

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

FINANCIAL DATA FY2024

Visit Florida Partner Report
Reporting For 288.1226 (13) ©

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

Public TDT	\$	5,734,511.68
Private	\$	17,992.98

St. Johns County Visitors & Conventions Bureau, Inc.
Actuals: FY2024 P&L
October 2023 - September 2024

B. The operating budget of the partner entity

Public FY2024 Budget		Oct-23		Nov-23		Dec-23		Jan-24		Feb-24		Mar-24		Apr-24		May-24		Jun-24		Jul-24		Aug-24		Sep-24	Total Budget	
Income																										
40014-ADV County Revenue - Fiscal 23-24 - Cat1	\$	250,000.00	\$	450,000.00	\$	-	\$	225,000.00	\$	225,000.00	\$	450,000.00	\$	225,000.00	\$	-	\$	225,000.00	\$	450,000.00	\$	-	\$	225,000.00	\$	2,725,000.00
40014-CORE County Revenue Core - Fiscal 23-24 - Cat 1	\$	313,071.00	\$	479,810.68	\$	-	\$	250,000.00	\$	250,000.00	\$	500,000.00	\$	200,000.00	\$	-	\$	200,000.00	\$	400,000.00	\$	-	\$	200,000.00	\$	2,792,881.68
40014-ENOL-FY25 Early Nights of Lights 2024-2025	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	216,630.00	\$	-	\$	-	\$	216,630.00
40015 CoOp Revenue - Cat 1	\$	2,275.00	\$	0.01	\$	-	\$	-	\$	600.00	\$	625.00	\$	3,100.00	\$	1,592.97	\$	600.00	\$	25.00	\$	6,025.00	\$	-	\$	14,842.98
40017 Tradeshow Co-op Revenue	\$	-	\$	-	\$	-	\$	-	\$	-	\$	250.00	\$	450.00	\$	-	\$	-	\$	-	\$	400.00	\$	2,050.00	\$	3,150.00
Total Income	\$	565,346.00	\$	929,810.69	\$	-	\$	475,000.00	\$	475,600.00	\$	950,875.00	\$	428,550.00	\$	1,592.97	\$	425,600.00	\$	1,066,655.00	\$	6,425.00	\$	427,050.00	\$	5,752,504.66
Expenses																										
51000-1 Computer Expense	\$	-	\$	239.86	\$	244.90	\$	434.90	\$	645.68	\$	1,193.49	\$	(135.60)	\$	1,106.88	\$	259.90	\$	383.34	\$	323.90	\$	797.17	\$	5,494.42
51000-2 Office Equipment	\$	-	\$	140.60	\$	152.02	\$	3,822.41	\$	0	\$	-	\$	383.38	\$	0	\$	-	\$	-	\$	-	\$	296.34	\$	4,794.75
51000-3 Office Supplies	\$	-	\$	400.59	\$	638.17	\$	159.97	\$	422.64	\$	451.76	\$	1,252.05	\$	136.10	\$	385.62	\$	417.98	\$	64.45	\$	1,141.26	\$	5,470.59
51000-4 Rent	\$	4,543.77	\$	4,903.11	\$	5,126.10	\$	5,157.71	\$	5,122.71	\$	5,043.49	\$	4,899.72	\$	4,899.72	\$	4,956.41	\$	4,997.93	\$	4,747.48	\$	5,786.50	\$	60,184.65
51000-5 Payroll (including 401K, Health, Taxes & Fees)	\$	74,727.49	\$	65,484.66	\$	180,256.96	\$	64,056.71	\$	94,535.04	\$	108,621.12	\$	72,177.36	\$	75,946.54	\$	79,983.78	\$	78,999.90	\$	115,903.76	\$	79,956.03	\$	1,090,649.35
51000-6 Repairs	\$	-	\$	258.00	\$	3,583.00	\$	721.51	\$	393.12	\$	-	\$	215.00	\$	884.42	\$	-	\$	-	\$	129.00	\$	470.25	\$	6,654.30
51000-7 Utilities	\$	901.76	\$	-	\$	1,565.46	\$	2,198.33	\$	1,797.77	\$	1,713.62	\$	1,372.68	\$	996.78	\$	1,380.36	\$	1,388.91	\$	1,303.88	\$	2,306.25	\$	16,925.80
51000-8 Dues & Membership	\$	1,049.00	\$	284.99	\$	4,709.99	\$	509.99	\$	1,544.99	\$	520.25	\$	204.99	\$	20,521.99	\$	364.99	\$	3,514.99	\$	1,444.99	\$	13,761.98	\$	48,433.14
54900-1 Advertising	\$	56,596.15	\$	49,750.57	\$	204,368.20	\$	136,864.75	\$	213,772.80	\$	209,683.44	\$	129,861.29	\$	371,796.85	\$	291,132.87	\$	215,658.08	\$	686,296.61	\$	1,322,692.04	\$	3,888,473.65
54900-10 Tradeshows	\$	33,495.00	\$	1,550.00	\$	16,115.00	\$	6,483.20	\$	1,249.00	\$	5,230.50	\$	9,195.38	\$	6,438.00	\$	91.63	\$	(4,385.72)	\$	5,216.61	\$	68,404.69	\$	149,083.29
54900-11 PR Services	\$	17,518.00	\$	12,401.67	\$	19,685.05	\$	16,887.56	\$	26,352.76	\$	13,498.19	\$	15,945.37	\$	16,696.72	\$	10,605.67	\$	25,768.72	\$	18,645.67	\$	48,695.60	\$	242,700.98
54900-12 Sales Support	\$	3,279.00	\$	364.40	\$	292.00	\$	292.00	\$	292.00	\$	2,292.00	\$	292.00	\$	425.10	\$	1,529.61	\$	3,952.44	\$	13,710.50	\$	17,506.25	\$	44,227.30
54900-2 Brochure Distribution	\$	9,600.00	\$	3,954.11	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	13,554.11
54900-4 In House PR	\$	50.82	\$	3,524.19	\$	9,608.32	\$	7,524.10	\$	3,159.85	\$	6,516.80	\$	7,388.27	\$	8,332.99	\$	2,723.17	\$	7,479.80	\$	9,315.38	\$	15,126.73	\$	80,750.42
54900-5 Inquiry Services	\$	3,865.08	\$	3,194.96	\$	6,658.84	\$	6,378.91	\$	5,679.86	\$	3,510.41	\$	6,336.57	\$	7,568.94	\$	2,120.61	\$	3,235.66	\$	7,618.23	\$	5,958.83	\$	62,126.90
54900-6 Postage	\$	213.76	\$	158.25	\$	304.93	\$	8.55	\$	1,102.73	\$	956.42	\$	2,095.36	\$	251.98	\$	1,533.06	\$	1,385.74	\$	2,749.38	\$	41,541.99	\$	52,302.15
54900-7 Travel & Per Diem	\$	403.22	\$	2,812.88	\$	1,183.63	\$	2,780.85	\$	7,576.71	\$	7,318.33	\$	2,553.78	\$	10,301.07	\$	10,368.70	\$	3,542.34	\$	2,768.17	\$	14,206.13	\$	65,815.81
54900-8 PRO Fees & Research	\$	6,890.70	\$	791.70	\$	991.90	\$	2,165.20	\$	11,728.87	\$	1,961.47	\$	26,643.99	\$	2,911.47	\$	956.77	\$	2,709.67	\$	5,276.67	\$	43,315.94	\$	106,344.35
Total Expenses	\$	213,133.75	\$	150,214.54	\$	455,484.47	\$	256,446.65	\$	375,376.53	\$	368,511.29	\$	280,681.59	\$	529,215.55	\$	408,393.15	\$	349,049.78	\$	875,514.68	\$	1,681,963.98	\$	5,943,985.96

