summit Tradeshow, 9/17-19
- Small Market Meetings Tradeshow, 9/26-30
- Luxury Meetings Summit Charlotte, 9/27
- Luxury Meetings Summit Charlotte, 9/28

Meetings:

- St. Augustine Art Association Ribbon Cutting, 9/7

St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau
Sales Department Report September 2023

TOTALS FOR ALL SEGMENTS	MONTHLY TOTAL	MONTHLY GOALS	Monthly % of Actual vs Goal	4th QUARTER	QUARTERLY GOALS	Quarterly % of Actual vs Goal	YEAR TO DATE TOTALS	Year to date Goal	Year to date % Actual vs Goal	ANNUAL GOAL	% OF ANNUAL GOAL ACHIEVED
LEADS ISSUED - ALL SEGMENTS	69	32	116%	124	96	29%	361	343	5%	343	105.25%
TOTAL RM NTS FROM LEADS ISSUED - ALL SEGMENTS	16,611	9,744	70%	44,846	30,544	47%	141,153	116,083	22%	116,083	121.60%
SOLICITATION CALLS/EMAILS	195	151	29%	575	506	14%	2,137	2,041	5%	2,041	104.70%
TRADE SHOWS/SALES MISSIONS	MONTHLY TOTAL			3rd QUARTER TOTALS			YEAR TO DATE TOTALS				
MPI EDU 9/11	5			35			62				
PREVUE 9/17-19											
LMS CHARLOTTE AND ATLANTA 9/26-28 (2)											
SMALL MARKET MEETING 9/26-30											



COMMUNICATIONS DEPARTMENT REPORT:

September 2023

Barbara Golden, Communications Manager, 904-669-8142

BGolden@FloridasHistoricCoast.com

September 2023 Media Results: 6,603,765,257 Impressions: 4,378 clips

VCB Earned Media Result: 325,699,503 Impression, 362clips

Stories in publications by hosted media: 203

Images and video inclusion in stories: 340

Quotes and direct messaging used in stories: 349

Website or provided links used in stories: 193

Earned Hispanic media: 283

Media Inquiries & Story Pitches: Story pitches: To more than 140 journalists at SATW Conference at Media Marketplace through sponsorship plus media inquiries: 17 follow up to meetings at SATW; Fall off the Beaten Track – responses to releases – 1 1 1 Travel Planners Radio interview

Halloween on Florida's Historic Coast responses for more

Stacker – Halloween events and tours

MSN _ Best Cities for Paranormal Activity

Global traveler - Girls' Spa Weekends

Reader's Digest - Reader's Digest

Family Travel - Halloween Events for Tweens & Teens

Travel Pulse.com – Haunted Attractions

MSN – Connected to FFCG for golf expert

TravelPulse – Weird & Whacky/funky attractions

Daily Telegraph – Luxury Christmas Ideas

MSN – Adults only resorts – The Collector

Just Short of Crazy – Best Towns for Ghost Hunts

TinyBeans.com – Cities that go all out for Christmas

Media Inquiries:

ABA Destinations – review cover story for Oct. issue

TripAdvisor – Haunted St. Augustine

Travel Pulse – New Hotel Opening

Group Travel Leader – seasonal Celebrations

Content issued:

Visit Florida : Outdoors Everywhere; Lesser Known Florida; Where to play Pickle Ball on FHC

Destinations Florida – VCB Annual Meeting & FASE Conference attendance

Releases Issued (10):

Two Partnercom

Four This Week

Exploring Beyond St. Augustine

St. Augustine Celebrates Hispanic Heritage

Sing Out Loud Just Days Away

Welcome Back – The Coast is Clear

Writers Hosted: (9)

4 San Juan Based Journalists hosted VCB dinner in PR

5 for Hispanic Media Tour – VF/Enroute manages Media Tour

Polly Dean, OnTeh Fly.com

Lisa Evans – WanderwhitWoner.com

Dave Kelly – Florida Country Magazine

Kris Hundly – Tampa Bay Times

Images released: 62 total from Cleanpix.

Rebecca Deutlin – Fodor's 67 images downloaded from Cleanpix, and 18 additional images and B-Roll delivered via email or

DropBox; **VF footage and permitting for NPI Productions – East Coast Beaches; Global Traveler – Images for SOL;**

OutandAboutwithKids.az - video clips Summer Attractions and It's About Time; Global Traveler images for African American and Laten release post

Highlights of VCB assisted media coverage:

Travel Expert Carmen Ordonez Shares Tips to Celebrate Hispanic Heritage on TipsOnTV – A VF sponsored Broadcast and Print feature – 182 outlets; AOL News Outlet, Fall for Less: Affordable Destinations for Off-Season Travel; The Business Journals, Success Amplified; Leisure Group Magazine, St. Augustine Attractions Spotlight on Black History; el Vocero de puerto rico, Una escapada a St. Augustine; BahamasAir Magazine, Discovering St. Augustine, Florida; St. Pete Life Magazine, Wonderful Weekends - w3.
; Southern Living – Best Places to Retire; Stacker- Best Beach Towns in the U.S.

