

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

FINANCIAL DATA FY2023

Visit Florida Partner Report
Reporting For 288,1226 (13) ©

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

Public TDT	\$	5,607,707.21
Private	\$	20,790.00

St. Johns County Visitors & Conventions Bureau, Inc.
Actuals: FY2022 P&L
October 2022 - September 2023

B. The operating budget of the partner entity

Public FY2023 Budget	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Total Budget
Income													
40013 County Revenue - Fiscal 22-23 - Cat1	\$ 416,000.00	\$ 892,022.21	\$ -	\$ 450,200.00	\$ 900,000.00	\$ 425,000.00	\$ -	\$ 850,000.00	\$ -	\$ 425,000.00	\$ 850,000.00	\$ -	\$ 5,208,222.21
40013-ESMFY23 Enhanced Summer 2023 Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 399,485.00	\$ -	\$ 399,485.00
40015 CoOp Revenue	\$ 600.00	\$ -	\$ 600.00	\$ 1,750.00	\$ 150.00	\$ 4,500.00	\$ -	\$ -	\$ 750.00	\$ 4,000.00	\$ -	\$ -	\$ 12,350.00
40016 Other Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ 600.00
40017 Tradeshow Co-op Revenue	\$ -	\$ -	\$ -	\$ 500.00	\$ 6,840.00	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,840.00
Total Income	\$ 416,000.00	\$ 892,022.21	\$ 0.00	\$ 451,950.00	\$ 900,150.00	\$ 429,500.00	\$ 0.00	\$ 850,000.00	\$ 750.00	\$ 429,000.00	\$ 1,249,485.00	\$ 0.00	\$ 5,628,497.21
Expenses													
51000-1 Computer Expense	\$ -	\$ 318.06	\$ 329.14	\$ 428.94	\$ 456.22	\$ 1,009.76	\$ 570.00	\$ 1,410.44	\$ 558.27	\$ 889.85	\$ 294.85	\$ 879.29	\$ 7,144.82
51000-2 Office Equipment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 37.28	\$ 202.34	\$ -	\$ -	\$ -	\$ 253.50	\$ 493.12
51000-3 Office Supplies	\$ 40.96	\$ 185.05	\$ 474.39	\$ 228.69	\$ 154.31	\$ 511.37	\$ 384.11	\$ 824.64	\$ 444.36	\$ 39.67	\$ 1,045.66	\$ 689.98	\$ 5,023.19
51000-4 Rent	\$ 4,552.11	\$ 5,126.10	\$ 4,903.11	\$ 4,763.64	\$ 4,903.11	\$ 5,126.10	\$ 4,903.11	\$ 4,903.11	\$ 5,126.10	\$ 4,903.11	\$ 4,938.11	\$ 5,485.44	\$ 59,633.15
51000-5 Payroll (including 401K, Health, Taxes & Fees)	\$ 86,218.03	\$ 173,192.53	\$ 91,544.45	\$ 73,043.19	\$ 70,082.94	\$ 97,541.22	\$ 70,004.39	\$ 64,042.03	\$ 68,571.44	\$ 67,092.01	\$ 79,079.07	\$ 94,817.26	\$ 1,035,228.56