Private FY2024 Budget		Oct-23		Nov-23		Dec-23		Jan-24		Feb-24		Mar-24		Apr-24		May-24		Jun-24		Jul-24		Aug-24		Sep-24		Total Budget
Income																										
65100 Annual Meeting	\$	500.00	\$	500.00	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	2,000.00	\$	3,250.00	\$	6,250.00
65110 Interest Income	\$	13.81	\$	13.35	\$	13.81	\$	13.81	\$	12.91	\$	13.80	\$	13.36	\$	13.81	\$	13.36	\$	13.80	\$	13.81	\$	12.91	\$	162.54
65405 Membership Dues	\$	9,300.00	\$	3,300.00	\$	(9,637.50)	\$	900.00	\$	350.00	\$	725.00	\$	1,225.00	\$	300.00	\$	150.00	\$	11,525.00	\$	39,675.00	\$	23,325.00	\$	81,137.50
68010 State of the Tourism Industry	\$	-	\$	-	\$	-	\$	-	\$	-	\$	3,000.00	\$	5,450.00	\$	7,225.00	\$	-	\$	-	\$	800.00	\$	375.00	\$	16,850.00
Total Income	\$	9,813.81	\$	3,813.35	\$	(9,623.69)	\$	913.81	\$	362.91	\$	3,738.80	\$	6,688.36	\$	7,538.81	\$	163.36	\$	11,538.80	\$	42,488.81	\$	26,962.91	\$	104,400.04
Expenses																										
70500 Bank Charges - VCB	\$	-	\$	-	\$	-	\$	-	\$	20.00	\$	-	\$	-	\$	-	\$	198.00	\$	-	\$	-	\$	-	\$	218.00
70600 Merchant Fees - VCB	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
70700 Business Gifts - VCB	\$	-	\$	15.98	\$	700.00	\$	5.57	\$	625.90	\$	-	\$	-	\$	640.84	\$	40.44	\$	74.55	\$	85.19	\$	45.00	\$	2,233.47
73100 Professional Services - VCB	\$	736.50	\$	436.50	\$	1,002.00	\$	9,700.00	\$	400.00	\$	500.00	\$	502.00	\$	8,000.00	\$	502.00	\$	400.00	\$	709.98	\$	502.00	\$	23,390.98
73800 Licenses and Taxes - VCB	\$	-	\$	-	\$	35.00	\$	-	\$	-	\$	70.00	\$	-	\$	-	\$	-	\$	-	\$	24.00	\$	-	\$	129.00

