

St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau
 29 Old Mission Avenue
 St. Augustine, FL 32084

Visit Florida Partner Report
Reporting For 288.1226 (13) ©

FINANCIAL DATA FY2022

A. The total amount of revenue received from public and private sources.

Public TDT	\$ 4,742,000.00
Private	\$ 24,250.00

St. Johns County Visitors & Conventions Bureau, Inc.
Actuals: FY2022 P&L
October 2021 - September 2022

B. The operating budget of the partner entity

Public FY2022 Budget	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Total Budget
Income													
40012 County Revenue - Fiscal 2021-2022	442,000.00	450,000.00	900,000.00		450,000.00	400,000.00	400,000.00	400,000.00	400,000.00	300,000.00	300,000.00	300,000.00	\$ 4,742,000.00
40015 CoOp Revenue	3,425.00			2,600.00	1,625.00	5,150.00	350.00		8,100.00	600.00	1,800.00	600.00	\$ 24,250.00
Total Income	\$ 445,425.00	\$ 450,000.00	\$ 900,000.00	\$ 2,600.00	\$ 451,625.00	\$ 405,150.00	\$ 400,350.00	\$ 400,000.00	\$ 408,100.00	\$ 300,600.00	\$ 301,800.00	\$ 300,600.00	\$ 4,766,250.00
Expenses													
51000-1 Computer Expense	\$ 258.98	\$ 992.94	\$ 131.96	\$ -	\$ 274.77	\$ 266.97	\$ 208.22	\$ (1,196.59)	\$ 1,503.47	\$ 94.96	\$ 148.48	\$ 481.15	\$ 3,165.31
51000-2 Office Equipment	\$ 113.75	\$ 593.93	\$ -	\$ -	\$ 9.99	\$ -	\$ -	\$ (584.44)	\$ -	\$ -	\$ 24.98	\$ -	\$ 158.21
51000-3 Office Supplies	\$ 479.65	\$ 445.40	\$ 463.10	\$ 111.36	\$ 628.45	\$ 725.16	\$ -	\$ (2,486.13)	\$ 361.57	\$ 317.72	\$ 629.49	\$ 1,071.82	\$ 2,747.59
51000-4 Rent	\$ 4,539.47	\$ 4,835.21	\$ 4,835.21	\$ 4,678.94	\$ 5,076.54	\$ 4,898.81	\$ 4,735.78	\$ 4,898.81	\$ 4,759.34	\$ 4,678.94	\$ 4,827.14	\$ 5,691.14	\$ 58,455.33
51000-5 Payroll (including 401K, Health, Taxes & Fees)	\$ 88,118.40	\$ 107,327.73	\$ 78,911.64	\$ 56,888.57	\$ 75,482.27	\$ 103,890.93	\$ 75,147.05	\$ 70,756.76	\$ 76,144.65	\$ 76,421.42	\$ 75,647.05	\$ 109,890.91	\$ 994,627.38
51000-6 Repairs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 138.45	\$ -	\$ (138.45)	\$ -	\$ -	\$ 846.68	\$ -	\$ 846.68