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

Media Impressions	Jul-23	Aug-23	Sep-23	Jul-22	Aug-22	Sep-22	Sept 2023 compared to Sept2022	YTD FY2023	YTD Compared to FY 2022	FY 2023 compared to FY 2022	FY 2022 Totals
Domestic Media	3,828,691,299	3,841,787,285	6,299,997,602	9,551,201,439	1,733,460,944	13,961,570,043	-54.88%	143,983,658,174	55,468,395,197	160%	55,468,395,197
International	428,311,609	1,103,311,829	272,874,527	782,578,274	505,890,042	2,521,435,478	-89.18%	35,408,240,779	37,948,311,985	-7%	37,948,311,985
Broadcast	734,282,269	1,384,464,797	303,767,655	267,225,891	444,193,351	3,671,511,344	-91.73%	13,157,287,344	12,304,374,873	7%	12,304,374,873
Total	4,991,285,177	6,329,563,911	6,876,639,784	10,601,005,604	2,683,564,980	20,154,516,865	-65.88%	196,911,452,447	105,758,180,686	86%	105,758,180,686
Media Inquiries Answered:	Jul-23	Aug-23	Sep-23	Jul-22	Aug-22	Sep-22	Sept 2023 compared to Sept2022	YTD FY2023	YTD Compared to FY 2022	FY 2022 compared to FY 2022	FY 2022 Totals
Media Inquiries Answered:	37	122	28	12	12	18	55.56%	371	219	69%	219
Media Visitors Hosted:	4	9	13	6	7	2	550.00%	121	112	8%	112
News Releases Issued:	10	12	10	9	10	8	25.00%	122	96	27%	96
Stories Pitched	6	22	168	25	27	24	600.00%	562	302	86%	302
VCB Initiated Broadcast,Print & Image access	302	211	362	154	154	154	135.06%	4,746	3,449	38%	3,449
Image access	185	67	62	135	164	208	-70.19%	1,252	1,109	13%	1,109
Impressions from VCB Initiated	310,821,308	313,005,960	325,699,503	387,732,969	173,803,568	215,264,602	51.30%	39,976,585,976	13,748,149,131	191%	13,748,149,131
# of stories from hosted media	302	211	203					1,851	0		0
Images or videos in stories	153	20	283					1,915	0		0
quotes or direct messages	99	20	349					2,660	0		0
Websites or links in stories	283	200	193					3,049	0		0
EarnedHispanic Media	290	27	203					2,228	0		0



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

New reporting for FY 23 includes a point system reporting on the quality of use of resources.

GOLF TOURIST ACTIVITY

Florida's
First Coast of Golf

Aug-23



2022 FFCG TOP 10 STATE DEMAND MARKETS

1	Florida	6	California
2	Georgia	7	Texas
3	New York	8	New Jersey
4	North Carolina	9	Virginia
5	Illinois	10	Pennsylvania

TOP 5 DEMAND MARKETS (DIGITAL USERS)

UNITED STATES

Florida
Georgia
Texas
Virginia
North Carolina



INTERNATIONAL

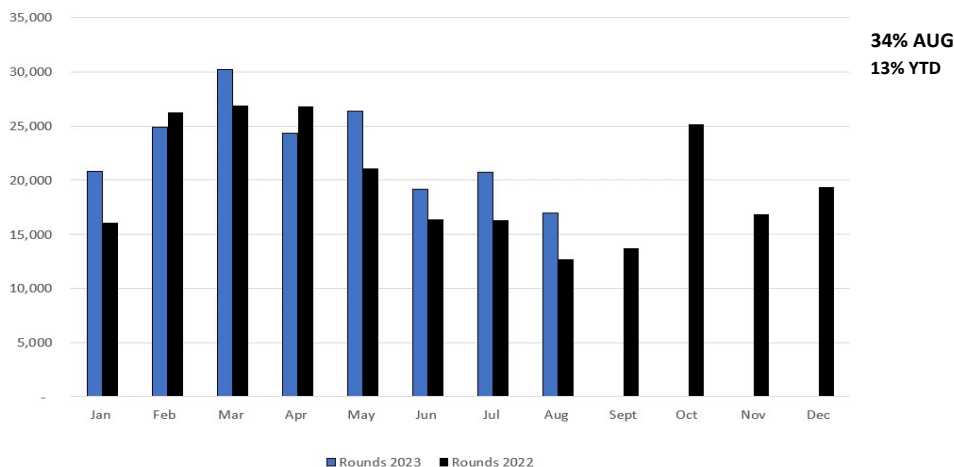
United Kingdom
Canada
India
Germany
China

DIGITAL TRAFFIC

	2023	2022	CHANGE
MONTHLY	10,261	10,007	3%
YEAR TO DATE	161,934	125,222	29%



ST. JOHNS TOURIST ROUNDS TREND



PRECIPITATION

2023	2022	CHANGE
1.92	4.55	-2.63



AVERAGE TEMP

2023	2022	CHANGE
83	82	1



FY23 EARNED MEDIA

VALUE	\$1,117,591
IMPRESSIONS	29,114,000