73900 Board Meeting Expenses - VCB	\$	109.25	\$	-	\$	-	\$	348.16	\$	-	\$	178.39	\$	573.29	\$	519.19	\$	-	\$	109.83	\$	-	\$	-	\$	1,838.11
74000 Travel - VCB	\$	-	\$	2.50	\$	20.00	\$	-	\$	8.05	\$	107.28	\$	28.50	\$	119.50	\$	692.49	\$	170.58	\$	-	\$	15.95	\$	1,164.85
74001 Employee of the Year - VCB	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	471.26	\$	-	\$	-	\$	-	\$	-	\$	471.26
74500 Insurance - VCB	\$	1,627.37	\$	53.00	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	1,680.37
74805 Entertainment & Meals - VCB	\$	-	\$	159.15	\$	87.21	\$	1,280.88	\$	3,020.01	\$	435.98	\$	297.47	\$	134.31	\$	1,107.21	\$	546.93	\$	71.61	\$	-	\$	7,140.76
74900 Advertising Exp - VCB	\$	-	\$	55.00	\$	55.00	\$	55.00	\$	55.00	\$	55.00	\$	55.00	\$	55.00	\$	110.00	\$	55.00	\$	55.00	\$	25,300.00	\$	25,905.00
75000 Office Expenses - VCB	\$	-	\$	-	\$	1,120.59	\$	1,188.15	\$	752.92	\$	52.14	\$	-	\$	-	\$	98.67	\$	22.38	\$	-	\$	93.24	\$	3,328.09
75100 Annual Meeting Expenses	\$	-	\$	2,396.25	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	6,008.96	\$	8,405.21
75403 Dues & Subscriptions	\$	-	\$	-	\$	100.00	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	158.00	\$	-	\$	258.00
76000 Miscellaneous Expenses	\$	-	\$	-	\$	400.00	\$	(359.10)	\$	579.96	\$	(381.30)	\$	-	\$	-	\$	5.66	\$	-	\$	-	\$	-	\$	245.22
78001 VCB Holiday Open House	\$	-	\$	-	\$	-	\$	463.49	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	463.49
78008 (STI) State of the Tourism Industry Exp	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	99.91	\$	23,949.91	\$	3,297.58	\$	24.56	\$	430.00	\$	-	\$	27,801.96
78011 Building-Equipment Expense	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-	\$	-
Total Expenses	\$	2,473.12	\$	3,118.38	\$	3,519.80	\$	12,682.15	\$	5,461.84	\$	1,017.49	\$	1,556.17	\$	33,890.01	\$	6,052.05	\$	1,403.83	\$	1,533.78	\$	31,965.15	\$	104,673.77

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

Employee Salary & Bonus	12 Staff Members	\$	906,013.70
Benefits (health, Dental & Life)	12 Staff Members	\$	91,695.05