51000-7 Utilities	\$ 801.81	\$ 1,381.36	\$ 1,293.71	\$ 1,340.36	\$ 1,392.19	\$ 1,366.08	\$ 1,464.61	\$ 2,478.47	\$ 1,560.76	\$ 821.21	\$ 1,722.95	\$ 2,478.31	\$ 18,101.82
51000-8 Dues & Membership	\$ 9,734.80	\$ 340.00	\$ 2,399.00	\$ 1,594.00	\$ 1,440.00	\$ 550.00	\$ 404.00	\$ -	\$ 8,089.00	\$ 225.00	\$ 645.00	\$ 10,509.00	\$ 35,929.80
54900-1 Advertising	\$ 100,350.00	\$ 41,816.40	\$ 142,769.83	\$ 202,099.64	\$ 149,748.32	\$ 176,788.37	\$ 108,821.17	\$ 215,199.55	\$ 170,918.93	\$ 571,746.34	\$ 471,498.60	\$ 728,468.92	\$ 3,080,226.07
54900-10 Tradeshows	\$ 5,877.09	\$ 3,000.00	\$ 4,724.71	\$ 3,814.00	\$ 13,365.27	\$ 5,276.41	\$ -	\$ 24,995.32	\$ 7,200.00	\$ 3,081.19	\$ 2,531.95	\$ 9,171.99	\$ 83,037.93
54900-11 PR Services	\$ 14,878.45	\$ -	\$ 16,930.30	\$ 5,375.00	\$ 15,401.66	\$ 25,745.00	\$ 1,140.00	\$ 12,357.63	\$ 4,665.30	\$ 11,646.00	\$ 4,750.86	\$ 23,756.76	\$ 136,646.96
54900-2 Brochure Distribution	\$ 9,235.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,954.11	\$ -	\$ -	\$ 13,189.11
54900-4 In House PR	\$ 4,151.57	\$ 16,843.90	\$ 4,328.22	\$ 187.62	\$ 8,516.88	\$ 7,538.07	\$ 3,572.18	\$ 10,674.45	\$ 8,700.09	\$ 3,618.53	\$ 3,957.26	\$ 5,477.70	\$ 77,566.47
54900-5 Inquiry Services	\$ 1,363.13	\$ 1,888.72	\$ 2,714.57	\$ 2,773.88	\$ 1,783.50	\$ 1,646.56	\$ 3,047.61	\$ 2,466.83	\$ 7,146.61	\$ 353.34	\$ 400.00	\$ 7,358.73	\$ 32,943.48
54900-6 Postage	\$ 48.00	\$ 1,074.88	\$ 582.59	\$ 548.64	\$ 1,552.21	\$ 1,780.30	\$ 757.79	\$ 854.98	\$ 21,710.96	\$ 1,663.06	\$ 4,816.83	\$ 27,784.53	\$ 63,174.77
54900-7 Travel & Per Diem	\$ 8,980.61	\$ 6,151.58	\$ 2,126.82	\$ 327.56	\$ 8,746.71	\$ 3,308.54	\$ 188.24	\$ 4,174.42	\$ 7,269.06	\$ 8,607.36	\$ 3,005.10	\$ 18,509.15	\$ 71,395.15
54900-8 PRO Fees & Research	\$ 1,298.00	\$ 1,264.00	\$ 2,314.00	\$ 795.00	\$ 2,115.00	\$ 17,516.00	\$ 714.00	\$ 4,748.55	\$ 837.55	\$ 1,427.95	\$ 6,787.55	\$ 16,297.55	\$ 56,115.15
54900-9 Sales Mission	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00	\$ 3,000.00
Total Expenses	\$ 250,228.71	\$ 187,956.05	\$ 264,525.66	\$ 280,534.57	\$ 285,533.76	\$ 351,435.65	\$ 200,200.65	\$ 349,200.16	\$ 320,867.29	\$ 688,657.13	\$ 582,239.92	\$ 969,947.66	\$ 4,731,327.21