51000-6 Repairs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
51000-7 Utilities	\$ 502.47	\$ 1,735.53	\$ 1,168.90	\$ 1,594.41	\$ 1,613.41	\$ 1,607.46	\$ 1,626.63	\$ 1,615.40	\$ 1,596.91	\$ 1,976.59	\$ 684.91	\$ 3,272.17	\$ 18,994.79
51000-8 Dues & Membership	\$ 980.00	\$ 2,234.00	\$ 3,940.00	\$ 66.03	\$ 880.00	\$ 509.99	\$ 934.99	\$ 12,009.99	\$ 8,954.99	\$ 9.99	\$ 16,513.79	\$ 1,659.98	\$ 48,693.75
54900-1 Advertising	\$ 145,408.31	\$ 158,230.51	\$ 104,507.50	\$ 366,810.49	\$ 96,361.50	\$ 282,744.21	\$ 129,801.42	\$ 189,410.37	\$ 105,367.70	\$ 327,607.15	\$ 839,413.83	\$ 1,032,199.51	\$ 3,777,862.50
54900-10 Tradeshows	\$ 8,965.00	\$ 8,324.00	\$ 23,523.39	\$ 4,601.53	\$ 23,504.80	\$ 414.63	\$ 2,945.00	\$ 9,588.96	\$ 9,542.13	\$ 3,722.45	\$ 13,025.33	\$ 17,161.85	\$ 125,319.07
54900-11 PR Services	\$ 18,288.34	\$ 9,316.25	\$ 15,519.97	\$ 13,034.17	\$ 16,473.70	\$ 10,332.50	\$ 19,549.92	\$ 21,491.67	\$ 18,831.55	\$ 18,467.50	\$ 12,102.08	\$ 13,193.34	\$ 186,600.99
54900-2 Brochure Distribution	\$ 11,600.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,100.00	\$ 13,700.00
54900-4 In House PR	\$ 2,482.00	\$ 12,661.96	\$ 11,616.62	\$ 5,847.60	\$ 10,881.80	\$ 11,873.23	\$ 5,899.13	\$ 9,153.19	\$ 6,617.64	\$ 7,012.76	\$ 3,656.15	\$ 34,051.67	\$ 121,753.75
54900-5 Inquiry Services	\$ 2,153.22	\$ 4,449.78	\$ 7,362.17	\$ 5,851.76	\$ 5,698.31	\$ 6,242.41	\$ 5,041.80	\$ 4,826.74	\$ 5,771.59	\$ 5,145.49	\$ 6,106.76	\$ 4,817.85	\$ 63,467.88
54900-6 Postage	\$ -	\$ 15,802.41	\$ 44.80	\$ 473.86	\$ 15,880.23	\$ 1,757.57	\$ 737.84	\$ 896.49	\$ 1,183.36	\$ 366.00	\$ 301.57	\$ 1,107.89	\$ 38,552.02
54900-7 Travel & Per Diem	\$ 2,798.53	\$ 3,858.02	\$ 3,241.50	\$ 3,334.70	\$ 6,068.00	\$ 7,491.83	\$ 4,659.92	\$ 5,589.43	\$ 13,997.21	\$ 3,141.90	\$ 4,155.72	\$ 12,100.73	\$ 70,437.49
54900-8 PRO Fees & Research	\$ 737.55	\$ 1,422.55	\$ 1,387.55	\$ 1,283.55	\$ 1,597.55	\$ 11,900.55	\$ 472.55	\$ 3,067.55	\$ 1,597.55	\$ 1,172.55	\$ 11,135.00	\$ 22,485.09	\$ 58,259.59
Total Expenses	\$ 284,726.52	\$ 396,856.75	\$ 269,563.49	\$ 481,362.56	\$ 254,555.88	\$ 439,062.83	\$ 247,568.09	\$ 329,032.35	\$ 248,160.80	\$ 441,547.02	\$ 992,452.83	\$ 1,246,275.55	\$ 5,631,164.67