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, its 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 2024 issue	\$	4,990.00
Atlanta Magazine (Total distribution) Full Page 4Color ad March & May 2024 issues	\$	11,180.00
Local Palate Full Page 4Color ad Spring 2024 issue	\$	5,435.00
Undiscovered Florida (Southeast U.S.) Full Page 4 Color ad 2024 edition	\$	15,000.00
Visit Florida Official Vacation Guide (National distribution) Half Page 4Color ad 2024 edition	\$	10,583.00
Total Co-Op Spend	\$	61,142.11
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 & Admissi	Total
IMEX America w/Visit Florida - Las Vegas, NV	October 16-20, 2023	William McBroom (staff)	\$ 7,700.00	\$ 164.00	\$ 673.01	\$ 784.58	\$ -	\$ 9,321.59
Florida Encounter - Miami, FL	February 4-6, 2024	Jennifer Jenkins (staff)	\$ 3,054.10	\$ 76.00	\$ 189.39	\$ 1,179.87	\$ -	\$ 4,499.36
VF I-95 Welcome Center Festival- Yulee, FL	January 26, 2024	John Tharpe (staff)	\$ 100.00	\$ -	\$ 58.74	\$ -	\$ -	\$ 158.74
VF I-95 Welcome Center Festival- Yulee, FL	August 2, 2024	John Tharpe (staff)	\$ 100.00	\$ -	\$ 58.74	\$ -	\$ -	\$ 158.74
Florida Huddle - Miami, FL	February 4-7, 2024	Evelyn Lopez-Kelley (staff)	\$ 3,304.10	\$ 47.00	\$ 189.41	\$ 1,022.58	\$ -	\$ 4,563.09
Florida's Governor's Conference on Tourism	August 28-30, 2024	Susan Phillips (staff)	\$ 645.00		\$ 363.20	\$ 429.03	\$ -	\$ 1,437.23
VF Chicago/NYC Sales Mission	April 1-4, 2024	Evelyn Lopez-Kelley (staff)	\$ 3,000.00	\$ 133.00	\$ 990.37	\$ 1,556.57	\$ -	\$ 5,679.94

VF LAX Sales Mission	May 1-2, 2024	Evelyn Lopez- Kelley (staff)	\$ 2,000.00	\$ 89.00	\$ 95.90	\$ 833.02	\$ -	\$ 3,017.92
Media Hosting - Colombian journalist	January 16- 18, 2024	Carolina Grabova Disperta America crew and talent		\$ 513.00	\$ 640.00	\$ 1,560.00	\$ -	\$ 2,713.00
Media hosting - Univision	April 3 & 4, 2024	(NPS film permit) Jessica Darrinton -	\$ 250.00	\$ 387.00	\$ 1,490.00	\$589.00	\$ -	\$ 2,716.00
Media Hosting - Influencer	April 16 - 18, 2024	WhereisBriggs George and Chris Prieto		\$ 100.00	\$ 398.00	\$ 840.00	\$ -	\$ 1,338.00
Media Hosting - Influencer	May 21 - 23, 2024	(@georgeandcris) DDMO- Caio and		\$ 208.10	\$ 249.00	\$ 1,293.00	\$ -	\$ 1,750.10
Media Hosting - Brazilian Media	June 4- 7, 2024	Anna Mudalen Andrea Verdum Ayres & Patty		\$ 489.00	\$ 328.00	\$ 1,028.00	\$ -	\$ 1,845.00
Media Hosting - Brazil Influencer	June 18 -21, 2024	Leone		\$ 980.00	\$ 486.00	\$ 1,578.00	\$ -	\$ 3,044.00
Media Hosting - Chef	July 15- 18, 2024	Chef Guga Rocha UK and Itreland		\$ 250.00	\$ 389.00	\$ 840.00	\$ -	\$ 1,479.00
Media Hosting - VISIT Florida UK media tour	September 11- 13, 2024	Press Tour Columbia Media		\$ 669.00	\$ 2,023.00	\$ 1,884.00	\$ -	\$ 4,576.00
Media Hosting - Visit Florida Columbia Media Tour	December 4-7, 2023	Tour		\$ 371.00	\$ 1,803.00	\$ 2,105.78	\$ -	\$ 4,279.78
Media Hosting - Canadian Journalist	November 13 - 15, 2023	Dave Pollard		\$ 328.00	\$ 438.00	\$ 840.00	\$ -	\$ 1,606.00
Media Hosting - Canadian Journalist	No vember 12 - 14, 2023	Jim Bamboulis		\$ 189.00	\$ 438.00	\$ 840.00	\$ -	\$ 1,467.00
Media transportation	October 23 - 25, 2023	Mira Tempkin		\$ 274.00	\$ 369.00	\$ 425.00	\$ -	\$ 1,068.00
Media Hosting - German Media	October 4-6, 2023	Andrea Bonder		\$ 306.00	\$ 578.00	\$ 116.00	\$ -	\$ 1,000.00
Media Hosting - Brazilian Media	October 2-5, 2023	Natalia Manczyk		\$ 218.00	\$ 578.00	\$ 1,000.00	\$ -	\$ 1,796.00
			\$ 20,153.20	\$ 5,791.10	\$ 12,825.76	\$ 20,744.43	\$ -	\$ 59,514.49