Private FY2022 Budget

Private FY2022 Budget	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022	May 2022	Jun 2022	Jul 2022	Aug 2022	Sep 2022	Total Budget
Income													
65100 Annual Meeting	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00	\$ 7,000.00
65110 Interest Income	\$ 0.10	\$ 0.11	\$ 0.11	\$ 0.10	\$ 0.10	\$ 0.11	\$ 0.10	\$ 0.11	\$ 0.12	\$ 0.65	\$ 0.73	\$ 0.74	\$ 3.08
65405 Membership Dues	\$ 16,982.97	\$ 3,150.00	\$ 2,399.94	\$ 1,200.00	\$ 300.00	\$ -	\$ -	\$ -	\$ 450.00	\$ 22,800.00	\$ 15,688.45	\$ 22,799.86	\$ 85,771.22
66000 Miscellaneous Revenue - VCB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,980.00	\$ -	\$ -	\$ -	\$ -	\$ 8,980.00
68010 State of the Tourism Industry	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,250.00	\$ 564.10	\$ 2,000.00	\$ 1,750.00	\$ -	\$ 12,564.10
Total Income	\$ 19,983.07	\$ 3,150.11	\$ 2,400.05	\$ 1,200.10	\$ 300.10	\$ 0.11	\$ 0.10	\$ 17,230.11	\$ 1,014.22	\$ 24,800.65	\$ 17,439.18	\$ 26,800.60	\$ 114,318.40
Expenses													
70500 Bank Charges	\$ -	\$ -	\$ 221.35	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 894.48	\$ -	\$ 1,115.83
70600 Merchant Fees	\$ 247.37	\$ 347.00	\$ 89.54	\$ 112.87	\$ 69.27	\$ 56.90	\$ 61.90	\$ 61.90	\$ 61.90	\$ 67.40	\$ 103.50	\$ 61.90	\$ 1,341.45
70700 Business Gifts - VCB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 300.00
73100 Professional Services	\$ -	\$ 375.00	\$ 750.00	\$ 375.00	\$ -	\$ 750.00	\$ -	\$ 525.00	\$ 450.00	\$ -	\$ 675.00	\$ 525.00	\$ 4,425.00
73800 Licenses and Taxes	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 22.00	\$ -	\$ -	\$ 22.00
74000 Travel	\$ -	\$ -	\$ -	\$ -	\$ 26.52	\$ -	\$ -	\$ 685.99	\$ 1,433.19	\$ -	\$ -	\$ -	\$ 2,145.70
74001 Employee of the Year	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 559.13	\$ -	\$ -	\$ -	\$ -	\$ 559.13
74010 Trade Shows Exp	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
74110 Postage	\$ -	\$ 27.63	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 27.63
74500 Insurance	\$ 3,180.43	\$ -	\$ 680.00	\$ -	\$ -	\$ 968.10	\$ -	\$ 968.10	\$ -	\$ -	\$ -	\$ 4,665.13	\$ 10,461.76
74805 Entertainment & Meals	\$ -	\$ 907.93	\$ 2,055.27	\$ 70.00	\$ 404.42	\$ 632.80	\$ 7,888.58	\$ 381.33	\$ 461.02	\$ 131.23	\$ 462.08	\$ 515.35	\$ 13,910.01
74900 Advertising Expenses	\$ 54.88	\$ 95.00	\$ 47.50	\$ -	\$ 183.28	\$ 310.38	\$ -	\$ 47.50	\$ 285.80	\$ 47.50	\$ 47.50	\$ 95.00	\$ 1,214.34
75000 Office Expenses	\$ -	\$ -	\$ 40.83	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12.95	\$ 53.78
75100 Annual Meeting Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,999.81	\$ 10,999.81
75403 Dues & Subscriptions	\$ -	\$ 65.00	\$ -	\$ -	\$ -	\$ -	\$ 80.00	\$ -	\$ 25.00	\$ -	\$ -	\$ -	\$ 170.00
76000 Miscellaneous Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 213.40	\$ 213.40

78008 State of the Industry Expenses	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	24,919.49	\$	1,036.98	\$	1,000.00	\$	3,591.14	\$	30,547.61				
78009 Co-op	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	600.00	\$	-	\$	600.00				
78011 Building-Equipment Expenses	\$	-	\$	-	\$	-	\$	-	\$	554.25	\$	5.33	\$	-	\$	-	\$	-	\$	-	\$	559.58				
Total Expenses	\$	3,482.68	\$	1,817.56	\$	3,884.49	\$	557.87	\$	1,183.49	\$	2,718.18	\$	8,584.73	\$	3,234.28	\$	27,636.40	\$	1,305.11	\$	3,782.56	\$	20,979.68	\$	79,167.03

C. Employee Salary & Benefit details from public and private funds

Employee Salary & Bonus	11 Staff Members	\$ 811,334.46
Benefits (health, Dental & Life)	11 Staff Members	\$ 98,711.29

St. Johns County VCB Board Members receive zero compensation from Public or Private dollars.

D. An itemized account of all expenditures by the partner entity on behalf of or coordinated for the benefit of corporation, it's board members or employees