Private FY2023 Budget

Private FY2023 Budget	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Total Budget
Income													
65100 Annual Meeting	\$ 1,250.00	\$ 250.00	\$ 250.00	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000.00	\$ 3,500.00	\$ 6,750.00
65110 Interest Income	\$ 0.86	\$ 0.99	\$ 1.12	\$ 1.19	\$ 1.15	\$ 1.31	\$ 20.81	\$ 13.80	\$ 13.36	\$ 13.81	\$ 13.80	\$ 13.36	\$ 95.56
65405 Membership Dues	\$ 13,499.76	\$ 4,199.91	\$ 2,024.99	\$ 1,200.00	\$ 600.00	\$ 599.98	\$ 600.00	\$ 299.99	\$ 150.00	\$ 38,250.00	\$ 6,000.00	\$ 11,175.00	\$ 78,599.63
68010 State of the Tourism Industry	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,750.00	\$ 7,300.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ 13,050.00
Total Income	\$ 14,750.62	\$ 4,450.90	\$ 2,276.11	\$ 1,701.19	\$ 601.15	\$ 2,351.29	\$ 7,920.81	\$ 4,313.79	\$ 163.36	\$ 38,263.81	\$ 7,013.80	\$ 14,688.36	\$ 98,495.19
Expenses													
70500 Bank Charges - VCB	\$ -	\$ -	\$ 35.00	\$ 311.35	\$ -	\$ 11.00	\$ -	\$ (11.00)	\$ 99.00	\$ -	\$ -	\$ -	\$ 445.35
70600 Merchant Fees - VCB	\$ 97.85	\$ 81.90	\$ 81.90	\$ 81.90	\$ 41.95	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 385.50
70700 Business Gifts - VCB	\$ -	\$ -	\$ -	\$ 788.89	\$ -	\$ -	\$ -	\$ -	\$ 48.86	\$ -	\$ -	\$ 197.29	\$ 1,035.04
73100 Professional Services - VCB	\$ 775.00	\$ 300.00	\$ 150.00	\$ 375.00	\$ 5,230.95	\$ 2,162.00	\$ 937.50	\$ 1,160.00	\$ 525.00	\$ -	\$ 750.00	\$ 20,301.50	\$ 32,666.95
73800 Licenses and Taxes - VCB	\$ 50.00	\$ -	\$ 245.00	\$ -	\$ -	\$ 70.00	\$ -	\$ -	\$ -	\$ 22.00	\$ -	\$ 50.00	\$ 437.00
73900 Board Meeting Expenses - VCB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 146.84	\$ 146.84
74000 Travel - VCB	\$ -	\$ 14.02	\$ -	\$ -	\$ -	\$ -	\$ 56.00	\$ -	\$ 57.89	\$ -	\$ 190.24	\$ 164.07	\$ 482.22
74001 Employee of the Year - VCB	\$ -	\$ -	\$ -	\$ -	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30.00
74500 Insurance - VCB	\$ 2,027.00	\$ 227.46	\$ -	\$ 166.00	\$ 968.10	\$ -	\$ -	\$ 968.10	\$ -	\$ -	\$ 3,256.75	\$ 2,945.62	\$ 10,559.03
74805 Entertainment & Meals - VCB	\$ -	\$ 469.27	\$ 1,223.26	\$ 7,422.37	\$ 169.06	\$ 276.35	\$ 571.57	\$ 378.79	\$ 204.68	\$ 85.76	\$ 91.18	\$ 1,011.17	\$ 11,903.46
74900 Advertising Exp - VCB	\$ -	\$ 47.50	\$ 47.50	\$ 47.50	\$ 396.15	\$ 47.50	\$ 47.50	\$ 47.50	\$ 47.50	\$ 47.50	\$ 55.00	\$ 110.00	\$ 941.15
75000 Office Expenses - VCB	\$ 4.69	\$ 23.32	\$ -	\$ 591.79	\$ 492.97	\$ 385.50	\$ -	\$ 310.05	\$ 78.83	\$ -	\$ 61.09	\$ 818.98	\$ 2,767.22
75100 Annual Meeting Expenses	\$ -	\$ 3,119.72	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300.00	\$ 1,249.63	\$ 690.00	\$ 5,359.35
75403 Dues & Subscriptions	\$ -	\$ -	\$ 90.00	\$ 200.00	\$ 75.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 365.00
76000 Miscellaneous Expenses	\$ -	\$ -	\$ -	\$ -	\$ 944.34	\$ (944.34)	\$ 162.23	\$ (156.90)	\$ -	\$ (5.33)	\$ -	\$ -	\$ (0.00)
78008 (STI) State of the Tourism Industry Exp	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 958.50	\$ -	\$ 5,885.42	\$ 9,696.55	\$ -	\$ 1,832.25	\$ 47.35	\$ 18,420.07
78011 Building-Equipment Expenses	\$ -	\$ -	\$ -	\$ -	\$ 467.02	\$ 63.85	\$ 617.98	\$ 8.71	\$ -	\$ -	\$ 239.20	\$ -	\$ 1,396.76
Total Expenses	\$ 2,954.54	\$ 4,283.19	\$ 1,872.66	\$ 9,984.80	\$ 8,815.54	\$ 3,030.36	\$ 2,392.78	\$ 8,590.67	\$ 10,758.31	\$ 449.93	\$ 7,725.34	\$ 26,482.82	\$ 87,340.94

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

Employee Salary & Bonus	11 Staff Members	\$ 852,003.00
Benefits (health, Dental & Life)	11 Staff Members	\$ 93,788.00
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 2023 issues	\$	5,200.00
Atlanta Magazine (Total distribution) Full Page 4Color ad Dec 2022 & Mar 2023 issues	\$	15,975.00
Local Palate Full Page 4Color ad two issues (Best Southern Roadtrips and Beach Getaway issues)	\$	10,160.00
Undiscovered Florida (Southeast U.S.) Full Page 4 Color ad 2023 edition	\$	14,630.00
Recommend Full Page 4Color ad 2023 edition distributed in Mar & April 2023 issues	\$	10,500.00
Visit Florida Official Vacation Guide (National distribution) Half Page 4Color ad 2023 edition	\$	10,583.00
Total Co-Op Spend	\$	81,002.11
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
IMEX America w/Visit Florida	October 10 - 14,2022	William McBroom (staff)	\$ 7,700.00	\$ 164.00	\$ 240.87	\$ 739.22	\$ -	\$ 8,844.09
FloridaEncounter	Feb 1 - 5, 2023	William McBroom (staff)	\$ 2,920.07	\$ 76.00	\$ 180.52	\$ 902.97	\$ -	\$ 4,079.56
VF I-95Welcome Center Festival	January 27, 2022	Jaya Dillard (staff)	\$ 75.00	\$ -	\$ 51.18	\$	\$ -	\$ 126.18
VF I-10Welcome Center Festival	June 2, 2023	Jaya Dillard (staff)	\$ 75.00	\$ 55.00	\$ 352.89	\$ 175.50	\$ -	\$ 658.39
Florida Huddle	February 2-4,2023	Evelyn Lopez-Kelley (staff)	\$ 460.73	\$ 49.00	\$ -	\$ 698.34	\$ -	\$ 1,208.07
Florida's Governor's Conference on Tourism	September 6-7, 2023	Susan Phillips (staff)	\$ 499.00			\$ 167.62		\$ 167.62
Media hosting - GetStapped	Nov 13-15, 2022	Hannah and Adam Lukaszewicz		\$ 168.58	\$ -	\$ 345.67	\$860.00	\$ 1,374.25
Meia Hosting - Mala de Adventures - Brazilian	March 14-17, 2023	Nina Hudson & Gaia Vani		\$ 734.80	\$ -	\$ 346.84	\$ 1,740.00	\$ 2,821.64
Media Hosting - The Mom Hour	March 20-22,2023	Meagan Francis		\$ 386.74	\$ -	\$ 371.62	\$ 987.00	\$ 1,745.36
Media Hosting - Dicas Nova York Project	April 19 -23, 2023	Fabio Angheben and Giovanna Criscuolo		\$ 303.80	\$ -	\$ 346.84	\$ 1,485.00	\$ 2,135.64
Media Hosting - Brazil Influencer	May 7 -10 , 2023	Laura Kassel		\$ 608.48		\$ 528.67	\$ 860.00	\$ 1,997.15
Media HoSting - domestic Influencer	June 12-14, 2023	Nikki Millar KA		\$ 217.80	\$ -	\$ 345.67	\$ 860.00	\$ 1,423.47
Media Hosting - German freelance	Jun 15-17, 2023	Michael Hannwacker		\$ 278.56	\$ -	\$ 345.67	\$ 860.00	\$ 1,484.23
Media Hosting -Mexican Media Tour	August 13-16, 2023	8 participants		\$ 2,720.00	\$ -	\$ 5,076.84	\$ 1,800.00	\$ 9,596.84
Media Hosting - VACAY,CA	Feb 8 -10,2023	Adrian Brijbassi		\$ 221.88	\$ -	\$ 328.47	\$ 860.00	\$ 1,410.35
							\$	-
			\$ 11,729.80	\$ 5,984.64	\$ 825.46	\$ 10,719.94	\$ 10,312.00	\$ 39,072.84