Visa Destination Insights Domestic+International transaction data reports	\$	10,000.00
Brochure Distribution at Welcome Centers	\$	3,954.11
Dreamscapes Full Page 4Color ad Winter/Spring 2022 issues	\$	5,445.00
Atlanta Magazine (Total distribution) Full Page 4Color ad Mar 2022 & Sep 2022 issues	\$	15,975.00
Local Palate Full Page 4Color ad Spring 2022 issue	\$	4,650.00
Sweet July Full Page 4Color ad Spring/Summer 2022 issue	\$	15,000.00
Undiscovered Florida (Southeast U.S. + New York <i>Smithsonian</i> zones, National distribution in <i>Recommend</i>) Full Page 4 Color ad 2022 edition distributed in April issues	\$	14,630.00
Recommend Full Page 4Color ad 2022 edition distributed in Mar 2022 issue	\$	5,000.00
Visit Florida Official Vacation Guide (National distribution) Half Page 4Color ad 2022 edition	\$	10,583.00
Visit Florida national radio/TV promotions	\$	1,895.00
Total Co-Op Spend	\$	87,132.11
Visit Florida Membership Dues	\$	12,000.00

E. Itemized travel and entertainment expenditures of the partner entity

Event	Dates	Name	Registration	Meals	Transportation	Lodging	Tours & Admissions	Total
Media hosting - Emily Fauver	Nov 16-18, 2021	Emily Fauver	\$	253.27	\$ -	\$ 167.26	\$ 860.00	\$ 1,280.53
Media Hosting - JuJuNa - Brazilian Influencer	Jan 24-27, 2022	Gabriela Temer Goldwasser	\$	237.56	\$ -	\$ 287.50	\$ 860.00	\$ 1,385.06
Media Hosting - Travel Mole	Feb 3-5, 2022	Graham McKenzie	\$	121.26	\$ -	\$ 328.56	\$ 430.00	\$ 879.82
Media Hosting - Columbian Influencer	Feb 28 - Mar 3, 2022	Christian Byfield	\$	470.02	\$ -	\$ 219.99	\$ 1,078.00	\$ 1,768.01
Media Hosting - German Freelance	Mar 21-24, 2022	Axel Pinck	\$	155.48	\$ 17.50	\$ 219.99	\$ 860.00	\$ 1,252.97
Media HoSting - Vista Point Guides - Germany	Jun 2-4, 2022	Karl Tueschel	\$	195.07	\$ -	\$ 669.00	\$ 860.00	\$ 1,724.07
Media Hosting - German freelance	Jun 8-11, 2022	Verena Wolfe	\$	314.78	\$ -	\$ 464.97	\$ 860.00	\$ 1,639.75
Media Hosting - Columbia writers -Revista El Viajero	Jun 11-13, 2022	Mark and Carlos	\$	100.00	\$ -	\$ -	\$ 868.00	\$ 968.00
Media Hosting - German writer	Jul 18-20, 2022	Stefan Klug	\$	322.56	\$ -	\$ 467.00	\$ 860.00	\$ 1,649.56
Florida Governor's Conference on Tourism	Aug 31-Sep 2, 2022	Barbara Golden (staff)	\$ 499.00	\$ -	\$ -	\$ -	\$ -	\$ 499.00
Florida Governor's Conference on Tourism	Aug 31-Sep 2, 2022	Richard Goldman & Susan Phil	\$ 998.00	\$ -	\$ -	\$ -	\$ -	\$ 998.00
IMEX America 2022 - Las Vegas	Nov 8-12, 2021	William McBroom (staff)	\$ 6,900.00	\$ 163.00	\$ 326.87	\$ 723.37	\$ -	\$ 8,113.24
Florida Encounter 2022 - Tampa	Jan 24-26, 2022	William McBroom (staff)	\$ 2,757.77	\$ 36.00	\$ 167.47	\$ 931.11	\$ -	\$ 3,892.35
Visit Florida I-95 Welcome Center Festival - Yulee, FL	Jan 28-28, 2022	Jaya Dillard (staff)	\$ 60.00	\$ -	\$ 57.00	\$ -	\$ -	\$ 117.00
Visit Florida Signature Travel Agent FAM (St. Johns County, FL)	Apr 26-28, 2022	Evelyn Lopez-Kelley (staff)	\$ -	\$ 991.96	\$ 10.00	\$ 1,057.08	\$ -	\$ 2,059.04
Florida Huddle 2022 - Tampa, FL	Jan 24-26, 2022	Evelyn Lopez-Kelley (staff)	\$ 2,954.71	\$ 49.00	\$ 146.62	\$ 694.34	\$ -	\$ 3,844.67
			\$ 14,169.48	\$ 3,409.96	\$ 725.46	\$ 6,230.17	\$ 7,536.00	\$ 32,071.07